

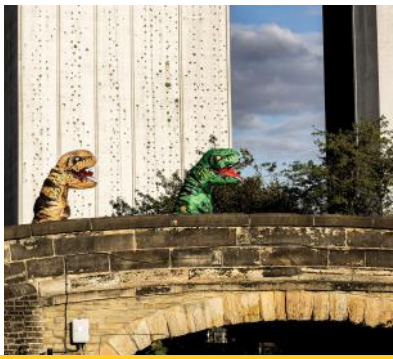










BRIGHOUSE BID

Annual Report & Activity Summary
2025/2026

www.**visitbrighouse**.co.uk

visitbrighouse









Welcome

The purpose of this annual report is to summarise the projects and activity which has been delivered by Brighouse BID over a 12 month period – September 2025 to August 2026 and highlight some of the planned activity towards the end of 2026 and potential considerations for 2027.

In November 2023, Brighouse BID levy payers had the opportunity to take part in our 2nd ballot to determine whether Brighouse remained a Business Improvement District 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 the period 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 The Association of Town & City Management 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 Mark Kimberlin Calderdale Councillor	Director
Tracey Broadbent Head of Retail at Overgate Hospice	Director
Anne Moffatt Owner of Brighouse 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 25/26 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.

This year has been unlike any other in our current BID term. Alongside the pressures facing high streets nationally – rising operating costs, changing consumer habits and continued pressure on household spending – Brighouse has also been navigating a significant period of change as major regeneration works have progressed across the town centre.

While the £19.1 centralised government investment in Brighouse is welcome and will bring long-term improvements, we recognise that the construction period has created very real challenges for businesses. Disruption, changes to access and movement around the town, concerns around parking and the impact of ongoing works on the visitor experience have all made trading conditions more difficult for some.

Against this backdrop, the role of Brighouse BID has arguably never been more important. Throughout the year, we have worked to keep Brighouse visible, accessible and firmly on people's radar. We have continued to invest in events, marketing, promotions and initiatives designed to encourage people into the town centre, conveying the key message that Brighouse is open as normal whilst the works progress.

Over the last 12 months, our work has continued to be shaped by our three key objectives:

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

As one of the UK's smallest BIDs, we have to make every pound work hard. Our resources are modest compared with many larger town and city BIDs, but our ambition for Brighouse is not. We remain focused on securing maximum value from the levy and directing investment towards activity that makes a tangible difference to businesses and the town. Based on our experience in the previous five year term, we know what works for us as a town and where best any marketing or event spend should be allocated for the best return on investment.

During 2025/26, that has meant adapting to changing circumstances. Alongside our established programme of events and destination marketing, we have worked to communicate what is happening in the town, support businesses through periods of disruption, promote reasons to continue visiting Brighouse.

At the same time, the wider challenges facing town centres have not disappeared. Businesses continue to contend with increasing employment and operating costs, pressure on margins and a rapidly changing retail and hospitality landscape. Delivering major public events has also become more expensive and complex, with increasing requirements around safety, security and event management.

These pressures mean we must continually review where BID investment can have the greatest impact.

Despite the challenges, there remains much to be positive about in Brighouse. We have a distinctive independent business community, a strong programme of events and an increasingly established destination brand. Our social media, website and visitor communications continue to give businesses a collective platform far greater than many could achieve individually.

The regeneration programme also gives us an opportunity to look ahead. As improvements are completed, our focus will increasingly turn towards helping Brighouse capitalise on that investment – encouraging people to rediscover the town, supporting increased footfall and ensuring our businesses benefit from the improved town-centre environment.

The pages that follow demonstrate just how much has been delivered during 2025/26 and, importantly, where your BID levy has been invested.

On behalf of the Brighouse BID Directors and BID team, we would like to thank our businesses for their continued support, engagement, ideas and feedback during what has undoubtedly been a demanding year.

Together, we remain committed to supporting Brighouse through change and ensuring our town is in the strongest possible position for the future.



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 2025), this totalled £158,515 with additional income (from voluntary memberships, sponsorships, grants, stall bookings, etc) totalling £35,705.

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).

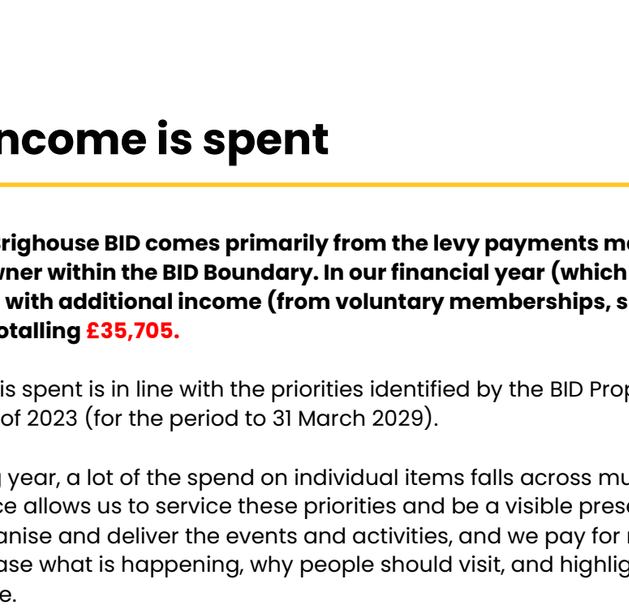
As in every preceding year, a lot of the spend on individual items falls across multiple categories - for example, the BID Office allows us to service these priorities and be a visible presence in the town, the BID team work to organise and deliver the events and activities, and we pay for marketing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

This is how that 2025/2026 income can be split among our broad priorities and our other expenditure:

7%
Contingency
For unexpected & unplanned

3%
Levy Collection
Co-ordinated by Calderdale Council

30%
A Safe & Secure Town
To provide support for businesses and reassurance for visitors that Brighouse is a town where you will be well looked after



30%
A Destination Town
To provide support with events that benefit every Brighouse business, attract new visitors & encourage them to return, shop and spend

30%
A Vibrant, Lively & Welcoming Town
To develop a Brighouse that can be proud of its history and character, accessible for all and optimistic about its future

Please note - the annual report covers the financial year March 2026 up to April 2026.
The activity report covers the latest operational year which is September 2025 up to August 2026.

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

The year in footfall

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

There are four cameras in total on Bethel Street and Commercial Street capturing actual numbers of people and vehicles visiting the town centre.

Long term, and post the Town Deal work being completed, we will work with Calderdale Council to establish reliable methods to continue to capture, monitor and compare footfall data.

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

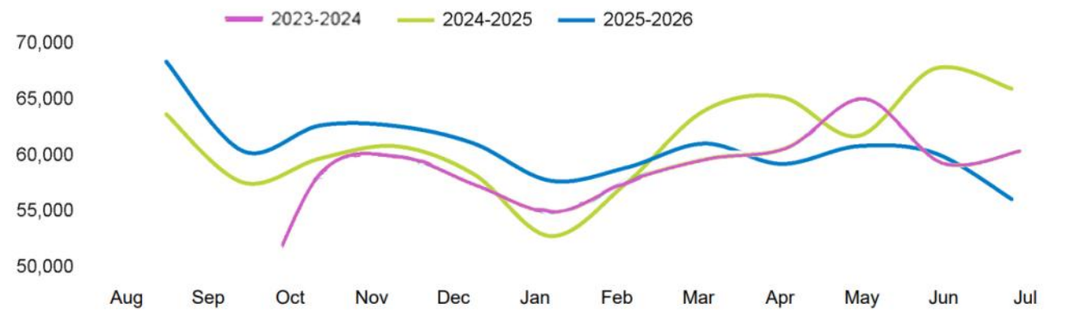
Between September 2025 and August 2026, we welcomed 3.09 million visitors to Brighouse

During that period, an average of 59,389 visitors came to the town every week

Despite the challenges we face, Brighouse continues to hold our own when benchmarked with other town centres throughout West Yorkshire and also the nationwide footfall trends in town centres throughout the UK.

Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
2025-2026	68,401	60,403	62,698	62,640	61,091	57,757	58,952	61,083	59,262	60,846	60,228	56,114
2024-2025	63,686	57,595	59,744	60,833	58,351	52,810	57,619	64,019	65,250	61,761	67,789	65,983
Year on Year %	7.4%	4.9%	4.9%	3.0%	4.7%	9.4%	2.3%	-4.6%	-9.2%	-1.5%	-11.2%	-15.0%
2023-2024	0	36,319	58,362	60,739	56,282	52,165	57,202	60,446	62,111	69,699	59,757	61,609
Year on Year %	0.0%	-5.1%	-1.1%	-5.4%	14.8%	-1.5%	0.7%	5.9%	5.1%	-11.4%	13.4%	7.1%

What we've done

2025

August

- **Dino Day & Family Market –** 10,325 visitors, double the visitors on a standard Sunday
- **Dino Trail throughout town centre during August** - Day 1 of the trail busiest of the month with 14,380 visitors to town; 100,000 Facebook Reach during August – 34% increase year on year; Most traffic going to Dino Day and Trail pages; 8,000 Web Visitors 20% to Dino Day and Trail pages



September

- **Win the Window –** In conjunction with Holiday Inn, we offered a prize with a value of over £600 collecting hundreds of entries



October

- **BID Brew** – cocktail special, larger attendance, opportunity for businesses to meet and chat
- **Halloween Trail Half Term** – 25 October to 1 November, great participation and media coverage

November

- **Late Night Shopping** – participation survey issued and positive response received for a December event
- **Brighouse Gift Card** – promoted locally November and December as Christmas Gift idea inspiration
- **Christmas Lights** – Due to Calderdale Council no longer budgeting to test Christmas Lights, BID agreed to subsidise the light testing and switch on



- **Christmas Tree** - Liaison with Esh Construction to install Christmas Tree at Thornton Square
- **Christmas Market Weekend** - Large number of visitors over the two day event with 30,159 through the weekend (15,606 on Saturday & 14,533 on Sunday). There was an opportunity for BID businesses to take a free stall and open, and be promoted, through the event with social media engagement throughout November building up to the event



December

- **Late Night Shopping Event on 11 December** - between 4pm to 8pm, a good percentage of shops and businesses took part and remained open with 1,856 visitors during the time period, this was 63% more visitors that day than usual Thursday
- **Online Christmas Gift Inspiration** - Brighouse Gift Guide on social media throughout December for local gift inspiration



2026

January

- **Brighouse 'We're Open As Usual' campaign -** Banners, social media, PR, website and Visit Brighouse newsletter
- **Parking Charges appeal to Calderdale Council -** The BID appealed to Council on behalf of all Brighouse businesses asking for a stop to the car parking charge increases being proposed, and we encouraged businesses to do the same



- **Events Calendar -** What's On promoted online, via Visit Brighouse newsletter and annual Bookmark produced

February

- **BID Brew -** with opportunity to talk directly to Esh Contractors with questions on the town centre regeneration works

March

- **Third year of Magic March -** Over 30 businesses took part to promote a special offer for the month, this was supported online, through point of sale materials, posters, social media, BID window and the media
- **Led to strong March footfall** - despite building work being well underway, visitor numbers were up 1.4% on first 3 months of 2026 and website had double the visitors of March 2025 to Magic March offer pages

April

- **Spring Market -** We had over 7,000 visitors with 71,000 Facebook reach for event and Family Trail, up 48% month on month with another opportunity for all BID businesses to take a free stall or open on a busy Sunday in the town centre
- **Easter Trail** - this covered the two-week school holidays and a record number of trail entries were received.







June

- **Vintage Day** - a new event with a different entertainment line-up due to the space restrictions in the town centre, featuring a Vintage Car Show. Over 12,000 visitors – 7% up on visitors from the Sunday of the 40s event 2025
- **Focus on Market Street -** coinciding with the major roadworks on Market Street, we launched a social media campaign to support those businesses on Market Street mid building work. This will roll out to other streets during future works

August

- **Family Toy Trail -** running throughout the town centre for the full month, we put a family focus on visiting Brighouse with media, website & social media activity
- **Positive Parking Campaign -** reactive campaign to put a positive headlines on the parking in town despite the regeneration work with over 1,000 reasons to visit Brighouse. We brought our Dinos into town to show where spaces are, and how easy it is still to get everywhere in the town centre
- **Joint Campaign with Calderdale Council** - the BID is working with Calderdale Council's communications team to scope and implement a campaign to promote the town centre and help support footfall during remainder of the town centre works
- **Business Photography** - 35 businesses benefited from a professional photography shoot over a two week period in August / early September and businesses featured will be sent all photos to use, copyright-free to support their promotion of their shops, venues and firms, and allowing the BID to promote more widely







The year at a glance

3.09 million
Visits to the town during the 12 months to August 2025

5.78m
Views of content on our Facebook page

220k
Reactions, clicks, comments, shares & saves on our posts

1,000+
Parking Spaces mapped across Brighouse to encourage shoppers and visitors to still come & spend

Over 8k
Shoppers and visitors registered to receive our Visit Brighouse e-newsletter with event & news updates

8
Brew with BID meet up opportunities offered to all levy payers

73,600
people reached through our Visit Brighouse website

2
Brand new events - our Christmas Late Night Shopping & Vintage Day

35
Business photography sessions to support our marketing of Brighouse

Over 20k
Posters, Leaflets & Bookmarks printed and distributed promoting Brighouse

30+
Magic March offers promoted locally and regionally

20+
Media Releases resulting in coverage locally, regionally & nationally

24/7
Sharing, monitoring and promotion of your business through our social media channels

1,000s
Of completed entries from families taking part in our town centre trails and our Win The Window promotions

1,351
New Facebook followers throughout the 12 months to August 2026

Our plans for 2026 & beyond

- **October & November 2026** – co-ordinate Christmas Market and establish what's possible around new phased building work
- **Q3 & Q4** – work with Calderdale to develop a campaign to encourage shoppers and visitors to town during the remaining town centre regeneration work
- **Through the year -** Meet with BIDs around Yorkshire and share ideas & inspiration
- **End of 2026 -** Put forward a marketing and event plan into 2027 with consideration of the Town Deal restrictions up to August 2027 while celebrating re-opening of sections of the town
- **Ongoing -** Continue to build the Visit Brighouse e-newsletter subscriptions and co-ordinate regular promotions/updates
- **Ongoing -** Signpost businesses to support and Q&As to Esh and Calderdale Council as the Town Deal works, which are completely independent of BID, continue.
- **Ongoing -** Work as hard as possible to promote Brighouse positively, with solutions-led campaigns, an active social media presence and business specific/street specific graphics and features. We will monitor footfall, media coverage and trends while applying for any grants/other financial support available to BIDs to support Brighouse and all its businesses







Keeping 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 our levy payers, to ensure Brighouse is on the map.

We take every opportunity we can to make sure our social media channels are active, engaging, topical and supportive of all our levy businesses.

A significant chunk of our time and budget goes towards our website, social media, email newsletters and media, and it pays off in terms of followers and engagement.

We're active with our own campaigns and we share business content at every opportunity.

Website Reach	Facebook Reach	Facebook Followers	Instagram Reach	Instagram Followers
to 31 August 2026	to 31 August 2026	to 31 August 2026	to 31 August 2026	to 31 August 2026
78k	436k	13k	36k	4k
UP 15%	UP 13%	UP 12%	UP 7%	UP 6%



































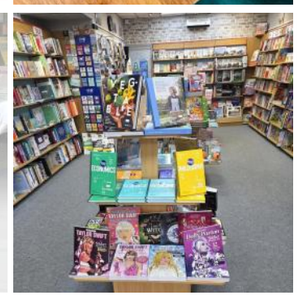





























Keeping you up to date

The best way of quickly and efficiently keeping BID levy payers up to date is our BID e-newsletter. Over the last 12 months, we have sent out 43 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.

"A BID is more than a programme of projects. It is businesses working collectively to strengthen their town - creating a better place to trade, visit, invest and belong.

Together, we can achieve far more for Brighouse than any business could achieve alone."