

## Ways to get involved



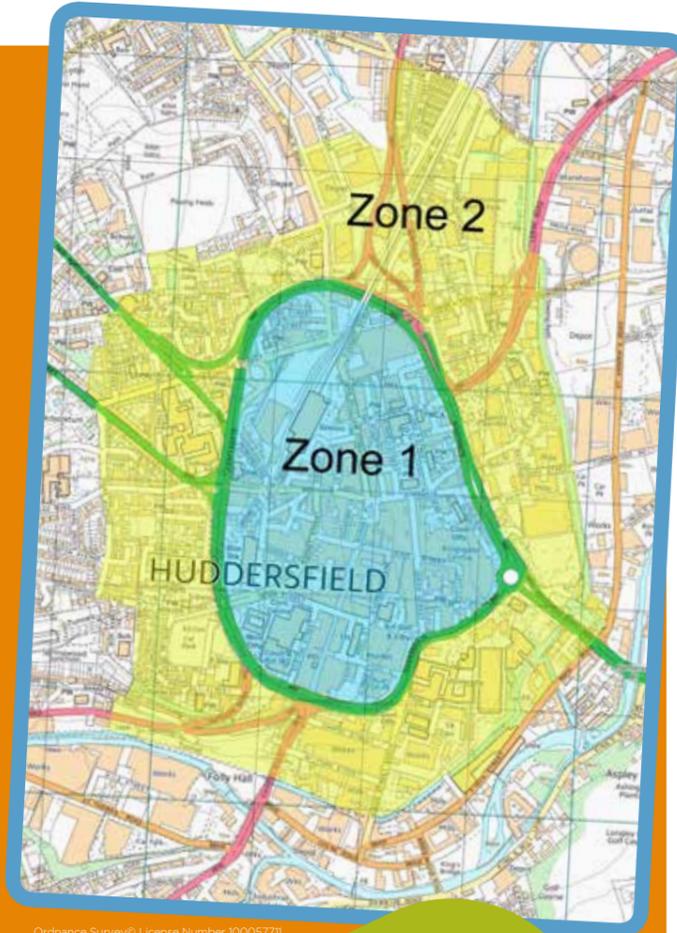
### Surveys and other ways to get involved

A number of businesses from across Huddersfield have come together to form a Steering Group to develop the Business Improvement District. Vernon O'Reilly who is manager of Huddersfield's Piazza Shopping centre said, 'This is a great opportunity for businesses of all sizes from all sectors to play a key role in Huddersfield and not only identifying the future direction for the town, but in developing and delivering projects which will benefit their businesses.'

So that the range of projects are the right ones for business and ones which will provide tangible benefit, surveys are being distributed to all businesses across Huddersfield town centre and the immediate surrounding area. This will enable the Steering Group to learn more about the challenges facing businesses and the sort of projects businesses think will help.

There will be many opportunities to get involved in the shaping of the BID Business Plan over the next few months, besides the surveys, there will be workshops and one to one meetings with the BID Development Team. Businesses are also being encouraged to become BID Champions where they will be able to help directly in talking to other businesses about the BID, listening to their views and feeding them back to the Steering Group to help develop the plan for the future.

If you would like to know more please contact the BID Development Team by email on [enquiries@huddersfieldbid.co.uk](mailto:enquiries@huddersfieldbid.co.uk) or telephone **01484 599233**.



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## This is your Business Improvement District

To find out more contact the BID Development Team on [enquiries@huddersfieldbid.co.uk](mailto:enquiries@huddersfieldbid.co.uk) or **01484 599233**.

# BID Invitation & Newsletter



**Huddersfield BID**  
Business Improvement District

Issue 1 - June 2018

## Two events - two invitations!



### Launch of Huddersfield BID Development

Presentation and discussion about the future of the town and this exciting project for all businesses in the town centre and surrounding area - a Business Improvement District (BID).

**Monday 9th July, 5.30pm to 7pm**

**At The Conference Room, The Media Centre, 7 Northumberland St, Huddersfield HD1 1RL**



Business feedback from the feasibility study last autumn identified some key issues facing businesses across the area. This is your chance to find out the results of this initial survey and learn more about how Huddersfield can benefit from a BID and how to get involved in the preparation of a new plan which you control and will deliver!

### Workshop - create a new future for Huddersfield



Find out about this new and exciting opportunity of creating a Business Improvement District (BID) for Huddersfield.

Come to one of our workshops on the 17th July. Workshop sessions run for an hour and a half and include a brief presentation about how a BID works in other places followed by discussion with other businesses to capture your views about Huddersfield and how a BID would help your business in the town.

Date and time	Venue
<b>Tuesday 17th July</b>	
8.30am to 10am	<b>Chadwick Lawrence Huddersfield, 13 Railway Street, Huddersfield, HD1 1JS</b>
10.30am to 12noon	
1pm to 2.30pm	
5pm to 6.30pm	

## The time is right!

At the end of last year Huddersfield Partnership formed a Steering Group made up of businesses from across Huddersfield town centre, representing professional services, retail and leisure to commission a feasibility study into the possibility of developing a Business Improvement District.

The results of the study were that there were some key issues in Huddersfield which were directly impacting upon businesses and but there were also new opportunities as the Council announce a significant investment programme for the town centre.

Vernon O'Reilly Chair of the Huddersfield Partnership said, 'One of the key concerns from businesses was the perception of Huddersfield which is very negative and yet there are so many great things happening around the town. A Business Improvement District offers all a great opportunity to come together as a collective voice with our own budget to support our businesses and change the perceptions of our town'.

77% of the businesses surveyed said that there is no promotion of Huddersfield as a place and that generally the perception of the town is poor. There appear to be a number of small groups trying to promote different aspects of Huddersfield but there is no coordinated approach.



## Attractive Huddersfield

The feasibility study found that overall businesses felt that the town needed to develop some sense of identity to make it 'attractive'. There was a feeling that there was a lack of pride in the town's appearance both within and beyond the ring road and it looked tired, dirty and uncared for. There were comments that some of the roads leading into the town up to the ring road gave a bad first impression with shabby buildings and tired street scenes.

Businesses said that there are some great buildings in the town but buildings in some areas are empty and dilapidated. There were comments that certain parts of the town are clean but this standard needed to be consistent across the whole area.

As regards things which may attract people into the town itself, many quoted the Food and Drink festival as a good event which helped footfall although a number of businesses said that this did not necessarily translate into a direct benefit to trade on the day. Businesses felt that there needed to be a lot more events happening throughout the year and include more musical entertainment.

Christmas lights were mentioned a few times as being 'OK' but were needed to cover a wider area and needed updating. There were suggestions that lighting generally should be more creative to help with lighting levels across the town. There were also a number of comments suggesting that there should be more greenery and floral displays in the town centre.



## Access by car and on foot needs improving

The most challenging issue identified by 80% of the businesses in their interviews by both those within and outside the ring road was access by car, and on foot. The ring road itself is seen as a barrier to natural pedestrian flow between the inner and outer area but even navigation by car is seen as a challenge. The flow of traffic and lack of signage is such that it is very challenging to access the town centre itself.

Those interviewed said that added confusion for road users comes from complicated junctions and cluttered signage at access points to the town centre which are restricted to buses only. Many businesses across the area, felt that the 'bus gates' project has contributed to a decline in footfall into the town centre besides creating a poor perception of the town as a whole.



## Town centre and immediate surrounding area

Gareth Davies Managing Director of Voodoo SMS and Vice Chair of the Huddersfield Partnership said, 'We are looking at the whole of the town centre and its immediate surrounding area for the BID. The boundary of the BID area could potentially change and that is why it is so important to understand the views and opinions of businesses and organisations across the whole area.'

'There are many groups trying to address different issues in Huddersfield,' Gareth continued, 'but a BID is driven by businesses and delivers projects which deliver tangible benefits to businesses. We encourage everyone to get involved in this project.'



## Is Huddersfield keeping up with change?

Towns and cities across the UK are facing the biggest changes ever and Huddersfield is no exception. Changes in lifestyle, increased use of the internet for shopping and increasing ability for people to travel to competing places to enjoy themselves means that leisure activity and the ability to offer a great experience is even more important than ever.

Huddersfield has a great advantage over many places. It has some great businesses and a unique heritage but its retail offer is predominantly value led, its evening economy is geographically split and its cultural facilities are lacking.

A BID provides an opportunity to bring people, businesses and organisations together to face the challenges, build on our strengths and create a Huddersfield we can all be proud of.