



BRIGHOUSE BID

Working with you to develop Brighouse as a vibrant & lively, welcoming & friendly, clean & safe destination town for those visiting today – and those who we hope will visit tomorrow



@VisitBrighouse



visitbrighouse.co.uk

As you will be aware, Brighouse has a Business Improvement District – a BID.

It was established by a vote of the town centre's businesses with a mandate built on the town's strong character and rich history – both recently and further in the past – by creating a place residents want to visit all the time, and a place where those from further afield want to make plans to visit, and then return regularly.

We have three key priorities, to make Brighouse:

- 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 the Brighouse BID levy works

Brighouse BID is a company limited by guarantee, overseen by a board of directors and formed as a result of a vote in 2018 to run for five years between 2019 and 2024. A ballot will take place later in 2023 for a second term of the BID and we will be talking to you throughout this year about what you would like to see in the next period and how the vote will work.

We are supported by and work with Calderdale Council both on the administration of the organisation and to ensure we leverage the maximum we can on local and national issues that will benefit our town.

The BID is funded by an annual levy, set in line with the proposal approved by the 'yes' vote in 2018. In the last financial year (2022–23), this was 1.92% of each businesses' rateable value. Although the levy should rise by inflation each year, we are acutely aware of the challenges facing all businesses and therefore **BID Directors have agreed to freeze the levy this year.** This means that for the 2023–24 financial year, the levy will remain at **1.92%** and not increase to the 2.12% it would have done had it risen in line with inflation.

Only businesses within the BID zone with a rateable value of £2,000 or above are subject to this levy and a limit of £20,000 is set as the maximum. Please be aware that although the national rates review means rateable values are changing in April 2023, the BID levy is based on the rateable value at the start of the BID term, April 2019, and so will be unchanged.

How we invest your BID levy

Number of people coming to Brighouse

One of our measures and benchmarks here at BID is measuring the footfall into town and how it compares year on year. Between May and October 2022, there was a 19 per cent increase in footfall to the town centre compared to the same period in 2021, with a cumulative total of nearly three million visits.

As well as more visits, more people are spending longer in Brighouse. Four in ten town centre visits are now of over 40 minutes. There is also increasing loyalty towards the town centre from visitors – in October this year, the average number of visits made by a person who came to the town was 6.2, compared to 4.3 in the same month of 2021.

Events and activities to support shops, venues & businesses and encourage more visitors

From **Valentine's** campaigns, **town centre maps** and **FiverFest**, to **Halloween trails**, **Win the Window** competitions and **Christmas gift guides**, the Brighouse BID is committed to campaigns that benefit the whole town centre.

In 2022, we installed colourful Visit Brighouse **branded lamp post banners** on key roads around the town centre, restarted our popular **Artisan Markets** on Sundays, reintroduced our **1940s Weekend** – this year accompanied by **Jubilee celebrations** – and brought a brand new event, the **Dinosaur 'Roarsome' Fortnight** and Live Event which generated thousands of visits on the hottest weekend of the year.

The calendar year culminated with a packed town centre for our **Christmas Market weekend** including the switch-on of the town's Christmas Lights.

Christmas also saw us launch a brand new **Brighouse Gift Card** with dozens of town centre shops, venues and businesses signed up to the scheme which aims to increase the number of visitors who come to Brighouse to shop, enjoy and spend.



SHOPPING

EVENTS & ACTIVITIES

FOOD & DRINK

ARTS & CULTURE

FAMILY FRIENDLY

HERITAGE



Coming up in 2023-24

Make sure you keep an eye on our website, follow us on social media and look out for our BID team across the town centre with more details on all of these events in the next 12 months:

Easter Egg Trail & Activities • Artisan Markets
1940s Weekend • Dinosaur Trail & Weekend
Magic Tenner Promotions • Christmas Market • Festive Nutcracker Trail

We are also planning more activities to support you and your business:

Ongoing promotion across our Visit Brighouse channels
Generating media coverage of what is happening across the town centre
Free social media workshops to get the most out of your business accounts
Work with Calderdale Council to link in with local, regional & national issues & initiatives

BRIGHOUSE BID

We look forward to working with you throughout the next 12 months and thank you for your support of the BID and of our town.

For more information on Brighouse BID, and to read our annual activity report, please visit www.visitbrighouse.co.uk and click our 'About the BID' tab or click the QR code.



We regularly send email updates about the work we are doing and the events coming up – please make sure you are on the list, if you're not please email info@brighousebid.co.uk

You can also follow us on our popular social media feeds—go to [@visitbrighouse](https://www.instagram.com/visitbrighouse) on Instagram and Facebook and join the thousands engaged with what's happening in Brighouse.

You can contact our **Brighouse BID Office** at 17 Bradford Road, Brighouse HD6 1RW, **telephone** us on 01484 937006 or **email** info@brighousebid.co.uk

#proudtobeBrighouse