



BUSINESS PLAN FOR **BLACKPOOL TOWN CENTRE**

BUSINESS IMPROVEMENT DISTRICT (BID)

2021 - 2026



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THE VISION FOR BLACKPOOL TOWN CENTRE

**To improve the visitor experience
and to promote Blackpool Town
Centre as a safe, clean place to do
business, work, visit, shop and dine.**



CHAIRMAN'S WELCOME



It is hard to believe that it's been nearly five years since the Blackpool Town Centre Business Improvement District (BID) was renewed. This term has been a huge success and all of us involved are very proud of its achievements.

Whilst I appreciate that 2020 has been the toughest and most challenging year for us all, I do believe that 2021 brings improved hope

and opportunities. This February, your vote to renew the BID will mean a vote to continue with our aim to promote the Blackpool Town Centre area within the retail, leisure and hospitality sectors.

Everyone is obviously seriously concerned about the short, medium and long term effects of Covid-19. As a BID we have been here throughout the lockdowns, providing our services and we have included our response to date and recovery plan.

From April 2021 all of the current services provided by

the BID will cease to exist... unless businesses vote to see the excellent work continue.

Since February 2020 we have been hard at work to gauge opinion within the 400+ strong membership on what projects you would like to see after April 2021. We have now collated the information we have received from consultation questionnaires along with feedback from 1:1 visits with BID staff. This proposal outlined here shows how your continued investment in Blackpool Town Centre will deliver the projects that our members have asked to see.

But most importantly, a 'YES' vote means a joint investment in the town for the next five years; an investment which will continue to deliver the great range of services (and more) that you have come to expect from the BID and which will be essential to support the Town Centre's recovery from the Covid-19.

Over the past 12 months, the BID has been involved with and added leverage to the council's applications for government funding for the redevelopment of the Town Centre through the Getting Building Fund, and the Town Deal. The recent announcement of the success of these applications means that there will be over £30million total investment which will be used on projects in the Town Centre, including phase 2 of the Houndshell redevelopment scheme, including a large

retail unit, Imax ready cinema and restaurant and the acquisition and refurbishment of Abingdon Street Market, to complement other investments already underway which will increase footfall and diversify activity within the BID area.

A 'No' vote will simply mean all BID funding for infrastructure, such as elements of BID CCTV operators, on street security wardens, BID cleaning services etc, will end in March 2021. We want Blackpool Town Centre to continue to be a fantastic place to work, live and visit. So I strongly urge you to carefully consider the Business Plan and vote in favour.

Thank you for your continued support.

M Williams

Michael Williams
Chair, Blackpool BID



A 'YES' vote means a joint investment in the town for the next five years; an investment which will continue to deliver the great range of services (and more) that you have come to expect from the BID.

EXECUTIVE SUMMARY

There are over 300 BIDs across the UK, cumulatively investing £132.5million in projects decided upon by the business community itself.

In October 2005 the first Business Improvement District in Blackpool Town Centre was established and since then local businesses have invested over £4million worth of additional services to improve the trading environment, attract more shoppers and visitors to the Town Centre. BID has also provided essential support and services that are above and beyond the levels provided by Blackpool Council and Lancashire Police.

In 2019 alone annual visitor numbers have risen to 11.19million in the Town Centre and Blackpool as a whole hit 18.1million visitors.

The BID annually delivers the Town Centre Christmas lighting displays and switch on event. We have also provided on-street security and cleaning services year round along with a growing marketing, & social media campaign.

The BID Board of Directors would like to build on the successes of the past five years to make sure that Blackpool continues to thrive, attract more customers and maintain its national position in the UK visitor economy.

In March 2021 Blackpool's current BID expires and all services will cease to exist unless it is renewed. It is up to businesses to decide collectively if they wish to continue with the BID. This will be done via a ballot of businesses in February/March. We are asking you to vote 'YES' to ensure a bright future by renewing the BID for a further five year term from 1st April 2021.



By voting 'YES' you will be contributing to support your Town Centre to enable us to deliver our aims.

Added to the fantastic redevelopment schemes planned within the next BID period, Blackpool Town Centre should be well on the way to full recovery from Covid and the economic downturn that has followed.

Over the past five years the BID has provided over £1.75million of services to the Town Centre that are above and beyond the service levels currently provided by Blackpool Council and Lancashire Police.

THE AIM IS:

- ❖ *To enhance the safety of Blackpool Town Centre*
- ❖ *To develop a more attractive and welcoming Town Centre street environment*
- ❖ *To give members a collective voice and promote the Town Centre*
- ❖ *To improve the environment in the Town Centre*



WHAT IS A BID?

BIDs have been operating across the UK for over a decade and there are now over 300 BIDs established around the country.

Businesses within a BID area contribute to and vote on the adoption of a 5 year Business Plan to address issues and opportunities for the area that they have helped to define. Subject to this ballot the BID Company and its Board oversee and deliver the BID objectives. All businesses above an agreed rateable value threshold within the defined BID area contribute a levy to deliver the initiatives set out in this plan. The concept is well received in the UK and we have completed our third year term delivering some fantastic projects for business.

The Levy is calculated as a small % of the business property Rateable Value [RV]. For many businesses this amounts to less than £5 per week.

Over the last year, the team have been talking to businesses to establish the priorities, improvements and opportunities for Blackpool Town Centre businesses.

This business plan is an expression of this extensive consultation. The BID can bring in over £1million investment over the next 5 years.

Only a 'YES' Vote will ensure its delivery



BID AREA

MAP



- Abingdon Street
- Adelaide Street
- Adelaide Street West
- Albert Road [part]
- Back Church Street
- Bank Hey Street
- Birley Street
- Caunce Street [part]
- Cedar Square
- Charles Street [part]
- Cheapside
- Church Street [to junction of Cookson Street]
- Clifton Street
- Cookson Street
- Coronation Street
- Corporation Street
- Deansgate
- Dickson Road
- East Topping Street
- Edward Street
- King Street
- Houndhill Centre
- Leopold Grove
- Market Street
- Milbourne Street [part]
- Queen Street
- South King Street
- Strand
- Talbot Road
- Topping Street
- Victoria Street
- West Street



THE CHALLENGE

The businesses in the Town Centre have an opportunity through a BID to increase their market share. In 2019 alone annual visitor numbers have risen to 11.19million in the Town Centre and Blackpool as a whole hit 18.1million, it is important that we continue to encourage those people to visit and spend in the BID area. The BID seeks to secure the independent sector as well as the major retail, leisure & hospitality offers in the area, solidifying the complete offer for visitors to the Town Centre.

BLACKPOOL FACES IMMEDIATE CHALLENGES

We compete with major shopping centres such as Preston, Lancaster, the Trafford Centre, Manchester & Liverpool city centres.

On top of that, the recent Covid Pandemic has had a drastic effect on all sectors and we now face an unprecedented downturn in the national economic situation.

It is the BID's aim to work closely with the council to showcase Blackpool as the national 'GoTo' destination for both leisure, hospitality and retail.

In addition to the ongoing development of the Talbot Gateway, the government support recently obtained to further develop the Houndshell Centre, adding a large

retail unit, Imax cinema and restaurant as well as the refurbishment of Abingdon Street Market and surrounding area. This will attract more people into the town as will the proposed redevelopment of the Blackpool Central site to a world class leisure attraction.

The BID plans to be closely connected to these projects.



“ Blackpool BID will ensure that Blackpool Town Centre businesses benefit from the substantial additional funding of over £1.3million (excluding voluntary contributions) over the next five years to deliver these benefits ”



CHALLENGES & OPPORTUNITIES

While we face these challenges, we must make the most of our opportunities to:

- ❖ Increase footfall through targeted marketing which will attract more shoppers into the Town Centre
- ❖ Improve the street environment by dressing the streets throughout the different seasons to provide a vibrant and attractive area for residents and visitors alike..
- ❖ Enhance the shopping and visitor experience by improving security and reducing criminal activity and anti-social behaviour, both day and night
- ❖ Work with the council and the police to improve existing statutory services such as street cleaning and provide better support for the wider street community
- ❖ Build relationships with property owners to address the issue of empty premises in order to improve the street environment



COVID-19 CHALLENGE

In the past 12 months, each time the UK entered lockdown we acted to support you and we responded to your requests. The BID provided guidance and support and created a clear strategy to ensure the safe and sustainable reopening of the Town Centre.



RESPONSE

- ❖ With the closure of all non-essential business our immediate response was to provide businesses with support in closing, and up to date information
- ❖ Regular communications highlighting the most up to date support, advice and guidance
- ❖ Directly supported Members in accessing COVID-19 grants
- ❖ Constantly provided security patrols around the town to ensure the security of vacant premises during lockdowns



REOPEN

- ❖ As lockdown eased our focus shifted to putting plans in place to ensure the public felt safe and welcome when returning to the Town Centre
- ❖ Implemented a 'keep left' system and assessed pinch points and queue systems across the town to guide pedestrian flow and support social distancing
- ❖ Created a 'We are Open' Town Centre campaign to welcome visitors safely back and reinforce social distancing
- ❖ Worked with our partners to support and promote a national campaign to encourage visitors the town

RECOVER

- ❖ We have started to focus on the longer term recovery of the town, with projects that encourage footfall back into the Town Centre
- ❖ Provided free training and guidance on how to create a safe working environment ensuring that businesses were working within government guidelines
- ❖ Operated a far ranging 'Shop Local' social media campaign advertising businesses through offers & competitions to discourage the increased uptake of on-line shopping



" THIS HAS BEEN A VERY CHALLENGING YEAR FOR ALL OF US. THE PRESENCE OF BID DURING ALL LOCKDOWNS AND THEN ESPECIALLY IN THE EARLY WEEKS OF REOPENING WAS NOT ONLY REASSURING BUT A REAL PRACTICAL HELP TO OUR BUSINESS "

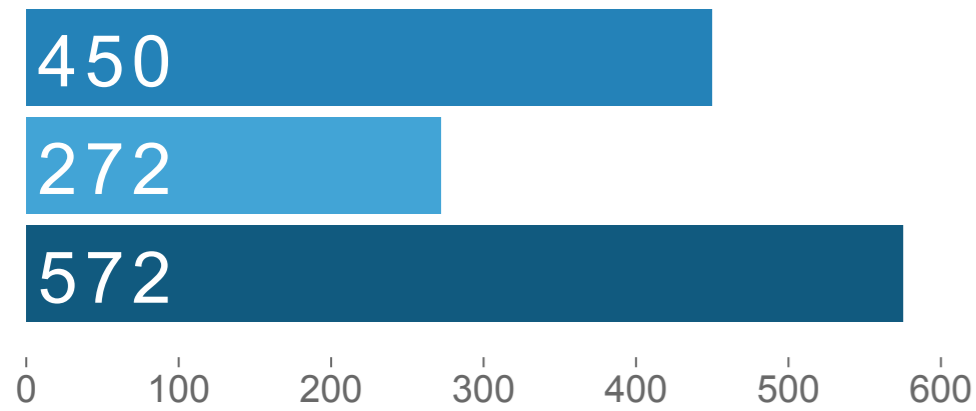
Rob Wynne - West Coast Rock



CONSULTATION RESULTS

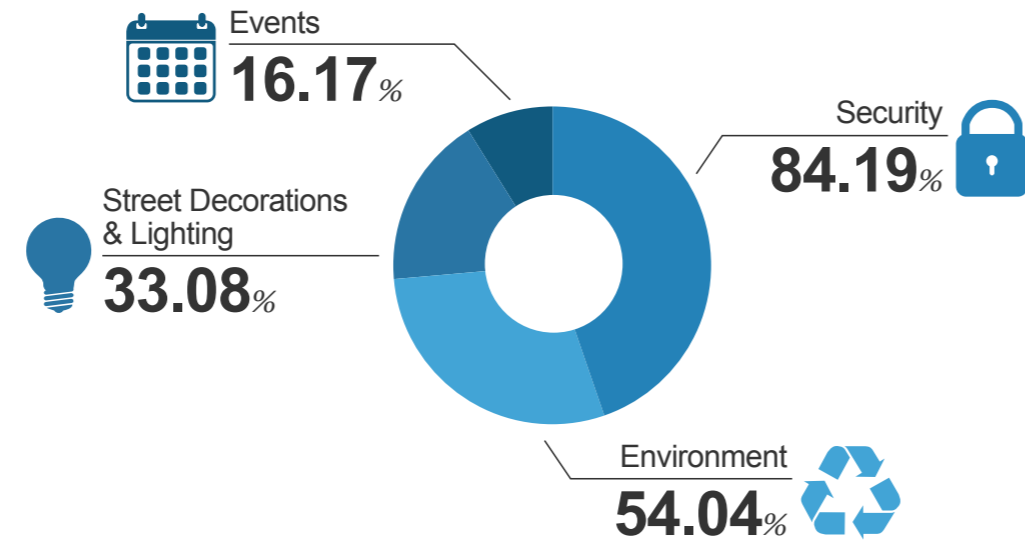
We have now collated the information received from multiple-choice consultation questionnaires, along with feedback from 1:1 visits with BID staff. This Business Plan shows how your continued investment in Blackpool Town Centre will deliver the projects that our members have asked to see.

CONSULTATION RESULTS



- Liaison visits undertaken during the consultation period
- Questionnaires completed
- Businesses currently trading in the BID Area

OUR TOP PRIORITIES



As the Covid pandemic is likely to limit public gatherings for months to come, we plan to suspend promoting events until such time that social distancing guidelines are relaxed. We will review this in line with feedback from our members and will promote events at a suitable date in the future.



AIMS OF THE BID

TO ENHANCE THE SAFETY OF BLACKPOOL TOWN CENTRE

ACTION PLAN:

- ❖ Continue to provide a visual presence of on-street BID Wardens across the Town Centre
- ❖ Continue to provide security support between 9am and 8pm [summer time] and 8.30am until 6pm [winter time] 7 days a week
- ❖ Continue to provide BID operators in Town Centre CCTV room daily
- ❖ Continue to operate and grow the Shopwatch business retail against crime initiative, utilising the national DISC database approved by ACPO
- ❖ Continue to operate and grow the Pubwatch Scheme to safely promote the early evening and night-time economy
- ❖ Continue to work closely with the local authority, police and other bodies for intelligence gathering to enable action to be taken against anti-social behaviour and other unacceptable actions

"BLACKPOOL BID HAVE BEEN EXTREMELY PROACTIVE IN HELPING TACKLE SECURITY AND ASB ISSUES IN AND AROUND OUR PREMISES. THEIR VALUE AND COMMITMENT IS EXEMPLARY AND I WOULD URGE ALL BID MEMBERS TO SUPPORT THEM IN THE FORTHCOMING BALLOT"

Julia Blackett - Sainsbury's Store Manager

Since BID3 was established in 2015, BID members have consistently rated the Street Wardens' services as good or excellent, with 85% responding to the 2020 survey saying the Wardens were a success and should be a top priority going forward.



"ON BEHALF OF BLACKPOOL & THE FYLDE STREET ANGELS, I WOULD LIKE TO THANK EVERYONE AT BLACKPOOL BID FOR THEIR HELP AND SUPPORT OF OUR STREET OUTREACH THAT WE HAVE DEVELOPED WITH THE NIGHT TIME ECONOMY OF BLACKPOOL TOWN CENTRE OVER THE LAST EIGHT YEARS. SUPPLYING US WITH LINK RADIOS, INVITING US TO BE PART OF THE LOCAL PUBWATCH MEETINGS. MAKING US FEEL WELCOMED WITHIN THE NIGHT TIME INITIATIVES THAT HELP BLACKPOOL TO BE A SAFER PLACE FOR MANY RESIDENTS AND VISITORS IS VERY MUCH APPRECIATED"

*Paul Rawson -
CEO Blackpool & the Fylde Street Angels*



AIMS OF THE BID

TO IMPROVE THE ENVIRONMENT IN BLACKPOOL TOWN CENTRE

ACTION PLAN:

- ❖ Provide additional daily cleaning service across the whole of the BID area
- ❖ Continue with the removal of graffiti and fly-posting
- ❖ Take appropriate action regarding illegal fly-tipping
- ❖ Continue to clean Town Centre street furniture
- ❖ Investigate the viability of expanding and improving our cleaning services
- ❖ Continue to regularly clean the shopfronts of empty premises

We intend to continue and if possible extend this level of service going forward as during consultation 54% of respondents highlighted this as one of their top priorities

"THE BID ARE EXCEPTIONALLY REACTIVE WHENEVER CALLED UPON TO HELP RESOLVE ISSUES ARISING FROM WASTE MANAGEMENT AND GENERAL DEBRIS. THEY ARE RELIABLE AND OFFER A GREAT SERVICE WHENEVER NEEDED."

*Lynda Baker - Front of House Manager
Winter Gardens*



TO DEVELOP A MORE ATTRACTIVE TOWN CENTRE STREET ENVIRONMENT

ACTION PLAN:

- ❖ Investigate the viability of adding seasonal decorations throughout the BID area, such as floral planters and bunting etc
- ❖ In partnership with others, explore the potential to create casual areas that visitors can utilise in their leisure time
- ❖ Continue to maintain and improve street furniture
- ❖ Work with landlords and authorities to improve the street visuals by the provision of attractive decals on the windows of empty premises
- ❖ Continue to identify and report faults in the street environment and lighting

During the consultation process it became abundantly clear that our Members were unhappy with the overall street appearance and environment. Our aim is to improve the overall appearance of the Town Centre to make it a vibrant and attractive place to encourage visitors to return.

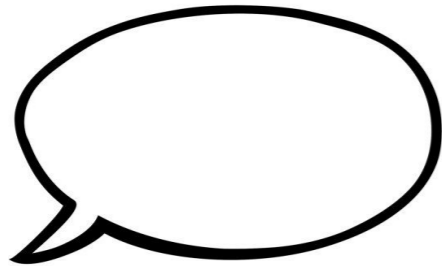


AIMS OF THE BID

TO GIVE MEMBERS A COLLECTIVE VOICE
& PROMOTE THE TOWN CENTRE

ACTION PLAN:

- ❖ Use our independent resources and the financial capacity to influence and inform key decisions that are vital to the Town Centre
- ❖ We will lobby Blackpool Council and other regional agencies on behalf of Town Centre businesses
- ❖ We will have regular meetings with senior Blackpool Council political leaders and officers to robustly represent the views of the BID community
- ❖ Provide a focus point for ideas and collaboration between all Town Centre businesses regardless of sector
- ❖ Continue to gain growth across social media platforms to enhance and promote the Town Centre businesses



To continue lobbying the leaders of the local authority, police and central government, where appropriate, to influence and add leverage in deciding how the Town Centre is managed. Over the next five years we aim to provide a continued powerful voice for over 400 businesses in the Town Centre.



WHAT A "NO" VOTE MEANS

A 'NO' VOTE WILL IMMEDIATELY STOP THE FOLLOWING:



All security services

Including street patrols, Shopwatch & Pubwatch schemes and the town wide radio link scheme



All BID funding for infrastructure

Such as elements of BID CCTV operators



All supported safety initiatives

Such as DISC, plus close partnerships working with Blackpool Council & Lancashire Constabulary (See Page 24)



Christmas festivities, lighting and support for discounted parking schemes



All BID cleaning & environmental services



Marketing, promotions & social media campaigns



Schemes to encourage visitors from a wide area to visit the town

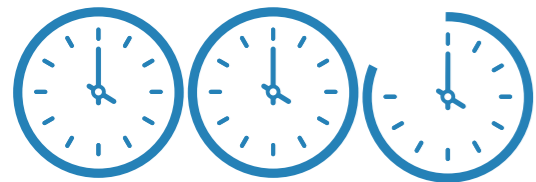


Early evening economy engagement



BID ENVIRONMENT ACHIEVEMENTS

During the course of the last 5 years, it became abundantly clear that BID members wanted us to concentrate on tackling ASB & environmental issues. This is what you asked for and this is what we have delivered:



17,940 HOURS

Of BID cleaning services



CLEANED

Vacant property windows on a weekly basis.



UPGRADED

Negotiated with BT to arrange to upgrade outdated and damaged kiosks

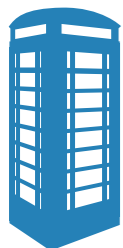
TRIPLED

Cleaning staff to provide a 7 day-a-week service



4000+

Business doorways cleaned of detritus



PHONE BOXES

Cleaned on a weekly basis.



395

Occasions we removed flyposting and graffiti



STREET FURNITURE

Cleaned on a weekly basis.



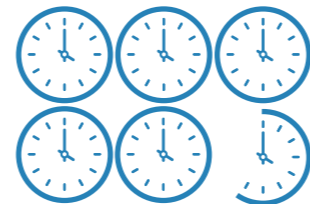
24



INTRODUCED

A quick response service via radio control

BID SAFETY ACHIEVEMENTS



57,200 HOURS

Of BID Warden street time

ATTENDED

1600+

Incidents of thefts from Members' premises since 2016



170

Shopwatch Exclusion Orders barring offenders from over 80 stores in the BID area



PROVIDED SUPPORT

to businesses 7 days a week



SHOPWATCH

Successfully launched the digital Shopwatch scheme utilising the national DISC database approved by ACPO



ASB

Incidents handled since 2016:
street drinking: 347
rough sleeping: 487
begging: 5,135



DIGITAL

Upgraded the town wide analogue radio scheme to a fully digital system



PHONELINE

Set up a dedicated phone line for quick response during business and out of hours.



BID CCTV

operators manned the town wide camera system 7days a week

19,240 Hours of CCTV monitoring by BID staff



£81K

Worth of stolen goods returned with a 60% recovery ratio



38

Provided Intelligence which has directly lead to 38 Criminal Behaviour Orders

FINANCE

The levy that provides the BID's funding is governed by a set of BID rules.

THE BID RULES

- ❖ The BID term will be a period of five years from 1st April 2021 until 31st March 2026
- ❖ The BID levy will be applied to rated properties in the BID district with a rateable value of £10,000 or more
- ❖ The levy will be a fixed rate of 1% rateable value as at 1 April 2021 using the 2017 list for all eligible rate payers, rising to 1.25% in 2023 and 1.5% in 2025
- ❖ Properties that come into the rating list during the BID term will be subject to the BID levy from the effective date that the property is brought into the rating list and the rateable value effective at that time
- ❖ Where the rateable value for an individual hereditament changes and results in a lower BID levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be made for previous years. This is known as the closed year rule
- ❖ The levy will assume an annual growth rate for inflation of 3% to be applied 1st April each year
- ❖ There will be no VAT charged on the BID levy
- ❖ There is no distinction to be made between occupied or unoccupied hereditaments
- ❖ The BID levy will not be affected by the small business rate relief scheme
- ❖ The BID levy will not be increased other than as specified in the levy rules
- ❖ The BID levy rules, and BID area cannot be altered without an alteration ballot

Every penny of the levy collected will be used to deliver the projects in this Business Plan. This is in contrast to Uniform Business Rates (UBR) where Blackpool businesses have no say on how the money is actually spent.



THE BUDGET

Income & expenditure 2021-2026 based on current BID data subject to change if TBID is successful

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Income (£)			+(1.25%)		+(1.5%)	
BID Levy	215,000	215,000	217,687	217,687	220,864	1,086,238
Additional Income +	50,000	50,000	50,625	50,625	51,384	252,634
Voluntary Contributions	-	-	-	-	-	-
Total Income	265,000	265,000	268,312	268,312	272,248	1,338,872
Expenditure (£)						
Security *	125,000	125,000	125,000	125,000	125,000	625,000
Environment *	50,000	50,000	50,000	50,000	50,000	250,000
Marketing & Promotion	40,000	40,000	40,000	40,000	40,000	200,000
Management & Admin **	40,000	40,000	40,000	40,000	40,000	200,000
Contingency (5%)	10,000	10,000	10,000	10,000	10,000	50,000
Total Expenditure	265,000	265,000	265,000	265,000	265,000	1,325,000
Surplus	0	0	+3,312	+3,312	+7,248	+13,872

BUDGET NOTES:

Budget figures are indicative based on the anticipated levy income using 2017 Rateable Values. Assumed 3% annual inflationary increase and 100% levy collection rate. Levy income may fluctuate in relation to occupancy and is subject to the market at the time of the ratings assessment.

Allocations reflect current priorities; these may change causing variances and re-allocations across the five-year term. Any material variations of the budget will be approved by the Board. Contingency based upon 5% of BID Levy.

Our management and overhead will be maintained beneath the

industry benchmark of 20%, currently reflecting at 18.5% of expenditure. We seek to leverage voluntary income, which will help enable more of our Members' contributions to be allocated to work programmes, which directly benefit business and the local area in general.

*Includes salaries & costs to deliver safer/greener/cleaner projects

**Includes all professional fees.

+ Includes Shopwatch & Pubwatch memberships & promotions

FURTHER INFORMATION

- ❖ The Local Government Act 2003 enables the Local Authority to issue a bill for a BID Levy. The Local Authority shall collect the BID levy and hold such sums in the BID Revenue Account
- ❖ The levy will be charged according to chargeable day procedures. It will be based on the ratings list taken on 1st April 2021 capture point for each hereditaments in the BID. The data capture point is referred to in the Operating Agreement with Blackpool Council which any potential levy payer may request
- ❖ Businesses may become liable to pay the levy where they were not previously, for example where a hereditament in the BID area that was absent from the ratings list is subsequently added. In such cases, the rate payer for that hereditament will become liable for the levy on the same date as the Business Rates bills are issued by Blackpool Council. New hereditaments will not be retrospectively charged for previous BID years
- ❖ If a business leaves the BID area in the BID period, they will be removed from the list at the next billing run
- ❖ The non-payment of the BID levy will be pursued via all available mechanisms
- ❖ There will be no discounts applied and no other adjustments of the BID levy

For further information please visit www.blackpoolbid.org

"BY SUPPORTING THE BID, WE ARE JOINTLY INVESTING IN OUR LOCAL AREA SO THAT EVERYONE CAN ENJOY A SAFE, CLEAN AND ATTRACTIVE TOWN CENTRE FOR YEARS TO COME"

*Joanne Duff -
Manager Marks & Spencer*



GOVERNANCE

ORGANISATIONAL MODEL

The Blackpool BID provides an effective organisational model which brings together the business community, both occupiers and owners, and public authorities, to work together for the benefit of Blackpool Town Centre.

The Blackpool BID is a company limited by guarantee. The company is the legal entity that will run the activities of the BID following its renewal. The BID will have two categories of membership:

- ❖ **BID levy payers** - commercial occupiers liable to pay the Blackpool BID levy
- ❖ **Voluntary members** – businesses and organisations that are not BID levy payers approved by the BID Board

The nomination of voluntary members will be supported by either an annual financial contribution (cash or in-kind) or their strategic importance to the delivery of the Blackpool BID's business objectives. Key groups may include smaller businesses that fall below the threshold of rateable value, businesses outside of the BID's geographic boundary and property owners.



ORGANISATION STRUCTURE

A voluntary Board of Directors will lead and guide the work of the Blackpool BID which is chosen from the businesses which form the constituency of the organisation. The Board will have the appropriate balance of skills, experience, independence and knowledge to enable them to discharge their respective duties and responsibilities effectively. It will also seek diversity and ensure a representative mix of its membership.

The Board will meet quarterly and drive the set aims and objectives of the BID, as well as maintaining good governance, overseeing the budget and monitoring performance. The Board will consist of between 12 -16 non-Executive Directors including the Chair. Directors will be appointed by the Board subject to ratification by the BID Members at annual meetings of the company.

Further details available in the Company Articles of Association

BLACKPOOL BID TEAM

The delivery of the BID's business plan will be led by a Managing Director and their team, accountable to the Chairman and Board. The role will work with the Board and sub-group members, partners and specialist service providers to ensure the effective implementation of the agreed annual action plan.

CURRENT BOARD MEMBERS

DEBBS LANCELLOT	HOUNDSHILL
JOHN BARNETT MBE	INDEPENDENT MEMBER
JULIA BLACKETT	SAINSBURYS
KATE SHANE	MERLIN
MARTIN HEYWOOD	VIVA
MATTHEW HUGHES	BONNY STREET MARKET
MICHAEL WILLIAMS	WINTER GARDENS
MIKE SIMMONS	INDEPENDENT BUSINESS OWNER
NICK GERRARD	BLACKPOOL COUNCIL
PHILIP HOUGH	SUBWAY
PHILIP WELSH	BLACKPOOL COUNCIL
ROBERT WYNNE	INDEPENDENT BUSINESS OWNER

Observers can be appointed by the Board subject to ratification by BID members at annual meetings of the company. Key groups may include public authorities and the police.

The Blackpool BID will seek to embrace the business and wider community with a programme of work which meet its stated aims and objectives. To help guide the BID in this pursuit Board sub-groups may be set up to encourage participation and help to add value to the decision making of the BID. Areas of focus may include Finance & Governance, Street Operations and Marketing.

BLACKPOOL COUNCIL

A key relationship will exist between the BID and the local council. Blackpool Council is the main determining authority in respect of the streets and properties in the area of the BID. Two important legal agreements will exist between the BID and the council:

- ❖ An Operating Agreement which outlines how the BID levy monies are collected, administered and passed over to the BID
- ❖ A Baseline Agreement which specifies the level of council led service provision in the area, ensuring that any services the BID provides are additional

To view the Operating Agreement and Baseline Agreement go to www.blackpoolbid.org

GOVERNANCE

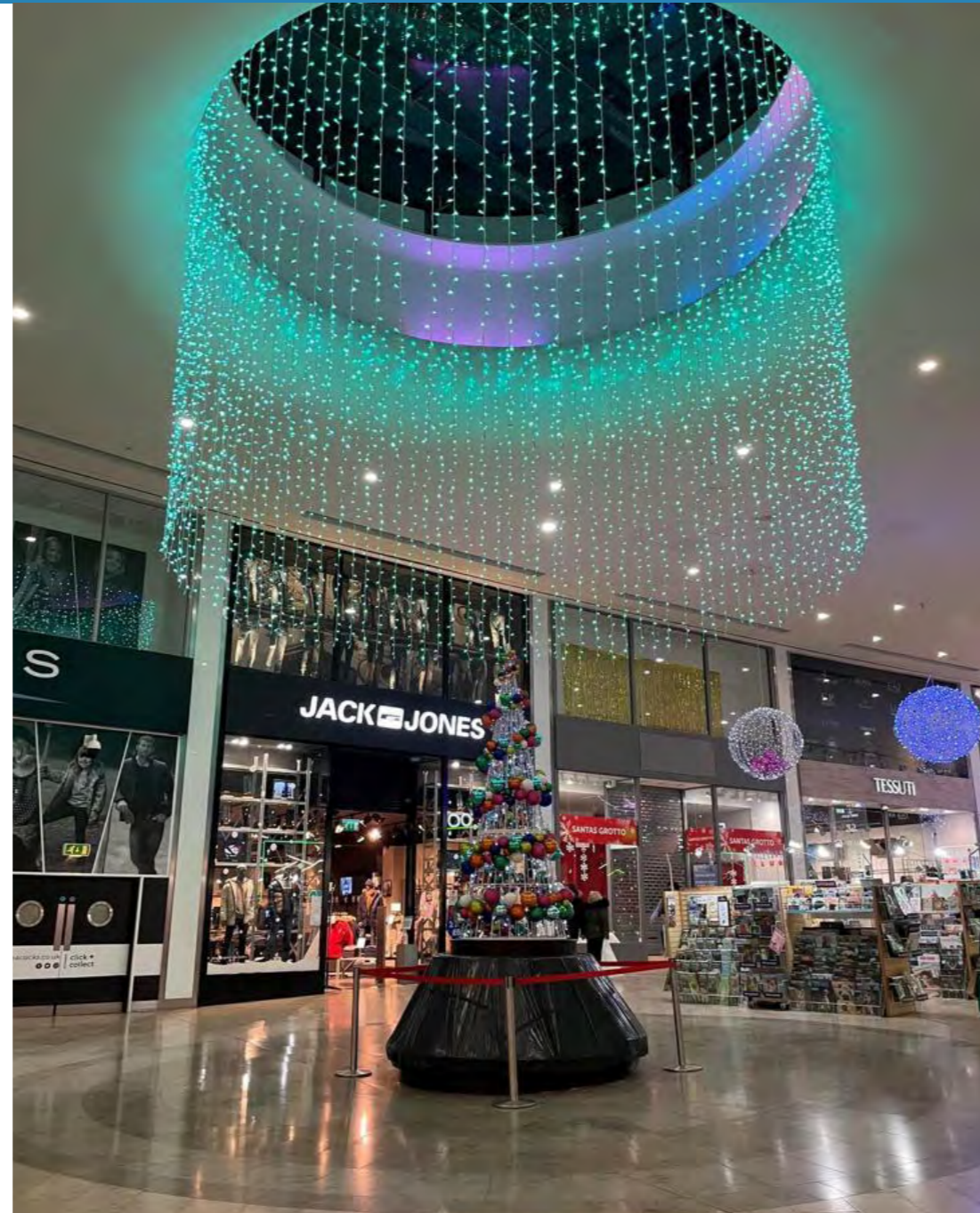
VOLUNTARY MEMBERS

Businesses of all sizes and location are important to the Blackpool BID. The BID will maintain a voluntary membership scheme for businesses falling beneath the BID levy threshold or outside of the BID's geographical area. In particular, this will provide smaller businesses the opportunity to engage with, and benefit from, the BID, while not being compelled to contribute a mandatory levy. By enabling businesses with a rateable value of less than £10,000 to provide a voluntary levy the BID will be able to enhance the level of the annual budget.

PROPERTY OWNERS

Property owners in the area will be encouraged to join the BID on a voluntary basis and help inform the more longer-term objectives of the organisation. As set out in the membership criteria, membership will be on the basis of a financial contribution towards the overall management of the BID or towards specific projects the BID seeks to advance.

**IT'S YOUR VOTE
PLEASE USE IT**

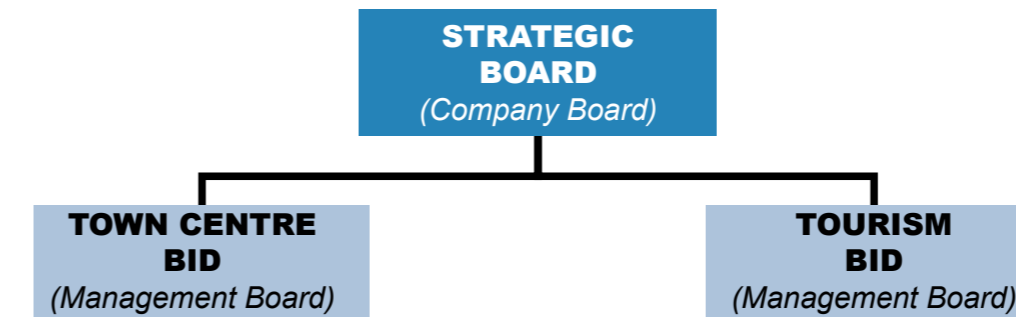


A STRATEGIC APPROACH FOR BLACKPOOL

As part of the BID development strategy for wider Blackpool, a two BID model has been proposed for implementation during 2021 whereby the Town Centre BID will be joined by a Tourism BID (TBID) focusing on the leisure sector. The establishment of the TBID is planned for 1 July 2021.

On the assumption that both BIDs are successful a two-tier governance structure is proposed which will take the form of one single company covering both BIDs, rather than having a separate company for each BID. This will be led by a Strategic Board (Company Board) which will drive the longer-term ambitions of Blackpool for both its leisure and retail sectors. It will have the primary responsibility of setting the strategic agenda, providing leadership and leveraging investment, in support of developing further the Blackpool visitor economy, while the two individual BIDs will focus on tactical delivery and the fulfilment of objectives set out in their specific business plans.

This model will provide clarity of leadership, sector focus and cost efficiency. The operating costs of both BIDs being reduced by adopting a single management structure and general overhead.



The Chairman and one other Director of the Town Centre BID Board will sit on the Strategic Board together with representation from the Tourism BID, Blackpool Council, Business in the Community, Lancashire Local Enterprise Partnership, Blackpool Transport and Marketing Lancashire.

The Tourism BID will seek a successful ballot of businesses in June 2021.



THE BID BALLOT

USING YOUR VOTE

All qualifying non-domestic rate paying businesses within the proposed BID area will be eligible to vote on this proposal. Blackpool Town Centre BID Ltd is the proposer and will manage the BID if successful.

- ❖ Your ballot papers will be posted no later than the 18th February 2021
- ❖ You will need to cast and return your postal vote by 5pm on 19th March 2021
- ❖ The result of the ballot will be announced shortly after

Each individual hereditament has only one vote regardless of its size. The Ballot will have to meet two tests:

- ❖ A simple majority (above 50%) of those voting must vote in favour
- ❖ Those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting

Given a majority vote both by number and rateable value of those voting, the BID will commence on the 1st April 2021, for a five year period. Once the vote is successful, the levy becomes mandatory on all defined ratepayers and is a statutory debt. The rules for administering the ballot can be found in the Business Improvement Districts (England) Regulations 2004.



**A MAJORITY
'NO' VOTE
WILL STOP
ALL EXISTING
BID ACTIVITIES FROM
31ST MARCH 2021**





CONTACT DETAILS

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