



BID Clifton Village

ANNUAL
LEAFLET
2023

CLEAR OBJECTIVES OF BID CLIFTON VILLAGE ARE TO;

- Work closely together for the betterment of all businesses
- Promote your business ● Enhance the Clifton experience
- Improve the environment

CLIFTON VILLAGE BUSINESS IMPROVEMENT DISTRICT

Thank you for your continual support of BID Clifton Village. Let's work together to increase the prosperity of Clifton Village.

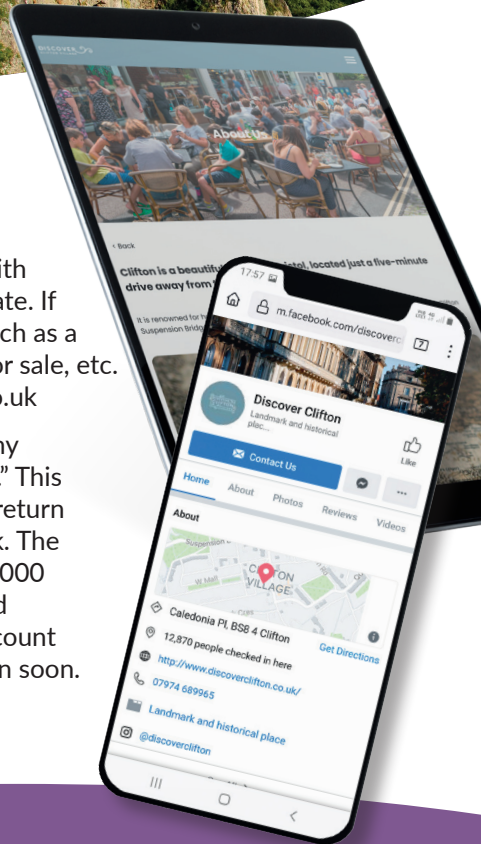


DISCOVER CLIFTON WEBSITE AND SOCIAL MEDIA

The Discover Clifton Website is to promote all businesses. Our BID Manager is actively working with businesses to ensure they are featured and up to date. If you want to feature for any news or promotions, such as a new menu, a new stock item, a promotional event or sale, etc. please email BID – bidmanager@bidcliftonvillage.co.uk

Our social media has been a great success with many businesses participating in an "Instagram Giveaway." This is when a business offers a gift or an experience in return for featuring on Facebook and Instagram for a week. The Instagram account has grown from 2,000 to over 7,000 followers. Clifton BID is a member of Visit West and managed a "take over" of Visit West's Instagram account featuring Clifton Village, this will be happening again soon.

If you would like to be featured, please email – bidmanager@bidcliftonvillage.co.uk



CHRISTMAS

Christmas in Clifton Village is always a major attraction in Bristol and the Southwest. In 2022 a fantastic 50-foot Christmas Tree was erected in The Mall Gardens.



Last year's Christmas lights switch on was a huge success with Alex Lovell pressing the switch. Money raised was donated to the charity Freewheelers who provide blood and other products to the NHS. With special thanks to Tony Miles of Smiley Miley Events.

90 small trees with lights were also erected above shops in the village.

EVENTS

BID organised many varied events over the past year. BID organised an Easter Bunny Trail around the village. 30 shops had bunnies in their shops. Children received free chocolate and the lucky chosen winner who found all the bunnies won a hamper of chocolate.

The Charity Cycle between Clifton and Clevedon went ahead again this year, with money raised for Bristol and Weston Hospital Charity.



BID hosted a day of music to celebrate the Kings Coronation on May 7th which included local bands in Mall Gardens.

BID sponsored a hugely successful film festival **Clifton Summer Screenings** in Mall Gardens in late July. Audiences were able to see children's films such as "Shrek" to sing-alongs such as "Dirty Dancing" and "Mamma Mia". 2000 tickets were sold. We are hoping this will be an annual event.

The **Vintage Car Rally** once again came through Clifton Village on a wet Sunday in late July. Despite the inclement weather shoppers stopped and gazed at the amazing spectacle.

BID sponsored **Dinomania** in Clifton Village. Dinosaurs were seen on Princess Victoria Street in early June and Late July. BID also helped support events such as **Clifton and Hotwells Open Gardens**, **Dancing in the Park** and **Litfest** - a festival of literature, and various other events.



FLORAL CLIFTON AND BUNTING

The Hanging baskets look fantastic again this year, with over 60 baskets, which includes the half baskets around the traditional lamp posts. They have added a lovely floral atmosphere to the village.

ONLINE LEARNING AND THE FUTURE

BID has also subscribed and paid for SEEDL, a new learning solution. The innovative learning hub offers all employees in the BID Clifton Village levy paying area free unlimited access to up to 200 live courses at any given time. The learning solution offers topics that help local employees learn new skills, help their employer's performance, and ultimately make Clifton Village more successful.

Despite the current economic climate BID wants to support businesses as best they can. BID will be running and supporting several events over the next year, the next big event being Christmas.



BID is for your benefit, and we are there to help you. Please, if you have any suggestions or want to be part of the board, please contact us.

Waste disposal in the village continues to be an issue for many businesses.

BID have plans to improve waste disposal. Working closely with the council it intends in particular to remove the unsightly bins on Kings Rd and have a more joined up process.

FINANCIALS

BID Clifton Village	YEAR ENDING 31/10/2023	FORECAST 2023/24
Income		
Levy	£82,526	£83,000
Other Income	£7,014	£8,000
TOTAL INCOME	£89,540	£91,000
Expenditure		
Promotion of Clifton Village	£43,717	£45,000
Improve Local Services	£5,795	£6,000
Maintain Quality of Clifton Village	£8,000	£9,000
BID PROJECT COSTS	£57,512	£60,000
Overheads		
BID Running Costs	£26,829	£21,808
BCC Levy Collection Costs	£2,470	£9,192
TOTAL EXPENDITURE	£86,811	£91,000
Net surplus	£2,729	

The BID is funded by a 1.5% levy on the rateable value of eligible businesses in the BID area. Full BID rules are included on the back of the bill this leaflet accompanies, and can also be found in the business plan, available on our website.