



BRIGHOUSE BID

ANNUAL REVIEW
2019 - 2020



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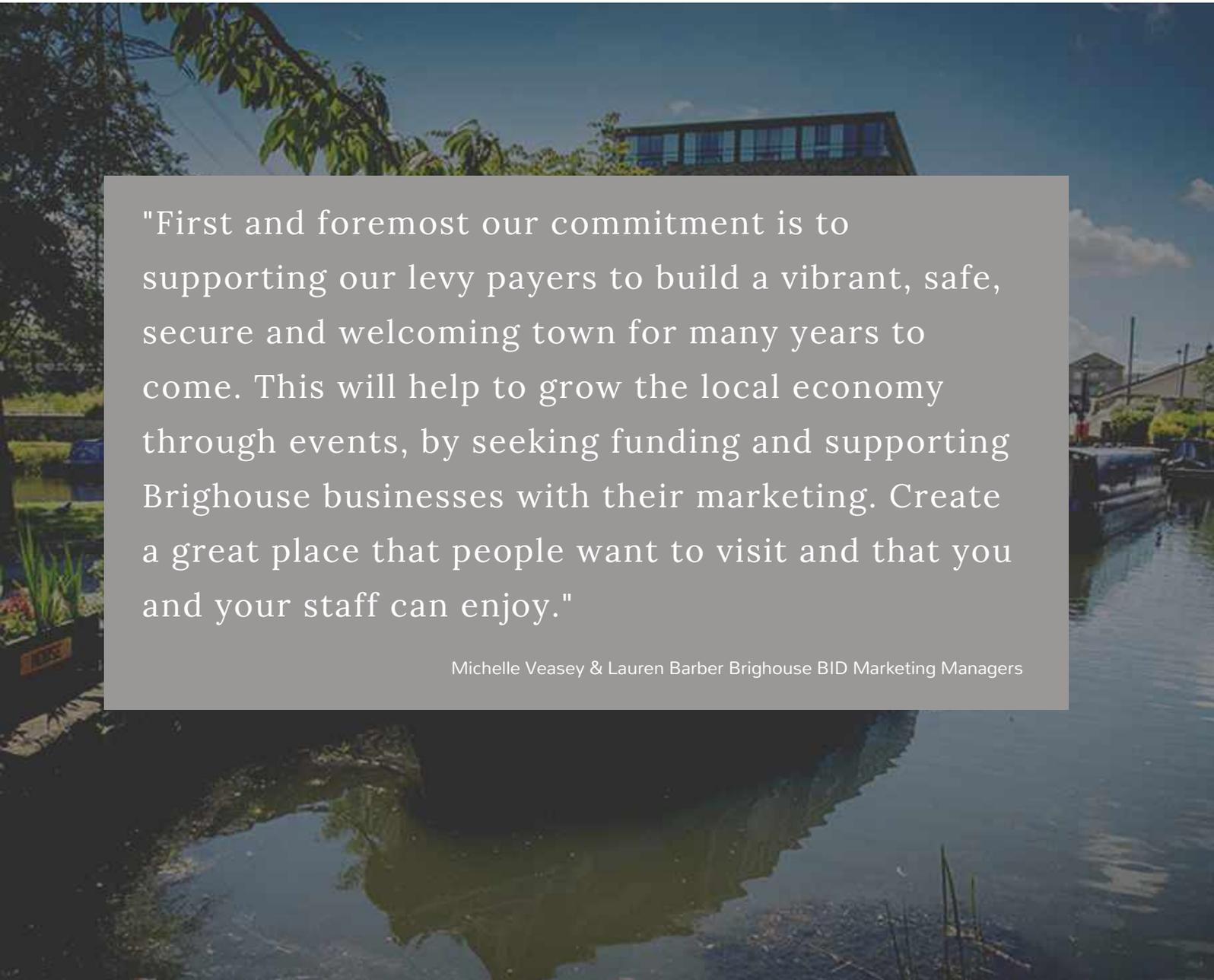
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"First and foremost our commitment is to supporting our levy payers to build a vibrant, safe, secure and welcoming town for many years to come. This will help to grow the local economy through events, by seeking funding and supporting Brighthouse businesses with their marketing. Create a great place that people want to visit and that you and your staff can enjoy."

Michelle Veasey & Lauren Barber Brighthouse BID Marketing Managers

WHERE WE BEGAN

It's time to grow and make Brighouse a destination town

Welcome to our 2019-2020 Brighouse Business Improvement District (BID) annual report.

Our first year saw us creating the framework and putting in strong foundations to enable the delivery of the Brighouse BID, including governance and legal structures were in place, the implementation of a CRM system to manage the back office system, all of the new business processes and the opening of the BID office on Bradford Road.

We have ensured that our delivery plan has been developed and reflects the priorities have been set out in the business plan. These were voted on to ensure that they work to build a stronger town and and honour the local business community. Our ultimate aims are focused on ensuring that Brighouse has a strong and sustainable future which is vibrant, lively and welcoming, that we attract visitors from out of the area to increase footfall in our town centre and that businesses, shoppers and visitors feel safe and secure.

Our core objectives focus on:

Objective 1 – A Safe & Secure Town

Objective 2 – A Vibrant, Lively & Welcoming Town

Objective 3 – A Destination Town



Brighouse BID covers the whole of the town centre, it represents over 350 businesses, spanning professional services, hospitality, leisure, retail, manufacturing, charities and public sector. Brighouse BID is a not-for-profit company limited by guarantee. The BID Board of Directors is responsible for delivering the business plan, as well as the strategic and fiscal management of the BID. Membership of the BID Board is voluntary and, where possible, representation reflects the mix and diversity of the businesses within Brighouse. We are always looking for new Members and Directors.

THE YES VOTE

It's your town, have your say

Created for and run by business people for the benefit of local businesses and the Town Centre community.

Brighouse Business Improvement District was first formed in April 2019, the vote was secured in October 2018 following a successful campaign and subsequent ballot of all eligible businesses within the BID boundary, a majority 'yes' vote was secured.

Brighouse BID promises to bring about positive change over a fixed five-year term. Your investment is additional to those currently provided by local government and is ring-fenced to be used to finance the delivery of projects, services and activities that were voted on.

Brighouse BID has a greater impact and influence on the trading environment by working together. The more engagement we receive from our levy payers, the greater impact our campaigns, lobbying and services will have.

So please do get involved.



OUR KEY ACHIEVEMENTS

So far...

The successful launch of the award-winning LoyalFree app in Brighouse and achieving almost 1,000 downloads with 49 individual Brighouse businesses promoted and 16,500 interactions with visitors to the town centre.

We have secured an additional £5,000 in grant funding and sponsorship to aid the delivery of events in Brighouse Town Centre.

The implementation of a crime prevention app to increase data sharing and reduce crime. This is in partnership with other local BIDs so we can share information safely and securely.

We have successfully recruited a Town Centre Ambassador to build relationships with businesses (to start after social distancing restrictions are lifted).

The organisation and the delivery of a busy schedule of events and trails.

The launch of Brighouse Place Dashboard which provides the latest movement and location behaviour data ensuring our decisions are data-driven and provide the best return on investment for our levy payers.

Establishing a programme of business support, including a communications network, growing the social media and a series of marketing workshops and drop-in surgeries to support businesses to help them grow.



MESSAGE FROM THE DIRECTORS

Euan Noble & Lesley Adams Co-Chairs of Brighouse BID

The Brighouse BID was officially incorporated at the beginning of June 2019, coinciding with one of the best 40's weekend events that Brighouse had ever seen. The Board of Directors and 21 members successfully hired two BID Managers to job share and bring the strategic objectives of the BID into focus with a structured 5 year plan (the lifespan of a BID).

During the latter part of 2019 the BID established a the town centre office and built a successful programme of events, and markets through to the end of year Christmas market. Additionally we:

- Launched the award winning app LoyalFree App in Brighouse
- Secured additional funding of £5,000
- Implemented SentrySIS a crime prevention app
- Recruited a town centre ambassador
- Launched Place Dashboard to understand where our customers are, where they visit and how they interact and behave in Brighouse
- Establishing a programme of business support, including a communications network, growing the social media and providing a series of marketing workshops and drop-in surgeries

The start of 2020 with even more plans, and deliverables was sluggish and by the time February had been and gone we had devastating floods impacting so many of our Levy payers.

By the 20th of March the UK was on lockdown due to COVID-19 and we entered into unprecedented times for everyone with all business essentially shuttered. We know that so many of you are worried about not just staying safe but how you will survive in the most testing economic conditions since the Second World War. The majority of BID Directors and Members are also business owners and facing the same challenges.

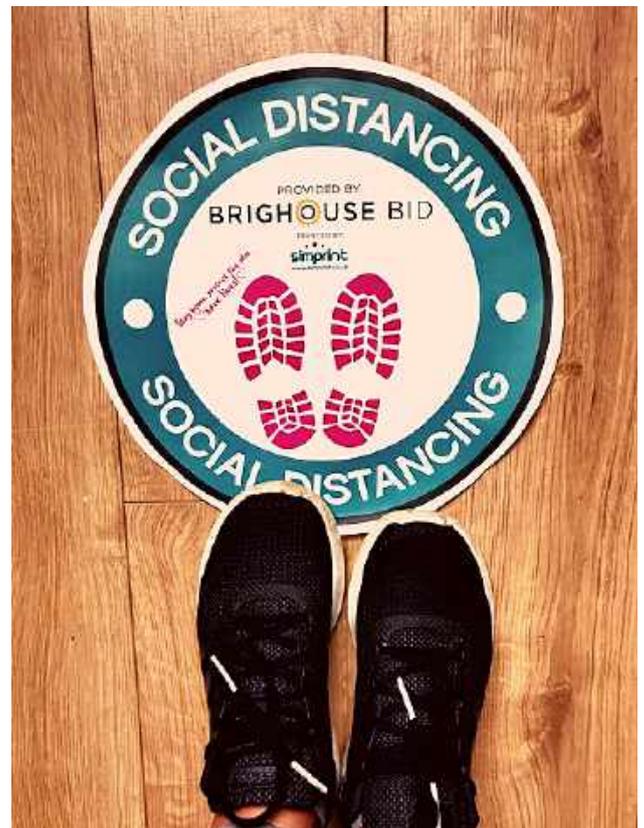
As a BID we will continue to do what is allowed under government guidance and support our levy payers in the ways we have during the tougher lockdown. We are working hard to ensure that you have access to the information and support that you need, that you are not alone and by working together we can find a way to rebuild.

COVID-19 IN BRIGHOUSE

The team at Brighthouse BID will do whatever we can to support you and your businesses through this period

We are in awe of the way businesses in Brighthouse have diversified due to this unprecedented global crisis.

We have known for a while that high streets were likely to evolve unrecognisably over the next ten years due to the shift in consumer behaviour and digital adoption. This crisis has fast-forwarded that evolution exponentially. The next generation of the high street will need to embrace technology and have data at the heart of its decision making. We have already made significant steps towards this shift with our Digi-bid ambitions such as the loyalty app, an online directory of businesses, our data insight platform, crime security app as well as cutting edge digital marketing training offered, for free, for levy payers. Brighthouse BID has been busy reacting to the pandemic as well as planning for the future of the town centre.



Here are just some of the ways we have helped:

- We have been sending out regular updates, providing our levy payers with useful business-related advice such as grant information, Government guidelines and upskilling throughout the lockdown
- We have a dedicated page on our BID website to help with any questions or queries
- Brighthouse BID has quickly adapted existing technology to use in new and creative ways. Changing our LoyalFree app so that users can now access a trail which informs them which businesses and services are still operating during this challenging time. We are also about to launch the LoyalFree Marketplace an online marketplace where businesses can list and sell items for free. This allows us to continue to support businesses during the Coronavirus outbreak. The marketplace can be seen here: www.loyalfreemarketplace.co.uk
- The BID team have remained available throughout lockdown via phone, email or video conferencing
- Michelle and Lauren have hosted Facebook live Q & A sessions to put your questions to the experts, to get expert analysis and the latest news

COVID-19 IN BRIGHOUSE

Recovery after the coronavirus

We have also embarked on a Town Recovery Plan.

Our plan includes:

Improving the appeal and attraction of Brighouse for the benefit of all businesses operating in our BID boundary

Helping and supporting businesses that have had to temporarily close and/or reorganise their trading model

Providing a managed, rapid and effective recovery for our town centre after the extended period of shutdown

Optimising the overall experience for consumers on returning to use Brighouse

We will need to adapt to the different expectations people have when visiting our high street. We know that the demand for online shopping and home delivery or dedicated pick-up points will increase. Social distancing, hygiene and customer order fulfilment will be imperative for the foreseeable future. Customers see the “new normal” as local convenient food shopping or home delivery. Working from home for many will become the new norm and a significant number of people may never go back to an office or will work a few days a week from home. However, there are big opportunities for our little town. There will be a surge in demand once our movement restrictions are lifted. People will be more inclined to continue to shop local rather than driving to retail parks or larger cities. People may be more inclined to source local, organic, bespoke produce and products. The future of the high street depends on how we all act now.



Please know that Brighouse BID is here to support you.

FLOODING IMPACT ON BRIGHOUSE

Storm Ciara

In recent years, businesses and the local community have been impacted by devastating flood incidents which have severely affected the local economy, most recently in February when Brighouse was hit by storm Ciara.

Many businesses within our BID boundary were greatly affected both directly by flooding to their properties and through a loss of trade. For those businesses not affected directly, the negative PR and media messages hit the town's trading. Following the receding of the floodwaters, Brighouse BID encouraged people to support the town through positive social media campaigns, to ensure customers were aware that Brighouse was open as usual.

Brighouse BID worked at the "Flood Hub" based at Brighouse Civic Hall & then from the BID office after the flooding. Here we were able to help the Council collate information, offer cleaning equipment, as well as general help and emotional support to those affected. Regular messages were also sent to keep businesses up-to-date on grants and funding, river levels, road closures, and official advice.

We are also very aware that, whilst the floodwaters may have now receded and the news crews have gone that we still have a lot of work to do on lobbying the Council and Environment Agency to help ensure when this level of flooding inevitably happens again, that Brighouse businesses are as prepared both as physically and as financially as they can be.



SAFE & SECURE

Providing support for businesses and reassurance for visitors



Reducing crime and improving public perceptions of safety in the Town Centre, is one of BID's top priority.

Brighthouse BID works in partnership with West Yorkshire Police to work towards tackling crime in the Town Centre, helping to reduce business losses and providing a greater, visible security presence.

We have recently partnered with the town centre information sharing app SentrySIS. This app has already been well established across Leeds and has recently been launched in both Bradford and Halifax. This means not only can our levy payers share information on known offenders with businesses in our locality we can build up a bigger picture that includes other local towns. In addition, the app has the facility to send alerts to other businesses to help inform of potential incidents before they happen. It allows us to collect information that we can then pass onto West Yorkshire Police to bolster evidence and support their work in reducing offending in our area.

We have a small number of our levy payers who will be taking part in our pilot scheme to get the SentrySIS crime reduction system populated with useful content and start to see how this cutting-edge technology can work in practise.

A VIBRANT, LIVELY & WELCOMING TOWN

Proud of its history and character, accessible for all and optimistic about its future

Brighouse BID is on a new Board which will steer the plans and delivery of the Brighouse Town Deal Fund. Up to £25 million is available for Brighouse to use to develop ambitious and innovative plans to unleash our full economic potential.

We recently met with the Secretary of State for Housing, Communities and Local Government, Robert Jenrick to investigate how this money can be spent. Calderdale Council also recently commissioned consultants to help create a Brighouse Masterplan. BID are key stakeholders in this project and BID is the collective voice for businesses. We are looking at all different types of projects for the town centre including improving open spaces, the public realm, transport and both the day and night-time economy and we welcome your ideas.



A VIBRANT, LIVELY & WELCOMING TOWN

Proud of its history and character, accessible for all and optimistic about its future

Town centre floral displays

Brighouse BID funded the planting and floral displays across the town including the summer hanging baskets in and winter planters in 2019.

Having blooming and beautiful flower filled streets brings added colour to the town centre and we believe improves visitor experience.

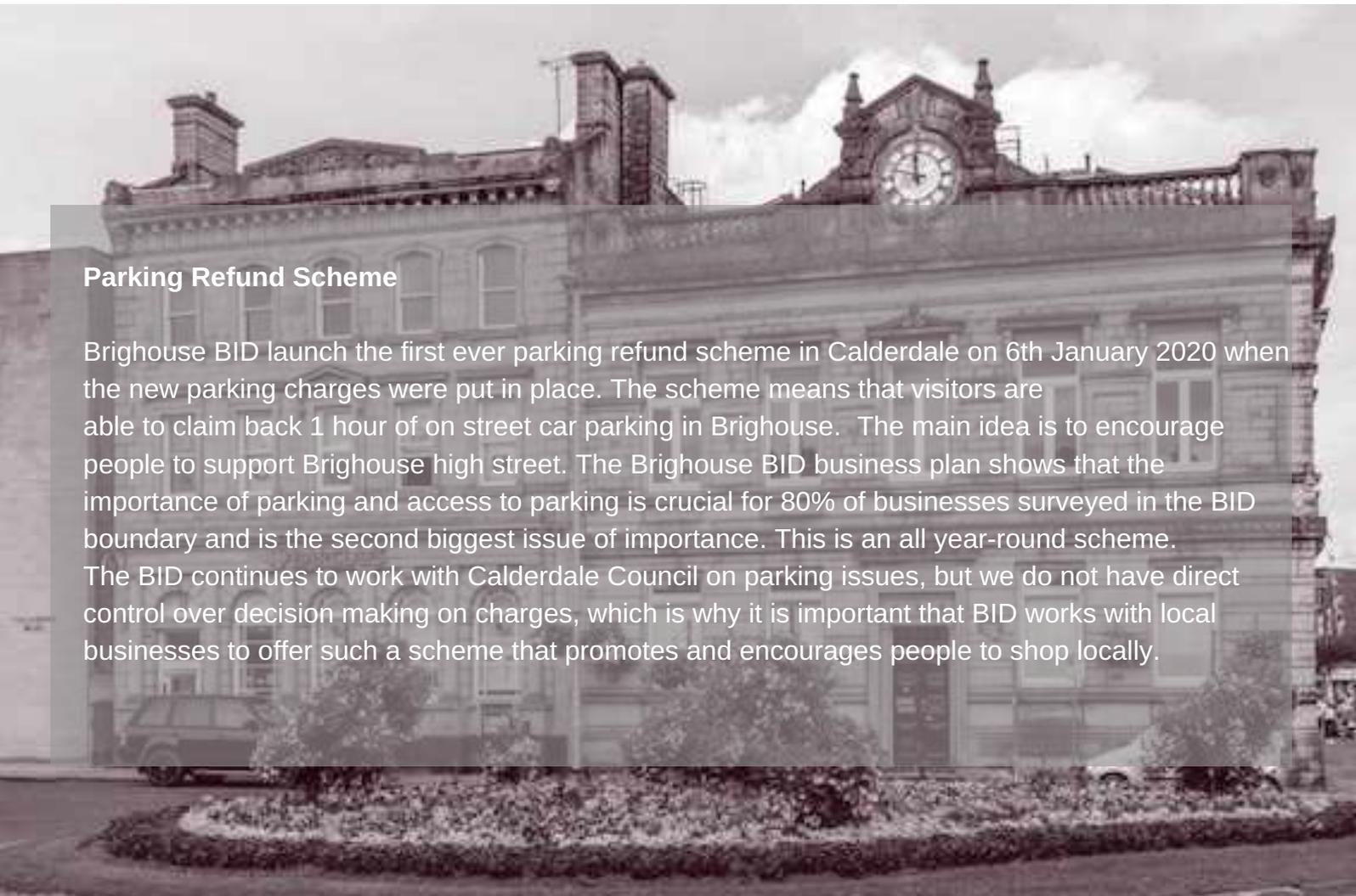
Brighouse Great British Spring Clean

Our first Spring Clean was scheduled for Saturday 21st March with around 25 volunteers attending, including help from a local Girl Guides group. Obviously, this could not go ahead as planned and a new date is yet to be set. Working with Calderdale council this is a coordinated approach to tackling litter issues in and around Brighouse town centre.

Parking Refund Scheme

Brighouse BID launch the first ever parking refund scheme in Calderdale on 6th January 2020 when the new parking charges were put in place. The scheme means that visitors are able to claim back 1 hour of on street car parking in Brighouse. The main idea is to encourage people to support Brighouse high street. The Brighouse BID business plan shows that the importance of parking and access to parking is crucial for 80% of businesses surveyed in the BID boundary and is the second biggest issue of importance. This is an all year-round scheme.

The BID continues to work with Calderdale Council on parking issues, but we do not have direct control over decision making on charges, which is why it is important that BID works with local businesses to offer such a scheme that promotes and encourages people to shop locally.



A VIBRANT, LIVELY & WELCOMING TOWN

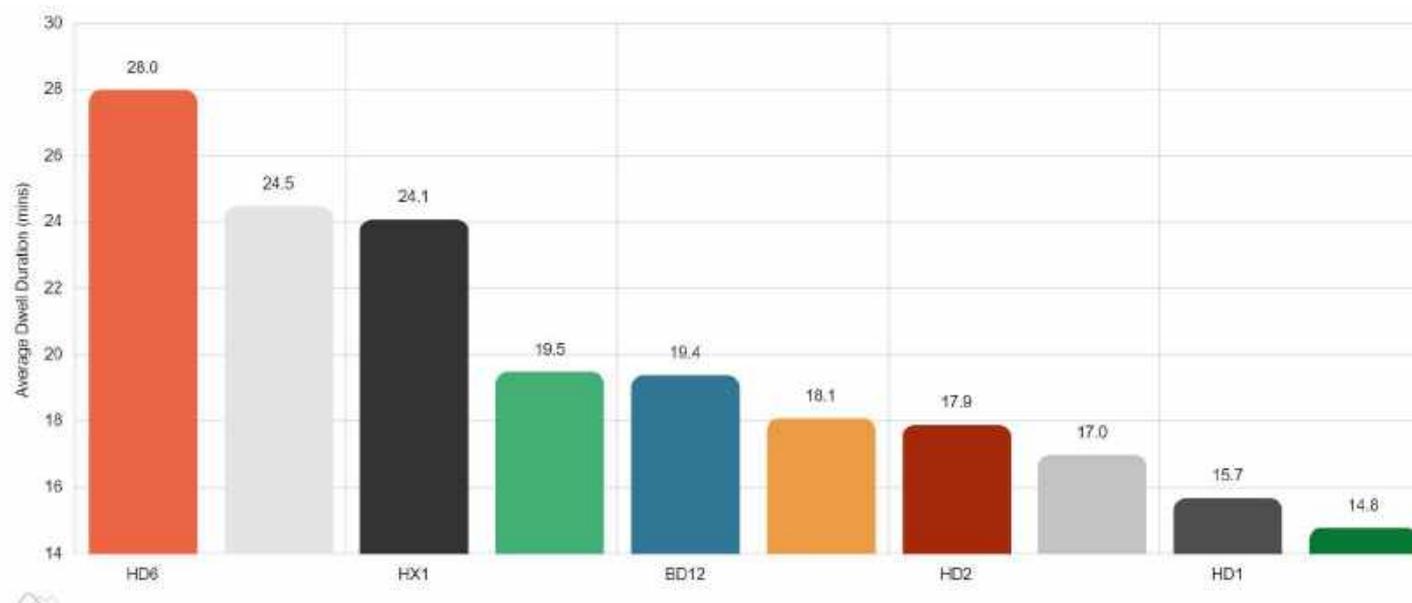
Data is key to our success

Place Dashboard

A free service is available to all levy paying businesses providing real-time key town intelligence, including number of visitors to Brighouse, where they park and where they have originated from.

Place Dashboard enables us to track 'dwell' time in particular shops, so we can see if increased footfall in our town is resulting in visits to the shops. It also helps us to identify which postcodes people are travelling to Brighouse from (please see below graph). This allows us to develop targeted advertising campaigns to attract those visitors back into Brighouse.

Place Dashboard will track the changes in the number of visitors to Brighouse on a monthly basis.



A DESTINATION TOWN

With events that benefit every Brighouse business, attract new visitors and encourage them to return, shop and spend

The BID took over the running of the events from the The Brighouse Business Initiative (BBI) in June 2019 (The BBI built and ran the events 10 years prior). The BBI did a fantastic job taking the town from one of the highest vacancy rates in the country to one of the lowest. All retailers in Brighouse town centre, both old and new have benefitted from the hard work they invested, resulting in a vibrant high street bucking the trends of many of the neighbouring towns even across Calderdale. The events have been an enormous contributing factor to this success. It was voted upon in the business plan of the BID that if it had been a 'No' vote then all of the events would have stopped in Brighouse including the 1940's Weekend and the Christmas Light Switch On. Thankfully, BID had a successful vote and therefore the BID has been handed the reigns.

It is useful to note that the BID's main responsibility is to its levy payers and therefore we have decided to make some changes to support our businesses first and foremost. We spent the first 6 months in post talking to levy payers, exhibitors and visitors to the events to ask them what they want from us as a team.

This coming year the BID will focus on increasing the variety of exhibitors and entertainment. We are also running a campaign to encourage our levy payers to have a stall at one of the events, you will not need to pay extra to hold a stall.



A DESTINATION TOWN

We will develop a loyalty scheme that supports efforts to encourage shoppers to return

Totally Locally

Independent Businesses of Brighouse have now taken part in two Fiver Fest's since October 2019. Each festival encourages shoppers back into their local town centres and high streets with brilliant £5 promotional offers. Brighouse businesses took part in the Totally Locally Fiver Fest's to not only introduce some great bargains for local shoppers, but also to showcase the town and the great shops and businesses we have here, and indeed, how important independent High Streets are to our communities and towns.

On average each independent business has around 12 local suppliers who are also often independent, family run businesses. So that £5 spent is also being invested locally, further helping the town and contributing to the local economy through local spend and employment. The beauty of spending £5 is that it's easy, guilt free and pretty much anyone can do it.

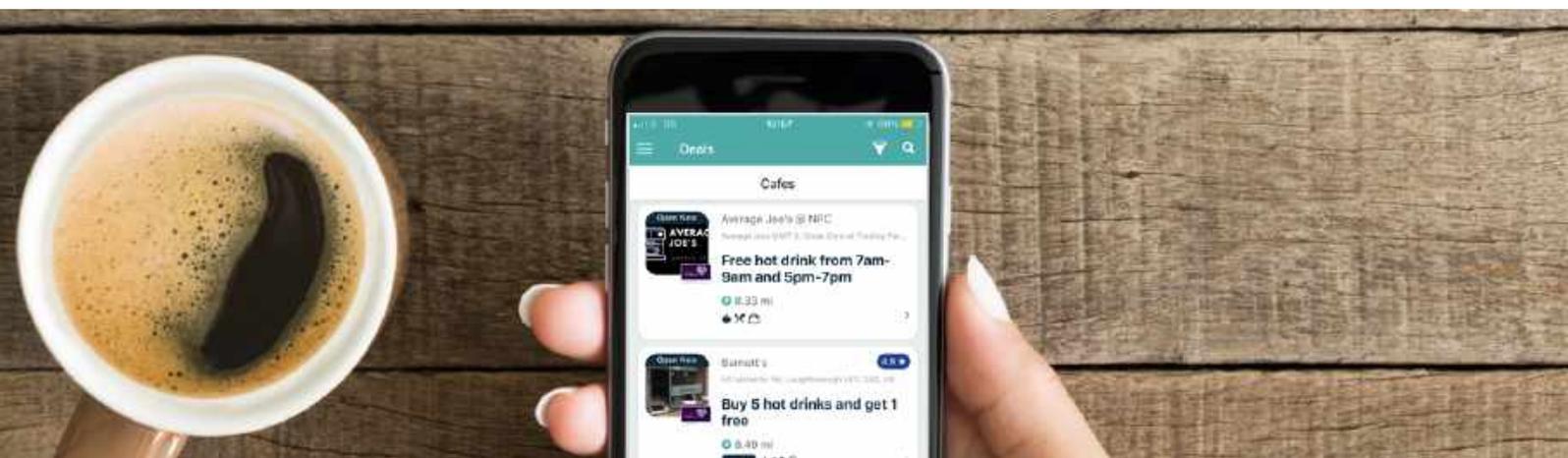
Loyalty App

Our loyalty app LoyalFree launched in Brighouse in November 2019 and is building in terms of content, offers and businesses promoted.

You can download the app for free at loyalfree.co.uk/download and as a levy payer you can list your special offers and events on there at no extra cost. Once listed you will have access to your customer insights through a live dashboard, as well as click-throughs to your website, social media and reviews.

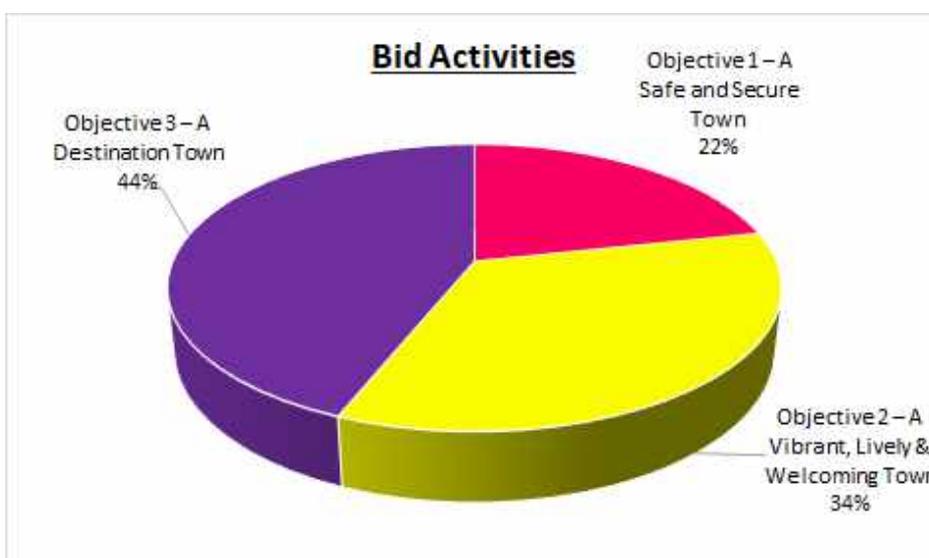
We currently have over 1,000 engaged app users and we have 49 businesses promoted with offers from 23 businesses within the BID boundary.

Encouraging more people to visit and spend longer in town is a key aim of the BID's activities and the past year has seen a variety of successful initiatives do just that.

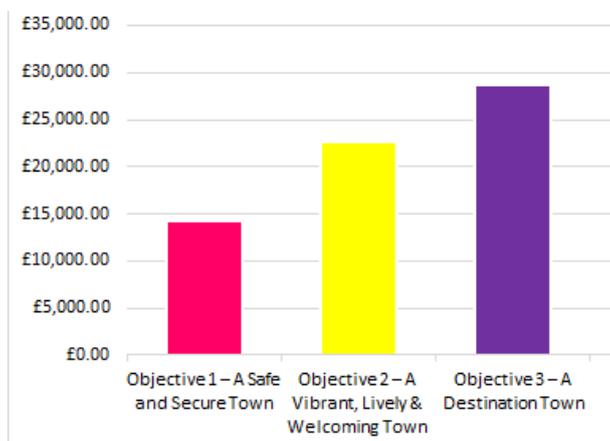


A LOOK AT THE NUMBERS

Budget details



Please note that these are unaudited figures. In our first year, we chose to spend wisely rather than quickly. The budget has been under spent because we needed to ensure we were investing in projects that would be beneficial to our businesses in the long-term.



BRIGHOUSE BID

