



Blackpool Tourism Business Improvement District

A route map for resort recovery

The Blackpool Tourism BID

The purpose of the Blackpool Tourism Business Improvement District is to take a lead role in navigating the recovery from the effects of the COVID-19 pandemic and over a five-year period restore Blackpool's visitor economy to its market-leading position and enable it to continue to thrive and prosper.



To maintain Blackpool's position as the UK's number 1 seaside tourist destination



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Foreword

Blackpool Tourism Business Improvement District.

Blackpool is the most popular seaside tourist destination in the UK with 18 million visitors generating £1.5bn per year. Although overall visitor numbers have remained steady, the number of overnight stays and average spend per head has not kept pace against a backdrop of enhanced competition, a tourism offer in need of constant renewal and the challenge of identifying a sustainable funding model.

In addition to this, during 2020 we have experienced an **unprecedented public health crisis** that has heavily impacted the **tourism and hospitality industry**. The immediate priority is to rebuild visitor confidence and work together to ensure Blackpool has the best possible opportunities to thrive in a post-COVID economy.

COVID-19 will lead to new models for many business sectors including tourism.

Driven by the desire for progress and the need to respond to the effects of COVID-19 and an ever-evolving economy, Blackpool needs new ways of working that can quickly adapt to a fast-changing environment. The resort's unmistakable entrepreneurial spirit endures through a culture of tackling problems in a nimble way and a "can-do" mentality that constantly seeks positive change rather than maintaining the status quo.

Blackpool is now seeking to establish a second Business Improvement District (BID), focused on tourism and complementing the existing Town Centre BID company that has delivered outstanding results for the retail economy for more than a decade.

The geographic footprint of this new tourism-focused BID (TBID) is centred upon the Promenade and its leisure hinterland. It will have a crucial role to play in helping to stimulate and support

future growth and marketing of the tourism offer, in partnership with Blackpool Council, VisitBlackpool, Business In The Community and key operators within the visitor economy.

This is an opportunity to invest over £1million into Blackpool's tourism recovery over the next five years, to respond to challenges, seize opportunities and lead the way to securing future prosperity and make the changes businesses want to see.

Vote 'YES' to the Blackpool TBID



Kate Shane
Tourism BID Project Lead
Head of Blackpool Cluster
Merlin Entertainments Group





Blackpool tourism

Blackpool continues to retain a unique place in the nation's imagination, its past and present inextricably linked with the tourist industry.

It is the scale, speed and ambition of Blackpool's historic development – together with the constant adaptation to meet the changing desires of demanding audiences – that has consistently served to elevate Blackpool from being a typical coastal resort. Blackpool is a true British icon, the only urban seaside resort with 150 years of heritage, the first working class holiday resort in the world and one with an unshakeable vitality.

Blackpool's international profile as a centre for entertainment means it continues to be one of Britain's most visited destinations. There are around 18 million visits annually to enjoy cultural and visitor attractions such as the historic Blackpool Tower and Winter Gardens conference complex; a lively events programme including the Air Show and World Fireworks Festival; theatre and art through the Grand Theatre and Grundy Art Gallery; free family fun at the Blackpool Illuminations, and heart-pumping action at the Blackpool Pleasure Beach.

Blackpool aims to maintain a buzzing, attractive environment where business is thriving. A 21st century year-round leisure destination that appeals to everyone, from visiting conference delegates and high-spending tourists staying in the award-winning hotels, to a younger, hipper crowd in search of a weekend away full of partying, music and fashion festivals, to families enjoying the rejuvenated promenade and attractions, museum and new-look illuminations.

Long-awaited private sector interest in all areas of the economy has emerged, with major investments in cinema, sport-related leisure, retail theme parks, food and beverage, and hotels planned to reach £500m over the next five years.

Notably, Blackpool has enjoyed £46m of private sector investment since 2011 in new rides, attractions and facilities at Blackpool Pleasure Beach from the UK's first Nickelodeon Land to the UK's first double launch rollercoaster, ICON; a new £28m conference centre is being built at the Winter Gardens, expanding its capacity by an additional 2,000 delegates to 7,000; and the Blackpool Central development proposes a major new high-quality leisure offer, providing year-round reasons to visit Blackpool and broadening the resort's overall appeal.



The pandemic has united our tourism economy to work together for the greater good of the resort. The TBID has the potential to take that partnership working and collaboration to the next level.

*Darren Webster,
Director, Blackpool Zoo*

Opportunity

COVID-19 together with increased competition, changes in consumer habits and periods of recession, have all created a challenging environment for Blackpool and its visitor economy. We must now do more together to respond positively and lead a path to recovery and future prosperity.

A tourism-focused business improvement district provides an opportunity to focus energy, enthusiasm and resource behind a business-led management model working in partnership with statutory authorities and key stakeholders.



A Blackpool TBID does not promise to tackle every issue at hand within the different aspects of the leisure economy, but to help navigate Blackpool's recovery from COVID-19 and take a lead role on behalf of the tourism sector on projects which matter most to businesses in attracting visitors and keeping them coming back.

The Blackpool TBID will focus on protecting and developing a vibrant tourism economy working in partnership with leisure, accommodation, retail and food and drink businesses to deliver a strong, cohesive, business-focused strategy for Blackpool.

This is an opportunity to 'pump-prime' Blackpool's tourist economy and help realise its future potential through a Tourism Business Improvement District.

- £1 million to be invested in Blackpool's tourist economy over five years
- A greater say in what is happening
- Increased footfall, spend and dwell time/overnight stays
- More customers spending more money in your business

This is **YOUR** chance to make that happen.

VOTE YES
for the Blackpool
TBID to help ensure
an exciting and
sustainable future.



THE PROCESS SO FAR...

- **2019** – Feasibility study commissioned to look at developing the Blackpool Business Improvement District model.
- **2019 – 2020** – Established an ambition for exploring a TBID for Blackpool to work alongside Blackpool's successful town centre BID and funding secured.
- **February 2020** – TBID Steering Group established to develop the TBID initiative
- **August – November 2020** – Engagement with key leisure providers and wider stakeholders to discuss the TBID opportunity
- **March 2021** – launch of TBID proposal, distributed to 200+ businesses
- **April – June 2021** – Face-to-face meetings, visits and contact with businesses in BID area.

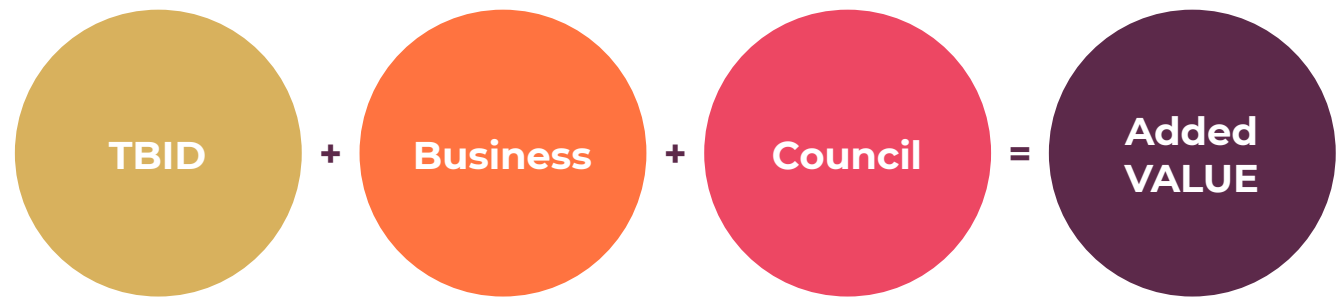


Why vote YES for the TBID?

- ✓ Support the COVID-19 recovery
- ✓ Develop a strong collective voice
- ✓ Additional marketing and events
- ✓ Greater visitor spend
- ✓ New investment in tourism
- ✓ Increased footfall and visitors
- ✓ Enhanced national and international profile

To achieve this means working in partnership with wider stakeholders and representing a strong voice on behalf of the tourist sector and its business constituents.

ADDED VALUE THROUGH PARTNERSHIP



Since 2005 over 300 BIDs have been set up in the UK, all investing in their local priorities. This includes tourist destinations similar to Blackpool, such as Brighton, Bournemouth, Yorkshire Coast, The English Riviera and Great Yarmouth as well as Blackpool's own Town Centre BID.



Business feedback

During 2020 a business survey was undertaken to better understand the views of the Blackpool business community on the tourism sector, the current environment and the role of a business improvement district.

COVID-19, its impacts and recovery following the pandemic are major concerns for most businesses, both its immediate impact and the longer-term economic effects.

Existing prominent attractions such as the Blackpool Tower, Illuminations and the Pleasure Beach were strengths for Blackpool but many highlighted that Blackpool's current image and reputation required improvement.

Businesses felt a continued focus on improving the quality and variation of the visitor offer was essential to the future wellbeing of the visitor economy.

Over 65% of respondents favoured or were interested in exploring the establishment of a representative business group for the tourist sector.

The resort would benefit from extending the length of the season and driving footfall in traditionally more difficult times within the calendar

Blackpool should enhance its promotional reach to attract a greater visitor base.

Business Improvement District

Business Improvement Districts (BIDs) are not-for-profit partnerships within a defined area, in which the local businesses have voted to invest together to improve their environment. A BID is brought in through a democratic ballot process and the services provided are additional to those delivered by the Council.



There are over 300 BIDs in the UK, approaching 10% more than in 2017, suggesting an increasing benefit to the local business communities where BIDs are operating. In the past 18 months, circa 30 new BIDs have been established. The overall success rate for the 513 ballots from 2005 to July 2018 was 97%.

The total annual BID levy currently raised across the UK is £110m; the smallest BID collected £18,500 per annum and the largest collected £3,979,000. Half of all the BIDs have a levy income of £246,221 or less. With 120,735 businesses contributing £110m, the average income is £916 per business. The typical number of businesses within a BID is 200–400.

Leverage is the amount by which a BID manages to increase its own levy income by gaining extra funding from other sources; this level of direct additional income compared to actual levy income represents additional investment of 11% (£13m), a ratio of 1:10. 43% of UK BIDs report investment income as a direct result of their BID activity – a total of £51m has been raised primarily from Local Economic Partnerships or commercial activity. In total, BIDs invest over £175m into their local economies.

A successful BID has to have 'buy-in' from the majority of those who will finance it – both for a successful vote and also to ensure the partnership evolves in a positive environment.

A BID seeks to provide greater strategic context for business, galvanize the business community, statutory authorities and wider stakeholders behind a common vision for the district and generate an enhanced income stream which would benefit the whole area in terms of service provision. It would provide the business community with an ability to influence and help shape the future.



Why do businesses support BIDs?

- Return on investment
- A better environment for business
- A more effectively managed and sustainable district
- A destination of choice for visitors, businesses and residents alike
- Effective engagement with the wider community

Governed by Government legislation and regulations, BIDs are statutorily established once voted for by the majority of businesses in an area and have a maximum term of five years before returning to their electorate for renewal. Once a majority vote has been achieved, a BID levy becomes mandatory on all defined ratepayers.

For a BID to be introduced, the ballot of business must meet two conditions: A majority in number of those voting and a majority in proportion of rateable value of those voting. The BID levy is then applicable to all eligible businesses.

To ensure neutrality, the BID ballot is administered by the Council Returning Officer and their electoral services staff. It is arranged in line with rules set out in the BID regulations (2004) as approved by Parliament.

Established tourism BIDs

YORKSHIRE COASTLINE

The Yorkshire Coast BID is made up of a collection of towns and villages including the seaside resort of Scarborough.

With around 400 members, its focus is on protecting and developing a vibrant tourism economy working in partnership with retail, leisure, accommodation and food and drink businesses to deliver a cohesive strategy for the Yorkshire Coast.



Key work programmes include:

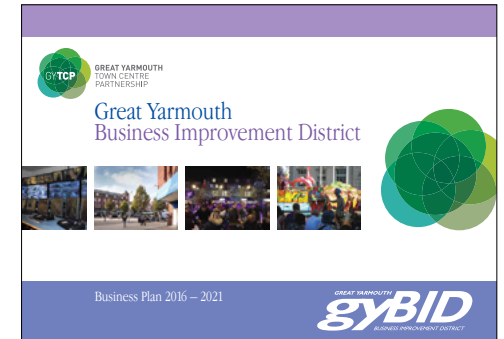
- Championing local initiatives and projects to ensure its high streets and seafronts are vibrant and attractive.
- Researching new and innovative ways to promote the Yorkshire Coast to attract visitors from further afield.
- Supporting and enhancing existing initiatives to remove unnecessary duplication including marketing, promotion and delivery of events.
- Providing a representative voice and business support for its members

GREAT YARMOUTH

Great Yarmouth BID has delivered a range of initiatives aimed at making the town centre a safer and more attractive place for people to live, work and visit for the last 10 years. The BID, which has around 200 members, is now in its third five-year-term.

Key work programmes include:

- An annual events schedule is designed to increase footfall and dwell times throughout the year, including an emphasis on school holidays.
- Dedicated and updatable information page on town centre website for each Great Yarmouth BID premises.
- Production of an annual Christmas shopping and events guide includes a guide to the town centre and descriptions of its shopping areas.
- Delivery of a high-profile Christmas trading campaign seeks to deliver increased marketing and events at the height of the peak shopping period.
- Summer campaigns promoting the town centre to around five million annual visitors with support for car parking initiatives, street entertainment and performers to enhance the overall visitor experience.

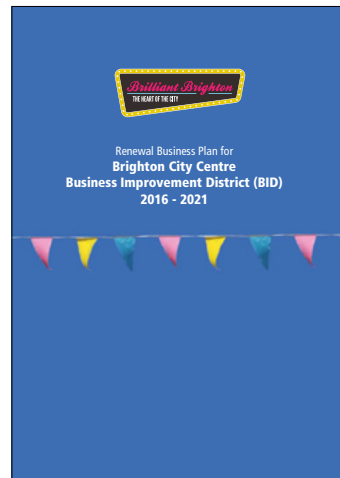


BRIGHTON

The first Brighton BID was introduced in 2006 and consisted of around 300 traders all located in the heart of Brighton. The original area has since been expanded and the BID, which now has more than 500 members, is now in its fourth term.

Key work programmes include:

- Dressing the city in the summer months to extend the 'festival feel' to September.
- Helping businesses make significant savings on their overheads by using the buying power of over 500 members to reduce costs.
- Promoting Brighton city centre as a brilliant place to shop and visit.
- Delivering an annual display of Christmas lights throughout the city centre BID area.
- Giving businesses in the BID area a voice to lobby the local authority, police and central government and play a full part in deciding how the city centre is managed.
- Enhancing the safety of Brighton city centre with a uniformed Ambassador service.



BOURNEMOUTH COASTAL

The Coastal BID is one of two BIDs voted through by Bournemouth businesses in April 2012. Between 2012 and 2017, the BID, which represents more than 750 businesses invested around £3m in improving business opportunities in the BID area.

Key work programmes include:

- Increasing the number of people visiting Bournemouth off-season and persuading them to stay longer.
- Encouraging visitors and local people to explore more of the coastal strip.
- Providing visitors and local people with reasons to spend more in local coastal businesses.
- Improving everyone's experience to encourage repeat visits.
- Helping make businesses more profitable by negotiating discounts with key suppliers.




Blackpool Tourism BID

What the TBID will do...





COVID recovery



Leadership



Promotion & communication



Business support



COVID recovery

THE CHALLENGE

During 2020, Blackpool's tourism economy has been seriously affected by the COVID-19 pandemic. With a vaccine in place, there is light at the end of the tunnel and over the coming months we can begin to rebuild visitor confidence and navigate a recovery plan for Blackpool and its tourism and hospitality businesses.

Reviving a vibrant Blackpool cannot be undertaken in isolation or by a single agency; it will require a partnership approach with all stakeholders playing a central role to ensure the destination returns to a strong position where it can look to future growth. The TBID will seek to build on the invaluable work of the resort's Tourism Recovery Group which has been meeting on a weekly basis since the original lockdown.

The TBID will:

- Provide leadership across the tourism sector in Blackpool, helping to create a clear strategy with partners for the safe and sustainable recovery of the visitor economy
- Position itself at the forefront of the recovery plan for Blackpool through innovative and creative thinking, initiatives and activities.
- Help maintain and develop a destination of excitement and memorable experiences for visitors and the local community.
- Add significant additional value to the resort's existing marketing and events programme to ensure that recovery plans are well-resourced and sustainable over a five-year period



Leadership

Blackpool's tourism offer has many component parts, all of which provide important ingredients to the overall attraction of Blackpool as a visitor destination. Partnership can ensure the sum of the parts is greater than these individual segments.

With a shared ambition, we believe bringing together the energy and experience of businesses and drawing up a clear strategy for our future is essential to our continued success.



Given the scale of the disruption caused to Blackpool's tourism and hospitality industry over the past year, it is essential that there is a sustainable financial plan in place to aid recovery both in the short and long term. Eddie Nelder, Director, Choice Hotels

The BID will:

- Deliver a strong collective voice to campaign on behalf of business on issues that matter.
- Provide advocacy to shape change where required to meet the future needs of Blackpool's tourist economy. We will work with partners and businesses to lobby local authorities and public sector organisations to robustly represent the views of businesses in the TBID area.
- Leverage additional investment and resource to ensure the TBID delivers added value.





Promotion & communication

THE CHALLENGE

We need to give visitors more reasons to visit in peak and off-season. Promotion and events increasingly need to be more creative and innovative, and deliver unique and exciting experiences for visitors. Competition in recent years has been amplified with cheap flights to European cities and city and coastal destinations at home reinventing themselves. Blackpool needs to maintain its market-leading position and develop its offer to stay ahead of these alternative offers.

The TBID will:

- Maintain Blackpool's status as the UK's most popular seaside tourist destination.
- Work with partners to produce and deliver a five-year promotional and events programme.
- Support the development of an integrated PR platform to communicate to key audiences and on-line communities to raise profile nationally.
- Support the creation of a universal ticketing portal to drive additional business to resort shows and attractions
- Develop new experiences for visitors aimed at turning day trippers into staying visitors.

Blackpool Tourism BID



Other destinations around the UK have already demonstrated that a successful Tourism BID can add real value to existing marketing and events activity. It is an obvious step for a resort the size of Blackpool.

*Andrea Challis, Chief Executive Officer,
Partington's Holiday Centres*



Business support

THE CHALLENGE

Blackpool is host to many exciting brands and attractions that require timely and reliable information to make crucial business decisions as well as a forum to share their knowledge.

The BID will:

- Provide reliable and relevant information to understand trends essential to business planning and commission new research where required to give members the insights they require.
- Create and facilitate opportunities for businesses to develop new opportunities.
- Provide assistance to members on securing additional funding to develop their own business.
- Bring members together through events to create powerful networks and provide access to insights and unique opportunities.

Independently-owned businesses play a vital role in Blackpool's visitor economy. The TBID will provide a collaborative and supportive role to ensure this important sector thrives post-COVID and beyond.



Map of TBID

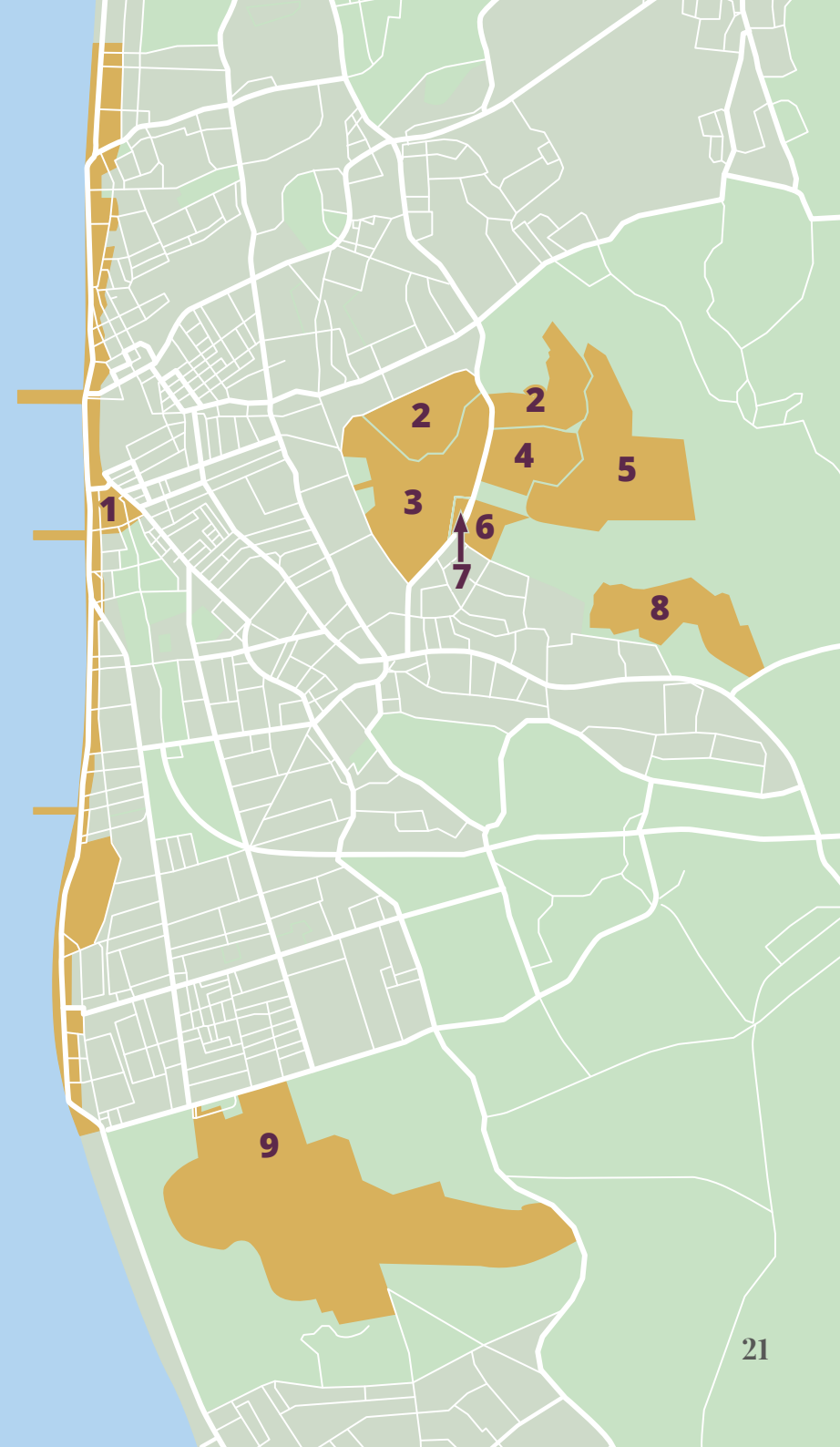
Streets in the TBID

Albert Road
Bonny Street
Central Drive
Chapel Street
East Park Drive
Mythop Road
New Bonny Street
New South Promenade
Promenade
Queens Promenade
Squires Gate Lane
West Park Drive

KEY

Tourism TBID areas:

1. Promenade
2. Stanley Park Golf Course
3. Stanley Park
4. Blackpool Zoo
5. Village Hotel
6. Lawson's Showground
7. Model Village
8. Haven Marton Mere
9. Blackpool Airport



Finance

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

Essentially, when the TBID is approved at ballot all eligible businesses will pay 1% of their rateable value to fund the action plan set out in this TBID proposal. The BID will be in place for five years and all leisure, accommodation, retail and food and drink organisations at or above the £10,000 rateable value level would be liable to contribute to the TBID.

THE BID RULES

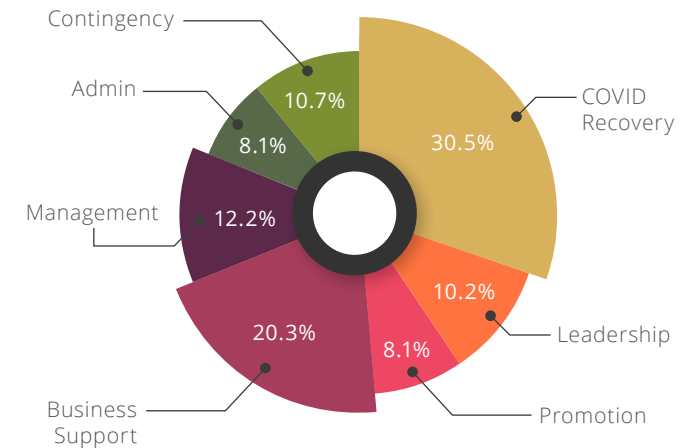
- The TBID term will be a period of five years from July 1, 2021 until June 30, 2026;
- The TBID levy will be applied to rated properties in the TBID district with a rateable value of £10,000 or more;
- The levy will be a fixed rate of 1% rateable value as at April 1, 2021 using the 2017 list for all eligible ratepayers, rising to 1.25% in 2023 and 1.5% in 2025;
- Properties that come into the rating list during the TBID term will be subject to the 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 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 on April 1 each year;
- There will be no VAT charged on the TBID levy;
- There is no distinction to be made between occupied or unoccupied hereditaments;
- The TBID levy will not be affected by the small business rate relief scheme;
- The TBID levy will not be increased other than as specified in the levy rules;
- The TBID levy rules and TBID area cannot be altered without an alteration ballot.

Further information can be found at **www.blackpooltourismbid.co.uk**

Budget

Income	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
BID Levy	263,000	270,890	279,017	287,387	296,009	1,396,303
Additional Income	10,000	15,000	20,000	25,000	25,000	95,000
Total Income	273,000	285,890	299,017	312,387	321,009	1,491,303
Expenditure	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Total
COVID-19 Recovery	75,000	25,000				100,000
Leadership	25,000	25,000	25,000	25,000	25,000	125,000
Promotion & events	20,000	110,000	145,000	155,000	165,000	595,000
Business Support	50,000	25,000	25,000	25,000	25,000	150,000
Management	30,000	30,000	30,000	30,000	30,000	150,000
Administration	20,000	20,000	20,000	20,000	20,000	100,000
Contingency	26,300	27,089	27,902	28,739	29,601	139,630
Total Expenditure	246,300	262,089	272,902	283,739	294,601	1,359,630
Annual surplus	26,700	23,801	26,115	28,648	26,408	
Cumulative reserves		50,501	76,616	105,265	131,672	131,672

YEAR 1 EXPENDITURE



Notes to Budget

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 10% of TBID levy.

Our management and overhead will be maintained beneath the industry benchmark of 20%. 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.

Through an **Operating Agreement** with **Blackpool Council**, a process will be put in place to monitor the collection of the TBID levy over the duration of the five-year tenure.

Within one month of the ballot result, the Blackpool TBID and Blackpool Council will set up a Monitoring Group. There will be at least two meetings of the group each financial year throughout the TBID term.

At each meeting the monitoring group will:

- Review the effectiveness of collection and enforcement of the TBID levy
- Assess the information provided by the Blackpool TBID and Blackpool Council to each party and make recommendations and/or adjustments

LEVERAGING ADDITIONAL NON-BID LEVY FUNDING

The Blackpool TBID will seek to grow its number of voluntary members and in particular leverage its activity towards the delivery of additional funding to support ongoing work programmes. This is with particular regard to public funding opportunities, property owners and commercial/corporate partners.



Governance

The Blackpool TBID will provide 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's tourism sector.

The Blackpool TBID will be a company limited by guarantee. The company will be the legal entity that will run the activities of the TBID following its establishment. The TBID will have two categories of membership:

- **BID levy payers** - commercial occupiers liable to pay the TBID levy
- **Voluntary members** - businesses and organisations that are not TBID levy payers approved by the TBID 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 TBID's business objectives. Key groups may include smaller businesses that fall below the threshold of rateable value, businesses outside of the TBID's geographic boundary and property owners.

ORGANISATION STRUCTURE

A Board of Directors will lead and guide the work of the TBID 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 TBID, 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 TBID members at annual meetings of the company.

*Further details available in the Company Articles of Association

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

The TBID 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 TBID 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 and Marketing.

TBID 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.



BLACKPOOL COUNCIL

A key relationship will exist between the TBID 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 TBID and the Council:

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

*To view the Operating Agreement and Baseline Agreement go to www.blackpoolsmbid.co.uk

VOLUNTARY MEMBERS

Businesses of all sizes are important to the TBID. The TBID will maintain a voluntary membership scheme for businesses falling beneath the TBID levy threshold or outside of the TBID's geographical area. In particular, this will provide smaller businesses the opportunity to engage with, and benefit from, the TBID, 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 TBID will be able to enhance the level of the annual budget.

PROPERTY OWNERS

Property owners in the area will be encouraged to join the TBID 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 TBID or towards specific projects the TBID seeks to advance.

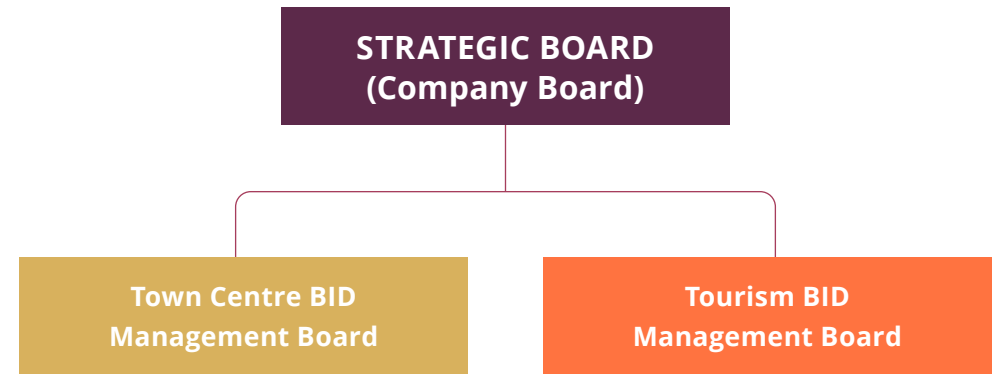
A STRATEGIC APPROACH FOR BLACKPOOL

As part of the BID development strategy for wider Blackpool, a two BID model has been proposed for implementation during 2021 whereby the TBID will join the Town Centre BID, which focuses upon the retail sector.

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.

Clarity of leadership, cost efficiency and sector focus:



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

Further information can be found at www.blackpoolsportandtourismbid.co.uk



The Ballot – using your vote

In May, 2021 you will be given the opportunity to vote on this business proposal for the establishment of the Blackpool TBID.

To ensure neutrality, the TBID ballot will be administered by the Blackpool Council's Returning Officer and Electoral Services staff. It will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

The ballot needs to satisfy two tests: A majority in number of those voting and a majority in proportion of rateable value of those voting. The TBID levy can only come into effect if these two tests are met.

The TBID levy is then applicable to all eligible businesses.

VOTING PROCEDURES

- Your ballot paper will be distributed on 27 May, 2021
- You will need to cast and return your postal vote by 5pm on 24 June, 2021
- The results of the vote will be announced online on 25 June, 2021

All eligible businesses will be entitled to one vote per hereditament. Some businesses occupying more than one hereditament within the area will therefore be entitled to more than one vote.

A full list of businesses eligible to vote is available at www.blackpooltourismbid.co.uk

To discuss this document in more detail please email info@blackpooltourismbid.co.uk

Full ballot arrangements are available at www.blackpooltourismbid.co.uk

The TBID is your opportunity to have an influential voice and implement changes that will positively affect your business and help us all to promote the Blackpool as the UK's number 1 seaside tourist destination.

**IT'S YOUR VOTE.
USE IT.**



Acknowledgements

PROJECT STEERING GROUP & PARTNERS



VISIT **BLACKPOOL**









CONTACT DETAILS

For more information on the TBID and to get involved please visit:

www.blackpooltourismbid.co.uk