## Contents

**The BID so far**
- Blackburn BID: Five more years
- Achievements & Key Statistics

**Project Reviews**
- Marketing & Promotion
- Safe & Secure
- Greener Cleaner
- Attract & Support

- BID Initiatives 2014 - 2018
- An Award Winning Town
- BID Events 2014 - 2018

**BID Renewal**
- What is a BID?
- The BID Vote
- Supporting the BID
- The BID Area

**Business Plan: The Next Five Years**
- Marketing & Promotion
- Safe & Secure
- Environment

- What Happens
- BID Finances
- Arrangements & Governance
- Performance Monitoring

**Back Cover**
- Contact Details
In 2013 Blackburn Town Centre businesses formally voted in favour of a proposal to establish a Business Improvement District. This provided the mechanism for £1.5m investment in the town centre over the last 5 years, addressing issues important to local businesses:

- 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
- Attracting and supporting businesses

With your support the town has been able to reposition itself as an exemplar of regeneration and collaboration. Through regular working group meetings & partnership working, the Blackburn BID acts as a direct liaison between the town centre businesses and key partners such as Blackburn with Darwen Borough Council, Blackburn College, Blackburn Cathedral, The Mall, Blackburn Market, Lancashire Police and many more to ensure that businesses participate and that your voice is heard.

The Blackburn BID has also supported strategic projects in the town centre such as the Cathedral Quarter, new bus station and Blakey Moor Townscape Heritage Project.

You are now being asked to vote to renew the BID for five more years. Only by securing a majority ‘YES’ vote in the renewal ballot can we build on our achievements to date and make Blackburn Town Centre an attractive place to do business. We would like to count on your support.

This document provides an overview of our business plans for 2019 - 2013, as well as our achievements to date. Blackburn BID has demonstrated that we can make a positive impact on our town centre and without the BID our vibrant programme of events and marketing, safety initiatives and environmental improvements will end.

Our contact details are on the back cover and we would encourage you to contact us if you have any questions.

Vote ‘YES’ and let’s build on our success.

Nicola Clayton
Chair, Blackburn Town Centre BID
BID ACHIEVEMENTS SO FAR...

1.2 Million
People attracted to the town through BID supported events such as the Blackburn Heritage Festival, Countryside comes to Town and Street Fairs.

£3.6 Million
Estimated value of press & media coverage for BID initiatives and events.

6K+
Followers on our Twitter account.

40K+
People attracted to the town centre every year through the annual Christmas programme supported by the BID.

150+
Businesses signed up and utilising the Blackburn Businesses Against Crime DISC System & the town centre digital radio scheme.

25 Million
Social media impressions. The number of times our social media content has reached readers.
£50K+
Investment in additional CCTV and joined up monitoring enabling enhanced surveillance across the whole BID area, from Townsmoor to the University Centre and cameras within The Mall & Council controlled systems.

£48K+
Investment in 3200 man hours of targeted security at key retail seasons & during festivals & events.

£120K
Investment in the planting and maintenance of over 225,000 plants for planters, barrier and lamp post displays and hanging baskets winning RHS Britain in Bloom Gold awards regionally and nationally.

£200K+
Additional attracted income generated through funding applications and sponsorship for our events and marketing initiatives on top of the £1.5m business contributions.

£25K
Investment in footfall monitors to measure the change in newly emerging parts of the town centre such as Northgate/Blakey Moor & Cathedral Square.

8K+
Followers on our Facebook & Instagram pages.

£50K+ £48K+ £120K £200K+ £25K

VOTE YES
The BID has organised high profile events such as Countryside Comes to Town, Blackburn Heritage Festival, The Fire Garden, Here Be Dragons, The Big Easter Egg Hunt, Street Fairs, Steam Sunday and packed Christmas programmes. Our partnerships with The Mall, Blackburn Market, Blackburn with Darwen Borough Council and Blackburn Cathedral has ensured that a calendar of events has been strategically planned throughout the five year period in order to continually support Blackburn’s positive identity.

We have also supported and promoted other high profile events such as the Blackburn Cathedral Flower Festival & the National Festival of Making.

2018: The recent Blackburn Vintage Carnival in September and a strong Christmas programme including favourites such as the Festival of Light & Lights Switch On, joined this year by a full scale month-long Christmas Market on Cathedral Square.

YOU SAID:
‘We need more marketing campaigns throughout the year to attract customers to the town’
The Blackburn BID represents the private and public sector working together towards a shared goal of regaining Blackburn’s sense of prominence and place. Blackburn Heritage Festival, Countryside Comes to Town, the Christmas Lights Switch Ons and last year’s Fire Garden, not to mention the prestigious awards of The Great British High Street of the Year and Britain in Bloom Gold Awards are just some of the achievements in their first five years. Their turnaround of the town’s centre is impressive.

Ian Brown
Chairman, Blackburn with Darwen Hive Ambassadors Network

PROJECT: Marketing & Promotion

£433k INVESTED

WE DELIVERED:

• A dedicated PR service, generating creative content and news, feeding into media outlets as editorial, good news stories and interview opportunities
• Using social media and regular bulletins to attract visitors to the town
• Working in partnership with other local bodies to produce a calendar of events and high profile festivals all year round
• Coordinated marketing campaigns such as “Be Surprised”, “Spring into Blackburn” and the “Great British High Street Party”
A negative perception of safety 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 have been identified by current businesses. The increased presence of community officers has provided businesses, consumers and visitors with the confidence that these issues are being tackled.

In the wider BID area, private security staff continue to be deployed to support the Townsmoor Retail Park during busy seasons. Through partnership with BBAC (Blackburn Businesses Against Crime) key events within the town centre have benefited from extra policing and security patrols.

YOU SAID:
‘A safe and secure Blackburn town centre is an essential requirement for businesses’
PROJECT: Safe & Secure

£285K INVESTED

WE DELIVERED:

• The deployment of two Police Community Support Officers (PSCOs) to operate within a team of police officers covering the BID area
• The BID funded additional CCTV cameras in new town centre locations, expanding the area of coverage
• The development of the BBAC (Blackburn Businesses Against Crime) initiative which is dedicated to working together to reduce crime and anti-social behaviour
• A begging initiative encouraged people to donate their money to drop-in organisations who are committed to supporting the homeless rather than giving money to people directly on the street
• An expansion of the shop radio scheme to more businesses as well as the launch of Pubwatch scheme

“We are focused on making Blackburn a safe place and we value our partnership with the BID. We are committed to maintaining a positive relationship going forward to ensure the safety and security of the public and businesses in Blackburn.

Inspector Martyn Holt
Lancashire Police
Blackburn’s BID area has seen an improvement in cleanliness and appearance through planting projects, new litter bins and the enhancement of visitor signage. By working with resident businesses to identify target areas of concern across the town centre, it has been possible to tackle those zones which may not promote Blackburn’s positive image. The BID area continues to become an attractive location that entices new businesses, shoppers and visitors.

YOU SAID:
‘We want to see a cleaner, greener and more sustainable Blackburn which is accessible and welcoming’
YOU SAID: 'We want to see a cleaner, greener and more sustainable Blackburn which is accessible and welcoming.'

WE DELIVERED:

- A programme of planting and floral displays throughout the year, brightening areas of the town centre
- Reductions in fly tipping, graffiti and fly posting by working in close partnership with the council, police and CCTV monitoring teams
- New and improved signage in order to improve accessibility around the town, targeting the town’s key gateways
- Winning National & Regional Britain in Bloom Gold Awards
Through continued consultation with local businesses, the BID has responded to the need to attract new businesses to the town. Communication with existing businesses has enabled the BID to adapt to the priorities and requirements of Blackburn’s traders. From the close monitoring of visitor footfall to the continued promotion of the BID & other events, Blackburn continues to attract national interest.

Business property vacancy rates in the BID area have fallen from 21% in 2013 to 14.6% at Q1 of 2018.

YOU SAID:
‘We need to attract people from the wider area; consumers and new businesses’
The evidence of partnership working in Blackburn Town Centre is self-evident which is making the town a more attractive proposition for potential investors in office, retail and residential space. Organisations such as the Blackburn BID are key to this success.

Andrew Dewhurst
Director, Maple Grove Developments

**PROJECT: Attract & Support**

£107K INVESTED

**WE DELIVERED:**

- Improvement in the appearance of vacant properties by working with the local authority, landlords and property agents
- In partnership with Blackburn College, we funded and promoted a range of opportunities for young people to trial businesses as part of The Teenage Market initiative
- Working with property agents and owners to provide them with the support and data they need to attract new investment in the town
- The production of a new town centre printed and digital visitor map to encourage the discovery of the full BID area
BID Initiatives 2014 - 18

- Be Surprised Campaign
- Volunteer Programmes
- The iBulance Project
- Be Surprised Awards
- PCSOs & Security
- Customer & Business Surveys
- Additional CCTV Cameras
- Additional Litter Bins
- Additional Planting
- Additional Branded Gazebos
- Press Monitoring
- Healthy High Streets Partnership
- Anti-Begging Campaign
- Event Sponsorship
- Helping to make Blackburn greener and cleaner
'and the winner is... Blackburn!'

Here are some of the awards that Blackburn has received since businesses got behind the town’s prosperity plan & began working together as the Blackburn BID.

Vote ‘YES’ to continue our success.

- **2015** Lancashire Tourism Awards Finalist - Best Large Event
- **2016** Blackburn with Darwen Hive Awards - The Buzz Award
- **2016** Britain in Bloom - Gold Regional Award
- **2016** Great British High Street - Town Centre of the Year
- **2016** Great British High Street - Winner of Winners
- **2017** Britain in Bloom - Gold National Award
- **2017** Britain in Bloom - Gold Regional Award
- **2017** Lancashire Tourism Awards Finalist - Tourism Superstar
- **2018** Blackburn with Darwen Hive Awards - Chairman’s Award

High Streets minister Jake Berry MP with Blackburn’s Kate Hollern MP celebrating our win of the Great British High Street Awards.
Blackburn has become well-known for the events organised and promoted by the Blackburn BID. Hundreds of thousands of visitors have enjoyed these landmark events and campaigns, along with other BID supported festivals such as the Festival of Making and the Blackburn Cathedral Flower Festival. In 2018 visitors have already enjoyed a Vintage Carnival and still to come a full Christmas programme, including a full-scale Christmas Market.

Be Surprised | Countryside Comes to Town | Town Hall Street Fairs
Blackburn Heritage Festival | Steam Sunday | Blackburn Town Centre Heritage Trails
Christmas Lights Switch Ons | Here Be Dragons | Blackburn Cathedral Flower Festival
Walk the Walk Town Centre Discovery | Blackburn BIG Christmas Street Fair
The BIG Easter Egg Hunt | Blackburn Festival of Light | Blackburn Community Carol Service
Blackburn Heritage Walks | Teenage Markets | Spring into Blackburn | Sing Together
The Festival of Making | Blackburn Comic Con | Town Centre Street Fairs
The Blackburn Magazine | The Great British High Street Party | The Fire Garden
What is a 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 Company and used to deliver the local improvements.

Top Business Benefits

- Opportunity to participate in a number of new events and projects to raise the profile of your business
- Access to a range of professional and support services arranged for the town by the BID
- Access to key town centre performance information, such as footfall data, sales performance, car park occupancy and vacant unit trends
- Enables businesses to directly influence change by making your voice heard in forums and working groups
The BID Vote for Renewal

Who can vote?
All businesses listed on the Non Domestic Rating List in the defined BID area on the day of the ballot will be eligible to vote.

Who pays the levy?
If the BID vote is successful the BID levy will be 1.25% of gross business rateable value. The annual BID levy will be charged on all businesses located within the BID area with a rateable value in excess of £10,000. A business that is in occupation of a hereditament on the 1st January will be liable for the BID levy for that year based on the most recent Non Domestic Rating List. The levy will be collected as a single payment with no apportionment or pro-rata payments. Where a property is vacant the owner / landlord will be required to pay the levy. Any rating valuation adjustments, new or removed hereditaments will be adjusted annually on 1st January each year.

The levy will be collected by Blackburn with Darwen Borough Council and the funds passed over to the BID Company to be used to deliver the projects and services set out in the BID Business Plan.

What does the BID need to be successful in the ballot?
There are two measures that the ballot needs to meet:
• a simple majority of those that vote, voting ‘YES’
• and a simple majority of the rateable value of the eligible businesses in the BID area voting ‘YES’

In order to secure a new term of five years the Blackburn BID must receive a ‘YES’ vote from a majority of business voting in the ballot, both by number and by the total rateable value of those businesses represented.

You have until 2nd November 2018 to vote.

Electoral Reform Services will independently carry out the vote.
Supporting the BID

As a small business owner in Blackburn, I am supporting the renewal of the Blackburn BID as they support local independent businesses and their events and marketing increase footfall into the town. Blackburn BID ensure that small businesses have a voice in the town.

Beth Hartland  
Hartlands House of Beauty & Grooming  
Town Hall Street

Blackburn College supports the YES vote for Blackburn’s Business Improvement District due to the many benefits it brings to the town. Supporting a strong and thriving town centre is vital for the area. We have a fantastic offer in Blackburn which we all need to shout about to keep attracting more and more visitors and investors. The BID has built momentum in the town along with other partners such as the College. We want to keep and build on the benefits including cleaner, more attractive streets with wonderful flowers and plants providing a feel good factor, extra security measure and of course the great events and street fairs putting Blackburn on the map.

Jennifer Eastham  
Vice Principal  
Blackburn College

All the major town centre stakeholders pulling together has been a key component in winning awards like the Great British High Street and in the ongoing regeneration of Blackburn town centre and the Blackburn BID has played a vital role in bringing local businesses together to take part in that work. It is vital that the BID receives a strong ‘YES’ vote in next month’s election so that this sense of positivity can continue and grow.

Cllr Phil Riley  
Executive Member for Regeneration  
Blackburn with Darwen Borough Council

As a small business owner in Blackburn, I am supporting the renewal of the Blackburn BID as they support local independent businesses and their events and marketing increase footfall into the town. Blackburn BID ensure that small businesses have a voice in the town.

“
As General Manager of The Mall, we have worked in partnership with the BID over the last five years on a range of successful initiatives including events, marketing, security and, of course, Christmas. We are supporting the renewal of the BID, as we need to continue to make Blackburn a more attractive and safer place for people to visit and continue to change perceptions to a wider audience.

Lorraine Jones  
General Manager  
The Mall Blackburn

We are supporting the ‘YES’ vote for the Blackburn BID. As part of our ambition to bring The Exchange back into use as a community venue, the support of the BID over the last few years has been invaluable. Their work to positively raise the profile of the town and their innovative events programme has been a valuable contribution to our ambitions for our venue. We need to continue to support the BID to build on the progress the town has already made.

Dr Alastair Murdoch  
Chair of The Exchange Blackburn

VOTE YES
Blackburn: Plans for the next 5 years

Businesses now have the opportunity to cast their vote as to whether the Blackburn BID continues after December 2018 with the potential to raise an additional £1.5 million to invest into the town centre over the next 5 years.

If you vote YES – here are our business plans for the next 5 years.

1. Marketing & Promotion

Blackburn businesses value marketing and promotional events that increase visitors into the town. We will work in partnership with a range of organisations to develop a calendar of events to attract visitors into the town centre.

WE WILL:

• Plan and deliver a range of high quality events in partnership with a range of organisations to promote Blackburn as a vibrant town, to encourage footfall all year round

• Continue to provide a dedicated communications function to support the promotion of positive messages about the town centre to attract visitors, new businesses and residents via a range of channels including PR, social media, advertising, branding and marketing support

• Target visitors from the wider area by continuing to work collaboratively with a range of organisations & partners

• Produce regular newsletters to encourage participation in working groups, raise awareness and additional income through voluntary levy payers

• Promote the developing evening trade & night-time economy

• Explore opportunities for cross-sector networking events, consolidating existing partnerships and forging new ones

VOTE ‘YES’ FOR £100K ANNUAL INVESTMENT
2. Safe & Secure

As a result of the consultation process there is a demand for an increased security presence which includes providing a retail radio to every shop, a visible security presence in the town centre and access to retail crime initiatives such as Pubwatch and DISC.

WE WILL:

• Continue to develop relationships with partners, including the BBAC (Blackburn Businesses Against Crime)

• Create a zero-tolerance approach to begging in the town centre, encouraging visitors not to give directly to people on the street but to organised charities

• Complete and promote the new joined up CCTV system covering the BID area

• Provide support for the police by directing funding and resources where best utilised within the BID area

• Deploy targeted security to tackle low level seasonal anti-social behaviour incidents and deter shoplifting

• Promote the new Pubwatch radio service to support growing efforts to regenerate a night-time economy

VOTE ‘YES’ FOR
£80K
ANNUAL INVESTMENT
3. Environment

The award-winning planting and maintenance of Blackburn’s green spaces and flower displays are a source of great pride to businesses. The BID will continue to work in partnership with Blackburn with Darwen Borough Council and other stakeholders to uphold and improve the standard of our planting displays, barrier baskets and flower beds around the town centre.

WE WILL:

• Ensure the continued maintenance of award-winning planters in communal areas across the town. We have received a large amount of positive feedback from visitors about the positive impact this scheme has made to the town centre.

• Improve the appearance of empty shops through associated campaigns and events in order to reduce unattractive areas on the edges of the main shopping areas.

• Continue to work closely with property owners to improve the maintenance and upkeep of retail units.

• Provide support and advice to resolve issues around environmental concerns such as litter, fly-tipping, street cleansing, blocked drains, flooding, noise and trespassing.

VOTE ‘YES’ FOR £40K ANNUAL INVESTMENT
WHAT HAPPENS IF THE BID IS NOT RENEWED?

If the BID is not renewed during this ballot for an additional 5 year term, then:

All BID events will **end this year**
All BID marketing & promotions will **end this year**
All BID social media and PR will **end this year**
All BID supported safety initiatives will **end this year**
All BID planting schemes will **end this year**
All BID networking and town centre collaboration will **end this year**
All BID supported additional funding for PCSOs & additional security will **end this year**
All BID support for Blackburn Business Against Crime will **end this year**
All BID schemes to encourage visitors from a wide area will **end this year**
All BID funding for infrastructure, such as CCTV, will **end this year**
All BID programmes will **end this year**

VOTE ‘YES’ TO RENEW THE BLACKBURN BID
### BID FINANCES

**2019 - 2023**

<table>
<thead>
<tr>
<th>Income</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BID Levy</td>
<td>297349</td>
<td>297349</td>
<td>297349</td>
<td>297349</td>
<td>297349</td>
<td>1486745</td>
</tr>
<tr>
<td>Voluntary Contribution</td>
<td>5212</td>
<td>5212</td>
<td>5212</td>
<td>5212</td>
<td>5212</td>
<td>26060</td>
</tr>
<tr>
<td>Total Income</td>
<td>302561</td>
<td>302561</td>
<td>302561</td>
<td>302561</td>
<td>302561</td>
<td>1512805</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Levy Collection</td>
<td>5430</td>
<td>5430</td>
<td>5430</td>
<td>5430</td>
<td>5430</td>
<td>27150</td>
</tr>
<tr>
<td>BID Management</td>
<td>57500</td>
<td>58650</td>
<td>59823</td>
<td>61019</td>
<td>62240</td>
<td>299232</td>
</tr>
<tr>
<td>Market &amp; Promote</td>
<td>100000</td>
<td>100000</td>
<td>100000</td>
<td>100000</td>
<td>100000</td>
<td>500000</td>
</tr>
<tr>
<td>Safer &amp; Secure</td>
<td>84650</td>
<td>84650</td>
<td>84650</td>
<td>84650</td>
<td>84650</td>
<td>423250</td>
</tr>
<tr>
<td>Cleaner &amp; Greener</td>
<td>40000</td>
<td>40000</td>
<td>40000</td>
<td>40000</td>
<td>40000</td>
<td>200000</td>
</tr>
<tr>
<td>Contingency</td>
<td>12635</td>
<td>12635</td>
<td>12635</td>
<td>12635</td>
<td>12635</td>
<td>63173</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>300215</td>
<td>301365</td>
<td>302538</td>
<td>303734</td>
<td>304953</td>
<td>1512805</td>
</tr>
</tbody>
</table>

### Additional Funding & Sponsorship

The BID is committed to seeking additional funding in the form of sponsorship, grants, voluntary contributions & wider business contributions to increase the delivery of initiatives to address the business plan objectives.
The BID will continue to be 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 per year with 7 members required to be present for a meeting to be quorate. The structure consists of permanent and elected positions, allowing representation from all business sectors and key stakeholders in the BID area. Levy payers will be eligible to vote at annual general meetings and nominate individuals for the elected board positions.

The BID Board is responsible for developing and implementing the proposal which sets out how the Business Improvement District will operate. They provide the local authority with this proposal along with the business plan (including the estimated cash flow, and predicted revenue to be generated by the Business Improvement District) along with the financial management arrangements for the Board. The local authority manages billing and the collection of the levy which is then passed to the Business Improvement District.

**The Executive Board will be responsible for:**

- Guiding and directing the delivery of the BID Business Plan
- Appointing an accountable body
- Guiding and monitoring the work and performance of the BID Manager
- Approving eligible expenditure
- Monitoring and reporting performance to levy payers

**The accountable body is responsible for:**

- The recruitment and employment of a BID Manager
- Financial management
- Secretariat support for the Executive Board
- Producing audited statements of expenditure and progress reports
Performance Monitoring

It is important to be accountable to the levy payers of the BID and be able to analyse the impact of the changes that are made throughout the town. By continually monitoring our BID projects and services we will be able to provide all stakeholders with qualitative information. In order to successfully achieve this, base line agreements will be developed and maintained in conjunction with the local authority.

**Key indicators will include:**

- Footfall
- Number of online interactions
- Advertising value equivalency
- Crime and anti-social behaviour statistics
- Number of businesses registered for Blackburn Business Against Crime
- Number of businesses attending BID forums
- Vacancy rates
- New businesses and investment
- Annual business perception surveys
- Environmental crime statistics (e.g. fly tipping)

“Blackburn is a great example of how hard work & support for local businesses can turn things around. The strong Business Improvement District is working closely with the council to invest in the town & put on a vibrant calendar of events that has seen visitors flock in their thousands to the town centre - long may it continue”

**Sajid Javid**
Communities Secretary
talking about Blackburn’s Great British High Street Awards
Contact us
01254 265 163

For more information please see our website www.blackburnbid.co.uk

For further information please contact
Blackburn BID
C/O Newground CIC, The Environment Centre, Nova Scotia Wharf
193 Bolton Road, Blackburn, Lancashire, BB2 3GE
Tel: 01254 265 163 Email: info@blackburnbid.co.uk
Search for Blackburn BID on Twitter, Facebook & Instagram
#BBBIDRenewal