

BUSINESS PLAN 2026 TO 2031



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1 | Executive Summary

A message from Managing Director Sue Grindrod

This is a renewal and alteration ballot for the Town Centre Business Improvement District, proposing a new BID term of five years and an amended BID boundary, as shown on the map contained within this document. 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 (1 April 2026 - 31 March 2031). 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
Blackpool Town Centre BID

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 and 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
Pubwatch Chair / The Grand Theatre

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 businesses and visitors that Blackpool is a safe place



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 and 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, which now has over 10,000 downloads and 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 partnerships 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.



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 graffiti and stickers from street furniture
- Two living walls were installed in partnership with High Street Accelerator Pilot 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 cleansing of vacant properties, doorways and windows



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 towns first dedicated FREE app for discounts, offers, what’s on, news and much more.

- 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 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 reason to choose Blackpool for their festive visits. We plan to invest further in seasonal lighting and decorations in the new BID term.



Current Economic and Business Environment

Blackpool Town Centre is in the middle of a major transformation, as part of the £2 billion Council-led Growth and Prosperity programme, with 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 an investment of around £4 million. 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
- The Backlot Cinema and Diner opened in 2024 as part of Houndshill Shopping Centre's extension, with multiple screens and Lancashire's only IMAX screen

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 has entered into an £8 million grant funding agreement to reconfigure the grade two-listed Abingdon Street Post Office into a 144-bedroom hotel
- Improvements to town centre traffic and public transport infrastructure

All of this is underpinned by national investment from the Towns Fund, the Levelling Up Fund, the UK Shared Prosperity Fund and the High Street Accelerator Pilot, 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 welcome new businesses into the town centre and support them as part of the ongoing regeneration.

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** marketing initiative, helping bridge the gap between long-term ambition and day-to-day reality.



Image: Blackpool Council



Image: Ben Hesketh



3 | Strategic Objectives 2026 – 2031

We're focused on responding directly to the needs of local businesses

We're building on the foundation created over the last five years with a plan shaped by levy payers and designed to take the town centre forward. A safe, secure town centre is the top priority, and this plan puts that front and centre.

It's about ensuring the town is cleaner, safer and better supported. It's 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're also focused on encouraging our residents to explore the town centre and experience a wide-ranging eclectic mix of retail, food, drink and events.

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 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 support for Blackpool's Cultural Strategy to position the town as UK's Coastal Capital of Creativity by 2030

Entertaining Places

We'll put energy into the town centre through entertainment:

- Developing a seasonal events programme for the town centre
- 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:

- Supporting collaboration and creating 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 ENTERTAIN CONNECT



4 | Governance, Legal and Compliance

Legislative Framework for Business Improvement Districts (BIDs)

Business Improvement Districts (BIDs) in England operate within a clearly defined legal structure established by the UK Government. This framework ensures transparency, accountability, and consistency in the development and management of BID initiatives.

The legislative foundation for BIDs is set out in:

- **Part 4 of the Local Government Act 2003** – which provides the statutory basis for the establishment of BIDs.
- **The Business Improvement Districts (England) Regulations 2004** – which detail the procedural requirements for BID proposals, ballots, levy collection, and governance arrangements. These regulations outline the roles of BID proposers, local authorities, and levy payers, ensuring that all parties are informed and engaged throughout the BID lifecycle. You can view the full legislation here: www.legislation.gov.uk/ukxi/2004/2443/contents/made

Additionally, the UK Government provides a technical guide for local authorities, which outlines best practices and responsibilities for facilitating BID operations, including ballot procedures, levy collection, and termination protocols.

All BID proposals, including those for Blackpool Town Centre BID, must comply with these statutory requirements. This ensures that the BID operates with legal integrity and that levy payers are contributing to initiatives that are democratically endorsed and strategically aligned with local priorities.

Compliance

Operating Agreement – the local authority is required to manage the collection and enforcement of the BID levy. This requirement is agreed between local authority and the BID under an Operating Agreement to cover the terms of reference, means of enforcement and the practicalities for the collection of the BID levy.

Baseline Agreement – sets out the existing levels of service provision provided by the local authority and other public bodies, enabling BID to demonstrate the additionality it will provide over the term of the BID.

Both documents are available on the town centre BID website.

<https://blackpoolbid.org/documents/>



Governance

Blackpool BIDs Limited is a not for profit company (company registration number 13506605) and will be the BID body legally responsible for delivering the business plan should there be a successful 'Yes' vote in the ballot.

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.

The Board is made up of representatives across a wide range of stakeholders and representatives from each BID Management Group 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 overseeing the budget and monitoring performance. The Board consists of non-executive Directors, including the Chair.

Further details are available in the Company Articles of Association. <https://blackpoolbid.org/blackpool-bids-limited/>

Delegated powers are provided to the Finance and Governance Group to support the implementation of board decisions.

Details of current Directors can be found on <https://blackpoolbid.org/blackpool-bids-limited/> together with details of how Directors are appointed to the Board, and Management Group members selected.

Members

A levy payer can nominate one representative from its organisation to become a member of Blackpool BIDs Limited. An individual stakeholder with relevant skills and knowledge can also become a member of the company.

An Annual General Meeting is held at the end of each calendar year to which all members are invited. For future information go to <https://blackpoolbid.org/blackpool-bids-limited/>

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.

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 Parks

Jane Cole
Blackpool Transport

James Cox
Pleasure Beach Resort

Linda Dean
Blackpool and The Fylde College

Jo Duff
Marks and Spencer

Martin Long
Naphthens Solicitors

Eddie Nelder
Choice Hotels

Kate Shane MBE
Blackpool Tourism Ltd

Peter Taylor
Blackpool Entertainment
Company Ltd



5 | BID Rules 2026 – 2031

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 Town Centre BID area is approximately 321.

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. Amended BID Boundary

The defined BID area, as outlined in this proposal (refer to pages 28/29), encompasses all roads, streets and private developments within the designated amended BID boundary. This includes all hereditaments listed under the 2023 Valuation Office Agency (VOA) listing or any subsequent published list.

3. Rateable Values

- 3.1 Rateable values are determined by the UK Government via the Valuation Office Agency (VOA).
- 3.2 Blackpool BIDs Limited will apply the 2023 VOA listing as at 31 March 2026 to establish eligibility for BID levy payments within the defined BID area. Any hereditament that enters the rating list or any subsequent rating list at any time during the BID term will be subject to the levy from its effective date the hereditament enters the rating list, based on the rateable value which is applied at that time.
- 3.3 The 2023 VOA listing shall serve as the reference point for the full BID term (1 April 2026 – 31 March 2031).
- 3.4 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 amended BID boundary; and
 - appear in the local non-domestic rating List with a rateable value above the applicable threshold
- 3.5 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.

During a BID year a new ratepayer will be responsible for the BID levy from the date they became the liable party, even if they were not included in the original 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. 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 for the full BID term. Hereditaments below this threshold will be exempt from the payment of this levy.

One exception to this is that if as a result of a revised valuation on a new Rating List during the BID term a hereditament falls under the £10,000 threshold, the liability to pay BID levy will end on that date.

With this exception, where the BID levy falls below £10,000 then this comes into effect only from the start of the financial year in which the charge is made and no refunds will be made for previous years. This is known as the closed year rule.

Levy is calculated on a daily basis and liability for the levy will mirror the liability for Business Rates.

7. 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

8. 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.

9. 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.

10. 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.

This proposal will be taken to a renewal and alteration ballot.



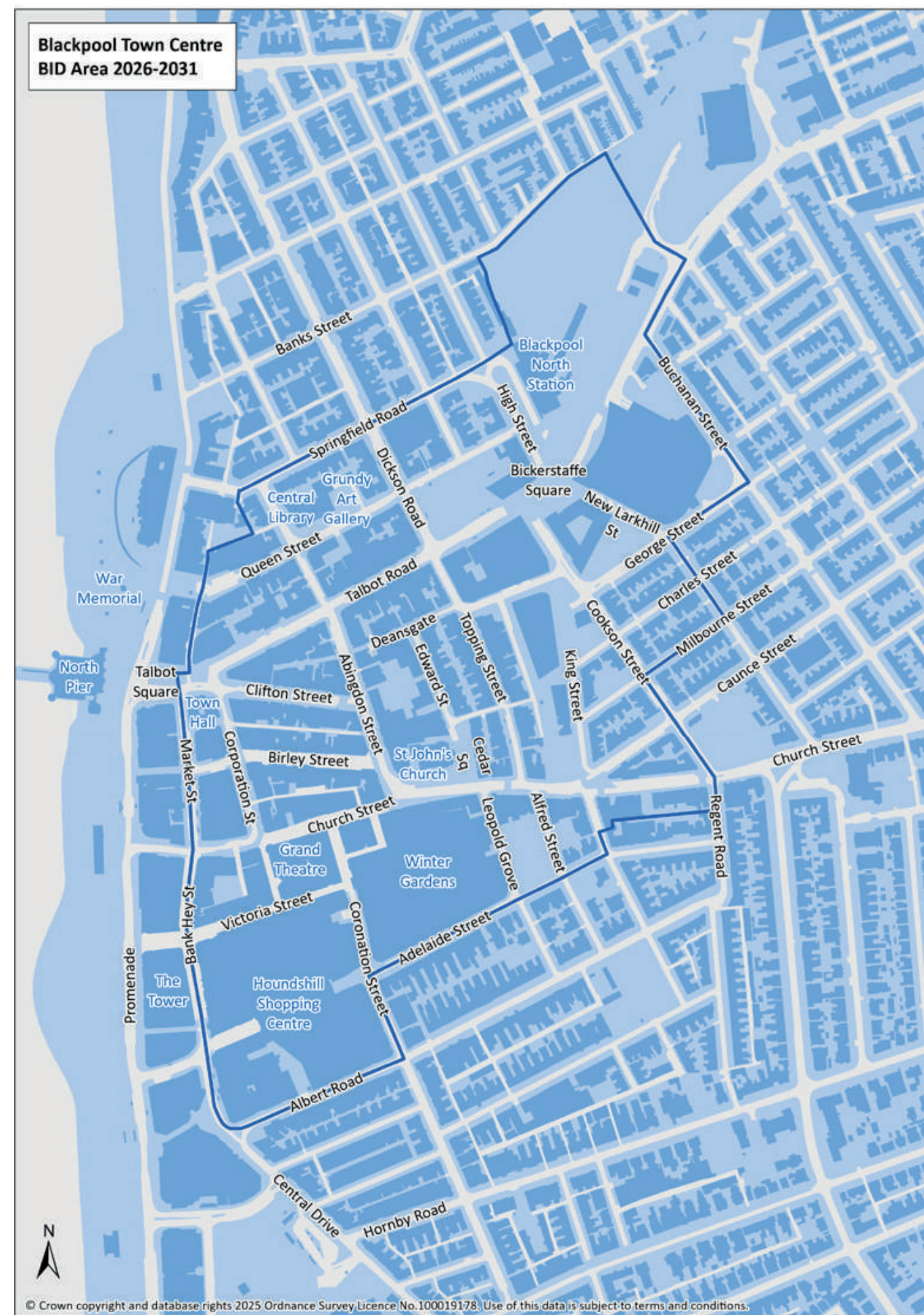
BLACKPOOL TOWN CENTRE BID AREA AND LIST OF STREETS 2026-2031

STREETS TO BE INCLUDED IN THE BALLOT

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

A detailed list of the street numbers is available on
<https://blackpoolbid.org/ballot-2025/>

Please note the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary.



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6 | BID Budget Forecast for 2026 – 2031

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.

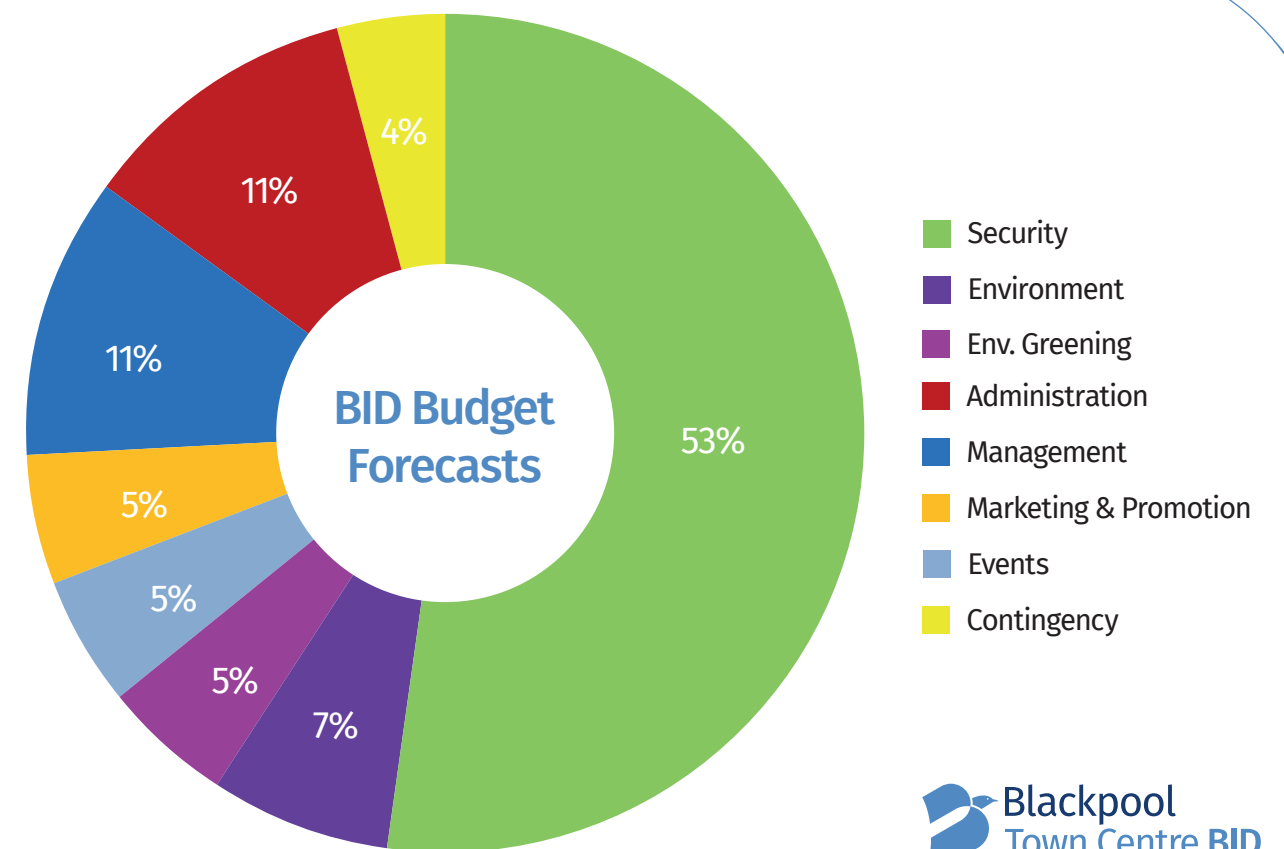
Members' funds remain at a consistent level to the end of the term, providing the Town Centre BID Management Group with further opportunities to invest where opportunities are presented and need arises.

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 £51,070, 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 £2.8 million 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	308,805	308,059	403,059	403,059	403,059	1,825,295
Add income	50,000	50,000	50,000	50,000	50,000	300,000
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	51,070	51,727	43,921	69,018	67,458	
Total Income	507,043	508,146	580,026	605,123	603,563	2,803,900
EXPENDITURE (£)						
Security	251,197	258,285	261,573	274,050	282,133	1,327,238
Env. - greening	5,000	5,000	35,000	40,000	40,000	125,000
Environment	40,049	41,250	26,715	27,516	28,341	163,871
Events & Christmas	20,000	20,000	25,000	25,000	25,000	115,000
Marketing & Promotion	15,000	15,000	30,000	35,000	35,000	130,000
Management	54,000	54,620	56,259	57,947	59,685	282,511
Administration	54,712	54,712	56,353	58,044	59,785	283,607
Contingency 5%	15,358	15,358	20,108	20,108	20,108	91,040
Total Expenditure	455,316	464,225	511,008	537,665	550,053	2,518,267
Members funds c/fwd	51,727	43,921	69,018	67,458	53,510	

Financial Arrangements

The Town Centre BID budget is subject to robust monitoring and authorisation protocols.

Budgets are set annually and authorised by Blackpool BIDs Limited's board of Directors.

The Finance and Governance Group monitors budget performance quarterly and reports to board meetings.

BID budgets are subject to annual audit, and financial statements are published on the BID website and available through Companies House.

Cashflow is monitored monthly and reported to the Finance and Governance Group.

The authorisation of expenditure procedure is set out in financial procedures approved at board level and monitored through the Finance and Governance Group.

The annual statement to BID levy payers at the start of the new financial year covers budget expenditure and where investment has been made in the prior year.

Any deviations to the agreed budget are approved by the Board of Directors.

The Company accounts are presented at the Annual General Meeting.

Blackpool Council as the accountable body will be responsible for the collection of the levy. It is anticipated that the collection charge will be approximately £12,201 per annum. This equates to 3.4% of the anticipated billed levy and £38 per heraditament.

Discussions are continuing to finalise the net cost to the Town Centre BID.



7 | Operational Plan

Key Projects and Initiatives for 2026 – 2031



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
- 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

Partnerships with Local Businesses, Blackpool Council, North & Western Chamber of Commerce, Blackpool Unlimited and Blackpool Tourism Limited



Strategic Partnerships:

- Blackpool Council departments - public protection, planning, highways, Enveco, 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



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



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



Business Support

- We will continue to work with the North & Western Chamber of Commerce and Blackpool Unlimited to offer business support services to BID levy payers.
- Blackpool Tourism Limited is a wholly owned company of Blackpool Council and is central to the town's tourism strategy. Blackpool Tourism Limited also operates some of the town centre assets, such as Winter Gardens and Conference & Exhibition Centre, and is a key partner for the next five years.

8 | 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:

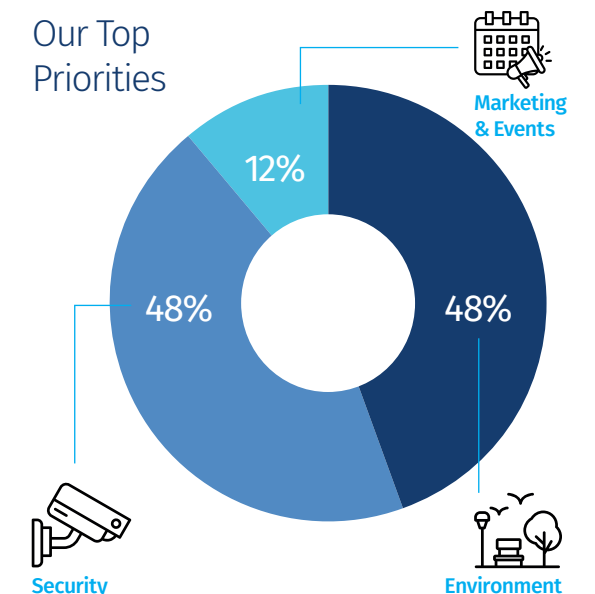
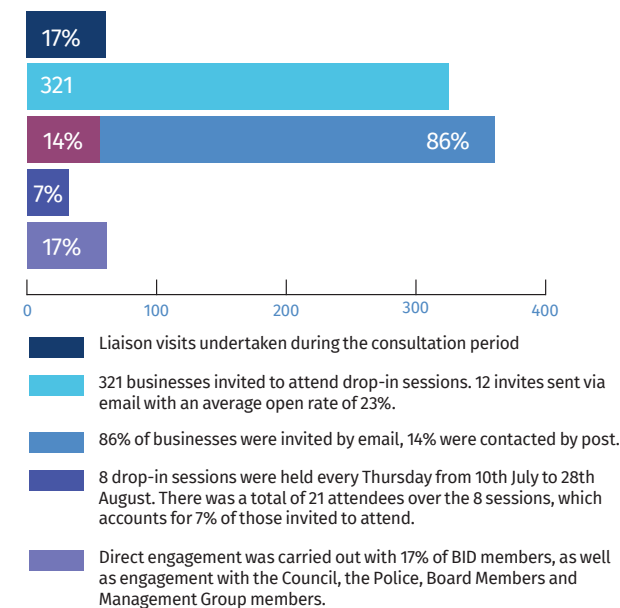
- Monthly newsletter, including a 'what's on' guide
- Invitation to join GO Blackpool and support for content management on the app
- Monthly 'Meet the Wardens' events
- Shopwatch Disc reporting function
- Pubwatch quarterly meetings
- Ad hoc communications on matters that impact levy payers and the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



Consultation Results

We have engaged with levy payers through newsletters, invitations to consultation drop-ins and held one to one meetings, meaning we have provided the opportunity to feedback on the priorities for 2026 – 2031.

Following an online survey of eligible levy payers and feedback from long-established levy payers, safer streets, increased footfall, and town centre appearance were highlighted as top priorities.



9 | 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
- GO Blackpool metrics
- Car Park data
- Social media reach and engagement

Environmental Standards:

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

Evaluation and Feedback

- 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
- Monthly 'meet the wardens' drop ins



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10 | Conclusion & Next Steps

The priorities set out our commitment to support Blackpool's 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
- ✓ Additional Christmas lighting in the town centre
- ✓ 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 the local economy across the town centre
- ✓ Regular communication tools will be maintained to keep levy payers informed and up to date with related matters

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
- ✗ Additional 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 28 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.

Civica Election Services (CES), on behalf of Blackpool Council, will send to those responsible for properties or hereditaments to be subject to the BID a ballot paper, prior to Friday 31 October 2025.

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 streets eligible to vote is available at <https://blackpoolbid.org/ballot-2025/>

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

Full ballot arrangements are available at <https://blackpoolbid.org/ballot-2025/>

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 Blackpool as a safe and welcoming town.





THE HEART OF **BLACKPOOL BUSINESS**

Visit us online at www.blackpoolbid.org
admin@blackpoolbid.org



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