

ANNUAL REVIEW

2022

BLACKBURN **BID**
business improvement district





what is Blackburn BID?

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

Businesses 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 organisation and used to deliver the local improvements. Blackburn BID is managed by Newground CIC who are the accountable body and deliver those improvements.

The Blackburn BID area was defined in 2013 for the first 5-year term of the BID, 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 Blackburn town centre, allowing work to continue until the end of 2023. There will be a further ballot in 2023 to determine whether Blackburn BID will run for another 5-year term.

Blackburn BID represents

362

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

During and since the pandemic, the focus of the BID has also included:

Supporting businesses

Welcome to the Blackburn BID 2022 Annual Review



I am very proud to have been the Chair of Blackburn BID in 2022, delivering fantastic projects and services to support and benefit our amazing town centre businesses and organisations.

My highlights of the year include our fantastic trail events, encouraging visitors into and around the town centre, like our first Sand Sculpture Trail during the summer. We've had lots of businesses get involved with supporting events for the first time last year, and they've really seen the benefit.

I was so glad to see the return of the National Festival of Making in 2022, and Blackburn BID's Future Makers Market – supporting our next generation of Blackburn businesses.

We also helped to deliver the first ever Blackburn Pride event which was hugely positive, popular and inclusive – and I'm pleased to say it will take place again in 2023.

We continued our strong partnership working with Lancashire Police and Blackburn with Darwen Council, funding two town centre police officers, and provided targeted security for events and to support our businesses at peak times of the year.

The Blackburn in Bloom partnership won well deserved awards at both the North West and Britain in Bloom competitions, and we worked with local community groups and charities again to deliver more planting projects around the town centre.

The whole year was rounded off in style with the Blackburn Glitterball – Christmas Lights Switch On event which had an amazing turnout, and a festive Gingerbread Trail for which we've received lots of positive feedback.

I'm looking forward to another successful year of the BID working hard to support our town centre and retail parks.

I wish you a safe, happy and prosperous 2023.

Nicola Clayton

Nicola Clayton
Chair of Blackburn BID



I, like everyone, was hoping that 2022 would see a return to some kind of normality. A year of living with Covid-19, no more worries of lockdowns or Covid safety precautions, and instead being able to encourage as many people as possible into the town centre for events, for shopping, for work and leisure.

However, 2022 provided us with more challenges. Inflation, soaring energy costs, supply shortages, market instability, strikes, all of which with the potential to undermine the recovery of businesses from the pandemic.

As Blackburn BID Manager, throughout the year I've focused on delivering against the BID's priorities to attract more people into the town centre as well as doing as much as I can to help and support our BID members and town centre businesses.

2023 is year 5 of Blackburn BID – the last year of this current BID term. It's been my privilege to have this role for the majority of the term and I really hope that we will be successful in securing a third term of the BID when we go to ballot later this year.

This Annual Review is a great opportunity to set out all the BID has achieved over the last year and what this means to town centre businesses.

I'm looking forward to another successful year of the BID, working with and supporting our brilliant town centre businesses and organisations.

Catherine Price

Catherine Price
Blackburn BID Manager



marketing & promoting

Blackburn town centre Year 4

£130k+

investment in marketing and promoting the town centre

11

town centre events delivered

3

town centre events supported

2,711

social media posts

10

social media competitions to promote businesses

1

Spend Christmas in Blackburn partnership promotional campaign

1

Love Blackburn promotional campaign

180+

BID member updates

12

BID member monthly e-newsletters



What does this mean?

2.62m

visitors to Blackburn town centre

+27.6%

more footfall than in 2021

53

businesses involved in events

2,025,334

combined reach of media releases

490,117

reach on social media (Facebook, Instagram & Twitter)

WHAT WE DELIVERED IN 2022

- **Love Blackburn promotional campaign** – Social media campaign throughout February focusing on town centre businesses and activities including 2 social media competitions, 236 posts, 23 stories and 26,248 reach.
- **Easter Wonderland Adventure & Easter Egg Hunt** – An interactive Alice in Wonderland themed trail on 2 April 2022 saw an increase of +122.9% in footfall compared with the start of the easter school holidays in 2021 and -9.1% compared with 2019. The Easter Egg Hunt with eggs decorated by local schools and young people’s groups ran through the Easter holidays. The town centre saw an increase in footfall of +99.8% compared with the same period in 2021.
- **Platinum Jubilee events** – Pavement Art Community Workshops and a Shop Window Dressing Competition.
- **Future Makers Market as part of National Festival of Making** - 10 young traders, 5 young people’s organisations, 2 singers and Darwen Morris Dancers all took part in the market on Ainsworth St. Footfall was +102.2% compared with the same weekend in 2021 and +104.4% compared with the weekend before in 2022. The Saturday of the event was the busiest day of the month with 12,505 visitors.
- **Supported the delivery of Blackburn Pride, the National Festival of Making, Blackburn Children’s Literature Festival and Blackburn Festival of Light** – Supported the organisation of the events and provided security to ensure their safe and professional delivery. Footfall for Pride was up +34% compared with the same day in 2021, and up +13% compared with the same day in 2019. Hundreds of children took part in the Children’s Literature Festival including Storytelling Trails. The Blackburn Festival of Light saw an increase in footfall on the nearest counter of +4.6% compared to 2021.
- **Sand Sculpture Trail** – Over 5000 families / children took part in the 10 sculpture + 1 live-carve trail. Footfall was +5.3% overall (the New Market St counter was up +9%) compared with the same period in 2021. Compared with 2019 the New Market St counter (closest to trail venues) was up +0.8%.
- **Pumpkin Carving Workshops** – 267 were pumpkins carved on the day; 50 donated by BID member Morrisons. Compared with the same day in 2021 the BID’s footfall counter nearest the event location registered +4% footfall.



- **Halloween Trick or Treat Trail & Fright Night** – Interactive Halloween-themed trail with performing characters and a spooky performance and storytelling walk. Footfall on the nearest counter recorded +15.6% compared with 2021, and +4.2% compared with 2019. 100+ people attended the Fright Night Walk.
- **Blackburn Glitterball: Christmas Lights Switch On event** – Local dance, theatre and music groups performed alongside professional festive all singing, all dancing shows. AJ Odudu guest starred in the ‘Strictly’ themed event to switch on the lights. Footfall on the nearest counter recorded +28.5% compared with 2021 and -0.3% compared with 2019.
- **Blackburn Gingerbread Christmas Trail** – 13 gingerbread models, characters and selfie zones around the town centre. Over 2,500 families engaged with the trail.
- **Monthly Social Media competitions** – 10 town centre businesses showcased with sponsored social media posts and prize giveaways.
- **Spend Christmas in Blackburn with Darwen partnership promotional campaign** – with Blackburn with Darwen Council and The Mall Blackburn. Daily social media posts promoting businesses with prize giveaways.
- **Marketing and PR support from Viva PR** – supporting BID events, projects and businesses; generating creative content, positive news stories, live social media videos and media opportunities.



WHAT'S IN STORE FOR 2023

- Family-focused events at key times of the year
- Continued support for Blackburn town centre businesses
- New Blackburn BID website
- Support for new Tourism & Investment website

safe and secure

making the town centre

safer and more secure



What does this mean?

2 dedicated town centre police officers funded by Blackburn BID and Blackburn with Darwen Borough Council

Safe delivery of town centre events

Support for businesses in dealing with retail crime and anti-social behaviour

Ability to prevent crime and deter offenders

WHAT WE DELIVERED IN 2022

- **Town Centre Police Officers** – In partnership with Blackburn with Darwen Borough Council, Blackburn BID continued to fund 2 dedicated town centre police officers.
- **Targeted Security Patrols** – Prestige Security have provided security patrols in Blackburn town centre at peak periods and to ensure the safe delivery of events in 2022. The security patrols have supported the police and town centre businesses to deal with begging, retail crime and Anti-Social Behaviour (ASB).
- **Continued support for Blackburn Businesses Against Crime (BBAC)** – working together to reduce crime and anti-social behaviour in the town centre. 3 BBAC meetings delivered. Access to the DISC crime information sharing system funded for all BID members.
- **National Business Crime Solution (NBCS)** - BBAC and Blackburn BID continued to be joint members of NBCS in 2022, 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 and substance misuse support services, BBAC, and the Mall Blackburn centre to tackle crime and ASB issues in the town centre.

WHAT'S IN STORE FOR 2023

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

£100k+

BID investment in Safe and Secure initiatives

£67k

per annum investment in town centre policing

900+

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

£6.3k

investment in Blackburn Businesses Against Crime (BBAC) and DISC

250+

regular users of the DISC crime information sharing system

3

BBAC meetings

1

Safe & Secure Newsletter

cleaner and greener

making the town centre

cleaner, greener and more sustainable



£3k

investment in cleaner, greener projects

8

Planting & maintenance sessions

4

existing planters & 1 planting bed renovated and adopted by community groups

1

Tree Buddy Project completed & 2 Walking Routes developed

1

Guided Urban Tree Walk delivered



Member of the Oversight Panel for BwD People's Jury on the Climate Change Crisis

Sustainability as an integral part of event delivery

What does this mean?

1 Silver Gilt Britain in Bloom Award for the Blackburn in Bloom partnership

1 Gold North West in Bloom Award for the Blackburn in Bloom partnership

66

volunteers involved in planting and tree projects



WHAT WE DELIVERED IN 2022

- **Growing Places** – Planting and maintenance sessions delivered at Growing Places planting beds at Victoria Gardens and Blackburn College. Blackburn Train Station planters weeded, redesigned and replanted with BID member Nightsafe who have now adopted them. Morrisons Café planting bed renovated, redesigned and replanted with Child Action North West Infant Carers and Nightsafe. Planter donated by Blackburn with Darwen Council at The Mall Blackburn car park entrance designed, planted and looked after by Purple Patch.
- **Blackburn in Bloom** – Award-winning partnership between Blackburn with Darwen Council, Blackburn BID, The Mall Blackburn and partners to deliver high quality, sustainable, community-focused planting schemes around the town centre.
- **Tree Buddy Scheme** – Volunteers identified, researched and photographed trees around the town centre, to develop two Urban Tree Walks and website resource. 1 volunteer-led guided walk delivered.
- **Sustainability** - Pumpkin pulp and waste from the October Pumpkin Carving workshops went to BID Member Nightsafe to turn into meals and snacks for residents, and the rest to a local farm for animal feed. Energy saving measures and equipment were introduced at the Blackburn Glitterball – Christmas Lights switch on event, including cold low-energy lighting and safe manual lifting of equipment.

WHAT'S IN STORE FOR 2023

- More planting projects
- Development of the Tree Buddy Scheme
- Blackburn in Bloom Partnership
- Adoption of Blackburn Train Station

Financial Summary

The BID is overseen 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.

2022 financial summary (subject to audit):

INCOME 2022		
Funds b/f from 2022		£24,866.67
BID levy collected 2022		£274,897.46
BID levy collected 2019-2021		£11,871.88
Other income		£10,267.50
Total		£321,903.51

EXPENDITURE 2022		
Obj 1 - Market & Promote		£134,449.41
Obj 2 - Safer, more Secure		£100,925.36
Obj 3 - Sustainable		£3,021.69
Management costs		£69,118.48
Total		£307,514.94
Funds c/f		£14,388.57

Blackburn BID Executive Board members for 2022 were:

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



Blackburn town centre
£307k total investment in
 Year 4 of 2019-23 BID term

In 2022 there were
12 Executive
 Board Members



£130k

INVESTMENT

in marketing & promoting the town centre



2.6 MILLION VISITORS

+27.6% more footfall than 2021

OVER 2,025,300

REGIONAL & NATIONAL MEDIA REACH

13 FREE

town centre events



BLACKBURN **BID**s
SOCIAL MEDIA
CHANNELS
HAD A REACH OF
490,117

£67k

investment
in town centre policing



900+ HOURS

OF SECURITY PATROLS



NORTH WEST IN BLOOM
GOLD AWARD

+
BRITAIN IN BLOOM
SILVER GILT AWARD
FOR BLACKBURN IN BLOOM PARTNERSHIP

66 VOLUNTEERS
INVOLVED IN PLANTING
& TREE PROJECTS

2 URBAN
TREE WALKS
DEVELOPED



Get the most from your membership

We want you to get the most out of being a Blackburn town centre BID member and to feel like you are getting value for money in return for your BID levy.

Here are some of the ways you can get involved and keep up to date:

Regular BID member updates

Blackburn BID Manager Catherine Price regularly sends out email updates with news, information, advice, guidance and support relevant and available to Blackburn town centre businesses. These updates are also shared across Blackburn BID social media channels and the Blackburn BID website. If you're not on the mailing list, please email catherine.price@newground.co.uk to be added.

Monthly newsletters

Blackburn BID send out monthly newsletters to everyone on the Blackburn BID mailing list. Each contains an overview of the updates provided by the BID Manager throughout the previous month, with links to more information. If you would like to be added to the monthly newsletter list, please email:

catherine.price@newground.co.uk

Social media

At Blackburn BID we know that everyone has their preferred social media channel. Whether you prefer Facebook, Instagram or Twitter we have you covered. We are always reviewing the best way to engage with our business community, and also attract visitors.

The Blackburn BID channels across all platforms will continue to share business news and events. Please use these channels to share your news so we can amplify your message. Tag us and we'll share it with the BID's followers too.

In 2023 we are launching our new TikTok channel and creating more social media video content about the BID and our brilliant BID businesses. If you'd like to be involved please get in touch.

To support you to make the most of the promotion opportunity social media provides, you'll find free social media workshops available on YouTube, delivered by Viva PR who manage Blackburn BID's digital marketing and PR.

We'll also be delivering more Business Breakfast workshops in 2023 – themed morning sessions with breakfast provided, offering practical advice and support for town centre businesses.

Events

Blackburn BID are always looking for businesses to join in with events and activities that will attract more visitors.

If you would like to be included in one of the BID's trails, competitions, activities or promotions please keep an eye out for opportunities on the email mailing list, social media channels and monthly newsletter.

Feedback

We always welcome feedback from BID members – positive or constructive. Our relatively small but dedicated team, like you, wants to showcase Blackburn town centre and our amazing BID member businesses in the most positive light possible and attract new and returning customers. If you have any ideas on how we can continue to improve please contact:

catherine.price@newground.co.uk





“The activities create something special for the town. They give families something to do together and we’ve seen lots of new faces coming in to the shop as a result. The BID should be proud of itself.”

Moss, Rhode Island

“I think the response to the trails has been great! Children have been coming in with their parents to look at the sculpture, taking pictures and looking around the store while they’re here.”

Natalie, Manager
Blackburn Primark

“Blackburn BID’s security patrols have been fantastic to say the least and is really supporting the teams to feel safe when working on the retail park.”

Adam Lord, Store Manager, TKMaxx

“We had a really good event and lots of footfall. I feel the events will create us some new regular visitors, as a few did stay to play. We also had some who said they didn’t know what we did but will be back, which is amazing!... all in all the event was brilliant and we will definitely be more than happy to take part in this kind of event again.”

Linda, Blackburn Geek Retreat

“Once again Blackburn Library has benefitted from one of the town centre trail initiatives, we are very grateful to be involved. Feedback from families and staff has been very positive and there have been lots of photos taken and shared – I’ve seen quite a few taken from outside too. The sculptures have been a real talking point between different groups of visitors – adults have been really interested too.”

Adele Karwat, Service Manager: Libraries and Archives,
Blackburn Central Library

“All the engagement as a result of the trails has been absolutely amazing. We have doubled our footfall over the week. We can see all the smiles on the children’s faces and we’re definitely going to get involved in anything organised by Blackburn BID in the future.”

Uwais at Utilita Energy Hub

“Your emails were so helpful all the way through the lockdown and after.”

Victoria O’Brien, General manager,
Specsavers

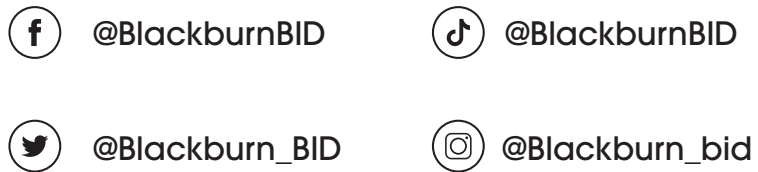
“Thanks for letting us be a part of the Sand Sculpture trail - the kids have all loved it!”

Paul Wilding, Partner,
Grays Schoolwear



For more information about Blackburn BID get in touch.

www.blackburnbid.co.uk



Catherine Price
Blackburn BID Manager
T: 01254 265163 |

M: 07860 952352

Lisa Woodhouse
Viva PR
T: 01706 214340 |

M: 07732 441898

