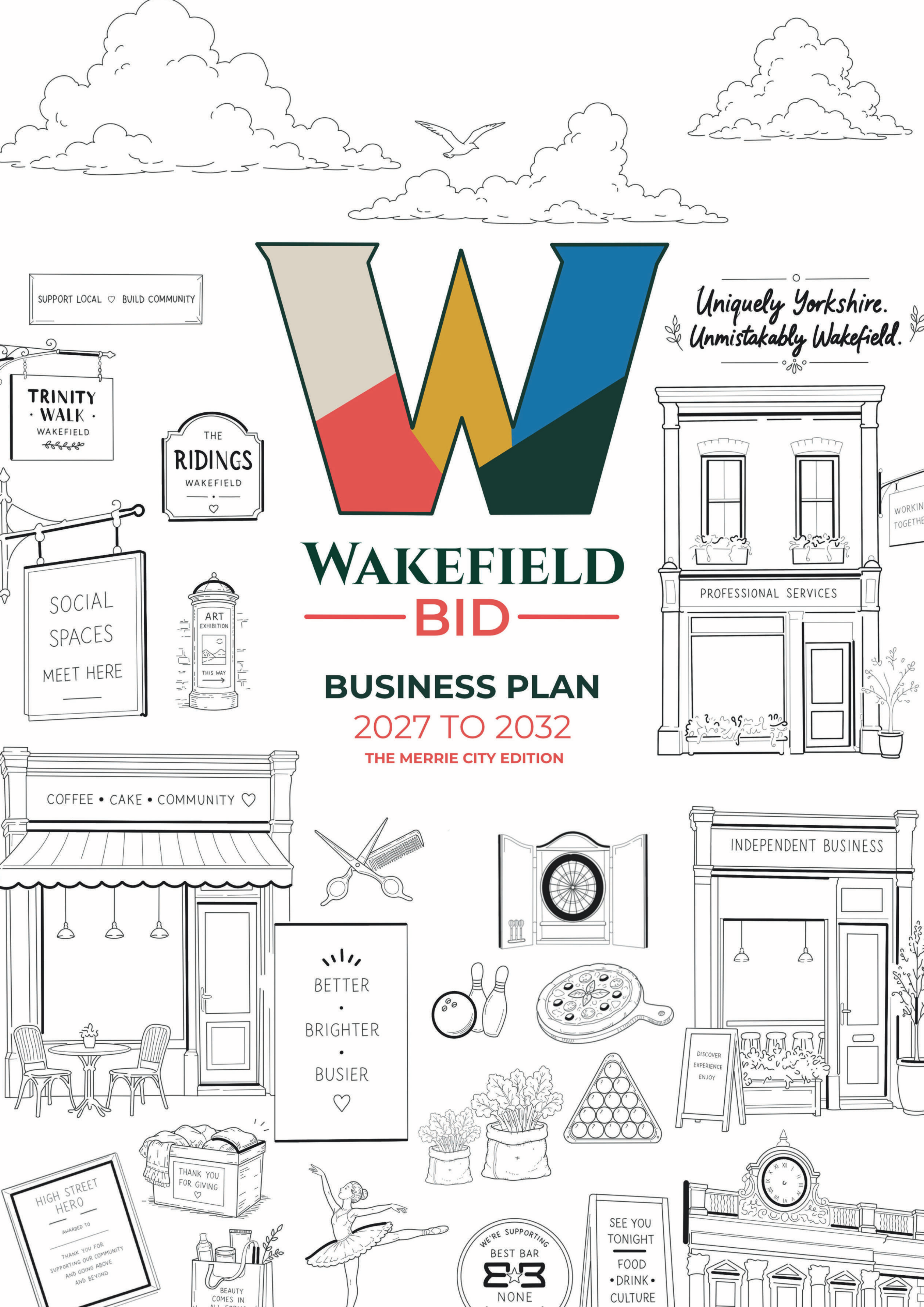
# WAKEFIELD BID

## BUSINESS PLAN

2027 TO 2032

**THE MERRIE CITY EDITION**




## Thank you.

Most business plans save the thank you until the very end. We wanted to begin with it.

Thank you for your continued investment in Wakefield city centre and for the support you've shown Wakefield BID over the last decade. Every improvement we've delivered, every event we've supported and every project we've brought to life has only been possible because of businesses like yours choosing to invest in our city centre.

Since 2017, we've worked together to make Wakefield city centre safer, busier and more welcoming, delivering projects and opportunities that no single business could achieve alone. But the challenges facing businesses continue to change. Rising costs, changing consumer habits and increasing competition mean we cannot stand still.

This Business Plan has been shaped by the conversations we've had with businesses across the city centre. It sets out a clear, practical programme of investment focused on the priorities you told us matter most over the next five years.

**Because this isn't just Wakefield BID's plan. It's a plan built from your ideas, your priorities and your investment in our city centre.**

From Danny & the team

# Contents

# What is a BID?

A Business Improvement District (BID) is a business-led partnership that invests directly into improving a defined area.

Businesses vote on whether a BID should exist, help shape its priorities and collectively fund projects that benefit the local business community.

## Key Stats

- **Over 350**
  BIDs across the UK
- **10**
  BIDs operating across West Yorkshire
- **Every 5 years**
  businesses vote on the continuation of the BID

## Why it matters

Through working together, businesses have a stronger voice, greater investment and the ability to deliver projects that would be difficult to achieve individually.


**Skinny Living Live at The Merrie City Festival**
August 2025





# Your Wakefield BID

A small team, working every day to deliver the priorities businesses have identified for Wakefield.

Working in partnership with levy payers, local authorities, emergency services and key stakeholders, we turn ideas into action.

We are here to support, listen and work alongside you to make Wakefield city centre better, busier and brighter

### Danny Critchley

**BID Manager**

Leads the delivery of Wakefield BID and works closely with businesses, partners and stakeholders to drive forward our shared priorities.

### James Roy

**Street Ranger**

Provides a visible presence in the city centre, supporting businesses and helping to keep Wakefield welcoming for all.

# Your voice, your investment.

Wakefield BID is an independent business-led organisation, with every decision, investment and priority guided by a voluntary Board made up of representatives from levy-paying businesses across the city centre.

Representing a broad mix of sectors and organisations, the Board helps ensure that investment is focused on the issues that matter most to businesses while providing strategic direction, oversight and accountability for the BID.

Every project is monitored to ensure it is delivered on time, within budget and in line with the priorities agreed by businesses.

## Our commitment

### Led by local businesses

A voluntary Board representing levy-paying businesses oversees the direction of the BID.

### Focused on results

Projects are measured against clear objectives and delivered to provide value for levy payers.

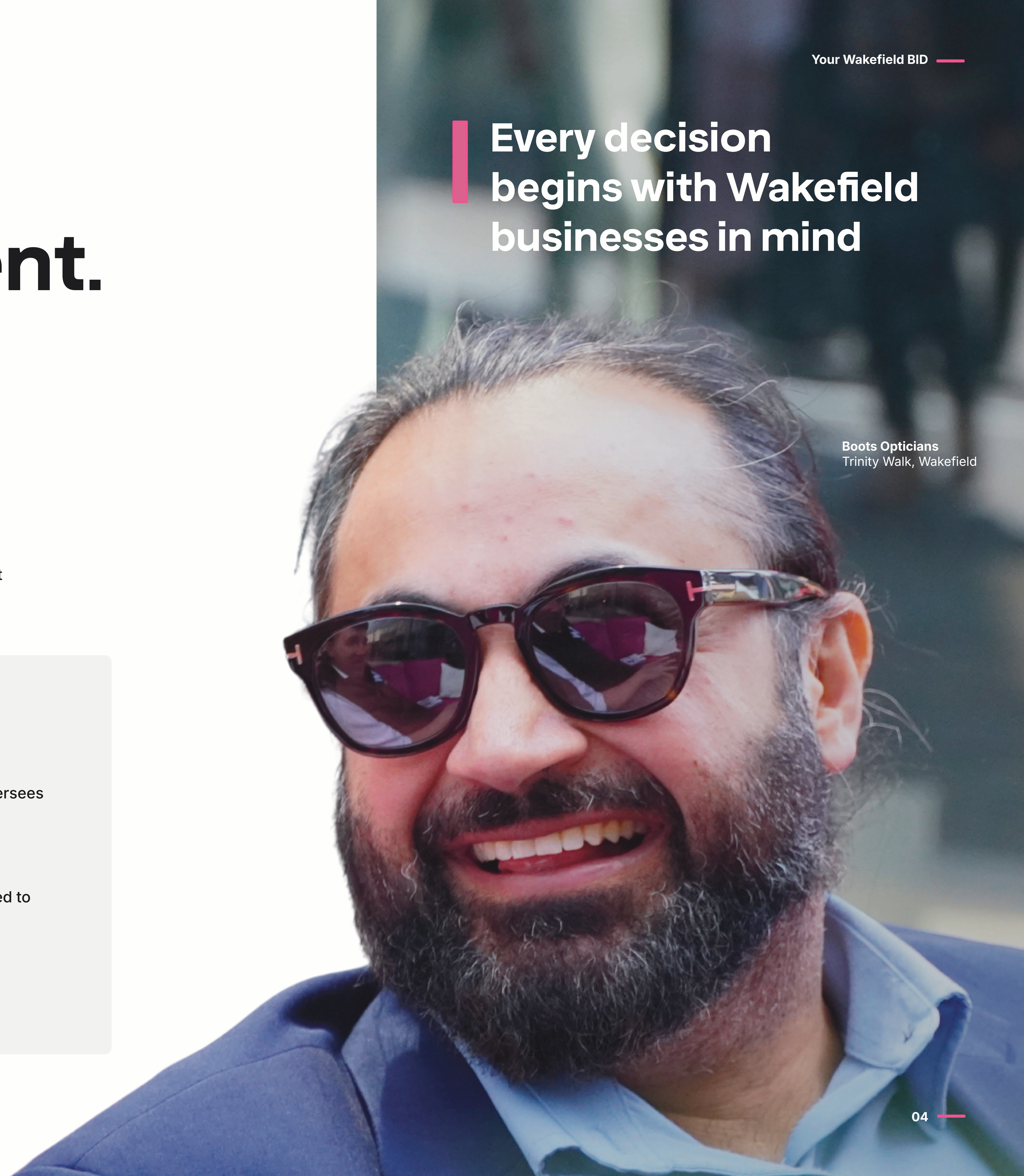
### Open and accountable

We report regularly to businesses, ensuring decisions and investment remain transparent.





## Every decision begins with Wakefield businesses in mind



**Boots Opticians**
Trinity Walk, Wakefield

# Led by businesses

The Wakefield BID Board is made up of representatives from levy-paying businesses across the city centre, providing strategic direction, financial oversight and accountability throughout the five-yearBusiness Plan.

Bringing together experience from retail, hospitality, leisure, commercial businesses and the public sector, the Board ensures investment decisions reflect the priorities of the businesses it represents.

## Your BID Board

### Ready for the new term

Board Directors will be elected in time for the start of the new 2027–2032 BID term, giving eligible levy-paying businesses the opportunity to stand for election and help shape the future direction of Wakefield BID.

Board members are elected to represent a broad range of sectors, ensuring the organisation remains business-led, accountable and focused on delivering the priorities set out in this BusinessPlan.

**Health, Hair & Beauty**
1 Representative

**Food, Drink & Leisure**
2 Representatives

**Accommodation Provider**
1 Representative

**Local Government**
2 Representatives

**National Retailers**
2 Representatives

**Independent Retailers**
2 Representatives

**Office & Commercial**
2 Representatives

**Police**
1 Representative

**Charitable Sector**
1 Representative

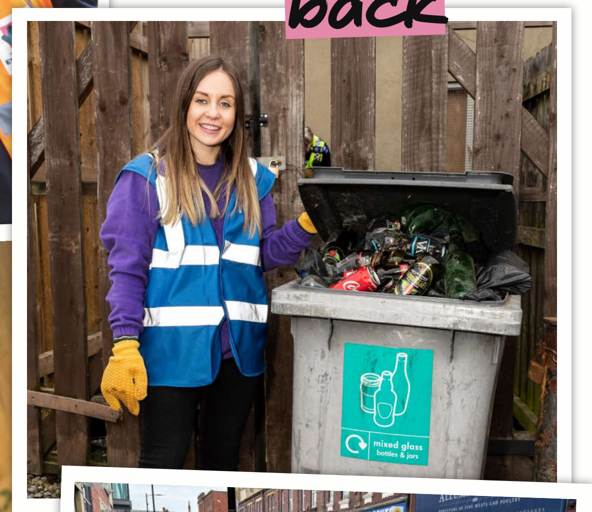
**Shopping Centres**
2 Representatives

# This is what happens when Wakefield works together

Behind every event, campaign, partnership and improvement is a shared commitment to making Wakefield city centre a better place to work, visit and do business.

Wakefield BID is proud to play its part alongside businesses, partners and the wider community.

Bringing people together



Giving back

Celebrating local people

Looking after our city

Sharing success

# Every successful business plan starts by listening

Every successful Business Plan starts by listening. Before developing this proposal, we spoke directly with levy -paying businesses across Wakefield city centre through one-to-one meetings, workshops, surveys and city centre conversations.

Those conversations gave businesses the opportunity to share what is working well, where improvements are needed and what they believe should be prioritised over the next five years.

The result is a Business Plan shaped by the people who know Wakefield city centre best.

## How we listened

- Think Tank Sessions
- Online Survey
- City Centre Conversations
- Business Visits
- Pink Sofa Sessions
- Distribution of 3 information sheets
- Creation of BID Renewal Group


**Think Tank Session**
Trinity Walk
February 2026

# Here's what businesses told us

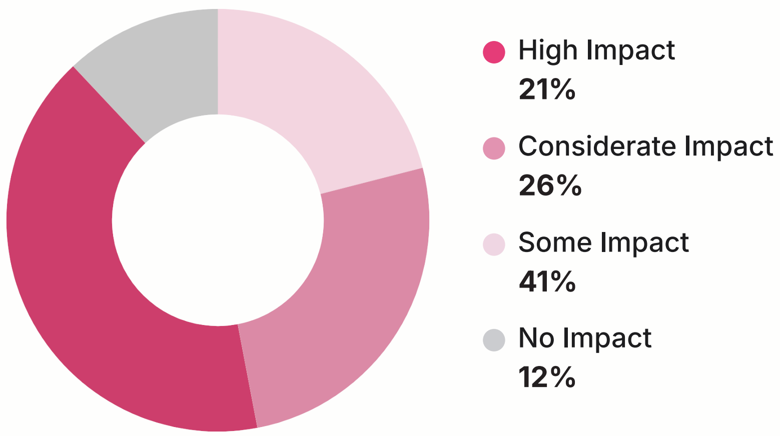
The consultation told us two important things.

Businesses value the work Wakefield BID already delivers, but they also told us where future investment should be focused over the next five years.

Nearly

**90%**

**believe Wakefield BID had a positive impact on the city centre**




## The strongest message wasn't about new projects...

Businesses told us they wanted to protect services that already make a difference while investing in new opportunities that strengthen Wakefield's city centre.





## Your priorities were clear

Businesses were clear about the issues they wanted Wakefield BID to focus on over the next five years. Alongside protecting successful services, these were the priorities raised most consistently during consultation.

### A safer city centre

- Reduce anti-social behaviour and rough sleeping.
- Continue strong partnership working.
- Improve safety for businesses, staff and visitors.

### More events and footfall

- Deliver more events throughout the year.
- Increase visitor numbers and dwell time.
- Support local businesses through increased activity.

### A cleaner, more welcoming city

- Higher standards of cleanliness and litter removal.
- Restore pride in Wakefield city centre.
- Create a better experience for visitors.

### Stronger destination marketing

- Promote Wakefield to wider audiences.
- Encourage more people to visit and explore.
- Strengthen the city's reputation and identity.

### A stronger business voice

- Represent business interests effectively.
- Work closely with partners to influence change.
- Ensure businesses continue to shape future priorities.

### Protect what already works

- Continue the services businesses value most.
- Build on successful projects and partnerships.
- Invest where businesses see the greatest impact.

# Your priorities, in action

## Three Priorities. One Shared Ambition.

Everything we've heard from businesses has been brought together into three clear priorities that will shape every project, investment and decision over the next five years.

Together, they set out our shared ambition for a city centre that is *busier*, brighter and *better* for businesses, visitors and everyone who uses Wakefield city centre.

## A Busier Wakefield

Driving footfall, attracting visitors and supporting a vibrant city centre economy through events, marketing and business growth.

## A Brighter Wakefield

Building pride in Wakefield through investment, partnership working and creating a city centre people want to visit, work in and invest in.

## A Better Wakefield

Creating a safer, cleaner and better managed city centre where businesses can thrive with confidence.


Merrie City Festival
August 2025

A city centre that people choose to visit, explore and return to.

# A Busier Wakefield

## Investing £225k over 5 years

A thriving city centre depends on attracting visitors, celebrating local businesses and giving people reasons to return throughout the year.

Over the next five years, Wakefield BID will continue investing in destination marketing, events and promotional campaigns that raise the profile of both the city centre and the businesses within it.





## Investing in a Busier Wakefield means investing in...

### Destination Identity

Building a stronger identity for Wakefield by celebrating the city's past, present and future through campaigns that inspire pride and attract more visitors.

### BID Website

Developing the BID website into a stronger destination for visitors, businesses and city centre information.

### Events & Festivals

Supporting Merrie City Festival while expanding the programme of city centre events and seasonal activities.

### Destination Marketing

Promoting Wakefield as a vibrant destination through campaigns that encourage more visits and longer stays.

### Business Promotion

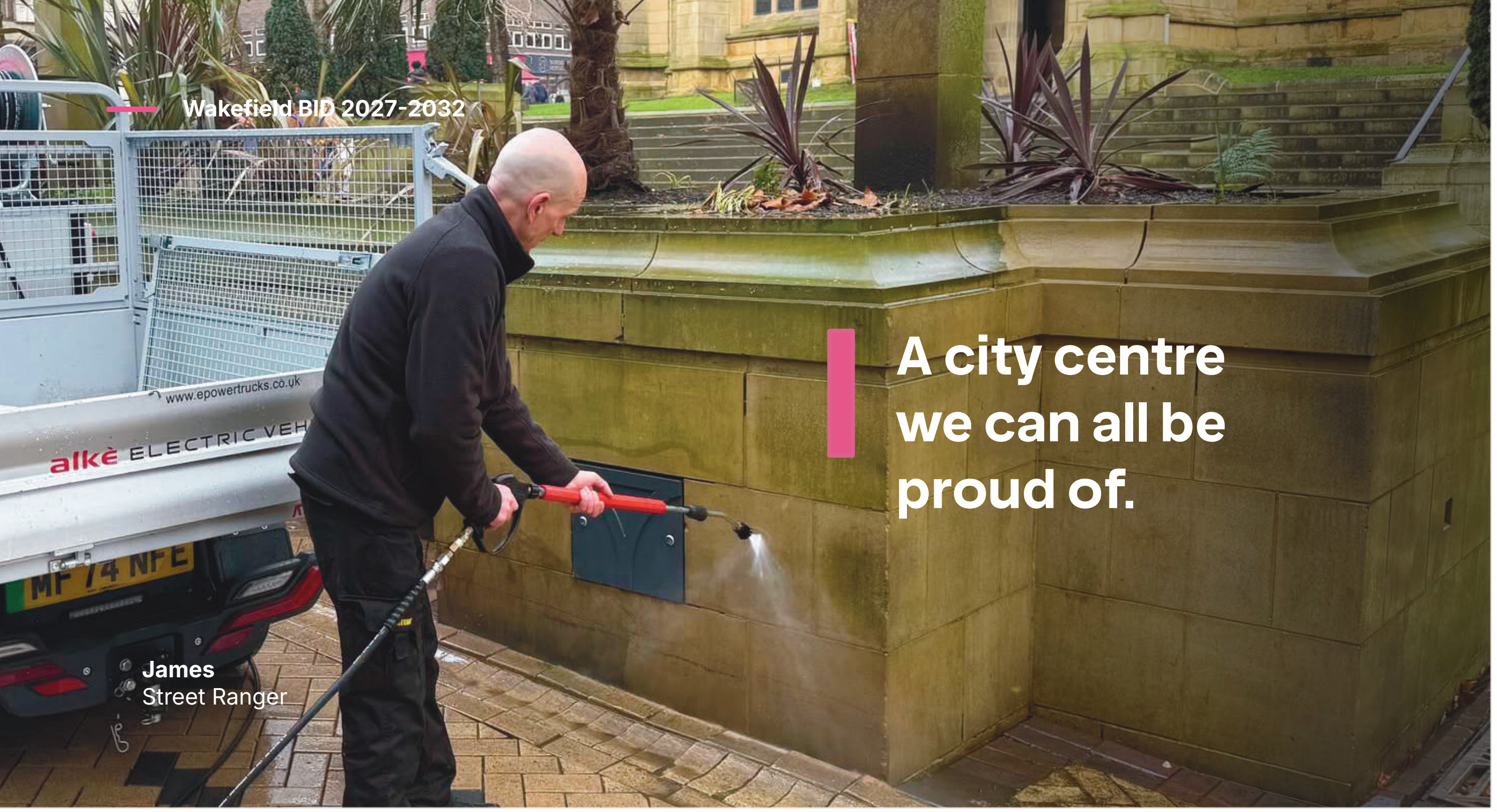
Showcasing local businesses through campaigns, features and digital content to encourage local spending.

### Changing Perceptions

Working with local and regional partners to strengthen Wakefield's reputation and celebrate everything the city centre has to offer.

### Digital Marketing

Continuing targeted campaigns that promote Wakefield city centre, local businesses and events to wider audiences.




James
Street Ranger



# A Brighter Wakefield

## Investing £210k over 5 years

First impressions matter. Businesses told us they want a city centre that looks welcoming, feels cared for and reflects the pride people have in Wakefield.

Over the next five years, Wakefield BID will continue investing in projects that enhance the appearance of the city centre, improve the visitor experience and celebrate the character that makes Wakefield unique.

## Investing in a Brighter Wakefield means investing in...

### Deep Cleaning & Rapid Response

Continuing enhanced city centre cleaning programmes, hotspot response and environmental improvements.

### Street Dressing

Enhancing the city centre with banners, decorations and seasonal dressing that create a welcoming and vibrant atmosphere.

### Greening & Floral Displays

Maintaining and expanding planters, floral displays and initiatives such as Wakefield in Bloom to create an attractive city centre throughout the year.

### Public Realm Improvements

The BID would continue to collaborate with local organisations on plans for better city signage, way finding, and car parking.

### Enhancing Vacant Units

Improving the appearance of empty premises through creative window displays while supporting businesses during city centre redevelopment.

### Street Ranger Support

Continuing to provide practical, visible support that helps keep the city centre clean, welcoming and well maintained.


Marmalade on The Square
Cross Square, Wakefield

# A Better Wakefield

## Investing £240k over 5 years

Creating a safe, welcoming and well-managed city centre remains the highest priority for many businesses.

Over the next five years, Wakefield BID will continue investing in proven initiatives while introducing new projects that strengthen partnerships, improve communication and create a city centre where businesses can thrive with confidence.





## Investing in a Better Wakefield means investing in...

### Safer Streets
Reducing anti-social behaviour and rough sleeping through coordinated partnership working.

### Staff Discount Scheme
Introducing a city centre staff discount scheme to encourage local spending and reward those working in Wakefield.

### Safer Partnerships
Renewed Pubwatch and Best Bar None alongside Purple Flag and Public Space Protection Order (PSPO) initiatives to improve safety and confidence.

### Business Networking
Providing regular networking opportunities, city updates and opportunities for collaboration between levy-paying businesses.

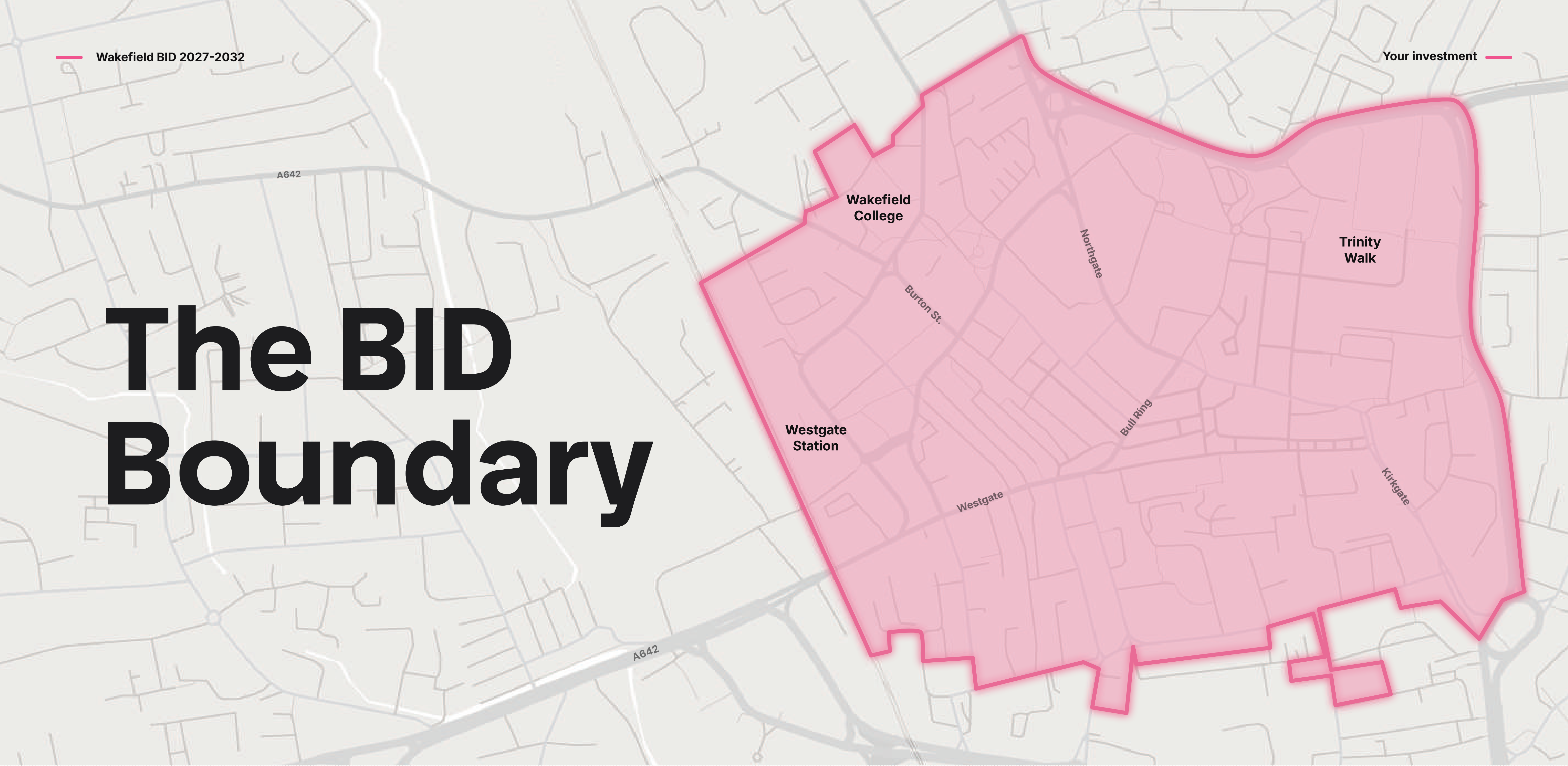
### City Centre Radio Network
Expanding the business radio network to improve communication and intelligence sharing.

### Business Representation
Championing the interests of levy-paying businesses and lobbying for investment and positive change across the city centre.

### Business Crime Reduction Partnership
Connecting businesses, the Police, Council and partner organisations to improve city centre safety.

### Business Communications
Keeping businesses informed through regular newsletters, bulletins and updates on key city centre activity.

# The BID Boundary




## Boundary Streets

Albion Court
All Saints Walk
Almsgate
Almshouse
Back Garden Street (part of)
Back Lane (part of)
Balne Lane (part of)
Bank Street
Barstow Square
Bishopgate Walk

Bond Street
Borough Road
Bread Street
Brook Street
Bull Ring
Bullring House
Burgage Square
Burton Street
Carter Street
Cathedral Walk

Crown Court
Drury Lane
Garden Street
George Street
Gills Yard
Harrison Street (part of)
Jacobs Well Lane (part of)
King Street
Kirkgate (part of)
Laburnum Road

Little Westgate
Lower Warrengate
Margaret Street
Market Street
Marsh Way (part of)
Marygate
Mulberry Way
Newstead Road (part of)
Northgate (part of)
Parliament Street

Pincheon Street
Providence Street
Queen Street
Radcliffe Place
Rishworth Street
Silver Street
Smyth Street
Southgate
Sun Lane
Tammy Hall Street

Teall Street
The Springs
Thornes Lane
Thompsons Yard
Thornhill Street (part of)
Trinity Church Gate (part of)
Trinity Walk
Union Street
Upper York Street
Vicarage Street

Westgate (part of)
Westgate
Railway Station
Westmorland Street
White Horse Yard
Wood Street
Woolpacks Yard
Zetland Street

First Choice Recruitment
Silver Street, Wakefield

**Every investment helps shape Wakefield's future.**





# A shared investment in Wakefield's future.

Every eligible business within the Wakefield BID area contributes towards a shared investment that funds projects designed to make the city centre safer, busier and brighter.

The levy has been carefully calculated to deliver the improvements outlined throughout this Business Plan while providing excellent value for businesses over the next five years.

## Key Levy Information

- **1.25% levy**
  applied to eligible businesses based on rateable value.

- **Non-eligible businesses**
  Listings with a rateable value of less than £12,000, would be exempt from the levy, although may choose to make a voluntary contribution if they wish.

### Calculate Your Levy

Rateable Value x Levy Rate (0.75% within a managed shopping centre) = Annual Levy

**Find your rateable value**

www.tax.service.gov.uk

# The five-year budget

Every levy paid into Wakefield BID is invested to deliver projects and services that support businesses and strengthen the city centre.

The proposed five-year budget has been carefully developed to maximise investment in frontline delivery while maintaining responsible financial management and long-term sustainability.

## Budget Highlights

- **£1,000,000**
  Re-invested back into Wakefield City Centre
- **£200,000**
  Invested in the city each year
- **£50,000**
  Potential Additional income

**A clear and responsible plan for investing in Wakefield's future**

The following table summarises the proposed BID budget for the next 5-years*

| ESTIMATED INCOME | 2027-28 | 2028-29 | 2029-30 | 2030-31 | 2031-32 | TOTAL |
|---|---|---|---|---|---|---|
| **BID levy income** | £190,000 | £190,000 | £190,000 | £190,000 | £190,000 | £950,000 |
| **Potential Additional contributions** | £10,000 | £10,000 | £10,000 | £10,000 | £10,000 | £50,000 |
| **TOTAL INCOME** | **£200,000** | **£200,000** | **£200,000** | **£200,000** | **£200,000** | **£1,000,000** |
| **EXPENDITURE** | | | | | | |
| **Busier Wakefield** | £47,000 | £47,000 | £47,000 | £47,000 | £47,000 | £235,000 |
| **Brighter Wakefield** | £44,000 | £44,000 | £44,000 | £44,000 | £44,000 | £220,000 |
| **Better Wakefield** | £49,000 | £49,000 | £49,000 | £49,000 | £49,000 | £245,000 |
| **Levy collection costs** | £10,000 | £10,000 | £10,000 | £10,000 | £10,000 | £50,000 |
| **Central operational costs** | £40,000 | £40,000 | £40,000 | £40,000 | £40,000 | £200,000 |
| **Contingency & reserves** | £10,000 | £10,000 | £10,000 | £10,000 | £10,000 | £50,000 |
| **TOTAL EXPENDITURE** | **£200,000** | **£200,000** | **£200,000** | **£200,000** | **£200,000** | **1,000,000** |

### Notes

1. Contingency has been set in line with industry expectations.
2. A projected 94% collection rate has been applied.
3. Central management and administration costs have been capped to be consistent with industry expectations.
4. Annual BID levy collection costs would be £9,662, which equates to £23.74 per listing.
5. To account for inflation, and at the discretion of the BID Board, the annual levy may be increased each year from year two, by a maximum rate of no more than the Consumer Price Index does the preceding financial year. Please note that we have taken a prudent financial approach and not accounted for any such additional income in the above table.
6. It is anticipated that the BID would generate additional income in the form of grants, sponsorship and other fundraising activities.

! The budgets shown represent our planned investment over the five-year BID term. Actual expenditure may be adjusted by the BID Board to reflect changes in income, operating costs and business priorities while continuing to deliver against the objectives set out in this Business Plan.

# Supporting every sector

Whether you're a retailer, café, office, professional service or leisure venue, your investment contributes towards projects that improve trading conditions, attract visitors and strengthen Wakefield as a place to do business.

### Professional & Office Businesses

- Stronger business networks and collaboration.
- Recruitment and staff retention support.
- Business communications and promotion.
- A cleaner, safer city centre for staff and clients.
- A stronger collective voice on business issues.

### Retail Businesses

- Increased footfall and longer dwell time.
- Destination marketing campaigns
- Seasonal promotions and events
- Reduced retail crime through partnership initiatives
- Greater visibility for local businesses

### Hospitality and Leisure

- More events driving visitor numbers
- Marketing promoting the evening economy
- Safer city centre initiatives supporting customers and staff
- Stronger city centre profile

### Residents, Visitors and Communities

- A cleaner and more welcoming city centre
- More events and activities throughout the year
- Increased civic pride
- A vibrant destination that supports local businesses






## Every levy payer plays a part in creating a city centre where businesses can thrive.

**Wah Wah Records**
Cross Square, Wakefield





# What happens if Wakefield BID isn't renewed?

Wakefield BID exists because businesses choose to invest collectively in their city centre. If a majority of businesses do not vote in favour of renewing the BID, **the current BID term will come to an end on 31 March 2027.**

## What this would mean

- × No dedicated Street Ranger service
- × No additional city centre events
- × No collaborative destination marketing
- × No enhanced environmental improvements
- × No collective business voice
- × No coordinated business support
- × No continued investment programme
- × No City-wide radio scheme
- × No Merrie City Festival
- × No dedicated liasing between partners and agencies
- × No £1,000,000 investment back into the city centre

### Continue building on what we've achieved together

A successful renewal of Wakefield BID will allow businesses to continue investing collectively in the city centre for a further five years.

It will enable the delivery of the projects, services and priorities outlined throughout this Business Plan, helping create a safer, busier and brighter Wakefield for everyone.

# Governance & accountability

Wakefield BID will continue to be led by a Board of Directors made up entirely of senior representatives from levy-paying businesses and organisations.

Acting on behalf of the wider business community, the Board will provide strategic direction, oversee the delivery of this Business Plan and ensure the BID remains accountable for how levy income is invested.

The Board will meet at least five times each year to review performance, monitor finances and make decisions that support the priorities of levy - paying businesses. Progress against this Business Plan will be shared regularly, including through a six-monthly progress update. All levy payers are welcome to attend Board meetings to raise questions or discuss matters affecting the BID area.

**To maintain high standards of governance, Wakefield BID will also:**

- Submit all required statutory financial and corporation tax returns.
- Conduct a mid-term review of BID performance.
- Provide regular updates to levy-paying businesses throughout the BID term when available.
- Refresh Board membership through elections whenever vacancies arise, ensuring continued representation from the business community.

## Partnership with Wakefield Council

The Council has confirmed its support for the BID and proposed Business Plan and, where possible, will maintain baseline public services throughout the five-year BID term.

An Operating Agreement, setting out the arrangements for collecting and administering the BID levy, is available to view at **www.wakefieldbid.co.uk**

**Environment Team**
Wakefield Council

# BID Levy Rules

1. This is a third-term BID proposal to cover the period 1st April 2027 to 31st March 2032 inclusive, and the BID would deliver services in addition to any public or private sector organisation.

2. All National Non-Domestic Ratepayers, as shown on the Billing Authority's records, within the proposed boundary, would be liable to pay the BID levy, with the exception of any hereditament with a rateable value below £12,000, which would be exempt from the BID levy.

3. The annual BID levy is proposed at 1.25% of applicable rateable value payable in advance, as shown in the local Rating List on the 1st April 2026, which would be used for the calculation of the annual BID levy for the duration of this proposal.

4. Any hereditament recorded as being vacant on the 1st August 2026, which subsequently becomes occupied after the 1st April 2027, would become liable for the BID levy from the point of occupation, based on the rateable value shown in the local Rating List on the 1st April 2026.

5. Any new hereditament entering the local Rating List after the 1st April 2027, would be charged using the prevailing value from the date entered on the list, which would be used for the calculation of the annual BID levy for the duration of this proposal.

6. Any hereditament being removed from the local Rating List after the 1st April 2027, would cease to have liability for the BID levy, with effect from the deletion date from the local Rating List.

7. In the instance of any hereditament which is subject to revaluation and considered to be eligible for any refund, such a refund will only apply from the 1st April preceding any such decision, meaning that refunds will not be made for past billing periods.

8. Any levy-payer within a Shopping Centre, who is subject to a service charge, would pay a reduced rate of 0.75% to reflect the fact that their service charge covers some of the services which would be provided by the BID. In the event of any queries regarding this status, the BID Board would make the decision.

9. The BID levy would be charged on a daily-charge basis, meaning that the levy would be charged in advance each year to cover the period from 1st April until 31st March, although levy-payers who cease to have liability for the levy during the year would be entitled to a refund for the remainder of the period, with the new liable party being charged on a pro rata basis.

10. The liability for the BID levy on any eligible vacant premises, or premises undergoing refurbishment, would revert to the liable party as defined under prevailing Non-Domestic Rates legislation, with no void period. If any such eligible vacant premises is located within a Shopping Centre, and is subject to a service charge, the BID levy would be charged at the reduced rate of 0.75%.

11. The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index for the preceding financial year.

12. Non-Domestic Rate regulations would be used to collect any outstanding BID levy and any write-offs would be submitted to the BID Board for approval.

13. Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID Company.

14. VAT would not be charged on the BID levy.

# Your vote shapes the next five years

Every Business Improvement District is renewed through an independent ballot of eligible businesses.

This gives every levy-paying business the opportunity to decide whether Wakefield BID should continue delivering projects and services for another five-year term.

1. **27 August 2026**
Latest notification letters issued.
2. **10 September 2026**
Ballot papers issued to eligible businesses.
3. **8 October 2026**
Voting closes. Completed ballot papers must be received by 5pm.
4. **9 October 2026**
Result announced.

**!**

**Independent & Transparent**

The ballot is independently managed by PIN Communications, ensuring the process is fair, secure and impartial.

## How to cast your vote

Once completed, you can return your ballot paper by post or place it in the ballot box at Wakefield Town Hall.

If you need assistance returning your ballot, contact Wakefield BID and we can arrange for an independent person to collect your completed ballot paper and place it in the ballot box at Wakefield Town Hall on your behalf.





# The next chapter starts with you

Over the past ten years, businesses across Wakefield have helped transform our city centre. Together we've invested in safer streets, supported local businesses, created memorable events and built a stronger, more vibrant place to work, shop and visit.

This Business Plan builds on those achievements with a clear vision for the next five years. Every priority has been shaped by the businesses we represent, and every investment is designed to strengthen Wakefield for everyone.

Thank you to every business that has supported Wakefield BID, shared ideas and helped shape this plan. Together, we have the opportunity to continue building a city centre we're all proud of.

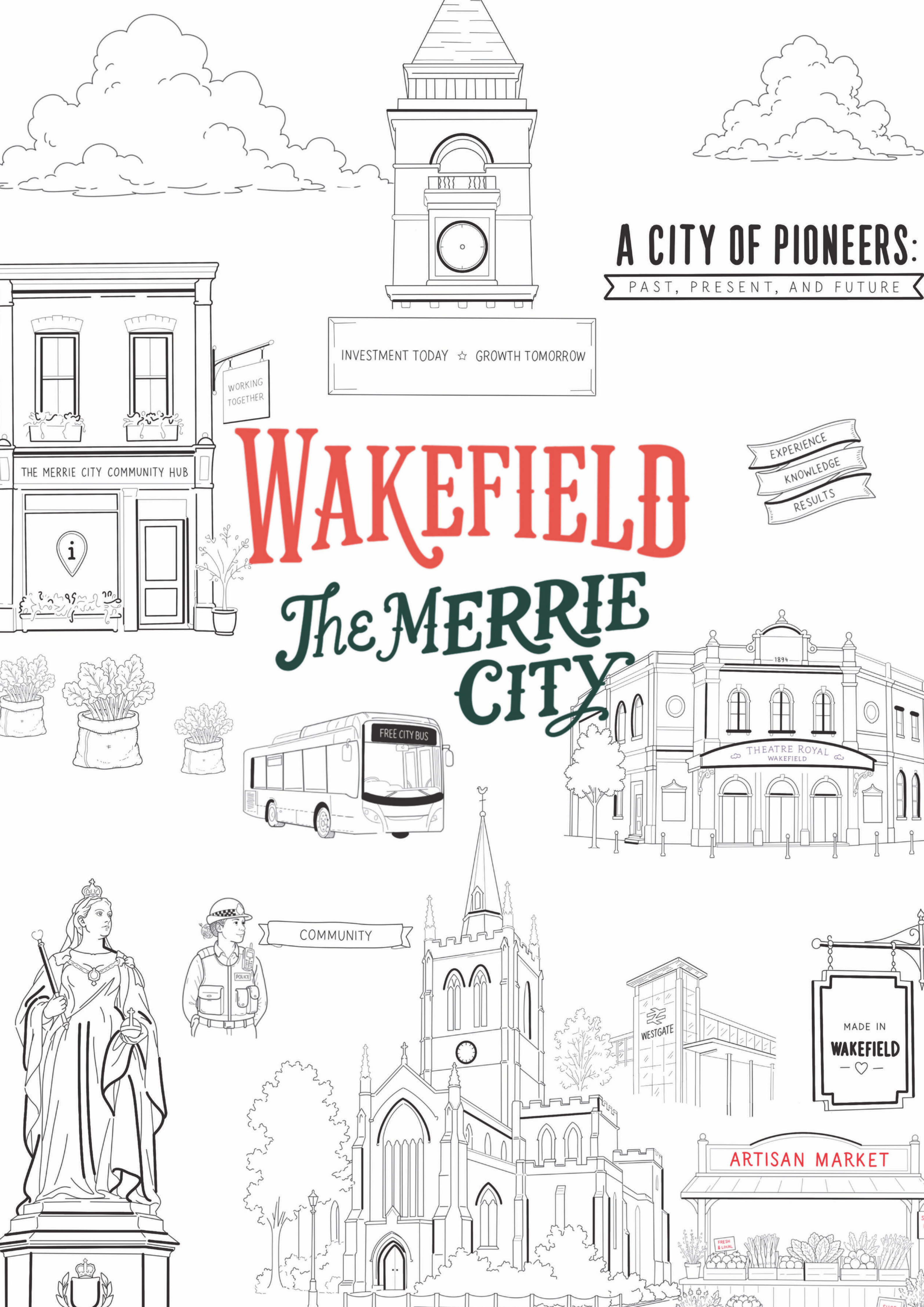
## Got Questions?

This Business Plan has been developed to give you a clear picture of our vision, priorities and how your investment will be used to support Wakefield city centre over the next five years.

**If you have any questions about the BID Levy or the ballot process, please contact Danny Critchley, BID Manager**

danny@wakefieldbid.co.uk
01924 782337

**or pop by the Wakefield BID office**
20 Wood Street, Wakefield, WF1 2ED.


A CITY OF PIONEERS:
PAST, PRESENT, AND FUTURE
INVESTMENT TODAY ☆ GROWTH TOMORROW
WORKING TOGETHER
THE MERRIE CITY COMMUNITY HUB
WAKEFIELD
The MERRIE CITY
EXPERIENCE
KNOWLEDGE
RESULTS
FREE CITY BUS
1894
THEATRE ROYAL
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WAKEFIELD
ARTISAN MARKET