

# COLNE BID

## ITEM

### REPORT TO PENDLE BOROUGH COUNCIL



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<b>DATE</b>	<b>18<sup>th</sup> November 2020</b>
<b>SUBJECT</b>	<b>Come To Colne Virtual High Street &amp; Local Delivery Project</b>

#### **Project Outline:**

- Develop a ‘Come to Colne Virtual High Street’ to shop Colne High Street businesses. Shoppers can shop local during lockdown and still support our small, independent businesses. It also promotes our Essential Retailers staying open during lockdown. It’s not guaranteed all our businesses will be able to reopen on 3<sup>rd</sup> December, so this will help our businesses in the run up to Christmas. This online model is our back up plan when faced with business closures and uncertainty that 2020 has presented. It also helps to future proof our smaller, more vulnerable businesses to set up online, as well as on the High Street providing them another channel to sell and to help keep our businesses afloat to avoid shop closures and high vacancy rates that could follow given the turbulent economic climate.
- Create branded online shops for small businesses: Colne BID wants to help to set up and support any BID business or Colne Business who currently don’t sell online to set up a ‘Shopify’ online shop which gets branded with their shop name and looks like a bespoke website where they can upload their products /shop. We will fund the set up/consultant costs (£150 per website – based on a basic design) to design an online template. This package will also include the first month subscription for Shopify \$29 dollars. The business is liable for the ongoing monthly costs for Shopify (\$29). Total Cost to the project to set up each business is c. £175.
- Offer Free Local Delivery Solutions - Using local Colne based delivery partner, LivewellUK. Colne BID would like to subsidise ‘local delivery’ costs and Click and Collect fees for the period up until Christmas Eve. The Delivery service we are offering to Colne businesses is FREE local Pendle Delivery (via a man and van), and a Free Click & collect service for collection from a central Mill in Colne town Centre. We are unsure if lockdown will end on 3<sup>rd</sup> December and feel we need to keep this running until Christmas. We want to get as many people as possible to ditch amazon, shop local and use our local shops as we will make a ‘Click and collect’ and Free delivery service possible to all our businesses and customers. We want to remove all the barriers we can to allow local spend to stay locally in Colne and make it really easy for businesses to get their products to

their customers without incurring extra costs.

## **BACKGROUND:**

- We feel the biggest barrier for some of our small businesses is they are scared of technology, the process of setting up a website is daunting and they don't think it is possible to get online without investing £500 -£1500 upwards for a basic bespoke website. Two lockdowns in 2020 has completely cut off many of our small retailers and services who have been forced to close their doors. By having an online channel linked to their social media they can be visible, sell products and keep in touch with their customers and it can help to future proof their business and help more small business through this pandemic. It's very clear the trend for online shopping has increased significantly during 2020 and will continue to do so. We need to equip our businesses to get online.
- We don't want to overly encourage people to 'shop online' as we want a vibrant High Street but we know they will or they have to if they are self isolating. This 'Shop local' hub will hopefully encourage people to look locally first before shopping on Amazon. Then once our shops re-open, they will come and visit Colne in person.

## **SUMMARY OF KEY POINTS:**

- Colne BID can usually only provide a service and benefits to its 'member businesses' eg. The 320 BID levy paying businesses within the Colne BID area. By having this additional funding from Pendle Borough Council we can widen our remit for this project only, to include Colne businesses not in the Colne BID area. So non BID businesses can take advantage of an online website, the free local delivery service, click and collect and a free page and business listing on the [www.cometocolne.com](http://www.cometocolne.com) website / Virtual Highstreet hub.
- Colne BID is providing additional Marketing & promotion of this website to drive customers to shop online & seek out our essential businesses (who remain open during lockdown) and see the wider range of businesses Colne has to offer on the Virtual High Street.
- The Come to Colne website was already built with a business directory listing facility but the take up of businesses wanting to get on board and send us their business listing information has been poor. This project has helped drive this process and we now have over 170 Colne businesses listed non the website (with many more still to add). This is a very time intensive job to upload al the businesses information.
- Website re-design - We did need to redesign the front page of the existing Come To Colne website to create this new grid style shopping directory highlighting our online & Essential businesses.

## **MANAGEMENT AND DELIVERY OF PROJECT:**

### **Outline roles and responsibilities of key staff / people involved:**

#### **BID Manager (Lisa Durkin) :**

Oversees the delivery of the project, Come to Colne website & Directory listings, Comms, PR, business liaison.

#### **Jane Turner: BID Board Director (Vice-Chair of Colne BID), Local business owner (Tubbs of Colne**

Leading the delivery of the project, set up of the new Shopify websites, Digital Marketing content, Video production, Comms, PR, business liaison and Delivery services with LivewellUK.

**Stuart Wilson : Chair of Colne BID & Financial Controller:**

Processes and pays invoices approved by Lisa or Jane and provides information to Tax Assist (Colne BID accountant) for filing and monitoring.

**Chris Sarchet Bell:**

Shopify Website Developer & Digital Marketing project support (managed by Jane & Lisa)

**Livewell UK : Paul White (managed by JT & Sends weekly reports to LD)**

Local delivery service provider for Click & Collect and delivery

**Aneesa Mc Gladdery : Admin,** website & marketing support to Colne BID (reports to LD).

COVID Secure working guidelines will be followed by all key staff and consultants working on the project and in any business liaison settings. The Click and collect hub based at LivewellUK offers a ‘no contact’ service and is COVID Secure.

**FINANCIAL COSTS / IMPLICATIONS:**

Outline breakdown of costings including staff costs & volunteer hours

Payment terms: Colne BID has the financial resources to pay and process the invoices upfront but to re-charge them to PBC in a timely manner.

<b>Cost Item</b>	<b>Cost</b>	<b>Comments</b>
Come to Colne Website design (new front page & grid )	£750	
Graphic Design Charges	£600	
Social Media targeted Campaign, 9 <sup>th</sup> Nov - 24 <sup>th</sup> Dec/Consultancy fees & sponsored posts	£3,000	
20,000 A5 solace delivery leaflet campaign for Virtual High Street/Shop Local	£2,000	
Marketing materials: 100 window stickers	£110	
Video Production & Soundtrack	£1,700	
Set up of new ‘Shopify’ websites (£175 each business) x 20	£3,500 (estimate)	If we deliver more or less than 20 websites the budget will change
Livewell UK Local Delivery service Based on delivering 1,000 parcels (@£5 per parcel)	£5,000 (estimate)	If we delivery less or more parcels the budget will change (We are charged £5 per parcel)
Livewell UK Click and Collect fee (charged at £1 per parcel)	£50 (estimate)	
Upload of business directory listings for 175 businesses & admin support 100 hours (£10ph)	£1,000	
BID Manager time x 60hrs (£25ph) (over five weeks)	£1,500	
<b>TOTAL Project Costs</b>	<b>£19,210</b>	<b>£10,000 from PBC and the remainder of project costs would be funded by Colne BID.</b>

## KPIs/Project Outcomes

How will we now it's been a successful project and what outcomes can we deliver and monitor:

- Track Website Hits & visitors using google analytics – [www.cometocolne.com](http://www.cometocolne.com)
- Social Media Insights for Facebook and Instagram for the Campaign (new likes/shares/reach). We are already receiving some incredible results from the initial launch of this campaign on social media. The launch post on facebook was shared 300 times and the post reached 30,000 people and it's still growing.
- Increased engagement with Colne BID businesses
- Increased engagement with wider Colne Businesses
- We are hoping to have 15-20 small businesses set up with an online presence through this project. We are currently working on 9 new websites (2 have gone live already)
- PR/Media Coverage – Global radio (Heart, Capital, Smooth) have been out and filmed the project and taken soundbites to be used on radio. The project had attracted local. media coverage too
- Free local delivery encourages more people to shop local and spend more money locally (can't put a value on this).
- We will receive weekly reports from LivewellUK for all the parcels that have been delivered (under the Colne BID project) so we can track and closely monitor usage & take up of the free local delivery & Click & Collect service.
- Individual business feedback on online sales/Click & Collect etc. One candle business whose website launched less than a week ago has already received order from further afield including Western Super Mare as well as local Pendle customers.

## Added Value/In Kind Support

Volunteers / In-Kind Support

**Jane Turner** – As a Colne BID Director Jane Turner's input is on a voluntary /In-Kind basis. Jane has masterminded and led the Virtual Highstreet project using her networks and skillset to make this happen as an incredibly fast pace. She has spent well over 200 hours of her time hours already and this will be much higher at the end of the project. As a consultant Jane's time & input would equate to well over **£6000**.

Colne BID, Colne Area Committee and PBC should be hugely appreciative of Jane's drive and enthusiasm and her being so generous with her time to deliver this project.

**Voidwell** – A local Colne video production Company saw our project on facebook and immediately wanted to be part of it. They spent 2 days filming 22 Colne businesses for a promotional video and donated their services for free. (£1000)

### Colne BID staff/Directors' hours

There are other Colne BID Directors, Board members, the BID manager who has worked above and beyond to get this project set up and delivered with many hours not charged but added as voluntary.

**The ADDED VALUE of Voluntary time /In-kind time could reach up to £10,000 during the lifetime of the project.**

## SUPPORTING PAPERS:

- Appendix 1 – See Delivery information from LIVEWELL UK

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