



Huddersfield BID

Annual Report

2021/22

www.huddersfieldbid.co.uk





VISION
TACKLING TAGGING
PROMOTE
IMPROVEMENT
LOCAL
RETAILER
LEWY
SAFE AND ATTRACTIVE
CONFERENCE
CULTURAL
TCSO
DISCOVER
BID BUSINESS
TOGETHER
OPPORTUNITY
LEISURE
SAVE
FOOTFALL
LOYAL FREE
SAFER KIRKLEES
HUDDERSFIELD

Message from Sam Sharp BID Manager

I first of all want to thank Matthew Chapman, my predecessor for all of the hard work and dedication he committed to starting the BID function, with the help of our Directors. Matthew had a tough first 18 months and so did Huddersfield BID after beginning in November 2019 and the world going into lockdown only 4 months later. The BID managed events in 2020 which would adhere to Covid restrictions and made a lot of progress in developing our destination website, Hello Huddersfield.



Moving into 2021 was still difficult and a 14 week lockdown, staff on furlough and the unknown on what to plan or how to assist businesses was a difficult task. It was at this time that I joined the BID as the new manager and the uncertainty was still there but "Getting back to normal" seemed more achievable and there was a feeling of things moving forward. Our 2021 events were organised around the community and how we could interact with our stakeholders, town centre visitors and make their visit to the town more pleasant. Although Huddersfield came out top in basket spend income, in the months following the end of Lockdown #3, we were still making plans to increase the exposure of Huddersfield and work on our "Outside in" thinking. Beanie Media were adopted as our Marketing and PR company and were tasked to improve content on our Huddersfield BID and Hello Huddersfield social platforms as well as assist with our messaging and PR in a more professional and consistent manner. I believe this move has paid off and our content is more responsive, clearer and dedicated to promoting Huddersfield BID Zone in a positive manner.

Our 2021 was not without its disappointments and our flagship event was unfortunately cancelled due to the organiser failing to get insurance. As with any best laid plans and the trust you place in other organisations to run events on your behalf, they can sadly fail despite all of your hard work and dedication. Our plans for 2022/23 are exciting, inclusive, varied and we hope will highlight Huddersfield as an excellent place to visit not just for the day of our event but to return and enjoy one of the many restaurants and retailer spaces we have.

Thank you for your support and here's to a successful 3rd BID term year.



2021/22

Objectives and Outcomes

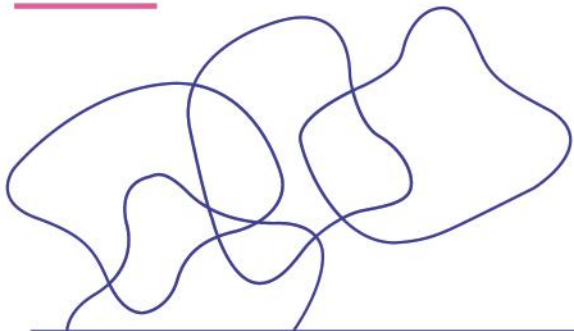
Lively and Accessible

To create a vibrant town centre which has a strong sense of identity and a positive awareness locally, regionally and nationally.

Lego Trail, Super Saturdays, Howloween, Retail Window, Penguin Elf, Elf Trail Treasure Hunt, Fabulous Female Working Groups, Hello Huddersfield, HH ! Unit , New Town Centre Map development, Wheelchair Loan scheme, Town Centre Support Team , Freshers Fair, Working Groups, Fizz Friday, Kirkwood Snow dogs Trail

The BID team have worked hard this year to manage events around restrictions and make allowances for the changing expectations of businesses as we move out of the pandemic. Focus has been on increasing the online traffic and followers through our Social Media Platforms and increasing coverage for our destination website " Hello Huddersfield". A gap in much needed tourist information services and easily accessed meeting space led us to open our new Hello Huddersfield! Unit which now hosts a number of local artisan products as well as local information.

To create an accessible town centre for visitors, residents and people working in and around the town centre to explore.



Previous Project Stats



Penguin Elf Show
350 Participants
Income and footfall driver
Lively, safe and event
Cost £10,000



Howloween
60 Participants
Income and footfall driver Lively, safe and family event
Cost £400



Elf Trail
50 Participants
Income and footfall driver
Lively, safe and family event
Cost £150



Fabulous Female
Online Social Media Competition Reach- 3600
Comments 106
Nominations 58
Cost £100



Walking Treasure Hunt
45 Participants
Income and footfall driver
Cultural ties
Cost £800



New map in development.
Adaptable and used for all our events and communications going forward.
Cost £1000



Working Groups
16 members across the groups Increase dialogue with stakeholders Inform, cooperate and collaborate



Lego Trail
Engagement and Reach 893
Comments 61



Super Saturdays
6 Saturdays during Mary, June and July Lively and free event Great feedback from businesses and public



Blog Spot and Business of the month
A regular feature on the Huddersfield Hub page with a monthly blog spot from the BID manager and a nominated business of the month



2021/22

Hello Huddersfield! Unit and TCSOs



Space in the town centre, for all businesses to make use of.

As the first multi-use business to open its doors in Huddersfield, our brand new 'Hello Huddersfield!' space offers opportunities that our town has never seen before. Visitors can browse a range of unique crafts and creations from talented local artisans in our Huddersfield based shop whilst local businesses can also benefit from exclusive access to meeting rooms and networking facilities.

Our new facility provides a fantastic base for us right in the centre of town – giving us access to town centre businesses from the heart of Huddersfield. Visitors are now able to see our brand-new modern amenities, shop and information point. The New Hello Huddersfield! unit, which now hosts a number of local artisan products as well as local information.

- New BID Office
- More accessible to stakeholders and levy payers
- Tourist information space
- Levy payer meeting room
- Conference and networking facility for levy payers
- Huddersfield products on sale
- New TCSO Base
- Kick starter engagement
- Training facility
- Embryonic space for artisans
- Accessible space
- Wheelchair

Loan scheme
Cost £20,000

Multi Use Facility for Charities, Levy Payers and Tourists

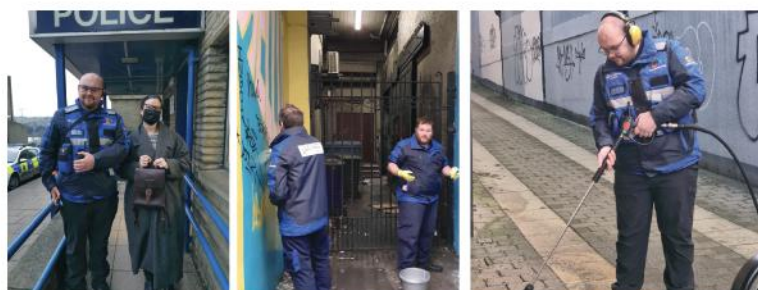
You can now find Huddersfield's very first multi-use business facility right on your doorstep. Complete with a brand new, modern meeting space, Huddersfield-based shop and information point, our new base creates the perfect stop-off point for local businesses and town centre visitors.



Huddersfield BID,
5 Market Avenue, Huddersfield,
HD1 2BB

TCSOs - Town Centre Support Team

Working in partnership with Kirklees Council for funding and objectives for a Safer Huddersfield, our TCSO team have been in post since April 2021. Since April 2020 the team have logged over 3000 items and incidents onto our Solomon App. The Safety of visitors to the Huddersfield BID zone is important to our TCSO team and are working closely with the West Yorkshire Police, Kirklees Safety and Retail Security teams around town. They also manage our graffiti removal, street cleansing and jet washing service. The contract ends on June 22nd 2022



Incident	Total Apr 21 to Mar 22
ASB-85	214
Actively begging	64
Passive begging	104
Broken street furniture	42
Business visit	1682
First Aid	56
Graffiti offensive/ racist	4
Graffiti Non offensive	579
Graffiti pieces cleaned	105
Jet washing	37
Special clean	64
Grounds/ Maintenance, planted	11
General enquiries	21
Welfare	34
Trip hazard	48



2021/22 Safe and Attractive Place to be

A Great Business and Cultural offer

To develop and maintain a safe and attractive environment for visitors, residents and people working in the town centre and the immediate surrounding area to enjoy.

TCSO Team, Graffiti removal, Jet Wash, Shop Watch, Working Group Cleansing, Freshers week, Its BID Business, Spend Local Marketing Clinic, HH! , Kick-start Restaurant week, Food and Drink Guide, Hello Huddersfield, DISC , Solomon, Town Centre Partnerships, Kirkwood Supports Art Trail , Huddersfield Town Foundation.

Our main focus this year has been helping the town centre and its users, get back to normal. Our TCSO team joined the BID as part of a joint collaboration in funding and objectives with Kirklees Council , which has been great success for the BID Zone. They have integrated themselves into the major safety networks within the town and work closely with stakeholder partners.

Our efforts to make the town more attractive has made a huge difference along New Street and moving towards Wood Street, where we have cleaned a record 105 graffiti tags from walls, phone boxes, shop fronts and various other surfaces in the town. Our journey to clean up the town will continue with Levy payer jet washing and graffiti removal services as we move further into 2022.



DISC

We manage the DISC Crime reporting platform for the BID zone, responding to additional information as it is added and acting as an admin function for the system



Graffiti

Our team has removed 105 piece of graffiti tagging this year. Making the town attractive is important to us and how we present the town to visitors and stakeholders.



Solomon

Over the last 12 months our team has logged 6950 reports on the Solomon reporting platform with a reach of 22.8K.

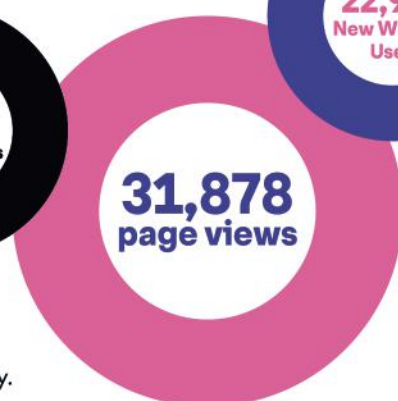
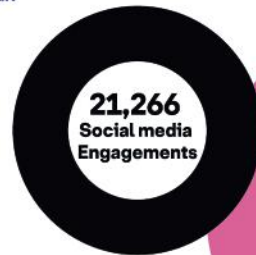


Its BID Business

Our its BID Business scheme was launched in February this year and we aim to introduce Levy payer to contacts who can assist them in making savings on their overheads and regular purchases. This scheme aims to promote business to business offers and the creation of a mutually beneficial network for Levy Payers within the Huddersfield BID Zone.

Safe and Lively Marketing Stats: 1st April 2021 - 1st April 2022

hellohuddersfield.co.uk



That's equivalent to 62 new people per day coming to the website, and 59 people engaging with Hello Huddersfield on social media per day.

Being part of Huddersfield BID in 2021/22 has involved a fairly constant balancing act because of the uncertainty COVID-19 continued to create. Our role is to ensure that the levy paid in by our town centre business is spent appropriately, taking into account the four main objectives we committed to at the out- set.



At times, this has meant taking difficult decisions on events and initiatives; it has also meant a more creative approach has been taken in many areas that the BID has worked on over the past year. We have also managed the transition to a new BID team, supported excellently by Beanie Media in particular, and we feel great progress has been made in coordinating our activities, our marketing efforts and our relationship with Kirklees Council.

The results will be discussed during the AGM and are available for all to see. Our exposure continues to increase through the brand new website, social media and our partnership with Huddersfield Hub. Our calendar is being added to all the time and the businesses we support are seeing increasing footfall into the town centre. We also have confidence in our ability to adapt to the impact of unprecedented investment into areas of the town to ensure our budget is allocated efficiently and resourcefully.

Behind the team, we have a committed Board of volunteers, and our working groups attract a healthy level of interest.



2021/22

Plans and Objectives for 2022/ 23

Previous Project Stats



Time Management

More transparency on how we manage our time.

The BID manager, Business Liaison and CSA all have Jiffy app on their phones, detailing what they are working on during each working day with a breakdown of categories.



Bloomin 'Eck

We want to make Huddersfield BID Zone come alive with floral displays and celebrate the Queens Jubilee. We will be using unused planters around the town to brighten up the streets, doorways and whole town experience for stakeholders.



Levy Payer interaction targets

With the addition of the TCSO team we are able to increase our worthwhile business visits and interactions with Levy payers. We have developed a strategy for setting targets of visiting a new levy payer or business within the first 2 weeks of opening, three times. Each visit will be delivered by a different team member and will have specific aims for each visit. This will ensure that each visit is a valuable one and key information is communicated by BID team member.



Town Centre take over 23rd/ 24th July 2022

We are taking over the BID Zone and inviting you all to take part. Meet your favourite super heroes or learn to fight like a Jedi. We hope this will be an annual event which the whole town can enjoy.



Huddersfield University Events

We love having such a world class University as part of our BID Zone. Last year we had the pleasure of welcoming students to Huddersfield by attending the Freshers Fair. This year we will be attending again and will be sharing information about Huddersfield BID as well as some essential give-aways for students.



Working Groups and Networking events

Our working groups will continue to be a vital part in how we communicate with Levy Payer and all stakeholders within the BID Zone. Our Working Group will enable stakeholders to get first hand information on what Huddersfield BID is working on and the opportunity to direct progress and design.



Huddersfield Business Champions

We are working with Huddersfield Civic Society to celebrate and reward all of our exceptional traders and businesses within the BID Zone with a new incentive called Huddersfield business champions. Businesses will make nominations and will be awarded a status reflecting on their achievement as a "Huddersfield Business Champions".



Kirkwood Snowdogs Art Trail 2022

Huddersfield BID have sponsored a Snowdog in support of the Kirkwood art trail, which will feature Snowdogs being placed around the whole of Kirklees. Charity stakeholders are important to us and we are looking forward to this excellent events.



Summer 2022

We bringing the fun of the seaside of Huddersfield BID Zone this year with "Winning Wednesday" Giveaways for everyone who spends over £5 within the BID Zone on a Wednesday during holidays. We are also running a "Crack the Code" competition at participating businesses giving everyone a chance to win a £50 to spend in the BID Zone.