

Plans for a second term for the Bradford Business Improvement District

INFORMATION SHEET 3

Background

Bradford BID is seeking the views of businesses and organisations regarding a second term for the city centre Business Improvement District. This consultation will last until May, during which time there will be ample opportunity for every business in the city centre to contribute their thoughts, comments and ideas to a new BID Business Plan. This plan would form the basis of the business priorities for the next 5 years.



Survey Feedback

One of the main ways to gain business feedback has been a survey, which ran from January to March and gained responses from over 100 levy-paying businesses and organisations.

These responses indicated that the following are some of the priority areas for improvement and should feature in the BID business plan:

- Work closely with partner agencies to reduce street begging, rough sleeping and other anti-social behaviour which directly affects business
- Employ a small clean team to remove litter and graffiti, clean empty shopfronts and improve cleanliness with a bespoke call out service for BID member businesses



- Enact projects to encourage further investment into the city centre
- Oversee marketing & promotion activities to project the city centre to a far wider audience
- Develop more major events or festivals
- Work directly with the City of Culture Team to maximise opportunities during 2025 and onwards



How you can tell us about the projects that you would like to see

We are still encouraging business feedback on the priority projects for the city centre, so please contact the BID team using the details at the end of this information sheet and you can find out more by attending the next **Brews With The BID** workshop session at 1pm on Thursday, 25th May, at Kala Sangam Arts Centre, St Peter's House, 1 Forster Court, Bradford BD1 4TY.

Where you can get further information

As indicated, we want the views of as many businesses as possible in helping shape the proposals and would urge you to get in touch with us via the details shown below:

www.bradfordbid.co.uk/ballot-2023/

enquiries@bradfordbid.co.uk

01274 396487



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