



BURNLEY
BUSINESS IMPROVEMENT DISTRICT

BURNLEY BID
ANNUAL REPORT

2022/2023



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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 visitors.

The Burnley BID funds and delivers added value projects and services within the town. These projects are managed by members of the business community through an elected board. Our accountable body Groundwork Cheshire, Lancashire and Merseyside are responsible for the operational delivery of the BID project. The BID's funds come from a mandatory levy which equates to 1.65% of an individual business's ratable value (on all businesses with a ratable value greater than £12,000).

The details of what the BID has delivered in 2022/2023 are contained in this annual report.





MESSAGE FROM THE CHAIR

LAURENCE O'CONNOR – FINANCIAL AFFAIRS

When I look back to when we received that all important “Yes” vote in the BID ballot in October 2019, I do this with a great deal of pride.

We started the operational delivery of the BID in April 2020 - A time of uncertainty.

We all know the monumental challenges our businesses have faced over the last 3 years – together we have navigated a global pandemic, Brexit and more recently our businesses have come up against ever increasing operational costs that have affected many.

This report demonstrates just what a resilient town Burnley is! We continue to grow and prosper with a wide range of small and medium-sized businesses and organisations trading in the town and more recently we have seen the opening of Pioneer Place.

There have been some great projects and services delivered by the BID and our partners over the last 12 months, all of which are contained in this report.

This report also outlines some of the initiatives we will deliver over the next 12 months. If you would like to get more involved with the BIDs activities, please do drop the team a line. They will be more than happy to discuss your involvement.

Yours sincerely,

LAURENCE O'CONNOR

Chair of Burnley BID



BURNLEY

BUSINESS IMPROVEMENT DISTRICT

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 AND YOUR BID TEAM

THE BOARD DURING 2022/23 CONSISTED OF:

LAURENCE O'CONNOR – FINANCIAL AFFAIRS

(Chairperson and Lead – Better Burnley for Business)

DEBBIE HERNON – CHARTER WALK

(Vice-Chairperson and Lead - Crime Prevention and Security)

MARK DEMPSEY – BURNLEY MECHANICS

(Lead – Marketing Events and Festivals)

GORDON SALTHOUSE – SMITH SUTCLIFFE SOLICITORS

(Lead – Vintage and Performance Car Show)

KAREN ARCINIEGA – MCDONALDS RESTAURANT

(Support – Crime Prevention and Security)

PAUL BENTLEY – SMACK WATER JACKS

(Lead – Nighttime Economy)

SARA DANSON – PRIMARK

(Support – Crime Prevention and Security)

LINDSAY DANSON – CALICO

(Lead – Third Sector)

KATE INGRAM – BURNLEY BOROUGH COUNCIL

(Lead – Regeneration and Town Centre Management)

MARIE SHAW – BURNLEY MARKET

(Support – Events and Festivals)

KATH HUDSON – BURNLEY BOROUGH COUNCIL

(Support – Business Support)

From time-to-time Lancashire Police attend board meetings in an advisory capacity

WHAT WE HAVE DELIVERED DURING 2022/2023

THEME ONE – MODERN, VIBRANT AND CONNECTED

MARKETING AND PR

The Discover Burnley brand is going from strength to strength, investments have been made in a complete new re-brand along with improvements to the functionality of the website. We are now reaching over 1 million users on Facebook and Instagram. The BID is committed to growing our social profiles over the next 12 months and our strategy is to continue to promote Burnley as a go to destination for visitors to spend their time shopping and enjoying the leisure and hospitality offer in the town centre.

Some of the key successes over the last year include:

B2C Newsletter

**+21%
SUBSCRIBERS**

B2C Newsletter subscribers have increased by over 21% businesses

PR

Over **100 articles placed online and in regional media** promoting the BID and its businesses

Coverage secured in over **15 different key regional news titles and publications**

SOCIAL

Organic Facebook reach **increased by over 19%**

The percentage of new Facebook page likes has **increased by 27%**

Reached over 1,000,000 people on Facebook and Instagram

EVENTS AND FESTIVALS

The BID has made some significant investments into delivering or supporting the following events in Burnley Town Centre

- Christmas – Ice Rink and Switch on
- Robot Nation
- Artisan Market
- Dinosaur Trail
- Music Festival
- Jubilee
- Words Festival
- Vintage and Performance car show



ENHANCING THE VISITOR EXPERIENCE

CHARTER WALK SENSORY GARDEN

To support inclusivity in Burnley town centre, the BID provided funding to the Charter Walk sensory walkway. The sensory walkway provides a haven of peace, colour and tranquility for town centre visitors to enjoy.



DOWNTOWN

The BID has provided funding towards the setup of Downtown Community. Downtown, based in Charter Walk provides people with a range of support services including a community grocery shop, café, meeting facilities, a book exchange service, a pre-loved uniform shop along with wrap around support.

FLORAL BASKETS & WILDFLOWER PLANTING

Once again, the BID funded the floral baskets at Chaddersley House on Manchester Road. In addition we worked with Burnley Borough Council to increase the number of wildflower beds across the town centre.





THEME TWO – BETTER BURNLEY FOR BUSINESS

TRAINING

We have funded training opportunities for BID members in Level 3 Award in Mental Health First Aid, Fire Marshal, and Level 3 Award in Emergency First Aid in the Workplace.

In addition, our night-time economy businesses have been provided with funding for members of staff to attend SIA training.



27

DELEGATES
TRAINED



120

ACCREDITED TRAINING
HOURS COMBINED



£4,608

COMBINED SAVINGS
FOR BUSINESSES

FOOTFALL COUNTERS

The BID team continues to monitor footfall technology in Burnley town centre. The information gathered is used to track trends, evaluate events and festivals which enables the BID board to focus investments into projects that will increase footfall and dwell time from visitors and shoppers.



MYSTERY SHOPPER EXPERIENCE & CUSTOMER SERVICE AWARDS

Throughout May 2023, mystery shop visits took place across 65 different shops, bars, restaurants and service providers across Burnley town centre by industry leaders Storecheckers. These visits were carried out by fully trained members of the Storecheckers research team, analysing a range of metrics including customer service and visitor experience. The findings were presented back to businesses through individual reports.

The information gathered during the mystery shop visits, along with a judging panel and a public vote, formed the basis for the awards.

The Awards took place at Burnley Mechanics in July 2023 where over 140 business representatives turned out for a Christmas themed evening of celebration and entertainment.





THEME THREE – RESPONSIVE AND PROACTIVE

BUSINESS CRIME REDUCTION PARTNERSHIP

During 2023 the BID has launched a new Business Crime Reduction Partnership (BCRP). The BCRP provides members with access to a new digital radio network scheme, access to DISC the software that empowers communities to share information about incidents and offenders, as well as current awareness about safety and security matters.

PARTNERSHIP WORKING

The BID also continues to work with Lancashire Police and regularly attends town centre meetings to discuss and agree projects and initiatives that aim to reduce anti-social behavior and crime in the town centre.

YOUTH ENGAGEMENT WORK

During 2023 the BID provided funding to Participation Works to enable youth engagement work in specific areas of the town centre to address anti-social behavior at key times during the day.

WHAT WE PLAN TO DELIVER IN 2023/24

THEME ONE – MODERN, VIBRANT AND CONNECTED

We are committed to introducing new events in Burnley town Centre. We will lead on the delivery or provide support to the following events during 2023/2024:

- ✓ Monthly Artisan Market
- ✓ Halloween events in partnership with Charter Walk
- ✓ Christmas Light Switch on
- ✓ Spring Festival
- ✓ Words Festival
- ✓ Vintage Car Show

The BID will continue to manage the Discover Burnley brand, we will do this by:

- ✓ Making investments to improve the functionality of the Discover Burnley website by driving visitors and consumers to our events portal in addition to providing information about Burnley town Centre
- ✓ Shining a spotlight on our fantastic businesses and organisations in Burnley by sharing marketing content over our digital profiles
- ✓ Disseminating marketing materials across the town to promote all that is going on in Burnley
- ✓ Monitoring visitor movements across the town Centre through our footfall technology
- ✓ Improving the Visitor Experience
 - › Developing a new landscape masterplan 2023-2030
 - › Working with Burnley Borough Council to develop a Town Centre Wayfinding Strategy



THEME TWO – BETTER BURNLEY FOR BUSINESS

We will make investments into the following projects and services:

- ✓ Deliver low cost/free training courses in First Aid at Work, Mental Health First Aid, SIA, social media, Visual Merchandise/Customer Service, Fire Marshal, Food Safety & Hygiene and Health & Safety in the Workplace
- ✓ Joint procurement scheme to lower your operational costs
- ✓ Connect our BID members to providers to support with growth/investment opportunities
- ✓ Host sector specific networking events across the Town Centre
- ✓ Your BID Team – Your first point of contact to discuss issues and opportunities that may affect your business or the wider town Centre. Your BID team are also responsible for the delivery of the BID business plan.
- ✓ Mystery Shopper Experience 2024
- ✓ Burnley Customer Excellence Awards 2024



THEME THREE – RESPONSIVE AND PROACTIVE

The BID has made some significant investments in projects and services that support a safer, more attractive visitor experience. We will continue to build on those investments by:

- ✓ Managing the new Business Crime Reduction partnership
- ✓ Investments into the new radio network scheme
- ✓ Co-ordinating the DISC App
- ✓ Issuing information and intelligence on crime/anti-social behavior incidents
- ✓ Free training in cybercrime prevention, tackling shop lifting and managing conflict
- ✓ Explore the opportunity to introduce Burnley Town Centre Wardens
- ✓ Identify opportunities to deliver projects and initiatives that will reduce anti-social behavior at key times of the day

INCOME AND EXPENDITURE

BID INCOME	2022/2023	2021/2022
BID Levy Income	£157,188	£133,920
Arts Council – Words Fest Grant	£17,750	-
Burnley Borough Council – Town Centre Management	£25,767	£25,676
Burnley Crime Partnership - Transfer	£3,349	-
Town Centre Pitch Fees	£4,734	£10,433
Ice Rink – Sales	£4,603	-
BID Levy Income & Additional Restrictions Grant 2020/2021	-	£27,109
Additional Restrictions Grant 2021/2022	-	£10,000
Bank Interest	£286	£16
Total Income	£213,677	£207,154

BID EXPENDITURE	2022/2023	2021/2022
Theme One – Modern, Vibrant and Connected	£165,422	£81,122
Theme Two – Better Burnley for Business	£6,430	£8,420
Theme Three – Responsive and Proactive Burnley	£11,546	£5,649
Project Management and Administration	£86,253	£84,192
Total Expenditure	£269,651	£179,383
Accrual	£280	£280
In Year Surplus (+/-)	(£56,254)	£27,491
Total Surplus (+/-)	£65,976	£122,230

BURNLEY

BUSINESS IMPROVEMENT DISTRICT

BURNLEY TOWN CENTRE BID ANNUAL REPORT 2022/2023

For further information on the Burnley Business Improvement District, please contact the BID Team

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BURNLEY BID WORKS WITH A NUMBER OF PARTNERS AND STAKEHOLDERS:



WWW.BURNLEYBID.CO.UK