

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

## INFORMATION SHEET 1

### 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 for approximately four months 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, a plan which would form the basis of the business priorities for the next 5 years. This information sheet explains the background to how we have reached this stage of the process and also shows how we will encourage the crucial involvement of businesses and organisations within this project.

### A reminder about the Bradford BID

The BID is a business-led and business-funded body, which was formed in 2018 to deliver a range of improvements within the city centre. The BID gained a mandate of 82% within a ballot and currently generates approximately £450,000 per year towards a range of projects aimed at boosting city centre footfall and trade.

### How are the BIDs funded and set up?

A BID is funded by businesses paying a small proportion of their business rateable value towards the BID. This money is then ring-fenced for use only in the BID area, unlike Business Rates which are re-distributed by Government.

### So why are we being asked to support a second term for the BID?

There are over 300 BIDs across the UK and, under current law, they cannot exist for a term of longer than five years and are required to test business support towards them continuing to operate, through a ballot of eligible voters. A very high proportion of the existing BIDs have operated for longer than the first 5-year term, having received further mandates from their local business community.

### What has the Bradford BID achieved?

The BID has delivered a very wide range of improvement activities since 2018 and these include the following:



## BUSINESS PLAN PILLARS



## Clean

### Key Achievements

- Five-year programme of hot-washing and deep cleaning of city centre streets including removing masses of chewing gum
- Extensive removal of graffiti and flyposting and a quick response service for businesses
- Renovation and repainting of street furniture
- Make A Difference days targeting key areas with community and multi-agency support
- Installed 160 annual hanging baskets to improve street ambience and smarten lampposts

## Safe

### Key Achievements

- Initiatives to combat street drinking including SmartWater operations and strong support for and pursuit of Public Space Protection Orders
- Supporting projects to reduce shop and motor vehicle theft and new tech for City Centre Beat
- Multiple projects to tackle safety and the perception of safety, especially for women and girls, such as Ask for Angela, Active Bystander and Street Angels
- Becoming the UK's first WalkSafe city
- Installing new lighting schemes for darker evenings
- Introduced Street Marshalls and Safe Spaces



## BUSINESS PLAN PILLARS



## Alive

### Key Achievements

- Established Bradford At Night to boost the evening and night-time economy and bring together all leisure and hospitality sectors
- Organised, launched and supported multiple events including Super Soapbox Challenge, Festive Fireworks display, Dino Day, Pumpkin Carving Festival, Animal Paradise BrickLive Trail, October is Music Month, North Parade Street Festival, Christmas Lights, Ice Sculptures trail, Food & Drink Festival etc
- Introduced street animation for key dates e.g. Halloween
- Installed new footfall cameras to better monitor progress and development

## Promoted

### Key Achievements

- Launched the Bradford City Centre Gift Card and Night Out Gift Card
- Introduced LoyalFree and numerous promotional digital shopping/leisure trails
- Sat on pandemic Gold response team and ran post-Covid recovery projects such as Getting Bradford Back to Business and Rediscover Bradford
- Supported Sparkling Bradford marketing campaigns
- Co-sponsored the annual Retail, Leisure & Hospitality Awards
- Supported Independent shops, Shop Local and Green Street campaigns



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

We will be carrying out a detailed survey in the coming weeks to establish business views on the projects which might be included within the renewal plans and this will be followed by detailed and ongoing consultation with businesses.

The link to the survey is as follows:

[www.surveymonkey.com/r/BRADFORDBID2023](https://www.surveymonkey.com/r/BRADFORDBID2023)

Or by scanning this QR code:



You could also find out more by attending the **Brews With The BID workshop** session on Thursday, March 16th (2pm-4pm) at the Midland Hotel.

## Where can I 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/](https://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)