

ANNUAL REVIEW

2021

BLACKBURN **BID**
business improvement district





what is Blackburn BID?

02

Annual Review 2021

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 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. 2020 marked Year 2 of the second BID term.

Blackburn BID represents

360

levy paying members

AIMS & OBJECTIVES

Blackburn BID has three priority themes:

Marketing and promoting Blackburn as a vibrant town centre

Creating a safer, more secure Blackburn town centre

Creating a cleaner, greener, more sustainable environment

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

- **Supporting businesses with information and advice**

In November 2021 the BID and its partners commissioned a survey of Blackburn town centre businesses. In that survey, businesses said that promotional activity and events; anti-social behaviour (ASB); improving the appearance of public spaces and empty shops; and business support are all priority action areas for the town centre for 2022, Year 4 of the BID's second term.

Welcome to the Blackburn BID 2021 Annual Review

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marketing and promotion

safe and secure

cleaner and greener



2021 has been another challenging year for Blackburn town centre businesses. Blackburn BID

has been focused on supporting businesses and the town centre through these difficult times. Working together with our partners, we've delivered successful events and promotions including the Welcome Back campaign, the Brickosaurs brick model trail and the Christmas Lights Switch On event. In partnership with Blackburn with Darwen Council, we've funded 2 town centre police officers, and we've provided daily security patrols. We've also started the Growing Places planting project as part of Blackburn in Bloom, and I'm absolutely delighted that Blackburn town centre won 3 Britain in Bloom: North West Awards thanks to the hard work of all partners involved in the project.

I want to take this opportunity to thank all of our voluntary BID Executive Board members for their commitment to the Board and the town centre during such challenging times. We've been pleased to welcome three new Executive Board members in 2021 – Eleanor Garner of Marks & Spencer, James Streets of TKMaxx and Melanie Taylor of Blackburn Youth Zone. I am very proud to be the Chair of Blackburn BID, working with the Board, our BID Manager and town centre partners to support Blackburn town centre and our brilliant businesses.

I hope that when you read through this Annual Review you will see that Blackburn BID continues to work tirelessly to support the businesses of Blackburn, and that we are committed to a strong and positive future for the town centre.

2022 looks really positive for Blackburn town centre, with new businesses opening, the return of the National Festival of Making and further development of the Blakey Moor Townscape Heritage area. I'm looking forward to delivering more support for BID members in 2022, more exciting events and initiatives to showcase our fantastic businesses, and more projects to boost our town centre.

On behalf of the BID Executive Board I would like say thank you for your continued support in 2021. Here's to a successful 2022.

Nicola Clayton
Chair of Blackburn BID



Year 3 of Blackburn BID (2021) has been another year of responding dynamically to the situation we face

as a result of the pandemic, in order to support Blackburn BID members and the town centre in the best way possible.

Blackburn BID has continued to provide Covid recovery support to businesses in a variety of ways, from sharing information and guidance and liaising with Blackburn with Darwen Council to help BID members access financial support, to delivering training and expert Q&A sessions. I was pleased to see that in a recent survey, businesses across the town centre said they had benefitted from this support.

This Annual Review showcases the work Blackburn BID has delivered in 2021, with the help of partners including Blackburn with Darwen Council, The Mall, BBAC, Lancashire Police and The Hive BwD Business Network, to fulfil the priorities of Marketing & Promoting the town centre, making it Safer & More Secure, and making it Cleaner, Greener & More Sustainable. I hope it helps to demonstrate the impact the investment of the BID is having on Blackburn town centre and the benefit to Blackburn BID members.

I'm grateful for the support, guidance and commitment from our Blackburn BID Executive Board during very difficult times and I feel privileged to be Blackburn BID Manager and work with our amazing Blackburn town centre businesses.

To ensure you get the most out of Blackburn BID, please do get involved with BID events and initiatives, give us feedback on what we are delivering and how we can help you, and don't forget to tell us your news so we can spread the word about all the great things you are doing.

I'm looking forward to continuing to support businesses through 2022, and Blackburn BID delivering even more creative, innovative and exciting projects and initiatives.

Catherine Price
Blackburn BID Manager

marketing & promoting

Blackburn town centre

7

town centre events

12

promotional campaigns

12

BID member newsletters

76

published articles, with a combined reach of over 1.3 million

677,935

reach on social media (Facebook, Instagram and Twitter)

28,356

website users

349

website stories uploaded

33k

views of the Experience Blackburn App

200+

BID Member updates

2

social media workshops for BID members

1,515

reach of Partner Profile videos



WHAT WE DELIVERED IN 2021

- **Creative Spaces project** – with the help of high street recovery funding thanks to BwD Council, 13 artists were commissioned to create 'community' themed artworks to fill empty shops and brighten public spaces, creating a trail around the town centre.
- **Welcome Back to Blackburn campaign** – including Random Acts of Kindness with a Fairy Godmother treating customers to free shopping and experiences, a social media campaign, welcome back signage and a music event.
- **Brickosaurs brick model trail** – 15 brick model dinosaurs located around the town centre with a printed map trail and a QR code trail on the app to complete. Over 9,000 families took part in the trail which also helped to raise money for East Lancs Hospice.
- **Paint the Town 2021** – In partnership with The Bureau Centre for the Arts, Blackburn BID helped to deliver this visual arts competition which saw artists capturing Blackburn in the town centre and at home.
- **Creepy Creature Halloween Trail** – 12 pumpkin pictures in town centre businesses for families to find during the October half term. Over 350 families took part in the trail.
- **Monster Mayhem event** - 6 giant monster themed inflatable sculpture installations on rooftops, a treetop and in The Mall and Blackburn Library, to attract footfall and kickstart the Illuminate Blackburn programme.
- **Illuminate Blackburn Christmas programme** – In partnership with BwD Council and The Mall, it featured the Christmas Lights Switch On event featuring Choirmaster Gareth Malone and filmed for BBC Two which attracted over 3,000 people, The SnowmanTM and the Snowdog brick model trail event with 16 models around the town centre. Blackburn BID also supported and promoted the Blackburn Festival of Light event.

- **Promotional campaigns** – supporting town centre and key events including Blackburn Rocks for Mental Health Awareness Week, Welcome Back to Blackburn and Countdown to Christmas.
- **Marketing and PR support from Viva PR** - supporting BID events, projects and businesses; generating creative content, positive news stories and media opportunities.

WHAT'S IN STORE FOR 2022

- Creative support and promotion of the town centre
- Best of Blackburn promotional campaign
- Family focused trail events at key times of the year
- Continued support for Blackburn town centre businesses
- Improved online and in-person visitor information

£227k

investment in marketing and promotion in year 3

£86k+
external funding secured



safe and secure

making the town centre

safer and more secure



£67k

per annum investment in town centre policing

1600+

hours of security patrols in partnership with Blackburn Businesses Against Crime (BBAC) and Prestige Security

£7k+

investment in BBAC and DISC system

250+

regular users of the DISC crime information sharing system

1

Safe & Secure Newsletter

1

Retail Crime Guide

1

BBAC meeting

WHAT WE DELIVERED IN 2021

- **Town Centre Police Officers** – In partnership with Blackburn with Darwen Borough Council Blackburn BID continued to fund 2 dedicated town centre police officers. 1 new police officer was recruited in 2021.
- **Daily Security Patrols** – Prestige Security have provided daily security patrols in Blackburn town centre throughout the year, supporting town centre businesses, dealing with retail crime and Anti-Social Behaviour, and helping to ensure town centre events are delivered safely.
- **Continued support for Blackburn Businesses Against Crime (BBAC)** - working together to reduce crime and anti-social behaviour in the town centre. 1 BBAC meeting delivered.
- **Retail Crime Guide** - produced in partnership with Lancashire Police and BBAC the guide supports town centre retailers dealing with crime and promotes partnership working with the police.

£101k

BID investment in Safe and Secure initiatives in year 3

- **National Business Crime Solution (NBCS)** - BBAC and Blackburn BID became joint members of NBCS in 2021, a not-for-profit initiative that works with the police and the business community to help tackle business crime by gathering data and sharing information across public and private sectors.
- **Partnership working** – with BwD Council Community Safety and housing teams, street homeless support services including the REACH worker, BBAC, and the Mall shopping centre to tackle crime and ASB issues in the town centre.

WHAT'S IN STORE FOR 2022

- Continued funding for town centre policing
- Targeted security patrols
- Support for BBAC and DISC
- More partnership working to tackle ASB and crime issues

cleaner and greener

making the town centre

cleaner, greener and more sustainable



4

new permanent
community planters

6

existing planters
refurbished and replanted

3

Britain in Bloom North West
awards for Blackburn town
centre

1

deep clean

1

town centre community
litter pick

1

community themed
artist mural

17

New Christmas Lights

1

illustrated
open spaces map

WHAT WE DELIVERED IN 2021

- **New planters** – 4 new planters were built, installed and planted with community groups Age UK, Blackburn Foodbank, CANW and BwD Adult Learning, as part of Blackburn BID's Blackburn in Bloom: Growing Places project.
- **Existing planters refurbished and replanted** - In partnership with Blackburn College and Blackburn Youth Zone, and as part of Blackburn BID's Blackburn in Bloom: Growing Places project, 6 planters were redesigned and replanted, with bulb planting and maintenance sessions carried out too.
- **Deep clean** – A deep clean of King William St including the paving and street furniture was carried out in Spring 2021 (paid for in 2020)
- **Litter picking** - Coordinated by BBAC, we supported a town centre community litter pick
- **Public art** - A new community themed artist mural created and installed in partnership with The Mall (paid for in 2020), in the 'bike sheds' area of the town centre. The mural was created by local artist Alexandra Gallagher, and was pictured in The Times newspaper.

£7.7k+

investment in cleaner,
greener projects in year 3

- **Christmas lights** - New additional Christmas lights for Darwen St, Ainsworth St and Salford areas were purchased and installed and in partnership with BwD Council will be included in the annual Christmas lights display.
- **Open Spaces Map** - An Open spaces map illustrated by Ursula Hurst was printed on signs and leaflets to highlight Blackburn town centre's green spaces and encourage people to spend longer in the town centre.

WHAT'S IN STORE FOR 2022

- Targeted improvements to gateways and grot spots
- More deep cleaning
- Improvements to empty properties
- More town centre planting and improvements to green spaces
- Community litter picks

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 4 times a year, with 7 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.

2021 financial summary (subject to audit):

| INCOME 2021 | | |
|------------------------------|--|---------------------------------------|
| Funds b/f from 2020 | | £13,439.33 (£20,000 kept in reserves) |
| BID levy 2021 | | £246,694.89 |
| BID levy collected 2018-2020 | | £53,183.03 |
| Voluntary levy payments | | £150.00 |
| Other income | | £88,816.00 |
| Total | | £402,283.25 |

| EXPENDITURE 2021 | | |
|-----------------------|--|--------------------|
| Marketing & Promotion | | £227,108.77 |
| Safer, more Secure | | £101,813.82 |
| Cleaner & Greener | | £4,514.48 |
| Management costs | | £68,773.00 |
| Total | | £402,210.07 |
| Funds c/f | | £73.18 |

Blackburn BID Executive Board members for 2021 were:

| Name | |
|-----------------------------------|-------------------------------|
| Nicola Clayton (Chair) | Blackburn College |
| Lorraine Jones (Vice Chair) | The Mall Blackburn |
| Councillor Phil Riley | Blackburn with Darwen Council |
| Sue Burns | Boots (The Mall) |
| Sara Danson | Primark |
| Eleanor Garner | Marks & Spencer |
| The Very Revd. Peter Howell-Jones | Blackburn Cathedral |
| Paul Mason | Blackburn CVS |
| Pele Mathauda | Pelle Menswear |
| Eileen Murphy | McDonalds |
| James Streets | TKMaxx |
| Melanie Thomas | Blackburn Youth Zone |
| Katherine Wheatley | Santander |



PRCA Dare Awards 2021
Winner - Public Sector PR Award



CIPR Pride Awards 2021
Silver Winner - Public Sector Award



OVER 2 MILLION VISITORS

to Blackburn town centre in 2021



£88k+ EXTERNAL FUNDING
SECURED

1600+
HOURS
of security patrols



TOWN CENTRE POLICE
HAVE DEALT WITH

645

INCIDENTS AND MADE

83
ARRESTS



£936k

total investment
in Blackburn town centre
so far this BID term

£402k

investment
in Year 3 of
2019-23 BID term



BLACKBURN **BID**s
SOCIAL MEDIA
CHANNELS
HAD A REACH OF
677,935

get the most from

your membership

For more information about Blackburn BID get in touch.

www.blackburnbid.co.uk

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EXPERIENCE
BLACKBURN

