



Keighleybid
Working for Businesses

Summary Business
Plan 2015 - 2020

Introduction

Keighleybid says:

'Keighley is a great town with a huge amount to offer. Notable heritage, one-off retailers, national retail names and chains give good reasons to visit. We know that the town already has a more varied and developed town centre than many similar towns of the same size. It draws on a wide population already but even with these assets there is an opportunity to do so much more.'

On November 13th 2015 Businesses in Keighley voted in favour of establishing a Business Improvement District for the town centre.

This is an opportunity for businesses to invest over £1m over five years on projects and priorities that matter to you

The business plan contains the information on the proposed activities for the BID. It can be found on the website at <http://www.keighleybid.co.uk> This summary represents a brief introduction as the ballot has only just taken place based on the business plan.

Following extensive consultation during 2014 and 2015 with businesses in the town a number of priorities were identified for future projects and investment, they were:



Marketing and Promotion:

Businesses said:

'We need to promote the town, making sure people know about its unique offer. We need new, creative ways of putting Keighley on the map'.

The BID will work to deliver and manage effective, high profile marketing of Keighley town centre and its businesses, ensuring it is known as a vibrant welcoming and unique place to visit, work and spend time in.

This will be done through targeted marketing and campaigns, a strong professional brand, delivering quality events and ultimately attracting more visitors through supporting tourism



Safety and Security:

Businesses said:

'Keighley is a safe, secure and friendly town and this needs promoting'

Keighleybid will keep businesses connected through an online and social media presence to promote safety messages for the daytime and evening economy, it will support local initiatives such as Pub and Townwatch and work to get this message across, and it will monitor day to day activities and keep businesses informed of issues that may affect their operations.

The BID Company will be a representative business voice for the town centre and co-ordinate regular Police briefings for managers and security staff to address anti-social behaviour



Backing Business:

Businesses said:

'We need more support and promotion of local businesses. Creating a stronger local economy would bring more business into town, as well as more customers, and filling our vacant units and office space would be beneficial for everyone'

As a collective body Keighleybid has the ability to generate benefits for businesses from economies of scale to help drive down costs. Champion the town to improve occupancy, encourage loyalty schemes and look at initiatives that will improve trading especially on days with low footfall.

The BID will work with partners to create online information for new and existing businesses and act as a conduit of information to link you up with the right people or organisations that can assist you.



Ease of Access:

Businesses said:

'Car parking prices, and people's car parking experiences, are putting visitors off coming to the town. We need incentives that bring people here and encourage them to spend more time in Keighley, allowing them to experience the full breadth of what's on offer'.

Keighleybid will help to create a pleasant, efficient and accessible town centre environment – whether travelling by car, on foot or public transport – ensuring people have a positive experience in the town centre.

We will work with car park providers to offer deals and incentives for events, at key times of the trading year and at specific times of the week. Keighleybid will review existing signage across the town to improve or upgrade so that people will know the town and where things are and how to get to them.



Our Pledge

Will be to:

Promote, manage, champion, invest, represent, problem solve, monitor performance, focus and finally deliver on our business plan.

How to get involved?

There will be lots of ways to be involved in the BID. As a stakeholder or member, a Director, sub group member and through consultation.

A steering group has been meeting regularly to help establish the idea of a Business Improvement District, now that the BID is a reality a more formal structure will need to be established, Keighleybid Ltd is now a registered company limited by guarantee. Underlying this organisation will be all member businesses from the BID area, voluntary members and those from outside the BID area that wish to contribute and become members.

In the first year levy paying members of the steering group will act as the Board of Directors, from then on annual elections for new directors will take place from within the membership.

A BID manager will be appointed along with administrative support to be responsible for day to day running of the company.

There is likely to be other opportunities to get involved through groups established to complete specific tasks to achieve what businesses wanted for the town

Anyone interested in becoming actively involved in the running of the BID can complete a register of interest form available from the BID office.



Contact details:

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