

LANCASTER BID LTD

ANNUAL REPORT & ACCOUNTS

APRIL 2017 - MARCH 2018

THE MILLION POUND BID

YEAR 2

BID

LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT

 www.lancasterbid.org

 LancasterBID

 Lancaster_BID

 Lancaster_BID

LANCASTER BID

Business Improvement Districts (BIDs) are geographically defined areas which help to improve the area in which they operate. BIDs were first established in Canada and now exist around the globe. There are around 300 BIDs currently in operation throughout the UK.

Lancaster BID was established in 2012. After an initial 3 year term the businesses in Lancaster voted YES to a renewal which will operate from 2016-2021, generating over 1 Million Pounds to be directly re-invested back into Lancaster city centre over the 5 year term.

All business properties within the Lancaster BID zone, with a rateable value of £10,000 or above pay a 1.5% Levy, generating over 1 Million Pounds over 5 years. This money is spent on improving and promoting Lancaster city centre, to make it a better place to live, work, visit, invest and do business in.

WHO IS REPRESENTING ME?

THE LANCASTER BID TEAM IS MADE UP OF THREE MEMBERS OF STAFF. RACHAEL WILKINSON WORKS FULL-TIME AND IS THE LANCASTER BID MANAGER, RESPONSIBLE FOR THE DAY TO DAY RUNNING AND STRATEGIC DIRECTION OF LANCASTER BID. TOM FYSON WORKS PART-TIME AND IS THE LANCASTER BID DEVELOPMENT MANAGER, RESPONSIBLE FOR PHYSICAL IMPROVEMENTS AS WELL AS FUNDING. VICTORIA MUIR WORKS PART-TIME AND IS THE EVENTS & MARKETING ASSISTANT, RESPONSIBLE FOR THE STRONG PROGRAMME OF EVENTS AND MARKETING THROUGHOUT THE YEAR. THE BID TEAM WORK UNDER THE DIRECTION OF THE MANAGEMENT BOARD. THE BOARD IS FURTHER DIVIDED INTO SMALLER SUB GROUPS.

MANAGEMENT BOARD AND SUB GROUP MEMBERS INCLUDE:



WELCOME FROM THE LANCASTER BID CHAIR

I have been privileged to work as the Lancaster BID Chair and to build on the very strong foundations laid by the previous Chair, Paul Cusimano.

We have made special things happen through the innovation, energy and drive of Levy Payers helping to make the city aspirational, entrepreneurial and a location of choice.

The positive contribution from Directors, Board and Working Group members, the BID team and the many stakeholders have ensured tangible beneficial outcomes and have brought capacity for the strong implementation of ideas to enhance the environment for all those who live, work and visit the city.

It is a pleasure to account to you and to showcase through this Annual Report the combined efforts of businesses and the BID team from April 2017 - March 2018.

SUSAN RUTHERFORD - DIRECTOR AND CHAIR OF THE LANCASTER BUSINESS IMPROVEMENT DISTRICT



CONTENTS

P4 - PROMOTING LANCASTER

P5 - IMPROVING LANCASTER

P6 - BUILDING FOOTFALL & EVENTS

P7 - BUSINESS EVENTS

P8 - MONITORING PERFORMANCE

P9 - ACCOUNTS

P10 - GET INVOLVED

P11 - STAY IN TOUCH

PROMOTING LANCASTER



Created, printed & distributed 30,000 Lancaster Destination Brochures

"AS A NEWLY ESTABLISHED BUSINESS IN THE CITY CENTRE IT'S REASSURING TO SEE ALL THE VARIED, AND MORE IMPORTANTLY, REGULAR EVENTS THAT THE BID TEAM PUT ON. BID HAVE ALWAYS BEEN KEEN TO LISTEN TO ANY SUGGESTIONS I'VE MADE AND IT'S GOOD TO KNOW THAT THEY HELP MY BUSINESS TO HAVE A "VOICE" WHEN IT COMES TO PROMOTIONS IN THE CITY"
GRAHAM ARMSTRONG, OWNER OF INSPIRE GIFTS & GALLERY

38 ADVERTS IN LOCAL PUBLICATIONS

3 RADIO INTERVIEWS

WON £25,000 WORTH OF BUS ADVERTISING



Monthly E-Newsletter



Attended Freshers' Fair week at Lancaster University

SOCIAL MEDIA

2 Facebook Accounts **f** totalling 6,000+ Likes
Twitter **t** 2,500+ Followers
Instagram **@** 767 Followers



Launched a Shop Local campaign showcasing a different business each week



Museum repair work covers supporting businesses affected



Winter Bus Campaign



BHS Hoarding Boards

52 PRESS RELEASES



Bi-weekly column in the 'Voices of Lancaster' section of the Lancaster Guardian



27 promotional and highlight videos



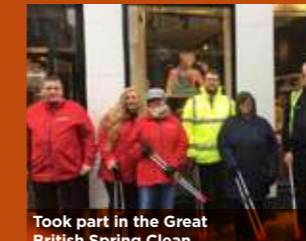
15,000 Winter In The City brochures

IMPROVING LANCASTER



90 hours of weed removal

FUNDED AN ADDITIONAL FULL-TIME CLEANSING OPERATIVE



Took part in the Great British Spring Clean

APPROVED TWO MATCH-FUNDED BUSINESS IMPROVEMENT GRANTS



Sponsored spring bedding planters

MONTHLY CRIME MEETINGS WITH THE LANCASTER & DISTRICT INSPECTOR

SECURED THE SURVIVAL OF CCTV IN THE CITY



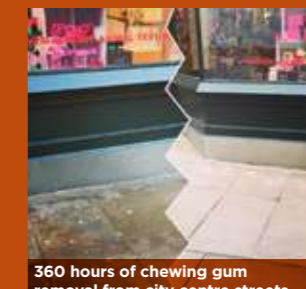
Removed 1,100 bags of rubbish from the city centre

AGREED WITH LANCASTER CITY COUNCIL FOR FREE PARKING IN THE RUN UP TO CHRISTMAS AND ON BANK HOLIDAYS



Expanded the Christmas lights on New Street

INCREASED THE CHRISTMAS LIGHTS IN MARKET SQUARE



360 hours of chewing gum removal from city centre streets

DEVELOPING AN EMERGENCY PLAN FOR THE CITY IN PARTNERSHIP WITH LANCASTER CITY COUNCIL AND BLUE LIGHTS SERVICES



Graffiti removal from ginnels, grot spots and key locations

ASSISTED WITH 160 ANTISOCIAL BEHAVIOUR INCIDENTS



Lancaster BID Ambassador

REPORTED 400 FAULTS IN THE CITY CENTRE



5 days of Gum Zappers removing 5,000 square metres of chewing gum

I WOULD LIKE TO THANK EVERYONE INVOLVED WITH THE BID FOR THE GRANT TOWARDS THE COST OF REFURBISHING THE ROYAL KINGS ARMS. WE ARE NOW WELL ON THE WAY TO TRANSFORMING THE HOTEL."
BOB WARRIOR, GENERAL MANAGER, ROYAL KINGS ARMS HOTEL

BUILDING FOOTFALL & EVENTS

WE HAVE PRODUCED AND SUPPORTED A NUMBER OF HIGH PROFILE EVENTS WHICH HAVE IMPROVED FOOTFALL AND BROUGHT VISITORS INTO THE CITY CENTRE, INCLUDING:



The Lancaster BID Christmas Lights Switch On



Chilli Fest



Reindeer Day with a visit from Santa

WINTER FEST MARKETS



The Big Easter Event



Light Up Lancaster



Late Night Shopping Entertainment



Small Business Saturday

LANCASTER EASTER EGG HUNT



CancerCare Easter Egg Hunt

"IT'S A GREAT OPPORTUNITY TO PARTNER UP WITH LANCASTER BID ON EVENTS LIKE DINO DAY. OUR STORE WAS NEARLY THREE TIMES AS BUSY AS A TYPICAL FRIDAY, WHICH SHOWS HOW POPULAR THESE EVENTS ARE"
CRAIG LOWE, EVENTS COORDINATOR AT THE ENTERTAINER

"STUDENT SHOPPING NIGHT WAS VERY SUCCESSFUL FOR OUR BUSINESS"
DAN HUNT, PRIMARK MANAGER

TREASURE ISLAND TREASURE TRAIL



Dino-Day



Student Night



Pirate Day

& SUPPORTED



Lancaster Festival of Song



Armed Forces Day



Lancaster Jazz Festival



Lancaster Music Festival

"SUPPORT FROM LANCASTER BID ENABLES LANCASTER JAZZ FESTIVAL TO NOT ONLY GROW AS AN EVENT BUT TO WORK WITH LOCAL BUSINESSES AND SUPPORTS THE DEVELOPMENT OF NEW AUDIENCES"
MATT ROBINSON, ARTISTIC DIRECTOR, LANCASTER JAZZ FESTIVAL



Lancaster Pride

BUSINESS EVENTS



Mince Pie Morning



Dementia Training



Open Morning Events

"WE WERE DELIGHTED TO BE SHORTLISTED AND TO WIN THE LANCASTER BID SHOP FRONT AWARDS. IT'S GREAT TO BE RECOGNISED FOR THE POSITIVE CONTRIBUTION WE MAKE TO THE CITY CENTRE."

ALISON COX,
OWNER OF THE RADISH

"FREE TRAINING LIKE THE DEMENTIA AWARENESS COURSE IS INVALUABLE TO OUR SHOPPING CENTRE."
JULIE MURPHY,
MARKETGATE CENTRE ADMINISTRATOR



Shop Front Awards

LANCASTER & DISTRICT CHAMBER OF COMMERCE MEMBERS' MEETS AND BUSINESS EVENTS



Took part in the first Lancaster Expo

HEALTHY HIGH STREET NETWORKING MEETINGS



Small Business Saturday Tour Bus



Regional BID meetings to share ideas and best practice



Attended The Bay Living Awards

MONITORING PERFORMANCE

**EMERGENCY
PLANNING
STEERING
GROUP**

**FOOTFALL
MONITORING
CAMERAS ON
PENNY STREET AND
MARKET STREET**

**NORTH LANCS EXPO
STEERING GROUP**

**DEVELOPED MARKETING
AND LEVY PAYER
ENGAGEMENT STRATEGIES
TO IMPROVE EFFICIENCY
AND PERFORMANCE**

**QUARTERLY
MEASUREMENT OF
VACANCY RATES**

**LANCASTER
UNIVERSITY STUDENT
PROJECT REVIEWING
BRANDING &
MARKETING**

**LOBBIED FOR THE
PROVISION OF FREE
PARKING IN THE RUN
UP TO CHRISTMAS AND
ON BANK HOLIDAYS**

**LOBBIED FOR
GREYHOUND BRIDGE
WORKS NOT TO
TAKE PLACE OVER
CHRISTMAS, DURING
PEAK TRADING HOURS**

**CONSULTATION ON THE
EFFECTS OF GREYHOUND
BRIDGE AND OFFERING
FREE ADVERTISING FOR
AFFECTED BUSINESSES**

**WORKED WITH LANCASTER
GUARDIAN AND THE BAY TO
OFFER FREE ADVERTISING
DURING THE FLASH FLOODS**

**MARKETING AND PROMOTION
FOR INDIVIDUAL BUSINESSES,
SHARING ON SOCIAL MEDIA,
SHOP LOCAL FEATURE, PRESS
RELEASES AND DESTINATION
BROCHURE**

**QUARTERLY INFORMAL
CABINET MEETINGS WITH
LANCASTER CITY COUNCIL
TO RAISE YOUR CONCERNS**

CCTV WORKING GROUP

CRIME WORKING GROUP

**LIGHT UP LANCASTER
STEERING GROUP**

ACCOUNTS - APRIL 2017 – MARCH 2018

INCOME	BUDGET	ACTUAL
Income from BID Levy	£229,000.00	£232,219.00
Carry over from 2016/2017	£57,011.00	£57,011.00
Additional Funding	£13,560.00	£127,579.00
Total Income	£299,571.00	£416,809.00

Expenditure	BUDGET	ACTUAL
BID Activities & BID Staff	£247,208.00	£329,814.00
Levy Collection Fee	£10,600.00	£10,600.00
Overheads & Administration	£23,240.00	£21,380.00
Total Expenditure	£281,048.00	£361,794.00

Surplus	£18,523.00	£55,015.00
----------------	-------------------	-------------------

ADDITIONAL FUNDING

Last year we secured an additional £127,579.00 of additional funding, on top of the BID Levy. This means that over £350,000 was directly re-invested back into Lancaster city centre from April 2017 – March 2018.

ADDITIONAL FUNDING HIGHLIGHTS



85K
from Arts Council England
for Light Up Lancaster



2.5K
Lancaster University Fund
towards Dino-Day



8.5K
National Grid towards
Christmas Lights



5K
from Tesco Bags
of Help



2.5K
earned income from
BID activities

IN-KIND HIGHLIGHTS

25K
Bus Advertising

5.5K
advertisement from Bay Radio
for Christmas Lights Switch On

1K
Christmas Lights

3K
advertisement from
Lancaster Guardian

2K
worth of raffle prizes

GET INVOLVED

We have so much planned for the rest of the year and 2019. If you want to have your say, why not join us? We ensure that we have a wide range of levy paying businesses on each group, to ensure that we are representing the business voice of Lancaster city centre. So whether you are from a professional, hospitality or retail business- we'd welcome you to become more actively involved in Lancaster BID. Take a look at the opportunities available to you below.

LANCASTER BID MANAGEMENT BOARD

The Lancaster BID Management Board steers the direction of all Lancaster BID activities. A strong board of mixed sector businesses looks strategically at how Lancaster BID can achieve its objectives defined within the 'Million Pound BID Delivery Plan' within timeframes and budgets, to ensure the longevity of Lancaster BID. All Sub Groups report into the Management Board, which is chaired by Lancaster BID Chair, Susan Rutherford. **This group meets bi-monthly on the fourth Tuesday of the month at 5.30pm.**

FINANCE & STRATEGY SUB GROUP

This group is responsible for scrutinising the monthly profit and loss account and analysing the monthly forecast. This group also supports the Management Board in terms of their strategic agenda and annual reviews of budgets and performance. **This group meets bi-monthly on the third Tuesday of the month at 2pm.**

EVENTS & MARKETING SUB GROUP

The aim of this Sub Group is to organise high profile public events, to attract locals and visitors to Lancaster city centre, to improve footfall to benefit the businesses which operate here. This group also organises business events, such as free dementia training and the shop front awards. This Sub Group is also responsible for the annual Winter In The City campaign and all Christmas events including late night shopping and the Lancaster Christmas Lights Switch On. **This group meets on the second Tuesday of each month at 2pm.**

IMPROVEMENTS SUB GROUP

This Sub Group is responsible for physical improvements to the city centre, including managing contracts such as Christmas Lights, Cleansing and BID Ambassador. This group looks at proactive solutions to business problems, including gum and graffiti removal and Business Improvement Grants as well as physical improvements to the city centre. **This group meets bi-monthly on the second Wednesday of the month at 5.30pm.**

HEALTHY HIGH STREETS

The aim of this Sub Group is to obtain and share statistics and information about business and store performances, for example sales percentage changes. This is also a great platform for businesses to network, as well as to update businesses on general BID activities and obtain feedback. **This informal group meets monthly on Thursday at 10am.**

LANCASTER AFTER DARK

This is our newest group which started in summer 2018. This group is currently looking at marketing initiatives to promote the plethora of businesses who operate in the evening and late night economy, as well as the promotion of activities to do in Lancaster after the sun goes down! **This group meets monthly.**

If you would like to be involved in the Management Board or any of the Sub Groups, we'd love to hear from you. Email Rachael at bidmanager@lancasterbid.org or phone **01524 590650**.

STAY IN TOUCH

CONTACT YOUR TEAM



Rachael Wilkinson
BID Manager
bidmanager@lancasterbid.org
01524 590 650



Tom Fyson
BID Development Manager
info@lancasterbid.org
01524 590 650



Victoria Muir
Marketing & Events Assistant
marketing@lancasterbid.org
01524 590 650

NEWSLETTER

Sign up to the Lancaster BID monthly e-newsletter to hear all about what we are doing for your business at www.lancasterbid.org or email marketing@lancasterbid.org. If you have a good news story about your business and would like us to feature you, get in touch by emailing marketing@lancasterbid.org or phone **01524 590650**.

SOCIAL MEDIA

If you have a story to tell- we can help you tell it!

We can share your promotions, competitions and in-store events to potential customers in the Lancaster District on our B2C social media [f LancasterCityForAllSeasons](#) and [t Lancaster_BID](#) and [i Lancaster_BID](#).

We can also share your business stories on our B2B social media channels, whether that's a new member of staff, a refurb or a store anniversary [f LancasterBID](#)

To feature your business story or promotion on our social media, simply tag us, or email marketing@lancasterbid.org

MEMBERSHIP

Every Levy paying business is entitled to be a member of Lancaster BID. To be a voting member, simply complete the application form available at www.lancasterbid.org/Downloads or email bidmanager@lancasterbid.org. Being a member gives you voting rights at AGMs and on other key decisions.



BID

LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT



www.lancasterbid.org



LancasterBID



Lancaster_BID



Lancaster_BID