



25 June 2020

Colne BID Town Centre Recovery Proposals for Colne Area Committee

Background

Colne BID, represents 330 Colne Businesses in the Colne Town centre and North Valley Road area. It's a business-led partnership to improve and manage Colne's main business and commercial area and deliver additional projects and services to benefit businesses, funded by the businesses themselves who all contribute annually based on their rateable value. It's our aim to lever in additional funding to match fund the businesses contributions to help deliver bigger and better project activity for the overall benefit and wellbeing of Colne.

Colne BID has successfully delivered a range of projects, litter & floral initiatives, partnership activity and Marketing and promotion to help businesses, improve how Colne looks and to promote Colne. Including a new 'Come to Colne' brand and website, and a 'Fresh Lick of Paint' grant scheme. We have an established communication network with over 250 businesses via e-mail and established social media channels. During the 12 week COVID lockdown period Colne BID has been effectively communicating and raising awareness with Colne businesses on all key Government updates and announcements via our BID business website www.colnebid.co.uk and facebook page. Colne businesses can find loads of useful information and resources here. We've been offering advice on social distancing measures, risk assessments and how to make temporary adjustments to their premises giving them a list of local suppliers who can provide them with PPE, Perspex screens, hand sanitiser etc. This is an ongoing part of Colne BID's communication strategy which is a key strand of the 'High Street Recovery Fund'. On the re-opening day of retail businesses – 15th June, 4 representatives from Colne BID visited around 50 businesses with Social distancing floor stickers and posters.

Colne BID is working on a 'Business Recovery Plan' for the next 12 months which will include some of the following activity (but is dependent upon available resources). Colne BID is ready and able to take the lead with helping Colne Town Centre open up and flourish. We will leverage our networks, expertise and contacts in order to do so. We welcome working with representatives of Colne Town Council and Colne Area Committee and are grateful for any extra support they can provide, especially at a time when collecting our second year's BID Levy might prove problematic.

The £5,000 contribution from Colne Area Committee (from the High Street Recovery Fund) is a welcome boost to help deliver some immediate recovery support to Colne Businesses as outlined below, some of which has already been delivered. Our current Year 2 BID funding may prove more challenging as businesses have suffered hardship during 3 month lockdown period and some may be unable to pay. It's more important than ever that Colne BID exists to help the recovery process of all the businesses in Colne Town Centre and make it's safe and attractive for visitors and residents.

The outbreak of Covid-19 and the ensuing lockdown have forced us all to learn some important new lessons about business resilience to pandemics/COVID-19 and the 'New Normal'. We are very much still learning and adapting.

Customers will always need to buy local goods and services, Colne BID's role is to assist our businesses, stakeholders and partners to allow visitors to source them locally and safely. We also need to keep our

businesses 'in business' as many have suffered hardship during the closure period and face an uncertain future as we all adapt to a new normal. Many hospitality & leisure businesses will only be able to re-open with reduced capacity and it's not yet clear how many shoppers will return to the High Street or choose to stay at home and shop online. They need our support now.

Outlined below are areas of project activity in the short to medium term we are considering subject to funding and resource. It should be noted the recovery process is a fast moving situation and additional project activity may be considered should the opportunity arise.

Business Resilience & Support:

Support businesses, the workforce and town centre to recover by instilling a sense of leadership and providing practical, useful advice and support to the business community. As well as supporting business continuity for a possible second wave of closure or for future pandemics.

- £4000 - Business Recovery Packs: Colne BID has already provided over 100 businesses with Social Distancing floor Stickers and posters, social distancing safety tape. We've given out risk assessment examples, a list of local suppliers providing PPE, hand sanitiser & sneeze screens etc to help prepare them for re-opening. This work is ongoing as phase 2 starts on 4th July, then phase 3 for the remaining businesses once Government advise its safe for them to reopen. We've communicated many important government advice & information. We will continue to monitor the practical social distancing and safety measures needed by businesses, as they are likely to be in place for at least 12 months. Replacement floor stickers, social distancing and safety signage will be an ongoing requirement. We will consider the demand for a H&S consultant to offer supporting advice to businesses which we deliver using remote seminars or meetings. A budget of up to £4000 may be required over the next 6-9 months for this work.
- Install 3-4 public hand sanitiser stations in key locations around Colne town centre and car parks. Purchase of units c. £400 (subject to further discussion with key agencies on installation and maintenance costs). This will reassure the public and show a duty of care.
- £2500 Digital Knowledge grant /guidance – help small businesses who currently don't have a website (or an old one) to get a new one designed by offering training sessions and grants to towards a new website. Offer 10 x Website grants available of up to £250 for any business that currently doesn't have a website. **This project activity is not currently eligible for use with ERDF funding but could be a project Colne BID directly funds.**
- £2000 Digital Marketing training sessions for Facebook, Instagram, Twitter to allow business to be present online and not just on the High Street.
- £3000 - Launch an online Loyalty App – such as Loyal Free or Town APPS, to encourage businesses to shop local, take advantage of offers and deals, rewards and loyalty.
- Offer business mentoring guidance and advice – for employees, H&S /Risk Assessment advice, Employment Law, finances and in looking at new ways to adapt their business model – online, delivery service, take-away. Costs to be advised.
- Regional & UK wide Professional networking : The BID Manager is part of a regional network of BID Managers – including Keighley, Skipton, Blackburn, Lancaster, Morecambe, Bradford, Ilkley, Huddersfield, Halifax, Otley and Brighouse BIDS. We hold fortnightly Zoom meetings where we share best practice, what's working well and discuss what challenges we face as BIDs /Town Centres and look at ways of resolving key issues, as well as supporting each other. The BID Manager is also a FELLOW of the Institute of Place Management (IPM), and attends weekly Place Management /COVID Related webinars and training sessions to understand the ongoing challenges, latest legislation and best practice throughout the UK.

Marketing & PR campaigns:

- £3000 Budget: Paid For adverts in local publications: Colne Life, Northern Life, Ribble Valley Life – to promote that Colne is back open for businesses and our smaller town centre shopping experience means less queues, personal service and a pleasant shopping experience.
- £1000 budget: Welcome Back /Colne is open for business videos – 2 short videos filming local businesses and traders with ‘welcome back and safety related messages’. Filming of the first video is underway. The 2nd video will be filmed once leisure, beauty & hospitality businesses re-open . The videos will be promoted and shared on social media and the Come to Colne website.
- £300 (plus staff time) Launch of ‘Come to Colne’ Brand & Website – Welcome Back re-opening campaign to support phase 1 businesses opening on 15th June. Social media and Digital campaign with promoted Facebook posts which reached over 16,000 people in a week with over 3000 post engagements on Facebook, Instagram and Twitter.
- ‘Welcome Back -Come to Colne’ Brand & Website – Welcome Back re-opening campaign to support phase 1 businesses opening on 15th June. Social media and Digital campaign with promoted Facebook posts which reached over 16,000 people in a week with over 3000 post engagements on Facebook, Instagram and Twitter.
- Business visits – 4 members of Colne BID board visited over 50 businesses on the re-opening day - 15th June with floor stickers, Shop posters and a Colne Bid welcome back as well as data collection forms for them to be listing on the Come To Colne business directory.
- £6000 Come To Colne /Shop local A5 brochure magazine (15,000 copies) delivered to Local & targeted homes in the wider shopping catchment area to grow our visitors to Colne focussing on FREE parking and our fantastic range of independent businesses – **Planned for October to support Christmas Shopping.**
- **£500** Monster Hero Safari Trail - MonsterHero Safari is a high street experience where families are tasked with hunting down 10 monster superheroes, displayed in public windows, and learning their names, origin stories and powers.The Safari works by utilising contactless NFC technology and QR codes, without the need for players to download or sign up to anything. The Safari consists of 10 vinyl window characters, monster superheroes this time, with embedded NFC tags and QR codes.
- Public questionnaire using Google Forms - on Attitudes to shopping in Colne as lockdown eases . This questionnaire will run until 8th July to assess visitor /shopper attitudes to visiting Colne post lockdown. Public questionnaire - on Attitudes to shopping in Colne as lockdown eases. Link to the questionnaire here: <https://forms.gle/o3ASEvBZ77a6HVC69>

Engaging with Colne Businesses outside of the Colne BID area -Covid19 has galvanised and support those who helped us through the crisis, such as local businesses and our most affected sectors. Colne Bid will look at enhanced partnership working opportunities and be seen as the main delivery and ‘change agent’ for Colne Town Centre including working with those businesses outside of the Colne BID Boundary area.

Project Activity Costings Summary

Short to Medium Term Project Activity Costings (subject to funding) - June to December

	Colne BID	Colne Area Committee	Other
Marketing & Promotion June-December:	£5000	£3500	
<ul style="list-style-type: none"> • Welcome Back Videos x 2 £1000 • Welcome back - Colne is open Digital Marketing campaign on opening week. • Christmas Shopping Video £1000 			

<ul style="list-style-type: none"> • Print /Advertising campaign July -November £3000 • Banners & Lampost banners - £1000 • Town Centre Shopping /Loyalty App £3000 • A5 Printed brochure /Magazine £6000 • Monster Hero Safari trail £500 <p>TOTAL : £15,500</p>			
<p>Business Resilience & Support June- December:</p> <ul style="list-style-type: none"> • Business Recovery packs £4000 • Hand Sanitiser Stations £400 • Website Grants £2500 • Social Media training £1000 <p>TOTAL: £7500</p>	£5000	£1500	
<p>Staff /Consultancy costs to deliver additional business facing activity (1 day a week) June – December £750 month</p> <p>Total :£5250</p>			
Total: £28,250	£10,000	£5000	

We acknowledge not all the above activity is eligible to be spent using ERDF funding, in which case we would ensure Colne BID or other monies will be used.

A summary of short-term expenditure / project activity in June & July using £5000 Colne Area Committee:-

	Colne Area Committee	Other
<p>Marketing & Promotion June / July :</p> <ul style="list-style-type: none"> • Welcome Back Videos x 2 £1000 • £250 (plus staff time) Launch of 'Welcome Back -Come to Colne' Brand & Website – Welcome Back re-opening campaign to support phase 1 businesses opening on 15th June. Social media and Digital campaign with promoted Facebook posts which reached over 16,000 people in a week with over 3000 post engagements on Facebook, Instagram and Twitter. • Print /Advertising campaign £1300 – Colne Life and northern Life • Banners & Lampost banners - £500 • Business visits – 4 members of Colne BID board visited over 50 businesses on the re-opening day -15th June with floor stickers, Shop posters and a Colne Bid welcome back. • Consultancy costs for June – Additional 1 day a week to deliver additional business facing project activity (30 hours @£25 hr) £750 	£3500	

<ul style="list-style-type: none"> Public questionnaire - on Attitudes to shopping in Colne as lockdown eases (Consultancy time) 		
TOTAL : £3800		
Business Resilience & Support June-November: <ul style="list-style-type: none"> Business Recovery packs £1200 . 350 social distancing stickers, 150 posters & tape. More posters are being ordered 	£1500	
TOTAL: £5000		

We believe all of the above projects are eligible to be funded by the EDRF High Street Resilience fund and they meet the four strands of activity: • Developing an action plan and in doing so engaging businesses, parish and town councils etc. • Communications and public information • Awareness raising with businesses e.g. on social distancing and how to make temporary adjustments to their premises if necessary • Making town centre public spaces as safe as possible.

Invoices and quotes will be provided for the above expenditure up to £5000 .

Next Steps : Establishing a Colne Town Centre Recovery Working Group

Colne BID is ready and able to take the lead with helping Colne Town Centre open up and flourish. We will leverage our networks, expertise and contacts in order to do so. We welcome working with representatives of Colne Town Council and Colne Area Committee.

We are due to hold our next Colne BID Board meeting next week (Tuesday 30th June) where we will discuss the setting up of a working group and the Colne Area Committee funding in more detail.

The next step would be to arrange a ‘working group’ Zoom meeting hosted by Colne BID, inviting members of Colne Area Committee and Colne Town Council with an agenda set out to discuss how the working group would operate, its remit and terms of reference. Proposed dates for this meeting to take place are Tuesday 7th July or Wednesday 8th July at 6pm. **ACTION: Can Colne Area Committee and Colne Town Council confirm which date would be most suitable?**

Examples of Marketing /Project Activity to date



Welcome Back to
COLNE
 ...WE'VE MISSED YOU
 #Cometocolne

VISIT WWW.COMETOCOLNE.COM TO DISCOVER HOW FABULOUS OUR TOWN IS



Welcomes You Back
 WWW.COMETOCOLNE.COM #Cometocolne

Welcome Back to
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 ...WE'VE MISSED YOU

<p>BE KIND TO EACH OTHER</p> <p>WE'VE ALL HAD CHALLENGES TO DEAL WITH IN THE LAST FEW MONTHS</p>	<p>BE PATIENT IF YOU ARE IN A QUEUE</p> <p>We are adapting to new ways of working and serving you. Enjoy a slower pace and take time to look, think and talk to others. Strike up a conversation - we're a friendly bunch in Colne.</p>
<p>SHOP LOCAL & INDEPENDENT</p> <p>Independent businesses are what makes Colne High Street unique. Our small businesses appreciate every penny you spend with them now more than ever.</p> <p>KEEP COLNE HIGH STREET ALIVE!</p>	<p>STAY SAFE</p> <p>Keep Your Distance, wash your hands often and be aware of the space around you and especially our most vulnerable people. We want Colne to be safe and enjoyable for everyone to enjoy.</p>

VISIT WWW.COMETOCOLNE.COM TO DISCOVER HOW FABULOUS OUR TOWN IS

Thank you... #Cometocolne