

PERFORMANCE REPORT

July – September 2026

Quarter 3



Report overview

Welcome to the Bristol BID Quarterly report, covering the progress of BID project progress in July, August and September 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

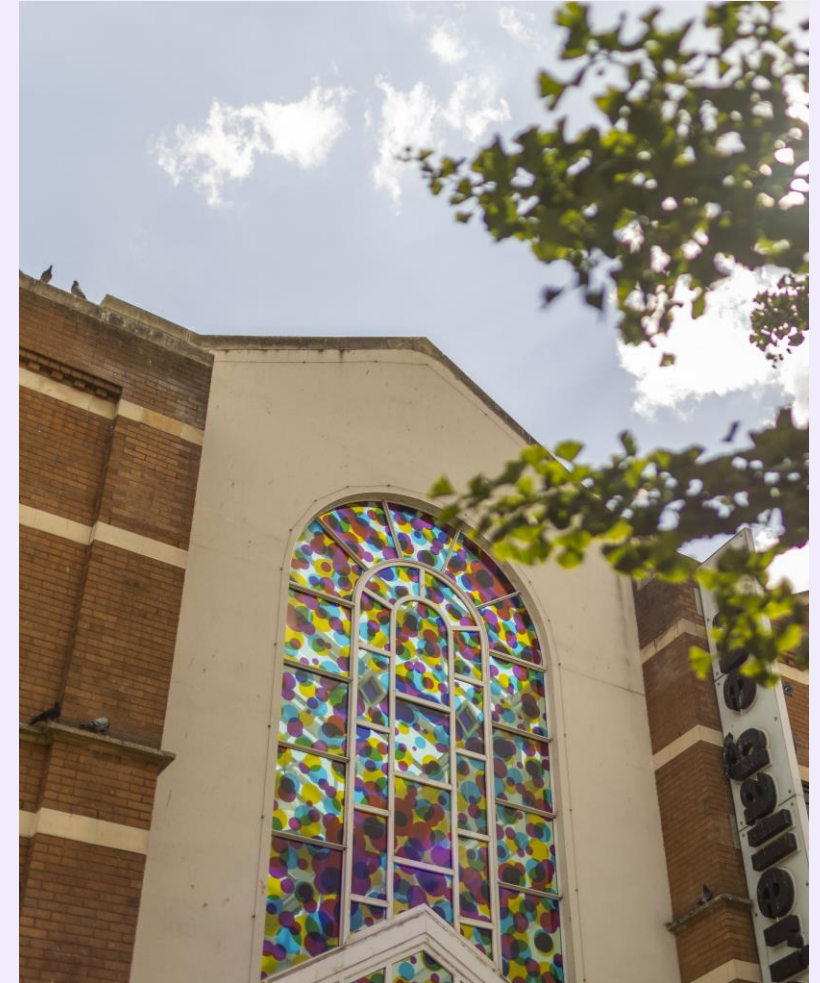
Love Bristol, Love Broadmead

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

The last chapter of the Love Bristol, Love Broadmead campaign was *Playful Broadmead*, launched in summer 2026 as a major family friendly project, bringing together public art, creative discovery, family activities and local business offers to encourage people to explore Broadmead in new ways.

The project brought together three key strands: a programme of summer activities and offers with local businesses, permanent Urban Fairy Doors across the area, and *Glass and Colour Works*, a major new public artwork at The Galleries entrance.

Building on the Love Bristol, Love Broadmead campaign, the project aims to create a more welcoming, playful and family friendly city centre.



Playful Broadmead

Summer Activities:

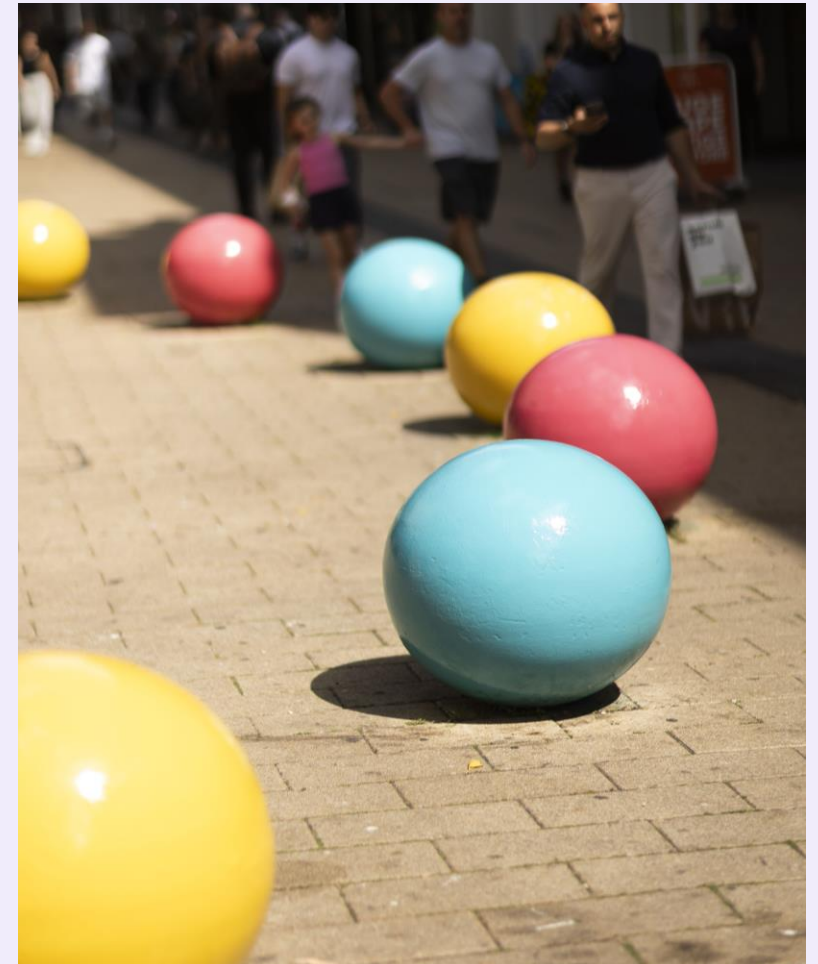
We worked with businesses and partners to promote family activity throughout the summer. Highlights included £1 cinema tickets, free children's meals, family trails, creative activities and free children's bus travel, encouraging families to visit Broadmead and support local businesses.

Urban Fairy Doors:

Launched on National Play Day with a special reception event, the project featured handcrafted miniature doors across Broadmead. The project brought together makers, creatives, students, community groups and children, with permanent pieces designed to encourage curiosity, creativity and playful exploration.

Glass and Colour Works:

A major new public artwork was installed at The Galleries' entrance, bringing vibrant colour and light to the city centre. Created by glass artist Edward Rhys Jones in collaboration with Upfest, the artwork draws inspiration from a historic Glass & Colour Works which stood at the site for over 100 years. Nearby stone spheres were also repainted to connect the artwork with its surroundings. Read more [here](#).



Bristol Harbour Festival

Bristol BID was a key partner at Bristol Harbour Festival 2026, supporting one of the city's flagship events, which took place from 17-19 July.

The festival attracted a **forecast attendance of 178,666**, with an estimated **£5.55 million economic impact** for Bristol.

Audience feedback was positive, with **92% rating the festival good or very good**, **87% saying it created a sense of civic pride** and **85% describing it as inclusive**.

The expanded programme across the harbour featured live performances, water-based activities and new partner venues we introduced to the festival organisers including SS Great Britain, City of Bristol Rowing Club, Bristol Old Vic Workshop, Puppet Place, Spike Island Art Gallery. We also introduced festival organisers to local artists and creatives who went on to feature in the programme.



Bristol Waiters' Race

We partnered with the Bristol Hoteliers Association to launch the inaugural Bristol Waiters' Race on 19 July as part of Bristol Harbour Festival.

The race was delivered with the support of Molson Coors Beverage Company and Triple Co Coffee Roasters and aimed to raise vital funds for The Grand Appeal.

Teams from across Bristol's hospitality sector competed in a fun, relay-style race in Queen Square, celebrating the skills and teamwork of hospitality professionals.

On the day, teams from The Grand Appeal, Bristol BID, Doubletree By Hilton, Visit Bristol and more, with DoubleTree by Hilton being crowned the winning team.

The event **raised £327 for The Grand Appeal**, supporting sick children and their families at Bristol Children's Hospital, while bringing businesses together through friendly competition.



Old City Sounds

We delivered the fourth edition of Old City Sounds on Saturday 29 August, transforming the Old City into a free, all-day and night music and culture festival, running from midday until 4am across 11 venues.

The programme brought together over **100 artists contracted** by participating venues, with live music, DJs, dancing, family entertainment and creative activities, including a dedicated Kids' Zone at St Stephen's Church.

The festival delivered a strong impact, with footfall across the Old City **10–22% higher than the previous Saturday** throughout the event period. Of surveyed attendees, **98% rated the festival good or very good**, **90% said they experienced something new**, and **83% were more likely to return to the area**.

Marketing generated **19 pieces of online press coverage**, with a combined reported **reach of over 17 million**.

"It was so incredible to see our space filled to the brim with people looking to support and enjoy local artists. There was so much singing and dancing and pure joy throughout the entire day and to be able to offer that experience to our local community for free is something we feel is super important and something we are really proud of!" - *Ryan Garvey, Head of Hospitality & Events, Bristol Old Vic*

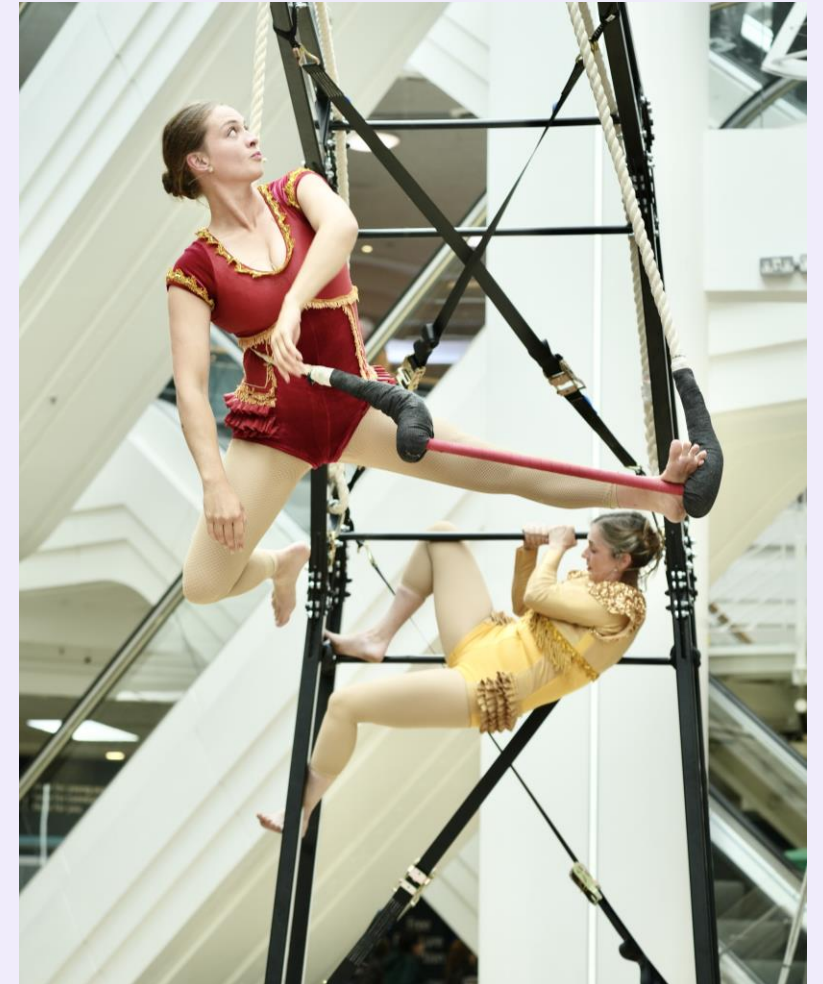


Circus City

We supported Circus City and outdoor arts company Tit for Tat in the delivery of Circus Streets, a two-day pilot on 19–20 September, bringing contemporary circus into Bristol city centre. Performances took place across The Galleries, Broadmead, Castle Park and Trinity Centre Gardens, with free aerial performances, street acts and busking alongside a ticketed evening show.

The performances appealed to audiences of all ages, creating a wonderful atmosphere as people stopped to watch, engage with acts and enjoy unexpected moments of live entertainment in the city centre.

The project brought high-quality outdoor arts into public spaces, helping introduce contemporary circus to new audiences and create engaging experiences for people visiting the city centre. It also supported Bristol's local arts sector and Circus City's ambition to explore the potential for a larger outdoor circus festival in the future.



Bristol Cocktail Weekend

Bristol BID supported the fourth edition of Bristol Cocktail Weekend, delivered by Living For The Weekend from 24–27 September. The festival celebrates Bristol's varied hospitality scene, encouraging visitors to explore the city's bars and restaurants through exclusive signature cocktails and food offers.

The 2026 festival brought together **33 venues**, including new participants, and introduced a varied programme of experiences beyond cocktails. Highlights included cocktail masterclasses, spirits and chocolate tastings, live jazz and blues, food pairings and a Sunday morning harbourside swim.

The festival attracted **1,600 attendees**, a **7% increase on 2025**. The Cocktail of the Year competition returned, with Jukebox winning for a second consecutive year, winning the public and the judges' votes.

The event championed local hospitality businesses by raising their profile, encouraging visitors to discover new venues and providing opportunities for Bristol's bar teams to showcase their creativity and expertise. It also brought people into the centre to celebrate Bristol's vibrant food and drink scene.



Hospitality for the Future

Partnering with Bristol Food Network, we continued our Hospitality for the Future series, bringing businesses together to share practical solutions and strengthen connections across the sector.

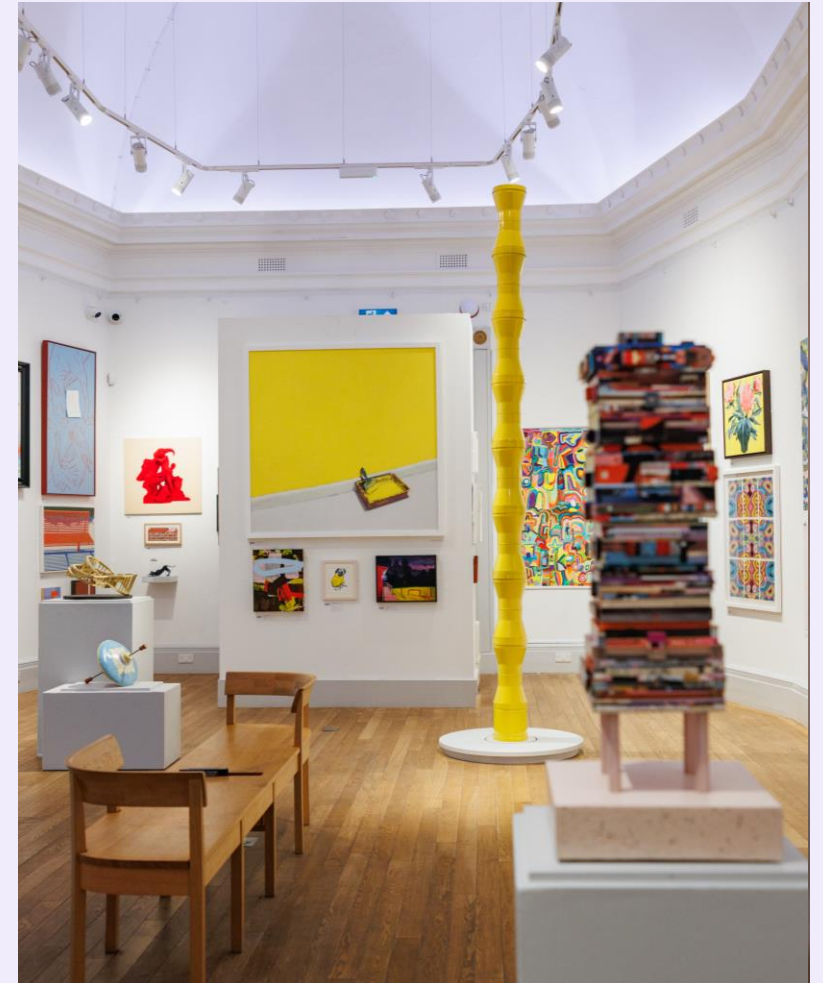
- **July – Reducing Waste, Reducing Costs:** Hospitality professionals including Dan Ford (Square Food Foundation), Jeremy Kynaston (THE ASSEMBLIES LTD) and Tess Lidstone (Box-E) shared practical ways to cut food waste, reduce operating costs and prepare for new food waste legislation, with insights from Double Puc Cafe & Catering and Loki Poké.
- **September – Hospitality for our Community:** A panel featuring Josh Eggleton (The Pony, Team Canteen), Kari Halford (Bristol Beer Factory) and Jodie Smith (Heart of BS13) explored how hospitality businesses can support local communities through collaboration, skills, food and shared resources.



Business Breakfast: RWA Open Exhibition

We hosted a Business Breakfast at the Royal West of England Academy (RWA), bringing businesses together for a morning of networking, conversation and new connections in a unique cultural setting.

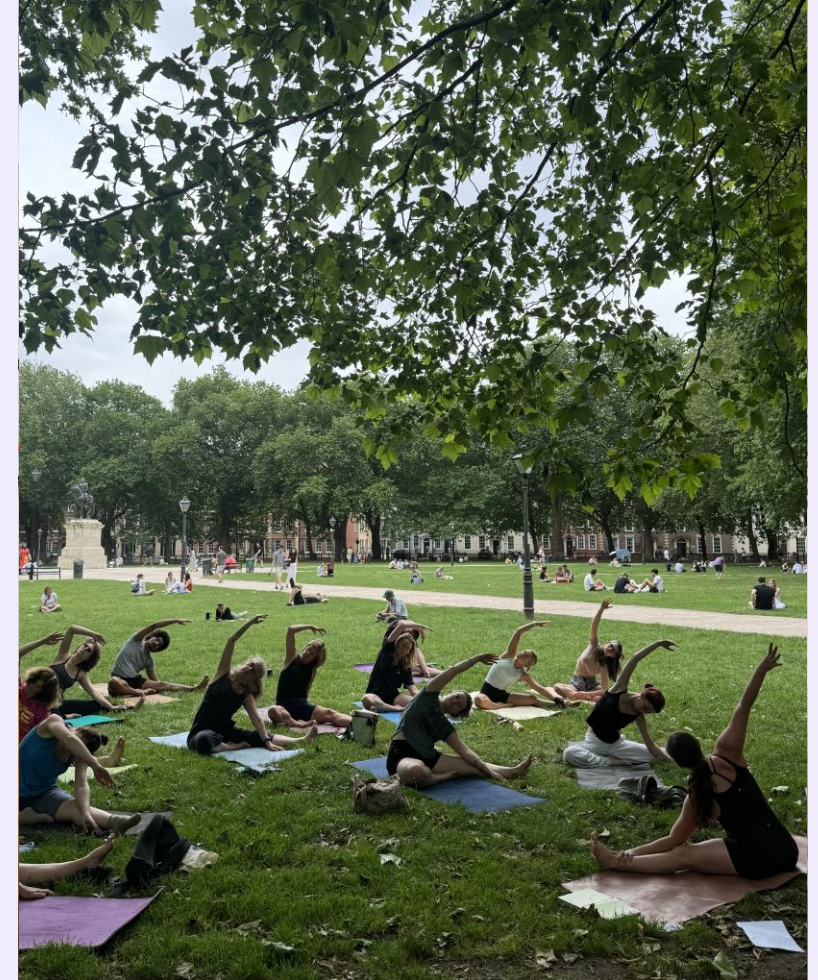
The event was a great success, giving the **25 attendees** the unique opportunity to meet fellow business representatives, strengthen existing relationships and make new connections over breakfast, while discovering the RWA's Open Exhibition.



Lunchtime events - Yoga

Our free Lunchtime Yoga programme continues to support employees' in prioritising their physical and mental wellbeing during the working day.

- The Q3 period saw the delivery of **10 free, weekly yoga sessions**.
- We made the most of the summer weather and delivered these sessions outdoors, across a variety of green spaces spanning the BID area.
- Outdoor locations included Berkeley Square, Castle Park, Queen Square, Temple Garden, St Mary Redcliffe Church garden and Quaker Burial Ground.
- We had 3 different teachers alternate in delivering the classes, each offering a different style for attendees to practice: Hatha, Flow and Iyengar.
- There were **89 attendees** recorded across the quarter's sessions.



Love Bristol Gift Card

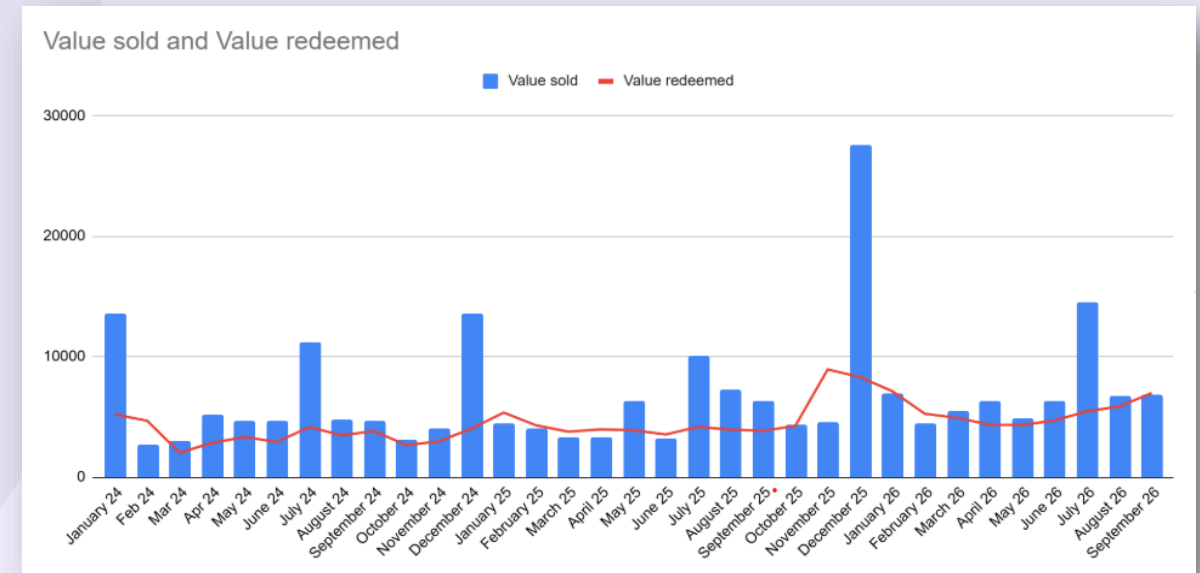
Q3 2026 was, once again, very fruitful for the Love Bristol Gift Card programme with redemptions reaching their highest ever.

Q3 sales

- Total sales: **£28,350**
- **+0.71%** from Q3 2025 (**£28,150**)
- Notes: A record Q3 for sales, despite no gift card sales campaign this quarter.

Q3 redemptions

- Total redemptions: **£18,303**
- **Highest ever quarter** for redemptions and an increase of **32.07%** from Q3 2025 (**2025 - £13,858**), demonstrating the scheme's benefit to Bristol BID businesses.



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 **213 visits from 51 visitors** in Q3.

We continue reporting on visitor numbers, key demographics, and spend power vs UK averages.
Highlights from Q3:

- **September:** September saw mixed footfall trends across Bristol's city centre, with Broadmead recording its highest monthly total so far this year.
- **August:** August saw continued footfall growth on Victoria Street, while Broadmead remained broadly consistent with July.
- **July:** July saw continued growth across Bristol, with strong performance on Victoria Street and increased footfall in Broadmead.

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



TAP for Bristol

TAP for Bristol provides safe and convenient ways of giving money to help solve homelessness in Bristol, ensuring that all donations go directly to those that need it.

TAP for Bristol achieved the following donations in Q3:

- July **£1,575**
- August **£1,186**
- September **£1,236**
- Total for Q3: **£3,997**

£10,000 has been paid out in grants in Q3 and split between:

- Aidbox - Crisis Fund
- Caring in Bristol - The Z House project

At the end of Q3, total TAP donations stand at £183,549.



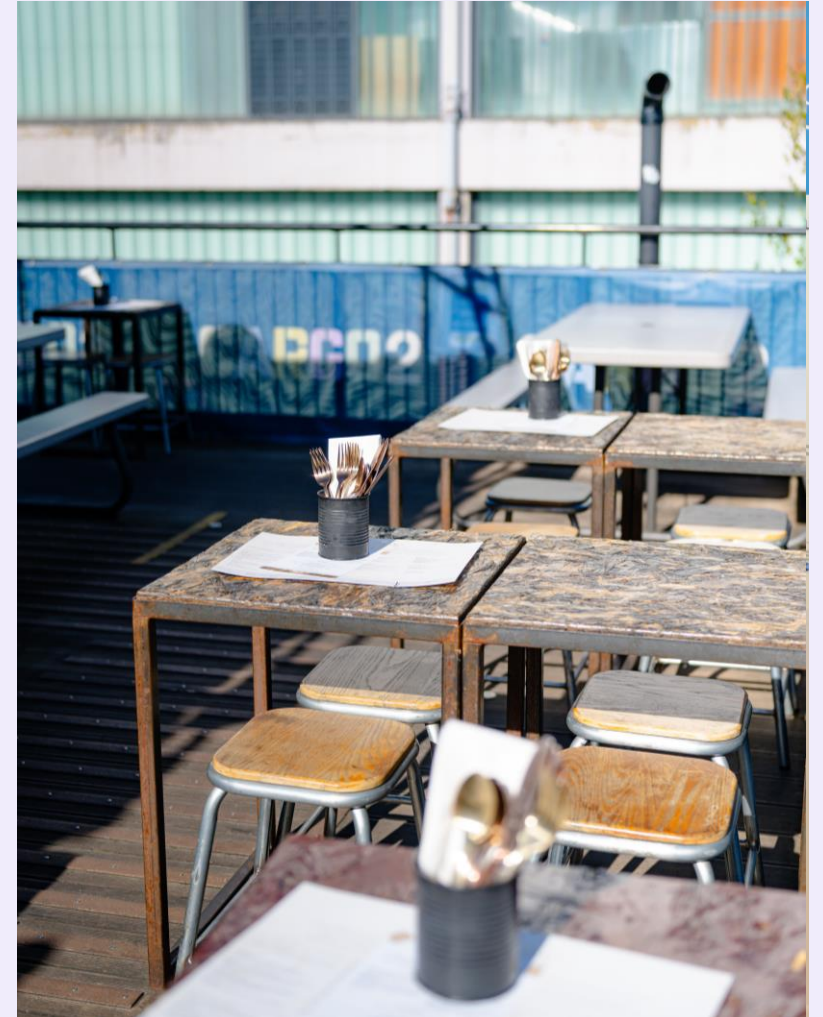
Cost Savings Support

In Q3, we have continued our offer of free support to help businesses save costs.

This quarter's highlight for the cost savings project is an **identified saving of £52K+**. This has prompted the business to go back to their brokers and address why these savings had not previously been highlighted.

- Total number of business visits: **27***
- Savings identified for the above: **£122,893**

** Since the beginning of the 2026 project*



Training Hub

Q3: **201 live training events** were booked, with **509 on-demand**.

This compares to 340 live training events bookings and **363 on-demand** in Q2.

Top courses booked:

- General Data Protection Regulation (GDPR)
- Cyber Security Essentials
- Food Hygiene Safety – Level 2 – Part 1
- Introduction to Health and Safety in the Workplace – Part 1
- Introduction to Health and Safety in the Workplace – Part 2

Number of Active Users is currently **1,995**, an increase from **1,771** during Q2.

96.7% of responses to SEEDL's recommendation response answered positively.



Volunteering

In August, we partnered with Community of Purpose to deliver a special volunteering day for the Bristol BID business community.

9 people from Bristol businesses - including members of our own team - took part in Community of Purpose's Break Free Programme days at Belmont Estate. We spent a day exploring the estate, looking for wildlife, cooking on a campfire, sharing stories, playing but, most importantly, building connections, influencing and empowering young people to choose an alternative path in life.

We saw the children build confidence, learn new skills and have fun in a beautiful setting.

We've also incorporated the Bristol BID gardening sessions in Quakers Burial Ground, Temple Gardens and Berkley Square, into our volunteer programme.



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, Thursdays and Saturdays, focusing around Broadmead, Cabot Circus, Castle Park and towards the central promenade.
- Their role is as trusted adults that can have positive conversations with young people.
- They are identified by their red backpacks.
- During July and August, the youth workers engaged with a total of **620 young people**. Some of these would have been repeat engagements.
- **Learning Partnership West engaged with 154, Horn Youth Concern engaged with 391 and Creative Youth Network engaged with 75.**



Bristol Safe Space at Night

In September, we launched Bristol Safe Space at Night permanently, running Friday and Saturdays (10pm-4am) from the centre promenade.

Staffed by a medic from Bristol Ambulance as well as two marshals from CR2 Security, it launched on the first weekend in September, in time for the student return.

During September, the service supported **21 people** with welfare and medical needs. It has provided people with mental health support, a place to charge phones, bottles of water, blister plasters, basic medical care and simply a place to wait. On the first night, the team were also first on the scene to a major head injury that occurred near to the Safe Space.

The Safe Space service links with the BID Night Rangers, Bristol Street Pastors, Hope Against Suicide and the police night-time operation.

To promote the initiative, we attended University of Bristol's Welcome Fair, **meeting 350+ students** to discuss night-time in Bristol and the services that can support them.

Media coverage included features on BBC Bristol Breakfast Show and in Bristol 24/7.



Bristol Rules

We relaunched the Bristol Rules campaign in September in partnership with Bristol Nights and Bristol City Council for the fourth year running.

This campaign welcomes Bristol students to the city and reinforces key safety messages for experiencing a good night out in Bristol.

This year we focused more on social media content and with the support of Plaster PR, produced 5 reels that partnered with Bristol personalities to focus on each of the rules and spread the message.

These have been highly engaged with on social media, reaching a combined total of approximately 245,200 accounts on Instagram.

Posters have been supplied to venues city wide and concertina flyers have been distributed to all first-year students at both University of Bristol and University of the West of England.



Throwline training

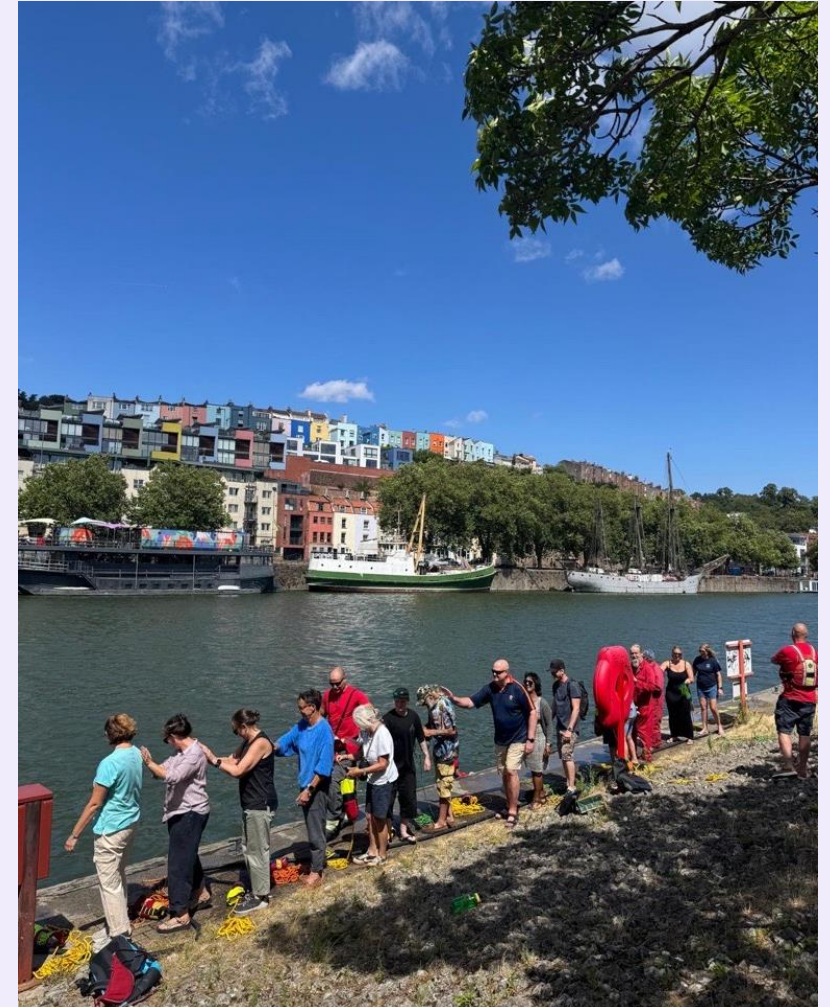
In July we ran two throwline training sessions, one hosted at Bristol Marina, and one at Mud Dock.

We had a wide range of attendees from different types of businesses and organisations operating near and on the water.

It was run by Avon Fire and Rescue, who provided training on how to use a throwline to rescue someone from the water and the risks associated with the harbour water.

The sessions included attendees from:

AHMM, Bristol Marina, Cabot Cruising Club, Element Building Management, Evelyn Partners, Excalibur, JLL, Mud Dock, Bristol Gig Club, Bristol Community Ferry Boats, HMRC.



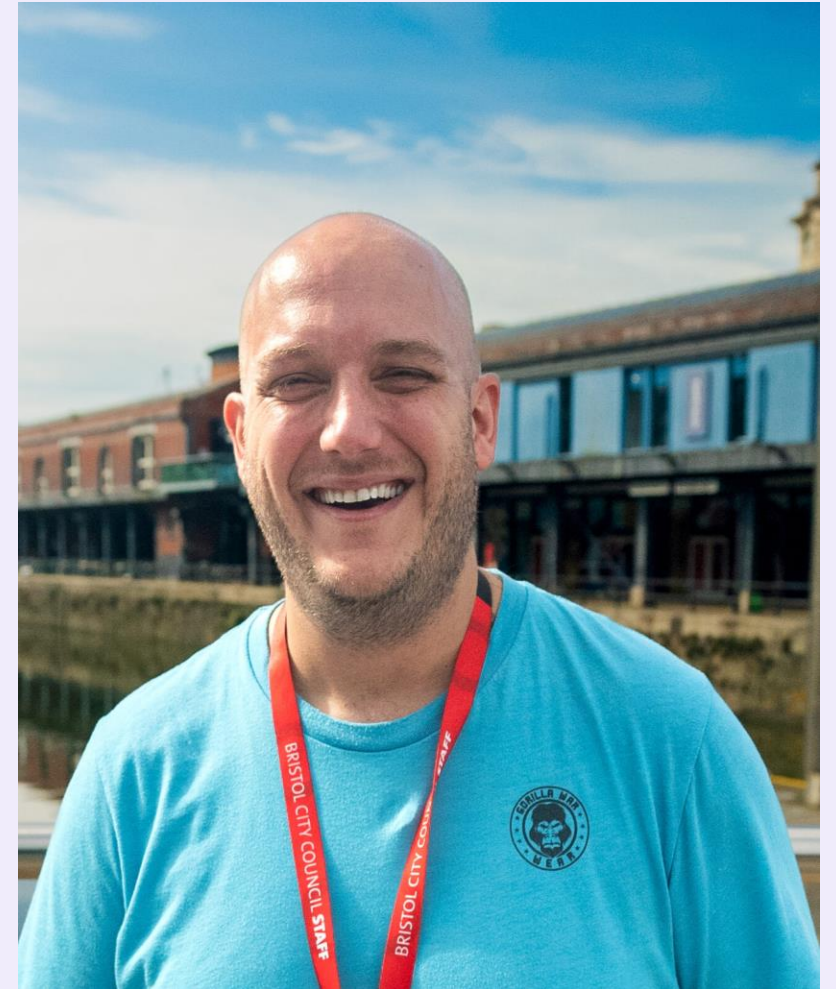
Business Crime Reduction Partnership (BCRP)

Street Intervention

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

During Q3, the Street Intervention Service team recorded...

- Referrals for Housing Support - 19
- Referrals for Substance Misuse Support - 8
- Referrals for Health Support - 3
- Referral for Financial Support - 1
- Community Protection Notice - 6
- Community Protection Warning - 12
- Verbal Warnings - 17



BID Day Rangers

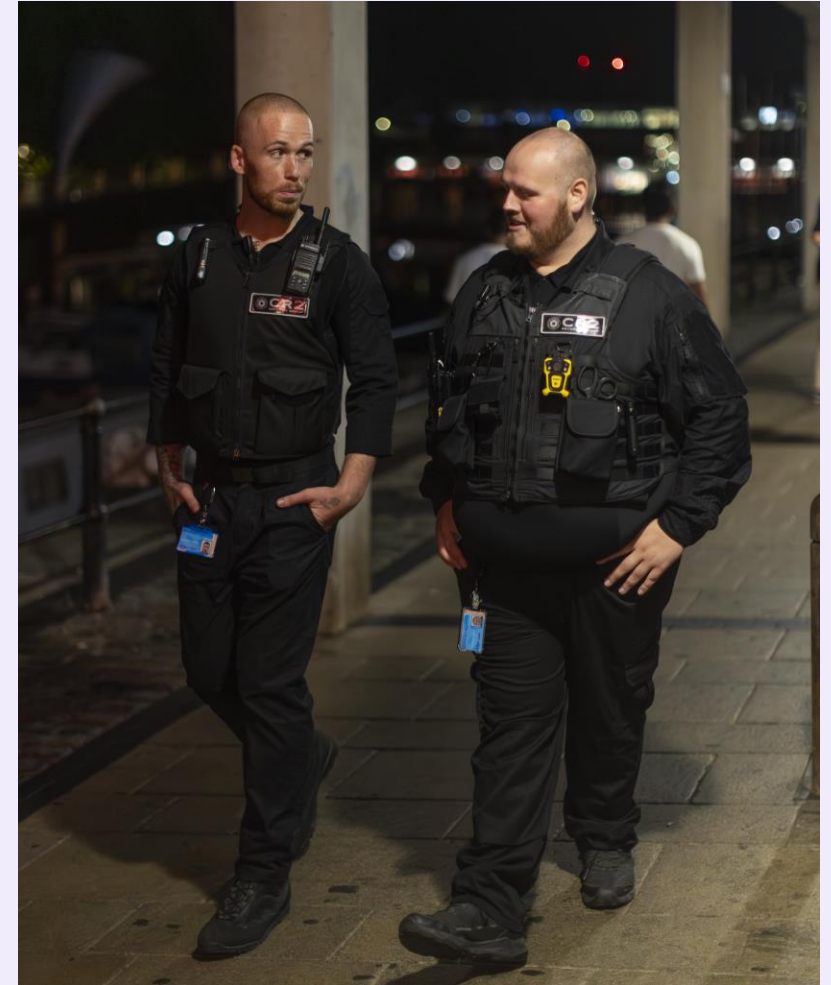
- BID Rangers (day teams), supplied by SWL, recorded **1,221 business interactions**, maintaining a strong visible presence and providing support to city centre businesses.
- **Stock recoveries totalled £6,954**
- Patrols continued across key locations including Broadmead, Bond Street, Cabot Circus, Temple Quay, Victoria Street, Queen's Road, Penn Street and Park Street.
- During Q3 the team recorded **760 routine business visits, 30 ASB-related incidents, 79 evictions, 5 first aid incident, 12 emergency services support intervention and 136 visitor support intervention.**
- 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 July, our Night Ranger scheme - provided by CR2 Security - successfully received Knife Crime Concentration Funding

- The scheme provides two SIA-licensed Night Rangers patrolling the 5 hotspot areas within the Bristol BID boundary on Fridays and Saturdays (8pm-4am), tackling late-night retail crime, reducing antisocial behaviour and improving safety within the night-time economy.
- During Q3 the Night Rangers submitted **136 incident reports** and **342 business engagements**. Activity included responding to:
 - 45 antisocial behaviour incidents
 - 11 street drinking incidents
 - 38 violent incidents (3 knife / weapon incidents)
 - 2 drug-related incidents
 - 4 VAWG incidents
 - 36 welfare concerns



Dedicated PCSO

At the end of July, we said goodbye to our dedicated PCSO Nat as he left the police force, with Chloe joining in mid-September. This two-month gap is reflected in the reporting figures below.

The activity log recorded **35 activities**, including approximately **21 business visits and engagements**, **7 patrols and public-space checks**, **5 CCTV collection and investigative follow-ups**, and **2 other duties**, covering around **28 different businesses and locations**.

Notable activity included high visibility patrols, anti-social behaviour awareness work, police intelligence sharing and a banning letter request to support a Criminal Behaviour Order. CCTV footage was collected to support investigations into vehicle crime, theft and criminal damage, alongside follow-up work relating to an assault investigation.

The officer also reported welfare/safety concerns, recorded an ASB incident and attended succeeded in shutting down an illegal event at Castle Park. Since joining in mid-September, Chloe has made a strong start, building on existing relationships and developing new ones.



BCRP Highlights

Bristol BCRP strengthened strategic partnerships, intelligence sharing and business support throughout Q3.

Highlights include...

- **National and regional representation:** Participated in monthly National Intelligence Network meetings, the Tackling Retail Crime Together's High Harm Places working group, South-West Regional BCRP Network and NABCP.
- **Intelligence sharing:** Launched the Bristol BCRP Intel Forum to address organised crime and travelling offenders, connecting Bristol retailers with national intelligence updates to improve awareness and prevention.
- **Business engagement:** Further visits and drop-in sessions, including targeted hospitality visits in August, to identify crime and ASB concerns and provide practical support.
- **ASB Awareness Week:** Supported joint patrols and partnership visits, engaging with **35 retailers** across Cabot Circus, The Galleries and Broadmead.
- **ASB Awareness event** with 50 attendees across retail and hospitality
- **Fraud prevention:** Supported the joint NatWest and Avon and Somerset Police fraud and scam prevention event in September.



Clean & Welcoming

Cleansing

The Bristol BID 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 Q3, we received **90 requests** from businesses for cleansing or graffiti removal.

The cleansing teams have had a busy summer managing the lack of rain and build-up of grime in the city centre. They have provided cleansing support to events such as Old City Sounds and have joined Bristol Waste in a focused deep cleanse of the central promenade and cenotaph area.



Sustainable & Green

Green Infrastructure

A busy summer for this theme of work, with our Gardener battling the summer heat, but keeping the plants looking healthy all around the city centre.

- **Broadmeadow:** Following challenges with ASB, we've rearranged the Broadmead West meadow, removing the benches and placing them in a line rather than a round. This has reduced the ASB issue but has meant removing references of it being an art piece. We continue to discuss options.
- **Gardening Club:** We've launched a new Gardening Club at Temple Gardens with 40 people volunteering their time at the first session to help us improve the beds alongside the church. Book an upcoming session here: [Gardening - Bristol BID](#)
- **BID Greening Fund:** In a first for the BID, we offered funding for businesses interested in greening their sites. We offered £25k, with a max of £5k per organisation. We had 13 applications and have awarded all but four applications so far with further information requested from three of these.
- **Marlborough Hill Steps:** First painted in 2022 by Farrah Fortnam, this mural has been expanded to include all the walls around the steps. Thanks to Frances and the hospital for helping to fund this brilliant piece of work.



Green & Blue Vision

Our new Green and Blue Vision aims to inspire and provoke discussion about the quality of our public realm and how we can partner to make improvements. We've included 10 demonstrator ideas to spark conversations about 10 key city centre locations.

- The vision will be launched on Wednesday 11 November as part of Brazen event line up – [book now here](#).
- Thanks to everyone who has contributed to the consultation to create this document, the Working Group for their feedback and to consultants MOOWD for their work pulling it all together and creating the inspiring images.
- [Read the draft vision here](#).



Big Green Ideas - Design competition

Bristol BID, supported by Design West and Bristol City Council, have launched a call for public realm concept ideas for three city locations; Bathurst Basin, Hannover Place and The Grove.

The winning ideas will form part of the BID's new Green and Blue Infrastructure Vision and will be used to inform further discussions about these sites and others around Bristol Harbour with Bristol City Council.

Each location winner will also receive a £500 Love Bristol Gift Card.

The winners will be announced at our Vision launch event on 11 November



Climate Action Programme

Through our collaboration with Bristol Climate & Nature Partnership, climate action events remain popular with BID businesses. Activity in Q3 included:

- At the latest Visitor Attraction Forum, members enjoyed a tour of Bristol Beacon before discussing the focus for the group for the coming year. The group will be chaired by David Fells, Bristol Old Vic and Amber Rochette, Roman Baths & Pump Room (Bath).
- At July's Climate Action Breakfast, 45 businesses attended to explore how to connect social and environmental goals with staff from Atkins, Burges Salmon and Ecotricity sharing their experiences.
- Over this period, Bristol Climate & Nature Partnership engaged five businesses 1:1 from a variety of sectors to discover how we can better support their climate action. They were Avon Fire & Rescue Service, JLL, BT, Tetra Tech and Arag.
- The team also published a range of new resources over the summer: [Resources - Bristol Climate & Nature Partnership](#)



Cargo Bikes for Business

In July, we hosted the city's first Cargo Bikes for Business event, bringing together local businesses, manufacturers and major delivery operators, including Amazon, Evri and Royal Mail.

The event began with a celebration ride through Bristol city centre, showcasing the range of cargo bikes already being used across the city. This was followed by an industry event and exhibition at Creative Youth Network, with talks from cargo bike users and experts, including Spicer + Cole, Holley Spokes, the Sustainable Urban Freight Association and Bristol City Council's Freight Consolidation team. The day concluded with site visits to Bristol's first consolidation hub.

What's next: Working with Bristol City Council and regional partners to encourage wider adoption, promote the council's 50% grant funding and develop a directory of local cargo bike suppliers. A second ride and event is planned for summer 2027.

[View our Cargo Bikes for Business film here](#)



Dr Bike

Dr Bike sessions enable Bristol employees to safely choose cycling as a mode of sustainable transport in and around the city.

Q3 saw the delivery of **19 Dr Bike sessions**, with **12** of those being held across our **5 public venues** and **7 delivered privately** to businesses at their requests.

Across these sessions, an impressive **197 bikes** were serviced by Life Cycle's mechanics.

The Bristol Hotel has been added to the lineup of public venues, replacing the location in Quaker's Friars. The session is delivered along the harbourside, under the adjacent Rick's bar canopy. **3 sessions** have been delivered so far at this site, and we are excited to further explore its potential, the waterfront being a busy throughfare for pedestrians and cyclists.



Business Engagement and Representation

Business Engagement

53 business interactions via in-person visits in Q3, main topics discussed:

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

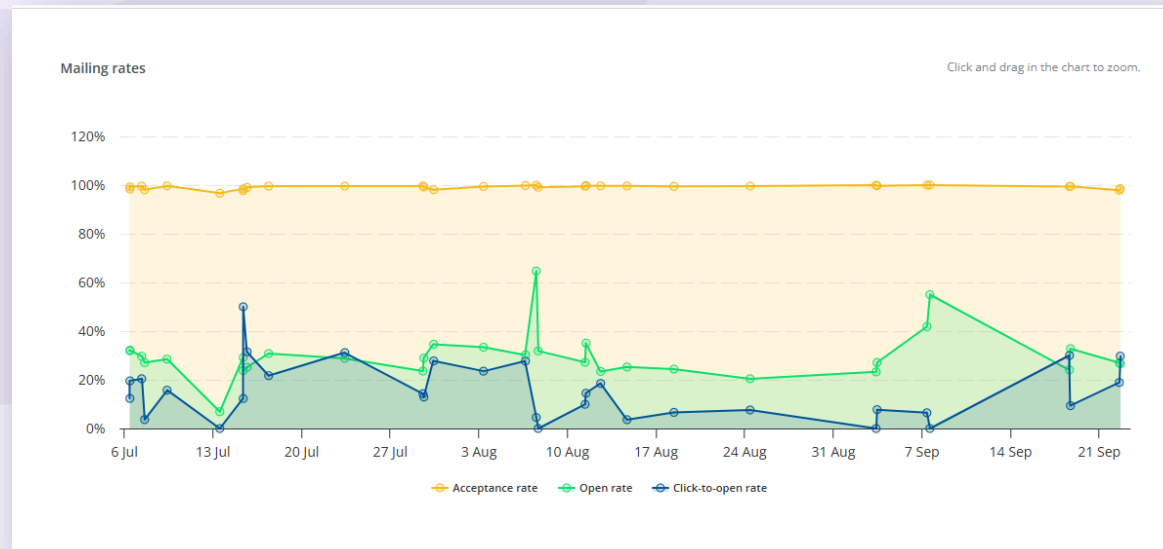
BID theme Working Groups convened to support project delivery:

- Sustainable & Green (29 July)
- Safe & Supported Communities (20 August)
- Hospitality & Leisure (21 August)
- Experiences & Promotion (9 September)



Business Engagement Results

- Open rates for business information emails range from **6.9%-64%** in Q3.
- **Highest performing communication:** King Street update
- **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.



BID Representation

In Q3, the BID was represented at the following forums:

- **ATCM South-West Meeting (hosted):** Gave a presentation about the Love Bristol, Love Broadmead programme and took attendees on a study tour around the area.
- **High Streets UK Strategic Forum:** Re-launched at Labour Party conference with 4 key asks to government: [read more](#)
- **One City Culture Board:** Action plan and priorities agreed, plus update on BCC 10-year Culture Strategy
- **One City Economy & Skills Board, One City Transport Board:** Action plan and priorities reviewed alongside One City plans for 2027.
- **Harbour Stakeholder Forum and Bristol Harbour Forum:** Harbour Placemaking Strategy and Harbour Business Plan and feedback
- **Other forums the BID was represented at include Park Street Queens Road Culture Group, Power to Change: Civic High Street Collective, and Planning, Transport and Climate Change Group.**



Marketing

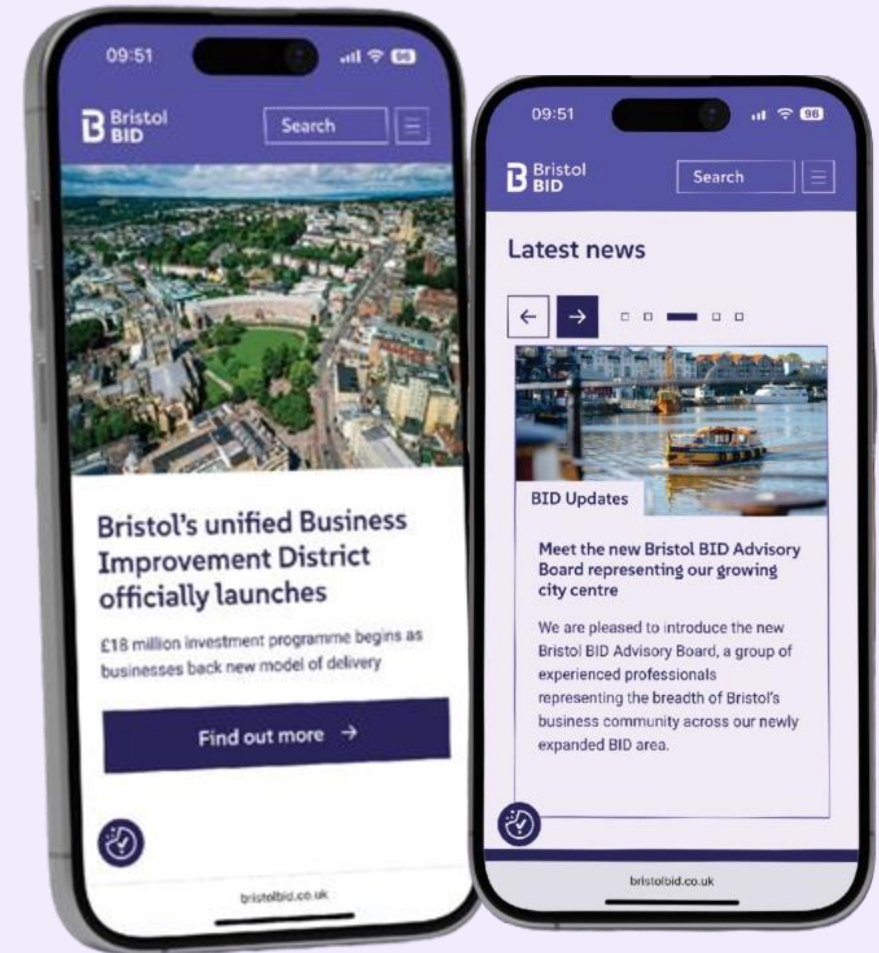
Website

The website recorded a total of **33,717 total views** from **11,855 active users**. This was a **30.6% increase** in views and a **58% increase** in active users compared to Q2 2026. August saw the most website visits with **16,440 visits** from **6,965 users**.

- Most viewed pages during Q3 were [Old City Sounds](#), followed by the [home page](#), [Bristol Shopping*](#), [Events](#) and [Playful Broadmead: Urban Fairy Doors](#).
- Monthly activity indicates periods of higher engagement, particularly in August, likely driven by Old City Sounds and Fairy Door Project

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.*



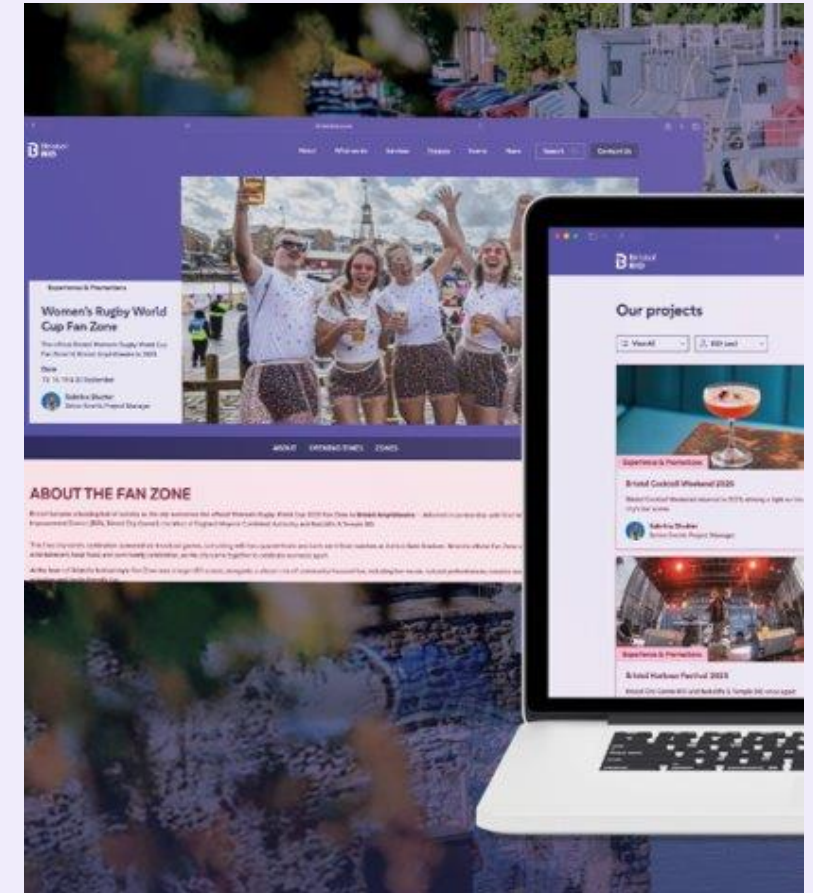
Email Marketing

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

- July events newsletter - **31%** open rate, **14.9%** clickthrough rate
- July projects newsletter - **22.3%** open rate, **20.5%** clickthrough rate
- August events newsletter - **33.1%** open rate, **17.7%** clickthrough rate
- August projects newsletter - **24.2%** open rate, **18.4%** clickthrough rate
- September events newsletter - **43.8%** open rate, **11.2%** clickthrough rate
- September projects newsletter - **25.2%** open rate, **18.4%** clickthrough rate

Best performing events newsletter (open rate): *'Explore Bristol BID's upcoming events this September 🍷'*

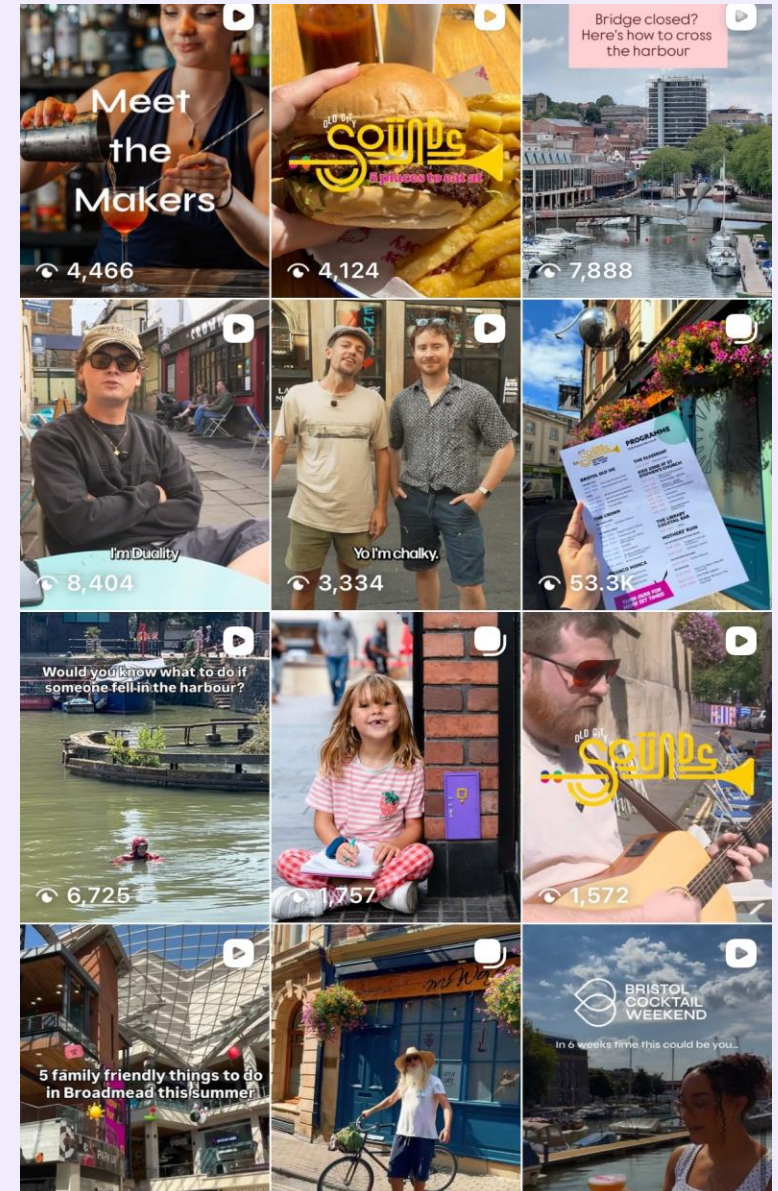
Best performing projects newsletter (open rate): *'What's happening in Bristol this September? 📺'*



Social Media

- **Instagram** recorded the highest follower growth from **7,180 to 7,600 (+6%)**. Followed by LinkedIn, rising from **4,279 to 4,526 (+5.7%)** and Facebook from **1,994 to 2,068 (+3.7%)**.
- Organic Instagram activity achieved **398,695 views (+77%)** and **21,940 interactions (+209%)***.
- Organic Facebook activity experienced **188,550 views (+214%)** with **1,139 interactions (+84%)***.
- This increase is likely due to an increase in collaborative posts with accounts with large followings, eg. Cabot Circus, Dazed, Bristol Balloon Fiesta, musician Jack Bessant, Bristol Nights and more.
- LinkedIn engagement experienced a slight decrease, with posts totalling **29,608 impressions (-1.8%)** and **827 interactions (-22%)**.
- This decrease of engagement on LinkedIn is likely due to our social media output in Q3 largely focusing on business-to-consumer content, which we tend to use Instagram and Facebook for.

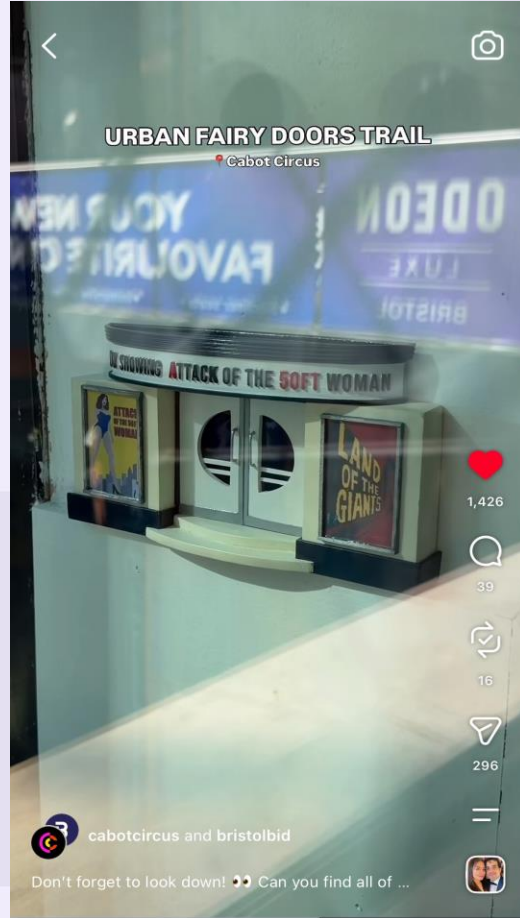
**Please note, interactions includes figures from both organic content and paid ads.*



Most liked posts – Bristol BID



Likes: 7,984
Views: 158,480
Accounts reached: 120,140



Likes: 1,426
Views: 169,639
Accounts reached: 19,658



Likes: 1,106
Views: 116,627
Accounts reached: 11,863



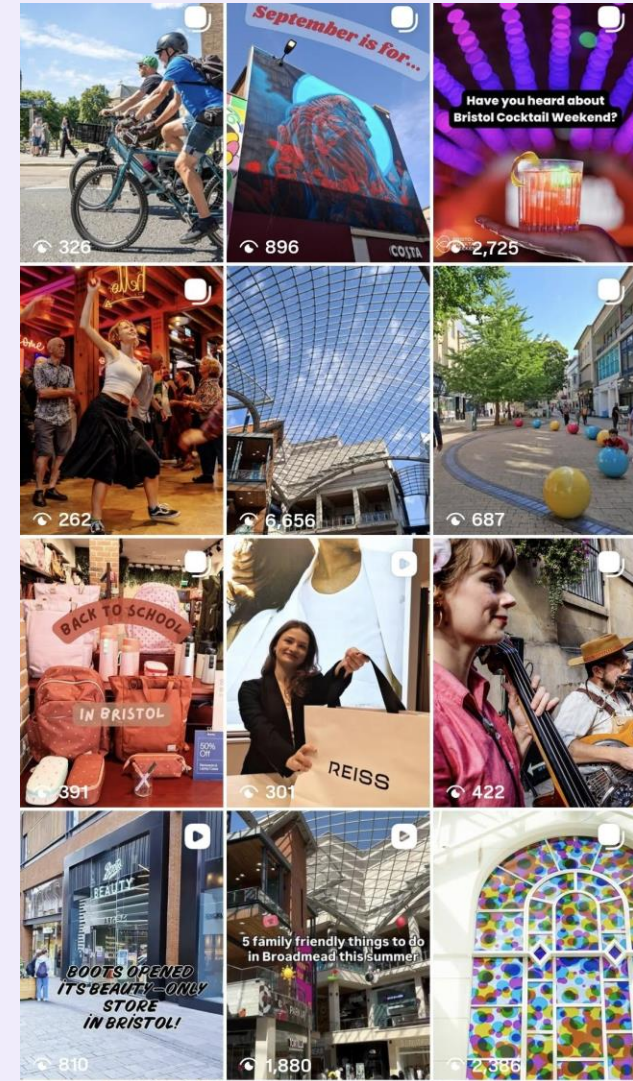
Likes: 393
Views: 12,057
Accounts reached: 5,731



Likes: 272
Views: 7,439
Accounts reached: 4,683

Social Media – Bristol Shopping Plus

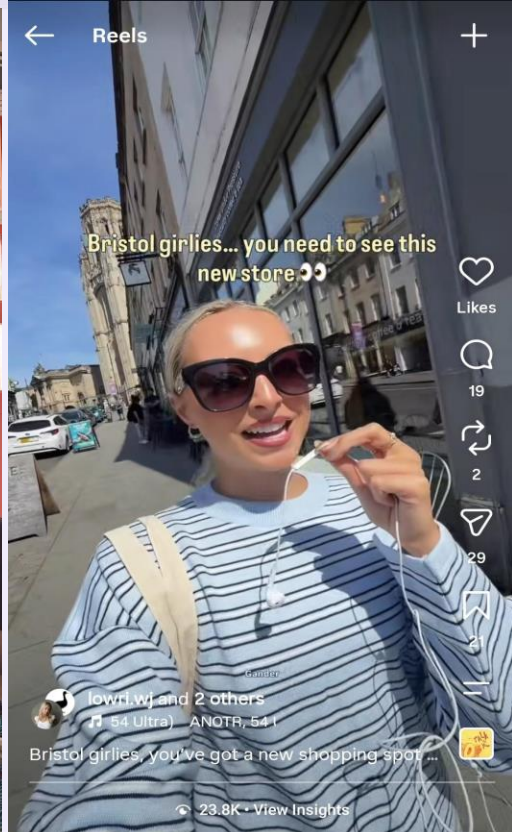
- During Q3, Instagram followers increased from **3,676** to **3,730** (+1.47%) and Facebook followers increased from **10,194** to **10,255** (+0.60%).
- Instagram views in Q3 decreased from **178,336** to **126,328** (-29.16%), while Facebook views increased from **253,118** to **400,686** (58.30%).
- The numbers fluctuation can be explained by experimentations to find what works best on socials and by multiple collaborations with influencers, as well as lower rates of posting and the success of our output in Q2.
- Plaster PR provided social media guidance and recommendations for Bristol Shopping that will be implemented by the team. This is to increase channel engagement and growth through content that represents retail, hospitality, and leisure businesses across the BID area.



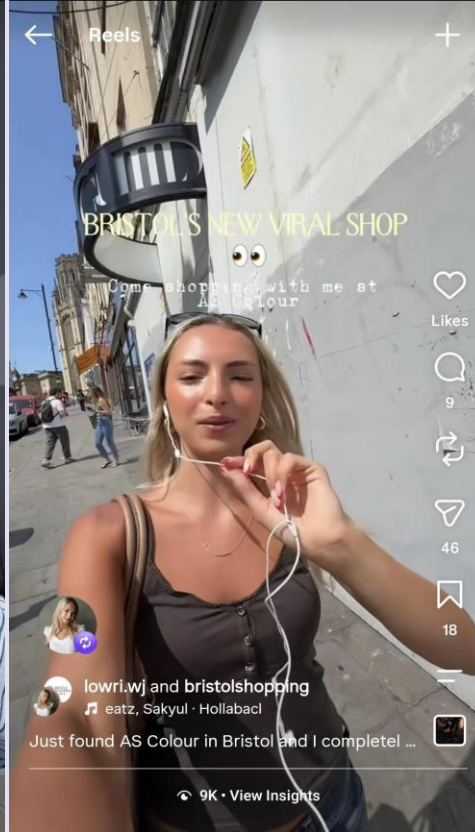
Most liked posts – Bristol Shopping Plus



Likes: 366
Views: 6,430
Accounts reached: 4,357



Likes: 232
Views: 23,844
Accounts reached: 16,719



Likes: 146
Views: 9,041
Accounts reached: 7,071



Likes: 141
Views: 8,429
Accounts reached: 6,607



Likes: 124
Views: 4,399
Accounts reached: 3,094

Finance

Finance Q3 forecast for BID year one

	25/26 Actual	25/26 Business Plan Budget
	Nov 25 - Oct 26	
Income		
Levy income	3,145,127	3,319,595
Other income	114,300	11,025
Total	3,259,427	3,330,620
Expenditure		
Experience & Promotion	978,431	1,060,000
Clean & Welcoming	758,596	746,000
Safe & Supported Communities	545,752	544,000
Sustainable & Green	308,290	410,584
Management & overheads	397,791	400,000
Contingency & loan repayment	56,276	167,205
Total	3,045,136	3,327,789
Underspend / (Overspend) current year	214,292	2,831
Underspend b/fwd previous years	152,123	
Total underspend / (overspend)	366,415	