Bury BID Newsletter

Funded by the businesses in Bury town centre

MAY 2026

MARKETING AND EVENTS



Shaun the Sheep Trail – Campaign Impact

The Shaun the Sheep Trail has now concluded, delivering a strong uplift for Bury town centre and clearly demonstrating the impact of BID-led activity. The campaign attracted thousands of visitors, with over 8,000 trail maps distributed or downloaded and an estimated 15,000–25,000 participants. Dwell time increased to 59 minutes in March 2026, up from 48 minutes the previous year, alongside strong digital engagement.

The trail also generated over 1 million media impressions, including coverage on BBC Radio Manchester and BBC North West Tonight, helping to raise Bury's regional profile.

Feedback from partners has been very positive, with venues reporting increased footfall and engagement from both new and returning visitors.



Bury Pride – 30 May

We are proud to support **Bury Pride on 30 May 2026**, helping to create a welcoming, inclusive town centre.

Businesses are encouraged to take part by joining the **Walking Rainbow**, decorating their premises, and supporting Pride celebrations across the town.

There are also opportunities to perform, volunteer or host a **stall at the event**, providing a great way to engage with visitors and showcase your business.

For more information, please contact the Pride Team or email **info@burypride.co.uk**

Get Involved This Summer (Including Volunteer Opportunities)

There's still time to get involved in two of Bury's biggest summer events:

- **Bury BID Comic Con - 28 June 2026**
- **Bury BID Food & Drink Festival - 24–26 July 2026**

Businesses are encouraged to take part through themed offers, in-store activity, promotions, and collaborations. We are also exploring opportunities linked to the nighttime economy, including live music activity to support the Beer and Bands event on 24 July.

Volunteer at Bury BID Comic Con

We are currently recruiting volunteers to support Comic Con on 28 June. Roles include supporting wayfinding, assisting staff in key event zones, and helping suppliers, performers, and celebrity guests throughout the day.

If you would like to take part, please contact Imogen at **imogen@burybid.co.uk.**

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SAFE AND CLEAN

Town Centre Ranger Update

We are pleased to welcome our new Town Centre Ranger, Shayne Burns to the BID team.

Shayne will support the Safe & Clean programme, provide visible reassurance across the town centre, and act as a key contact for businesses and visitors, helping to maintain a safe and welcoming environment.



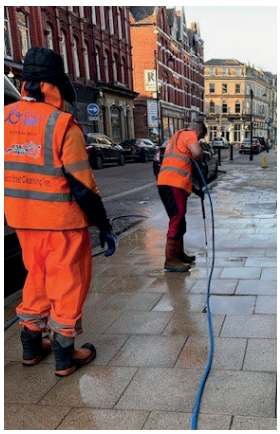
Town Centre Cleaning Programme

Targeted cleaning operations will take place across key locations this month:

- **Bank Street and steps to car park — 5 May**
- **Broad Street — 12 May**
- **Market Street (Colorado's side) — 19 May**

Works include jet washing, litter removal, and environmental improvements to keep the town centre clean, safe, and welcoming for all.

For more information or to report town centre issues, please contact nigel@burybid.co.uk



BACKING BUSINESS

SEEDL Training Update

Our free SEEDL training platform continues to grow, providing flexible, high-quality learning for BID businesses across leadership, cyber security, emotional intelligence, and people skills.

Since launch, engagement has continued to increase:

- **Total users registered (latest figure) 223**
- **Total courses completed (latest figure) 88**
- **Average course completion rate 98%**
- **Most popular courses this month: Influencing Skills**
- **Latest learner satisfaction rate (e.g. % rating Excellent / Positive feedback) 100% positive**

SEEDL remains a valuable free resource for businesses looking to upskill teams, improve performance, and support staff development at a flexible pace.

For access or support, contact **nigel@burybid.co.uk.**

NetYoga Session – 26 May (Evening Session)

Our next Networking session takes place at **The Met (The Loft)** on **26 May (6 – 8pm),** delivered in partnership with **Bury Chiropractic** and the **Yoga Social Club**.

This special evening session will focus on wellbeing and spinal health, featuring a **free spinal review** followed by a yoga session designed to support posture and workplace wellbeing.

Spaces are limited. For more information and to book your place, contact Imogen at **imogen@burybid.co.uk.**



Dates for the Diary

NetYoga Session
(Evening Session)
26 May 2026

Bury Pride
30 May 2026

Bury BID Comic Con
28 June 2026

June networking
30 June 2026

Bury BID Food & Drink Festival
24–26 July 2026



Bury BID

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