

MORECAMBE



MORECAMBE BID



EDEN OF THE NORTH™

BUSINESS PLAN 2021-2026

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YES TO ANOTHER
FIVE YEARS

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YES

Morecambe BID has provided an excellent service for local businesses. The BID has been at the forefront of improvements in Morecambe town centre and also has been a passionate voice for the town. I saw this first-hand when working alongside the BID on events including Morecambe Music Festival, An Evening with Eden and the Morecambe Sparkle Christmas Lights Switch on

GREG LAMBERT

2

MORECAMBE - EDEN OF THE NORTH™

A MESSAGE FROM OUR CHAIR

Just under a year ago I sat down to write the foreward to the Morecambe BID 2020 report. Covid-19 was a new thing and the BID was busy sourcing till screens, social distancing stickers and planning how we could support our members through lockdown and beyond.

No one imagined how devastating the subsequent lockdowns and chequered trading patterns would be, particularly on the non-essential retail, food, leisure, travel and hospitality sectors.

Throughout this time the BID has remained front and centre in disseminating information and ensuring our members access all forms of government assistance.

As I frantically search for positives in all of this, I can see a number.

Unlike the crash of 2008, Government really stepped up to the plate with grants, funding and subsidies for the hardest hit businesses. This ensured the survival of many smaller businesses who no doubt would have failed without the furlough scheme saving hundreds of thousands of jobs.

We anticipate a significant spending boom as the "money go round" starts up once more. We saw a glimpse of the "staycation" surge in July and August 2020. When permitted, hospitality has performed well as the public rediscover the great British holiday. There has certainly been a renewed focus on shopping locally and using smaller business who in turn support their community.

Necessity is the mother of invention and to see how businesses have adapted has been most encouraging. Cafés becoming takeaways, pubs delivering a pint to your door, hotels taking homeless off the streets. Online fitness and dance classes, new working practices, shift patterns and the arrival of the "Zoom" meeting creating new efficiencies in business. Having a business myself, we may well permanently adopt some new ways of working.

We mourn those few businesses we have lost but celebrate the majority who have survived as we look to the final few chapters in the Covid saga as the Vaccine rollout permits some return to normality. The BID is poised to support the final reopening with a significant package of marketing, sponsorship and business support.

Eden North recently received £1.2M to move into the planning submission phase with Government showing continued signs of support for this vital project. The BID continues to work closely with the Eden project partners to ensure this new attraction opens on its slightly delayed schedule of Autumn 2024.

Rest assured, the BID team are here to support you as we have done throughout this most difficult of years as we look to brighter times ahead.



MORECAMBE BID



TOM POWNEY
MORECAMBE BID, CHAIR



DOWNLOAD OUR VIDEO
"WHAT HAS MORECAMBE BID DONE FOR MORECAMBE"
@ MORECAMBEBID.COM/ROMANS

MORECAMBE



MORECAMBE™

EDEN OF THE NORTH

LEGENDARY?
NOT HALF...

ECLECTIC, IDIOSYNCRATIC, INDIVIDUAL, QUIRKY, SPIRITED, SOULFUL, LEGENDARY, TIMELESS, UNORTHODOX

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A BUSINESS IMPROVEMENT DISTRICT IS A DEFINED AREA IN WHICH A LEVY IS CHARGED ON ALL ELIGIBLE BUSINESSES IN ADDITION TO THE BUSINESS RATES BILL. THIS LEVY IS USED TO DEVELOP PROJECTS WHICH WILL BENEFIT BUSINESSES IN THE LOCAL AREA.

There is no limit on what projects or services can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by local authorities. Improvements may include, but are not limited to, extra safety/security, cleansing and environmental measures.

Typically, a Business Improvement District is within a local authority boundary but in April 2013 government introduced Cross Boundary Business Improvement Districts enabling Business Improvement Districts to operate across local authority boundaries.

There is a great misconception that Business Improvement Districts are a part of a council, or local authority. They are not. In most cases BIDs are usually private, not-for-profit limited companies, as is the case with Morecambe BID.

It has a governing board of directors, and a Steering Committee sitting below the board.

We work in partnership with County, Lancaster, and Morecambe Councils as well as educational authorities, other BIDs and private companies.



YES

The station has had numerous very positive experiences of working with Morecambe BID, not least of all on the Morecambe Sparkle Christmas Lights Switchon in 2019. This was one of the station's most high-profile events to date and we are very grateful to Morecambe BID for funding the event and choosing us as a media partner

BEYOND RADIO BOARD



THE BID STORY SO FAR...

EVER SINCE MORECAMBE BID COMMUNITY INTEREST COMPANY LTD WAS FORMED IN OCTOBER 2016, WE HAVE BEEN STRIVING TO GET THE MORECAMBE MESSAGE OUT THERE AND MAKE THE BID THE BEST IT CAN BE FOR MORECAMBE.

Morecambe BID wouldn't exist without the support of town centre businesses. The key focus of all our activities is to give Morecambe BID businesses a boost and make sure all businesses are well supported and feel confident that their voice is being heard. We work hard to share information with businesses in a timely manner and to seek feedback on what is working well and areas where we can usefully provide further support.

Whilst we are only a part-time BID we believe we have punched above our weight and continually put Morecambe at the front. Since our establishment we have achieved many things, too many to list, but these are some of our major wins:

IMPROVEMENTS

- A range of initiatives has made the zone a brighter and more attractive place through every season. The Christmas catenaries light up several streets throughout the year, over 35 heavy-duty planters down the promenade have added colour to pedestrian areas, attracting many positive comments. We have summer bunting and window-wrapping has turned the negative images of vacant shop premises into positive promotions with our 'Independent Morecambe' campaign. And we can't forget More-Cam. The three webcams that introduced Gully to the world have a worldwide following now.

COMMUNITY RADIOS/ASB/NIGHT TIME ECONOMY

- Part of our remit was community safety and we work closely with the local police. We introduced a Morecambe-wide community radio scheme in strategic businesses reporting straight back to Morecambe Police officers on the beat. This has greatly succeeded in driving down low-level crime and anti-social behaviour. We also partnered with Lancaster City Council to reintroduce CCTV in Morecambe, and have recently sponsored another camera.

MARKETING

- We have been pushing Morecambe's benefits out far and wide through social media, press releases, press interviews, quirky campaigns such as 'Gully and Independent Morecambe' and, of course, More-Cam which continues to get views from around the world and really favourable feedback.

CHARITY

- We work closely with our local charities and others. Over the years we have raised good sums for the Winter Gardens, the Morecambe Food Bank, Galloways, the Royal British Legion and others. We will continue our fundraising activities.

PROPERTY GRANTS

- Our match-funded Super Grants have been very popular and have allowed businesses to undertake improvement works with a good contribution from BID. This adds to the attractiveness of the town, and appeal to visitors.



PARTNERSHIP WORKING

- Another important part of our role is partnership working with all local authorities, educational institutions and the third sector. This enables us to punch above our weight when it comes to getting projects through to fruition. A good example of this was the introduction of Gull-proof bin bags which drastically cut down on litter in the streets. This was a BID initiative and has been rolled out by the council Morecambe-wide. We also partnered with Lancaster University Management School for a series of studies for Morecambe.

EDUCATION

- Working closely with Lancaster & Morecambe College, Morecambe BID has been able to deliver free online training courses themed "Getting Eden Ready" during lockdown. We will continue to explore new ways of providing free of cost-effective training for BID members.

LOBBYING

- An important but unseen part of our job is to keep our voice heard behind the scenes. Whether that's at local level, or all the way down to Westminster we remain vocal in the name of Morecambe, and will continue to do so.



WITH BID SUPPORT...

BUSINESS SUPPORT

Morecambe BID wouldn't exist without the support of town centre businesses. The key focus of all our activities is to give Morecambe BID businesses a boost and make sure all businesses are well supported and feel confident that their voice is being heard. We work hard to share information through email, social media, phone, and personal contact with businesses in a timely manner and to seek feedback on what is working well and areas where we can usefully provide further support.

SUPPORTED EVENTS & IMPROVEMENT INITIATIVES

Including funding of Kite Festival, Morecambe & Vice, 1940s Vintage Festival & Morecambe Music Festival. Hosting an Evening with Eden and Christmas switch ons, including Craig Charles.



SIMPLE PLEASURES

Right on your doorstep

morecambid.com/staycation-lancashire

Be part of the staycation nation

EDEN OF THE NORTH™

COVID-19 SUPPORT:

The Morecambe BID has been proactive throughout to ensure rapid flow of information regarding grants and other support. A number of new initiatives were also instigated during this time to enable businesses to reopen safely and to help attract people safely back into the city centre. These included: 100 perspex counter screens, over 1,000 social distancing floor markers, window stickers and posters provided FREE to Morecambe BID Zone businesses.

- Launch of a 'Simple Pleasures' Marketing Campaign across the North of England
- Launch of "Getting Eden Ready" free online training for all businesses



THE NEXT CHAPTER FOR THE BID

YOUR VIEWS HAVE INSPIRED THE PROJECTS IN THIS BID BUSINESS PLAN.
THANKS TO EVERYONE WHO CONTRIBUTED.

ONE

MORECAMBE'S FUTURE

The coming of the Eden Project puts us in a great position to catapult forward from the pandemic and recover a lot quicker. 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.

FUTURE & CONTINUING PROJECTS:

- Keep Morecambe as a strong voice at the table existing events
- More business training
- Continue our close working relationship with Eden to ensure Morecambe's needs are always at the forefront
- Making Morecambe and international destination
- Getting more connected through smart technologies

To develop the Business Plan we ran an online survey backed up by historical feedback both from businesses and residents, as well as constantly being engaged with the community.

Two

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.

FUTURE & CONTINUING PROJECTS:

- Empty retail unit management "Window wraps"
- Maintenance funding for business improvements
- Reporting and tackling grot spots & Spring cleans
- Purchase & operation of Glutton cleaner & disinfectant to tackle rubbish & dog fouling in BID zone. Continuation of gum removal from BID zone pavements.
- More civic planting projects
- Working with Eden's designers on public realm, BID-led projects

THREE

A SAFER TOWN

Knowing a town is safe and secure, both day and night, 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.

FUTURE & CONTINUING PROJECTS:

- Liaising with local police and Community Safety Partnership
- Crime/safety awareness – advice and education
- Extending existing CCTV coverage including coverage of back alleys with a system tailored for our needs and to ensure Morecambe is safe and clean for businesses, residents and visitors.
- Building on the Morecambe BID business community radio scheme

FOUR

A LIVELY PLACE

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, and not just the seaside.

FUTURE & CONTINUING PROJECTS:

- Enhance and promote the day and night-time economy
- Seed fund new and support existing festivals
- Rebranding of Pedder/Queen St and surrounds as Poulton Quarter
- Innovative lighting installations and partnership working to create a new festival of light.

FIVE

GETTING TO KNOW US

Morecambe is on the way up and has been for the last few years. Great publicity has been helping as people discover our delights but we need to keep shouting out about our delights. The BID marketing and promotion activities will continue to 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.

FUTURE & CONTINUING PROJECTS:

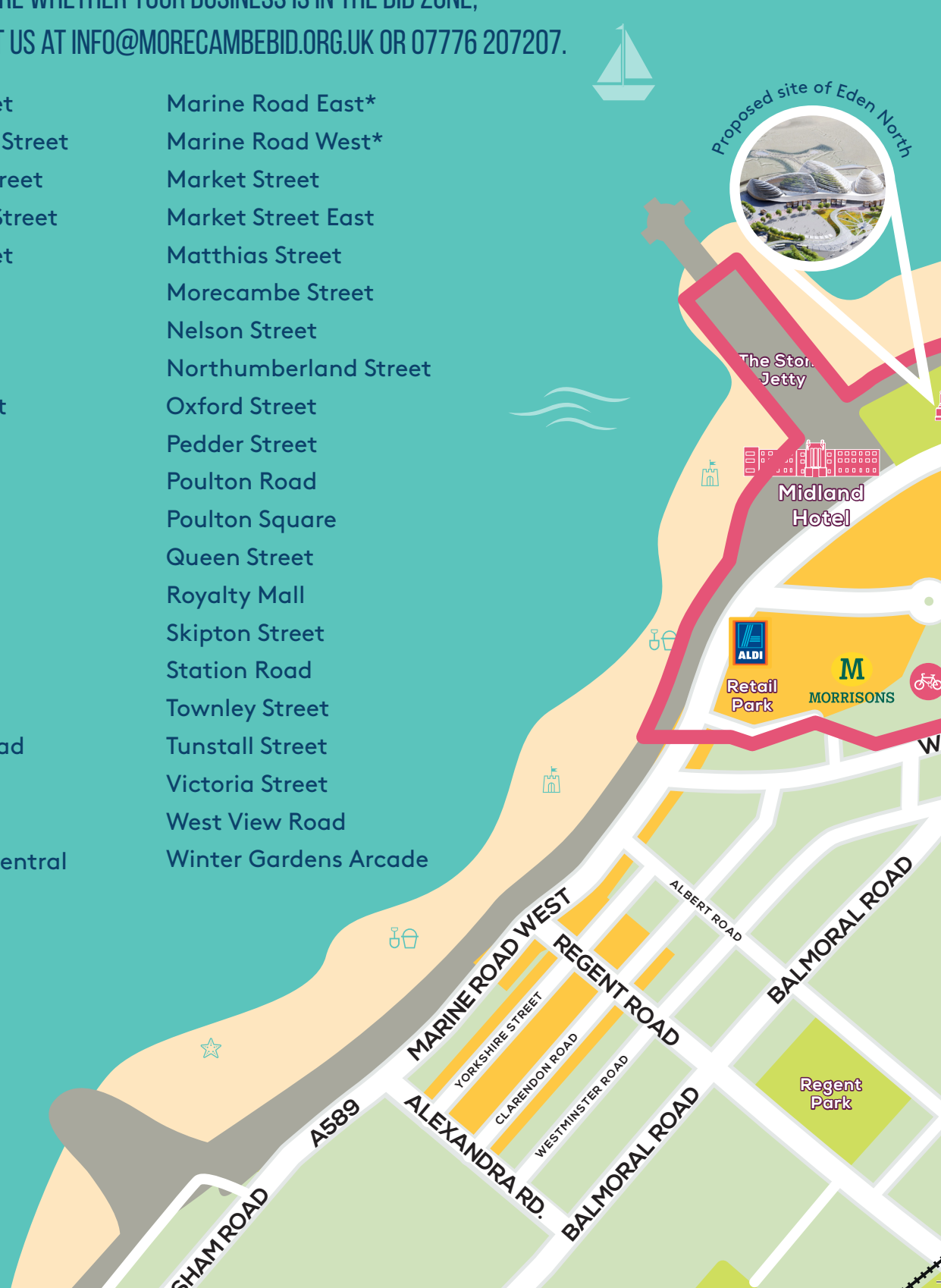
- Flexible parking, improvements and lobbying
- Continuing the successful BID Visitor guide
- Recruit a BID Ambassador
- Continuing the "Simple Pleasures" marketing theme
- More "Independent Morecambe" promotion
- More Gully

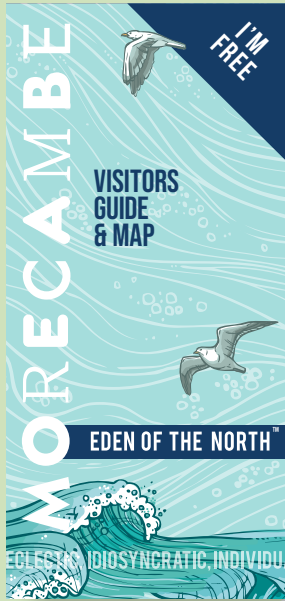
WHO IS IN THE BID ZONE?

THERE ARE 3?? HEREDITAMENTS (RATEABLE PROPERTIES) WITHIN THE BID ZONE.
 IF YOU ARE UNSURE WHETHER YOUR BUSINESS IS IN THE BID ZONE,
 PLEASE CONTACT US AT INFO@MORECAMBEBID.ORG.UK OR 07776 207207.

- | | |
|----------------------|-----------------------|
| 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





DON'T FORGET TO PICK UP YOUR COPY

YES

VOTE YES

WITH A POSITIVE OUTCOME MORECAMBE BID WILL:

- Deliver against the Five Priority Goals detailed in this Business Plan to ensure strong benefits to businesses in the Morecambe BID Zone.
- Continue liaison with Eden making sure Morecambe businesses are at the forefront of the supply chain and local decisions
- Provide a voice for local businesses to engage with the City Council and other key agencies on the matters which are most important to you.
- Be part of a national BID network of over 300 BIDs giving a strong national voice to lobby government on issues affecting the future of city centres.
- Communicate regularly with other BIDs across the Northwest to share best practice
- Invest over £600,000 directly back into the Morecambe BID Zone
- Listen to our levy payers and actively encourage feedback and ideas along with opportunities to become more involved through attending events, training or joining one of our thematic working groups.
- Remain proactive and responsive to adapt to changing priorities and ensure we continue to remain relevant and provide the best possible support to all our levy payers.
- Ensure Morecambe continues to have a strong public profile and remains a popular place to visit, live, work and do business.



JOHN O'NEILL
MORECAMBE BID, MANAGER

ALL THIS IS ONLY POSSIBLE IF YOU
VOTE YES
TO MORECAMBE BID.
LOOK OUT FOR YOUR BALLOT PAPER TO
MAKE SURE THAT YOUR VOICE IS HEARD.

NO

VOTE NO

WHAT WILL HAPPEN IF I VOTE NO?

- No single voice lobbying on behalf of Morecambe businesses on key issues such as Eden and Morecambe-specific issues
- No Christmas Lights display in the BID zone
- No protection for free Bank Holiday and Christmas parking
- No more BID supported events including Christmas Lights Switch On and no more BID funding for key Morecambe events
- No active social media promotion offering free publicity for your business
- No more funding for BID zone improvement initiatives
- No more marketing campaigns including 'Independent Morecambe' and 'Simple Pleasures'
- Loss of all additional funding which Morecambe BID secures for Morecambe
- End of additional targeted street cleansing in the Morecambe BID Zone
- No more Gully

YES

Morecambe BID has been incredibly supportive of the Eden Project North since the very beginning. We have been working with them closely through the early stages of design to ensure the future benefits of the project will be felt in Morecambe and the surrounding area. They have passionately represented the voice of local businesses to us and have in turn acted as our staunch advocates in their conversations with government and politicians, both local and national

MARTYN BUTLIN, EDF ENERGY

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 1st July 2021. All you need to do is tick the relevant box and return your ballot paper in the self-addressed envelope to the Civica Electoral Service before 5pm on 30th July 2021. The decision is made by the ratepayer or nominated voter. 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 1st July 2021.

1ST JULY 2021
Ballot papers despatched

29TH JULY 2021
Return your filled out ballot paper

30TH JULY 2021
Ballot results announced

1ST OCTOBER 2021
Second Term starts

The ballot will be run by Civica Election Services (formerly Electoral Reform Services) which is an independent organisation. The ballot is entirely confidential. 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 would require an alteration ballot.

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 30th July 2021.

If successful Morecambe BID will start their second five-year term in the BID Area from 1st October 2021.

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 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



YES

Morecambe BID have been a key partner with Lancashire Constabulary in keeping the people of Morecambe as safe as possible. As representatives of the business community they have ensured that the voice of business is heard when responding to the challenges of Policing the town centre. They have ensured that the concerns of business have been heard through regular liaison meetings. As a result of this collaborative approach BID has driven the identified concerns of business into action from addressing prolific shoplifting through to supporting civil court action, highlighting and supporting the response to anti-social behaviour through the Community Radio scheme and assisting partner agencies to address the long term complex issues of rough sleeping and begging through the Street Aid project. Most recently BID has stepped up and fully supported the district's response to the Covid pandemic. They have become an invaluable ambassador in bringing people and organisations together to identify the issues business face in the town and ensuring that action is taken to the benefit of all concerned

SERGEANT 1938 LINDSAY BROWN, PARTNERSHIPS OFFICER



YES

To understand the positive impact Morecambe BID has had on the area we have to look back at times before the inception of the Business Improvement District. There was no Christmas sparkle, the illuminations had long since gone. There were no planters brightening up the appearance along the promenade nor grants for businesses to invest in frontage improvements, the list of positive impacts goes on. Yet it's more than tangible benefits, the constant lobbying for Morecambe, forever pushing for greater public funds to be allocated to the area and championing private investment, collaborating with council and businesses alike to enhance and improve the district. With Eden so close, it is now more imperative than ever that Morecambe BID receives your full support

PAUL BURY, LOTHERSDALE HOTEL & ASPECT BAR



GOVERNANCE & STRUCTURE

GOVERNANCE PERFORMANCE MONITORING

Morecambe BID Community Interest Company Limited is a legal entity registered with Companies House. The company is run by an elected board of directors, and a voluntary management steering committee. All directors and committee members give their time on a voluntary basis. Businesses operating in the BID zone and who also contribute towards the levy are eligible to apply to be on the management group when spaces become available. Members of the current steering group may or may not be on the management group. The BID ensures the management committee also has a proportional representation for each sector in Morecambe. A BID manager coordinates all BID activities. Each year there is an annual meeting for levy payers, and an Annual Review is mailed out highlighting the BID's activities the previous year. With each billing statement an Annual Billing leaflet is included.

A "Yes" vote for BID 2 will ensure that we continue with the priorities listed, similar to BID 1, but we will also be investing in a dedicated Morecambe BID electric green cleaning machine called a "Glutton" with the ability to be three times more efficient than a human cleansing operative.

We will also be looking at employing a BID Ambassador who will act as a point of coordination with Morecambe businesses, businesses and also operate the Gully Glutton, which will be branded up in BID livery and our mascot, Gully.

BOARD AND COMMITTEE

Tom Powney – Briggs Shoes
Vicky Lofthouse – Lancaster & District Chamber of Commerce
Richard Bagguley – Baines Bagguley Penhale Solicitors
Prof. Vanessa Toulmin – Chair, Winter Gardens Trust
Charlotte Rawes – Lancaster & Morecambe College
Steven Hughes – IT Manager Co
Vicky Boyd-Power – Little Shop of Hobbies
Sian Johnson – Venus & Cupid Arts Trust
Janice Hanson – Lancaster City Council
Craig Allen – Arndale Morecambe Bay
Ruth Wilkinson – The Consult Centre
Aronne Vettese – Old Pier Bookshop
Stephen Wright – Wright and Lord
Brendan Hughes – ICU Security
Joseph Gardiner – Galloways
Jason Slater – NS Gaming Ltd
Fiona Kacani – Next

MANAGEMENT

Manager – John O'Neill



MONEY, MONEY, MONEY

THE BID LEVY IS RINGFENCED FOR USE ONLY FOR THE BENEFIT OF THE BID AREA

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 2021. 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 07776 207207 or emailing info@morecambebid.org.uk

Alternatively you can log onto the Valuation Office's website voa.gov.uk/business_rates

The BID levy will be administered and collected by Lancaster City Council for an on behalf of Morecambe BID. The five year term will commence on 1st April 2021. If responsibility for Non Domestic Rates changes during the year, a pro rata refund will be calculated and a new BID levy bill issued to the newly responsible party.

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 2021 to 31st March 2022 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 2022 to 2025 (four annual bills in total).

The final bill will arrive on 1st April 2026 to cover the final six months from 1st April 2026 to 31st September 2026 and you will pay half the levy amount.

| Date of Billing | Period covered | Billing Amount |
|------------------|----------------------------|----------------|
| 1st October 2021 | October 2021 to March 2022 | Half levy rate |
| 1st April 2022 | April 2022 to March 2023 | Full levy rate |
| 1st April 2023 | April 2023 to March 2024 | Full levy rate |
| 1st April 2024 | April 2024 to March 2025 | Full levy rate |
| 1st April 2025 | April 2025 to March 2026 | Full levy rate |
| 1st April 2026 | April 2026 to March 2027 | 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. how much will your bid invest in the town?

| 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 |
| £100,000 | £1500.00 | £4.10 |

HOW MUCH WILL YOUR BID INVEST IN THE TOWN?

| | Apr 2021 to Oct 2021 | Apr 2022 to Mar 2023 | Apr 2023 to Mar 2024 | Apr 2024 to Mar 2025 | Apr 2025 to Mar 2026 | Apr 2026 to Oct 2027 | |
|----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----|
| Income : Levy @ 1.5% | £63,500 | £127,000 | £127,000 | £127,000 | £127,000 | £63,500 | |
| Extra Income | £10,000 | £20,000 | £20,000 | £20,000 | £20,000 | £10,000 | |
| Morecambe's Future | £12,500 | £25,000 | £25,000 | £25,000 | £25,000 | £12,500 | *** |
| A Safer Town | £12,500 | £25,000 | £25,000 | £25,000 | £25,000 | £12,500 | *** |
| An Attractive Town | £12,500 | £25,000 | £25,000 | £25,000 | £25,000 | £12,500 | *** |
| A Lively Place | £12,500 | £25,000 | £25,000 | £25,000 | £25,000 | £12,500 | *** |
| Getting to know us | £12,500 | £25,000 | £25,000 | £25,000 | £25,000 | £12,500 | *** |
| Overheads | £8,000 | £16,000 | £16,000 | £16,000 | £16,000 | £8,000 | |
| Less Contingency | £3,000 | £6,000 | £6,000 | £6,000 | £6,000 | £3,000 | |
| TOTAL | £70,500 | £141,000 | £141,000 | £141,000 | £141,000 | £70,500 | |

Total income over five years £705,000 ***

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. We believe that leveraging the Eden factor we will be able to attract much greater outside sponsorship as Morecambe starts to place its name on the international stage.

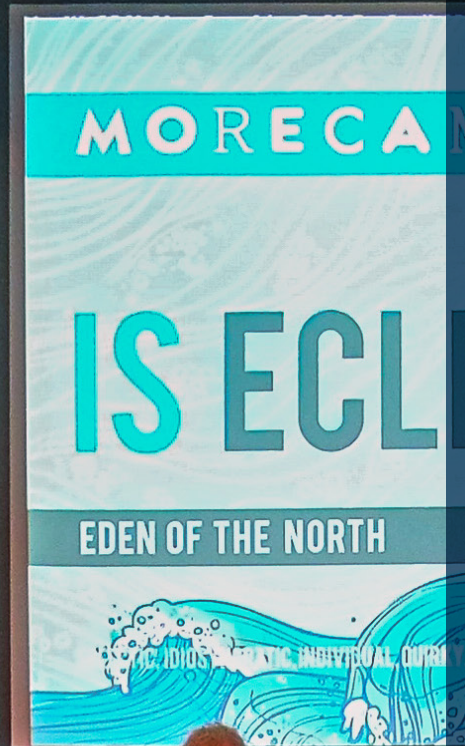
Please note: The figures were correct at the time of printing and could be subject to change. The total expenditure includes a contingency for non-collection of income. If the BID collects or generates less or more this will impact the projects it can deliver and project budgets/allocations could change.

* 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

*** Some projects span several delivery objectives

MORECAMBE - IT'S TIME TO MAKE A CHOICE!



IS THERE A BETTER PLACE TO WORK, LIVE AND PLAY?
WE DON'T THINK SO.

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.



MORECAMBE BID

YES

Morecambe BID has supported local talent and creativity by investing in local festivals, supporting events that help residents and visitors alike and being an positive light of community and business collaboration over the past five years. From switching on the lights to enable local businesses to be heard they have created greater visibility for our town. Through the BID the voices of Morecambe's independent retailers and businesses can be heard, listened to and demonstrate the power of working together. They have generated greater revenue for the town, provided essential support to small businesses in the first few months of the pandemic and become a centralised and welcoming front door for those wanting to do business in the resort. We have worked together to achieve so much please vote to continue their wonderful work

PROFESSOR VANESSA TOULMIN, CHAIR, THE MORECAMBE WINTER GARDENS PRESERVATION TRUST

YES

Lancaster & Morecambe College (LMC) works closely with Morecambe BID on a range of projects to the benefit of local employers and wider community. The development of the highly commended Morecambe Bay Curriculum included significant input from Morecambe BID in the development phase, ensuring a strong voice for local businesses. LMC looks forward to working with Morecambe BID to support skills development for young people and adults, facilitating the post-Covid recovery for businesses in our area

WES JOHNSON, PRINCIPAL & CHIEF EXECUTIVE, LANCASTER & MORECAMBE COLLEGE

YES

Morecambe BID has been incredibly supportive of the Eden Project North since the very beginning. We have been working with them closely through the early stages of design to ensure the future benefits of the project will be felt in Morecambe and the surrounding area. They have passionately represented the voice of local businesses to us and have in turn acted as our staunch advocates in their conversations with government and politicians, both local and national

Their work with us and Lancaster and Morecambe College and the University on the Morecambe Bay Curriculum and traineeships has yielded positive outcomes already. We look forward to working closely with the BID throughout the future development of Eden Project North

DAVID HARLAND, CHIEF EXECUTIVE, EDEN PROJECT INTERNATIONAL

GET IN TOUCH

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BID LEVY RULES

Morecambe BID levy is fixed at 1.5% of rateable value on 1st April 2021 for the full five year term. • This will be the second term of Morecambe BID and will run from 1st October 2021 for 5 years until 30th September 2026. • There will be no VAT charged on the BID levy. • The BID levy will be applied to all business ratepayers of occupied or unoccupied property with a rateable value of £3,500 and above within the Morecambe BID Zone at any time that the BID is in operation. 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. • The BID levy will be used to fund the delivery of initiatives as outlined in this Business Plan or other activities of benefit to Morecambe BID zone which are responsive to emerging priorities and approved by the Management Board and Committee. • Businesses locating to or leaving the BID area during the time that the BID is in operation will pay a proportion of the levy calculated on a pro rata basis. A levy collection fee of 4.35% is charged by Lancaster City Council. • The existing recovery procedures for the standard Business Rates bill will be utilised for any non-payment of the BID levy. • There are no costs relating to the development of the new BID term which will need to be repaid during the term. • For the purposes of definition the term 'Renewal' in regard to the Morecambe BID means replacement of the existing BID at the end of its current term (September 2021) with a new arrangement covering an extended area illustrated by the 'BID Zone' map (page 12) and which will be subject to the rules and arrangements herein. • Notice of the intention to hold a ballot has been given to the Secretary of State and Lancaster City Council. • The BID arrangements may be altered without an Alteration Ballot in the following instances: – Alterations do not alter the geographical area of the BID – Alterations do not alter the BID levy payable – Alterations do not conflict with the Local Government Act (2003) or The Business Improvement District Regulations (2004) • The streets and hereditaments to be included in the BID area may alter due to changes in the local ratings list. Hereditaments may be additionally included if their rateable value – at any time during the BID period – exceeds £3,500 or they are newly added to the local list and the rateable value threshold criteria (as set out in the above 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 local list. Where this occurs, such amendments will be adjusted from the effective date notified by the Valuation Office. BASELINE SERVICES The BID's projects and services will be entirely additional to statutory services already delivered by Lancaster City Council or any other local authority. Your money will not be used to pay for any services that the council has a statutory duty to provide. This will be monitored through a baseline agreement with Lancaster City Council detailing the existing level of service provided by the City Council. BID funding may be used to work in partnership with the City Council or any other authority to add value and extend existing initiatives to provide added benefits to the city centre. In accordance with the statutory requirements for BID renewals the proposals set out in this Business Plan were put before Lancaster City Council cabinet and received approval.

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