

Morecambe
BID

BUSINESS IMPROVEMENT DISTRICT

Vote "yes" for success!

QUEEN STREET AND
OTHER SHOPPING

ARNDAL CENTRE

TOWN CENTRE SHOPS

Business Plan 2016-2021

Together, we can make Morecambe a better place in which to live, work, and visit.

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Vote "yes" for success!

Message from the Chair

Brendan Hughes, Chairman of Morecambe BID and owner of ICU Security Services, explains why Morecambe needs a BID.

Despite its renowned beauty, charm and appeal, Morecambe town and its businesses face challenges to survive, grow and thrive.

With escalating costs and squeezed margins, we know that asking you to vote in favour of paying a levy to create a Business Improvement District (BID) in Morecambe is a big ask. That said, without a BID, I believe that we face an even more uncertain future.

I own a business in the town and will pay an annual BID levy. However, I don't see my BID levy as a cost - I see it as a sound business investment. A BID is a business investment in a plan that will deliver a tangible return, precisely because it is directed and administered by businesses like ours and works to increase pedestrian footfall and spend.

The BID will invest over £650,000 in the town over the next five years if the May 2016 ballot gets a 'YES' vote. I hope you are as excited by the plans for your business as I am for mine. I urge you to commit your support and ensure that the Morecambe BID gets its chance to deliver these vital projects.

We've got one chance and I truly believe that this is an opportunity we business owners cannot afford to miss if we want to see our town thrive.

I will be working tirelessly to answer any questions in the coming weeks, so please don't be afraid to contact me.

This is your BID, your Morecambe and your future – so vote YES!

What is a Business Improvement District (BID)?

A BID is a business led and business funded body formed to improve a defined commercial area.

- Once a year, all non-domestic rate payers in the defined area (or "zone") pay 1-4% of their rateable value (RV) into a funding pot. In Morecambe, this will be 1.5%.
- The levy is spent exclusively on making improvements to the BID area's trading environment.
- Every business liable to pay the levy receives a postal ballot and has 28 days to vote 'yes' or 'no' to the BID.
- The BID is managed by a group of local businesses who trade within the BID area. However, **every BID levy payer has a say in how the money is spent.**

Isn't a BID just another tax?

Whereas business rates are paid in to and then redistributed by government, the BID levy is ring-fenced for use only for the benefit of the BID area.

Your BID Steering Group

The BID Steering Group is made up of passionate local business people who are dedicated to getting Morecambe BID off the ground.

The members of the Steering Group have given their time up for free to create this BID Business Plan. If the BID gets a 'YES' vote, the BID Steering Group will become a BID Company and a new BID Board will be set up.

It is likely many new BID Board members will come from the Morecambe BID Steering Group but all businesses in the BID area will be very welcome. The current BID Steering Group membership includes:



Chair

Brendan Hughes - ICU Security Services

Vice Chair

Sue Byers - Arndale Centre

Retail

Colin Brown - Colin Brown Gents Hairdressers

Tricia Heath - 13 The Warehouse

Fiona Kacani - Next

Jonathan Timmis - The Bra Shop and Cheeky Monkey

Vicky Boyd-Power - Little Shop of Hobbies

Liza Hill/Deborah Hutton - Boots

Leisure and Hospitality

Mark Needham - The Midland Hotel

Liam O'Hagan - The Royal Bar & Hotel

Professional

Nicola Codd - Baines Bagguley Penhale Solicitors

Charity

Anna Scott - Galloway's

Siân Johnson

Food and Drink

John Bates - Green Room Café

Media

Bill Johnston - The Bay Radio

Local authority and partners

Cllr Janice Hanson - Lancaster City Council

Paul Rogers – Lancaster City Council

Secretariat

Vicky Lofthouse - Lancaster District Chamber

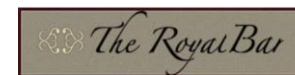
Hannah Snashall – Lancaster District Chamber

Please note: Steering Group details were correct at time of printing.

For an up to date list visit www.MorecambeBID.org



Iconic Art Deco Hotel



The story so far

BID development

Ever since the BID steering group was formed in October 2014, we have been striving to get the BID message out there and make the BID the best it can be.

From February 2015, a survey on which services and projects you would like to see from the BID has been sent to businesses in the BID zone. On top of this, the steering group and secretariats have been pounding the streets, having sit-down meetings and dropping into businesses to ensure the BID meets the needs and desires of Morecambe's businesses.

In May 2015, all businesses were invited to an open meeting at The Midland hotel, where they were given the opportunity to find out firsthand what the BID is about and what BIDs have achieved elsewhere in the North West.

On top of this, we've been digging into research from the Portas Pilot Springboard survey, up to date statistics on central Morecambe, BID legislation and best practice, and much more.

We've used the information we collected, plus all the ideas and suggestions you've told us in the survey and in face to face conversations to find an achievable strategy - and thus the Morecambe BID business plan you see here was born!

The BID so far in numbers...

494 drop-in visits to Morecambe businesses in the BID area

500+ cups of tea

63 businesses at the May 2015
BID launch

214 Tweets

700 sticks of Morecambe BID rock

14 countrywide BIDs engaged

1 BID mascot

9 new steering group recruits

Timeline

October 2014: formation of the steering group

November 2014: Chair and Vice Chair appointed

January-February 2015: BID zone and levy rate decided

February 2015: survey first circulated to BID businesses

March 2015: start of the drop-in visits in BID zone

May 2015: open meeting for BID businesses

June 2015: launch of Morecambe BID website

September 2015: first newsletter circulated to BID businesses

December 2015: business plan approved by Lancaster City Council

February: business plan published

Next chapter

Vote "yes" for...

Your views have inspired the projects in this BID Business Plan. Thanks to everyone who contributed. Your chosen priorities include:

- Shouting out about Morecambe
- Lively nights
- Getting people in and about
- A safer town – night and day
- Making Morecambe an attractive town

The BID management group will continuously consult with all levy payers across the 5 year term to ensure we are kept aware of your priorities.

Shouting out

What better way to tackle the poor perception of Morecambe than to shout out about the great things we have here? The BID marketing and promotion activities will reach out to people on a local, regional, and national level to make sure both locals and visitors know exactly what cultural gems Morecambe has to offer.

Planned projects:

- Promote, support and influence existing events
- Business directory
- Information maps

Lively Nights

Few of our locals and visitors go to bed at 5pm, so why should our town centre? We aim to work with businesses to make our evening economy more attractive, encouraging people to stay and spend their money after our stunning sunsets.

Planned projects:

- Enhance and promote the night-time economy
- Coordinate special evening offers between a variety of businesses
- Late night Christmas shopping
- Innovative lighting installations

Getting people in and about

We want to see people in central Morecambe. Getting visitors into an area is one thing, but we will also seek to ensure that visitors are going into the town centre and going to where the businesses are, not just the seaside.

Planned projects:

- Flexible parking, improvements and lobbying
- Wayfinding - directing visitors towards where businesses are trading
- Footfall analysis

Next chapter cont.

A safer town night and day

Knowing a town is safe and secure is vital for visitors, but even more important for the businesses that work and live there. We aim to help reduce Morecambe's crime rates and to raise awareness about crime specifically affecting our businesses.

Planned projects:

- Liaising with local police and Community Safety Partnership
- Crime/safety awareness – advice and education
- Lobbying for continued CCTV

An attractive town

Let's start to love where our businesses live and give Morecambe a spot of housekeeping. Aiming to give visitors a pleasant experience in Morecambe and give locals a sense of pride in where they work, housekeeping will focus on improving cleanliness and maintenance in our town centre.

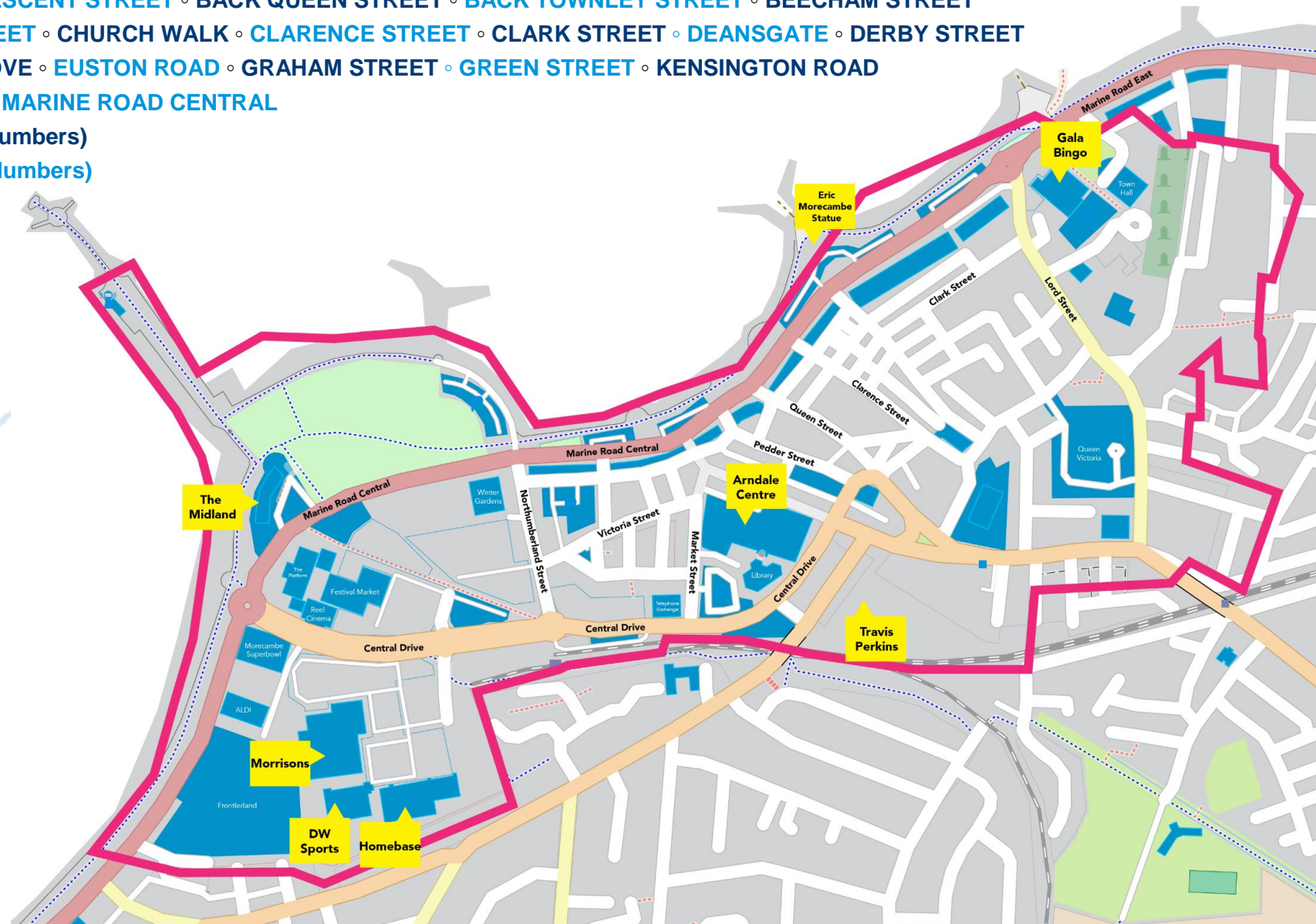
Planned projects:

- Empty retail unit management
- Maintenance funding for business improvements
- Reporting and tackling grot spots and Spring cleans

BID area and streets

STREETS IN THE BID AREA:

- ANDERTON STREET ◦ BACK CRESCENT STREET ◦ BACK QUEEN STREET ◦ BACK TOWNLEY STREET ◦ BEECHAM STREET
- CENTRAL DRIVE ◦ CHURCH STREET ◦ CHURCH WALK ◦ CLARENCE STREET ◦ CLARK STREET ◦ DEANS GATE ◦ DERBY STREET
- EDWARD STREET ◦ EUSTON GROVE ◦ EUSTON ROAD ◦ GRAHAM STREET ◦ GREEN STREET ◦ KENSINGTON ROAD
- LINES STREET ◦ LORD STREET ◦ MARINE ROAD CENTRAL
- MARINE ROAD EAST - (Limited Numbers)
- MARINE ROAD WEST - (Limited Numbers)
- MARKET STREET
- MARKET STREET EAST
- MATTHIAS STREET
- MORECAMBE STREET
- NELSON STREET
- NORTHUMBERLAND STREET
- OXFORD STREET
- PEDDER STREET
- POULTON ROAD
- POULTON SQUARE
- QUEEN STREET
- ROYALTY MALL
- SKIPTON STREET
- STATION ROAD
- TOWNLEY STREET
- TUNSTALL STREET
- VICTORIA STREET
- WEST VIEW ROAD
- WINTER GARDENS ARCADE



Governance

Monitoring Performance

In the Morecambe BID survey, you were asked which measures you think would show the effectiveness of the BID. You said:

- Sales
- Footfall
- Customer opinions
- Number of vacant properties
- Development and investment levels

To make sure the BID objectives are being met and that you feel you're getting value for your money, the BID will monitor the performance of the BID using the above means over the five year term.

Governance and structure

Morecambe BID will form a new not for profit limited by guarantee company registered with Companies House. To ensure best practice, the new BID company will have a governing document about how the company is run.

At the start of the BID in October 2016, a management group will be formed to voluntarily assist with the running of the BID. Businesses operating in the BID zone and who also contribute towards the levy will be eligible to apply to be on the management group. Members of the current steering group may or may not be on the management group. The BID will also ensure the management group also has a proportional representation for each sector in Morecambe.

A BID manager will be appointed to coordinate all BID activities.

Services and Baseline Agreement

All services or projects provided by the BID will be in addition to services provided by local authorities. Your money will not be used to pay for services that the Council or other bodies have a statutory duty to provide.

The BID has established a baseline agreement with Lancaster City Council and a service level agreement with the Council and other bodies, to ensure the BID will add value to any statutory services. This will be monitored on an ongoing basis.

Ballot

How do I vote?

Voting couldn't be easier and every 'YES' vote makes a difference. If you are an eligible business in the BID area we will dispatch your ballot paper on 28th April 2016. All you need to do is tick the relevant box and return your ballot paper in the self-addressed envelope to the Electoral Reform Service before 5pm on 26th May 2016. The decision is made by the ratepayer. If you are a national retailer, this will usually be someone from your head office.

A postal ballot will be sent to your business address on 28th April 2016.

The ballot will close on 26th May 2016, giving you 28 days to send in your vote.

How will your vote be decided?

The ballot outcome has to meet both of the following criteria for the BID to come into place:

- The majority of businesses who return their ballot paper vote 'YES', and
- Businesses voting 'yes' must have a combined rateable value greater than businesses voting against the BID

There is no minimum turnout for the vote to be passed.

The ballot will be run by the Electoral Reform Services which is an independent organisation. The ballot is entirely confidential.

Announcing the result

The result of the ballot will be announced on 27th May 2016.

If successful Morecambe BID will start to deliver projects in the BID Area from 1st October 2016.

Once the BID is in place, the levy will be mandatory for eligible businesses.

What happens if there are changes to the BID arrangements?

Alterations can be made to the BID arrangements (outlined in this document) without a re-ballot, unless:

- The geographical boundary of the BID is changed
- The levy is increased OR
- The changes cause anyone to pay the levy who had not previously been liable

The countdown to your BID ballot: Key timescales



The Levy

- ## How much will the BID cost my business?

*** includes allowance for possible non-collection (95% collection rate) and bad debts

Any money left over at the end of years one – four will be carried over into the following year's budget.

[illegible]

Your Rateable Value	Your Levy (1.5%)	Your investment per day
£3,500	£52.50	14.4p
£5,000	£75	20.5p
£10,000	£150	41.1p
£25,000	£375	
£50,000	£750	
£75,000	£1125	

Additional funding

We anticipate that this income will be subsidised by additional funding of £26,022 each year during the BIDs five year term. We will continuously search for alternative revenue streams to add to the Morecambe BID pot.

The BID has the power to **make Morecambe a better place to work in, live in, and visit.**

- **Make town centres a pleasant place for employees and visitors**

Croydon BID – delivered 1,500 extra hours of deep-cleaning and grot spot removal

- **Boost tourism and increase footfall in the town centre**

Worthing BID – in 2011 footfall grew by 10.4%

- **Improve the safety of the area**

Blackburn EDZ BID – in its first term, Blackburn EDZ reduced crime in the BID zone by 54%

- **Attract additional investment from elsewhere to add to the BID spending pot**

Lancaster BID - £769,200 of additional funding was secured, which was only available to Lancaster because the BID is in place

- **Revitalize the local economy**

Bedford BID – a town Centre gift voucher scheme helped Bedford’s local economy grow stronger through over £700k of sales.

we lose without a

BID?

There is no other planned catalyst for wide scale business improvement and development in the next five years that will encompass all of central Morecambe.

Without this catalyst for change, the cycle of low image and perception and lack of external investment will continue.

95% of BIDs in the UK are renewed after their first five-year term, which demonstrates their value to businesses.

DO THE RIGHT THING FOR MORECAMBE

Vote 'YES' for Morecambe BID and £630,000 plus investment in your town!

If the town of Morecambe is to take advantage of this opportunity and benefit from the BID, then your vote is crucial.

Don't leave it to others to vote, make your voice heard. After all, although the levy we're asking of you and your business is relatively small, combining those levies will amount to a substantial and sustainable investment that will benefit the central Morecambe area and its community - including you and your business.

Vote 'YES' by 26th May 2016 to take charge and deliver change in your town!

Get in touch!

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www.morecambebid.com

01524 381331

Twitter/Facebook

MorecambeBID



Vote "yes" for success!



Vote "yes" for success!