

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 would run over five 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 a business-led 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 WERE SUPPORTED, DELIVERED OR FUNDED BY BURNLEY BID IN 2025/2026?

THEME ONE – MODERN, VIBRANT AND CONNECTED BURNLEY

PARTNERSHIP WORKING

- We functioned as a representative of the local business community, prioritising safety and security among community partners such as the police and attending monthly stakeholder, MATAAC and MDT meetings. Through this, we were able to effectively coordinate a collective response to address issues around ASB.
- We worked in close partnership with the Police and Burnley Borough Council to take a proactive approach to anti-social behaviour (ASB), responding to concerns raised by local businesses.

TOWN WARDENS

- We reintroduced the Warden Scheme which continued to demonstrate our commitment to a safer, more welcoming environment. Two Wardens patrol the BID area seven days a week, supporting businesses and helping keep the area secure. The BID Wardens continue to a visible presence to deter anti-social

BUSINESS CRIME REDUCTION PARTNERSHIP

- 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 communication between businesses, CCTV, and the police, helping to foster a safer and more secure environment.
- We remained actively engaged with local businesses, gathering intelligence and implementing new initiatives aimed at enhancing safety and reducing crime across Burnley.
- We managed and deployed radios to BID members and stakeholders in Burnley.
- We continued 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.

- We have invested into free/low-cost training courses that cover topics such as managing conflict.
- We collaborated with Burnley Borough Council to establish managed busking pitches, designed to be inclusive for all who live, work, or visit the area. The scheme takes into account quiet hours to support neurodiversity while providing opportunities for performers to showcase their talents and contribute to a vibrant, engaging atmosphere.



THEME TWO – DESTINATION BURNLEY

- We 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 the monthly Artisan Market, Discover Burnley Live, the Burnley Blooming Brilliant Customer Service Awards, Summer Activities, the Vintage and Performance Car Show, the Great Burnley Explorer Trail and Activities and the Burnley Believes Lantern Parade and Light Switch-On.

- We continued to grow and develop the Discover Burnley brand by delivering an enhanced and dedicated year-round programme of marketing and promotional campaigns to raise the profile of Burnley as a destination of choice.
 - Delivering a bigger programme of PR and hard copy literature and features in local and regional media publications.
 - We continued to grow the followers of the brand digitally, which includes the Discover Burnley

website, Facebook, and Instagram profiles.

- We showcased businesses by presenting Trader Spotlights – getting to the “beating heart of Burnley” by showcasing our businesses and organisations and all they have to offer.
- We created targeted marketing campaigns to reach new and different audiences across Lancashire.

THEME THREE – DOING BUSINESS IN BURNLEY

- We ensured that the private sector led BID Board continued its work to bring together the views and interests of BID Levy payers.
- We provided 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 is also responsible for the delivery of the five-year BID business plan.
- We distributed regular news and information of relevance to Burnley businesses and organisations. We also provided regular updates and information on news, events, business support opportunities in the town.
- We delivered new insights and data about Burnley consumers.

WAYFINDING

- We invested in the development and implementation of a comprehensive wayfinding strategy as part of our

commitment to enhancing the visitor experience and improving navigation. 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.

TRAINING

- We continued our support to the business community by adapting to the rapidly changing trading landscape, engaging directly with businesses to understand their needs. We provided or funded a range of accredited training opportunities, including the Level 3 Award in Mental Health First Aid, Fire Marshal Training, Level 3 Award in Emergency First Aid in the Workplace, Level 2 Award in Principles of Manual Handling, along with a variety of online courses.

FOOTBALL MONITORING

- We continued to invest in football tracking technology

to help us understand visitor patterns and behaviours, evaluating the impact of events and festivals and guiding the BID board's decisions on where to focus investment.

STRATEGIC PARTNERSHIPS AND CULTURAL ENGAGEMENT

- 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 continued to 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.
- We shared information with our BID members to providers to support with growth/investment opportunities.

WHAT PROJECTS WILL BE SUPPORTED, DELIVERED, OR FUNDED BY BURNLEY BID IN 2026/2027?

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.
- Each warden is first-aid trained, ACT (Action Counters Terrorism) qualified and fully connected through Burnley's radio network to enable fast communication and coordinated response. The wardens also act as helpful guides within the town, offering directions and practical advice to visitors and shoppers, further enhancing the overall experience and supporting the town's visitor economy.
- 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.

BUSINESS CRIME REDUCTION PARTNERSHIP

Disc/Information sharing

- We 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.
- Disc enables communities to manage exclusion or banning schemes efficiently, effectively and legally.
- Disc incident reports can be converted into police reports.

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 in conjunction with the BID Wardens, police, towns CCTV network.

Partnership Working – Lancashire Police and other agencies

- We 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.
- We 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 Burnley Borough Council.

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 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 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 five-year business plan and continue to work to bring together the views and interest of BID Levy payers.
- The 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 five-year BID business plan.
- We will provide regular updates and information on news, events and business support opportunities in the town.

- We will look into footfall and consumer data to better understand our consumers shopping habits, where they come from and what demographics they represent.

- We will provide free training courses for your 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.

- In 2027, we will fund and deliver the popular Customer Service Awards. These will take place on a bi-annual

basis and will recognise and celebrate the excellent customer service demonstrated daily by the town's retailers, independents, service providers, and hospitality venues.

- We 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 Work Experience, Apprenticeships, Start-ups and Expansion.

DISCOVER BURNLEY BID 2

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 2% 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 one of the new BID 2 term.

The new invoice is to cover the billing period from 1st April 2026 to 31st March 2027 which is year two of the current BID 2 term.

The revenue from the BID levy that billing authority was due to receive in 2025/2026 was £291,207.91*

Additional revenue was generated throughout the year. The amount spent on the BID arrangements in 2025/2026 was £297,386.16*

*Forecast figure - These figures are forecasted through to the end of March 2026. Final figures are reported in the Annual Report and Accounts.