

BUSINESS PLAN 2026 TO 2031



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1 | Executive Summary

A message from Managing Director Sue Grindrod

As Managing Director of Blackpool BIDs Limited, I'm proud to see how far we've come - and to work alongside such committed individuals to support this next phase of growth.

With new investment, stronger governance and a clearer mandate from levy payers, both BIDs are well-positioned to deliver real, visible value where it matters most.

Blackpool's two Business Improvement Districts - the Town Centre BID and the Tourism BID - operate under a shared governance structure that brings together business leadership, public sector partners and key stakeholders from across the resort.

Since launching the two-BID model in 2021, this approach has enabled a more integrated, strategic, and place-based focus, supporting distinct business communities while delivering a shared vision for Blackpool as a place to live, work, visit and invest.

The Blackpool BIDs Limited Board provides strategic oversight, working alongside the dedicated Management Groups for each BID to ensure local knowledge, business insight and day-to-day experiences are at the heart of decision-making.

The following business plan sets out the priorities for Blackpool Town Centre BID for the 2026 - 2031 term. It builds on everything achieved so far, responding directly to the needs of local businesses and focusing on placemaking and the development of commercial opportunities.

We're really excited about what we can achieve together over the next five years.



Sue Grindrod
Managing Director
Blackpool BIDs Limited

“Both BIDs are well-positioned to deliver real, visible value where it matters most...”



Overview of Blackpool Town Centre BID

Welcome from the Chair - Jo Duff, Blackpool Town Centre BID



Jo Duff
Chair
Marks & Spencer

Blackpool Town Centre is changing fast, and Town Centre BID has been right at the heart of that transformation.

Over the past five years, the BID has stepped up and focused on projects that have provided the best outcomes for the business community, delivering real, visible results. We've shown what a well-run BID looks like and what happens when local businesses have a voice, dedicated resources and a plan that works.

This next chapter is all about building momentum. Blackpool has more opportunities ahead than ever before. Investment is coming. The town centre is growing. The role of Town Centre BID is to ensure your business can grow and benefit economically.

Thank you for your support so far. I hope you'll back us again and be part of the next chapter for Blackpool Town Centre.

Blackpool Town Centre BID Management Group

Jo Duff
Chair
Marks & Spencer

Jake Whittington
Vice Chair
Little Blackpool Leisure Company

Adam Knight
The Grand Theatre

Catherine Mugonyi
Aunty Social

Emma Threlfall
Houndhill Shopping Centre

Fiona Wright
Sainsbury's

Nick Gerrard
Blackpool Council

Shaun Gorringe
Chair
Pubwatch / The Grand Theatre

Ben Jones
Backlot Cinema & Diner

Mark Winter
The Holiday Inn



Mission, Vision and Objectives for 2026-2031

Our Vision

We want Blackpool Town Centre to be one of the most investable, confident and commercially successful town centres in the UK.

A place where businesses thrive, visitors are welcomed, and regeneration delivers for the people who live and trade here.

Aim

To deliver practical, visible improvements that support business growth, enhance safety and cleanliness, and position Blackpool town centre as a thriving destination for investment, employment and positive experiences.

We'll build on everything we've achieved so far and make sure that as Blackpool evolves, businesses benefit and have the confidence to invest and grow.

Objectives



Welcoming Places

Creating safer streets with visible support day and night to reassure both businesses and the people who visit that Blackpool town centre is a great place to visit



Improving Places

Enhancing the appearance and ambience of the built environment through investment in additional cleaning, lighting and seasonal displays



Entertaining Places

Developing new narratives to drive audiences for days and nights out in Blackpool town centre through events and curated experiences



Promoting Places

Championing the town centre through marketing campaigns, events, signage, PR and use of digital assets



Connecting Places

Building connections between Blackpool Council, businesses, partners, stakeholders for the benefit of the town centre



2 | Background & Context

Since 2021, we've invested more than £1.8 million directly into the town centre, delivering measurable results, including:

- BID wardens assisting with 281 incidents of theft, 1,032 incidents of problematic begging, 164 incidents of rough sleepers and 237 incidents of street drinking
- The launch of the GO Blackpool app with strong engagement from locals and tourists
- Successful Blackpool Restaurant Week, with 26 venues participating
- £45,000 investment in Christmas lighting and decorations
- Delivering safety and security for the town centre through partnership's with Shopwatch (74 members) and Pubwatch (135 members) schemes
- Informing levy payers on matters relating to Blackpool town centre
- Supporting businesses to respond to opportunities presented through regeneration and development of the town centre

The BID covers the town's key commercial streets, gateways and trading areas. It represents a diverse mix of businesses, from independent traders and hospitality venues to national retailers.

From daily warden patrols and street cleaning to promotional activity and digital tools, our aim is to make a visible difference to the town centre every single day.

What is a BID?

A Business Improvement District is a defined area where businesses come together to invest in services and projects that improve their trading environment.

These services go above and beyond what the local authority provides, and they're funded through a levy on eligible businesses.

Blackpool Town Centre BID is governed by a board of Directors representing local businesses, and a dedicated management group who work solely on behalf of levy payers.

Everything we do is focused on strengthening the town centre as a place to work, visit, shop and invest while driving footfall and encouraging locals and visitors to explore all that the town centre has to offer.

A Business Improvement District is an area where businesses come together to invest in services and projects that improve their trading environment.

History of the BID

Blackpool Town Centre BID is entering its fifth term, and the business plan 2026-2031 sets out priorities for the next five years and focuses on practical delivery of the following:

- Maintaining high standards in the external environment
- Creating a safe and secure operating environment for the business community
- Informing levy payers on matters relating to Blackpool town centre
- Supporting businesses to respond to opportunities presented through regeneration and development of the town centre

The BID covers the town's key commercial streets, gateways and trading areas. It represents a diverse mix of businesses, from independent traders and hospitality venues to national retailers.

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BLACKPOOL TOWN CENTRE BID BALLOT

OCTOBER 2025

STREETS TO BE INCLUDED IN THE BALLOT

ABINGDON STREET	DICKSON ROAD [part]
ADELAIDE ST WEST	EAST TOPPING STREET
ADELAIDE STREET [part]	EDWARD STREET
ALBERT ROAD [part]	GEORGE STREET [part]
ALFRED STREET [part]	GROSVENOR STREET [part]
BANK HEY STREET	HIGH STREET [part]
BIRLEY STREET	KING STREET
BUCHANAN STREET [part]	LEOPOLD GROVE [part]
CAUNCE STREET [part]	MILBOURNE STREET [part]
CEDAR SQUARE	NEW LARKHILL STREET [part]
CHARLES STREET [part]	QUEEN STREET
CHURCH STREET [part]	SOUTH KING STREET [part]
CLIFTON STREET	TALBOT ROAD [part]
COOKSON STREET	TOPPING STREET
CORONATION STREET [part]	VICTORIA STREET
CORPORATION STREET	WEST STREET
DEANSGATE	

Achievements from 2021-2025

Since 2021, Blackpool Town Centre BID has invested directly into the town centre.

That investment has been targeted, strategic and focused on delivering clear, visible results for the businesses we represent.

Our goal has always been simple - to improve the experience of being in Blackpool Town Centre. This is for traders, for residents and for the millions of visitors who pass through each year.

The projects we've funded aren't just nice to have. They're practical, measurable and designed to support business growth, raise the town's profile and keep people coming back.

Our efforts have made sure levy payers have a voice in determining the future strategy and investment in the town centre, and we listen to your concerns and work with partners to find solutions.

From street-level improvements to major town-wide campaigns, here's how your levy has helped make a difference.



Achievements over the last five years

Environment

The Environmental Team spent 8342 hours in the town centre and:

- Installed and maintained planters in St Johns Square and Topping Street
- Continued the removal of stickers from street furniture and graffiti
- Two living walls were installed in partnership with High Street Accelerator at either end of Queens Street
- Introduced jet washing to the BID area, covering pavements and empty levy-eligible business doorways
- Continued maintaining street furniture throughout the town centre
- Carried out the cleansing of windows of vacant levy-eligible properties



Safety

- BID Patrol Wardens will have provided a visual deterrent of over **40,410** hours by the end of the 21-26 term
- BID CCTV Operatives have provided **19,240** hours (these cover one person for Shopwatch and one for Pubwatch)
- BID Patrol Wardens attend twice weekly multi-agency walkarounds of the BID area with the Police and Council to tackle anti-social behaviour (ASB) in the town centre
- Community Protection Warnings and Community Protection Notices were issued to persistent offenders for the offences of begging, street drinking or rough sleeping to limit the impact of anti-social behaviour in the town centre
- Criminal Behaviour Orders (CBOs) have been issued to repeat offenders
- Civil Injunction Orders (CIOs) have been issued to repeat offenders
- Town Centre BID facilitates monthly 'Meet The Wardens' drop-in sessions and invites levy-paying businesses to attend. In the last 3 years **36** have been held
- Over **£40k** worth of lost and stolen stock was recovered through the Shopwatch scheme
- Over the last five years, there have been **350** Shopwatch members
- Over the last five years, there have been **660** Pubwatch members

BID Patrol Wardens and CCTV operatives have assisted with:



Pubwatch Testimonial

“Pubwatch has been instrumental in enhancing the safety and overall experience of Blackpool’s night-time economy for the people who live, work, and visit Blackpool. Through strong partnerships with the police, Blackpool Council, and the BID team, Pubwatch has established a robust framework for real-time intelligence sharing and collaborative problem-solving.

This joined-up approach has led to a marked reduction in incidents of disorder and has created a more secure and welcoming environment across the town centre. By aligning venues, enforcement, and local authorities under a shared commitment to safety and community wellbeing, Pubwatch continues to play a vital role in supporting the sustainable growth of Blackpool’s evening and night-time economy.”

Shaun Gorringe
Chair
Blackpool & Fylde Pubwatch



Shopwatch Testimonial

“The BID plays a really important role in keeping the town centre connected and informed - from the reassurance of having Shopwatch in place to the regular updates about what’s happening in the area.

Being able to plan around big events means we can get our staffing and stock right and ultimately provide a better service for customers. Shopwatch has made a real difference in how we operate on the high street and the combination of the DISC app, direct radio link and support from the BID Patrol Wardens means we’re much better connected - and more importantly, better protected.

We’ve seen a clear reduction in shoplifting and anti-social behaviour, and our staff feel safer knowing that help is just a call away from the BID Patrol Wardens. It’s also a deterrent - the radio alone is often enough to change someone’s behaviour. The quick response from the BID Patrol Wardens and CCTV operators really helps us prevent incidents before they escalate.”

Lee Illingworth
Manager
Co-op (Blackpool Town Centre)



Digital Innovation:

The GO Blackpool app was launched in July 2024 - the town’s first dedicated FREE app for offers, events and businesses

- Downloads and engagement exceeded expectations, with over 8,000 downloads in year one, and 381 registered business users who are able to upload their content
- It offers unprecedented visibility for levy payers to promote directly to engaged audiences. It’s a real-time connection with people who are already here or planning to be
- The app is already delivering measurable value, helping people discover what’s on, where to go, and why the town centre is worth their time and spend
- And there is more to come with further development of the GO Blackpool app planned for the new BID term



Events and Marketing:

Blackpool Restaurant Week took place in March 2025, with 26 venues participating and exclusive menus created, along with special offers, tasting events and a kitchen takeover at Abingdon Street Market by the students from Blackpool and The Fylde Catering College.

The Makers Market, a nationally recognised brand, was brought to the town centre in May 2025 and looks set to be a regular feature in Blackpool and the first indoor Makers Market in the North West.

Seasonal displays, including £45,000 Christmas lighting investment. This funding has helped enhance the look and feel of the area during the busiest shopping period of the year, encouraging longer dwell times and giving people more reasons to choose Blackpool for their festive visits. We plan to invest further in the coming year.



Current Economic and Business Environment

Blackpool Town Centre is in the middle of a major transformation, with more than £2 billion being invested in developments that are changing how the town centre looks and feels. From new offices and hotels to education hubs, digital infrastructure, and public spaces, a new town centre is emerging rapidly, and it is the role of BID to ensure this translates into economic benefit for all vested interests while keeping our business community safe, secure and thriving.

Completed Developments:

- The Department for Work and Pensions hub at Talbot Gateway is now home to over 2,000 civil servants
- Abingdon Street Market reopened in 2023 following a £4+ million investment. It's home to 20+ independents, including food and drink and boutique retail. It reflects a growing demand for social, experience-led spaces that attract both residents and visitors
- The four-star Holiday Inn opened in spring 2024 with 144 rooms, Marco Pierre White's New York Italian Restaurant, business conferencing facilities and a fitness centre for guests

Upcoming Developments:

- £65 million Multiversity campus opening in 2027, bringing 3,000 students and staff with 70 higher-level courses
- The new Ministry of Defence building will bring an additional 1,100 staff to Blackpool town centre
- Blackpool Council have entered into an £8 million grant funding agreement to reconfigure the grade two-listed Abingdon Street Post Office into a 148-bedroom hotel

All of this is underpinned by national investment from the Future High Streets Fund, UK Shared Prosperity Fund and High Street Accelerator, along with better public space, full-fibre broadband and improved transport links

From new offices and hotels to education hubs, digital infrastructure, and public spaces, a new town centre is emerging rapidly

Our Role in Blackpool's Regeneration

Blackpool is changing - and the BID helps ensure that change is felt where it matters.

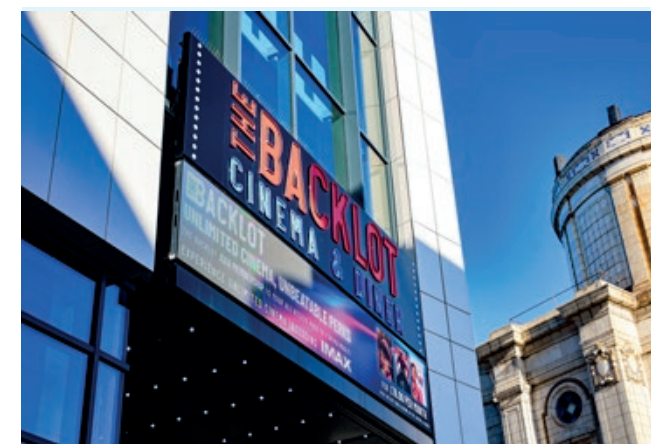
We're on the ground every day. We make the town centre easier to navigate, safer to trade in and more visible to the people who visit it. We support businesses as they adapt to new working patterns, shifting visitor profiles and evolving local infrastructure.

Behind the scenes, we're a key partner in regeneration planning and strategic delivery.

We work closely with Blackpool Council and other agencies to make sure businesses aren't just observers - they're part of a bigger strategic plan. This includes improving the early evening economy and providing a positive trading environment.

We will work with Blackpool Council's Highways and Planning teams to develop opportunities for businesses to grow and develop.

The BID is also a delivery partner in the **Blackpool Makes It Work** agenda, helping bridge the gap between long-term ambition and day-to-day reality.



3 | Strategic Objectives 2026 – 2031

Since 2021, we've focused on responding directly to the needs of local businesses

That has meant keeping the town cleaner, safer and better supported. It's been about raising the bar on how Blackpool is promoted, how visitors experience the town, and how businesses connect with each other and the wider economy. We have also focused on encouraging our residents to explore the town centre and experience a wide-ranging, eclectic mix of retail, food, drink, and events.

Now, we're building on that foundation with a plan shaped by levy payers and designed to take the town centre forward. A safer, more secure town centre remains the top priority for Blackpool Town Centre BID - and this plan puts that front and centre.

We're focused on four key priorities that reflect where Blackpool is heading - and what it needs next.

Welcoming Places

A safer, more secure town centre remains the top priority.

We want the town centre to feel welcoming through safer streets, visible support, and a day-to-night presence that reassures both businesses and the people who visit them. We will continue to invest in the core services that make a difference every day, including:

- Increasing the number of Town centre wardens
- Providing cover for CCTV operatives to make sure there is continuous support for Pubwatch and Shopwatch members and the wider business community
- Increasing number of participants in BID-supported Shopwatch and Pubwatch schemes to support BID's contribution to crime reduction targets.
- Supporting twice-weekly joint operations with the Police and Council to identify sources of ASB and find solutions for the benefit of the wider business community
- Promoting safety initiatives to encourage business community buy in and promote Blackpool as a safe place to visit, work and do business.

In response to feedback from levy payers, we will explore how we can support improved car parking provision and promote the use of public transport - making it easier for people to get into the town centre and more attractive for them to stay.

“A safer, more secure town centre remains the top priority for Blackpool Town Centre BID - and this plan puts that front and centre.”





Improving Places

We'll continue to invest in the spaces that shape first impressions and encourage people to stay longer.

Enhancing the appearance and ambience of the town through:

- Continuing our partnership with Enveco for targeted cleansing across the town centre
- Adding value by tackling environmental issues in privately owned properties and vacant units
- Improving lighting and seasonal displays
- Continuing to develop wayfinding adaptations as the town centre develops
- Developing strategic plans for Greening initiatives in the town centre
- Monitoring and maintain consistently high standards across key town centre locations

Promoting Entertaining Places

We'll keep promoting Blackpool - locally, regionally and nationally and create more reasons to visit, stay and dwell in the town centre through:

- Maintaining GO Blackpool as the central digital platform for events, offers and businesses
- Developing campaigns, events, signage, PR and digital marketing to promote Blackpool town centre
- Building on our partnership with VisitBlackpool to promote Blackpool town centre
- Continuing to support for Blackpool's Cultural Strategy to position the town as UK's Coastal Capital of Creativity by 2030
- Developing a seasonal events programme for the town centre Festival
- Investing in the further development of Blackpool Restaurant Week as a mainstay of the annual calendar of events – building audiences and celebrate Blackpool's food and drink sector
- Building on the success of The Makers Market and secure other themed events
- Developing more curated experiences and surprise events throughout the year

Connecting Places

- Building connections between businesses, partners, stakeholders and the wider town:
Support collaboration and create feedback opportunities for levy payers to guide the future investment and development of Blackpool town centre
- Ensuring business views are represented in strategic conversations to shape the future of Blackpool town centre
- Working with Blackpool Council to secure funding and investment to drive economic growth
- Develop public and private sector partnerships for the benefit of levy payers and the wider business community

WELCOME IMPROVE PROMOTE CONNECT



4 | Governance & Compliance

Legal Structure

Blackpool BIDs Limited is a company limited by guarantee. Company registration number 13506605. The Directors are responsible for the effective governance and financial and operational management of a two BID model in Blackpool - Town Centre and Tourism BIDs.

Blackpool BID's Limited Board of Directors

Blackpool BID's Limited Board of Directors lead and guide the work of Blackpool Town Centre BID and were chosen from the businesses which form the constituency of the organisation.

The board is made up of representatives across a wide range of stakeholders and representatives from each BID and has the appropriate balance of skills, experience, independence and knowledge to enable them to discharge their respective duties and responsibilities effectively.

It meets quarterly and drives the set aims and objectives of the BID, as well as maintaining the budget and monitoring performance. The Board consists of non-executive Directors, including the Chair. Directors have been appointed by the Board subject to ratification by the BID members at annual meetings of the company.

Further details are available in the Company Articles of Association

Delegated powers are provided to the Finance & Governance sub-group to support the implementation of board decisions.

Guidance on board recruitment and current board members can be found on www.blackpoolbid.org.

Blackpool BIDs Limited Strategic Board

John Westhead

Chair

Growth and Potential

Graham Cowley

Vice Chair

Business in the Community

Jake Whittington

Little Blackpool Leisure Company

Andrea Challis

Partington's Holiday Centres

Jane Cole

Blackpool Transport

James Cox

Pleasure Beach Resort

Linda Dean

Blackpool & The Fylde College

Jo Duff

Marks & Spencer

Martin Long

Napthens Solicitors

Eddie Nelder

Choice Hotels

Kate Shane MBE

Blackpool Tourism Ltd

Peter Taylor

Blackpool Entertainment Company Ltd

Message from John Westhead

Chair, Blackpool BIDs Limited Strategic Board



John Westhead
Chair
Blackpool BIDs Ltd Strategic Board

Blackpool is a town with ambition, and Blackpool Town Centre BID has played a crucial role in helping deliver on that ambition.

In this current term, the BID has been a driving force in keeping the town centre clean, safe, welcoming and well-supported. Its value has never been clearer than it is today.

As Chair of the Blackpool BIDs Limited Strategic Board, I've seen first-hand the positive impact of the BID's work. From supporting businesses through a period of rapid regeneration to introducing innovative tools like the GO Blackpool app, the town

centre BID has consistently delivered projects that matter.

Looking ahead, it is vital that we maintain momentum.

The next five years will bring further investment, change and opportunity. With a new mandate, the BID will continue to champion local businesses, ensure their voices are heard, and make sure the town centre remains a thriving place to live, work, and visit.

I hope you will lend your support for this next term and be part of the journey as Blackpool continues to grow.

5 | Financial Plan & BID Levy Structure

BID Regulations

Blackpool Town Centre BID operates under national BID legislation and will enter a new term every five years by democratic vote. To continue beyond April 2026, the BID must secure a majority yes vote by both number and rateable value.

BID Rules

The Business Improvement District (BID) levy will apply to all persons or organisations liable to pay non domestic rates for hereditaments in the defined BID area, subject to the requirements as set out in these BID Rules. The number of hereditaments liable for the levy in the BID area is approximately 325.

1. BID Term

The Business Improvement District (BID) term will be in effect for a fixed term of five years, commencing on 1 April 2026 and concluding on 31 March 2031.

2. Boundary

The defined BID area, as outlined in this proposal (refer to page 10), encompasses all roads, streets and private developments within the designated boundary. This includes all hereditaments listed under the 2023 Valuation Office Agency (VOA) listing.

3. Rateable Values

Rateable values are determined by the UK Government via the Valuation Office Agency (VOA).

Blackpool BIDs Limited will apply the 2023 non-domestic listing as at 31 March 2026 to establish eligibility for BID levy payments within the defined BID area.

The 2023 non-domestic listing shall serve as the reference point for the full BID term (1 April 2026 – 31 March 2031 – Blackpool Town Centre BID).

Any property that enters the rating list at any time during the BID term will be subject to the levy from its effective date on the rating list, based on the rateable value at that time.

Where a hereditament within the BID area is split, merged, or otherwise physically altered, the resulting hereditament(s) shall be liable for the BID levy if they:

- Are located within the BID boundary; and
- Appear in the local non-domestic rating List with a rateable value above the applicable threshold

Liability for the resulting hereditament(s) shall commence from the effective date of the change as recorded by the VOA. Any such hereditament will be charged the BID levy in accordance with the standard rules applicable at that time.

Note: Although the 2023 VOA listing offers stability for budgeting throughout the BID term, stakeholders should be aware that future legislative changes or adjustments in VOA policies may affect this framework.

4. Levy Payments

The BID levy will be uniformly applied to all eligible hereditaments in accordance with the Business Improvement Districts (England) Regulations 2004.

The BID levy rate shall be set at 1.75% of the hereditament's rateable value for the duration of the full BID term.

The billing process will be administered by Blackpool Borough Council, or its appointed agent, acting on behalf of Blackpool BIDs Limited. The billing authority shall confirm levy eligibility in accordance with applicable regulations.

The BID levy will be collected by the billing authority and is payable in full on the date specified in the demand notice. Collection and enforcement will follow the same procedures and legal powers as apply to the collection of non-domestic rates, including recovery action for non-payment.

The BID levy is a statutory charge and is not subject to VAT, as it falls outside the scope of VAT under current HMRC guidance.

A new ratepayer who becomes responsible for a hereditament during a BID year shall be liable for the full BID levy for that year, including any outstanding levy debt, even if they were not involved in the original BID ballot.

5. Inflation Adjustment

From Year 2 onward of the BID term commencing on 01 April 2027, an inflationary increase of 3% per annum will be applied.

Where inflation is more than 3%, based on the Consumer Price Index (CPI) the BID Board of Directors reserves the right to adjust rate for inflation to match CPI.

6. Threshold for Levy Liability

The BID levy shall apply to all hereditaments with a rateable value of £10,000 or greater, as recorded on the 2023 VOA Rating List, effective as at 31 March 2026. Hereditaments below this threshold will be exempt from the payment of this levy.

7. Chargeable Day

The chargeable day for the BID levy shall be 1 April in each financial year of the BID term commencing from 01 April 2026. The person or organisation liable for non-domestic rates on that date shall be responsible for paying the BID levy for that hereditament for the whole of that year.

Liability will not be adjusted due to changes in occupation or ownership after the chargeable day, except where otherwise stated in these rules (e.g. deleted or newly created hereditaments). The levy is applicable for the full financial year from the chargeable day and no refunds or adjustments will be made in the event of ownership or occupation changes during that year.

8. Exemptions and Discounts

There will be no exemptions or discounts applicable within the BID.

- The levy applies equally to occupied and unoccupied hereditaments, subject to the provisions in these rules
- The BID levy is not affected by the Small Business Rate Relief scheme

9. Vacant and Empty Properties

Vacant or unoccupied hereditaments within the BID area that remain rateable will be liable for the full BID levy, unless specifically exempted elsewhere in these rules. Where a property is empty, the liable party shall be the person or organisation responsible for paying the non-domestic rates, typically the property owner, landlord, or leaseholder.

Properties that have been temporarily removed from the rating list by the VOA—such as those under redevelopment, demolition, or structural alteration—will not be liable for the BID levy during the period they are not rateable.

Hereditaments that appear in the local Non-Domestic Rating List with a rateable value of £0 (nil-rated) at the time of the BID ballot or at any point during the BID term shall be exempt from the BID levy and shall not be subject to any minimum charge.

If a hereditament is assigned a rateable value of £0 during a BID year, the exemption shall apply from the effective date of the change as determined by the VOA.

Should a revised rateable value greater than £0 be issued during the BID term, the hereditament shall become liable for the BID levy from the effective date of that revision, in accordance with the levy calculation set out in these rules.

10. Governance and Reporting

- There will be a Board of Directors who will oversee the two BID areas providing strategic leadership and oversight to ensure both BIDs deliver on their business plans and meet the needs of their respective levy payers. The Board sets priorities, monitors performance, approves budgets and ensures compliance with governance and legal requirements. Directors act as ambassadors for the BIDs, represent the interests of local businesses and make decisions that support economic growth, partnership working and long-term sustainability across both districts
- There will be a Town Centre BID Management Group and a Tourism BID Management Group. The Groups will focus on the day-to-day delivery of projects and services within each BID district. Their responsibilities include implementing the business plan, coordinating events and initiatives, managing contractors and suppliers, engaging with local businesses, and gathering feedback. They report progress to the Board, ensure alignment with strategic goals and respond to local needs and priorities, ensuring that both BIDs remain responsive, effective and operationally efficient. The Chair and Vice Chair of each BID Management Group will sit on the Board and the Groups will be made up of representatives from relevant sectors
- The BID Board of Directors and BID Management Groups will review progress against strategic objectives

on an ongoing basis and will hold a joint business plan review meeting, on at least an annual basis

- There will be a Finance and Governance Management Group which oversees financial planning, budgeting, and expenditure across both BID areas to ensure funds are used effectively and in line with the BID business plans. The Group monitors levy collection, reviews financial reports, ensures compliance with statutory requirements and upholds strong governance standards. It also oversees risk management, audits and policy development and may advise the BID boards on strategic financial decisions, ensuring consistency, accountability, and transparency across both districts
- Annual review reports, audited accounts and policy documents will be publicly accessible via the BID website
- The BID Board of Directors shall have the authority to review and adjust budgets and project priorities during the BID term in response to changing circumstances, emerging local needs, or strategic opportunities, provided such changes remain consistent with the overall aims and objectives of the BID. Any variations shall be agreed by the Board in line with its governance procedures and communicated to levy payers through regular updates and the BID’s Annual Report
- The BID finances will be subject to an annual external audit and during the financial year will be monitored by the Finance and Governance Management Group, which meets in between each Board meeting and reports to and is accountable to the BID Board of Directors
- The BIDs Board of Directors will apply for British BIDs Accreditation no later than the end of the first year of the BID term, which will demonstrate that the BID is operating to recognised standards of governance, transparency and effective leadership
- BID levy payers and stakeholders will receive regular updates through reports, newsletters and digital platforms

11. Legal Compliance and Future Amendments

The BID levy rules and BID areas cannot be altered without a formal alteration ballot.

All amendments must comply with the Business Improvement Districts (England) Regulations 2004 and associated legislative frameworks.



BID Budget Forecasts for 2026 - 2031

This business plan proposes continued investment in safety and security, whilst enhancing investment in the environment and seasonal lighting. Additionally, we will continue to drive foot traffic to the town centre through targeted marketing and events.

Levy income remains consistent across the five-year period, and the increase in years one to five is phased to include DWP building, Multiversity and MoD offices. The levy income arising from the investment in the town centre will come to fruition in the next BID term. These new developments will attract approximately 3000 students and 4000 office workers to the town centre daily.

The additional levy income will provide the opportunity to increase the number of Wardens to five full-time staff and therefore increase patrols around the town centre.

Our ambition now is to attract regular events to drive footfall and increase investment in seasonal lighting. We will build on the opportunity presented by Blackpool's Cultural Strategy to seed fund event development whilst attracting regular events into the town centre in support of the local economy.

In addition, we will invest in environmental improvements and contribute to funding interventions that will enhance the

town centre's appearance and atmosphere. We will increase investment in the environment with a focus on green infrastructure.

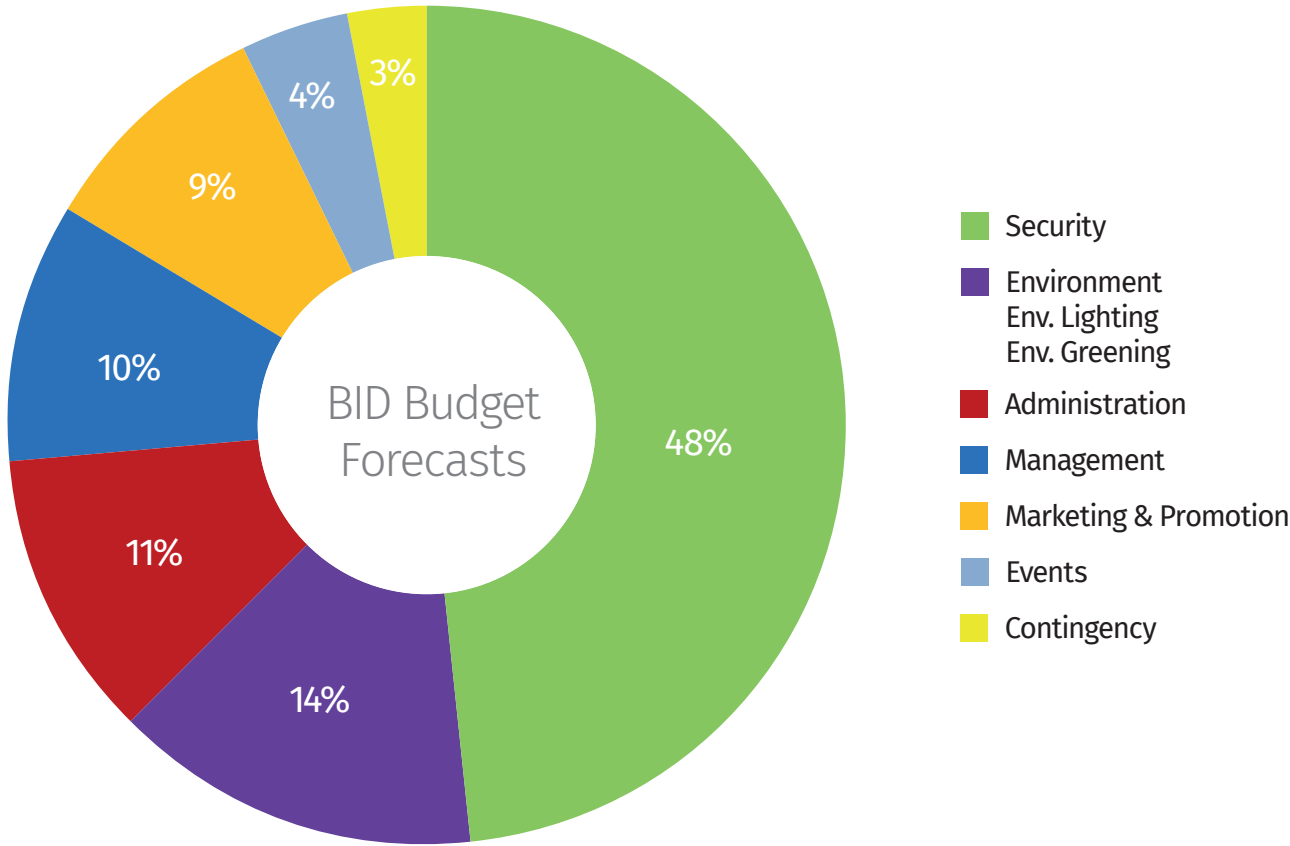
Members' funds remain at a consistent level to the end of the term, providing the Town Centre BID management group with further opportunities to invest where opportunities are presented and need arises.

A 3% increase is included in expenditure for security, administration, and management, in line with projected inflation.

Contingency is built into the budget at 5% of the levy income based on a 95% levy collection rate, which has been consistently achieved in the previous 5-year term.

The members' funds carried forward from the end of the BID term on 31 March 2026 are forecast at £82,335, and this may change due to the end-of-year outcome reported in the audited accounts. This line will be amended to reflect any changes.

Overall, the total income raised is £3.1million over the five-year period.



TOWN CENTRE BUDGET 2026-2031						
	26/27 Year 1	27/28 Year 2	28/29 Year 3	29/30 Year 4	30/31 Year 5	Total
INCOME (£)						
BID Levy	284,655	354,655	354,655	449,655	449,655	1,893,275
DWP	70,000					
Multiversity			70,000			
MoD			25,000			
Add income	50,000	50,000	50,000	50,000	50,000	50,000
HAS	14,868	15,314				30,182
Shopwatch and Pubwatch	83,046	83,046	83,046	83,046	83,046	415,230
Members funds b/fwd	82,335	67,390	59,891	78,124	86,841	374,580
Total Income	584,904	570,405	642,592	660,825	669,542	3,128,267
EXPENDITURE (£)						
Security	270,252	252,252	259,820	267,614	275,642	1,325,580
Env. - Lighting	15,000	20,000	35,000	35,000	35,000	140,000
Env. - greening	5,000	10,000	30,000	30,000	30,000	105,000
Environment	42,315	42,315	28,645	28,645	29,504	171,424
Events	5,000	10,000	20,000	20,000	20,000	75,000
Marketing & Promotion	48,000	48,000	55,000	55,000	55,000	261,000
Management	54,500	54,500	56,135	56,135	57,819	279,089
Administration	59,714	55,714	57,385	59,107	60,880	292,801
Contingency 5%	17,733	17,733	22,483	22,483	22,483	102,915
Total Expenditure	517,514	510,514	564,468	573,984	586,329	2,752,809
Members funds c/fwd	67,390	59,891	78,124	86,841	83,213	375,458

6 | Operational Plan

Key Projects and Initiatives for the BID Term



Safety and Security

- Expansion of BID wardens team
- Maintain full-time daytime CCTV operative and part-time evening CCTV operative
- Enhanced Shopwatch and Pubwatch coordination
- Strengthened multi-agency working
- Improved intelligence sharing and incident response



Events & Marketing

- Annual Blackpool Restaurant Week
- The Makers Market continuation
- Seasonal campaigns and promotions
- Continue to build audiences and reach through BID social media channels
- Develop opportunities to attract events and animation across the town centre and public spaces



Digital Innovation

- GO Blackpool app development and expansion
- Enhanced digital marketing
- Business digital support programmes
- Integration with town-wide digital infrastructure



The GO Blackpool app attracted over 8,000 downloads in one year

Partnerships with Local Businesses, Councils, and Community Groups



Strategic Partnerships:

- Blackpool Council departments - public protection, planning, highways, Envenco, Revenues team, growth and prosperity, Blackpool Tourism Limited
- Lancashire Police and neighbourhood teams
- Local charities and support services



Collaborative Delivery:

- Weekly multi-agency operations with Lancashire Police and Blackpool Council
- Joint funding applications
- Shared intelligence and communication via Shopwatch and Pubwatch
- Coordinated event programming



AI and Digital Innovation Strategies

- Work with Blackpool and The Fylde College to develop opportunities for levy businesses to develop skills and use AI and digital technologies
- Develop GO Blackpool to deliver a one-stop shop for all Blackpool has to offer
- Drive economic benefit for town centre businesses in relation to Blackpool Council's key strategies to develop, for example, Silicon Sands and data centres and investment in AI and digital technologies
- Support digital transformation for local enterprises



Multiversity Partnership

Working with Blackpool and The Fylde College's new £65 million campus to:

- Integrate town centre businesses with digital learning opportunities
- Create innovation hubs and collaborative spaces within the facility
- Develop partnerships with students and pathways to employment

7 | Marketing & Communications Strategy

Branding and Awareness Campaigns

The GO Blackpool app is central to BID marketing efforts and provides the following support for BID levy payers and the wider business community:

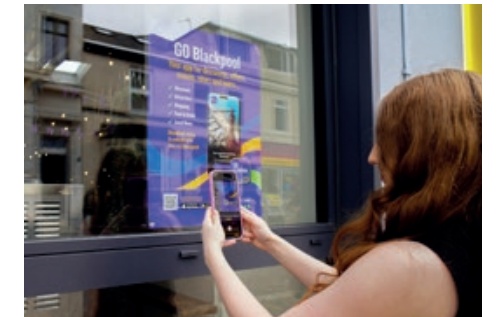
- A comprehensive digital ecosystem that supports both businesses and visitors
- Real-time business promotion capabilities
- Event and offer coordination
- Resident and visitor engagement tools
- Business directory and discovery platform

Seasonal Campaigns:

- Christmas lighting and decorations
- Blackpool Restaurant Week promotion and expansion
- Cultural strategy event support and coordination
- Tourism season marketing integration

Levy Payers' Communication Strategy:

- Monthly newsletter, including a 'what's on' guide
- Invitation to join GO Blackpool and support for content management on the app
- Monthly 'Meet the Wardens' events
- Shopwatch Disc reporting function
- Pubwatch quarterly meetings
- Ad hoc communications on matters that impact levy payers and the town centre
- Open door policy for levy payers to contact BID team



Stakeholder Engagement and Levy payer Consultation on proposed Business Plan 2026-2031

Consultation Process:

- Initial consultation with the BID Board and Management Group has shaped the first draft of the business plan to establish draft priorities for the next 5 years
- Formal consultation with all eligible levy payers and drop-in sessions will run every Thursday throughout July and August, commencing on 10 July and ending on 28 August 2025
- One-to-one in-person meetings with key stakeholders
- The business plan will be updated following the consultation process and distributed ahead of the ballot notices
- Continuous feedback opportunities leading up to the ballot
- Town Centre BID ballot commences on 30 October and runs to 27 November 2025

1 JUL - 31 AUG

FORMAL
CONSULTATIONS

30 OCT - 27 NOV

TOWN CENTRE
BID BALLOT

8 | Measuring Success & Impact

Performance Indicators and Reporting Mechanisms

Safety and Security Metrics:

- Incident response times and resolution rates
- Anti-social behaviour reduction statistics
- Business confidence survey results
- Shopwatch and Pubwatch membership growth

Economic Impact Measures:

- Footfall monitoring and analysis
- Business occupancy rates
- Event attendance and engagement
- GO Blackpool app usage statistics

Environmental Standards:

- Cleanliness audit scores
- Public realm improvement assessments
- Business satisfaction with town centre appearance

Regular Evaluations and Feedback Loops

- Quarterly performance reviews with BID Board
- Annual levy payer surveys and consultations
- Monthly business engagement sessions
- Weekly operational reviews with key partners
- Continuous improvement processes integrated throughout delivery



9 | Conclusion & Next Steps

This plan is about action.

The priorities set out our commitment to drive the local support business community.



We've already seen what's possible when businesses work together. We've raised standards, built momentum and delivered real results where they matter.

Now, it's about going further.

With the right backing, we'll keep improving the town centre, support local businesses and turn long-term investment into everyday impact.

The future of Blackpool belongs to the people who live, work and trade here. Let's make sure it's shaped by you.

We look forward to discussing our ambitions for the next five years and hearing your views on how Blackpool Town Centre BID can best serve you and your business.

Voting 'Yes' means:

- ✓ BID Patrol Wardens will continue to operate seven days a week in the town centre
- ✓ Shopwatch and Pubwatch schemes will remain active and supported
- ✓ CCTV operatives will continue monitoring the area seven days a week
- ✓ Christmas lighting will be funded over and above Blackpool Council's contribution
- ✓ Blackpool Restaurant Week will become an annual fixture
- ✓ The GO Blackpool digital platform will continue, with free access for BID levy payers to promote and market their businesses
- ✓ The BID will continue to influence the response from Lancashire Police and Blackpool Council's Public Protection teams
- ✓ The BID will continue to influence how government funding and investment are allocated in the town centre
- ✓ Blackpool Council will be held to account to ensure delivery of statutory services
- ✓ Ongoing investment will be made in new and innovative ways to support business growth
- ✓ Strategic partnerships will be developed to drive progress across the town centre
- ✓ Regular communication tools will be maintained to keep levy payers informed

Voting 'No' means:

There will be no:

- ✗ There will be no dedicated BID Patrol Wardens working in the town centre
- ✗ Shopwatch and Pubwatch schemes will come to an end
- ✗ BID-funded CCTV operatives will be withdrawn
- ✗ Christmas lighting will not be funded by the BID
- ✗ Blackpool Restaurant Week will not continue
- ✗ The GO Blackpool platform will no longer be available to businesses
- ✗ The BID will no longer influence local policing or council enforcement activity
- ✗ The town centre will lose a voice in how external funding is spent
- ✗ No independent body will hold Blackpool Council to account on service provision
- ✗ There will be no BID-led support for innovation or business growth
- ✗ No strategic partnerships will be developed or maintained by the BID
- ✗ Regular updates and communication with levy payers will cease

The Ballot – Using Your Vote

From 30 October to 27 November 2025, as an eligible BID levy payer, you will be given the opportunity to vote on this BID proposal for Blackpool Town Centre BID for a new 5 year term 1 April 2026 to 31 March 2031.

Businesses that will be subject to the levy (as set out in the BID proposal) vote in a postal ballot.

The ballot is managed by the local authority and will be administered by the Blackpool Council's Returning Officer and Electoral Services staff. The ballot will be arranged in line with the rules set out in the BID regulations (2004) as approved by Parliament.

A successful ballot is determined as follows -

- 1. A simple majority (above 50%) of votes cast in favour
- 2. And a majority of the rateable value of votes cast

The Town Centre BID proposal can only come into effect if these two tests are met.

The Town Centre levy is then applicable to all eligible businesses as set out in the BID proposal.

VOTING PROCEDURES

Each business entitled to vote in a BID ballot is allowed one vote in respect of each property occupied or (if unoccupied) owned by them in the geographical area of the BID. Your ballot paper will be distributed at least 28 days before the last day of the ballot.

You will need to cast and return your postal vote by 5pm on 27 November 2025

The certified outcome of the ballot will be published as soon as practicable after the result is known.

The local authority is responsible for drawing up the final list of voters. A full list of businesses eligible to vote is available at www.blackpoolbid.org

To discuss this document in more detail, please email admin@blackpoolbid.org

Full ballot arrangements are available at www.blackpoolbid.org

The Town Centre BID 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 a safe and welcoming town.





Blackpool
Town Centre BID

THE HEART OF **BLACKPOOL BUSINESS**

Visit us online at **www.blackpoolbid.org**

admin@blackpoolbid.org



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