

# DISCOVER BURNLEY BID **2**

## Building on our plans for Burnley 2025 – 2030



This draft plan for a successor Business Improvement District in Burnley is open for consultation until Friday 1st November 2024. Businesses can feedback their views on this draft plan by completing the online feedback form at [www.burnleybid.co.uk](http://www.burnleybid.co.uk) or by contacting the Burnley BID Manager Laura Diffey on **07867 353656** or Commercial & BIDs Project Manager Andrea Morley on **07483 932667**.



Feedback your views  
on this draft plan

# WELCOME TO OUR PLAN FOR A SECOND TERM BID FOR BURNLEY

Our plan for a second term Business Improvement District (BID) for Burnley provides a fantastic opportunity for us to extend the great work the BID can deliver to more businesses and stakeholders to ensure we build a stronger more resilient town by working collectively as one.

## A MESSAGE FROM YOUR CHAIR

When I look back over the last 5 years, I do so with a sense of pride – we have achieved a great deal to be proud of.

The Burnley Business Improvement Districts (BIDs) inception came at a critical time for all of us back in April 2020, just as the global coronavirus pandemic started to take hold and we were all placed in “Lock Down”. Inevitably this had a significant impact on our ability to deliver the five-year business plan and more importantly we all faced the challenges placed on our efforts to navigate our way into improving our town centre.

Closely following the pandemic was Brexit and more recently we have all been moving our way through the biggest cost of living crisis that we have seen in many years – all of this has influenced how we trade and how our visitors use our High Street.

However, despite this we have seen some fantastic projects and town centre initiatives delivered by the BID in recent years, some of the highlights include the annual Christmas Light Switch On in Burnley which has gone from strength to strength with last year’s event bringing the town alive with thousands of people visiting the town for the festive activities.

We introduced the annual Vintage and Performance Car Show in 2022, which is now a key event in the annual events calendar. The BID has made significant investments into the marketing and PR of the Discover Burnley brand which showcases our businesses and town centre daily over digital platforms and media publications. Funding has been made available to provide free/low-cost training to your staff and your BID Manager, Laura and Assistant Project Manager Shirley have worked hard to launch the Burnley Business Crime Reduction Partnership.

Summer 2023 saw the BID introduce the Burnley Mystery Shopper experience which culminated with a fabulous awards ceremony at Burnley Mechanics where we celebrated everything fantastic about our businesses and our employees. Here’s looking forward to the event in February 2025, where we can once again come together to recognise the achievements of our businesses and their teams.

More recently the BID has managed and funded a pilot project which introduced BID wardens to tackle anti-social behaviour, violent crime and shoplifting. The results of this pilot scheme and feedback from you has provided us with an essential evidence base for us to develop a cost proposal which will see BID wardens and the development of the Burnley Business Crime Reduction Partnership become our key priority for BID 2.

We also want to share the benefits of our BID in Burnley with a wider business audience, therefore we are considering extending the BID geographical area in our proposal for BID 2 (2025-2030), to ensure that we develop our connections and partnerships across a wider area of the town.

Our belief is that if we work collectively together as one, we will raise the profile of Burnley, create a stronger proposition for shoppers, visitors, workers and our residents as a place to invest, shop, work and spend leisure time.

In this draft plan the BID Executive Board will represent the interests of you our Business Community. This is your opportunity to provide your opinions on what BID 2 could deliver.

Therefore, I would encourage you to please take the time to digest this draft business plan, share with your colleagues and Head Office and provide your feedback by completing the survey by Friday 1st November 2024.

### LAURENCE O’CONNOR

Chairperson of Burnley Business Improvement District and owner of Financial Affairs





## THE BURNLEY BID BOARD

The Burnley BID board was established in 2020 and is a group of passionate and committed representative businesses and stakeholders who have volunteered their time to the Burnley BID 5-year business plan.

The board have been instrumental in supporting the BID Chair, in steering the direction to help shape the delivery of the BID. The board members include 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 organisations across Burnley.

Board membership is open to all eligible organisations in the town who are interested in working together to create a more vibrant and prosperous town.

### Current members of the Board include:

- ▶ **Laurence O'Connor**  
Financial Affairs  
Chair of the Burnley BID
- ▶ **Mark Dempsey**  
Burnley Leisure and Culture
- ▶ **Debbie Hernon**  
Charter Walk  
Vice Chair of the Burnley BID
- ▶ **Sara Danson**  
Primark
- ▶ **Karen Arciniega**  
McDonalds Restaurants
- ▶ **Stephanie Hunter**  
Barclays Bank
- ▶ **Gordon Salthouse**  
Smith Sutcliffe Solicitors
- ▶ **Kate Ingram**  
Burnley Borough Council
- ▶ **Lindsey Danson**  
Calico Group
- ▶ **Paul Foster**  
Lancashire Police

### Our advisory members also include:

- ▶ **Kath Hudson**  
Burnley Borough Council
- ▶ **Marie Shaw**  
Burnley Market



To find out more about Burnley BID 2 and the ballot process please scan the QR code to the left.

## HOW IT WORKS

- ▶ All premises with a rateable value greater than or equal to £12k will receive a vote.
- ▶ If a majority vote in favour of the BID (by number and rateable value) the BID is approved for a 5 year period.

**VOTE**

### BID BOARD

- ▶ Businesses within the Burnley BID area form a representative Board to govern the BID.
- ▶ The BID Board includes representation from organisations across the Burnley BID area.

- ▶ The BID Board guides and directs the BID team who are responsible for the delivery of the BID 5 year business plan.
- ▶ New projects and services agreed by the business-led BID Board are commissioned in line with the BID proposal.
- ▶ The impact and success of the BID is reported to businesses.

**INVEST, BENEFIT AND REPORT**

# WHAT IS A BID?

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

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

## ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID could generate over £1m of further investment into Burnley between April 2025 – March 2030.
- ▶ This investment will be delivered through the Burnley BID Board made up of BID levy payers, 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 with a rateable value above or equal to £12k.
- ▶ Together this could raise an investment of over £1m over 5 years, which we expect will lever additional funding from a range of sources.

## WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot to approve or reject the proposal for a BID in February 2025.
- ▶ 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 successor BID will come into operation from 1st April 2025, when all premises with a rateable value above or equal to £12,000 will pay an annual levy towards the BID.

## HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- ▶ The BID levies once collected will be ring-fenced, then paid over to the BID accountable body and invested in specific projects and services identified in the BID2 Business Plan. The BID funds are all invested under the direction of the BID Board of BID levy payers from across the Burnley BID area.

## WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ We already have a Business Improvement District in Burnley which has been operational since April 2020, however BID regulations limit the lifespan of a BID to five years. Businesses can then choose to develop a successor BID and conduct another ballot on whether to accept or reject the new proposal. Based on the feedback received from the business community in Burnley during the Spring of 2024, the existing Burnley BID Board have taken the decision to develop a successor Business Improvement District in Burnley, namely BID 2 to continue to support the town.
- ▶ BIDs have been embraced by business communities in Blackburn, Colne, Manchester and Stockport where BIDs all operate.
- ▶ More than 330 BIDs exist across the UK, with the majority now being re-approved after five years.



The BID has supported the evening and night-time economy from the implementation of disc to assistance with events such as Burnley Live. This year's Burnley Live was a massive success and there is a desire for all involved to make these events bigger and better for the benefit of the town, the businesses, and visitors.

**Adam, Bar Mojitos**

# BURNLEY BID SUCCESSSES SO FAR

## WHAT HAS THE BID DONE FOR ME?


### THEME ONE – MODERN VIBRANT AND CONNECTED TOWN CENTRE


- The BID has successfully devised, funded, and executed effective marketing and promotional campaigns
- Campaigns have highlighted local businesses and events through various digital platforms, video content, and printed materials
- Marketing has leveraged consumer-oriented newsletters, exciting competitions, and prizes to advertise the town centre's most anticipated events
- Creation and development of the Discover Burnley website
- Creation and management of Discover Burnley on social platforms including Facebook, X and Instagram
- During 2024 we successfully appointed a new, highly experienced marketing agency to deliver the Discover Burnley marketing activities
- We invested in the marketing and promotion of Burnley Live which was held on the first Bank Holiday in May 2024. We are looking to support the growth of Burnley Live into one of the biggest events in Lancashire's music event calendar
- Part funded and collaborated with Burnley Council to deliver a Town Centre Wayfinding Strategy
- We continued to deliver on our landscape masterplan with more investments into floral arrangements, railing baskets on Manchester Road, plants and herbs planted around the town.
- Successful in achieving Gold in the Best BID category at the Northwest RHS In Bloom Awards
- 500 trees were gifted to visitors as a thank you for supporting our town in 2023 and 2024
- In addition to the Christmas Lights Switch On events, the BID funded two additional programmable Christmas trees in the town
- Distributed monthly B2B e-newsletters to BID members
- Distributed monthly B2C e-newsletters to consumers
- Covid Recovery Campaign – delivering various marketing campaigns and trader spotlights to encourage consumers to "shop local"
- Sustained and effective joined up work between the private, public and 3rd sector


### MARKETING AND PROMOTIONAL STATS


Over 7,207 social media followers



 In the last seven months we have had an increase of **21.5%** on our Facebook reach, an increase of **123.8%** on our Instagram reach. Our Facebook followers have increased by **3.4%** and our Instagram followers have increased by **1.1k%**

 Since the 1st April we have had press coverage of **11.7M** audience which is a combined total of publication-wide audience figures for all outlets featuring coverage

 To date over **£385,000** has been invested in marketing and events

 To date over **£40,000** has been invested in environmental enhancements

 Over **30** events have been delivered and supported (not including the Artisan Market or Christmas Market)

 One Northwest in Bloom Gold Award

#### DELIVERED, FINANCIALLY SUPPORTED, OR PROVIDED MARKETING SUPPORT TO THE FOLLOWING FESTIVALS AND EVENTS BETWEEN 2021-2024:

- Christmas Light Switch On
- Christmas Grotto
- Burnley Vintage and Performance Car Show
- Burnley Words Festival
- Burnley Artisan Market
- Burnley Dinosaur Trail
- Seasonal activities including Summer, Spring and Halloween workshops, street performance and animation
- Queens Jubilee
- Kings Coronation
- Burnley Live
- Burnley Ice Rink
- Burnley Robot Nation

# BURNLEY BID SUCCESSES SO FAR (CONTINUED)

## THEME TWO – BETTER BURNLEY FOR BUSINESS

Provided extensive support to businesses by signposting them to relevant agencies during and post Covid, in addition to helping businesses with the process of obtaining alfresco licenses, road closures and permissions to host events in the town.

The BID has provided investment in training and upskilling your members of staff.



75 Delegates Trained



507 Training Hours



To date over **£23,000** has been invested in training

- First Aid at Work
- Mental Health First Aid
- Personal Licences
- Food Hygiene
- Disc – Managing Crime Together
- SIA Security Training
- Fire Marshal

## FOOTFALL INTELLIGENCE

The BID has co-funded footfall cameras on St James's Street, the cameras provide intelligence on shopper/visitor movements throughout the year which enables the team to target the Discover Burnley marketing campaigns to a wider audience base.

## MYSTERY SHOPPER EXPERIENCE/ CUSTOMER SERVICE AWARDS

Summer 2023 saw the very first Mystery Shopper Experience and subsequent Customer Service Awards delivered in Burnley and sponsored by Charter Walk Shopping Centre and Burnley Borough Council. The BID funded both aspects of this project and worked in partnership with the Charter Walk Team to deliver the grand finale awards ceremony at Burnley Mechanics. The awards were such a success that they will once again take place in 2025.

## THEME THREE – RESPONSIVE AND PROACTIVE BURNLEY

The BID has introduced a new Burnley Business Crime Reduction Partnership in 2023 which has included the following projects and services:

- Installed a new radio network scheme
- Launched a daytime and nighttime intelligence sharing system (Disc)
- Funded a BID Warden Pilot Project in Spring 2024
- Worked in partnership with Lancashire Police, Charter Walk and other agencies to tackle anti-social behaviour
- Funded Participation Works to deliver Youth Work provision in the town
- The BID team regularly attend MATAAC and Crime Prevention meetings representing the views and opinions of our town's businesses and organisations



Over **40** radios issued



**480 hours** for BID Warden support



To date we have spent **1,704 hours** delivering our Business Crime Reduction Partnership



# BURNLEY CHALLENGES AND OPPORTUNITIES

During the Spring of 2024, all businesses across the town had the opportunity to share their views with Burnley BID through a Business Improvement District consultation. We received more than 60 formal response in addition to many businesses and organisations contributing their feedback through face-to-face visits which highlighted key challenges and respondents

desire to address the safety and security in and around the town. The respondents also wanted to see additional investment into marketing and promotion of Burnley, management and delivery of events and making investments to improve the aesthetics of the town and individual business support.

- **70% of respondents had been a victim of crime over the last 12 months**
- **41% stated that they experience crime/anti-social behaviour on a daily basis**
- **47% reported that this has a significant impact on their business**
- **61% of respondents don't feel safe in Burnley at night**
- **46% stated that although the core town centre was a good quality environment, there is a need for investments into improving hotspot areas including alleyways, side streets and ginnels**

Many of our businesses highlighted that anti-social behaviour, shoplifting, violence towards workers, aggressive begging and other town centre related crime is having a detrimental impact on the visitor experience in Burnley. Businesses also reported that they are struggling to retain staff given the rise in violence towards their workers. Public safety is a key priority of the BID2 business plan, and we have identified several projects and initiatives in theme one of this business plan to tackle these issues.

- **95% of respondents stated that the marketing of Burnley as a destination was important to the success of their business**

Respondents are keen for the BID to continue to raise the profile of Burnley by investing in and developing the Discover Burnley brand. It is a key focus for BID2 that we continue to promote our businesses and the town centre as a destination of choice for consumers and visitors. Whether we do that by delivering good quality events and festivals or shining a "spotlight" on everything that is "great" about Burnley, we need to ensure that our town centre is seen as a go to place to shop, work, spend leisure time and enjoy everything the town has to offer.

- **96% of respondents stated that it is either important or very important for the town to have a business led independent body representing the interests of the business community in Burnley**

- **Businesses would like to see further investments into low cost/no cost training delivered by the BID. Particular areas of interest include:**

- ▶ Marketing/website/PR training
- ▶ Sustainability/net zero and health & safety
- ▶ Fire marshal and first aid training

Through our consultation work businesses have reported that there is a need for a more joined-up partnership approach to addressing issues experienced daily in Burnley. BID2 will build on the relationships already developed and facilitate new connections to nurture collaboration.

The BID delivers fantastic free training sessions throughout the year. They also host some amazing events such as the Customer Service Awards. We 100% support the BID.

**Evie, The Landmark**



# OUR TOP TEN BENEFITS AND OPPORTUNITIES FOR BURNLEY BID 2

Our draft plan outlined within this document sets out specific added value projects and services that we believe are needed to continue the work already delivered by the BID.

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

- ✓ £1m+ Additional added value investment in Burnley
- ✓ Tackling violent crime, anti-social behaviour, reducing shoplifting and other town related crime by developing the Burnley Business Crime Reduction Partnership to include a BID Warden provision
- ✓ Introduce initiatives to review and improve the evening economy and strengthen the reputation of the sector
- ✓ Continue our business led agenda and a stronger voice for a greater number of businesses in Burnley
- ✓ Intelligence and information that tracks footfall, dwell time, consumer behaviours and the wider performance of Burnley
- ✓ Attracting and retaining good quality staff in our businesses
- ✓ Developing and promoting the profile of Burnley as a place to shop, spend leisure time, invest and work
- ✓ Attracting new and retaining existing shoppers and visitors both locally and regionally
- ✓ Making further investment into good quality events and festivals that are delivered in Burnley
- ✓ Sustaining the investments into the landscaping and planting schemes across the town and introducing new projects at the key gateways into town





# DISCOVER BURNLEY BID<sup>2</sup>

## WHAT COULD A SUCCESSOR BID FOR BURNLEY DELIVER?

This draft plan has been broken down into three themes. Under each theme are a list of indicative projects and services that we believe are important in enabling the town to compete in an increasingly competitive and uncertain trading environment.

To enable us to prioritise the essential projects your input will be vital in supporting us to plan and decide which of these services will be funded.

The BID will also seek to attract additional investment from funders to further increase the level of investment in our town.

I believe having a BID in Burnley is key to ensuring that the town centre businesses have a channel to share their experiences and to feel supported. Without BID2 we would lose the benefits that come with being part of a BID, including marketing and events, safety and security and environmental enhancements within the town centre. We need BID2 to support our town centre and help its businesses thrive. For this reason, I will be voting yes to BID2.

**Sara, Primark**



## THEME 1

# A SAFE, ATTRACTIVE AND VIBRANT BURNLEY

### BUSINESS CRIME REDUCTION PARTNERSHIP

➤ We would like to introduce a full-time Burnley Warden scheme, a strategic initiative aimed at providing on the ground resource to enhance safety, foster a positive environment and create a collaborative approach to crime prevention and tackling anti-social behaviour. Building on the success of the pilot scheme in Spring 2024, the wardens would serve as a crucial link between the community, businesses, stakeholders and Lancashire Police. The pilot initiative was met with approval from local businesses earlier this year and provided a visible and reassuring presence. The role of the wardens as the “eyes and ears” of the town will not only involve vigilant monitoring but also the collection of essential data that will inform action plans and strategies. This data-driven approach will enable targeted interventions. Furthermore, the emphasis on partnership highlights the commitment to a unified effort, involving various stakeholders in the creation of a secure environment. The integration of the wardens would be expected to contribute significantly to making Burnley a safer and more inviting destination.

#### ➤ DISC/Information sharing

➤ The BID will continue to fund and provide support to our BID members through the information sharing system Disc. Disc is a powerful, yet easy way to share current-awareness information, view galleries of offenders, submit reports of incidents and react quickly to immediate safety or security threats. It enables communities to manage exclusion or banning schemes efficiently, effectively and legally

#### ➤ Radio Network Scheme

➤ Investments will be made into managing and deploying radios to BID members & stakeholders in Burnley. The radio network scheme is a valuable communication tool which enables members to efficiently and effectively share intelligence

#### ➤ Partnership Working – Lancashire Police and other agencies

➤ The BID Team will continue to act as the first point of contact for BID members, Lancashire Police and other relevant agencies to ensure consistent collaboration to address issues relating to criminal activity in Burnley

➤ The BID will make investments into free/low-cost training courses and seminars that cover topics on managing conflict, cyber-crime, reporting and sharing intelligence

### BURNLEY IN BLOOM

➤ The BID will continue to work in partnership with Burnley Borough Council to enhance key gateways to the town, provide additional funding to support sustainability, develop the landscape masterplan across the town and tackle grot spot areas.



## THEME 2

# DESTINATION BURNLEY

**The BID will continue to grow and develop the Discover Burnley brand. We aim to do this by providing:**

- An enhanced and dedicated year-round programme of marketing and promotional campaigns to raise the profile of Burnley as a destination of choice
- A bigger programme of PR and hard copy literature and features in local and regional media publications
- Development of the brand digitally, which includes the Discover Burnley website, Facebook, X and Instagram profiles
- Trader and Sector Spotlights – getting to the “beating heart of Burnley” by showcasing our businesses and organisations and all they have to offer
- Targeted marketing campaigns to reach new and different audiences across Lancashire

## EVENTS AND FESTIVALS

The BID will continue to invest in the following events and festivals:

- **Christmas Light Switch On**
- **Burnley Live**
- **Burnley Vintage and Performance Car Show**
- **Seasonal street performance and animation**

The BID will provide support to local businesses and stakeholders to facilitate the organisation and promotion of events and festivals that can attract visitors and increase footfall. This not only boosts the local economy but also fosters a sense of community. The collaborative efforts between the BID, businesses, and the local authority will ensure that such events are successful and beneficial for all parties involved.



## THEME 3

# DOING BUSINESS IN BURNLEY

**“One Town, One Voice” - Delivering a private sector led partnership** - The BID will ensure the private sector led BID board continues to work to bring together the opinions and interests of BID levy payers.

**Provide a BID operational delivery team** - A first point of contact for your business, providing support to resolve issues and explore opportunities. The team will also be responsible for the delivery of the 5-year BID business plan.

The BID will continue to fund and deliver the popular **Mystery Shopper Experience** and subsequent **Customer Service Awards** on a bi-annual basis. The awards will recognise and celebrate the great customer service that the town’s retailers, independent businesses and hospitality venues demonstrate daily. The awards will provide our BID members with the opportunity of being involved in the nationally recognised Mystery Shopper scheme. Businesses who take part will be provided with invaluable feedback on how their business and staff operate in Customer Services. Businesses will then be put forward in various categories, judged by an independent panel and opened out to a public vote - the outcome of this will culminate in an awards ceremony in the town.

**Deliver new insights and data about Burnley consumers** – The BID will invest in options for footfall and consumer data to better understand our consumers shopping habits, where they come from and what demographics they represent.

**Provide free and low-cost business training** – Deliver investments into free or low-cost training courses for your employees. These could include First Aid at Work, Mental Health First Aid in the Workplace, Health and Safety in the Workplace, Manual Handling, COSHH Training, Fire Marshal Training, Allergen Awareness Training, Food Hygiene and Catering, Visual Merchandise, Customer Service, Digital Marketing, Social Media, Marketing/Website, Risk Assessment and Leadership Skills.

The BID will work with Burnley Borough Council, The Chamber of Commerce, Lancashire Boost and education providers to attract local people into local jobs. We will do this by providing a good quality environment in the town and encouraging opportunities for:

- **Works experience**
- **Apprenticeships**
- **Start ups**
- **Expansion**





The BID is an enormous benefit to Burnley and without it we would miss out on all the fantastic support and events they provide. The Customer Service Awards is an amazing evening that recognises the businesses within the town who day in day out provide unwavering service. We fully support BID2.

**Rosina, Skipton Building Society**



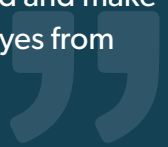
Petty Real is a leading Estate Agents with over 95 years of experience of sales, letting and valuation of property. We understand the importance of a vibrant and thriving town and we are 100% behind the BID and what they are doing to support Burnley.

**Ian, Petty Real Estate Agents**



I have seen the benefit that Burnley BID have provided, specifically with the business crime reduction partnership. The BID Wardens were a major success for us along with the radio scheme as a deterrent. I believe that a BID is vital for the town and to ensure that we continue to move forward and make a difference with crime, events and marketing. It is a yes from me for BID2.

**Sally, Boots**



The BID team ensure that the business community has a voice, and they work hard to provide support and positive outcomes. Without them we wouldn't see the events within the town centre that have a huge impact on ensuring that visitors to the town are maximised. They have made a positive impact since they started, long may they continue.

**Les, Burnley Bus Station**



# INCOME AND EXPENDITURE BUDGET OPTIONS

The added value investment that will be generated from the BID over the five years could be circa £1m+, with the potential to leverage additional investment from other sources including the public sector, grant awarding bodies and commercial opportunities.

An exemption is planned for any premises / hereditaments with a rateable value lower than £12k. There will also be exemptions for places of worship as well as primary and secondary schools. We are also looking to introduce a maximum cap of £15k per business. This will mean that no business/organisation will pay anymore than £15k per annum into the BID. Management costs for delivery of the BID will be no more than 20% of the overall budget, to ensure that the significant majority of investment is targeted towards delivery of tangible added value services and projects.

Governance and Management of the Business Improvement District funds will be governed and directed by a Board of representative businesses and premises occupiers from across the Business Improvement District area.

Any eligible business will be able to put a representative forward for appointment onto the Board, which will be elected through an annual meeting of members of the Business Improvement District. If you would like to express an interest in being involved with the BID board, please contact Laura Diffey at [laura.diffey@groundwork.org.uk](mailto:laura.diffey@groundwork.org.uk).

**£1m+** added value investment over the five years

BID levy proposed at **1.95%** of RV with a maximum cap of **£15k** per business with a 0.05% increase each year over the 5-year period

Premises with a rateable value lower than **£12,000** are exempt

## BASELINES AND ADDED VALUE

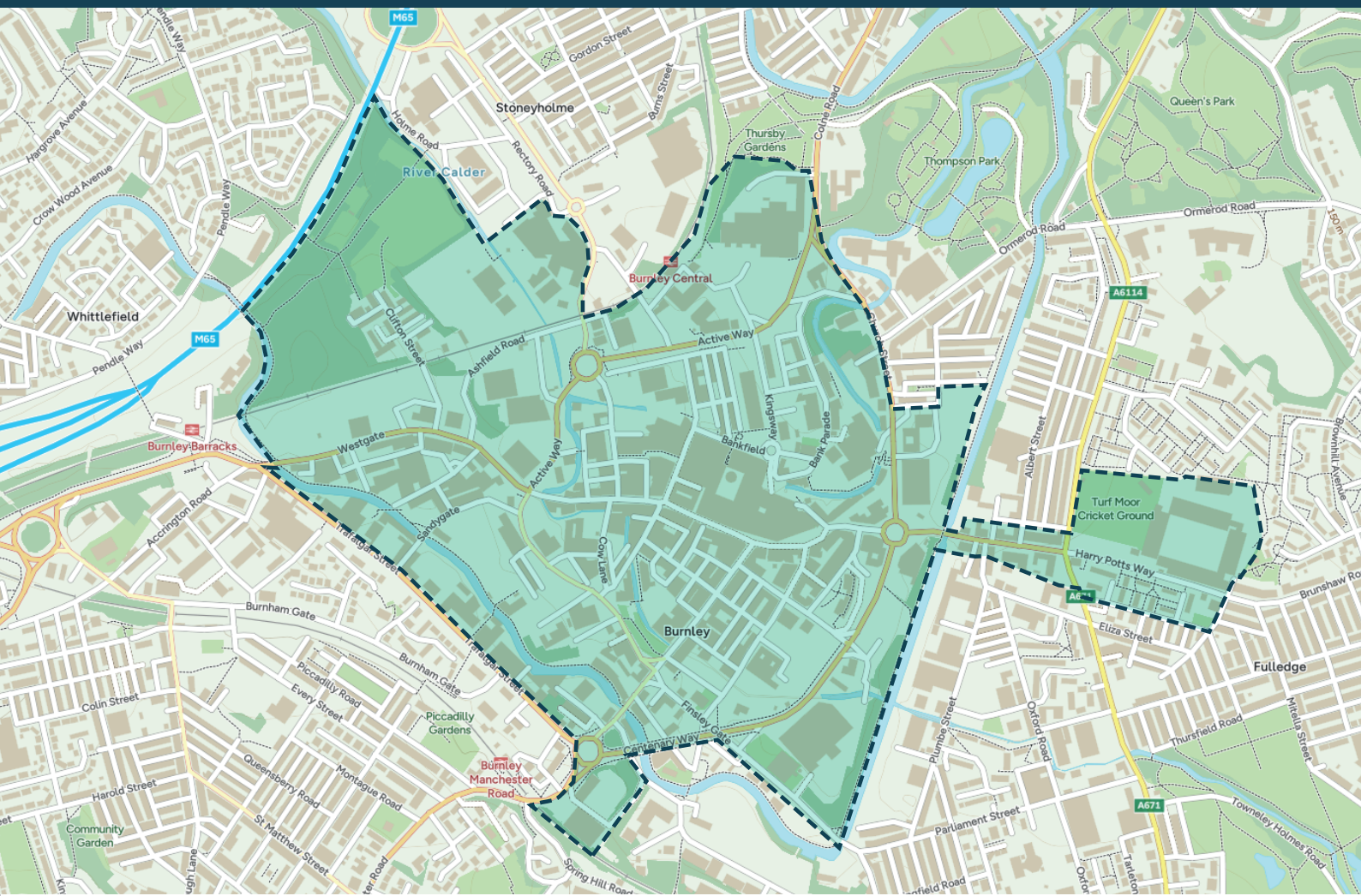
A benefit of a BID being approved for businesses is the statutory baseline agreements we will receive from Burnley Borough Council and other statutory bodies.

These are required to ensure that funds from the BID do not fund council or other statutory services.

All funds raised by the BID will support added value investments into Burnley that without the BID would otherwise not be realised.



# THE PROPOSED BURNLEY BID2 AREA



Since 2020 the Burnley BID has delivered a number of key successes for Burnley businesses and the local community, increasing visitor numbers by delivering good quality events like the Vintage and Performance Car Show and the Christmas Light Switch On, test and trial of the Burnley BID wardens, introducing a Burnley Business Crime Reduction Partnership, creating a strong business led partnership, delivering the Burnley Customer Excellence Awards, working with Burnley Borough Council and funding projects to improve the image and environmental quality of the town and funding no cost training courses and seminars to our BID members.

To build on these successes we are proposing that the next BID for Burnley (BID2 - starting April 2025) will embrace and support a far wider community of Burnley businesses, all of whom we believe will benefit from our proposed £1m+ business led investment into Burnley between 2025 and 2030.

## THE BENEFIT FOR ALL BUSINESSES WILL INCLUDE:

1. Significant investments into a town wide partnership to combat shoplifting, anti-social behaviour and violent crime
2. More meaningful and impactful destination marketing, PR, events, festivals and experiences to raise the profile of Burnley as a destination of choice for shoppers and visitors
3. Investment into building a bigger, stronger, more cohesive Burnley BID business led partnership
4. Ensuring that Burnley grows and prospers by attracting a greater number of consumers, visitors and investors along with retaining resilient workers

## MORE INFORMATION AND YOUR THOUGHTS ON THIS PLAN FOR A BID 2

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We want your feedback on this plan for BID 2. You can feedback online at [www.burnleybid.co.uk](http://www.burnleybid.co.uk) and click on the draft business plan consultation link.

Finally, to receive regular updates about the project, subscribe to the Burnley BID Team e-bulletin by emailing: [laura.diffey@groundwork.org.uk](mailto:laura.diffey@groundwork.org.uk)



Full details are available on the Burnley BID website. Scan the QR code to learn more and share your views.

VOTE YES!  
VOTE YES!  
**VOTE YES!**  
VOTE YES!  
VOTE YES!