



1. To gauge opinion and assess the existing attitudes of business ratepayers towards the idea of a BID for Colne;
2. To investigate the technical and financial feasibility of establishing a BID in the town including consideration of some of the most promising options for a BID in Colne, looking at a variety of BID areas (A. High Street or 'Retailing Core' of Town, B. Larger Town Centre C. Wider 'Commercial Centre') and levy levels.

The final report would include:

- Findings and analysis of the business survey:  
Awareness and Understanding of BIDs  
Attitudes to Collaboration  
Suggestions for Improvements in Colne, based on business needs  
Perceptions of Colne overall  
Threats and Concerns: influences and drivers of change which would shape the future of Colne
- Priorities: an initial shortlist of potential BID priorities which would inform any future BID business plan.
- Willingness to pay and overall support for a Colne BID
- BID Area and Levy Options and suggestions based on analysis of the data gathered.

## **AGREED**

That the feasibility report be presented to a future meeting

## **4. EVENTS**

### **Blues Festival**

Town centre stage would be on the market car park on Sunday only, following on from concerns from traders that all the town centre car parks would be closed on Saturday.

Fairground on the Red Lion car park would be open Friday – Monday. GW Raised concerns about the car park closing at 2pm.

SF mentioned that an independent music programme had been organised by local musicians and would take place in a number of venues across the town, alongside the official festival.

### **Past Events**

#### **(a) World music and food festival**

Businesses on the high street and market hall commented that trade was up compared to a standard Saturday. A number of the food festival stall holders sold out of stock before 2pm. Colne Town Council had taken on-board all the comments from businesses and visitors in order to continue to build on the success of events they organised, including issues with the road closure and notifications in bus shelters for bus users.

#### **(b) Colne Grand Prix**

This year's cycle race was the final of the elite circuit and was watched by higher than usual crowds. Colne Town Council sold 9 trackside banners to local businesses, and they hope to increase this amount for next year's event.

### **Future Events**

10<sup>th</sup> September – Steven Burke home coming parade to celebrate Team GB's Gold medal at the Rio Olympics. Road closure in place from 10:30 am – 4:00 pm. The parade would commence from the Crown at 11:30 am.

29<sup>th</sup> October – Halloween

26<sup>th</sup> November – Christmas food festival and light switch on.

## **5. GREAT BRITISH HIGH STREET COMPETITION 2016**

Deadline for applications was 9th September 2016 and this year's submission would be in the large market town category. A small group (Mark Bateman, Peter Jagger, Ashley Sutcliffe, Cllr Cockburn-Price and Paul Collins) met to pull together the application.

There was also an individual person category this year for a person that had made an outstanding difference to the high street, any business person was able to nominate themselves or be nominated.

### **AGREED**

That the application be sent round to businesses via email for comment.

## **6. PROMOTING COLNE IDEAS**

The group discussed various ideas to promote Colne and increase footfall into the town centre. Various campaigns were discussed including:

- Small business Saturday/Shop local message.
- Late Night Thursdays – the group discussed whether a late night Thursday campaign should be run on the run up to Christmas. It was discussed that in order for late night opening to be a success high numbers of traders had to sign up and additional activities would be needed to pull footfall into town, for example night markets and entertainment.
- Online presence of the town and individual retailers. Direct marketing to customers about events and offers.

The group had a general discussion about the trend of reduced footfall across the town, and the impact on the town centre that the continued growth of the North Valley retail park. Although footfall was reducing during the day, there had been an upturn and revival in the evening economy over the last 12 months.

## **7. SELECTA DNA – PROPERTY TAGGING**

All businesses should now have received their FREE DNA marking kits, and were reminded to tag their property and register.

## **8. ANY OTHER BUSINESS**

Former Colne Health Centre property - plans were to be drawn up for the site and a consultation would be held. The likely use would be retail and residential mix.

**9. DATE OF NEXT MEETING**

To be arranged.

Chairman \_\_\_\_\_