



BRIGHOUSE BID

Annual Report & Activity Summary
2022/2023

www.visitbrighouse.co.uk

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Summer 2023
New Hanging Baskets
& Flower Planters





Welcome

The purpose of this report is to summarise the projects and activity which have been delivered by Brighouse BID over a 12 month period – September 2022 to August 2023.

In November 2023, Brighouse BID levy payers will get the opportunity to take part in a ballot to determine whether Brighouse will be a BID town for a new five year term from April 2024 to April 2029.

More details on this will follow and include our plans for the future but this report is solely focused on achievements in the 12 month period covered by this report.

Brighouse BID is a not for profit organisation trading as a Limited Company (Company Number 11993992). It is controlled by a Board of Directors representing town stakeholders – paying VAT and filing Companies House returns.

Brighouse BID does not distribute profit – it reinvests any surplus into delivering projects against the three key pillars and operating Business Plan.

Brighouse BID is a member of British BIDS and our Board is made up of the following Directors:

| Name | Position |
|---|----------|
| Lesley Adams <i>Owner of Simply Flowers</i> | Co-Chair |
| Dr Euan Noble <i>Owner of Rokt</i> | Co-Chair |
| Cllr Howard Blagbrough <i>Calderdale Councillor</i> | Director |
| Tracey Broadbent <i>Head of Retail at Overgate Hospice</i> | Director |
| Anne Colley <i>Owner of Brighouse Books</i> | Director |
| Diana Greenwood <i>Tourism & Visitor Economy Manager at Calderdale Council</i> | Director |
| Alexandra Kennedy <i>Partner at Brearleys Solicitors</i> | Director |

Autumn 2022
**Brighouse Gift
Card Launched**





From our BID co-chairs

Welcome to our 22/23 Annual Report which is filled with activity our BID team have undertaken to ensure the town is vibrant, welcoming and secure for those who visit, work, shop and enjoy the hospitality that our great little town has to offer.

Since Brighthouse BID was set up as an entity in 2019 and running for five years until 2024, we faced the obvious challenges during the first 2 years of operation presented to everyone in 2020 & 2021, then after bouncing back with a full marketing and events programme – the winter of 2022 saw the start of our cost of living crisis which undoubtedly put further pressures on all businesses throughout the town.

However, during these difficult trading times – BID towns have been able to come into their own and support the businesses by keeping a watchful eye on footfall levels, bring in events, campaigns and have an ability to ‘think outside the box’ to keep visitor levels healthy and consistent despite challenging times. The team here at Brighthouse BID regularly meet up with other BID towns – locally and nationally – to share ideas and initiatives that work to attract shoppers and visitors.

With increasing operational costs (like every other business over the last 12 months) – we continue to strive to get the best value for money from your BID levy contributions. Nothing at Brighthouse BID is considered for expenditure if it doesn’t deliver against our 3 key agreed pillars of making Brighthouse;

- 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

We continue to evaluate our programme of events, our suppliers and our plans to achieve the best for the town – month in and month out – adapting to local and national trends to ensure Brighthouse stays on top of what visitors want to see and experience with us.

Over the last 12 months – Brighthouse has sadly seen some businesses close – but we’ve also welcomed a lot of new faces into town and we’re very fortunate that we have a very low shop vacancy rate in comparison to towns of a similar size to ours. As a town, we’re doing something right – as the town footfall has clearly demonstrated during the first 6 months of 2023 with over 3 million visitors!

Potentially, a new five-year term for Brighthouse BID would begin again from April 2024 until April 2029 and the vote for a new BID term will be taking place via a ballot in just a few months (November 2023). Full details on proposals for the new term will be distributed, along with ballot papers by Calderdale Council (who conduct the BID ballot) throughout November.

On behalf of the Brighthouse BID Directors and the BID team, we would like to thank those businesses who work with us, provide feedback and ideas, along with the partner organisations who have made the last 12 months very fruitful for us collectively as a town.



Lesley Adams & Euan Noble
Co-Chairs, Brighthouse BID

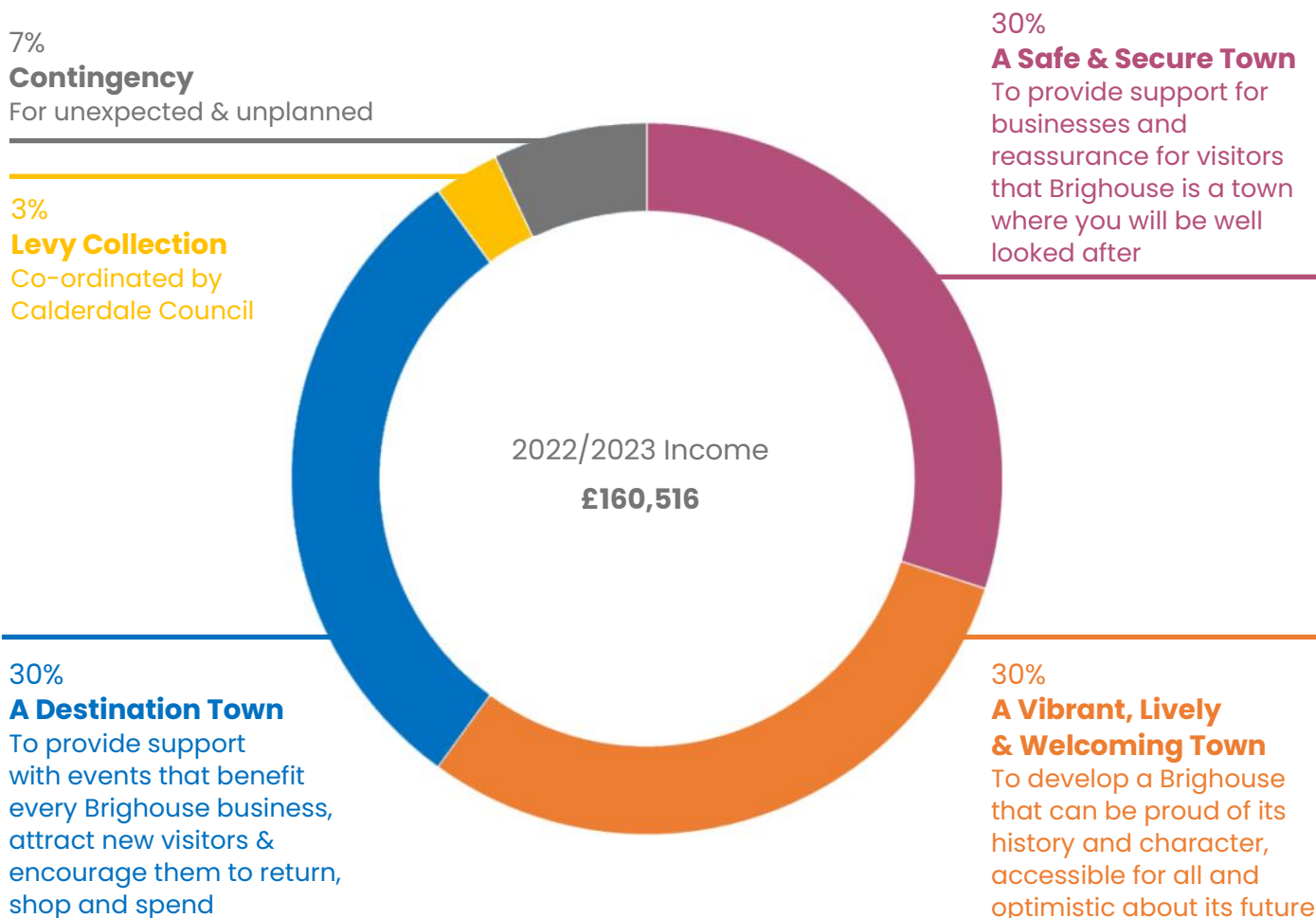
How levy income is spent

Annual revenue for Brighouse BID comes primarily from the levy payments made by every eligible business and landowner within the BID Boundary. In 2022/2023, this totalled £138,365 with additional income (from voluntary memberships, sponsorships, stall bookings, etc) **giving an income of £160,516.**

The way the revenue is spent is inline with the priorities identified by the BID Proposal which was voted on in 2018 and for which the 2019–2024 term of the BID has been focused.

Clearly, a lot of the spend on individual items falls across multiple categories – for example, the BID Office allows us to service these priorities and be a visible presence in the town, the BID team work to organise and deliver the events and activities, and we pay for marketing and advertising to showcase what is happening, why people should visit, and highlight everything that is great about Brighouse.

This is how that 2022/2023 income can be split among our priorities and our other expenditure:



Further details on the Brighouse BID Ltd accounts are available by contacting the Brighouse BID Office.

The year at a glance

3 million

visits to the town centre recorded in the first 6 months of 2023 – with a healthy increase in dwelltime

250k +

reach on our @visitbrighthouse social media channels – record levels of engagement promoting our town

18

events & workshops delivered by the Brighthouse BID team and our town centre businesses tempting in visitors



40+

hanging baskets installed, brightening up the town centre and enhancing the work of groups like Incredible Edible

100+

Pavements, streets & walls deep cleaned, presenting a more attractive town centre for shoppers, visitors and workers

Record

crowd numbers for our largest events – the June 1940s Weekend and our Christmas Market and Lights Switch On

Record

number of families visiting the town for our town centre trails, generating engagement with our shops and businesses

Record

levels of media coverage for the town centre, highlighting the hard work and achievements of the town

3

successful FiverFest campaigns involving more shops & offers than previous years

60+

shops & businesses signed up for the new Brighthouse Gift Card with revenue generated and retained in the town



90k

visitors to our Visit Brighthouse website over the course of the year discovering more about our town and what we do

900+

completed entries from children and families taking part in our town centre trails delivering more footfall

947*

cups of coffee drunk by the BID team as we work hard to deliver on your priorities
**approximately*

What we've done

Autumn & Christmas 2022

FiverFest

Over 30 businesses participated in FiverFest featuring a collection of products/services available for a two week period.

The Halloween Trail

15 businesses participated in LoyalFree Trail throughout the town centre – lots of families came into town during half term.

Live Pumpkin Carving

BID invited Sand in your Eye to spend the day producing a live pumpkin carving – the huge pumpkin was then displayed by The Villain Bar.



Brighthouse Gift Card launched

The brand new Brighthouse Gift Card was launched specifically for Brighthouse BID businesses to benefit from – enabling shoppers to buy a Card in store or online which can be redeemed at participating town centre businesses. A huge PR and advertising campaign was carried out in the run up to the festive period.



Christmas Gift Guide

Following the popularity of our 2022 Brighthouse Christmas Gift Guide – we produced a larger, glossy Brighthouse Gift Guide featuring Top 50 Gift Ideas with contributions from shops and businesses with over 10,000 printed and distributed to shops, businesses and 8,000 delivered directly to homes with a Brighthouse postcode.

Christmas Market & Lights Switch On

Over 80 stallholders plus the shops took part in our Christmas Market and Light Switch On featuring festive entertainment and bringing shoppers and families into town to see Santa and the light switch on in Thornton Square.



Win the Window

The window at our BID office was taken over to promote the Brighthouse Gift Card – shoppers could scan the QR code and enter a free draw to win a £200 Brighthouse Festive Gift Card.

December 2022
**Brighouse Christmas Market
& Lights Switch On**



What we've done

Spring 2023

What's On & Events Calendar

A full events calendar promoting plans for 2023 was produced and promoted online, via social media and in the form of a bookmark for shoppers to keep as handy reference for the year. Circulated widely to local and regional press and via Visit Calderdale.

Valentine – Love Brighouse

Social media promotion asking shoppers to choose which shop they would LOVE to spend a £50 Brighouse Gift Card in.

FiverFest

30 businesses took part in our popular FiverFest promotion throughout the town centre for a 2 week period.

Brighouse BID levy frozen

The Directors of Brighouse BID announced that the new levy for the period March 23 to March 24 would be frozen at 1.92% (rather than increased to the planned 2.12%) to help support the businesses during the energy crisis.

Social Media Workshops

BID businesses were invited to attend a number of free social media workshops held locally in Brighouse and run by social media expert agency Social Progress – afternoon and evening workshops were made available.

Easter Egg Trail

16 businesses took part in a traditional Easter Egg Trail with 16 ceramic, painted eggs displayed in shop windows throughout town for a fortnight during the school Easter Holidays with easter egg goody bag prizes sourced locally.

Easter Saturday

The Brighouse Easter Bunnies were in town handing out free eggs and promoting the Egg Trail.

Spring Artisan Market

The first Artisan Market of the year took place on 23 April featuring 55 stallholders and businesses with entertainment.

Brighouse Town Deal

Following queries from many businesses for updates relating to the Brighouse Town Deal plans, the BID facilitated a Q&A session with the Town Deal team and Council on 6 May to allow stakeholders behind the projects inform businesses on plans and timescales.



June 2023
1940s Weekend



What we've done

Summer 2023

1940s Weekend

Brighouse BID hosted the hugely popular 1940s weekend with entertainment zones, themed stallholders throughout town, vintage bus park & ride – generating huge crowds into town from near and far.

Project Servator & West Yorkshire Police

Brighouse BID actively worked alongside Project Servator and West Yorkshire Police as partners to support our high crowd events such as the 40s weekend for the first time this year which has proved positive and should remain in place for our larger events.

FiverFest Summer

35 businesses took part in the Summer FiverFest – helping to keep the momentum up in terms of attracting shoppers into town following the 40s weekend.

Parking Survey

Following announcement's that Calderdale Council were planning on increasing car parking charges in Brighouse town centre – BID co-ordinated a survey and published the results to ask the Council to consider halting any increases.

Cleaner & Greener

Following another BID survey – businesses voted unanimously that BID should financially support the provision of flower boxes and hanging baskets throughout the town centre for the Summer months – following the announcement that CMBC would not be subsidising. As a result over 40 hanging baskets were installed throughout town in July.

Town Centre Deep Clean

A 2 week town centre deep clean operation was undertaken by Brighouse BID in July which included graffiti & chewing gum removal throughout town and canal side; repainting of several communal areas; jet spraying and weeding throughout the centre, car parks and canal area.

Footfall Figures

Following a PR campaign by Brighouse BID highlighting our excellent footfall figures in 2023 – Brighouse received local and national coverage promoting the town having seen visitor numbers reach 3 million in the first 6 months of 2023.





What we've done

Late Summer 2023

Canalbank Artwork

BID worked with a local artist to produce a bespoke piece of artwork for the canalside wall (by the market) following the graffiti removal exercise) to deter further graffiti attempts which has so far proved successful.

Dinosaur Fortnight

Following the success of our 2022 Dino Themed Trail and Weekend – this year's Dino Trail and Dinosaur Experience was increased to include more shops, more prizes and the Dinosaur Experience was in town for 2 days this year. We received record breaking numbers of entries to our Dino Trail – with over 400 entries and requiring several Trail reprints due to the volume of families taking part in the Trail.

Summer Artisan Market

30 stallholders joined us for the August Bank Holiday Summer Market on 27 August.

Brand and Business Photography

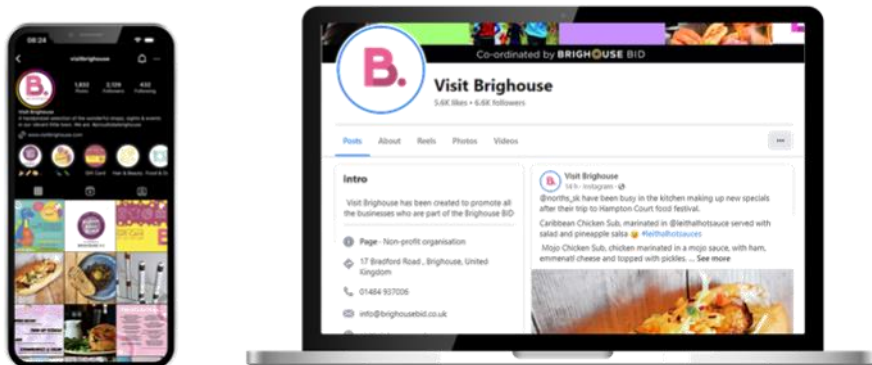
Brighthouse BID co-ordinated professional photography sessions for 25 BID businesses who came forward asking to take part – these sessions took place in August and the photographs will be provided to each business to use free for their own marketing materials and for BID to use for any BID marketing requirements.



For every
Brighthouse
business



Putting our town on the map



Facebook Reach

September 2022 – August 2023

257,433
▲ 18%

One of the most important jobs of the BID is to be the voice of our town – and the voice of you, our levy payers – so Brighthouse is on the map.

We take every opportunity we can to make sure our social media channels are engaging, topical and supportive of your business.

For our Visit Brighthouse online channels:

It's been the best year ever on our Visit Brighthouse social media channels in terms of followers and engagement

@VisitBrighthouse Followers






September 2022 – August 2023

1,342
▲ 21%

Our social media channels @visitbrighthouse on Facebook and Instagram has been incredible with year-on-year increases in our followers and reach.

We have also put investment in paid promotions to highlight key events and activities taking place across the town.

Impact of our @VisitBrighthouse social media channels >

| | | | |
|---|--|----------------------|---------------------|
|  | 🦖 ROARSOME DINO FUN IN BRIGHOUSE THIS SUMMER 🦖 Due to the huge popularity of our fortnight last year – we're bringing our Dinosaur Fortnight back into Brighthouse this August. Watch out for details of our... | Post reach 23,054 | Engagement 926 |
| Wed, 26 Jul | | | |
|  | 🍰 BRIGHOUSE ARTISAN MARKET 🍰 Sunday 27th August The artisan markets are a place where you can take delight in discovering hidden gems and find out more about... | Post reach 15,666 | Engagement 427 |
| Wed, 23 Aug | | | |
|  | 🦖 THE BRIGHOUSE DINOSAUR TRAIL 🦖 12th -26th August Join our Dinosaur Trail, offering Dino-themed prizes, running throughout the fortnight. There are 5 goody bags up for grabs too!!!!... | Post reach 13,060 | Engagement 1,223 |
| Sat, 12 Aug | | | |
|  | 🦖 IT'S HERE!!!! 🦖 Today we launch our Dinosaur Fortnight 🦖 12th -26th August 🦖 Join our Dinosaur Trail, offering Dino-themed prizes, running throughout the fortnight. There are 5 goody... | Post reach 12,297 | Engagement 270 |
| Sat, 12 Aug | | | |
|  | Hallmark Brighthouse has just reopened today following a mini revamp and facelift and everyone welcome to call in for a look next time you're in Brighthouse. We called in to see Val who has owned the shop for 21... | Post reach 10,277 | Engagement 3,859 |
| Wed, 9 Aug | | | |

Visit Brighouse Website Visits

September 2022 – August 2023

89,557 ▲ 9%

Over the last 12 months we have reached over 89,000 visitors online via the Visit Brighouse website – collectively adding up to over half a million page views.

Keeping you up to date

The best way of quickly and efficiently keep BID levy payers up to date is our BID e-newsletter.

Over the last 12 months we have sent out 34 newsletters, updates and announcements exclusively for levy payers.

If you do not receive this and would like to, please make sure we have your correct contact details.

You can contact us on this, or anything else, at:

- **Brighouse BID Office**
17 Bradford Road, Brighouse HD6 1RW
- Telephone:
01484 934 006
- Email:
info@brighousebid.co.uk

