



BURNLEY BID ANNUAL REPORT 2024/2025



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ABOUT BURNLEY BUSINESS IMPROVEMENT DISTRICT

The Burnley Business Improvement District (BID) is a defined geographical area within Burnley where businesses collaborate to invest in and enhance the town as both a trading environment and a visitor destination.

In Spring 2025, businesses within the BID area voted overwhelmingly in favour of a second term for Burnley BID, securing its continuation for a further five years from April 2025 to March 2030. This enables the BID to keep investing in Burnley, supporting local businesses, and ensuring the town remains a destination of choice for consumers and visitors.

Burnley BID delivers added-value projects and services that are managed and led by the business community. Funding is generated through a mandatory levy of 1.95% of the rateable value for all businesses with a rateable value of £12,000 or more.

This annual report outlines the key achievements delivered during the 2024–2025 BID term.





MESSAGE FROM THE CHAIR

LAURENCE O'CONNOR – FINANCIAL AFFAIRS

After more than five years, I am preparing to conclude my time as Chair of Burnley BID, and I want to extend my heartfelt thanks to everyone who has supported our journey. It has been a true privilege to work alongside such passionate and dedicated individuals who care deeply about the future of Burnley.

As an independent business owner, it has been an honour to serve as Chair of Burnley BID. The BID has shown remarkable resilience and adaptability, especially over the past few years. The collaborative efforts of local businesses, organisations, and partners have been instrumental in delivering projects that have made a lasting impact. I am immensely proud of what we've achieved together from delivering major events and initiatives to successfully achieving a yes vote for BID2 and expanding our geographical area. I leave confident that Burnley BID is in strong hands and well positioned for continued success.

Over the years, Burnley BID has delivered a wide range of initiatives that have brought vibrancy and value through a wide range of initiatives. Highlights include expanding Burnley Live into a town-wide celebration with increased business involvement, our mystery shop project, and hosting our second Customer Service Awards. We also proudly delivered the third Vintage & Performance Car Show, a variety of engaging summer activities, and the ever-popular Lantern Parade and Christmas Light Switch On. Additionally, we continued to support the monthly Artisan Market and organised a themed Halloween trail to bring seasonal fun to the town centre.

I've also had the opportunity to represent Burnley in my capacity as Chair on the Town Plan Board, ensuring our business community had a voice in shaping the strategic direction of the town.

As we enter the first year of BID2, we're excited about the future of Burnley. With an extended geographical area, we're better positioned to support collaboration between businesses and organisations across the town.

The report outlines several key initiatives planned for the year ahead, reflecting our ongoing commitment to innovation, collaboration, and continuous improvement. Your involvement remains vital, and we look forward to working closely with you to achieve our shared ambitions.

It's been an honour to support Burnley BID and our mission.

Yours sincerely,

LAURENCE O'CONNOR
Chair of Burnley BID



BURNLEY BID²

HOW WE DELIVER THE BID

The Burnley Business Improvement District is governed by the Burnley BID group. The BID group have elected an Executive Board to oversee the delivery of the Business Improvement District.

The Executive Board work on a voluntary basis and are responsible for guiding and directing the Groundwork BID team in the delivery of the projects and services contained in the Burnley Business Improvement District Business plan.

For more details about the Executive Board, please visit:

www.burnleybid.co.uk



THE EXECUTIVE BOARD

THE BOARD DURING 2024/2025 CONSISTED OF:

LAURENCE O'CONNOR – FINANCIAL AFFAIRS

DEBBIE HERNON – CHARTER WALK SHOPPING CENTRE

MARK DEMPSEY – BURNLEY LEISURE AND CULTURE

GORDON SALTHOUSE – SMITH SUTCLIFFE SOLICITORS

KAREN ARCINIEGA – MCDONALDS RESTAURANT

DYLAN REA – THE BIG WINDOW

SARA DANSON – PRIMARK

LINDSAY DANSON – CALICO

KATE INGRAM – BURNLEY BOROUGH COUNCIL

STEPHANIE HUNTER – BARCLAYS

SALLY BURRELL - BOOTS

MARIE SHAW – BURNLEY MARKET (SUPPORT)

KATH HUDSON – BURNLEY BOROUGH COUNCIL (SUPPORT)

Lancashire Police attend board meetings in an advisory capacity

WHAT WE HAVE DELIVERED DURING 2024/2025

THEME 1: MODERN, VIBRANT AND CONNECTED





MARKETING AND PR




Over the past year, our dedicated Marketing and PR team has been instrumental in showcasing the Discover Burnley brand, highlighting local businesses, showcasing what's happening, events, and sharing the latest town updates. This has resulted in 87 pieces of press coverage, with an impressive 4.62 million estimated views, across prominent local media outlets, including the Burnley Express, Lancashire Telegraph, Lancashire Evening Post, Lancashire Life and more than 15 further outlets.

Our digital activities are thriving, with Facebook and Instagram serving as key channels.

The Discover Burnley brand now engages an online audience of almost 12,000 followers.

SOCIAL MEDIA STATS

-  **Facebook Views** 2.4m
-  **Facebook Content Interaction** up over 11.2%
-  **Facebook Followers** up 153%
-  **Facebook Reach** up 151%

-  **Instagram Views** 124,500
-  **Instagram Content Interaction** up 100%
-  **Instagram Reach** 2.4m

WEBSITE & ONLINE PRESENCE

Our websites remain critical communication channels for Burnley BID. The Discover Burnley website attracted 39,000 visitors this year - an incredible 77% increase from the previous year. This growth in traffic is a testament to the efforts we've put into promoting key events, along with ongoing efforts to keep people engaged year-round.

A few notable highlights include:

- **Key Traffic Peaks:** Traffic surged during major event periods, such as Burnley Believes, Artisan Market, and the Customer Service Awards.
- **Top Page:** What's On in Burnley page is now the most popular, reflecting the community's interest in local activities and events.
- **Website Breakdown:** 39,000 active users (up from 22,000 last year)



THEME 1: MODERN, VIBRANT AND CONNECTED (CONT.)

EVENTS AND FESTIVALS

Throughout 2024/2025, Burnley BID made significant investments into delivering and supporting a vibrant calendar of events. These activities were designed to enhance the visitor experience, increase footfall, and support local businesses.

KEY EVENTS INCLUDED:

- **Monthly Artisan Market**
- **Music Festival**
- **Customer Service Awards**
- **Summer Activities**
- **Vintage and Performance Car Show**
- **Halloween Trail and Activities**
- **Burnley Believes**

In total, over 25 events were delivered or supported by the BID, contributing to a lively and engaging atmosphere.



Over **25 events** have been delivered and supported



FLORAL BASKETS & WILDFLOWER PLANTING

Once again, the BID funded the floral baskets 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



WAYFINDING

As part of our commitment to enhancing the visitor experience and improving navigation, we invested in the development of a comprehensive wayfinding strategy. This initiative has seen some of the installation of new totem signage and fingerposts at key locations, helping residents and visitors alike to easily find their way around the town. These improvements not only support footfall across the wider BID area but also contribute to a more welcoming and accessible environment, reinforcing Burnley's identity as a vibrant and connected destination.





THEME 2: BETTER BURNLEY FOR BUSINESS

TRAINING

Burnley BID have continued our support to the business community by continuously developing and adapting with the rapidly changing trading landscape. To do this, we have spoken with, and listened to, the needs of the business community. We have provided or funded:

- **Level 3 Award in Mental Health First Aid**
- **Fire Marshal**
- **Level 3 Award in Emergency First Aid in the Workplace**
- **Level 2 Award in Principles of Manual Handling**
- **As well as online courses**

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.



40

DELEGATES
TRAINED



272

ACCREDITED TRAINING
HOURS



£9,000+

COMBINED SAVINGS
FOR BUSINESSES

THEME 2: BETTER BURNLEY FOR BUSINESS (CONT.)

FOOTFALL COUNTERS

We continue to invest in footfall tracking technology to help us understand visitor patterns and behaviours. The data collected is crucial for identifying trends, evaluating the impact of events and festivals, and guiding the BID board's decisions on where to focus investment—ultimately aiming to increase both footfall and dwell time in the town centre.

For 2024/2025, we moved to a new provider that leverages mobile data technology, delivering more precise and insightful analytics to strengthen our strategic decision-making.



MYSTERY SHOPPER EXPERIENCE & CUSTOMER SERVICE AWARDS

Throughout 2024, industry experts Storecheckers conducted mystery shop visits across 95 shops, bars, restaurants, and service providers in Burnley. These visits were carried out by fully trained researchers who assessed a range of key metrics, including customer service and overall visitor experience. Each business received a detailed individual report outlining the findings.

The insights gathered from these visits, combined with input from a judging panel and a public vote, formed the basis for the annual awards. The celebration took place at Burnley Mechanics in February 2025, where over 330 business representatives attended a vibrant evening themed Blooming Beautiful Burnley, filled with recognition, entertainment, and community spirit.

STRATEGIC PARTNESHIPS AND CULTURAL ENGAGEMENT

In 2024/2025, we collaborated with both the St James's Street Heritage Action Zone and the Cultural Consortia, offering advice and support to help deliver innovative and engaging projects that promote and enhance the west end of St James's Street.

We also play an active role in shaping Burnley's cultural future as part of the Burnley Year of Culture steering group, working towards Burnley's Year of Culture in 2027. Additionally, the BID is proudly represented on the Burnley Long Term Town Plan for Neighbourhoods, ensuring our voice contributes to long-term strategic planning for Burnley.

We shared information with our BID members to provide growth/investment opportunities.

In collaboration with the council, we've launched a new Buskers Booking Scheme aimed at enriching the overall visitor experience. By working closely with local businesses, we've established designated times and locations for performances. This coordinated approach helps us respect quiet hours while creating a more inclusive and welcoming atmosphere for everyone to enjoy.

THEME 3: RESPONSIVE AND PROACTIVE

BUSINESS CRIME REDUCTION PARTNERSHIP

Throughout the 2024/2025 BID year, we continued to provide members with access to our digital radio network and the DISC platform which is an essential tool that enables real-time sharing of information about incidents, offenders, and safety alerts. This system facilitates seamless communication between businesses, CCTV operators, and the police, helping to foster a safer and more secure town centre.

Our dedicated Business Crime Coordinator remained actively engaged with local businesses, gathering intelligence and implementing new initiatives aimed at enhancing safety and reducing crime across Burnley.



50 radios issued



832 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 MATAAC meetings. Through this, we were able to effectively coordinate a collective response to address the issues around ASB.

We represented our members at MATAAC, BAND, and Stakeholder meetings to ensure their priorities, particularly around collaboration with key community partners such as the police were clearly communicated. This engagement also enables us to coordinate a collective response to any emerging issues, strengthening our shared commitment to a safer and more connected town.

We worked in close partnership with the Police and Crime Commissioner (PCC) and Burnley Borough Council to take a proactive approach to tackling anti-social behaviour (ASB), responding directly to concerns raised by local businesses. Recognising the importance of creating a safe and welcoming environment, we launched a trial Warden Programme as part of a broader strategy to enhance public safety, support business resilience, and foster a space that encourages growth and community engagement.

TOWN WARDENS

In April 2024, Burnley BID launched an eight-week trial of a town centre warden scheme to better understand the needs of local businesses and assess the potential impact of a dedicated safety presence. The response from businesses was overwhelmingly positive, with many highlighting the value of having a visible and supportive presence on the streets.

This feedback played a key role in shaping our BID2 consultation and priorities. Following the successful trial and securing additional funding from Burnley Borough Council in October 2024, the warden scheme was reintroduced, reinforcing our commitment to creating a safer, more welcoming environment.



1,904 hours delivering the warden service

WHAT WE PLAN TO DELIVER IN 2025/2026

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.
- We have 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.
- The BID Wardens role is 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 contribute significantly to making Burnley a safer and more inviting destination.



BUSINESS CRIME REDUCTION PARTNERSHIP

DISC/INFORMATION SHARING

- We have maintained and enhanced 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.

RADIO NETWORK SCHEME

We 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

- We 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.
- We have and will make available free/low-cost training courses that cover topics on managing conflict, cyber-crime, reporting and sharing intelligence.

CHANGING PERCEPTIONS

We will continue to work with Burnley Borough Council to enhance the image with projects including:

- Target hardening hotspot areas for crime
- Environmental enhancements to tackle grot spots
- Creation of a new landscape masterplan for the BID area
- 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.



THEME 2: DESTINATION BURNLEY

DISCOVER BURNLEY

We will continue to grow and develop the Discover Burnley brand 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, 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

We have continued to invest in and support the following events and festivals:

- Monthly Artisan Markets
- Burnley Believes
- Burnley Live
- Burnley Vintage and Performance Car Show
- Seasonal street performance and animation

We 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, organisations, and the local authority will ensure that such events are successful and beneficial for all parties involved.

These activities have played a vital role in enriching Burnley’s cultural and entertainment landscape, helping to build momentum and community engagement as the town looks ahead to its landmark Year of Culture in 2027.





THEME 3: DOING BUSINESS IN BURNLEY

- We 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 and 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. We will provide regular updates and information on news, events, business support opportunities in the town.
- Provide free and low-cost business training. These include:
 - First Aid at Work
 - Mental Health First Aid in the Workplace
 - Health and Safety in the Workplace
 - Level 2 Food Hygiene & Safety for Catering
 - Level 3 Food Hygiene & Safety in Catering
 - How To Improve Your Food Hygiene Rating Training
 - Health & Safety for Food Handlers
 - Cellar Management Course
 - GDPR Training
 - Leadership & Management
 - Effective Leadership Training - Advanced
 - Customer Service Training
 - Retail Customer Service Training
 - Restaurant Hospitality Training
 - Complaint Handling Training
 - Managing Conflict in Retail
 - Managing Customer Conflict in Hospitality



INCOME AND EXPENDITURE

FOR THE YEAR ENDED 31 MARCH 2025

BID INCOME	2023/2024	2024/2025
BID Levy Income	£164,260	£166,925
Grant Burnley Words Festival	£17,750	£0
Burnley Borough Council Contribution	£25,676	£25,676
BCRP Members	£1,608	£5,866
Income Pitch Fees	£4,105	£9,957
Event Sponsorship	£4,240	£1,125
Ice Rink	£0	£417
Warden Contributions	£0	£20,000
Bank Interest	£984	£894
Total Income	£218,629	£230,860

BID EXPENDITURE	2023/2024	2024/2025
Theme 1 - Modern Vibrant and Connected	£110,505	£79,502
Theme 2 - Better Burnley for Business	£28,496	£22,485
Theme 3 - Responsive and Proactive Burnley	£38,424	£50,215
Project Management and Administration	£82,155	£94,766
Total Expenditure	£259,580	£246,968
Accruals	£320	£320
In Year Surplus (+/-)	£65,978	£24,705
Total Surplus (+/-)	(£41,271)	(£15,978)
Surplus (+/-)	£24,705	£8,727

BURNLEY BID²

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:

