

BID Clifton Village



11 Newsletter

January 2016

BID Clifton Village welcomes all new businesses to the Village and wishes all BID members a Happy and Successful 2016 in Clifton Village

As the new year starts, I am writing to introduce myself, update you on plans for the first half of 2016 and seek your help in making sure BID CV continues to provide great value to Members. This newsletter also gives a round-up on what has been going on last year and how together we can make 2016 a great year for businesses in Clifton Village.

Carrie

Your BID –

Following consultation with and a vote by the businesses in Clifton Village, the Business Improvement District Clifton Village was formed in 2012 to provide a collective voice for businesses in Clifton Village. It is funded by, led by and for the benefit of businesses in Clifton Village.

BID CV is you – the 310 businesses (retail, services and commercial organisations) that work within the defined Clifton Village area. Clifton Village businesses include a wide range of types of businesses including commercial practices, retail and service businesses



such as architecture, property, engineering design, graphic design, filming, financial management, lawyers, accountants, health services, education and

child-care, as well as a range of hotels, independent and high-street shops, restaurants, pubs and houses. One of our strengths is the variety and mix of businesses within a unique village setting and environment.



We welcome the following new members to Clifton Village

- Anna's Cake Couture
- Boyces Relish
- Hidden
- South West Upholstery
- Saffron
- Wainwrights

There is more information overleaf about the BID Clifton Village Board and the people who work with BID CV, how you can help your BID deliver value for you, how to contact and engage with BID CV.

Why BID CV?

The aim of BID CV is to support businesses in Clifton Village by;

- Promoting Clifton Village through events, PR and other initiatives – raising awareness of the Clifton Village business offer and increasing footfall
- Addressing local issues – by providing an influential collective voice and through developing positive relationships with other organisations who impact on businesses in the village
- Enhancing our environment for the benefit of those working, living and visiting here

. We would like to hear your feedback on how to make 2016 a great year for Clifton Village businesses, and invite you to join our Working Group to take these and other initiatives forward.

Please contact: carrie@bidcliftonvillage.co.uk

What we did last year

For those who were not able to come to the AGM in November, a copy of the full presentation is available on the bidcliftonvillage website. In summary, here are some examples of BID CV initiatives in the last year;

Promoting Clifton Village Businesses

BID Clifton Village has invested in, developed and launched a public website for CV businesses; The website is designed to promote the Clifton Experience, Clifton businesses and promote awareness of the range of delights Clifton Village offers to all who visit, work and live here.

- 38,000 page views across past 12 months

The website includes a business directory - <http://www.discoverclifton.co.uk/business/>

We encourage all businesses to update their details, events, news to keep it informative and live (see next page for more information)



www.discoverclifton.co.uk

BID Clifton Village has also promoted the Village and its businesses through **Local Press, Social Media** (including Twitter, with over 1000 followers) and now **Facebook** too.

BID CV sponsored a range of events during the year to promote Clifton Village, increase footfall and add to the lively spirit of the business community. These included;

Christmas 2014 / 15 - Following a rigorous tendering process, smileymileyevents was appointed as the contractor who offered the most competitive rates and best value for money. Last year, BID CV delivered an amazing display of Christmas lights, 50



foot tree and many little trees. The Lighting Up Ceremony saw large number of residents and visitors coming to Clifton Village.

The 2nd year of **Clifton FoodFest** saw more cafes & restaurants taking part, with national and local press coverage and increased footfall. Taster Day proved a particular success



Shaun in the City - BID Clifton Village sponsored Shear Speed Helter Skelter who brought in many visitors to the Village and was sold for £8,000 for sick children.

BID Clifton Village promoted the unique quality of Clifton Village through **South West in Bloom 2015** Clifton Village were awarded the following:-

- RHS Pennant Award – Gold
- Outstanding Neighbourhood Award The Mall Gardens



Signage – BID Clifton Village successfully pitched for additional funding from Bristol Council's Neighbourhood Partnership. We have been working behind the scene to design a map and signage to better direct people around Clifton Village – coming out in January 2016.

Parking – RPZ was introduced to Clifton Village in March 2015. BID Clifton Village successfully negotiated changes to original proposals;

- Increase to 3 hours parking
- Alternative transport links added
- Small increase in business permit numbers for larger employing businesses
- Installation of Free First Half Hour signs

During the summer, BID Clifton Village held consultations (including surveys and meetings) with businesses to collate evidence and records so that we can provide an influential collective voice to the council for CV businesses. We are continuing to negotiate on further tweaks as part of review of RPS (see next page).

Other Benefits for members

- Breakfast Clubs to facilitate business networking (PR and social media, update on Christmas, feedback and networking & discussed options for reducing business costs & improving efficiencies)
- Newsletters & Annual Leaflet to members
- Options for reducing business costs and improving efficiencies

"We have people visiting from all over the world and are very proud of that. We love to promote Clifton Village and in turn the whole of Bristol."

Quote from Andrew Morgan, Chair of BID CV in a Bristol Post article, July 2015.

Update Since November 2015 and Plans for first 6 months of 2016

Since the AGM and as BID Clifton Village enters its fourth year, we are continuing to promote Clifton Village businesses, support business networking, provide a collective voice to address local issues and enhance our environment.

DiscoverClifton Website:

Following conversations with Destination Bristol, our public website, www.discoverclifton.co.uk is now featuring on various pages of VisitBristol (a main site for visitors to Bristol). This is a major promotional tool for businesses in the Village. We will continue to develop www.discoverclifton.co.uk and its links to other national and local tourist, business and other websites to enable maximum promotion of Clifton Village businesses.

We invite all businesses to help us make this website as useful as possible for you – please let us know your news and events so we can continue to promote both your business and the benefits for businesses being in Clifton Village.

Please do contact info@bidcliftonvillage if you need help getting your business on the website.

BID CV Christmas Lights and Tree were even



more spectacular this year – the largest village tree in the country with over 6000 lights. An enormous

crowd, many more than expected, enjoyed the Light-Up Ceremony, and since then, many more have delighted in the magic of the lights and little trees throughout the village.



Clifton Advent Window Hunt took place in December, with 25 businesses taking part across the Village, encouraging families to discover Clifton in a fun and festive way. Our thanks to SoleLution for helping to organise and to Jen at the Village Pottery for the wonderful prizes.

Congratulations to Emma who won and the 20 runner-ups.

Are you interested in helping lead BID CV as a board member, or being part of a Working Group to help design or deliver events and initiatives for Clifton Village businesses? Please contact Carrie

January 2016

- We will be launching our printed **maps of Clifton Village**, to increase awareness of all the Village offer and help guide visitors to all the corners of the Village. This project has been funded by both Bristol City Council Neighbourhood Partnership and BID CV. We will also be finalising plans for the signposts for the Village.

- We will be launching our **first Bee Friendly planter**, on Regent Street, to welcome people to the Village and encourage pollination. This is a Bristol 2015 European Green Capital project,



sponsored by BID CV and Bristol Council Neighbourhood Partnership. We will be extending this project into spring (see March)

- We are continuing talks with Bristol Council about our recommended tweaks to **Resident Parking** (following on from our extensive surveys with businesses in the summer and as part of RPS consultation). Our proposed solutions include

- Earlier end time
- Balance of pay & display and permit spaces, particularly in hot spots
- Increase in business permits
- Improved transport links for visitors / staff

February

- A special 'Valentine' **Breakfast Club** - an opportunity for businesses to get to know their neighbour and 'find a partner' in an exchange of knowledge, services and expertise – a form of business local exchange scheme for Clifton Village. Your invite will arrive shortly!

March

- Promoting **various Easter initiatives** around the village. Let us know if you are planning a Clifton Village initiative and want BIDCV support in promoting?
- We will also be extending Bee friendly project with a further planter, talks and information about bee friendly planting.

April and May

- launching a new campaign – **20 ways to get to Clifton Village**, to encourage people outside of the village to come and visit us, using different forms of transport – bus, train, cycling, walking etc. More information to follow.

June

- will see the start of **Clifton in Bloom** again, and we are also planning a **major event** for July/August – more information to follow.



