

ANNUAL REVIEW

2020

BLACKBURN **BID**
business improvement district





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 based on business rates, billed by the local authority. These additional funds are handed over to a business-led BID company, in this case Blackburn BID managed by the accountable body Newground CIC, 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 Townsmoor, 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. 2020 marked Year 2 of the second BID term.

Blackburn BID represents

367
levy paying
members

AIMS & OBJECTIVES

Blackburn BID has 3 priorities for 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**

With the impact of the Coronavirus pandemic, the focus of the BID has also included:

- **Supporting businesses with information and advice**

Chair's statement

04 page
05 page
06 page

marketing and promotion
safe and secure
cleaner and greener



At the beginning of this year, Blackburn BID's delivery plan for 2020 was approved and the Executive BID

Board was really excited to see the return of the Brickburn event with a Brickosaurs brick model trail; the first Festival of Workouts and Wellbeing; a spectacular Christmas event programme; targeted promotion of food and drink businesses, the award-winning Blackburn in Bloom, alley gating schemes, continued support for Blackburn Businesses Against Crime (BBAC) and a town centre police officer.

When the impact of the Coronavirus (COVID-19) pandemic hit, and Blackburn town centre faced lockdown along with the rest of the country in March, our BID Manager Catherine Price quickly adapted her work programme and drew up a Crisis Management & Recovery Plan to support BID businesses through this incredibly difficult and unprecedented time.

The BID's focus in 2020 has been on supporting our BID members with information, advice, guidance and support, so that our town centre businesses are in the best position they can be in to get through this period. We have done this through working with BID members and partners including Blackburn with Darwen Council and The Hive Blackburn with Darwen Business Network to provide free expert

advice, live online Q&A sessions, daily updates, and support with navigating the restrictions and financial support schemes available. We have provided daily security patrols, security and COVID-19 safety signage, as well as funding 2 town centre police officers in partnership with the Council.

I am really pleased to see that we've still been able to complete the 2 alleygating schemes off Northgate in the town centre which have made a big difference to the surrounding businesses. I am also proud of the BID delivering events to support the town centre in a completely COVID-19 safe way, from the fantastic Paint the Town @ Home event with the Bureau Centre for the Arts, to the amazing light projections on Blackburn Town Hall from November to January.

In what has and continues to be an incredibly challenging time, Blackburn BID has stepped up to the mark to support Blackburn BID members and the town centre through to what we hope will be a better and brighter future.

Thank you for your support in 2020.

Nicola Clayton
Chair of Blackburn BID

BID Manager's statement



2020 has been an incredibly challenging year for Blackburn BID members and businesses all over

the country. The work of any BID is primarily aimed at attracting people into their town or city centre, so to be faced with a situation where the majority of BID businesses are required to close, and people are asked to 'stay at home' to save lives and protect the NHS, meant that the work and focus of the BID, and me as BID Manager, had to pivot and respond dynamically to an ever-changing situation.

Since March 2020 I have done my best to support Blackburn BID businesses with at least daily updates on the restrictions, operating safely, and the financial support available. I've worked with partners including BwD Council, The Hive BwD Business Network, Boost Business Lancashire, BID members and Blackburn businesses to provide expert advice and support to members, and I've provided security and COVID-19 safety signage. I've also worked with fellow BID Managers across the North of England to support and share best practice, to make sure we are supporting our BID members as best as possible.

This Annual Review showcases the work that has been delivered and the investment that has been made in Blackburn town centre by Blackburn BID in 2020.

I'm incredibly proud that despite the pandemic we've been able to help deliver the successful Paint the Town @ Home event with the Bureau Centre for the Arts, we've worked with Pop Up Entertainment to hold the first ever Drive-In Show, we've commissioned and published the Believe in the Magic of Blackburn town centre children's book, written by Christina Gabbitas and illustrated by Ursula Hurst, and we've installed amazing light projections on Blackburn Town Hall which meant that we could still mark Remembrance Day, deliver a virtual Blackburn Festival of Light, and showcase the children's book.

I'm also really pleased that working with BBAC we've been able to support businesses with daily security patrols, security support, and in partnership with BwD Council, continue to fund 2 town centre police officers - who've all been working hard to help make the town centre safer and more secure.

I'm looking forward to continuing to support businesses, work with partners, and deliver more creative and innovative projects and initiatives in 2021.

Catherine Price
Blackburn BID Manager

promoting

Blackburn town centre



1.6M+

combined reach of Press articles

877.3k

reach on social media (Facebook, Twitter and Instagram)

52.2k

website sessions (Jan - Dec)

£17.2k

additional income from external funding, income and partner contributions

14

business spotlight and town centre films

4

COVID-19 safe events / projects delivered

1

'Experience Blackburn' app

Improving communication with businesses has enabled the BID to deliver more support to the businesses and the town centre.

Businesses have praised the timely and easily digestible information circulated by the BID via email and its digital channels about the latest COVID-19 restrictions, guidance and how they affect businesses and visitors.

WHAT WE DELIVERED IN 2020

- 'Ask the Experts: Live Q&A' sessions during the pandemic
- Daily BID member updates and BID Manager video updates
- Continued Marketing and PR support from Viva PR, supporting BID events, projects and businesses; generating creative content, positive news stories and media opportunities
- Creation of 'Business Spotlight' and town centre promotional and informative films
- Creation of new 'Experience Blackburn' app and recovery marketing campaign
- Greatest Bank Holiday Drive-In Show
- Lighting projections from Nov 20 to Jan 21, supported by Arts Council England funding
- Delivered Paint the Town @ Home visual arts competition and exhibition, in partnership with The Bureau Centre for the Arts
- 'Christmas 2020 Reimagined' programme – in partnership with Blackburn Festival of Light, Blackburn with Darwen Council, Blackburn Central Library, Blackburn Museum and SpotOn Lancashire
- #12DaysofXmas competition
- 'Believe in the Magic of Blackburn town centre' book, book signing and Magical Trail using the 'Experience Blackburn' app

£124.5k

investment in marketing and promotion in year 2

£17k+

external funding secured

WHAT'S IN STORE FOR 2021

- Creative support and promotion of the town centre
- Recovery support for businesses in Blackburn town centre
- Return of Blackburn brick model trail 'Brickosaurs' (COVID-19 dependent)
- Delivery of exciting events and initiatives as appropriate
- Support for partner town centre events able to be delivered

more

secure



£67k

per annum investment in town centre policing

£16k

investment in daily security patrols and targeted security to support the recovery of the town centre

£7k+

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

£1.4k

investment in CCTV monitoring to support police operations

500

copies of the BID Safe & Secure Newsletter distributed to town centre businesses (Summer 2020)

250+

regular users of BBAC DISC crime information sharing system

A negative perception of safety and security can deter people from visiting the area - especially when public health is a concern. An added pressure is the re-opening of businesses after a period of closure due to COVID-19 restrictions.

This year the focus has been around highlighting the COVID-19 safety measures implemented in the town centre; supporting essential businesses and re-opening businesses with COVID-19 safety in mind; and providing confidence and reassurance to visitors.

The BID has also worked closely with town centre partners to tackle anti-social behaviour, rough sleeping and vulnerable people, shoplifting and environmental crime in the town centre.

WHAT WE DELIVERED IN 2020

- Funding for two town centre police officers (one paid for by Blackburn BID and one paid for by Blackburn with Darwen Council)
- Daily safety and security patrols
- COVID-19 safe events / initiatives
- Regular business and COVID-19 safety updates circulated to members and shared on social media
- Crime Prevention signage for temporarily closed businesses
- COVID-19 safety signage
- Continued support for the BBAC (Blackburn Businesses Against Crime) initiative, working together to reduce crime and anti-social behaviour in the town centre
- Safe & Secure Newsletter produced to highlight partnership crime reduction initiatives
- #ExperienceBlackburn and #WeAreSafeAndSecure recovery campaigns
- Key Safety message campaigns across social media, inc. films

£91k

BID Investment in Safe and Secure Initiatives in year 2

WHAT'S IN STORE FOR 2021

- Continued funding towards town centre policing
- Security patrols and targeted security
- Continued support for BBAC and DISC
- More partnership working to tackle ASB and crime
- #ExperienceBlackburn and #WeAreSafeAndSecure recovery campaigns

cleaner and greener

cleaner and

greener



£7k

investment in (ongoing) targeted improvements

£4.7k

investment in second Northgate alleygating scheme

£4.5k

investment in additional Christmas lighting around the town centre

The annual Blackburn in Bloom and Britain in Bloom initiatives have not been able to be delivered in 2020 as a result of the pandemic.

The BID has still invested in the second alleygating scheme which was completed in 2020, additional Christmas lighting, and targeted improvements around the town centre.

WHAT WE DELIVERED IN 2020

- Second alleygating scheme for Northgate completed
- Additional Christmas lighting in the town centre for Darwen St, Church St, Ainsworth St and Salford
- Targeted improvements in hotspot areas

WHAT'S IN STORE FOR 2021

- Blackburn in Bloom (subject to funding and restrictions)
- Deep cleaning of the town centre
- More targeted improvements

£16k

investment in cleaner, greener projects and initiatives in year 2



Financial Summary

Blackburn with Darwen Council is the local authority for the area and 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.

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. In 2020 the Executive Board met seven times, remotely.

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

2020 financial summary (subject to audit):

2020 financial summary (subject to audit):		
INCOME 2020	Funds b/f from 2019	34,686.80
	BID levy collection	257,858.85
	Voluntary contribution	5,212.00
	Government Support & Arts Council Grant	30,177.90
	Other income	2,646.67
	Adj - 2019 Invoices cancelled	-400.00
	Total	330,582.22

EXPENDITURE 2020	Adjustment 2019	-1,096
	Marketing & Promotion	124,596
	Safer, more Secure	91,335
	Cleaner & Greener	16,167
	Levy collection costs	5,505
	BID Management	60,636
	Total	297,143
Funds c/f	33,439.33	

Blackburn BID Executive Board members for 2019 were:

Name	Comapny/Organisation
Nicola Clayton (Chair)	Blackburn College
Lorraine Jones (Vice Chair)	The Mall Blackburn
Sue Burns	Boots
Sara Danson	Primark
Mark Goldfarb	Barclays
Peter Hobkirk	Hobkirk Sewing Machines
The Very Revd. Peter Howell-Jones	Blackburn Cathedral
Andrew Ibbotson	The Postal Order / Wetherspoons
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

£297k

total investment

in Year 2 of 2019-23 BID term

In 2020 there were

13

Executive Board Members

get the most from

your membership

For more information about Blackburn BID get in touch.

www.blackburnbid.co.uk

 @BlackburnBID

 @Blackburn_BID

 @Blackburn_bid

Catherine Price
Blackburn BID Manager
T: 01254 265163 | M: 07860 952352

Lisa Woodhouse
Viva PR
T: 01706 214340 | M: 07495 684280



EXPERIENCE
BLACKBURN

