

If you are a BID levy customer, please make sure you follow everything we do on social media

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and also sign up to our newsletter which keeps businesses up to date on our plans (register by emailing info@brighthousebid.co.uk).



SHOPPING

**#proudtobe
brighthouse**

VIBRANT & LIVELY

FAMILY FRIENDLY

**EVENTS &
ACTIVITIES**

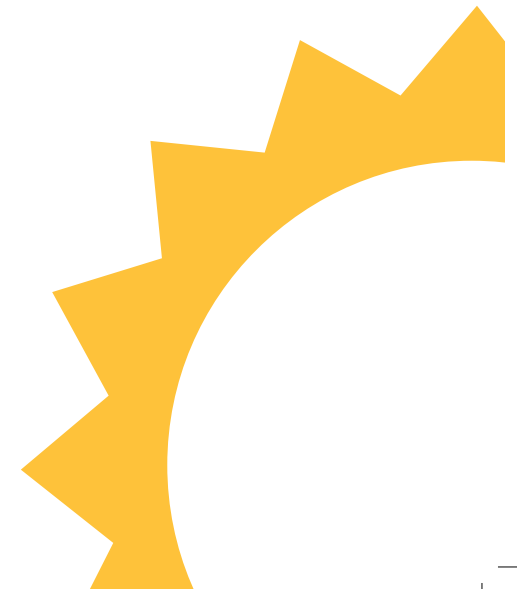
BRIGHOUSE BID

Brighthouse BID – helping to put our little town on the map

For more information on Brighthouse BID – go to www.visitbrighthouse.co.uk and see our FAQ section in the tab 'About the BID'.

Or contact the BID office;
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17 Bradford Road
Brighthouse HD6 1RW
T: **01484 937006**
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What is Brighthouse BID?

For those businesses who are new to the area, Brighthouse is a BID town – which stands for Business Improvement District.

The purpose of the BID initiative is to build on the town's rich history and strong character by creating a place where everyone feels safe and secure.

Our aim here at Brighthouse BID is to make Brighthouse;

- A destination town – vibrant, lively and interesting for visitors and shoppers
- Family friendly – welcoming and inclusive with events, activities and engaging initiatives to encourage shoppers and visitors to the town
- Clean, safe and secure for shoppers and business owners

How does the BID funding and levy work?

Building on the excellent work undertaken by the Brighthouse Business Initiative in previous years, Brighthouse BID has taken over from where this initiative left off. Back in 2019, businesses in the centralised area specified, voted YES to become a BID town – resulting in a 5 year plan running from 2019 to 2023. All the events, marketing and plans for the town now fall under Brighthouse BID – which is run as a separate limited company. The budget to run BID and achieve the objectives is funded by an annual BID levy. This levy is 1.75% of each businesses' rateable value, with all charges rising in line with inflation each year over the 5 year BID period. Only businesses within the BID zone with a rateable value of £2,000 or above will be subject to this levy and a limit of £20,000 is set as the maximum contribution from any one business.

What are the plans for '22 and '23?

Following almost 2 years of being unable to run the annual market and events programme – this year is looking very different for us here at Brighthouse BID with our events bouncing back in town. During 2021 – Brighthouse underwent a shift in tone of voice and brand messaging, to create a friendly, recognisable brand identity which better reflects the nature of our town. A new website and rebranded, active social media platforms were redesigned in the form of www.visitbrighthouse.co.uk and

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Plans for the next 12 months include;

- Artisan Markets through the town
- Return of the hugely popular 1940s weekend
- A marketing plan to promote the town to visitors outside the area
- Easter events, promotions and entertainment
- Maps, local magazine and press advertising and brochures/gift guides promoting Brighthouse
- Christmas events, promotions and entertainment
- Sales promotions and competitions with the shops and businesses that complement the retail promotional calendar (such as Valentine's, Mother's Day, Father's Day, Easter, Christmas, Summer Holidays)
- Support for shops and businesses with courses, business development plus advice and help on working with local authorities

