



**HUDDERSFIELD  
BID**

# **BUSINESS PLAN**

## **2024-2029**



@HuddersfieldBID      
@HelloHuddersfield     
[www.huddersfieldbid.co.uk](http://www.huddersfieldbid.co.uk)

# MAKING HUDDERSFIELD GREAT FOR EVERYONE



Huddersfield BID has played a vital role in the success and prosperity of Huddersfield and have without doubt helped to place Huddersfield back on the map and made it an attractive destination where people want to visit.

The town has undoubtedly become safer through the additional support that Huddersfield BID has provided to its community. Huddersfield BID is an essential additional support to both the local council and police. The Street Rangers in particular have made an impact by maintaining the streets of Huddersfield, combating graffiti and ensuring that Huddersfield looks at its best at all times by having an active role during Huddersfield in Bloom.

The introduction of 'It's BID business' membership to Huddersfield levy payers has provided a recent welcome range of discounts on essential services which are helping its members especially now during the cost-of-living crisis.

Chan Khangura, Owner of Whitegates Estate Agents,  
Chair of Huddersfield BID



Maintenance Ranger, Charlie,  
tending to town centre planters

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# WELCOME



I am delighted to share with you our Business Plan for Huddersfield BID Term Two 2024-2029. Detailed within this plan will be mentions of our achievements in our first term, highlights and data to correspond with our objectives, as well as how we plan to move forward into our second term.

In April 2023, we consulted levy payers, non-levy payers and town centre visitors as to how Huddersfield BID term two should look. When offered the full selection of services we provide, we received a resounding **YES!** to continue with our objectives including Street Rangers, Jet Washing, Graffiti Removal, Promotion of Huddersfield and Footfall Driving Events.

During our first term, we operated throughout the pandemic by helping our levy payers with their grant claims and updates on Covid legislation, adapted to changing high-street habits by offering technology-based loyalty schemes, responded to the cost of living crisis by creating a B2B discount scheme for Levy payers, and successfully managed town centre events whilst working around on-going developments in the town centre. Throughout this we maintained a high level of service, true to the values we set out to achieve in 2019.

Our large-scale town centre events; Huddersfield Comic Con - Get Your Geek On, HuddersFeast – Get Your Feast On and HuddersFeast Night Market, plus themed prize trails such as Easter Trail and Lego Trail, have marked Huddersfield as a place to visit; where unexpected, quirky, family-friendly events happen, accessible to all.

A Yes vote for Huddersfield BID means we continue to plan and deliver lively, exciting events that bring visitors in and encourage them to explore the full town's offering.

Since 2022, we have removed hundreds of pieces of unsightly graffiti and cleaned thousands of square metres of pathways. We are proud of Huddersfield and want people to feel safe when they visit, work and shop here. We are proposing to keep Jet Washing and Graffiti Removal services, as well as Street Rangers in our second term.

A safe and welcome addition, our Street Rangers patrol the BID zone 6-days a week - one of the great successes of our first term. A Yes vote for Huddersfield BID will mean a continuation of Street Rangers.

We have worked in partnership with key BID Zone stakeholders over the last 4 years, towards a common goal of improving the town and lives of its users; Huddersfield BID is the body which connects stakeholders and engages with businesses. No other body or organisation within the BID Zone provides the level and type of service we provide. A Yes vote for Huddersfield BID will mean we continue to work for businesses, report issues around town to relevant organisations and react to change, developing new strategies to assist business.

The team carries out duties and objectives with enthusiasm, energy and an eager desire to do more; seeking ways to improve the BID zone to benefit levy payers and visitors.

Huddersfield BID has communicated the benefits of visiting Huddersfield through our Hello Huddersfield website and across social media. In term two, we plan to take Huddersfield to the rest of the UK by promoting Huddersfield as a place to live, work and visit.

Building on successes and adding innovation and enterprise to our objectives in term two, will allow us to engage with key stakeholders such as the University of Huddersfield and Kirklees Council on entrepreneurial and improvement projects. Huddersfield BID wants to continue working with stakeholders as the town develops and evolves for its businesses and visitors.

Huddersfield is an amazing mix of fabulous eateries, inspirational retailers and professional services with a vibrant history and culture to shout about. We want to continue to build on our first term achievements with passion and commitment to adding value.

Thank you for your continued support, we look forward to working with you in term two. Let's achieve great things from 2024-29.

*Sam Sharp*

Samantha Sharp  
BID Manager



Get Your Geek On 2023 - King Street



**NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THE COMBINED LEVEL OF SERVICES THAT WE DO**

Working in collaboration

HuddersFeast 2023



# FIRST TERM SUCCESSES

Our achievements within the Huddersfield BID Zone can be seen on our streets every day, from jet washing and graffiti removal services, to our Street Rangers patrolling our town centre daily. We have worked closely with businesses to manage our objectives and ensure we are delivering on what we promised in our first term. We appreciate the support and hard work that has been shared by BID Zone businesses, to help the town improve and make a positive impact.



A YES vote for Huddersfield BID will mean more Ranger hours on the streets, more jet washing and graffiti removal and the continuation of fabulous events such as Get Your Geek On and HuddersFeast.

Huddersfield town centre needs action and Huddersfield BID is the organisation to make that happen. They are accountable to levy payers and will work hard to meet their objectives for the second term.

Without BID we lose all this. If not BID then no one! We need action, we need Huddersfield BID.

Hayley Higgins, Store Manager at Boots Opticians, Huddersfield BID Vice Chair



The Street rangers are really helpful, they are always quick to respond and deal with difficult people professionally. Brilliant.

Jordan Amey, Shift Manager at Cherry Tree

Huddersfield BID Team removing graffiti from the underpass

**↑ 770K**  
TOTAL SOCIAL REACH\*  
\*Oct 2022 to Nov 2023

**+15K** SOCIAL FOLLOWING

**43K**  
SOCIAL ENGAGEMENT\*  
\*Oct 2022 to Nov 2023

GET YOUR GEEK ON  
**132K**  
2023 FOOTFALL  
18K INCREASE FROM 2022

**4.6/5**  
COMIC CON 2023  
EVENT RATING

**150** DISC USERS

**353** DISC REPORTS  
**140** DISC SESSIONS

**321** IMAGES UPLOADED TO DISC

**OVER 92K**  
COST SAVINGS TO BUSINESS ON JET WASHING\*  
\*May 2022 to Nov 2023

**19K** SQM  
TOTAL AREA CLEANED

**64**  
FREE TRAINING COURSES DELIVERED

**140**  
FIRST AID RESPONSES

**10.6K**  
BUSINESS VISITS

**81**  
EVENTS DELIVERED

**1K** LISTINGS OF HUDDERSFIELD BUSINESS PROMOTIONS\*  
\*On hellohuddersfield.co.uk

**11K** GET YOUR FEAST ON FOOTFALL

**4.3/5**  
HUDDERSFEAST 2023 EVENT RATING

**906** PIECES  
GRAFFITI REMOVED

**1/3**  
TRAVELLED FROM OUTSIDE HUDDERSFIELD

**£5K+** STOLEN GOODS RECOVERED

**11.8M** STEPS FROM STREET RANGERS

**353** BEGGING REPORTS

**214** RUBBISH REPORTS  
**68** APEX RADIO USERS

# EVENT SATISFACTION

Our signature events which span the whole of the BID zone have highlighted Huddersfield as a destination which provides unique and engaging free events which are accessible to all ages and interests. Year on year, we have increased footfall and exposure to the town centre through our events, whilst providing income building opportunities for our Levy payers.



## LEGO TRAIL 2023

**5K+**  
Location check-ins  
(+19% vs 2022)

**98.7%**  
Said they want the Lego trail to return in 2024

"My girls had a great time on the trail, what you do for kids is fantastic, especially during the holidays when it's hard to find things to do that are free. It got us into town which is a rarity, and we made a day of it!"



We took part in Huddersfield Lego Trail 2023 which has been great for the business.

Footfall for the store massively increased with people coming in to see the Castle Hill Lego model. As a result, a lot of people ended up browsing around the shop and many purchased items from us. We saw income increase in August, whilst the trail was live, by 65% vs last year when we didn't take part in the trail.

Olivia Lambert, Supervisor at Trespass



## GET YOUR GEEK ON 2023

**132K+**  
Footfall  
(+11% increase vs 2022)

**4.6/5**  
Event score rating

"Had a fantastic day...the guests were incredible and the staff at the theatre were so helpful. I really hope you do this again."

"Absolutely amazing event. So much to see and do."



**NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THE COMBINED LEVEL OF SERVICES THAT WE DO**

Get Your Geek On 2023



Hello Huddersfield Launch Day



Super Saturdays



# HUDDERSFEAST 2023

**11K**

Footfall  
(+13.5% increase vs 2022)

**97%**

Want Huddersfeast to return in 2024

**4.3/5**

Event rating score

"The band was a vibe, all stalls were great, location is lovely."

"Something for everyone."

HuddersFeast - Get Your Feast On 2023

## FREE COURSES

**88%**

Satisfied

Networking Events

## SPEND LOCAL

**82%**

Satisfied

## EASTER EGG TRAIL

**70%**

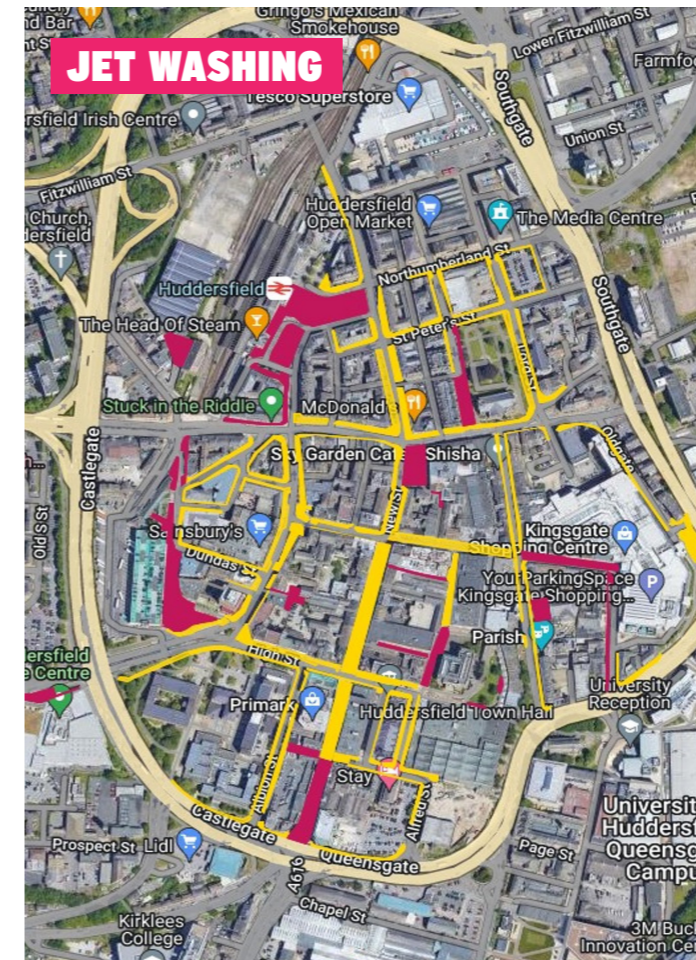
Very satisfied

Cuppa Club

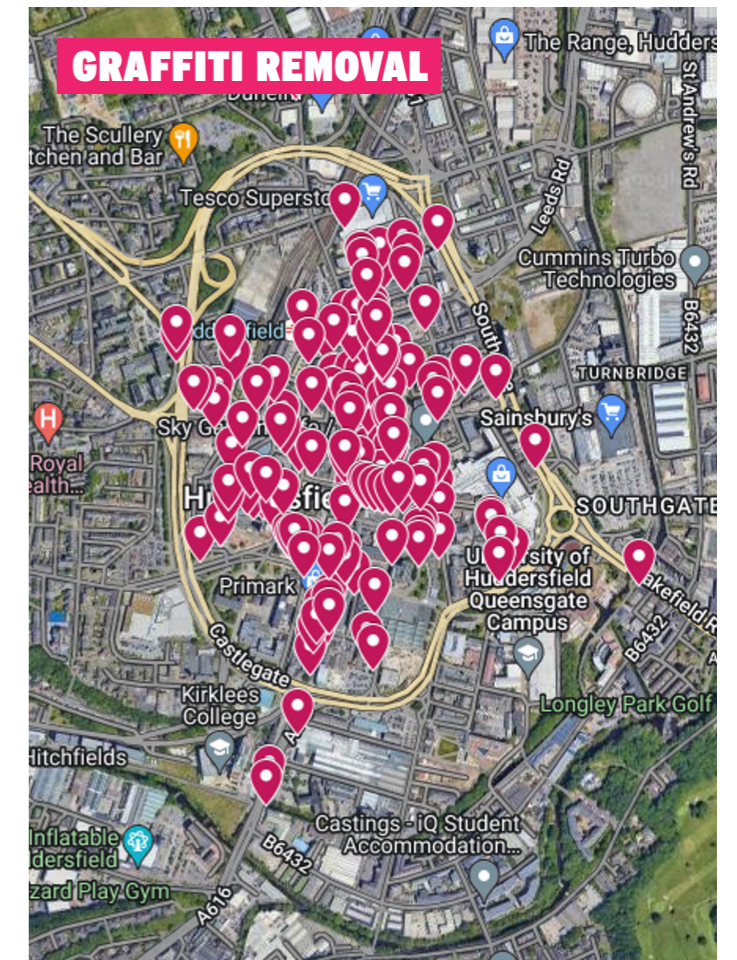
Light Installation on New Street

## JET WASHING

## GRAFFITI REMOVAL



Areas we have jet washed within the BID area since 2022 (marked in pink).



Areas where we have removed graffiti within the BID area since 2022.



# FIRST TERM IN REVIEW

## LIVELY

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

## ACCESSIBLE

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



## GREAT BUSINESS

To encourage the growth, development and investment of businesses and organisations which support the development of Huddersfield's identity.

## SAFE & ATTRACTIVE

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.



"It's shown through the figures that we struggle financially when the Street Rangers are not around. Home Bargains in Huddersfield town centre is a focus store for theft, equating to thousands of pounds in a quarter.

Derek, Joe and Gav have always come to my aid whenever I've needed them. The team respond within minutes, they understand how to properly approach and deescalate a situation, remaining professional and recovering goods safely and quickly each time. It is not something I have personally seen in a Business Improvement District before. The Street Rangers have good knowledge on known shoplifters and share that knowledge with businesses around town when they are in the area so we can be alert. They do a great job at promoting the DISC scheme and ensuring people are dealt with in the correct way, it's something I check every day.

I have aligned my store opening hours to when the Street Rangers are on shift and would not open any later without them around as I simply couldn't stomach the stress. The Rangers make the whole team at Home Bargains feel safer, they have even gone so far to give advice on safe ways to move around the town.

The Street Rangers work really well with us, they respect the restrictions of the business and have fostered great communication and collaboration between businesses."

Luke Coldwell  
Store Manager at Home Bargains



**NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THE COMBINED LEVEL OF SERVICES THAT WE DO**



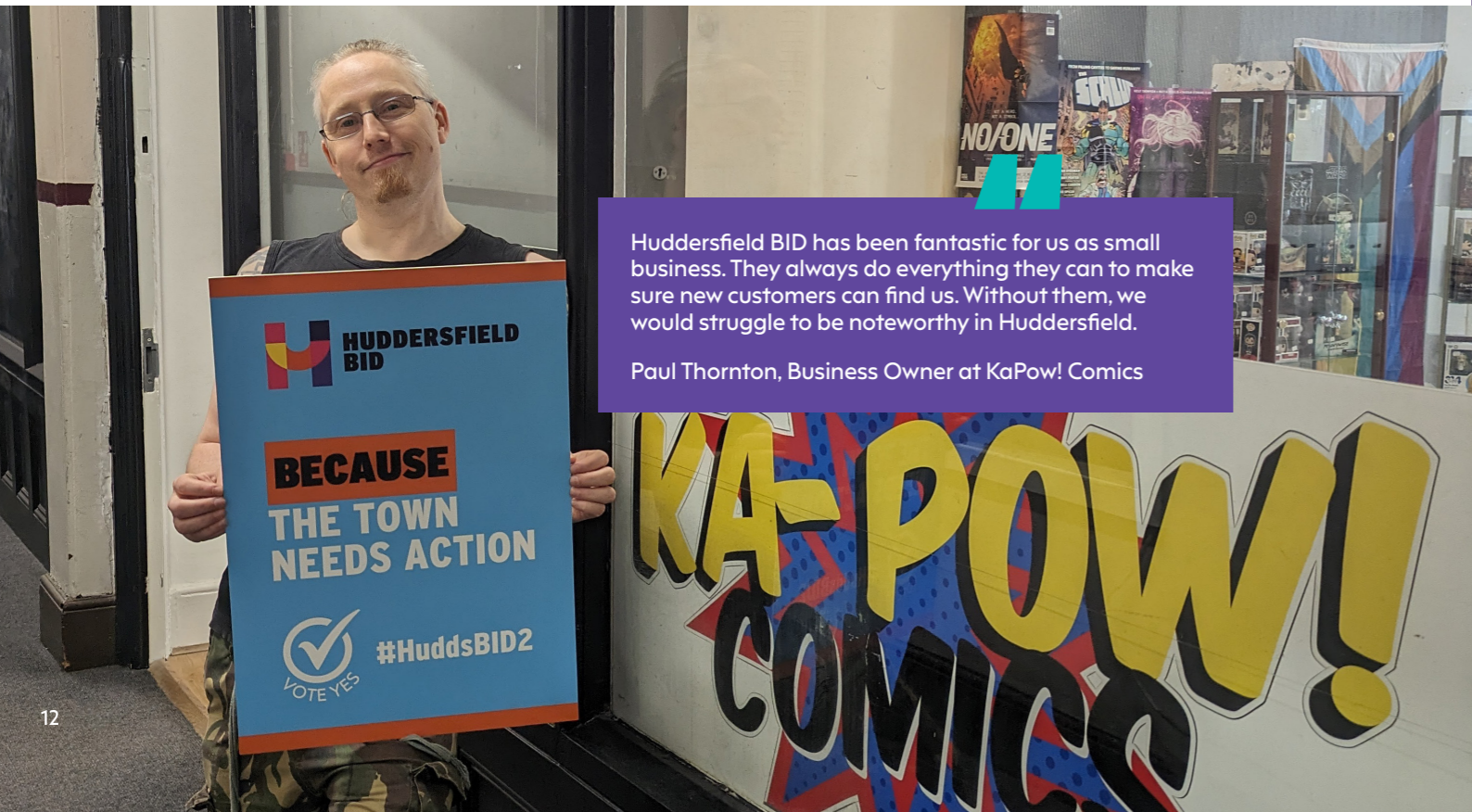
Huddersfield is a fantastic place to live, a great town to work in and where there's something for everyone to do in their leisure time, with the best Leisure Centre in the North of England located close to the town centre.

While there are some very positive developments planned over the coming years to regenerate the town, Huddersfield needs a bit of help to get back on its feet and the BID are the right people to help the town and the local community do this!

Whether it's keeping the streets clean and tidy, organising some fantastic events to put the town on the map, helping people to feel safe with the amazing Street Rangers or simply telling people how good it is to visit Huddersfield town centre, the BID does it all.

A "YES" vote is a must for all if this great work is to continue and to help the town flourish into the future.

Alasdair Brown,  
CEO Kirklees Active Leisure, BID Board Member



Huddersfield BID has been fantastic for us as small business. They always do everything they can to make sure new customers can find us. Without them, we would struggle to be noteworthy in Huddersfield.  
Paul Thornton, Business Owner at KaPow! Comics

# WHAT YOU SAID

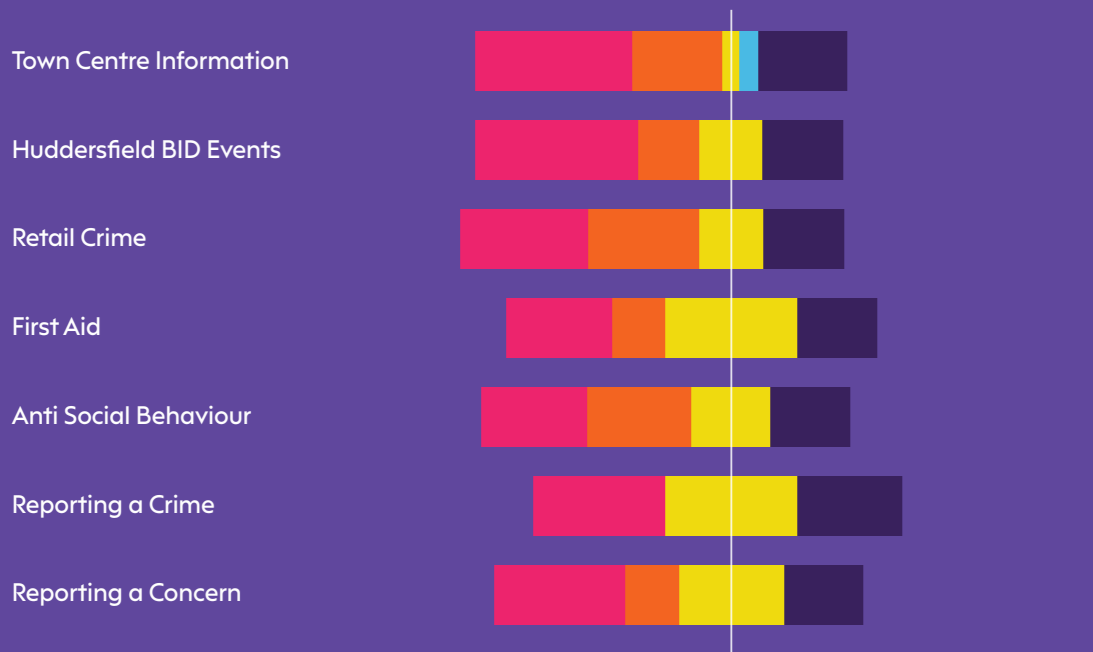
In March 2023 we began a 4-month period of consultation with levy payers to understand how Huddersfield BID's term two should look.

We issued 3 surveys via email communications and social media as well as 500 hand delivered postcards and survey forms. We also held 4 focus groups, inviting levy payers to tell us how they feel we have performed during the first term and what they think our objectives should be going into a second term.

## WE ASKED

How Satisfied were you with the level of service provided by the Street Rangers?

Very satisfied    Somewhat satisfied    Neither satisfied nor dissatisfied  
Somewhat dissatisfied    Very dissatisfied



Huddersfield BID is a really valuable asset in Huddersfield. They've offered me a lot of support, I've been involved in the Easter Egg Hunt which brought a lot of footfall to the shop and we gained new customers from that. More recently the Lego Trail which was awesome, again we got footfall and customers, but for kids and parents to have access to something free and fun in the school holidays was such a good thing for everybody. I'm sure all the businesses that participated benefited, everyone loved it and the feedback was awesome.

Matt Porter, Business Owner at Porter Hill Tea



"The graffiti removal and jet washing services are really important for the Imperiale Arcade, birds tend to nest at the entrances so they can get particularly dirty and unpleasant.

It's great that Huddersfield BID show that exciting things are happening in Huddersfield town centre as it is helping to change public perception that not much is going on."

Anthony Gotts, Business Owner at Handmade in Huddersfield







# BECAUSE THE TOWN NEEDS ACTION

## WE ASKED

Huddersfield BID provide services over and above those which are provided by Kirklees Council. (Please see our website for guidelines and clarification).

Which objectives do you think Huddersfield BID should continue to deliver over the next 5 years?

## YOU SAID

- Jet Washing
- Graffiti Removal
- Decorative Lighting
- Street Rangers
- Planned Events
- Marketing
- Empty Units
- Street Art & Art Installations
- Loyal Free App



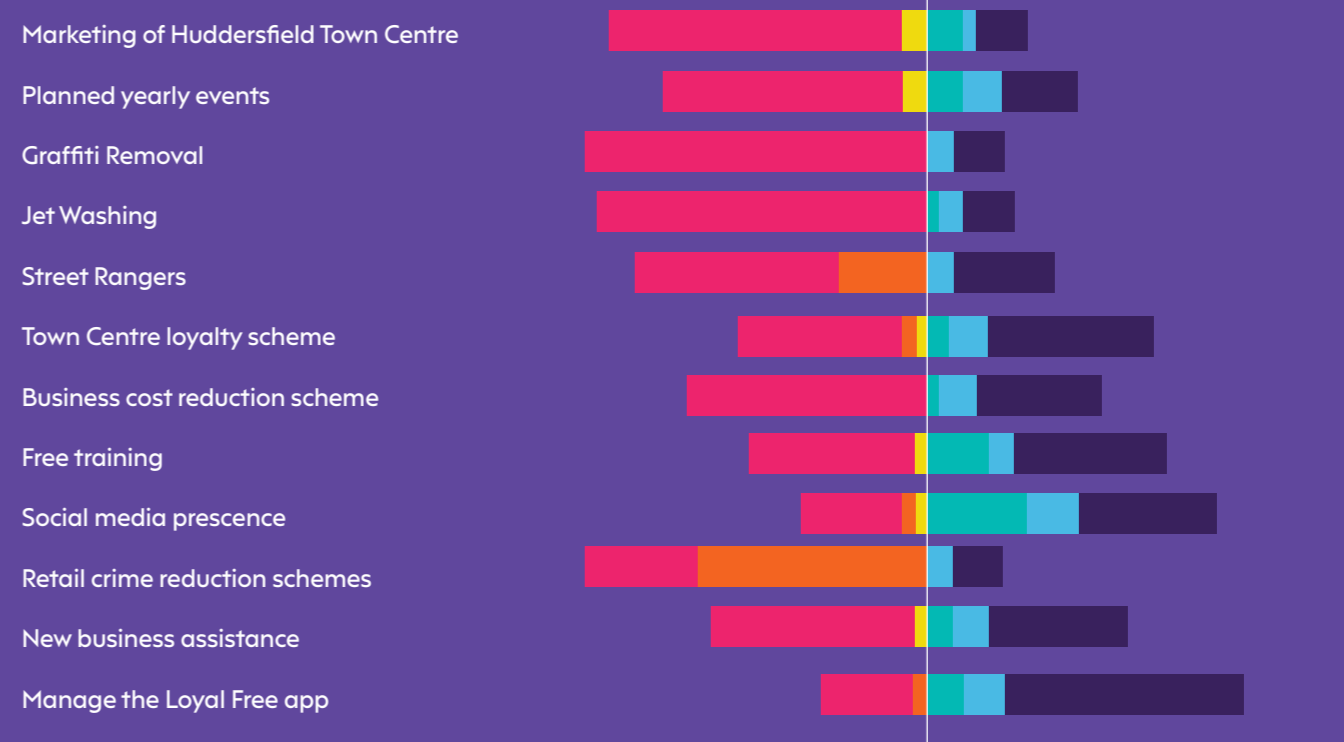
**NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THE COMBINED LEVEL OF SERVICES THAT WE DO**

As part of our consultation we asked qualitative and quantitative questions of our levy payers, to get a better understanding of their opinions on our performance.

## WE ASKED

If Huddersfield BID didn't exist, who would you expect to provide the services they offer?

- Kirklees Council
- Police
- Huddersfield Unlimited
- Your Business
- Contractor
- Other



**Q: WHO IS 'OTHER'?**

**A:** **HUDDERSFIELD BID**

# TERM TWO OBJECTIVES

We are excited to introduce the proposed objectives for Huddersfield BID Term Two which builds on the foundation we set in our first term and takes us forward for the next five years.

After seeking opinions and feedback from our levy payers, we have developed three key objectives for 2024 to 2029 across 3 distinct categories:

**ENHANCE. ENGAGE. ENTERPRISE.**

## FOCUS AREAS FROM LEVY PAYER FEEDBACK



### ENHANCE

To enhance the vibrancy and overall appeal of Huddersfield town centre by creating and maintaining inviting public spaces, ensuring long-term vitality.

- ✓ Jet Washing
- ✓ Graffiti Removal
- ✓ Green Maintenance
- ✓ Business Maintenance
- ✓ Light & Art Installations

### ENGAGE

To facilitate meaningful engagement with local businesses, residents and stakeholders, fostering active involvement, empowerment and a sense of unity through collaboration and an engaging calendar of events.

- ✓ Street Rangers
- ✓ DISC Radio Scheme
- ✓ Lively Events & Trails
- ✓ Marketing & Promotion
- ✓ Collaborative Working Groups

### ENTERPRISE

To promote growth and sustainability of local businesses, creating an environment that encourages entrepreneurship and innovation.

- ✓ B2B Partnerships
- ✓ Town Centre Loyalty Scheme
- ✓ Workplace Training
- ✓ Sustainable Initiatives
- ✓ Entrepreneurial Development



Street Ranger, Derek, removing graffiti



Huddersfield Feast 2023



SmartWater Anti-theft signage

# THE NEXT 5 YEARS

We are excited to begin our plans and objectives for Huddersfield BID term two and we are looking forward to working with other town centre stakeholders as the town centre welcomes new infrastructure developments and improvements.

Huddersfield BID will be at the forefront of promoting Huddersfield as a place to live, work and visit. We will provide free training to our levy payers and their teams to ensure they are equipped with the best skills and knowledge to compete in this ever-changing environment. There is no other body or organisation within the Huddersfield BID area which provides the level and type of service which we do. Our ability to act and work independent of wider organisations allow us to respond to the changing needs of our levy payers. Our objectives for term two reflect those changing needs and we cannot wait to begin.

Huddersfield deserves to be a clean and safe town with a secure presence on the streets, which makes our Enhance and Engage objectives our main budget appointments. We feel it's important for Huddersfield to innovate and evolve and work towards a sustainable town centre. Our Enterprise objective will enable Huddersfield BID to work with the University of Huddersfield on renewable energy projects and sustainable working practices.

## ENHANCE

The appeal of the town is important to us and we will work hard to make sure it is a safe and welcoming place because an attractive and clean town, is a successful town.

We will continue with a program of jet washing and graffiti removal across the Huddersfield BID area. Our Maintenance Ranger will ensure the planters are weed and litter free and are well cared for.

We plan to build on the light and art installations we have already delivered with our 'Bringing light to dark places' and street art projects for the benefit of levy payers, visitors and residents.



Becky Dash,  
CEO at Lawrence Batley Theatre,  
BID Board Member

Huddersfield BID is really important for making sure the interests of the town's businesses have a collective voice and someone advocating for them – driving footfall, improving the overall look and safety of the centre and helping make this a better place to live and work.



TentaHudds 2019



NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THE COMBINED LEVEL OF SERVICES THAT WE DO

Street Ranger, Steve, jet washing town centre pathways

## ENTERPRISE

We plan to help Huddersfield become an innovative and sustainable town by investing in sustainable initiatives and providing loans for businesses who aim to improve their green credentials, shop fronts and void unit spaces. By providing businesses with low interest loans to make improvements, we can ensure that Huddersfield BID levy payers move forward and develop alongside the town.

We will continue to promote and encourage B2B offers and town centre loyalty schemes which keep visitors spending locally and bolsters income for levy payers.

A well-trained team is a strong, successful team, which is why we are providing over 200 free training courses for levy payers to attend and complete. We will also facilitate networking events that allow key stakeholders around the town to come together to share experiences, knowledge and learnings. It is important to us that levy payers have the opportunity to grow, develop and improve so we can all work towards a more successful and vibrant town.

## ENGAGE

Huddersfield BID's Street Rangers are an integral part of the town centre network and their collaborative working with many stakeholders in the town means the streets are safe when they are on duty. We plan to extend the working hours of our Ranger team to provide more hours of cover in the town centre.

Building on the huge successes of Get Your Geek On, HuddersFeast, Lego Trail and Easter Egg Trail we are now running the HuddersFeast Night Market in collaboration with Kirklees Council. We will continue with our planned calendar of events with the addition of even more free, family-friendly activities which bring footfall into the town centre.

Our Hello Huddersfield website and social channels have been successful in building, raising and promoting the profile of Huddersfield, showcasing places to eat, drink, shop and visit as well as events happening in the area.

We will build on our collaborative working groups and organise our levy sectors to meet, network, train and have a voice through Huddersfield BID. It's our belief that collaborative working is a powerful tool in improving the business community within the Huddersfield BID Area.



Conflict Resolution Training

# BID LEVY FUND & OBJECTIVE SPEND ANALYSIS



Vernon O'Reilly, Creative Media  
 BID Board Member

We support the Huddersfield Business Improvement District; this service is vital to the continued growth of the town. If you look back at all the fantastic projects that the BID have completed during the last number of years to support businesses; its amazing the results achieved.

	OPERATING COSTS	ENHANCE	ENGAGE	ENTERPRISE	ADDITIONAL INCOME	BID LEVY FUND EACH YEAR
YEAR 1	£70,236.00	£125,952.00	£181,675.00	£58,165.00	£13,000.00	£423,028.00
YEAR 2	£71,640.72	£128,471.04	£185,308.50	£59,328.30	£13,000.00	£431,748.56
YEAR 3	£73,073.53	£131,040.46	£189,014.67	£60,514.87	£13,000.00	£440,643.53
YEAR 4	£74,535.01	£133,661.27	£192,794.96	£61,725.16	£13,000.00	£449,716.40
YEAR 5	£76,025.71	£136,334.50	£196,650.86	£62,959.67	£13,000.00	£458,970.73

These projections are based on a 100% levy collection rate.



Cllr Graham Turner, Cabinet Member for Finance and Regeneration  
 BID Board Member

The last 4 years have seen the BID go from strength to strength. It is now an integral part of keeping our town centre clean, safe, and vibrant.

By staging and organising town centre events it helped drive up footfall and brought much needed extra people into our town centre, which has led to a much-welcomed increase in business for our town centre businesses. The BID will continue the good work it's already done and will build on that by expanding its events and continuing to support the local business community.

## HOW MUCH WILL YOU PAY?

Since 2022, we have allowed levy payers to pay their BID Levy in instalments. Although the BID levy is a minimal charge compared to utility, rent and Business Rates costs, we recognise that businesses owners need help to budget and spread costs to manage changing financial issues.

We allow Levy Payers to pay their levy over 6 months or 10 months.

Rateable Value	Total Levy	Monthly payment if paid over 10 months	Monthly payment if paid over 6 months
£10,001	£175.02	£17.50	£29.17
£12,001	£210.02	£21.00	£35.00
£15,001	£262.52	£26.25	£43.75
£18,001	£315.02	£31.50	£52.50
£20,001	£350.02	£35.00	£58.34
£25,001	£437.52	£43.75	£72.92
£27,001	£472.52	£47.25	£78.75
£35,001	£612.52	£61.25	£102.09



# GOVERNANCE

**THE LEVY RULES** 1. The levy rate to be paid by each property or hereditament is to be calculated as 1.75% (zone 1) and 1% (Zone 2), of its rateable value as at the 'chargeable day' (notionally 1st October each year). 2. All properties or hereditaments with a rateable value of £10,001 or more will be eligible for payment of the levy. 3. The number of properties or hereditaments liable for the levy is circa 520. From 2024 onwards, the levy rate will be increased by the fixed rate of inflation of 2% per annum. 5. The levy will be charged annually in advance for each chargeable period (October to September each year), starting in October 2024. No refunds will be made. 6. The maximum amount payable for any one hereditament has no cap. 7. The owners of untenanted properties or hereditaments will be liable for payment of the levy. 8. The Licensing Authority currently does not have a policy to introduce a Late Night Levy during the term of the BID. 12. Kirklees Council will be responsible for collection of the levy. The collection charge will be 3% of levy debt collected over the BID term. 13 The levy is payable by all hereditaments within the Huddersfield BID Area, no exceptions. 14. The BID levy will not be affected by the small business rate relief scheme, exemptions, reliefs or discount periods in the non-domestic rate regulations prevailing at the time. 15. The BID levy will not be affected by service charges paid to landlords. 16. VAT will not be charged on the BID levy. 17. The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing then this course of action will not proceed. 18. The billing body is authorised to collect the BID levy on behalf of the BID company. 19. Collection and enforcement regulations will be in line with those applied to nondomestic business rates, with the BID company board of directors responsible for any debt write-off. The BID funding will be kept in a separate BID revenue account by Kirklees Council and transferred to the BID company. 20. BID projects, costs and timescales may be altered by the BID board of directors, provided they remain in line with the overall BID objectives. 21. The BID board of directors will meet at least four times a year. Every levy paying business and equivalent financial contributor will be eligible to be a member of the BID company. Company members can vote at annual meetings. 22. The BID company will produce a set of annual accounts made available to all company members. 23. The BID will last for five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.

**NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THE COMBINED LEVEL OF SERVICES THAT WE DO**



BID Manager, Sam Sharp

# GOVERNANCE

1. The BID recognises the importance of accountability and transparency within its governance arrangements. It will aim to be certified through British BIDs Accreditation, an award in respect of internal quality management systems within its first term. 2. The number of Directors for the BID Company (the Board – maximum 12) will include representation from all business sectors to ensure inclusion. This may include some non-levy payers, although always in a minority. The Board will meet quarterly. 3. The Board shall appoint a Chair. 4. Provided that the BID Board is meeting quarterly, its overall objectives are met, it shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the headline levy rate would require an alteration ballot. 5. The BID Board will be made up of representatives of levy paying businesses and non-levy payers and will be elected periodically. Additional members may be co-opted, including representatives from partner organisations. The nominated representatives of Kirklees Council will be observers and will not be subject to re-election processes. 6. Levy paying businesses may be eligible to become Members of the BID Company. 7. The BID will file annual accounts compiled by independent accountants with Companies House. The accounts will be available to all levy payers. An annual report on activities, including finances, will be published. An Annual Meeting for Members and levy payers will be held. The BID will issue a statement every year to levy payers. 8. An Operating Agreement, which includes the Council's Baseline services within the BID area, has been agreed with Kirklees Council. A copy can be requested. 9. Notification of the intention to hold a ballot was sent to the Secretary of State on 23rd October 2023.

**FINANCES** 1. A cautious approach has been adopted to providing the indicative budget for the BID term. 2. A levy collection rate of 91% has been assumed and this reflects national average. 3. The average annual levy available to be spent by the BID for the term is approx. £384,930 assuming 91% collection rate. 4. Annual surpluses act as a contingency provision on expenditure, and together with the availability of reserves, provide for an anticipated surplus of 9% of average annual expenditure by the end of the first term. 5. Operating costs of the BID Company are estimated as 17% of total expenditure.

## MEASURING OUR SUCCESS IN DATA, FEEDBACK AND INTERACTIONS

Huddersfield BID offers a very clear vision and we intend to establish a number of Key Performance Indicators to measure the impact of the projects contained within this plan to achieve our vision:

- Establishing, measuring and reporting on a package of town centre indicators, to include sales performance, pedestrian footfall and visitor satisfaction and participation
- Extensive and regular interaction with BID businesses by the BID Team to gain information on the workings of the town, to be recorded on our CRM database
- Production and distribution of an Annual Report to BID members to advise on progress and development activities in line with business feedback
- Production of monthly newsletter of all aspects of the Huddersfield BID which would be communicated back to all BID businesses by email bulletins, handouts, social media and frequent stakeholder meetings. One to one meetings can be requested by email
- Monthly meetings will be held with the retail sector, nighttime economy and business leaders to provide feedback on how the town and Huddersfield BID are performing
- Social media, email communications and website analytics will be used to monitor reach and engagement
- Paid ad investments for increased website traffic and event promotion will be logged and reported in our monthly board reports
- Footfall, income and satisfaction data will be collated for all marquee events
- Trail data will be collated to monitor the success, footfall and engagement of events



Joe Lawson, Sales Director at 75 Media, BID Board Member

Huddersfield is my home town and I am proud of the work that Huddersfield BID has achieved so far and a successful vote for a second term will mean a continuation of the great services they provide.

Huddersfield town centre needs action on cleaner streets, graffiti free walls, interesting and fun events to bring people into town and enterprising projects to drive the town forward.



# WHAT WE DELIVER

A vote for Huddersfield BID will mean a continuation of what we currently deliver and what we propose to deliver through our new Term Two objectives.

In our second term 2024-2029, we plan to deliver on our services and objectives with measurable outcomes and transparent data collection. We will be accountable, hardworking and will strive to improve the Huddersfield BID area because our town needs action.



**WAYFINDING**



**PLANNED EVENTS**



**BUSINESS PROMOTIONS**



**RETAIL CRIME PREVENTION**



**GRAFFITI REMOVAL**



**NIGHT MARSHALLS**



**TOWN CENTRE RADIO**



**200 ONLINE TRAINING COURSES**



**STREET RANGERS**



**ART INSTALLATIONS**



**FREE MEETING SPACE**



**CUPPA CLUB**



**PLANTER MAINTENANCE**

**NO OTHER ORGANISATION IN THE TOWN CENTRE PROVIDES THIS COMBINED LEVEL OF SERVICES**



**BUSINESS CRIME REDUCTION SCHEME**



**BREAKFAST WITH BID**



**NETWORKING EVENTS**



**COLLABORATIVE PARTNERSHIPS**



**TOWN CENTRE LOYALTY SCHEMES**



**FREE TRAINING**



**FOOTFALL DRIVING EVENTS**



**FIRST AID ASSISTANCE**



**DESTINATION MARKETING**



**NIGHT TIME ECONOMY GROUP**



**JET WASHING**



**TOURIST INFORMATION**



**SMARTWATER**



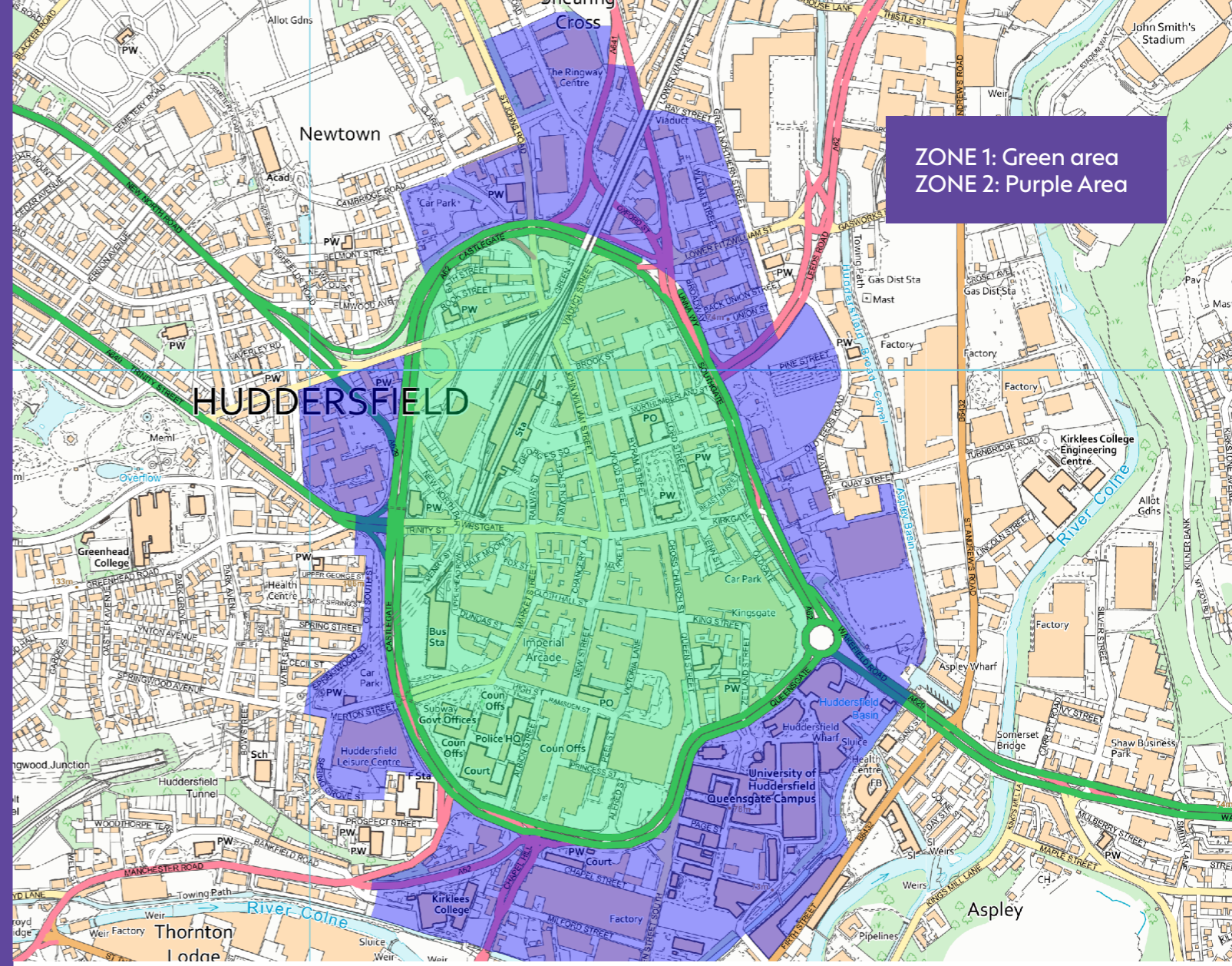
**ADDITIONAL LIGHTING FEATURES**

**BECAUSE THE TOWN NEEDS ACTION**

# THE BID AREA

The map shows the proposed Huddersfield BID area, which remains the same as our first term and will include any new businesses or roads which are developed and created during our second term according to the rules of Rateable Value. The following streets fall within the defined BID boundary for the purposes of the ballot and subsequent levy collection process. Businesses who join after the second term has begun will become levy payers if they are above the stated RV threshold.

- New Street
- King Street
- Kingsgate
- John William Street
- Market Street
- Westgate
- Princess Alexandra Walk
- Packhorse Walk
- High Street
- Byram Street
- Cross Church Street
- Queensgate
- Kirkgate
- Viaduct Street
- Cloth Hall Street
- Northumberland Street
- Victoria Lane
- St Georges Square
- St Johns Road
- Ramsden Street
- Upperhead Row
- Station Street
- New North Parade
- Market Place
- Beck Road
- Northgate
- Market Walk
- The Shambles
- St Peters Street
- Lord Street
- Imperial Arcade
- Macaulay Street
- Beast Market
- Wood Street
- Brook Street
- Fitzwilliam Street
- Queen Street
- Albion Street
- Zetland Street
- Half Moon Street
- Railway Street
- Chapel Hill
- Colne Road
- Dundas Street
- Trinity Street
- Princess Street
- Southgate
- Bradford Road
- St Andrews Road
- New North Road
- Church Street
- Beaumont Street
- Manchester Road
- Spring Grove Street
- Market Avenue
- Castlegate
- George Street
- St Pauls Street
- Wakefield Road
- Queen Street South
- Outcote Bank
- Milford Street
- Lower Fitzwilliam Street
- Leeds Road
- Green Street
- Union Street
- Friendly Street
- Byram Court



As a business, seeing the regular presence of the Street Rangers waking around is great and makes me feel safer. The street cleansing services of jet washing and graffiti removal really benefits the town centre. Without Huddersfield BID, the town would be a lot worse.”

Lindsey Foster, Business Owner at Lincoln's Florists



### OUR MEMBERSHIPS & PARTNERS:



# THE BALLOT

Businesses in Huddersfield will be asked to vote on whether or not they wish the Huddersfield BID Company to continue into term two for the next five years, 2024 to 2029. Ballot papers will be sent out on Thursday 25th January 2024 to the person identified in the specially prepared register of potential voters held by Kirklees District Council. Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Wednesday 28th February 2024. The result will be announced on the following day.

LOCAL GOVERNMENT ACT 2003  
BUSINESS IMPROVEMENT DISTRICTS (ENGLAND) REGULATIONS 2004

## BALLOT PAPER

Are you in favour of Huddersfield Business Improvement District arrangements for:

Any Street 1	Any Street 12
Any Street 2	Any Street 13
Any Street 3	Any Street 14
Any Street 4	Any Street 15
Any Street 5	Any Street 16
Any Street 6	Any Street 17
Any Street 7	Any Street 18
Any Street 8	Any Street 19
Any Street 9	Any Street 20
Any Street 10	Any Street 21
Any Street 11	

for a further period of 5 years?

Place a cross (X) in the box of your choice

YES  NO

This vote is in respect of Property Business Name  
Property Business Address

I confirm that I am entitled to vote in respect of this hereditament

Name (in block capitals) \_\_\_\_\_ Signed \_\_\_\_\_

Position \_\_\_\_\_

(Where the person entitled to vote is a company or partnership, please state the position held by the person signing.)

**NOTE:** For your vote to be valid this ballot paper must be signed and returned to the BID Holder's Agent and Independent Scrutineer at UK Engage, Image House, 10 Acorn Business Park, Heaton Lane, Stockport SK4 1AS by **5pm on Wednesday 28 February 2024.**

# LEVY

Following a successful ballot, the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates. A full explanation of the levy criteria can be found in this BID Proposal and available at [www.huddersfieldbid.co.uk](http://www.huddersfieldbid.co.uk).



I have seen the changes that the BID have brought to the town centre and how they have worked with key stakeholders to improve the safety of Huddersfield town centre. A vote for Huddersfield BID means more jet washing, more graffiti removal, more events and the rangers are on our streets.

David Aimes, Ridley and Hall,  
BID Board Member

# VOTING PROCESS



If you have not received your ballot paper on the 26th January 2024, please contact the BID office on 01484 431758. Completed ballot papers can be handed into a secure ballot box at Civic 1 Kirklees Council.





**BECAUSE**

**THE TOWN**

**NEEDS ACTION**

