



# BURNLEY BID<sup>2</sup> ANNUAL REPORT 2025/2026



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# ABOUT BURNLEY BUSINESS IMPROVEMENT DISTRICT

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

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 2025–2026 BID term.**





# MESSAGE FROM THE CHAIR

## GORDON SALTHOUSE - SMITH SUTCLIFFE SOLICITORS

It is a real honour to serve as the new Chair of Burnley BID.

Having been involved with Burnley BID for several years, I have witnessed first-hand the resilience, ambition and determination of our local business community.

I am incredibly proud of what we have achieved together so far. I look forward to leading the Board as we build on this progress and embrace the opportunities ahead

Over the years, I have been proud to play a part in the BID delivering a wide range of initiatives that brings vibrancy, footfall and value to the town. Burnley Live has grown into a successful town wide celebration, with increasing involvement from local businesses, while our vintage and performance car show continues to attract record numbers. Our programme of seasonal events and activities also continues to bring people into the town, including the monthly Artisan Market, Lantern Parade and Christmas Light Switch-On.

Looking ahead, there is plenty to be excited about. The Year of Culture 2027 presents a fantastic opportunity to showcase Burnley, alongside further initiatives designed to increase footfall, strengthen partnerships and enhance the appearance of our town.

Our BCRP and dedicated Warden Scheme continues to be a great success, with positive feedback from local businesses. For 2026/2027, we will also strengthened the service by investing in state-of-the-art radios, creating a more efficient way to communicate and report issues.

As we approach the end of our first year of BID 2, I am excited about what the future holds. With our extended area we are in an even stronger position to bring businesses and organisations together, encourage collaboration and deliver meaningful improvements across Burnley.

In the current economic climate, your involvement and support are more important than ever. The team look forward to working closely with businesses, organisations, partners and stakeholders to achieve our shared ambitions, create new opportunities and showcase Burnley for what it truly is.

It is a privilege to support Burnley BID and to work alongside you to continue our mission to make Burnley the best it can be.

Yours sincerely,

**GORDON SALTHOUSE**

Chair of Burnley BID



# BURNLEY BID<sup>2</sup>

## 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](http://www.burnleybid.co.uk)



# THE EXECUTIVE BOARD

## THE BOARD DURING 2025/2026 CONSISTED OF:

**LAURENCE O'CONNOR** – FINANCIAL AFFAIRS  
(CHAIR OF THE BID)

**GORDON SALTHOUSE** – SMITH SUTCLIFFE SOLICITORS

**DEBBIE HERNON** – CHARTER WALK SHOPPING CENTRE

**CHARLOTTE STEELS** – BURNLEY LEISURE AND CULTURE

**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

## OUR ADVISORY MEMBERS ALSO INCLUDE:

**KATH HUDSON** – BURNLEY BOROUGH COUNCIL

**MARIE SHAW** – BURNLEY MARKET

**PAUL FOSTER** – LANCASHIRE CONSTABULARY

# WHAT WE HAVE DELIVERED DURING 2025/2026

## THEME 1 – A SAFE, ATTRACTIVE AND VIBRANT BURNLEY

### TOWN WARDENS

Significant investment was allocated, alongside external funding, to retain and enhance the Town Warden provision. The BID Wardens continued to provide a visible on foot patrol and reassuring presence for businesses, organisations, shoppers and visitors.

The initiative played a key role in improving perceptions of safety, addressing issues such as anti-social behaviour and shoplifting, and contributing to the creation of a more welcoming and vibrant environment. Acting as the “eyes and ears” of the town, the Wardens developed strong working relationships with businesses, organisations, Lancashire Constabulary and Burnley Borough Council.

The Town Warden service was instrumental in gathering intelligence and monitoring local trends, enabling partners to implement targeted action plans and interventions in response to emerging issues.

DURING THIS PERIOD THE  
WARDENS REPORTED  
**1,126** INCIDENTS



### BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

The Business Crime Reduction Partnership continued to provide a coordinated approach to tackling crime, anti-social behaviour and repeat offending, bringing together businesses, organisations, stakeholder, Lancashire Constabulary and partner agencies to share intelligence and improve the overall experience.

### DISC INFORMATION SHARING

Support for BID members was maintained through the continued use of the DISC information-sharing platform.

DISC provided businesses with a powerful and user-friendly system for sharing real-time intelligence, viewing offender galleries, reporting incidents, and responding quickly to immediate safety and security concerns. The platform also supported the effective, lawful and efficient management of exclusion and banning schemes, helping to strengthen partnership working and reduce business crime.

### RADIO NETWORK SCHEME

We continued to maintain and enhance the town’s radio network scheme, investing in the management, deployment and ongoing support of radios for BID members and key stakeholders.

The radio network remained a valuable communication tool, enabling businesses and partners to share intelligence quickly and effectively, improve incident reporting, and strengthen collaborative responses to crime and anti-social behaviour.

**50**  
RADIOS ISSUED



## PARTNERSHIP WORKING – LANCASHIRE CONSTABULARY AND OTHER AGENCIES

We acted as a central point of contact between BID members, Lancashire Constabulary and a range of partner agencies, ensuring a coordinated and consistent approach to tackling criminal activity and community safety concerns within Burnley.

Throughout the year, we facilitated and promoted access to a range of free and low-cost training opportunities for businesses and organisations, covering subjects such as conflict management, cybercrime awareness, incident reporting and intelligence sharing. These activities helped equip businesses with the knowledge and confidence to respond effectively to emerging challenges.

## CHANGING PERCEPTIONS

We continued to work closely with Burnley Borough Council, Lancashire Constabulary and a range of local partners to improve the appearance, reputation and overall perception of Burnley.

Key activities included supporting and promoting environmental improvements to address areas affected by litter, vandalism and other visual concerns, and the delivery of RHS In Bloom planting initiatives in partnership with Burnley Borough Council.

In addition, we actively represented the interests of businesses and organisations by attending MATAAC, MDT and other stakeholder meetings throughout the year. These forums provided an opportunity for the BID to act as the voice of local businesses and organisations, ensuring that concerns, challenges and priorities raised by the business

community were communicated effectively to partners and incorporated into wider strategic discussions and action plans.

We funded floral baskets and worked with Burnley Borough Council's Greenspaces team to increase the number of wildflower beds.

## What was planted in 2025:



**17,650** flowers



**57** tiered beehive planters



**44** barrier baskets



**9** cup-and-saucer hanging baskets



**132** varieties of summer bedding flowers

We invested in Christmas trees with programmable twinkly lights during the key seasonal trading period.

These improvements enhanced the visual appeal, supported biodiversity, and contributed to creating a welcoming environment for businesses, residents and visitors.



# THEME 2 - DESTINATION BURNLEY

## EVENTS AND FESTIVALS

Throughout 2025/2026, 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:

- Monthly Artisan Market
- Burnley Live
- BFC Parade
- Summer Activities
- Vintage and Performance Car Show
- Music Festival
- Burnley's Great Outdoor Explorer Trail
- Burnley Believes Christmas Light Switch-On and Lantern Parade

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

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

## 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 updates. This has resulted in **61 pieces of press coverage**, with an estimated **1.61 million views** across prominent local media outlets, including the Burnley Express, Lancashire Telegraph, Lancashire Evening Post, Lancashire Life, Lancs Live, Yahoo News, MSN and more.

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

The Discover Burnley brand now engages an online audience of almost **13,500 followers** across Facebook and Instagram.

**DISCOVER  
BURNLEY**

## SOCIAL MEDIA

**Facebook Views:**  
**6.5m** (170% increase YoY)

**Facebook Content Interactions:**  
**52.5k** (136% increase YoY)

**New Facebook Followers:**  
**4300** (up 68% YoY)



Discover Burnley's Facebook page began generating revenue through Facebook's monetisation programme, generating more than \$400 from April 2025 - March 2026 while continuing to promote Burnley businesses, events and opportunities.

**Instagram Views:**  
**252.9k** (103% increase YoY)

**Instagram Content Interaction:**  
**5.8K** (up 100% YoY)

**Instagram Reach:**  
**55.7K** (up +75.5% YoY)



## WEBSITE & ONLINE PRESENCE

Our digital platforms continue to play a vital role in promoting Burnley, sharing information and supporting businesses and visitors.

The Discover Burnley website attracted **58,000 visitors** this year - a **49% 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, Burnley Live and the Vintage and Performance Car Show

**Top Page:** What's On in Burnley page remains the most popular, reflecting the community's interest in local activities and events.

**Website Breakdown:** 58,000 active users (up from 39,000 last year)



## THEME 3 - DOING BUSINESS IN BURNLEY

We ensured that the private sector-led BID Board continued to bring together the views and interests of BID levy payers.

We provided a BID operational delivery team that acted as the first point of contact for businesses and organisations, offering support to resolve issues and explore opportunities.

We distributed regular news and information relevant to Burnley's businesses and organisations. We also provided updates on local news, events and business support opportunities.

We delivered new insights and data about Burnley consumers.

### TRAINING

We continued our support to our businesses and organisations by responding to emerging business needs and workforce skills requirements, engaging directly 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, along with a variety of online courses.

**54**

DELEGATES  
TRAINED



**416**

ACCREDITED TRAINING  
HOURS



**£11,450+**

COMBINED SAVINGS  
FOR BUSINESSES



COURSES  
ACCREDITED BY  
**OFQUAL AND IFSM**



### FOOTFALL MONITORING

We continued to invest in footfall-tracking technology to help us understand visitor patterns and behaviours, evaluate the impact of events and festivals, and guide the BID Board's decisions on where to focus investment.

### STRATEGIC PARTNESHIPS AND CULTURAL ENGAGEMENT

We were involved with and collaborated with the High Five For Heritage group and we worked in partnership with local organisations to deliver the Heritage Trail 2027.

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.

# WHAT WE PLAN TO DELIVER IN 2026/2027

## THEME 1 – A SAFE, ATTRACTIVE AND VIBRANT BURNLEY

### TOWN WARDENS

We will continue to invest significantly in the Town Warden service and explore opportunities to secure additional funding, helping to sustain and enhance provision across the BID area.

The BID Wardens will continue to provide a visible on foot patrol presence to deter anti-social behaviour, support vulnerable people and offer reassurance to businesses, organisations, shoppers and visitors.

Each Warden is trained in first aid, ACT (Action Counters Terrorism) and connected through Burnley's radio network, enabling rapid communication and a coordinated response. The Wardens will also act as helpful town ambassadors, offering directions and practical advice to shoppers and visitors, enhancing the visitor experience and supporting the local economy.

The initiative will play an important role in improving public safety and addressing ongoing challenges, including anti-social behaviour and shoplifting. It will support the creation of a vibrant, welcoming and secure environment.

Acting as the town's "eyes and ears", the Wardens will continue to strengthen relationships with local businesses, organisations, Lancashire Constabulary and Burnley Borough Council. They will continue to gather intelligence and data to inform targeted action plans and interventions.

A strong emphasis on partnership working will reinforce our commitment to a coordinated approach, bringing key stakeholders together to create a safer and more secure environment for everyone.

Through this work, the Town Wardens will continue to make a significant contribution to ensuring that Burnley remains a safe, attractive and welcoming destination.

In addition, DISC will continue to provide businesses with a powerful, user-friendly platform for sharing real-time intelligence, viewing offender galleries, submitting incident reports and responding quickly to safety and security concerns.

DISC will also enable businesses and partners to manage exclusion and banning schemes efficiently, effectively, and in compliance with relevant legislation.



### RADIO NETWORK SCHEME

We will enhance the existing radio network through investment in upgraded equipment, ensuring businesses and stakeholders have access to a reliable and effective communication platform.

The radio network will continue to serve as a valuable tool for the efficient sharing of intelligence and real-time information, helping businesses, partners, and agencies to respond quickly to incidents and emerging issues. Through improved communication and collaboration, the scheme will contribute to a safer and more secure environment.

### PARTNERSHIP WORKING

We will continue to act as a key point of contact for BID members, Lancashire Constabulary, Burnley Borough Council, and other relevant agencies, facilitating effective partnership working to address issues relating to crime, anti-social behaviour, and community safety in Burnley.

By maintaining strong relationships with our partners, we will support the sharing of intelligence, coordinate responses to local challenges, and promote collaborative initiatives that enhance the safety and resilience of the town.

We will also continue to provide access to free and low-cost training opportunities for businesses and stakeholders.

# THEME 1 - A SAFE, ATTRACTIVE AND VIBRANT BURNLEY(CONT.)

## CHANGING PERCEPTIONS

We will continue to work in partnership with Burnley Borough Council and other stakeholders to enhance the appearance, reputation, and perception.

### KEY PROJECTS WILL INCLUDE:

- Implementing environmental improvement initiatives to address grot spots and enhance the visual appeal through cleansing work in collaboration with partners and local businesses.
- Implementing RHS In Bloom planting projects in partnership with Burnley Borough Council to enhance public spaces through attractive displays.
- Funding the transformation of some of the large permanent planters, using perennial planting. This will

provide year-round colour and interest reducing the need for seasonal re-planting, making the planters more environmentally friendly, sustainable cost-effective over the longer term.

- We will also work in partnership with Burnley Borough Council to increase the number of wildflower beds. This will enhance biodiversity, provide valuable habitats for pollinators and other wildlife.
- We will invest in Christmas trees with programmable twinkly lights during the key seasonal trading period.

These initiatives will encourage increased footfall, supporting local businesses, and organisations whilst strengthening Burnley's reputation as a welcoming destination.

## THEME 2 - DESTINATION BURNLEY

We will continue to invest in and develop the Discover Burnley brand, strengthening Burnley's position as a destination of choice for visitors, businesses, employees, investors, and residents.

Through a coordinated programme of marketing, promotion, and events, we will showcase the town's unique offer, celebrate local success stories, and increase engagement with new and existing audiences.



### KEY INITIATIVES WILL INCLUDE:

- Delivering an enhanced year-round programme of marketing and promotional campaigns to raise the profile of Burnley and drive visitor footfall.
- Expanding our PR activity and increasing the production and distribution of printed promotional materials, alongside securing features in local and regional media.
- Growing the digital reach of the Discover Burnley brand, with a target to significantly increase engagement and double our online following across the Discover Burnley website, Facebook, and Instagram platforms.
- Delivering Trader and Sector Spotlight campaigns, alongside behind-the-scenes features that showcase the people and stories behind Burnley's businesses and organisations.
- Implementing targeted marketing campaigns aimed at attracting new audiences from across Lancashire and beyond.
- Supporting local businesses and partners through social media promotion, helping to maximise awareness of events, campaigns, and initiatives while strengthening the overall Discover Burnley brand.

By continuing to promote Burnley's strengths and distinctive character, we will help increase visitor numbers, support local businesses, and enhance the town's reputation as a vibrant place to live, work, and invest.

## THEME 2 - DESTINATION BURNLEY (CONT.)

### EVENTS AND FESTIVALS

Events and festivals will continue to play a key role in attracting visitors, increasing footfall, supporting businesses, and creating memorable experiences.

We will continue to support, deliver, and invest in a diverse programme of events and activities, including:

- The monthly Artisan Market
- The 2027 Heritage Trail
- Burnley Live
- Summer holiday family entertainment programme
- Seasonal street entertainment and animation
- Free family-friendly trails
- Burnley Vintage and Performance Car Show
- Christmas Light Switch-On
- Partnership working with Burnley Borough Council, Burnley.co.uk, and Burnley Leisure & Culture to deliver the 2027 Soap Box Challenge

In addition, we will provide support to local businesses, community organisations, and stakeholders to facilitate the promotion of events and festivals that attract visitors and generate economic activity.



## THEME 3 - DOING BUSINESS IN BURNLEY

We will continue to ensure that the private sector-led BID Board represents the views, priorities, and interests of BID levy payers, providing strategic leadership and direction to support the continued growth and success.



### Dedicated BID Team

A dedicated BID operational delivery team will act as the first point of contact for businesses and organisations, providing practical support to help resolve issues, identify opportunities, and maximise the benefits of the BID. The team will also be responsible for the successful delivery of the five-year BID Business Plan, ensuring that projects and services are delivered effectively and in line with the priorities of levy payers.

### News, Updates and Information

We will continue to distribute regular news, updates, and information relevant to businesses and organisations across Burnley. This will include updates on BID initiatives, events, funding opportunities, business support programmes, training provision, and developments that may impact the local business community.

### Supporting Business Growth and Resilience

Supporting business growth, resilience, and workforce development will remain a key priority. We will continue to provide a programme of free and low-cost training opportunities designed to equip businesses and their employees with the skills, knowledge, and confidence needed to thrive.

## THEME 3 - DOING BUSINESS IN BURNLEY (CONT.)

### TRAINING OPPORTUNITIES WILL INCLUDE:

We will continue to provide a range of accredited in-person training opportunities, including the Level 3 Award in Mental Health First Aid, Fire Marshal Training and Level 3 Award in Emergency First Aid in the Workplace.



### WE WILL ALSO OFFER FREE ONLINE ACCREDITED COURSES AS FOLLOWS:

- Food Safety & Hygiene Level 2 Course for Catering
- Food Safety & Hygiene Level 2 Course for Retail
- How To Improve Your Food Hygiene Rating
- Health & Safety for Food Handlers Course
- Cellar Management Course
- GDPR Training
- Leadership & Management Training
- Effective Leadership Training – Advanced
- Customer Service Training Course
- Retail Customer Service Training
- Restaurant Hospitality Training
- Complaint Handling Training
- Managing Conflict in Retail
- Managing Customer Conflict in Hospitality

Through the delivery of these services and training opportunities, we will support businesses in enhancing operational standards, developing their workforce, improving customer experiences, and strengthening the overall competitiveness of Burnley as a place to do business.

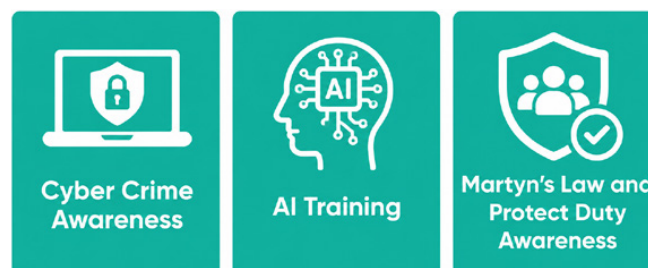
We will continue to work in partnership with Burnley Borough Council and local education providers to support local employment and skills development. Through collaborative initiatives, we will help connect local people with local job opportunities while promoting Burnley as an attractive place to work, invest, and do business.

### This will include supporting opportunities for:



We will also continue to promote and communicate free and low-cost training opportunities available to businesses and their employees, ensuring they have access to the latest knowledge, skills, and best practice.

### Training opportunities will include topics such as:



Through these initiatives, we will support businesses in building resilience, improving productivity, enhancing compliance, and preparing for emerging challenges and opportunities within an evolving business landscape.

### Customer Service Awards

In 2027, we will deliver the popular Customer Service Awards, recognising and celebrating the exceptional customer service provided every day by Burnley's businesses and organisations. Delivered on a biennial basis, the awards will showcase excellence, promote best practice, and acknowledge the valuable contribution that businesses and organisations make to the town's reputation and visitor experience.

### Footfall Technology

We will continue to invest in footfall technology to gain valuable insights into visitor patterns and behaviours. The data collected will help us evaluate the impact of events, festivals, and marketing campaigns, while providing the BID Board with robust evidence to inform decision-making and prioritise future investment. By utilising accurate footfall intelligence, we will ensure resources are targeted effectively to maximise economic impact, increase visitor engagement, and support the continued growth and vibrancy of the town.

# INCOME AND EXPENDITURE

FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2026

| BID INCOME                | 2025/2026       |
|---------------------------|-----------------|
| BID LEVY INCOME           | £233,868        |
| BCRP MEMBERS              | £5,569          |
| OTHER CONTRIBUTIONS       | £10,744         |
| GRANTS                    | £52,280         |
| PARTNERSHIP CONTRIBUTIONS | £20,000         |
| BANK INTEREST             | £946            |
| <b>TOTAL INCOME</b>       | <b>£323,407</b> |

| BID EXPENDITURE                                  | 2025/2026       |
|--------------------------------------------------|-----------------|
| THEME 1 - A SAFE, ATTRACTIVE AND VIBRANT BURNLEY | £102,229        |
| THEME 2 - DESTINATION BURNLEY                    | £98,751         |
| THEME 3 - DOING BUSINESS IN BURNLEY              | £25,209         |
| PROJECT MANAGEMENT AND ADMINISTRATION            | £33,263         |
| BID LEVY COLLECTION COSTS                        | £4,944          |
| <b>TOTAL EXPENDITURE</b>                         | <b>£264,396</b> |
| ACCRUALS                                         | £500            |
| IN YEAR SURPLUS (+/-)                            | £8,727          |
| TOTAL SURPLUS (+/-)                              | £58,511         |
| SURPLUS (+/-)                                    | £67,238         |

During the year, the BID received funding from the UK Shared Prosperity Fund (UKSPF) to support the delivery of activities within its approved programme. The funding and related expenditure are included in these accounts and were managed in accordance with the terms and conditions of the funding award.

There is accrued expenditure of £500 for the Burnley BID external accountancy fee.

# BURNLEY BID<sup>2</sup>

**For further information on the Burnley Business Improvement District, please contact the BID Team:**

**JASON COTHLIFF**

**Burnley BID Manager**

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**Operations Manager**

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**JANE HOUGH**

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

