

VIBRANT & LIVELY



FAMILY FRIENDLY



**EVENTS &
ACTIVITIES**



BRIGHOUSE BID

Annual Report and Activity Summary
2021/2022

www.visitbrighouse.co.uk

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Helping to put our little town on the map



So, why does Brighthouse BID exist?

Brighthouse BID is here to help promote and support the town where you run your business

Brighthouse BID is working on behalf of our town to make sure that we keep footfall into town healthy and constant

Brighthouse BID is always planning 'the next big thing' for the town – making sure we take advantage of any grants available locally, monitor retail trends, promotions and national initiatives – working alongside other BID towns for inspiration

Brighthouse BID is here to keep our little town in everyone's hearts and minds

We're here for you – take advantage of what's on offer and engage with our promotions, events and activities

*"What an AMAZING weekend!
I absolutely loved every minute of it!"*
- Lauren Lister,
owner of The Pottery Spot



Introduction to our Annual Activity Report 2021/2022

Helen Holdsworth, Brighouse BID Project Manager

Firstly, I would just like to say 'thank you' to the businesses in Brighouse who have worked with and supported the work we've done here at Brighouse BID in the latest financial year – 2021/2022.

Brighouse became a BID town back in April 2019 and it's safe to say life at Brighouse BID has been a tale of 2 halves – pre-Covid and post-Covid.

The financial year 2019/2020 was the first full financial year of Brighouse operating as a BID town – where, from April 2019 onwards, the funding started to gradually come through from the BID levies which enabled the set up of Brighouse BID Limited – which, as an entity, replaced the events and activities that used to be operated by the Brighouse Business Initiative run by a group of volunteers.

However, less than 12 months later in March 2020, the world (and our little town) came to a forced standstill courtesy of lockdown and Covid restrictions. The following 12-18 months remained very unstable with extended lockdowns, intermittent trading restrictions and an inability for us to plan activities and events at all in town with any kind of certainty.

During the period of lockdowns and restrictions throughout 2020/2021 – Brighouse BID were able to run a number of online promotions, undergo a rebranding exercise and also take advantage of some of the regeneration grants which were made available from Calderdale Council MBC in conjunction with the European Union initiative.

However, it's fair to say that the reset button was well and truly pressed from January 2022 onwards when we restarted our full events programme here in Brighouse and announced our plans for the remainder of 2022. At that point – we were able to confidently make plans and engage with businesses, stakeholders and third parties to make sure we had a full calendar of events and plans for 2022.

It's safe to say that Brighouse has truly bounced back post-Covid. With a healthy influx of new, independent shops continuing to open in town, a healthy and continuously increasing footfall month after month and an events and marketing programme which continues to attract a large volume of visitors. Our social media (on Visit Brighouse) from January 2022 onwards has grown in an extraordinary way – with a huge increase in followers and engagement levels. Keeping on top of social media is a labour of love – but our reach shows that it's absolutely worth it and it

has kept local people (and beyond) talking and sharing information about what's going on in Brighouse month in and month out. It's vital for every business to engage and embrace social media – which is why we set up social media workshops (run by Social Progress) for our BID levy customers free in March this year to help support those businesses struggling to see the benefits of an active social media presence.

The following report summarises what BID has delivered and achieved for the financial year 2021/2022 – still with the remainder of 2022 still to be laid out. We have some great plans in store for the remainder of 2022 and also into 2023 which are exciting, varied and inclusive. Retailers and businesses will have some concerns and uncertainties regarding the energy and financial climate over the coming months – but we will do our best here at Brighouse BID to support you and your business.

Looking forward to working together for the remainder of this year and as we start to make plans for 2023.



Brighouse BID Ambassador
– Richard Brown

Richard works alongside Helen at Brighouse BID to keep in touch with the business owners – out and about visiting you and finding out any issues or queries

"We have a fantastic town with great shops, nationals and many independent ones too. My aim, as your Ambassador, is to keep making this a great town and a destination that attracts people from all over West Yorkshire and beyond,"
Richard

Helen

Commentary from Brighouse BID Steering Group



“For all of the Directors who are part of Brighouse BID – the 2020 & 2021 were a huge balancing act because of the uncertainty that Covid-19 threw over the country and our town.

Our role as Directors is to ensure that the levy paid by our town centre businesses is spent appropriately and going towards achieving the 3 pillars that were agreed for Brighouse BID from the outset and the YES vote.

At times, it’s meant we’ve had to make difficult and controversial decisions on events and initiatives and we’ve really had to ‘think outside the box’ when it comes to marketing the town during a pandemic.

However, we’re confident that 2022 has set the foundation for what Brighouse, as a BID town, can achieve.

We are one of the smallest BIDS in the country – budget-wise and resource-wise and we really feel we’ve achieved some positive results with the initiatives that we’ve put in place this year.

Our plans for 2023 will be to build on the success we’ve achieved this year and continue to make our little town a great place to be”.

Lesley Adams & Euan Noble, Chair & Co-Chair Brighouse BID

Brighouse BID Directors are;

The Steering Group

Our Brighouse BID Steering Group are Brighouse business owners and individuals who are already very pro-actively involved in initiatives which help promote the Brighouse area and include;

Lesley Adams, Chair of the Brighouse BID Steering Group and owner of Simply Flowers

Anne Colley, Brighouse Books


Councillor Howard Blagbrough, Brighouse Ward

Tracey Broadbent, Head of Retail, Overgate Hospice

Euan Noble, ROKT & Millers Bar

Rachel Dilley, Chief Operating Officer Town Hall Dental/Group & CEO Town Hall Foundation

Alexandra Kennedy, Brearley’s Solicitors

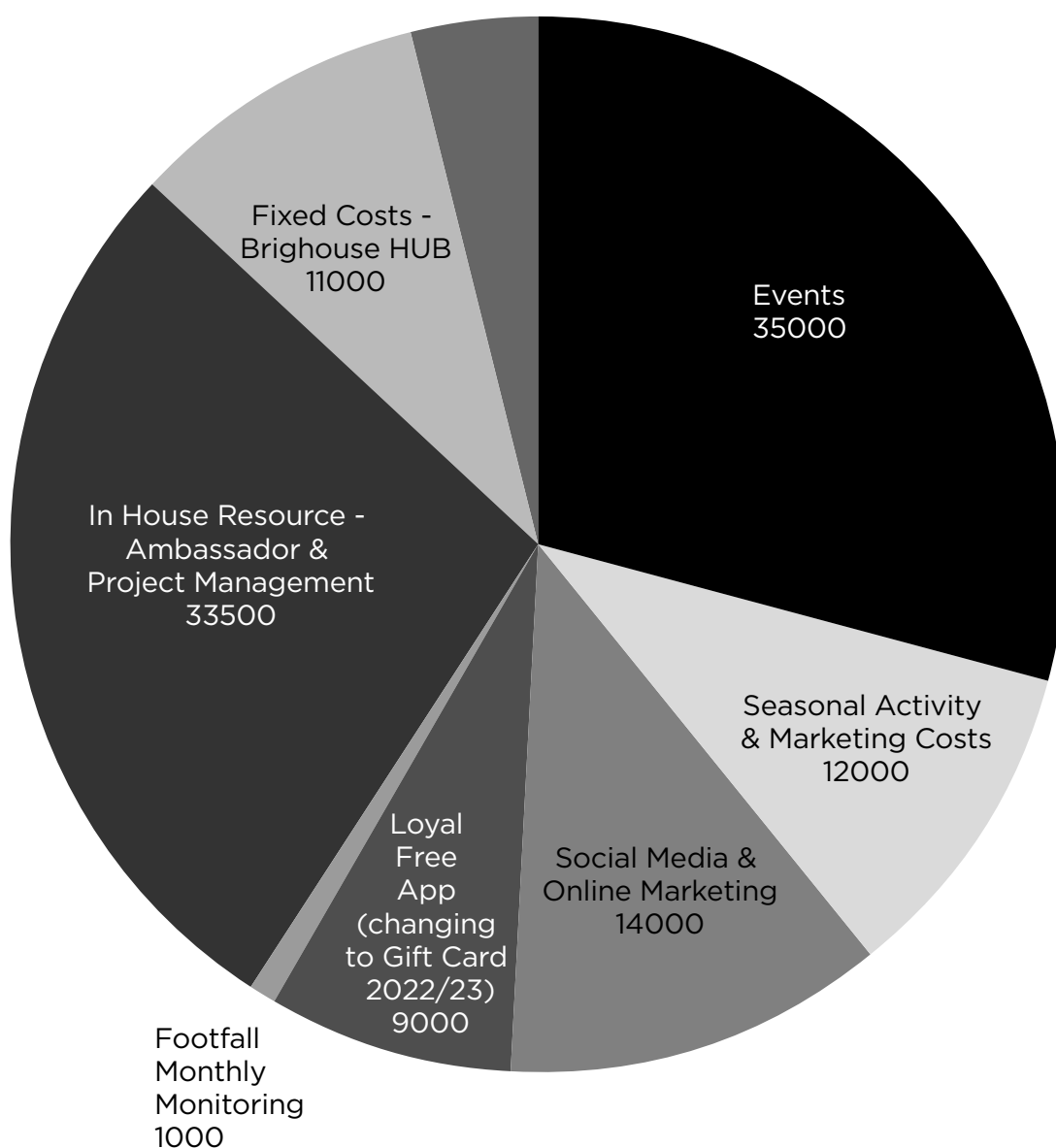


Brighouse BID Budget 2021/22

The annual revenue for Brighouse BID is £120,000
Our spend for 2021/2022 can generally be broken down as follows ratio-wise.

A lot of the spend within the pillars fall into merging categories. For example – there are the event costs, then the costs for marketing the event, social media support to promote the event, then the resource costs to administer the event (event management plans, liaison with Calderdale MBC, risk assessments, road closure documentation etc)

Fixed Costs - Calderdale
MBC BID Administration
2021/2022
4500



**TOTAL:
120,000**



So, why does Brighouse BID exist?

The purpose of the BID initiative, and the reason for its inception, is to build on the town's rich history and strong character.

The pillars and aims of Brighouse BID is to make Brighouse;

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

How does the BID funding and levy work?

Term 1 – 2019 to 2024

Building on the excellent work undertaken by Brighouse Business Initiative in previous years, Brighouse 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 2024. The budget to support BID initiatives is generated via a levy payment – this levy is 1.75% of each businesses' rateable value with the charges rising in line with inflation throughout the 5 year period. Only businesses within the BID zone with a rateable value of £2,000 or more will be subject to the levy and a limit of £20,000 is set as the maximum contribution from any one business.

Any business outside of the levy district can also become a voluntary Brighouse BID member – for a fixed annual cost of £99 ex vat, regardless of where their premises are located and for any business without premises.

Term 2 – 2024 to 2029

Potentially - a new Five Year Term for Brighouse BID would begin again from April 2024 to April 2028 should we embark on a 2nd BID term resulting from a YES majority vote. The vote for a renewed BID term will take place during Q4 of 2023 so it would be in place in time for the renewal date of April 2024 and run from April 2024 for a further 5 years.



What BID delivered in 2021

Throughout 2021 – the UK was still under varying degrees of trading restrictions and coming in and out of lockdowns. Here's a summary of what we were still able to deliver throughout 2021;

Valentine's Campaign

February 'From Brighouse With Love'

The Valentine's 'From Brighouse with Love', was an online and printed directory, engaging video content) and promoting Brighouse as a town which was still trading and open during difficult times. A video was produced for the town which was distributed to radio and TV. Levy payers sent in their Valentine's picks for social promotion. A TikTok style video was produced, showcasing the Valentine's hamper which was up for grabs for one lucky winner.



Retail Map & Listing

April

A new Visit Brighouse Retail Map & Listing printed and distributed throughout town showing business locations and addresses including car parking and electric charging points.



Visit Brighouse

Summer rebrand and campaign

The continued trade restrictions gave us time to review the brand for Visit Brighouse and separate Brighouse BID from Visit Brighouse. The revenue that would have normally been allocated to events and campaigns was reallocated for a rebranding and PR exercise. BID engaged with a PR agency to develop and rebrand 'Visit Brighouse' to become the retail brand and messaging for the town. Many other BID towns had developed their own town brand and identity outside of the BID brand – giving their local area a unique identity. So Brighouse BID invested in a rebranding exercise including;



- A complete rebrand of the house style of Visit Brighouse
- A new strapline and colour set
- A newly branded website and web directory
- Newly branded Facebook and Instagram page
- New corporate video and photography - promoting Brighouse as a destination town
- Shop small – short video highlighting the independent businesses in town – involving over 20 businesses from a variety of sectors

FiverFest

October

More than 25 businesses engaged on our FiverFest promotion for autumn – promoting £5 offers in the town and as a means of encouraging shoppers to come back into town.

Halloween

October

BID utilised the LoyalFree Halloween themed trail for creating a trail throughout shops in town, windows were themed and a Halloween activity day took place in Bethel Street Car Park – following the outdoor event guidelines at the time.

Christmas Gift Guide

November

We co-ordinated the design, print and production of a Brighouse Gift Guide and Directory. A glossy A5 gift guide which gave readers inspiration for Christmas Gifts selected from shops featuring TOP 45 gifts selected from retailers. 10,000 copies of the Guide were printed and distributed to shops and also directly to 8,000 homes in Brighouse in the run up to the Christmas period. The Gift Guides had a very positive response and were quickly distributed.

Win The Window competition

November and December

Brighouse BID window hosted a QR scan code competition where shoppers simply scanned the code and entered the competition to Win the Window. The winner received the contents of the Christmas boxes in the window – which were valued at over £600. All the prizes were sourced and bought locally.

Festive Performers and Themed Weekends

December

On every Saturday, in the run up to Christmas, NVRLD entertainment came into town to encourage families and shoppers in to shop with us in the run up to Christmas including;

- Winter Wonderland
- Animated Christmas
- Toy Box
- Traditional Christmas



What BID has delivered so far in 2022

From January 2022, we were able to confidently restart the Brighthouse full calendar of marketing events and activity programme with the knowledge that further lockdowns or restrictions were unlikely. We announced that our markets and 1940s weekend would start once again and released dates in January for 2022.

February - 'Love Brighthouse' social media campaign

We ran a Facebook competition giving away 3 x £50 vouchers for the winners to spend at a retailer of their choice in Brighthouse. Entrants simply had to tag in which business they would choose to spend a voucher over the 2 week period of the promotion



March - Fiver Fest

Over 30 businesses took part in the March Fiver Fest which received a lot of local PR and press coverage including front page coverage in the Brighthouse Echo



March - Social Media Workshops

In March, BID subsidised 2 days of workshops and invited Levy businesses to attend. The workshops were run by Social Progress (a social media agency). More than 24 business owners attended and enjoyed a thorough session with lots of useful hints and tips on how to make the most of their social media channels



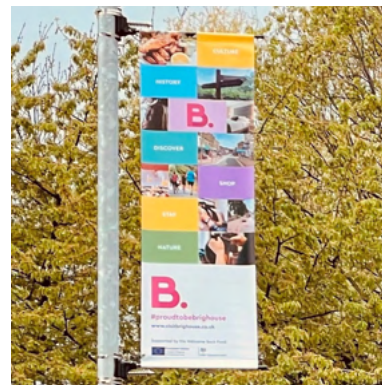
April - Easter Egg Balloon Trail - 11th to 26th April

This month saw our first ever Easter Egg Balloon Trail - using the LoyalFree app and placing posters and balloons around town proved very popular and generated a lot of family visits into town over the Easter period. We also facilitated Easter themed entertainment over the Easter Bank Holiday weekend featuring Eggs on Legs and Easter Bunny.



May - Visit Brighouse Lamp Post Banners

We had secured some grant funding courtesy of the Welcome Back Fund by the EU and co-ordinated with Calderdale Council. This enabled us to install some colourful, corporate Visit Brighouse Branded Lamp Post Banners throughout key points on roads into the town centre



April - Artisan Market - 24th April

We held the market on a Sunday so it was an opportunity to generate footfall into town on a day that can usually be quiet. With over 35 market traders and entertainment in place - it was a busy, buoyant day in town with over **14,900** visitors coming into town just for the Artisan Market. On a normal Sunday - we attract **3,000** visitors into Brighouse - to the event generated an additional **11,900** shoppers to town



June - 1940s weekend and Jubilee Celebrations - 3rd and 4th

Our 1940s weekend bounced back as if it had never been away in June! We staged a full 2 day programme of events, live music and entertainment, themed market traders and a created a very happy and lively town centre on both days. We also featured a Jubilee Flag Trail for visitors to enjoy during the 1940s event and also for the 2 week period of the end May/June celebrations.



The event generated over **70,000 visitors** into town over that weekend period, a huge amount of engagement of social media and excellent feedback from businesses and visitors alike.

Our social media feeds on Visit Brighouse and the Brighouse 1940s pages were in a frenzy in the build up to the event and throughout the weekend

"Love our little town, full of fabulous people - thanks to all who have worked to hard to make it a special 40's weekend," - Dawn Greenwood

July – Fiver Fest

A summer themed Fiver Fest was popular once again with over 30 retailers taking part and lots of special offers in shops throughout town.

August – Dinosaur ‘Roarsome’ Fortnight and Live Event

This was the first time that BID had organised a Dinosaur-themed event. We followed a trend that a lot of other BID towns were following. Dinosaurs have always been popular with families but with the return of Jurassic Park Dominion in the summer – we thought we would trial a Dinosaur Themed fortnight and trail – culminating in a visit from The Dinosaur Experience in the middle of the fortnight. The event generated huge crowds, all families with young children, some local and some who had travelled from farther afield. As a first-time event – we have to measure footfall into town/cost of hosting the event etc and the footfall figure is really positive for the event;



The Dinosaur Event generated an increased footfall of 50% into town when compared with August 2021.

It generated an additional **24%** of visitors in comparison to the month before (July '22)

The comparison figures are;

(13th Aug 2022): 17,903 Year before (13th Aug 2021): 11,948 Month before (13th Jul 2022): 14,447

Based on these figures, and feedback from businesses – we will plan another Dinosaur themed event for 2023 – even bigger and better!



Thank you so much to the shops that supported the Dinosaur Fortnight dressing their windows and pushing out themed menus and social media posts. Our combined effort paid off as lots of families came into town to do the Loyal Free Dino Trail – a record number of entrants were recorded with over:

*“The events and marketing activity always keep us tremendously busy – we had to introduce a queuing system during the Dinosaur Event due to the volume of people coming into the shop,”
The Veg Shop, Commercial Street*

- 2,900 entries to the trail
- Over 6,200 views
- Over 425 click through's from LoyalFree through to the shops' web addresses who had posters displayed

Park & Shop Campaign July

We did a myth busting campaign in the Summer to increase awareness of the volume of car parking spaces that the town can offer. There's a local misconception that parking is limited in the town – however our promotional campaign online and in print promoted the fact that Brighouse has over 500 car parking spots – within 5 minutes walk to the town centre – starting from just 20p an hour.



Summer Artisan Market July

The 2nd market of 2022 was our traditional Artisan Summer Market – which traditionally runs on the last Sunday of August.

Always a quieter market – this year there was still a good turnout and we featured entertainment/live music along with over 30 market traders – a number of shops also opened in town who don't normally trade on a Sunday.



"When we had a social media post on Visit Brighouse – our donations came through faster than ever – we were also really busy during the Dinosaur Event which ran shortly after we'd opened,"
Overgate Little Stars, Bethel Street



Footfall into Town

One of our measures and benchmarks here at BID is measuring the footfall into town and how it compares year on year, along with monitoring comparisons with the national town footfall figure. Here's a snapshot of the last 3 years of footfall data – year on year;

July 2020 – 338,582

July 2021 – 370,397

July 2022 – 447,773

Dwell time continues to increase year on year and in July 2022 – the typical dwell time was 52 minutes.

The figures speak for themselves – shoppers are coming into town and also returning regularly!

What BID has planned for 2022 and 2023



October

**Winter Fiver Fest
promotion**

**Halloween Augmented
Reality Trail and
Competition**

Weekend Activity Day

**Pumpkin Carving
featuring Sand
in your Eyes**



November & December

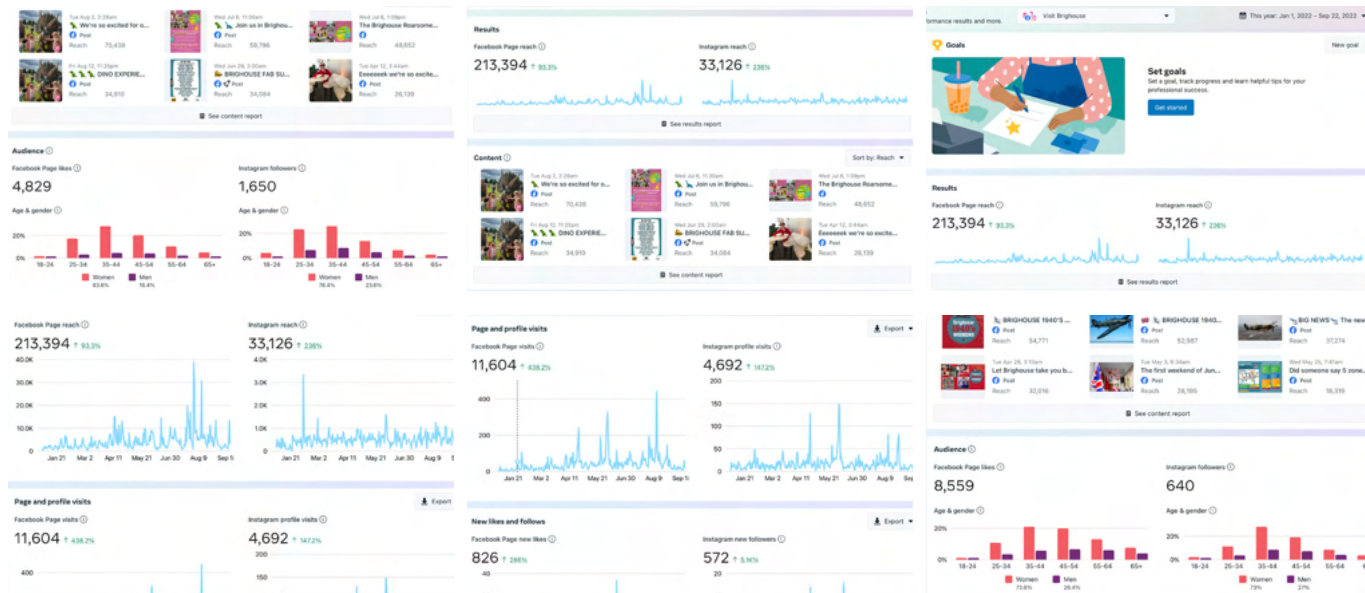
**Development and launch of
Brighthouse Christmas Gift Card
Christmas Market and
Santa Visit**

**Brighthouse Christmas Gift Guide
Win the Window social media
promotion**

**Christmas Weekend
Entertainment Schedule
throughout December
featuring NVRLND**

Social Media – Visit Brighthouse

The Visit Brighthouse Facebook and Instagram pages have a huge amount of success during 2022 in terms of followers and engagements;



Facebook Followers;

End of 2020: 2,522
End of 2021: 3,349
September 2022; 5,584
Brighthouse 1940s; 8,861
Total Facebook Followers; 14,445

Instagram Followers;

End of 2020 347
End of 2021 1,168
September 2022; 1,650

Typically we publish several posts daily, share business' posts and write features and posts that are locally topical and introduce any new levy payers into town.

Here's some highlights from our most popular posts in 2022;

Brighthouse 1940s Facebook Page
May to June 2022 alone
Engagement was 116,857

Visit Brighthouse Facebook Reach January 2022 to September 2022 – TOTAL REACH = 213,387
an increase of 93.8% from the same period in 2021

Instagram Reach January 2022 to September 2022 – TOTAL REACH 33,126
an increase of 236% from the same period in 2021

Visit Brighthouse Facebook – September '22 highlights

We could fill a 12 page report with our fabulous social media figures on Visit Brighthouse and if you do want to take a look at how we perform online – call in for a chat and we'll show you the stats.

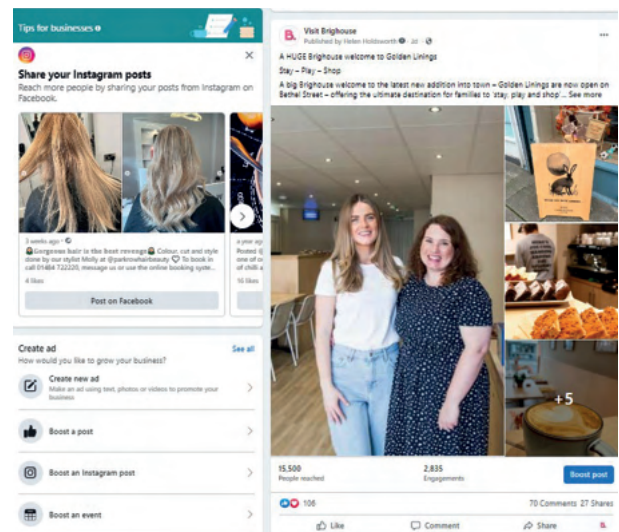
In the meantime – here's a quick summary of some of the top performing posts for September 2022;

Welcome to Golden Linings

we always welcome new businesses into town with a bit of a back story so customers can see the names behind the business;

Posted 19th September

Reach 15,500 Engagement 2,835



Page Bookshop – Brum's in town

We also share your activity and when Page Bookshop announced that Brum was in town – there was a lot of local interest and hopefully additional visitors into the shop that week...

Shared and posted 17th September

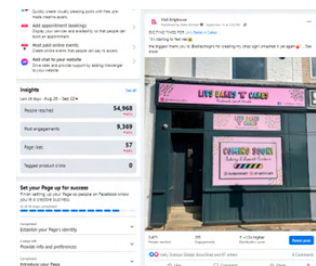
Reach 4,518 Engagement 323

Watch out for...

Liv's Bakes & Cakes

Brighthouse folk love to be first to hear about new businesses about to open too...

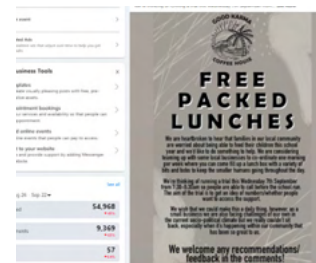
Reach 3,488 Engagement 391



Good Karma

When Good Karma announced their Free Packed Lunch initiative – it was our pleasure to support them with a post on Visit Brighthouse this month too

Reach 4,315 Engagement 534

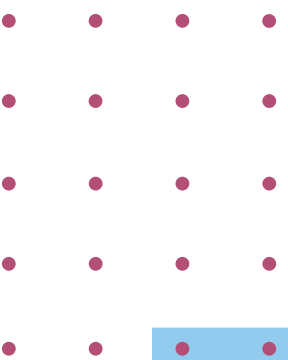




A huge welcome to our NEW VOLUNTARY BRIGHOUSE BID MEMBERS

We've also seen a healthy increase in the number of businesses who are out of the BID boundary – but want to be involved in what we do here in Brighouse.

We're proud to say we now have 10 businesses who pay £99 a year to be a voluntary BID member too! These businesses either don't have premises or run a business outside of the levy area – thank you for your support.



"When there are events in the town centre – we don't necessarily see an increase in shoppers on the day of the event – but we do get more awareness that we are here and this results in an increase in trade following the event,"
Brief Encounter, Bradford Road

"We love the events in town – they are a great way to network with people who didn't know our business was here and result in an increase in trade in the shop and online,"
Prima Donna, Park Street

"We were very busy during the first Dinosaur Event with lots of families and new people into the shop too,"
Brighouse Books, Commercial Street
Dinosaur Event



BRIGHOUSE BID

What does BID have planned for 2023?

A full schedule of events and marketing will be published in January 2023 – we'll be continuing with all of the most popular events, marketing campaigns and initiatives – along with some new ideas which are being hatched

Any questions or ideas?

If you have any queries about the annual report and summary, or you have an idea or thought that you would like us to consider implementing in Brighouse – please do get in touch.



SHOPPING



**#proudtobe
brighouse**



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