

ANNUAL REPORT



YOURSOUTHPORT



**NOVEMBER
2022—2023**





**“A UNITED BUSINESS COMMUNITY CAN
DELIVER IMPACTFUL PROGRAMMES
OVER THE NEXT FIVE YEARS”**

Dan Taylor - Southport BID
and Fletchers Solicitors

A MESSAGE FROM THE CHAIR **DAN TAYLOR**



“I am proud to chair Southport BID, an organisation that has an established reputation as a key player in the local business economy. This Annual Report outlines our work for the year 2022/2023.

I am extremely grateful to everyone that works with us and continues to support us. Above all, I thank all businesses in the BID area for the ongoing financial investment into our town.”



A MESSAGE FROM THE BID CEO **RACHEL FITZGERALD**



“Southport businesses support our town. The business community pulls together to make Southport town centre a special place. The vibrant Christmas illuminations, year-round lighting, and famous floral displays make our town sparkle throughout the year.

Your hard work allows us to celebrate our amazing places, people and businesses through our flagship Your Southport campaign. Thank you for everything you do.”



Rachel Fitzgerald –Southport BID

SOUTHPORT IS BUILT
ON THE FOUNDATION OF
HEALTH AND WELLBEING



PEACE



BALANCE



NATURE

SOUTHPORT

Southport is a town built on the foundation of health and wellbeing.

People want to live in a beautiful place that also enables them to lead a healthy life. Southport is also a place people visit, so that they can breathe, restore, and re-energise. It is a place for work and a place to invest. Southport is a town that offers a healthy work-life balance. **This is Southport's unique offer** - a place where people can be healthy and live well and we can proudly promote this as distinctive within the Liverpool City Region, the North West and the UK.

It is a shared responsibility to build on achievements to date, by redoubling efforts to maximise the potential of the town.

West Lancashire Yacht Club

£200,000
CONTENT
VALUE FOR
BUSINESSES
IN 2023



Promotional images from Your Southport

MARKETING AND DIGITAL CONTENT

‘Your Southport’ was launched in August 2022 and has quickly established itself as the leading platform to celebrate the people and businesses that make Southport special.

During 2022-2023 we produced over 300 promotional posts. This included over **100 bespoke videos**, professional photography, listicle features and articles. The Your Southport platforms gained 15,000 new followers during this time, **with a reach of over 3.5 million.**

YOURSOUTHPORT



VIDEO



PHOTOGRAPHY



CONTENT



180 BID BUSINESSES RECOGNISED

YOUR SOUTHPORT STARS ANNUAL AWARDS

Launched in 2021, the Awards offer the opportunity for businesses to come together, connect, and celebrate achievements.

35,000 public votes were cast in 2023, recognising eighty Southport BID businesses.

Over 150 representatives of Southport BID businesses attended a glittering awards night at The Vincent Hotel.



Victoria Park Events, 2023 finalists



The Canopy of Light



Floral displays on Lord Street

STREET IMPROVEMENTS

Utilising the BID income and securing further funding the BID delivered a comprehensive street light programme **valued at £250,000.**

New additions to the to the year-round lighting, including...

- The **'Canopy of Light'** on **Scarisbrick Avenue**
- Improved lighting on Chapel Street
- Dynamic colour uplighting on Lord Street

**UP TO 10,000 FLOWERS
PLANTED EACH YEAR**

CHRISTMAS



EVERY CHRISTMAS THE BID
DISPLAYS A 60-FOOT CHRISTMAS
TREE WHICH SOLELY ATTRACTS
100,000+ PEOPLE EVERY YEAR.

☀ 200,000 ADDITIONAL FESTIVE LIGHTS AND INSTALLATIONS

THERE ARE 200,000 ADDITIONAL
FESTIVE LIGHTS AND BESPOKE LIGHT
INSTALLATIONS INCLUDING THE BEAR
AND THE REINDEER AND FIVE LARGE
CONE CHRISTMAS TREES.



CHRISTMAS



**THE CHRISTMAS
CELEBRATIONS WERE
ACCOMPANIED BY EVENTS
AND PROGRAMMES WHICH
ATTRACTED 70,000 PEOPLE.**

Above - 'The Gingerbread Family Trail'
Top right - 'The annual Festive Fun Day'
Bottom right - 'Santa's Grotto at Wayfarers Arcade'



CELEBRATING EUROVISION

EUROvision
SONG CONTEST
UNITED KINGDOM
LIVERPOOL 2023

With the eyes of the world on the Liverpool City Region, the 2023 Eurovision Song Contest presented a unique opportunity to showcase our town.

Southport Calling saw thousands of people enjoy a festival of dance and music that celebrated our young people and championed local talent.

BID businesses took part in **The Eurovision Family Trail**, with visitors exploring Southport to find music-themed artworks displayed in windows around the town centre.





Luke Randles - Southport BID
Michelle Newman - Merseyside Police

SAFE IN SOUTHPORT

We are committed to ensuring Southport town centre is a safe and secure place for businesses, residents, and visitors alike.

This includes providing ongoing support and training for the **Southport Pubwatch group**, management of the **Town Link Radio scheme**, replacement of a number of the crucial **CCTV cameras** and working closely in partnership with **Merseyside Police**.

First Aid Training has been provided for over 100 representatives of BID businesses.

50+ BUSINESSES PART OF SOUTHPORT TOWN LINK RADIO NETWORK

Primark Southport enjoying the
2023 Your Southport Open



REPRESENTATION

By bringing together **more than 1,000 people** through leadership forums and networking events, the BID is the only organisation which can **gather cross-sector, town-wide business views**.

This therefore enables us to **represent the interests** of the business community strongly and credibly.

Leadership Forums

- National Retail Leadership Group
- Southport Independents Group
- Southport Pubwatch
- Professionals of Southport
- Landlord Forum

Networking Events

- Your Southport Stars Awards
- Southport Flower Show Business Lunch
- Your Southport Open



Businesses come together at a
Professionals of Southport event



1,000+ PEOPLE ATTEND OUR BUSINESS EVENTS EACH YEAR

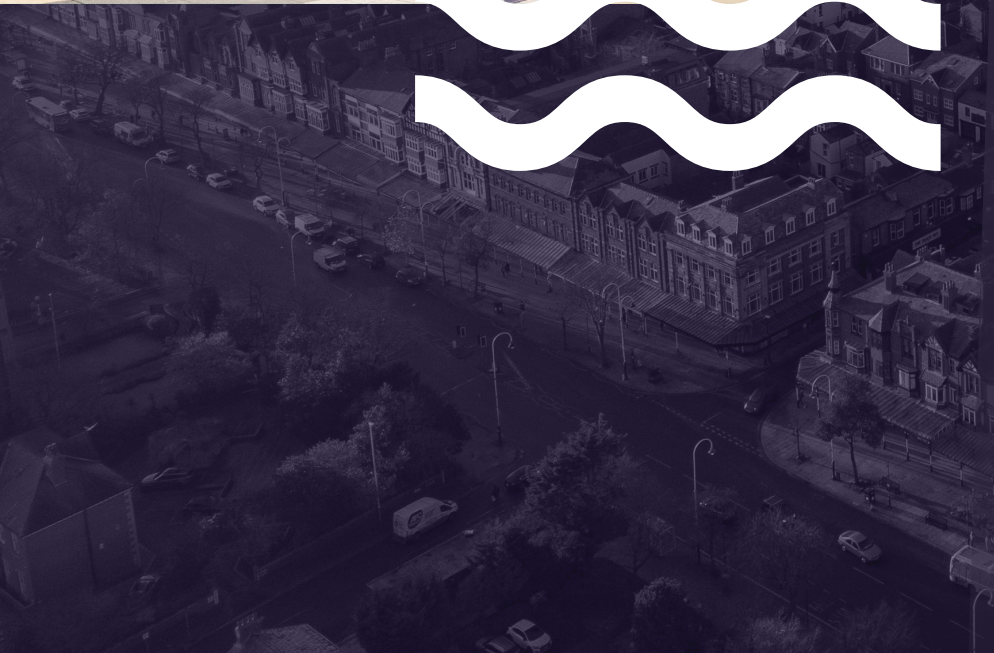
SOUTHPORT BUSINESS IMPROVEMENT DISTRICT AREA



Southport BIDs is accredited by The BID Foundation and British BIDs, ensuring policy and practices meet national guidelines.



FINANCIALS



INCOME		2023		2022
BID Levy received		413,025		462,546
Other income and donations		17,991		93,559
		431,016		556,105
ADMINISTRATIVE EXPENSES				
Marketing and Animation - Marketing Campaigns	23,224		663	
Marketing and Animation - Event Content	3,973		5,783	
Marketing and Animation - Event Production Costs	24,354		(101,798)	
Marketing and Animation - Event Marketing & Support	25,594		45,565	
Marketing and Animation - Staff Salaries	9,890		14,838	
Street Scene and Crime Initiatives - Lighting & Maintenance	155,743		120,351	
Street Scene and Crime Initiatives - Flower Planters & Floral Displays	53,588		13,416	
Street Scene and Crime Initiatives - Crime Reduction	15,281		2,157	
Attracting Business - Consultancy, Market Research & Business Support Packages	10,970		23,433	
Administration Costs - BID Team Salaries	92,949		71,700	
Administration Costs - NI & Pension Contributions	4,434		508	
Administration Costs - Insurance, Accountancy & Subscriptions	13,009		3,986	
Administration Costs - Operational Costs	11,712		25,861	
Administration Costs - Other Sundry Expenses	9,362		2,582	
Administration Costs - Professional Association Membership	9,137		4,138	
Administration Costs - Training	8,544		3,556	
Depreciation: Other	561		405	
		(472,325)		(237,144)
OPERATING (DEFICIT)/SURPLUS		(41,309)		318,961
INTEREST PAYABLE AND SIMILAR EXPENSES				
Interest on overdue taxation		(61)		-
(DEFICIT)/SURPLUS BEFORE TAXATION		(41,370)		318,961

HOW IT WILL OPERATE

The Southport BID Board and the management team operate according to the following values:



PIONEERING

being ambitious, thinking creatively, challenging the norm, leading through innovation.



POSITIVELY PASSIONATE

leading by example, being proud of what we do, believing in the mission.



COLLABORATIVE

seeking and sharing knowledge, listening to and valuing each other's contributions, recognising achievements.



ACTING WITH INTEGRITY

respecting each other's commitments, being consistent, fair, honest, and transparent, representative of businesses.



FOCUSED

moving in the same direction, delivering results to achieve the mission, staying relevant, delivering with excellence.



1. The proposer and BID Body will be Southport Business Improvement District Limited (Company Number 09048655 a not-for-profit organisation, limited by guarantee)
2. The Directors of the BID (the 'Board') shall continue to be representative of levy-paying businesses. Some Board members are elected, with others nominated to ensure suitable expertise and representation. The Board will have responsibility for governance matters such as financial arrangements, contractual obligations, human resources, standards, performance, and compliance.
3. From time to time, the Board shall appoint a Chair.
4. The Board may form sub-groups that from time to time become necessary.
5. Provided that the BID is meeting its overall objectives, the Board shall have the ability to vary service delivery and

- expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals may require an Alteration Ballot.
6. The Company shall meet with the Council frequently to monitor service delivery, levy collection and financial management issues.
 7. The BID will file annual accounts compiled by independent accountants with Companies House. An annual report on activities, including finances, will be made available.
 8. An Operating Agreement with Sefton Council, which includes the Council's Baseline service commitments, has been agreed. A copy can be found at www.southportbid.com.
 9. Notification of the intention to hold a ballot was sent to the Secretary of State on 21st June 2023.



Stephanie Marshall – Napthens Solicitors

DIRECTORS

*Correct as of August 2024

DAN TAYLOR

Fletchers Solicitors, Chair

ALEX MORETTI

Fallen Planet Studios

BRIAN RADFORD

Matalan

MICHELLE BRABNER

Southport College

MICHAEL BAKERMAN

Diamonds Direct
Wholesalers

MARK CATHERALL

Sefton Council

STEPHANIE MARSHALL

Napthens Solicitors

CLARE RANKIN

Warren James

GEOFF WAREHAM

Mikhail Hotel and Leisure
Group

BID TEAM

RACHEL FITZGERALD

CEO

LUKE RANGLES

Head of Operations

BERTIE CUNNINGHAM

Your Southport Marketing
Manager



YOURSOUTHPORT

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