

PERFORMANCE REPORT

January – March 2026

Quarter 1



Report overview

Welcome to the Bristol BID Quarterly report, covering the progress of BID project progress in January, February and March 2026.

The aim of this report is to document what we are delivering against the four core themes outlined in our business programme – Experience & Promotion, Safe & Supported Communities, Clean & Welcoming, Sustainable & Green – as well as important updates relating to business engagement and marketing.

Six months on from unification, this is the first opportunity to measure the impact of Bristol BID as an organisation. Please note, the report is result focused and not intended for forward planning or the future vision of projects – visit the [website](#) for further detail on projects and services.

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Experiences & Promotion

Bristol Comedy Festival

- Second partnership with Bristol Comedy Festival: 15-31 January.
- **166 shows, 36 venues** (30 BID businesses), **10,264 tickets sold**.
- **£6,000 raised for TAP for Bristol** through optional ticket buyer donation.
- A venue survey highlighted:
 - 64% noticed an increase in footfall
 - 81.9% reported improved visibility/reputation
 - 54% were first time comedy event hosts

"These types of events are so integral for hospitality in struggling months such as January." - venue survey respondent



Bristol Light Festival – Audience Survey

- **Economic impact:** £11.49m, +4% to 2025. ROI of £25 for every £1 spent.
- **Footfall:** Estimated 200,000 attendees (consistent with 2025) Footfall peaked on Saturdays.
- **Spend:** £30.28 average spend per person. Over 50% of attendees went for food/drink, 10% went shopping, 9% attended the theatre/gig. Two thirds only did so due to the festival.
- **Audience satisfaction:** 88% rated the event as 'good' or 'very good'. 85% would be 'likely' or 'very likely' to attend again.
- **Civic pride & identity:** Out of 5, civic pride scored 4.4 and the festival reflecting the city's identity scored 4.43, both up from 2025.
- **Travel:** 78% travelled specifically for the festival, up on previous years. A further 5% stayed after work to attend.

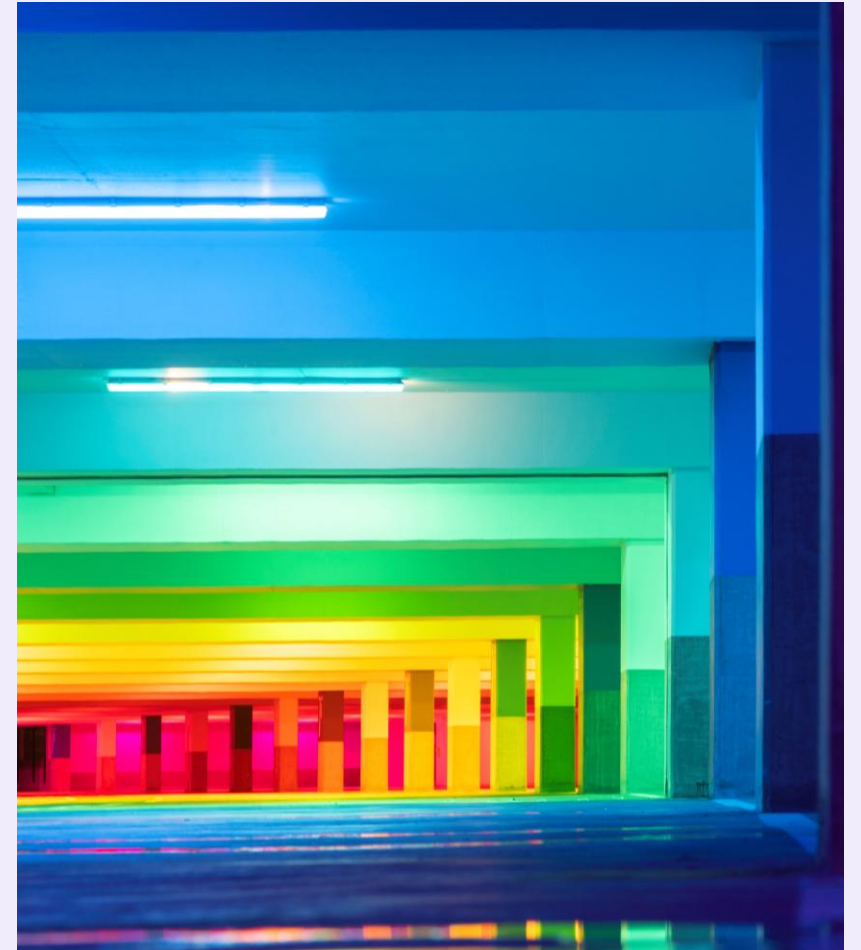
[Read the full audience survey here](#)



Bristol Light Festival - Artworks

Sixth edition: 19-28 February. 10 installations, including:

- The Lite Series, a new artwork in collaboration with Cameron Balloons, expected to tour other events throughout the year.
- BID-owned artwork Swing Song returned in a new location (Portland Square), supported by activities from Circomedia.
- Midnight Ballet (Will Budgett) at Royal Fort Garden forged new relationship with University of Bristol.
- Bristol-based creatives showcased their work: Air Giants (The Cat That Slept For A Thousand Years), Illuminos (The Electrical Age), Rob Hodgson (Jellymonsters), Studio McGuire (Bell Jar Fairies).
- Joined by Parker Heyl (Jacob's Wall) and Liz West (Our Colour and Our Colour Reflection), which attracted international press attention.



Bristol Light Festival – 2026 innovations

- **Dates:** First weekend aligned with half-term. Thu-Sat format (formerly Fri-Sun) will be repeated. 2027 dates submitted.
- **Footprint:** Expanded post-BID unification. Feedback on distances will inform future planning.
- **Partner programme:** Expanded (BLF Plus and BLF Events), 30+ events and activations. 63% attended a wider event.
- **Cultural venue partnerships:** Wider involvement across 19 businesses; St George's, Bristol Folk House, Stradling Collection and others hosted events; record visitor numbers at Circomedia and RWA.
- **National icon:** Clifton Suspension Bridge partnership marked conservation works and new programmable lighting.
- **Charity partner:** First charity partner (St Peter's Hospice) raising awareness of mission to 'bring light to lives'.
- **Skills event:** Lighting Futures (funded by WECA, supported by Bristol Beacon) engaged young people in creative careers.



Bristol Light Festival – Marketing & PR

- **+17.35%** cross-channel views (2,217,607).
- **+107.02%** cross-channel viewers (593,277).
- 20 February saw record web visits for a Friday at the festival.
- Increased demand for events: **+22%** web visits, **+2%** visitors.
- Increased demand for artwork information: **+36%** web visits, **3%** visitors.
- **180** pieces of coverage, combined reach of **1.56 billion**.
- **48** pieces of national coverage, **132** pieces of regional coverage.
- Hero campaign moments:
 - ITV News London Broadcast
 - Picture stories in The Times and The Telegraph
 - The Sun - online story
 - Radio coverage - Magic Radio London, regional Greatest Hits Radio & more
 - Aesthetica Magazine online feature
 - Bristol Life cover and spread



Love Bristol, Love Broadmead

- BID led initiative (March-October) delivering visible improvements, strengthen partnerships, and involving businesses and wider community.
- Co-curated with partners: Bristol Waste, Sparks, John Wesley's New Room, Hammersons, Deely Freed, and Bristol City Council.
- Delivered through a series of activations:
 - **March:** The Big Broadmead Spring Clean (already delivered)
- Planned activations:
 - **April:** [Care & Repair Festival](#)
 - **May:** [Blossoming Broadmead](#)
 - **June/July:** Global Broadmead (International Festival, Festival of Nature, WWC Cricket, International Make Music Day, Father's Day)
 - **July/August:** Playful (School holiday programme, outdoor games)



The Big Broadmead Spring Clean

- Volunteer-led week of action (23-29 March) in partnership with Bristol Waste.
- **250** volunteers (aged 3-87), **500+** hours of volunteering, estimated value of **£7,500** (at £15/hour).
- **113 bags of litter** collected. **52 bins** in the Broadmead area cleaned and painted.
- Volunteers cleaned street furniture, removed stickers, painted bins and railings, litter picked, and tidied Broadmead planters.
- Volunteers included local businesses, residents, university and college students, families, and partners including police and Bristol City Council. Majority were corporate groups.
- Volunteer hub located at Shredenham.
- Bristol Waste provided PPE and completed 5 overnight deep cleans of Broadmead.

[Watch the full video](#)



The Big Broadmead Spring Clean outcomes

- Launch of the 6-month initiative helped to shift perceptions of Broadmead.
- Visible activity attracted positive feedback from passersby.
- Collaboration across the unified BID team, led by project managers.
- Investment in local cultural workers to deliver site specific performance: M&M Acro, AE Dance, The Ambling Band, Jump Street Band, Bristol Samba, Vocal Works Gospel Choir.
- Volunteers reported benefits from social interaction with new groups.
- Volunteers perceived the Spring Clean as an established event.
- Range of unexpected positive outcomes identified that address isolation, integration, connection, cohesion. Narratives are being collected for qualitative evaluation.



Lunchtime events - Yoga

- Yoga was a key focus of lunchtime events in Q1.
- Sessions remain popular with all classes selling out.
- 11 yoga sessions held at Design West, 198 registrations.
- Sessions in Q2 will move outdoors into green spaces.
- *Wider lunchtime events programme is spread across themes, highlighted later in this report.*



Love Bristol Gift Card

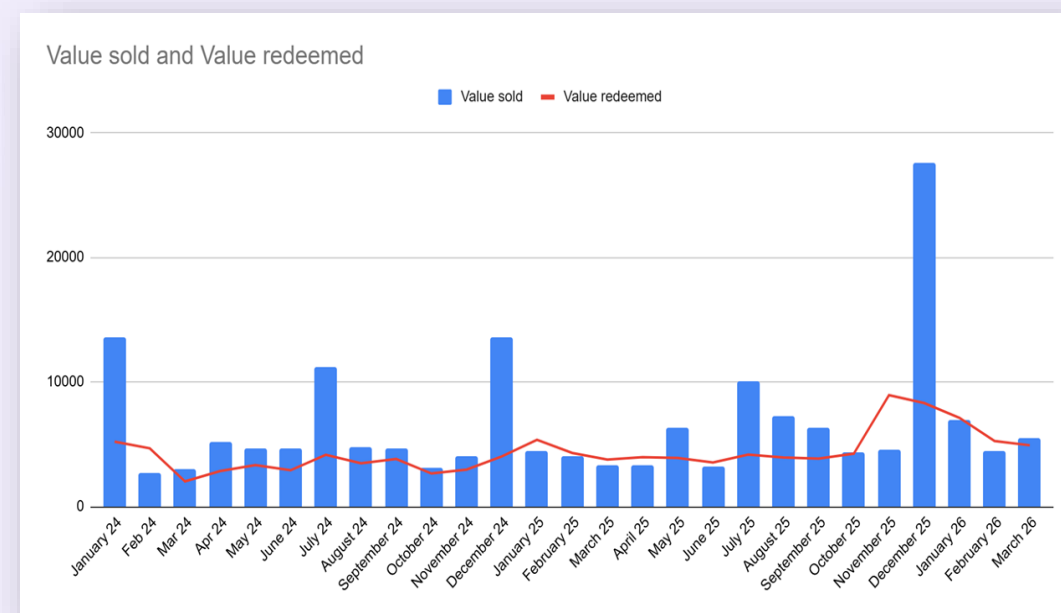
200+ businesses across the city now accept the gift card, following a record start to the year for sales and redemptions.

Q1 sales

- Total sales: **£16,895**
- **+60%** from Q1 2025 (**£10,535**)
- Record Q1 for sales (excluding Q1 2024 when £10k was purchased by Bristol BID).

Q1 redemptions

- Total redemptions: **£17,846**
- Record Q1 for redemptions (**2025 - £13,436.85**), with post-Christmas spend and Mother's Day marketing likely contributing.



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](#).
- [Broadmead footfall page](#) highlighting footfall in Broadmead East, Broadmead West and Union Street - powered by Springboard (MRI) footfall sensors.
- Q1 saw us continue our monthly reports summarising visitor numbers, key demographics, and spend power vs the UK averages.
- Highlights from Q1:
 - **January:** Visitor numbers to Victoria Street increased but decreased in Park Street and Broadmead (likely due to a fall following the Christmas period).
 - **February:** Park Street saw a decline compared to January, although figures were affected by a temporary sensor fault early in the month.
 - **March:** Warmer weather boosted footfall activity significantly across all three areas.
- The footfall pages received **422 visits** from **117 visitors** in Q1.



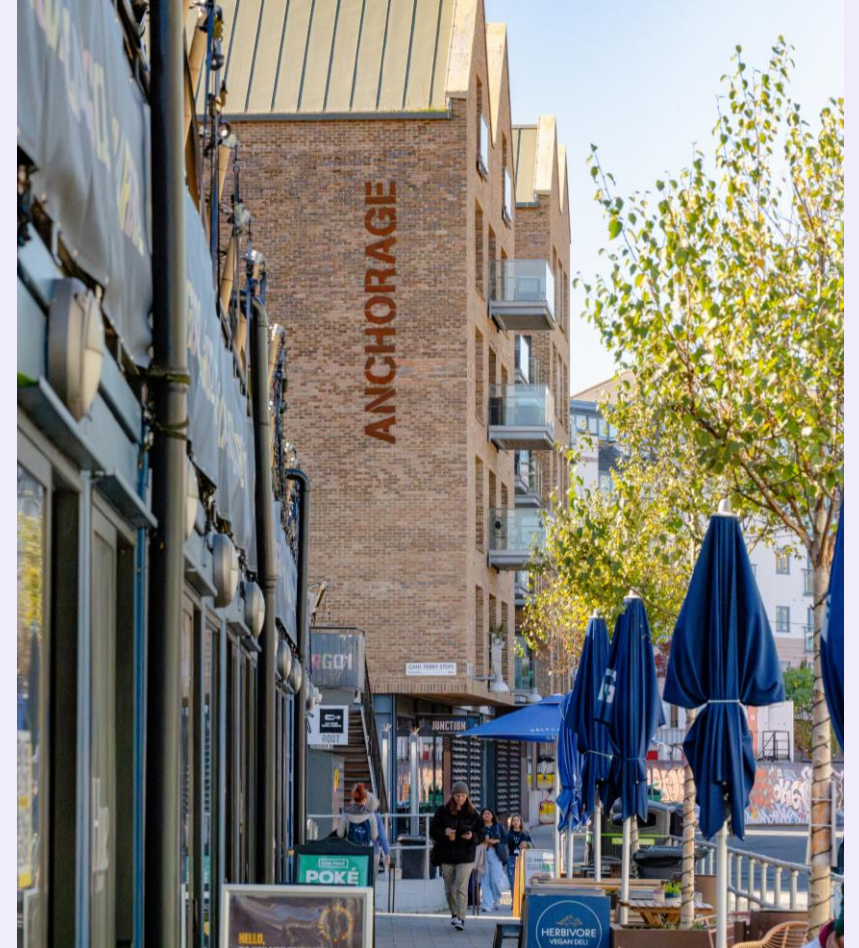
TAP for Bristol

- TAP for Bristol achieved the following donations in Q1:
 - January: **£2,310**
 - February: **£1,169**
 - March: **£1,317**
 - Total for Q1: **£4,796**
 - Comedy Festival: **£6,000** (to be included in April's figures)
- New TAP donations points have been installed at The Welcome Building and Sandwich Sandwich.
- We are currently in discussion with Hands On Payroll Giving to facilitate payroll donations and promote TAP for Bristol to businesses without schemes already in place.



Cost Savings Support

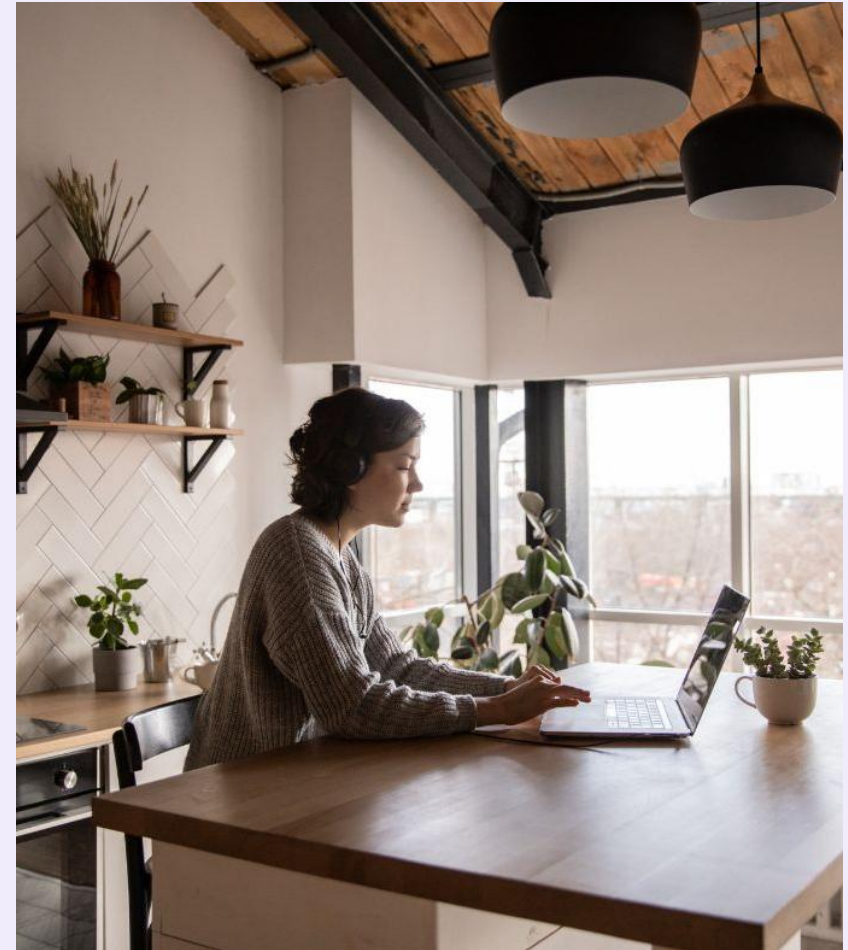
- In Q1, we renewed our contract with Place Support Partnership for 2026, continuing our offer of free support to help businesses save costs.
- The contract allows two business visits per month from Place Support Partnership and two days per month of remote support, to appoint and source relevant contracts.
- Businesses in the new areas and those with upcoming renewal dates, have been targeted initially.
- Number of business visits: **24**
- Number of businesses engaged with the project: **4**
- Savings identified for the above: **£13,126**



Training Hub

- Bristol remains the top BID in the country for activity and engagement across the SEEDL platform.
- Q1: **454 live training events** were booked, and **246 on-demand courses** were attended.
- This compares to **266 training bookings** and **165 on-demand courses** in Q4.
- Top courses completed in Q1 included:
 - Introduction of Health and Safety in the Workplace, Parts 1 and 2
 - Managing Projects at Work
 - Food Hygiene Safety – Level 1
 - COSHH training
 - 10 Tips for ChatGPT Part 1

Top users came from the following organisations: Bristol City Council, Bristol Beacon, AWW, One Big Circle, and ARAG.



Volunteering

Our monthly volunteering sessions continued in Q1:

January – *Litter Pick in Brandon Hill Park*

- We had **8 volunteers** from Environment Agency, BDP architects, and Hartnell Taylor Cook who collected **8 bags of litter**.

February – *Cards of Kindness*

- We encouraged businesses to write cards, messages, poems, stories, or drawings to share with people experiencing loneliness.
- We received **70+ cards** from a wide range of businesses. These will be distributed via The Marmalade Trust at their Chatty Café distribution points at Sparks and John Wesley New Room.

March – *The Big Broadmead Spring Clean*

- Our biggest volunteering event yet with **250 volunteers** and **500+ hours** (see project specific slide).



University of Bristol Innovation Course

- UoB's Innovation & Entrepreneurship centre approached Bristol BID to act as a 'live client' for their second-year Innovation course students, as part of their unit: 'Solving Someone Else's Problem'.
- Bristol BID project managers developed a brief and students responded with research and developed proposed projects specific to the new Temple Quarter development area.
- *"How might we 'improve the city welcome' to make Bristol city centre a better place for industry, students and communities alike?"*
- Our project managers provided feedback on the students' initial ideas, which they are now refining into one final proposed project to be showcased in April.



Youth Workers on the Street

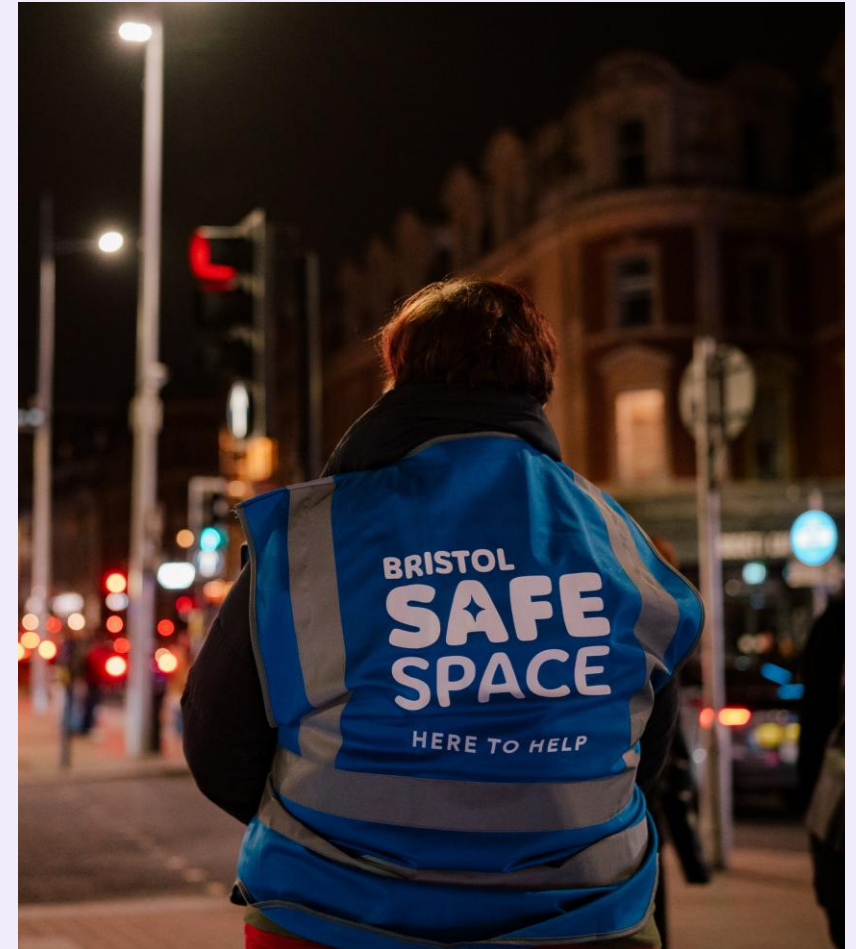
Bristol BID is part of a collaborative youth worker project with Bristol City Council, Learning Partnership West, Creative Youth Network, and Bristol Horn Youth Concern.

- Youth workers patrolling the city centre three times a week (including Broadmead, Castle Park, Cabot Circus and the Old City) on Tuesdays, Wednesdays and Saturdays.
- The youth workers are trusted adults that young people can approach to be directed to activities, opportunities for play and connections, and for signposting to support services. They can be easily identified by their bright red backpacks.
- Since launching in November, the youth workers have **engaged with 845 young people** aged 11-22. There is a rising number of repeat engagements with individuals which is very encouraging.
- We are keen to have businesses engaging with youth workers to boost partnership working.



Bristol Safe Space

- The working group, established in January 2026, has met monthly in Q1, growing to incorporate relevant stakeholders.
- It holds representation from: Avon & Somerset Police, Bristol City Council, Hope Against Suicide, University of Bristol, University of West of England, Hospital, Bouy Events, Bristol Hoteliers
- The BID has committed **£20,000 a year for 5 years**, aiming to have a service running from September 2026 inline with the student return.
- The service will be wellbeing focused, but a contracted medical service provider (first responder) will be in place to ensure staffing and to provide a core service. The service will be supported by volunteers hosted by Hope Against Suicide, enabling foot patrols and a listening service.



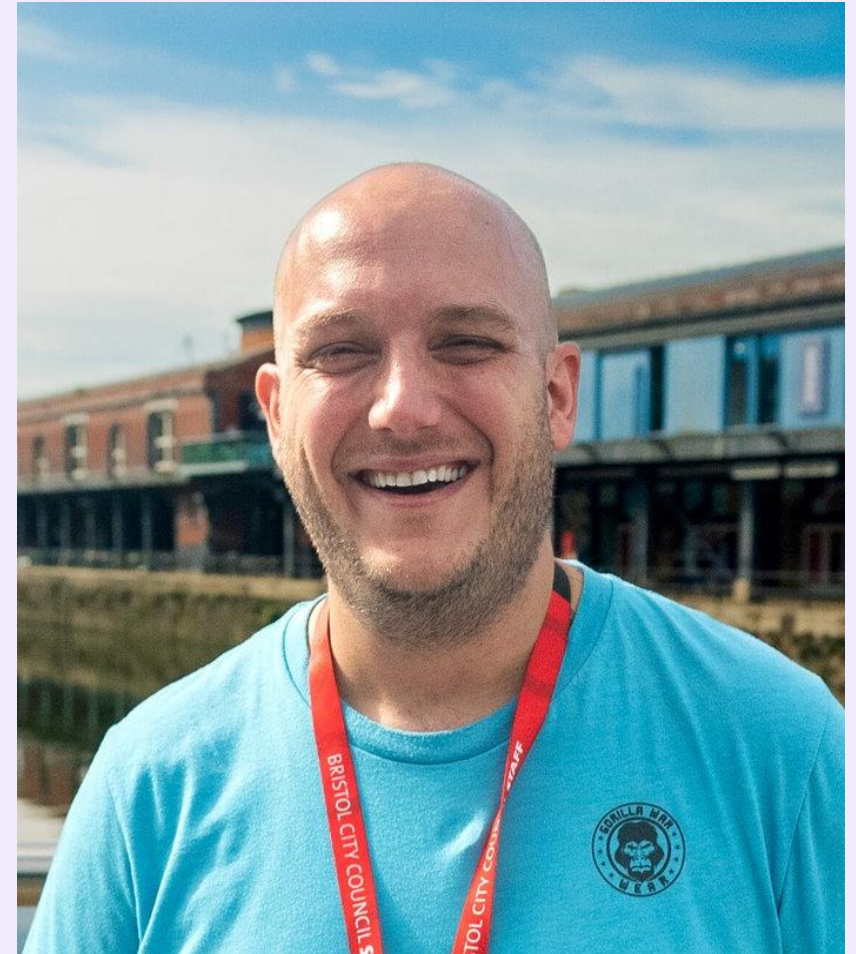
Business Crime Reduction Partnership (BCRP)

Street Intervention

The need for street interventions continues, with our BID funded officer continuing to work closely with members of the street community.

During Q1, the Street Intervention Service team recorded...

- Referrals for Housing Support – **17**
- Referrals for Substance Misuse Support – **10**
- Referrals for Health Support – **6**
- Referral for Financial Support – **10**
- Community Protection Notice – **1**
- Community Protection Warning – **10**
- Verbal Warnings – **7**



BID Rangers

- BID Rangers (both days and night teams) recorded a total of **2,156 business interactions**, demonstrating a strong visible presence and ongoing business engagement.
- **63 stock recoveries** were made, valued at **£7,519**.
- Patrol activity continued across key locations Broadmead, Bond Street, Cabot Circus, Temple Quay, Victoria Street, Queen's Road, Penn Street, and Park Street.
- Rangers remained proactive in responding to incidents, supporting retailers, sharing intelligence, and helping businesses with crime reporting processes – including use of tools such as Radio Net and Disc.



BID Night Rangers

- The Night Ranger service focused on tackling late-night retail theft and improving safety within the night-time economy, reducing anti-social behaviour, and reassuring businesses.
- **Disc intelligence-sharing platform:** Continued use of the platform to help prevent and deter crime, while increasing awareness of known offenders among local businesses community.
- **Bristol BID radio network:** Enabling direct communication with the CCTV Ops Room, Op Brio, Neighbourhood Policing Teams, Cabot Circus Control Room, and The Galleries CCTV room.
- Direct business interactions during Q1...
 - January – **144 interactions**
 - February – **149 interactions**
 - March – **75 interactions**

The Night Ranger service will come to an end in Q2 due to the cessation of funding – alternatives are being explored.



Dedicated PCSO

- BID funded Police Community Support Officer made **315 engagements** with **168 individual businesses**.
- This initiative plays a pivotal role in addressing crime and anti-social behaviour.
- Notable enforcement outcomes: **4 CBO breaches**, support with **5 arrests**, **13 CPW breaches**, **8 CPN breaches**, **26 reports for ASB**
- **6 businesses** have been supported with issuing banning letters to individuals refusing to leave private land or blocking fire access,
- PSCO has assisted the community with **3 Design Out Crime visits** and helped **5 businesses gather evidence** following robberies.



BCRP Highlights

Bristol BCRP has continued to strengthen its influence at both regional and national level in Q1.

Highlights include...

- **Exercise Leopardite:** Large-scale multi-agency Counter Terrorism exercise following an invitation to join the South-West Regional Counter Terrorism Independent Advisory Group.
- BCRP Manager chaired the first South West Regional BCRP meeting, bringing together South-West BCRPs and represented Bristol at the Tackling Retail Crime Together roundtable in London.
- Bristol BCRP has become a valued partner in the national BCRP Input to Tackling Retail Crime Initiative, contributing to a monthly intelligence-sharing group.
- **Fight Back Against Retail Crime:** Recognised as the BCRP event of the year, the event brought together businesses, partners and stakeholders for a session focused on retail crime prevention, partnership work and business resilience, featuring an exceptional line-up of speakers.



Clean & Welcoming

Street Cleansing

Our team continue to provide free graffiti removal and cleansing services to BID businesses.

In Q1, the team worked hard to keep the city looking clean, some of their work included:

- Support for the Big Broadmead Spring Clean included overnight cleansing operations and jet washing the 'Love Bristol, Love Broadmead' logo onto streets, enhancing the area's appearance.
- Specialised deep clean for SS Great Britain.
- Deep cleansing outside premises such as The Granary, Sandwich Sandwich, Broad Quay shops, Bristol Old Vic and Leonardo Hotel as well as regular rounds.
- Continued regular cleansing of busy night-time areas.



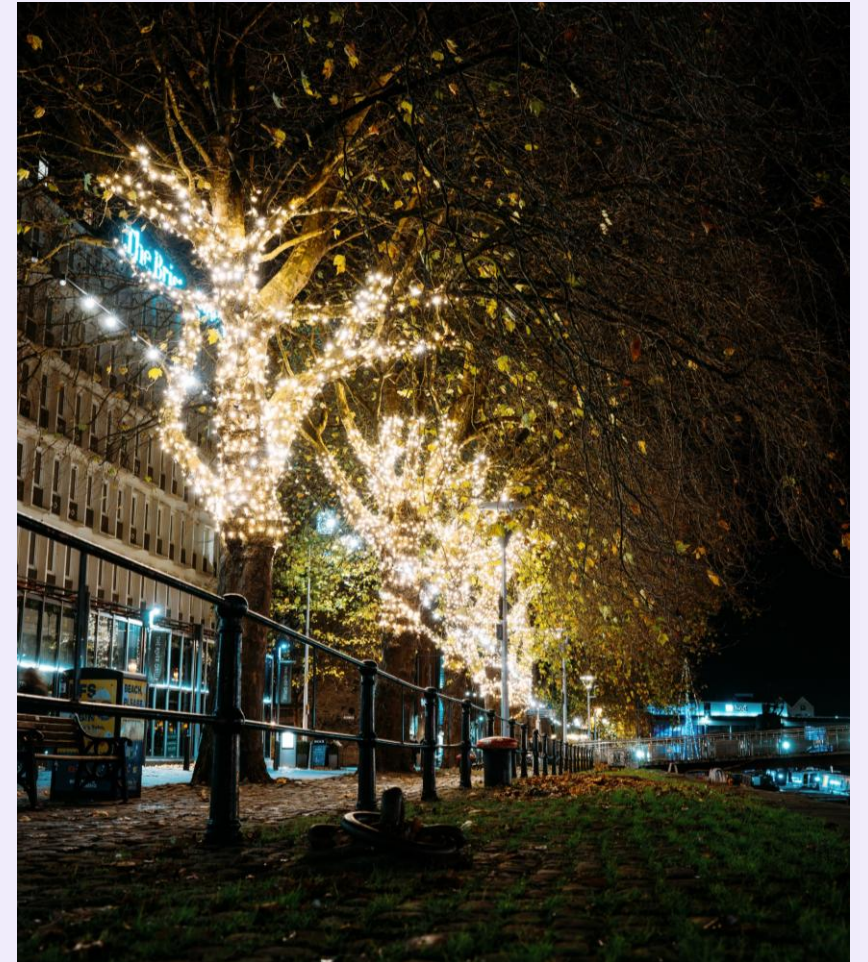
Festive and Seasonal lighting

Festive Lights:

- The festive lights scheme was once again in place across the city until the 5 January, brightening key areas during the Christmas period.
- A review is being carried out to identify some new areas within the wider BID footprint where new feature lighting may be possible.

Seasonal Lights:

- Winter lights remained on until the end of March, illuminating trees and walkways within the city centre.
- Following enhancement of locations across the city in 2025, work is being done to establish new areas to be considered as part of the BID expansion.
- Feedback from business and stakeholders is that areas where this lighting exists help establish a general feeling of safety.



Sustainable & Green

Green Infrastructure

We have had a busy Q1 improving parks and green spaces in the city centre.

Appointment of a **BID Urban Gardener**, working 9 hours a week (Thursday and Friday mornings) operating an electric trike. Green infrastructure projects supported include:

- **Rupert Street:** Added **3 planters** including **3 new trees** to this location next to our existing green wall.
- **Old City Planters:** Refreshed all our planters in the Old City.
- **Portwall Gardens:** This project has been completed and includes a vegetable patch to be used by La Panza which has been planted by our gardener.
- **Quaker Burial Ground:** Our monthly 'Gardening Club' series has been very popular and beneficial with **55 people** joining us this quarter.



Green Infrastructure Consultation

- We have undertaken the first half of our Green Infrastructure Action Plan consultation, included **four Exploratory Walks (30+ attendees in total)**,
- Our Spike Island workshop recorded **38 attendees**, with
- The workshop to prioritise projects will take place 20 May.
- Launched our online mapping tool – [Placechangers](#).
- Consultants Moowd have been appointed to help prioritise the ideas to take forward and cost and design.



Bristol Climate & Nature Partnership

Demand for the Getting Started Programme has grown significantly this year, and the programme is now oversubscribed - **18 applicants for 10 slots**.

Bristol Climate & Nature Partnership results in Q1...

- Climate Action Breakfast - Reducing digital emissions (February): **36 attendees, 22 from BID businesses**.
- Legal Sector Roundtable: **4 businesses**, all BID businesses
- Climate Action Plan: Met with Arnolfini, Clarke Willmott and Watershed



Ongoing transport projects

Progress updates on transport projects that are being convened and influenced by Bristol BID:

- **Denmark Street:** This has been approved at Transport Committee – to be built February 2027.
- **Oxford Street:** Began work with businesses to develop new vision for Oxford Street including more space for outdoor seating (see artist impression).
- **Park Street:** The proposals for Park St were voted against at Transport Committee. We are currently awaiting next steps.
- **Workplace Travel Network:** The first event of our partnership saw 30+ guests discussing Electric Vehicles, charging and micromobility.
- **Workplace Parking Levy:** BID supported a data collection survey distributed by Bristol City Council (**100 responses**) - further consultation planned.



Dr Bike

- **16 Dr Bike sessions** took place in Q1, including **6 private sessions** hosted at BID businesses
- This is in addition to the four monthly public locations: Left Handed Giant, Double Puc, Bristol Beacon and Cabot Circus.
- Overall, the Life Cycle mechanics worked for **117 hours** to **service 203 bikes**, enabling the continued safe use of environmentally friendly transport in and around Bristol.



Business Engagement

Business engagement

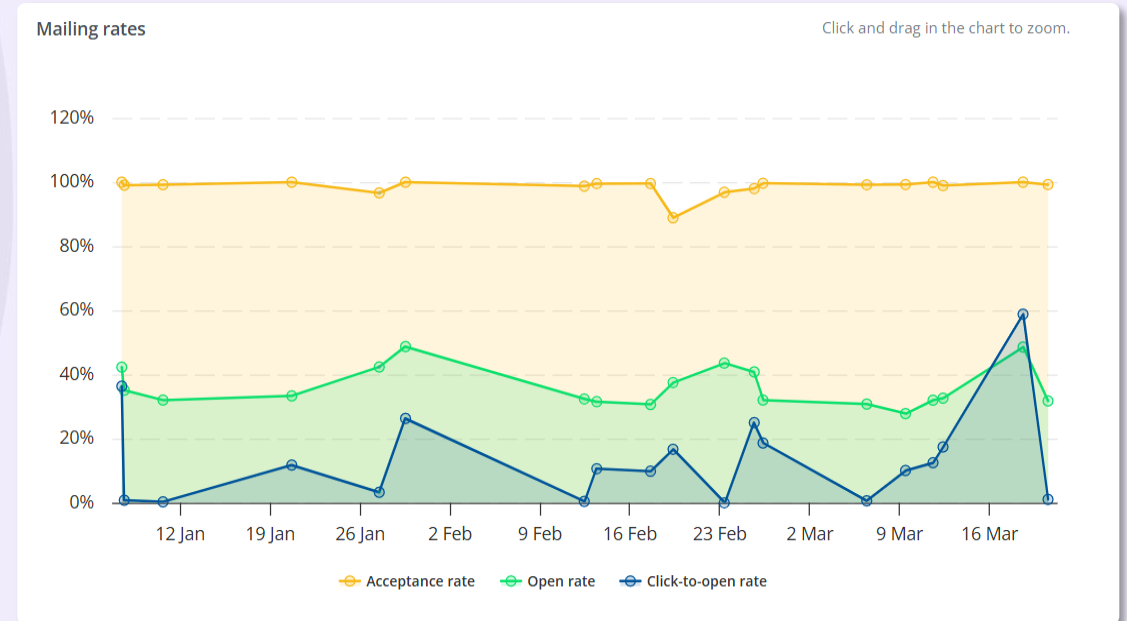
131 business interactions recorded in Q1. Main topics discussed...

- BID changes and project updates
- Events calendar
- Bristol Light Festival
- Cleansing & reporting street issues
- ASB/business crime
- Volunteering opportunities
- Transport and highways projects



Business engagement results

- Open rates for business information emails range from **27.8 - 48.7%** in Q1.
- Highest performing communication: Road closure notice relating to Trenchard Street.
- **Acceptance rate:** number of accepted mailings. An email is accepted when the receiving server has successfully received it.
- **Open rate:** percentage of contacts who have opened your email in relation to the number of accepted emails.
- **Click-to-open rate:** percentage of contacts who clicked a link in your email, divided by the number of unique confirmed opens.



Marketing

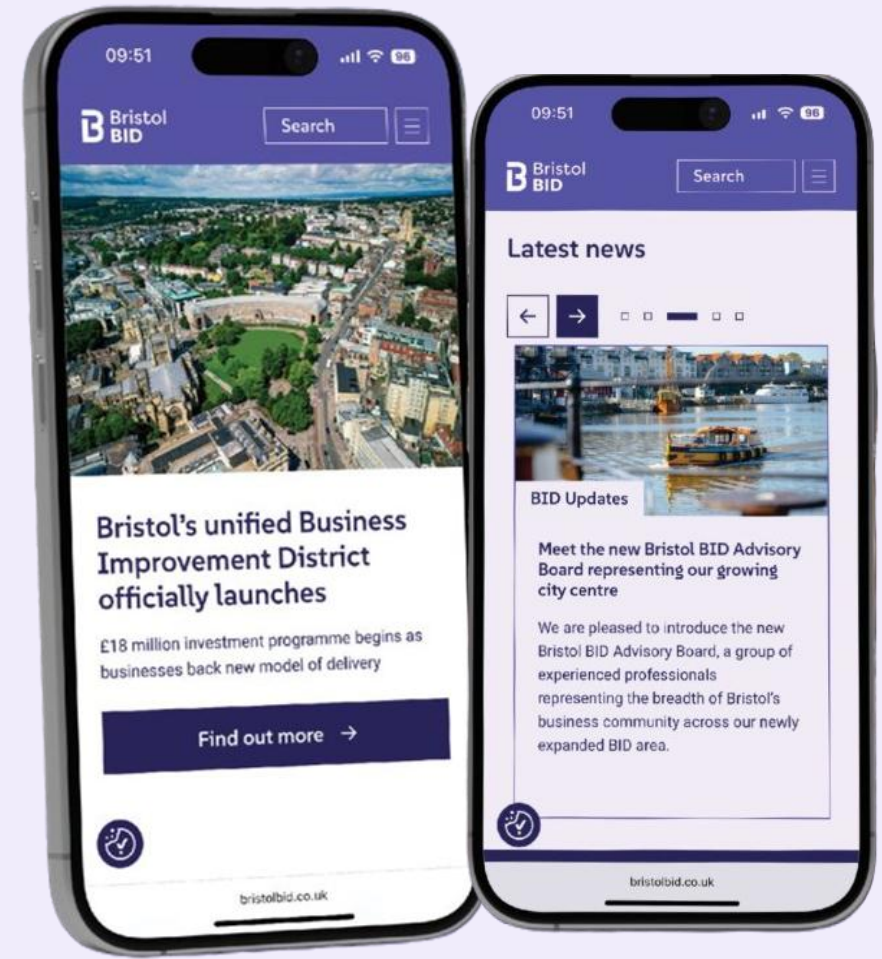
Website

The website recorded a total of **8,612 active users** and **25,309 total views**. This was a **180% increase** in active users and a **96% increase** in views compared to Q4 2025. March saw the most website visits with **9,432 visits** from **2,866 users**.

- Most viewed pages during Q1 were the [Bristol Shopping page*](#), followed by [Events](#), [Big Broadmead Spring Clean](#), [Projects](#) and [About us](#).
- Monthly activity indicates periods of higher engagement, particularly in March, likely due to a high number of events happening that month, including the [Big Broadmead Spring Clean](#) and [20 Days of Calm](#).

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

**The pre-existing Bristol Shopping website was taken offline in January 2025. In its place is the Bristol Shopping Plus landing page on the Bristol BID website.*



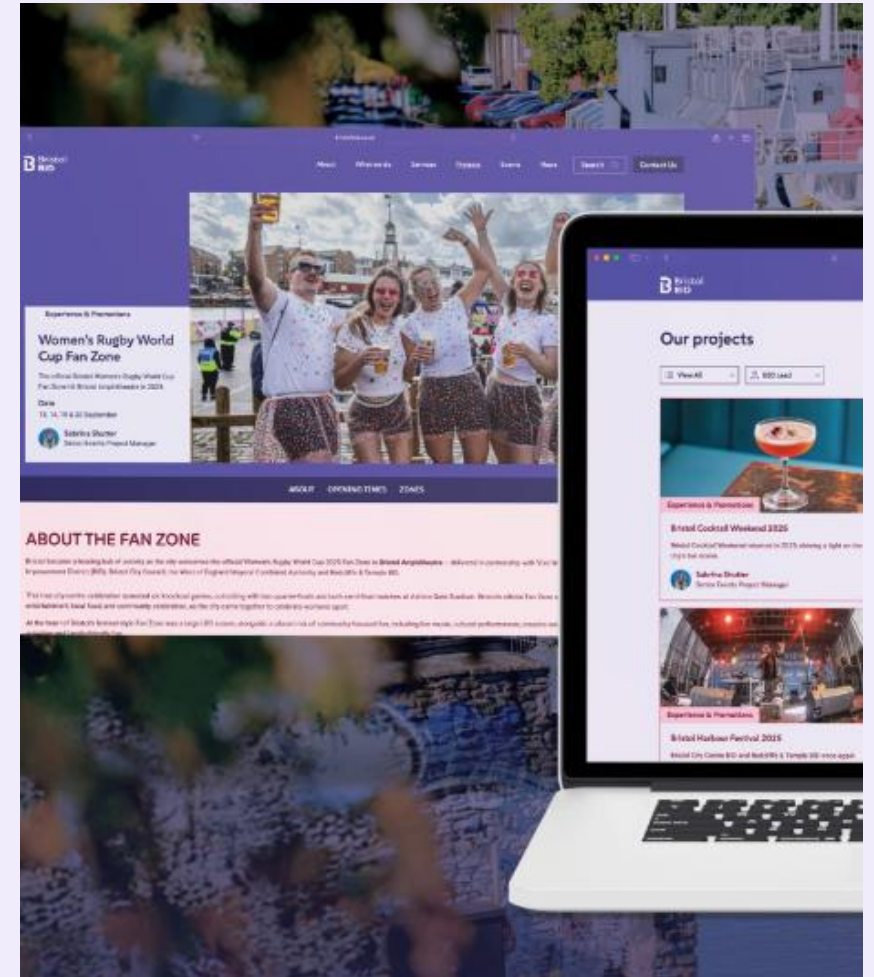
Email marketing

Email marketing remains strong, with clickthrough rates significantly outperforming national averages (2.62% average across all users according to [Mailchimp](#)).

- No January events newsletter due to Christmas break
- January projects newsletter - **28.7%** open rate, **25.4%** clickthrough rate
- February events newsletter - **36%** open rate, **24.6%** clickthrough rate
- February projects newsletter - **27.1%** open rate, **22.9%** clickthrough rate
- March events newsletter - **32.9%** open rate, **20.4%** clickthrough rate
- March projects newsletter - **25.2%** open rate, **12.9%** clickthrough rate

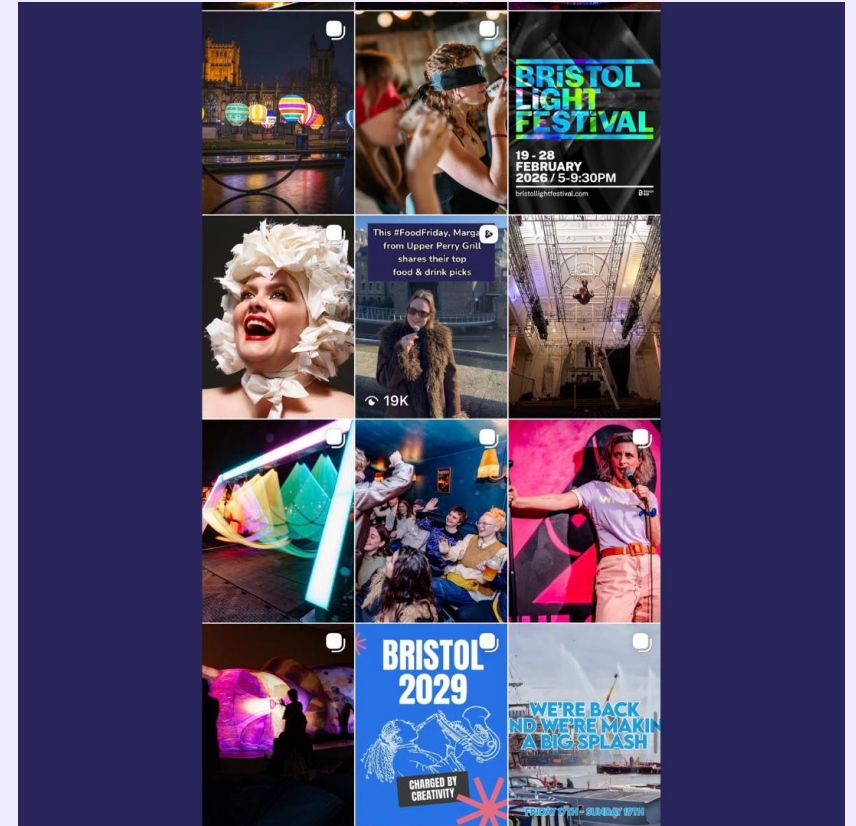
Best performing events newsletter: *'Free events to enjoy in February! Bristol Light Festival, exploratory walks, gardening and more'*

Best performing projects newsletter: *'Latest news from Bristol BID. Welcome to the latest edition of Bristol BID's Project Newsletter'*



Social media

- LinkedIn recorded the highest follower growth from **3,613** to **4,046** (+**11.98**). Followed by Instagram, rising from **6,447** to **6,830** (+**5.92%**) and Facebook from **1,817** to **1,887** (+**3.85%**).
- Instagram saw a notable rise in views, and interactions, with **382,083** views (+**316.6%**) and **14,831** interactions (+**549.6%**).
- Facebook experienced **61,002 views** (+**390.2%**) and **63,027 viewers** (+**23.2%**) from organic content. This was a significant spike compared to Q4 with Bristol Light Festival and the Big Broadmead Spring Clean performing strongly.
- LinkedIn maintained steady growth, with posts totalling **39,707 impressions** (**31.3% increase**) and **1,535 reactions** (**113.5% increase**).



Most liked posts – Bristol BID

visitbristol and 3 others

View Insights

4,324 Likes 59 Comments 35 Shares 1,200 Saves

Liked by bristol_light_fest and others
visitbristol Hey Bristol, @bristol_light_fest here taking over for opening weekend!

From now until 28th Feb we'll be lighting up the city with 10 installations, 10 locations and a larger footprint than ever! 🌟

- The Lite Series at College Green
- The Cat That Slept for a Thousand Years at Cascade Steps
- Jacob's Wall at Redcliffe Caves

Likes: 4,324
Views: 96,158
Accounts reached: 41,396

visitbristol and 3 others
Bristol, United Kingdom

BELL JAR FAIRIES
 Royal West of England Academy

View Insights

678 Likes 56 Comments 7 Shares 195 Saves

Liked by bristol_light_fest and others
visitbristol @bristol_light_fest here to let you know... the lights are ON 🌟

With an extended footprint across the city this year, there's

Likes: 678
Views: 25,396
Accounts reached: 11,381

bristolbid

bristol_light_fest and 4 others
bristol_light_fest · Original audio

View Insights

46.9K Views 646 Likes 6 Comments 14 Shares 144 Saves

Likes: 646
Views: 46,956
Accounts reached: 30,798

bristol_light_fest and 2 others

BRISTOL LIGHT FESTIVAL

19 - 28 FEBRUARY 2026 / 5-9:30PM

bristollightfestival.com

View Insights

564 Likes 21 Comments 29 Shares 384 Saves

Liked by upperperrygrill and others
bristol_light_fest Everything you need to know for 2026! 🌟 ... more

visitbristol We can't wait!

cabotcircus 🌟🌟

17 February

Likes: 564
Views: 39,287
Accounts reached: 20,699

visitbristol and 3 others
Bristol, United Kingdom

View Insights

382 Likes 1 Comment 16 Shares

Liked by bristol_light_fest and others
visitbristol Hey Bristol, @bristol_light_fest here 🌟

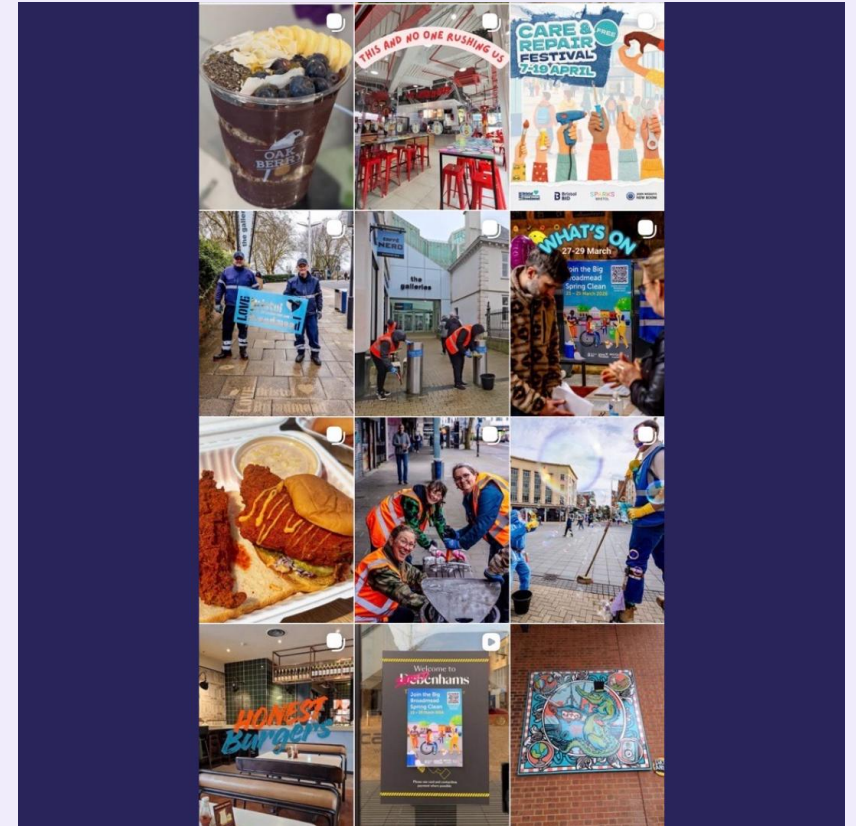
Did you know that this year, venues across the City Centre are hosting free, light-based events and activities across the festival as part of BLF Plus? 🌟

From a Mid-Century lighting collection at @stradlingcollection and an illuminated window display at @sparksbristol created by students at @bristolcitycollege, to a special edition of Bristol's first ever external neon sign at Maudslayi and a nighttime edition of Bristol's

Likes: 382
Views: 19,617
Accounts reached: 8,434

Social media – Bristol Shopping

- During Q1, Instagram followers rose from **3,413** to **3,619 (+6%)**, Facebook followers went up from **10,041** to **10,165 (+1.23%)**.
- Instagram views grew significantly in Q1 2026, rising from **42,228** to **319,390 (+656%)**, while Facebook views also rose from **204,000** to **726,136 (+256%)**.
- Social media growth can be attributed to successful posts during the Bristol Light Festival, Big Broadmead Spring Clean and a greater focus on reels content, as well as strategic collab posts with Bristol Waste, Visit Bristol and various local content creators.



Most liked posts – Bristol Shopping

visitbristol and 3 others

1/10

View Insights

4,323 59 35 1,200

Liked by upperperrygrill and others
visitbristol Hey Bristol, @bristol_light_fest here taking over for opening weekend!... more
20 February

Likes: 3,935
Views: 96,174
Accounts reached: 41,396

thechubbybristolian and bristolshopping
Hilary Duff · What Dreams Are Made Of

GLUTEN FREE COLIN HAS LANDED!

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461 71 1 74

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thechubbybristolian HE'S OFFICALLY HERE! Woke up at

Likes: 461
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Posted by Instagram
12 Mar ·

Haute Dolci, Cabot Circus Bristol
Opening Saturday 14th March... See more

Haute Dolci Cabot Circus

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

10:01 90%

Posts

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22 February

visitbristol and 3 others
Bristol, United Kingdom

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357 2 1 28

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visitbristol Night four of @bristol_light_fest - lets go... more
22 February

Likes: 357
Views: 21,445
Accounts reached: 9,857

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Bristol, United Kingdom

BELL JAR FAIRIES
Royal West of England Academy

View Insights

678 56 7 195

Liked by lizweststudio and others
visitbristol @bristol_light_fest here to let you know... the lights are ON... more

Likes: 307
Views: 25,413
Accounts reached: 11,389

Finance

Finance Q1 forecast for BID year one

	25/26 Actual	25/26 Business Plan Budget
	Nov 25 - Oct 26	
Income		
Levy income	3,215,669	3,319,595
Other income	69,948	11,025
Total	3,285,617	3,330,620
Expenditure		
Experiences & Promotion	1,070,123	1,060,000
Clean & Welcoming	709,155	746,000
Safe & Supported Communities	570,282	544,000
Sustainable & Green	407,827	410,584
Management and overheads	400,214	400,000
Contingency and loan repayment	60,000	167,205
Total	3,217,603	3,327,789
Underspend / (Overspend) current year	68,014	2,831
Underspend b/fwd previous years	137,804	
Total Underspend / (Overspend)	205,818	