

ANNUAL REPORT | 2025/2026

Introduction

Chair of board
introduction

Looking ahead

Environment
& safety

Marketing
& events

Marketing
& digital reach

Destination
marketing

BIDS account
summary

Final words

Managing Director's Introduction

This Annual Report sets out the work delivered by Blackpool Business Improvement Districts (BIDs) Limited between 1 April 2025 and 31 March 2026. It reflects a year of focused delivery, strong partnership working, and continued commitment in support of the businesses and communities we serve.

This year also marks the conclusion of the five year terms for both the Town Centre BID and the Tourism BID. Over that period, we have invested £1.8 million in the town centre and £1.6 million in the tourism economy—targeted funding that has strengthened safety and security, improved the trading environment, supported new events and Visit Blackpool's Destination marketing campaign, and enhanced Blackpool's reputation as the UK's number 1, year-round, seaside destination.

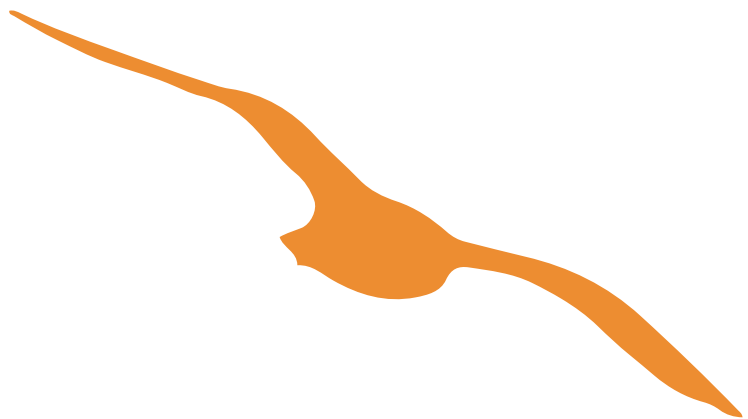
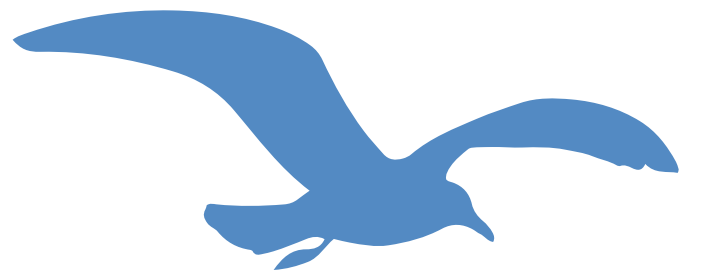
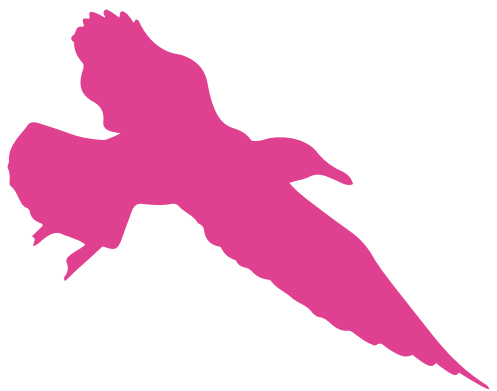
Completing the 5-year terms has given us a solid platform on which to build. The new 2026–2031 Business Plans—developed through consultation and endorsed by levy payers—set a clear, ambitious direction for the next five years.

They reflect what our business community told us they value most: safety and security, visible improvements in high street and beyond, practical business support, strong advocacy, and a continued focus on driving footfall, investment, and confidence in Blackpool.

As Managing Director, I remain firmly committed to ensuring that Blackpool BIDs Limited delivers on behalf of its levy payers. Our purpose is clear: to help create a positive, vibrant, and resilient local economy—one that supports jobs, enhances quality of life, and attracts sustained investment into the town.

Thank you to all our levy payers, partners, and stakeholders for your continued support and collaboration. Together, we will build on the progress made and deliver even greater impact in the years ahead.

**Sue Grindrod, Managing Director,
Blackpool Business Improvement
Districts Ltd.**



Chair of the Board's Introduction

Blackpool BIDs Ltd continues to demonstrate the strength of its unique two BID model, ensuring that levy income is invested strategically and where it delivers the greatest value. By sharing data, insight, and operational intelligence across both the Town Centre BID and the Tourism BID, the Board can direct activity to the areas where it will have the most positive impact for businesses and for the wider economy.

On behalf of the Board of Directors, I am pleased to report that the renewal ballots held in October 2025 resulted in an overwhelming YES vote for both BIDs.

88%

voted in favour of the proposed Business Improvement District for Blackpool Town Centre

85%

voted in favour of the proposed Business Improvement District for Blackpool Tourism

This strong mandate reflects the confidence levy payers have in the organisation's direction, delivery, and ambition. It also reaffirms the importance of the 2 BID model in supporting Blackpool's economic resilience and future growth.

The Board brings together representatives from a wide range of sectors, each committed to ensuring that Blackpool's business community has a clear, influential voice. Our decisions are grounded in evidence, collaboration, and a shared belief that targeted investment in the town centre and visitor economy must ultimately benefit those who trade, employ, and invest here.

We are deeply grateful to our Directors, who give their time voluntarily, and to the members of each BID's Management Group. Their expertise, challenge, and commitment play a vital role in shaping the work of Blackpool BIDs Ltd and ensuring that our investments continue to deliver meaningful outcomes for the town.

**John Westhead, Chair of The Board,
Blackpool Business Improvement
Districts Ltd**



Looking Ahead

The renewal of both the Town Centre BID and the Tourism BID for a further five-year term, 2026 – 2031, provides a strong mandate for Blackpool BIDs Ltd to continue delivering targeted, high impact investment across the town. As we enter the new five year term, our focus is firmly on the priorities that businesses told us matter most: a safer and more vibrant town centre, a stronger and more competitive visitor economy, and a coordinated approach that ensures every pound of levy income delivers clear value.

Blackpool BIDs Ltd will seek accreditation from British BIDs, the industry recognised standard, in 2026. Accreditation provides assurance to the Board, BID team, levy payers and stakeholders that the BID is well run and the right governance, financial and management processes are in place.

The following summary sets out the core strategic aims that will guide both BIDs from 2026 onwards. These priorities reflect our commitment to supporting businesses, driving footfall, enhancing the visitor experience, and championing Blackpool's long term economic future.

Strategic Priorities 2026–2031

Town Centre BID

- **Safer, cleaner, more welcoming** town centre
- **Increased footfall** through events and activations
- **Stronger business support** and clear advocacy
- **Better digital tools** and data led decision making
- **Partnership driven investment** to strengthen the town centre's future

Tourism BID

- **Support the visitor economy** and extend the season
- **Enhance the visitor experience** across the resort
- **Support tourism businesses** to innovate and thrive
- **Promote Blackpool nationally** through coordinated campaigns
- **Champion the sector's voice** in strategic decision making

2025/26 HIGHLIGHTS

Environment and Safety

Creating a safe, welcoming and well-presented town centre remained a key priority throughout the year. Working alongside Lancashire Police, Blackpool Council, Enveco and local businesses, we continued to deliver visible frontline support through BID Wardens, environmental operations and partnership-led initiatives.

Daily Warden patrols provided a visible presence across the town centre, helping businesses respond quickly to incidents involving anti-social behaviour, theft, street drinking, begging and rough sleeping. Through regular joint operations with Police and Council teams, we continued to support a coordinated approach to tackling persistent issues affecting levy payers, visitors and residents.

Alongside frontline safety operations, the Environment Team continued to play a key role in maintaining the appearance and presentation of the town centre. Regular cleansing activity, jet washing, graffiti removal and environmental maintenance across high-footfall areas helped create a cleaner, more welcoming environment for businesses, visitors and residents. Seasonal planting and public realm improvements also contributed towards improving the overall look and feel of key town centre locations.

Partnership working remained central throughout the year, with regular communication between businesses, Wardens, CCTV operators and enforcement partners helping to strengthen intelligence sharing, improve responsiveness and support a safer daytime and evening economy.

Highlights – Environment and Safety

- **15,538 hours of Wardens patrols** and operational support delivered across the town centre.
- **48 joint multi-agency operations** carried out with Lancashire Police and Blackpool Council between April and September, supporting enforcement activity including the issuing of Community Protection Warnings (CPWs) and Community Protection Notices (CPNs) to tackle persistent anti-social behaviour.
- **Dedicated BID Shopwatch CCTV and Pubwatch CCTV** operators provided 3,848 hours of monitoring and operational support across the town centre.
- **5 welfare referrals** made through partnership engagement and frontline intervention.

- **£15,383.96 in reported losses** monitored through Shopwatch crime reporting systems (DISC).
- **£6,217.34 worth of stolen goods recovered**, representing a 40.41% recovery rate.
- **Visible Warden patrols** 7 days a week to provide reassurance and support for businesses, visitors and residents.
- **Ongoing environmental maintenance** and cleansing activity helped support a cleaner and more welcoming town centre experience.
- **Improved the visual appeal** of St John's Square and Topping Street through the seasonal replenishment and maintenance of floral planters.



Introduction

Chair of board
introduction

Looking ahead

**Environment
& safety**

Marketing
& events

Marketing
& digital reach

Destination
marketing

BIDS account
summary

Final words

Business Safety Schemes

Blackpool BID's Shopwatch and Pubwatch schemes continued to play an important role in supporting businesses, providing members with direct access to real-time intelligence, incident reporting and operational support.

Working alongside Wardens, CCTV operators and Lancashire Police, the schemes help businesses share information quickly, identify repeat offenders and respond more effectively to incidents affecting the retail and licensed sectors. DISC reporting, Schemelink reporting and radio communications remain essential tools in supporting partnership working and improving communication across the town centre.

Businesses continued to actively engage with both schemes throughout the year, reporting incidents linked to theft, anti-social behaviour, street drinking, begging and violent or abusive behaviour. Intelligence gathered through Shopwatch and Pubwatch also supported exclusion processes, evidence gathering and longer-term interventions targeting persistent offenders.

Regular engagement through Meet the Wardens sessions, operational updates and partnership meetings helped businesses remain informed, connected and supported throughout the reporting period.

Highlights – Business Safety Schemes

- **74 active Shopwatch member businesses** supported across the town centre.
- **125 licensed premises** connected through the Blackpool & Fylde Pubwatch scheme.
- **61 Shopwatch radios and 72 Pubwatch radios** operating across member businesses.
- **1,767 incidents recorded** through BID intelligence and reporting systems.
- **46 offender gallery placements** created and distributed to member businesses.
- **1,023 member logins** recorded across the DISC platform during the reporting period.
- **8 exclusion orders** issued against persistent offenders impacting local businesses.



2025/26 HIGHLIGHTS

Marketing & Events

A Year of High-Impact Activity Across Both BIDs

2025/26 delivered one of the strongest and most coordinated programmes of marketing and events activity delivered by Blackpool BIDs Ltd to date. Across both the Town Centre BID and the Tourism BID, our focus remained on driving footfall, supporting businesses, animating key spaces, and strengthening Blackpool’s profile as a vibrant, year round destination.

Blackpool Restaurant Week (March 12–19, 2026)

Was a highly successful culinary celebration featuring over 30 venues and 35 exclusive deals. The event attracted customers and visitors to enjoy local culinary talent, from bustling food markets to iconic family spots. Key highlights included diverse menus, affordable multi-course dining options, and successful student collaborations that boosted the town’s hospitality scene.



120 pieces of PR and web coverage

5.7 million people exposed to PR and web coverage

489.5k impressions across Blackpool BIDs socials

52k video content views

30 venues participated

Activity led by family-friendly activities and student pop-ups

38 offers available and 17 events ran during the week.

Positive feedback from businesses and partners

25 articles were written and 3 competitions ran across socials

* All statistics are from Blackpool BID Restaurant week 2026

9,325 users registered

Distance of users

Town Centre: **9.4%**

1–3 miles: **8.7%**

5–10 miles: **29.0%**

20–50 miles: **17.2%**

50+ miles: **35.6%**

14,755 events set up

13,459 downloads

320 offers

1049 notifications

Marketing & Digital Reach

Across the 2025/26 financial year, Blackpool BIDs’ owned channels reached audiences well beyond its core following:

- **Facebook alone generated** just over 3.09 million impressions, Instagram content was viewed over 335,000 times from August 2025 onward, and LinkedIn impressions nearly tripled between the first and last quarter of the year.
- **The Facebook page grew by 3,023 followers** (+17.7%) to reach 20,076 fans, while Instagram now stands at 1,892 followers.
- **The email programme sent 62 campaigns** to a 615-strong subscriber list, delivering an average open rate of 34% – comfortably above typical charity/membership-sector benchmarks.

3.09m Facebook impressions

20,076 Facebook followers

335,843 Instagram views (Aug’25–Mar’26)

35,455 LinkedIn impressions

62 Email campaigns sent

34.0% Average email open rate

Aims of Blackpool BIDs social campaigns were to:

- **Coordinate campaigns** across social media, web, and partner channels to deliver strong reach and engagement.
- **Promotion** of key trading periods
- **Increased visibility** for BID businesses
- **Consistent messaging** across both BID areas
- **Enhanced Business Communications**
- **Regular updates**, briefings, and digital content ensured levy payers remained informed and connected.
- **Clearer communication** of opportunities and support

Destination Marketing 2025

Tourism BID contributes funding to Visit Blackpool's Destination Marketing campaign to reinforce Blackpool's national profile.

A key aim is to support year round messaging and alignment with resort-wide marketing.

The 2025 campaign

[WATCH THE VIDEO HERE](#)

Introducing 'This is Blackpool'

This is where families came to laugh, explore and reconnect. Where every visit became a tradition worth repeating. It's for the thrill-seekers, the weekend wanderers, the foodies, the culture lovers, and the selfie-snappers. For live shows, headline events, welcoming accommodation, world-class attractions and non-stop action.

This is the Blackpool you know, this is the Blackpool you'll rediscover and this is the Blackpool you'll never forget, ***This is Blackpool.***

'This is Blackpool' creative

Rather than simply showcasing our famous attractions, we're sharing the happiness, memories and smiles they evoke – tapping into the nostalgia, joy and lifelong memories forged here across generations. It's about the way Blackpool makes people feel, and our new campaign packages this emotional connection at its heart.

Where 'This is Blackpool' will be advertised

Scotland: From 28th June our TV advert will coincide with OOH, paid social and radio adverts across strategic locations.

England and Wales: From 5th July, the above activity will be mirrored in strategic locations across England and Wales, with targeting centric to driving overnight stays and daytrips.

This is Blackpool assets

Below is a link to a live shared drive containing campaign assets for This is Blackpool, please feel free to use these across your channels: **1 Partners This Is Blackpool - Google Drive**

We'll be populating the drive with new content on a weekly basis; If bespoke dimensions are required, then please reach out.

This is just the start

We'll be capturing more content over the coming weeks and months to ensure we showcase even more of what Blackpool has to offer.

Partnership Working

Collaboration across the business sector and tourism community remained central to delivery of Blackpool BIDs objectives.

This has included joint initiatives with attractions, hospitality, education, and cultural partners and a stronger, more coordinated focus on place-based campaigns.

Town Centre BID Accounts Summary

The Town Centre BID continues to ensure that funds are used effectively to support local businesses and maintain a welcoming town centre.

Over the past year, investments have been made in key areas, including security, the environment, and marketing, which have helped improve the overall experience for businesses, residents, and visitors.

Through careful financial management, the BID has made a meaningful impact, enhancing town centre facilities and collaborating with the local authority on projects like wayfinding improvements and public lighting. Shopwatch and Pubwatch continue to provide invaluable communication and support for members of the scheme.

The management group remains committed to using levy income and additional funding to deliver valuable support and improvements that benefit everyone who has a vested interest in the continued success of Blackpool’s town centre.

As this reporting year concludes the BID’s five-year term, the investment strategy focused on minimising members’ funds while maximising impact through targeted investment in security, events and marketing to maintain a safe town centre, drive footfall and strengthen the town centre economy.

Please see below the annual report figures for the period 1st April 2025 to 31st March 2026.

Annual Accounts 2025-2026	
Levy Income	£304,747
Members Funds	£17,805
Additional Income Generated	£117,331
Total Income	£439,883
Promotion & Events	£80,409
Security & Environment	£239,792
Management & Admin including professional fees	£117,389
Total expenditure	£437,590*
Town centre Members funds	£2,293

*expenditure excludes ballot costs

Tourism BID Accounts Summary

The Tourism BID (TBID) continues to make strategic investments to promote Blackpool as a premier destination, with a focus on key events and marketing campaigns that drive visitor growth.

Throughout the year, the TBID has carefully allocated funds to ensure maximum impact, supporting innovative marketing efforts such as the ‘This is Blackpool’ campaign, Festival of Circus and Magic (Feb half-term), and Lightpool.

The financial summary reflects a strong commitment to using levy income efficiently, with additional funds carried forward to support future projects and initiatives. These investments will help to retain Blackpool as the UK’s No.1 all-year-round seaside destination, ensuring that both businesses and visitors benefit from the work of the TBID.

As this reporting year concludes the BID’s five-year term, the investment strategy focused on minimising members’ funds while maximising impact through targeted events and marketing designed to drive footfall, support both peak and off-season trading, and strengthen the tourism economy.

Annual Accounts 2025-2026	
Levy Income	£282,245
Members Funds	£48,967
Additional Income Generated	£28,351
Total Income	£359,563
Promotion & Events	£224,235
Management & Overheads	£108,400
Total expenditure	£324,424*
TBID Members funds	£35,139

*expenditure excludes ballot costs

Final Words

As we conclude the 2025/26 reporting year, Blackpool BIDs Ltd reflects on a period defined by strong delivery, meaningful collaboration, and a clear mandate for the future. The successful renewal of both the Town Centre BID and the Tourism BID provides a powerful endorsement of the work undertaken to date and the direction set for the next five years.

Our commitment remains unwavering: to support the businesses we represent, to champion Blackpool’s economic potential, and to deliver activity that strengthens the town centre, enhances the visitor experience, and drives long term prosperity. None of this would be possible without the continued support of our levy payers, partners, Directors, and Management Group members, whose insight and dedication underpin everything we achieve.

As we move into the 2026–2031 term, we do so with renewed purpose, a clear strategic framework, and a shared ambition for Blackpool’s future. Together, we will continue to build a more vibrant, resilient, and successful town for businesses, residents, and visitors alike.

Board Members Blackpool BIDs Limited

John Westhead (Chair)
Central Beach Leisure

Graham Cowley (Vice Chair)
Blackpool Pride of Place

Andrea Challis
Partington’s Holiday Centres

James Cox
Pleasure Beach Resort

Joanne Duff
Marks & Spencer

Martin Long
Naphthens solicitors

Eddie Nelder
Choice Hotels

Kate Shane MBE
Blackpool Tourism limited

Jake Whittington
Little Blackpool Leisure

Annie Kerfoot
Blackpool & The Fylde College

Lea Harrison
Blackpool Transport

Finance & Governance Group Members

Andrea Challis (Chair)
Partingtons Holiday Centres

John Westhead
Central Beach Leisure

Graham Cowley
Blackpool Pride of Place

Mark Towers
Company Secretary

Sue Grindrod
Blackpool BIDs Limited

Introduction

Chair of board
introduction

Looking ahead

Environment
& safety

Marketing
& events

Marketing
& digital reach

Destination
marketing

BIDS account
summary

Final words

Town Centre – Management Group Members

Jo Duff (Chair)

Marks & Spencer

Jake Whittington (Vice Chair)

Little Blackpool Leisure

Adam Knight

The Grand Theatre

Catherine Mugonyi

Aunty Social

Emma Threlfall

Houndshill Shopping Centre

Mark Winter

Holiday Inn

Nick Gerrard

Blackpool Council

Shaun Gorringe (Pubwatch Chair)

The Grand Theatre

Ben Jones

Arc Cinema

Sue Grindrod

Blackpool BIDs Ltd.

Ryan Skyrme

Blackpool BIDs Ltd.

Matt Dillon

Blackpool and The Fylde College

TBID – Management Group Members

Kate Shane MBE (Chair)

Blackpool Tourism Ltd

Eddie Nelder (Vice Chair)

Choice Hotels

Cheryl Tchobanian

Beach House

Jamie Swift

Blackpool Transport

Darren Webster

Blackpool Zoo

James Cox

Pleasure Beach Resorts

Jeff MacNamara

Coral Island

Keith Robson

Haven Holiday Park

Kyle Murray

Blackpool Tourism Ltd

Luca Vettese

Notarianni

Martin Heywood

VIVA Blackpool

Mark Marshall

Blackpool Piers

Martin Booker

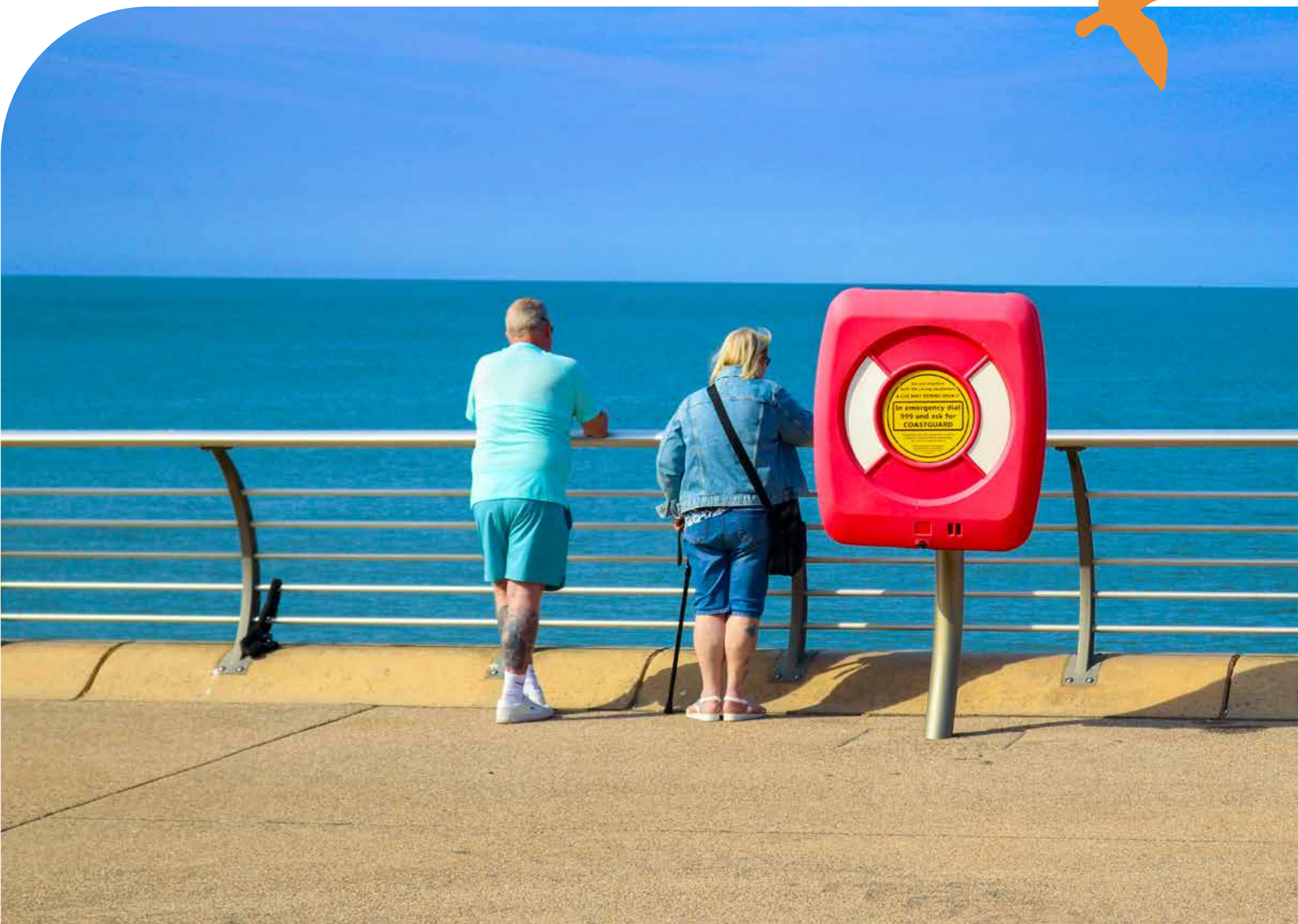
Blackpool Football Club

Lynsey Delaney-Brown

Hampton by Hilton

Sue Grindrod

Blackpool BIDs Ltd





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