

FOR FURTHER INFORMATION ON THE BURNLEY BUSINESS IMPROVEMENT DISTRICT, PLEASE CONTACT:

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Burnley BID works with a number of partners and stakeholders:



BURNLEY BID ANNUAL REPORT 2020/2021



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The Burnley Business Improvement District (BID) is a defined geographical area within the town centre ring roads. Within this area, businesses collectively invest in, and enhance, Burnley as a trading environment and visitor destination. This is the first BID for Burnley, commencing on 1st April 2020 and running until 2025.

In late 2019, businesses in Burnley voted overwhelmingly to start a town centre BID. This allowed the BID to start work with a mandate to invest in the town centre, support businesses and ensure Burnley can thrive as a destination of choice for consumers and shoppers.

The Burnley BID funds and delivers added value projects and services within the town. These projects are managed and controlled by members of the business community and the entire project is business led. The BID's funds come from a mandatory levy which equates to 1.5% of an individual businesses rateable value (on all businesses with a rateable value greater than £12,000).

The details of what the BID has delivered in 2020 – 2021 are contained in this annual report.





Message from the Chair

To say that the last 18 months have been a challenging time would be an understatement, with the world of business deeply affected by the pandemic.

Across all sectors our town centre has had to battle and be resilient in the face of lockdowns and restrictions, and we all know the recovery won't be easy.

We have faced many challenges as a new BID too with the backdrop of COVID-19 proving a tricky obstacle to try and negotiate as we looked to start delivering on our aims and objectives to boost Burnley.

Immediately in late spring 2020 we worked alongside Burnley Borough Council to support businesses to ensure that they could access all of the financial help that was available to them, and had to adapt wherever possible to quickly changing circumstances to be there for our members.

Yes it was a difficult time and an uncertain environment in which to launch the BID in but

it did give us the opportunity to put the groundwork in place to plan our future strategies in line with our three core themes.

As you will see in this report, these are to create a modern, vibrant and connected town centre, make Burnley even better for our businesses and also become more responsive and proactive in terms of town centre safety.

Over the period of this report and into the second year we have begun to deliver projects and initiatives in line with these objectives and are looking forward to taking this up a gear as we move forward post-pandemic.

We're also looking to build upon the partnerships we've established with key town centre organisations which include Burnley Borough Council, Charter Walk, Lancashire Constabulary and of course our businesses.

This has seen the successful creation of a town centre masterplan, the delivery of 7 events over the course of 7

weeks in the summer of the BID's second year and played a vital role in providing support to businesses throughout the pandemic.

We are stronger together, and teamwork will be an important factor in the future success of the town.

Before you read the rest of the report, I would like to take this opportunity to thank each and every one of our businesses, organisations and traders for their hard work and also support over the first year of the BID and beyond.

Your commitment and passion is an inspiration to us and we will continue to do everything we can to put you and Burnley on the map. Here's to the future!

Yours Sincerely,

Laurence O'Connor
Chair of Burnley BID



How we deliver the BID

The Burnley Business Improvement District is governed by the Burnley BID Group. The BID group have elected an Executive Board to oversee the delivery of the Business Improvement District.

The Executive Board work on a voluntary basis and are responsible for guiding and directing the Groundwork BID Team in the delivery of the projects and services contained in the Burnley Business Improvement District Business plan. For more details about the Executive Board, please visit www.burnleybid.co.uk.

The board during 2020/21 consisted of:

Chairperson

Laurence O'Connor (Financial Affairs)

Vice Chair

Debbie Heron (Charter Walk Shopping Centre)

Board Members

Neil Wilkinson (Hideaway Bar)

Karen Arciniega (McDonald's)

Richard Elison (Country House Gallery)

Gordon Salthouse (Smith Sutcliffe)

Charlotte Gardiner (M&S)

Dan Hunt (Primark)

Kate Ingram (Burnley Borough Council)

Rob Grey (Lancashire Constabulary)

Supporters/Advisors

Kath Hudson (Burnley Borough Council)

Marie Shaw (Burnley Market)

BID Team

Andrew Dean (Burnley BID Manager)

Greville Kelly (Groundwork Cheshire, Lancashire and Merseyside)

Jane Hough (Groundwork Cheshire, Lancashire and Merseyside)



What we have delivered in 2020-2021

Theme One – Modern, Vibrant and Connected Town Centre

Starting the Burnley BID during the Covid 19 pandemic meant that some of our options were limited but one area that we really wanted to invest in immediately was the marketing and promotion of the town centre businesses. We wanted to ensure that whilst our shoppers were being encouraged to stay away from your premises, they wouldn't forget about your great businesses.

We started by carrying out customer perception studies to get to know our current customers and their thoughts on our current offer. This then informed us of the areas we needed to focus our promotions on.

We then quickly established the Discover Burnley Town Centre brand and collateral including a website and social media channels and set to work on our promotional campaigns.

- Discoverburnley
- @DiscoverBurnley
- @DiscoverBurnleyBID

Campaigns included:
Night time economy – This included a video and PR showcasing some of our evening venues to promote what a great night out people can have in the town centre.

Using a number of competitions, we built up a database of consumers who receive regular e-bulletins regarding the town centre businesses:

- Christmas hamper competition
- Mother's Day giveaway
- Re-discover Burnley
- Easter giveaway
- Gestures of Goodwill
- Father's Day competition

The Discover Burnley Town Centre Online Facebook Group was also set up during lockdown to allow Town Centre businesses to connect to their customers and promote their products to them online during lockdowns.



www.burnleybid.co.uk



The BID regularly completes town centre audits which have led to improvements and restoration work such as the lampposts and bollards around town being repainted.

We've worked with a number of stakeholders to create a landscape masterplan that will see a number of areas around the town centre benefit from investment into green spaces to lift certain areas. The wildflower patches around the town centre along with the new hanging baskets on Standish Street are the first tangible results of the masterplan. Due to the seasonality of plants we'll see more from the masterplan next year.

We've been promoting the initiatives in the town centre that have been put in place to make it more accessible for children, young people and adults with additional needs and working alongside a local influencer on the topics of help for those who are diagnosed with Asperger's and Autism.

"The Staycation Celebration events and Artisan Market brought in 29% more footfall on average than the same day the previous year. That equates to 39,000 more visitors over those 7 weeks than in 2020."

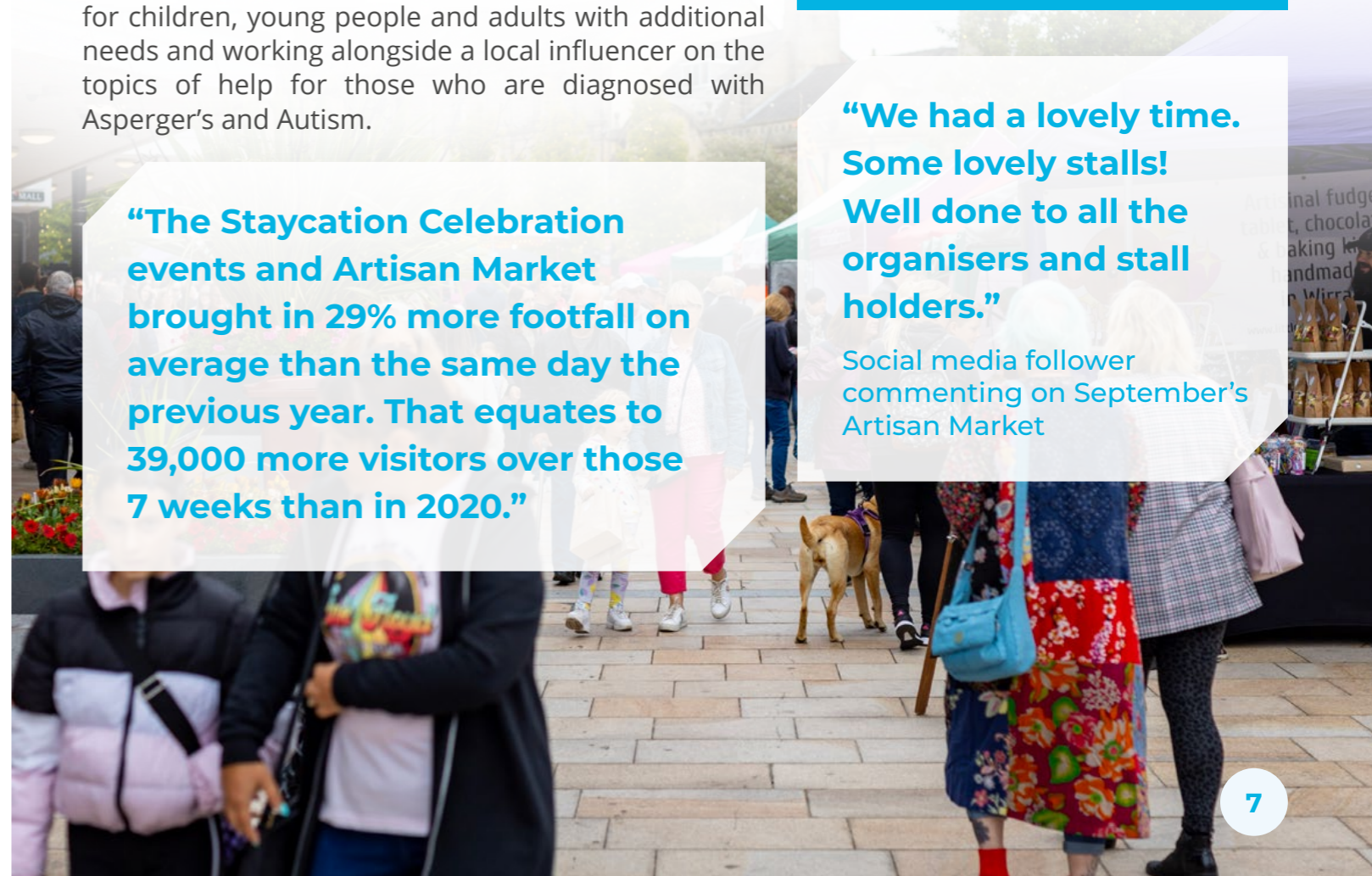
Events and Festivals

6 weeks of Burnley's Staycation Celebration took place during July and August. We planned and delivered this event alongside the Charter Walk Shopping Centre and Burnley Borough Council to welcome visitors back to the town centre once covid restrictions had relaxed. The activities were based around giving visitors a taste of 6 different cultures from around the world and was well received by our shoppers despite the weather not always being fully co-operative.

Burnley's first Artisan Market took place on the 4th of September. Bringing together a selection of 45 local artisan traders to St James's Street, the market was aimed at attracting new visitors to Burnley. Feedback from both traders and the public alike was overwhelmingly positive. More artisan markets will take place on the first Saturday of every month until December.

"We had a lovely time. Some lovely stalls! Well done to all the organisers and stall holders."

Social media follower commenting on September's Artisan Market





Theme Two – Better Burnley For Business

Burnley BID is committed to helping businesses reduce their costs and one of the ways we do this is by providing free training that businesses would have otherwise paid for. This year we provided several sessions of first aid training, Digital Marketing Training and training on how to protect your business against Cyber Crime.

We lend advice and support to the St James's Street heritage action zone and Cultural Consortia. Both groups are involved in delivering exciting projects to develop and promote the west end of St James's Street.

We've built partnerships with several complimentary businesses who will help reduce

operational costs for our levy payers through special concessions and you can see a list of these businesses on our website.

We were also heavily engaged in covid support for the public and businesses last year where we co-ordinated with partners for the safety signage around the town centre, window vinyl, pavement licences for alfresco dining and general advice and feedback.

Burnley BID manages a number of sites throughout the town centre that are designated for temporary promotions or mini events and any income raised goes towards the events budget.

Theme Three – Responsive and Pro-Active Burnley

The BID represents the town centre and businesses as a member of Multi Agency Tasking And Co-ordination, (MATAC) where we bring any issues affecting the town centre before a panel of wider stakeholders including the Police, Lancashire County Council, Burnley Borough Council and many other agencies. We also monitor the incident statistics for the town centre and investigate what is causing these incidents and look at solutions.

Similarly, we represent the town centre and businesses as a member of the Town Centre offenders group where along with partners at Burnley Borough Council, Lancashire Police, Charter Walk, Probation and others, we identify repeat business crime offenders and discuss strategies for dealing with them.

We have established a new company, the Burnley Business Crime Partnership, and we'll be using this company to administrate the new initiatives against business crime in the town centre.

Income and Expenditure



BID Income	Budget - Year 1 April 2020 - March 2021	Actual - Year 1 April 2020 - March 2021
BID Levy Income	£151,000	£128,820
Grant MHCLG	-	£8,050
Burnley Borough Council	£25,656	£25,656
Town Centre Commercial Space Fees	£11,000	£4,012
BID Levy Income and ARG	-	£32,702
Bank Interest	-	£8
Total Income 2020-2021	£187,656	£199,248

BID Expenditure	Budget - Year 1 April 2020 - March 2021	Actual - Year 1 April 2020 - March 2021
Theme One - Modern, Vibrant and Connected	£59,000	£23,902
Theme Two - Better Burnley for Business	£18,150	£5,029
Theme Three - Responsive and Pro-Active Burnley	£24,400	£880
BID Manager, Project Management & Administration Costs	£65,000	£60,353
Accruals	-	£14,345
Total - Expenditure 2020-2021	£166,550	£104,509
Actual Surplus +/-	£21,106	£94,739

The surplus of £94,739 will be allocated to projects and services during years 2, 3, 4, and 5.





What we plan to deliver in 2021/2022

As we (hopefully) return to normal, we will continue to gain traction and our new networks will continue to provide more benefit for Burnley.

The BID team will continue to be a central point of contact for your business for any issues or

opportunities that may arise. In addition to providing support, the BID will be responsible for the delivery of the projects and services contained within the business plan and will be exploring opportunities for bringing additional external funding into the Business Improvement District.

Theme One – Modern, Vibrant and Connected Town Centre

We will continue to invest in a dedicated marketing and promotional campaign to continue to raise the profile of Burnley Town Centre as a great retail, leisure, night-time economy destination and a fantastic place to do business. This campaign will include:

- ➔ Production of high quality promotional videos for Burnley as a destination of choice for shoppers
- ➔ Continued promotion of Burnley through the Discover Burnley website
- ➔ Continued promotion of Burnley through our social media presence on Facebook, Twitter and Instagram
- ➔ More promotion of the town centre through our Discover Burnley branding, such as our new lamppost banners due to be installed on Manchester Road
- ➔ More business e-news bulletins
- ➔ More Burnley consumer bulletins
- ➔ Increase the presence of Burnley in regional and national publications wherever possible
- ➔ Dedicated marketing support for Burnley town centre events and festivals
- ➔ Dedicated photography and videos of events and festivals in Burnley town centre
- ➔ Continuation of our regular blogs online to encourage visitors to shop or visit here
- ➔ Monitoring of the footfall coming to Burnley
- ➔ Continuation of competitions to raise awareness and collate consumer data

You can also look forward to...

- ➔ More artisan markets on the first Saturday of every month up until December.
- ➔ A Christmas event mid-November to kick off the Christmas shopping season.

2021/22 will see a number of additional investments into the Burnley Landscape Masterplan with planting and signage schemes across the town centre as well as the results of Burnley's entry into the Britain in Bloom awards.

We've also submitted a successful bid to the Arts Council to deliver an arts festival in 2022 and created a network of contacts to deliver it.

Theme Two – Better Burnley for Business

Additional investments will be made throughout the year in Training Courses and Seminars dependent on business requirements. This information will be collated through our client feedback forms and surveys that we periodically conduct with the business community.

New course dates will be communicated to businesses as and when they are released through email and newsletter campaigns.

A number of investments will also be made towards Business Networking Events and Community Engagement and support, with a range of opportunities for BID businesses to attend sessions throughout the year.

Theme Three – Responsive and Pro-Active Burnley

Throughout 2021/22 the BID will continue to build on new and existing relationships with key partners to reduce levels of crime in Burnley.

The BID will work with Lancashire Police, Lancashire County Council, Burnley Borough Council and our network of other agencies to ensure that retailers and business owners are kept informed and updated on key issues that affect the town. These initiatives will include the new DISC System for reporting any incidents that occur.

The BID Team is also looking at introducing Purple Flag Status to Burnley in order to demonstrate that we are a safe and enjoyable location for a night out.