

burnley

Town Centre BID

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



www.burnleybid.co.uk

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This proposal for a Business Improvement District in Burnley town centre is a unique opportunity for businesses and other organisations to manage a new £1million investment into the town centre over the next five years.

The BID will deliver a business led programme of added value investment into Burnley town centre, changing consumers' perception of the town, creating new experiences, developing a safer environment and supporting the development of a stronger independent business sector.

Burnley town centre already has some strong assets; however, businesses have highlighted a range of challenges that affect their performance on a daily basis which this plan will address. There are also exciting opportunities on the horizon for the future development of the town centre which will require a business led, partnership approach to managing the town centre which only this BID proposal can deliver.

Opportunities include the Pioneer leisure and retail development, the rapid expansion of UCLAN - University of Central Lancashire (with up to 4000 students studying in the town centre from the current 400) and planned investments into lower St. James Street by Burnley Council, Lancashire County Council and Historic England to enhance and regenerate this important gateway to the town with a vibrant cultural offer.

Recent years have seen the creation of Business Improvement Districts (BIDs) in nearby town centre locations including Blackburn, Colne, Rochdale, Halifax, Keighley and Skipton.

Burnley needs to ensure that it develops a business led offer for our current and future consumers through the formation of a BID to support our own town centre through to 2025.

Without the opportunities that this proposal will bring, the Burnley town centre business community risks becoming further fragmented, with a piecemeal approach towards tackling challenges around crime and security. This BID proposal will enable the development of a strong, co-ordinated business community, that leads from the front for the benefit of businesses and our consumers.

The BID proposal has been developed through an extensive consultation process that began in early 2018 and encompasses those projects which have the greatest potential for improving the town centre.

A 'Yes' vote to approve the establishment of the BID is a vote in favour of a more vibrant, exciting and safer Burnley town centre. A 'No' vote will be to support maintaining the status quo, and allowing events to happen to our business community as opposed to businesses leading the development of our future.

The Burnley BID Steering Group



Why does Burnley need a BID?

Business feedback during the development of the BID has consistently highlighted:

- Poor perception from consumers about the town centre.
- No joined up marketing of the town centre.
- Significant challenges with anti-social behaviour.
- A demand for more and different events to attract new consumers into the town.
- A lack of independent businesses.
- Limited proactive communications and sharing of information about the town centre.
- Image enhancements on the routeways into the town.
- Transport improvements and better car parking solutions are needed.

How we have consulted with business during the development of the BID:

- 350 pieces of feedback.
- Engagement with more than 200 premises.
- Establishment of a business led steering group.
- Engagement via letter, email and face to face visits.
- Consultation workshops in the town centre.

The Main BID Benefits in 8 points



£1 million business led investment into creating a better town centre for businesses and our consumers



A stronger voice for businesses



A new and pro-active marketing and promotion campaign to change the perception of Burnley town centre



Marketing reach and engagement with 75,000 consumers in and around Burnley town promoting your business and the town centre



5 year investment into events and activities in Burnley town centre to create a new experience for consumers



Lobbying for better transport links and car parking solutions



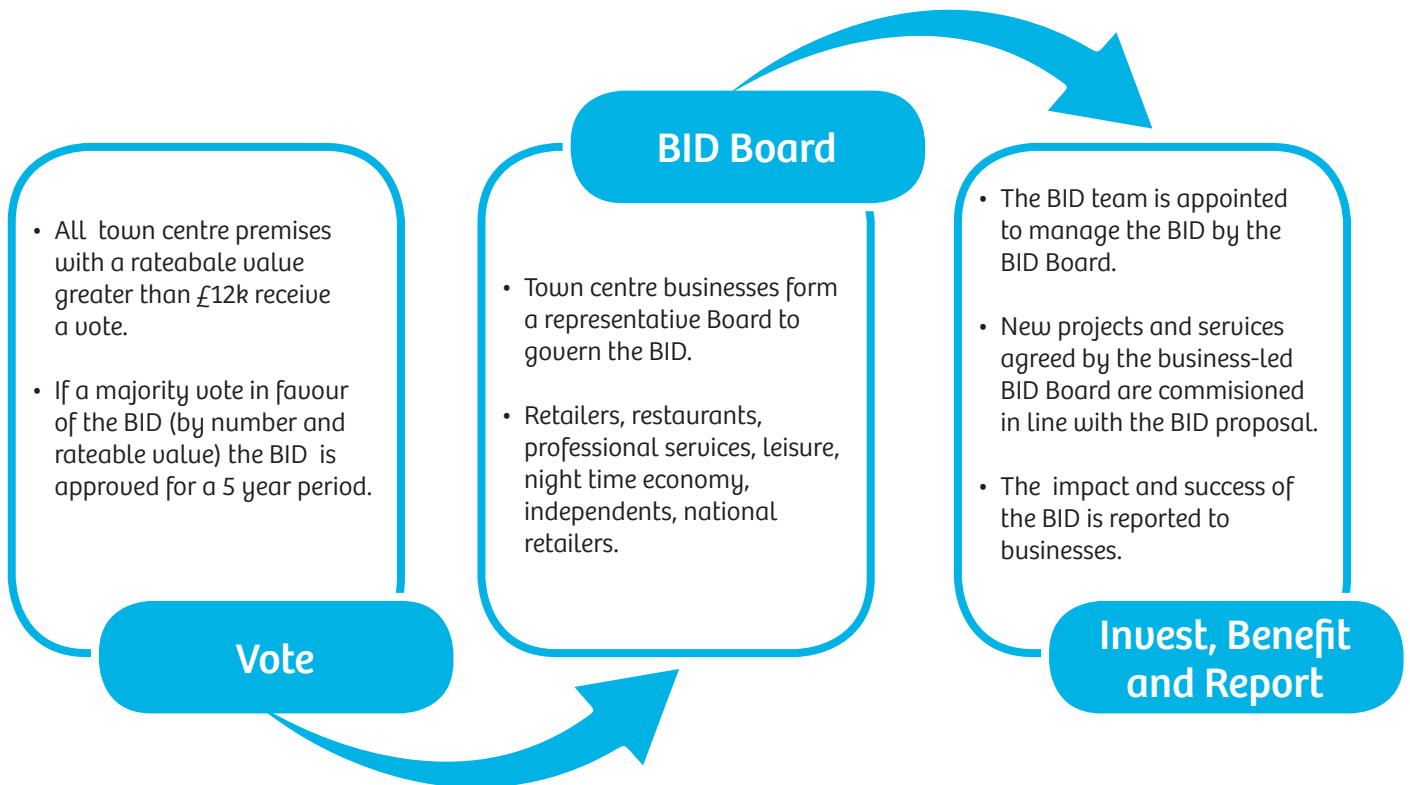
A new and improved approach to tackling anti-social behaviour and business crime



Image and signage enhancements and improvements



VOTE 'YES' BETWEEN THE 24TH OCTOBER AND 21ST NOVEMBER 2019



The Burnley town centre BID will operate for five years between the period 1st April 2020 through to the 31st March 2025.
The BID will commence 130 days after the notice of the result is published.

For more details on how the BID works see the BID FAQs section.

“ The BID has the potential to have an incredibly positive impact on Burnley town centre. Primark came to Burnley because we saw the town’s potential for growth and having grown up here, I know there remains many more opportunities on the horizon for the town centre. The BID will be essential in enabling the business community to maximise these opportunities and create an exciting and vibrant retail and leisure destination to be proud of ”

Dan Hunt - Primark Store Manager



How much will it cost your business



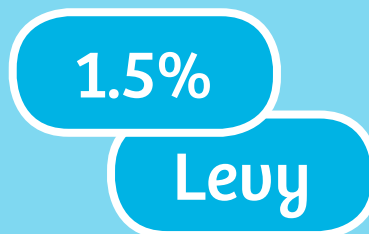
BIDs are designed to be fair. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements rather than just retailers. The town centre is also home to a number of public sector and 3rd sector organisations, all of whom will also be contributing members of the BID where their premises have a rateable value greater than £12,000.

The BID will cost the average premises (hereditament) a daily equivalent of just £1.93/day.

Businesses in Burnley have indicated that they would support a basic levy of 1.5%.



The cost of the levy for each business is a **PERCENTAGE** of its **RATEABLE VALUE**



Businesses in Burnley have indicated that they would support a basic levy of 1.5%.



**EXEMPTION
THRESHOLD**

The BID Levy will not apply to any Rateable Value below £12,000.

For most, the cost of the BID Levy will be less than the price of a cup of coffee per day.

All businesses should consider the proposed cost of the levy as an investment – the small investment from each business is pooled with the contributions of all the others in the BID to provide a more significant investment fund that is spent entirely in the town centre during each year of the BID.

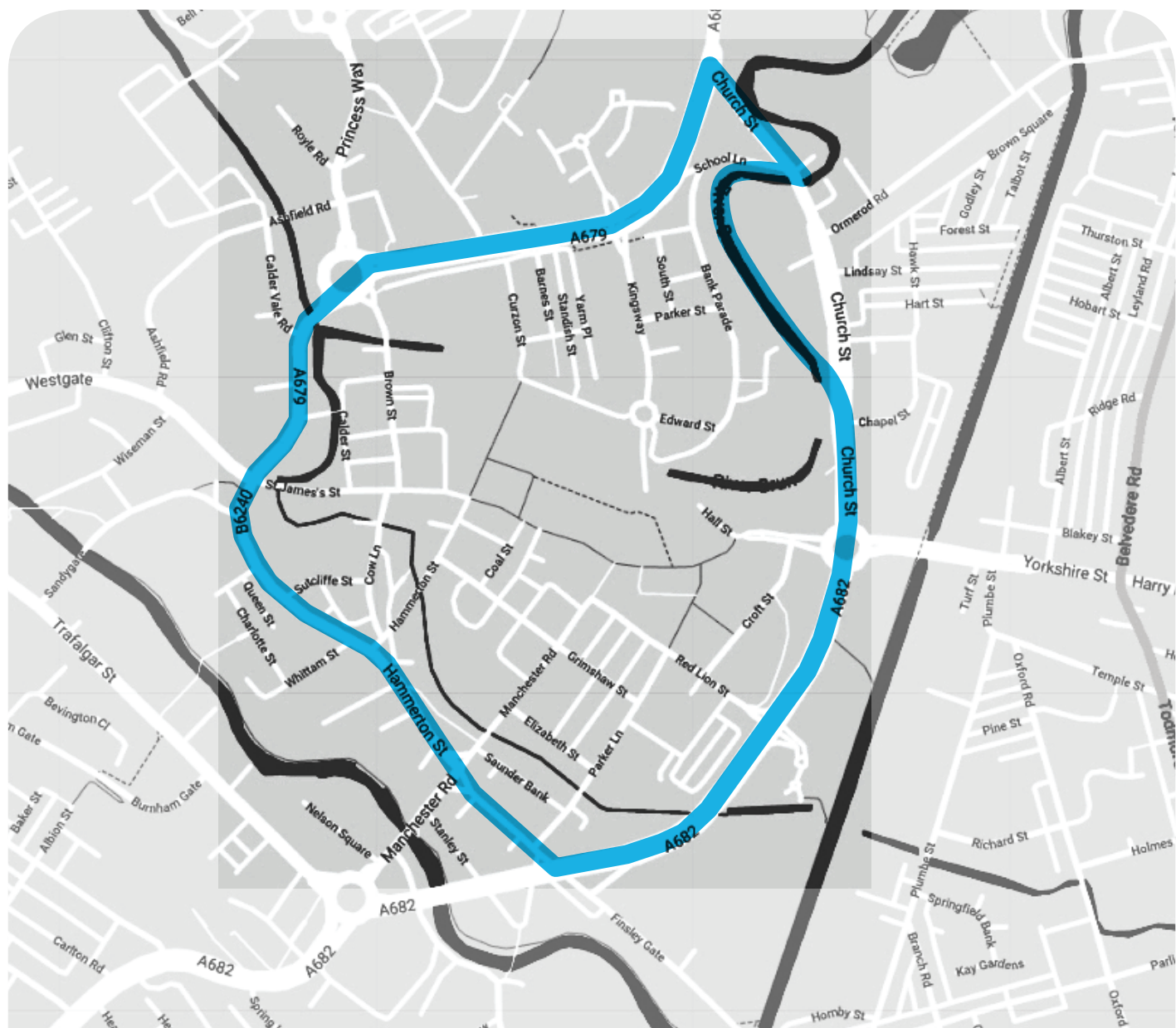
BIDs have been widely adopted across the UK, and have a proven ability to create improved, stronger and more successful town and city centre locations. All eligible businesses (premises with a rateable value greater than £12,000) across Burnley town centre as defined by the map and street names in this BID proposal document will have the opportunity to vote in the postal ballot to approve the BID.

For the BID to be approved a majority will need to vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal.

Once approved, the BID will introduce a small mandatory additional levy for eligible businesses / organisations, equivalent to 1.5% of the rateable value of a business premises.

“ SINCE 2004 WHEN BIDS WERE INTRODUCED MORE THAN 300 HAVE BEEN APPROVED ACROSS UK TOWN AND CITY CENTRES ”

The BID Area



Street Names				
Active Way	Caldervale Road	Grimshaw Street	Market Square	St Peters Health Centre
Brick St	Chancery Walk	Hall Street	Nicholas Street	Standish Street
Bank Parade	Charter Walk Shopping	Hammerton Street	Ormerod Street	The Mall
Bankfield Passage	Centre	Hargreaves Street	Parker Lane	Whittam Street
Bethesda Street	Coal Street	Howe Walk	Parker Street	Yorkshire Street
Boot Way	Croft Street	Keirby Walk	Red Lion Street	Victoria Street
Brown Street	Church Street	Kingsway	School Lane	
Bull Street	Curgon Street	Manchester Road	St James Row	
Calder Street	Fleet Walk	Market Promenade	St James St	

This map shows the geographical area of the proposed Business Improvement District for Burnley town centre.



“ I have seen what works in Burnley and other town centres, and the BID has all the ingredients to further improve and enhance the town centre and attract 1000s of new consumers through transforming the perception of consumers and changing the experience for customers and visitors ”

Debbie Hernon - Charter Walk Shopping Centre Manager

Guiding Principles for the BID

The Burnley BID - Working in your interest

The Burnley BID will be governed by town centre businesses for town centre businesses and will deliver only the priority actions which have been identified by town centre businesses. It is, therefore, considered of paramount importance that the BID should display the highest possible standards of integrity and governance. The following key principles have been adopted to achieve this:

The BID will be democratic, representative and effective for its members at all times

The BID will ensure that it operates in a transparent and accountable manner

The BID will be robustly managed and governed to ensure that it acts with integrity to the highest industry standards

The BID will be proactive in communicating and reporting to levy payers and other key stakeholders through its 5-year lifespan

See the section on governance for further detailed information about the proposed BID governance.

BID Benefits for your Business

BIDs are designed to be fair and equitable. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements rather than just retailers.

INDEPENDENT RETAILERS	NATIONAL RETAILERS	LEISURE AND HOSPITALITY OPERATORS	PROFESSIONAL AND OFFICE SECTOR
<ul style="list-style-type: none"> • Distinctive promotional campaigns will highlight the range and quality of independent speciality businesses including professional promotional videos and photos of independent stores promoted online to 1000s of consumers through social media. • The opportunity to raise business profiles via a number of new events and activities. • Discounted costs on a range of business overheads, such as energy, water, telecoms, insurance and waste which would be negotiated on your behalf by the BID. • Access to a range of professional and support services arranged by the BID including training services and access to grants where available. 	<ul style="list-style-type: none"> • Increased footfall and more consumers and visitors to the town centre. • Being part of a local network of major retailers who would share and gain in-depth insight into trading factors and conditions. • Promotion and marketing of Burnley to a wider and more targeted regional audience changing the perception of Burnley as a retail and leisure destination. • The ability to collaborate operationally over seasonal trading campaigns, most notably Christmas. • Opportunities to lobby key decision making bodies for funding, improved trading conditions or facilities for staff. 	<ul style="list-style-type: none"> • Promotional campaigns to highlight the range and quality of food and drink businesses – both collectively and individually. • The creation of events and projects to directly involve and promote the range of leisure and cultural opportunities in Burnley town centre. • Work towards specific projects to improve the night-time economy experience and further enhance the reputation of the night time economy. 	<ul style="list-style-type: none"> • An enhanced and more vibrant town centre for your clients and your employees. The BID will tackle grot spots, lobby for better transport linkages and car parking and deliver enhancements across the town centre. • Additional activities aimed specifically at the professional and office businesses within the town centre, such as improved connections with business networks, ties with professional development providers and better routes into the local labour pool. • The ability to promote your services to 200+ fellow town centre businesses through regular BID communications, such as newsletters and e-bulletins. • Greater co-ordination and interaction with regional bodies, such as Local Enterprise Partnership, Burnley Borough Council and the Lancashire County Council.

Burnley BID Objectives

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

- 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.



The Burnley BID Steering Group

burnley
Town Centre BID

In addition to consulting with 100's of businesses throughout the town centre, the BID proposal has been shaped and designed by the Burnley BID Steering Group. The Burnley BID Steering group is a group of representative businesses who stepped forward to volunteer their time to help shape the BID Proposal and ensure that the final proposal is focused on the specific needs of companies from across the town centre.

The group includes passionate and committed representatives from retail, independent businesses, professional services, bars, leisure and entertainment. The members of the group also includes business owners who have lived and worked in Burnley, who have experience of BIDs in neighbouring towns, and who are linked into a range of wider businesses across the town centre.

Steering Group Members who have supported the development of this proposal for a BID include:



Karen Arciniega
McDonalds



Richard Ellison
The Country House Gallery/
St James Street Group



Debbie Hernon
Charter Walk Shopping Centre



Mark Holmes
Ashworth Moulds Accountants



Dan Hunt
Primark



Neil Hutchinson
Burnley Leisure Trust



Kate Ingram
Burnley Borough Council



Claire Laverick
Marks and Spencers



Malcolm Nuttall
Barclays



Laurence O'Connor
Financial Affairs



Thomas Riley
Lancashire Police



Marie Shaw
Burnley Market



Thomas Lord
Carnivoro/Illuminati



Russell Curwen
Quick Crepes

What will the BID Deliver?

The BID will deliver a range of additional projects and services to enhance and improve Burnley town centre focusing on three themes for improvement

Under each theme is a list of projects and services that will be important in enabling the town centre to compete in an increasingly competitive and uncertain trading environment.

The BID will also seek to attract additional investment from funders to further increase the level of investment in our town centre. The BID steering group has already developed opportunities for significant match funding from local partners.

The BID will deliver its investment over 5 years, during which time it will have opportunities to rebalance investment across themes and projects to ensure it is meeting the needs of the town centre.



Consultation

In developing the BID, businesses across the town centre have been consulted on the feasibility for a BID in 2018, and more recently in June 2019 the draft plan for a BID for the town centre was shared with companies for consultation. The BID steering group have shared information about the development of the BID in writing to companies, via email, through the BurnleyBID.co.uk website, regular email bulletins and over social media (through Twitter we have achieved more than 6000 impressions through our communications).

Through the consultation in June 2019 on the draft plan for the BID, the plan was shared with all the eligible hereditaments (225) in Burnley town centre. 1-2-1 business engagement staff hand delivered copies of the plan to the day time and night time economy premises. Open consultation events were held at various locations throughout the town centre at a range of times.

The feedback from the consultation on the draft plan for a BID was:

Businesses have told us...		
88% A dedicated marketing and promotional campaign for Burnley Town Centre is of importance to their business	83% An enhanced programme of events is of importance to their business	88% Environmental enhancements were of importance
72% A dedicated package of support to grow independent businesses was important	70% The BID needs to deliver additional security measures, resources to tackle ASB and implement a Business Crime Reduction Partnership	66% It is important to expand the radio network

Some further key findings and themes from talking to businesses through 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. Additional investment is needed to resolve these challenges, in particular from anti-social behaviour and shop lifting.
- Opportunities exist to share the cost of purchasing of common services, including training and business support services.

Theme One

Modern, Vibrant and Connected Town Centre £450,000+ 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.

There are also significant opportunities for businesses to prosper across the town centre with the expansion of the University of Central Lancashire from 400 to 4000 students in coming years and the development of the new Pioneer leisure and retail development which will attract additional footfall and support the growth of the early evening economy. The BID will be essential for businesses to enable a co-ordinated and comprehensive response to these opportunities and ensure that growth opportunities for businesses in the town centre are maximised.

The BID will also support businesses to adapt to changing consumer behaviours and the way people shop and connect with their town centre. The quality of the core town centre is good, gateway points and route ways into the town centre are in need of enhancing.

To address these challenges and opportunities the BID will deliver:

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 centre's assets, brands and the independent business community.

An enhanced programme of festivals and events at key times of the year, to attract visitors and new customers including:

- 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.

Note: Events will be delivered in consultation with existing BID levy payers in order to avoid and minimise competition with existing businesses and duplication of service offers.

'Shop Local, Stay Local' Programme

The BID will embrace modern technology to reach out to consumers and enable Burnley town centre businesses to benefit from technology that engages and attracts new consumers to shop with businesses in Burnley town centre on-line or through click and collect.

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



Theme One (Continued)

Modern, Vibrant and Connected Town Centre

Environmental Enhancements

Charter Walk and the recently improved St. James Street already offer a high quality environment for businesses to trade from. However, improvements are needed on the boundary and immediate route ways within the BID area to deliver an improved experience for consumers and visitors to the town centre. The BID will review and implement the follow examples of 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. banners and striking visual features to enhance specific locations.
- Installation of 'shop front wraps' to improve the appearance of redundant shops and buildings.
- Added value deep cleansing, to improve chewing gum removal and litter collection over and above the services provided by Burnley Borough Council.

Enhanced Transport Networks

The BID will work with local stakeholders to identify and lobby for improvement in the transport networks.

Examples of projects may include:

- Innovative car parking incentive schemes with car park owners to improve the visitor experience for consumers.
- Enhancements to transport linkages into the town centre, focusing on sustainable transport solutions including improvements to walking / cycle routes and facilities and improvement to public transport networks.
- Specific Improvements to create a fully accessible town centre for Children, Young People and Adults with additional needs.



Theme Two

Better Burnley for Business £120,000+ investment

The BID will provide businesses in Burnley town centre with a new single voice to ensure that the needs of businesses are clearly communicated for future development of the town. We want to ensure that all our businesses have the opportunity to continually develop and improve to embrace this change and have developed a suite of services to support businesses across the town. The BID will 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.

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 through more footfall data for the town centre.

To achieve these objectives, the BID will:

- **Establish a new business-led Burnley BID Board and operational team to provide businesses with a stronger voice, create new opportunities and tackle barriers to growth for businesses in the town centre.**
- **Review the need for investment into the installation of additional footfall counters to monitor and measure footfall across the whole town centre.**



- **Deliver a dedicated package of support to grow independent businesses in the town centre. This will 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.**

“ Having traded in Burnley for more than 40 years, I’ve seen the ups and the downs for the town. I believe the BID will be important in ensuring the voice of independent businesses is heard and in supporting the creation of a stronger independent sector which is essential in order for the town centre to flourish in the future ”

Richard Ellison - Country House Gallery
(Lower St.James Street)



Theme Three

Responsive and Pro-active 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. This will include the development of a business-led Business Crime Reduction Partnership to pro-actively manage crime and security issues across the town centre.

The BID will review and invest in the following projects:

- **Expansion of the radio network scheme to a wider population of businesses.**
- **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 anti-social behaviour in the town centre.**
- **Establishment of a Business Crime Reduction Partnership across the day time and night time economy, to complement 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.**

“ The Burnley BID is a great opportunity for local businesses to have a stronger voice, and ensure that we develop a new focus on delivering a safer and more secure town centre for consumers and visitors. McDonalds is always keen to support the local community, and the BID is an excellent opportunity to deliver multiple win, win opportunities for business and the local community. I would encourage all businesses in the town to vote yes for the Burnley BID ”

Karen Arciniega - McDonalds Franchise Owner Karen



How the BID will Operate



Governance and Management of the BID

The Business Improvement District will be governed and directed by a Board of eligible businesses and organisations from across the Business Improvement District area. The BID Board will meet a minimum of 6 times a year. The BID board will include representation from the key sectors including retail, leisure, night time economy, public sector, 3rd sector, professional and other business services.

The Board will also include representation from a range of business types and sizes, including smaller independent businesses and businesses that are part of larger groups. The BID Board will include attendance by Burnley Borough Council and Lancashire Police in an advisory capacity in addition to their option to put forward a formal BID Board member as occupiers of hereditaments within the BID area. The BID Board will select a Chair and Vice Chair from the membership of the BID Board to lead the Burnley Town Centre Business Improvement District.

Any eligible business/organisation 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. An eligible business / organisation is any occupier of a hereditament that is liable for a BID levy.

The BID will be managed by a not-for-profit accountable body, which will be appointed by the business led BID steering group in advance of the 1st day of operation for the BID (1st April 2020). The accountable body will be appointed through an open and transparent tender process, and will be open to local and regional organisations to respond to with their proposals to work with the BID Steering Group / BID Board. The accountable body will require limited company status to deliver the best value solution for the Burnley Business Improvement District, and will not be a public sector organisation.

Performance Monitoring

- The BID will monitor and report on a range of key performance indicators (KPIs) including.
- Footfall research: In particular, when festivals and events are being delivered at key periods.
- Crime and Safety - Incidence of crime statistics for the BID area to be reviewed quarterly.
- Consumer perceptions: Satisfaction surveys to be conducted annually.
- Business community perceptions - Annual Business Survey to determine the impact of the Business Improvement District.
- Retail Vacancy rates will be measured annually.
- Quarterly Image audits of the town centre.

Reporting the Work of the BID to Levy Payers

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Executive Board through the following communication channels:

- BID Financial Statement - A BID financial statement will be issued with each BID Levy. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months.
- The Burnley Business Improvement District Annual General meeting.
- Burnley Business Improvement District Annual Report and Accounts.
- Regular website and social media updates, e-bulletin, printed bulletins and press releases.

The BID Levy

All non-domestic ratepayers in the geographical area with a rateable value above £12,000 will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/ leaseholder (when units are vacant) in the BID geographical area. Hereditaments with a prime purpose of use as a place of worship or schools will be excluded. The maximum contribution any company or organisation will make in a single 12-month period will be capped at £5,000.

The BID levy will be 1.5% of rateable value for all hereditaments, and will increase by 0.05% of a hereditament's rateable value each 12 months to provide an annual small increment to allow the level of investment to be maintained. All hereditaments with a rateable value below £12,000 will be exempt, however those businesses who wish to make a voluntary contribution towards the BID may do so and the levy will be calculated at 1.5% of rateable value.

The current rating list is based on the 2017 valuation. Levy payments will be based on the 2017 valuation and remain fixed for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished or reconstructed hereditaments subsequently entered into the National Non-Domestic Rates list and falling in the BID area. In these circumstances hereditaments will become liable for a new / varied BID levy towards the Burnley BID and the income and expenditure budgets will be amended in line with this variation to enable the BID to invest at the new levels of income available.

The Burnley town centre BID will operate for five years between the period 1st April 2020 through to the 31st March 2025. The BID will commence 130 days after the notice of the result is published.

Finances

Income	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025	Totals
BID Levy Contribution (£)	151,000	155,367	159,734	164,101	168,468	798,669
Projected Match Funding* (£)	36,676	38,676	40,876	43,296	45,958	205,482
Total Income (£)	187,676	194,043	200,610	207,397	214,426	1,004,151

Expenditure	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025	Totals
Theme One – Modern, vibrant and connected town centre						
Sub total (£)	74,000	74,875	95,781	106,718	132,688	484,062
Theme Two - Better Burnley for Business						
Sub total (£)	23,150	23,325	23,506	25,694	25,888	121,562
Theme Three - Responsive and Pro-active Burnley						
Sub total (£)	29,400	32,575	23,756	32,944	33,138	151,812
Management and Levy Collection Costs						
Sub total (£)	38,275	39,472	40,711	41,993	43,320	203,771
BID Development Costs - MHCLG BID Loan Fund						
Sub total (£)	14,065	13,597	13,128	-	-	40,791
Total Annual Expenditure Budget (£)	178,890	183,844	196,882	207,348	235,034	1,001,998
Annual Project Contingency (£)	8,786	18,985	22,712	22,760	2,153	

* A range of match funding opportunities have been identified during the development of the BID from local and national source which it is expected will deliver in excess of £200,000 of additional funding into the BID's investment plans.

Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income. The costs for developing the BID have been funded by the MHCLG BID Loan Fund which will be repaid during the first three years of the BID in payment instalments.

The Business Improvement District levy will be charged at the beginning of April 2020, and then annually each April until 2025. Burnley Borough Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District.

The payment of the BID levy can be paid in full within 30 days of the BID levy invoice being issued, except where a company enters into an instalment plan, where instalments can be paid against the BID levy due over the subsequent 12 months. The Local Authority will pursue any non-payment of the BID levy in accordance with its usual procedures for the collection of non-domestic rates.

“ As a Burnley town centre based business I can relate first-hand to challenges companies have in the town centre. The BID is an opportunity to deliver a business led solution to help create a better and safer town centre ”

Mark Holmes - Ashworth Moulds (Nicholas Street)

“ As an independent small business, I have been impressed by the potential for growth in Burnley. I am always striving to improve my own business, and the BID will offer great opportunities for businesses across the town to benefit from a better promoted and more vibrant town centre. The BID has my 100% support ”

Russell Curwen - Quick Crepes (St.James Street)



The Ballot

A non-domestic ratepayer (business ratepayer) will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

For the Business Improvement District to Proceed there must be:

- A majority voting in favour of the proposal from the number of votes cast
- A majority in level of rateable value from votes cast in favour of approving the proposal

The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

The Ballot Timetable

Ballot papers will be sent out on or after the 24th October 2019. The ballot will close at 5pm on 21st November 2019. The result of the ballot will be declared on the 22nd November or as soon as possible after this date.

Baseline Agreements

To ensure that the Business Improvement District does not fund statutory services provided by the Local Authority or Lancashire Police, a number of baseline commitments have been provided.

These baselines relate to:

- Footpath cleansing
- Highway cleansing
- Litter picking
- Litterbin emptying
- Policing
- Street nameplate cleansing and maintenance
- CCTV monitoring and maintenance

The BID will monitor the baseline agreements on an on-going basis to ensure that Burnley Borough Council, Lancashire County Council and Lancashire Police maintain their agreed service delivery. This will ensure the BID's funding does not back fill or fund any baseline / statutory services.



The BID - Further Key Information

Additional income – this proposal commits to seek up to 20% of income in addition to the BID levy over the life of the BID from other sources.	Empty properties – the liability for the BID levy on any eligible vacant premises will revert to the Landlord.	Operating Agreement - the BID has liaised extensively with Burnley Council and produced a detailed draft Operating Agreement which can be viewed at www.burnleybid.co.uk .	Transparency – every effort will be made to ensure the transparency of the operation of the BID, including the production and distribution of detailed progress, monitoring and financial reports.
Baseline Agreement – the BID has been designed to deliver additional services over and above the current, defined service level.	Governance – the structure and operation of the BID Company has been designed so as to follow the highest possible standards of representation, governance and transparency.	Operating costs – the proposed budget includes a detailed breakdown of all anticipated BID operating costs, as far as can be determined at this time.	Voting - the ballot timetable is defined within this main proposal document.
BID boundary – the proposed BID area has been drawn up to represent universal business interests and is detailed in the map and list of road names included in this proposal document.	Hereditament – The word hereditament is used in the BID regulations to define a property or land that is liable for payment of businesses rates and is listed on the Governments VOA website as a rateable premise. To view the precise technical legal definition of a hereditament see the BID Regulations 2004.	Premises / Hereditaments – all relevant and eligible public, 3rd sector and private sector premises within the BID area have been included in our database and this will be maintained to ensure currency during the lifetime of the BID.	Term – the duration of the proposed BID, to include start and end dates, has been included in this document.
Budget – a detailed budget has been produced which includes all income and expenditure, as well as the provision of a prudent contingency.	Levy – the proposed levy has been selected as the minimum possible to deliver the required improvements and is considered to represent excellent value for money to levy payers.	BID Proposal – this document summarises the proposition to deliver additional services through the establishment of a BID in Burnley Town Centre.	Notices – all notices, including those issued to the Secretary of State, the Local Authority and all proposed levy payers have been issued in line with the prescribed regulations from all applicable legislation.
Company – it is proposed that the Burnley BID will operate on a not for-profit basis through a Company Limited by Guarantee.	Levy collection costs – the Council have applied the minimum possible collection costs which represent a cost of £15 per hereditament. This compares very favourably with the maximum industry standard of £35 per hereditament. The chargeable day policy will operate which means that liable parties will pay their levy for the year in advance with no refund due in the case of subsequent non-occupation or change of ownership.	Baseline Agreement – the BID has been designed to deliver additional services over and above the current, defined service level.	Baseline Agreement – the BID has been designed to deliver additional services over and above the current, defined service level.

BID Frequently Asked Questions

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 £1million of 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 £1.93/day, with the smallest premises paying less than 60p/day.

Who decides if the BID is to be introduced?

- All business premises within the BID area will have the opportunity to take part in a 28 day postal ballot vote to approve or reject this proposal for a BID.
- 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 levy is a local investment, collected locally from a number of small contributions from businesses and invested directly back into enhancing the town centre.
- 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.



“ As a local business owner and resident, I can see huge potential for the town centre. With a rapidly growing University on our doorstep and the plans for the new cinema and leisure complex I see the BID as being essential to helping both our company attract talent to the area and also ensuring the future growth of the town, its residents and businesses ”

Laurence O'Connor - Financial Affairs (Standish Street)

burnley
Town Centre BID

“ The plans for a BID in the town centre will be great news for the developing restaurant and bar sector in the town centre. The private sector is already leading the creation of a number of niche evening and night time venues, and the BID will be essential to ensure we have a safe night time economy that is well promoted to the 75,000+ consumers who live in and around the town centre ”

Thomas Lord - Carnivoro (Hargreaves Street)



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

FOR MORE INFORMATION

Contact the Burnley BID Development Team at [**burnleybid@groundwork.org.uk**](mailto:burnleybid@groundwork.org.uk)

Not for profit environmental trust Groundwork are supporting the Burnley BID Team to develop and establish the BID for Burnley town centre

[**www.burnleybid.co.uk**](http://www.burnleybid.co.uk)