Colne BID
Developing the Colne Offer
2018-2023

Lisa Durkin – Colne BID Manager
The priorities and programme for Colne’s Business Improvement District

4 Ps: Promote, Partnership, Pride, and Protect
Growth of Festival / Events

• Support and enhance existing events: Colne Blues, Grand Prix, Christmas In Colne, Easter

• Develop new ‘Community’ events and networking eg. Coffee Natters, Support Your Local High Street, Business networking events, Photography Competition, Food & Drink Festival, Home & Interiors events

Note: Events don’t always result in increased footfall and Increased spend but offer a ‘feel good factor’
A Business Voice

• Influence
• Effective Partnership
• Seek additional Funding
• Lobbying – forum for businesses to pass on feedback /suggestions
• Listen & Learn about each others needs of different business sectors
Develop the Colne Brand – Come To Colne

- [www.cometocolne.co.uk](http://www.cometocolne.co.uk)
Develop the Colne Brand – Come To Colne

- Take Pride in Colne – Heroes of the High Street, Floral features, Clean Up Campaigns
- Safe and Welcoming - Day into Night
- Enhance appearance of Town – Banners, Empty units, Gateway Sites
- Positive News Stories – Feature on local businesses – Support your Local High Street
Attract New Business & Opportunities

• Target new independent retailers to compliment existing Mix
• Engage with Landlords /Empty Shops/Developers
• Apply for Funding: Heritage Action Zone BID
Mitigate Challenges facing Town Centres

- Business confidence, Brexit, reduced consumer spend & footfall
- Parking – threat of Car parking charges – act as a lobby group
- Recycle /Upcycle and backlash against consumerism – Shop Local etc
- Reward consumer loyalty
Reduce Business Costs

• Collaborative business services – Reduce savings on Card processing /Merchant fees, Utility Bills, PAT Testing

• Marketing & promotion: Photography for small business to use on social media, social media training, website templates.
Support Businesses

• Embrace tools to improve as a business - Identify any business training needs eg. Social media, Health & Safety, First Aid, Marketing, website training
• Networking opportunities & events
• Consider needs of different sectors and town centre locations
How will we know what’s working?

- Regular Reviews and ongoing monitoring
- Robust set of indicators, milestones and tracking systems.
- Use of a business CMS database with a tracking system.
The Colne BID is certainly a challenge....

330 businesses
Wide Geographical area
Small budget £85K PA
But it will be worth the Journey ...

DIFFICULT ROADS OFTEN LEAD TO BEAUTIFUL DESTINATIONS.