

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

## BURNLEY BID 2 PROPOSAL 2025 - 2030

£1.5M+ OF PRIVATE SECTOR LED INVESTMENT INTO OUR TOWN

# VOTE YES TO SUCCESS!

For further information on the BID please scan the  
QR code or visit [www.burnleybid.co.uk](http://www.burnleybid.co.uk).



SCAN ME

# A MESSAGE FROM YOUR CHAIR

I am pleased to share with you our BID2 proposal which will realise a £1.5m+ investment for Burnley between 2025 – 2030. This five-year plan has been designed off the back of extensive consultation with you our business community.

It is evident from feedback that our businesses, organisations and stakeholders place a high level of importance into providing a safe, attractive place for residents and visitors to spend their shopping and leisure time and for our businesses, organisations and employees to work in an environment where they feel safe and supported and this plan has been designed to deliver projects and initiatives to support this. The Burnley BID 2 proposal

has been developed to meet the needs of our business community in Burnley for the next 5 years.

**A “Yes” vote to approve a 2nd term will secure a new investment into creating a safer, cleaner and more vibrant town.**

**A “No” vote will be a backward step for Burnley resulting in a £1.5m+ reduction in investment for events, safety, marketing and business support.**

So please join me in voting Yes to another 5 years of investment and significant change in our town.

## 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 BID Board have been instrumental in supporting the BID Chair, in steering the direction to help shape the delivery of the BID. The BID 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 BID Board include:

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

### Our advisory members also include:

- ▶ **Kath Hudson**  
Burnley Borough Council
- ▶ **Marie Shaw**  
Burnley Market
- ▶ **Paul Foster**  
Lancashire Police



# 5 YEARS OF SUCCESSES

## WHAT HAS THE BID ACHIEVED 2020-2025

### 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 and Bronze in the Best BID category at the North West 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



# 5 YEARS OF SUCCESSES (CONTINUED)

## MARKETING AND PROMOTIONAL STATS

Over 7,930 social media followers



Since the start of the year our Facebook reach has increased by **95.3%** and **275%** on our Instagram reach.

Since the 1st April we have had press coverage of **137m** 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

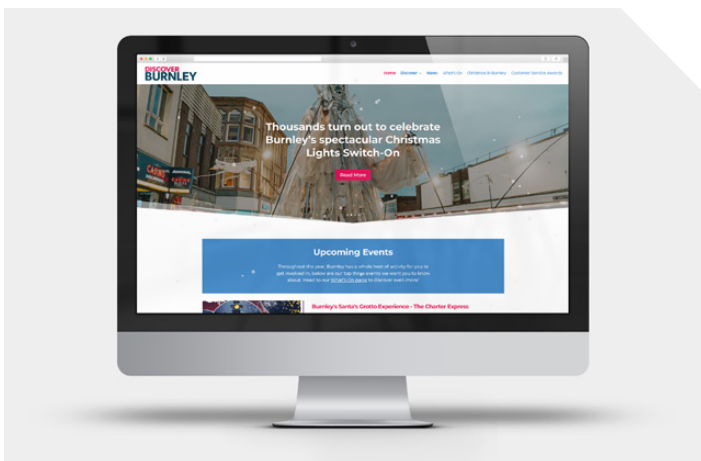
Over **30** events have been delivered and supported (not including the Artisan Market or Christmas Market)

## 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

One North West in Bloom Gold Award

One North West in Bloom Bronze Award



# 5 YEARS OF SUCCESSES (CONTINUED)

## THEME TWO – BETTER BURNLEY FOR BUSINESS

Provided extensive support to businesses and organisations 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 <b>£23,000</b> 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 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. In 2024 the BID changed footfall systems and now funds a system which utilises mobile phone data.

## 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.



# 5 YEARS OF SUCCESSES (CONTINUED)

## 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 night-time 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



The team does an amazing job. We support a yes vote for Burnley BID. Keep up the good work!

**Waterlife & Pets**



Being a new retailer to the town we found the BID has been very supportive, and the BID warden trial was very impactful. The town centre radio is a great tool to communicate with other businesses and request assistance.

**Peter, One Beyond**

# BUSINESS FEEDBACK AND CONSULTATION

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 Burnley BID warden trial was a huge success for us and had an impact on our stock loss. The business crime reduction partnership (town radio) as well as the town events are important to the success of the town.

**Saf, Mega Bargain Store**



# HOW A **NO** VOTE WOULD IMPACT BURNLEY

- ✘ **Loss of £1.5m+ of investment** into Burnley between 2025-2030
- ✘ **No dedicated BID Team** to support your business or organisation
- ✘ **No investment to support Town Wardens** to tackle anti-social behaviour, shoplifting and violence against workers
- ✘ **Closure of the Burnley BID Disc System and Town Radio Scheme**
- ✘ **No joined up partnership approach** with Burnley Borough Council, Lancashire Police and other agencies in managing security and safety risks
- ✘ **Loss or significantly scaled back key Events and Festivals** e.g. Christmas Light Switch On, Classic Car Show, Burnley Live and seasonal campaigns
- ✘ **Loss of the Discover Burnley website** which has had over 70,000 unique viewers generating nearly 200,000 page views in the last 12 months.
- ✘ **Loss of our marketing profile Discover Burnley** over all media platforms which has generated a Facebook reach of over 313k and an Instagram reach of over 16.5k over the last 12 months
- ✘ **No dedicated Marketing and PR support** for individual businesses and organisations
- ✘ **No budget to invest in BID member free or low-cost training courses** that has upskilled your existing workforce
- ✘ **Loss of the Burnley Mystery Shopper Experience and Customer Service Awards** which has supported over 100 businesses and organisations over the last 2 years

We endorse a yes vote for Burnley BID 2. The events organised by the BID have been fantastic for bringing the community together and increasing footfall.

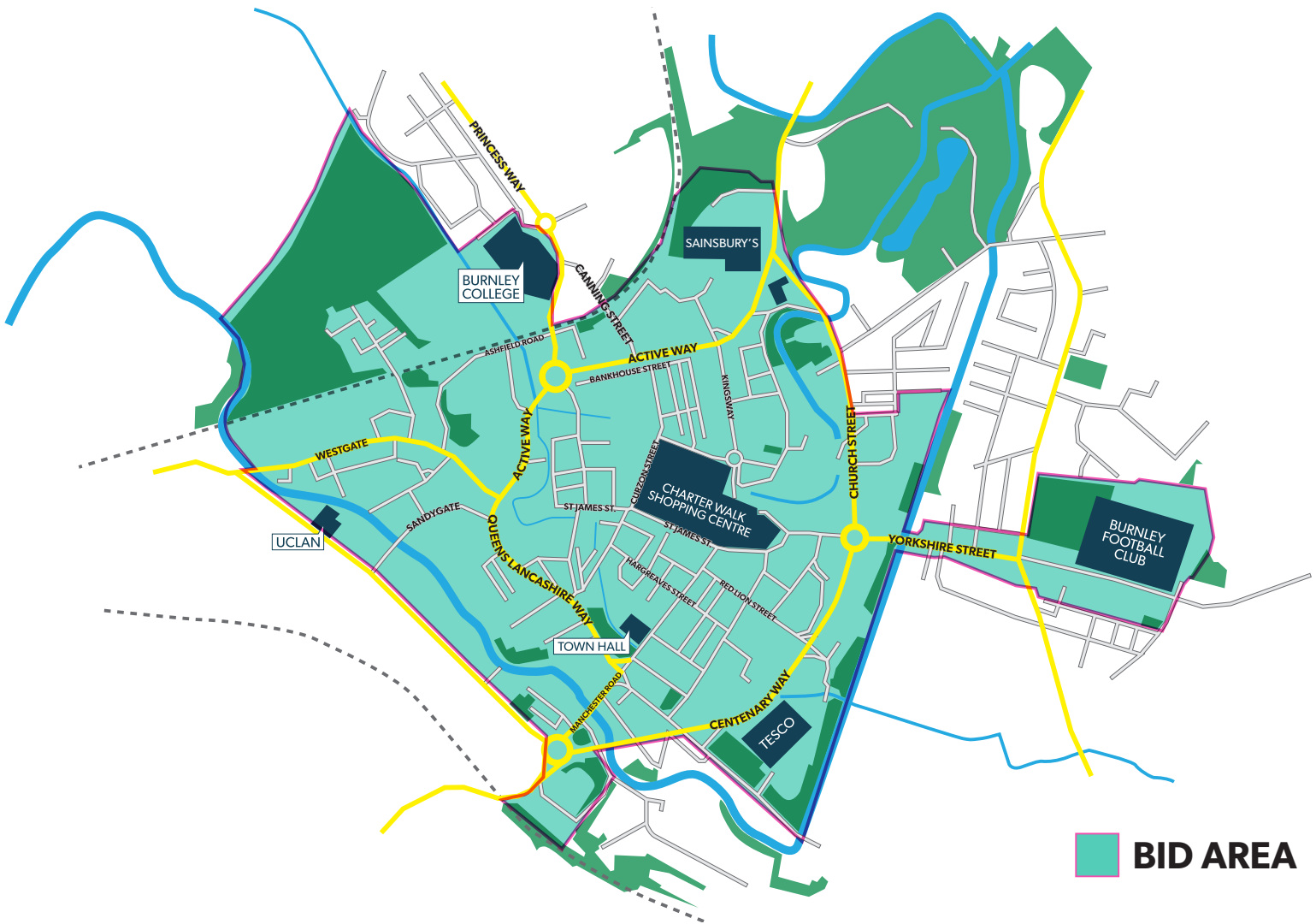
**Ramsdens**



# VOTE YES



# THE BURNLEY BID2 GEOGRAPHICAL AREA



 **BID AREA**

- ▶ Active Way
- ▶ Albert Street
- ▶ Arthur Street
- ▶ Ashfield Road
- ▶ Bank Parade
- ▶ Bank Top
- ▶ Belverdere Road
- ▶ Bethesda Street
- ▶ Boot Way
- ▶ Brick Street
- ▶ Brown Street
- ▶ Calder Street
- ▶ Caldervale Road
- ▶ Centenary Way
- ▶ Chancery Walk, Charter Walk
- ▶ Church Street
- ▶ Clifton Street
- ▶ Coal Street
- ▶ Colne Road
- ▶ Croft Street
- ▶ Curzon Street
- ▶ Finsley Gate
- ▶ Fleet Walk, Charter Walk
- ▶ Grimshaw Street
- ▶ Hammerton Street
- ▶ Hargreaves Street
- ▶ Harry Potts Way
- ▶ Higgin Street
- ▶ Holden Street
- ▶ Howe Walk, Charter Walk
- ▶ Keirby Walk
- ▶ King Street
- ▶ Kingsway
- ▶ Lodge Square
- ▶ Manchester Road
- ▶ Market Hall, Market Promenade
- ▶ Market Square, Charter Walk
- ▶ Nicholas Street
- ▶ Ormerod Street
- ▶ Parker Lane
- ▶ Pioneer Place, Curzon Street
- ▶ Pleasant Place
- ▶ Princess Way
- ▶ Queen Street
- ▶ Queens Lancashire Way
- ▶ Red Lion Street
- ▶ Sandygate
- ▶ Saunders Bank
- ▶ School Lane
- ▶ Slater Terrace
- ▶ St James's Street
- ▶ Standish Street
- ▶ The Mall, Charter Walk
- ▶ Trafalgar Street (one side of the street)
- ▶ Victoria Street
- ▶ Vulcan Street
- ▶ Westgate
- ▶ Whittam Street
- ▶ Wiseman Street
- ▶ Yorkshire Street

# WHAT WE WILL DELIVER 2025-2030

## THEME 1

# A SAFE, ATTRACTIVE AND VIBRANT BURNLEY

### TOWN WARDENS

- Building on the successes of the BID Wardens, the BID has allocated significant investments to retain and increase the current provision.
- The BID Wardens patrol the area, acting as a visible presence to deter anti-social behaviour and provide reassurance to businesses, organisations, shoppers, and visitors.
- This is a strategic initiative that enhances safety, tackles prevalent issues like anti-social behaviour and shoplifting.
- The scheme fosters a positive step towards creating a vibrant and safe town.
- The wardens act as the “eyes and ears” of the town and have developed significant relationships with our businesses, organisation, Lancashire Police and Burnley Borough Council.
- Their role will be instrumental in collating intelligence and data to inform on action plans and interventions.
- The emphasis on partnership highlights the commitment to a unified effort, involving various stakeholders in the creation of a secure environment.
- The wardens will contribute significantly to making Burnley a safer and more inviting destination.



### BUSINESS CRIME REDUCTION PARTNERSHIP

#### Disc/Information sharing

- The BID will maintain and enhance the 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, react quickly to immediate safety or security threats.
- Disc enables communities to manage exclusion or banning schemes efficiently, effectively and legally.
- Disc incident reports can be converted into police reports which can be sent through to the police.

#### Radio Network Scheme

- The BID will maintain and enhance the existing radio network.
- Additional investments will be made into managing and deploying radios to BID members and 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 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.

# WHAT WE WILL DELIVER 2025-2030

## THEME 1 (CONTINUED)

# A SAFE, ATTRACTIVE AND VIBRANT BURNLEY

### CHANGING PERCEPTIONS OF BURNLEY

- ▶ The BID will continue to work with Burnley Borough Council to enhance the image of the town centre.
- ▶ **Projects will include:**
  - ▶ Target hardening hotspot areas for crime
  - ▶ Environmental enhancements to tackle grot spots
  - ▶ Creation of a new landscape masterplan for Burnley town centre.
  - ▶ Creation of projects to improve key gateways to the town
  - ▶ Deliver RHS 'in-bloom' planting projects in partnership with Charter Walk and Burnley Borough Council.



# WHAT WE WILL DELIVER 2025-2030

## 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 and double the followers 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.



# WHAT WE WILL DELIVER 2025-2030

## THEME 3

# DOING BUSINESS IN BURNLEY

### BURNLEY BID 2 WILL:

- **Deliver a private sector led partnership** - The BID will ensure the private sector led BID Board continues its work to bring together the views and interests of BID Levy payers.
- **Provide a BID operational delivery team** - Providing a first point of contact for your business or organisation, providing support to resolve issues and explore opportunities. The team will also be responsible for the delivery of the 5-year BID business plan.
- **Distribute regular news and information of relevance to Burnley businesses and organisations** - The BID will provide regular updates and information on news, events, business support opportunities in the town.
- **Deliver new insights and data about Burnley consumers** - The BID will consider other options for investment into 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, Risk Assessment and Leadership Skills.



# WHAT WE WILL DELIVER 2025-2030

## THEME 3 (CONTINUED)

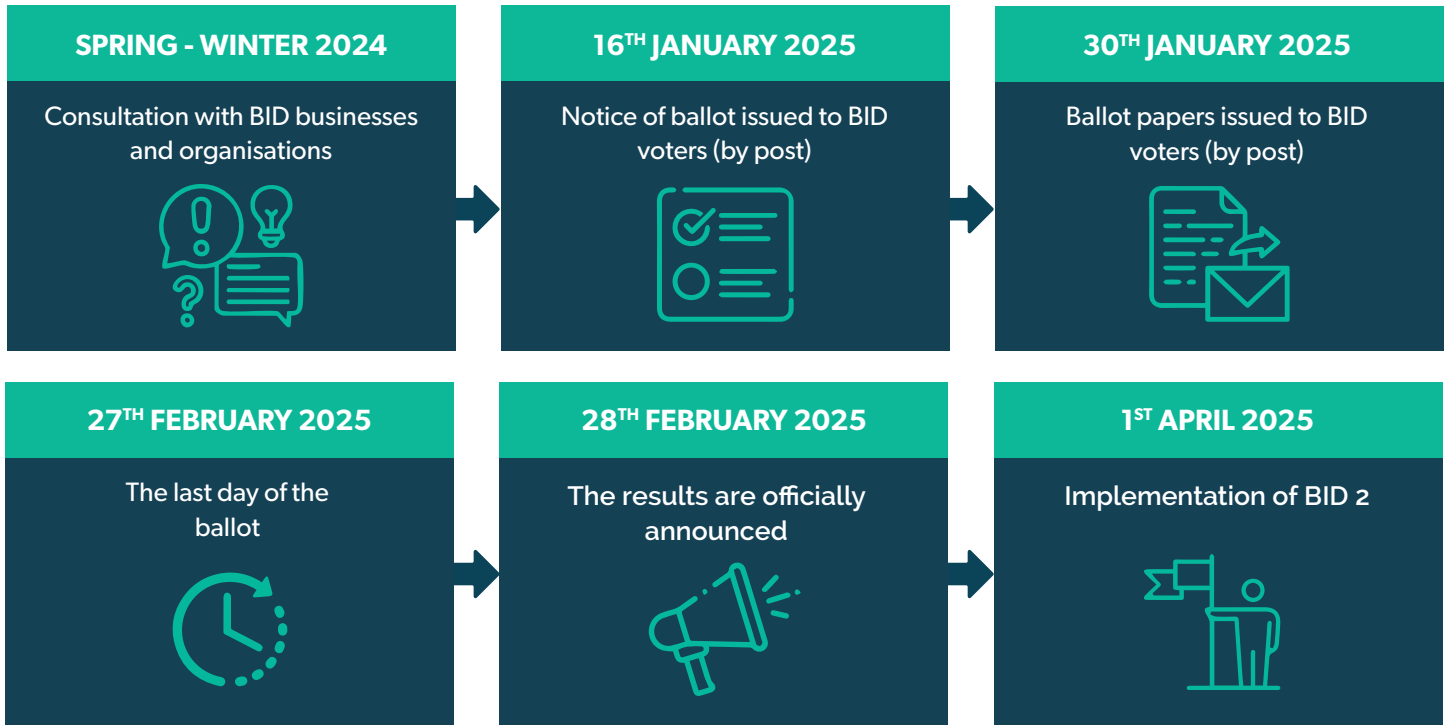
### DOING BUSINESS IN BURNLEY

- ▶ **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 and organisations who take part will be provided with invaluable feedback on how their business, organisation 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.
- ▶ **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
  - ▶ Apprenticeship
  - ▶ Start-ups
  - ▶ Expansion



# HOW TO VOTE IN THE BURNLEY BID 2 BALLOT

## THE BALLOT TIMELINE



The town radio is a great communication tool for us. And the events the BID delivers in the town are so important to encourage footfall.

**Gemma, The Entertainer**



We fully supports a yes vote for Burnley BID 2. The BID has played a key role in enhancing the town centre and driving footfall. By voting yes, we can ensure the continuation of these vital initiatives, helping Burnley to thrive.

**Flannels**



# BID 2 FINANCES

## INCOME AND EXPENDITURE

INCOME	2025/2026	2026/2027	2027/2028	2028/2029	2029/2030	TOTAL
Surplus from BID 1 (£)	2,500	0	0	0	0	2,500
Forecast BID Contribution	260,220	266,892	273,564	280,237	286,909	1,367,822
Match Funding / Other Income	35,000	37,500	40,000	40,000	40,000	192,500
<b>Estimate of Predicted Revenue (£)</b>	<b>297,720</b>	<b>304,392</b>	<b>313,564</b>	<b>320,237</b>	<b>326,909</b>	<b>1,562,822</b>

BID EXPENDITURE	2025/2026	2026/2027	2027/2028	2028/2029	2029/2030	TOTAL
Theme One - A Safe, Attractive and Vibrant Burnley (£)	107,571	107,978	113,778	120,004	126,689	576,021
Theme Two - Destination Burnley (£)	101,275	104,589	108,068	111,722	115,558	541,211
Theme Three - Doing Business in Burnley (£)	42,046	44,148	46,356	48,674	51,107	232,331
Management and Levy Collection Costs (£)	34,600	36,180	37,854	39,628	52,509	200,771
<b>Total Annual Expenditure Budget (£)</b>	<b>285,492</b>	<b>292,895</b>	<b>306,056</b>	<b>320,027</b>	<b>345,863</b>	<b>1,550,334</b>
Project Contingency and Estimated Cashflow Balance (£)	12,228	23,725	31,233	31,442	12,487	12,487

- A small surplus is expected to be carried forward from BID 1 into BID 2 which will be used to fund investments between 2025 and 2030
- The Burnley BID has been successful in securing direct investment and attracting match funding from the public and private bodies, the BID 2 business plan has a target of securing additional investments and match funding into Burnley.
- The operations of the Burnley BID will be delivered on a not-for-profit basis.
- No BID 2 development costs will be recovered from BID 2.



We support Burnley BID with a yes vote. The BID has been instrumental in enhancing the town centre and creating a safer environment. A yes vote for Burnley BID 2 is a vote for continued investment, collaboration and growth in Burnley.

**New Look**



# GOVERNANCE AND MANAGEMENT OF BID2

Groundwork Cheshire, Lancashire and Merseyside (CLM) has been appointed as the management organisation (BID body) for the BID by the Burnley BID Board. It fulfils its role as an accountable body by managing the BID's income, overseeing the delivery of the business plan and employing the staff that deliver the BID 5-year business plan.

Groundwork is a not-for profit registered charity, established in 1983. Groundwork have operated specialist Business Improvement District management services since 2005 and managed the Burnley BID since 2020. Groundwork operates 11 managed BID programmes, 9 in the North West of England.

Strategic leadership and governance of the BID will be the responsibility of the BID Board, drawn from members of levy-paying businesses. The BID Board is responsible for the strategic and financial management of the BID and for ensuring that its operational activity is managed effectively.

The Board will meet a minimum of six times per year to review strategy and consider recommendations from the BID Team and working parties and to agree any actions on behalf of the BID.

An effective Board for the BID has two key requirements which will continue to be considered for all members of the BID Board, that the Board has the right mix of skills and that it is representative of the levy-paying business community.

The BID will produce a set of annual report and accounts which will be made available to all members of the BID.

The BID will enter into agreements with Burnley Borough Council which will cover, as appropriate, the following areas:

**Baseline Agreements** – these agreements set out the minimum service standards to be delivered by our public sector partners and are available by contacting the BID proposer.

**Operating Agreement** – this agreement, between Groundwork CLM on behalf of Burnley BID and Burnley Borough Council defines the contractual arrangements for the collection and enforcement of the BID levy.

The BID levy will be collected on behalf of the BID by Burnley Borough Council. The money will be ring-fenced and paid over to the BID body.

## BID LEVY RULES

1. The BID levy 2025 will be charged at a rate of 1.95% of the rateable value as at 1st April 2025 based on the 2023 rating list. For subsequent years a small increase by 0.05% of a hereditament's rateable value each 12 months from April 2026 will be applied to maintain the BID's annual investment during its lifetime. E.g. in 2026 the levy will be charged at 2%.
2. The current rating list is based on the 2023 valuation. Levy payments will be based on the 2023 valuation and remain fixed for the period of the BID in line with the values at the time of the BID ballot except where any new streets are subsequently created and any new, refurbished, or reconstructed hereditaments subsequently enter the National Non-Domestic Rates list and fall in the BID area.
3. The levy will be charged annually in advance starting on 1st April 2025. BID levies will be payable within 30 days except where a payment plan is offered by Burnley Borough Council.
4. For each subsequent chargeable year, the levy will be charged to the party liable for payment of non-domestic rates as at 1st April based on the 2023 rating list values at that time as at the 1st April, using the 2023 rating list values as the basis for calculating the value of the BID levy owing.
5. The BID levy will be applied to all non-domestic ratepayers within the defined BID boundary with a rateable value of £12,000 or more, provided they are listed on the National Non-Domestic Rates List as provided by Burnley Borough Council.
6. Places of Worship, primary and secondary schools, colleges and universities will be exempted from the Burnley BID.
7. Hereditaments which meet the criteria outlined above and which are located on the streets listed in the business plan or in the BID area map will be included in the BID and will therefore be legally required to pay the BID levy.
8. Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero rated during the lifespan of the BID from a value above £12,000 during a refurbishment (in which case the last valuation before zero rating will apply).
9. Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board being consulted for any debt write-off.
10. Burnley Borough Council or its appointed agent is the only authorised body to collect the BID levy on behalf of the BID Body and the BID Board.
11. VAT will not be charged on the BID levy.
12. Where a hereditament occupier wishes to join the BID by payment of a voluntary levy this can be approved at discretion of the BID Board. Voluntary BID levy payers will not be entitled to vote in the BID ballot. Such voluntary membership is encouraged from sub £12k hereditaments.
13. The term of the BID will be five years from the 1st April 2025 through to the 31st March 2030. The BID will commence 32 days after the day of the ballot.
14. The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.
15. The BID income budget may be adjusted to allow for occasions where increased levels of BID levy are generated e.g. through new developments.
16. No refunds or credits will be made in the event of a change in rateable value that affects past billing periods.
17. The maximum contribution any company or organisation will make in a single 12-month period will be capped at £15,000.
18. Notices – all notices, including those issued to the Secretary of State, the Borough Council and all proposed levy payers have been issued in line with the prescribed regulations from all applicable legislation.

# THE BID BALLOT

A postal ballot of eligible business ratepayers in the BID area will take place between the 30th January 2025 and the 27th February 2025. The day of the ballot will be the 27th February 2025.

Ballot papers will be delivered by post to all businesses eligible to vote.

The voter must cast their vote and return the ballot paper to election administrator appointed by Burnley Borough Council (UK Engage) by 5pm on 27th February 2025.

**The BID ballot will be successful if the following two criteria are met:**

1. A majority of ballots cast are in favour of the BID proposal
2. There is a majority in the value of rateable value from votes cast in favour of approving the BID proposal

The result of the ballot will be announced on or as soon as possible after the 28th February 2025.

## GUIDING PRINCIPLES FOR THE BID

### **BURNLEY BID – “REPRESENTING THE VIEWS AND INTERESTS OF THE BUSINESS COMMUNITY – WORKING IN THE BEST INTERESTS OF THE TOWN”**

The Burnley BID will be governed by a business-led partnership which will deliver the projects and services identified by you, the business community of Burnley, during the development of this BID proposal.



The BID will be democratic, open and transparent and will always be representative of all its members



The BID will be robustly managed and governed to ensure it acts with integrity and to the highest industry standards



All eligible businesses and organisations who are included in the BID area will have the opportunity to put forward a representative as a BID Board member



The BID will ensure that rigorous procedures are used to ensure best practice and value for money in the delivery of the projects and services contained in the BID proposal



All businesses and organisations who form the BID will be encouraged to act as ambassadors for Burnley and the Burnley BID.



The BID will be proactive in communicating and reporting to levy payers

We proudly support a yes vote for Burnley BID 2. The Business Crime Reduction Partnership has been invaluable for improving safety and security, while its event has brought increased footfall to the town.

**Bodycare**



# PERFORMANCE MONITORING

The BID will monitor and report on a range of key performance indicators (KPIs) including:



**Footfall research** - In particular when festivals and events are being delivered at key periods

**Crime and Safety** - Incidence of crime statistics

**Consumer perceptions**

**Business community perceptions**

**Retail Vacancy rates**

**Marketing and PR** - Digital media statistics and analysis of data

## REPORTING THE WORK OF THE BID TO LEVY PAYERS

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Board through the following communication channels:

- ▶ **BID Financial Statement** - A BID financial statement will be issued with each BID levy demand. This statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months.
- ▶ The Burnley Business Improvement District 2 Annual General Meeting.
- ▶ Burnley Business Improvement District 2 Annual Report and Accounts.
- ▶ Regular website and social media updates, e-bulletin, printed bulletins, blogs, press releases and networking events.



## BASELINE AGREEMENTS

To ensure that the Business Improvement District does not fund statutory services provided by Burnley Borough Council and Lancashire County Council a number of baseline commitments will be provided through a Service Level Agreement (SLA).

**Baselines principally relate to the work of the Highways and Environmental Services teams e.g.:**

**STREET CLEANSING**

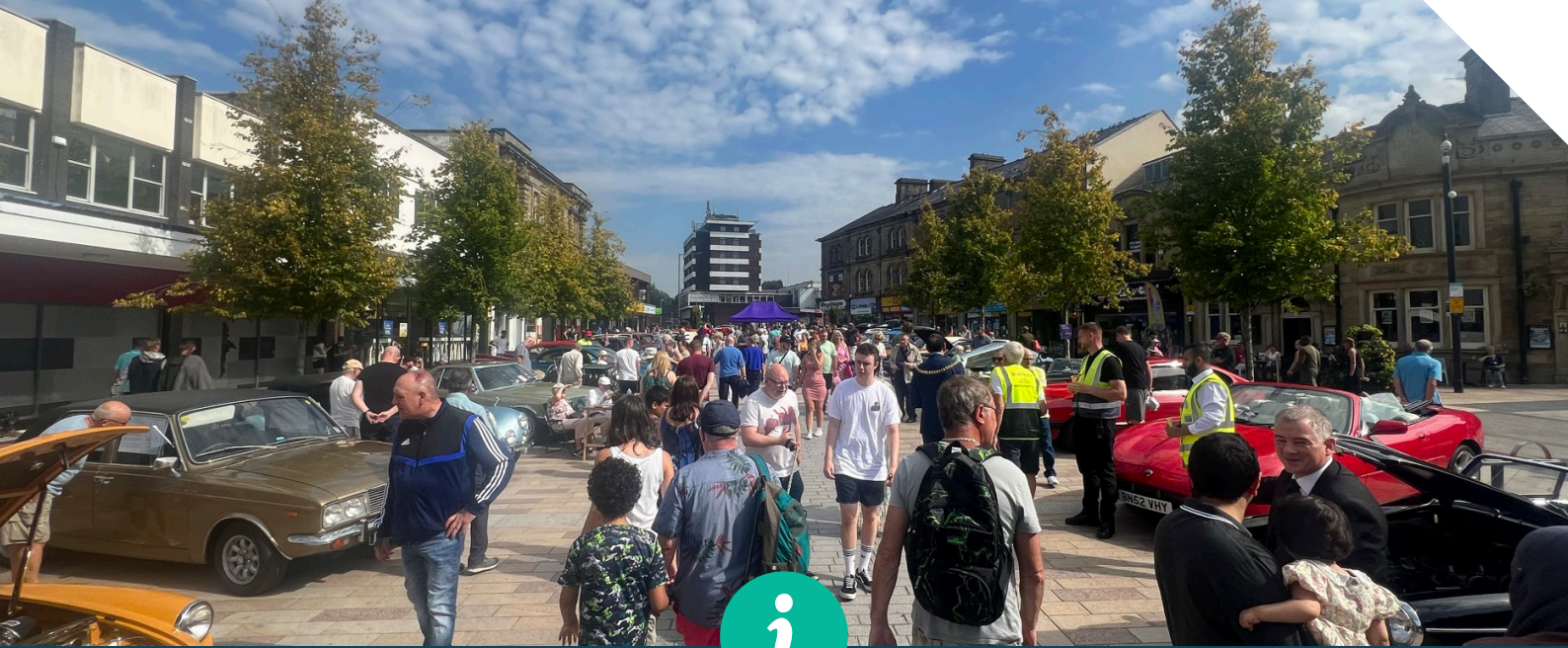
**HIGHWAY MAINTENANCE**

**STREET LIGHTING**

**STREET FURNITURE MAINTENANCE**

**BIN CLEANSING**

The Burnley BID 2 Board will measure the baseline delivery from Burnley Borough Council and Lancashire County Council and will ensure the BID's funding does not back fill or fund any baseline / statutory services. Baseline delivery will be monitored through an SLA between the BID and Burnley Borough Council and Lancashire County Council.



## MORE INFORMATION

For more information please visit [www.burnleybid.co.uk](http://www.burnleybid.co.uk)  
or email [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.

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

## BURNLEY BID WORKS WITH A NUMBER OF PARTNERS AND STAKEHOLDERS:



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

[WWW.BURNLEYBID.CO.UK](http://WWW.BURNLEYBID.CO.UK)