

FINANCE: HOW WE INVESTED THE BID LEVY IN 2021-2022

Since 2017, Bristol City Centre Business Improvement District (BID) has successfully delivered projects, initiatives, partnerships, and events that have had a significant positive impact for our levy paying businesses and all those that work, study, live and spend leisure time in the city.

During 2021-2022 we have invested the levy to deliver activity that supports city centre businesses through re-opening, creating reasons to spend leisure time in the city centre, in an environment that is safe, attractive, and welcoming for all. The launch of Love Our Levy Payers, supporting the well-being of the individuals that work as part of our business community, has been a new initiative providing support for return to work this year.

We have generated an additional income of £259,864 this financial year through grants and partnerships, to enable us to further amplify the work we are doing on behalf of our levy payers.

2021/2022 BRISTOL CITY CENTRE BID INCOME	
BID Levy	£1,004,976
Other income	£259,864
Carry forward 20/21	£150,000
TOTAL INCOME	£1,414,840
2021/2022 BRISTOL CITY CENTRE BID EXPENDITURE	
Improving the welcome	£232,184
Improving the look and feel	£205,982
Improving safety	£223,736
Promoting success	£214,736
Acting in your best interest	£130,925
Management and overheads	£170,936
Contingency	£44,287
TOTAL EXPENDITURE	£1,222,786

*Carry forward 20/21: Bristol Light Festival cancelled due to covid in 2021

*Expenditure based on 21/22 levy collection at 92.6%

KEY BID ACTIVITY IN 2021/22

IMPROVE SAFETY

Our safety projects have helped reduce, challenge and raise awareness of crime and anti-social behaviour to protect city centre businesses, visitors, and residents. TAP for Bristol has raised and donated £20,000 in the last 12 months for homelessness support and prevention. We have created and delivered campaigns addressing safety in the city during both day and night influencing national policy. We have provided over 100 free radios to levy payers keeping them connected with our dedicated PCSO and operations centre resource.

IMPROVE THE WELCOME AND THE FEEL

We have delivered projects that create a cleaner, greener and more attractive city centre. We have enhanced the city with Christmas lights and an artist-led green makeover of Marlborough Hill Steps. Our 7-day-a-week cleansing operation maintains a high standard of cleansing and graffiti removal throughout the city centre. Our Love Our Levy Payers events invite employees to explore Bristol in new ways, during lunch, or even get their bike fixed for free, supporting the return to office.

PROMOTING SUCCESS

We take a collaborative approach to delivering innovative campaigns and events to promote Bristol. Our events have included the hugely successful winter Bristol Light Festival followed by Luminarium in the summer, bringing millions in economic impact to city centre businesses. Over Christmas we work to increase footfall to our high streets, through trails of festive lights, projections, shopping events, and recently we partnered with Sustainable Fashion Week to welcome students to the city during fresher's week. We've sold out charity comedy nights at bars in the Old City, brought Easter excitement to Park Street, and provided a local gifting alternative with the new Love Bristol Gift Card, keeping spend local.

ACTING IN THE BEST INTEREST OF LEVY PAYERS

We act as a single point of contact to represent levy payers and support the business community. In 21/22 this has included generating additional investment of over £260,000 through city partnerships and grant funding to support re-opening. We track city centre recovery through O2 and Visa movement and spend data to inform our decision making. We have spent thousands of hours engaging with businesses to understand the needs and challenges in our ever-changing business landscape.

Find out more: bristolcitycentrebid.co.uk/projects

FINANCE: HOW WE PROPOSE TO INVEST THE LEVY IN 2022-2023

We move towards the next term with a focused, committed, and ambitious approach. The BID will build on the last five years by taking forward our successes whilst also recognising that future work must be shaped by the requirements of the businesses we support.

There are four key areas that will bring together the BID's activity:

PROTECTING

ENHANCING

PROMOTING

SUPPORTING

These themes will build on the success of the projects in our first term and incorporate new elements in response to consultation and the requirements of the ever-changing economic, social, and environmental landscape.

2022/2023 BRISTOL CITY CENTRE BID INCOME	
BID Levy at 1.5% assumed 95% collection	£955,700
Other Income (estimated)	£60,000
TOTAL INCOME	£1,015,700
BRISTOL CITY CENTRE BID BUDGET	
Enhancing	£353,560
Promoting	£224,000
Protecting	£135,000
Supporting	£86,586
Management and Overheads	£182,826
Levy Collection Costs	£13,414
Contingency 2%	£20,314
TOTAL EXPENDITURE	£1,015,700