



BRIGHOUSE BID

Annual Report & Activity Summary 2024/2025

www.visitbrighouse.co.uk

f **@** **visitbrighouse**







Welcome

The purpose of this annual report is to summarise the projects and activity which has been delivered by Brighthouse BID over a 12 month period – September 2024 to August 2025 and highlight some of the planned activity towards the end of 2025 and potential considerations for 2026.

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

Brighthouse 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.

Brighthouse 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 Brighthouse 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 >>](#)

Brighthouse 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 Moffatt Owner of Brighthouse Books	Director
Diana Greenwood Tourism & Visitor Economy Manager at Calderdale Council	Director
Alexandra Kennedy Partner at Brearleys Solicitors	Director





From our BID co-chairs

Welcome to our 24/25 Annual Report filled with the activity our BID team have undertaken over a 12 month period and some key facts and figures on how we've been measuring the activity.

In terms of our three objectives, these will remain unchanged throughout the term and our focus has been on delivering:

- **A Vibrant, Clean & Safe Town**
- **A Welcoming, Lively & Friendly Destination**
- **A Place Where Business Can Thrive**

Over the remaining period of the five year term, the £650,000 investment will continue to be spent against achieving those key objectives specifically in Brighouse town centre.

This year so far has had its own challenges for Brighouse businesses. For those with employees, national insurance hikes, continuing high energy prices combined with an uncertain economy generally has meant many businesses have had to dig deep simply to keep the status quo.

We fully appreciate that the BID levy is an additional cost to each town centre business, yet we truly believe that how we invest the funding back in to the town centre truly makes a difference. Every penny we spend of the levy income aims to keep shoppers and visitors in our town centre, contributing to footfall which is higher than many other town centres like ours. As a BID, Brighouse BID is one of the smallest in the country in terms of budget and resource, yet we strive to get the maximum value out of our budget on every penny spent.

In addition to delivering all the key events, marketing initiatives and footfall monitoring, we've strived to look at different ways of engaging with businesses including a new Brew with BID initiative, where we've given you the opportunity to meet each other and share any challenges or insights. We worked on your behalf to appeal against the car parking price hikes earlier this year and lobbied to ask Calderdale Council to reconsider this given the implications of such a drastic price hike. Sadly this went ahead despite our campaign.

As one of the UK's smallest BIDs, this year and over the coming years, our challenge will be to maintain the same high standard of marketing, events, and entertainment despite rising pressures. Increasing operational costs, the wider cost-of-living impact, and evolving legislation around crowd safety will all need to be carefully managed and our events programme reviewed.

All things considered, as a town we are holding our own, with footfall up 3% year on year, our premises vacancy rate remaining very low with a demand for new businesses to come into town and very healthy engagement levels on our social media channels. Our visitor e-newsletter is growing in size each month, enabling us to reach more potential shoppers and visitors and ensuring we remain on the radar of anyone within Calderdale and outside the area to visit.

On behalf of the Brighouse BID Directors and the BID team, we would like to thank all those businesses who support what we do, who engage with us, provide ideas, feedback and help us achieve our aims and objectives.



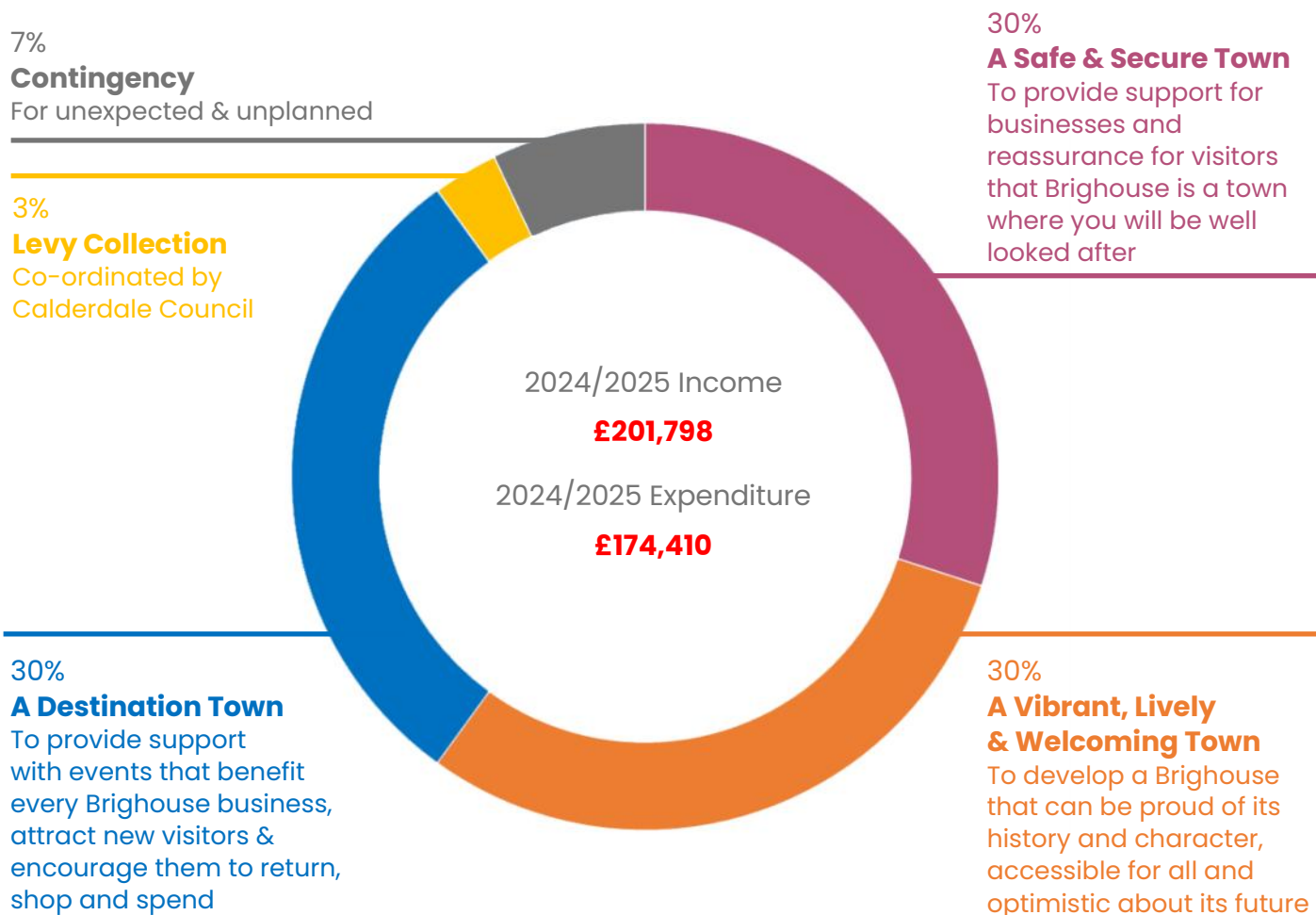
How levy income is spent

Annual revenue for Brighouse 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 **£161,874** with additional income (from voluntary memberships, sponsorships, grants, stall bookings, etc) totalling **£39,924**.

The way the revenue is spent is in line with the priorities identified by the BID Proposals which were approved in the vote of 2023 (for the period to 31 March 2029).

As in every preceding year, 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 Brighouse.

This is how that 2024/2025 income can be split among our broad priorities and our other expenditure:



Please note – the annual report covers the financial year March 2024 up to April 2025.
The activity report covers the latest operational year which is September 2024 up to August 2025.

The year at a glance



3.25 million

visits to the town during 12 months to August 2025

Growing

reach on our social media channels with huge levels of engagement

6,000+

completed entries from families taking part in our town centre trails and our Win The Window promotions



Over 6k

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

Over £9k

In Brighthouse Gift Card sales since launching the scheme, available to spend at over 60 businesses in the town

67,000

people reached through our Visit Brighthouse website

4

Cuppa with BID sessions arranged to help businesses meet and engage with each other

6

New voluntary BID members (businesses outside the town centre) signed up and involved with Visit Brighthouse

New

Taste of Brighthouse dining out campaign trialled during September 2024

2,000

Brighthouse events bookmarks distributed from our newly rebranded town centre hub

36

Business spotlight features written and shared on our social media generating an average reach of 350k +

24/7

Sharing, monitoring and promotion of your business through our social media channels

12

Impactful window campaigns featured in our Visit Brighthouse hub with countless visitors receiving information

Ongoing

Liaison and communication opportunities for businesses to raise issues with West Yorkshire Police's Brighthouse Community Policing team

The year in quotes

"Every time Visit Brighouse share our posts, we get a big increase in online engagement"

Reuben's Deli



"We love bringing our grandchildren to take part in the trails and visiting the town centre"

Grandparents from Southowram



"I never win anything but I was delighted to be the Win the Window winner in July this year as the prize was a house alarm system and I had just moved into my new home so the timing was perfect"

Local Prize Winner from Brighouse



"We travel to Brighouse every year to join in with the 1940s weekend, it's fun and we thoroughly enjoy it"

Regular visitor to the 40s event



"There always seems to be something going on in Brighouse, which makes it interesting to shop, it's nice and flat and easy to meander around – we prefer it to our nearest centre which is Harrogate "

New visitors to town from Harrogate



"We bought Gift Cards for a 'thank you teacher' gift, it was so easy to do and we know that the local teachers love to shop in Brighouse so it's supporting local businesses too"

Parents from various Brighouse and Hipperholme schools in July



"Father Christmas in Overgate was fabulous this year, he really made our children's day and gave them a lovely gift"

Family visiting Christmas Market



"We couldn't believe the Easter Bubble workshop was free during the school holidays, we turned up expecting to pay and it was brilliant"

Parent who enjoyed Easter holiday entertainment



"Our event stall is always really busy when the markets are on. In fact, we now have 2 stalls at every event to meet the demand"

Liv from Liv's Bakes Cakes



"We've had such great feedback from the local community and coming to your events have helped us reach out to a different audience about water safety awareness"

Chris from West Yorkshire Fire & Rescue

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:

Between September 2024 and August 2025, we welcomed 3.25 million visitors to Brighthouse

During that period, an average of 61,361 visitors came to the town every week

This compares to a weekly average of 68,000 for Halifax and 24,000 for Elland

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

Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



Year on year % is calculated by comparing the 2024-2025 period with the 2023-2024 period i.e the figure for July compares July 2025 to July 2024

What we've done

- **Taste of Brighouse** – new campaign focused on dining out offers for café's and restaurants
- **Halloween Trail** – 21 venues taking part throughout half term up to Halloween
- **Car Parking campaign** – to appeal to Calderdale not to increase parking charges
- **Brew with BID** – launched in November to facilitate businesses to meet up and chat through business challenges or issues
- **Christmas Market & Light Switch On** – 2 day Festive Market with Santa and Lights
- **Gift Card Sales Promotion** – big push and campaign to promote Brighouse Gift Card in the run up to Christmas
- **Bookmark Brighouse** – ever popular Brighouse Bookmark to promote annual events programme
- **Magic March** – popular campaign extended to run throughout the whole of March focusing on specific deals and offers in town
- **Easter Trail** – BID's ceramic Egg Trail for 3rd year running with addition of a CultureDale Easter Rabbit
- **Spring Market** – 60 stalls and activities in town including performance from Rock Choir



- **1940s Weekend** – 2 day market and full entertainment programme
- **Dinosaur Trail** – extended for the full month of August
- **Family Market and Dinosaur Experience** – Sunday event to bring in the families to enjoy the market and take part in the trail
- **Visit Brighouse** – regular monthly newsletter to database promoting what's planned in town
- **BID members newsletter** – BID newsletter and ad hoc updates for BID businesses on our plans and events
- **Monthly Footfall monitoring** – year on year comparisons plus benchmarking against other adjacent towns
- **Regular meetings and updates with other Northern BID towns** – to share new ideas and initiatives that have been tried and tested in other towns
- **Ongoing liaison with Brighouse's Community Policing Team** – co-hosting any meet and greets where possible to improve safety and security in the town centre

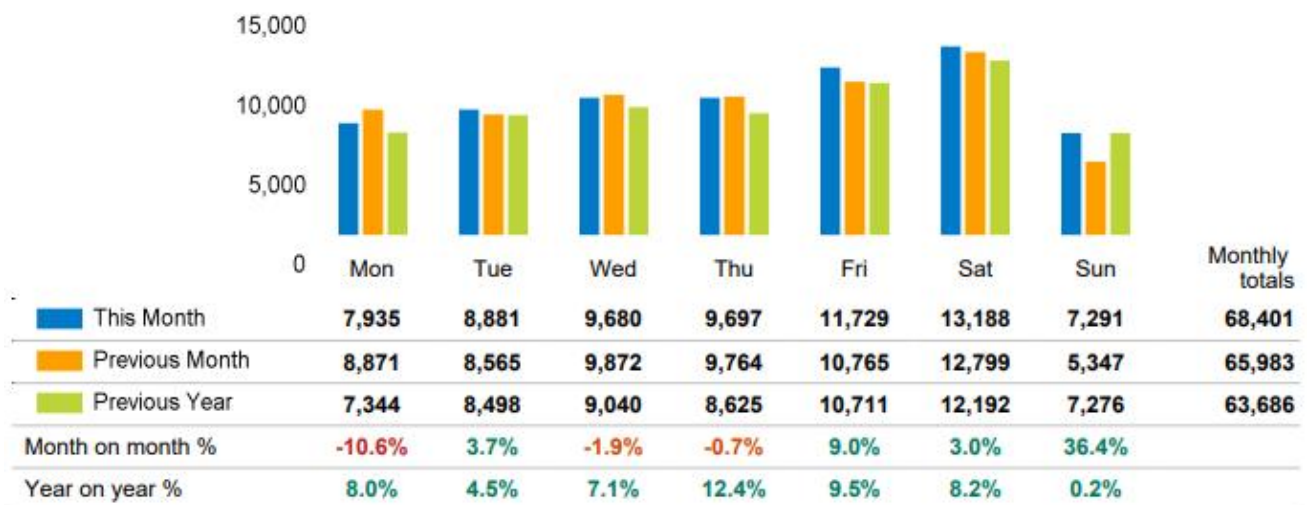


Snapshot of a successful summer

To illustrate the progress being made, we wanted to bring you the snapshot of footfall from August 2025, received as this annual report was being produced.

It was a particularly strong month in Brighouse with the Dino Trail and Dinosaur Experience and Market bringing people into the town centre:

- Footfall was 4% up on July 2025 and 7% up on August 2024
- The strength of the Dino Trail month-long activity, across the heart of the school summer holidays, can be seen by looking at the day-by-day chart below which shows increases throughout the week, particularly on weekdays, and also big increases across the town centre at Commercial Street and Bethel Street



- The comparisons show how resilient Brighouse is – across the UK, footfall is up 0.7% in the year to date, 0.8% across Yorkshire, whereas locally it is 6% down in Halifax
- Sunday 17th August, the day of the market and Dinosaur Experience, saw 10,315 visitors in the town centre – this is double the average Sunday footfall in the town centre



Our plans for 2026 & beyond

- Review and assess 2025 events and footfall to enable recommendations to be put forward for 2026 plans
- Assess budgetary implications as highlighted earlier in light of operational cost increase challenges in particular event management costs
- Put forward a marketing and event plan that delivers against the key pillars and objectives
- Build our e-mail newsletter subscriptions and look at business-specific promotional content
- Increase revenue from third party sponsorships, grants and alternative income streams
- Assess any new and trending opportunities for the town
- Use the opening of the new Brighouse Market to generate new visitors to town
- Be aware of the potential implications of the town centre regeneration work starting soon and support businesses on how they can work alongside the Major Projects Team



Keeping our town on the map

At BID, we manage social media and communications to ensure strong visibility, engagement, and relevance.

Our approach is proactive, keeping us ahead of trends and consistently “on the map”. We regularly analyse insights to identify what works best and focus our resources and efforts on maximising those successful strategies.

This includes refining content, boosting engagement, and ensuring campaigns reach the widest possible audience.

Alongside organic activity, we run targeted paid promotions to extend reach and impact.

One of our most popular ways of engaging with people is via our Visit Brighouse newsletter which now goes directly to over 7,000 to let them know about what is happening and encourage them to visit the town:



Website Reach 2025 to 31 August

67k

▲ 2.3%

Facebook Reach 2025 to 31 August

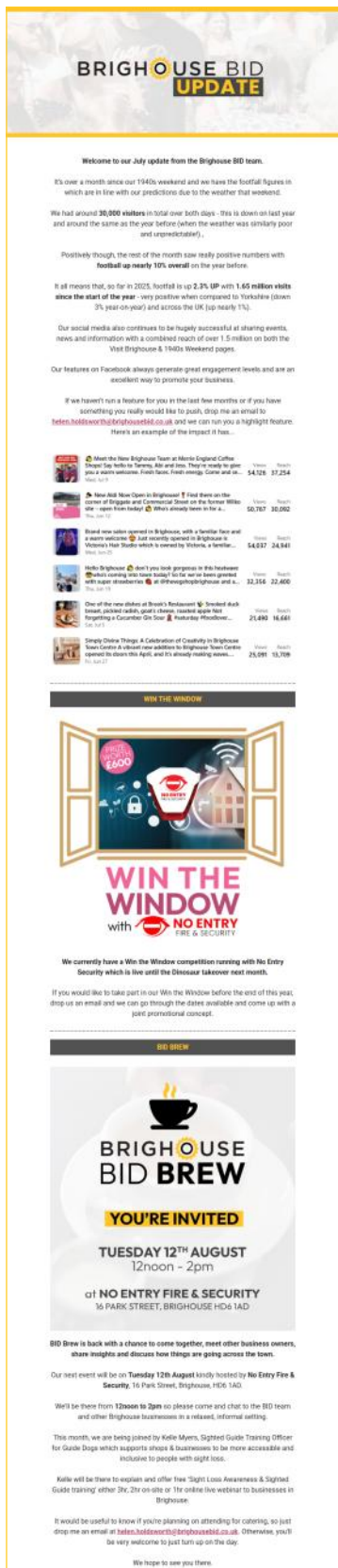
384k

▲ 5.7%

Facebook Followers 2025 to 31 August

11,687

▲ Up 1.4k



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.visitbrighouse.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:

- **Brighouse BID Office**
17 Bradford Road, Brighouse HD6 1RW
- Telephone:
01484 934 006
- Email:
info@brighousebid.co.uk

Thank you

We also want to thank those businesses and organisations who have sponsored Visit Brighouse in 2024-2025, boosting the budgets and allowing us to put on even bigger and better events that bring people to the town:

- Aldi
- CultureDale
- Justmylook
- Valerie Holmes Law

Thank you also to John Steel for some of the photographs in this report.