

WE ARE KEIGHLEY BID

A PRIVATE SECTOR LED PROPOSAL FOR A SECOND BUSINESS
IMPROVEMENT DISTRICT IN KEIGHLEY TOWN CENTRE



01.

**Promoted and More
Vibrant Keighley**

02.

**Safer, Cleaner and
Greener Keighley**

03.

**Supported Keighley
Business Community**

£900,000 private sector led added value investment in Keighley Town Centre



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WE ARE KEIGHLEY BID

VOTE 'YES' FOR



A new business led partnership to create a safer, cleaner, greener Keighley town centre



A stronger voice for businesses with Bradford Metropolitan District Council, West Yorkshire Combined Authority and Keighley Town Council.



Investment in safer streets to tackle antisocial behavior and crime



Enhanced promotion and marketing of your business and Keighley town centre



New high impact events and festivals to attract new consumers and visitors



Additional investment into Christmas events



KEIGHLEY BID ESSENTIAL INFORMATION

- £900,000 business led investment (2024–2028)
- All businesses with a rateable value equal to or greater than £8,000 are included
- 1.75% levy – for the average small or medium sized premises the daily equivalent cost is 99p / day

MISSION STATEMENT AND PURPOSE

“To develop Keighley town centre into a thriving destination, that delivers a vibrant, safe and clean experience for consumers and a prosperous environment for business”

THE KEIGHLEY BID

UNLEASHING KEIGHLEY'S POTENTIAL

I am proud to present to you our proposal for a new Business Improvement District for Keighley town centre. Nestled in the heart of Yorkshire, Keighley is a heritage rich town, with huge untapped potential and a proud local community. After the impacts of the Covid pandemic, this proposal for a BID is our declaration that Keighley will not merely survive, but thrive through the years to come.

If approved, the BID will embrace innovation and build connections that link every corner of our remarkable town. The BID will create opportunities to reimagine our town centre, promoting a positive message about Keighley to tourists, visitors and local residents alike, underpinned by work to create a safer, cleaner and greener town centre experience for consumers.

Details of how we will deliver an improved Keighley town centre are set out in this proposal. At the heart of the BID's plans is a new opportunity to bring together a stronger and more impactful local partnership between businesses, Keighley Town Council and Bradford MDC.

The pipeline of opportunities for Keighley's transformation is rapidly growing. Government have committed to a £33.6million Town Fund investment and in 2025 the Bradford City of Culture will be delivered, with countless opportunities for Keighley to benefit from this celebration of culture across the region. The need has never been greater for town centre businesses to come together to shape and influence these investments and opportunities through the Keighley BID.

Finally, the Business Improvement District is more than an initiative; it is a promise, to nurture a thriving, dynamic community that bustles with life and possibility for local businesses and residents. The best is yet to come, and it begins with us all supporting this proposal for a BID and voting 'Yes' in November to enable the proposed £900,000 business led investment between 2024 and 2028 to be realised.

Simon Blondel (Chair)

On behalf of the Keighley BID Board

KEIGHLEY BID BOARD

- **Simon Blondel** - Chair and Director CES Manager*
- **Alistair Copper** - Manager of The Royal Arcade*
- **John Wilman** - Timothy Taylors*
- **Tarryn Jones** - Boots Deputy Manager*
- **Steve Seymour** - Airedale Centre Manager
- **Jan Smithers** - Keighley Creative
- **Susan Mendoza** - Charity representative
- **Leanne Wright** - Director Kindred Bizzare owner
- **Clare Fitzgerald** - Keighley College Rep.
- **Geoff Higgins** - Owner Pennine Plus

*Indicates the Board member is a company director of Keighley BID Ltd

The Keighley BID Board is also supported in an advisory capacity by Bradford Council (Cllr Alex Ross-Shaw) and Keighley Town Council.



HOW IT WORKS



WE ARE KEIGHLEY BID

VOTE **YES** BETWEEN 2nd NOVEMBER
AND 30th NOVEMBER



**VOTE
YES** ✓

The Keighley BID will operate between the period 1st June 2024 through to the 30th November 2028.

The BID will commence 182 days after the notice of the result.

For more details on how the BID works see the BID FAQs section.



PLANNING AND CONSULTATION FOR THE KEIGHLEY BID

- This plan for a BID in Keighley has been developed by the Keighley BID Board between April and September 2023.
- The draft plan (finalised in June 2023) was shared with all premises in Keighley town centre with a rateable value equal to or greater than £8,000 for feedback.
- Feedback from more than 100 respondents has helped shape this final proposal for a BID in Keighley.
- The Keighley BID board includes representation from national chains, local independents, evening and night time economy, 3rd sector / creative industries, Airedale Shopping Centre, Royal Arcade, Keighley Town Council and Bradford MDC.

DEVELOPMENT OF THE DRAFT BID PLAN (MAY - JUNE 2023)

The Keighley BID Board developed the draft Keighley BID Plan in preparation for consultation.

CONSULTATION WITH TOWN CENTRE BUSINESSES AND ORGANISATIONS (JULY 2023)

- 312 letters sent out to companies and organisations in the proposed BID area with a rateable value equal to or greater than £8,000.
- Three weeks of full time business engagement with companies and organisations to encourage responses to the consultation.
- Email campaign to companies and organisations with a rateable value equal to or greater than £8,000.
- Draft plan hosted and promoted from www.keighleybid.com.
- 111 written responses received from companies.
- 95% of respondents in agreement that the proposed themes for the BID are the right priorities for Keighley.
- 77% stating they would vote 'Yes' to the proposal for a BID, 18% stating they were undecided, 5% stating they would not support the proposal for a BID.

DEVELOPMENT OF THE FINAL KEIGHLEY BID PROPOSAL (AUGUST / SEPTEMBER 2023)

- The Keighley BID Board reviewed feedback from the consultation and amended the BID proposal to reflect feedback from companies.
- Final BID proposal is developed in preparation for publication and distribution to all eligible premises.

HOW MUCH WILL IT COST?

BIDs are designed to be fair. Larger businesses invest more than smaller ones and all business sectors benefit from the improvements.

- The average daily cost for a small or medium sized businesses in Keighley will be 99p per day
- All premises with a rateable value below £8,000 are exempt

For the first 18 months of the BID starting in June 2024, the BID levy will be 1.75% of a hereditament's rateable value, with a small 0.05 annual increase from the 1st December 2025 to maintain the BID's annual investment during its lifetime.



For most, the cost of the BID levy will be less than the price of a cup of coffee per day.

1.75% Levy

The BID levy payable for each hereditament for the first 18 months of the BID will be 1.75%.



<£8k

The BID Levy will not apply to any hereditament with a rateable value below £8,000.

Funds raised through the BID will only be invested in enhanced, additional services to those provided by Keighley Town Council and Bradford Council.

Businesses should consider the proposed cost of the levy as an investment.

The individual investments from each business are pooled to provide a significant investment fund that is spent entirely in the town centre during each year of the BID.

BIDs have been widely adopted across the UK (including here in Keighley between 2016 and 2021), and have a proven ability to create improved, stronger and more successful town and city centre locations. All eligible businesses (premises with a rateable value greater than or equal to £8,000) across the proposed BID area will have the opportunity to vote in the postal ballot about the BID during November.

For the BID to be approved a majority will need to vote in favour of the proposal from the number of votes cast, and these will need to include a majority of rateable value from votes cast in favour of approving the proposal.

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“Ilkley, Colne, Bradford, Leeds, Halifax and Burnley all approved BIDs to provide businesses with the opportunity to have a stronger voice and deliver additional investments in their towns.”

WHAT THE PREVIOUS KEIGHLEY BID DELIVERED

The first term BID delivered new events, floral displays, enhanced the Christmas light displays, maintained the Keighley business directory and created 1000's of professional images for local retailers. To improve safety the BID established an effective radio network providing 125 businesses with radios and building stronger links with the police. To support businesses, the BID ran PR campaigns for independents, supported businesses to identify £150,000 of cost savings in energy and utilities, secured additional grant support for businesses and provided invaluable advice and support to companies during the Covid pandemic. Below are some of the key highlights:



KEIGHLEY BY THE SEA

This month long event, held in the Airedale Shopping Centre attracted thousands of visitors and helped to increase both footfall and dwell time. Keighley BID secured £10,000 funding from the National Lottery for this event and associated marketing in 2019.



CHRISTMAS LIGHTS SWITCH ON

The largest event in the town centre calendar. The Christmas Lights Switch On event marks the start of the busy Christmas trading period and is enjoyed by thousands of visitors every year.



KEIGHLEY BUSINESS CLUB

Networking Hosted by Harry Gratton, the networking events provided opportunities for businesses to get together, share best practice and explore new opportunities.



LOW STREET RE-DEVELOPMENT

Working with Bradford Council, Keighley BID helped to ensure Local Authority investment in Keighley town centre and will continue to push for additional investment.



KEIGHLEY INDEPENDENTS

This twice a year 'Shop Local' campaign to showcase our variety of independent businesses in the town centre has seen thousands of entries from members of the public and thousands of pounds of voucher prizes reimbursed to businesses by Keighley BID.



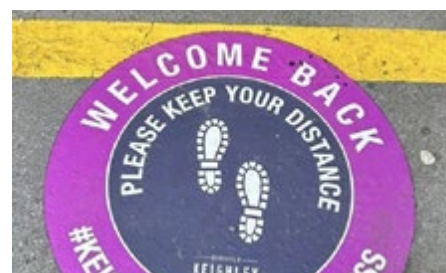
DISCOVER KEIGHLEY

Development and management of the Discover Keighley brand and website. Creating 1000's of social media posts and generating reach to 10,000's of consumers in and around Keighley.



ATTRACTING ADDITIONAL FUNDING

The first term BID attracted more than £500,000 of additional funding from sources including Bradford Council, UK Government (ARG), National Lottery and the Keighley Town Centre Association



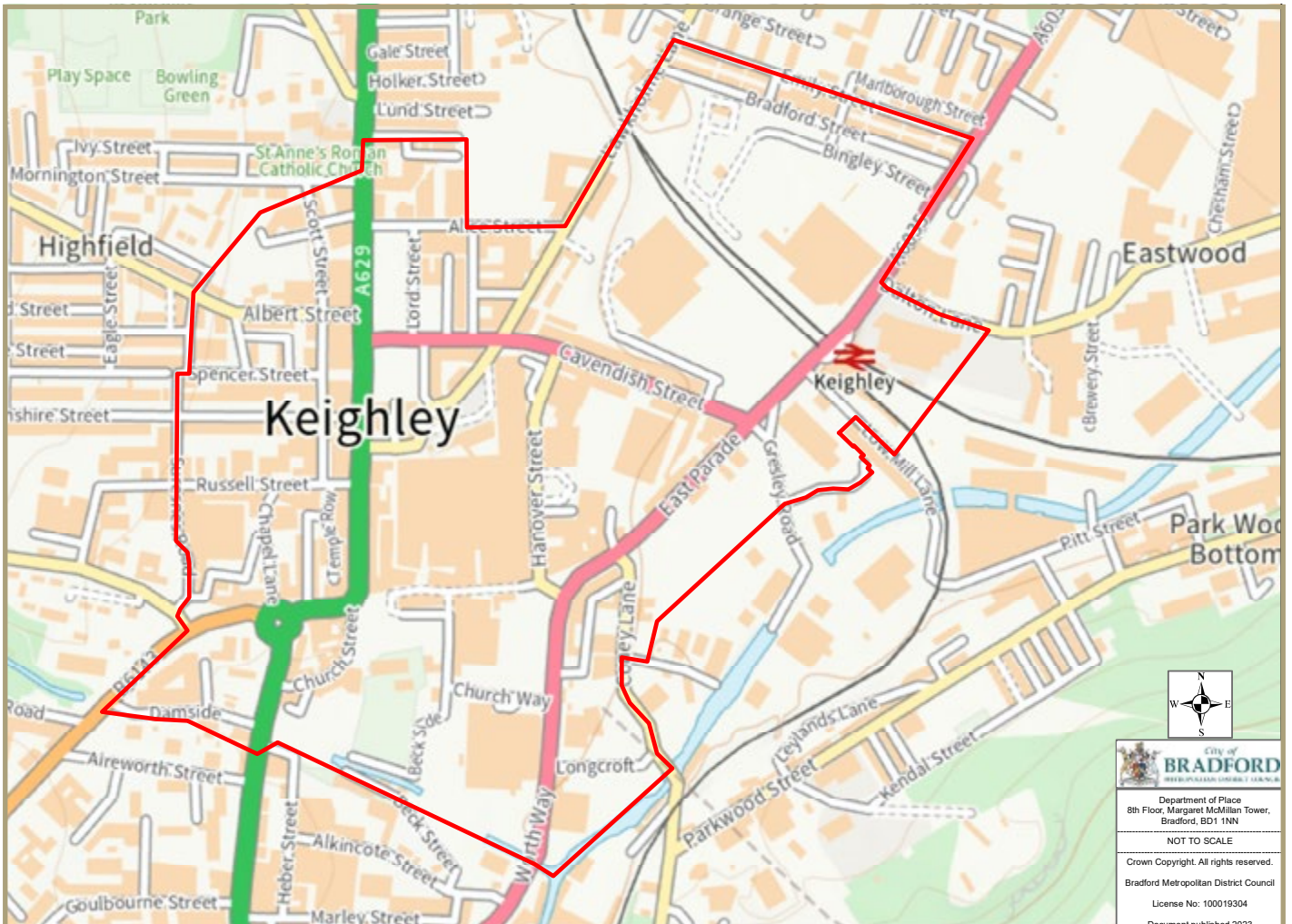
ACCESS TO GRANTS

During and following the Covid pandemic the BID enabled access to government grants to support businesses in Keighley to re-open and trade.

KEIGHLEY BID BENEFITS FOR ALL

INDEPENDENT RETAILERS	NATIONAL RETAILERS	LEISURE AND HOSPITALITY OPERATORS	PROFESSIONAL AND OFFICE SECTOR
<ul style="list-style-type: none"> ■ Marketing campaigns to promote your business including professional promotional videos and photos of independents stores promoted online to 200,000+ consumers through social media ■ New investment into events and festival to increase footfall, dwell time and attract new consumers ■ Free Radio Handset for all BID levy paying organisations ■ Pro-active investment and support to tackle shop lifting and antisocial behaviour ■ Access to BID support services to lower costs, and improved access to grants and wider business support ■ Opportunities to engage and lobby key decision making at the Town Council, Bradford MDC and the West Yorkshire Combined Authority 	<ul style="list-style-type: none"> ■ Pro-active investment and support to tackle shop lifting and antisocial behaviour ■ Free Radio Handset for all BID levy paying organisations ■ Increased footfall and dwell time from consumers and visitors to the town centre through an annual programme of events ■ Being part of a local network of major retailers who would share and gain in-depth insight into trading factors and conditions ■ Promotion and marketing of Keighley to 200,000+ consumers across a regional audience changing the perception of Keighley as a retail and leisure destination ■ Access to key town centre performance information such as footfall data ■ The ability to collaborate operationally over seasonal trading campaigns, most notably Christmas 	<ul style="list-style-type: none"> ■ Promotional campaigns to highlight the range and quality of food, drink and leisure businesses in Keighley town centre ■ Pro-active investment and support to tackle antisocial behavior ■ Free Radio Handset for all BID levy paying organisations ■ New investment into the town's radio network and enhanced offender information sharing ■ Business led events attracting 1000's of additional consumers to drive food and drink sales ■ Hospitality focused promotions including the Keighley Food and Drink guide ■ Access to BID support services to lower costs, and improved access to grants and wider business support ■ Opportunities to engage and lobby key decision making at the Town Council, Bradford MDC and the West Yorkshire Combined Authority 	<ul style="list-style-type: none"> ■ An enhanced and more vibrant town centre for your clients and staff ■ Recruitment and retention benefits from Keighley seen as an improving, vibrant, safe and attractive place to work ■ The ability to promote your services to 300+ fellow town centre businesses through regular BID communications, such as newsletters and e-bulletins ■ Improved connections between businesses with opportunities to build more productive relationships through networking ■ A collective voice on key business issues ■ Greater co-ordination and interaction with regional bodies, such as Local Enterprise Partnership, Bradford Metropolitan District Council and the West Yorkshire Combined Authority

THE BID AREA



LIST OF STREETS

Albert Street	Cooke Street	North Street
Alice Street	Dalton Lane	North Queen Street
Beck Side	Damside	Quebec Street
Bingley Street	Devonshire Street	Queensway
Bow Street	East Parade	Rectory Row
Bradford Road	Emily Street	Russell Street
Bradford Street	Great North Road	Samuel Street
Bridge Street	Gresley Road	Scott Street
Brunswick Arcade	Hanover Street	Spencer Street
Campbell Street	Henry Street	Suresnes Road
Cavendish Court	High Street	Temple Row
Cavendish Street	Lawholme Crescent	Temple Street
Chapel Lane	Lawholme Lane	Towngate
Church Street	Long Croft	Water Lane
Church Way	Lord Street	Wellington Road
Coney Lane	Low Street	Worth Way
Cooke Lane	Market Street	

WE ARE KEIGHLEY BID

WHAT THE BID WILL DELIVER

01.

**Promoted and More
Vibrant Keighley**

02.

**Safer, Cleaner and
Greener Keighley**

03.

**Supported Keighley
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Amici Restaurant

“Amici has always prided itself in serving great food in a friendly relaxed atmosphere to local people.

We have continued to innovate and still provide the same great service, even in the recent very challenging times and have used the facilities offered by Keighley BID to help us do this.

Through the first BID we were heavily promoted through their Facebook presence and represented throughout the town with posters,

radio adverts, the food and drink guide and maps. We also even managed to save on our energy bills through the business cost saving scheme.

The independents campaign was really popular with our customers in the restaurant and most winners of the shopping vouchers chose to come in, spend their vouchers and celebrate their win with us!”

**Nick Risidi, Owner
Amici Restaurant**

THEME 01

A PROMOTED & MORE VIBRANT KEIGHLEY

The BID will deliver projects to enhance the promotion of Keighley and create an animated town centre experience for consumers.

Keighley is surrounded by regional tourist and visitor attractions including Keighley & Worth Valley Railway, East Riddlesden Hall, Cliffe Castle and Haworth. The BID will enhance the promotion of the town centre to thousands of visitors, increasing footfall and encouraging additional consumer spending in Keighley town centre.

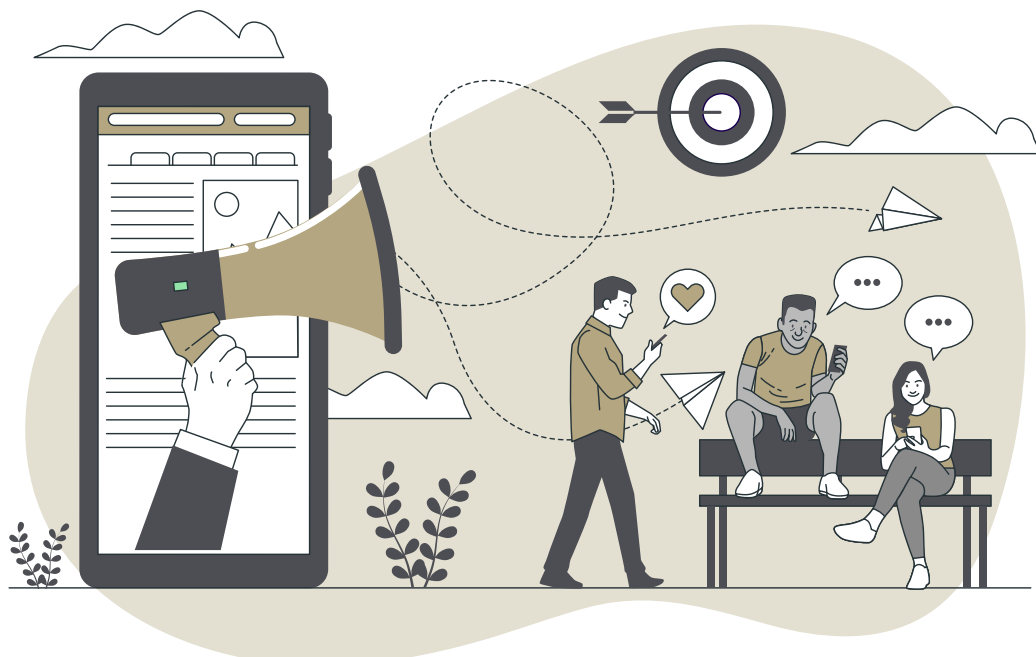
The first BID demonstrated how events can drive footfall into the town centre - The Keighley BID would create new opportunities for Keighley to benefit from the Bradford City of Culture 2025 whilst investing in innovative and impactful events and festivals that deliver additional spend and revenues for Keighley town centre businesses.

To achieve these objectives the BID would invest in:



IMPROVED PLACE MARKETING OF KEIGHLEY AS A DESTINATION

- **Discover Keighley Website** - Promotion of offers from local businesses, online listing of events and town centre businesses with links to social media platforms that create a clear, consistent positive narrative for Keighley town centre.
- **Discover Keighley social media channels to engage 200,000+ consumers** - Social and print media will be used to promote the town centre and drive engagement with consumers 24/7, attracting consumers to the Discover Keighley Website, promoting town centre businesses, events and offers.
- **Shop Local Keighley Independents Campaign** - This dedicated campaign will promote the amazing independent businesses that operate out of Keighley, creating a unique offer and experience for consumers.
- **Keighley Food and Drink Guide.**
- **Free Business Photography for BID members** - BID members will have the opportunity to access free professional business photography to ensure your business and the BID has an up-to-date library stock of quality images





A VIBRANT AND ANIMATED KEIGHLEY TOWN CENTRE

You have told us how important events delivered during the first BID were to attracting new consumers into Keighley. The BID will create and deliver an annual programme of events, attractions and activities to animate Keighley town centre.

- **High impact seasonal events to attract more consumers and visitors, covering Christmas, Easter and Summer**
- **Investment in new events and festivals including City of Culture 2025; food and drink markets / festivals; music, film and art events**
- **New investment to enhance the town's Christmas experience for consumers**
- **Development of strategic partnerships with key tourist attractions to gain maximum benefit and encourage linked visits with increased consumer dwell time in Keighley town centre**



“The new BID Board has consulted with Keighley businesses, listening to their feedback which has resulted in this new Business plan and revised BID area with a fresh set of objectives and goals for 2024 -2028.

Nearby towns in Colne, Bradford and Ilkley are all showing what a BID can deliver for their towns, creating more vibrant and exciting town and city centres. I believe we need to put Keighley back on the map, improve its promotion, begin pro-actively

addressing issues and embracing opportunities that Keighley faces over the next 5-years.

This is why the Airedale Shopping Centre is backing the BID, and why I am asking every business across Keighley to vote ‘Yes’ in November to support this proposal for a BID”.

Steve Seymour
Airedale Shopping Centre
(Centre Manager)

THEME 02

SAFER, CLEANER AND GREENER KEIGHLEY

Businesses have asked for new improvement projects to create a safer, greener and cleaner town centre environment for consumers, employees and companies. The BID will begin improvement projects from 2024 leading on a programme of environmental and safety enhancements.

The BID will also work with Bradford Metropolitan District Council and Keighley Town Council to ensure that the basics are right across the town centre, and that baselines for cleansing and environmental programmes are delivered.

PRIVATE SECTOR LED BUSINESS CRIME REDUCTION PARTNERSHIP

- Investment into an enhanced and more expansive radio network to connect businesses with duty police, warden's services and CCTV control.
- Free Radio network handset for BID members
- Improved sharing of offender information
- Investment to tackle anti-social behaviour and the root causes of business crime





IMAGE AND PLACE IMPROVEMENTS

- Improving the presentation of vacant units e.g. through the use of vinyl wraps
- New banners and signage to lift the look and feel of the town centre
- Investing in new Discover Keighley branding and signage in and around the town centre
- Gateway features and improved waymarking



ENVIRONMENTAL ENHANCEMENTS

- Enhanced investment into new planting features and hanging baskets
- New investment to tackle grot spots investing in enhanced street cleaning and jet washing
- Options to increase investment in enhanced street cleansing and litter picking over and above the work of the Council.
- Working with Bradford Metropolitan District Council and Keighley Town Council to get the basics right



THEME 03

SUPPORTED KEIGHLEY BUSINESS COMMUNITY



With a £33.6million Towns Fund investment from Government, Keighley will be changing in the coming years. The BID will ensure that the voice of businesses are heard and the needs of businesses are understood by key decision makers at Keighley Town Council, Bradford Metropolitan District Council and West Yorkshire Combined Authority.

The BID will support your business to benefit from opportunities for grants and cost reduction projects through linking your business with local and regional funding programmes.

A PRIVATE SECTOR LED KEIGHLEY BID BOARD GOVERNING THE BID INVESTMENT

- Keeping you informed and up to date about developments and business news in Keighley
- Sign posting companies to support, advice and information to resolve business issues
- Working to tackle barriers to growth
- Finding opportunities for training and upskilling employees in the BID area

THE KEIGHLEY BID TEAM SUPPORTING YOUR BUSINESS

- Keeping you informed and up to date about developments and business news in Keighley
- One-stop shop for BID paying businesses to refer problems and opportunities
- Helping to tackle barriers to growth
- Finding opportunities for training and upskilling employees in the BID area

GRANTS AND COST SAVING SUPPORT TO LOWER ENERGY AND UTILITY COSTS

- Access to Business Grants

The BID will work to secure new grant schemes to support investment into your business to deliver cost savings and reduced overheads.

- Expert Support to Lower your business costs

Free cost saving consultancy support and advice for BID members to lower the costs

KEIGHLEY BID SPEND LOCAL POLICY

- The Keighley BID will wherever possible invest BID levy funds with Keighley based suppliers, with a priority to BID levy paying companies.



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“The BID is essential in Keighley to ensure businesses can have a stronger voice and be part of the conversation with key decision makers about how the town centre develops over the next five years.

Like every town, Keighley has its challenges, however there are a host of opportunities to create a stronger, more vibrant and successful town centre and only a BID has the ability to maximise these for town centre businesses. Timothy Taylor will be backing the BID and voting yes to ensure that we grasp every opportunity to unleash Keighley’s true potential”.

John Wilman
Timothy Taylor

GUIDING PRINCIPLES FOR THE BID

KEIGHLEY BID – “WORKING IN YOUR INTEREST”

The Keighley BID will be governed by a business-led partnership which will deliver the priority actions identified by businesses during the development of this BID proposal.



The BID will be democratic, representative and effective for its members at all times



All businesses and organisations who are included in the BID will have the opportunity to put forward a representative as a BID Board Member



The BID will be robustly managed and governed to ensure that it acts with integrity, to the highest industry standards



The BID will be proactive in communicating and reporting to levy payers



HOW THE BID WILL OPERATE

The Business Improvement District will be governed and directed by the Keighley BID Board. The Keighley BID Board will be formed from Directors of the BID company, who will be voluntary representatives of BID levy paying businesses and organisations from across the Business Improvement District area.

The Board will include representation from:

- Independent businesses
- Businesses that are part of larger groups
- Representation from across Keighley town centre

Any business / organisation with a liability for payment of a BID levy will be able to put a representative forward for appointment onto the Board.

The BID Board will invite Bradford Council, West Yorkshire Police and Keighley Town Council to relevant meetings in an advisory capacity. This is in addition to their option to put forward a formal BID Board member where they are occupiers of hereditaments within the BID area with a rateable value equal to or greater than £8,000. The BID Board will select a Chair and Vice Chair from the membership of the BID Board to lead the Keighley Business Improvement District and meet a minimum of four times a year.

The BID Body will be Keighley BID Ltd. The company will be run on a not-for-profit company basis. The company's Memorandum and Articles of Association and copies of audited accounts are available on request.

PERFORMANCE MONITORING

The BID will monitor and report on a range of key performance indicators (KPIs) including:

- Footfall research: In particular, when festivals and events are being delivered at key periods
- Crime and Safety - Incidence of crime statistics
- Business community perceptions
- Retail Vacancy rates

REPORTING THE WORK OF THE BID TO LEVY PAYERS

The level of progress made on the delivery of the Business Improvement District will be reported to businesses on a regular basis by the Business Improvement District Board through the following communication channels:

- BID Financial Statement - A BID financial statement will be issued with each BID levy demand. This

statement will detail the plans for expenditure by the BID in the forthcoming 12 months and also report on the finances of the BID and key achievements from the previous 12 months.

- Annual General Meeting.
- Annual Report and Accounts.
- Regular website and social media updates, e-bulletins, and press releases.

THE BID LEVY

- All non-domestic ratepayers in the geographical area with a rateable value equal to or above £8,000 will be liable for a BID levy. This will include all organisations that occupy a rateable property (hereditament) and property (hereditament) owners/ leaseholder (when units are vacant) in the BID geographical area.
- The maximum liability for a BID levy will be capped at £18,000 per annum per hereditament.
- The first Business Improvement District levy will be charged annually for the period 1st June through to 30th November. Subsequent levies will be charged for the period 1st December through to the 30th November for the lifetime of the BID.
- Bradford Council will be responsible for billing and collecting the levy on behalf of the Business Improvement District. The payment of the BID levy must be paid in full within 30 days of the BID levy invoice being issued.
- Bradford Council will pursue any non-payment of the BID levy in accordance with Non-Domestic Rate regulation and any write off would be submitted to the BID Board for approval.
- No refunds will be payable where there is a change of ratepayer or ownership before the next levy is invoiced.
- The BID levy will be 1.75% of rateable value for all hereditaments and the percentage will increase by 0.05% of a hereditament's rateable value each 12 months from 1st December 2025 to provide a small annual increment to allow the level of investment to be maintained.
- All hereditaments with a rateable value below £8,000 will be exempt. Businesses who wish to make a voluntary contribution towards the BID may do so at the discretion of the BID Board. The levy will be calculated as a flat annual fee based upon a rateable value of £8,000.
- The current rating list is based on the 2023 valuation. Levy payments will be based on the 2023 hereditament valuation list for the duration of the BID.

THE BID LEVY (CONTINUED)

- Where any new streets are subsequently created and any new, refurbished or reconstructed hereditaments are subsequently entered into the National Non-Domestic Rates list and falling in the BID area, in these circumstances hereditaments will become liable for a new / varied BID levy towards the Keighley BID and the income and expenditure budgets will be amended in line with this variation to enable the BID to invest at the new levels of income available
- Vacant properties, or those undergoing refurbishment will be liable for the BID levy. This includes premises which have temporarily been zero-rated from a value equal to or above £8,000 during the refurbishment (in which case the last valuation before zero rating will apply). In these circumstances, it will be the registered business rate payer at the time that the notice of ballot is issued who will be entitled to vote in the BID ballot.
- There are no credits / refunds for the BID levy once paid.
- The BID levy would be charged on a chargeable day basis, meaning that the levy would be charged in advance to cover the relevant billing period. No refunds would be made in the event of a change of occupation within part of the year or in respect of rateable value changes that affect past billing periods.

INCOME AND EXPENDITURE

Income	2024/25	2025/26	2026/27	2027/28	2028/29	Total
Forecast BID Contribution (£)	170,050	173,850	177,650	181,450	92,255	795,255
Match Funding / Other Income (£)	15,000	20,000	25,000	32,500	18,750	130,000
Estimate of Predicted Revenue (£)	185,050	193,850	202,650	213,950	111,005	906,505

Income	2024/25	2025/26	2026/27	2027/28	2028/29	Total
Theme 1 - A Promoted & More Vibrant Keighley (£)	79,375	95,094	99,848	104,841	61,101	440,259
Theme 2 - Safer, Cleaner, Greener Keighley (£)	52,750	44,513	46,738	49,075	25,764	218,840
Theme 3 - Supported Keighley Business Community (£)	17,000	17,850	18,743	19,680	12,155	85,427
Managing and Levy Collection Costs (£)	31,603	31,323	32,694	34,130	28,163	157,911
Total Annual Expenditure Budget (£)	180,728	188,779	198,023	207,725	127,183	902,437
Project Contingency and Estimated Cashflow Balance (£)	4,323	9,394	14,021	20,246	4,067	4,067

- Where the level of income recovered through the BID levies charged is greater than the forecast level, this additional income will be used to support further investments by the BID, and the income budgets amended to reflect this new income.
- The costs for developing the BID have been funded by Keighley BID Ltd and Bradford Council. No development costs will be recovered from the levy.
- The costs of levy collection by Bradford Council, including software costs will be recovered from the BID levy.
- The BID area, themes, governance and management arrangements and overall BID income percentages can only be altered via an alteration or renewal ballot. All other arrangements including specific projects and the percentage of funding allocated to each theme within the BID may be altered within the constraints of the overall BID budget without the need for an alteration or renewal ballot.

THE BID BALLOT

A non-domestic ratepayer (business ratepayer) within the proposed BID area with a rateable value equal to or above £8,000 will be entitled to vote if they are listed as a non-domestic ratepayer on the date the notice of ballot is published. Each business ratepayer entitled to vote shall have one vote in respect of each hereditament (premises/building with an individual rateable value) in the geographical area of the Business Improvement District on which non-domestic rates are payable.

For the Business Improvement District to proceed there must be:

- A majority voting in favour of the proposal from the number of votes cast
- A majority in level of rateable value from votes cast in favour of approving the proposal

THE BALLOT TIMETABLE

- Ballot papers will be sent out to reach eligible businesses on the 2nd November 2023. The ballot will close at 5pm on 30th November.
- The result of the ballot will be declared on the 1st December 2023, or as soon as possible after this date.

BASELINES AND ADDED VALUE

A benefit of a BID being approved for businesses is the introduction of statutory baseline agreements from Bradford Council and other statutory bodies stating the minimum levels of activity they deliver to maintain highways, the public realm and street scene in the BID area.

These are required to ensure that funds from the BID do not fund council or other statutory services. All funds raised by the BID will provide added-value investments into the BID area that would otherwise not be achieved.



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District is a defined area in which a small levy is charged on all eligible business rate payers in addition to the business rates bill. The funding raised through the levy is used by the local business community to develop projects which benefit the defined area and create a more prosperous and vibrant destination.

A core requirement for any BID is to ensure funds raised deliver additional services to those provided by local authorities. Improvements may include, but are not limited to, improved place marketing to attract new consumers, events / festivals to drive footfall, extra safety/ security, cleansing and environmental improvements.

WHAT ARE THE BENEFITS FROM A BID

- ▶ Increased footfall and vibrancy
- ▶ Improved communications and a stronger voice for businesses around the management of their business districts
- ▶ Reductions in crime and anti-social behaviour
- ▶ New events and festivals to re-engage consumers
- ▶ Marketing and promotion of local companies to millions of new consumers
- ▶ Enhanced cleansing and additional planting to create a more attractive destination for consumers
- ▶ Improved access to public funded grants and business support
- ▶ Reduced utility costs through accessing joint procurement initiatives



ILKLEY BID
BUSINESSIMPROVEMENTDISTRICT

Ilkley BID was approved in 2019

A NEW, ADDITIONAL INVESTMENT LED BY THE PRIVATE SECTOR

- ▶ The BID could generate £900,000 + of new investment into our town centre between 2024 and 2028.
- ▶ This investment would be managed and delivered by a business led partnership, who will be answerable to the wider business community who fund the BID.

WHERE DOES THE INVESTMENT COME FROM?

- ▶ The investment will principally come from a small additional levy paid by each premises (hereditament) within the BID area with a rateable value equal to or greater than £8,000.
- ▶ The average costs for premises occupied by small and medium sized enterprises is equivalent to 99 pence/ day.
- ▶ The smallest premises (less than £8,000 RV) in the BID area would be exempt from paying anything.

WHO DECIDES IF THE BID IS TO BE INTRODUCED?

- ▶ All eligible premises will be able to take part in a 28-day postal ballot vote to approve or reject the proposal for a BID in November 2023.
- ▶ If a majority vote in favour of the proposal from the number of votes cast, and this represents a majority in level of rateable value from votes cast in favour of approving the proposal, the BID will come into operation from 2024, when all premises with a rateable value equal to or greater than £8,000 will pay the small annual levy towards the BID.



COLNE
— BID —

Colne BID was approved in 2018 and 2023

HOW IS THIS DIFFERENT TO BUSINESS RATES?

- ▶ The BID levy is separate from your business rates. Business rates are a statutory local tax levied to fund expenditure by local and national government. Businesses have no direct control over how these funds are spent.
- ▶ The BID levies raised are held locally and will only be invested in specific projects and services, additional to base line services provided by the public sector. The BID funds will be invested under the direct control of the businesses community who pay the annual BID levies.

WHERE DO BUSINESS IMPROVEMENT DISTRICTS ALREADY OPERATE?

- ▶ Businesses and organisations in Ilkley, Bradford, Colne, Burnley and Leeds have established BIDs in recent years including Keighley, where businesses approved the town's first BID in 2016.
- ▶ BIDs have been embraced by towns and cities across the UK since 2004 when they were first introduced.

**VOTE
YES** ✓



BRADFORD
BID

Bradford BID was approved in 2018

WE ARE KEIGHLEY BID

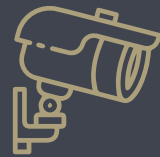
VOTE 'YES' FOR



A new business led partnership to create a safer, cleaner, greener Keighley town centre



A stronger voice for businesses with Bradford Metropolitan District Council, West Yorkshire Combined Authority and Keighley Town Council.



Investment in safer streets to tackle antisocial behavior and crime



Enhanced promotion and marketing of your business and Keighley town centre



New high impact events and festivals to attract new consumers and visitors



Additional investment into Christmas events



For more information please visit: **keighleybid.com** or
email: **keighleybid@groundwork.org.uk**