

Blackpool BIDs Limited 2022 - 2023

Annual Report and Accounts Summary

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01 Introduction

This report provides an overview of the activities, accomplishments, and strategic developments of Blackpool Business Improvement District (BID) Limited during the period spanning April 2022 to March 2023, marking its second year of operation. Throughout this period, Blackpool BID has demonstrated its commitment to fostering growth and prosperity within the business and tourism sectors of Blackpool.

At the heart of Blackpool BID's strategic endeavours is its board, a collective of influential stakeholders drawn from diverse businesses within the Blackpool community. Their steadfast involvement has played a pivotal role in establishing Blackpool BID's presence and impact over the course of the reporting year. Moreover, recent agreements solidified with Blackpool Council serve as a cornerstone, ensuring that Blackpool BID can effectively deliver value and support to local businesses and the tourism sector.

In the pursuit of its objectives, Blackpool BID extends its gratitude to the dedicated members of the BID Strategic board, along with Kate Shane and Debbs Lancelott and their respective management group members who lead the delivery of the tourism and town centre BID business plans respectively. Their unwavering commitment and valuable insights have been instrumental in bolstering both the business and tourism communities.

Throughout this period, Blackpool BID has not only met its business plan objectives but has also exceeded expectations by leveraging its influence to shape substantial developments on the horizon for Blackpool. By securing benefits for BID levy payers, Blackpool BID has continued to serve as a catalyst for growth.

Blackpool BIDs Limited has further solidified its commitment to supporting local businesses by partnering with the North & Western Lancashire Chamber of Commerce. This collaboration has provided BID levy payers with access to essential business support, fostering an environment conducive to sustained growth. Enquiries regarding this initiative can be directed to admin@blackpoolbid.org.

In addition to its economic pursuits, Blackpool BIDs have made significant contributions to the cultural landscape by contributing to the funding to start the process to develop a comprehensive Cultural Strategy for Blackpool. This strategic investment is poised to unlock opportunities for place-based cultural activities over the upcoming two years, and an opportunity to seek significant funding from the Arts Council.

It's important to underscore that Blackpool BID operates with robust finance and governance policies, ensuring transparency and accountability in its operations.

As we look to the future, Blackpool BIDs Limited remains resolute in its mission to advocate for the interests of BID levy payers, positioning Blackpool as an attractive place for investment, work, and leisure.

I continue to be very proud to represent BID and all we are involved with and know that we will accomplish more great things moving forwards.

John Westhead

Chair

Blackpool BIDs Limited
Strategic Board

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Blackpool BIDs Limited Strategic Board Members

John Westhead
Chair
Blackpool Promotions

Kate Shane
Merlin Entertainment Group

Debbs Lancelott
Houndshell Shopping Centre

Philip Welsh
VisitBlackpool

Jane Cole
Blackpool Transport

Eddie Nelder
Choice Hotels

Martin Long
Napthens Solicitors

Linda Dean
Blackpool & The Fylde College

Graham Cowley
Business in the Community

Andrea Challis
Partington's Holiday Villages

Robert Wynne
West Coast Rock Café

Tourism BID Management Group

Kate Shane
Chair of TBID
Merlin Entertainment Group

Philip Welsh
VisitBlackpool

Eddie Nelder
Choice Hotels

James Cox
Blackpool Pleasure Beach

Jeff MacNamara
Coral Island

Keith Robson
Haven, Marton Mere

Kerry Thomas
Merlin Entertainment Group

Martin Heywood
VIVA Blackpool

Luca Vettese
Notarianni Ices

Cheryl Tchobanian
Beach House Bistro & Bar

Hayley Gregory
Blackpool Transport

Town Centre BID Management Group

Debbs Lancelott
Chair
Houndshell

Julia Blackett
Sainsbury's

Jo Duffe
(Marks and Spencer/ Chair Shopwatch)

Adam Knight
The Grand Theatre

Nick Gerrard
Blackpool Council

Jake Whittington
Little Blackpool Company

Robert Wynne
West Coast Rock Café

Alistair Taylor
Alistair Taylor Hairdressers

Garth Gratrix
Abingdon Studios Ltd

Catherine Mugonyi
Aunty Social

Andy Dykes
Blackpool Church

Finance & Governance Group

Andrea Challis
Chair
Partington's Holiday Villages

John Westhead
Blackpool Promotions

Graham Cowley
Business in the Community

Sue Grindrod
Blackpool BIDs Limited

Mark Towers
Company Secretary
Blackpool Council

Elaine Ireland
Blackpool Council

03 MD Introduction

2022/23 has been a busy year for Blackpool BIDs and our priorities have been to support BID levy payers as the economy and costs of living crisis continues to be turbulent.

The focus has been to:

1. Revitalise the Town Centre: The BID has played a pivotal role in improving the visual appearance and appeal of the town centre, including efforts to enhance cleanliness, presentation of main shopping areas and public realm.

Working closely with Enveco, Blackpool Councils environmental services teams, BID has provided enhanced services to tackle environmental issues outside of statutory requirements.

Looking forward, the Blackpool Council 2022 town centre strategy, sets out a vision for further improvements to the town centre streetscape, lighting, and wayfinding to enhance further the presentation of Blackpool's town centre. BID is collaborating closely with the Councils Growth & Prosperity teams to drive forward the strategy and to secure funding.

2. Promoting Business Growth: BID has actively supported local businesses by creating initiatives to attract visitors and increase footfall. The financial support for Queens Platinum Jubilee celebrations, investment in destination marketing and financial support to realise year 2 of Christmas by the Sea has driven additional footfall and extended the tourist season to 1 January. The investments made by BID to promote tourism and create a vibrant atmosphere in the town centre

all of which benefit BID levy payers and fulfil BID business plan objectives.

3. Enhancing Safety and Security: The BID continues to collaborate closely with local authorities, police, and community groups to improve safety and security measures within the town centre. BID supports Blackpool's CCTV operation and collaborated on crime prevention initiatives, making Blackpool a safer place for residents, visitors, and businesses.

Overall, the Blackpool Business Improvement District has made significant achievements in revitalising the town centre, promoting business growth, enhancing safety, delivering effective marketing campaigns, and actively supporting local businesses. These efforts have contributed to Blackpool's development and success as a thriving destination.

We are looking forward to 2023 and the realisation of projects like Abingdon Street Market and the continuation of the extension of Blackpool's Illuminations and Christmas by the Sea to support Blackpool's continued renaissance.

Sue Grindrod
Managing Director
Blackpool BIDs Ltd

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Town Centre BID Accounts Summary

Period ended 31 March 2023

2022/2023 Management Accounts

Expenditure

Covid – 19 Recovery	Welcome Back funding supported COVID recovery plans
Promotion & Events	£37,688
Security & Environment	£216,125
Management & Admin inc. professional & levy collection fees and depreciation of assets	£69,107
Total expenditure	£322,920

Funded by

TC Levy Income	£245,166
Shopwatch memberships	£31,672
Pubwatch memberships	£11,140
Other income	£29,784
Total income	£317,762
Members funds *	£112,656
Total carry forward	£102,860

*Members funds are unencumbered funds available to invest in Town Centre BID activities

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Town Centre BID Chair

In September 2022, I stepped into the role of Chair at Blackpool Town Centre BID and with the assistance of the new management group, we have been working towards making a real difference for the levy payers. Our mission is to encourage investment and bring more people into the town centre, increase dwell time and work with levy paying businesses.

A successful recovery of outstanding levy payments, precise budgeting and managing expenditure has resulted in members funds of around £100k to be carried forward into the reporting year, allowing further investment for the delivery of the business plan. The Blackpool Town Centre Strategy has been updated and BID is fundamental in the delivery of the plan linked to the UK Government Shared Prosperity Fund. Blackpool is being transformed into a vibrant destination through a programme of initiatives designed to complement the area's impressive cultural, entertainment and corporate assets. Blackpool has seen significant investments coming into the town with developments taking shape in the form of:

- **Houndhill Phase II** – Backlot Cinema with 9 Theatres, IMAX Screen and American Diner
- **Houndhill Frasers** – Taking a 100,000sqft unit over 3 floors bringing aspirational lifestyle proposition to the town.
- **Holiday Inn** – 144 Bedrooms, including Marco Pierre White Restaurant.

- **Department of Workplace and Pensions** – 3,000 staff relocated to the town centre.
- **Blackpool Museum** – occupying the first floor in the 5* Sands Hotel.
- **Blackpool Central** – a £300m Private sector mixed use leisure investment offering year-round family entertainment centre

This impressive list of investment and development highlights the opportunities for businesses in the town centre to grow and thrive. Our Pubwatch and Shopwatch memberships continue to increase. These are local, independent groups formed of people working in licensed and retail premises. The objectives of each group are to tackle and prevent anti-social behaviour and criminal activity. Looking toward to the year ahead, BID is committed to supporting the delivery of longer-term strategies and changing and influencing improvements across the town centre, to focus on improving environmental cleaning, raising BID investments through social media, and developing plans for improvements with stakeholders. BID are making a substantial investment in lighting in the town centre at Christmas to support the extension to the season and attract footfall. We cannot achieve any of this without the ongoing support of BID levy payers and the commitment of Town Centre BID management group members who give up their time to make sure Blackpool town centre remains vibrant and attractive.

Debbs Lancelott

Chair Blackpool Town Centre BID

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Tourism BID Accounts Summary

Period ended 31 March 2023

TBID traded for 8 months in 2021/22

Expenditure

Promotion & Events	£163,710
Management & Admin inc. professional fees	£61,113
Total expenditure	£224,823

Funded by

TBID Levy Income	£213,912
Other income	£45,390
Total income	£259,302
Members funds*	£92,346
Total carry forward	£126,825

*Members funds are unencumbered funds available to invest in Tourism BID activities and carried forward annually

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Tourism BID Management Group

Blackpool's Tourism BID, a strategic organisation directed by business sector leaders to deliver new reasons to visit the UK's favourite Seaside Resort.

It is hard to believe that over two years have passed since the Blackpool TBID was formed, and what a two years it has been!

The overarching objective of the TBID is to take a key role in ensuring Blackpool's visitor economy remains the market leader, driving awareness and supporting new reasons to visit.

To deliver this objective we recruited a Management Group made up of business leaders from the key sectors across the Resort, and I would like to thank them for their continued support and commitment that has enabled the BID to deliver:

- Investment in the Destination Marketing Campaign 'Only in Blackpool' with the creation of our much-loved character 'Nigel C. Gull' voiced by Johnny Vegas. The campaign (main investors – Blackpool Council and Merlin Entertainments) delivered 107% growth in intention to visit overnight or longer, together with an estimated £6.9m value to the Resort.
- The celebration event for the Queens Platinum Jubilee, with a memorable Heritage Tram Parade, family entertainment on the Comedy Carpet and magical illumination and fireworks shows from the Tower, which was attended by circa 30,000 people across the day.
- Christmas by the Sea 2022 - TBID was the lead partner (supported by £50k of sponsorship from Talk Talk) and the event attracted circa 6 million visitors to the Resort, stealing market share from across the North West, putting Blackpool on the annual agenda for families seeking festive fun.
- A TBID Media Group with representatives from key tourism stakeholders, to create a suite of quality assets and imagery for TBID levy payers to access for marketing and Social Media activity.
- Social Media training sessions for TBID levy payers, delivered in association with students from the Blackpool & Fylde College

Going forward, we will continue to invest members funds in events and activities that raise awareness and drive incremental (overnight) volume along with providing practical support to levy payers. We will also focus on influencing and lobbying key stakeholders and engaging with key organisations to achieve funding for Resort initiatives.

I am incredibly proud of our resort and genuinely believe that with the support of the levy payers and direction from the TBID Management Group, we can set Blackpool Tourism and Hospitality with a strong and prosperous future and maintain our position as the UK's No. 1 Seaside Resort.

Kate Shane, Chair,
Blackpool Tourism BID

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2022/23 Highlights Environment & Safety

BID Safe & Secure

This year, our BID wardens and CCTV operators continued to work closely with Lancashire Police, Blackpool Council's Public Protection, Community Safety and Housing Options departments and created partnerships working with local addiction and dependency charities. BID continues to engage with levy payers via our Shopwatch and Pubwatch schemes that continue, to support security and safety for businesses and visitors to Blackpool Town Centre. Collaboration and partnership are at the heart of our approach to supporting the reduction of crime and anti-social behaviour in the town centre.



Highlights:

- Delivered over 8000 hours of on-street BID patrol wardens covering a 7-day week.
- BID wardens attended twice weekly joint operations with Police and Council to tackle ASB in the town Centre.
- Held monthly 'Meet The Wardens' drop-in sessions.
- Delivered over 3800 hours of BID CCTV control room operators covering a 7-day week.
- Provided intelligence for the issuing of Community Protection Warnings (CPWs) and Community Protection Notices (CPNs) to persistent offenders, to limit the impact of anti-social behaviour in the town centre.
- Engaged and supported the homeless community and provided guidance and support to signpost support services and contact details for local addiction and dependency charities.



Through the Shopwatch scheme, members have been able to greatly increase the effectiveness of their security operations and control stock losses. Staff and security personnel no longer find themselves working in isolation and can contact other radio users around the town to share information.

Over 60 town centre business members are connected to the system, with link radios also carried by town centre police patrols and BID Wardens. The scheme also allows direct communication to the CCTV control monitoring room, providing an extremely efficient and effective communication network.

Recorded incidents of shoplifting that the BID wardens had attended alongside Shopwatch members reporting incidents saw an increase over the year 2022. There was also a rise in the number of incidents of begging, street drinking and rough sleeping compared to the years 2021 and 2020 when Covid restrictions were in force. Since the start of 2023 to help mitigate the rise in incidents, our wardens have been working alongside Lancashire Police and Blackpool Councils enforcement teams to tackle the increase of incidents. This has been achieved through multiagency partnership working; the sharing of intel as well as continuing our 7-day week visual presence of the Wardens.

We also offered training to our Shopwatch members on how to report incidents to the Police and in addition, provided radio and DISC training to back up further incident reporting alongside our monthly Meet the Wardens drop-in sessions for levy payers to come and discuss any concerns. The Council-owned CCTV camera system is being upgraded and the addition of 400 new cameras throughout Blackpool will greatly enhance the safety and security around the town centre and surrounding areas.



The BID operates Blackpool & Fylde Pubwatch which has over 130 members and is supported by local Police, Blackpool Council & Fylde Council Licensing to prevent and reduce anti-social behaviour. The scheme helps to reduce violence towards staff, deter troublemakers, minimise risk to property and provides a better public image of the town, and a safer, environment for customers.

Scheme Highlights:

- Continued to maintain over 130 members supporting the “Barred from one barred from all scheme” across Blackpool & Fylde Coast to reduce violent crime within licensed premises.
- Supported the launch of the Council's **Green Dot** By-Stander Training, which trains people to spot abuse, when to intervene and how to summon appropriate help.

- Relaunched “Ask for Angela”, which allows anyone feeling uncomfortable, intimidated or at risk on a date to alert the staff behind the bar, who will arrange a safe lift home.
- Created the “Leave it and lose it” campaign – which highlights the risk of spiking.



BID Environment

Our BID environment team continue to provide invaluable 7-day service in ensuring the Town Centre environment is presentable to our visitors and levy payers. The team have focused on the removal of graffiti, cleansing of street furniture, and pavement defects and maintaining the upkeep of vacant premise doorways and windows.

Before:



After:



Throughout the year we have built a positive working relationship with the Council's Envenco team and carried out joint monthly operational inspections around the Town Centre. As a result of these inspections, Envenco has invested in the replacement of new litter bins and chewing gum removal kits.

For 2023 the BID will be investing in new power washing equipment to enhance the cleaning regime that we provide on top of the Council's statutory service.

We continued to invest in replenishing the plants in the planters located in St John's Square that were previously gifted to the BID as part of the Welcome Back funding that the Council received on the ease of Covid lockdown restrictions in the previous year. Working with Blackpool Council's Parks department, the plants that have been used were chosen to add colour to St John's Square, whilst attracting bees and are hardy enough to withstand the inclement weather.

Our environment team maintain the planters daily. We also replanned and resighted the picnic benches for visitors to sit and dwell within St John's Square and enjoy the sunshine whilst supporting local businesses.



What a lovely day for a spot of gardening - The planters on St John's square are being replanted today by the Envenco team, brightening up the square ready for half term and the start of the Summer season! The planters have been funded by the Blackpool Town Centre BID in partnership with Envenco. [See less](#)

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2022/23 Highlights Marketing & Animation

Lightpool Festival 14 – 29 October 2022

Blackpool Town Centre BID supported Lightpool Festival in 2022 by providing sponsorship funding contribution of £15,000. The festival is full of exciting light shows and events during October half term.

The planned events included –

- Blackpool Tower projections, illuminated tram parade and carnival of magic in Tower Ballroom
- Light art trail across town centre
- Aqualux, a creative lighting installation composed of 48 unfilled water containers.
- One thousand illuminated butterflies on the facade of The Grand Theatre
- International light installations in Wintergardens Conference and Exhibition centre including Flux, and CRYSTALLIZED
- In Olympia, the dazzling Tiffany Umbrellas, and otherworldly Spacemen; speak to NORMAN an old school 'smart' screen with attitude and an inspiring community project 'We are Blackpool'.
- In St Johns Square, projections onto St Johns Church entitled @ The Nature Takeover 'showed insects crawling on the church building through interaction on mobile devices.
- 'Big Bird' an illuminated, 3.5-metre-high pigeon constructed from parts of a London cab and was installed outside Sainsburys and Bickerstaffe House.

The Lightpool Festival attracted an additional 700,000 plus visitors to Blackpool.

Christmas by the Sea 18 November 2022 – 2 January 2023

The Christmas by The Sea event built on prior years success and included free skating rink, retail cabins, the Star Flyer, light installations, artificial snowfalls, and projection shows, funded by the Tourism Business Improvement District (TBID) and broadband provider, TalkTalk.

The two-month extension to the Illuminations season was introduced as part of post-pandemic recovery plans to kick-start tourism and hospitality across the resort.

Christmas By the Sea event continued to attract record crowds to the Promenade and town centre, resulting in an uplift in footfall by 70% and 30% respectively. This was despite the rail strikes that impacted on rail passenger numbers into the resort.

The event is now a fixed element in Blackpool's calendar and has contributed successfully to Blackpool's aim to become an all-year-round destination.



Blackpool's Destination Marketing campaign 2022/ 23

Blackpool's Tourism BID contributed funding towards a newly created destination marketing campaign, led by Blackpool Council and Merlin Entertainments. The £1.3M campaign ran from 23 May – 24th July 2022 and the creative introduced a new character for Blackpool's campaign - Nigel C. Gull.

The campaign objectives were to –

- drive a positive shift in consumer perceptions of Blackpool amongst families with children 2-12
- drive overnight/day tripper visitors into the resort during key trading periods.

The results highlighted a number of successes – the intention to visit Blackpool grew post campaign from 45% to 60% for a day trip and 14% -29% for a longer overnight stay.

New visitors showed the strongest perception shift with 74% feeling more positive about Blackpool.

The economic value to Blackpool was £6.9M



Queens Platinum Jubilee 4 – 5 June 2022

Blackpool's Tourism BID funded a weekend of events including a heritage tram parade, a giant outdoor picnic, free entertainment on Comedy Carpet outside Blackpool Tower, a light and laser show, and fireworks on Blackpool Tower.

TBID worked alongside partners including VisitBlackpool, Blackpool Transport and Blackpool Council to deliver this unique event. Kicking off the weekend of events, the biggest heritage tram parade for decades consisted of 14 trams and included trams from the heritage fleet and ran from Blackpool Pleasure Beach to Bispham.

With thanks to Phil Holmes, Dragon Creative who coordinated the event and masterminded the entertainment, the event was a huge success, attracting national media coverage and tens of thousands attending the various events across the weekend.



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