

Plans for a second term for the Bradford Business Improvement District

NEWSLETTER 2

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 on a new BID Business Plan, which would form the basis of the business priorities for the next 5 years.

What the BID already does for you

It already provides a range of activities – separate from, and additional to, those carried out by Bradford Council – which have been shaped by businesses and organisations and which make the city centre a cleaner, safer, more vibrant and better place, including the following list.

Your BID:

SMARTENS THE CITY CENTRE – through hot-washing pavements, removing chewing gum and graffiti, clearing up grot-spots, reviving street furniture, installing flower displays

IMPROVES SAFETY – through supporting safety projects tackling street drinking, anti-social behaviour, shop and vehicle crime; providing staff training; installing better lighting, employing street marshalls

BOOSTS FOOTFALL – by marketing the city centre locally, regionally and nationally through PR and social media, fighting negative stereotypes, promoting local business news and events

GENERATES TRADE – through initiatives such as the City Centre Gift Card, attracting more visitors and tourists and encouraging more local residents to rediscover the retail and leisure heart of the district

ORGANISES EVENTS – from big crowd-pleasers like the Super Soapbox Challenge, Festive Fireworks Display and Music Month to family-oriented fun such as Dino Day and the Pumpkin Festival

ANIMATES THE STREETS – by making the city centre more vibrant with street animation, shopping, leisure, hospitality, culture, heritage, food and drink trails and more



PROMOTES LEISURE & HOSPITALITY – through establishing Bradford At Night to boost the evening and night-time economy and bring together all leisure and hospitality operators to promote their offer

SUPPORTS BUSINESS – through organising and facilitating training, advice and guidance, communicating important information, arranging networking and boosting accreditation schemes

The purpose of the current consultation is to gain your views on which of these improvements should continue and what else the BID should consider doing to boost business performance over the next 5-years.

PROVIDES A VOICE – through bringing businesses and organisations together to champion the city centre, promote and encourage investment and schemes to improve the local economy

LOBBIES FOR IMPROVEMENTS – by challenging local, regional and national authorities over schemes to improve place management and attract investment for infrastructure and the business environment

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

We are asking all city centre businesses and organisations to take 2-3 minutes to complete a survey to let us know what you consider our priorities should be and you can do this by following the link below or by scanning the QR code:

www.surveymonkey.com/r/BRADFORDBID2023



You could also find out more by attending the next **Brews With The BID** workshop session at 10am on Thursday, 20th April at The Alhambra.

Where you can get further information

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

The process from this point

Following the ongoing period of consultation, we will be in a position to launch the Business Plan for a possible BID second term, which will include full details of how the BID could continue to operate and also fully-costed proposals for the projects which businesses have identified as being most important for the city centre. All eligible businesses will then have the ability to vote on this plan and the following timescales will apply:

July 2023	Business Plan launch
August 2023	Ballot papers will be issued to businesses along with a copy of the Business Plan and a reply-paid envelope to use when casting your vote.
September 2023	Closing date for return of postal votes and announcement of the ballot result.



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