

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

The Business Improvement District (BID) is a partnership between the businesses and organisations in Burnley and a range of partners/stakeholders.

Businesses and organisations pay a small additional supplement through the business rates system (the BID levy) which is ring fenced and invested into a range of improvement projects and services above and beyond what the local authority is duty bound to deliver.

The BID's vision for Burnley is to create a destination of choice for residents, visitors, investors, employers, shoppers and service users and to make Burnley a location where businesses, organisations and the community can thrive. The business community in Burnley voted in February 2025 to approve a second Business Improvement District for the town which will run over 5 years from April 2025 to March 2030 (BID2). In this leaflet, we've provided detail on what we will deliver as part of Burnley BID2.

HOW IS IT MANAGED?

The project is managed by the businesses in Burnley through an executive board. The BID Board has a formal constitution and has contracted with Groundwork Cheshire, Lancashire and Merseyside to project manage the Business Improvement District, acting as its accountable body. The executive board meets at least six times a year. A full list of board members can be found on the Burnley BID website: burnleybid.co.uk

WHAT PROJECTS WILL BE SUPPORTED, DELIVERED, OR FUNDED BY BURNLEY BID IN 2025/2026?

THEME ONE – MODERN, VIBRANT AND CONNECTED 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 will patrol the area, acting as a visible presence to deter anti-social behaviour and provide reassurance to businesses, organisations, shoppers, and visitors.
- The BID Wardens act as the "eyes and ears" of the town and will continue to develop significant relationships with our businesses, organisation, Lancashire Police and Burnley Borough Council.
- The BID Wardens role will be instrumental in collating intelligence and data to inform on action plans and interventions.
- The BID Wardens will contribute significantly to making Burnley a safer and more inviting destination.



- Disc incident reports can be converted into police reports.

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 in conjunction with the BID Wardens, police, towns CCTV network and Charter Walk security.

Partnership Working – Lancashire Police and other agencies

- The BID 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.



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.



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 and react quickly to immediate safety or security threats.
- Disc enables communities to manage exclusion or banning schemes efficiently, effectively and legally.

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THEME TWO – 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 doubling 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 support, deliver and invest in the following events and festivals:

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



THEME THREE – DOING BUSINESS IN BURNLEY

BURNLEY BID 2 WILL:

- Deliver a private sector led partnership with a BID Board of passionate and committed representative businesses, organisations and stakeholders who will volunteered their time to the Burnley BID 5-year business plan and continue to work to bring together the views and interest of BID Levy payers.
- A delivery team that will act as the 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.
- The BID will provide regular updates and information on news, events and business support opportunities in the town.
- The BID will look into footfall and consumer data to better understand our consumers shopping habits, where they come from and what demographics they represent.
- The BID will provide free training courses for you employees. These courses could include:
 - Accredited training such as First Aid at Work, Mental Health in the Workplace, Health and Safety in the Workplace, Manual Handling, COSHH and Fire Marshal.

- Online courses such as Allergen Awareness Training, Food Hygiene and Catering, Visual Merchandise, Customer Service, Digital Marketing, Social Media, Risk Assessment and Leadership Skills.

- 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, independents, service providers, and hospitality venues demonstrate daily. Businesses and organisations will be 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, Apprenticeships, Start-ups and Expansion.



WHAT IS THE COST?

All non-domestic ratepayers in the BID geographical area with a rateable value of £12,000 and above will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) as well as property (hereditament) owners/leaseholders (when units are vacant) in the BID geographical area. Places of worship, schools, colleges and universities will be exempt from paying the levy.

The Burnley BID 2 levy will be charged at a rate of 1.95% of a properties rateable value based on the 2023 ratings list. There is a maximum cap on the BID levy of £15,000.

The current invoice is to cover the billing period from 1st April 2025 to 31st March 2026 which is year 1 of the new BID 2 term.