



BID

LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT

*Love Local
Love Lancaster*

2021 COMMERCIAL MARKETING PACK



Contents

4	-	What is Lancaster BID?
6	-	Our Four Big Events
8	-	Diary of events
10	-	BID Commercial Partners
12	-	Ambassador Awards
14	-	Other Ways to Support

Sign up as a Lancaster BID Commercial partner for 2021. Your chance to contribute to a positive future for the city centre and showcase your brand as making a visible commitment to your local community

What is Lancaster BID?

Welcome
to
Lancaster

www.visitlancaster.org.uk

Lancaster City For All Seasons

Lancaster BID

What is a BID?

Lancaster Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area.

The businesses that fund and run the BID work in partnership with local authorities and other organisations to improve the trading environment of a specific area and to make it a more pleasant place to live, work, invest and visit. BIDs were introduced in the UK in 2005 and have since become a great success as businesses have seen the benefits of taking charge of their own commercial districts by developing and implementing delivery plans to achieve a common goal. There are now more than 300 BIDs in the UK with many in their third and fourth terms.

Lancaster BID is a member of British BIDs which provides support with networking forums and training and development for BID staff and board members, thus facilitating the sharing of good practice and new ideas for BIDs to stimulate business growth in their respective areas.

What is Lancaster BID?

Lancaster Business Improvement District (BID) was established by the city centre businesses in 2013 to promote and improve the trading environment in Lancaster. Lancaster BID currently works towards these five goals:

- **Marketing Lancaster as a Destination**
- **Safe and Secure City Centre**
- **Clean & Attractive City Centre**
- **High Quality Events Programme**
- **Direct Support to Businesses**



Lancaster BID held a successful ballot of all levy paying businesses in February 2021. 79.6% of votes received were in favour of the BID continuing for a further 5-year term. This proves the high levels of support from businesses and the benefits that Lancaster BID brings to the city centre. The ballot result provides a strong mandate for Lancaster BID to continue to deliver on priorities to make the city an even more attractive place to live, visit, work and do business.

Our Four Big Events



Dino Day

This uniquely RRRRroaring day has been amazingly popular with the family market, not only attracting local people but families from Barrow down to Preston. 2019 was Dino Day 3 and attracted 61,732 foot-flow impressions throughout the day. This was 17.2% up on the previous Friday. (Sourced from 2 foot-flow counters in the city centre).

Festa Italia

This colourful event makes the city turn red, white and green for a few weeks in the summer, with our stunning umbrella canopy, multitude of food stalls, super cars and bikes (Ferraris, Lambos and Ducatis), authentic stage show and on street entertainment. It really is an event for all ages and attracts people from far and wide. 2019 was the 2nd festival and resulted in 43,612 all day recorded foot-fall impressions. This was a stunning 54.5% up on the previous Sunday! (Sourced from 2 foot-flow counters in the city centre).

Lancaster Christmas Lights Switch On

This annual Christmas spectacular is an annual highlight for the people of Lancaster. With our stage show featuring acts over the years such as Matt Cardle, N Trance, Jake Quickenden, Bucks Fizz, S Club and Scouting for Girls, plus support from local bands, choirs, dance troupes and CancerCare's "Santa Dash" this event really does launch all things Christmas. The city is always heaving and 2019 was no different with 44,923 all day recorded footfall impressions, an increase of 31.9% on the previous Sunday. (Sourced from 2 foot-flow counters in the city centre).

Reindeer Day

December always sees the return of the beautiful Cairngorm Reindeer. Families love this event, and it also gives the kids the chance to meet Santa. With other fun activities going on across the city this is a must for the family market delivering 46,247 all day recorded foot-fall impressions, 16.7% up on the previous Sunday. (Sourced from 2 foot-flow counters in the city centre).

**All figures and Statistics based on 2019 figures. No events were delivered in 2020 due to the Covid 19 Pandemic.*

Diary of Events



June 6th	-	Superheroes Day (CP2)
June 13th	-	Queens 95th Birthday Celebrations (CP2)
July 3rd - 4th	-	Lancaster "Indie" Weekend (CP2)
August 1st	-	Harry Potter Day (CP2)
September 3rd - 5th	-	UK Corporate Games ★
September 8th - 12th	-	Lancaster Jazz Festival ★
September 19th	-	Festa Italia (CP1)
October 3rd	-	Dino Day (CP1)
October 14th - 17th	-	Lancaster Music Festival ★
October 25th - 31st	-	Halloween Event/Ghost Tours/Historic Event (CP2)
November 5th - 6th	-	Light Up Lancaster ★
November 7th	-	Lancaster Food and Drink Week (CP2)
November 10th	-	BID Ambassador Awards (CP2)
November 19th	-	Lancaster On Ice ★
November 28th	-	Christmas Lights Switch On (CP1)
Nov & Dec	-	12 Windows Promotion (CP3)
Nov & Dec	-	Best Festive Window Promotion (CP3)
Nov & Dec	-	Toy Appeal (CP3)
December 5th	-	Reindeer Day (CP1)
Dec & Jan	-	Lancaster Superheroes of the year 2022 (CP3)

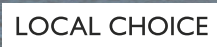
★ - BID Supported Event. All BID Supported events are either supported with a monetary contribution or marketing contribution or both.

(CP1-CP3) - Means Commercial Partnership 1-3 see page 11.

For publication some dates have been presumed based on 2019. ALL Events are subject to date and restriction changes depending on Government and Local Authority Guidelines.



BID Media Partners



Gold Package - Investment £3000 + VAT

This opportunity is open for 4 businesses to partner with Lancaster BID on our programme of events. It's an ideal opportunity for any business or organisation that wants to support and influence the shape of Lancaster moving forward. The fantastic thing with BID is that you know that every penny you spend is put back into improving or making Lancaster city centre thrive.

What you receive:

- Headline Sponsor of 1 of our "Four Big Events", including logo on all marketing materials, newspapers, magazines, social media, leaflets, on stage, banners and website. Plus space available to exhibit at event.
- Headline Sponsor of any of our CP3 Events (see page 9)
- Big Screen advert at Christmas Lights Switch On
- Full page advert in Festa Italia Programme
- Half page advert in Winter in the City brochure
- Editorial in 2 x monthly BID e-newsletters per annum with links to your own website
- Logo as "Commercial Partner" on every newsletter
- 4 tickets to BID Ambassador Awards
- Advert in Ambassador Awards magazine
- Professional photos from event sponsored
- Annual drinks reception with all Gold members.
- Unique Gold Sponsor in your sector.
- Social media advertising through BID channels on Facebook, LinkedIn, Twitter and Instagram.

Silver Package - Investment £1500 + VAT

What you receive:

Headline Sponsor of any CP2 Event (see page 9)

- Big Screen Advert at Christmas Lights Switch On
- Half page advert in Festa Italia programme
- Logo in Winter In The City brochure
- Editorial in 1 BID e-newsletter per annum with link to your website
- 2 tickets to BID Ambassador Awards

Ambassador Awards





2019 saw the inaugural Lancaster BID Ambassador Awards. The response to it was fantastic, with over 300 nominations across 9 categories and a real sense of pride and commitment to all things Lancaster by winners and finalists alike. Presented by award winning radio presenter Darren Milby, this event will be getting bigger and better in 2021.

Headline Sponsor - Investment £1500 + VAT

What you receive:

Logo on all marketing for the event including: banners, posters, postcards, newspaper advertising, website, social media.

At the event:

6 free tickets, on stage banner advertising, on screen logo, advert in the event magazine, logo throughout the magazine, official photographs from the event. Also includes sponsorship and on-stage presentation of the prestigious 'Lancaster Ambassador Award'.

Category Sponsor - Investment £250 + VAT

What you receive:

- Logo on website
- On screen logo (at event)
- Social media advertising
- Present award on stage
- Logo in event magazine
- 2 free tickets to the awards

Categories to Sponsor

Chef of the Year, Manager of the Year, Bar Tender of the Year, Customer Service (individual) Award, Customer Service (business) Award, Young Person of the Year, Visitor Attraction of the Year, Independent Retailer of the Year, Professional Services Award, Pub of the Year and Hair/Beauty Salon of the Year.

Other ways to Support Us

You can help to support Lancaster BID with any of the following:

- Christmas Tree Sponsorship within Market Square
- Programme advertising for most events
- Umbrella Canopy sponsorship (Festa Italia only)
- Stalls at various events including Easter, Festa and Xmas Lights
- Sponsor a BID Breakfast
- Newsletter marketing

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BID is the glue that pulls together many of the disparate features that make our City so wonderful, provides support and investment to help them grow and also the window that shows them to the visiting world.

Without it, there is no suitable alternative and the City would be a far weaker place, and I hope it will continue to carry out its excellent work for years to come.

Tim Tomlinson
Licensee and Chair of Lancaster Pubwatch

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As a local business we have found the BID to be a real force in driving footfall to the city centre and encouraging a pride in Lancaster that has grown and grown over the years. They offer a voice to the concerns of the small business owner and a megaphone to the community who wish Lancaster to rise to be 'the place to visit, live and do business'.

They have identified areas which need to be addressed and have encouraged a community involvement in their response to these. Without the BID we would be unable to continue to move forward in improving our beautiful city.

Julie Shaw
Simply Baby Lancaster

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Lancaster BID as an organisation are invaluable for promoting Lancaster City Centre and its businesses, both large and small. The local events that are either supported, or run by Lancaster BID drive footfall & loyalty to the City Centre from local residents and visitors from surrounding districts.

As a result we have seen customers returning to us in store who have been made aware of us when visiting the City Centre for an organised event, such as the Christmas Lights switch on, Dino Day and the Music Festival. More than ever, promoting #shoplocal #supportlocalbusiness is crucial for reviving our City Centre & community.... long may Lancaster BID be allowed to continue their activities for marketing and promoting our beautiful City!

Nicola McIlwrath
Guy Penn Insurance

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