






# ANNUAL REPORT & ACCOUNTS SUMMARY

*Year 2018/19*



 BradfordBID  
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# CHAIRMAN'S SUMMARY

## What a first year we had in 2019!

**In only 12 months since the BID company was formally incorporated, we established ourselves as a genuine agent for positive change in Bradford city centre as well, I believe, as an organisation which delivers.**

And we had, in reality, only about nine months in which to do so. Immediately after the powerful, highly-favourable ballot result – with 79 per cent in favour (85 per cent by Rateable Value) – we set to work on the legal process of forming the BID company, followed by the search for and set-up of the BID office, the installation of IT equipment, and the recruitment of the BID Manager and Project Officer.

So it was well into February before we were able to make a proper start on the projects identified in the Business Plan and yet it feels as if we packed a whole year's progress into the rest of 2019! There's no doubt that, thanks to the commitment and efforts of the BID Team and Board, we have made a good start on delivering our promises for our five-year term - and we have had a good deal of very favourable feedback from businesses, residents, shoppers and other visitors to the city centre.

A great deal of effort has gone into this first period and I'd like to thank BID Manager Jonny Noble and Project Officer Leanne Holmes for their hard work, energy and high-quality delivery. I'd also like to thank the Chairs of the four Pillar sub-groups – David Crossley, Midland Hotel (CLEAN); Dave Downes, The Broadway (SAFE); Si Cunningham, Bradford Civic Society (ALIVE); and Eleanor Clyde-Evans, University of Bradford (and previously Diana Greenwood, Visit Bradford) (PROMOTED) – for their ideas and enthusiasm in driving the projects; and the BID Operating Board for their ongoing commitment and invaluable insight.



Our stand-out project has undoubtedly been the ongoing hot-washing, gum removal and deep clean of some of the city's key thoroughfares. The reaction from the public, especially on social media, has been tremendous and the smarter looking streets – combined with the installation of new hanging baskets in the summer – have definitely got people talking about the city centre in a positive light.

This report covers many of the highlights in each of the four strategic pillars, from Make a Difference Days, to graffiti removal, from the SmartWater anti street-drinking initiative to new Christmas lighting, from big and small festivals to award schemes and new footfall cameras.

We've proven we can deliver and we've set a standard to beat for the next four years. Bring on 2020!

# BID MANAGER'S REPORT

**It's tempting to say that 2019 has been a rollercoaster ride.... Luckily, I like rollercoasters and this one has had many more ups than downs!**

We have learned a great deal in our first year – not least about the passion, pride and sheer determination to make Bradford city centre a better place for all of our levy-payers to share. We're proud of what we've achieved so far and we believe the city centre is looking cleaner and greener, that the perception of safety is definitely improving, that more people are talking about what's going on here and yet more are engaging with the activities we've been working on to bring our streets to life.



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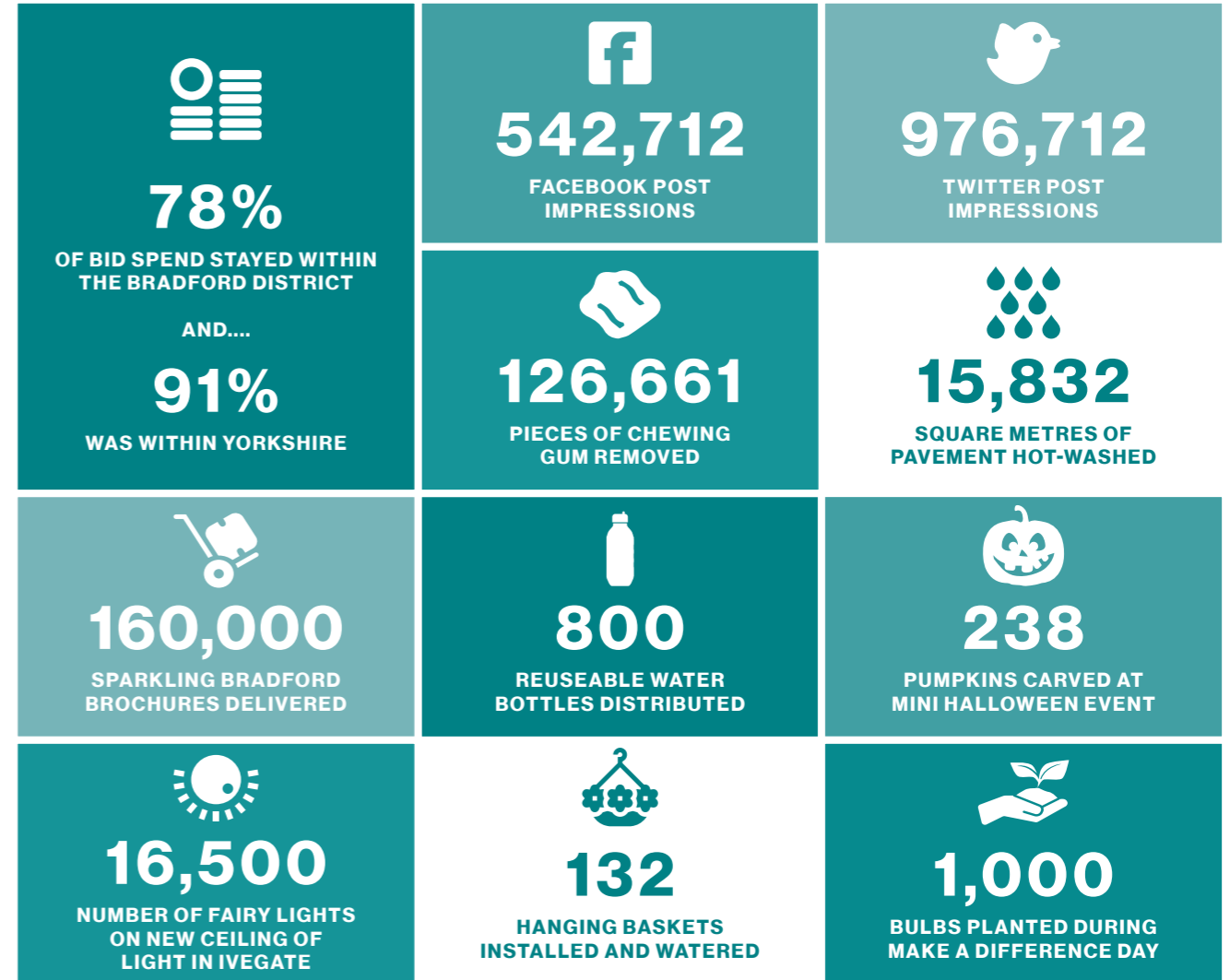
I must also say a big “thank you” to the BID Pillar Leads for all their ideas and enthusiasm and to the levy-payers for their tremendous support. Very many people have really understood what we're trying to do and have energetically backed our efforts. Others have been forthright (this is Bradford, after all!) in telling us how we can do things better – or just differently. Of course, we don't always agree but all the feedback we've had has been valuable and listened to and will help us to improve as we go forward.

The “downs” I mentioned have been few – and mostly caused by the weather, over which we have no control! The Food & Drink Festival, for instance, had the makings of a great event – and for those who managed to skirt the downpours it truly was! But we're sure it has the makings of a real success and we'll be aiming to make it bigger and better next year.

The “ups” have been far more numerous. The hot-washing has given us a hint of how great Bradford can look and a fabulous base to build on over the next four years. Our engagement with other key partners, on projects such as Sparkling Bradford, Make a Difference Day, street-drinking and anti-social behaviour, the SentrySIS crime-fighting technology, new lighting schemes and footfall cameras – to name but a few – have been highly effective and productive and show what we can do when we all pull together in the same direction.

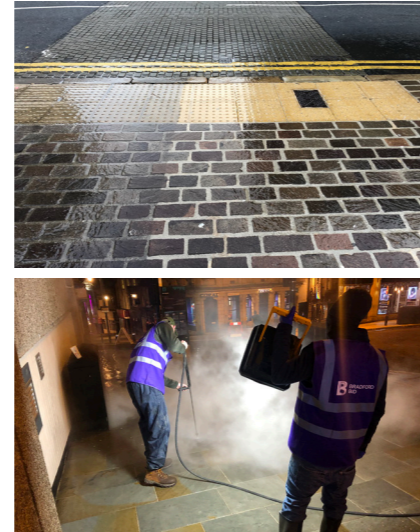
We're looking forward with excitement to where this first year's activity and engagement will take us over the next four years. Bradford is on the up and the BID is determined to be a key part of that drive to put us back on the map. We can't wait!

# FACTS AND FIGURES



# CLEAN

The BID plan is to ensure that the City Centre is an attractive and welcoming place for those who live, work and visit. Importantly, we want to present the best possible appearance to potential investors. The Bradford BID therefore pledges to carry out activities that are completely above and beyond those already being provided by existing organisations.

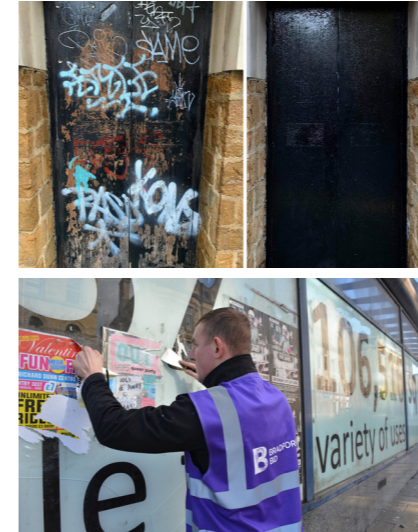


## Hot Washing and Gum Removal

The launch of our five-year hot-washing and deep-cleaning programme has undoubtedly been a highlight of the BID's first year. We sub-contracted the work to a Bradford district based company – AB Jetting – who have undertaken the removal of years of ingrained dirt and grime on some of the key footfall areas with energy, zeal and tremendous impact.

The reaction from citizens, visitors and businesses alike, particularly on social media, has been hugely encouraging and it has gone a long way towards raising the profile of the BID and proving to local people that it is a genuine driver of change and improvement in the city centre.

We will continue the programme throughout 2020, heading into areas such as Little Germany, as well as revisiting some of the most important streets, which should need a lighter clean to keep them looking spruce!



## Graffiti Removal

The unsightly mess caused by graffiti and flyposting was high on the agenda for levy-payers when the BID feasibility study was carried out. As a test pilot we brought in a local service to tackle one of the worst and most prominent buildings, the former TJ Hughes/Sunwin House store on the corner of Godwin Street and Sunbridge Road. The improvement was striking and drew very favourable reaction which encouraged us to utilise the service on an "on demand" basis to address problem buildings and infrastructure where they create negative impressions of the city centre, painting out graffiti and removing hundreds of long-lived stickers from street furniture.

## Shop Wrapping

The appearance of empty shops can have a seriously detrimental effect on the street scene and damage confidence in the city centre for customers and businesses alike. It can also deter would-be investors. So, in our first year the BID set out to "wrap" some buildings by covering their windows with attractive vinyl displays.

The first was an empty unit on Hustlergate where we helped Bradford Live to encourage people to register to discover the latest news about the development first. We are working with partners to now progress the wraps across the demise area.



## Make a Difference Day

Students from the University of Bradford and Bradford College came together to help improve the Great Horton Road area, in the first of a series of 'Make a Difference' (or MAD) Days backed by the BID. The volunteers, supported by West Yorkshire Police and Bradford Council services, joined forces to deliver a range of activities including litter-picking, to help smarten the area, and planting hundreds of bulbs that will bloom in the spring. The days form part of the BID's ongoing partnership working with services from other key stakeholders in the city centre to make areas cleaner, greener and feel safer and they will continue through the whole BID term.

# SAFE

The BID plan is to ensure that the City Centre feels a safe place to visit at any time, day or night. We will do more to improve safety standards and will also communicate the message that actual levels of crime are very low, reducing the unfounded perception that the City Centre is unsafe.



## Smart Water

The BID teamed up with West Yorkshire Police to launch a new initiative to combat the scourge of street-drinking in parts of the city centre. The scheme uses legal powers in a new and innovative way, combined with advanced forensic technology, to prevent the supply of “super-strength” alcohol to street drinkers. It is believed to be the first time these powers, introduced under anti-social behaviour legislation, have been utilised in this way in the UK, making the new initiative unique to Bradford city centre.

The public launch of the scheme, which is also supported by City Centre Beat (see page 9), took place in Oastler Square, where anti-social drinking has been the source of substantial public complaint. The scheme utilises “SmartWater” forensic liquid to trace where disorderly drinkers are buying their “super-strength” alcohol – beer and lagers which are more than 6.5 per cent alcohol by volume (abv) – to help them educate retailers and work with them to cut off the supply.

The initial three-month trial of the project, dubbed Operation Straitpark, worked so well that Bradford BID and CCB agreed to fund it for a further 12 months.



## City Centre Beat

The BID supported City Centre Beat (CCB), Bradford’s business crime reduction partnership, to invest in cutting-edge technology to help members manage incidents of crime and spot offenders even before they enter a store. It has adopted the SentrySIS crime management computer platform which gives members access to crime intelligence via a dedicated smartphone app and cloud-based web portal.

The software allows security guards, loss prevention personnel and shop assistants to search a database of known offenders to prevent them from entering a store before a crime has even had chance to take place.



## New Lighting Schemes

The BID has invested in new lighting schemes to help improve the brightness and safety of city centre streets. The projects were initiated to extend and sit alongside the city’s Christmas lights but, for the first time, many of them will remain switched on in the evenings until the brighter nights come around in the Spring.

The new lighting included a “ceiling of Light” in Ivgate, cross-street displays in Godwin Street, Darley Street and North Parade, festoon and sail lighting from the University down to the area between the Odeon and Alhambra Theatre and sail lighting on lampposts in Little Germany, as well as tree lighting up Great Horton Road and on North Parade and Rawson Square.



## Homelessness Outreach Partnership Support

A new multi-agency “super-team” set up to tackle rough sleeping and homelessness was supported by the BID which supplied embroidered hoodies and body-warmers to help identify the new group of outreach workers as they seek out and help people to get off the streets during the cold nights.

The Bradford Homeless Outreach Partnership (HOP) is the result of a new strategy to reduce rough sleeping in the district. The unique partnership has brought together a team of key workers from different disciplines and organisations who will work with other agencies to tackle the issue.



# ALIVE

The BID plan is to ensure that the City Centre is a vibrant area and a place people can enjoy all year round. We intend to help build on the success of existing events and to introduce a programme of additional activities to further energise Bradford and to draw many more people to visit from the local area and even further afield.



## Mardi Gras

We helped to bring a splash of festival colour to one of the city's oldest streets with our first event. The BID supported a Mini-Mardi Gras in Ivegate to help attract visitors to the street, which is undergoing a revival as a leisure destination.

The event, co-ordinated by the creative live arts and community interest organisation The Brick Box Rooms, featured a New Orleans style jazz/ska/Cajun/blues mini-festival involving some of the street's newest and liveliest venues as well as special cocktails and a range of Cajun-style food.



## Ceiling of Light

A new "ceiling of light" was installed for the first time in Ivegate, following the success of a similar, smaller project in Charles Street, which was paid for by The Broadway Shopping Centre. The lights, which span the street for most of its length, were designed after consultation with local businesses who wanted to work with the BID to make the area brighter and more inviting.

The scheme has really added to the atmosphere in Ivegate, which is a growing evening and night-time destination, with several new hospitality venues opening during the year.



## Food And Drink Fest

Despite taking place in August, the weather was less than kind to the BID's first Food & Drink Festival, staged in City Park. Two of the three days were marred by extensive downpours but the sunny spells showed just what we can do to bring good quality events into the city centre to boost footfall.

A live entertainment stage on one side of Centenary Square provided a showcase for local bands and artists, while the event offered a wide range of hot food stalls as well as a food producers' market and others. A programme of free children's entertainment featured circus skills workshops and balloon sculpting.

The hot food court provided a taste of cuisines from across the globe, from Greek souvlaki to Wagyu burgers, from Turkish wraps to Indian curries, from Japanese gyozas to French-style crepes, and an array of producers sold artisan gins, quirky liqueurs, cheeses, jams, chutneys and other preserves, sauces and pastes, breads, olives, muffins, traybakes, cakes, fresh fruit and veg, old-fashioned sweets and more.





### Pumpkin Carving

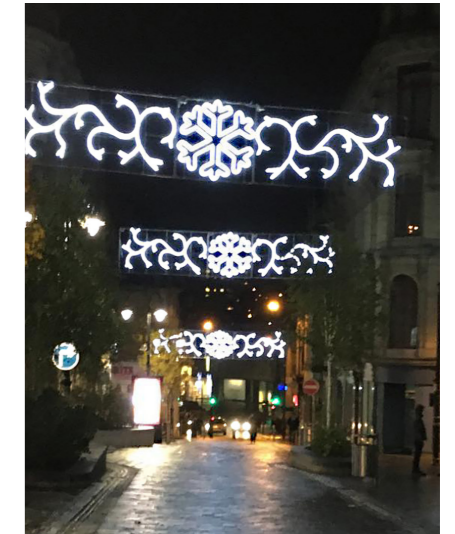
We helped children carve out some Halloween fun with a new seasonal event in the city centre. The Mini Pumpkin Carving Festival took place in the pedestrian area near to The Broadway shopping centre entrance and The Light cinema.

The BID teamed up with Hebden Bridge-based creative arts organisation Sand In Your Eye to stage the event, with hourly pumpkin sculpting workshops giving visitors the chance to create their own pumpkin masterpieces as well as watch the Sand In Your Eye Team carve amazing sculptures. There was even a pumpkin scene in The Broadway depicting Bradford City scoring a goal!

### Bradford Ice Sculpture

The BID organised an icy start to kick off the year's big city centre festive celebrations with an amazing ice-sculpture carving display which also served as an exciting warm-up to the city's Christmas Lights Switch-On.

We teamed up with Sand In Your Eye to present the free interactive ice-sculpting event on Broadway, where the experts created a life-size model of Santa's sleigh. When it was finished, children and adults were able to join the fun by sitting on the sleigh with Santa Claus and taking their own photographs.



### Hanging Baskets

Bradford city centre is blooming again – thanks to the BID! We installed 132 hanging baskets on 66 lampposts to help bring new colour and life to some of the area's key streets. The work also involved removing old brackets and installing new ones.

The baskets were watered weekly and were widely praised throughout the summer and autumn by shoppers, businesses and visitors who felt they had really helped to bring the streets back alive. We aim to make the displays bigger and better in our second year.



### Additional Lighting Schemes

As well as making streets feel safer, Christmas lights help to bring the city alive and they were made brighter and more extensive by the BID, which invested in bringing them to new areas (as described in the SAFE pillar report on Page 9).

We will continue to look at ways in which we can enhance the festive light-up and seek out new areas where the seasonal decorations can help to generate footfall and attract shoppers over the Christmas period.

# PROMOTED

The BID plan is to invest in much more promotion and marketing of the City Centre and to ensure that this is targeted at key catchments. We also propose to work with others to ensure that we jointly and consistently promote Bradford much more effectively to a local, regional and national audience.



## Sparkling Bradford

Throughout the year, the BID supported efforts to promote the city centre as a visitor and shopping destination by joining with key partners including Visit Bradford, The Broadway, Made in Bradford, the University of Bradford and Bradford Council in the Sparkling Bradford campaign.

The campaign brought together and marketed a huge range of Summer and Christmas leisure, entertainment and hospitality events and initiatives to bring more visitors and shoppers to the district to celebrate our sparkling city and all it has to offer.

## A Guide to Bradford

The BID is the main sponsor of a new all-in-one guide to Bradford which is being produced, in conjunction with Visit Bradford, to target national and international visitors, local residents and students.

With exciting projects such as Bradford Live well underway and the new market in the offing, we need to broaden and increase the city's destination marketing to make it more accessible to anyone who wants to come here. The aim is to update the guide annually and make it self-sustainable in the longer term.



## City of Film Bradford Family Film Festival

Free re-useable drinking bottles were given out to children at the Bradford Family Film Festival in City Park in a move to help fight plastic waste, sponsored by the BID. The initiative was aimed at encouraging people to turn their back on single use plastic bottles which are one of the biggest sources of plastic pollution globally.

We urged businesses to back the campaign by signing up to City to Sea's Refill scheme which enables people to fill re-usable bottles for free. They display a blue sticker in their windows so visitors could re-fill a bottle with tap water free of charge.

This year's festival was part of the tenth anniversary celebrations of Bradford UNESCO City of Film.



## Eat Drink Bradford

The BID was pleased to be lead sponsor of a new Eat: Drink Bradford guide, a pocket-sized food and drink-led visitor publication profiling the best cafés, bars restaurants and local producers in the area. The guide is a useful resource for local residents looking to discover somewhere new as well as visitors wanting to get to know the city.







### Nova Meets Video

BID manager Jonny Noble joined popular social media "vlogger" Nova in a walk around the city centre to explain what the Business Development District is, how it works and what it aims to achieve.

It provided an excellent opportunity to explain on video some of the key projects being worked on and some of the changes and improvements we hope to deliver over our first term to a new audience.

Nova, whose series of "meets" videos are uploaded on YouTube, told viewers how impressed he was by Jonny's passion for Bradford and enthusiasm for making it a better place.



### Bradford Means Business Awards

The Bradford Means Business Awards, organised by the Telegraph & Argus, took place in a giant marquee in Centenary Square for the first time, bringing a touch of glitz and glamour to City Park and rolling out the red carpet in an entirely new destination.

The BID supported the awards' new format and sponsored the New Business of the Year category (won by Agency for Good Ltd), signalling our intention to encourage the launch of new commercial ventures in the city centre and promoting inward investment to Bradford's retail and leisure heart.

### Lobbying

The BID is becoming an essential and important voice in the conversation about the future of the city centre and its direction and development, offering views on a wide range of topics during the first year of our first term.

We have lobbied strongly on behalf of levy-payers on issues such as police resources, heritage action zones, Public Space Protection Orders, anti-social behaviour, the city village and new market plans. We will work hard to ensure the voice of the city centre's businesses is heard in all future developments that affect it.



### Retail Leisure & Hospitality Awards

Bradford's first Retail, Leisure and Hospitality Awards, the brainchild of BID Chairman and General Manager of The Broadway shopping centre, Ian Ward, took place in November and were hailed a triumph.

The BID supported the event and sponsored one of the awards, which were introduced to celebrate success, recognise achievement and highlight the innovative people, venues and destinations throughout the Bradford district who are making the area a great place to shop, dine and spend leisure time.

The shopping mall provided a unique and glamorous setting for the presentation dinner of the awards, which were organised by the Telegraph & Argus.



### Footfall Cameras

The BID teamed up with Bradford Council to install and operate new state-of-the-art pedestrian-counting cameras, replacing outdated and failing equipment, to help guide the future development of the city centre.

The new "footfall" cameras provide accurate, live information on how many people are visiting the city centre and when. They will measure how visitors move around, participate in events and use facilities, and the data collected will inform and influence city centre management policy and future plans as well as providing evidence to encourage new businesses to move to the city.

Levy-paying members, especially retailers, landlords and hospitality providers, will be able to use it to give valuable insight into sales performance and marketing needs.

### Perception Surveys

In June and July the BID commissioned industry specialists Storecheckers to carry out perception surveys on ten routes within the BID demise area. These surveys included such things as littering, parking, lighting, feeling of safety, events, signposts and wayfinding and are being used as the benchmark for the BID.

We aim to improve this perception return year on year to evidence that the BID is having a positive effect on the city centre, thus improving the trading environment for our businesses.

# ACCOUNTS SUMMARY

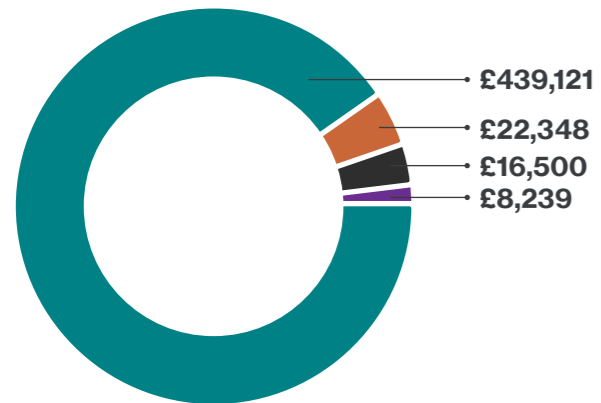
These accounts relate to the BID financial year of 1st December 2018 to 30th November 2019 and have been produced by Naylor Wintersgill.

## INCOME

TOTAL INCOME

**£486,208**

### INCOME BREAKDOWN



● BID Levy      ● Grant Revenue  
● Voluntary Contributions      ● Other Income

## EXPENDITURE

PROJECT DELIVERY

**£227,037**

CENTRAL MANAGEMENT, OFFICE, IT  
AND PROFESSIONAL SERVICES

**£81,940**

## CARRY FORWARD

**£177,231**

INTEREST RECEIVABLE & SIMILAR INCOME  
£133

CARRY FORWARD BEFORE TAXATION

**£177,364**

