

LIVE

Southport businesswoman
Natalie Rice and family



YOURSOUTHPORT

**SOUTHPORT BID
BUSINESS PLAN
2024-2029**



**“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 be chair of the Southport BID, an organisation that has an established reputation as a key player in the local business economy.

This document outlines just a part of our contribution to date. It also sets out our future plans. I am extremely grateful to everyone that works with us and continues to support us.

I believe that we will be able to demonstrate in this ballot that a united business community can deliver impactful programmes over the next five years.”





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



“Over the last year we have been talking to our businesses about their vision for our town and what they would like their BID to deliver over the next term.

This plan sets out those proposals and I am confident that our businesses will show strong support for our collective vision in the ballot so that we can enact them in full.”



Rachel Fitzgerald –Southport BID



**LOCATIONS WITH BIDS
PERFORM BETTER**



THE NATIONAL LANDSCAPE

Every town and city in the country is undergoing a period of substantial change following the disruption of the COVID pandemic and changes to the economy.

The way in which we use our town centres – for shopping, work, and leisure – has altered faster than many could have predicted (source: The High Streets Task Force, 2023).

Yet, one thing that hasn't changed is that places with BIDs, such as Southport, generally perform better than those without any such sustainable funding model.

There are now more than 330 BIDs in the UK, the majority in town and city centres in England. In the North West, there are three BIDs in Liverpool, one in Halton, one in Chester, Blackpool and two in Manchester as well as Southport. The BID movement is influential locally, regionally and nationally and is making a real difference to the places where people live, work and play.



**SOUTHPORT IS BUILT
ON THE FOUNDATION OF
HEALTH AND WELLBEING**

The team at Coastline Crossfit:
George Wareing / Tim Brown / Josh Womersley



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.

**THE NEXT FIVE YEARS ARE AN
OPPORTUNITY TO EMBRACE THE
HISTORY OF SOUTHPORT AND TO
USE IT TO DRIVE THE FUTURE.**

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



**CELEBRATING 100
YEARS OF SOUTHPORT
FLOWER SHOW IN 2024**

**SOUTHPORT PLEASURELAND
ENTERTAINING FAMILIES FOR
OVER A CENTURY IN SOUTHPORT**

Norman Wallis - Southport Pleasureland

**James Comish - Gold Medalist and Best in Show
2018 & 2019 / Large Gold Medalist 2022**



2,000 HOURS A YEAR ENGAGING
WITH BID BUSINESSES

OUR SOUTHPORT BID

The BID is an independent, not-for-profit organisation, representing some 720 businesses in the town centre.

As well as delivering its own programmes and services, the BID works in partnership with other stakeholders. The BID is always focused on making Southport a forward-thinking and successful place to be.

The key priority for the BID Team has been to deliver **personal one-to-one support** to each interested Levy Payer, making the BID the only organisation continuously available to discuss and offer support on issues a business might be facing. This support was especially important during the time when COVID-19 had drastically impacted on the business community. The BID Team has dedicated **2,000 hours every year** to visiting and talking to BID businesses, offering ongoing support and delivering collaborative projects.



ONGOING SUPPORT
AND DELIVERING
COLLABORATIVE PROJECTS

Luke Randles – Southport BID / Matt Gregson and
Rosie Blackburn – Crave Pizza and The Pavilion



Bertie Cunningham –Southport BID



£200,000 CONTENT
VALUE FOR BUSINESSES
IN 2023

Rick Blaney - Werksy

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.

Through engaging content and high-quality videos, it has received **500,000 engagements** so far. The content produced for businesses is valued at **more than £200,000 per year**.

The BID has also created and delivered more than **200 bespoke promotional articles** for the business community on multiple media channels and platforms.

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.

Through the **Awards, 180 BID businesses** were recognised with more than **90,000 public votes**.



The Vincent, 2023 award winners

A woman with blonde hair and glasses, wearing a beige coat and a grey scarf, stands in front of a large black metal planter filled with pink and purple flowers. In the background, there is a large stone monument and a building with many windows. The sky is blue.

UP TO 10,000 FLOWERS
PLANTED EACH YEAR

Stephanie Marshall – Napthens Solicitors

STREET IMPROVEMENTS

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



Throughout the year the BID decorates the town with stunning floral displays. Up to **10,000 flowers** are planted every 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'



Geoff Wareham - Southport Pubwatch
Chair and Mikhail Hotel and Leisure Group



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**.

**50+ BUSINESSES PART
OF SOUTHPORT TOWN
LINK RADIO NETWORK**

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.



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.





WE EXIST TO MEET THE
PRIORITIES OF THE BID'S
BUSINESSES

Michael Bakerman - Diamonds Direct Wholesalers

 1,000+ CONVERSATIONS

 100 BUSINESSES SURVEYED

FUTURE STRATEGY

At the core of Southport BID's approach is the commitment to continued open dialogue with the town centre businesses and to adjust its programmes and outputs to meet priority needs.

Southport BID is owned by the people who run the town centre businesses. **The management team and the BID Board's role is to execute programmes designed to meet the priorities set by BID's businesses.**

Through one-to-one meetings and business forums and events, the BID holds more than 1,000 conversations each year. To inform future strategy further, the BID carried out a representative survey of 100 businesses. The returns fed into our new strategy.



FUTURE STRATEGY: PROMOTION

Southport BID will continue to invest in the 'Your Southport' platform as the primary means of advertising town centre businesses to residents and visitors.

This will be a crucial part of a long-term marketing and communications strategy to raise awareness of what Southport has to offer, encouraging **residents** to have an active relationship with the town centre, attracting regional and national **visitors** and driving **investment**.

YOURSOUTHPORT



Wesley Street Business Community



CELEBRATING OUR
EXCEPTIONAL
BUSINESSES AND PEOPLE

Adam Whittaker - Marks and Spencer



CELEBRATING HERITAGE



SUPPORTING YOUNG PEOPLE

FUTURE STRATEGY: CELEBRATION

The hugely successful Your Southport Stars Awards will spotlight exceptional businesses and the people that work in them.

New programmes will celebrate the **heritage of the town**. Collaborative projects with schools and colleges to support **young people** in engaging with the business community, so that they can provide the dynamic workforce of the future.





FLORAL DISPLAYS



FAMILY PROGRAMMES

FUTURE STRATEGY: ACTIVATION

Southport BID will continue to provide significant investment into light animation of the streets of Southport at Christmas and during the year.

This will be accompanied by luscious **floral displays**, which collectively create an attractive **environment for events**, and **family programmes**.

Safe in Southport ensures that activities take place in a welcoming environment by working with Merseyside Police and Sefton Arc to deliver town-wide security programmes, building on the Town Link Radio programme already active across the area.

A SAFE AND WELCOMING
ENVIRONMENT FOR ALL



BUILDING A VIBRANT BUSINESS COMMUNITY



IMPROVE INFRASTRUCTURE



DIGITAL CONNECTIVITY

FUTURE STRATEGY: COLLABORATION

Southport BID will continue driving a sense of **community among businesses**, representing their views, **lobbying** in their interests, providing them with the resources they need to make trading decisions (e.g. footfall, economic trends, changes to legislation etc), and working with other stakeholders nationally and throughout the Liverpool City Region.

The BID will drive diversification of the town centre economy, by lobbying for investment to improve **infrastructure** with a specific focus on digital connectivity to attract new **business sector investment** and create a more **sustainable** all year-round economy. Through the BID, the business community will invest in the wider town centre community, encouraging collective growth.

Andrew Mikhail, Mikhail Hotel and Leisure Group

FUTURE STRATEGY: **STRATEGIC PARTNERSHIPS** **WITH KEY STAKEHOLDERS**

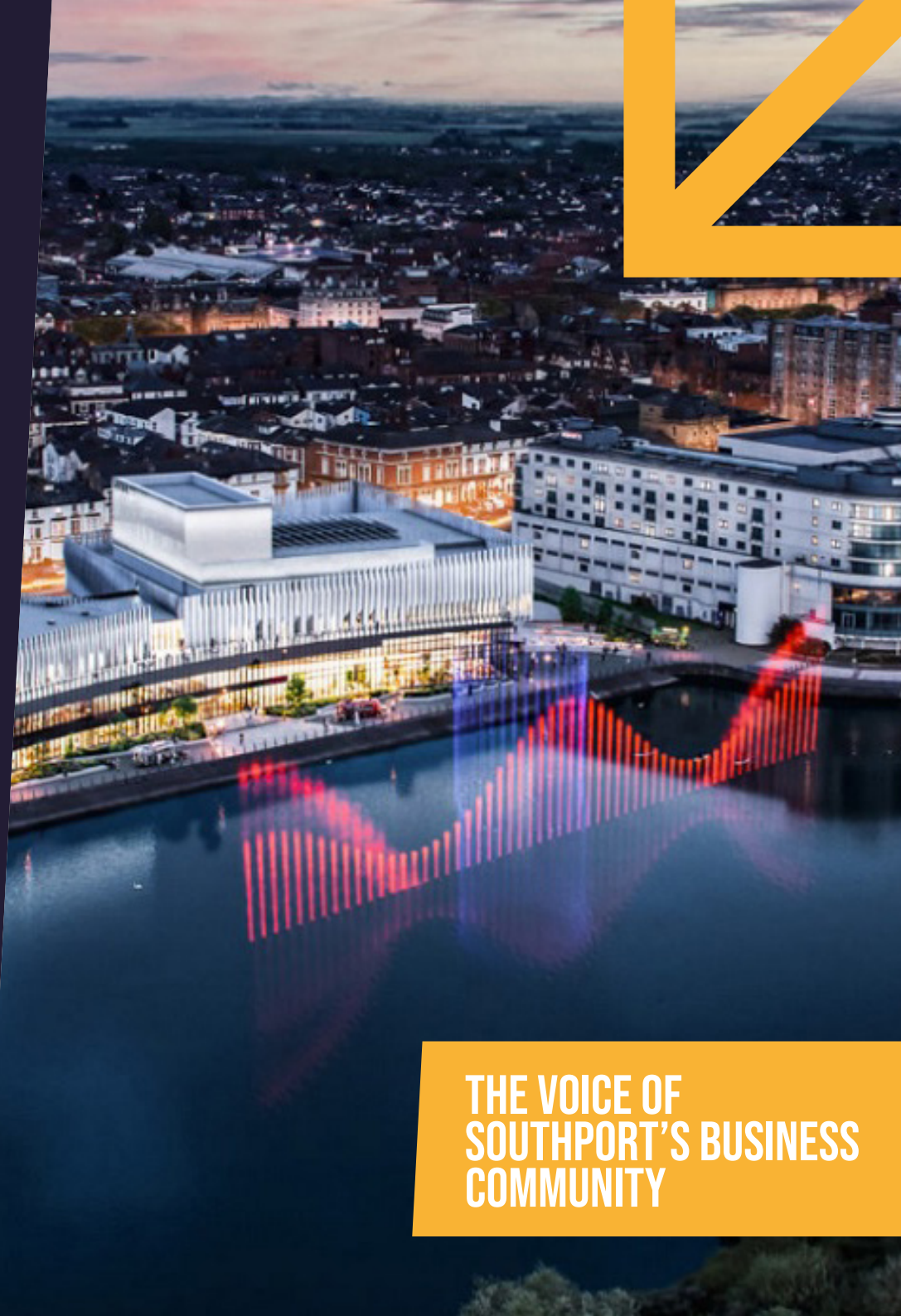


Investment

Southport BID voices the key interests and challenges of the Southport's business community and works with key stakeholders; Sefton Council and Liverpool City Region's Combined Authority to create an environment that supports a strong vision and leadership for our town and is accompanied by a long-term strategic infrastructure plan. Southport BID lobbies for a clear pipeline of investable projects which will attract further private sector investment. A key project Southport BID supports is the:

Marine Lake Events Centre

which has secured £73 million investment from national government and from the city region. The Events Centre is expected to generate £18 million annually for the local economy, attracting more than 500,000 visitors annually (including the proposed Water and Light Show) while creating more than 200 jobs. The Events Centre's conferences and exhibitions programme will support the town to tackle one of our main challenges- the seasonality of the visitor economy.



**THE VOICE OF
SOUTHPORT'S BUSINESS
COMMUNITY**



FUTURE STRATEGY: STRATEGIC PARTNERSHIPS WITH KEY STAKEHOLDERS



Connectivity

Having reliable **rail connectivity** between Southport, Liverpool, Manchester and beyond provides advantages over travel alternatives that do not allow passengers to be active during the down time of travel. Southport BID is committed to work with key partners to lobby for improved network connectivity between our town and the key economic hubs in the North West and beyond.

Merseyrail services already operate out of Southport on most days of the year with a **15-minute frequency**. Merseyrail's Northern Line provides a direct line to Liverpool South Parkway station which currently is enabling Southport to have the best possible links to Liverpool John Lennon Airport, Manchester Airport and national rail departures via Lime Street station. Liverpool City Region Combined Authority has **invested in a ground-breaking £500m** fleet of state-of-the-art trains, which will enable a **better journey experience for Southport's residents, commuters and visitors**.



£500M INVESTMENT



15 MINUTE FREQUENCY



OPPORTUNITY



ENGAGEMENT

FUTURE STRATEGY: YOUNG PEOPLE

Our talented young people are the key to the success of Southport.

The opportunity for the business community across the town to engage with education is powerful. To be part of a strategic process to develop our workforce of the future, embed the values and skills that will ensure we are competitive in a changing world and to shape our growth sectors through planting ambitious seeds in the minds of students is a unique opportunity for our town.

Southport BID is committed to work with **Southport Learning Trust** which can reach 4,000 young people to assist in building an innovative and productive relationship between them and the business community.



REACHING
OVER 4,000
YOUNG PEOPLE



DEVOLUTION OF POWER



DEVELOPMENT INITIATIVES

FUTURE STRATEGY: LIVERPOOL CITY REGION COMBINED AUTHORITY (CA)

CA exists to enable devolution of power from London to our region.

So far the CA has secured a **£900 million devolution plan**, with a further billion pounds from the government to focus on transport, skills, innovation and climate change. **Southport business community benefits from £20 million investment** to enable the Marine Lake Events Centre build, as well as the new Merseytravel trains.

Southport BID is committed to represent the interests of our business community at the regional level and **support you to capitalise** on any economic development initiatives / interventions the region can offer to us.

**SOUTHPORT BUSINESSES
BENEFIT FROM £20M
INVESTMENT**

THIRD TERM SOUTHPORT BUSINESS IMPROVEMENT DISTRICT PROCESS AND STRUCTURE



The Ballot & The Levy

1. Those responsible for properties or hereditaments to be subject to the BID will be sent a ballot paper prior to 19th April 2024.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of the BID Proposal in a 28-day postal ballot which will commence on 19th April 2024 and close at 5pm on 16th May 2024. Ballot papers received after 5pm on that date will not be counted. The result of the ballot is due to be announced as soon as practically possible thereafter.
3. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are:
(a) of those ballots returned by the close, those voting in favour of the third term proposal must exceed those voting against it, and
(b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
4. If successful at ballot, the BID will commence delivery of services in November 2024 and will continue for a period of five years to October 2029.
5. The levy rate to be paid by each property or hereditament is to be calculated as 2% of its rateable value (RV) as at each 'chargeable day' (1st November each year). The charge will apply to all properties and hereditaments, including any that may be added to the non-domestic ratings list after each 'chargeable day' but that would have been liable as at that date. No discounts or exemptions will apply.
6. Any ratings revaluations within the term of the BID will be disregarded for levy calculation purposes. The exception is if a revised RV is applied because of any change of use or a physical change to a hereditament including, inter alia, new construction, merger, subdivision, extension, and refurbishment.
7. The levy will be charged annually in advance for each chargeable period to be November to October each year, starting in 2024. As changes to liable parties occur during the year, proportionate charges will apply.
8. Only properties or hereditaments with a RV of £7,000 or more will be eligible for payment of the levy.
9. The number of properties or hereditaments liable for the levy is approximately 720.
10. From Year 2 onwards, the levy rate will be increased by the fixed rate of inflation of 3% per annum (rounded).
11. The owners of all untenanted properties or hereditaments will be liable for payment of the levy.
12. Sefton Council will be responsible for collection of the levy and will charge 3% of the billed levy for administering the process.



FINANCIALS

1. A CAUTIOUS APPROACH HAS BEEN ADOPTED TO BUDGETING FOR THE BID TERM AS SHOWN IN THE INDICATIVE BUDGET.
2. A LEVY COLLECTION RATE OF 90% HAS BEEN ASSUMED.
3. THE AVERAGE ANNUAL LEVY AVAILABLE TO BE SPENT BY THE BID FOR THE TERM IS £475,923.
4. ANNUAL SURPLUSES ACT AS A CONTINGENCY PROVISION ON EXPENDITURE AND PROVIDE FOR AN ANTICIPATED SURPLUS OF £65,961 BY THE END OF THE TERM. THIS EQUATES TO 14% OF AVERAGE ANNUAL EXPENDITURE.
5. ADDITIONAL, NON-LEVY, INCOME PROVISION TOTALS 2.9% OF THE ESTIMATED COLLECTED LEVY.
6. OPERATING COSTS OF THE BID ARE ESTIMATED AS 23% OF TOTAL EXPENDITURE.

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Levy	£448,211	£461,657	£475,507	£489,772	£504,465	£2,379,613
Radio	£3,600	£3,600	£3,600	£3,600	£3,600	£18,000
Additional	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
TOTAL INCOME	£461,811	£475,257	£489,107	£503,372	£518,065	£2,447,613
EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Promotion	£150,000	£154,500	£159,135	£163,909	£168,826	£796,370
Celebration	£75,000	£77,250	£79,568	£81,955	£84,413	£398,185
Activation	£100,000	£103,000	£106,090	£109,273	£112,551	£530,914
Collaboration	£20,000	£20,600	£21,218	£21,855	£22,510	£106,183
Operating Costs	£110,000	£110,000	£110,000	£110,000	£110,000	£550,000
TOTAL EXPENDITURE	£455,000	£465,350	£476,011	£486,991	£498,301	£2,381,652
Surplus	£6,811	£9,907	£13,097	£16,381	£19,765	£65,961

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.



Michelle Brabner - Southport Education Group

DIRECTORS



*Directors of the BID Board give their time for free.

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

KAREN POTTER

Karen Potter The Estate
Agent

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



HOW TO VOTE

Ballot papers will be sent by post prior to 19th April 2024.

1

Put your cross in the voting box of your choice.

2

Write your name and position on the ballot paper as indicated.

3

Sign the ballot paper

4

Place the ballot in the pre-paid envelope provided.

If you receive more than one ballot paper, each ballot should be completed separately and returned in its own reply envelope, one envelope per ballot paper.





YOURSOUTHPORT

SOUTHPORT BID BUSINESS PLAN 2024-2029

Southport businesswoman Natalie Rice and family