

# Colne Business Improvement District



Tuesday 9<sup>th</sup> March 2021 5.30pm  
VENUE: Remote Meeting Via ZOOM

## AGENDA & MEETING NOTES

Item	Notes
<b>1. Welcome, introduction, apologies.</b> <b>2. Board Member updates /Changes</b>	<p>Attended by Aneesa McGladdery, Jane Turner, Ash Metcalfe, Stuart Wilson, Jo'anne Greenwood, David Clegg, Kevin Mason, Nicola Holding, Norma Tinsley, Sarah Cockburn-Price, Christina Cope, Hassan Ditta</p> <p>Apologies: Mark Bateman</p> <p>Welcome to Norma, one of our new Directors.</p> <p>The board elected Stuart Wilson as Chairman and Jane Turner as Vice- Chair</p> <p>The Board also voted in 2 more directors who submitted applications: Beverly Owen of TK Maxx and Azhar Iqbal of Colne Tyre Centre</p>
<b>3. Minutes /Matters arising from previous meeting</b>	<p>Colne in Bloom: working with Naomi for future projects, no ideas so far but will keep the board updated</p> <p>Virtual High Street: end date of 31<sup>st</sup> March- will take off the minutes for this meeting</p> <p>QR Code system: haven't sourced prices yet – due to ShopAppy potentially instead.</p> <p>TK Maxx Car park: still do not know who the owner is, Previous owner still hasn't heard back either. Beverly also hasn't heard</p> <p>ANPR: no update yet</p> <p>Vehicle Charging units: Ash – any update?</p> <p>Recycling bins: keep on minutes, no update</p> <p>Q&amp;A: next one on Thursday, please push</p>
<b>4. Grant Updates: ERDF</b>	<p>In addition to the totems, Aneesa also put ShopAppy on the wish list for Colne: <a href="http://www.shopappy.com">www.shopappy.com</a> . This Community Interest Company (CIC) has been created for local independent retailers to trade online using their ecommerce system, it enables the shopper to have 1 basket across multiple retailers with 1 delivery, 1 click and</p>

	<p>collect or click and collect at one point. There is a function for appointments to be booked for hairdressers and beauty places and online reservations for pubs and restaurants. This is the next step up from the virtual high street and costs £12000+vat for each town. Unfortunately, Colne was rejected for the funding, so it is looking likely that the totems are going to be put forward, which is also welcomed.</p>
<p><b>5. Funding /Billing/BID Levy Debtors</b></p>	<p>Currently circa £18k outstanding since the last meeting so the payments have slowed down. Hassan also asked about when year 3 bills should go out, last year they went out in July time, discussed that it should be a couple of months earlier in either May or June.</p> <p><b>ACTION: Second half of the reminder letters to go out on the 10<sup>th</sup> march as the first half went out today (9<sup>th</sup> March). Aneesa to sort year 3 billing month with Hassan and Stuart.</b></p>
<p><b>6. PRIDE in Colne</b>  Fresh LOP  Colne Clean Up  Colne In Bloom</p>	<p>Fresh lick of Paint:  <b>Now have a total of 6 approvals: West Riding Hyundai, Duke of Lancaster, Lancashire Dental, La Villa, Swankies and Indigo Financial Services. 4 spaces left for year 3.</b></p> <p>Colne Clean up:  <b>Street cleaning for gum removal on Skipton Road and Hartley Square is pencilled in for 22<sup>nd</sup> March – this is subject to hydrant access for Unique Clean.</b></p> <p><b>10<sup>th</sup> April: Board litter pick, also will encourage businesses to host their own clean up day ready for the 12<sup>th</sup> April. Aneesa advised the board that Maggie and the team at MHD hairdressers are dressing up and taking part in a clean-up outside her business. Aneesa will take photos and hope this will encourage others to take part too.</b></p> <p><b>ACTION: Aneesa to push clean up on Colne BIDs facebook page and the BID business group</b></p> <p>Recycling Bins:  <b>Keep on the agenda for action</b></p> <p><b>ACTION: Aneesa to liaise with CTC / PBC and check if there are plans for recycling bins and obtain quotes for transparent bins.</b></p>
<p><b>7. PROMOTE Colne:</b>  Virtual High Street  Social Media Update  Marketing Meeting Ideas /  Town Centre App  Window Displays</p>	<p>Social Media Update:  <b>This formed part of the budgeting conversations as Aneesa had completed the cashflow tracker and pointed out that £20k has so far been spent on the promote objective and whether we should carry on with paying a social media agent to manage our social media for us. Chairman Stuart spoke and said as a board it is something, we need to consider for the future given that we have pledged large sums to various projects across the 4 objectives and that versus the current balance in the bank account. Christina gave the view point that social media important, but perhaps could we negotiate, as Aneesa obtained quotes from other marketing agents specialising in social media started from £450.</b></p>

	<p>Vice Chair Jane advised that due to the roadmap and the ‘re-opening’ of the high street, social media is more important than ever and the page needs to be pushed out and engaged with regularly and rather than a structured approach, more fluid. SCP put an idea forward which was to keep social media for the next 6-8 weeks until the reopening and for social media to then be managed in house now that the page has increased significantly. All were in agreement with this.</p> <p><b>ACTION: Jane to liaise with Chris to re-negotiate the monthly rate and end the contract at the end of April – inline with the roadmap.</b></p> <p>Colne Life/ Northern Life / Colne Times: Jo’Anne mentioned it would be worth also enquiring back with loop publishing to feature in the publications again. Kevin also noted that, although social media is a good idea, we must also advertise in other outlets too. SCP also mentioned that any of our good news stories should be shared</p> <p><b>ACTION: Aneesa to enquire with Allen at Loop</b></p>
<p><b>8. PROTECT Colne:</b> Update from TK Maxx CCTV Update Vehicle Charging Units Recycling Bins</p>	<p>CCTV Update: Location is now finalised and confirmed with Grantfen, Cllr David Clegg also advised the board to check that the price included everything and if the connection rate was included. Aneesa confirmed that it was not.</p> <p><b>ACTION: Aneesa to contact LCC regarding connectivity and power quotations.</b></p> <p>Vehicle Charging Units: Ash to update at the next meeting for Sainsbury’s suppliers</p> <p><b>ACTION: Ash to provide an update at the next meeting.</b></p> <p>Shopwatch: Board all agreed to pay for schemelink for year 1 at £2500 for 100 memberships. This will be introduced at the zoom Q&amp;A on 11<sup>th</sup> March.</p> <p><b>ACTION: Aneesa to confirm with Steven at Schemelink</b></p>
<p><b>9. PARTNERSHIP in Colne:</b> Associate membership Empty Units in Colne</p>	<p>Christmas Do: Aneesa presented the idea of hosting a Christmas do for the businesses and holding an awards ceremony and olook at doing this in aid of the hospice. All agreed a good idea and both Jane Turner and Kevin Mason agreed that a date in Jan 2022 would be best.</p> <p><b>ACTION: Keep on agenda to be actioned later.</b></p> <p>Associate membership: Aneesa liaised with Sheffield BID as they currently have a BID Buddy membership. Aneesa presented to the board that they have an informal agreement with the businesses who wish to be</p>

	<p>part of the BID – they get an invoice and their membership starts for 1 year from that date. Kevin thought this might get messy and it would be best for the bills to go out with the rest. Aneesa advised that it would only be a handful and it may incur additional costs from PBC to administer.</p> <p><b>ACTION: Aneesa to liaise with Hassan to understand costs for additional levy payers and present back to the board.</b></p> <p>Empty Units in Colne:  <b>Aneesa advised the board that she is working with local estate agents to help keep empty units to a minimum in the town, whilst also ensuring the high street stays bright and vibrant with an eclectic mix of shops and businesses throughout. Aneesa gave an update about the former Barclays Bank building and that there is a potential interested party for a cinema.</b></p> <p><b>ACTION: Aneesa to update the board at the next meeting</b></p>
<p><b>10. AOB:</b></p>	<p>Solomon is due for renewal, so all agreed to another year at a discounted rate</p> <p>SCP provided an update on CYAG – bank account is now up and running and the BID is paying the annual pledge of £10k to the project. A site visit took place to Byron road community centre, SCP advised that there is some work required in moving the kitchen so that it can become a viable working space. Currently waiting on LCC Facilities management to ‘sign’ over the building to CYAG. SCP also visited Blackburn Youth Zone who were incredibly helpful and were able to share best practise and documents with them to help save time.</p> <p>Local Plan 2: SCP advised that we all need to scrutinise this plan and understand it, part of it that there is the potential to extend the high street boundary. Jo’Anne concurred stating the side streets often are forgotten and people need reminding they are there. She mentioned more signage would be beneficial, but due to conservation area criteria this may be difficult. Finger Post signs may be eligible though. Aneesa to price up finger post signs for the side streets.</p>