



Attracting Investment

The BID continues to be the sole business – led organisation that lobbies for the best interests of town centre businesses. We act as one voice for the BID business community representing the town on a national, regional, and local level.

We continue to campaign for a full fibre network to be installed in Southport to enable access for our business community to have access to best digital infrastructure, to ensure that Southport is not left behind in a rapidly changing, digital age.

Our aim is to provide Southport with the infrastructure to support economic growth, and to offer our businesses the opportunity to operate efficiently.

Leadership Forums and BID Business Events

We organise several Leadership Forums which bring people together to discuss business challenges and opportunities specific to their sector.

These discussions influence our actions; focusing on securing investment, security, community engagement and events. Please get in touch to be part of our forums.

- Landlord Forum
- National Retailers Forum
- Digital Forum
- Professionals of Southport Social
- Southport Independents Group

We coordinate annual business events that bring the BID business community together.

- Your Southport Open
- Flower Show Business Lunch



**SOUTHPORT BUSINESSES
SUPPORTING OUR TOWN**



YOURSOUTHPORT

INCOME/EXPENDITURE AS PER MANIFESTO

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Levy Income*	£436,500	£436,500	£436,500	£436,500	£436,500	£2,182,500
Radio Income	£3,600	£3,600	£3,600	£3,600	£3,600	£18,000
Other Income	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
TOTAL INCOME						£2,250,500
*if 96% collection rate is achieved. If you would like to discuss the actual figures achieved, please contact us at info@southportbid.com You can also view our Annual Report www.southportbid.com						
EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Marketing & Animation	£255,000	£255,000	£255,000	£255,000	£255,000	£1,275,000
Contingency						
Street Scene	£55,000	£55,000	£55,000	£55,000	£55,000	£275,000
Investing & Regenerating	£3,950	£3,950	£3,950	£3,950	£3,950	£19,750
Influencing & Representing	£0	£0	£0	£0	£0	£0
Contracts	£12,500	£12,500	£12,500	£12,500	£12,500	£62,500
Employment & Overheads	£108,650	£108,650	£108,650	£108,650	£108,650	£543,250
Contingency	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
TOTAL EXPENDITURE						£2,250,500

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Southport Business Improvement District (BID) is the vehicle for Southport businesses to support our town.

The BID is a collective of businesses, like yours, working together to make our town centre flourish. It is your investment which makes our town great, and without you, we would not be able to deliver the programmes that we administer across the town. The programmes we deliver are decided by the Southport business community and are designed to make a real difference.

The BID is an independent not for profit organisation that represents over 750 businesses in the town centre. We work in partnerships helping to make Southport a forward-facing town.



Find out more;
scan this QR code
to visit our website.

YOUR SOUTHPORT

Digital Marketing Support and Content Creation

Your Southport was launched in August 2022 and it is the platform we use to celebrate the people and businesses that make Southport special.

We showcase our BID members through engaging content and high-quality videos. Over the past 12 months we have produced and posted over 150 bespoke videos and highlighted further 175 businesses through photography, features and in-depth articles.

The content has achieved 410 000 engagements with the public on Your Southport channels.

This year, we would like to promote your business. Get in touch.



Your Southport Stars Awards

Our annual Awards night is an opportunity for BID businesses to come together, connect, and celebrate the positive impact of the Southport business community.

In 2023, 90 BID businesses were recognised with over 35,000 public votes.

The 2024 Awards reception will be held in April at The Grand. You can nominate your businesses for next year's Awards from January 2023.

Christmas

It is the significant investment of your business that makes our town centre vibrant over the festive period.

Each Christmas, we organise activities and events including illuminations across the BID area to encourage footfall, dwell time and increased spend by promoting the town centre to residents and visitors.

The BID provides a range of vibrant illuminations and displays that decorate the town centre each year.

- Over 200,000 additional festive lights
- The signature 60ft Christmas tree
- Bear and Reindeer Characters
- Five further illuminated trees across the town centre
- 87 lamppost motifs, 9 overhead welcome signs, plus stars and sail lights on roundabouts

The 'Boulevard of Light' on Lord Street

Creating an Attractive Environment.

In partnership with Sefton Council we have created Lord Street 'Boulevard of Lights'.

The 5-year programme is a significant investment of £132,000. We have plans to implement several other similar projects elsewhere in the town centre.



Floral Displays

BID delivers a comprehensive floral programmes across the town centre, with over 7000 flowers planted every summer.



This year two new character installations, the Bear which stands at over 18ft tall and the Reindeer which stands at over 13ft tall will sit either side of the sparkling Christmas tree in Southport's Town Hall Gardens.