



**Dear Colne Business,**

Rather than you just receiving a bill out of the blue, we thought we'd take this opportunity to reiterate the work we do as volunteer BID Board members on your behalf as the Colne BID. We need your support and ideas and not just your money. We are determined to ensure that Colne thrives now and in the future as a place where people will come for their shopping and services, as well as their entertainment and leisure. Our Business Improvement District will provide the means for businesses of all sizes to act collectively, to pool resources, and develop projects and services to benefit the town. The Colne BID is a great opportunity to release the town's potential and make things happen!

We were set up after our successful referendum last summer and formally incorporated just before Christmas. The BID Board began work almost immediately after the BID ballot, despite having at that time no money to work with. As this is the first BID in Pendle, it has taken time for us to clear all the legal hurdles required to raise the invoices for the BID levy now due. Payment is compulsory, not advisory, and we can seek legal redress if our bill is not settled within 30 days.

As a reminder, these are our priorities, formulated after extensive research among businesses in the Colne BID area:

1. To build, through the BID, an effective partnership in Colne between the town's businesses, organisations and the local councils for the benefit of Colne's businesses and wider community.
2. To take pride in Colne, by maintaining a bright, attractive town that customers want to visit, and businesses will want to be in.
3. To market and promote Colne as an attractive hill town, with a distinctive offer of shops, markets & events, as well as some of the best entertainment, leisure and recreation in the area.
4. To protect Colne as a safe and welcoming place to be, where shoppers, visitors and workers can feel relaxed and enjoy themselves in the daytime and in the evenings.

We'd like to thank both Colne Town Council and Pendle Borough Council for enabling our operation over the last few months. We are poised to attempt to do something in Colne which has never been done before – we have appointed a marketing agency to help us create a Colne brand and website, one that will appeal to residents and visitors alike. This brand will drive the town forward, increasing business potential. In addition, we have been working with the Police and Colne Town Council on a range of security measures, some of which we will be able to announce this summer. Our Pride in Colne shines through everything we do, even litter picking in the rain with partners, Pick Up for Pendle! Over the next four years of our operation, we aim to work closely with you all to make Colne a better place in which to do business. We are building a database so we can communicate with you easily and regularly. **Please send us your e-mail contact address to [e:manager@colnebid.co.uk](mailto:e:manager@colnebid.co.uk)**

If you have any questions, please do not hesitate to get in touch at [e: manager@colnebid.co.uk](mailto:e:manager@colnebid.co.uk). You can follow us on Twitter @Colne\_BID, find us on our Colne BID Facebook page or visit our web site: [www.colnebid.co.uk](http://www.colnebid.co.uk) where you'll find answers to Frequently Asked Questions about the BID Levy charge.

Many thanks for your support - **Stuart Wilson, Chairman, Colne BID**

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Registered in England at the above address with the registration number: 11606463

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