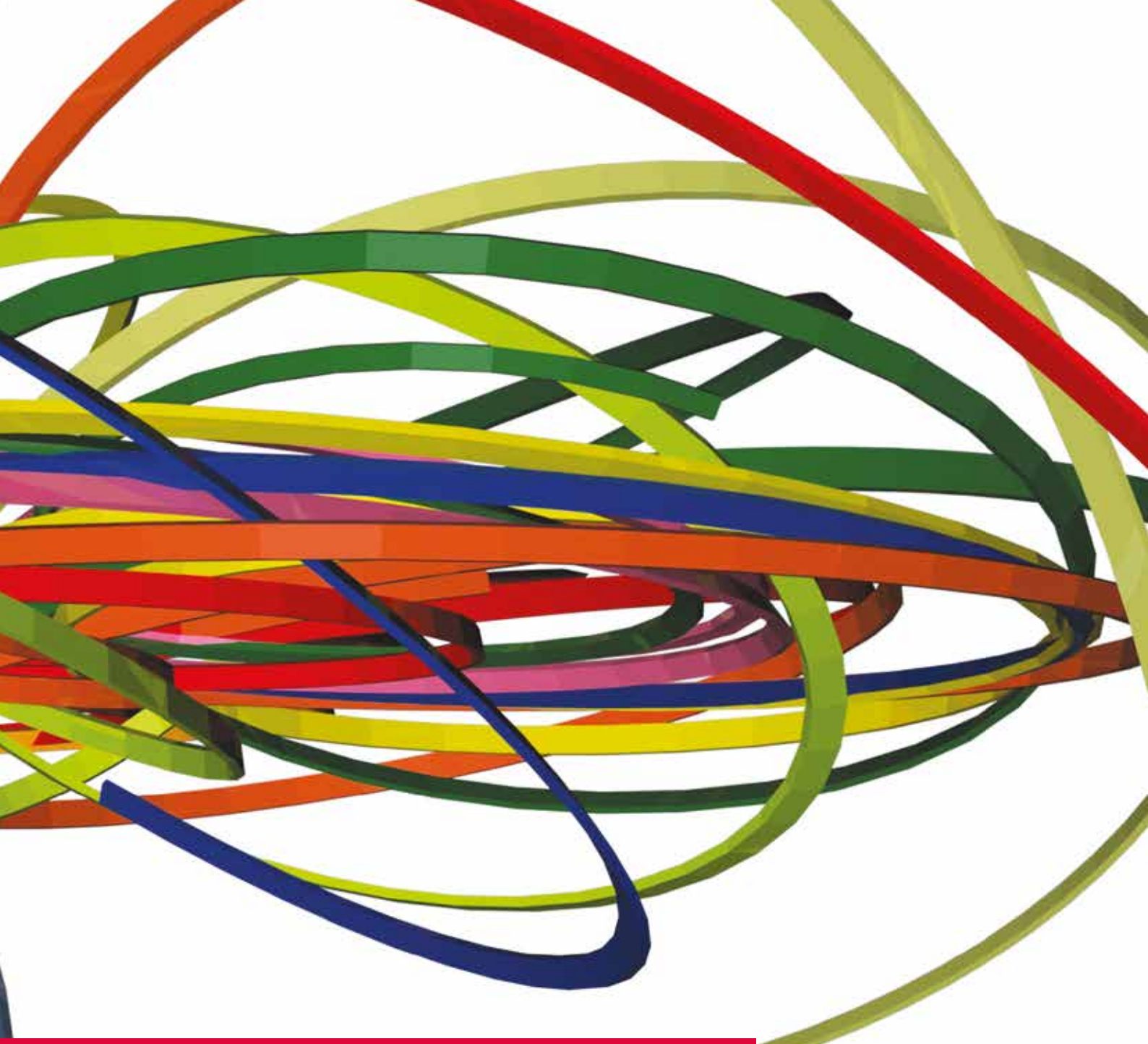


Burnley Bondholder

Annual Review 2016/17

Unite.
Influence.
Achieve.

Welcome
to our new bondholders

The total number of organisations in the scheme is now 183 and growing.

The Bondholder Scheme is an innovative and powerful network that believes what's good for Burnley is good for business. Member organisations contribute financially or in-kind to promote the town as a great place. #BrilliantBurnley

For more info visit burnley.co.uk

Premier Club, Premier Town

As Burnley FC returned to the top flight of football, Burnley enjoyed many other achievements.

- Top ten in the UK for private sector jobs growth (ONS) – 5.5% growth versus a GB average of 2.8%
- Attracted £58.2 million private sector investment
- Number 2 in the UK for digital jobs growth (ONS) – an extra 600 jobs in this sector alone. 161% growth versus a GB average of 2%
- 'Best place to make a living in the UK 2016' – TtotallyMoney.com
- 'Property hotspot' – Lloyds Bank, using Land Registry figures.

We've also been named the friendliest place in Britain by The Times, although we knew that already!

Focus on: Education

Bondholders have been working with young people to inspire them in their future careers through the Making It In Burnley programme, in partnership with Primary Engineer and the Careers and Enterprise Company.

Bondholders believe that supporting students and young people gives Burnley a strong foundation for future economic growth.

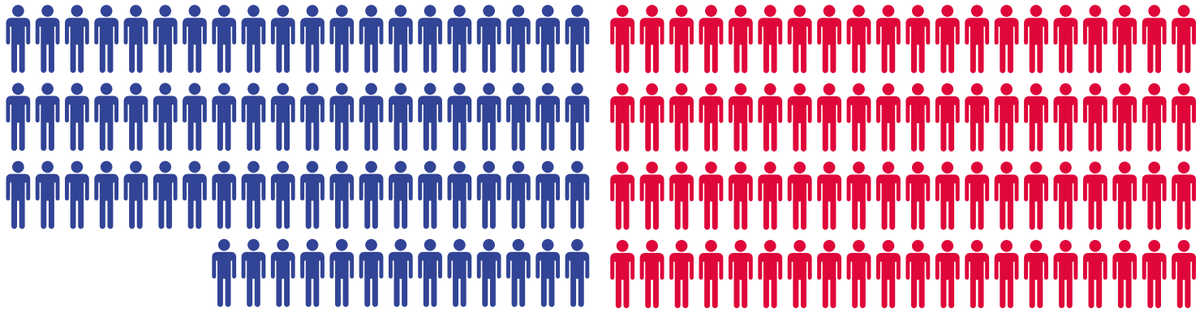
Primary Engineer's reach annually is to over 55,000 children and over 1700 teachers from their headquarters here in Burnley. By the end of the third year this summer, 26 schools, 3,000 secondary school pupils and 15,000 primary school pupils in Burnley had completed the programme. Each school in Burnley is supported by an Enterprise Adviser, a senior business volunteer, co-ordinated by the Careers and Enterprise Company.

Many companies have given their time, resource and facilities to assist students in choosing future career paths and attaining great results.

We've had Bondholder events in Unity College and Shuttleworth College, and having these close relationships has led to Bondholders volunteering to be mentors and governors in addition to company support.

Burnley has been quietly transforming itself.

Andy Delaney, Colliers



730

New Jobs Created through Support Programmes / Inward Investment Service

834

Jobs Safeguarded through Support Programmes / Inward Investment Service

Bondholders is very special. The combined will and dedication of our businesses in terms of time, money and a commitment to radically change what we are and what people think of Burnley increases the effectiveness of the work done in Burnley many times more than individuals could hope to achieve on their own.

Brian Hobbs, Chamber of Trade

Private Sector Investment - April 16 to June 17

£58,207,000

Burnley Bondholders allows us to make things happen quickly in Burnley. It gives us the opportunity to meet other businesses, different businesses doing different things. We've created a digital network too, for similar businesses. It's a great environment. For innovation a constant source of ideas, and helps us all to grow.

Pete Walker, JP74

Events

The Bondholder scheme gives you and your organisation the opportunity to access a powerful senior network through events such as our breakfast meetings.

7th April 2016 | Prairie Village
Lancashire Business View Hotspots

20th April 2016 | Towneley Hall
Bondholders: Sir Howard Bernstein

5th July 2016 | Birchall's Foodservice
Bondholders: Food and Drink

11th August 2016 | Burnley College
Insider: Made in Lancashire

6th December 2016 | Prairie Village
Insider: Business Breakfast

8th December 2016 | Moorhouses Brewery
Bondholders: Steve Davis OBE

31 January 2017 | Impact Conferencing
Bondholders: Employee Engagement

4th April 2017 | Turf Moor
Lancashire Business View Hotspots

24th May 2017 | Shuttleworth College
Bondholders: Vodafone UK

25th May 2017 | The Oaks
Pam Smith, Downtown in Business

Spreading the message

Your Bondholder membership contribution helps to deliver the positive Burnley message, through marketing, PR, events, and social media.

We've had coverage in the Guardian, the FT, The Times, Mail Online, The Mirror, The Sun, Business Insider, Lancashire Business View, Place North West, Thebusinessdesk, Lancashire Life and many more.

Social

Our Twitter feed, @burnleycouk now has over 5000 followers, with our highest rated tweet having over 9000 impressions. Over 2000 people follow our Facebook page burnleycouk. Don't forget to follow, like and share our posts to spread the word about Burnley as far as possible. The Bondholder network can reach over 5,000 employees collectively with positive messages.

Get Involved

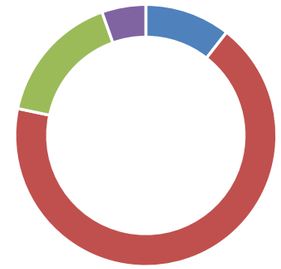
- Always share a positive Burnley fact with someone!
- Display our magazines in your reception – Burnley Magazine, InBusinessBurnley
- Take magazines and the Burnley messages to trade fairs and exhibitions
- Send us your news stories to news@burnley.co.uk or pass the email onto your PR company to add us to their circulation list
- Link to burnley.co.uk from your website
- Share Burnley By Drone – the video and photography are available for you to use – contact bondholders@burnley.co.uk
- Video footage – Send us your videos to share on social media and add to burnley.co.uk
- Trade fairs – if anyone would like help and support with Burnley brand materials we can supply them
- Graduate fairs – if anyone is attending graduate fairs to attract graduates as an employer, we can assist with materials to enable them to sell the Burnley story
- Share positive messages through your employees, they are our network to spread the Burnley message far and wide.

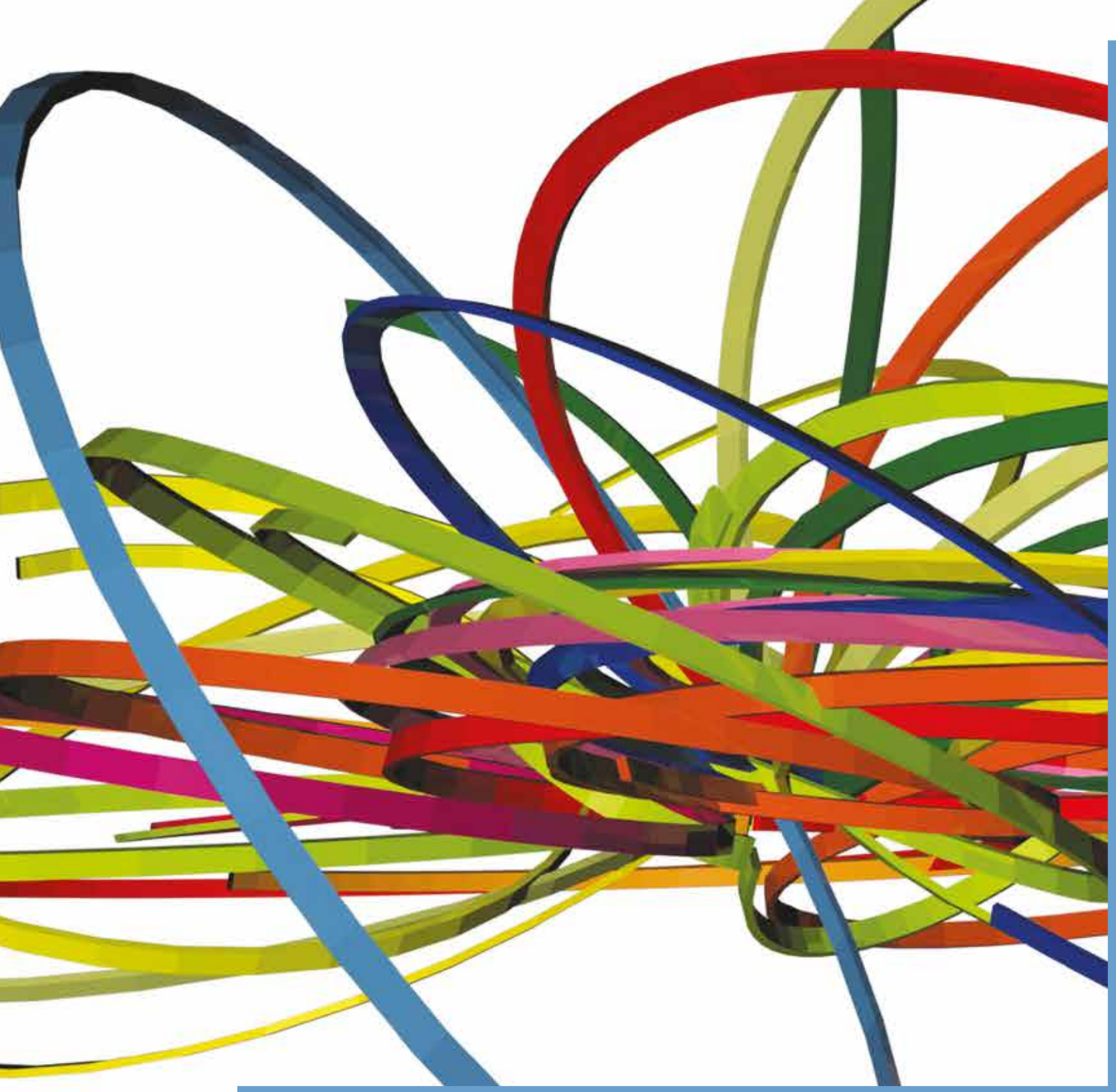
Marketing Activity

The Bondholders have:

- Mapped Burnley by Drone, providing photography and footage – with more than 5000 views on YouTube and photos published weekly in the Burnley Express this is helping to change perceptions.
- Advertised on the Digipod on Manchester Victoria station, a 14m video screen – shown over 36,000 times to over half a million people, promoting our lifestyle offering and the direct train link to Burnley.
- Advertising campaign on Manchester buses which travel all over the region, reaching 93% of the audience, on average seeing them 37 times, promoting both our business and lifestyle offer.
- Advertised for a year on 2BR's DAB service, regularly changing positive messages about Burnley to the whole of Lancashire.
- Continued the successful Welcome to Burnley customer service training, over 250 frontline staff trained including restaurants, shops and train station.
- Advertised on the Burnley FC big screens at home matches, up to 21,000 fans per game.
- Extended the programme of welcome banners carrying messages of Burnley's success, installed on Manchester Road and Innovation Drive.
- Installed banners along Harry Potts Way outside Turf Moor for fans and TV cameras. The Premier League has a global audience of 4 billion people.
- Radio Lancashire now regularly broadcast live from the Mechanics including a whole week to promote Burnley Live Music Weekend.
- Installed the Burnley b sculpture – Welcome to Burnley on the key gateway into town.
- Sponsored the UK Northern Powerhouse conference in Manchester - 2000 attendees received our investment pack.
- Welcomed visits from 10 Downing Street, the Institute of Directors, Manchester City Council and the European Commission.
- Hosted Andrew Percy MP, then Northern Powerhouse Minister, for his visit to Innovation Drive to officially open the site.
- Provided an official response to the Government's Industrial Strategy.
- Signed up to be official Northern Powerhouse Partners.

Allocation of funds





In good company

+24 Marketing Ltd
2BR
AC Systems Ltd
Addington Capital LLP
Ai Process Systems Ltd
Alert Fire & Security Ltd
Allied Pipefreezing Services Ltd
AMS Neve Ltd
Anvic Developments
Ashworth Moulds Chartered Accountants
Backhouse Insurance
Barnfield Construction
BBC Lancashire
BCW Engineering
Birchall Foodservice
Blazes Heating Ltd
Blessed Trinity
Bluebell North West Ltd
Boohoo
BPM-SFX
Braniff Partnership
Bright LED
British Velvets
Burnley Campus
Burnley College
Burnley Express
Burnley FC In The Community
Burnley Football Club
Burnley Live
Burnley Youth Theatre
Burnley, Pendle & Rossendale CVS
Burnley-printing.com
Business First Ltd
Business in the Community
Businesswise Solutions
Calico
Carillion Plc
Cassons
CFH
Charter Walk Shopping Centre
CheckedSafe
Cheetham Jackson
Cherrytree Bakery
Chess ICT
Clearly Interiors
CMA Tools (Burnley) Ltd
CoolKit
Cotel Mouldings
Crow Wood Leisure Ltd
D&M Creative
Dale Contractors
Doc Redeye Events Ltd
Donald Race & Newton
Door4
DS Risk Management Ltd
East Lancashire Chamber of Commerce
Eight Imaging
Enterprise Lancashire
Eshton Developments
Exertis
Fagan & Whalley Ltd
FDM Digital
Federation of Small Business
Financial Affairs
Fitness Experience FX
Flexi Digital Ltd
Flexible Reinforcements
Food Bank Community Solutions North West Ltd
Forbes Solicitor
Francis Bradshaw Partnership LLP
Frost & Co. Chartered Surveyors
Futaba-Tenneco
Future Energy
Gee-Force Hydraulics
Get John
Glysha Project Management
Gradient Consulting
Green Deal for Lancashire Ltd
Haimer
Hameldon Community College
Handelsbanken
Hardy Utility Services
Hays Plc
Holiday Inn Express Burnley
HSBC
Ideal Recruit
Impact Conferencing
Internexus
Invirt Technologies
J L Presentations
Jay-Care Stairlift & Mobility
Jobsearch Northwest Ltd
JP74 Limited
Julie Cooper MP
Juno Equine Ltd
K M Chartered Accountants
Kaman UK
Key Digital Ltd
KeyPlus Security Ltd
Lancashire Business View
Lavender Hotels
LCWS Recycling
Mark Jinkinson Optometrist
Maysons Solicitors LLP
Metro Metals (Burnley) Limited
Moorhouses Brewery
MrFinch
Napthens Solicitors
Natwest
Northbridge Vending Company Ltd
Oddies
On Yer Bike
Outdoor Element Activities Ltd
P3 Computer Services
Panaz
Paradigm Precision
Participation Works
PCCU
Pendleside Hospice
Peter Scott Printers
Petty Residential
Physiofusion Ltd
Pierce Business Advisory & Accountancy Group
PM & M Chartered Accountants
Positive Footprints
Positive Solutions
Practical Refrigeration Training Centre
Primary Engineer
Process Instruments
Profit Optimiser
RecycleIT
Regenerate Pennine Lancashire
Relayr
Root Fifty Two Limited
Safran Nacelles
Scott Dawson Advertising
Seriun
Shuttleworth College
SignSmith
Sir John Thursby
Smile Mediation Ltd
Soccer Burnley
Southern Solicitors
Sparta Ltd
Spatial Form
Speakman Contractors
SPS Electrical, Heating and Plumbing Services
Sutcliffe Tools
Taylors Solicitors
Tesco
The Bee Hive
The Leisure Trust
The Low Carbon Energy Company
The Usha Indian Restaurant
The Vedas Group
The Waterways Trust
Thingimijigs
Thinking Place
Thomas Whitham Sixth Form
Thorne Access & Security
Training 2000 Ltd
Transport Training Academy
Trevor Dawson Chartered Surveyors
Trinity Group
Twentyone
UCLAN
Unity College
Vedas Propel
Vedas Recruitment & Training Ltd
VEKA UK Group
Velocity Composites Ltd
Vican Connect
Viva PR
Vokes Air
Wanderlust Marketing
Warburtons
Weavers' Triangle Trust
Wired Marketing
Worms Eye Ltd
ZF TRW

The energy of The Bondholder Scheme is helping spread Burnley's message and changing perceptions far and wide. This has increased confidence in the area and encouraged investment.

Your continued support will help show the world that we are truly #BrilliantBurnley.

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