Bury BID Newsletter

APRIL 2026

Funded by the businesses in Bury town centre



Supporting Bury Pride

The BID is proud to support **Bury Pride**, helping to make our town centre a more inclusive and welcoming space for everyone. Through initiatives such as **The Rainbow Train on 18th April** and **Bury Pride on 30th May**, we are improving accessibility with BSL-interpreted performances, accessible toilets, and highvisibility volunteer support, while attracting new audiences and increasing footfall.

Local businesses can get involved in a variety of ways — join the Walking Rainbow, decorate your premises in celebration, sponsor or fundraise, volunteer as stewards, or host a stall at the event — and help showcase Bury as a vibrant and inclusive town.

Together, we are creating memorable experiences that place community, accessibility, and celebration at the heart of our town centre.

EVENTS

Crowds Flock to see Shaun the Sheep!

The Shaun the Sheep Trail, running until **30th April,** is already delivering measurable results for Bury. In just the first two weeks, several thousand participants have explored the town centre, driving **increased footfall** to local venues such as Bury Art Museum and The Fusilier Museum, with visitors travelling from across the region to take part.

Digital engagement has soared, with **website traffic up 166%,** strong social media reach, and influencer activity introducing Bury to thousands of new family audiences. Media interest is also growing, with Bury set to feature on **BBC Radio Manchester and BBC North West Tonight** ahead of the Easter holidays, further raising the town's profile.

These early outcomes demonstrate that the campaign is successfully boosting the local economy, supporting businesses, and positioning Bury as a vibrant, family-friendly destination.





MARKETING AND EVENTS

Destination Spring Campaign

April sees the launch of the latest destination video promoting spring in Bury. The video will be shared across the website and social media to shine a spotlight on upcoming events and showcase the very best of Bury this season.

You can view the latest destination campaign video on our social media channels **@DiscoverBury** or at **www.discoverbury.co.uk.**

We are currently planning our campaigns for next year. If you wish to be part of our destination campaign for 2026–2027, please contact **sally@burybid.co.uk.**

Bury BID

www.discoverbury.co.uk
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SAFE AND CLEAN

Bury Lions Gardens Gets a Refresh!

As part of Bury BID's ongoing Safe and Clean initiatives, the team has recently carried out a thorough clean of Bury Lions Gardens.

Pavements and public areas have been jet-washed, litter removed, and general tidying completed to ensure the space is safe, welcoming, and enjoyable for residents, visitors, and those working nearby.

This work forms part of the BID's commitment to keeping Bury town centre clean and vibrant, funded by businesses within the town centre. Regular maintenance and cleaning like this help ensure public spaces remain bright and inviting for the whole community.

NETWORKING

Business Netwalking Returns

28th April at 12:25–13:15pm. Meeting point: **Library Gardens.** Future Netwalking sessions: **26th May 2026, 30th June 2026**.

Join us for a relaxed lunchtime Netwalking session in collaboration with Specscart. Enjoy a warm drink, check out the latest looks in eye wear and receive a tour of Specscart HQ whilst networking with fellow BID businesses.

SPECIAL OFFER: Specscart is offering **10% off** for BID businesses with promo code **BURYBID10,** valid in-store or online. Plus, pop in for a **FREE eye test every Tuesday.**

Interested in hosting future events? Contact Imogen at imogen@burybid.co.uk.

scan the QR code to shop

BACKING BUSINESS

Empower Your Team with Free Expert Training

Give your staff the skills they need to succeed with **SEEDL's world-class live and on-demand courses,** covering leadership, people skills, cyber security, emotional intelligence, and more. Bury BID members can access this training completely free of charge, helping teams work smarter, build confidence, and drive business success.

Since February, **213 users** have signed up, **completing 66 course**s — with March favourites including Train the Trainer, People Skills for Project Success, Emotional Intelligence, and Cyber Security. **Sixty percent** of participants rated the courses as **Excellent.** Contact Nigel at nigel@burybid.co.uk to get started today.

scan the QR code to get started

"I LOVE SEEDL BECAUSE IT'S SO EASY TO USE, FLEXIBLE AROUND MY WORK COMMITMENTS, AND OFFERS A LARGE VARIETY OF COURSES." — Gemma, The Fusilier Museum

Get Your Business Involved This Summer!

Don't miss the opportunity to connect with visitors and showcase your business during our summer events:

BURY BID COMIC CON - 28TH JUNE 2026

BURY BID FOOD AND DRINK FESTIVAL - 24TH–26TH JULY 2026

There's still time to get creative. Host themed activities, offer exclusive deals, or run special promotions. From cosplay discounts and superhero decorations to tastings and workshops, every idea counts. We'll help spread the word through our website and social media, making it easy for festival-goers to find you. Get involved today and make your business part of the summer fun. Email sally@burybid.co.uk and share your activities.

Dates for the Diary: Bury BID Events

FIRST AID AT WORK - 21ST APRIL

9 am–4 pm, The Fusilier Museum

BUSINESS NETWALKING - 28TH APRIL, 26TH MAY, 30TH JUNE

Meeting at Library Gardens.

For more information, contact imogen@burybid.co.uk.