

Colne Business Improvement District



Tuesday 18th May 2021

VENUE: Pendle Hippodrome

AGENDA & MEETING NOTES

Item	Notes
1. Welcome, introduction, apologies. 2. Board Member updates /Changes	Attended by Aneesa McGladdery, Jane Turner, Ash Metcalfe, Stuart Wilson, Jo'anne Greenwood, Kevin Mason, Norma Tinsley, Sarah Cockburn-Price, Christina Cope, Hassan Ditta, Mark Bateman, Beverly Owen, Apologies: Azhar Iqbal
3. Minutes /Matters arising from previous meeting	<p>Ash gave an update about the electric charging points in the car park, he noted that there an air of caution from his management team at Sainsburys about the corporate deals. SCP then mentioned how grotty and un-inviting the PBC car parks are after completing 2 litter picks in town. SCP will liaise with the town council about the new lengthsman and check if this is something that can be added to his list – repainting the posts and general upkeep of these.</p> <p>TK Maxx: still no update about the owner of the Car park, Beverly has explored this with her head office team and will report back, Aneesa has made a start with the Land registry process and liaised with the Town Council about who owns this car park. There are several problems with youths on the car park, drug users and organised crime. Once we know who the owner is, we can liaise about CCTV provisions and other safety measures for all users of the car park.</p>
4. Grant Updates: ERDF	ERDF Update: Electrical survey is due to take place. The train station car park seems to be the location that potentially may cause more issues. Other locations were discussed but it was felt that this would be the best location due to space and the conservation area criteria.
5. Funding /Billing/BID Levy Debtors	Still in a similar position to last month's meeting – Stuart has requested to trigger the next stage from the council and the board agreed. Aneesa also noted that a meeting is currently being organised to discuss billing, funds and potential application of additional restrictions grant.
6. PRIDE in Colne	Fresh lick of Paint: Now have 12 approvals, work completed is Indigo Finance, La Villa.

	<p>Colne Clean up: Street cleaning for gum removal in front of zebras and ocean bathrooms to be performed in 1 weeks time. This fulfils the pledge for this year, and will look at new areas for year 4.</p> <p>19th June is the next litter pick date</p> <p>ACTION: Aneesa to push clean up on Colne BIDs facebook page and the BID business group</p> <p>Recycling Bins: Keep on the agenda for action</p> <p>ACTION: Aneesa to liaise with CTC / PBC and check if there are plans for recycling bins and obtain quotes for transparent bins.</p>
<p>7. PROMOTE Colne:</p>	<p>Social Media Update: Opened discussions around social media and how to manage going forward, Aneesa presented Lily’s proposal and noted that 3 months of the time would be aid for by this year and 3 months from next year. Jane discussed that the tone and use of language is much better from Aneesa due to knowing the town and speaking to the audience as if they were in front of her. Aneesa explained that she is happy to continue social media but is not an expert in the field, and cannot offer reels, videos and engagement growth as a professional would. JT then proposed to contact Lily again from 19-social and ask for another proposal where Aneesa creates the posts and content and lily to create videos. Beverly noted that TikTok is a growing platform and we could potentially create an account on there for the younger audience, All agreed this is something we should explore and look at doing ‘life hacks’ or ‘how to’ videos from the businesses.</p> <p>ACTION: Aneesa to contact lily for another proposal and look at setting up tiktok.</p> <p>Photography Refresh: Nicola has completed the photography, now awaiting editing from her to then use of socials and send the businesses directly.</p> <p>ACTION: Follow up with Nicola for an update on the photos.</p> <p>August Bank Holiday Weekend: Aneesa has started putting costs together to put on a water slide down Albert Road. Currently, costs looking likely to be around the £10k mark, Aneesa proposed that we use the Welcome back fund for this event. The original model was created in Bristol and the creator of the slide there created an 80 document for anyone who wants to replicate the slide in their own town/city. The cost of this is £600. All board directors agreed that this is something that should be explored, and we should go ahead with this.</p>

ACTION: Aneesa to apply for the road closure and purchase the pack

Blog:

Aneesa mentioned that a few 3rd parties have asked for a blog link and wanted thoughts from the board about whether we get one. All voted no as it was felt that blogs don't seem to be as popular now as they used to be – videos and vlogging seem to be the way forward.

Soapbox Rally:

After the ideas meeting, one idea discussed was a Soapbox rally down Albert Road. Aneesa has already contacted Red Bull about using Colne as a potential location for future events. The board were happy to proceed with this as a 2022 event.

ACTION: Aneesa to start researching this event and costs.

Christmas Shopping Guide 2021:

SCP discussed the idea of having a Christmas Shopping Guide, as per the ideas meeting the week prior. All were in agreement that this needs to be looked at and Christina mentioned the pull out magazine in Colne Life magazine would be a good place to host our guide. Aneesa and the rest of the board agreed.

ACTION: Aneesa to liaise with Rebekah from Lady Grey and Allen from Colne Life for costs

Hallowe'en Creepy Bar Crawl:

Christina came up with this idea at the ideas meeting, board agreed this would be a great addition to the current hallowe'en plans and this is something that can be organised easily.

ACTION: Aneesa to email the pubs in the BID to ask if this is something, they would like to take part in

Markets:

Aneesa noted that the BID should work closely with the market and met with them to discuss the idea of having a BID monthly market.

ACTION: Aneesa to select a mutually convenient date for the first BID market.

Light Festival:

Another event idea is a light festival throughout town in Jan/Feb time. The board agreed for this to be explored as there is funding available to host such an event.

ACTION: Aneesa to research and present back to the board

Map/Car Parking:

Map is ongoing, Aneesa has worked with Rebekah to update this and update the car parking on the current map we have. This will

	<p>then be a printed map that folds up that people can give out to customers.</p> <p>ACTION: Aneesa to update at next meeting</p>
<p>8. PROTECT Colne:</p>	<p>CCTV Update: Awaiting update for installation date from Grantfen and LCC</p> <p>ACTION: Aneesa to chase dates</p> <p>Shopwatch: Aneesa gave an update: first shopwatch meeting is scheduled in for 25th May at 6pm at the Town hall</p> <p>CYAG Update: SCP provided an update on CYAG, football is becoming more segregated with ages, so there are now different sessions for different age groups. They are currently applying for funding to put on more activities and Fishermore school have been incredibly helpful and applied to fund a shed for CYAG to keep their equipment and use of the football pitches at the school itself. Activities for the future are bootcamp at PLT and MMA will start in 2 weeks time</p> <p>CPR training: At the ideas meeting it was decided to create a map of the defib machines we have in the town and give them to all the businesses. This idea was because of a conversation covering first aid training in the town. Kevin advised that when the defib machine was fit on the hippodrome, BHF gave them 1 inflatable resusc dolls and a dvd on how to perform CPR and use the machine – this is something we can advertise soon and host at the hippodrome too.</p> <p>ACTION: Aneesa to explore Full First Aid training and work with Kevin on CPR courses</p>
<p>9. PARTNERSHIP in Colne:</p>	<p>Christmas Do: Update: Show around organised for Wednesday 26th May at 3pm. Will confirm after this date.</p> <p>ACTION: Keep on agenda to be updated at the next meeting.</p> <p>Associate membership: After the last meeting Aneesa found that it would be more cost effective and efficient for the BID to deal with Associate membership directly. A poster has been created and promotion will start. Teas to Please have signed up.</p> <p>ACTION: to start promotion and start onboarding people.</p> <p>CAND Relaunch:</p>

	<p>Video has gone out and has been well received, good stats on the shares and links to organisations that can help were also added to the video.</p> <p>Networking: Aneesa noted that during her business visits that businesses rally need to start talking to one another – no one knows each other anymore. Colne Networking currently exists but it means that only 1 seat per industry can be taken. It was discussed that a networking event could take place once per quarter at a different venue across town, so it is also educating the businesses as we go. This was well received and something we need to put in the diary when normal events can take place.</p> <p>ACTION: Aneesa to course venue for the first meeting after the last roadmap date of 21st June.</p>
<p>10. AOB:</p>	<p>Billing: Aneesa and Norma have a meeting with Jonathan at taxassist and Dean Langton on 8th June at 2pm, to discuss billing, current financial position and ARG fund</p> <p>Bank Account: It was agreed by all board directors that Norma Tinsley should take over as the 2nd authorised signatory on the Colne BID Bank account should Stuart Wilson be unavailable. Mark Bateman is currently the 2nd signatory but happy to relinquish these rights. All board directors agreed with no objections.</p> <p>Board Director 1:1s: Stuart advised the board that he would like to start spending some time on a 1:1 basis with each board director to go through their responsibilities and get to them a bit better, all were in agreement with this.</p>