



Burnley Bondholder

a place to invest, live and visit



We are passionate about Burnley and believe more of the right people need to know about our world-class aerospace industry, skilled workforce, colleges and university, nationally significant industrial heritage and our breath-taking countryside.

What's good for Burnley, is good for business.

The Bondholder Scheme brings together a network of influential people from across all sectors who aim to raise Burnley's profile by:

- accelerating economic growth
- improving the infrastructure
- improving experiences
- promotion and marketing
- encouraging businesses to work together for the benefit of Burnley

The greater the success of Burnley, the greater the opportunity for business to grow and flourish.



new opportunities,
new shops,
new schools,
new college,
new Burnley

Burnley is a place that creates opportunity, makes the most of our assets and reaches out to the world with our innovative products. Attracting investment, jobs and visitors is a top priority for Burnley, and the Bondholder Scheme helps make this happen.

New developments are transforming the town and creating new opportunities; millions of pounds have been spent on housing, a new major town centre retail development, new schools and the home to the North West's First University Technical College.

Burnley is building a reputation for looking to the future, working hard to secure investment and jobs to build the town for years to come.

As a bondholder, you will be shaping our future opportunity.





Burnley is our business; make it yours

As a bondholder you will have the power to influence how Burnley is portrayed in the national media, to promote Burnley as a place where top employees will want to live and work, and make it somewhere businesses want to be based.

Membership of The Bondholder Scheme will unite the knowledge, the networks, the desire and determination of businesses and organisations to change perceptions of Burnley and raise the profile of the area.

The Bondholder Scheme is...

- a powerful network made up of informed and influential people who understand the link between success for Burnley and success for business
- A resource of support and practical information available to help you sell Burnley for the benefit of your business or organisation
- A contribution towards the effort that allows Burnley to change its image and compete more effectively within the region and beyond
- A group that uses power of the business and wider community to help Burnley compete and succeed

Becoming a bondholder takes your business or organisation to the forefront of change.





help yourself

Why become a bondholder?

Bringing organisations together to form an innovative and powerful network is just one part of the Bondholder Scheme. It is also about providing your business with a range of service and support that will have a direct impact on your success as well as increasing Burnley's profile.

Senior networking opportunities

The scheme gives you and your organisation the opportunity to access a powerful network through events such as our breakfast meetings. Speakers will range from project leaders for some of Burnley's key developments to the heads of major organisations.

Bondholders are a highly regarded group within Burnley, representative of business, so members are the first to hear the latest development news and often be the first names on key invitation lists.

Raising your organisation's profile

There are plenty of ways The Bondholder Scheme will raise your organisation's profile;

- Support circulating your good news stories
- Profiling your organisation on our website
- Hosting breakfast networking events
- Identifying relevant sponsorship and event opportunities
- Specialist PR agency will identify media opportunities at a regional and national level.

Access to Burnley marketing materials

To help support your business and promote Burnley, marketing materials have been produced for your use;

- Image bank of professional photography
- Presentations that can be used to sell Burnley and to promote your business within a positive context
- Marketing leaflets
- Banner/exhibition stands

Access to a range of exclusive benefits:

- Opportunity to share your company's good news and success- through the website, email, newsletter and social media sites.
- Brand photography and Burnley Storybook
- Bondholder Certificate
- Free introductory corporate photo shoot
- Company profile on www.burnley.co.uk
- Networking opportunities and invitation to high profile events and VIP visits
- Access to key decision makers
- Social networking
- Access to dedicated offers page on website and Blogging opportunities
- Meetings and conferences: A reduced rate for the stately Towneley Hall, Lancashire Digital Technology Centre or The University Technical College





make a difference

As bondholders you will support the implementation of a marketing and communication plan, delivered by our specialist PR agency.

The Bondholder Scheme has now become the envy of Britain, reinvigorating the local economy and helping to change perceptions of Burnley through its ambassadors, selling the message 'Burnley is open for business'.

Improving the infrastructure

Burnley was named the Most Enterprising Area in the UK 2013, by the Government Department for Business, Innovation and Skills. The award recognises and celebrates the range of business, enterprise and economic development work that has reshaped Burnley's reputation. Securing the MEA award gave Burnley the unique opportunity to host significant events in London and Manchester, showcasing Burnley's innovative approach to encouraging enterprise and economic growth. Some of the biggest names in real estate and business investment attended the event, including GVA, Morgan Tucker, Barrett London, UKTI, Clifford Chance and DHL. All came to hear about the transformations underway in Burnley and the range of investment opportunities available.

Encouraging businesses to work together for the benefit of Burnley

The bondholders role is vital to the success of spreading the Burnley message to create a new Burnley experience that local people are proud of and others aspire to be part of. The Burnley Storybook has been revised and updated and is intended to help as many people as possible to understand our journey and be able to tell the Burnley Story. You too can help share that story by becoming a bondholder.

“Burnley is leading the way in the business economy”.

The Rt Hon Michael Fallon MP, Minister of State for Business and Energy

Accelerating economic growth

Burnley's strategy is to support enterprise and manufacturing, developing skills and education provision, investing in infrastructure and improving connectivity to Manchester. Burnley has the potential to offer a great lifestyle, only 20 miles from Manchester and on the borders of an Area of Outstanding Natural Beauty.

Bondholders have contributed through the development of a gateway and signage programme giving a sense of welcome into and throughout the borough.

Burnley Bondholders have also taken Burnley to the International Festival of Business in Liverpool to showcase Burnley's reputation as a centre for advanced manufacturing excellence. Ambassadors for advanced manufacturing from global success stories based in Burnley were present and included; Safran Aircelle, AMS Neve and Futaba-Tenneco. They shared with delegates from across the world Burnley's manufacturing accomplishments and private sector growth achievements.

Place shaping for greater experiences

The Bondholder Scheme has contributed towards goals becoming a reality by helping to fund the delivery of Welcome to Excellence courses which provides customer-facing businesses with the tools to deliver world class service and help to change customer perceptions of our town and our businesses.

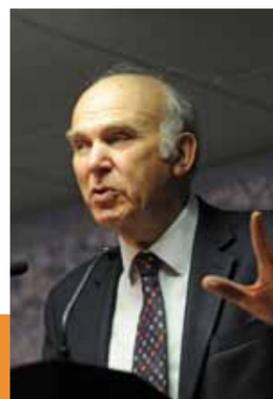




don't take our word for it

“If every other part of Britain was like Burnley we wouldn't be talking about recession.”

Business Secretary, Vince Cable
at the opening of Burnley Bridge Business Park



“I've been astounded by what the Burnley Bondholder Scheme has achieved and is achieving, and the momentum continues to build and build. The commitment and engagement of our 140 strong “gang” of Burnley's businesses and other organisations has to be seen to be believed. We are speaking with one voice in Burnley and that is something entirely new in my experience. Seeing our successes, many other areas are eager to emulate what we are doing – and we are equally determined to stay at least two steps ahead!”



Mark Crabtree
Oscar and Grammy winning Managing Director of AMS Neve



His Royal Highness, the Prince of Wales

“The award recognises the fact that Burnley can demonstrate improved economic

prospects by exhibiting pioneering examples of enterprise activity throughout the area.”

“We are proud to be a Burnley Bondholder, and part of such a fantastic scheme. There is something very powerful about bringing companies large and small together, for the purpose of helping business and the town that you love and live in grow and prosper, where **We Can Do This** is a lot stronger than *How Can We.*”



Rachael White
Managing Director of Thingimijigs.com

Claire Whelan,
Finance Director of BCW Engineering



“One thing that's special about Burnley is how all the businesses, large and small pull together. BCW Engineering is a member of the Bondholder Scheme and we strongly believe that what is good for Burnley is good for us. The Bondholder Scheme... has generated a real buzz and a sense of confidence about Burnley and its future. It has put the place into a different league (and I'm not talking about football)”

get involved



There are opportunities for every organisation to become involved in the scheme whatever their level of commitment.

The Bondholder Scheme brings together individuals and organisations that have the passion, drive and commitment to champion Burnley. Bondholders make a pledge to do this, either financially or through in-kind support.

The cost of becoming a bondholder is based on the type of organisation you are, and the number of employees you have.

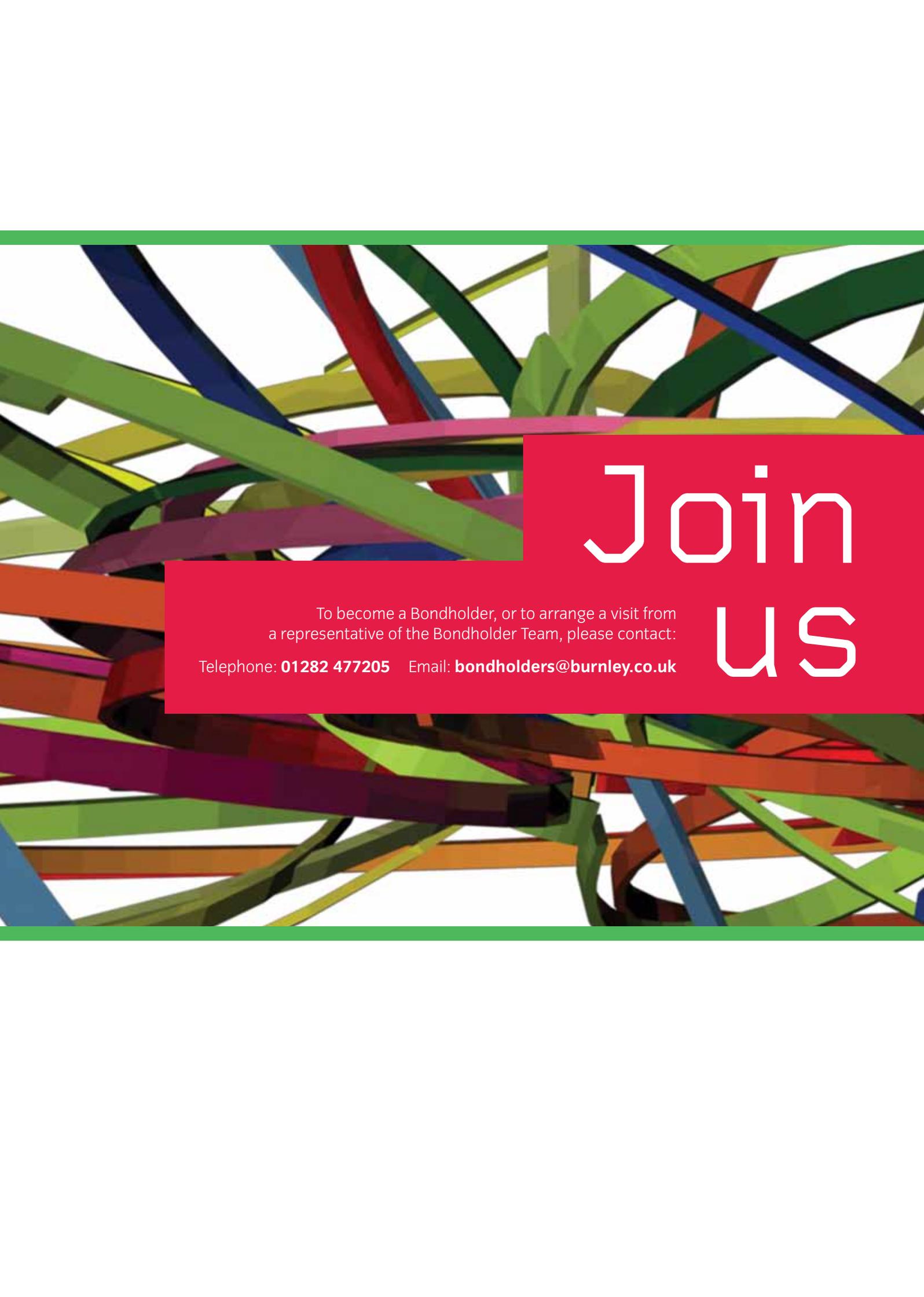
Annual Contribution

Organisations that are not in a position to pledge their financial support, such as schools, voluntary groups or those with charitable status, are still encouraged to get involved.

Employees

1-10 employees	£200
11-20 employees	£400
21-30 employees	£600
31-50 employees	£1,000
51-100 employees	£1,500
101-200 employees	£2,000
201-500 employees	£3,000
500+	£5,000

Contribution



Join us

To become a Bondholder, or to arrange a visit from
a representative of the Bondholder Team, please contact:

Telephone: **01282 477205** Email: **bondholders@burnley.co.uk**