



BURNLEY

BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

2023/2024



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ABOUT BURNLEY BUSINESS IMPROVEMENT DISTRICT

The Burnley Business Improvement District (BID) is a defined geographical area within the town centre. 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 the 31st of March 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 could 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 businesses and organisations 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 1.7% 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 2023/2024 are contained in this annual report.





MESSAGE FROM THE CHAIR

LAURENCE O'CONNOR – FINANCIAL AFFAIRS

It has been a privilege as an independent business owner to be the Chair of Burnley BID for the last four years. The BID has indeed demonstrated remarkable resilience and adaptability over the past four years. The collaborative efforts of local businesses, organisations, and partners have been instrumental in delivering projects that have significantly benefited our amazing town centre.

Despite the challenges posed by external factors such as the global pandemic and economic shifts, the BID has initiated a variety of projects that have enriched the town centre including Burnley Live, our mystery shop project and our first Customer Service awards, as well as the Vintage & Performance car show, Words Festival, various summer activities, and the Christmas Light Switch On. We continued to provide support to the monthly Artisan Market and worked with Charter Walk to deliver a Halloween event. The BID also collaborated with Burnley Leisure and Culture and Charter Walk to deliver a town centre Christmas Grotto.

In the last 12 months Burnley continues to display just how resilient it is and how we continue to grow and prosper, culminating in the opening of the £23 million Pioneer Place. This leisure and restaurant development is a significant boost to the town's regeneration efforts.

The appointment of key personnel has also marked a year of positive change, setting a solid foundation for future initiatives. Shirley Blackledge our Assistant Project Manager started in April, followed by Laura Diffey our Burnley BID Project Manager in December and most recently our new destination marketing agency Echo PR.

As we entered the 5th year of our current BID 1, I am looking forward to another successful year of the BID working hard to support our town centre as well as looking forward to hopefully sustaining all the work we started and continuing with BID 2 from the 1st of April 2025 with hopes pinned on a 'YES' vote from the businesses and organisations of Burnley in February 2025.

As the BID is in its fifth year, the anticipation for continued growth and the potential commencement of BID 2 reflects a forward-thinking and proactive approach to Burnley's development. The collective efforts and achievements thus far promise an optimistic outlook for the years ahead.

The report highlights key initiatives that will be rolled out over the coming year, reflecting our commitment to continuous improvement and engagement. Your involvement is invaluable to us, and we look forward to collaborating closely with you to achieve our shared goals.

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 TEAM

THE BOARD DURING 2023/24 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 LEISURE AND CULTURE

(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 – SMACKWATER JACKS

(Lead – Nighttime Economy)

SARA DANSON – PRIMARK

(Support – Crime Prevention and Security)

LINDSAY DANSON – CALICO GROUP

(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)

Lancashire Police attend board meetings in an advisory capacity

WHAT WE HAVE DELIVERED DURING 2023/2024

THEME ONE – MODERN, VIBRANT AND CONNECTED

MARKETING AND PR

The Discover Burnley brand has gone from strength to strength with investment in to a re-brand along with improvements to the functionality of the website. The BID was committed to growing our social profiles over the 12 months with our strategy 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:



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.**



Facebook reach increased by **10.4%**



Facebook followers increased by **11.2%**



Facebook visitors increased by **291.1%**



Instagram visits increased by **7.9%**

EVENTS AND FESTIVALS

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

- Artisan Market
- Music Festival
- Words Festival
- Customer Service Awards
- Summer activities
- Vintage and Performance car show
- Halloween activities
- Christmas Light Switch On



Over **20 events** have been delivered and supported



ENHANCING THE VISITOR EXPERIENCE

FLORAL BASKETS & WILDFLOWER PLANTING

Once again, the BID funded the floral baskets, planters and worked with Burnley Borough Council to increase the number of wildflower beds across the town centre.

30+

BARRIER
BASKETS



30+

PLANTERS AND
RAISED BEDS





THEME TWO – BETTER BURNLEY FOR BUSINESS

TRAINING

We 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 as well as online courses in L2 and L3 Food Hygiene Course in Catering and L2 Allergen Awareness.

In addition, our night-time economy businesses have been provided with funding for members of staff to attend BIIAB Level 2 Award for Personal Licence Holders training.



41

DELEGATES
TRAINED



298

ACCREDITED TRAINING
HOURS



£7,938

COMBINED SAVINGS
FOR BUSINESSES

FOOTFALL COUNTERS

The BID team continues to fund 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. For 2024/2025 we will tender for a new footfall provider.



MYSTERY SHOPPER EXPERIENCE & CUSTOMER SERVICE AWARDS

Throughout May 2023, mystery shop visits took place across 65 different shops, bars, restaurants and service providers in Burnley town centre by industry leaders Storecheckers. These visits were carried out by fully trained members of the 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 Customer Service Awards took place at Burnley Mechanics Theatre in July 2023 where over 140 business representatives turned out for a Christmas themed evening of celebration and entertainment.



COLLABORATION

We also partnered with both the St James's Street Heritage Action Zone and Cultural Consortia, providing expert advice and support towards innovative and stimulating projects to promote and enhance the west end of St James's Street.

The BID is also part of the Culture Burnley steering group as we work towards Burnley's Year of Culture 2027.



THEME THREE – RESPONSIVE AND PROACTIVE

BUSINESS CRIME REDUCTION PARTNERSHIP

During 2023 the BID 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 that enables real-time communication between CCTV, the police, and other businesses.

We appointed our Business Crime Coordinator to work within the town centre to gather intelligence and implement new initiatives.



Over **40** radios issued



To date we have spent **1,248 hours** delivering our **Business Crime Reduction Partnership**

PARTNERSHIP WORKING

The BID functioned as the representative of the town centre, prioritising its well-being among community partners like the police and attending monthly stakeholder and MATAC meetings. Through this, we were able to effectively coordinate a collective response to address the issues around ASB.

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 behaviour at key times during the day.

WHAT WE PLAN TO DELIVER IN 2024/2025

THEME ONE – MODERN, VIBRANT AND CONNECTED

We are committed to Burnley town centre being a vibrant hub of activity and events. We will lead on the delivery or provide support to the following events during 2024/2025:

- ✓ Monthly Artisan Market
- ✓ Burnley Live
- ✓ Summer activities
- ✓ Vintage and Performance Car Show
- ✓ Music Festival
- ✓ Half Term activities
- ✓ Christmas Light Switch On
- ✓ Street animation

These activities significantly enhance the cultural and entertainment offerings of the town as the town also progresses towards Burnley's Year of Culture 2027.

In addition to these activities and events, the BID will continue to elevate the Discover Burnley brand. This includes:

- › Investment to improve the functionality of the website by driving visitors and consumers to our events portal in addition to providing information about Burnley town centre
- › Developing a business and organisation listing on Discover Burnley
- › Shining a spotlight on our fantastic businesses and organisations in Burnley by sharing content across our digital platforms
- › Shining a spotlight on Burnley as a place to visitors
- › Disseminating marketing materials across the town to promote all that is going on in Burnley
- › Monitoring visitor movements throughout the town centre utilising a new footfall provider
- › Improving the visitor experience
- › Developing a new landscape masterplan for 2025 – 2030
- › We will collaborate with Burnley Borough Council to create a wayfinding strategy
- › Appointment of a new destination marketing agency
- › We will complete regular town centre audits to highlight areas that need improvement, and work with Burnley Borough Council to tackle a variety of issues such as fly tipping, litter, and weeds.



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, Customer Service, Fire Marshal, Food Safety & Hygiene and Health & Safety in the Workplace
- ✓ Connect our BID members to providers to support with growth/investment opportunities
- ✓ Promote opportunities to access additional free training and advice
- ✓ Your BID Team – Your first point of contact to discuss issues and opportunities that may affect your business, organisation or the wider town Centre. Your BID team are also responsible for the delivery of the BID business plan
- ✓ Mystery Shopper Experience
- ✓ Burnley Customer Excellence Awards





THEME THREE – RESPONSIVE AND PROACTIVE

Building on the foundation of significant investments in projects and services, the BID will enhance the visitor experience by focusing on safety and attractiveness. We will continue to build on these improvements by:

- ✓ The BID's commitment to managing the Business Crime Reduction Partnership (BCRP) is a testament to our dedication to combatting crime and anti-social behaviour (ASB), which has been a growing concern for local businesses.
- ✓ The BID is committed to initiating a BID warden pilot, a strategic move to establish a solid business case. Such a pilot would serve to evaluate the viability and potential benefits of a service which create opportunities to apply for funding and look to extend this service.
- ✓ Central to the BID's efforts is the establishment of a safer town centre working in partnership with Burnley Borough Council and Lancashire Police and the pivotal role of the BID Wardens and the Business Crime Coordinator, who is instrumental in supporting and expanding the initiative.
- ✓ The BID is also championing Disc, an innovative platform for information sharing, specifically designed to tackle crime and enhance the safety of the business community. This initiative includes equipping all businesses and organisation with the necessary information and guidance to report town centre issues effectively, reinforcing the collective endeavour to improve Burnley town centre.
- ✓ The BID's ongoing representation at MATAC and Stakeholder meetings underscores the resolve to prioritise the town centre's interests among community partners, including the police. This collaborative approach is crucial for coordinating a unified response to any emerging issues.
- ✓ Additionally, the BID is offering free training in cybercrime prevention and the use of Disc, further empowering businesses with the tools and knowledge to safeguard against digital threats. These comprehensive measures reflect the BID's proactive stance in nurturing a secure and thriving business environment.

INCOME AND EXPENDITURE

FOR THE YEAR ENDED 31 MARCH 2024

BID INCOME	2023/2024	2022/2023
BID Levy Income	£164,260	£157,188
Arts Council – Words Fest Grant	£17,750	£17,750
Burnley Borough Council – Town Centre Management	£25,676	£25,767
Burnley Crime Reduction Partnership - Transfer	-	£ 3,349
BCRP Membership	£ 1,608	-
Town Centre Pitch Fees	£4,105	£4,734
Sponsorship / Ticket Sales	£4,246	£4,603
Bank Interest	£ 984	£286
Total Income	£218,629	£213,677

BID EXPENDITURE	2023/2024	2022/2023
Theme One – Modern, Vibrant and Connected	£ 110,505	£165,422
Theme Two – Better Burnley for Business	£28,496	£6,430
Theme Three – Responsive and Proactive Burnley	£38,424	£11,546
Project Management and Administration	£82,155	£86,253
Total Expenditure	£259,580	£269,651
Accrual	£320	£280
In Year Surplus (+/-)	(£41,271)	(£56,254)
Total Surplus (+/-)	£24,705	£65,976

BURNLEY

BUSINESS IMPROVEMENT DISTRICT

BURNLEY TOWN CENTRE BID ANNUAL REPORT 2023/2024

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