

PERFORMANCE REPORT

November – December 2025

Quarter 4



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Experiences & Promotion

Lunchtime events

Lunchtime events remain well-loved by Bristol BID businesses. In Q4, we expanded our existing lunchtime yoga programme, from biweekly sessions to weekly sessions, giving attendees a choice between Iyengar Yoga and Yoga Flow.

Six yoga sessions were held across the quarter, with 95 total registrations.

We hosted two Photography Skills Workshops on 27 November with a combined 38 registrations. The event received positive feedback, allowing our levy-payers to creatively connect to their environment and appreciate our city through a new lens.

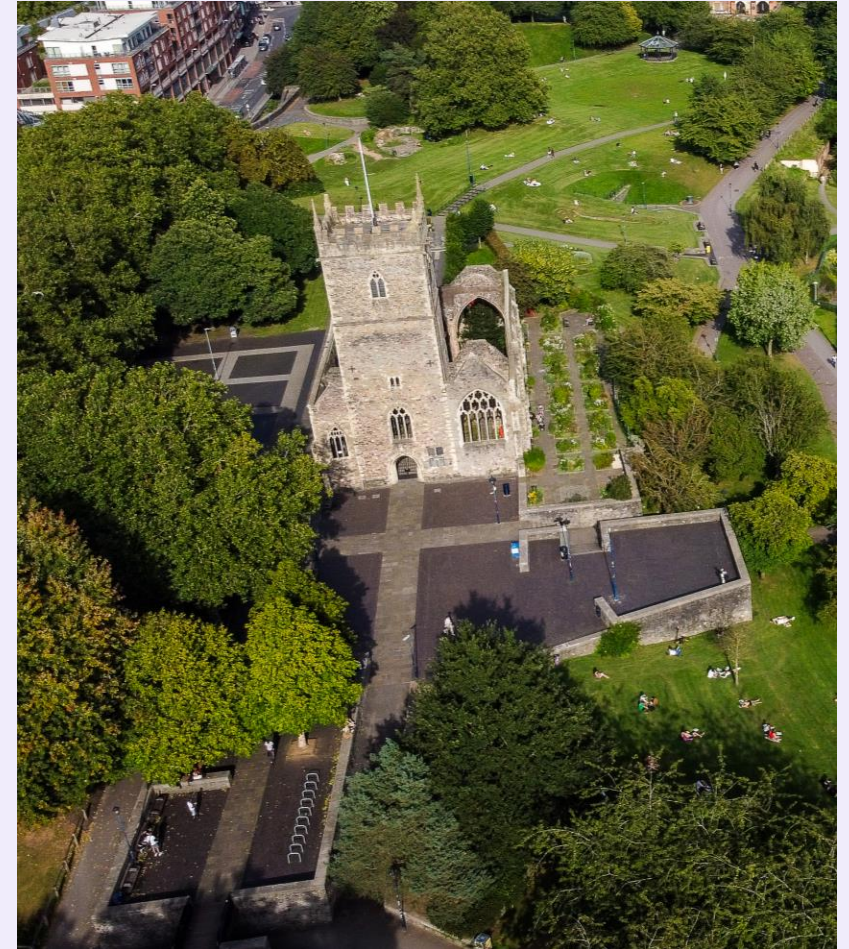


In Their Footsteps

In November, we hosted a unique evening walking tour around the city. Guided by Bristol Heritage expert Pete Insole, the event explored Bristol's former city centre as it stood, prior to and post the 1940 Blitz.

This event is part of a new strand helping businesses situate themselves within a broader Bristol narrative. This engages levy-payers with the city's heritage and offers context to the story of place and place-making during a period of change to infrastructure, transport, and land use.

This project was later presented to the National Trust national advisory board as a model of business engagement with heritage of place.



Sector Connections: Supporting levy paying cultural businesses

Q4 saw the launch of a new strand connecting businesses across sectors through a series of events at cultural venues. Examples to date focus on supporting members of the Park Street and Queen's Road group to mitigate forthcoming transport disruption.

Events included:

- Breakfast Curator tour at the RWA on 18 November
- Carol Singing at St George's on 8 December, led by conductor David Ogden

These events encouraged footfall to both venues as well as general awareness of their facilities and events.

The Carol Singing event featured a TAP for Bristol point, supporting our Safe & Supported Communities initiative.



Christmas Star Concert

In December, we continued Redcliffe & Temple BID's legacy of sponsoring the annual Christmas Star Concert. This took place on 11 December at St Mary Redcliffe Church.

This collaboration supported two levy-paying businesses: Bristol and Weston Hospitals Charity and St Mary Redcliffe Church.

The concert is a key event in Bristol & Weston Hospitals Charity calendar that raises vital funds and awareness. The concert was performed to a sold-out audience and featured a variety of local groups and schools.

Prior to the concert, representatives from the BID attended a pre-show networking event where Steve gave a speech highlighting the BID's collaboration and influence.



Love Bristol Gift Card

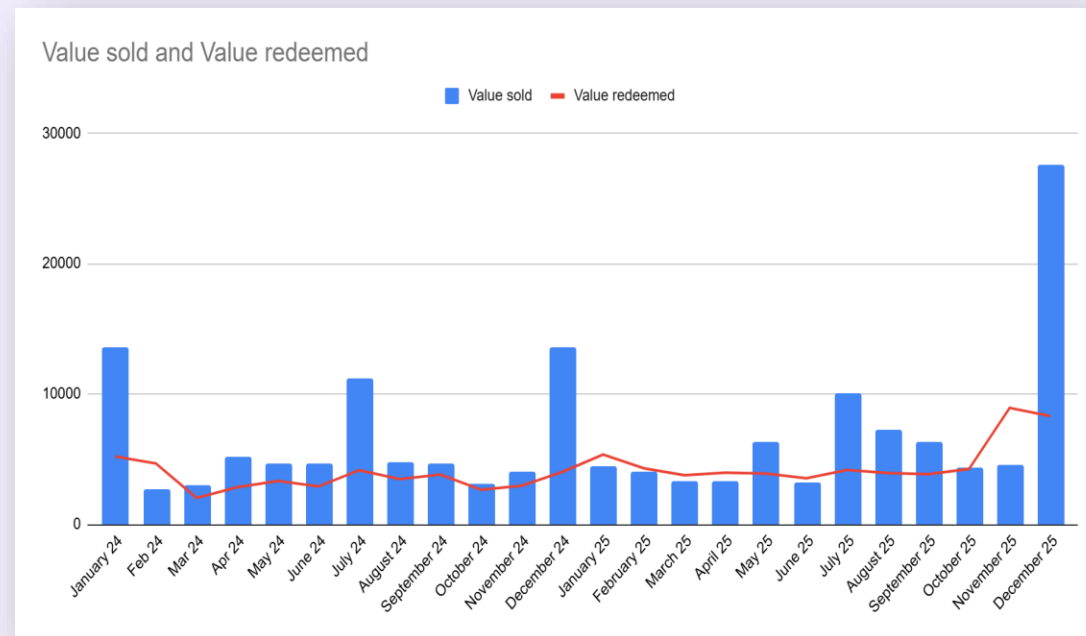
More than 200 businesses across the city are now signed up to accept the gift card, with a new sales point at We The Curious and a second in the process of being set up.

Q4 sales

- Total Q4 sales for November and December were **£32,157**.
- December was an all-time high sales month, with **£27,577** worth of gift cards sold - an increase of over 80% from November 2025.
- This capped another record year with **£91,929.28** total sales in 2025 – an increase of 22.5% from the 2024 total (£75,024).

Q4 redemptions

- Total Q4 redemptions for November and December was **£12,442.33**.
- 2025 was also another record year of redemptions with **£53,055.14** put back into the local economy from the scheme.



12 Days of Bristmas

The 12 Days of Bristmas competition ran from 18 November to 24 December, promoting the Love Bristol Gift Card.

The campaign allowed purchasers of the Love Bristol Gift Card the opportunity to win 1 of 12 'money can't buy' experiences. This campaign saw the BID collaborate with Pizzarova, Wake the Tiger, Bristol24/7, Bristol Beacon, The Gaffe Comedy Club, Bristol Ferries, Hot Air Balloon Company, Ujima Radio, Bristol Hippodrome, SUP Bristol, and Park Street/Queen's Road venues.

The competition received just under **200** entries and contributed to a record month of gift card sales in December. The campaign achieved a PR reach of over **794,000** and a social media reach of over **125,000**.



Safe & Supported Communities

Footfall & Insights

The BID [Footfall & Insights](#) web pages highlights the latest footfall insights through O2/Virgin Media sensors on Park Street and Victoria Street.

New for Bristol BID, our Broadmead footfall page highlights footfall in Broadmead East and the corner of Broadmead West and Union Street powered by Springboard (MRI) footfall sensors.

Quarter 4 saw us continue our monthly reports summarising visitor numbers, key demographics, and spend power vs the UK averages.

The footfall pages received **258 visits** from **55 visitors** in Q4.



TAP for Bristol

This quarter achieved the following TAP for Bristol donations:

- November: **£1013**
- December: **£1128**
- Total for Q4: **£2141**

A TAP for Bristol strategy has been established for 2026 with the aim of:

- Increasing donations by 10%
- Securing 3 corporate partnerships for workplace donations
- Securing repeat revenue stream by inclusion with Payroll Donation companies

Please email paula@bristolbid.co.uk with details of the Payroll Donation Companies you use and any contacts Paula can speak to about workplace funding.



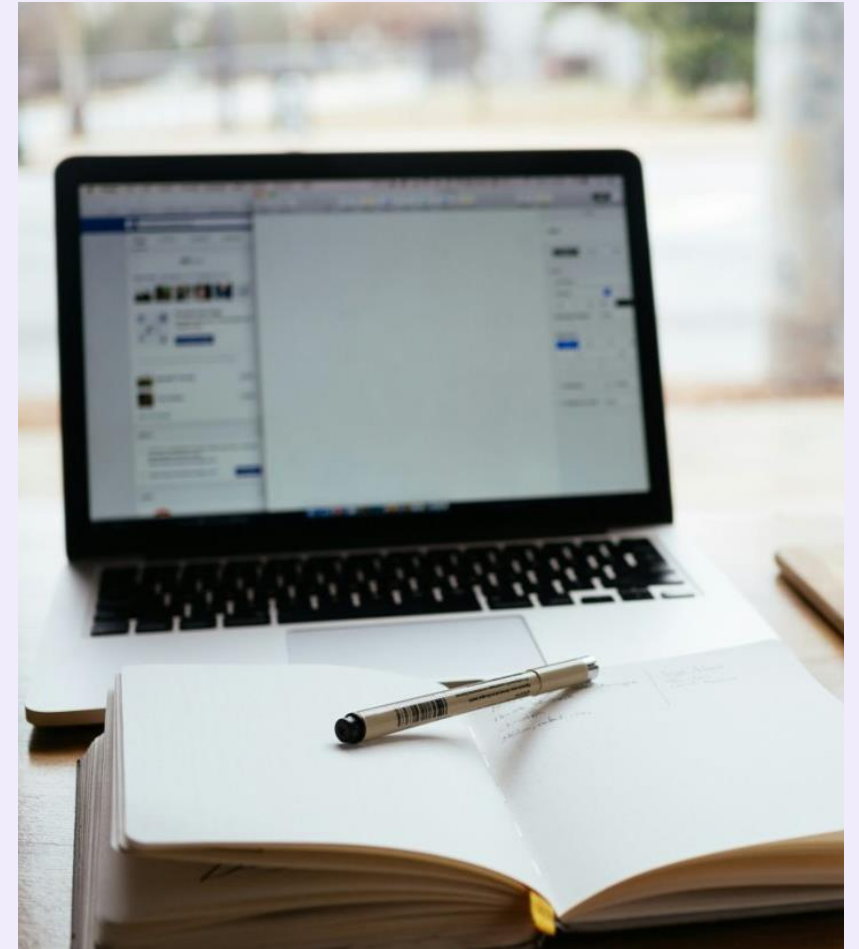
Training Hub

In Quarter 4, **266** live training events were booked and **165** on-demand courses were attended.

The top 5 course categories this quarter included Office 365, microlearning, compliance, leadership, and business essentials. Course feedback found that 42% rated their experience as 'Excellent', 46% as 'Very Good', and 13% as 'Good', highlighting a valuable service for businesses.

The top courses completed in Q4 included:

- Managing Vulnerable Customers Professionally and Fairly
- Cyber Security Essentials
- Power BI Desktop Part 1 : Introduction
- Data Consolidation
- Filters (Sorting, Including Advanced Filters)



Volunteering

In Q4, we launched a new monthly volunteering series. This series enables our business community to support those in need through facilitated sessions. Each month, we will host a lunchtime volunteering event targeted at benefiting different community groups and charities.

We began our volunteer series in November with a litter pick of the Quaker Burial Ground. In December, we hosted a present wrapping event to support the Lord Mayor of Bristol's Children's Christmas Appeal, where we wrapped hundreds of presents that were then distributed to children in need over Christmas.

Session attendees:

- **November:** Litter pick of Quaker Burial Ground. 15 attendees.
- **December:** Present wrapping. Approx 70 attendees



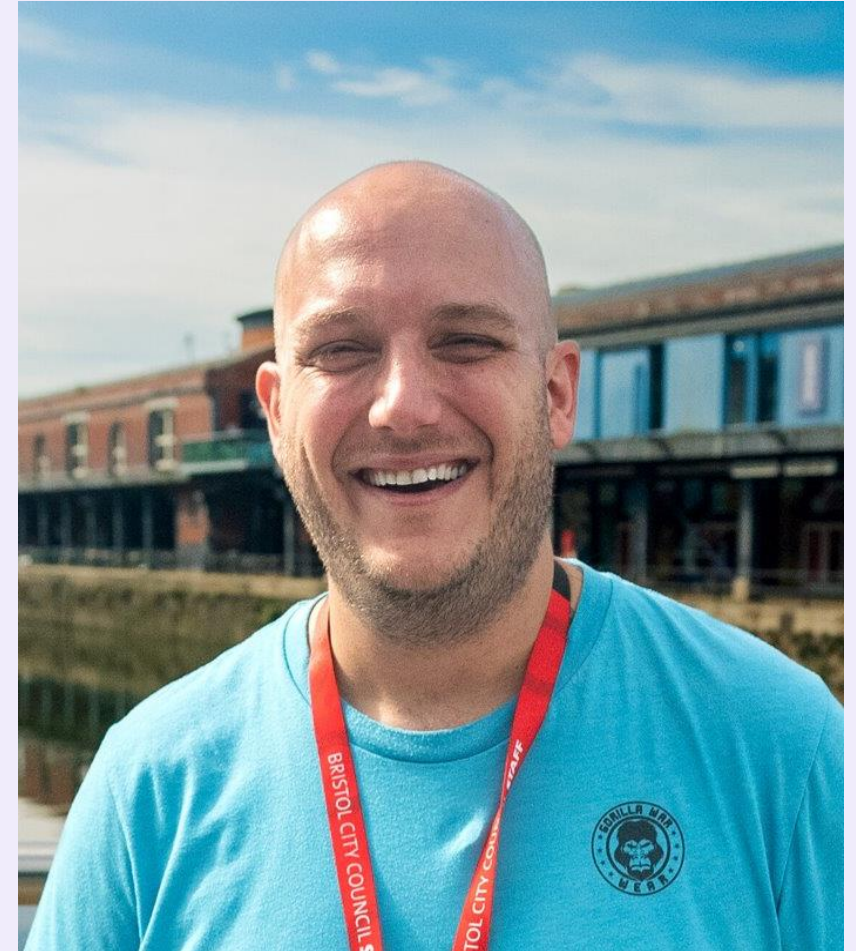
Business Crime Reduction Partnership (BCRP)

Street Intervention

In Q4, our BID funded Street Intervention Services (SIS) officer, Lewis, worked closely with members of the street community.

During this quarter, Lewis and the wider SIS team's interventions included:

- Referrals for Housing Support – 103
- Verbal Warnings – 40
- Referrals for Substance Misuse Support – 34
- Criminal Behavioural Order – 1
- Referrals for Health Support – 12
- Referral for Financial Support – 10
- Community Protection Notice – 8,
- Community Protection Warning – 16



BID Rangers

In Q4, the Ranger Service provided consistent coverage and support. In November and December, rangers recorded **447** business interventions, including **53** stock recoveries, bringing the total value recovered to **£7,220**.

Patrols were carried out at key locations, including Broadmead, Bond Street, Cabot Circus, Temple Quay, Victoria Street, Queen's Road, Penn Street, and Park Street, addressing issues such as 19.2% theft, 73.8% routine visits, and 7% street drinking. In addition to these patrols, the rangers maintained a proactive and uniformed presence, offering support with crime reporting and promoting tools such as RadioNet and the Disc platform.

This quarter's activity reflects a strong commitment to maintaining community relationships, supporting business resilience, and fostering a visible and reassuring security presence.



BID Night Rangers

In November, following successful funding through the Bristol Hyperlocal Knife Crime Hotspots initiative, Bristol BID introduced the Night Ranger team to the city centre.

This services focuses on late-night retail theft and safety within the night-time economy, enhancing public safety, reducing anti-social behaviour, and providing reassurance to businesses.

Two trained Night Rangers patrol hotspots on Friday and Saturday nights from 8pm-4am, working closely with key partners. Patrols are split strategically, supporting retail and hospitality venues in Broadmead and Cabot Circus, while also targeting Castle Park, Old City, Broad Quay, Harbourside, and lower Park Street to address hotspots and anti-social behaviour.



Dedicated PCSO

This quarter, our BID funded PCSO Nat made **231 engagements** with **123 individual businesses**.

Nat plays a pivotal role in addressing crime and anti-social behaviour. Notable enforcement outcomes include the successful handling of **1 CBO breach**, support with **1 arrest**, **7 CPW breaches**, **1 CPN breach** and issuing **19 reports**.

Nat has supported 8 businesses with issuing banning letters to individuals refusing to leave private land or blocking fire access, assisted with 7 tent removals, and helped 15 businesses with evidence gathering following serious incidents. Nat, in collaboration with PC370, has also supported the enforcement of 2 unlicensed vendors in Anchor Square.



BCRP Highlights

This quarter, Bristol BCRP has continued its engagement work. BCRP Manager, Carmen was a guest speaker at the Crime Stoppers Retail Crime Campaign event in Cheltenham; represented Bristol BID at Temple Meads station and retailers' quarterly meeting; participated in the South-West BCRP Day of Learning in Exeter; addressed anti-social behaviour (ASB) impacts at the Bristol BID Property Manager Forum; and delivered joint awareness events with the police.

Carmen engaged in strategic and national activity by meeting with the Home Office on youth crime and with Police and Crime Commissioner Clare Moody on Broadmead and Cabot Circus challenges.

In November, the South-West Counter Terrorism Independent Advisory Group was successfully re-formed, formally recognising the Bristol BCRP Manager's advisory role and earning a Certificate of Appreciation from Andy Hill, Assistant Chief Constable for Counter Terrorism Policing for the South-West.



Clean & Welcoming

Street Cleansing

Q4 saw our cleansing team continue to provide free graffiti removal and deep cleansing for businesses within the Bristol BID area.

Since November, the team have been focusing on introducing themselves to new BID businesses while also focusing on cleansing hotspot areas.

On average each month, the cleansing team:

- Respond to 24 business requests
- Remove 358 graffiti tags
- Clean 964 miles of streets
- Contribute to 4,704 additional hours of cleansing



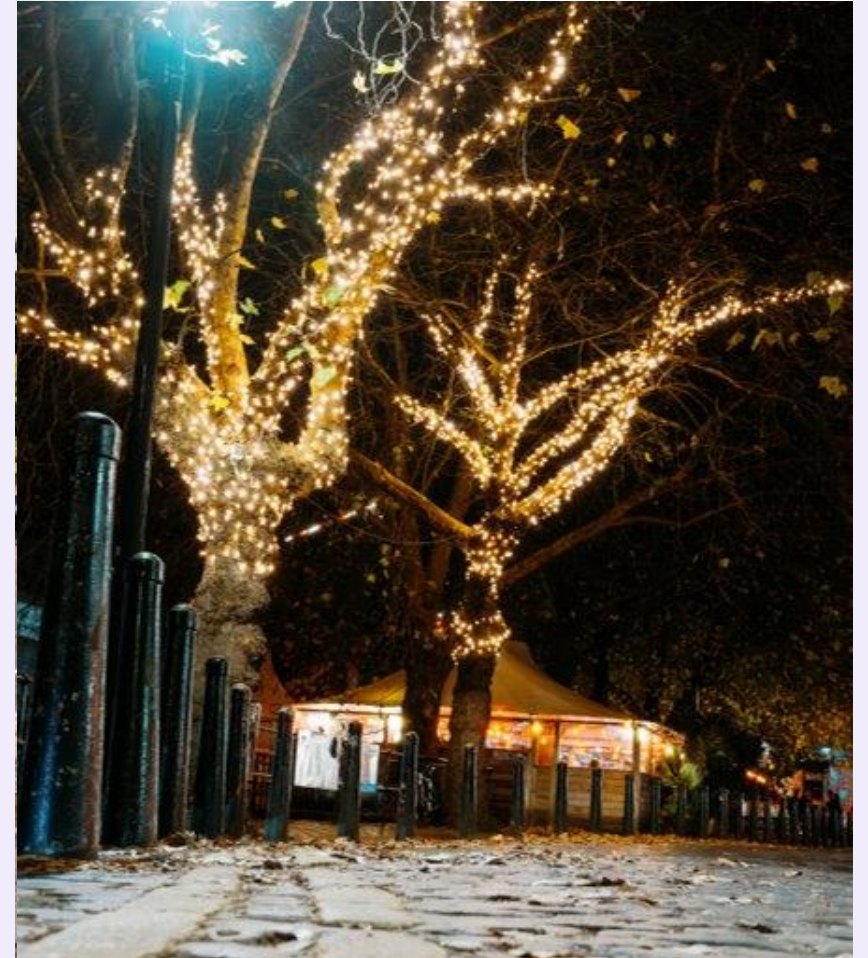
Winter Lights

Our winter tree lights first illuminated the city at the end of October followed by the switch on of our festive lights in November.

Further investment has been made to introduce tree lighting into new areas, now illuminating Narrow Quay and outside Gardiner Haskins. A full inspection replacement of redundant product was conducted to maintain the operation of the lights installed.

Feedback from businesses highlights that tree lighting has not only enhanced the look of the area but contributed to making areas feel safer at night.

The team are exploring new locations for lights for 2026, reflecting the wider BID footprint and seeking to illuminate areas of darkness. We are working with local authority colleagues in other areas to achieve this.



Sustainable & Green

Green Infrastructure

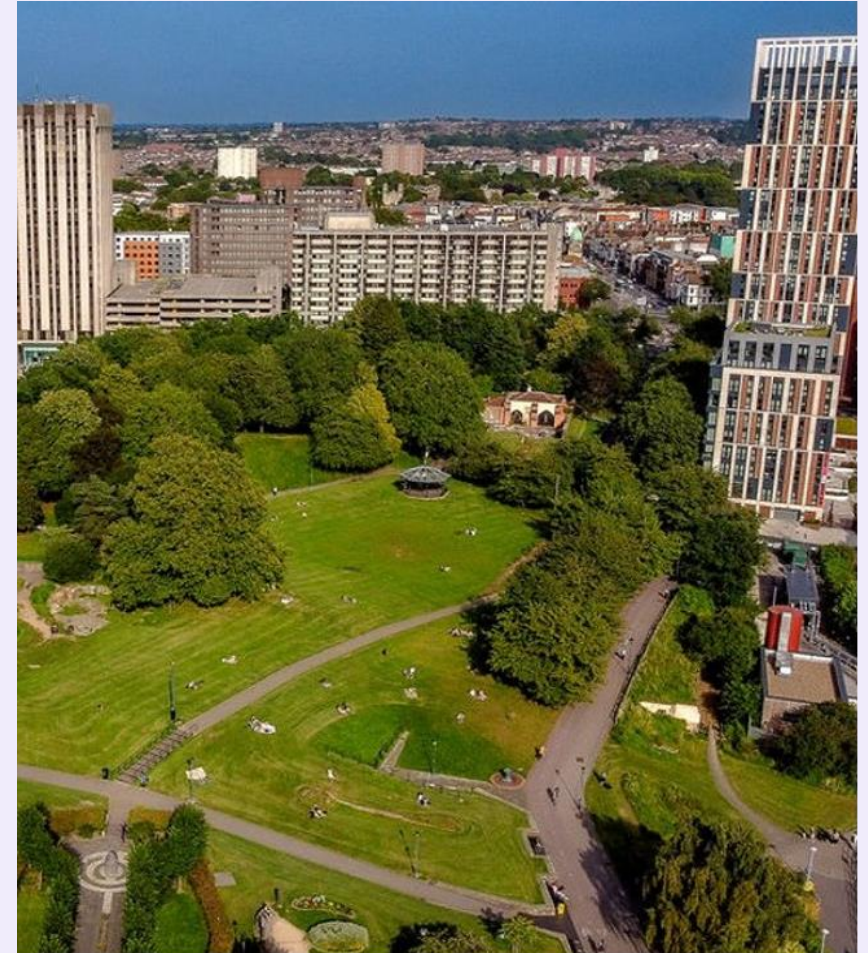
In Q4, we have continued our work to improve parks and green spaces in the city centre, including:

Portwall Gardens: This project is nearly complete with just a small section of path to be added along with further planting in spring 2026.

Quaker Burial Ground: A joint project with City of Sanctuary, UWE, and Bristol MIND. The project received £100k of Community Infrastructure Funding in December for a redesign in Spring 2027. We have funded a 'Gardening Club' series on the second Tuesday of every month.

Berkeley Square Gardens: We continue to explore opportunities to improve this space however there are restrictions as we cannot identify the legal owner of the space. Conversations to continue with the University of Bristol.

Green Infrastructure Action Plan: Our consultation on this new plan will commence in spring with a series of walks and workshops: [Find out more here](#)



Dr Bike

Our Dr Bike service remains a popular offer received by our levy-payers who attend the sessions in high numbers. Businesses are also forthcoming to host sessions themselves.

In Q4, we held 10 Dr Bike sessions between 11 November and 17 December in 8 different locations. During this time, the Life Cycle mechanics serviced 99 levy-payer bikes.

In December, we held a successful trial of a new location in Quakers Friars. This will be a permanent session location moving forward.

Our ongoing collaboration with Life Cycle proves mutually beneficial, as we share aligned ambitions to promote well-being and improve the city's environmental impact.

Thanks to BCC who fund 50% of the cost of Dr Bike.



Bristol Climate & Nature Partnership

This continues to be a valuable partnership for our businesses and introduces many people to the work of the BID. The BCNP and BID team met on 19 January to create a business engagement plan for 2026.

BCNP events in Q4 included:

- Intention to Action Clinic: Making Climate Action Part of Business as Usual: 12 November

Upcoming events in Q1 include:

- Climate Action Breakfast: Reducing digital emissions: 11 February. [Book here](#)
- Sector Focus – Visitor Attractions – April (date to be confirmed)



Transport projects

In Autumn 2026, we worked closely with businesses on Denmark Street to shape the proposals for the improvements of this street. These were deferred from the December meeting to the 5 February meeting. We will submit a new statement for this meeting.

We are now working with BCC on their Workplace Travel Network series of events. The first event will focus on Electric Vehicles and how they can support businesses. [Book here](#)

We are also working with Business West as part of the Workplace Parking Levy Steering Group. The data collection survey has been distributed by BCC and as of 14/1/26 has had 70 responses with a target of 100.



Business Engagement

Business engagement

A 12-month business engagement strategy has been prepared, with the aim of building and maintaining strong relationships with BID businesses to strengthen the Bristol BID brand and become a trusted partner.

Each member of the Business Engagement Team has been given KPI's for business interactions and has a specific sector focus, with all interactions being recorded, to ensure visibility across the team and enable reporting.

The Bristol BID Building Management Forum continues to grow with a representative from each of the main Building Management businesses attending the latest meeting on 20 November to discuss Business Crime and how we can support them.



Marketing

Website

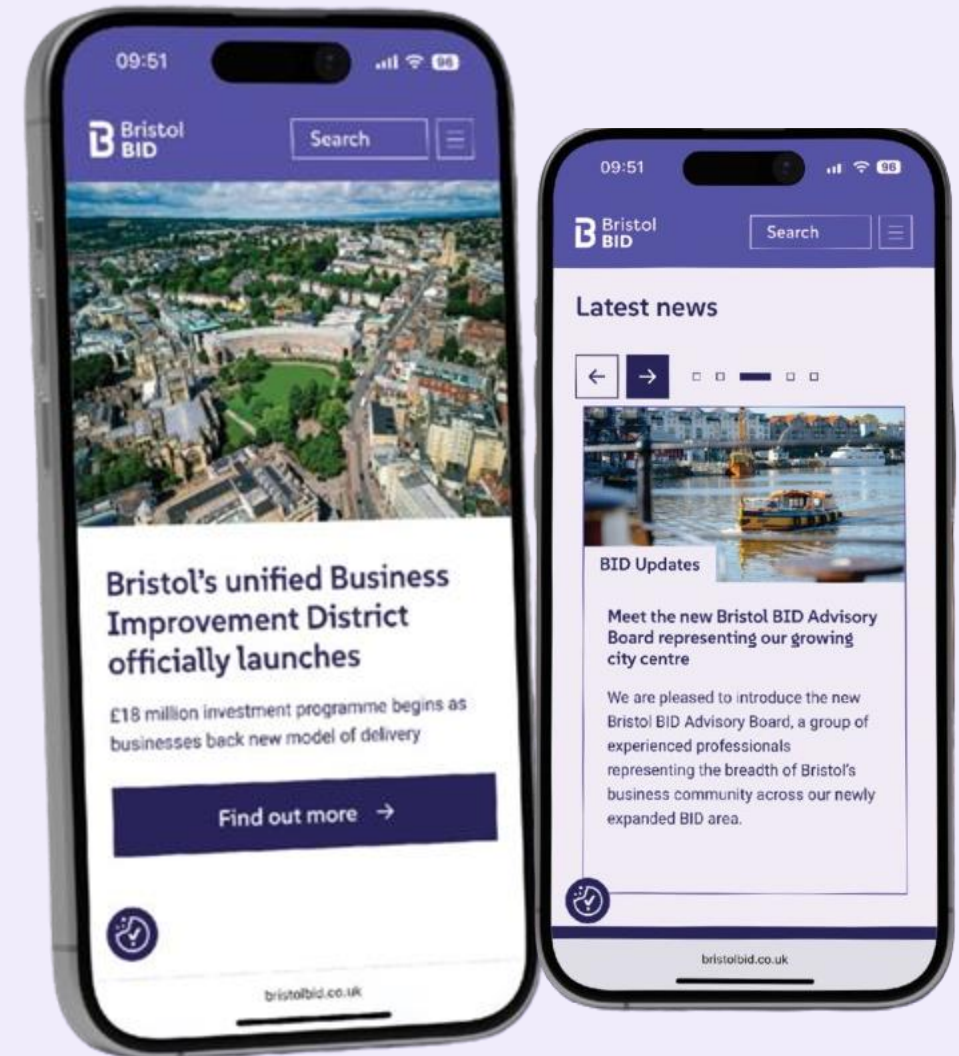
Q4 saw the launch of the new Bristol BID website, reflecting our re-brand.

During Q4, the website recorded a total of 3,075 active users and 12,933 total monthly views. This included 2,191 active users and 8,251 total monthly views in November, and 884 active users and 4,682 total monthly views in December.

The most viewed pages during Q4 were the [Events](#) listing, followed by [Projects](#), [About Us](#), [News](#), and [Services](#). This is likely influenced by users familiarising themselves with the new website layout and navigation.

Monthly activity indicates periods of higher engagement, particularly in November, likely due to the launch of Bristol BID, followed by lower levels of activity in December.

Website performance and user behaviour will continue to be monitored moving forward to track trends over time and support future planning and content development.



Email marketing

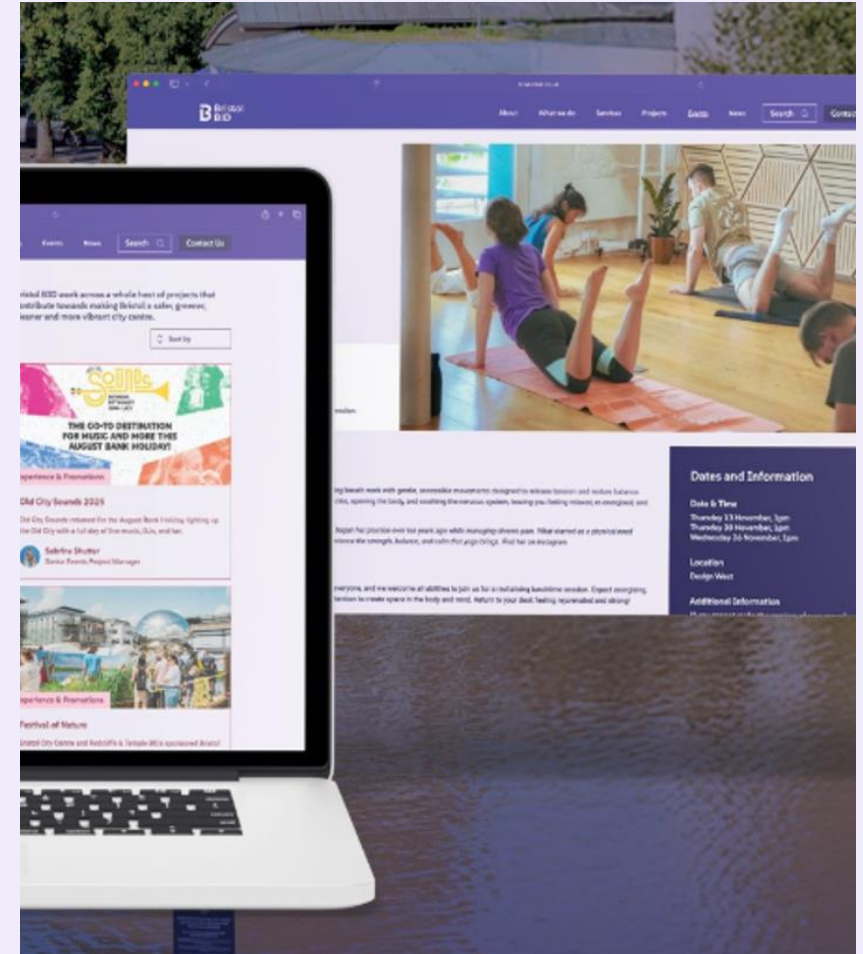
In Q4, all previous Bristol City Centre, Redcliffe & Temple, and Broadmead BID contacts were collated into one database.

Our introductory 'Bristol BID Welcome Email'* introducing the newly unified BID achieved a 36% open rate and 6% click through rate.

Regular newsletters sent this quarter included:

- November events newsletter – 21% open rate, 2.98% click through rate
- November projects newsletter – 26% open rate, 19.5% click through rate
- December events newsletter – 34.8% open rate, 18.3% click through rate
- No projects newsletter was sent in December due to a now resolved issue with Spotler

**November's introductory email and event newsletter were sent via Spotler CRM. All remaining newsletters were sent via Spotler Mail+, so there may be some discrepancies when comparing click through rates across platforms.*



Social media

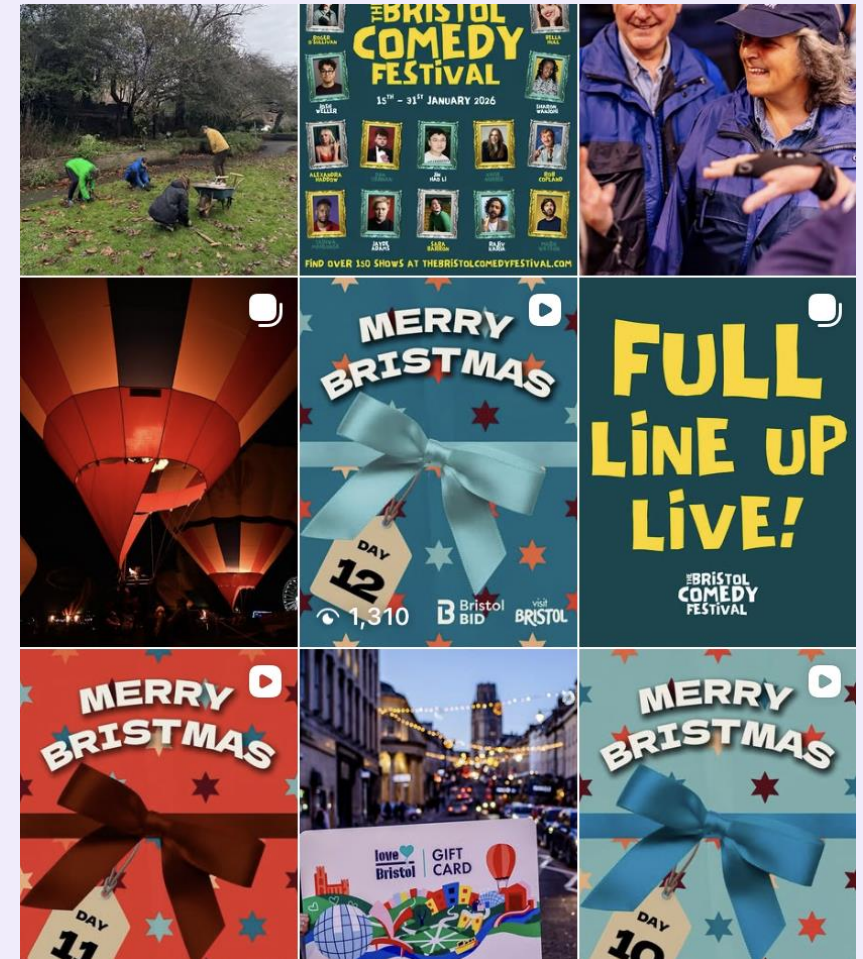
The Bristol BID social media channels retain the former Bristol City Centre BID follower base.

During Q4, all active social media channels recorded audience growth. Instagram followers increased from 6,307 in November to 6,448, a 2.24% increase, while LinkedIn followers grew from 3,546 to 3,613, a 1.89% increase. Facebook followers rose from 1,802 to 1,817.

Instagram also saw a notable rise in reach, views, and interactions in December, reflecting strong engagement with content. Facebook experienced moderate growth in views and interactions, while LinkedIn maintained steady follower growth despite some month-to-month variation in engagement metrics.

These trends demonstrate continued audience growth and engagement across our social media platforms. We will continue to monitor key trends.

Bristol BID no longer uses X and therefore is not included in ongoing monitoring.



Most liked posts – Bristol BID



Likes: 599
Views: 24,518
Accounts reached: 14,766



Likes: 267
Impressions: 10,960
Clicks: 727



Likes: 179
Views: 11,735
Accounts reached: 4,203



Likes: 126
Views: 11,678
Accounts reached: 4,980



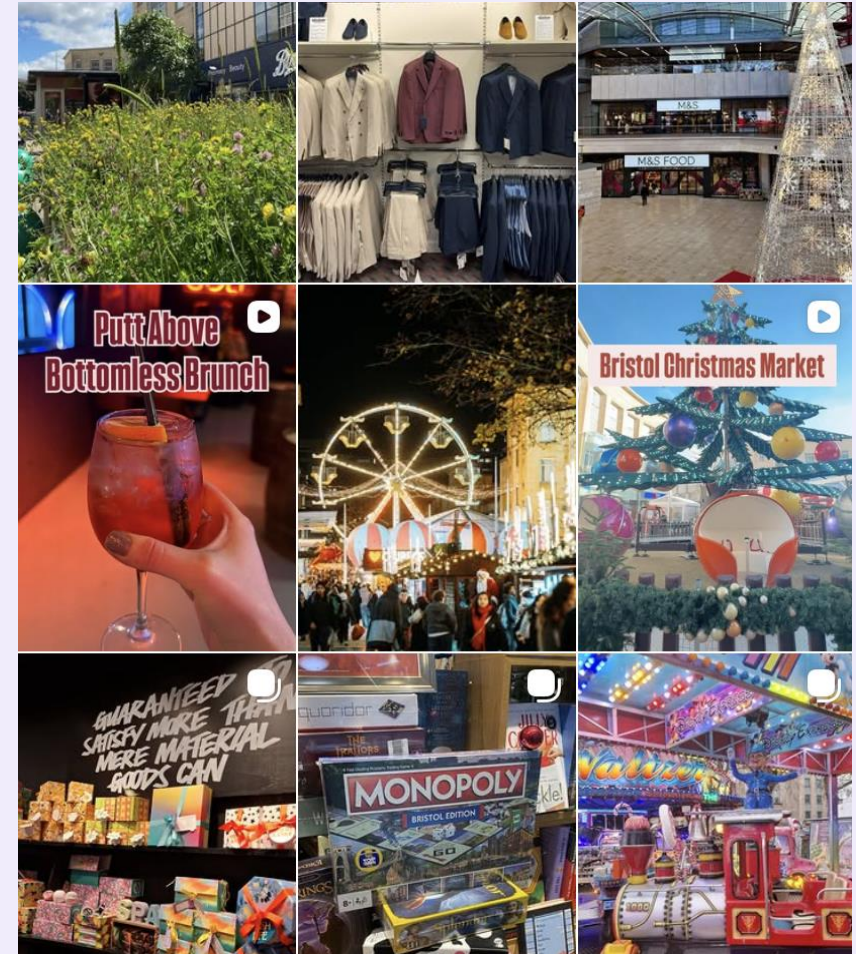
Likes: 97
Views: 1,517
Accounts reached: 987

Social media – Bristol Shopping

Bristol Shopping Plus is Bristol BID's consumer channel, promoting retail, leisure, and hospitality businesses across the BID area.

During Q4, Instagram followers saw a rise from 3,373 in November to 3,413 in December, a 1.18% increase, Facebook followers went up from 9,974 in November to 10,041 in December, a 0.67% increase.

Facebook and Instagram also saw a rise in reach, views, clicks, visits and interactions in December, reflecting strong engagement with content.



Most liked posts – Bristol Shopping



Likes: 390
Views: 19,429
Accounts reached: 6,490



Likes: 220
Views: 25,437
Accounts reached: 16,226



Likes: 107
Views: 3,475
Accounts reached: 1,240



Likes: 95
Views: 13,379
Accounts reached: 5,167



Likes: 94
Views: 28,106
Accounts reached: 275

Finance

Finance update

We are awaiting details from BCC to confirm current collection rates and levy reports.

Forecasts will then be updated by theme.

Updated budget by theme to be presented for approval at Advisory Board meeting

The new Operating Agreement requires the BID to be informed of businesses being sent reminder letters and court summonses : this has yet to happen and will be discussed at the **March Monitoring Group Meeting with BCC.**

Cash flow has been impacted in January due to delayed payment of levy invoices and adapting to new ways of working.