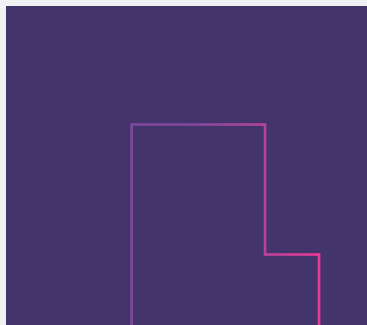
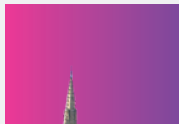




**TOGETHER  
WE ARE  
HALIFAX**

**Halifax BID**  
Prospectus  
2022 - 2027



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## Our Vision:

Develop Halifax 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.

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This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.discoverhalifax.co.uk](http://www.discoverhalifax.co.uk) or by contacting the BID team on 01422 360035 or [projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk).

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## MESSAGE FROM OUR CHAIR

As we approach the end of our first term, I am pleased to say that Halifax BID has had a successful five years.

During which we have delivered against our vision and four key objectives:

- Lively & Well-promoted
- Smart & Attractive
- Welcoming & Accessible
- A great business and leisure offer

When these objectives were originally set it was in response to what you as levy payers of the Halifax Business Improvement District told us you wanted.

Since then, the BID has worked hard to improve our town centre, we listened to you and delivered a range of projects including the brilliant Discover Halifax brand which promotes the town under a well-recognised brand, improvements to the appearance of the centre through painting street furniture and funding flowers, sponsoring and planning events at Christmas time and through the summer holiday period and maintaining a high street presence through our Ambassadors. And of critical importance, we have represented Halifax businesses at a variety of meetings, ensuring that your voice is heard.

One of the things we could not have anticipated was the COVID19 crisis which hit us in early 2020 and is still having an impact as we move towards recovery. Again, to ensure that our response was geared to meet your needs we contacted our businesses and delivered several measures to support you through this challenging time. This included the distribution of over 200 COVID recovery packs to local businesses which we know from feedback were much appreciated.

We are now looking to our second term and the surveys you have completed and consultations you have participated in have helped us shape the business plan for the period 2022-2027. We are finding that many of the areas that were important to you in 2017 remain high on your list of priorities. However, following our experience of the past year, the return of a vital and thriving town centre which meets the needs of businesses, visitors and residents alike could not be more important and Halifax BID has a key role to play in ensuring this.

Working collaboratively with the council to secure a positive future will be critical and building on our successful track record, we are committed to working with you to ensure a strong business voice going forward.

Thank you for your support and engagement throughout our first term, and for helping us shape our business plan for the next five years. We look forward to continuing our journey and to many more shared successes to come.

### LEIGH-ANNE STRADESKI

Chief Executive, Eureka!  
The National Children's Museum  
**CHAIR OF HALIFAX BID**



# YOUR BOARD MEMBERS



**LEIGH-ANNE STRADESKI**

Chair and Director  
Eureka Children's Museum

**JASON GREGG**

Director  
Woolshops Shopping Centre

**RICHARD HEMBLYS**

Director  
Spenser Wilson Accountants

**STEPHEN BULLOCK**

Director  
The Piece Hall

**MICHAEL FITZSIMONS**

Director  
Trinity Sixth Form Academy

**RICHARD FRANKLYN**

Director  
Franklyns Jewellers

**TRACY HARVEY**

Director  
Harveys of Halifax

**DIANE KNOWLES**

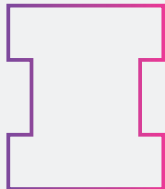
Director  
Lloyds Banking Group

**NEIL MENZIES**

Director  
Caravan Guard

**COUNCILLOR TIM SWIFT**

Director  
Calderdale Metropolitan Borough Council



# THE BID

**WHAT IS A BID?**

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit [www.placemanagement.org](http://www.placemanagement.org)

**GATHERING FEEDBACK**

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the area. Research and findings from the surveys, workshops and working groups and interactions of businesses and organisations from across the Halifax BID area has been considered, in shaping the ultimate Vision, Objectives and their associated activities.

**ALL POTENTIAL LEVY PAYING BUSINESSES IN THE BID AREA WERE SENT SURVEYS.**

Via an ebulletin, visit from a BID representative and via the BID website and were given the option to complete the survey either via telephone or video call with a member of the BID team.

**ALL LEVY PAYING BUSINESSES WERE INVITED TO COMPLETE THE BUSINESS SURVEY.**

**288 PERSONAL BUSINESS VISITS WERE MADE IN TOTAL.**

With 164 of these being unique visits which represents 22% of the 725 businesses which meet the levy criteria having had a visit to discuss the BID.

**101 DETAILED SURVEYS COMPLETED BY BUSINESSES.**

**WORKING GROUP MEETINGS AND WORKSHOPS WERE CARRIED OUT.**

All businesses were invited to discuss their challenges, opportunities and vision for the future of the town centre. These included budget setting workshops, vision and objective setting workshops and targeted workshops.

**DEDICATED BID WEBSITE FOR BUSINESSES.**



# ACHIEVEMENTS OF THE BID 2017 – 2022

## PROJECTS AND ACTIVITIES TO SUPPORT BUSINESSES

Halifax BID is coming to the end of the first five-year business plan. Over the last five years, the focus has been very much on business promotion and support, and in providing additional services to help our town centre be a cleaner, safer and more attractive place for shopping, visitors and for those who work in our town centre.

We have been a lobbying voice with partners, championing the needs and requirements of the businesses.

During 2020 and the COVID pandemic, the BID has undertaken an essential role of supporting business through lockdown and recovery, keeping businesses informed of key changes and helping to ensure the town centre offers a safe welcome to visitors and workers.

Since the successful ballot in October 2016 and the development of the Business Improvement District, and potentially because of the challenges of COVID, over the last few months, businesses across Halifax town centre have started to come together to find a new sense of direction, as a community.

In fact, in recent months there has been growing interest from businesses and organisations outside the town centre to become part of the Halifax BID business community, this is something we're really looking forward to developing through a voluntary contribution scheme.

Since early March 2020, the country has had to deal with the impact of COVID-19. With the economic uncertainty and the dynamic change of the commercial world impacting on the way we live and work post COVID-19, the need for businesses to work together for a better future has never been greater.

Even before the onset of the COVID pandemic, Halifax was already experiencing the challenges faced by other towns and cities with a decline of the town centre as a reputable shopping destination and a need to redefine itself as an economic and social hub for Halifax as a whole. Over the past few months these trends have accelerated and heightened the need to work together to shape the future of the town.

2020 presented unprecedented challenges for all, however the BID stepped up to provide whatever support it could to all businesses across the BID area. Although there are still many challenges to face, working together as a BID we have seen several changes, activities and achievements. A summary of some of the activity of the BID can be seen below:



# PROMOTIONS SUPPORTING & CELEBRATING HALIFAX BUSINESSES



## HALIFAX FOOD AND DRINK GUIDE

Alongside creating the Discover Halifax brand, Halifax BID has delivered a wide range of promotion through varying opportunities and campaigns. The well loved Halifax Food and Drink Guide is just one example of the business guides produced by Halifax BID, along with a selection of B2C promotional materials.

## LOYALFREE

## DISCOVER HALIFAX BRAND

## HALIFAX HERITAGE FESTIVAL



# EVENTS IN HALIFAX

Halifax boasts a wide range of events, including the Halifax Heritage Festival and the more recent additions of Halifax Festival of Words and Calderdale Pride. Halifax BID has been a proud supporter of all of these events, and more.

## HALIFAX FESTIVAL OF WORDS

## CALDERDALE PRIDE

COMPETITIONS



LIGHTS

## CHRISTMAS IN HALIFAX

ENTERTAINMENT

Christmas has always been a big time for Halifax BID, as it's such a valuable time for the businesses of Halifax. Halifax BID has supported the town centre through adding entertainment and atmosphere to the streets, running competitions and trails to encourage footfall and increase dwell time and providing opportunities for regional promotion.

TRAILS



12 DEFIBRILLATORS

As well as to the additional high street presence of the BID Ambassador team, Halifax BID has also introduced 12 regularly monitored defibrillators, created an accessible and user friendly visitor map and financially supported worthy schemes such as Street Angels, Pubwatch and Shopwatch.

PUBWATCH

STREET ANGELS



## MAKING HALIFAX A SAFER AND MORE WELCOMING PLACE

SHOPWATCH

PROMOTIONS



## IMPROVING THE APPEARANCE OF HALIFAX

PLANTERS AND HANGING BASKETS

Working with partners across Halifax to improve the appearance of the town centre and make the town look brighter, more attractive and more welcoming. This includes painting street furniture, funding planters and hanging baskets and introducing new Christmas light installations to Halifax.

PAINTING STREET FURNITURE



## WORKING WITH PARTNERS

Halifax BID has worked with key partners such as Calderdale Metropolitan Borough Council and West Yorkshire Police to ensure a joined up approach to town centre delivery. This partnership working has helped with securing additional funding for Halifax, particularly the Future High Streets Fund.

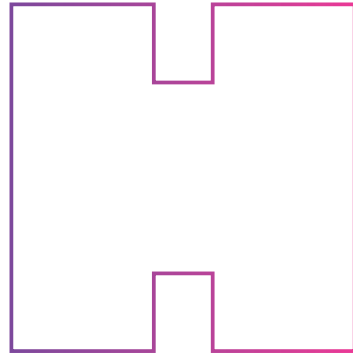
CALDERDALE COUNCIL

WEST YORKSHIRE POLICE

## COVID 19 SUPPORT

Throughout the challenges that were faced during the last 18 months, the BID remained open and operational supporting businesses throughout the pandemic wherever they could and ensuring latest guidelines and information were readily available.

Although it was essential that we changed our delivery methods to ensure the safety of our team and the businesses BID serves, this didn't stop Halifax BID from continuing to deliver support on a day to day basis. A lot of BID activity initially took place online, ensuring that information was readily available at a time and place that was suitable for all. As soon as was appropriate, our street based team was reintroduced to the streets of Halifax to serve the businesses and offer support and guidance wherever possible.



I'll be voting yes because of the great work Halifax BID have done making Halifax a welcoming and positive place for the young people and staff at TSFA. The support BID members have given the college are vast and include community support and security, opportunities for our students to be involved in BID led fundraising and charity programmes and enabling valuable work experience and volunteering opportunities. Most crucially though, and this is difficult to quantify, is the impact that BID have had on the culture of my organisation. Students appreciate the fact that they can work with our partner employers, something that will support them enormously in their futures.

**MICHAEL FITZSIMONS**  
**TRINITY SIXTH FORM ACADEMY**

### WORKING WITH GOVERNMENT AND THE LOCAL AUTHORITY

Halifax BID worked with national and local government, liaising with relevant departments to secure funding and support throughout the pandemic. Through these relationships, Halifax BID was able to voice concerns and views on behalf of businesses and represent businesses in areas including pavement licences and grant funding.

### COMMUNICATION

Since the beginning of lockdown in March 2020, Government guidelines and rules have changed rapidly and frequently. We have ensured that businesses across all sectors have been kept up to date with the rapidly changing information, guidelines, and regulations.

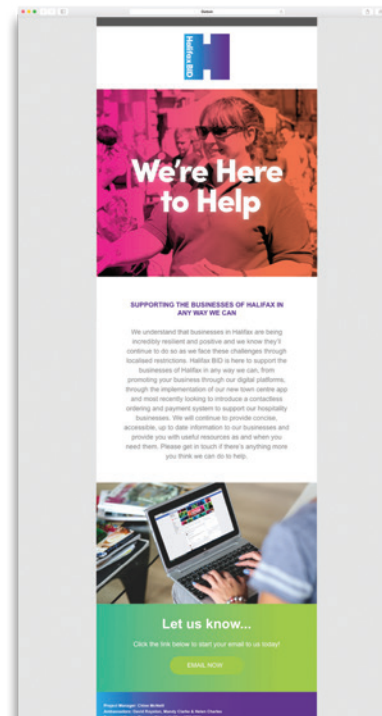


### BUSINESS SUPPORT

Halifax BID acted as an information portal for grant applications, ensuring businesses had the simplest, most direct links to funding opportunities. Recovery packs, with safety tape, floor stickers and guidance posters, were handed out to over 200 businesses since June 2020.

### CRIME AND SAFETY

During the lockdown period the BID have liaised with the police and other agencies to monitor crime and safety in the area. The BID team have also been communicating with businesses in the area to help them put the correct measures and PPE in place for returning to work.





# VOTE YES

VOTE FOR HALIFAX BID



“ I’ll be voting yes because to keep Halifax a competitive attractive town that people love to come to shop and visit we need all the activities and events that The Bid team organise and deliver.

**RICHARD FRANKLYN**  
**FRANKLYNS JEWELLERS** ”





## YOUR PRIORITIES FOR 2022-2027

Businesses from across Halifax Town Centre identified key priority areas for a new BID which fall into three objectives:

### **OBJECTIVE 1:** **VIBRANT AND PROMOTED**

To create a vibrant Halifax town centre and develop and promote the Halifax identity and the business, cultural, leisure, and social offer locally and regionally.

### **OBJECTIVE 2:** **WELCOMING AND SAFE**

Enable a welcoming and safe, environment to increase positive visitor perceptions and those who live and work in Halifax.

### **OBJECTIVE 3:** **A PLACE TO GROW AND INVEST**

Encourage growth, development and investment of businesses which complement and build on the strengths of Halifax.

## OBJECTIVE 1 VIBRANT AND PROMOTED

**To create a vibrant Halifax town centre and develop and promote the Halifax identity and the business, cultural, leisure, and social offer locally and regionally.**

In the survey, marketing came out as being a very important activity for businesses. The top two future projects that businesses ranked as being the most beneficial were to do with marketing and promotion.

From the survey, it is clear that the events and activities that have already been in place in Halifax have made an impact on businesses in the area. When asked to say whether they were aware of the current BID activities, four out of the top five 'yes' responses were to do with events or aspects that make the town more vibrant.

In the workshops, by far the greatest number of comments and the topic that was discussed the most was to do with marketing and promotion. Comments were made about the need to expand on the promotion of Halifax, including digital marketing, i.e., by using social media or a user-friendly app, ensuring people are aware of everything Halifax has to offer including the heritage offer and independent retailers. It was also discussed that there could be opportunities to create more events, and increased use of the Theatres to help create a town with more to offer more than retail.

**89%**

**OF BUSINESSES SAID:**

Developing towns identity and branding to attract more visitors' would be beneficial to them.

**86%**

**OF BUSINESSES SAID:**

Marketing to target and attract new businesses/investors' would be beneficial to them.

**73%**

**OF BUSINESSES SAID:**

Improved use of High Street, other streets and open spaces for events, animation and specialist markets' would be beneficial to them.



### WHAT CAN BE DELIVERED IF YOU VOTE YES

1. Continue to define, develop, and promote the identity of Halifax through the Halifax Brand which reflects its strengths, characteristics and heritage and creates a sense of pride by its businesses and local population and works in conjunction with the Calderdale Brand.
2. Develop, encourage, support and act as host to events working with levy payers and other key organisations to create an animated and vibrant feel to the town and build the reputation of Halifax as a great place to be entertained.
3. Deliver a visitor facing presence in the town centre to welcome and encourage everyone to explore Halifax town centre and the surrounding area, enhancing the visitor experience and promoting a positive perception of Halifax.
4. Develop the use of digital and printed marketing and PR to inform and increase awareness of Halifax, its events and all it has to offer, to visitors, residents and businesses in a way which is consistent with its identity.
5. Lead the promotion of the business, leisure, retail and cultural offer and events through campaigns and initiatives such as a visitor facing website, a business directory, Gift Card, offers and schemes.
6. Promote and develop award schemes which profile businesses and individuals and celebrates, recognises and promotes excellent customer service and a great experience.
7. Communicate effectively between the BID and its businesses and organisations, to keep businesses engaged and informed of BID activities, and issues which may affect their environment and to keep the BID informed of business needs and priorities.

8. Represent business interests with all stakeholders to influence the use of the Calderdale Branding and any aspect of marketing and promotion of the town centre to ensure that it supports the Halifax brand and identity developed for the town.
9. Use market intelligence from schemes and initiatives which develop marketing capability for the businesses and the BID to attract even more customers and clients.

### MEASURES AND RESULTS

- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent (a.v.e)
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with Halifax BID in their own marketing and promotion
- Increased interaction with and support from other stakeholders
- Increase footfall to the town which is stronger than national trends

Amount the BID will spend:

**£137,313**  
ON AVERAGE PER YEAR

**£686,563**  
IN TOTAL OVER FIVE YEARS



## OBJECTIVE 2 WELCOMING AND SAFE

**Enable a welcoming and safe, environment to increase positive visitor perceptions and those who live and work in Halifax.**

From the survey results it is clear that crime and safety is important to businesses in Halifax town centre and is something that needs to be addressed. All of the top four issues that were ranked as very poor or quite poor were all crime and safety related issues. Crime and safety related issues were also top of the list in terms of importance for businesses, with all of the top five aspects being in this category.

Comments that came through in the workshops even though there have been improvements to the safety of the town, the issue is very patchy, with some parts of the town centre being seen as particular hotspots for crime and anti-social behaviour. There is clearly more work to be done and more opportunities to introduce activities to reduce criminal activity further.

The surveys and workshops explored whether Halifax was seen as a welcoming and accessible place. In the workshops, comments for improving the accessibility into the town centre included suggestions such as having practical information on the BID website i.e., information on car parks available and other navigation details to help people find their way around the town centre supported by digital apps. Another suggestion was that the BID should work closely with the Council in digital and interactive signage in the town centre. In the surveys parking, including more parking initiatives and cost of parking, was also highlighted as an area that needs to be addressed.



**80%**

**OF BUSINESSES RANKED:**

'Street begging and rough sleepers' as either very poor or quite poor.

**93%**

**OF BUSINESSES SAID:**

'Drug and drink issues on the streets' is important to them.

**77%**

**OF BUSINESSES SAID:**

'Targeted cleaning and litter control' would be beneficial to them.

### WHAT CAN BE DELIVERED IF YOU VOTE YES

1. Maintain and develop uniformed day time street presence to:
  - a. Work closely with the Police and other agencies to share intelligence and information which supports the reduction of crime and anti-social behaviour.
  - b. Targeted improvement of the appearance and cleanliness of the streets and open spaces in Halifax town centre.
  - c. Support businesses in tackling and communicating issues which affect their business on a day-to-day basis.
  - d. Help promote the area, to welcome visitors and provide support for the implementation of events and animation in the streets and open spaces
2. Work with others to improve the parking experience and encourage pedestrian flow around and between different parts of the town.
3. Deliver additional floral displays, public art and festive and creative lighting to improve the appearance and vibrancy of the streets and open spaces where appropriate.
4. Develop and maintain an effective communications system and information and intelligence sharing scheme between businesses, the police, CCTV monitoring and other key partners to address:
  - a. Street crime and Anti-Social-Behaviour
  - b. Personal safety of visitors and those who work in the town centre's businesses
  - c. Business crime and shop theft

### MEASURES AND RESULTS:

- Regular flow of information and sharing of intelligence to support business crime prevention
- Reduction of incidents of street crime and anti-social behaviour
- Reduced incidents of business crime
- Improved perceptions of personal safety for those who work, visit or live in the town centre.
- Improved perceptions of visitor and business safety and feeling of welcome.

Amount the BID will spend:

**£163,720**  
ON AVERAGE PER YEAR

**£818,600**  
IN TOTAL OVER FIVE YEARS

## OBJECTIVE 3 A PLACE TO GROW AND INVEST

**Encourage growth, development and investment of businesses which complement and build on the strengths of Halifax.**

In the workshops, comments relating to commercial attractiveness highlighted the need to bring in new businesses to occupy the vacant units and strengthen the independent retail offer within the town. In the workshops this issue was discussed identifying that there is a need to encourage more independent shops to Halifax and saying that there is a need to support new independent businesses making it easier for them to make the decision and establish themselves. It was suggested that the BID could work with the Council to help with this.

Discussions held in preparation for this proposal was that there is interest from businesses and organisations outside the BID area to come together and have a coordinated approach to raising the profile of the town as a whole to attract new businesses and new investment. Many viewed that the BID is an ideal mechanism to act as a catalyst for this and take a structured approach to bring businesses together from both within and outside the BID area.

**78%**  
**OF BUSINESSES SAID:**  
'A range of shops' was important to them.

**74%**  
**OF BUSINESSES SAID:**  
'Feeling part of town and its activity' was important to them.

**74%**  
**OF BUSINESSES SAID:**  
'The way businesses work together' was important to them.



### WHAT CAN BE DELIVERED IF YOU VOTE YES

1. Work closely with the Calderdale Metropolitan Borough Council to represent the collective voice and interests of the Halifax BID levy payers and voluntary members in the development and economic growth of the town.
2. Encourage the development of links between businesses and organisations which:
  - a. Share best practise & develop workforce skills
  - b. Encourage inter-trading and the development of working relationships
  - c. Signposting for business growth and business support services
  - d. Facilitate network events
3. Raise the profile of Halifax by working with Calderdale Metropolitan Borough Council, landlords and commercial agents to attract, engage and support potential investors in making commitments to invest, grow and develop in Halifax.
4. Develop a voluntary membership scheme and links between businesses and organisations in the town centre and those in its surrounding area to encourage an even stronger Halifax economy.
5. Represent business and organisation's interests with the local authority and stakeholders in planning and delivery of developments in the public realm and the buildings of the town centre.
6. Seek match funding, grant opportunities and other sources of revenue, both financial and in-kind, both for the BID and others, to increase the BID's ability to achieve its vision and objectives.
7. Work with others to provide and report on a range of indicators which monitor the economic performance of the town centre including: footfall and foot-flow, commercial performance and customer perceptions.
8. Provide support to businesses at times of national or local incidents or emergency situations working closely with emergency services, the local authorities' statutory services and other key stakeholders.

### MEASURES AND RESULTS

- Reduced levels of vacant and derelict properties across the Halifax town centre
- Increased level of investment in existing and new businesses
- Monitoring of footfall and sales performances across Halifax town centre
- Increased range of businesses and organisations
- Improved perception of attractiveness and business offer of the town

Amount the BID will spend:

**£52,813**  
**ON AVERAGE PER YEAR**

**£264,065**  
**IN TOTAL OVER FIVE YEARS**



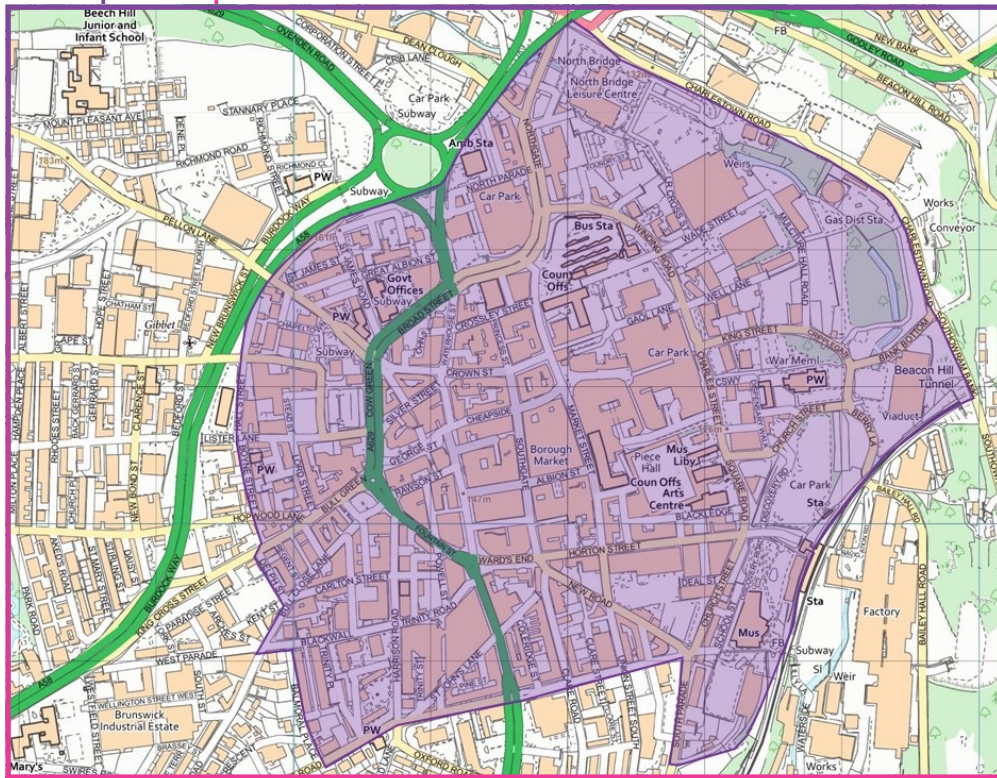
## THE BID AREA

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

The BID covers those businesses, whose rateable value is £6,000 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the

shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal. Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.

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# VOTE YES

## VOTE FOR HALIFAX BID

## HALIFAX BID BUDGET: 2022 – 2027

|   | YEAR 1          | YEAR 2          | YEAR 3          | YEAR 4          | YEAR 5          | TOTAL             |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| <b>INCOME</b>   |                 |                 |                 |                 |                 |                   |
| BID Levy Revenue (Note 1)                                 | £337,850        | £403,533        | £411,604        | £419,836        | £428,233        | £2,001,057        |
| BID Reserves B/F (Note 2)                                 | £57,771         | £-              | £-              | £-              | £-              | £57,771           |
| Other Income (Note 3)                                     | £25,000         | £25,500         | £26,010         | £26,530         | £27,061         | £130,101          |
| <b>Total Income</b>                                       | <b>£420,621</b> | <b>£429,033</b> | <b>£437,614</b> | <b>£446,366</b> | <b>£455,294</b> | <b>£2,188,929</b> |
| <b>EXPENDITURE</b>  |                 |                 |                 |                 |                 |                   |
| Objective 1 – Vibrant and Promoted                        | £134,788        | £136,025        | £137,287        | £138,575        | £139,888        | £686,563          |
| Objective 2 – Welcoming and Safe                          | £160,710        | £162,185        | £163,690        | £165,225        | £166,790        | £818,600          |
| Objective 3 – A place to grow and invest                  | £51,842         | £52,318         | £52,803         | £53,298         | £53,803         | £264,065          |
| Central Management Costs, Administration, Office (Note 4) | £51,500         | £52,530         | £53,581         | £54,652         | £55,745         | £268,008          |
| Levy Collection costs                                     | £2,000          | £2,040          | £2,081          | £2,122          | £2,165          | £10,408           |
| Contingency (Note 5)                                      | £19,781         | £20,177         | £20,580         | £20,992         | £21,412         | £102,941          |
| <b>Total Expenditure</b>                                  | <b>£420,621</b> | <b>£425,275</b> | <b>£430,022</b> | <b>£434,864</b> | <b>£439,803</b> | <b>£2,150,586</b> |
| Accrual for Renewal (Note 6)                              | £-              | £3,758          | £7,592          | £11,502         | £15,491         | £38,343           |

“ I will be voting for BID as it’s proven to be an important asset in pulling businesses together across Halifax sharing a common purpose.

**STEPHEN BULLOCK**  
**THE PIECE HALL**

“ I’ll be voting YES because I believe the work of Halifax BID over the past five years has made Halifax town centre a far more attractive place for both businesses and visitors.

**JASON GREGG**  
**WOOLSHOPS SHOPPING CENTRE**

### NOTES

1. Assumes a 95% collection rate and 2% per annum inflation starting yr commencing 2024/2025.
2. Use of BID Reserves bought forward.
3. Including income from landlords, associate members of the BID and other sources (including in-kind).
4. Central admin, office and fixed overheads.
5. Calculated as 5% of total levy billed.
6. 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.



This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.discoverhalifax.co.uk](http://www.discoverhalifax.co.uk) or by contacting the BID team on 01422 360035 or [projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk).

2020 presented the businesses and organisations of Halifax with unprecedented and significant challenges and the Board have tried to balance the costs to businesses with the requirement to generate sufficient funds to provide support, make a tangible difference on the ground and help drive the changes needed in Halifax going forward.

Given the unprecedented challenges facing businesses this year and last, and that once levy criteria is set it cannot be changed during the term of the BID, the Board has made the following provisions:

- The first year’s levy has been reduced to 1.5% for the first year of the 2022 – 2027 BID. This is lower than year one of the first BID term (2017).
- Some of the reserves which have been accumulated as a result of the limitations on normal delivery of events and promotional activity during COVID are being used to supplement the first year of the budget of this new term.
- For any business ratepayer who is legally required to cease use of their premises will be given 100% relief for that time period if they are not in a position of being able to use it for any other purpose.





Harveys will be voting YES in the upcoming BID ballot. Having traded in Halifax for over 70 years, our experience of having a Business Improvement District in the town over the last 5 years has been nothing but positive. We believe that by working together and having the backing and support of a network like BID we can achieve more – not just as an individual business but as a town centre. BID has delivered many projects that Halifax would not have had the benefit of without them and at a time when we are on the long hard road to recovery after recent events, working in collaboration can only be a good thing. Our voices are louder if we talk as one.

**TRACY HARVEY - HARVEYS OF HALIFAX**

## WHAT IT WILL COST YOU

The levy is based upon a property's rateable value. In the first billing cycle of the 1st April 2022, the levy will be charged at 1.5% of the rateable value for properties. For the billing cycle of 1st April 2023 the levy will be 1.79%.

For the smallest business in the Business Improvement District, the weekly cost is less than the cost of a coffee from a coffee shop and even for a larger business; the weekly cost is less than the price of a coffee a day.

### HOW THE COST BREAKS DOWN

| Rateable Value | Levy Rate | Annual | This equates to: Weekly | This equates to: Daily |
|----------------|-----------|--------|-------------------------|------------------------|
| £1 - £5,999    | Zero      | Zero   | Zero                    | Zero                   |
| £6,000         | 1.50%     | £90    | £1.73                   | £0.25                  |
| £10,000        | 1.50%     | £150   | £2.88                   | £0.41                  |
| £25,000        | 1.50%     | £375   | £7.21                   | £1.03                  |
| £75,000        | 1.50%     | £1,125 | £21.63                  | £3.08                  |
| £150,000       | 1.50%     | £2,250 | £43.27                  | £6.16                  |
| £350,000       | 1.50%     | £5,250 | £100.96                 | £14.38                 |

### THE BENEFITS

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving Halifax town centre.

### ADDITIONAL FUNDING AND INFLATION

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses. With effect from the start of the third billing cycle commencing 1st April 2024 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, rounded to the nearest tenth of a penny. (e.g. if a levy bill is £200 the inflation applied to this at a level of 2% would be £4 per annum). Negative inflation will not apply.

## MONITORING SUCCESS

### WORKING WITH KEY PARTNERS

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, working with the local authorities and other public bodies 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 overriding 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

The 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 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 by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



## GOVERNANCE

The preparation of this BID Proposal has been managed by the Halifax BID Ltd which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of the Halifax BID Ltd, 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 projects. It will continue to be driven by the private sector and includes one councillor from Calderdale Metropolitan Borough Council.

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 the Board and associated working groups to represent the levy payers. Through specific working groups, the Board 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. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.



“ The Halifax BID ballot will have our ‘Yes’ vote. Spenser Wilson has, for over 100 years, been based in Halifax Town Centre and its future is vitally important to us. We have many clients who rely on the commercial success of Halifax Town Centre for their livelihoods and that of their employees. The BID has already delivered an extraordinary range of services and events which wouldn’t have happened without them. Their programme of events and promotions over the next 5 years is exciting and something all Halifax businesses should vote for.

**RICHARD HEMBLYS FCA**  
**SPENSER WILSON LTD**



# VOTE YES

VOTE FOR HALIFAX BID

## BALLOT TIMETABLE

### BALLOT AND VOTING

Businesses in Halifax will be asked to vote on whether or not they wish the Halifax BID to implement the business plan over the next five years 2022 to 2027. Ballot papers will be sent out on Thursday 28th October 2021 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 25th November 2021. The result will be announced on the following day.

### TIMETABLE

#### Ballot period begins

Thursday 28th October 2021 –  
Ballot papers issued

#### Ballot period ends

Thursday 25th November 2021 –  
Ballot closes at 5pm

Friday 26th November 2021 –  
Ballot results announced

Friday 1st April 2022 –  
Operations of the new BID start

### THE IMPORTANCE OF VOTING YES

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st March 2022 and businesses will be left to face the challenges and uncertainties of the future alone.

**The ballot has to meet two tests to succeed:**

**A simple majority of those who vote must register a YES vote.**

**AND**

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

**GET INVOLVED.  
THIS IS YOUR BID.  
VOTE YES IN THE  
BID RENEWAL  
BALLOT.**

## FINAL THOUGHTS – VOTE ‘YES’

With the BID ballot coming up in November, I hope that this business plan has given you a sense of what we would hope to achieve in the next five-year period. This plan provides a renewed energy for the businesses of Halifax Town Centre and a clear direction in the post COVID recovery phase.

We must look forward and the BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new era in the life of this town.

We want to continue to work with you, Calderdale Metropolitan Borough Council, and other key stakeholders to grow the economy and vitality of the town centre by attracting more visitors and investment.

Equally, we want to make the town centre a sustainable, safe, and welcoming place to live, work and enjoy in all respects.

Without the BID, your interests and concerns as diverse businesses in the Halifax town centre, and the power of your collective voice would be lost.

We believe this is vitally important. Your YES vote this November will ensure that we can build on the fantastic foundations that have been established through Halifax BID and extend the reach and impact of the town centre as we move into a brighter future.

### **LEIGH-ANNE STRADESKI**

Chief Executive, Eureka!  
The National Children’s Museum

**CHAIR OF HALIFAX BID**



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This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.discoverhalifax.co.uk](http://www.discoverhalifax.co.uk) or by contacting the BID team on 01422 360035 or [projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk).

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# A FEW OF THE THINGS WE HAVE ACHIEVED TOGETHER.

ANIMATRONIC DISPLAYS BIG WEEKEND ADVERTISING  
BIKE RACKS BUSINESS DIRECTORY BUSINESS FOCUSED  
ADVERTS BRASS BANDS CAROL SINGERS CHARACTER  
MEET AND GREETINGS CHRISTMAS CHARITY GIFTING TREE  
CHRISTMAS COMPETITIONS CHRISTMAS GUIDE CHRISTMAS  
LIGHTS CHRISTMAS LIGHTS SWITCH ON CHRISTMAS  
MAGAZINES COMPETITIONS COVID RECOVERY PACKS  
COVID SUPPORT DEFIB INFORMATION MAPS  
DEFIBRILLATORS DIGITAL ADVERTISING DISCOVER HALIFAX  
BRAND DISCOVER HALIFAX INFORMATION HUB EASTER  
EVENTS ELVES GIFT WRAPPING STATION FOOD AND DRINK  
GUIDES FOOD AND DRINK FESTIVAL HALIFAX GIFT CARD  
HALIFAX IN BLOOM HALIFAX REWARDS LOYALTY SCHEME  
HALLOWEEN ACTIVITIES HANGING BASKETS HERITAGE  
FESTIVAL HERITAGE NEWSPAPER HIDDEN GEMS HERITAGE  
TRAIL SUPPORT INCREASED SECURITY PRESENCE KIDS  
ACTIVITY BOOKS LEEDS TV LOCAL ADVERTISING LOYAL  
FREE PAINTED WINDOW TRAILS PCSO PHOTO CAMPAIGN  
- SHOP IN HALIFAX PRINCESS STREET CEILING OF LIGHTS  
PROFESSIONAL SERVICES BUSINESS DIRECTORY PUBWATCH  
QUALITY STREET CHOCOLATES REDISCOVER HALIFAX  
CAMPAIGN REPAINTING STREET FURNITURE SENTRY  
SHOPWATCH SOCIAL MEDIA PROMOTION SUMMER BOOKLET  
TOKENS FOR SCHOOLS TOWN CENTRE AMBASSADORS  
TOWN CENTRE MAPS TOWN TRAILS TV ADVERTISING TWELVE  
DAYS OF CHRISTMAS TRAIL VACANT PREMISES VINYL  
WAYFINDING WELCOME PACKS YORKSHIRE ROSES.

# VOTE YES IN THE BID RENEWAL BALLOT.

VISIT US ONLINE AT  
[DISCOVERHALIFAX.CO.UK](http://DISCOVERHALIFAX.CO.UK)

