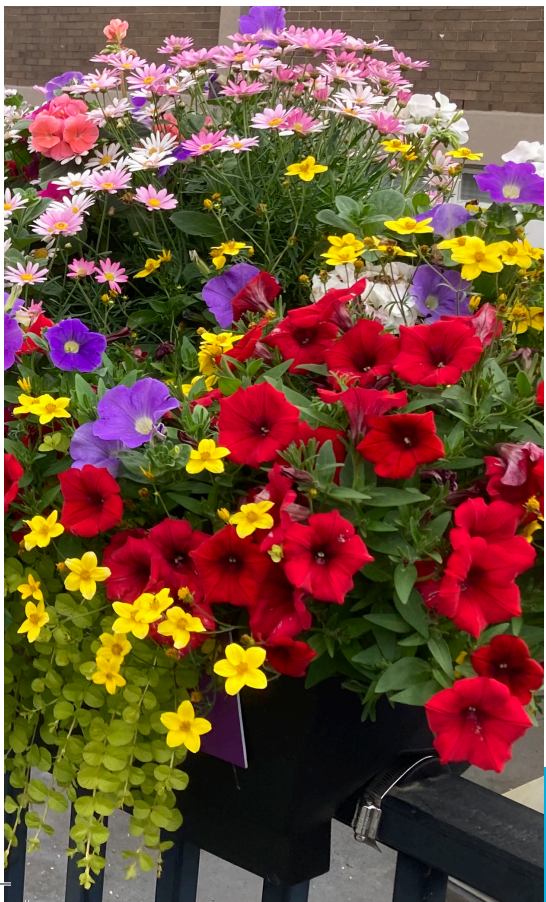




burnley
Town Centre BID

BURNLEY BID ANNUAL REPORT 2021/2022



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About Burnley Business Improvement District

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 1.55% 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 2021 – 2022 are contained in this annual report.





Message from the Chair

We've not had much luck in the business world over the past couple of years have we? Just as it looked like the country had turned a corner after the pandemic, we have been negatively impacted by a number of issues out of our control.

It has certainly been a trying time but it's been great to once again witness the resilience of the business community here in Burnley which continues to drive the town forwards.

For the BID it has been a challenging environment in which to deliver on our aims and objectives, especially after the initial launch during the height of Covid, but since the spring of 2021 there have been a number of positive developments as we strive to make the town as vibrant and bustling as possible for shoppers, businesses and consumers.

One of the most pleasing aspects over the past 18 months has been the delivery of a comprehensive events programme.

The second half of 2021 saw thousands enjoying a 'Staycation Celebration' throughout the summer holidays and that was followed in the winter by a series of Christmas activities over consecutive weekends in a bid to encourage footfall and get people shopping local.

Over that time the Artisan Markets led by Independent Street continued to grow in popularity too, and the data clearly shows that the event boosts visitor numbers compared to non-market days.

Events have continued into 2022 as well with a Dinosaur Trail, Vintage Car Show and festive celebrations really creating a buzz right across the town centre. Throughout years three, four

and five of the BID we will be looking to grow the event schedule and deliver even bigger and better activities.

Elsewhere, it has been wonderful to work with a number of town centre partners across a range of projects for the benefit of Burnley.

The BID's relationships with Charter Walk, Burnley Council, Burnley HAZ, Burnley Markets and Burnley College continue to grow, and as a collective we will help to deliver initiatives and schemes that put the town on the map.

From success at the North West in Bloom awards to the creation of a wonderful sensory walkway and many other projects besides, teamwork really does make the dream work.

Right, I will leave you in peace to read the rest of the report to see what else we have been up to over the past few months and to get an insight into what we'll be delivering moving forwards.

To each and every one of our traders, businesses and organisations, thank you for your support and hard work. Burnley wouldn't be the place it is today without you.

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 Executive Board

The board during 2021/22 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)

Adrianna Gunshon (M&S)

Dan Hunt (Primark)

Kate Ingram (Burnley Borough Council)

Rob Grey (Lancashire Constabulary)

Paul Wallwork (Complete Home Furniture)

Mark Dempsey (Burnley Leisure)

Sara Danson (Primark)

Lindsey Danson (Calico)

Paul Walsh (Burnley FC)

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 2021/2022

Theme One – Modern, Vibrant and Connected Town Centre

Marketing and Promotional Campaigns

Driving footfall, increasing dwell time and encouraging consumer spend is at the very heart of the BID's marketing and events activity. To achieve this, the BID promotes town centre businesses, news and attractions across a number of online channels, on video and in print.

 @DiscoverBurnley

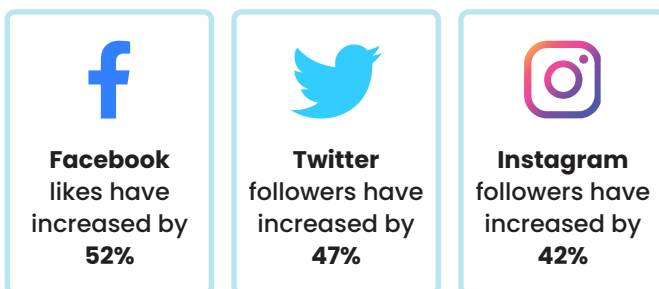
 @DiscoverBurnley

 @DiscoverBurnleyBID



Discover Burnley Key Stats – Since 2021

Social Media



- Instagram posts have received over **3,300 likes**.
- Reached over **1.3 million people** on Facebook.
- Audience engagement **increased by 37%** on Facebook.

B2C Newsletter

- Subscribers have **increased by 76%**.

PR

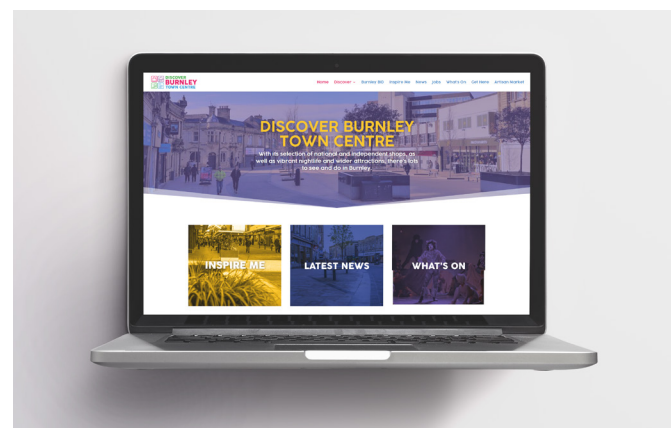
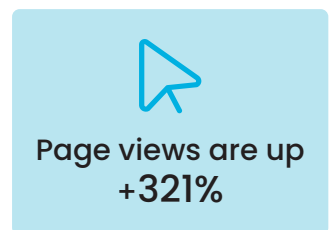
- At least **120 articles placed online and in regional media** promoting the BID, its news and initiatives, and numerous businesses.



Discover Burnley Website

- Over **15,000 users**
- Over **27,000 page views**

Compared to the previous 12 months...



Events

Vintage Car Show



In 2022 Burnley Town Centre hosted its first ever classic car show with celebrity vehicles, dinosaurs and of course, classic and performance cars. Due to the passing of Queen Elizabeth II the show was postponed for 2 weeks as a mark of respect but was still a great success.

- › **150 enquiries to exhibit, 70 vehicles booked to attend**

Dinosaurs

Dinosaurs were chosen as the subject of the summer event in 2022 to coincide with the release of Jurassic World: Dominion at cinemas.



We installed a static trail of 6 dinosaurs in venues around the town with a competition to win a children's book for entrants who could find all 6. To launch the trail we held performances in Market Square of a dinosaur show using interactive puppets provided by Burnley Leisure.

Data from Centre for Cities identified Burnley as Britain's most resilient town in terms of footfall and spending compared pre and post covid. To mark that remarkable statistic we gave away 500 trees to town centre visitors as a thank you for supporting our town.



Burnley identified as Britain's most covid resilient town by Centre for Cities

Winter Events

In 2021 we created a multi weekend winter event in which took place over 5 Saturdays with a Christmas Artisan market, Mr Wilson's second liners, funfairs, ballerinas, tap dancing turkeys, Father Christmas, snow globe, meet and greet characters, fairy stilt walkers, balloon artists and more. In keeping with our goal of creating a fully accessible town centre for children and adults with additional needs our Christmas events featured an accessible sleigh for everyone to enjoy a festive photo opportunity.

In 2022 we reverted to a Christmas Lights Switch on event with a professional stage show, complete with programmable Christmas trees and snow for the grand finale.

For the first time in over 10 years we brought a skating experience to Burnley to extend Christmas activities. addition of an 'new to Burnley' ice rink for all ages.



- › **5 Sponsors – 1,000 skaters**

We worked with Burnley Borough Council to promote free parking on all council car parks after 3pm from 12th April up until 12th July 2021.

Jubilee Celebration



Building our brand

- › **Father's Day competition**
- › **Dinosaur Trail**
- › **Christmas Pantomime Competition**

Environmental Enhancements

We continued to deliver on our landscape masterplan with more flowers, plants and herbs planted around the town centre and in 2022 we won the Best BID in the northwest at the RHS in Bloom Awards with the town centre winning a Gold award.



Sidewalk 53 vinyl - Improving the look of an empty building at a key gateway for visitors arriving by bus, taxi or parking on one of the centenary way car parks.

At another key gateway along Manchester Road the BID has installed lamppost banners to promote the town centre and make visitors aware of what is on offer.

We respond to incidents of fly tipping whenever we see it or have it reported to us and co-ordinate with partners for removal of litter and deep cleans where necessary.



River Clean up — The BID along with Ribble Rivers Trust and volunteers from Financial Affairs completed a river clean up project and removed over 20 bags of rubbish from a section of waterway that runs parallel to St James's Street.

Artisan Market



"Since its launch the Burnley Artisan Market has gone from strength to strength. Hosted by Independent Streets and with the help and support from Burnley BID, we are excited to take this event forward into 2023 and beyond. Independent Street is grateful to the BID for their ongoing support with marketing and implementation of the event itself.

In 2023 we look forward to working together to mark special events such as the upcoming King's Coronation and Christmas in Burnley. Andrew Dean offers us valuable advice both on event day and on the run up to it. Together Andrew and I are incredibly proud of the numbers of visitors that we have managed to bring into the town centre, benefitting the local retailers and hospitality in turn. It is estimated that the event brings in an additional 3,000 visitors.

Independent Street is grateful to the BID, Burnley Council and Cosima Townley for their ongoing level of support. We have a great team behind The Burnley Artisan Market and we are excited to see the town continue to benefit from this once a month date not to be missed. We are certainly setting the bar high for quality Artisan Markets in Lancashire and it is wonderful to see visitors who wouldn't normally shop in Burnley flock from far and wide.

Thank you Andrew for your continued support for our event."

-Lisa Cowley

Independent Streets

Theme Two – Better Burnley For Business

Burnley BID is committed to ensuring that our businesses can continuously develop and adapt to a rapidly changing trading landscape. To do this, we provide free training, monitor visitor trends and footfall and provide business support to new or expanding businesses.

First Aid Training

This year we provided sessions of first aid training, Fire Warden Training, conflict Management, Mental Health First Aid, Window Dressing advice and Health and Safety training.



Partnership Working

We work in partnership with the St James's Street heritage action zone and Cultural Consortia providing advice and support. Both groups are involved in delivering exciting projects to develop and promote the west end of St James's Street and we helped to organise and deliver the Creative Arts Culture Fest as part of this collaboration.

We continue to build 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.

Business support and advice

We continue to assist businesses with pavement licences for alfresco dining and permissions as well as supporting them whenever there are potential issues affecting trade around the town centre.

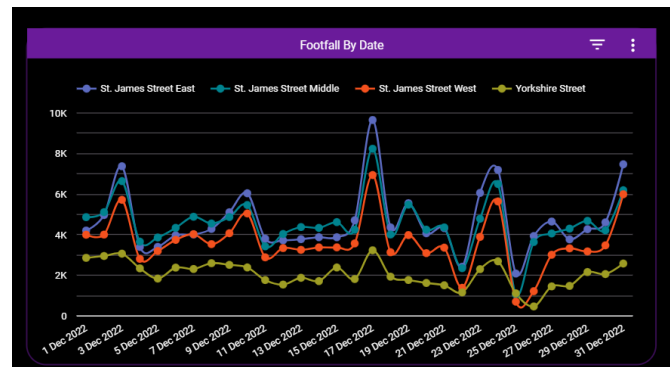


Burnley BID manages a number of promotional sites throughout the town centre that are designated for temporary promotions or mini events and any income raised goes towards the events budget.



Footfall Counters

This year we installed footfall counters to monitor and measure footfall across the town centre and we can now get real time data as to visitor trends and the success of our events.



Total footfall on 17th Dec for St James's Street was 28,075 unique visits.

Up 67% from the previous Saturday.

High Streets Consultant

In 2022 we worked with a national High Streets Consultant who performed a review of the town centre of advice and a glowing review of the work the BID has done so far. You can read the article here: discoverburnley.co.uk/burnley-bid-commended-by-retail-expert



Theme Three – Responsive and Pro-Active Burnley

Keeping our visitors and businesses safe day and night is a key theme for the BID.

Crime Reporting App

To this end, we started a crime reporting App for businesses to share intelligence in real time on crimes, suspects and incidents in their premises. This has been used to great affect by the night time economy businesses who use it as part of their regular BAND meetings where they discuss incidents and decide collectively upon response measures.



Community Partners

The BID represents the town centre at the monthly MATAAC group. From there we ensure the town centre is kept as a priority for community partners such as the police and it allowed us to help co-ordinate a collective response to the rise in ASB that we saw at the end of 2021/first quarter of 2022.



The BID also works with partners throughout the year to try and improve safety and prevent any issues:

- › The BID provided plastic glasses to hospitality businesses prior to the Burnley vs. Blackburn football match.
- › We provided personal alarms and anti spike kits to night time visitors.
- › The BID worked with McDonalds and Charter Walk to bring in the Youth Bus to the town centre which is run by youth social workers who get to know the children, assess their needs and signpost them to wider partners.
- › In 2022 we assisted businesses on St James’s Street who reported children climbing on the roof of their properties. We managed to track down how they were gaining access and ensured a gate blocked their access in future.
- › The BID engaged a consultant to carry out an assessment on the measures the night time economy would have to take to achieve a Purple Flag accreditation. We continue to work with partners to make the night time offer safer and have more variety for visitors.



What we plan to deliver in 2023

As we continue to learn and build up our network of quality suppliers, the BID 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 continued delivery of the 5 year business plan.

Theme One – Modern, Vibrant and Connected Town Centre

Our dedicated marketing and promotional campaign will continue to gain traction through a number of different marketing channels:

- ✓ Our 'Discover Burnley Town Centre' online presence.
- ✓ Regular business and consumer newsletter
- ✓ Production of high quality promotional videos for Burnley as a destination of choice for shoppers
- ✓ 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 to analyse and act on identified trends
- ✓ Continuation of competitions to raise awareness and collate consumer data
- ✓ Introduction of a new History Trail throughout the town centre to highlight Burnley's rich past and instill a sense of pride in the town to visitors and residents alike
- ✓ Inaugural Words Festival held over 2 weeks in June celebrating art and culture in Burnley
- ✓ Inaugural Music Festival held on the first bank holiday weekend in May
- ✓ The return of the Vintage and performance Car Event will be bigger and better this year
- ✓ A bigger and better Switch On event with activities throughout the day to attract more visitors
- ✓ More from the landscape masterplan to continually increase the attractiveness of the town centre to visitors and residents
- ✓ Deep clean of the town centre over and above that provided by the Council's Streetscene team
- ✓ More artisan markets with even more stalls



Theme Two – Better Burnley For Business

As we trade through a number of challenges in terms of business operating costs, the BID will continue to make additional investments in Training Courses and Seminars for our businesses. We tailor these courses to suit the demands of our levy payers so please ensure that you complete 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 in tailored mentoring schemes to help businesses who are looking to grow and learn new skills.



We will deliver:

- ✓ More training courses aimed at reducing training costs for businesses
- ✓ Direct business support to start ups and expanding businesses
- ✓ Mentoring schemes for businesses
- ✓ Enhanced footfall monitoring to ensure we are acting on detailed and accurate data



Theme Three – Responsive and Pro-Active Burnley

Our efforts under this theme will be focused on increasing the momentum we have going into 2023 with the Police and other partners increasing their focus on the town centre. To complement the increased police presence,

the BID will be introducing a new business crime partnership to increase our intelligence sharing capabilities and help co-ordinate resources to where it is most needed in order to reduce levels of crime in the town centre.

This new initiative will include:

- ✓ A new Radio Scheme for instantaneous communication with CCTV, the police and other businesses to quickly co-ordinate responses to incidents and offences
- ✓ A new Crime Co-ordinator working around the town centre to further work on building up intelligence data and work with businesses to implement new initiatives where they will make the most impact.



Income and Expenditure



BID Income	Budget – Year 2 April 2021 – March 2022	Actual – Year April 2021 – March 2022
BID Levy Income 2020/21	-	£27,109
BID Levy Income 2021/22	£167,000	£133,920
Burnley Borough Council	£25,000	£25,676
Town Centre Commercial Space Fees	£5,000	£10,433
ARG Fund	-	£10,000
Bank Interest	-	£17
Total Income 2021-2022	£197,000	£207,154

BID Expenditure	Budget – Year 2 April 2021 – March 2022	Actual – Year April 2021 – March 2022
Theme One – Modern, Vibrant and Connected	£127,472	£81,122
Theme Two – Better Burnley for Business	£27,000	£8,420
Theme Three – Responsive and Pro-Active Burnley	£16,400	£5,649
BID Manager, Project Management & Administration Costs	£81,866	£84,192
Accruals	£10,000	£280
Total – Expenditure 2021-2022	£262,738	£179,663
Surplus Brought Forward from 2020/2021	-	£94,739
Actual Surplus +/-	£83,056	£122,230





BURNLEY TOWN CENTRE BID ANNUAL REPORT 2021/2022

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:



www.burnleybid.co.uk