



BRIGHOUSE BID

Annual Report & Activity Summary 2023/2024

www.visitbrighouse.co.uk

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Welcome

The purpose of this report is to summarise the projects and activity which has been delivered by Brighouse BID over a 12 month period – September 2023 to August 2024 and highlight some of the planned activity towards the end of 2024 and into 2025.

In November 2023, Brighouse BID levy payers had the opportunity to take part in our 2nd ballot to determine whether Brighouse remained a BID town for a further 5 year term. By unanimous vote – Brighouse BID was voted back in as an entity to support the town for a further five years covering April 2024 to April 2029.

Brighouse BID is a not for profit organisation trading as a Limited Company (Company Number 11993992). It is controlled by a Board of Directors representing town stakeholders – paying VAT and filing Companies House returns.

Brighouse BID does not distribute profit – it reinvests any surplus into delivering projects against the key pillars and operating Business Plan. The key pillars and operating Business Plan were the criteria under which Brighouse BID was voted back in at the end of November 2023 and the underpinning principles of all the objectives outlined along with the budget setting. [You can read these on our website >>](#)

Brighouse BID is a member of British BIDS and our Board is made up of the following Directors:

Name	Position
Lesley Adams Owner of Simply Flowers	Co-Chair
Dr Euan Noble Owner of Rokt	Co-Chair
Cllr Howard Blagbrough Calderdale Councillor	Director
Tracey Broadbent Head of Retail at Overgate Hospice	Director
Anne Colley Owner of Brighouse Books	Director
Diana Greenwood Tourism & Visitor Economy Manager at Calderdale Council	Director
Alexandra Kennedy Partner at Brearleys Solicitors	Director

November 2023
**Brighouse BID renewed
for further five years**





From our BID co-chairs

Welcome to our 23/24 Annual Report filled with the activity our BID team have undertaken over a 12 month period.

We were delighted that Brighouse BID was voted in for a second term in December 2023 and, following the Yes vote, a second BID term will run from 1 April 2024 to 31 March 2029 with three objectives through which the programme of investment will be focused and delivered:

- **A Vibrant, Clean & Safe Town** – backing Brighouse to be a place where businesses want to invest and those living and working nearby want to visit, spend time and money, and return to regularly.
- **A Welcoming, Lively & Friendly Destination** – backing Brighouse to be a place where people from across Calderdale, Yorkshire and beyond choose to visit, attracted by events, shops and venues, and encouraged to return by the positive welcome and experience they receive.
- **A Place Where Business Can Thrive** – backing Brighouse to be a place where the businesses of today can grow and the businesses of tomorrow want to be by providing insight, information and support and ensure the voice of every business in every part of the town centre is heard.

We thank you for voting to enable Brighouse BID to continue as it translates into £650,000 of investment with a dedicated voice for Brighouse, based in Brighouse, and only for Brighouse.

We are acutely aware that the levy paid, no matter what amount, is an additional cost on hard-pressed business owners but we will work as hard as we can to ensure by ringfencing the money – in Brighouse, for Brighouse – each and every business sees the benefit of the BID – no matter how you voted.

As a town we're doing something right following the Yes vote as the annual town footfall demonstrates during the first 8 months of this year with over two million visitors. This activity report demonstrates what the BID team have delivered for our town which has directly contributed to a healthy footfall, a significant online presence and social media engagement and ensuring Brighouse remains vibrant.

We're excited to see what we can achieve by 2029 – and look forward to working with you to deliver for everyone in our town.

On behalf of the Brighouse BID Directors and the BID team, we would like to thank those businesses who work with us, provide feedback and ideas, along with the partner organisations who have made the last 12 months very fruitful for us all as a town.



Lesley Adams & Euan Noble
Co-Chairs, Brighouse BID

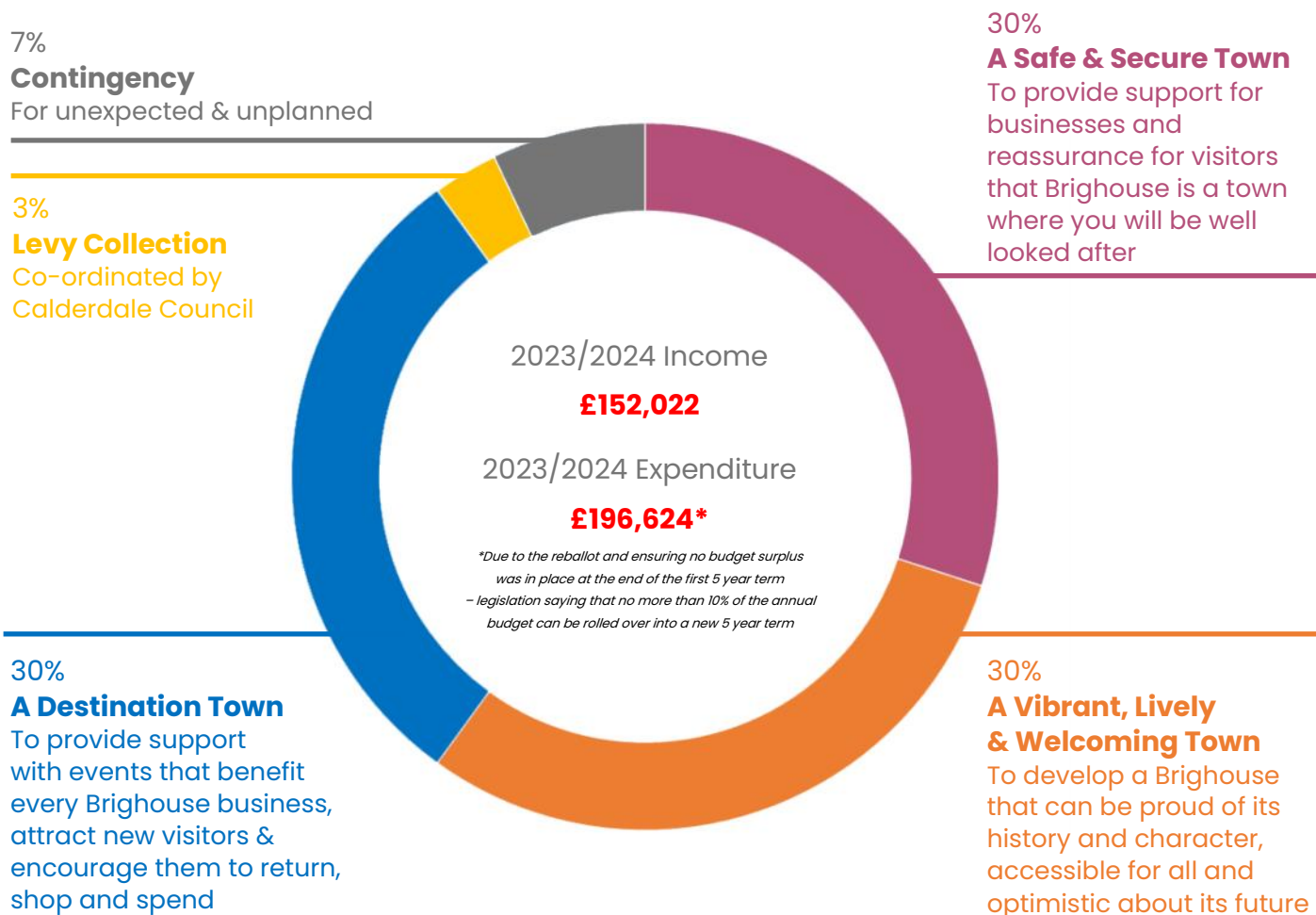
How levy income is spent

Annual revenue for Brighthouse BID comes primarily from the levy payments made by every eligible business and landowner within the BID Boundary. In our financial year (which ended 31 March 2024), this totalled £119,631 with additional income (from voluntary memberships, sponsorships, stall bookings, etc) giving an income of £32,391.

The way the revenue is spent is inline with the priorities identified by the BID Proposals which were approved in the vote of 2018 (for the period to 31 March 2024).

Clearly, a lot of the spend on individual items falls across multiple categories – for example, the BID Office allows us to service these priorities and be a visible presence in the town, the BID team work to organise and deliver the events and activities, and we pay for marketing and advertising to showcase what is happening, why people should visit, and highlight everything that is great about Brighthouse.

This is how that 2023/2024 income can be split among our broad priorities and our other expenditure:



Further details on the Brighthouse BID Ltd accounts are available by contacting the Brighthouse BID Office.

The year at a glance

2 million

visits to the town from January with an increase in dwelltime

1.5 million

reach on our social media channels in the 12 month period and record levels of engagement

4,000+

completed entries from families taking part in our town centre trails delivering more footfall



Over 4k

shoppers and visitors registered to receive our Visit Brighouse e-newsletter with event and marketing updates

4

Win the Window competitions run in conjunction with local shops generating over 3,500 email addresses for active marketing

66,000

people reached through our new Visit Brighouse website in the six months post-launch

Record

crowd numbers at our 1940s weekend and Family Market Dinosaur Day

Brand New

Magic March campaign which achieved an increase footfall and which other BID towns are looking at replicating

Over £6k

of Brighouse Gift Card sales which will be spent directly at any one of the 65 businesses who are now signed up to take the Brighouse Gift Card

New Income

from the introduction of events, commercial sponsorships and voluntary BID membership - resulting in additional investment in the town

Record

levels of media coverage bringing more attention to what is happening in and around Brighouse

Over 30k

brochures, trails, leaflets, banners and posters printed and circulated promoting what's going on in town

Over 10k*

online weather update checks in the run up to our outdoor events by the BID team!
**approximately*



The year in quotes

“We love the traditional paper trails in Brighouse – keeps my young one off a screen!”
Brighouse parent doing the Dino Trail in August



“The Brighouse 1940s event is our favourite local event – so friendly and we love coming along.”
Visitor to Brighouse from County Durham



“We now live in Australia after living in Brighouse but have bought a Brighouse Gift Card for our relatives at home – it’s a great idea.”
Ex-Brighouse residents now living in Sydney



“One of the busiest days of the year when the Dinos came to town – we sold out of a lot of items by lunchtime!”
Fork in the Fish, Brighouse business

“Sponsoring the Brighouse 1940s event was a great initiative for us here at Home Instead and we loved getting to know the local community a little more in such an engaging way”
Julie from BID sponsor Home Instead, Halifax



The year in footfall

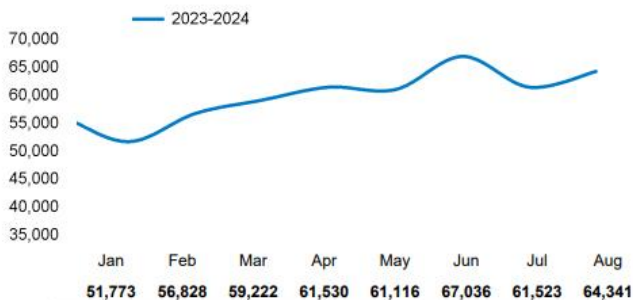
Every month, the Brighthouse BID team analyse the latest footfall and visitor numbers provided independently by leading data firm MRI OnLocation and provided to Brighthouse BID by Calderdale Council's Data Works team.

We are able to look at who is coming to Brighthouse, where they are coming from, how long they are spending here, and then compares to other towns in Calderdale.

Here is a summary of some of the data we regularly examine, and the headlines for the year covered by this annual report:

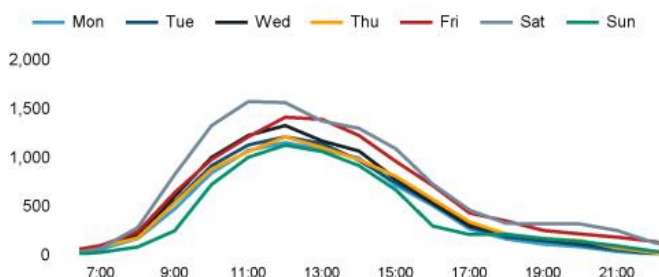
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



Footfall Counts by hour

The figures shown below are calculated using a weekly average



Between September 2023 and August 2024, we have welcomed 2.96 million visitors to Brighthouse

During that period, an average of 56,977 visitors came to the town every week

This compares to a weekly average of 66,000 for Halifax and 21,600 for Elland

The average time people spend in Brighthouse is over an hour – and that's increasing year-on-year

The busiest single day was Saturday, 1 June, 2024 (during our 1940s Weekend) when nearly 40,000 people came to the town

What we've done

Autumn & Christmas 2023

FiverFest – over 30 businesses took part in our final FiverFest promotion over a two week period

Chatty Café Scheme – BID subsidised cafes in the town centre to register for the national scheme to help combat loneliness on a local level (from a national campaign)

Back Brighouse campaign – we launched the ballot campaign to encourage a YES vote for a 2nd BID term and the resulting Yes vote will generate £650,000 worth of income for the town up to April 2029

Halloween Trail – 16 shops took part in our traditional 'pen and paper' trail for 2 weeks encouraging families into town during half term – ending with Halloween entertainment in the town centre on 28th October

Nutcracker Trail – launched for Christmas another traditional trail engaging with 20 shops from November into January

Christmas Market, Santa and Tree Switch On – record levels of shoppers and visitors attended our Christmas Market event

Win the Christmas Window – the BID window hosted a promotion of the Brighouse Gift Card to win a Gift Card simply by scanning the QR code in the window

Visit Brighouse Christmas Gift Guide – our unique online Gift Guide gave businesses the opportunity to choose a product to promote on our social media in the run up to Christmas



August 2024
Summer Family Market



What we've done

Early 2024

What's On & Events Calendar & Bookmark – in January, we set the dates for all the key events and campaigns for 2024

Win the Window – we launched our first Win the Window with a town centre business – Websters to win a stylish chair worth over £500 and captured 1,200 entries and the opportunity for BID and Websters to follow up with email marketing

New Visit Brighouse website – in February we launched a brand new Visit Brighouse website which was vastly improved and which enable us to be more tactical with events and campaigns and linked into our social media

New Visit Brighouse e-newsletter – we launched a new e-newsletter for shoppers and visitors to town as a platform to promote our events and plans

Meet the Business – opportunity for businesses to have a 'business focus' feature on our social media channels

Magic March – launch of a brand new campaign to replace FiverFest which resulted in 60 businesses taking part and offering a unique promotion

Easter Egg Trail – over 25 business took part in very popular trail to find the Brighouse ceramic eggs hidden in the windows – ending with Easter Saturday entertainment in town

Win the Window – a second Win the Window campaign with Justmylook generated record entry levels

Q&A session with local Policing team – hosted in April at Brighouse Central Methodist Church giving businesses the opportunity to meet our Brighouse Community team and discuss key issues

Spring Market in April – successfully attracted over 50 stallholders and visitors to the town centre on the last Sunday in April



June 2023
1940s Weekend



What we've done

Summer 2024

1940s Weekend – we hosted the hugely popular 1940s weekend which attracted record levels of visitors to the event from near and far – more entertainment and stalls than ever before

Win the Window – linking up with RSPCA and Total Travel to promote their shops in the BID window and to promote our Visit Brighouse e-newsletter

'Thank you Teacher' – a campaign on social media to recommend parents choose a Brighouse Gift Card to give to their child's teacher as an 'end of term' present – which generated over £800 in card sales

Family Market and Dinosaur Day – a new combined event which attracted over 14,000 visitors into town alongside a Dinosaur Trail throughout August. The trail alone attracted a large number of families to visit town, enjoy the trail and the dino-themed windows



August 2023
Dinosaur Spectacular



Coming up

What's planned for Autumn & Winter 2024

A Taste of Brighthouse – enabling all our town centre food and drink businesses to promote a unique offer through our NEW Taste of Brighthouse campaign launching in October (subject to sufficient take up from businesses with 15 minimum required to take part – all asked to submit offer if it's something that they would like to take part in and they think would benefit their business)

Halloween Trail – 25 business to take part in our October half term family trail with Halloween entertainment planned

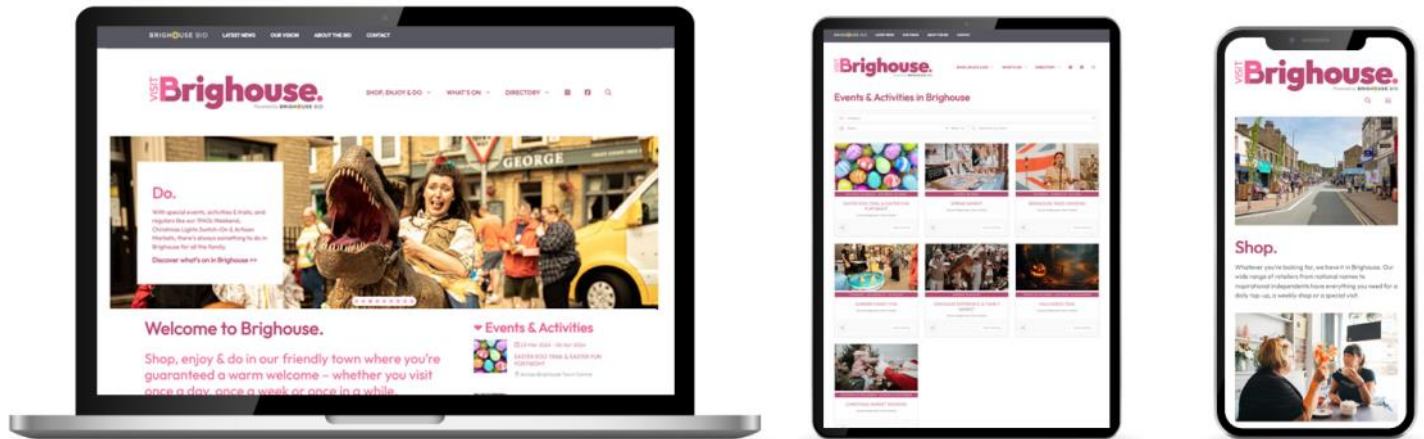
Food and Drink Map – plans to launch a Food & Drink map featuring all the wonderful place in the town centre to enjoy food and drink

Christmas Market and Light Switch On – 30th November and 1st December – we're aiming to attract record numbers to come and enjoy the delights of Brighthouse during the festive season

Brighthouse Gift Card – we'll be giving the Gift Card a huge promotional push this Christmas as the perfect local gift solution



Putting our town on the map



One of the most important jobs of the BID is to be the voice of our town – and the voice of you, our levy payers – so Brighouse is on the map.

We take every opportunity we can to make sure our channels are engaging, topical and supportive of your business.

In early 2024, we launched a brand new website, at **www.visitbrighouse.co.uk**, and refreshed our branding to ensure a consistent message and one easy-to-access place for everything you need to know about Brighouse.

Alongside this, we launched a new regular email newsletter for visitors, residents and shoppers – so far **over 4,000** people have signed up to receive this and it is growing daily with a current average of 400 people per month signing up.

It's been the best year ever on our Visit Brighouse social media channels in terms of followers and engagement

Our social media channels **@visitbrighouse** on Facebook and Instagram have achieved strong reach with year-on-year increases in the numbers engaged.

We have also put investment in paid promotions to highlight key events and activities taking place across the town.

We will continue to expand our reach during the next year, and spread the word about our wonderful town.

Facebook Reach

September 2023 – August 2024

1.426m

▲ 5x higher

Facebook Followers

September 2023 – August 2024

9,986

▲ Up 3k



March 2024

It's been a busy first quarter of the year here at Brighthouse BID – with new campaigns and initiatives and planning for the year.

Here's a round up:

Win The Window campaigns

We had a record breaking amount of entries for our January promotion alongside Websters.

Pauline, who lives locally, loves coming to shop in Brighthouse regularly and was delighted when she was the winner of the Harlequin Chair.

With over 1,200 entries, we're going to continue our Win The Window promotions throughout the year and are working with Justmylook to launch the next promotion early April.

If you want to 'take over' our BID window with a competition – just get in touch and we'll work together to make it happen!



Promoting our town

As we shared last month, we have a refreshed Visit Brighthouse website which is more dynamic and responsive to what is happening across the town, and allows us to market our events and your businesses more tactically.

Part of this is with a brand new Visit Brighthouse Bulletin which already has nearly 2,000 people on the list to receive the latest from our town direct to their inboxes.

Thank you for all the support spreading the word about these new channels.

Magic March

Our Magic March campaign has worked well as a new way of enabling more businesses to take part in our biggest ever promotion

It was our replacement for FiverFest - but developed completely in-house so it is bespoke to Brighthouse.

Over 50 of you took part with dozens of brilliant offers - and we hope the huge amount of publicity, from street banners and the BID shop window to media coverage and social media promotions, has led to increased footfall and sales.



Keeping you up to date

The best way of quickly and efficiently keep BID levy payers up to date is our BID e-newsletter.

Over the last 12 months we have sent out 28 newsletters, updates and announcements exclusively for levy payers.

You can see all of these at anytime at www.visitbrighthouse.co.uk/thebid/newsletterarchive

If you do not receive this and would like to, please make sure we have your correct contact details.

You can contact us on this, or anything else, at:

- **Brighthouse BID Office**
17 Bradford Road, Brighthouse HD6 1RW
- Telephone:
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- Email:
info@brighthousebid.co.uk