

# Annual Review

2019



what is

# Blackburn BID?

A Business Improvement District (BID) is an initiative where local businesses and other stakeholders form partnerships to implement local improvements which benefit their business environment.

Businesses in the BID decide on the issues they want to address, the amount of funding to be raised and the services they want to implement. These must be agreed upon by a majority of ratepayers in the BID area via a ballot.

The improvements are funded via a levy on the business rates, billed by the local authority. These additional funds are handed over to a business-led BID Company and used to deliver the local improvements.

The Blackburn BID area was defined in 2013 for the first five year term, and covers the town centre and Towns Moor, Blackburn and Peel retail parks.

In November 2018 members voted for five more years of investment in the town centre, allowing work to continue until at least the end of 2023.

## AIMS & OBJECTIVES

Consultations in 2018 identified three themes to be addressed by Blackburn BID in its second term.

- **Marketing and promoting Blackburn as a vibrant town centre**
- **Creating a safer, more secure Blackburn town centre**
- **Creating a sustainable, cleaner and more attractive environment**

Blackburn BID represents

**355**  
levy paying members



# Chair's statement

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marketing and promotion  
safe and secure  
cleaner and greener



I'm delighted that Blackburn town centre businesses voted in favour of the Blackburn BID continuing to make

a positive contribution until at least 2023.

2019 marked an exciting start to the BID's second term. We welcomed a new BID Manager, Catherine Price, who has brought energy, enthusiasm and new ideas for the town centre.

We also embarked on a partnership with Viva PR, delivering the BID's digital marketing and PR, which has meant we've started to see new and innovative ways of engaging with BID members and town centre visitors through digital media.

Blackburn town centre gained national recognition by hosting the world's first PAW Patrol brick model trail, built and installed by BRICKLIVE, under the branding of 'Brickburn'.

The event, held in August 2019, had 15 PAW Patrol character models located around the town centre, and six kitten models on Blackburn Market.

The trail attracted thousands of families from across the North West. Visitors loved the event and praised the town centre, with many planning to return.

I'm proud to say that Blackburn in Bloom, a partnership between Blackburn BID and Blackburn with Darwen Council, received North West in Bloom Awards for the town centre and the BID. Blackburn BID has also been shortlisted for the Britain in Bloom awards in 2020. This means we are achieving the BID priority to make the town centre cleaner, greener and more sustainable.

Another important development in Q4 of 2019 was the appointment and funding of two town centre police officers, in partnership with Blackburn with Darwen Council and Lancashire Police. They will work with the wider town centre policing team to help make the town centre safer and more secure. I'm looking forward to seeing the benefits.

Looking to the year ahead, it promises to be even more exciting, with the return of the brilliant Blackburn Cathedral Flower Festival, the amazing National Festival of Making, and the second Brickburn brick trail – this time with a Dinosaur theme.

Thank you for your support in 2019.

**Nicola Clayton**  
Chair of Blackburn BID

# BID Manager statement



I'm thrilled to have become Blackburn BID Manager to help deliver the key objectives of the BID for the second

term: marketing and promoting the town centre; making the town centre safer and more secure, and helping make it cleaner, greener and more sustainable.

Blackburn town centre, like town centres nationwide, is facing many challenges around reducing footfall, declining retail sales, closing businesses and online shopping to name a few. It's all the more important therefore that Blackburn town centre businesses work together to help make Blackburn the destination of choice.

It's fantastic that Blackburn BID has been renewed for a second term, continuing to provide a mechanism for working together, so that we can address those challenges and support the town centre and its' businesses.

I'm working hard on behalf of BID members and in partnership with key organisations to deliver exciting, innovative, creative, relevant and impactful projects and initiatives which benefit the town centre.

I'm listening to BID members and taking account of your feedback in the work that I do. I'm also building strong networks with other BID teams across the country to share good practice.

This Annual Review showcases the work that has been delivered and the investment that has been made in the town centre by Blackburn BID in 2019, thanks to your help and support.

Some of my highlights of the year include securing the launch of the world's first PAW Patrol brick model trail; winning North West in Bloom Awards; working with partners on safety and security initiatives; the Paint the Town arts event; and the 'Believe in Blackburn town centre' Christmas programme of events.

I'm looking forward to providing more support to businesses, delivering and supporting more events, more promotional campaigns, partnership working and developing more pioneering initiatives in 2020.

Please get in touch if you have any ideas or would like to get more involved with the BID.

I look forward to working with you in the coming year.

**Catherine Price**  
Blackburn BID Manager

# promoting



## Blackburn town centre

### 300k+

reach on social media  
(Jul - Dec)

### 2,269

website visits  
(Jul - Dec)

### 1.2M

combined reach of Press  
articles

### 30+

events supported  
and delivered across  
Blackburn town centre

### £34k

additional income from  
sponsorship, marketing  
initiatives and partner  
contributions

### 1

'Discover Blackburn'  
promotional film, and  
3 shorter versions for  
social media

Improving communication with businesses has enabled the BID to provide more information about the BID and town centre projects and initiatives, and deliver more support to the businesses and the town centre.

The town centre is becoming well known for the events organised and supported by the Blackburn BID.

# £149k

## investment in marketing and promotion in year 1

### WHAT WE DELIVERED IN 2019

- Appointment of Viva PR to deliver marketing and PR services, support BID events, projects and businesses
- Generating creative content, positive news stories and media opportunities
- Creation of 'Discover Blackburn' promotional film
- New photo gallery showcasing Blackburn town centre
- Sponsorship of National Festival of Making 2019
- Find Fred competition supporting King George's Hall – Tabby McTat show
- World exclusive PAW Patrol brick trail event and Kitten Catastrophe trail
- Support for Morphgate community event
- Support and promotion of the People's Parade event
- Delivered Paint the Town 2019 open air painting competition, artists trail and exhibition, in partnership with The Bureau Centre for the Arts
- Creation of 'Advice Shop' social media films
- Believe in Blackburn town centre Christmas programme – including Blackburn Comes Alive! Christmas Lights Switch On, Santa Dash, Festival of Light and Twilight Markets

### WHAT'S IN STORE FOR 2020

- More creative support and promotion of town centre businesses
- Focus on food and drink businesses in Blackburn town centre
- Return of Brickburn brick trail
- Support for Blackburn Flower Festival 2020
- Support for, and delivery of, a calendar of exciting events

more

# secure



**£67k**

per annum investment in town centre policing

**£19k+**

investment in over 1200 hours of targeted security at key retail times, to help deal with hotspot areas and during events.

**£1.4k**

investment in life-saving defibrillator equipment for the town centre

**£6k+**

investment in Blackburn Businesses Against Crime (BBAC) and DISC system

**250+**

regular users of BBAC DISC crime information sharing system

**500**

copies of the BID Safe & Secure Newsletter distributed to town centre businesses (Winter 2019)



A negative perception of safety and security can deter some people from visiting the area and new businesses from locating to the town. Anti-social behaviour, shoplifting and environmental crime are social issues that are being tackled as part of the BID's priorities.

## WHAT WE DELIVERED IN 2019

- Two new town centre police officers (one paid for by Blackburn BID and one paid for by Blackburn with Darwen Council)
- Security provided for town centre events
- Extra security patrols for the town centre and retail parks
- Continued support for the BBAC (Blackburn Businesses Against Crime) initiative, working together to reduce crime and anti-social behaviour in the town centre
- Defibrillator installed in McDonalds, King William St, to increase life-saving equipment available in the town centre
- Safe & Secure Newsletter produced to highlight partnership crime reduction initiatives

**£52k**

BID Investment in Safe and Secure Initiatives in year 1

## WHAT'S IN STORE FOR 2020

- Continued funding towards town centre policing
- Security patrols for the town centre and retail parks
- Security support for town centre events
- Alley gating schemes (one already in progress)

cleaner and greener

# cleaner and greener



The Blackburn BID area has seen an improvement in cleanliness and appearance through its award-winning planting and maintenance of Blackburn's green spaces, flower displays and planters, in partnership with Blackburn with Darwen Council.

The BID area continues to become an attractive location that entices new businesses, shoppers and visitors.

## WHAT WE DELIVERED IN 2019

- Blackburn in Bloom in partnership with Blackburn with Darwen Council
- 2 gold awards for town centre and BID and Best BID award at North West in Bloom Awards
- Blackburn BID shortlisted for Britain in Bloom 2020 awards
- New bespoke town centre planters and planting on Northgate and King William Street
- Litter picks and 'grot-spot' clean ups
- Additional Christmas lighting

## WHAT'S IN STORE FOR 2020

- Blackburn in Bloom
- Shortlisted for Britain in Bloom award
- Support for Blackburn Flower Festival 2020
- Second alley gating scheme
- Deep cleaning of the town centre
- Sustainable Christmas lighting



**£12k**

investment in 960 hours of planting and maintenance for Blackburn in Bloom

**£12.5k**

investment in planters and baskets for Blackburn in Bloom

**2**

gold awards and Best Overall BID winner at RHS North West in Bloom Awards 2019, shortlisted for RHS Britain in Bloom Awards 2020.

**£4.5k**

investment in Northgate alley gating scheme

**£3.3k**

investment in bespoke planters and plants for Northgate and King William Street

**£4k**

investment in additional Christmas lighting around the town centre

**£36.2k**

investment in cleaner, greener projects and initiatives in year 1

# Financial Summary

The BID is managed by an Executive Board, with 15 positions consisting of businesses and key stakeholders operating in the BID area. The Executive Board meets a minimum of four times a year, with seven members required to be present for a meeting to be quorate.

The Board is made up of permanent and elected positions, which allows for representation from all business sectors and key stakeholders in the town centre. BID levy payers are eligible to vote at annual general meetings and nominate individuals for elected board positions.

Blackburn with Darwen Council as the local authority for the area manages the billing and collection of the BID levy which is then passed to the BID.

Newground CIC is the accountable body for the BID and is responsible for employing the BID Manager, financial management of the BID, administrative support for the Executive Board, and producing audited statements of expenditure and progress reports.

## 2019 financial summary:

INCOME 2019		
Funds b/f from 2018		38,089.72
BID levy 2019		258,291.58
Voluntary contribution		5,212.00
Other income		34,361.91
<b>Total</b>		<b>335,955.21</b>

EXPENDITURE 2019		
Adjustment 2018		-2,406
Marketing & Promotion		149,184
Safer, more Secure		52,051
Cleaner & Greener		36,240
Levy collection		5,565
BID Manager & admin		56,821
Additional expenditure from funds b/f		3,813
Contingency (Bad Debt)		12,635
<b>Total</b>		<b>301,268</b>
<b>Funds c/f</b>		<b>34,686.80</b>

## Blackburn BID Executive Board members for 2019 were:

Name	Company/Organisation
Nicola Clayton (Chair)	Blackburn College
Lorraine Jones (Vice Chair)	The Mall Blackburn
Sue Burns	Boots
Sara Danson	Primark
Marc Goldfarb	Barclays
Peter Hobkirk	Hobkirk Sewing Machines
The Very Revd. Peter Howell-Jones	Blackburn Cathedral
Andrew Ibbotson	The Postal Order / Wetherspoons
Caroline James	Trevor Dawson
Paul Mason	Community CVS
Pele Mathauda	Pelle Menswear
Eileen Murphy	McDonalds
Councillor Phil Riley	Blackburn with Darwen Borough Council
Katherine Wheatley	Santander

Blackburn town centre

**£237.5k**  
total investment  
Year 1 of 2019-23  
BID term

In 2019 there were

**14**  
Executive  
Board Members

get the most from

# your membership

For more information about Blackburn BID get in touch.

[www.blackburnbid.co.uk](http://www.blackburnbid.co.uk)

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BLACKBURN **BID**  
business improvement district

