

**BUSINESS PLAN**

01 July 2026 - 31 March 2031







# CONTENTS

Welcome.....	P4
Introduction .....	P6
Background & Context .....	P10
Strategic Objectives.....	P20
Governance & Reporting .....	P22
Financial Plan & BID Levy Structure .....	P24
Operational Plan .....	P30
Marketing and Communications Strategy...	P32
Measuring Success and Impact .....	P34
Conclusion & Next Steps .....	P36



# 1 | Welcome

## Welcome from the Chair Kate Shane, Blackpool Tourism BID

**Tourism is the beating heart of Blackpool's economy. For generations, it has driven investment, created jobs and shaped the town's identity.**

Over the past five years, Blackpool Tourism BID has worked tirelessly to protect and promote the tourism sector, ensuring businesses are supported, events are celebrated, and the visitor experience continues to evolve.

This new business plan sets out our vision for the next five years. It recognises the achievements made so far - and sets a clear path to build on them. We aim to expand our visitor base, extend the season, strengthen partnerships, build the sector skill base and continue to position Blackpool as a modern, confident destination with something for everyone.

With strong leadership, clear priorities and a new mandate, we're ready to take the next step.

The business plan for the next five years responds to the changing needs of the tourism industry and the businesses that power it. Our work is rooted in partnership, with local businesses, public sector organisations and national tourism bodies – all working together to keep Blackpool at the forefront of an increasingly competitive visitor market.

I invite all eligible businesses to support this plan and to help shape the future of tourism in Blackpool.

**Blackpool Tourism BID Management Group**



**Kate Shane MBE**  
*Chair*  
Blackpool Tourism BID



## 2 | Introduction

### A message from Managing Director Sue Grindrod

**Blackpool is home to two distinct Business Improvement Districts: a Town Centre BID and the Tourism BID, which are brought together under a shared governance structure that enables strategic oversight, stronger coordination and place-based delivery.**

This approach, introduced in 2021, has enabled Blackpool BIDs Limited to adopt a more holistic view of the town's needs, tailoring support to different sectors and geographical areas.

While the Town Centre BID focuses primarily on safety, standards and the trading environment, the Tourism BID exists to champion Blackpool's place as the UK's leading year-round seaside destination - a place that visitors return to time and again for unforgettable experiences, unique attractions and world-class hospitality.

This Business Plan sets out the priorities and ambitions for the Blackpool Tourism BID from 2026 to 2031.

At a time when destinations across the UK are raising their game, the Tourism BID will ensure Blackpool continues to lead the UK seaside tourism industry from the front, with innovative approaches to tourism and the visitor experience at its heart.



**Sue Grindrod**  
*Managing Director*  
Blackpool BIDs Limited

### Blackpool Tourism BID Management Group

**Kate Shane**

*Chair*

Blackpool Council  
(Leisure Portfolio)

**Eddie Nelder**

*Vice Chair*

Choice Hotels

**Cheryl Tchobanian**

Beach House

**Jamie Swift**

Blackpool Transport

**Jeff MacNamara**

Coral Island

**Keith Robson**

Haven Holiday Park

**Kyle Murray**

VisitBlackpool

**Luca Vettese**

Notarianni Ice Cream

**Martin Heywood**

VIVA Blackpool

**James Cox**

Blackpool Pleasure Resort

**Darren Webster**

Blackpool Zoo

**Mark Marshall**

Blackpool Piers



"The Tourism BID exists to champion Blackpool's place as the UK's leading year-round seaside destination - a place that visitors return to time and again for unforgettable experiences, unique attractions and world-class hospitality."



# Mission, Vision and Objectives for 2026-2031

## Our Vision

**Blackpool Tourism BID exists to retain and strengthen Blackpool's position as the UK's number one year-round seaside destination.**

Our focus is on providing people with clear, compelling reasons to visit throughout the year, ensuring that when they do, the resort experience exceeds their expectations.

## Aim

To deliver strategic marketing, events and positive visitor experiences that drive footfall, extend the season, and position Blackpool as the UK's number one year-round seaside destination, attracting investment, year-round employment and unforgettable experiences.

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

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

## Objectives



### Welcoming Places

Creating positive first impressions with improved arrival points, enhanced signage and wayfinding, and investment in seasonal animation to create lasting memories and more reasons to return



### Improving Places

Encouraging investment in tourism infrastructure and assets, working with partners to upskill the tourism workforce, and ensuring tourism business voices are heard in planning, public realm improvements and public transport connectivity decisions



### Entertaining Places

Supporting and growing a diverse calendar of events that attract visitors beyond the summer season, including the development of more cultural tourism events, expanding existing festivals and filling gaps in the calendar with new events



### Promoting Places

Working closely with VisitBlackpool and strategic partners to lead targeted marketing campaigns that highlight Blackpool's distinctive offer. From iconic attractions and family fun to independent food, culture and entertainment, driving Blackpool forward as a destination of choice



### Connecting Places

Making Blackpool easier to access through improved transport links, use of digital technology such as GO Blackpool and digital connectivity solutions to enhance the visitor experience





# 3 | Background and Context

Since 2021, we've invested £1.6million directly into the tourism sector, delivering measurable results, including:

- In 2023, Blackpool welcomed 21.5 million visitors - a 6% rise on the previous year
- Successful launch of the GO Blackpool app with over 8,000 downloads in year one and 381 registered business users
- Successful inaugural Blackpool Restaurant Week, with more than 25 venues participating, giving an opportunity to reposition the narrative' about Blackpool's food offer
- Supporting key events including Lightpool Festival, Christmas by the Sea, Showzam!, Capital of Dance, and Blackpool Comedy Festival
- Extending the Illuminations season and developing winter programming

## What is a Tourism BID?

A Tourism Business Improvement District is a defined area where tourism-related businesses come together to invest in services and projects that enhance the visitor economy and strengthen the trading environment.

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

What sets Blackpool apart is that this model has been tailored specifically to meet the needs of its tourism sector. Hotels, attractions, venues, hospitality operators, and entertainment providers are no longer working in isolation - they are working together under one unified BID to deliver real results.

A dedicated management group, comprising tourism sector leaders and business owners, works solely on behalf of levy payers. Everything they do is focused on strengthening Blackpool as a year-round destination while driving footfall and encouraging visitors to explore all that the resort has to offer.





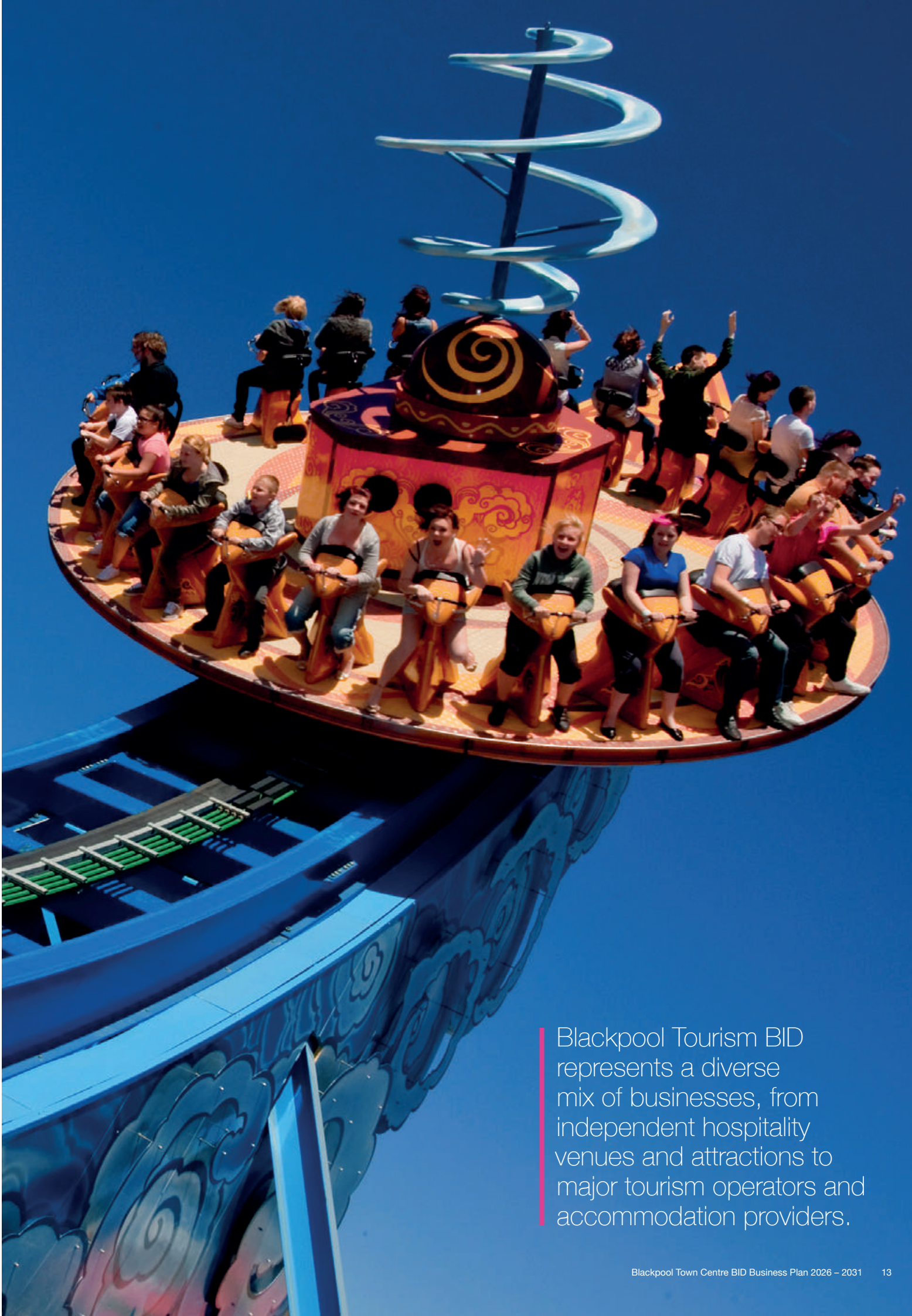
# History of the BID

Blackpool Tourism BID was launched in 2021 as part of a bold two-BID model developed specifically for Blackpool. The business plan 2026-2031 sets out priorities for the next five years and focuses on practical delivery of the following:

- Destination marketing and promotion
- Year-round events programming
- Visitor experience enhancement
- Digital innovation and connectivity
- Sector skill development
- Strategic representation for tourism businesses

The Tourism BID area covers Blackpool's core visitor zones, including the promenade, seafront, piers, zoo, Stanley Park, Pleasure Beach, conference venues, and entertainment quarters. It represents a diverse mix of businesses, from independent hospitality venues and attractions to major tourism operators and accommodation providers.

From seasonal campaigns and major events to digital tools and strategic partnerships, our aim is to make a visible difference to Blackpool's visitor economy every single day.



Blackpool Tourism BID represents a diverse mix of businesses, from independent hospitality venues and attractions to major tourism operators and accommodation providers.



# Map of Tourism BID

## STREETS IN THE TBID

- ALBERT ROAD [PART]

BONNY STREET [PART]

CENTRAL CAR PARK

CENTRAL DRIVE [PART]

CHAPEL STREET

EAST PARK DRIVE

MYTHOP ROAD [PART]
- NEW BONNY STREET

NEW SOUTH PROMENADE

PROMENADE

QUEENS PROMENADE [PART]

SEASIDERS WAY

WEST PARK DRIVE

## TOURISM BID AREAS:

1. PROMENADE

2. STANLEY PARK GOLF COURSE

3. STANLEY PARK

4. BLACKPOOL ZOO

5. VILLAGE HOTEL

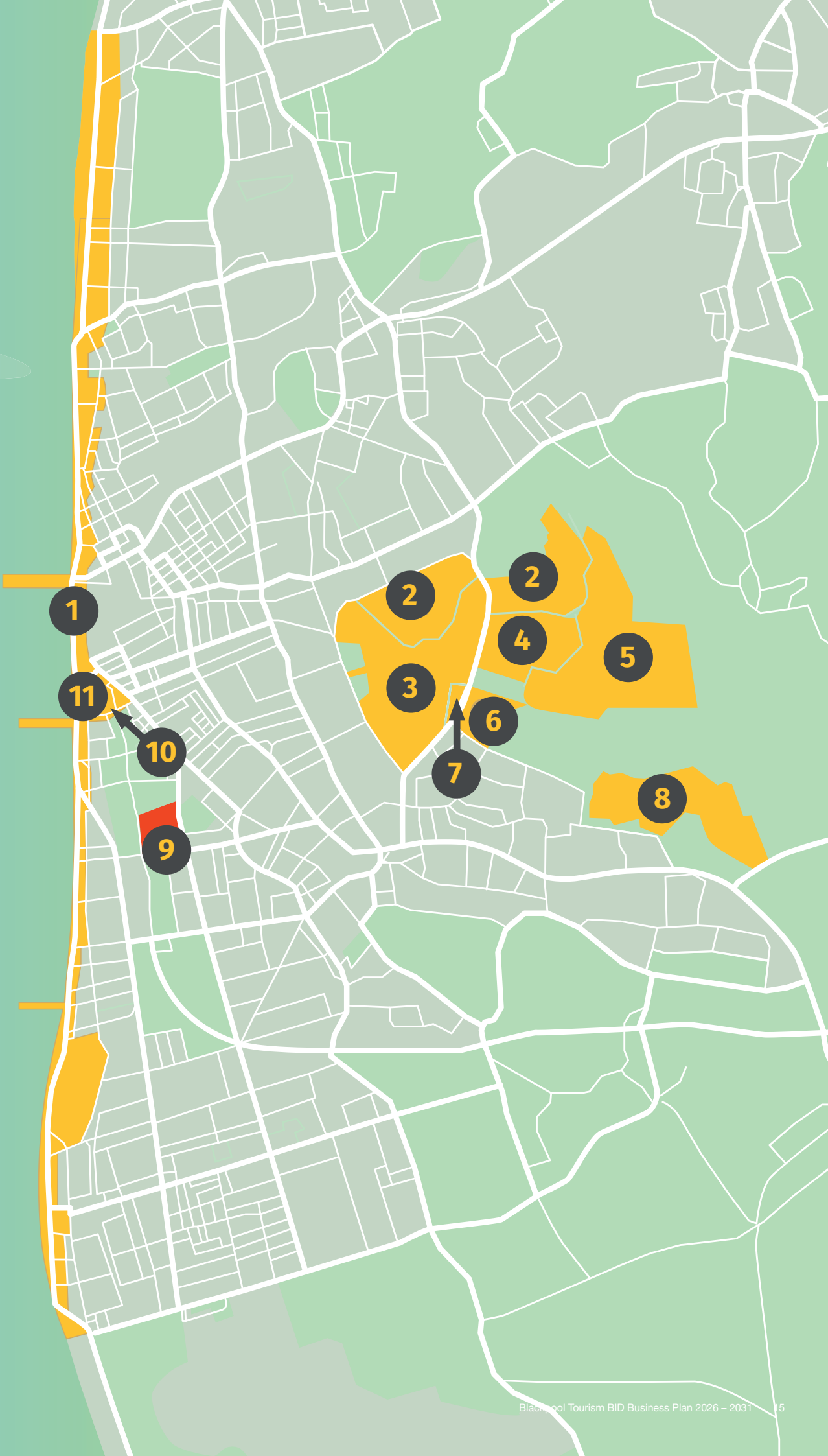
6. LAWSON’S SHOWGROUND
7. MODEL VILLAGE

8. HAVEN MARTON MERE

9. BLACKPOOL FC [NEW]

10. CENTRAL CAR PARK

11. CENTRAL DEVELOPMENT





# Achievements from 2021-2025

Since 2021, Blackpool Tourism BID has invested directly in the visitor economy.

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 strengthen Blackpool's position as the UK's leading year-round seaside destination. This benefits operators, residents and the millions of visitors who come here each year.

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

## Digital Innovation:

- The **GO Blackpool** app was launched in July 2024 - the town's first dedicated FREE app for offers, events and businesses
- Downloads and engagement exceeded expectations, with over 8,000 downloads in year one and 381 registered business users
- It offers unprecedented visibility for levy payers to promote directly to engaged audiences
- The app is already delivering measurable value, helping visitors discover what's on, where to go, and why Blackpool is worth their time and spend



## Events and Marketing:

Since 2021, TBID has invested in events to drive footfall, particularly at times of the year that are outside of core tourist season:

- Invested in year two of Christmas by the Sea, and funding enabled expansion and investment in marketing
- Re-energised Showzam! and delivered a town-wide event in the 2025 February half-term break, something that can now be built on annually
- Seed funded the first Capital of Dance in 2024 and maintained funding to build momentum in 2025.
- Funded Blackpool Comedy Festival 2025 with an emphasis on programme in south shore and enhancing marketing campaign
- Provided seed funding to start the process to develop a cultural strategy for Blackpool
- Invested in the inaugural Blackpool Restaurant Week 2025, with 26 venues participating, giving an opportunity to promote the breadth and quality of food offer in Blackpool whilst linking Blackpool and The Fylde students with opportunities to make connections and develop their skills
- Supporting Lightpool Festival with investment to expand the programme and strengthen links with the wider Illuminations offer
- Contributed to the Destination marketing campaigns in partnership with VisitBlackpool
- Delivered the Queen's Platinum Jubilee and King's Coronation events



In its very first year, the GO Blackpool app achieved over 8000 downloads and attracted 381 registered business users.

# Testimonials

*"The Promenade is Blackpool's front window - it's where our visitors land, linger and form their view of the town. The Tourism BID helps make sure that experience is a positive one, supporting safety, standards and strong visitor numbers throughout the year. For seafront operators like us, that collective effort really matters."*

**Jeff MacNamara**  
Coral Island

*"Blackpool has always been about giving people the best possible visitor experience - and that doesn't just happen by chance. The BID is a great initiative, and by working together, we can elevate Blackpool as a premier destination while boosting the local economy. At Pleasure Beach Resort, we're proud to be part of the shared vision to make Blackpool thrive year-round"*

**James Cox**  
Pleasure Beach Resort

*"VisitBlackpool and the BID work closely to support the visitor economy - from major campaigns that drive footfall to everyday details that shape how people feel about Blackpool. The BID gives structure to that effort, connecting the dots between businesses and marketing. It's a vital part of Blackpool's wider destination story."*

**Kyle Murray**  
VisitBlackpool





Over  
**£2 Billion**  
invested in  
developments  
to transform  
Blackpool

## Current Economic and Tourism Environment

**Blackpool's tourism sector operates within a context of significant regeneration investment, with more than £2 billion being invested in developments that are transforming the town.**

From new accommodation and attractions to improved transport links and digital infrastructure, a modern destination is emerging that supports year-round visitation.

### Key Tourism Developments:

- 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
- Abingdon Street Market reopened in 2023 following a £4+ million investment. It's home to 20+ independents, including food and drink and boutique retail. It reflects a growing demand for social, experience-led spaces that attract both residents and visitors
- Backlot Cinema and Diner opened in 2023 as part of the Houndshell Phase 2 development. With luxury screening rooms, an in-seat dining experience and a focus on high-quality entertainment, it has brought a new dimension to Blackpool's visitor offer.

### Upcoming Tourism Developments:

- £65 million Multiversity campus opening in 2027, bringing 3,000 students and staff who will contribute to the local visitor economy
- Blackpool Council have entered into an £8 million grant funding agreement to reconfigure the grade two-listed Abingdon Street Post Office into a 148-bedroom hotel

### Tourism Performance:

- In 2023, Blackpool welcomed 21.5 million visitors - a 6% rise on the previous year, confirming its position as the UK's most visited seaside destination
- Record-breaking visitor numbers demonstrate the strength of Blackpool's tourism offer
- Growing diversity in the visitor base with increased interest in cultural experiences, food and drink, and year-round programming

**£4+ Million**  
investment in  
the re-opened  
Abingdon  
Market

**£65 Million**  
Multiversity  
campus to open  
in 2027

**£8 Million**  
grant funding  
agreement for 148  
bedroom hotel

**21 Million**  
visitors welcomed  
to Blackpool in  
2023

## Our Role in Blackpool's Tourism Development

Blackpool Tourism BID ensures that tourism businesses are central to the resort's ongoing development.

We work closely with Blackpool Council, VisitBlackpool and other strategic partners to ensure the needs of the visitor economy are reflected in long-term planning and investment.

We're on the ground supporting businesses as they adapt to changing visitor expectations, seasonal challenges and evolving market conditions. Behind the scenes, we're a key partner in destination development, helping to shape tourism strategy and ensure commercial viability.

The BID is also a delivery partner in destination marketing, event programming, and visitor experience enhancement, helping to bridge the gap between strategic ambition and practical delivery for tourism businesses.





# 4 Strategic Objectives 2026 – 2031

## Since 2021, we've focused on responding directly to the needs of tourism businesses.

That has meant extending the season, improving the visitor experience, and strengthening Blackpool's position in an increasingly competitive market.

It's been about raising the profile of the destination, supporting businesses to adapt and thrive, and ensuring visitors have compelling reasons to return.

Now, we're building on that foundation with a plan shaped by levy payers and designed to take Blackpool forward as the UK's number one year-round seaside destination.

We are focussing on five key priorities that reflect where Blackpool's tourism sector is heading - and what it needs next.

### Welcoming Places

#### Creating positive first impressions and seamless visitor experiences from arrival to departure.

We want Blackpool to feel welcoming through improved arrival points, clear signage and navigation, and seasonal animation that enhances the overall atmosphere. We will continue to invest in initiatives that make a difference to every visitor, including:

- Improving arrival points and main gateways, such as Blackpool North station, with enhanced signage and information
- Investing in seasonal animation and displays to create appealing environments
- Supporting customer service training and driving town-wide standards
- Developing wayfinding solutions to help visitors navigate the resort
- Promoting accessibility improvements across the tourism offer

### Improving Places

#### Encouraging investment in tourism infrastructure and ensuring business voices are heard in strategic decisions.

We'll continue to work with partners to strengthen the tourism sector through:

- Supporting workforce development and skills training for tourism businesses
- Representing tourism interests in planning, public realm and highways decisions
- Encouraging investment in existing buildings and hospitality assets
- Promoting high-quality standards across the tourism offer
- Working with partners to address infrastructure challenges

### Promoting Places

#### Leading destination marketing and promotion to strengthen Blackpool's competitive position.

We'll keep promoting Blackpool as a year-round destination through:

- Targeted marketing campaigns highlighting Blackpool's distinctive offer

- Close collaboration with VisitBlackpool and strategic partners
- Building on digital platforms, particularly the GO Blackpool app
- Developing pre-visit strategies to boost advance bookings
- Supporting businesses to access new market and audiences
- Strengthening Blackpool's overall brand position

### Connecting Places

#### Making Blackpool easier to reach and navigate while improving data sharing and collaboration.

We'll focus on connectivity through:

- Promoting public transport options more effectively
- Supporting improved connectivity across the resort
- Developing GO Blackpool as a navigation and discovery tool
- Exploring longer-term solutions, such as park and ride schemes
- Establishing a tourism venues forum for better collaboration
- Improving data sharing to inform business decision-making

### Entertaining Places

#### Growing and diversifying the events calendar to drive year-round visits.

We'll continue to develop compelling reasons to visit through:

- Expanding Lightpool into a two-week October half-term festival
- Strengthening year-end events like Christmas by the Sea
- Filling calendar gaps with new events in May, June, and February
- Growing Blackpool Restaurant Week as a flagship annual event
- Supporting cultural programming aligned with Blackpool's Cultural Strategy
- Developing curated experiences and surprise events throughout the year

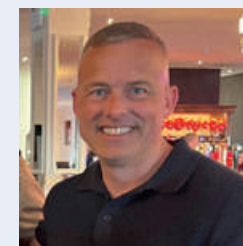


# 5 | Governance & Reporting

## Who's Responsible and How It Works

- 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

### Message from John Westhead, Chair, Blackpool BIDs Limited Strategic Board



**Blackpool Tourism BID was launched in the aftermath of Covid - a bold step at a time when the visitor economy faced more uncertainty than ever before.**

Five years on, its success speaks for itself.

From day one, the BID has helped bring structure, strategy, and focus to a sector that is vital to Blackpool's identity and prosperity.

This is a unique model, designed specifically for tourism businesses, attractions and hospitality venues. It has brought together organisations that often operate in isolation, creating a joined-up approach to marketing, events and destination development.

Blackpool is now one of only a few places in the country where these kinds of businesses

work side by side through a dedicated Tourism BID, sharing insights, pooling resources, and promoting the town with one voice.

At a strategic level, the Tourism BID has also benefited from its close alignment with the Town Centre BID. Together, they form a powerful framework, one that ensures levy payers are represented, priorities are delivered, and the whole town benefits.

As Chair of the Blackpool BIDs Strategic Board, I'm proud of what's been achieved in this first term. The model has worked, the results are clear, and with the support of levy payers, we can build on this momentum and continue to drive Blackpool's economy together.



# 6 | Financial Plan & BID Levy Structure

## BID Regulations

Blackpool Tourism BID operates under national BID legislation and must be renewed every five years by democratic vote. To continue beyond June 2026, the BID must secure a majority yes vote by both number and rateable value.

### BID Rules

The Business Improvement District (BID) levy will apply to all persons or organisations liable to pay non domestic rates for hereditaments in the defined BID area, subject to the requirements as set out in these BID Rules. The number of hereditaments liable for the levy in the BID area is approximately 222.

#### 1. BID Term

The Business Improvement District (BID) term will be in effect for a fixed term of four years and nine months, commencing on 1 July 2026 and concluding on 31 March 2031. (Blackpool Tourism BID)

#### 2. Boundary

The defined BID area, as outlined in this proposal (refer to page 14), encompasses all roads, streets and private developments within the designated boundary. This includes all hereditaments listed under the 2023 Valuation Office Agency (VOA) listing.

#### 3. Rateable Values

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

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

The 2023 VOA listing shall serve as the reference point for the full BID term (1 July 2026 – 31 March 2031 – Blackpool Tourism BID).

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

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

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

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

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

#### 4. Levy Payments

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

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

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

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

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

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

#### 5. Inflation Adjustment

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

#### 6. Threshold for Levy Liability

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

#### 7. Chargeable Day

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

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



8. Exemptions and Discounts

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

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

9. Vacant and Empty Properties

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

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

Hereditaments that appear in the local Non-Domestic Rating List with a rateable value of £0 (nil-rated) at the time

of the BID ballot or at any point during the BID term shall be exempt from the BID levy and shall not be subject to any minimum charge.

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

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

10. 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.



Blackpool BIDs Ltd  
Strategic Board

**John Westhead**

*Chair*

Growth and Potential

**Graham Cowley**

*Vice Chair*

Business in the Community

**Jake Whittington**

Little Blackpool Leisure Company

**Andrea Challis**

Partington's Holiday Centres

**Jane Cole**

Blackpool Transport

**James Cox**

Pleasure Beach Resort

**Linda Dean**

Blackpool & The Fylde College

**Jo Duff**

Marks & Spencer

**Martin Long**

Napthens Solicitors

**Eddie Nelder**

Choice Hotels

**Kate Shane**

Blackpool Tourism Ltd.

**Peter Taylor**

Blackpool Entertainment  
Company Ltd.

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.





# Tourism BID Budget Forecasts for 1 July 2026 - 31 March 2031

**Blackpool Tourism BID new term will come into effect on 1 July 2026 to 31 March 2031.**

The Business Plan proposes continued investment in events and marketing to drive visitor volume and overnight stays whilst seeking to extend the tourism season to create a resort with compelling reasons to visit throughout the year.

Levy income remains consistent across five-year period and includes outstanding debt recovery under other income.

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

3% increase is included in expenditure in administration and management in line with projected inflation, note: over both BID's (Tourism and Town Centre) the administration and management costs account for 22% of total expenditure.

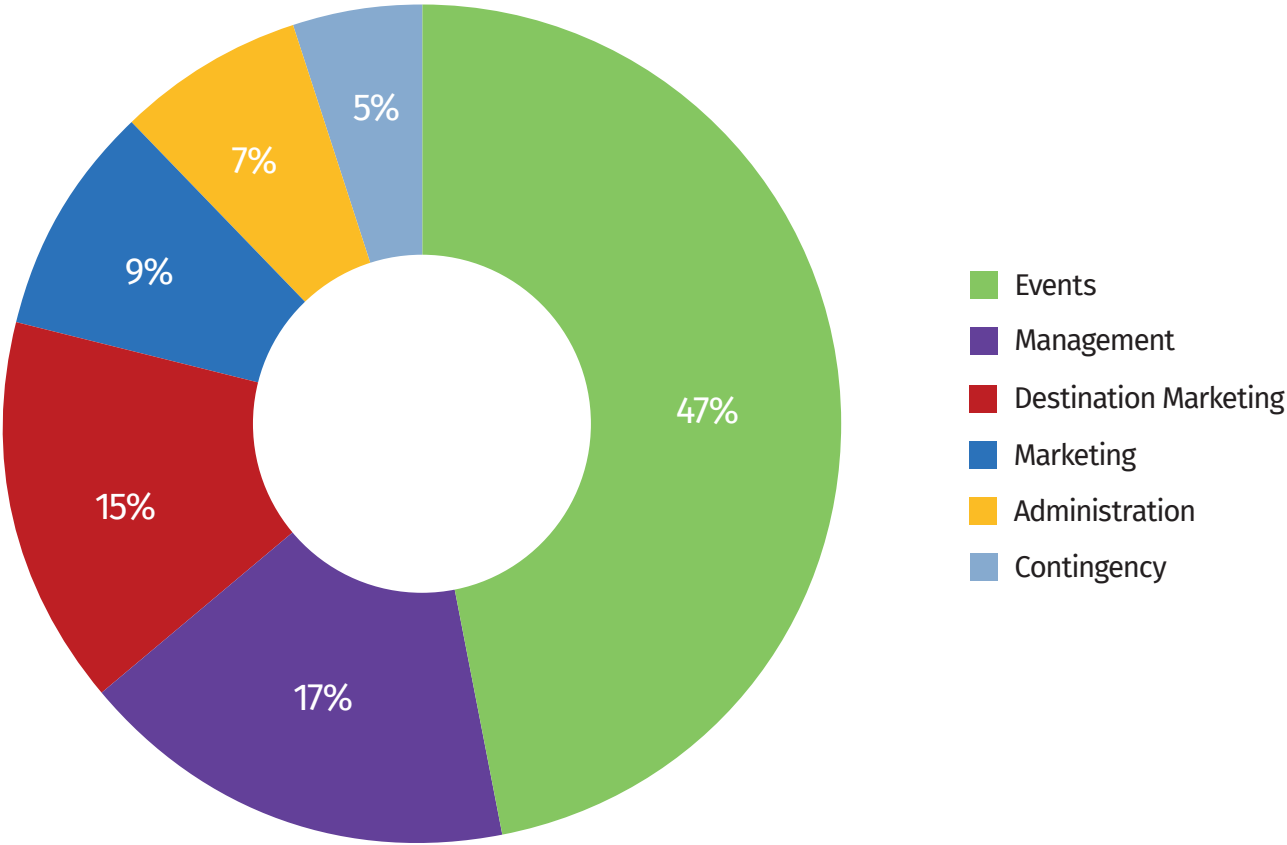
The continuation of the strategy to focus on few, bigger and better events/marketing is proposed to continue into the second term. For marketing most of the budget will be allocated to the Resort Destination Campaign with a smaller budget allocation for specific TBID activity, in total, marketing accounts for 24% of the overall cost budget.

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

The % split of TBID's investment, prioritises events at a minimum of 47% of the overall budget.

The members funds carried forward from end of the BID term on 30 June 2026 is forecast at £113,728 and this may change due to the end of year outcome reported in audited accounts. This line will be amended to reflect any changes.

**Overall, the total income raised is £2M over the 4-year, 9 month period.**



TBID five-year budget forecast 1 July 2026 to 31 March 2031						
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
INCOME (£)						
BID Levy	206,779	275,705	275,705	275,705	275,705	1,309,597
Other Income	37,500	50,000	50,000	50,000	50,000	237,500
Members funds b/fwd	113,728	110,940	110,408	104,590	98,100	537,766
Total Income	358,007	436,645	436,113	430,294	423,804	2,084,863
EXPENDITURE (£)						
Destination Marketing	37,500	50,000	50,000	50,000	50,000	237,500
Marketing	21,000	28,000	31,000	31,000	31,000	142,000
Events	116,250	155,000	155,000	155,000	155,000	736,250
Management	40,875	54,500	56,135	56,135	57,819	265,464
Administration	21,103	21,736	22,388	23,060	23,752	112,039
Contingency	10,339	17,000	17,000	17,000	17,000	78,339
Total Expenditure	247,067	326,236	331,523	332,195	334,571	1,571,592
Members funds c/fwd	110,940	110,408	104,590	98,100	89,233	513,271



# 7 | Operational Plan

## Key Projects and Initiatives for the BID Term

### Destination Marketing and Promotion

- Partnership marketing campaigns with VisitBlackpool
- Digital marketing strategy development and implementation
- **GO Blackpool** app expansion and enhancement
- Pre-visit booking and information campaigns
- Seasonal promotion programmes
- Brand development and positioning initiatives

### Events and Programming

- Annual **Blackpool Restaurant Week** expansion
- **Lightpool Festival** development into a two-week October programme
- **Christmas by the Sea** strengthening and growth
- New events development for May, June, January and February calendar gaps
- Cultural programming support aligned with Blackpool's Cultural Strategy
- Event coordination and promotional support

### Visitor Experience Enhancement

- Arrival point improvements and signage programmes
- Wayfinding and navigation solutions
- Seasonal animation and display investments
- Customer service training support
- Accessibility improvement initiatives

### Digital Innovation and Connectivity

- GO Blackpool app development as primary visitor platform
- Enhanced digital marketing capabilities
- Business digital support programmes
- Data sharing and insight development
- Integration with destination-wide digital infrastructure



## Partnerships with Local Businesses, Councils, and Community Groups

### Strategic Partnerships:

- **VisitBlackpool** - destination marketing and promotion
- **Blackpool Tourism Ltd** - tourism development, events
- Lancashire Tourism bodies and regional partnerships
- Major attractions and tourism operators
- Accommodation providers and the hospitality sector

### Collaborative Delivery:

- Joint marketing campaigns and promotional activities
- Coordinated events programming and calendar development
- Shared intelligence and data insights
- Tourism venues forum for sector coordination
- Business support and development programmes

### Tourism Workforce Development

- Partnership with **Blackpool and The Fylde College** for skills development
- Customer service training programmes
- Digital skills support for tourism businesses
- Career pathway development initiatives
- Industry networking and collaboration opportunities

### Multiversity Partnership Integration

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

- Develop tourism and hospitality education pathways
- Create work placement opportunities with local businesses
- Support research and innovation in the tourism sector
- Build links between students and tourism career opportunities



# 8 | Marketing and Communications Strategy

## Branding and Awareness Campaigns

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

- Comprehensive digital platform for visitor engagement
- Real-time business promotion capabilities for attractions, accommodation and hospitality
- Event and offer coordination across the tourism sector
- Visitor journey planning and discovery tools
- Direct connection between businesses and engaged audiences

## Destination Marketing Campaigns:

- Partnership campaigns with Visit Blackpool targeting key markets
- Seasonal programming promotion and visitor drive campaigns
- Pre-visit booking and planning campaign development
- Event-led marketing to drive specific periods
- Digital marketing across social media and online platforms

## Seasonal and Event Programming:

- Support for Christmas by the Sea and seasonal animation investments
- Blackpool Restaurant Week annual promotion and expansion
- Lightpool Festival marketing and audience development
- Cultural strategy event support and coordination
- Year-round programming promotion to extend the season

## Levy Payers' Communication Strategy:

- Quarterly tourism sector newsletter with market insights and opportunities
- GO Blackpool training and content management support
- Tourism venues forum meetings, and networking
- Regular business visits and one-to-one consultations
- Digital marketing training and support programmes
- Open door policy for tourism businesses to access BID team support

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

## Consultation Process:

- Initial consultation with the BID Board and Management Group has shaped the first draft of the business plan to establish draft priorities for the new five year term
- Formal consultation with all eligible levy payers and drop-in sessions will run every Thursday throughout July and August, commencing on 10 July and ending on 28 August 2025
- One-to-one in-person meetings with key stakeholders
- The business plan will be updated following the consultation process and distributed ahead of the ballot notices.
- Continuous feedback opportunities leading up to the ballot

**The Tourism BID ballot commences on 30 October and runs to 27 November 2025**





# 9 | Measuring Success and Impact

## Performance Indicators and Reporting Mechanisms

### Visitor Economy Metrics:

- Visitor numbers and tourism volume analysis
- Seasonal spread and year-round visit patterns
- Visitor spend and economic impact assessment
- Accommodation occupancy rates and performance
- Event attendance and engagement statistics

### Digital Platform Performance:

- GO Blackpool app usage statistics and engagement
- Business listing uptake and content activity
- User journey analysis and conversion rates
- Digital marketing campaign performance
- Social media reach and engagement metrics

### Business Support Measures:

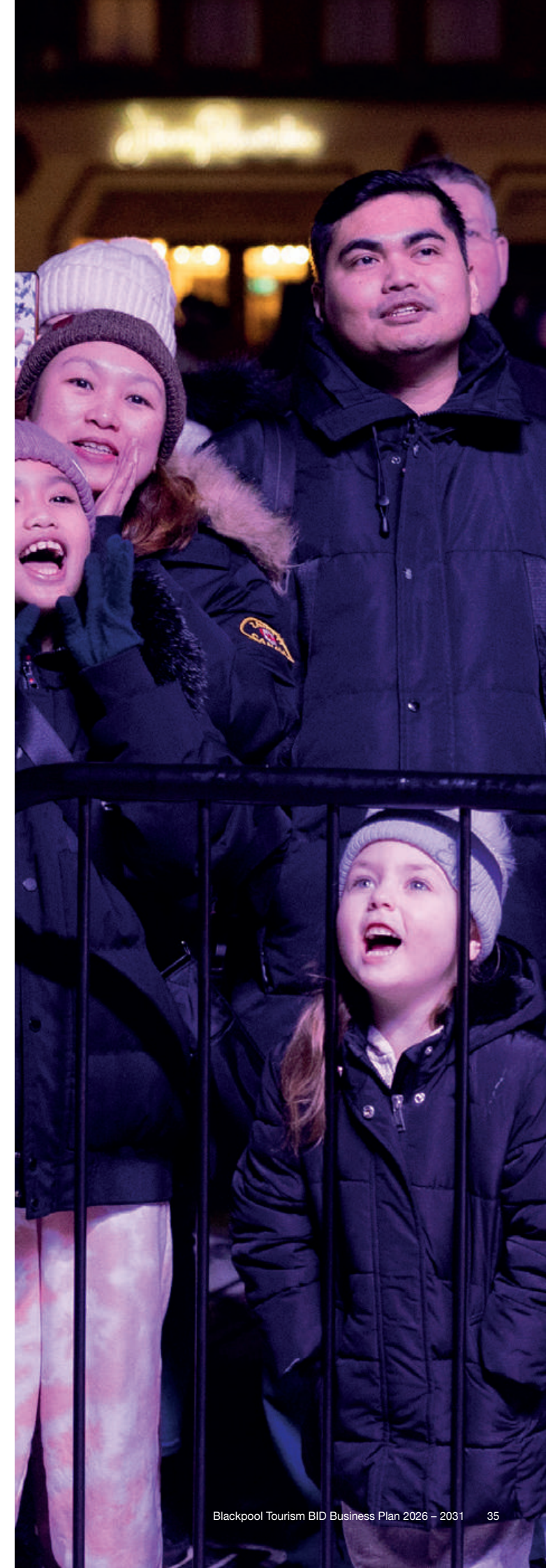
- Tourism business confidence survey results
- Sector networking and collaboration participation
- Training programme uptake and satisfaction
- Business development support outcomes
- Partnership project delivery and success rates

### Destination Competitiveness:

- Market position analysis and benchmarking
- Visitor satisfaction and experience surveys
- Repeat visit rates and loyalty metrics
- Brand awareness and perception studies
- Competitor analysis and market share assessment

### Regular Evaluations and Feedback Loops

- Quarterly performance reviews with the BID Board
- Annual levy payer surveys and sector consultations
- Monthly tourism business engagement sessions
- Seasonal performance analysis and planning reviews
- Partnership project evaluations and continuous improvement processes





# 10 Conclusion and Next Steps

## This plan is about positioning Blackpool for continued success as the UK's leading year-round seaside destination

The priorities set out our commitment to supporting the tourism sector through strategic marketing, events programming, visitor experience enhancement and business development.

We've already demonstrated what's possible when tourism businesses work together. We've extended the season, strengthened the destination's profile and delivered measurable results that benefit the entire sector.

Now, it's about building on that foundation and going further. With your backing, TBID will continue to strengthen Blackpool's competitive position, support local tourism businesses and turn strategic investment into everyday impact for visitors and operators alike.

The future of Blackpool's tourism sector belongs to the businesses that shape the visitor experience. Let's make sure it's driven by your priorities and ambitions.

**TBID management group members and the BID team look forward to discussing TBIDs vision for the new five-year term and hearing your views on how Blackpool Tourism BID can best serve you and your business.**

### Voting 'Yes' means:

- ✓ Enhancing the destination marketing campaigns driven by VisitBlackpool, reaching key audiences
- ✓ New events development to fill calendar gaps and extend the season
- ✓ Lightpool Festival development into a two-week October programme
- ✓ Christmas by the Sea and seasonal programming strengthening
- ✓ Tourism sector representation in strategic planning and development decisions
- ✓ Visitor experience improvements, including signage, wayfinding and arrival point enhancements
- ✓ Digital innovation and connectivity solutions for tourism businesses
- ✓ Strategic partnerships to drive destination development and business growth
- ✓ Tourism venues forum for sector collaboration and coordination
- ✓ GO Blackpool digital platform expansion and free access for BID levy payers to promote their businesses
- ✓ Annual Blackpool Restaurant Week becomes a flagship event for the hospitality sector

### Voting 'No' means:

#### There will be no:

- ✗ Additional investment in destination marketing campaigns
- ✗ Tourism sector events programming and support
- ✗ GO Blackpool platform for tourism business promotion
- ✗ Seasonal programming development and extension
- ✗ Tourism business representation in strategic decisions
- ✗ Visitor experience enhancement initiatives
- ✗ Digital innovation and connectivity support
- ✗ Strategic partnerships for destination development
- ✗ Tourism venues forum and sector coordination
- ✗ Seasonal animation and visitor appeal investments
- ✗ Business development support and training programmes
- ✗ Tourism workforce development initiatives



# The Ballot – Using Your Vote

From October 30th to November 27th, 2025, as an eligible BID levy payer, you will be given the opportunity to vote on this BID proposal for Blackpool Tourism BID for a new five-year term 1st July 2026 to 31st March 2031.

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

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

## A successful ballot is determined as follows –

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

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

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

## VOTING PROCEDURES

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

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

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

The local authority is responsible for drawing up the final list of voters. A full list of businesses eligible to vote is available at [www.blackpooltourismbid.co.uk](http://www.blackpooltourismbid.co.uk)

To discuss this document in more detail, please email [admin@blackpoolbid.org](mailto:admin@blackpoolbid.org)

Full ballot arrangements are available at [www.blackpooltourismbid.co.uk](http://www.blackpooltourismbid.co.uk)

The Tourism BID is your opportunity to have an influential voice and implement changes that will positively affect your business and help us all to retain and strengthen Blackpool's position as the UK's number one year-round seaside destination.







BACKING THE VISITOR **ECONOMY**

Visit us online at [www.blackpooltourismbid.co.uk](http://www.blackpooltourismbid.co.uk)  
[admin@blackpoolbid.org](mailto:admin@blackpoolbid.org)



Registered office: Number One Bickerstaff Square, Talbot Road, Blackpool, FY1 3AH  
Company number: 13506605