

A BETTER
PLACE TO

LIVE
WORK
+ VISIT

Morecambe
BID

BUSINESS IMPROVEMENT DISTRICT

Vote "yes" for success!

BUSINESS PLAN 2016-2021

YOUR BID YOUR FUTURE YOUR MORECAMBE

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A BETTER PLACE TO LIVE, WORK + VISIT



BRENDAN HUGHES

CHAIRMAN OF MORECAMBE BID
& 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 £630,000 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?

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

- In a BID, all non-domestic rate-payers in a defined area (or "zone") pay 1-4% of their rateable value (RV) into a funding pot. In Morecambe, this will be set at 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.
- 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.



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.



BRENDAN HUGHES
BID CHAIR
ICU SECURITY



SUE BYERS
VICE CHAIR
ARNDALE CENTRE



COLIN BROWN
COLIN BROWN
HAIRDRESSERS



ANNA EDDOWES-SCOTT
GALLOWAY'S
SOCIETY FOR THE BLIND



TRICIA HEATH
13 THE
WAREHOUSE



FIONA KACANI
NEXT
MORECAMBE



JONATHAN TIMMIS
THE BRA SHOP
& CHEEKY MONKEY



LIZA HILL
BOOTS
MORECAMBE



DEBORAH HUTTON
BOOTS
MORECAMBE



MARK NEEDHAM
THE MIDLAND
MORECAMBE



VICKY LOFTHOUSE
SECRETARIAT
LANCASTER CHAMBER



JOHN O'NEILL
SECRETARIAT
LANCASTER CHAMBER



HANNAH SNASHALL
SECRETARIAT
LANCASTER CHAMBER



CLLR JANICE HANSON
LANCASTER CITY
COUNCIL



JOHN BATES
THE GREEN ROOM
CAFE



VICKY BOYD-POWER
LITTLE SHOP
OF HOBBIES



SIAN JOHNSON
SJ & A



BILL JOHNSTON
THE BAY
RADIO



LIAM O'HAGAN
THE ROYAL
BAR & HOTEL



NICOLA CODD
BAINES BAGGULEY
PENHALE SOLICITORS

THE BID STORY SO FAR...

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 first hand 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!



494

DROP IN VISITS TO
BID ZONE BUSINESSES



500+

CUPS OF TEA
DURING THE PROCESS



63

BUSINESSES AT
THE BID LAUNCH



700+

STICKS OF BID ROCK
HANDED OUT



14

COUNTRYWIDE EXISTING
BIDS ENGAGED



9

NEW STEERING GROUP
MEMBERS

THE BID TIMELINE



THE NEXT CHAPTER FOR THE BID

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

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

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

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 + 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

SAFER TOWN: DAY + NIGHT

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

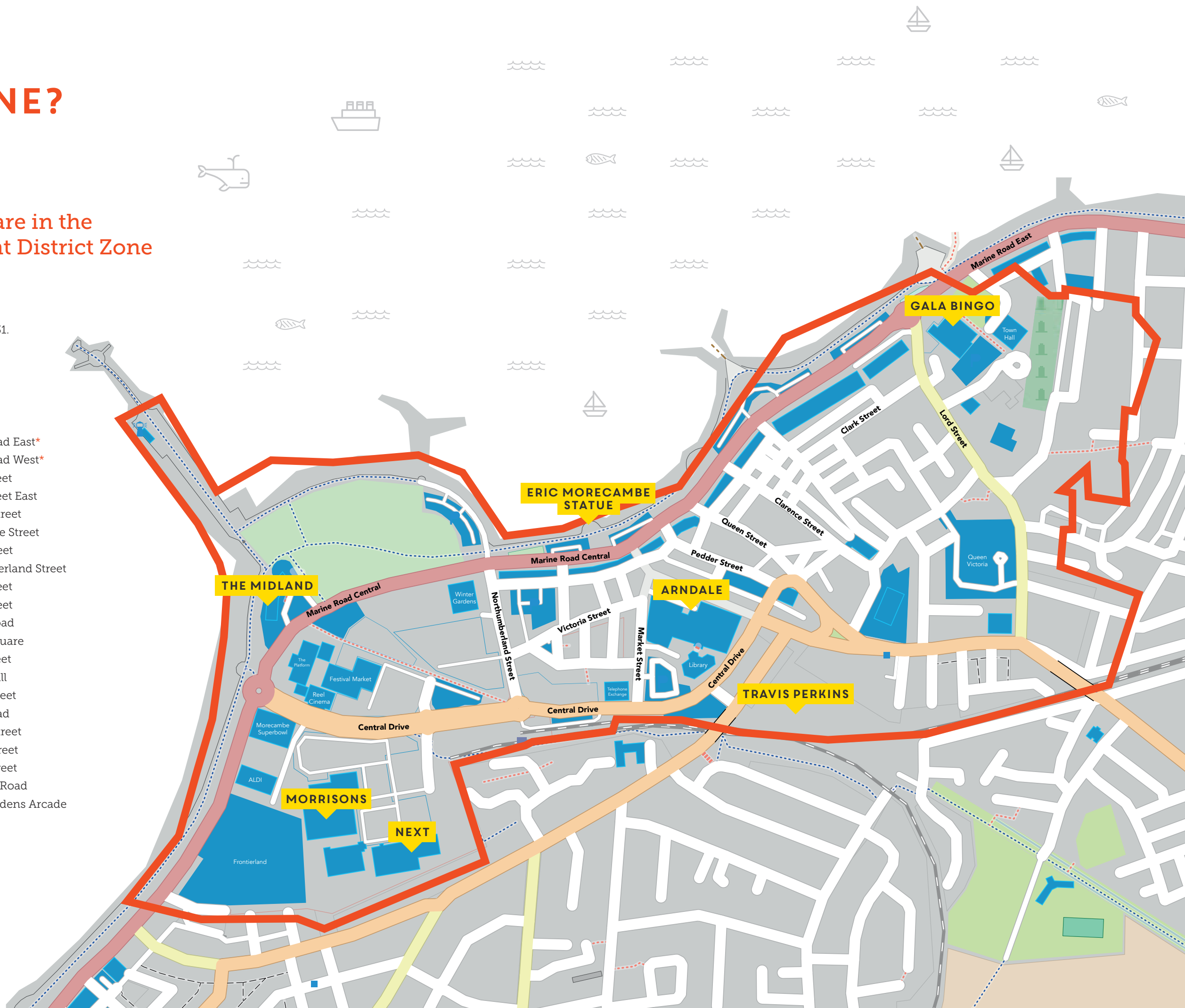
WHO IS IN THE BID ZONE?

The following streets are in the Business Improvement District Zone

If you are unsure whether your business is in the BID zone, please contact us at info@morecambebid.org.uk or 01524 381331.

- | | |
|----------------------|-----------------------|
| Anderton Street | Marine Road East* |
| Back Crescent Street | Marine Road West* |
| Back Queen Street | Market Street |
| Back Townley Street | Market Street East |
| Beecham Street | Matthias Street |
| Central Drive | Morecambe Street |
| Church Street | Nelson Street |
| Church Walk | Northumberland Street |
| Clarence Street | Oxford Street |
| Clark Street | Pedder Street |
| Deansgate | Poulton Road |
| Derby Street | Poulton Square |
| Edward Street | Queen Street |
| Euston Grove | Royalty Mall |
| Euston Road | Skipton Street |
| Graham Street | Station Road |
| Green Street | Townley Street |
| Kensington Road | Tunstall Street |
| Lines Street | Victoria Street |
| Lord Street | West View Road |
| Marine Road Central | Winter Gardens Arcade |

*Limited Numbers



VOTING FOR THE BID

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.

15 APRIL 2016

NOTICE OF BALLOT PUBLISHED

28 APRIL 2016

POSTAL BALLOT ISSUED TO VOTERS

26 MAY 2016

BALLOT ENDS

27 MAY 2016

RESULTS ANNOUNCED

1 OCTOBER 2016

MORECAMBE BID STARTS

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.

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 BALLOT WILL BE RUN BY THE ELECTORAL REFORM SERVICES WHICH IS AN INDEPENDENT ORGANISATION. THE BALLOT IS ENTIRELY CONFIDENTIAL.

GOVERNANCE & PERFORMANCE



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.

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.

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.

MONEY, MONEY, MONEY

THE LEVY

- Businesses in the BID zone will pay 1.5% of their rateable value (RV) once per year over five years. No VAT will be charged.
- Only businesses with a rateable value over £3,500 will be liable to pay the levy and will receive a vote.
- All registered charities in the BID zone will have 50% relief from the levy (they will only pay 0.75% of their rateable value annually).
- The amount you pay will be at a fixed rate based on your rateable value on 1st April 2016. Any changes made to your business rate during the five year term will not affect your BID levy.
- Please contact the BID team to find out the rateable value on your property by calling 01524 381331 or emailing info@morecambebid.org.uk Alternatively you can log onto the Valuation Office's website voa.gov.uk/business_rates

**THE BID LEVY
IS RING-
FENCED FOR
USE ONLY FOR
THE BENEFIT
OF THE BID
AREA**

BILLING CYCLE

Over the five-year BID term, you will receive six bills. The first bill will cover the first six months from 1st October 2016 to 31st March 2017 and you will pay half the levy amount.

After this, you will receive a bill for the full levy amount (1.5% of your RV) on the 1st April each year from 2017 to 2020 (four annual bills in total).

The final bill will arrive on 1st April 2021 to cover the final six months from 1st April 2021 to 31st September 2021 and you will pay half the levy amount.

Date of Billing	Period Covered	Billing Amount
1 October 2016	October 2016 to March 2017	Half levy rate
1 April 2017	April 2017 to March 2018	Full levy rate
1 April 2018	April 2018 to March 2019	Full levy rate
1 April 2019	April 2019 to March 2020	Full levy rate
1 April 2020	April 2020 to March 2021	Full levy rate
1 April 2021	April 2021 to September 2020	Half levy rate

HOW MUCH WILL THE BID COST MY BUSINESS?

The exact amount you will pay will be based on the rateable value of your business premises, which means you will pay proportionately, based on the size of your business. The table below will help you to see how much you are likely to pay.

Your Rateable Value	Your Levy (1.5%)	Your Investment Per Day
£5,000	£75.00	£0.20
£10,000	£150.00	£0.41
£25,000	£375.00	£1.03
£50,000	£750.00	£2.05
£75,000	£1125.00	£3.08

HOW MUCH WILL YOUR BID INVEST IN THE TOWN?

	Oct 2016 to Mar 2017	Apr 2017 to Mar 2018	Apr 2018 to Mar 2019	Apr 2019 to Mar 2020	Apr 2020 to Mar 2021	Apr 2021 to Sep 2021	Total
Income: Levy @ 1.5%	63,250	126,500	126,500	126,500	126,500	63,250	632,500
An Attractive Town	7,160	14,320	14,320	14,320	14,320	7,160	71,600
Safer Town	5,660	11,320	11,320	11,320	11,320	5,660	56,600
Lively Nights	9,660	19,320	19,320	19,320	19,320	9,660	96,600
Shouting Out	14,150	28,300	28,300	28,300	28,300	14,150	141,500
Getting People In + About	7,360	14,720	14,720	14,720	14,720	7,360	73,600
Overheads*	16,100	32,300	32,300	32,300	32,300	16,100	161,000
Contingency**	3,160	6,320	6,320	6,320	6,320	3,160	31,600
TOTAL	63,250	126,500	126,500	126,500	126,500	63,250	632,500

ADDITIONAL FUNDING

By proving that businesses are willing to unite to better their towns, BIDs have the power to attract additional investment on top of the BID levy. Over the 5 year BID term, we will strive to secure funding from alternative revenue schemes to add to the Morecambe BID pot.

Please note: The figures were correct at the time of printing and could be subject to change. The total expenditure includes a contingency for non-collection of income. If the BID collects or generates less or more this will impact the projects it can deliver and project budgets/allocations could change.

* Includes running costs, legal, monitoring/evaluation costs and charge for collecting the levy

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

THE BENEFITS OF A BID



CROYDON BID DELIVERED

1500

EXTRA HOURS OF
DEEP-CLEANING
AND GROT SPOT REMOVAL



WORTHING'S FOOTFALL GREW

10.4%

IN 2011 THANKS TO
A FOCUS ON TOURISM
BY THE BID



A REDUCTION IN CRIME BY

54%

BY BLACKBURN
EDZ BID
IN ITS FIRST TERM



AN ADDITIONAL

£769k

FUNDING SECURED FOR
LANCASTER THANKS
TO THE BID



THANKS TO RUGBY BID,

75%

OF SHOPPERS SAID THEY
VISITED THE TOWN MORE
FREQUENTLY ONCE THE BID
WAS IN PLACE



MANSFIELD MOVED UP

25

PLACES IN RETAIL
RANKING, FROM
137 TO 112 THANKS
TO THE BID

A BETTER PLACE TO LIVE WORK VISIT

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.

**VOTE YES BY
26 MAY 2016**

**+ DO THE RIGHT THING
FOR YOUR TOWN**

GET IN TOUCH!

Telephone 01524 381331

E-Mail info@morecambebid.org.uk

Website morecambebid.com

  /MorecambeBID