

BID Clifton Village

Annual Leaflet October 2015

BID Clifton Village continues to:

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

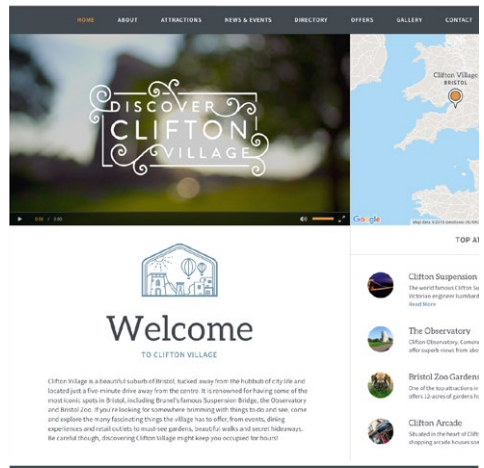


We have now completed our third year as a Business Improvement District and have continued to deliver on...

Discover Clifton website

A comprehensive website commissioned and launched in Dec 2014 to promote all businesses and their activities to potential visitors, tourist centres, residents, etc. This is proving to be popular and we are now achieving 38k page views across the last twelve months.

All businesses are encouraged to update their details, events, news etc. as often as possible to ensure it remains current and informative.



Twitter

This continues to be an important marketing tool and we continue to see a steady rise in followers (now over 1000).

Facebook

A facebook page has been created to promote all businesses, activities and events.

Newsletters

Newsletters continue to be circulated to all members on a regular basis. They remain an effective way of updating our members as well as uploading information onto our website.

Events

We have continued to drive awareness and increase footfall through various events across the Village.

This year we have been involved with:

Christmas 2014

This continues to be an important priority and Clifton Village saw the most amazing display of Christmas Lights with a 50ft tree taking pride of place in The Mall Gardens. Our lighting up ceremony remains a highlight of our BID diary and this year we saw over 2,000 residents and visitors enjoying the evening.

Clifton foodfest

Now in its second year, we have seen an increase in the number of restaurants and cafés taking part. We continued to receive national and local press coverage which resulted in a rise in footfall and uptake over the two week period. A Taster Day proved to be a huge success attracting many people to the Village.



Shaun in the city

Following the success of the Gromit Trail, we sponsored Helterskelter which was sited in The Mall Gardens. Yet again this has proved to be a great success in terms of footfall/awareness and bringing families into the Village... some for the first time.



Clifton in Bloom

Clifton Village continues to be one of the most colourful areas in Bristol with fantastic floral hanging baskets and displays. This year we have been entered for South West in Bloom Pennant Award and we are eagerly awaiting the outcome.

Signage

Following on from our successful pitch for funding from Neighbourhood Partnership we have been working behind the scenes to design a map and signage to better direct people around Clifton Village. Maps will be available to our BID Members shortly with signage available to visitors in early 2016.

Business breakfast meetings

This year we have been fortunate in hosting talks on employment law and PR which have been well received by our members.

External funding

This year we have been successful in receiving £2.5k from Neighbourhood Partnership Green Initiative.

Residents Parking Scheme

Following tireless work by BID Clifton Village (meetings, surveys, questionnaires, presentations and reports) the proposed residents parking plans were adjusted by Bristol City Council to take account of businesses concerns:

- ▶ Parking limits increased to 3 hours (1 and 2 hours parking restriction in proposed plans)
- ▶ Alternative transport links added – buses to Park and Rides at Long Ashton and Shirehampton (no alternative transport links included in original plans)
- ▶ Small increase in business permit numbers for larger employing businesses (crippling low permit numbers for larger commercial organisations in original parking plans)

Following the work of BID Clifton Village there is now ample 3 and 5 hour parking with 30 minutes free across Clifton Village

BID Clifton Village will continue to work closely with Bristol City Council to encourage improvements in crucial areas which were disregarded at the implementation stage, these will enable Clifton Village to continue to be a vibrant business hub. These include: -

- ▶ 9pm finish is too late
- ▶ Retail hotspots with no adjacent parking
- ▶ Too small permit numbers for large employing companies
- ▶ Insufficient transport links for visitors and staff (costly, not timely, few east/west links)

... watch this space.

Moving forward

Promoting the Village is a key priority of BID Clifton Village.



Events

- ▶ This Christmas BID will continue to organise and fund the display of Christmas Lights and small decorated trees around the Village. A large Christmas Tree will be installed in The Mall Gardens.
- ▶ A large BID event is scheduled for Spring 2016 which has been specifically designed to increase footfall and national awareness – more information will be released to members in due course.
- ▶ We will continue to support, encourage and promote a variety of smaller events throughout the year

Business breakfast clubs

These continue to be well supported, successful and informative and they will continue to be held throughout the coming BID Year.

Discover Clifton website

Following its launch last year the website continues to grow and we will continue to be actively promoting this throughout the coming year.

Social media

We will continue to work with Social Media to raise the profile and awareness of Clifton Village and its businesses to an ever increasing audience.

Marketing & PR

We recognise that this is a key priority and we continue to work with our appointed PR Company to ensure we maximise on the potential of Clifton Village for the benefit of all businesses.

Signage

This coming year you will see the implementation of signage to help direct visitors to the heart of the Village to ensure they are able to actively participate in all Clifton has to offer.

Identifying added value

In addition to recent funding and sponsorship we will seek further funding and 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

We are continually being recognised in the national press as being a vibrant and attractive place to work, shop and relax. We recognise that it is important for us to build on our achievements to date and BID CV will continue to work to ensure Clifton remains an attractive place to work, shop, socialise and live.

BID Clifton Village continues in its commitment to consult with all businesses.

It is important to remember you have a voice and we are keen to hear your thoughts for advances and improvements.

We look forward to your continued involvement for the coming years.



Financials

BID Clifton Village		2014/15 %	2014/15 Actual	2015/16 %	2015/16 Budget
BID income		At 31.08.15	10 months	12 months	
Levy income		91%	£58,807	100%	£80,485
Other	Sponsorship and donations	9%	£5,620		£0
Total income			£64,427		£80,485
BID expenditure					
Promotion	Events and project management	55%	£35,306	55%	£43,974
	Marketing / PR / Website / Twitter	13%	£8,398	9%	£7,000
		68%	£43,704	64%	£50,974
Practical management	Parking / Waste / Other	3%	£1,811	2%	£1,750
Quality of Clifton Village	Environment / Green initiatives	3%	£2,219	2%	£2,000
Added value	Relationships / Surveys	0%	£8	1%	£1,000
Administration	Administration	6%	£4,111	14%	£11,154
	Travel / Stationery / Postage / Other	1%	£455	3%	£2,046
	Finance / Legal / Professional	5%	£2,943	4%	£2,900
	Levy collection	4%	£2,637	3%	£2,692
		16%	£10,146	23%	£18,792
Contingency		10%	£6,382	8%	£5,969
Total expenditure			£64,270		£80,485
Net surplus/-deficit			£157		(£0)

