



COLNE BID Expenditure Summary of Re-opening of High Streets Safely Fund as of 10 September 2020

	Supplier	Description	Amount	PAID Y/N
	Aiden Creative	Welcome Back Video	£500	Yes
	CMYK	Social Distancing Floor Stickers	£1110	Yes
	CMYK	Social Distancing Floor Stickers	£540	Yes
		Social Distancing floor Tape		
	NorthStar	Posters & Print	£80.40	Yes
	Loop Publishing	Colne Life – Welcome Back	£240	Yes
	Carrick Signs	Lampost COVID Signs/banners	£480.60	Yes
	Burnley Council /Graphics unit	COVID Graphic Design Charges	£282.50	Yes
	Loop Publishing	Northern Life – welcome Back	£600	Yes
Total to Claim		TOTAL	£3833.50	

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The above is a summary of everything spent and paid for which we believe qualifies for the Re-opening of High Streets Safely Fund. All the above has been paid by Colne BID. We can provide bank statements as evidence if required. A copy of these invoices is provided.

We have a commissioned a 2nd welcome back / Safety message series of videos which will be £500 (not yet invoiced). Here is a link to our YOUTUBE account where we are hosting the ‘welcome back’ videos which include the European logo at the end of the clip and safety messages as required by the criteria.

https://www.youtube.com/watch?v=Y86I6BDgPiY&feature=share&fbclid=IwAR3EixaqXkpicYlrC1Ar1g7kgqejY8bSDEqkz-5mGykqP_r1NKGQmbcbxn4

We have booked another full page Advert in Northern Life magazine £600 (October –December) to promote safety and we’re open messages. Not yet invoiced.

We are currently finalising options for some ‘Robust’ heavy duty hand sanitiser units to put out in Colne Town Centre. I am also in discussion with Michael Williams on this as he is tasked with spending the same funding for Nelson Town Centre so we may order outdoor hand sanitiser stations for both Nelson & Colne if we find a suitable model that will withstand vandalism (if it is to be left out at night). We estimate we will spend £1200 on this project if we proceed with the heavy duty units we have identified at £345 each. (x 3 plus installation and hand sanitiser bottles).

The next part of our Campaign is to begin a ‘Love Colne, Shop Local’ type campaign (we will come up with a more catchy campaign name). The campaign will begin as soon as possible and run up until Christmas to



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reassure shoppers and visitors that Colne's businesses are COVID secure, our environment is safe as long we all follow the guidelines.

We will promote messages to shop local and feature local businesses through online, social media, leaflets, a shopper & visitor guide A5 publication with incentives, prizes and giveaways. We expect to spend around £10k -£15k on this campaign (part funded by Colne BID). We really need this campaign to welcome shoppers back, re-assure customers and boost local businesses who have suffered greatly over the last 6 months.

We have a 'Meeting of minds' meeting next week to start this campaign as I have identified two local freelance people to work with me to deliver this campaign.

There is still a possibility of a Town Centre mobile phone APP at a cost of £3-£4k which would make Colne town centre accessible in your hand (from your mobile phone – it would be useful to push out safety messages & COVID updates as well as advertise local offers and promotions from businesses. The downside to this is the time & staffing involved to populate and update all the data required. We are undecided on this project at present due to the staffing input required.

I will forward accompanying copy invoices. See Attached pages for evidence of some of the project activity listed above.

Please get in touch if you require any further information.

Lisa Durkin – Colne BID Manager

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Banners





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100 Correx lamppost signs have gone up all around ColneTown Centre



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Maximum occupancy poster & Floor stickers



Adverts for Colne Life and Northern Life Magazine



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

BE KIND TO EACH OTHER
WE'VE ALL HAD CHALLENGES TO DEAL WITH IN THE LAST FEW MONTHS

BE PATIENT IF YOU ARE IN A QUEUE
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.

SHOP LOCAL & INDEPENDENT
Independent businesses are what makes Colne High Street unique. Our small businesses appreciate every penny you spend with them now more than ever.
KEEP COLNE HIGH STREET ALIVE!

STAY SAFE
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.

VISIT WWW.COMETOCOLNE.COM TO DISCOVER HOW FABULOUS OUR TOWN IS
Thank you... #Cometocolne





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