Bristol BID

PERFORMANCE REPORT

April – June 2026

Quarter 2

Report overview

Welcome to the Bristol BID Quarterly report, covering the progress of BID project progress in April, May and June 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.

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

Love Bristol, Love Broadmead

A BID led initiative (March-September) delivering visible improvements, strengthening partnerships, and involving businesses and the wider community.

- Co-curated with partners: Bristol Waste, Sparks, Global Goals Centre, John Wesley's New Room, Hammersons, Deely Freed, and Bristol City Council.
- Delivered activations:
    - **March:** The Big Broadmead Spring Clean
    - **April:** Care & Repair Festival
    - **May:** Blossoming Broadmead
- Activations in progress/upcoming:
    - **June/July:** Global Broadmead (International Festival, WWC Cricket, International Make Music Day, Broadmead Bites)
    - **July/August:** Playful Broadmead (Bristol BID Fairy Doors Project, Galleries artwork, collated school holiday programme, games and sports for teens & adults)

Care & Repair Festival

A partnership with Bristol BID, Sparks Bristol and John Wesley's New Room. Replaced the Easter school holidays programme with the Care & Repair Festival (7-19 April), a newly devised programme of family activities to promote caring for ourselves, our communities and the places we share.

- A diverse programme of free events, the festival encouraged people to learn new skills, repair and reuse everyday items, improve wellbeing, connect with others and play an active role in caring for Bristol.
- Included creative and practical workshops, wellbeing sessions, community volunteering, talks and family friendly experiences, creating opportunities to engage with the city in new ways.

Festival highlights:

- 27 free events delivered.
- 2,170 people took part in festival activities.

The festival reflects our commitment to creating experiences that not only support businesses but also inspire people to care for themselves, each other and the city they work, live and visit.

Successful inaugural year. All partners keen to develop and grow the festival next year.

Blossoming Broadmead

Free performances, creative takeovers and community activity across Broadmead in May - read more.

- **A Love Letter to Broadmead:** Partnership led by Compass Presents and Bristol City Council. Animated two empty units and culminated with a weekend of youth-led creative activity in The Galleries. 99 young people consulted on their vision for the city. 4,175 took part in-person activity. 1,204,175 people engaged (including listeners to Ujima broadcasts). 97% rated activity as 'good' or 'very good'.
- **UPFEST in the city:** Bristol BID commissioned a report and recommendations for city centre street art and public art using a range of materials to expand options beyond painting. Report shared with Bristol BID and BCC colleagues. Ideas developed towards coloured glass artwork for The Galleries.
- **UPFEST artwork**: Bristol BID contributed to series of works commissioned by Hammerson and installed on Quakers Art Lane. Artists: Inkie, Melo, Insane51, My Dog Sighs, HazardOne.
- Further amplification of partner activities taking place in Broadmead, including DIASPORA! and Bristol Walk Festival.
- Overall focus on youth creativity and youth safety, including the launch of Youth Workers on the Street (see later in this report) and the Empty Shirts exhibition for Knife Crime Awareness Week.

Global Broadmead

Global Broadmead (1 June-26 July) focuses on international connections and diverse communities - read more.

- Global Broadmead celebrates the area's international spirit, shining a spotlight on the countries, cultures, and people that shape the heart of the city's shopping district. Highlights include:
    - Collaboration with Global Goals Centre at Sparks Bristol for the International Cultural Festival on 6 June, a free family-friendly celebration of global creativity.
    - Collaboration with St George's for International Make Music Day on 21 June, with 29 free performances across 11 city centre venues.
    - Collaboration with Festival of Nature from 6-14 June. See page 14 of this report.
    - Amplifying Women's Cricket World Cup activations in Cabot Circus.
    - Spotlighting Broadmead's international restaurants and businesses on our interactive map and social media series, Broadmead Bites.

Broadmead Bites

Part of Global Broadmead and produced in-house, this social media series showcases the international cafés, restaurants and retailers that make Broadmead one of Bristol's most vibrant and diverse destinations.

- Featured businesses: **Taste of Napoli, Hatter House, Cupp, Eat A Pitta** and **Jikoni** - 2 more reels to come.
- Sharing entrepreneurial founder stories that celebrate the contribution of international businesses to Broadmead's identity.
- Challenging perceptions of Broadmead by highlighting its diverse, independent business community alongside national retailers.
- Strong positive audience response, with no negative feedback received across the campaign to date.
- The Broadmead Bites series has generated strong organic engagement across Instagram, LinkedIn and Facebook, with **41.553 views, 25,104 accounts reached** and **3,138 likes** across 6 reels to date (5 businesses & 1intro reel).

Broadmead Bites

Bristol BID

[Ep 1 - Taste of Napoli]

Likes: 582
Views: 13,429
Accounts reached: 9,901

[Ep 2 – Hatter House Cafe]

Likes: 151
Views: 3,218
Accounts reached: 1,948

[Ep 3 - Cupp]

Likes: 54
Views: 3,656
Accounts reached: 2,619

[Ep 4 - Eat A Pitta]

Likes: 59
Views: 2,426
Accounts reached: 1714

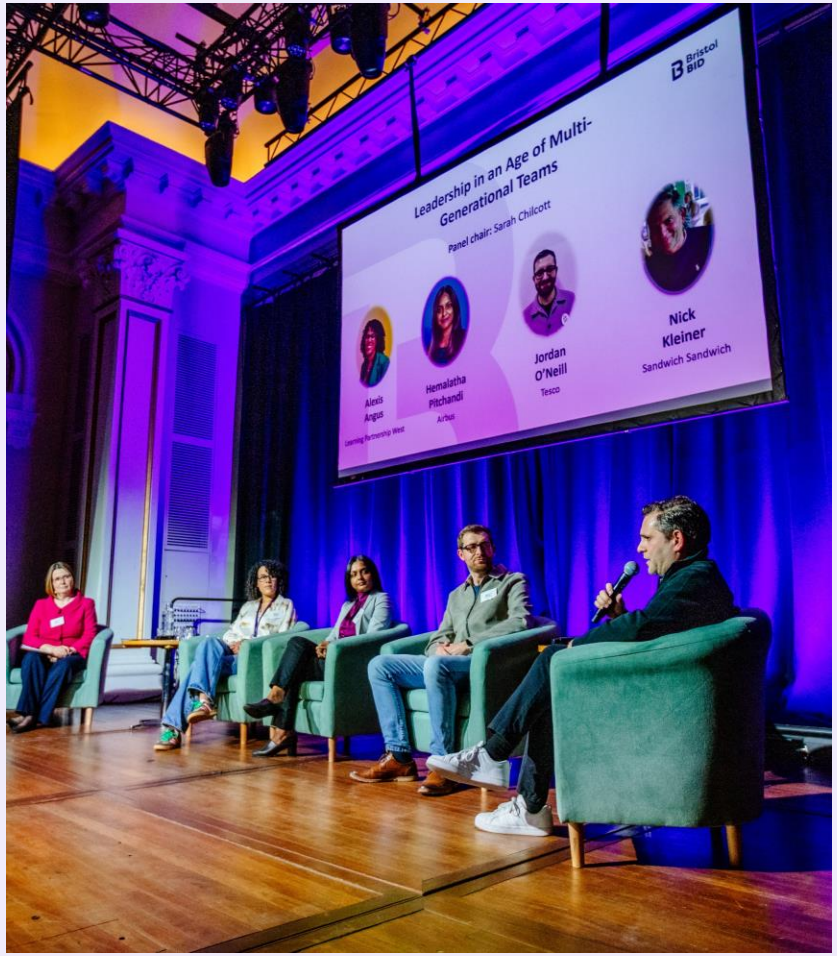
[Ep 5 - Jikoni]

Likes: 294
Views: 4,804
Accounts reached: 3,294

Future of Work

Our Future of Work programme returned for the first time as a much larger, unified Bristol BID project, showcasing the scale, diversity and ambition of our expanded business community.

- Hosted at the prestigious Lantern Hall at Bristol Beacon, the event welcomed **150 attendees**, making it our largest business event to date.
- The programme featured an inspiring keynote from Amelia Orchard-Smith alongside two cross-sector leadership panels, bringing together senior leaders from Airbus, Tesco, M&S, Bristol Bears Women, Sandwich Sandwich, Pizzarova, Learning Partnership West and Ridge & Partners.
- By bringing together leaders from aerospace, retail, hospitality, sport, education and professional services, the event reflected Bristol BID's reach and created valuable opportunities for businesses to learn from one another.
- Discussions explored inclusive leadership, workplace culture, employee wellbeing and how organisations can successfully lead a multi-generational workforce.
- Post event feedback and commentary was overwhelmingly positive.



20 Days of Calm

A wellbeing programme delivered during Stress Awareness Month, offering free activities every weekday throughout April.

- Delivered across the new BID boundary with 18 businesses involved, showcasing their wellbeing offer while encouraging employees to explore different parts of the city.
- 365 registrations across events including bouldering, tai chi, dance classes, watercolour painting, massages, board games, sushi making, comedy, Taylor Swift spin class, clothes repair workshops and more.

Impact Survey

• From 38 survey responses: 100% said events helped reduce their stress levels. 79% discovered new venues. 61% said the events encouraged them to come into the workplace rather than work from home.

Participant feedback

"It was such a brilliant month and the activities were fun and varied. The organisers did a great job. Thank you for making me have a proper lunch break on those days!"

"Thank you for creating this synergy between employees and employers to find and improve life-work balance and enjoy doing things and feel the sense of community."

Hospitality for the Future

In partnership with Bristol Food Network, we launched Hospitality for the Future, a new event series supporting Bristol's hospitality businesses through practical learning, collaboration and peer support.

- Inaugural event, *Hospitality That Works for Everyone,* took place in May welcoming **50 hospitality professionals** to explore recruitment, retention and staff wellbeing. Expert speakers included Square Food Foundation, The Assemblies and BOX-E.
- The partnership will now deliver a Hospitality for the Future event every other month, each focusing on a different topic identified by the industry.
- Through expert panels, interactive workshops, networking and peer discussion, the series will provide hospitality businesses with practical tools, ideas and connections to help them thrive.

Festival of Nature

We continued our partnership with the Festival of Nature (6-14 June), supporting the delivery of the festival programme.

- Working with the festival to shape a diverse events calendar for both the public and professional programmes.
- The professional programme brought together organisations to explore nature, sustainability and innovation, while the public programme featured lunchtime, after-work and family friendly activities that encouraged people to connect with nature across the city.

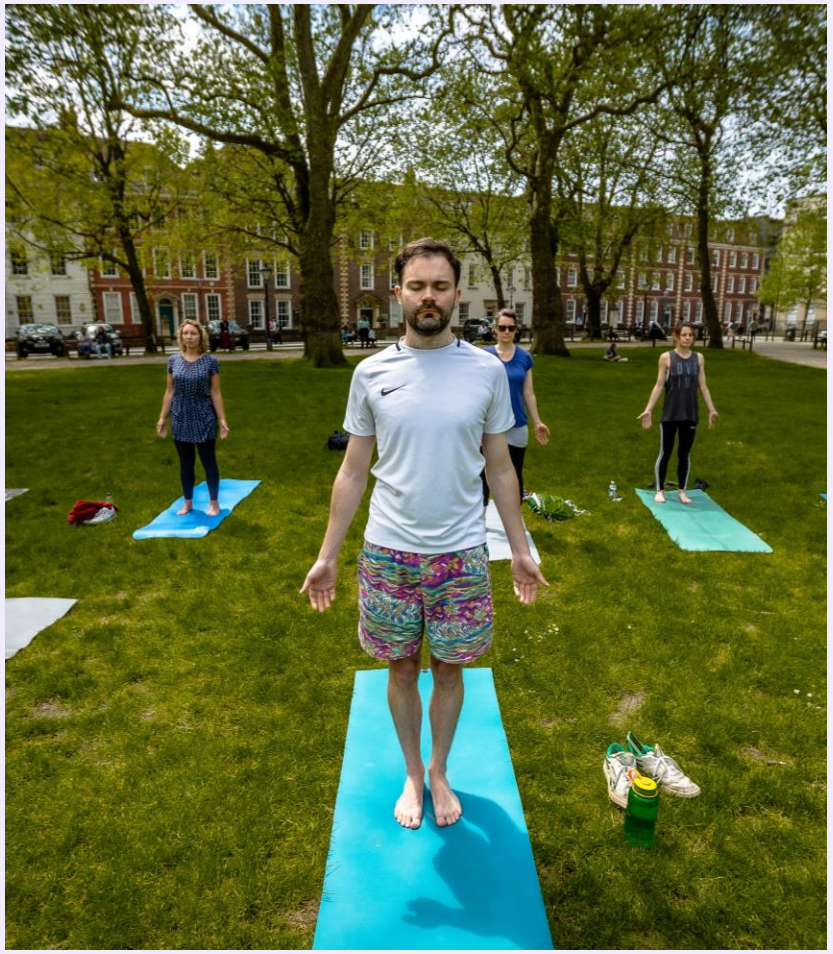
Festival highlights:

- 17,176 festival attendees.
- 54 events delivered across the Bristol BID area.
- 18 exclusive early access events for Bristol BID levy payers.
- 98% of attendees rated their experience as 'excellent' or 'good'.

Lunchtime events - Yoga

Our free Lunchtime Yoga programme continued to encourage employees to take time out of their working day to prioritise their wellbeing.

- **9 sessions delivered** in Q2 with **152 registrations**.
- Following Bristol BID expansion and the return of warmer weather, classes were hosted in green spaces across the new boundary, including Queen Square, Castle Park, Temple Gardens, Berkeley Square, Quaker Burial Ground and St Mary Redcliffe Gardens.
- By taking the programme to different locations, sessions are accessible to businesses across the new boundary while encouraging people to discover and enjoy Bristol's public spaces.
- Lunchtime wellbeing remains a key part of our wider events programme, with free activities also delivered through 20 Days of Calm, Festival of Nature, Care & Repair Festival, Gardening Club and our Volunteering Programme.



Love Bristol Gift Card

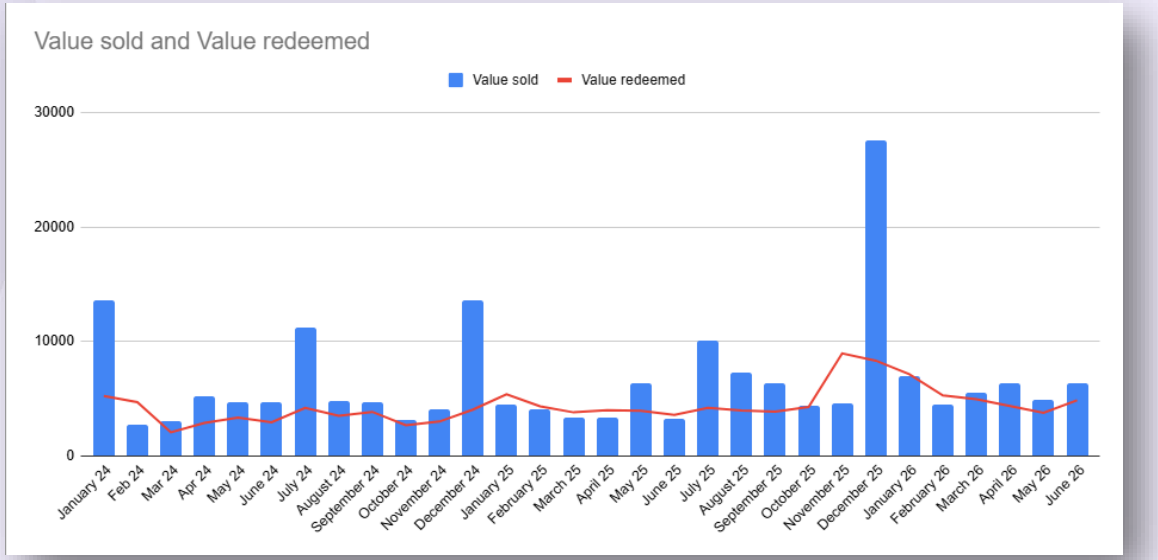
Our gift card programme continued to grow in Q2 2026 with both record sales and redemptions.

Q2 sales

- Total sales: **£17,577**
- **+7%** from Q2 2025 (**£16,547)**
- Notes: this was a record Q2 for sales and the first quarter that digital surpassed physical sales.

Q2 redemptions

- Total redemptions: **£13,186**
- Record Q2 for redemptions (**2025 - £11,133**), with our Father's Day marketing campaign likely contributing.



Safe & Supported Communities

Footfall & Insights

- The BID Footfall & Insights web page highlights the latest footfall insights through the O2/Virgin Media sensor on Victoria Street.
- The Broadmead footfall page highlights footfall in Broadmead East, Broadmead West and Union Street, powered by Springboard (MRI) footfall sensors.
- The pages received **372 visits** from **102 visitors** in Q2.
- We continue reporting on visitor numbers, key demographics, and spend power vs UK averages. Highlights from Q2:
    - **April:** Warm weather and Easter activity influenced footfall, with strong weekend peaks and steady daytime activity.
    - **May:** A positive increase thanks to half-term and strong weekend impact.
    - **June:** Warmer weather boosted footfall activity significantly across areas.

* Please note, we have temporarily stopped reporting on Park Street footfall due to technical issues with the sensor. We are reviewing alternative data solutions.

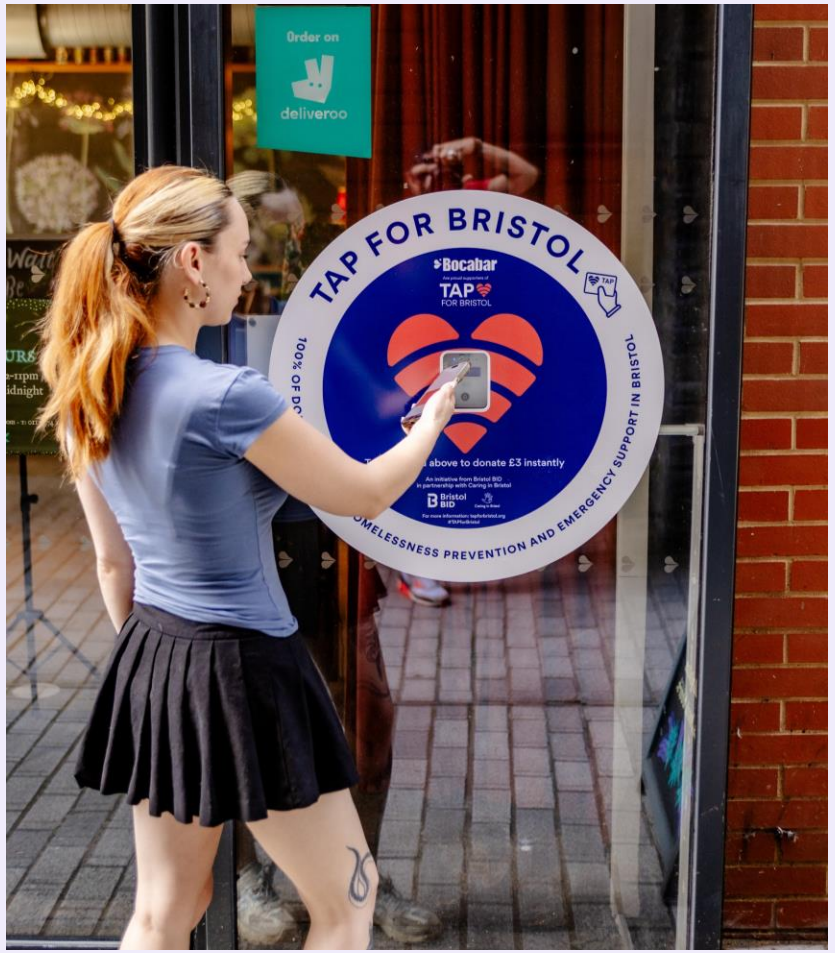
Spend report

- The Bristol BID Economic Insights report highlights the latest consumer spending trends across the BID area, using transaction data from Savills.
- The report provides insights into spending patterns, customer loyalty, retail performance, visitor demographics and the night-time economy.
- We continue reporting on consumer spending trends and comparisons with other locations. Highlights from Q2 include:
    - **Consumer spending**: Average spending across the BID area reached £22.4 million, down 14% year-on-year. Average spend per domestic consumer was £45.77.
    - **Retail trends**: Jewellery and Footwear saw the strongest growth, while Groceries and Cards & Gifts recorded the sharpest declines.
    - **Spending patterns**: Midday remained the busiest period for retail, accounting for 32% of daily spend, while evenings accounted for 17% of overall spending.
    - **Visitor insights:** International spending from China and the US declined year-on-year, while visitors from Qatar, Croatia and the UAE recorded some of the highest average transaction values.

TAP for Bristol

- TAP for Bristol achieved the following donations in Q2:
    - April: £7,209 (including £6,000 from Bristol Comedy Festival)
    - May: £2,766
    - June: £687*
    - Total for Q2: £10,662
- The TAP website page has been refreshed with the option of Payroll Giving now live, providing a convenient way to make regular monthly donations, direct from gross income. This means that there are now 3 ways to donate to TAP for Bristol; via the contactless donation points, through the JustGiving page, or using Payroll Giving.
- At the end of Q2, total TAP donations stand at £179,387*

*These figures do not include JustGiving or direct donations as these were unavailable at the time of writing.



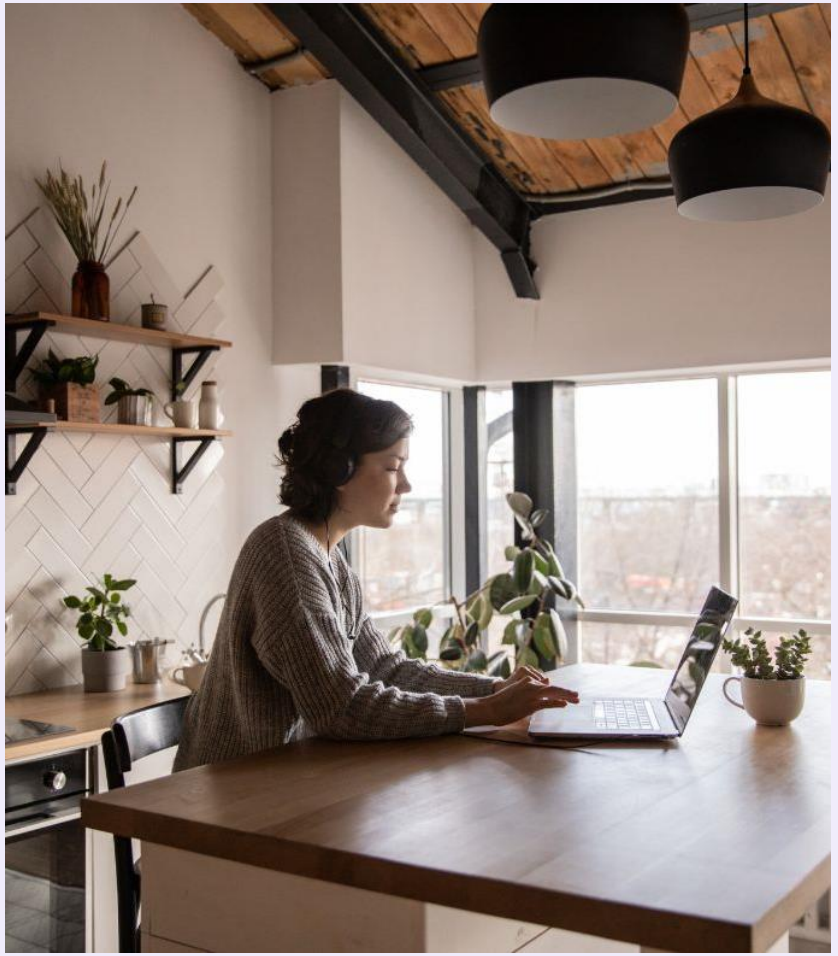
Cost Savings Support

- In Q2, we have continued 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.
- This quarter's highlight for the cost savings project is an identified saving of £48,584 over a 2-year contract term, for a business which became part of the BID owing to the area expansion.
- Total number of business visits: **27***
- Savings identified for the above: **£69,651**

** Since the beginning of the 2026 project*

Training Hub

- In May, Bristol BID was awarded a certificate for facilitating 1,000 hours of training across the platform.
- There has been an increase in hospitality businesses using the platform to train their staff in Food Safety and Manual Handling.
- Q2 : **340 live training events** were booked, with **363 on-demand**.
- This compares to **454 live training events** bookings and **246 on-demand** in Q1.
- Top courses booked
    - Food Hygiene Safety – Level 2 – Part 1
    - Food Hygiene Safety – Level 2 – Part 2
    - Food Hygiene Safety – Level 1 - Introduction
    - Introduction to Health and Safety in the Workplace – Part 2
    - Introduction to Health and Safety in the Workplace – Part 1
- Number of Active Users is currently **1,771**, an increase from **1,657** during Q1.



Volunteering

In June, we amplified our volunteering programme through a month-long campaign highlighting opportunities for people to give their time to support local events, organisations and initiatives.

- During Volunteers' Week (1-7 June) and beyond, we encouraged companies to organise their own volunteering events or to take volunteering time.
- We also highlighted Loneliness Awareness Week (15-21 June) with the Marmalade Trust to provide opportunities for people to connect.
- We distributed our Cards of Kindness (written by the business community in February's volunteering session) to Sparks and John Wesley New Room cafes for Loneliness Awareness Week.
- BID volunteering opportunities in Q2 included:
    - Litter picks with Bristol BID and Festival of Nature - **14 attendees**
    - Gardening Club - **70 attendees**
    - Amplification of event volunteers at Festival of Nature, Bristol Refugee Festival, Sparks International Cultural Festival and more.

University of Bristol Innovation Course

Bristol BID project managers attended University of Bristol's Second Year Innovation Course Module showcase and set students the question **"How might we make Temple Quarter more welcoming to industry, students and communities alike?"**

The four groups working on Bristol BID's question presented the following:

- 1) The Thread - Flexible public art route for navigation through Temple Quarter. The route would link to interactive maps and a website highlighting local businesses, events and projects.
- 2) Discover TQ - Digital platform to help students engage with Temple Quarter through experiences, events and partnerships. Integrates with incentives modelled on the Love Bristol Gift Card.
- 3) Temple Quarter Community Hive - Local businesses and organisations uniting to create a community and build a generative economy. A central pool of investment will fund projects, and businesses receive direct positive impact through their investment.
- 4) "Love, Bristol" - Point earning app scanned at events or when purchasing locally to build credit that can be redeemed for discounts and other benefits at participating businesses.

These ideas will be stored on file and used to assist thinking for future BID projects.

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 patrol the city centre on Tuesdays, Wednesdays and Saturdays, focusing around Broadmead, Cabot Circus, Castle Park and towards the central promenade.
- Since November 2025, they have made nearly 1,000 engagements with young people.
- Their role is as trusted adults that can have positive conversations with young people.
- They are identified by their red backpacks.

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 Q2, the Street Intervention Service team recorded…

- Referrals for Housing Support - 16
- Referrals for Substance Misuse Support - 6
- Referrals for Health Support - 5
- Referral for Financial Support - 4
- Community Protection Notice - 4
- Community Protection Warning - 10
- Verbal Warnings - 18
- Criminal behaviour order - 4

BID Rangers

- BID Rangers (day and night teams), supplied by SWL, recorded a **2,075 business interactions**, maintaining a strong visible presence and providing support to city centre businesses.
- **Stock recoveries totalled £6,015.**
- Patrols continued across key locations including Broadmead, Bond Street, Cabot Circus, Temple Quay, Victoria Street, Queen's Road, Penn Street and Park Street.
- As part of the previous funded Night Ranger contract, also supplied by SWL until mid-May, the team recorded **112 interactions**, including **89 routine business visits, 11 ASB-related incidents, 6 evictions, 2 public support interventions, 1 first aid incident, 1 emergency services support intervention, 1 visitor support intervention,** and the recovery of **retail stock valued at £345**.
- Rangers remained proactive in responding to incidents, supporting retailers, sharing intelligence, and assisting businesses with crime reporting processes through tools such as **Radio Net and DISC.**

BID Night Rangers

In June, Bristol BID successfully re-launched the Night Ranger Scheme, welcoming CR2 Security as the new service provider.

- Funded by Bristol BID, the scheme provides two SIA-licensed Night Rangers patrolling Fridays and Saturdays (8pm-4am) tackling late-night retail crime, reducing antisocial behaviour and improving safety within the night-time economy.
- During the first month of operations, the Night Rangers submitted **154 incident reports** and engaged with **67 businesses**. Activity included responding to:
    - 52 antisocial behaviour incidents
    - 9 street drinking incidents
    - 8 violent incidents
    - 1 drug-related incident
    - 1 VAWG incident
    - 5 welfare concerns.

Dedicated PCSO

- BID funded Police Community Support Officer completed **292 engagements** with **110 businesses**, delivering high-visibility patrols to tackle crime and antisocial behaviour.
- Key outcomes included supporting with **3 arrests**, **1 untaxed vehicle seizure**, the recovery of approximately **£375 of stolen goods**, and the submission of intelligence and CCTV evidence that supported assault, robbery and shoplifting investigations.
- Notable enforcement outcomes: **6 Community Protection Warnings** (CPWs), **2 Community Protection Notices** (CPNs), **16 Section 142 ASB interventions**
- PSCO has also delivered **CCTV support to 10 businesses** following crime/ASB incidents and carried out **1 Design Out Crime visit**.

BCRP Highlights

Bristol BCRP continued to strengthen its profile through regional leadership, strategic partnership working and business engagement.

Highlights include…

- BCRP Manager chaired the South West Regional BCRP meeting, bringing together BCRPs, police forces and key partners to share best practice.
- Bristol BCRP was represented through the Tackling Retail Crime Together High Harm Places Working Group and at the Opal ORC Tactical Co-ordination group meeting.
- Partnership events delivered: counter-terrorism training event at Burges Salmon, a meet-the-police session at HMRC, safeguarding training session at DoubleTree by Hilton Bristol City Centre, and an anti-social behaviour awareness event at the Clayton Hotel.
- ASB Awareness Week: joint patrols with the police, Bristol City Council, outreach services, BCRP Rangers and security partners , alongside **engagement visits to 35 retailers** across Cabot Circus, The Galleries and Broadmead.

Clean & Welcoming

Cleansing

- 1 June marked the start of the new Bristol BID cleansing contract with Bristol Waste.
- We have successfully recruited a sixth team member who will be driving a new electric pump van.
- The cleansing service covers the full BID area, with **7-day coverage**. The **3 pump van teams** have different areas to focus on, but each team can be flexible and can support different areas if required.
- Areas covered are Park Street, Queens Road and the Old City areas; Broadmead, the lower reaches of St Pauls and around the Hospital; as well as Redcliffe and Spike Island. Our sweeper covers the whole area, supporting each team with waste-water and removal of detritus.
- In Q2, we received **86 requests** from businesses for cleansing or graffiti removal.
- In June, we successfully wrapped the first cleansing van in new Bristol BID branding, with other vehicles to follow.

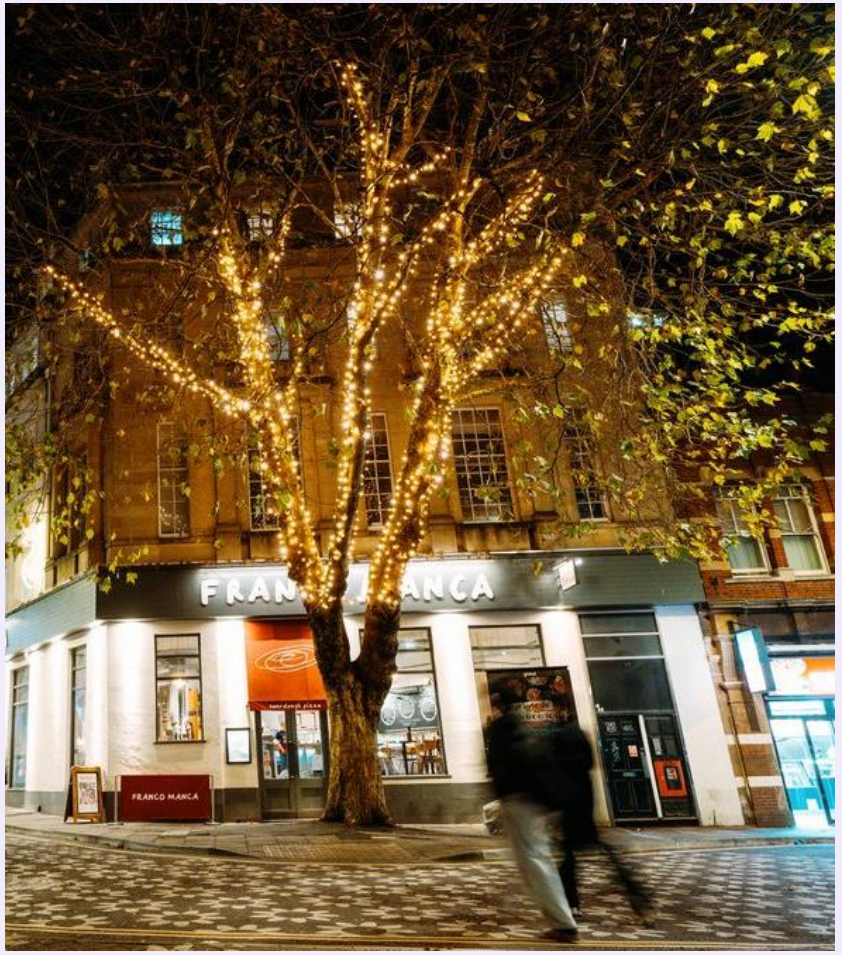
Festive & Seasonal Lighting

Festive Lights:

- A full test and inspection of all festive lighting, fixtures and fixing points was carried out ready for submission of the application to the council by the end of August.
- 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:

- 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 continues to highlight that areas where this lighting exists help establish a feeling of safety. New areas are being considered to continue the illumination of notoriously dark or quiet areas.
- The BID team are also supporting initiatives with city stakeholders to increase the presence tree lighting in the area.



Sustainable & Green

Green Infrastructure

In June, our electric trike was wrapped with Bristol BID branding. Our Urban Gardener supported the following projects:

- **Redcliff Street:** Added 10 new large pots, kindly gifted by Cabot Circus.
- **Temple Quay Furniture:** Planters refreshed with new lavender and cleaned down ready for a busy summer.
- **Gardening Club:** Our monthly ‘Gardening Club’ series has been popular and beneficial with over 50 people joining us at Quaker Burial Ground.

Green & Blue Infrastructure Action Plan

The Green and Blue Infrastructure Action Plan will inform decisions for the Bristol BID area. This Action Plan will bring together the previous Bristol City Centre BID Green Audit and Redcliffe & Temple BID Green Infrastructure Plan, as well as new ideas for the city centre.

- On 20 May, we held a workshop to prioritise the greening ideas put forward to date from workshops, exploratory walks, and our online mapping tool.
- Our consultants, MOOWD are now drawing designs for a range of projects to help inspire thinking as part of the plan.
- The final document will be published in August and launched in the autumn.

Business Climate Support

Through our collaboration with Bristol Climate & Nature Partnership, climate action events remain popular with BID businesses. Activity in Q2 included:

- Staying Well in Climate Work took place at St George's on 29 April, as part of our 20 Days of Calm event, focusing on how to support yourself, your colleagues and your staff to stay well whilst doing meaningful and impactful work.
- The first Visitor Attraction Roundtable took place on 6 May at The Glassboat with a second on 8 July at the Bristol Beacon.
- Climate Action Breakfast – Employee Engagement took place on 16 June with over 50 attendees from 70 registrations.
- The Climate Leaders Group is now Chaired by Lara Davies-Jones from City of Bristol College and Mathew Swift from Womble Bond Dickinson.

Dr Bike

- **17 Dr Bike sessions** took place in Q2, including **5 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 180 bikes,** enabling the continued safe use of environmentally friendly transport in and around Bristol.
- In Q2, we distributed a feedback survey to Dr Bike users that accessed the service between January 2025 to May 2026. Responses from 90 individuals found that:
    - 97% rated the service as ‘good’ or ‘excellent’.
    - 99% would recommend Dr Bike to friends or colleagues.
    - 39% increased the use of their bike as a result of the service.
    - 1 in 15 stated that they booked the service to enable them to cycle to work.

Business Engagement

Business Engagement

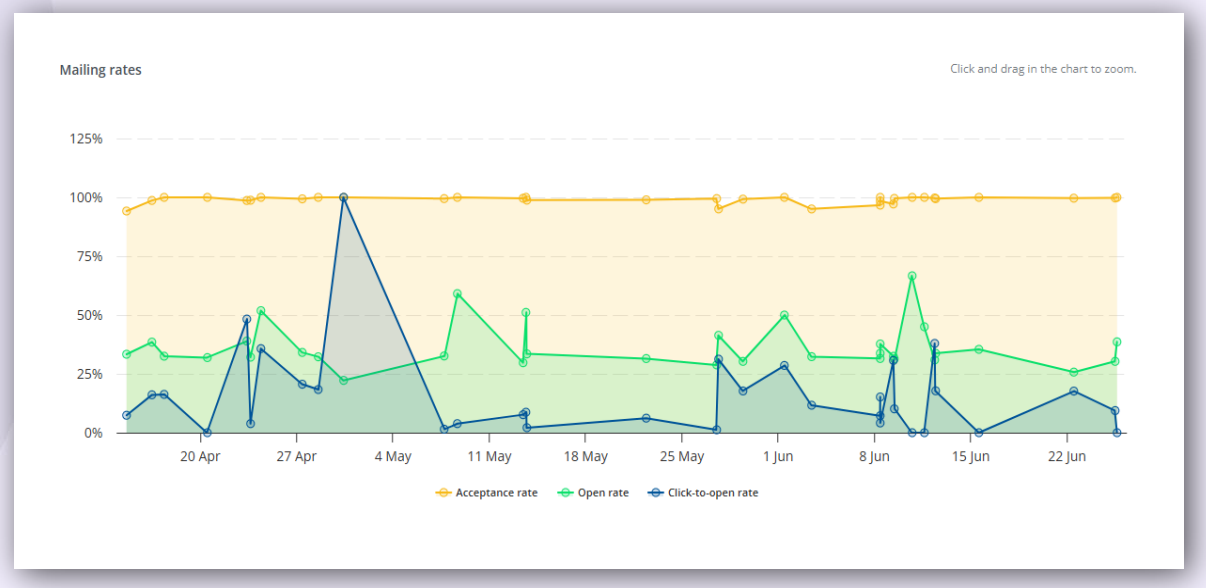
131 business interactions recorded in Q2 via email and in-person visits.

Main topics discussed:

- BID and city-wide events
- Cleansing & reporting street issues
- ASB/business crime
- Volunteering opportunities
- Transport and highways projects

Business Engagement Results

- Open rates for business information emails range from **22.2%-66.7%** in Q2.
- **Highest performing communication:** Oxford Street Regeneration Project.
- **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.



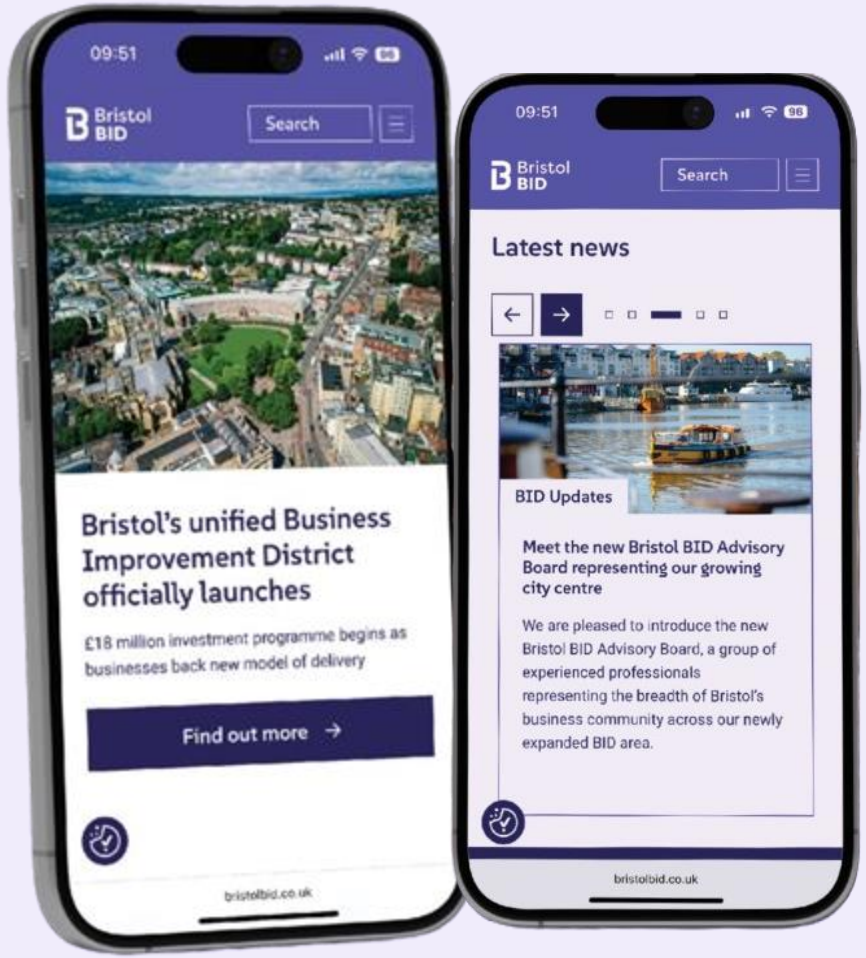
Marketing

Website

The website recorded a total of **25,813 total views** from **7,492 active users**. This was a **2% increase** in views and a **12.9% decrease** in active users compared to Q1 2026. April saw the most website visits with **9,046 visits** from **3,016 users**.

- Most viewed pages during Q2 were the Bristol Shopping page*, followed by Events, Projects, About us and Care and Repair Festival.
- Monthly activity indicates periods of higher engagement, particularly in April, likely due to a high number of events happening that month, including the Care and Repair Festival and Future of Work.

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 2026. In its place is the Bristol Shopping Plus landing page on the Bristol BID website.

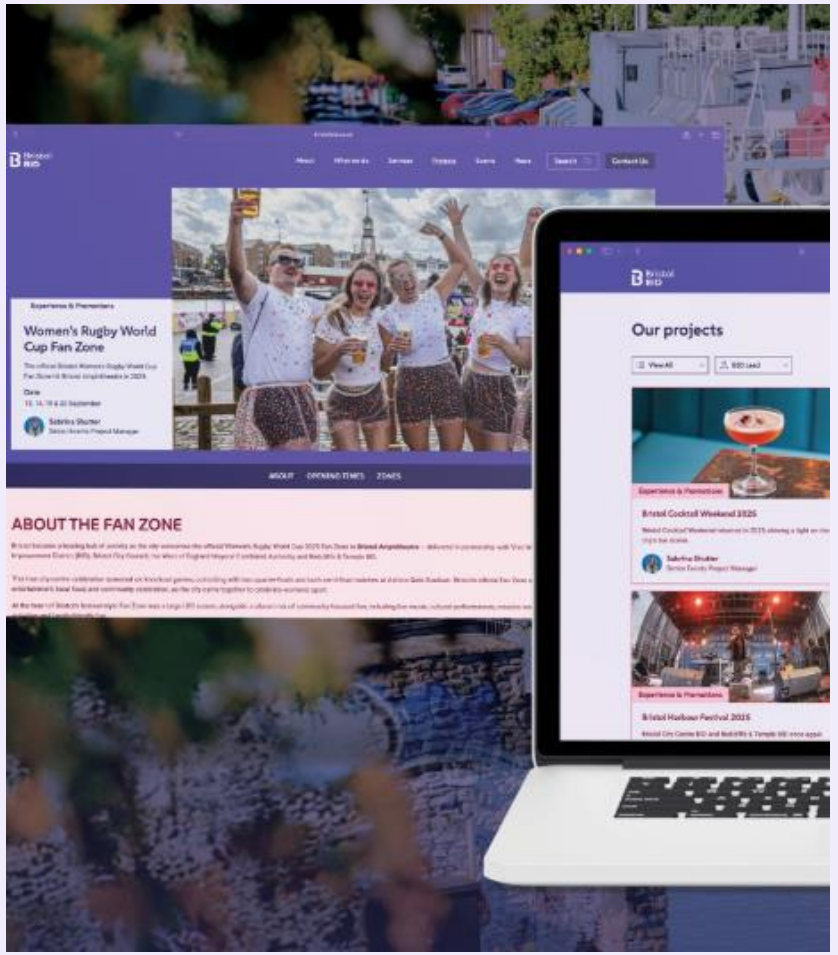
Email Marketing

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

- April events newsletter - **33.6%** open rate, **18.5%** clickthrough rate
- April projects newsletter - **26.1%** open rate, **16.7%** clickthrough rate
- May events newsletter - **25.7%** open rate, **17.9%** clickthrough rate
- May projects newsletter - **26.4%** open rate, **15.7%** clickthrough rate
- June events newsletter - **32.6%** open rate, **16.3%** clickthrough rate
- June projects newsletter - **22.9%** open rate, **14.2%** clickthrough rate

Best performing events newsletter: *'Stress Awareness Month events newsletter special!* '

Best performing projects newsletter: *'Are you ready to make the most of Spring?* '

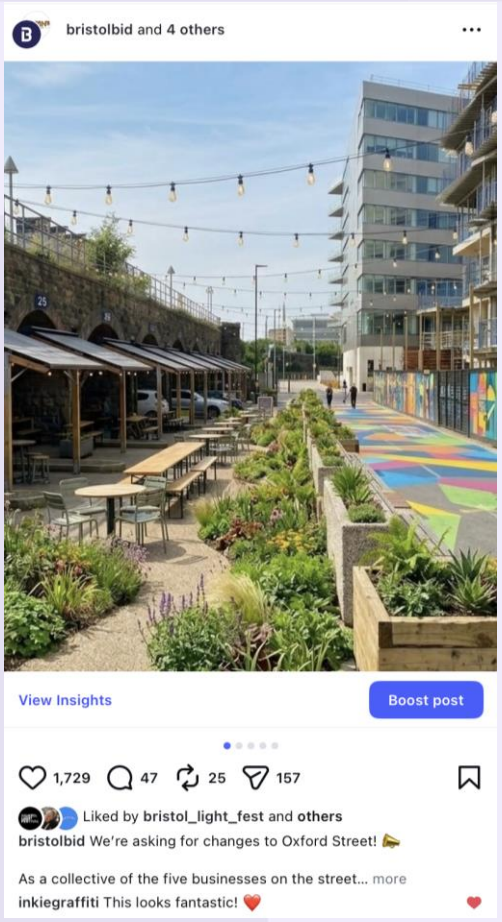


Social Media

- LinkedIn recorded the highest follower growth from **4,046 to 4,279** (**+5.75%**). Followed by Instagram, rising from **6,830 to 7,180** (**+5.12%**) and Facebook from **1,887 to 1,924 (+1.96%).**
- Organic Instagram activity achieved **225,202** views **(-41%)** and **7,085** interactions **(-52%)***. These decreases are likely due to increased views and interactions in Q1 due to Bristol Light Festival activity.
- Organic Facebook activity experienced **59,975 views** (**-2%**) with **617** interactions (**+29%**)*.
- LinkedIn engagement experienced a slight decrease, with posts totalling **30,164** impressions (**-20%)** and **1,069** interactions (**-33%**).

**Please note, interactions includes figures from both organic content and paid ads.*

Most liked posts – Bristol BID



Likes: 1,729
Views: 65,024
Accounts reached: 29,157

Likes: 582
Views: 13,429
Accounts reached: 9,901

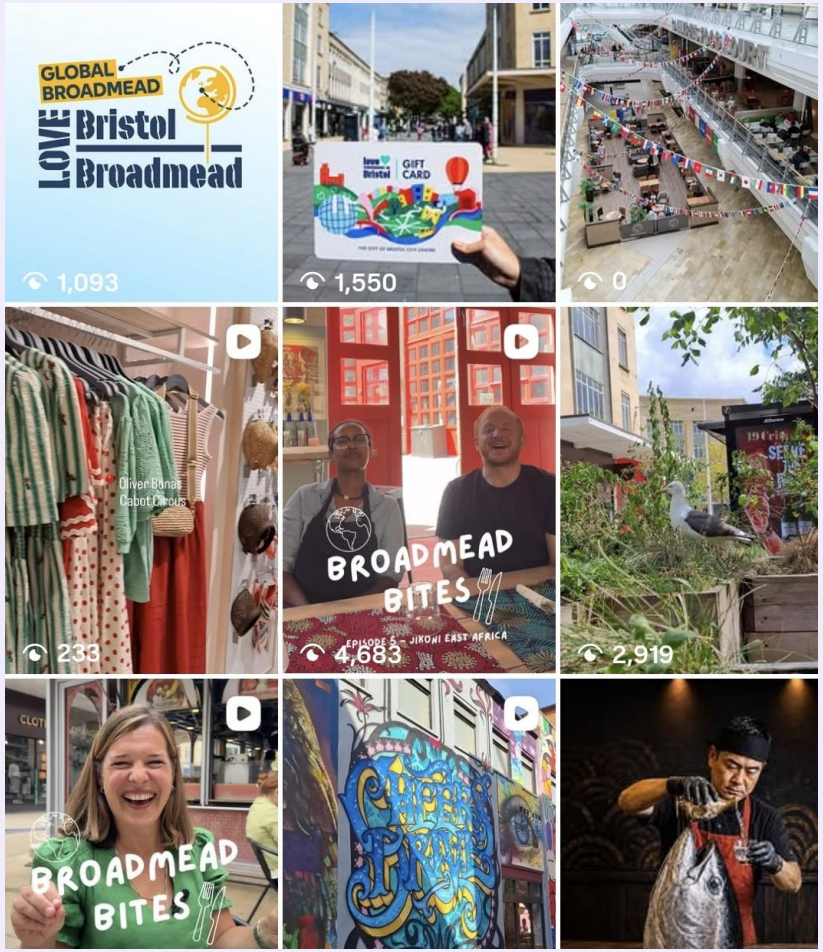
Likes: 213
Views: 6,774
Accounts reached: 4,010

Likes: 204
Views: 7,291
Accounts reached: 5,628

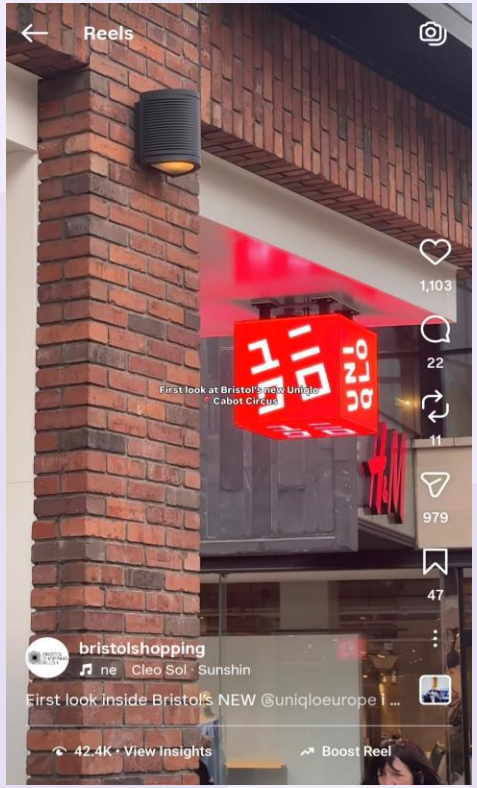
Likes: 151
Views: 3,218
Accounts reached: 1,948

Social Media – Bristol Shopping Plus

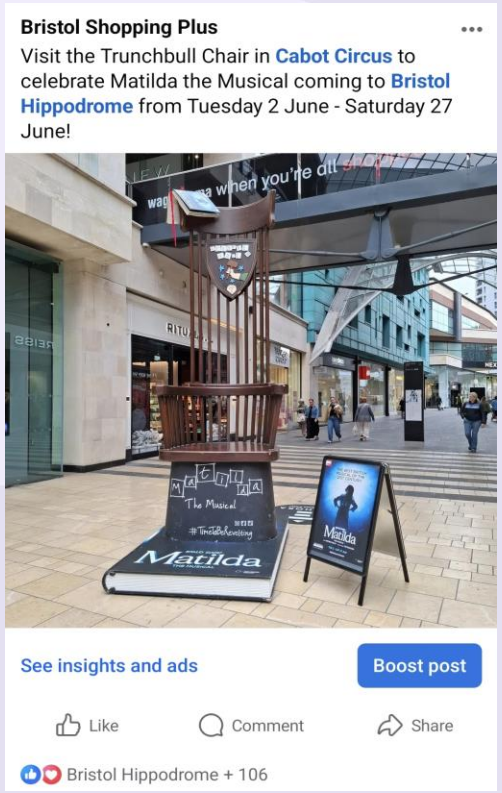
- During Q2, Instagram followers increased from **3,619** to **3,676** (**+1.8%**) and Facebook followers increased from **10,165** to **10,194** (**+0.28%**).
- Instagram views in Q2 decreased from **319,390** to **178,336** (**-44.16%**), while Facebook views also decreased from **363,068** to **253,118** (**-30,28%**).
- The decrease in numbers can be explained by Bristol Light Festival, Big Broadmead Spring Clean and collaboration posts that considerably drove views and engagement in Q1.
- We are in the process of consulting Plaster PR for social media guidance and recommendations for Bristol Shopping. This is to increase channel engagement and growth through content that represents retail, hospitality, and leisure businesses across the BID area.



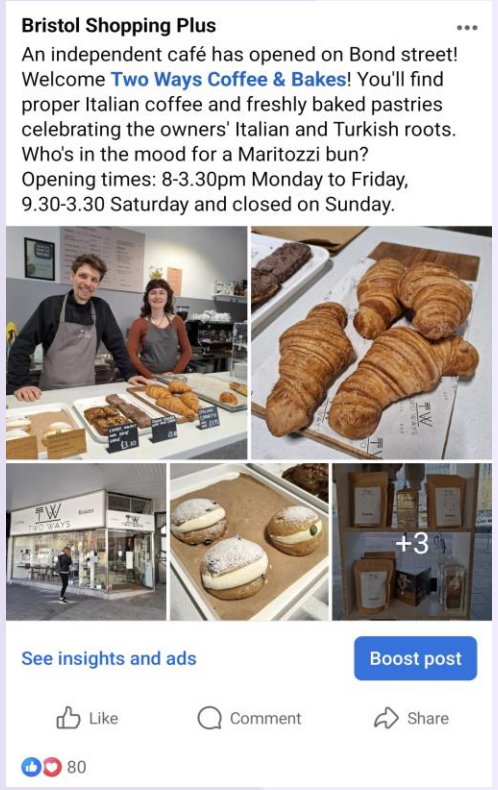
Most liked posts – Bristol Shopping Plus



Likes: 1,103
Views: 42,468
Accounts reached: 34,082



Likes: 117
Views: 106,960
Accounts reached: 261



Likes: 97
Views: 35,083
Accounts reached: 557

Likes: 44
Views: 3,006
Accounts reached: 1,470

Likes: 46
Views: 4,520
Accounts reached: 617

Finance

Finance Q2 forecast for BID year one

	25/26 Actual + Forecast	25/26 Business Plan Budget
	Nov 25 - Oct 26	
Income		
Levy income	3,131,690	3,319,595
Other income	113,260	11,025
Total	**3,244,950**	**3,330,620**
Expenditure		
Experience & Promotion	994,427	1,060,000
Clean & Welcoming	702,131	746,000
Safe & Supported Communities	573,477	544,000
Sustainable & Green	408,687	410,584
Management & overheads	408,029	400,000
Contingency & loan repayment	56,276	167,205
Total	**3,143,027**	**3,327,789**
Underspend / (Overspend) current year	**101,924**	**2,831**
Underspend b/fwd previous years	**152,123**	
Total underspend / (Overspend)	**254,047**	