

BRIGHOUSE

BID

Putting Brighthouse on the Map



It's been a busy few weeks for us at the BID, as we've been getting our Christmas activity underway to help drive footfall into town and spread some festive cheer!

It's great to see that the town is once again alive with shoppers, and we hope that all our traders are making strong sales at this important time of the year.

Given the continued uncertainty around Covid restrictions, we've organised a selection of activities which shouldn't be impacted by any sudden changes. We have everything crossed for the return of the full scale Christmas markets next year, but for now, let us take you through what we have planned.

Spreading festive fun with NVRLND

Since the debut on 27th Nov, we've been welcoming street performers into Brighouse every Saturday in the run up to Christmas. Lots of curious families have been visiting as they look for festive ways to entertain the kids, but also lots of our businesses owners were keen to get pictures. After all, it's not often you see an 8ft fairy in Brighouse!

The next performance on the 18th December will be the last, so keep your eyes peeled for our traditional Christmas entertainers. Think Victorian style and be prepared to double take if you see Dickensian men and women walking the streets...



Brand new for 2021...

Win the Window competition

You may have heard about our Win the Window competition which is live until the 4th of Jan. Over 30 of our wonderful local businesses have donated a prize to the initiative, which will see one lucky shopper bag the entirety of our biggest EVER giveaway.

To take part, visitors will need to scan the QR code in the BID window and fill out the entry form online. Everyone who enters has to have scanned the QR code, so as we will be pushing this out far and wide on socials we hope we can entice more people into town.

We want to say a massive thank you to everyone who donated a prize to the campaign.

The Brighthouse Gift Guide

A first for Brighthouse... we've created the ultimate Christmas gift guide. Everything in here can be bought from our fantastic shops. It also doubles up as a directory so those who need a last minute trim, beauty treatment, tech expert, MOT or literally anything else you could ever need - you can find it all in here.

There are copies available for shoppers to collect from the BID office, a number of local businesses and we have also distributed it to 8,000 homes in the area. You can [preview it online](#) too on the Visit Brighthouse website.

Thank you to all the businesses who contributed to the gift guide, we're very happy with it and we hope you are too.



Make Brighthouse your one-stop-shop this Christmas

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A treasure trove of independent businesses to be discovered.
[#proudtobebrighthouse](#)

Keeping your business safe this Christmas

If last year taught us anything, it's that we need to continue to keep the welfare of our shoppers and staff safe at this busy trading time. To avoid outbreaks affecting your businesses we suggest:

- Encouraging customers to wear a face covering.
- Equipping staff with safety gear including gloves, masks and aprons wherever necessary.
- Sanitising regularly. That goes for staff and customers. You may want to leave a dispenser by the door for customers to use when they arrive.
- Enforcing a capacity limit in your premises. If you have a restricted space, you need to take into account social distancing.
- Promoting click & collect and online orders.



New Year, new plans!

We are currently putting together a calendar of events and marketing initiatives for the Brighthouse BID '22. As a levy customer - we would love your input. We'll be in touch with our plans and info on feedback sessions starting from January, so please keep your eye on BID emails coming through to make sure you get your say and stay involved!

If you would like to discuss BID plans for 2022, please call 01484 937006 or email helen.holdsworth@brighthousebid.co.uk.



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