

Moving Forward

Promoting the Village - Events

For Christmas 2014 Clifton Village will continue to display its Christmas lights and will have its largest Christmas tree to date in the Mall Gardens.

This year an extensive events programme is planned:

- ▶ **Dec 2014** Celebrating the 150th Anniversary of Clifton Suspension Bridge
- ▶ **April 2015** Suspension Bridge Themed Family Event to be run for 1 month – details to follow
- ▶ **July 2015** Shaun The Sheep to be sited in the Village
- ▶ **Sept 2015** An autumn event is scheduled to bring footfall and fun to the Village

We will also run a variety of smaller events throughout the year to promote the diversity of businesses that make Clifton Village unique.

Business Breakfast Clubs

These have proved to be very successful. Not only have they been informative they have encouraged social interaction. To date we have held talks on Social Media, Property Leases & Repairs. With more planned for the coming year, to be held on a quarterly basis.

Green Capital

Bristol has been awarded European Green Capital for 2015 and we will ensure Clifton plays its part throughout 2015 to promote green initiatives and the green environment that surrounds the Village.



BID Clifton Village continues to consult with businesses and it is important to remember that you have a voice and we are keen to hear your thoughts and gain your involvement.

Residents Parking Scheme

BID Clifton Village is committed to continue to work with Bristol City Council regarding the residents parking scheme to the benefit of businesses in the village.

This will involve monitoring and registering concern on your behalf. Similarly, to complete further research to help effect change to increase parking permits allocated for small and medium sized enterprises (SMEs), enabling you to trade competitively with an effective and happy workforce.

Discover Clifton website

The Discover Clifton website will go 'live' in winter 2014. This will encourage footfall and promote the unique qualities of the village.

Marketing and PR

This is a key priority to ensure that we promote Clifton Village to an increasingly wider audience. Working closely with our PR company we will ensure that Clifton Village receives the media coverage it deserves and we will grow our business relationships to enable us to deliver the best outcome for you.

Signage

This year we will be locating signage maps around the village at key points. These are a valuable tool to promote all Clifton Village has to offer to a wider audience. There will also be printable maps for visitors to download from our website or collect as paper copies from key locations in the area.

Identifying added value

In addition to recent funding and sponsorship we will seek to look for funding sponsorship over the coming year. We will continue to promote economies of scale and other cost saving initiatives to our members.

Maintaining the unique quality of the village

Clifton Village is recognised as being a vibrant and attractive place to work, shop and relax. It is important that we build on our achievements to date. The enthusiasm and passion to make Clifton 'special' remains a key objective.



Financials

Year two 10 months to 30.09.2014

BID Clifton Village Accounts to 31.08.2013		%	Actual 10 mths	Budget 2013/14	Variance
BID income					
Levy income		100%	£72,507	£80,485	£-7,978
Other	Sponsorship and donations	0%	£21,000	£0	£21,000
Total income			£93,507	£80,485	£13,022
BID expenditure					
Promotion	Events and project management		£38,673	£40,000	£1,327
	Marketing/PR/Website/Twitter		£16,730	£14,000	£-2,730
			£55,403	£54,000	£-1,403
Practical management	Parking/Signage/Waste		£17,881	£2,500	£-15,381
Quality of Clifton Village	Environment/Green initiatives		£1,752	£1,000	£-752
Added value	Relationships/Surveys		£0	£2,075	£2,075
Activity			£75,036	£59,575	£-15,461
Administration	Administration/Office space		£8,418	£8,800	£382
	Travel, Stationery, Postage, Other		£413	£3,186	£2,773
	Finance/Legal/Professional		£3,144	£2,000	£-1,144
	Levy collection		£2,573	£2,500	£-73
Running costs			£14,548	£16,486	£1,938
Contingency			£3,497	£4,424	£928
Total expenditure			£93,081	£80,485	£-12,595
Net surplus/-deficit			£426	£0	£-427

Year three 12 months ending 31.10.2015

BID Clifton Village Budget to 31.10.2015		%	Budget 2014/15
BID income			
Levy income		100%	£80,485
Other	Sponsorship and donations	0%	£0
Total income			£80,485
BID expenditure			
Promotion	Events and project management	59%	£47,100
	Marketing/PR/Website/Twitter	7%	£6,000
		66%	£53,100
Practical management	Parking/Waste/Other	2%	£1,500
Quality of Clifton Village	Environment/Green initiatives	2%	£2,000
Added value	Relationships/Surveys	1%	£1,050
Activity		72%	£57,650
Administration	Administration/Office space	15%	£11,880
	Travel, Stationery, Postage, Other	1%	£1,129
	Finance/Legal/Professional	3%	£2,750
	Levy collection	3%	£2,626
Running costs		22%	£18,385
Contingency		6%	£4,450
Total expenditure			£80,485
Net surplus/-deficit			£0

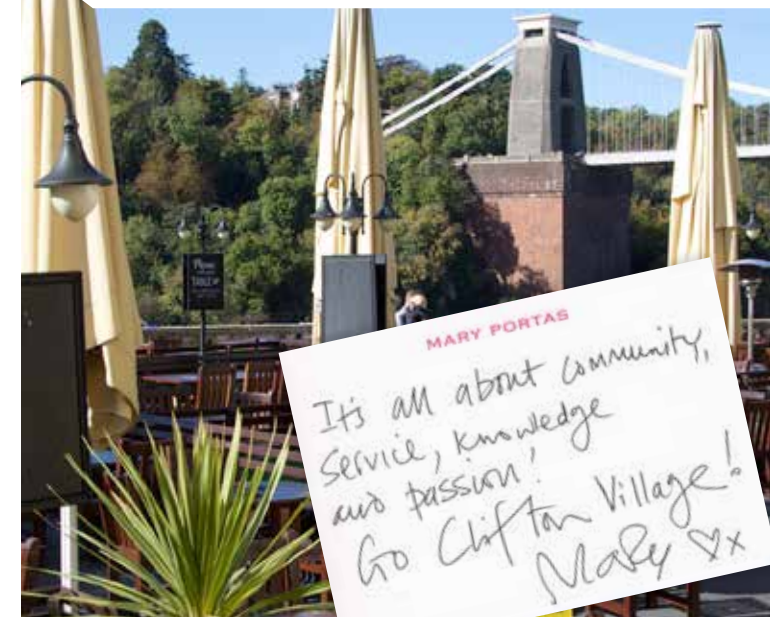
BID Clifton Village

October 2014



BID Clifton Village continues to:

- ▶ Promote your Business
- ▶ Improve your Environment
- ▶ Deliver the Clifton Experience



Year two - 2013/14

BID Clifton Village has delivered on...



Residents Parking: Work undertaken by BID Clifton Village

We completed extensive work to affect change on the ill formed residents parking scheme planned for Clifton Village.

This involved:

- ▶ Completing research with Retailers, Commercial offices, Visitors, Shoppers and Residents
- ▶ Arranging protests including... a march to City Hall and a Sherman tank(!) to defend the rights of businesses to trade
- ▶ Arranging meetings to update BID Businesses as well as providing opportunities for businesses to address their concerns to members of Bristol City Council
- ▶ Creating awareness regarding the concerns of businesses at a local and national level: The Times, Daily Telegraph, Economist, Bristol Evening Post, HTV West, BBC Breakfast TV, Radio Bristol... we even reached Australia and Russia!
- ▶ Attending meetings with George Ferguson, Peter Mann and other representatives of Bristol City Council along with key partners such as Business West
- ▶ Preparing influential papers and reports to help effect change.

Successful outcome

BID Clifton Village is grateful that Bristol City Council listened to some of the concerns of businesses and have helped improve the proposed scheme with:

- ▶ 2 Links to Park and Ride car parks to the west of the City
- ▶ Pay and Display for 3 hours and 5 hours for customers and tourists
- ▶ Hotels and conference centres being supported with better permits numbers
- ▶ Businesses with 35+ staff receiving a small increase in the number of business permits

**We thank you for your support
in effecting this change**

Events

We are keen to encourage and promote events with our BID members. This year we have been involved in:

- ▶ **Christmas 2013:**
We continued to celebrate with Christmas lights across the streets and signposts. A decorated 50ft tree was sited in the Mall Gardens and 85 small Christmas trees were lit outside premises (where possible).
- ▶ **Clifton FoodFest:** 17 restaurants and cafes took advantage of this event and saw an increase in footfall and covers over the two week period.



- ▶ **Discover Clifton Village:** This event was held to promote the unique quality and diversity of shops and restaurants that Clifton has to offer. A variety of in-store events, music and entertainment were organised.
- ▶ **Easter Egg Hunt around the Village:**
SoleLution Shoe Shop
- ▶ **Independents Day:** a national initiative to celebrate independents
- ▶ **Burns Night:** a social gathering for our BID members to welcome 2014



Website

We have commissioned a new state of the art 'Discover Clifton' website by a prestigious local company and this will be live by the end of 2014. The website has been designed as an ideal marketing tool for the village, to promote all businesses and awareness of the village to the public, prospective visitors, tourist centres, etc.

The BID Clifton Village website will continue to serve all BID members and to date has achieved over 12,000 visits to the website and 22,000 page views over the year.

Twitter followers: We have seen a 100% increase in Twitter activity.

Newsletters

Circulated on a regular basis and uploaded onto our BID website. The newsletters continue to be an effective way of updating our members. The feedback from businesses has been very positive — a great way to inform and engage.

Practical management

First Aider Courses: A well attended course was held in March.

Signage: Following on from a successful application to Bristol City Council on your behalf, we have secured substantial funding to enable us to locate maps around the Village which will clearly display all the key roads, attractions and businesses in the Village. These will be installed early 2015 and will be a visible aid for tourists and visitors to the Village.



Identifying Added Value

We have invested in researching for cost saving initiatives and external providers to save money for our members. We also secured additional funding.

- ▶ **Sponsorship** — Large Christmas Tree 2013 (Nuffield Health)



Maintaining the unique quality of the village

Floral Decorations: This summer Clifton Village was once again decorated with over 90 hanging baskets. We continued to build on our success of previous years and have just been awarded:

- ▶ **RHS South West in Bloom:** Pennant scheme – Gold Award and Best Urban Community 2014
- ▶ **Bristol in Bloom:** Gold Medal and joint 2nd place for Shopping Area / Street

Clifton Village continues to receive awards:

- ▶ **Sunday Times:** No 1 – Best Places to Live in Britain
- ▶ **Telegraph:** Princess Victoria Street named as one of the coolest Streets in Britain
- ▶ **Great British High Street:** The Mall has been entered for this prestigious award

