

Clifton Village BID – One Year Impact

Purpose and Vision

Over the past year, Clifton Village BID has focused on delivering clear, practical value for levy payers, strengthening recognition of the BID's role, and providing tangible support to businesses and the wider community.

Providing Value: Practical Support for Levy Payers

The BID has prioritised initiatives that directly support day-to-day business needs. These include wellbeing support for levy payers, community safety initiatives delivered in partnership with the police and Bristol City Council, and direct access to trusted professional and trade partners. These measures create a more supportive trading environment.

Use of Levy Funds Collected by Bristol City Council

All BID levy funds collected by Bristol City Council are ringfenced and directed straight back into Clifton Village. These funds are not absorbed into the Council's general budget. Instead, every pound is reinvested locally to enhance, support, and maintain the prosperity, character, and long-term sustainability of Clifton Village. This ensures that levy contributions deliver direct commercial and environmental benefits to the businesses that fund them.

BID levy income is used to deliver services and initiatives that go beyond the Council's statutory responsibilities. This includes village-wide events, place-making projects, safety and wellbeing initiatives, marketing and promotion, business support programmes, and partnerships that strengthen Clifton's reputation as a high-quality destination to trade, work, and invest. The BID provides transparency and accountability, ensuring that levy payer contributions result in visible, measurable improvements within the Village.

Delivering Practical Support

Throughout the year, Clifton BID has worked closely with partners to deliver hands-on support. This includes Sofa Chats with council representatives, free defibrillator training, police open clinics, and guidance on grants, safety, and compliance. The BID also supports businesses through marketing assistance, promotion of events, and clear channels for submitting content.

Strengthening Recognition and Visibility

A key priority has been improving awareness of what the BID does and how levy contributions are used. The BID plays a central role in delivering major village events and seasonal activity, including trails, Clifton Village Day, and Christmas events. Clear messaging reinforces that these initiatives are funded and delivered for the benefit of levy payers.

Community Events and Place-Making

The BID has delivered and supported a strong programme of events that enhance footfall, village pride, and Clifton's reputation. These include seasonal trails, cultural celebrations, summer screenings, children's activities, and festive installations. These events not only attract visitors but also support local businesses throughout the year.

Partnerships and Collaboration

Strong partnerships underpin the BID's impact. Collaboration with Bristol City Council, Clifton Rotary Club, community organisations, and local professionals has enabled the delivery of services and events that would not otherwise be possible. These relationships strengthen Clifton's position as a well-managed, welcoming village.

Looking Ahead

Building on impact, Clifton BID will continue to focus on practical value, strong communication, and visible benefits for levy payers. As the BID moves toward the 2027 ballot, clarity, trust, and proven impact will remain central to ensuring businesses feel confident in the BID's role and future.