

# Plans for a second term for the Bradford Business Improvement District

## INFORMATION SHEET 6

### BID proposals now launched!



#### Update

Following the previous five Information Sheets regarding the proposed renewal of the Bradford BID, we can provide an update on the latest progress with the project.

#### BID Business Plan

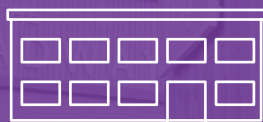
The proposed main improvement projects which have been suggested for the city centre are now included within a Business Plan for 2023-2028, which was launched on 6th July and which is now available to view at <https://bradfordbid.co.uk/ballot-2023/>. An outline of these key projects is shown within the middle two pages of this document.

### A reminder of how much businesses are being asked to invest

#### THE NEW BID PROPOSALS AT A GLANCE



**1.75%**  
LEVY



**10%** REDUCTION FOR TENANTS  
OF MANAGED CENTRES



**569**  
BUSINESSES



**£2.5m** RAISED OVER 5 YEARS



AVERAGE DAILY CHARGE **£2.18**





## Objective One

A Positive Environment



## Objective Two

Better for Business



## Objective Three

A Vibrant Experience



As informed by business feedback, the BID would:

**Budget £550,000 over five years\***

1. Work closely with partner agencies to reduce street begging and rough sleeping as well as combating antisocial behaviour which directly affects business.
2. 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.
3. Continue with the hot washing and chewing gum removal across the BID demise area.
4. Provide a Marshal service across the different daytime and night-time economies, to liaise with BID member businesses and members of the public assisting with their needs.
5. Prompt greater involvement in the Green Economy to reduce landfill, reducing the city centre carbon footprint to benefit businesses and visitors.
6. Improve the look and feel of the city centre via schemes such as additional lighting, street dressing, floral planting and greening.

\*Please note that the figures above include the management costs for business liaison, evening and night time economy and other projects as outlined within this business plan.

As informed by business feedback, the BID would:

**Budget £550,000 over five years\***

1. Enact projects to encourage further investment into the city centre.
2. Oversee marketing and promotion activities to project the city centre to a far wider audience.
3. Arrange business updates, networking events and staff training focusing on specific sector needs.
4. Provide business growth advice or support to existing and potential new member businesses.
5. Co-ordinate greater lobbying, representation and championing of the city centre.
6. Continue to promote the city centre gift card scheme to reach a wider audience, increasing direct spend into BID member businesses.

\*Please note that the figures above include the management costs for business liaison, evening and night time economy and other projects as outlined within this business plan.

As informed by business feedback, the BID would:

**Budget £550,000 over five years\***

1. Develop more major events or festivals.
2. Work directly with the City of Culture Team and partners to maximise opportunities in the lead up to, during and after 2025.
3. Provide recognition of the city as a destination for a safe night out via the Purple Flag accreditation.
4. Organise social media campaigning to ensure members of the public are aware of the activities taking place in the city centre.
5. Create marketing and promotion around the city centre activities and events, focusing on evening and night-time businesses.
6. Continue to develop a dedicated support function for the evening and night-time economy, delivering accreditation schemes and bespoke training for staff.

\*Please note that the figures above include the management costs for business liaison, evening and night time economy and other projects as outlined within this business plan.

## A reminder of the proposed timings

The following are the main remaining project milestones from this point:

17th August 2023	Businesses given formal notice of the BID renewal
31st August 2023	Ballot papers issued to businesses
28th September 2023	All postal votes to be received by 5pm on this date in order to qualify to be counted
29th September 2023	Ballot result announced



## Where you can get further information

If you have any queries regarding the BID renewal proposals, we urge you to get in touch with us via the details shown below:

[www.bradfordbid.co.uk/ballot-2023/](http://www.bradfordbid.co.uk/ballot-2023/)

[enquiries@bradfordbid.co.uk](mailto:enquiries@bradfordbid.co.uk)

01274 396487



*Printed on FSC paper that ensures it is responsibly and sustainably produced.*

[www.thearkdesign.co.uk](http://www.thearkdesign.co.uk)

[www.bradfordbid.co.uk](http://www.bradfordbid.co.uk)

[www.heartflood.co.uk](http://www.heartflood.co.uk)