

Halifax Business Improvement District 2017 - 2022 Prospectus

The Vision

To develop Halifax town centre into a quality destination and a great place for business, leisure and culture with a profile which is recognised regionally and nationally, for being family friendly, welcoming and inclusive to all and which builds upon its heritage and looks to the future.'

This prospectus should be read in conjunction with the full Business Improvement District Business Plan accessible on halifaxbid.co.uk or by phoning Lauren Barber on **01422 360035** or Angela Whiley on **01422 392234** or email info@halifaxbid.co.uk

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Working with others The BID Steering Group

The Business Improvement District (BID) investment programme will be delivered through the four key strategic objectives and their related activities identified in this prospectus.

None of these will be achieved by the BID alone but through its collective voice and influence and working closely with other businesses, organisations, agencies and the local authority these objectives can be delivered.

Marketing Halifax set up a Steering Group for the development of this BID which acts as the body which has proposed the BID for the purposes of the BID Statutory Provisions.

A totally separate and independent company will be set up, limited by guarantee and responsible for the implementation of the BID plan.

The board of the company will be open to all businesses in the BID area.



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The current members of the BID Steering Group are as follows:

**Sam Mason (Co-Chair)
Chief Executive
The Piece Hall**

**Leigh-Anne Stradeski (Co-Chair)
Chief Executive
Eureka Children's Museum**

**Adrian Broadhead
General Manager
Liquid Nightclub & Maine Street**

**Barbara Harbinson
Chief Executive
Creative Calderdale/
Halifax Opportunities Trust**

**Carol Geldard
Director
Covea Insurance**

**Garry Richardson
Owner
Gun Dog pub and Crown
Street Properties**

**Gayle Appleyard
Partner
Gagarin Studio**

**Jason Gregg
General Manager
Woolshops Shopping Centre**

**John Walker
Manager
Borough Market & CMBC Markets**

**Keith Cannon
Surveyor & Property Manager
O&C Management Services**

**Neil Walsh
Managing Director
TJ Walsh Buses**

**Nicholas Worsnop
Partner
Chadwick Lawrence Solicitor**

**Oliver Richardson
Owner
T Richardson Butchers
Borough Market**

**Paul Walters
Vice Chair of FSB
Owner of Lime Tree Europe Ltd**

**Richard Franklyn
Owner
Franklyns Jewellers**

**Richard Hemblys
Director
Spenser Wilson
Accountancy Firm**

**Steven Leigh
Head of Policy & Representation
Mid-Yorkshire Chamber**

**Suzanne Mitchell
Former MD
Vision Express, Woolshops**

**Tracy Harvey
Managing Director
Harveys of Halifax**

**Councillor Tim Swift
Leader of Council &
Leader of Labour Party
Calderdale Council**

**Councillor Stephen Baines MBE
Conservative Party
Calderdale Council**

05

Message from Sam Mason Co-Chair of the Halifax BID Steering Group



'Marketing Halifax' was established in 2009 to support and improve the offer and attract more people to Halifax town centre. This has been done through working together with businesses and organisations as partners, with a very limited budget. However the organisation realised that the challenges and opportunities facing businesses in Halifax would be even more effectively addressed through the development of a Business Improvement District or BID.

We are fortunate to have outstanding attractions and jewels such as the Borough Market and the modern family leisure complex of Broad Street Plaza but Halifax is little known beyond Yorkshire except as being the origin of the 'Halifax Building Society' and the home of 'Quality Street'. The marketing of the town is lost in the desire to promote the district of 'Calderdale' but actually deserves to be profiled, promoted and acclaimed in its own right as an attractive, inclusive town with so much to offer.

With all towns and cities across the country facing the challenges of changing lifestyles, increased mobility and increased competition from other retail destinations and commercial centres, Halifax is in an ideal position to launch itself into the national and international arena

as a special and welcoming place with so much to offer, visitors, its residents and business. A BID acts as the catalyst which brings businesses and other organisations together.

This BID Proposal and Business Plan sets out projects and initiatives which aim to address the challenges and take advantage of all the town centre has to offer. It aims to develop a clear identity for the town centre and develop the experience for visitors, residents, those who work in the town and businesses themselves.

This plan has been created by the BID Steering Group made up of a cross section of businesses from large to small and from retail to professional services. This is a realistic plan with realistic targets at a realistic cost.

It is a chance for the town centre businesses to take the lead on the way in which Halifax presents itself and is perceived, so don't let this unique opportunity slip by. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in October.

**Sam Mason
Co-Chair of the Marketing
Halifax BID Steering Group
Chief Executive Officer
of the Piece Hall**

06

07



Activities for 2017 to 2022 if you Vote YES

Subject to a successful vote in October 2016, the new BID will start on 1st April 2017 and activities will include:

- A clear and distinctive Halifax brand used for promotion.
- Campaigns and promotions for retail and leisure businesses.
- Raise the profile of professional service businesses locally and regionally.
- Improved 'parking experience' and availability of parking spaces.
- Improved appearance of derelict sites and vacant buildings.
- Promotion and development of the culture and leisure offer both day and night.
- Additional festive and creative lighting and floral displays.
- Market intelligence and loyalty scheme for Halifax.
- Signage scheme to make full use of the town and its facilities.
- Ambassadors to promote the area, welcome visitors, support businesses and work with Police.
- Development of a diverse evening and night time leisure offer.
- Events to create an animated feel to the town and build its reputation.

What is a BID?

Business Improvement Districts, (BIDs) are the fastest growing partnership framework seen for decades in the UK. Quite simply a BID is a geographically defined area where businesses pay into a collective pot of money to pay for additional services that they feel will benefit them and the local community.

Each business pays according to its rateable value and all the money collected goes to buying the extras by common consent. The process is managed by the businesses themselves and lasts for up to five years.

I think the Halifax BID represents an excellent step forward in making our town a fantastic family-friendly place in which to live, work and play. With all of the new developments happening in the town centre, including the Piece Hall, Square Chapel, and the new library, Halifax will soon be a world-class destination drawing visitors from throughout the UK and beyond. Eureka! has its own extensive plans for growth and development on our site, and part of this involves the development of stronger physical and thematic linkages to the town centre to provide visitors and families with an outstanding and joined-up experience of all that Halifax has to offer.

Leigh-Anne Stradeski
Chief Executive
Eureka Children's Museum

YES



Research & Consultation

The last year has seen extensive research undertaken across the town centre to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area.

34% of businesses in the town centre feel that over the last five years Halifax has become a worse place to do business and only 23% of businesses feel that the town has started to see recovery from recession.

Parking & Access

Parking was ranked by more businesses than any other issue as being either poor or very poor. Improving the 'Parking Experience' was considered as the second most important initiative for a BID to deliver.

Besides parking, access issues in general were the most discussed topics in workshops, along with improved signage and the flow of pedestrians around the town as a whole. These issues featured in five of the top 20 initiatives businesses wanted to address. In particular there was a concern about the pedestrian routes between the different parts of

the town centre and encouraging people to explore more of the town on their visit.

Improved signage and visitor information was the twentieth most important initiative ranked by more than half of the businesses as very important.

There were many comments about the way in which the location of the bus station and the car parking all serve to encourage people to the eastern side of the town centre, and there was a distinct feeling that the commercial core of the town had migrated eastwards, downhill.



Promotion of a Lively Halifax

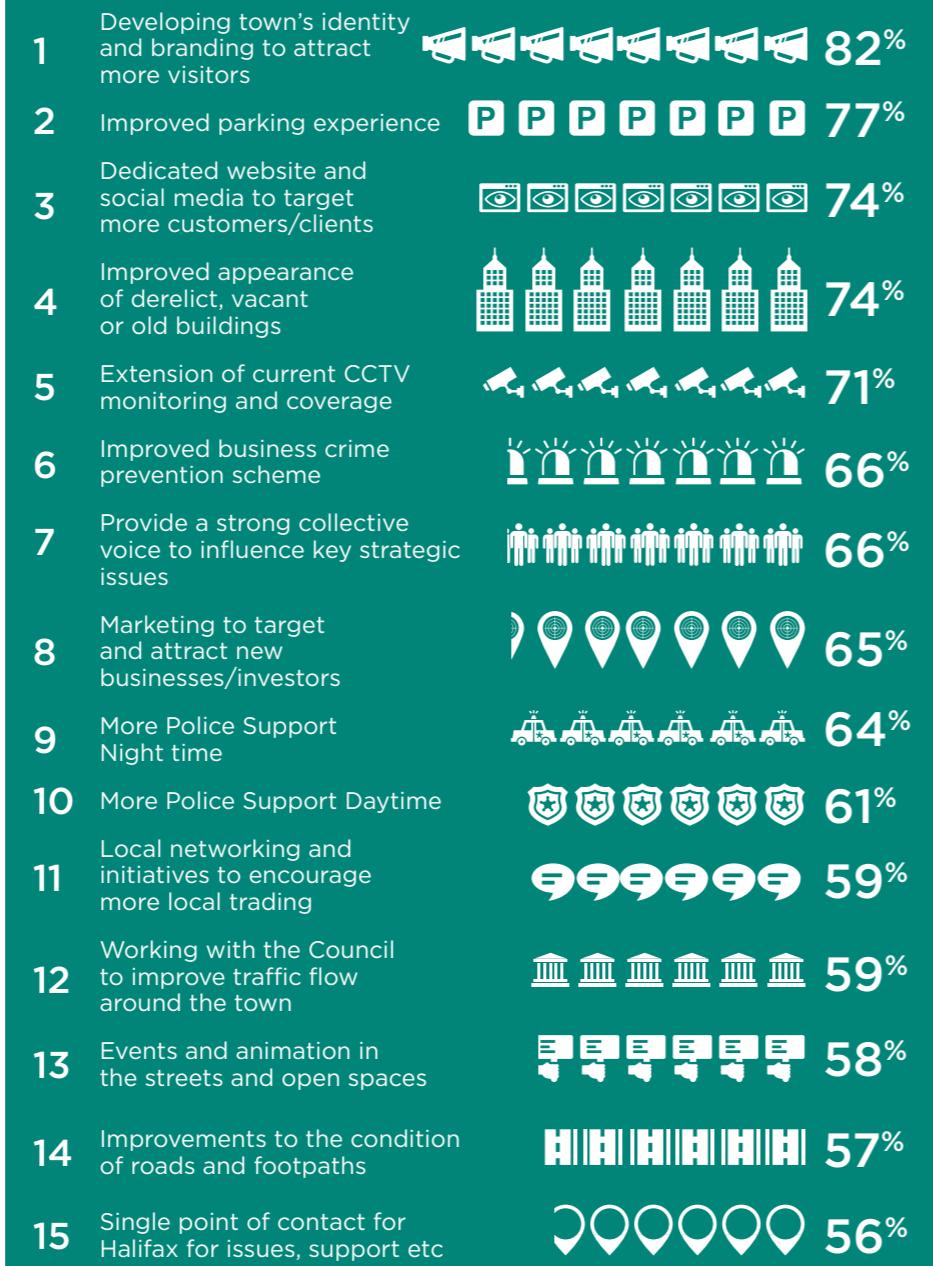
The initiative nominated by businesses as being the most important was 'Developing the town's identity and branding to attract more visitors'. Halifax is currently marketed as part of 'Calderdale' but businesses felt strongly that Halifax has a lot to shout about and should promote its own identify and raise awareness of the town at a national and even international level.

Promotion and awareness of the town was the third most important set of suggestions as a group, given by businesses to the open question about the most important initiatives to your business. Specific initiatives such as a 'Dedicated website and social media to target more customers/ clients' came third in the rankings of important initiatives for businesses.

% of businesses rating issues as poor or very poor

1	Availability of business parking	68%
2	Availability of customer parking	61%
3	Interest shown by the Council	57%
4	Night-time perception of your area	56%
5	Cost of parking	50%
6	Range of shops	50%
7	Police support for your business	46%
8	Delivery access, loading and unloading	46%
9	Appearance and state of the buildings	41%
10	Interest by landlords	39%
11	Crime and security generally	39%
12	The way businesses work together	39%
13	Greenery and floral displays	37%
14	Outside events and animation in the streets	36%
15	Business Crime Prevention Scheme	35%

% important measures to help your business



Many people talked about the importance of having a vibrant and lively town which was inclusive for all ages, all nationalities and all types of people from families to individuals. It was this sense of inclusiveness which permeated all aspects of the discussion from access to events, to the feeling of safety and welcome for all.

Although there was some reservation about the impact of events on trade, there was a general acknowledgement that events help raise the awareness of what the town has to offer and encourages repeat visits in the future. Businesses commented on the sustainability of events and the importance of an on-going programme, not simply restricted to one or two significant events with nothing else in between. Events and animation ranked thirteenth in terms of important initiatives for businesses.

Creating a smart and attractive Halifax with a great business offer

It was clear that businesses considered that Halifax has some great buildings and is potentially a great town, but it needs to be cared for and that there is a lot to do in some parts of the town in terms of tidying up the buildings and looking after the heritage. 'Improved appearance of derelict, vacant or old buildings' was the fourth most important initiative identified by 74% of businesses. The state of the buildings was also identified as the ninth worst issue in Halifax.

The environmental issues were collectively the second most important initiative identified by businesses in the open question about two top suggestions making a difference to your business. Although these comments covered improved cleaning, more floral displays and better festive lighting, most comments related to addressing the state of the buildings in the town and taking more pride in its heritage.

The range of shops in Halifax was considered as the sixth worst issue in the town centre with a clear feeling that the town's retail offer needs to be improved if it is to broaden its appeal and be truly all inclusive.

Marks and Spencers
Woolshops, Halifax



Objective 1: Lively & Well Promoted

To develop and promote the strengths and characteristics of Halifax and build awareness of its retail, professional service, leisure and cultural offer locally, regionally and nationally.

Amount the BID will spend:

A total of £614,000
over five years

Activities

- a. Work with all stakeholders to define, develop and promote the identity of Halifax town centre which reflects its strengths, characteristics and heritage and creates a sense of pride by its businesses and local population.
- b. Develop the use of digital and social media channels, traditional marketing and PR which informs and increases awareness of Halifax as a town, its business sectors, its events and all it has to offer, in a way which is consistent with its identity, to visitors and businesses alike.
- c. Develop promotional campaigns and a loyalty scheme for people using the town centre's businesses which captures market intelligence, develops marketing capability for the businesses and the BID and attracts even more shoppers and clients.
- d. Develop effective communications between businesses to promote awareness of different issues which may affect trading conditions, opportunities and their immediate environment.
- e. Act as a collective voice and represent business interests with all stakeholders to influence any aspect of marketing and promotion of the town centre and its businesses to ensure that it is in line with the BID business plan objectives.
- f. Work with businesses and other organisations to develop and organise events to create an animated feel to the town as a whole and build the reputation of Halifax as a great place to be entertained.

Retail and Health & Beauty

- g. Design and coordinate campaigns which focus on key trading periods, highlight the particular strengths of this sector in Halifax and take advantage of new trading opportunities.

Culture and Leisure

- h. Raise the profile and awareness of the quality and diversity of the culture and leisure economy in Halifax town centre increasing the numbers of visitors enjoying this aspect of the town centre at all times of day, evening and night.

Professional Services

- i. Develop specific campaigns to enable the professional service businesses in Halifax to raise their profile locally and regionally and benefit from the association with the Halifax town centre identity.



We are voting yes because we want businesses to thrive and a place people want to come to. We want Halifax to be a place that people who live and work in are proud of.

Rebecca Brooksbank
& Kirsty Stansfield
Business Owners
La Munch Bunch



I see the Halifax BID as a vehicle to help grow and publicise what Halifax has to offer along with inspiring new creative events and schemes which will see the BID enhance the towns offering.

Adrian Broadhead
General Manager
Liquid Nightclub
and Maine Street

Objective 2: Smart & Attractive

To create a sense of 'place' for visitors and people working in the town centre to enjoy.

Amount the BID will spend:

A total of £437,000
over five years

Activities

- a. Improve the appearance and vibrancy of the streets and open spaces by the use of additional floral displays, public art and festive and creative lighting in a way which complements and develops the heritage and characteristics of the Halifax BID area.
- b. Support the development and implementation of initiatives which improve and protect the public realm and the buildings of the town and which complement and develop the characteristics of Halifax town centre.

- c. Provide cleaning services where appropriate and additional to services provided by the local authority, with a focus on targeted street cleaning and deep cleaning in certain areas.
- d. Work with landlords, agents and others to ensure that vacant premises or derelict properties are maintained and presented in a smart and tidy appearance and do not detract from the appeal of the immediate environment.
- e. Work with businesses and other partners including the Police and Local Authority to develop a diverse evening and night time leisure offer which appeals to people from all ages and backgrounds, in a safe, clean and attractive environment.

Measures and Results

- Footfall to the town centre which is stronger than national high street trends.
- Increased number of locations across Halifax town centre where events and street entertainment can occur.
- Increased number of events and street entertainment and a greater perception of things happening measured through surveys of visitors.
- Increased numbers of people visiting Halifax from the catchment area and beyond.

Objective 3: Welcoming & Accessible

To provide a welcoming and easily accessible place for visitors, workers and residents to explore.

Amount the BID will spend:

A total of £637,000
over five years

Activities

- a. Uniformed day time Ambassadors to:
 - I. Help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces.
 - II. Support businesses in tackling and communicating issues which affect their business on a day to day basis.
 - III. Work closely with the Police and other agencies in tackling antisocial behaviour and crime issues which impact upon the visitor experience.
- e. Tackle anti-social behaviour and crime issues which impact upon the visitor experience and affect businesses in certain

- b. Work closely with the Council and others to improve the availability of car parking for all those working in the town centre and for those who visit.

areas, by developing the existing business crime prevention schemes and working with partners and organisations in the town centre including voluntary organisations, the Police and CCTV.

Measures and Results

- Improved perception of attractiveness of the town centre measured through surveys of visitors and those who work in the town centre.
- Increased numbers of cars using car parks and street parking in Halifax town centre.
- Improved perception of the 'parking experience' in Halifax town centre.
- Improved perceptions of visitor and business safety and feeling of welcome.
- Reduction of incidents of crime and anti-social behaviour.
- Numbers of parking spaces available in or near the BID area both on and off-street.

Objective 4: **A great business & leisure offer**

To encourage growth, development and investment of businesses which complement and build on the strengths of Halifax town centre.

Amount the BID will spend:

**A total of £167,000
over five years**

Activities

Encourage investment to complement the Halifax vision

a. Influence, support and encourage plans and proposals for new buildings, signage, building refurbishments and public realm developments which build upon the town centre's strengths, serve to develop its identity and complements and its heritage and characteristics.

- b. Work with others to develop a retail and leisure framework for the town centre and support its implementation with partners.
- c. Work with partners, landlords and property agents to market the town centre to potential new retailers and investors in line with recommendations from an updated retail leisure framework for the town centre.

Business support and development

- d. Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon their current business performance and future business development.
- e. Develop effective communications between businesses and the BID organisation to promote awareness of different issues

which may affect trading conditions and to ensure that businesses are able to optimise their involvement and benefit from the BID's activities.

Monitoring the Results

- f. Work with other organisations to monitor footfall, commercial performance, parking statistics, customer perceptions and other key measures across the Halifax BID area and provide regular reports and performance updates for businesses.

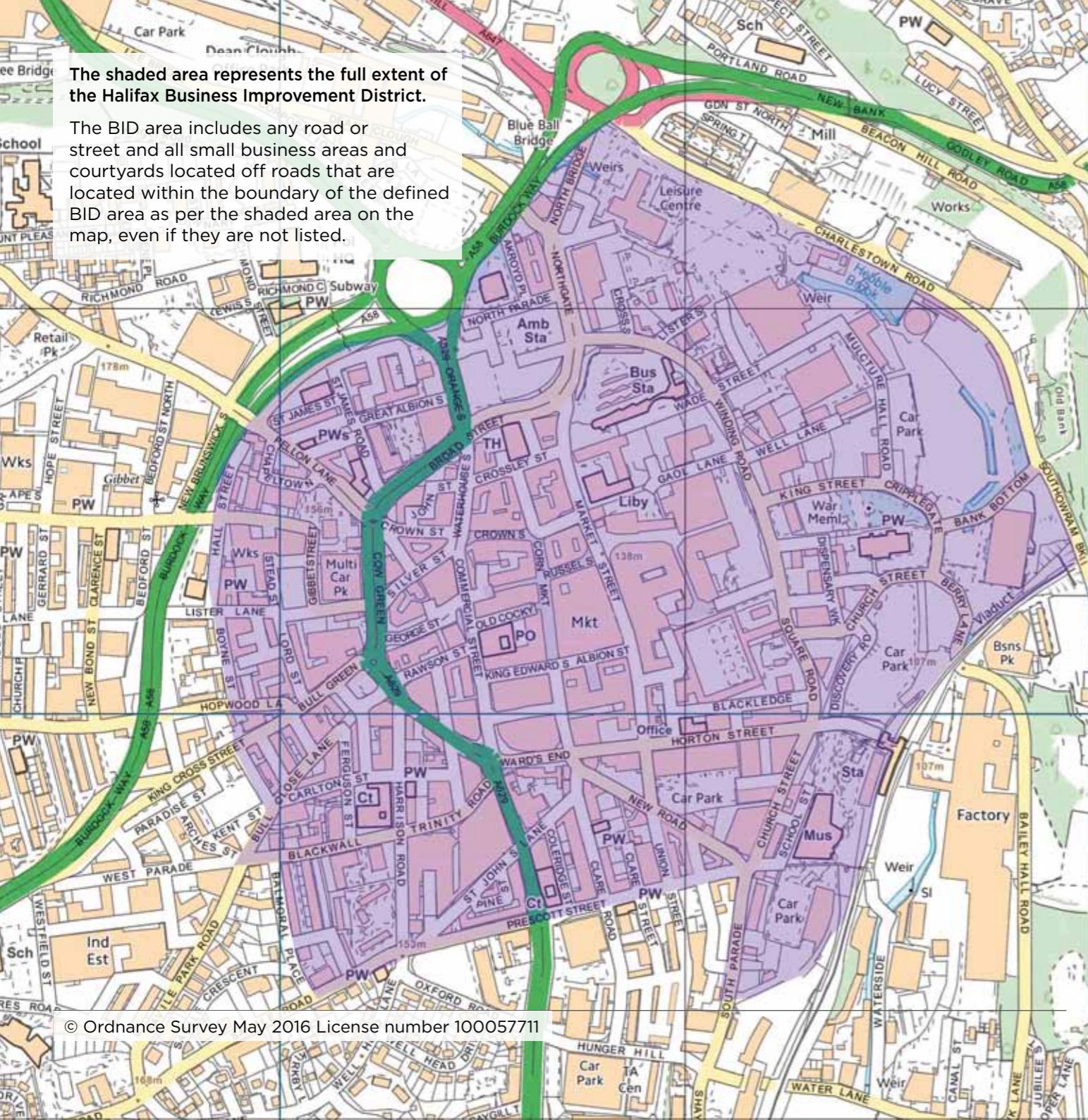
Measures and Results:

- Increased range of retail, leisure and evening economy offer.
- Reduced levels of vacant and derelict properties in Halifax town centre.
- Numbers of business enquiries through commercial property agents.
- Monitoring of footfall and sales performances across Halifax town centre with regular reports and feedback to businesses.



As a newcomer to owning a business in Halifax, I think BID is a fantastic opportunity for local business owners to collectively be able to voice stronger opinions, in order to influence the direction of our town centre for the future.

Katie Lockett
Store Director
Vision Express



The shaded area represents the full extent of the Halifax Business Improvement District.

The BID area includes any road or street and all small business areas and courtyards located off roads that are located within the boundary of the defined BID area as per the shaded area on the map, even if they are not listed.

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Streets in the BID area

- | | | | |
|----------------------|---------------------|---------------------|--------------------|
| Akroyd Place | Charlestown Road | King Edward Street | Silver Street |
| Albion Street | Cheapside | King Street | Smithy Street |
| Alexandra Street | Church Street | Lily Lane | South Parade |
| Alfred Street East | Clare Road | Lister Lane | Southgate |
| Back Ferguson Street | Clare Street | Lister Street | Square |
| Back Lord Street | Coleridge Street | Lord Street | Square Road |
| Back Victoria Street | Commercial Street | Lower Cross Street | St James Road |
| Bank Bottom | Corn Market | Lower Kirkgate | St James Street |
| Barum Top | Cow Green | Market Arcade | St Johns Lane |
| Bath Street | Cripplegate | Market Street | Stead Street |
| Berry Lane | Cross Hills | Mount Street | Sunderland Street |
| Berwick Street | Cross Street | Mulcture Hall Road | Swine Market |
| Black Swan Passage | Crossley Street | New Road | The Market Arcade |
| Blackledge | Crown House | North Bridge | The Old Arcade |
| Blackwall | Crown Street | North Bridge Street | Thomas Street |
| Borough Market | Deal Street | North Parade | Trinity Place |
| Bowling Dyke | Discovery Road | Northgate | Trinity Road |
| Boyne Street | Dispensary Walk | Old Cock Yard | Trinity Street |
| Broad Street | Ferguson Street | Old Lane | Union Street |
| Broad Street Plaza | Foundry Street | Old Market | Union Street South |
| Bull Close Lane | Fountain Street | Orange Street | Upper George Yard |
| Bull Green | Gaol Lane | Paradise Street | Upper Kirkgate |
| Burdock Way | George Square | Pellon Lane | Victoria Street |
| Cadney Croft | George Street | Piece Hall | Wade Street |
| Carlton Place | Gibbet Street | Portland Place | Wards End |
| Carlton Street | Carlton Street | Powell Street | Waterhouse Street |
| Carlton Terrace | Great Albion Street | Prescott Street | Well Lane |
| Carrier Street | Hall Street | Princess Street | Wesley Court |
| Causeway | Harrison Road | Rawson Street | Westgate |
| Central Street | Hopwood Lane | Russell Street | Westgate Arcade |
| Chapeltown | Horton Street | School Street | Winding Road |
| Charles Street | John Street | Shakespeare Street | Woolshops |

How much will you pay?

The payment of the levy by each business in the Halifax BID is compulsory and is set in legislation. The BID levy payment is made regardless of whether the business chooses to vote or if it votes against the BID. The levy is regulated in a similar way to business rates.

The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the daily cost is less than the cost of a postage stamp and even for a larger business; the daily cost is less than the price of a sandwich.

Finance & budget

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1st December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2017.

With levy bands and a 1.75% levy, the indicative costs to a business are:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 - £5,999	Zero	Zero	Zero	Zero
£6,000	1.75%	£105	£2.02	£0.29
£10,000	1.75%	£175	£3.37	£0.48
£25,000	1.75%	£438	£8.41	£1.20
£75,000	1.75%	£1,313	£25.24	£3.60
£150,000	1.75%	£2,625	£50.48	£7.19
£350,000	1.75%	£6,125	£117.79	£16.78

Sources of additional funding

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be around £212,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

Budget details

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
BID levy revenue (Note 1)	£427,170	£435,713	£444,428	£453,316	£462,383	£2,223,010	91%
Other Income (Note 2)	£40,000	£40,800	£41,616	£42,448	£43,297	£208,162	9%
Total Income	£467,170	£476,513	£486,044	£495,765	£505,680	£2,431,171	100%

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
Objective 1	£120,048	£121,375	£122,729	£124,109	£125,518	£613,779	26%
Objective 2	£85,603	£86,549	£87,515	£88,499	£89,503	£437,669	18%
Objective 3	£124,614	£125,992	£127,397	£128,830	£130,292	£637,124	27%
Objective 4	£32,656	£33,016	£33,385	£33,760	£34,143	£166,960	7%
Management costs (Note 3)	£70,076	£71,478	£72,907	£74,365	£75,853	£364,678	15%
Levy collection costs	£12,815	£13,071	£13,333	£13,599	£13,871	£66,690	3%
Contingency (Note 4)	£21,359	£21,786	£22,221	£22,666	£23,119	£111,150	5%
Total Expenditure	£467,170	£473,267	£479,486	£485,829	£492,299	£2,398,051	100%
Accrual for Renewal (Note 5)		£3,246	£6,558	£9,936	£13,381	£33,121	



In the middle of two major cities in the North, makes Halifax the reason for the additional stop off for a breath of fresh air & vibrant culture.

Nathan Benton
Gym Manager
Halifax Pure Gym

Budget notes

- 1 Assumes a 95% collection rate and 2% per annum inflation.
- 2 Including income from landlords, associate members of the BID and other sources (including in-kind).
- 3 Central admin, office and fixed overheads.
- 4 Calculated as 5% of total levy billed.
- 5 Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year.

Ballot and voting

Businesses in Halifax town centre will be asked to vote on whether or not they wish the Halifax BID to implement the business plan over the next five years 2017 to 2022.

Ballot papers will be sent out on 29th September 2016 to the person identified in the specially prepared register of potential voters held by Calderdale Metropolitan Borough Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 27th October 2016. The result will be announced on the following day.

To succeed the ballot has to pass two tests:

A simple majority vote of those who vote must register a 'YES'

AND

The aggregate rateable value of those who vote 'YES' must be greater than that of those that vote 'NO'.

Harveys will be voting YES to Halifax Town Centre becoming a Business Improvement District as we desperately need some new investment in our Town Centre. This gives businesses a real opportunity to vote on a business plan that will generate new ideas, new life and much needed income into Halifax. It will give businesses a louder, more cohesive voice and allow us to make improvements to our town that will benefit us all.

Tracy Harvey
Managing Director
Harveys of Halifax

Yes



Monitoring Success

Working with key partners

In order to deliver exceptional value for money, the BID will work closely with other key stakeholders such as property owners, developers, Calderdale Metropolitan Borough Council and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the over-riding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

Calderdale Metropolitan Borough Council is committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements. From experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

So, local businesses have some direct control of Business Rates investment in their area and the quality of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and parking, sales and footfall data.



Exciting times are potentially ahead for Halifax given all of the building work currently ongoing around The Piece Hall area of the town. I think that Halifax businesses should support Halifax BID so that the extra funds raised can be used in part for a joined up marketing strategy, which will ensure that we maximise the opportunities and benefits that this brings for all of the town centre.

Vicky Atkinson
Director
Riley & Co Ltd



As a business owner I feel it is imperative to make Halifax town centre a more attractive environment to both residents and visitors. The reason I wanted to join the Halifax BID was to be proactive and work together with other local business owners to help to improve the town centre, and therefore to improve the economy of the town. Halifax town centre is currently going through an exciting transitional period, with the Piece Hall redevelopment and I feel this coupled with the work of the Halifax BID team, we can make Halifax a vibrant and bustling town centre once more

Richard Franklyn
Director
Franklyns Jewellers
& Goldsmiths Ltd

Yes

Governance

A new and separate company will be set up to act as the BID Company. It will be a not for profit company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area, for the delivery of the BID business plan and its associated activities and will act on their behalf.

The management structure of the BID will be a Board responsible for governance, a Management Group responsible for coordinating activity and delivery and working groups developing the individual projects.

The Board will be elected by the members of the BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project.

It will be driven by the private sector and will include one Councillor from Calderdale Metropolitan Borough Council as a Director and one Council Officer who will act as a key operational link, but not as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in a Management Group and associated working groups to represent the levy payers. The Management Group will report to the Board. Through specific working groups, the Management Group will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board and Management Group will provide a consistent, collective and effective voice for the businesses in Halifax.

Final thoughts



"I have been privileged, over the last year to work closely with business people who have been committed to creating a new opportunity for all businesses across the whole of Halifax. It is a place which has a sense of community but is seeking

direction, a sense of purpose and a clear identity in a rapidly changing world.

A Business Improvement District provides us with an opportunity to forge even stronger links between us and work on projects which we initiate and which are important to us as committed and hardworking business people. Towns and cities across the UK are changing rapidly and we need to ensure that Halifax does not simply look to the past but takes advantage of its heritage to look to the future.

This plan provides us with a clear direction for a new exciting era in Halifax. I urge you to get involved and work together for the future of the town and our businesses by voting YES in the ballot".

Leigh-Anne Stradeski
Co-Chair of Marketing
Halifax BID Steering Group
Chief Executive
Eureka Children's Museum





This prospectus should be read in conjunction with the full Business Improvement District Business Plan accessible on **halifaxbid.co.uk** or by phoning Lauren Barber on **01422 360035** or Angela Whiley on **01422 392234** or email **info@halifaxbid.co.uk**