

# Report of the Strategic Director of Regeneration to the meeting of Keighley Area Committee to be held on Thursday 26th March 2015

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**Subject:**

**Keighley Business Awards 2015**

**Summary statement:**

**The report describes preparatory work for the Keighley Business Awards**

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**Portfolio:**

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**Overview & Scrutiny Area:**

**Regeneration and Economy**



City of Bradford  
Metropolitan District Council

Dermot Pearson, Assistant City Solicitor



## **1 SUMMARY**

1.1 The report describes preparatory work for the Keighley Business Awards 2015.

## **2 BACKGROUND**

2.1 Keighley Business Awards are running for a third year. Businesses are invited to enter through a dedicated website for the Keighley business awards [www.keighleybusinessawards.co.uk](http://www.keighleybusinessawards.co.uk) until March 31<sup>st</sup>.

The awards have enjoyed a genuine welcome with the quality of the event providing a welcome mid-year highlight. The awards are managed by a cross-sector partnership that enjoys increasingly positive links with the wider business community. The organising committee is listed at Appendix 1

2.2 Once again some new categories have been introduced to recognise the breadth of the local business offer.

The BBC's Look North news anchor - Harry Gration, will be host for a second year and the event will take place on 12<sup>th</sup> June at Victoria Hall Keighley.

Tickets for the event are available via the website.

## **3 OTHER CONSIDERATIONS**

3.1 The event is made possible through the generous support of business sponsors. A list of this year's categories with each sponsoring business can be found at Appendix 2. Last year's sponsors received good coverage from the event.

3.2 This year, for the first time, we have recognised that some businesses want to back the event itself rather than a particular category. As a result there are now sponsors who are "Associates of Keighley Business Awards" to recognise this commitment. We have 3 associates, who are; Rotherwood Recruitment, Hayfield Robinson, and Advanced Group. We welcome business endorsement of the awards as this confidence helps encourage further participation from other businesses.

We are very grateful to these companies for their endorsement and participation.

3.3 Some of our previous winners have agreed to sponsor categories themselves and we welcome this development.

New categories this year include:

- Financial/Professional Services business of the year
- Excellence in corporate, social and environmental responsibility
- Excellence in overseas trade
- Success through innovation and diversification

All category sponsors have the opportunity to participate in the judging.

Sponsorship income is expanded further by ticket sales. We are looking forward once more to a full house at Victoria Hall. The event is non-profit making however each year an amount has been raised for charity over and above the event costs.

We believe that the event provides a welcome boost to the local economy and is an opportunity to appreciate the wealth of excellent resident companies, large and small, which provide jobs and prosperity.

Happily everyone understands that this is a "can-do" event intended to provide a

platform for Keighley to back itself.

- 3.4 Whilst this Committee report will be heard at the end of the entry period, we hope that the additional public exposure the report will provide, in advance of the meeting, will encourage those considering entry to take the plunge before the deadline date.

A public launch took place on January 13<sup>th</sup> at Leeds City College's Keighley Campus and once again the Keighley News has provided continuing coverage of the opportunity to enter. Living Magazine has also covered the awards and successful businesses.

- 3.5 In addition, the awareness of and participation in the growth of the Keighley Business Awards, by local councillors, has been appreciated. We hope that the event serves to help and maintain connections across the diversity of Keighley's business community. We appreciate the acknowledgement of the awards on many websites of the winning businesses.

- 3.6 3 quotes from the press following last year's event.....

- Our headline sponsor last year Chris Woodhead from Advanced Group in Silsden said...  
"The enthusiasm from everyone at the awards evening was wonderful, whether or not they had won." He added, "It shows Keighley's got it, whether its hairdressing or engineering and it shows we can go further."
- Our former Lord Mayor Cllr Khadim Hussain said.  
"The success of Bradford city relies on the success of the towns and villages around the District - if Keighley is buzzing then Bradford will be buzzing."
- Compere Harry Gratton said...  
"It was a privilege and a pleasure to highlight the achievements of Keighley businesses."

- 3.7 A case study describing the benefit of the awards has recently been sent out to other towns and cities by the Association of Town and City Centre Managers as an example for building up momentum and positive activity in other places. Interested groups closer to home include contact from Ilkley to understand the benefits and size of the task.

- 3.8 Keighley, along with Bradford City Centre, has support from the Healthy High Streets Initiative promoted by Business In The Community. National chains; Boots, Marks and Spencer, Santander and the Co-op are actively working to support the Town and Keighley Town Centre Association's aims. This assistance, awarded following successful application may well result in a Healthy High Streets Award which is presently in discussion.

## **4 OPTIONS**

- 4.1 Although this is the third year of operation the organising committee welcomes options to keep the awards fresh and responsive to the Area. The Council has continued to help in the delivery of the awards, Town Centre Manager Philip Smith chairs the organising Committee, however the original and growing level of involvement from the private sector is appreciated. This event is not without

complexity or risk and the Council has played an important part in addressing both.

## **5 FINANCIAL & RESOURCE APPRAISAL**

- 5.1 The Business Awards cover event costs from sponsorship and ticket sales. Time involved in the planning and organisation is given freely by businesses other than where purchases/marketing etc is required. Some initial costs in year 1 were covered through money received for participation as an entry in the Government's Portas Pilot initiative. This year the Council's economic development service has contributed £4k to Keighley Town Centre Association which will invest the money in the Awards. This adds to KTCA's role in the development of the Business Improvement District proposal for Keighley.

## **6 RISK MANAGEMENT AND GOVERNANCE ISSUES**

- 6.1 This is a participative process and depends on a general will of many businesses to be involved. The continuing rise in the high standard of presentation of the event and the excellent levels of business participation go a long way toward removing the risk in such an event.

In year 1 the event was rescheduled owing to blizzard conditions on the planned evening. Such bad luck can totally derail this kind of activity however the will and understanding to see the event succeed led to a satisfactory postponement and success in that first year.

Whilst Keighley Business Awards has a large commercial element within its nature, it goes beyond that to reflect the locality's strengths in terms of pride, achievement and enterprise.

The steering group is an open group which has been supported through the financial processes of Keighley Town Centre Association. The body is working towards being a freestanding activity and will continue to evolve with the encouragement of the many participants involved.

Keighley's success has not undermined the Bradford Business Awards.

## **7 LEGAL APPRAISAL**

- 7.1 No legal issues

## **8 OTHER IMPLICATIONS**

### **8.1 EQUALITY & DIVERSITY**

- 8.1.1 The awards have attracted entry from across the range of businesses and we have had sponsors, entries and winners across the spectrum. Whilst the awards seek to recognise achievement, this is not at the expense of inclusion.

### **8.2 SUSTAINABILITY IMPLICATIONS**

- 8.2.1 To prosper the awards need:

- The willingness of the organisers to deliver an event that is readily understood
- The willingness of business to sponsor the process and the purchase of tickets!
- The willingness of businesses to use the kudos of an award to further promote themselves and the process.

### **8.3 GREENHOUSE GAS EMISSIONS IMPACTS**

None

### **8.4 COMMUNITY SAFETY IMPLICATIONS**

None

### **8.5 HUMAN RIGHTS ACT**

None

### **8.6 TRADE UNION**

None

### **8.7 WARD IMPLICATIONS**

- 8.7.1 Sponsors have come forward from across the Keighley Constituency and beyond. Applicants really need to demonstrate that they have an interest in operating in or taking custom from the wider Keighley area.

## **9 NOT FOR PUBLICATION DOCUMENTS**

None

## **10. RECOMMENDATIONS**

- 10.1 That the Area Committee continues to support the Keighley Business Awards and the opportunities created.

## **11. APPENDICES**

- 11.1 Appendix 1 Organising Committee  
Appendix 2 Sponsors and Categories for 2015

## **12. BACKGROUND DOCUMENTS**

- 12.1 Background on this year's entry process and awards from previous years are all on the [www.KeighleyBusinessawards.co.uk](http://www.KeighleyBusinessawards.co.uk) website
- 12.2 Keighley Business Awards - Study on Association of Town & City Centre Management website - [www.atcm.org/programmes/town\\_teams/case\\_studies](http://www.atcm.org/programmes/town_teams/case_studies)

## **Appendix 1 Organising Committee for 2015**

Chair - Philip Smith,	KTCA and CBMDC economic Development
Steve Burles	BNI Airedale Aspire & Puddle Digital
Howard Martin	Bingley Chamber of Trade & Commerce
Ian Hayfield	Hayfield Robinson
Steve Seymour	Airedale Shopping Centre & KTCA
Kathy Pinnick and Martin Dickson	Keighley Campus, Leeds City College
Wendy Spencer	Airedale Enterprise Services
Simon Wilson	Clough and Co.
Daniel Bailey	Keighley News (Newsquest)
Charlotte Miller	Eden and Eve
Charlotte Booth	CB digital
Shirley Kendrick	MM Office Services
Steph Bottomley	KTCA and CBMDC Economic Development
Paul North	CBMDC Economic Development

We are grateful to other staff from within the above organisations that have made significant contributions to the events (although they are not formally part of the Committee.) Thanks also go to those former organisers and organisations that have contributed to the awards to date and those who have spoken at our events.

