

burnley

Town Centre BID

“Our plan to create a modern, vibrant and connected town centre for all”



Burnley Town Centre Business Improvement District:

A business led agenda and a stronger voice for businesses

A Secure, vibrant and engaging destination

An inspiring and creative location for community and business

An added value investment in Burnley town centre

Reconnecting our town centre with residents and visitors

This draft plan for a Business Improvement District in Burnley town centre is open for consultation until the 12th July 2019.

Businesses can feedback their views on this draft plan by:

- Completing the online consultation at www.burnleybid.co.uk
- Attending one of the consultation workshops during June and July

www.burnleybid.co.uk

Welcome to our Plan for a BID in Burnley Town Centre

This draft plan for a Business Improvement District in Burnley town centre provides a unique opportunity for businesses and stakeholders to make a step change in the management of our town centre.

This plan has been produced by the newly formed Burnley BID steering group. The group are determined to drive forward a sustained programme of additional investment and improvements across our town centre that will benefit all.

“Speak to any local business owner or consumer and their pride and passion for Burnley quickly becomes evident, but our town centre needs to improve and make the leap from good to great if it is to remain relevant to our consumers and the local community. This plan will deliver a significant improvement in not only the quality of our town’s offer but the perception of our town”

What is a Business Improvement District (BID)?

The BID is a unique opportunity for businesses across the town centre to take a lead in the management and improvement of our town centre.

A new, additional investment led by the private sector

- The BID will generate between £775,000 and £1million of new investment into our town centre between 2020 and 2025.
- This investment will be managed and delivered by a new business led partnership, who will be answerable to the wider business community who fund the BID.

Where does the investment come from?

- The investment will principally come from a small additional levy paid by each premises (hereditament) within the town centre with a rateable value above £12,000.
- The average cost per premises will be less than £2/day, with the smallest premises paying less than 60p/day.
- Together this will raise an investment of between £775k-£890k over 5 years, which we expect will lever additional funding from a range of sources.

Who decides if the BID is to be introduced?

- All eligible premises will be able to take part in a 28 day postal ballot vote to approve or reject the proposal for a BID in Autumn 2019.
- If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the BID will come into operation from April 2020, when all premises with a rateable value above £12,000 will pay the small annual levy towards the BID.

How is this different to business rates?

- The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- The BID levies will only be invested in specific projects and services, additional to base line services provided by the public sector.

Where do Business Improvement Districts already operate?

- BIDs have been embraced by towns and cities across the UK since 2004 when they were first introduced.
- More than 300 BIDs have been approved since 2004.
- Regionally, businesses in Blackburn, Colne, Keighley, Rochdale, Preston, Halifax, Lancaster, Manchester and Leeds have approved and re-approved BIDs in recent years.
- Businesses in these towns and cities have seen the benefits and return on investment from agreeing to work together and implement new progressive private sector led investment partnerships.
- These towns have seen increased footfall through new events and festivals, created safer, cleaner and greener town centres, increasing the vibrancy and economic success of their businesses and towns.

Burnley Town Centre Challenges and Opportunities



During 2018 all businesses across the town centre had the opportunity to share their views on our town centre through the BID feasibility project, which concluded that a BID for the town centre should be viable. This consultation combined with the recent work of the BID steering group has formed the basis for developing this draft plan for a Business Improvement District for our town centre. Consultation work has resulted in engagement with companies from across the town, and generated more than 350 pieces of feedback identifying challenges and opportunities.

Some of our key findings from this consultation include:

- It is essential to better promote and market Burnley town centre as a retail, leisure and community destination to change perceptions and engage new consumers.
- We need to build on the success of existing events with carefully selected quality events and festivals to attract visitors and customers into the town centre on a more frequent basis.
- The quality of the visitor experience can be improved through investment in the town centre's assets and visitor experience services.
- We need to get better at the sharing of intelligence, information and news across the business community.
- Safety and security is good, however, hot spots exist, for which additional investment is needed to resolve these challenges, in particular from anti-social behaviour and shop lifting.
- Opportunities exist to share in purchasing of common services, including training and business support services.

Our draft plan outlined within this document sets out specific added value projects and services that we believe are needed to begin tackling the challenges you have told us exist. All of these services and projects are added value, and will not be delivered without a BID for Burnley town centre.



The plan also shows some of the benefits and opportunities that will exist through businesses supporting our plans for a Business Improvement District:

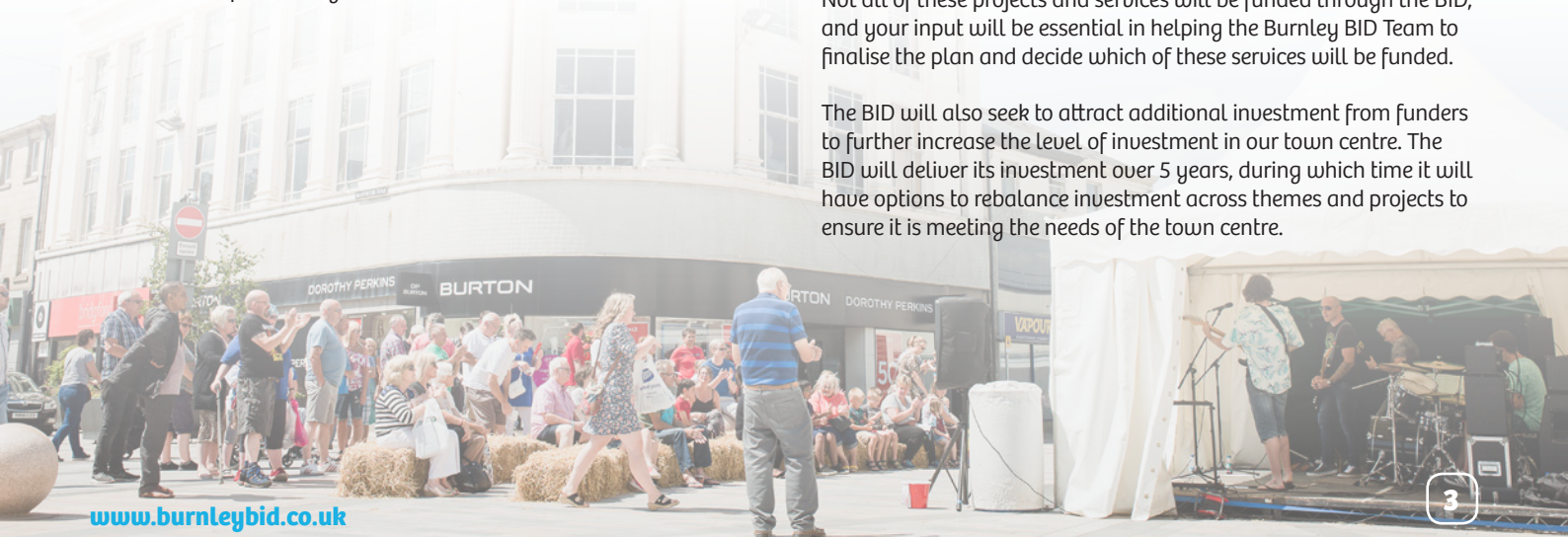
- A business led agenda and a stronger voice for businesses.
- A secure, vibrant and engaging destination.
- An inspiring and creative location for community and business.
- An added value investment in Burnley town centre.
- Reconnecting our town centre with residents and visitors.

What could a BID for Burnley town centre deliver?

This draft plan has been broken down into three themes.

Under each theme are a list of indicative projects and services that we believe are important in enabling the town centre to compete in an increasingly competitive and uncertain trading environment. Not all of these projects and services will be funded through the BID, and your input will be essential in helping the Burnley BID Team to finalise the plan and decide which of these services will be funded.

The BID will also seek to attract additional investment from funders to further increase the level of investment in our town centre. The BID will deliver its investment over 5 years, during which time it will have options to rebalance investment across themes and projects to ensure it is meeting the needs of the town centre.



“ Our plan to create a modern,
vibrant and connected
town centre for all ”



Theme One - Modern, Vibrant and Connected Town Centre

£300,000+ investment

We want to accelerate the development of our town centre, reconnecting the town centre with 75,000 consumers and visitors and play a leading role in the creation of a modern, vibrant and connected town centre.

The quality of the core town centre is good, however gateway points and route ways into the town centre are in need of enhancing, and the town centre's marketing outreach to consumers is limited. We also want to expand our knowledge and information about consumer behaviour in the town centre through investment in new technologies to capture information from across the town.

To achieve these objectives we could invest in:

A new and dedicated year round programme of marketing and promotional campaigns to raise the profile of Burnley town centre and your business. The campaign will reconnect the town centre with more than 75,000 consumers and visitors in and around Burnley.

- Dedicated website and brand for our town centre to reengage consumers and change perceptions about the daytime, evening and night-time offer from Burnley town centre.
- Business to consumer (B2C) social media profiles (twitter, facebook, instagram, snapchat) to reach out to 75,000+ consumers and visitors annually.
- Marketing videos and images to promote the town centres assets, brands and independent business community.

An enhanced programme of festivals and events at key times of the year, to attract visitors and new customers. Ideas generated from businesses to date include:

- New live music events.
- New child and family focused events and festivals to attract families into the town centre.
- Market based events.
- Football focused events linked to match days in town.

'Shop Local, Stay Local' Programme

- Mobile app to promote leisure and retail offers and build customer loyalty / incentive schemes for consumers.
- Customer loyalty programme to encourage repeat visits from consumers.

Environmental Enhancements

- Investment in gateway and arts features at key junctions in and around the town centre.
- Investment in non-statutory way finding, directional signage and branding for the town centre.
- Town dressing e.g. hanging baskets, banners and striking visual features to enhance specific locations.
- Installation of 'shop front wraps' to improve the appearance of redundant shops and buildings.
- Funding for a town centre welcoming service to enhance the visitor and shopper experience in Burnley.
- Added value deep cleansing, to improve chewing gum removal and litter collection over and above the services provided by Burnley Borough Council.



Theme Two - Better Burnley for Business

£150,000+ investment

Consumer behaviours and the way people shop and connect with their town centres is changing. We want to ensure that all our businesses have the opportunity to continually develop and improve to embrace this change.

We also want to support the creation of a stronger independent sector, encouraging successful new start-ups into the town to fill vacant units and create a wider more creative offer for retail and leisure.

To achieve these objectives we could invest in:

Establishment of a new business led Burnley BID Team to provide businesses with a stronger voice and create new opportunities and tackle barriers to growth for businesses in the town centre.

Installation of additional footfall counters outside of Charter Walk to monitor and measure footfall across the whole town centre.

Free to access town-wide Wi-Fi to increase dwell time of shoppers and visitors.

A dedicated package of support to grow independent businesses in the town centre. This could include:

- Creation of a network of town centre business mentors from across the business community to mentor new and early start-ups.
- Promotion of access to finance schemes for new and existing businesses.

Delivery of added value, free or low cost training, seminars, information services and networking events.

- Retail sales training and shop window dressing.
- Customer service and social media training.
- Business leadership and management.
- First aid, food, health and safety qualifications.
- SIA accredited training, conflict management training and skills development for night time economy staff.

Joint procurement schemes to lower operational costs linked to energy, waste, water, telecoms and training.

Theme Three - Responsive and Proactive Burnley

£150,000+ investment

Our research and consultation with businesses has demonstrated the need to improve the current response to tackling anti-social behaviour and crime. We will work with partners including Burnley Council and Lancashire Police to introduce a programme of improvements and initiatives to create a safer and more secure town centre night and day.

To achieve this objective we could invest in:

Expansion of the radio network scheme to a wider population of businesses.

Establishment of a Business Crime Reduction Partnership across the day time and night time economy, to compliment the work of existing successful partnerships such as Burnley Against Night-time Disorder (BAND).

Support for the evening and night-time economy through implementation and support of accreditation schemes such as "Best Bar None" or Purple Flag.

Additional, targeted and responsive security response services outside of those already provided by Charter Walk and Lancashire Police.

Additional resources to work with young people addressing ASB in the town centre.



Introducing the Burnley BID Steering Group

The Burnley BID Steering group is a new group of businesses who are determined to put forward a new business agenda for delivering improvements across Burnley town centre. The group includes representatives from retail, independent businesses, professional services, pubs / bars, leisure and entertainment.

Steering Group Members

Karen Arciniega	McDonalds
Richard Ellison	The Country House Gallery/ St James Street Group
Debbie Heron	Charter Walk Shopping Centre
Mark Holmes	Ashworth Moulds Accountants
Dan Hunt	Primark
Neil Hutchinson	Burnley Leisure Trust
Kate Ingram	Burnley Borough Council
Claire Laverick	M&S
Malcolm Nuttall	Barclays
Laurence O'Connor	Financial Affairs
Thomas Rhiley	Lancashire Police
Marie Shaw	Burnley Market
Thomas Lord	Carnivoro/Illuminati

- July / August 2019 - Production of final plan
- October / November 2019 - BID Ballot
- April 2020 - BID becomes operational

Income and Expenditure Budget Options

The plans for a BID are based upon a levy of between 1.5% and 1.75% of the rateable value. For the smallest contributors this will cost less than 60p / day, whilst the average daily cost will be less than £2/day equivalent.

The level of added value investment that will be generated from the BID over the five years of the Business Improvement District will be between £775,000 and £1million, with between £775,000 and £890,000 coming from the BID levy. The balance is expected to come from securing grants and wider commercial opportunities.

An exclusion is planned for any premises / hereditaments with a rateable value lower than £12,000. Management costs for delivery of the BID will be no more than 20% of the overall budget, to ensure that the significant majority of investment is targeted towards added value services and projects.

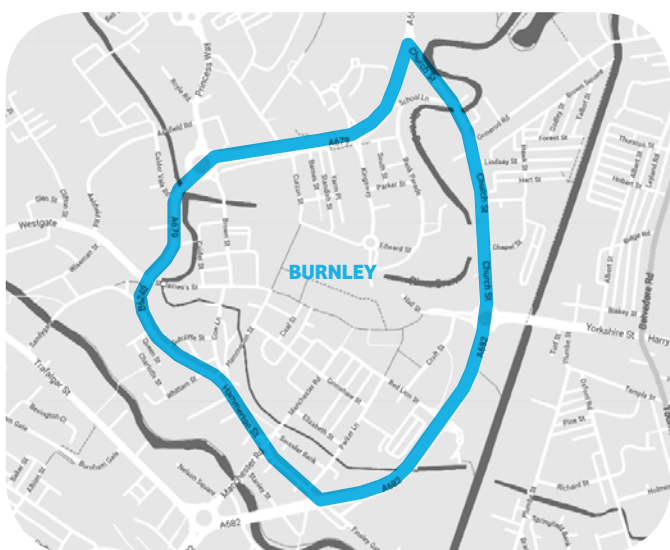
Governance and Management of the BID

The Business Improvement District funds will be governed and directed by a Board of representative businesses and premises occupiers from across the Business Improvement District area. Any eligible business will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District.

Baselines and Added Value

A benefit of a BID being approved for businesses is the introduction of statutory baseline agreements from Burnley Council and other statutory bodies. These are required to ensure that funds from the BID do not fund council or other statutory services. All funds raised by the BID will support added value investments into Burnley town centre.

The Business Improvement District (BID) Area



More information and your thoughts on this plan for a BID?

We want your feedback on this plan for a BID. You can feedback online at www.Burnleybid.co.uk and click on the draft business plan consultation link.

The Burnley BID Steering Group are also holding short briefing sessions about the project during June / July 2019, where you can learn more. Full details of these are available on the website.

Finally, to receive regular updates about the project, subscribe to the Burnley BID Team e-bulletin by emailing: burnleybid@groundwork.org.uk



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