



MANIFESTO

1ST NOVEMBER 2019 – 31ST OCTOBER 2024

**WORKING IN
PARTNERSHIP
FOR SUCCESS**



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MOVING FORWARD

A message from our Chair and Chief Executive

We have used our first five years to build and develop Southport, with the BID becoming an influential voice for business.

We've tackled issues, brought in new ideas, invested in elements of what makes the town so special and worked closely alongside our partners. So as we look forwards and map out our vision for the next five years, we also have pleasure in sharing some of these highlights with you.

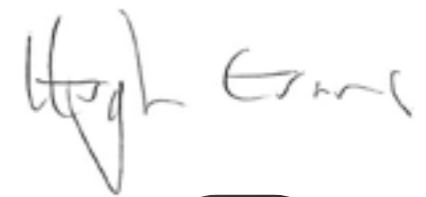
The BID exists because of, and for, its members. We recognise the value of the partnership and the power of what it can achieve. We have listened to the issues that are important to our BID members and are striving to address these so that we can collectively strengthen Southport.

We also acknowledge that there is a lot more to do, and we have great ambitions for the next five years to ensure that the investment that the BID enables makes a difference for all. To do so we will be adopting a more strategic, more focused and more engaging voice for business.

Going forward, the BID will represent a community of around 730 businesses including hospitality, retail and the professional sector.

Another development for the next five years is that the BID area will be reduced and the threshold at which the levy becomes payable will change from £2,000 to £7,000. There will also be a £20,000 cap on the maximum amount of levy payable by a single business.

Thank you for the first five years and we hope, with your support, to continue this successful story.



Rob Uffendell
Chair, Southport BID



Hugh Evans
Chief Executive,
Southport BID

FIVE YEARS OF ACHIEVEMENTS FOR SOUTHPORT

We supported Sefton Council's successful application to bring in **£2 MILLION** worth of funding from the Coastal Community Fund.



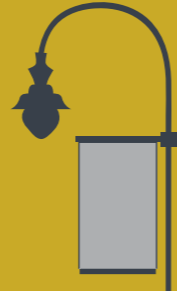
The **30 MINUTE PARKING** option is back plus a new four hour parking option has been introduced thanks to careful negotiation with Sefton Council.



Thousands of people are reached each month through our dedicated Southport Independents' campaign, giving vital exposure to small businesses.

In their first year, our town centre ambassadors greeted over **5,000 VISITORS**.

65 LAMPPOST BANNERS promoting what's taking place in Southport.



Southport's evening and night time economy has been awarded a **PURPLE FLAG** – only one of **70** towns across the nation.



Our dedicated website showcasing a digital directory of shops in Southport lists over **200** shops and over **100** bars, cafes and restaurants.

Print, radio, outdoor, social and digital platforms are being used to promote Southport's business.

Over **750,000 PEOPLE** are reached each year through BID event marketing on Facebook alone.

500,000 PEOPLE were reached through the Facebook campaign for our Halloween event.

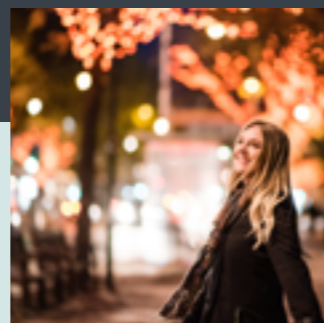
The town is blooming with **5,000 FLOWERS** bringing colour and pride to Southport.



Investing in major marketing campaigns for Southport, helping to encourage millions of visitors every year

We've invested over **£250,000** into the lights that add the sparkle to Southport at Christmas and all year round lighting improvements.

As well as organising major showcase events at Christmas and Halloween we also provide funding and support to Southport Festival, Southport Comedy Festival and ChilliFest.



Our **BUSINESS AGAINST CRIME** network now has a membership of over **165**.

BI-MONTHLY meetings take place with representatives of **MERSEYSIDE POLICE** as part of our Business Against Crime initiative.



Southport Business Against Crime

OUR FIRST FIVE YEARS

What is a Business Improvement District (BID)?

BIDs were introduced in 2004 as a new way of businesses playing a role in their towns and cities. Now around 300 of them exist across the country, including leading cities such as Manchester, Liverpool, Chester, Preston, Birmingham, Leeds and London.

The first Southport BID began in November 2014 (and ends in 2019), with **950 current members** including retailers, leisure and hospitality providers making us one of the largest BID's in the country.

BIDs are designed to bring together businesses within a specified geographical area to work on projects defined by the businesses that they represent. Businesses have a say in what happens at every stage of the BID, from voting on whether it will happen, to deciding on the levels of funds that will make up the BID levy. Consultation and conversation are important to ensure that the process is smooth running and representative, and something we try to encourage as much as possible.

A vote for a BID to go ahead from 2019 will mean that the money raised by the levy will be spent delivering and managing projects in the BID area to enhance and improve Southport. It means that we can build upon the foundations that are already in place and that we can fulfill shared aspirations for the town and area.



Five years investing into Southport and encouraging others to do so.

The work to put a BID in place is considerable, and once in place, time needs to be invested into developing and growing projects so that they start to create impact.

Since Southport BID went live in November 2014 we have delivered a wide range of activity and are in a strong position to continue to build upon the momentum that this has generated.

As well as the projects that have been delivered, Southport businesses now have a voice and a representation in a way that wasn't previously possible. Business is being championed and showcased, which is important to an area that is made up of so many independent organisations of differing sizes.

We also recognise that there is a lot more to achieve, so we thank you for your support and look forward to working with you further in the future.

We're delivering on promises and planning for the future.

Enhancing Southport's events programme

From festive feasting to laughs out loud; creative curations to the spectacularly spooky - impactful and unforgettable events have been staged across Southport

Southport BID organises three large-scale events across the year designed to extend the season beyond the summer and keep the town's profile and footfall up year round.

Each of these events offers a creative way for businesses to engage with the festival visitors, get creatively involved and gain additional exposure through dedicated marketing channels. Combined with the events organised by Sefton Council, the result is a vibrant, colourful and unforgettable annual programme.

The BID is helping to ensure that Southport has a vibrant, colourful and impactful annual programme of events.

The impact also comes from the strong profile raising opportunities for the town that the events offer, particularly as a way of influencing and attracting many more people through social media. For example, the Halloween Festival in 2017, reached over half a million people in the region on Facebook alone, it has 9,000+ social media followers and is attracting on average 2,000 visitors per day.

In addition we have funded the ever-growing **Chilli Fest** and **Southport Comedy Festival**, all three of which have become fantastic additions to the town's calendar.

We were also pleased to play our part in the **Open Golf** tournament in 2017, such a signature and prestigious occasion. We did this by funding the Town Hall Gardens interactive zone, which attracted television coverage from around the world.

The BID events are also helping to champion Southport through social media, with 750,000 people reached each year purely through this means.



CHRISTMAS

We are the organisers of the big annual Christmas lights switch on – a huge family event and live show packed with performers and excitement.

For 2018's event over 35,000 people over the course of the day were there to join in the fun!



HALLOWEEN FESTIVAL

Each year this spook-fest gets bigger and bolder, now attracting thousands of visitors from across the North West.

There are lots of ways for businesses to get involved as well as benefit from the bumper visitor numbers, including free promotion via our dedicated spookysouthport.com website.



SOUTHPORT FESTIVAL

We provide valuable funding and marketing support to the Southport Festival: a three day colourful explosion of art, theatre, folk, punk, poetry, laughter, jazz, dance and choirs taking place in May that spills out across venues and open spaces. It's an event that reflects the spirit behind it with representatives from Southport BID, Sefton Council, Southport Contemporary Arts, The Atkinson and The SDC working with passionate members of the local arts community to bring it together.



Supporting Southport's Seasonal Campaigns

We support and add funding to the seasonal marketing campaigns carried out by Visit Southport and in addition to this we have been responsible for delivering, in partnership, five Christmas marketing campaigns.

In summer 2017 it was with the BID's support that the radio campaign was able to extend into the autumn. Further support was also delivered in 2018, with extensive radio, outdoor and digital campaigns.

Putting an extra sparkle into Christmas

The commercial importance of Christmas has meant that from the start this has been a focal point for the BID. Recognising the value of creating an exciting, welcoming atmosphere in the town we took the step in our first year of investing into new Christmas lights and expanding the areas that they feature in the town

The Christmas lights are an essential and exciting way of showcasing Southport as a retail and leisure destination; a place to enjoy seasonal shopping and entertainment. It's something that we wouldn't have without the BID and something that you cannot fully equate the importance of for all businesses in the town.

To celebrate the start of the festive period, and to raise the profile of Southport as being a great place to experience Christmas shopping and entertainment, the organisation of the Christmas Light Switch On event has been one of our key events from the very beginning.

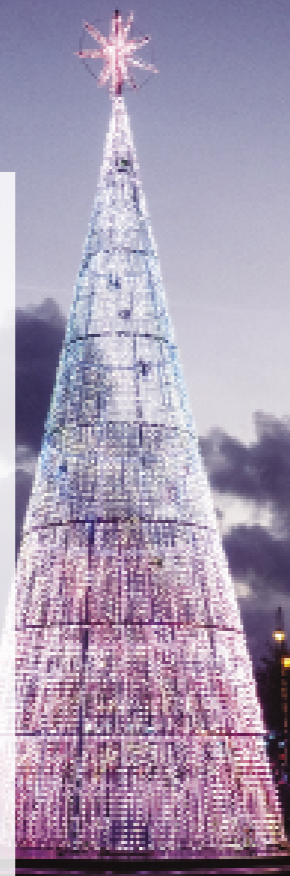
The Christmas Light Switch on is Southport's warm welcome to the town as a fantastic place to enjoy Christmas shopping and to celebrate the festive season.

The investment in both the lights and the event has paid dividend. Increasing both in scale and popularity each year, this has become a stand-out highlight for the town with the stage show and street entertainment receiving fantastic feedback.

In 2017 there were thousands of people in the town, and our partnership with Smooth Radio ensured another 1,000,000 listeners over a six week campaign received the message about Southport as a Christmas shopping and entertainment destination.

Following consultation with businesses and feedback, we took the decision to return the event to a Sunday for 2017, with great success. We saw footfall increase by more than 20% and businesses have reported a much more favourable like for like sales increase.

We are always ambitious in our plans and visions for Southport as the Christmas ice rink that was installed in 2015, 2017 and 2018 demonstrates. This was a great family activity that proved a really popular experience for the town.



Dedicated support for retailers, restaurateurs, attractions and accommodation providers

Market research by Visit Southport shows that there are more independent restaurants and bars in Southport town centre per square metre than in London. We are proud to be shouting about this fabulous fact!

In 2017 we launched our Southport Independents campaign. The campaign aims to celebrate the unique and wonderful small businesses in Southport and help people, both local and visitors, to rediscover and unearth the hidden gems of Southport and experience shopping, eating and socialising in Southport in a whole new light.

Free to join for BID levy-payers the campaign is supported by a website and blog, and each business participating receives a page on the website.

Demonstrating our dedication to Southport retailers.



Our dedicated retail website was launched in 2018. The site, www.ShoppinginSouthport.com is a sister site to Visit Southport and acts as a full directory for all shops within the town centre. With over 200 shops (both independent and high street) listed it is a perfect one-stop guide for visitors and local shoppers to find what they are looking for.

Flying the flag for the early evening and night time economy

Long term strategic planning is going into the efforts to support, develop and reinvigorate Southport's early evening and night-time economy.

One of the biggest successes we have had was the campaign to achieve **Purple Flag** status, which Southport BID led, working with partners including Merseyside Police, Sefton Council, Pubwatch, Light for Life and the Street Pastors. This is the national benchmark by which towns and cities are judged on their evening and night time economy and gives members of the public a way of identifying places that offer an entertaining, diverse, safe and enjoyable night out. The confidence that it creates is helping towns such as Southport to attract more late night visitors.

Our Purple Flag status is helping us to heighten Southport's profile as an evening destination.



Ensuring those on a night out in Southport make their way home safely and to reduce the potential for disorder, we have employed Taxi Marshals who are on duty every Friday and Saturday evening.



Adding the colour to Southport

Southport is looking good, putting its best foot forwards for a positive future

The eye-catching displays of summer and winter planting not only help the town to be consistently recognised in the 2016 **Britain in Bloom** awards, they enhance the visitor experience and demonstrate our collective pride for the town. To create this visual spectacle over 20 three tier displays and almost 200 barrier or hanging baskets are installed containing nearly 5,000 floral plants.



Adding the floral finishing flourishes to Southport.

Recognising the benefits for all, the BID has been able to provide funding for the Lord Street volunteers who create wonderful horticultural displays in the gardens – providing vital funds that are used for equipment and over 1,300 flowers a year.

Also spreading the messages and enhancing the town's appearance are the lamppost banners on Eastbank Street and Nevill Street.

And to keep Southport looking its best we have carried out over 10,000 square metres of deep street cleaning – that's the equivalent space of over 4 football pitches!



Putting the twinkle back into the tree lights

One of our first BID projects was to fund the complete replacement of the 250,000 tree lights on Lord St. These had been looking very tired and were in need of renewal. The new ones have made a strong visual impact, even turning orange as part of our Halloween activity!

We've since added to these with lights on Chapel Street and Tulketh Street and have funded new lighting for Cambridge Arcade. We will continue to develop and expand the lighting scheme in the future and bring more vibrant eye catching displays.

It's also the BID that carries out the ongoing maintenance to the lights to keep them shining a light on Southport.



Did you know the lights on Lord Street turn orange to mark the Halloween festivities taking place in the town.

Meet our Ambassadors

A warm and friendly welcome to Southport

Our **BID Ambassadors** were introduced in 2017; with the team of two employed full time to work with local businesses to promote the town and to meet and greet visitors. They are the 'go to' people for advice, directions and insider information and a wonderful addition to our town.

With on the ground insight, our Ambassadors are the eyes and ears of Southport.

The stats, from their first 12 months alone, enforce just how important an asset to the town that the Ambassadors are:

Over 300 fly tipping reports

1,500 business visits

240 incidents of begging and street drinking reported

Over 400 graffiti or vandalism reports submitted.

2,400 BID newsletters hand delivered to businesses





Continuing to improve safety and security

Putting business first, raising standards, working in partnership

Our **Business Against Crime** initiative has led to investments in body-worn cameras and radios for clubs, bars and stores, which allows shared information that, where necessary, can be used in court cases. We currently have over 165 members taking part in the scheme, which links to our DISC initiative for both retail and Pubwatch.

The DISC (Database and Intranet for Safer Communities) Intelligence network is proving to be a valuable asset for businesses. This gives businesses the means to upload crime incidents, to access information on known and suspected offenders and to be in touch with Merseyside Police. All of the information is shared in a legal and responsible manner, with the information that it generates leading to arrests being made and warnings issued.

To date 164 businesses are taking part in DISC, with more joining this free scheme all the time.

Taking this work to a regional level we joined the Northwest Regional Intelligence Sharing group, a consortium of town centres, BIDs, and police whose members meet regularly to share criminal intelligence. The information the BID received is shared amongst all businesses that are part of DISC.



Southport Business Against Crime

Delivering change and influencing the agenda

We've used the collective power of all our BID members to lobby Sefton Council on major issues such as parking and street trading.

Sefton Council's abolition of the **30-minute parking option** in early 2016 was contentious, and one that we didn't agree with. It was a decision that had a huge impact on small businesses and one we were asked to address. We did this by first negotiating a compromise with the Council to introduce a maximum four-hour parking option and in early 2018 we were successful in achieving the reinstating of the 30-minute option, which came back into place in June 2018.

We are listening to businesses and taking on the issues that matter locally.

Traders on London Street were also delighted when we managed to convince Sefton Council to amend the parking arrangements on their street. It took time to bring about but we refused to give up, and eventually secured the concession.

We've worked in partnership with Boots, Wilko and Marks & Spencer to get Southport accepted onto the **Healthy High Street** scheme, which the town has now been a part of since 2016. Run by Business in the Community, which is part of the Prince's Trust, the scheme was set up to bring high street multiples into productive partnerships for the good of the high streets that they trade in.

Other BID success delivered for the benefit of Southport businesses:

- Objected to HMO (Houses of Multiple Occupancies) when it was going to be detrimental to neighbouring businesses applications.
- Successfully raised objections to the loading bay space in London Street and had it moved.
- Established regular meetings with Merseyside Police and Sefton Council to update both organisations on business concerns
- Dealt with over 100 calls in 2016 alone regarding fly tipping, vandalism, un-emptied council bins and more.

Attracting and delivering more investment

BID support was used to strengthen Sefton Council's application for Coastal Community Funding. This has brought in an additional £2million funding that has been used to regenerate the Pier and employ our BID Ambassadors for 12 months.

A dedicated investment prospectus was produced by the BID, which has been circulated to property agents and their representatives around the UK to really highlight the benefits of investing and doing business in Southport. The first edition was published in 2017 and a second edition is being produced in 2019.

Southport BID is helping to attract investment into Southport that is benefiting a whole range of businesses.

And the role of the BID has also been crucial in a successful first stage Heritage Lottery Fund application, the aim of which is to improve the historic shop fronts and features of buildings in the town's conservation area. If successful, this would bring in around £1.5 million to be spent on the restoration work, a process that the BID will continue to lead through consultation with levy-payers and stakeholders.

Why Southport deserves your YES vote

The way that towns and cities operate, develop and prosper has changed in recent years. All are now in a position of needing to look beyond a reliance on the public sector to fund and organise the activities and services that take place, which is where BIDs across the country have developed a central and important role.

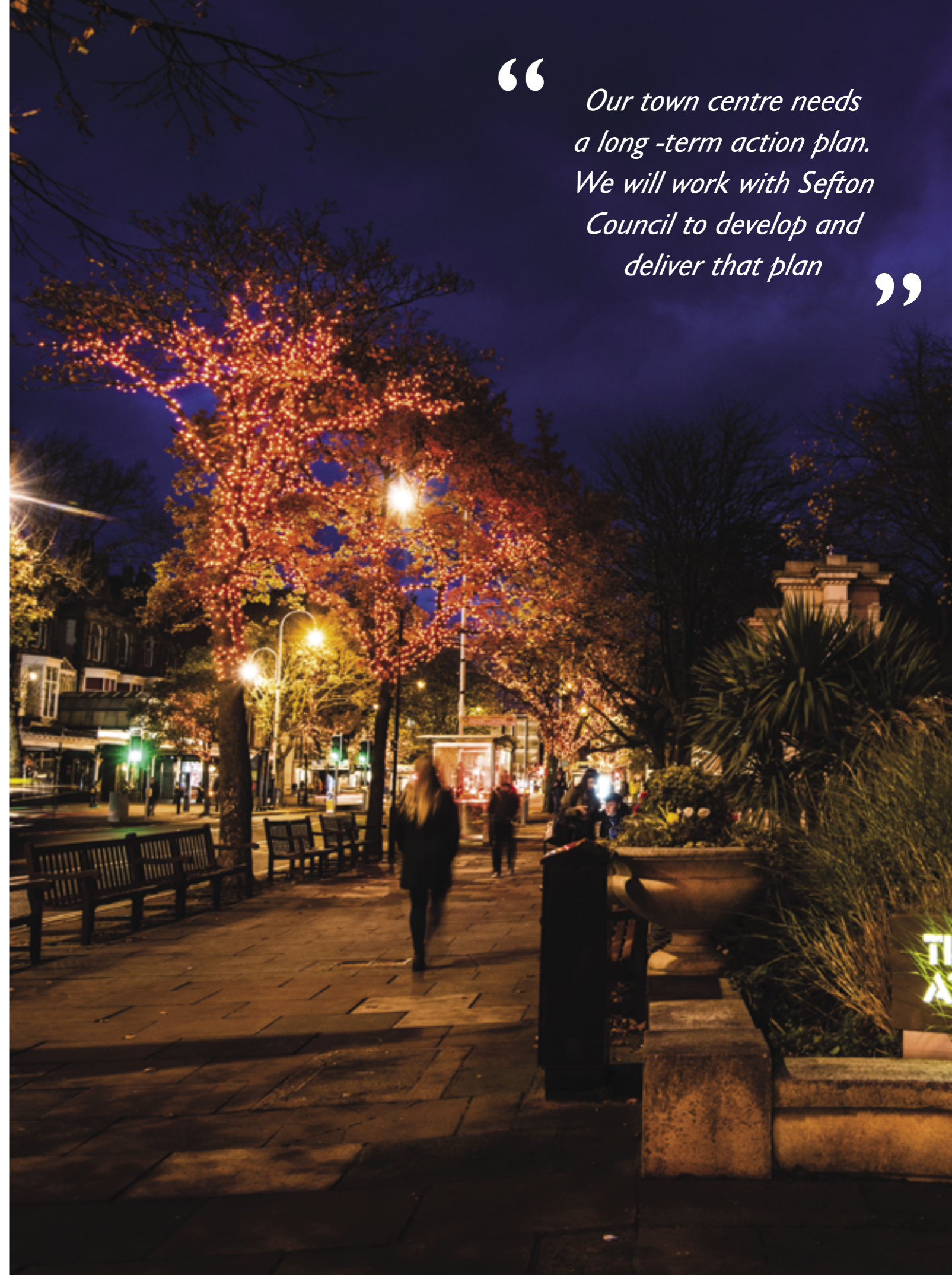
The Southport BID has meant that not only has the funding been available for marketing, events and town centre improvements and resources, but that vital inward investment has been attracted and secured. Southport BID has played a key role in making this happen.

And on another level BIDs provide a voice for businesses that simply didn't exist before. In Southport this means powerful private sector representation that can challenge decisions made by Sefton Council and Merseyside Police. Without Southport BID there is no-one to take on this responsibility.

With the work that's already been accomplished, with successes that have already been achieved a YES vote for a second term enables us to continue to move forward, to continue to create a successful Southport.



“ *Our town centre needs a long-term action plan. We will work with Sefton Council to develop and deliver that plan* ”



OUR MISSION FOR THE NEXT FIVE YEARS

Your vision, our mission: Our key priorities

We want to work for you to help the economic regeneration of Southport town centre and to stand up for it within the region; building on the successes so far with great ambitions for how we capitalise upon these.

Consultation process

We've worked with levy-payers to identify what their priorities are through focus groups, questionnaires, one to one meetings and feedback from our Ambassadors. This was a process that started in 2017 and has continued throughout 2018.

We also canvassed visitors and residents to find out their thoughts on our town and what they believed we could do to make it even better. This information has proven invaluable.

The responses that we've received enabled us to create a draft working document, which following further consultation with levy-payers and Sefton Council, has been used to shape and develop this final manifesto. This has given us areas of priority, for a second BID term, with three areas clearly defined as: **marketing and promotion; influencing and representing; and investing and regenerating.**

Our priorities

- Increase footfall and money spent in the town centre
- Reduce the number of empty shop units
- Increase the number of new businesses and jobs created
- Increase inward investment
- Maximise our contribution to the economic regeneration of our region
- Shape the future of our town by influencing and making things happen

The Southport BID has played a key role representing the town, campaigning for the town, lobbying for the town, improving the town and promoting the town.

What Southport's next BID will deliver

Vote YES if you share our ambition for Southport

Our priorities are the priorities that have been defined by you and fall into three clear areas: **marketing and animating; influencing and representing; and investing and regenerating.** This is where the opportunities lie for all and where our focus will lie if the 2019 vote is successful.

Marketing and Animating Southport

Marketing and Creative Campaigns

We'll work with Marketing Southport, Sefton Council and private sector partners to get the most from our combined resources to raise Southport's profile as a destination for shopping and leisure time.

We will: Expand our close partnership with Marketing Southport and other partners to create bigger and more impactful seasonal campaigns for our town.

Increase the reach and engagement with our Southport Independents and Shop Southport campaigns.

Use augmented reality technology to develop exciting town trails and other themed activity to drive footfall and increase interaction with town centre businesses.

Circulate regular briefing sheets and newsletters promoting what's happening in our town centre and share business news with our Ambassador blog.

Use our collective buying power to improve on the range of cost-saving business support schemes



Seek sponsorship to develop a free wi-fi network across the BID area

Introduce a loyalty card scheme for workers in the BID area

By combining our advertising budget with that of Marketing Southport we'll be able to have a greater impact with seasonal campaigns to attract footfall.

Events

Southport BID events have had a really positive impact on visitor numbers and resulting expenditure, as well as building the town's profile and providing fantastic marketing opportunities for local businesses. Our focus group discussions have also shown the clear support our events have with levy-payers. They add to our town's already impressive calendar of events, as well as extending the tourist and visitor season. We want to build on this success over the next five years!

We will: Grow and develop Southport Halloween Festival and our big Christmas Lights switch-on to draw in even bigger audiences



Continue to provide funding and marketing support to other event organisers including Southport Festival whilst looking for new stand-out opportunities to animate the streets

Encourage and work with external organisers to bring new large scale events to the town

We'll continue to enhance the town's already colourful events programme and look for new event opportunities that animate and bring Southport to life.



Safe and Secure

Following your feedback, we recognise the importance of what we can try to do to help make our town safe and secure. A central part of our work going forward will be to manage our town centre radio scheme and the DISC intranet. Both play a very valuable role in helping to deter criminal activity, but they need careful and dedicated management otherwise they will fail.

We will: Continue to manage the radio link directly with our radio provider and continue to improve the quality of training for new members.

Hold a briefing every few weeks for the security teams, management staff and the police to share the latest crime intelligence and developments.

Continue to play an active part in the Northwest Regional Intelligence Sharing group, a consortium of town centres, BIDs and police who meet regularly to share information on criminality.

Continue to collaborate on joint crime reduction initiatives with Merseyside Police



Grow the network of radio and body camera operators and members of the DISC intranet crime reporting network.



Nightlife

Southport's nightlife should be a real catalyst for economic growth in our town.

A key concern of businesses was what could be done to help improve our night time economy. We all want Southport to feel safe, diverse, vibrant and friendly at night because this in turn helps to create a really attractive buzz and energy about the town that will draw visitors in.

We will: Build on our Purple Flag success by continuing to work with key partners including the pubs and clubs, police and Sefton Council to make Southport at night more thriving and prosperous destination.

Provide administrative support to Pubwatch and work towards achieving Best Bar None accreditation for our town centre.



Continue to invest in new tree lights and other innovative lighting schemes that will improve the visual appeal of the town centre at night.

Continue to employ Taxi Marshals every Friday and Saturday night to help the smooth operation of the taxi ranks and to ensure everyone return home safely.



Planting

Our summer and winter street planting schemes have been a major factor in helping our town win a number of Awards. The colour they inject into the streets and boulevards has a wonderful impact on the appearance of the town, making it more welcoming to visitors and a joy for all.

We will: Expand the planting schemes to include more side streets and other locations to spread the impact of a colourful Southport.



Continue to provide financial support to the Lord Street volunteers, whose work brings the heart of the town alive with floral displays.

Influencing and representing

You wanted a strong business voice for the town that focuses on your needs and concerns. Our new BID will be that voice – a united voice of around 740 levy-payers providing local business leadership and representation. We will use that leadership to provide a strong voice that stands up for businesses ensuring that your needs and concerns are listened to and considered when decisions are made that affect our town.

*Vote yes to give a voice to business.
Southport BID represents a strong voice for business that focuses upon your needs and concerns.*

We will: Continue to strengthen the effective working relationships that we've established and developed with Sefton Council, Metro Mayor and the City Region, and Merseyside Police. These strong partnerships are working to the benefit of all and we'll use these links to ensure that the business voice of Southport is heard at the highest levels across Sefton.

Continue to hold our elected representatives and officers to account by ensuring that they clearly recognise and understand the importance of the BID.

Continue to represent the BID on working groups and local partnerships that affect the future development of our town centre.

Work with national organisations such as The BID Foundation, British BIDs and the Association of Town Centre Management to share best practice and to constantly strive to be the best that we can.



Apply for national BID accreditation.

Work with Sefton Council on developing and delivering a long term action plan for our town centre.



GOVERNANCE ARRANGEMENTS

With the positive impact that BIDs are having across the country recognised, it is also acknowledged that the presence of a BID makes an area more attractive to investors and funding bodies.



Investing and regenerating

Vote yes to give Southport a stronger and more prosperous future

Business Improvement Districts are increasingly being recognised for the powerful influence and impact their presence can achieve. The evidence shows that investors and funding bodies are becoming more attracted to areas where BIDs operate. Furthermore, public sector funding applications, in particular, are far more likely to succeed where there is strong evidence of BID support.

We will: Work with Invest Sefton to develop an “Invest in Southport” initiative including an investment website and updated investment prospectus promoting our town as the location for new business.

Continue to work with landlords and community groups to develop innovative ways of making better use of empty properties.



Establish a business mentoring panel to provide support to new Southport entrepreneurs and start-ups

Work with Sefton Council to manage street trading activity.

Partnership

We can't do this alone. To get Southport where it should be then the private and public sectors must unite and work together. The Southport BID takes its place alongside Sefton Council, Marketing Southport and Merseyside Police who collectively work alongside one another to form a strong and effective collaboration.

The theme of partnership is one that will run through everything the BID does, and that will begin with the approach to our levy-payers with whom we want to continue to develop the relationships that we've been working hard to establish.

We believe that the single most important way in which Southport is going to be regenerated and prosper is through partnerships.

The BID has been established as a private not-for-profit company limited by guarantee (registration: 09048655) and is governed by a Board of Directors.

Should the BID ballot be successful, we will ask for expressions of interest from levy-payers interested in joining a new Board. We'll do this during summer 2019 with a view to appointing an interim Board of Directors on 1 November 2019.

The Board of Directors will be made up of representatives from levy-paying businesses, voluntary paying members and Sefton Council. Their role will be to provide strategic guidance and direction to the BID's management team.

The Chair shall be elected by the Board and serve for an initial 12-month period.

Directors will be asked to serve for 12 months before submitting themselves for re-election at the annual general meeting (AGM).

The Board will meet monthly during the first year and then at intervals to be determined by the Directors. The AGM will be held within six months of the end of each financial year.

To strengthen the governance arrangements we'll establish three business improvement teams for each of our main project areas: marketing and animating, influencing and representing, and investing and regenerating.

These teams would work to develop ideas and plans and to monitor activities. Each would be made up of levy-payers and chaired by a Board Director.



The BID will continue to subcontract certain operational matters relating to events and other activity to Sefton Council as this model enables us to reduce costs. The work will be managed by a Service Level Agreement. An Operational Agreement between the BID and Sefton Council would be in place to agree the process for the levy collection, transfer of funds, and enforcement.

MEASURING WHAT WE DO

We will have in place a set of rigorous measures to constantly evaluate the work of the BID and its impact.

We will: Use Springboard data to track and analyse footfall statistics on a weekly basis and use the data to compare our town's performance with other seaside resorts.

Undertake an annual survey to monitor and measure the perceptions of levy payers, visitors and residents.

Organise an annual open meeting where we can listen to and receive feedback from levy-payers.

Carry out quarterly focus group meetings with levy-payers.

Set Baseline Agreements with Sefton Council that measure speed of response to environmental concerns.



Undertake an annual performance health check of our town centre that measures unit occupancy levels, street begging, rough sleeping and crime and disorder.

OUR NEW BID BUDGET

The BID levy will bring in approximately **£436,500** in year one. In addition, we will seek to generate additional income of **£13,600** per annum by attracting sponsorship for events and generating stand-alone revenue streams from commercial services.

We will also receive in-kind contributions worth around £15k per annum from Sefton Council.

Expenditure

INCOME	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTAL INCOME
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	£450,100	£450,100	£450,100	£450,100	£450,100	£2,250,500

* assumes a 96% collection rate.

	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	YEAR FIVE	TOTAL EXPENDITURE
Marketing & Animation	£255,000	£255,000	£255,000	£255,000	£255,000	£1,275,000
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	£450,100	£450,100	£450,100	£450,100	£450,100	£2,250,500

* Two annual contracts for the management of operational services relating to BID events, and a maintenance contract for the tree lights on Lord Street, Chapel Street, and Tulketh Street. Both contracts are worth £5,000 per year.

Additional in-kind support from Sefton Council and other partners

In order to increase the overall resources available to the Southport BID Sefton Council will contribute in-kind support each year to the value of £5,000.

This is based on specialised skills available and partnership working through Marketing Southport and Visit Southport. Marketing Southport is supported financially by its members and by Sefton Council.

Sefton Council will make the "Promenade Office" available as well as providing all utilities free of charge at an estimated market value of £10,000 per year



THE FINE DETAIL

For the new BID we will set the rateable value threshold for paying the levy at £7,000. This means that every business with a rateable value below that amount will be exempt from paying the levy.

Businesses under the £7,000 threshold will not get a vote. They can, however, decide to make a voluntary contribution of no less than 1.5% of their rateable value.

There will be a maximum cap of £20,000 on the amount of levy paid per hereditament.

The number of properties eligible to pay the levy in the BID area has been calculated at approximately 730.

The table below shows the amount of levy each business will pay:

RATEABLE VALUE OF YOUR PROPERTY	ANNUAL BID LEVY AT 1.5%	YOUR INVESTMENT PER DAY
£7,000	£105	29p
£10,000	£150	41p
£20,000	£300	82p
£50,000	£750	£2.05
£100,000	£1500	£4.11
£250,000	£3750	£10.27p

*Contact the BID team on 01704 538382 or email info@southportbid.com to find out the rateable value of your property. Alternatively contact the Valuation Office on www.voa.gov.uk/business_rates.



Summary of Key Dates

ACTION	KEY DATES
Notice of Ballot published	22nd April 2019
Ballot papers dispatched	6 th May 2019
Close of Ballot	3 rd June 2019
Ballot result announced	4 th June 2019

Using Your Vote

All defined business ratepayers in the BID area (as identified by the map and list of streets on page 30) will be given the opportunity to vote for a new BID during the formal ballot period. The ballot will be conducted as a confidential postal vote by the independent scrutineer Electoral Reform Services.

Each business in the BID area (subject to the exemptions outlined in the BID levy rules) will be entitled to one vote per hereditament. It will be possible to appoint a proxy to vote on your behalf and information on how to do so will be included with the ballot information sent to you.

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 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.

Collecting the levy

The BID levy will be billed as a single payment on or around the 17th November each year (or as soon as possible after this date) although there will be options to pay the levy in three installments. The levy will be collected by Sefton Council and transferred to the BID monthly.

Baseline services

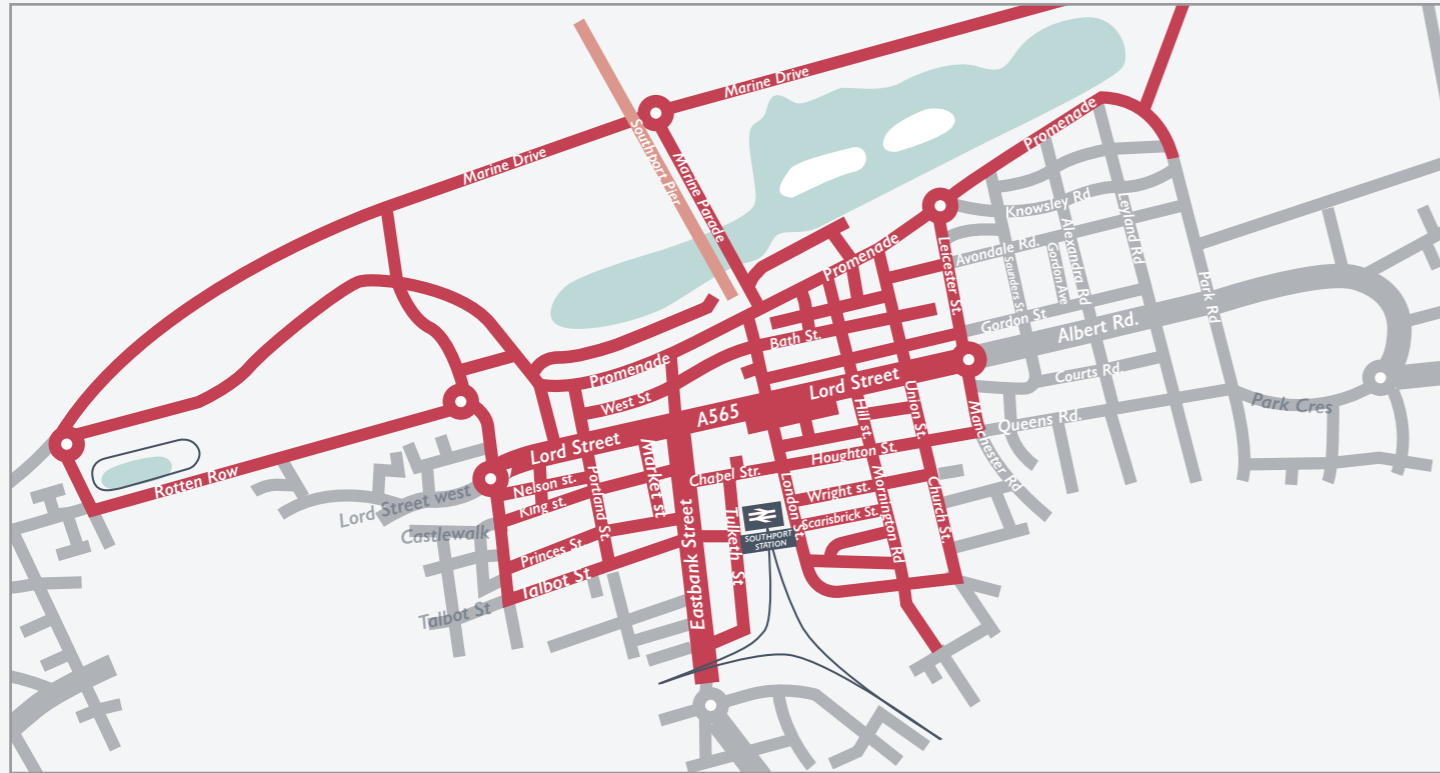
An absolute fundamental principle of all BIDs is that they must deliver added value. In other words, all the money raised by the BID levy will only be used to pay for projects that are additional to any services, statutory or otherwise, that are already being delivered by Sefton Council. The levy won't be used to pay for services that Sefton Council has a statutory duty to provide.

For our second term we will renegotiate our Baseline Agreements with Sefton Council. These Agreements will set out the services that the Council has agreed to do.

Updated versions of these Agreements will be posted to the BID website as soon as practical after the start of the new BID term.

Always listening

If you have any questions or require further information you can contact the Southport BID team on 01704 538382, email info@southportbid.com, or visit our website www.southportbid.com.



BID street names

Albert Place,
Anchor Street,
Avondale Road (*south of Leicester Street*),
Back Bath Street,
Balls Place,
Bank Passage,
Bank Square,
Bath Street,
Bath Street North,
Bold Street,
Booth Street,
Bridge Street,
Cable Street,
Cambridge Arcade,
Castle Street,
Central 12,
Chapel Street,
Church Street,
Coronation Walk,
Corporation Street,
Court Road,
Derby Road,
Duke Street,
Eastbank Street,

Esplanade,
Fairway,
Garrick Parade,
Glebe Place,
Gordon Street (*south of Leicester Street*),
Gordon Avenue,
Hall Street (*south of Kensington Road*),
Hawesside Street,
Hesketh Mount,
Hill Street,
Hodge Street,
Hodson Street,
Hoghton Grove,
Hoghton Place,
Hoghton Street,
Hulme Street,
Irving Street,
Johnson Street,
Kensington Road (*to junction of Hall Street*),
King Street,
Kingsway,
Leicester Street,

London Square,
London Street,
Lord Street,
Lower Promenade,
Manchester Road (*part*),
Marble Place,
Marine Drive,
Marine Parade,
Market Street,
Mornington Road,
Nelson Street,
Neville Street,
Ocean Plaza,
Portland Street,
Post Office Avenue,
Princess Street,
Promenade (*part*),
Queen Anne Street,
Union Street,
Rotten Row,
Royal Terrace,
Seabank Road,
Scarisbrick Avenue,
Scarisbrick Street,
St George's Place,

Stanley Street,
Stanley Terrace,
Station Arcade and Concourse,
Talbot Street (*north of Duke Street*),
Talbot Drive,
Town Hall Gardens,
Trinity Gardens,
Tulketh Street,
Victoria Way,
Victoria Street,
Vulcan Street,
Waverly Street,
Wayfarers Arcade,
Wellington Street,
Wesley Street,
West Street,
West End Terrace,
Wright Street.

1. The Local Government Act 2003 and the Business Improvement District Regulations (England) 2004 enables the local authority to issue a demand for a BID levy. The BID levy is collected by Sefton Council and held in a separate account ("the BID Revenue Account") for the exclusive use of the BID. The liable person to pay the BID levy is the ratepayer liable for non-domestic rates in respect of the hereditament
2. The BID levy is fixed at 1.5% of rateable value.
3. The BID levy will be applied to all business ratepayers of occupied or unoccupied hereditament with a rateable value of £7,000 and above in the BID area at any time that the BID is in operation. The BID levy liability will be capped at £20,000 in respect of any hereditament.
4. The BID term will be from 1st November 2019 until 31st October 2024.
5. Levy payments will be based on the 2017 business rates valuation and will remain fixed for the full five-year term of the BID. No account will be taken of any rating revaluation during the term of the BID.
6. The BID levy for each financial year is to be calculated by multiplying the hereditament's rateable value as shown in the rating list on 1st April 2019 by 1.5%. This rateable value will be fixed and will be used to calculate the levy throughout the term of the BID.

Exceptions to this rule are:

- New properties entered on to the list for the first time
- Changes to the rating list resulting from a merger of two or more properties
- Changes to the rating list resulting from a subdivision of a property into two or more properties
- A reconstruction of one or more rateable hereditaments incorporating a merger and subdivision of properties
- A change of use to the property e.g. from Restaurant to Retail
- A material change to the property resulting from a refurbishment, or extension or any other new construction to the hereditament

In each of the above circumstances the charge will be recalculated from the date of the amended entry on to the rating list at the value assessed from that date.

7. There will be no VAT charged on the BID levy.
8. No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non-Domestic (or Business) Rates.
9. Only those properties located in the BID area (as defined by the map and list of streets on page 30 of this BID proposal) will be liable to pay the BID levy.
10. The BID levy will only be used to fund the improvement projects and programmes and the management and administration of the BID as detailed in this BID proposal.
11. Businesses locating into or leaving the BID area during the time that the BID is in operation will pay a proportion of the levy.
 - A business moving in to the BID area will pay from the 1st of the following month. If the date of moving in falls on the 1st of the month then the charge will be for that month. For example:

- A business moving in 1st March will pay a full month's charge for the period March to October in that year and a full charge in subsequent years.
- A business moving in 2nd March will pay a full month's charge from April to October in that year and a full year's charge in subsequent years.
- A business leaving the BID area will pay a full month's charge for the month they leave if they have had possession of the property for at least one full day of that month. For example:
- A business leaving the BID area and handing over possession of the property to the landlord or another business on 1st March will not be charged for any period after 28th February.
- A business leaving the BID area and handing over possession of the property to the landlord or another business on 2nd March will be charged until 31st March.

12. The BID arrangements may be altered without an Alteration Ballot providing any arrangements do not alter the geographical area of the BID, alter the BID levy payable, or conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004). The arrangements may be altered without an Alteration Ballot as follows:

- The streets and hereditaments to be included in the BID area may alter due to changes in the Non-Domestic (or Business) Rates listing. Hereditaments may be additionally included if their rateable value, at any time during the BID term, is £7,000 and above or they are newly added to the Non-Domestic (or Business) Rates listing and the rateable value threshold (as set out in the response to point 1 (1) (d) of schedule 1 of the BID regulations) is exceeded;
- Hereditaments may also be excluded from the BID area and BID levy charge in those cases where properties are removed from the Non-Domestic (or Business) Rates listing or the rateable value alters to below £7,000. Where this occurs, such amendments will be adjusted from the effective date notified by the Valuation Office.

13. The existing recovery procedures for the standard Business Rates bill will be utilised for any non-payment of the BID levy. Sefton Council will be responsible for the collection of the BID levy and for administering all arrangements for non-payment.

14. Any new streets that may subsequently be created and any new, refurbished or reconstructed hereditaments subsequently entered in the Non-Domestic (or Business) Rates listing shall additionally become liable to pay the BID levy providing that other relevant criteria within this BID proposal are also met.

15. BID projects, costs and timescales may be altered by the BID Board of Directors providing that the BID aims and objectives as detailed in this BID business plan remain adhered to.

16. If, during the BID term, the rateable value assigned to a property or hereditament falls below £7,000 for whatever reason, the property or hereditament will be exempt from the BID levy from the date of the relevant VOA schedule.

17. The BID levy is a daily charge based on rateable value. It is to be paid in full in advance on or shortly after 1st November in each year unless alternative payment terms have been agreed. Pro-rata refunds will be made to BID levy payers who cease to be responsible for a hereditament during any financial year.

Why you should vote YES

- More events in the town centre
- More marketing and promotion
- More investment
- More business support
- More involvement in what goes on
- More colour and vibrancy
- More campaigning
- More improvements

