



Love Lancaster.
A rich history,
an even better future...



LOVE LANCASTER

BID | LANCASTER BUSINESS IMPROVEMENT DISTRICT

A City with a Story

Love Lancaster

Love a castle of Kings and criminals, monuments to love, and a Quay made for a maritime past.

Love a history of mystery, witchery, heartache, and horror.

Love cobbled streets, city squares, a Little Crooked House, and a Bashful Alley.

Love live music in great venues, family friendly festivals, and plays in the park.

Love paintings, priceless pieces, and performances; galleries, gigs, and comedy gags.

Love eclectic coffee shops, boutique bars and breweries, and legendary nightclubs and proper pubs.

Love breakfast, brunch, lunch, dinner, AND tea.

Love hidden gems from historic markets, and a high street full of collectables and trinkets, gifts, groceries, and garments.

Love canal and riverside walks, and gateways to coastal promenades and country paths.

Love world-class education, building a career, building a home, building a life.

Love Lancaster.

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This Term in Numbers

£125,000



of funding
awarded to other
city centre events

Over
20,000



followers on social
media platforms

125



members of
DISC

views of the
"Snow Lion" video
last Christmas

232,000



391



levy payers

77



award winners at
Love Lancaster
Business awards



2 part time and 1 full member of staff



Over
£910,000



extra income secured
on top of BID levy



BID Management Board Statement

During our third term Lancaster BID has become even more established as a key player in supporting businesses to thrive in Lancaster City Centre.

The team have excelled in delivering on the key objectives of the “Five Years Five Goals” business plan which were to:

- **Market Lancaster as a destination**
- **Partnership working to create a safe and secure city centre**
- **Ensuring the city centre is a clean and attractive place**
- **Delivering a year round programme of flagship events**
- **Direct support to businesses through information and events**

As the term started, we were just coming out of the pandemic which had been an obvious challenge for all so our goal was to get local people coming back into the city centre with confidence. Admittedly this took time, but Lancaster really bounced back well compared to other towns and cities in the country. This was enhanced by the ongoing Love Lancaster campaign which now has its own brand and video, something we could not have achieved without the support of our design Studio “Two Stories” and the support of St Nics.

Safe and Secure Lancaster has been a huge success this term, working closely with the Police, security teams around the city centre and the City Council. Feedback from businesses suggests that ASB is much lower than it was five years ago. Special thanks go to our BID Wardens Max and Emma for doing this very difficult job so professionally.

Lancaster BID has always been known for organising and supporting events but this term we have taken it up a level, introducing new ideas like: Indie Weekend, Rewind Festival, Food and Drink Week, Toy Appeal and Spring Clean Week, along with the tried and tested Dino Fest and Christmas Lights Switch On. Our events programme is jam packed throughout the year.

The Love Lancaster BID Awards is now an annual highlight in the events calendar and it has been great to watch this grow and grow over the last five years.

Lancaster has a lot to celebrate now and into the future, but all this has only been possible by the strong Yes vote to our business plan five years ago. We’d love to continue working on behalf of YOU the city centre businesses to really keep pushing Lancaster forward.

Finally thank you to all the businesses for supporting us on our journey and let’s hope there is more to come in the future.



BID Management Board & Directors

Adam Parton
Accountant, BID Director

Julie Shaw
Trustee of Lancaster Footlights & Grand Theatre CIO, BID Director

Mark Diggle
Diggles, BID Director

Phil Simpson
C2 Investments, BID Director

Sarah Harrison
Centre Manager Marketgate, BID Director

Aimee Kelly
Sainsbury’s

Chris Lawson
Dukes Playhouse

John Francis
Banks Lyon Jewellers

Jolanta Cross
Centre Manager St Nics

Laura Barnfield
OSG Solicitors

Patrick Hall
Tipple and Runner Duck

Peter Jackson
Lancaster City Council

Sarah Kemp
Lancaster University

Sarah Turnbull
Natwest

Tim Tomlinson
Chair of Pubwatch and Publican

Sub-Group Members

Of course nothing Lancaster BID achieves would be possible without the support and involvement of so many of our city centre businesses who give up their time to get involved in the BID Management Board and thematic sub groups.

The Management Board provides strategic direction for Lancaster BID and helps to monitor progress towards delivering our priorities and ensuring the greatest benefits to all businesses across the city centre. Engagement of a wide variety of businesses is critical to ensure the BID priorities are relevant across all sectors.

We have the following sub groups who meet up regularly to discuss ideas, thoughts and issues. Everyone is more than welcome to find out more e-mail: bidmanager@lancasterbid.org

- Events and Marketing - meet monthly
- Finance and Strategy - meet bi-monthly
- Hospitality - meet bi-monthly
- Improvements - meet bi-monthly
- Independents - meet bi-monthly
- Safe and Secure Lancaster - meet bi-monthly

The business and organisation logos shown here showcase just some of the many who have been involved in Lancaster BID over the past five years.



Meet the Team



Tony Johnson BID Manager bidmanager@lancasterbid.org	Maggie Murray Events, Marketing & Content Creator marketing@lancasterbid.org	Tom Fyson BID Operations Manager info@lancasterbid.org
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Lancaster BID is made up of one full time employee and two part time employees. This very experienced team has nearly 20 years' experience of working for Lancaster BID.

Tony Johnson
After over 20 years in commercial marketing and over 10 years in management, Tony joined Lancaster BID in June 2019. Tony's organisational skills and ability to spin many plates at the same time really help in the multi-faceted role.

Tom Fyson
Tom Joined Lancaster BID in May 2016. As Operations Manager, he oversees the logistical side of our work to ensure everything runs smoothly. Tom's attention to detail and fund writing skills are vital to the success of the team.

Maggie Murray
Maggie joined the team in October 2023 and has been a breath of fresh air. Her videos and content creation are legendary and this is something we will enhance moving forward.

“ Was an absolutely wonderful day

and we met so many good people, thanks to everyone involved, we've all helped make the kids happy which is amazing.

Without you , Maggie and all the other staff members this would not have happened, so thanks to you all as well.

Mick Flanagan
Unite The Union
Supporter of Toy Appeal



What is a BID?

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

Within the defined area, a levy is charged on all business rate payers in addition to the business rates bill, other than any exceptions defined within the individual BID rules. 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 BID. 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, events programmes, extra safety/security, cleansing and environmental measures.

BIDs were introduced in the UK in 2005 and have become a great success as businesses see the benefit of taking greater control of delivering a business plan to drive footfall into their own commercial district. There are now over 300 BIDs across the UK.

Lancaster BID was established in 2013 after representatives of city centre businesses came together and wanted to make a positive contribution to Lancaster city centre. The BID was initially managed by the North and Western Lancashire Chamber of Commerce before establishing as a standalone, not for profit registered company in time for the second BID ballot. Now, as we approach the end of our third BID term, the organisation continues to go from strength to strength.

Lancaster BID has grown to become a strong voice of the local business community and is a respected partner for key organisations including Lancaster City Council and Lancashire Police. The small team of staff work exceptionally hard to deliver positive change in Lancaster city centre on behalf of our levy paying businesses.

Our Events and Marketing initiatives help drive footfall into the city whilst our strong Safe and Secure focus helps keep the city safe, and our Improvement projects help keep the city centre attractive. Looking ahead we will continue to develop these initiatives whilst continuing to roll out our strong Love Lancaster branding to a wider audience.

The BID team aim to always be approachable and encourage levy paying businesses to engage with us to share concerns, suggest ideas for new projects and to join our working groups to ensure their voice is central to all we deliver.

We work hard to secure additional income through sponsorships, grants and commercial activities to add value to the BID levy and increase our positive impact in the city centre.

We are now asking you to Vote Yes to support Lancaster BID to continue to work hard on your behalf for a further five years.



Story of the Term

Marketing Lancaster as a destination 2021-2025

LOCALS

At the start of the last term it was a major focus to get locals back into the city centre again after the horrendous pandemic that hit so hard in 2020 and part of 2021. The approach was to really get the BID brand out there with the theme around love.

We launched new promotions like:

Love Lancaster Lottery

Gave vouchers away every week to one lucky winner in a different business with the value being anything from £25 - £500.

Random Acts of Kindness

We surprised shoppers randomly by buying their coffee in a coffee shops or a pint in the pub.

Toy Appeal

The Toy Appeal goes from strength to strength and we literally generate tens of thousands of pounds worth of toys for 6 local charities. These are all purchased and donated by local, businesses, organisations and the general public.

Summer Sundays

Summer Sundays is a musical weekend event throughout the summer to entice visitors into the city on a Sunday.



We ran these on social media and really started to get a following. All this, whilst also introducing an extensive events programme, really gave the brand kudos in the local market.

VISITORS/LOCALS

In early 2023 we started work on a branding exercise. We engaged with levy payers and stakeholders to identify our strengths and weaknesses as a city centre. Our design partner, Two Stories Studio, then created a brand and strategy, and did this all for FREE. Move on a year and we were ready to launch to our levy payers.

The vision was presented at a BID breakfast and levy payers were extremely happy with the outcome - a brand that had been designed with the businesses forefront. A prose poem was written, called "City with a Story" (page 2 of this plan). It was great to see levy payers bringing this to life by producing artwork on walls and incorporating it into their own marketing. In 2025 it went up a notch as we produced our very own video; centred on bringing together everything that makes Lancaster unique into one compelling story - Love Lancaster. This was then brought to life through a film that featured 25 local businesses and organisations, and sixteen people from Lancaster for the voiceovers.



Our best performing posts

The Lancaster Story
Over 120,000 views

Snow Lion in city centre
Over 232,000 views

Light Up Lancaster
(Waterwitch post)
Over 95,000 views

City with a Story Heritage Series Episode 1
22,700 views

Toy Appeal 2025
28,200 views

Food and Drink Week
23,100 views



Safe and Secure



Max Dior
BID Warden

Andrew Snowdon
Crime Commissioner

Tony Johnson
BID Manager



£20,000



of funding was secured from the PCC for extra BID Warden Hours (2022 and 2023)

£4,000



of extra funding secured from Lancaster City Council for extra BID Warden Hours through the SPF Fund (Shared prosperity fund 2024)

£2,719



of external funding secured to support Lancashire Police operation Centurion (Summer 2025)

STREET AID

Working in partnership with Lancaster City Council, Lancashire Police and LDCVS, Lancaster BID has helped people on the street to turn a corner by encouraging people to donate £3 via text, QR code or online, rather than give people money in the street. To date, Street Aid has raised just over £18,500 - that's since January 2021 when the first terminal went out.



Improvement Initiatives



BESPOKE BUNTING

Bunting creates a vibrant and modern city feel and make it more attractive to visitors.

HEARTS AND ROSES CANOPY

The hearts go so well with the Love Lancaster branding and look great on New Street.

TAXI RANK BUS STOP

Lancaster BID Partnered with Lancaster City Council's investment of £10,000 to tidy up the taxi rank at the Bus Station.



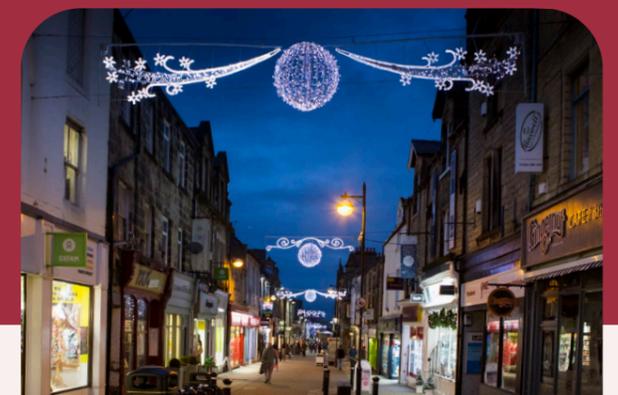
PLANTERS

Planters brighten up the city centre and make it a more attractive and welcoming place to visit.



CHRISTMAS LIGHTS/TREES

The Christmas trees in Market Square bring festive cheer to the city centre, together with the festive lighting.



Events in Numbers this Term

Winner of Tourism and Visitor Attraction Award at The Bay Business Excellence Awards 2022.

Finalist in the 'Small Event of the Year' at the Lancashire Tourism Awards in 2022 and 2023.

38



events organised by Lancaster BID

44



events supported financially, with marketing or both

41



promotions delivered



Business Support

Lancaster BID couldn't exist without the support of city centre businesses. The key focus of all our activities is to give city centre businesses a boost and make sure all businesses are well supported and feel confident that their voice is 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. We achieve this through regular newsletters by email to almost 1000 contacts, Levy Payer Surveys to hear your views,

and business events such as the themed BID Breakfasts. We also showcased and rewarded success in the city through the Lancaster BID Ambassador Awards.



BID BUSINESS BREAKFAST



Thank you for putting on a great evening on Thursday, we were really chuffed to win the Independent Retailer of the Year.

Thanks for all that you and the team do for Lancaster and its small businesses

Adam Ventress
Chapel Street Wines



BID AWARDS



Thank you for a fabulous night... the food was brilliant, the vibe was great and the business community felt amazing.

Jan Beal
The Little Shop of Handmade Loveliness

LOVE LANCASTER

“Lancaster BID does a fantastic job in bringing the business community together to collaborate and create a more prosperous city for everyone that lives and works in Lancaster. Amongst other important work, the many events that are organised drive footfall, attract new visitors and promote our wonderful culture and heritage.

Sarah Turnbull,
NatWest,
Director of Commercial Banking
Lancashire and Cumbria

The New Lancaster BID Term

2026 - 2031

What will we deliver? In our recent surveys of levy payers, you told us which of our services you value the most and what initiatives should be prioritised moving forward over the next 5-year term. We have used this information to agree **Three Key Goals** which will guide our work.



1 High quality events and festivals

We will deliver flagship events across the city centre and provide support to partners to ensure Lancaster continues to be known for high quality events throughout the year.



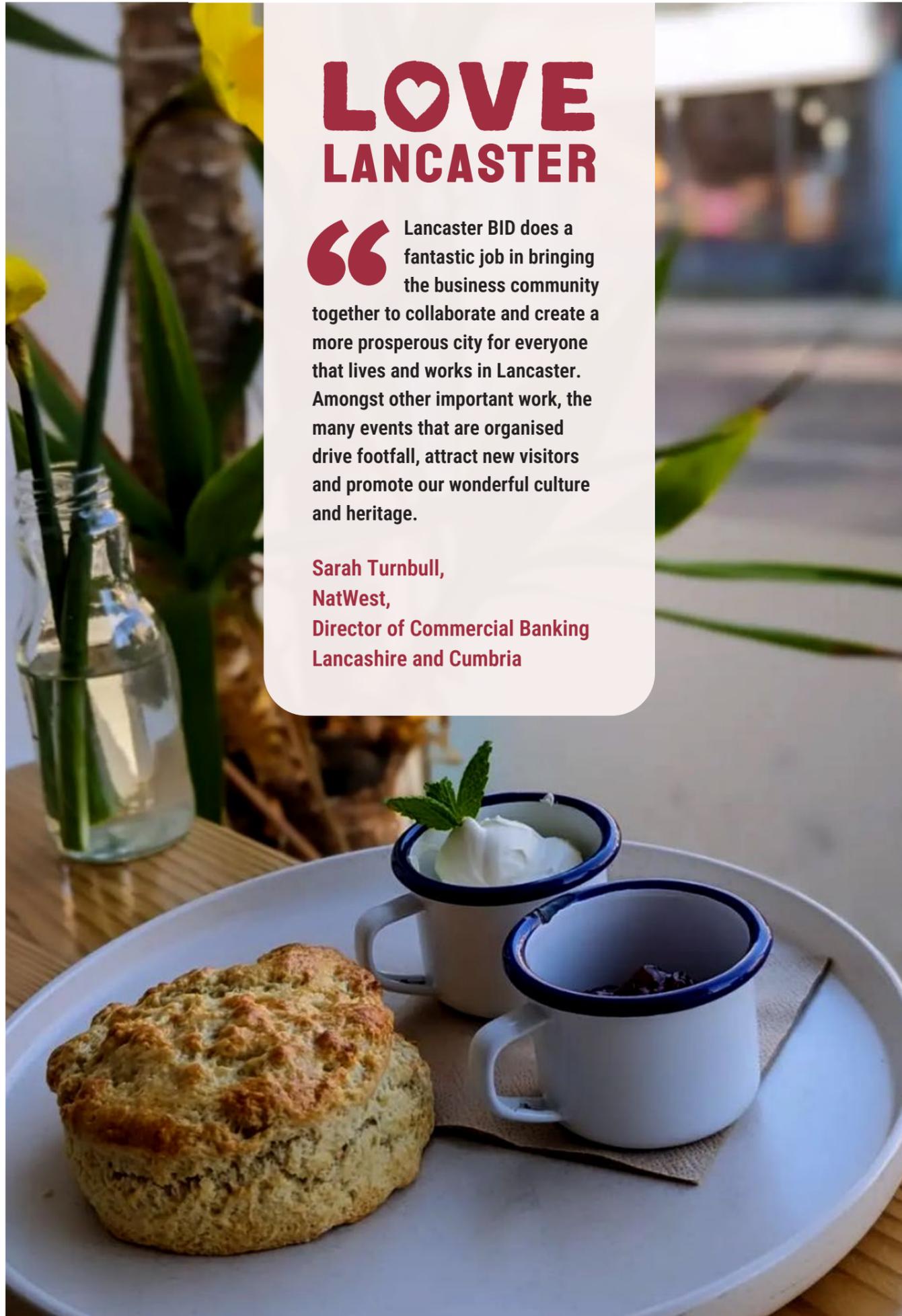
2 Marketing Lancaster as a destination

We will continue to utilise a mix of online and traditional marketing methods to market Lancaster city centre to local residents and visitors from further afield.



3 Safe and secure city centre

We will continue to provide a BID Warden to ensure visible presence on the streets and work in partnership with others to improve safety and security throughout the city centre.



Map of New BID Zone



STREETS INCLUDED IN LANCASTER BID ZONE 2026 - 2031:

- | | | | |
|-----------------------|---------------------------|--------------------|----------------------|
| Aalborg Place | Dallas Road | Market Hall | River Street |
| Aalborg Square | Dalton Square | Market Square | Robert Street |
| Aldcliffe Road (part) | Damside Street | Market Street | Rosemary Lane |
| Alfred Street | Duke Street | Marton Street | Russell Street |
| Anchor Lane | Dye House Lane | Mary Street | Seymour Street |
| Ashton Walk | Edward Street | Mawsons Mews | Sir Simon's Arcade |
| Back Queen Street | Fenton Street | Meeting House Lane | Slip Inn Lane |
| Back Sun Street | Ffrances Passage | Middle Street | Spring Garden Street |
| Bashful Alley | Fleet Square | Moor Lane | St George's Quay |
| Brewery Lane | Friar Street | Moor Street | St James' Court |
| Bridge Lane | Gage Street | Nelson Street | St Leonards Gate |
| Bridget Street | George Street | New Road | St Mary's Gate |
| Brock Street | Gillisons Lane | New Street | St Mary's Parade |
| Bryer Street | Great John Street | Nile Street | St Nicholas Arcades |
| Bulk Street | Henry Street | Nip Hill | Stonewell |
| Buoymasters | High Street | North Road | Sugarhouse Alley |
| Butterfield Street | Hillside | Parliament Street | Sulyard Street |
| Cable Street | James Lane | Penny Street | Sun Street |
| Calkeld Street | Kings Arms Close | Perpignan Way | Thurnham Street, |
| Castle Grove | King Street | Peter Street | Victoria Street |
| Castle Hill | Lancaster Gate | Phoenix Street | Waterside |
| Castle Park | Lancaster Railway Station | Pine Street | Water Street |
| Castle Park Mews | Lindow Square | Pitt Street | West Road |
| Cawthorne Street | Lodge Street | Portland Street | Wheatfield Court |
| Chapel Street | Long Marsh Lane | Priory Close | Wheatfield Street |
| Cheapside | Lower Church Street | Quarry Road (Part) | Windy Hill |
| China Street | Lucy Street | Queen Square | Wood Street |
| Church Street | Lune Square | Queen Street | |
| Common Garden Street | Market Gate | Regent Street | |
| Corn Market | | Rensburg Way | |

The streets listed above all lie either wholly or partly within the proposed Lancaster BID Boundaries. Where streets span the boundary, the definitive map should be checked to confirm exactly which hereditaments lie within the BID Zone. Contact the Lancaster BID Office if you are unsure whether your property is included.

Illustrative purposes only – contact Lancaster BID to check if you are uncertain if your business is included.

Key Goal 1:



High Quality Events and Festivals

Lancaster BID will continue to deliver an extensive programme of high profile events across the city centre.

The events are targeted at varying age ranges and are designed to drive footfall into the city centre.

Whilst flagship events in the wider district were cancelled in 2025, Lancaster BID pulled out all the stops to ensure all the key city centre events continued. It is imperative that we continue to lead the way in this arena.

We need to:

- **Run/recreate and improve the events/festivals that generate footfall and visitors to the city centre**
- **Support the events that we know work**
- **Encourage new events to start and prosper**
- **Create new events that will attract visitors**



DINO FEST

Dinosaur events are popular across the country but we feel we have a unique selling point here as Lancaster is the birthplace of Sir Richard Owen, the palaeontologist who first invented the word Dinosaur. The event has already transitioned from a single day to a city-wide weekend festival. Through partnership with the City Museum, we are working to apply for longer term funding that could showcase the story of Sir Richard and take Dino Fest to the next level.



CHRISTMAS LIGHTS SWITCH ON

The Lancaster Christmas Lights Switch On marks the official start of the festive season for the city centre and is always a real highlight in the events calendar. With a fantastic stage show in Market Square and incorporating the annual CancerCare Santa Dash, the event is always guaranteed to draw huge crowds into the city.

LOVE LANCASTER LIVE

Family friendly musical medley throughout the city centre. BID works with pubs and venues throughout the city centre to pull together and promote a programme of live music for all tastes including live acts in public spaces to ensure it is accessible to all. See page 22 for its success story!



LANCASTER DAY

This celebration of the official charter being signed in 1193 is an opportunity for all Lancastrians to get behind it. What started as a homage to our heritage has the ability to grow into a huge event moving forward.



WINTER WONDERLAND

2024 was the very first Winter Wonderland for Lancaster and what a success it was. We brought a mesmerising animatronic Snow Lion into the city that reached a staggering 232,000 views on our Love Lancaster Facebook platform. The event also included the "Giant Snow Globe", the winter sprites and Santa's grotto on a bus! The popular event has been revitalised to return in 2025.



BID AWARDS

The Love Lancaster Business Awards continue to go from strength to strength. In 2025 we received over 1700 nominations for our fantastic individuals, organisations and businesses of Lancaster. We now have a selection of awards that truly captures all the sectors of business we represent.

Love Lancaster Live



Photography by Ginny Koppenhal



Love Lancaster Live was a massive success filling Lancaster city centre with hundreds of live music performances and easily drawing the highest weekend footfall of the year to date. The celebration of music was organised by Lancaster BID to fill the gap left when the team behind the usual Lancaster Music Festival announced they were taking a year off.

From early evening on Thursday 9th through to late night on Sunday 12th October, over 450 live gigs took place across more than 50 city centre locations. There really was something for every musical taste, from samba bands to rock music, classical to pop, steel pans to DJs, folk to punk and everything in between.

Thousands of people were drawn into the city, with footfall figures showing a 38.1% increase on the previous week and an impressive 19.2% increase on the previous busiest weekend of the year.

City streets and squares were packed with people enjoying the music whilst pubs were bursting at the seams with some even having to operate a 'one in, one out' policy and cafés reported running out of food. The overall atmosphere really was incredible.

Tony Johnson, Lancaster BID Manager, said "The Music Festival weekend has always been so important to the hospitality sector in particular that we felt we just had to deliver an event to fill the gap. The hard work was rewarded by seeing the smiling crowds and seeing the participating businesses so busy. The event really was a prime example of what Lancaster BID is all about."

Phil Simpson from Lancaster Brewery added "It was a fantastic weekend, superbly organised and incredibly well supported. We had people attending events in our venues who had travelled to Lancaster from all over the country. Congratulations to everyone who helped organise this terrific event."

Tim Tomlinson, Chair of Lancaster Pubwatch said "This year's Love Lancaster Live music weekend was a huge success for the hospitality venues across the city centre. On Saturday in particular, the town was absolutely buzzing

and as is usual, it was all in very good spirits with almost no issues reported. The pubs were packed, the bands were loud and the crowds were dancing. While it was never planned to have the breadth of the full Lancaster Music Festival, it was just as exciting, energetic and eclectic as ever. A massive thank you to the customers, musicians and staff who once again made it one of the best weekends of the year."

Lancaster BID could not have delivered the event without the support of the participating businesses who worked so hard booking all their acts to deliver such a packed programme. Special thanks goes to all the musicians and the incredible bar staff who worked so hard throughout the event to keep the drinks flowing and ensure customers left happy.

The event was also made possible through the support of the sponsors. Thanks to Lancaster Brewery for supplying the specially brewed Zappa Festival Ale, Lancashire County Council Culture and Sport Fund and everyone who pledged support to the Crowd Fund campaign and to St Nics Arcade, White Cross Business Park and EDF for their sponsorship.

Love Lancaster Live may be over for this year, but there is certainly no rest for the Lancaster BID team. BID is a key delivery partner for Light Up Lancaster which lights up the city centre with superb projections and light installations from 6th to 8th November. The city centre will then be filled with music again for the launch of the festive season on Sunday 23rd November with a full stage show planned to mark the Christmas Lights Switch On. This will be followed by family friendly festive events each Sunday until December 14th.

Thanks for loving Lancaster – a city of magical events!



LIGHT UP LANCASTER

Supported 2021-2025, Lancaster BID is proud to sit on the steering group for Light Up Lancaster. Working with partners this fantastic family friendly 3 day event has continued to grow and is arguably one of, if not the biggest footfall driver of the year. For the last three years Lancaster BID has also been contracted to coordinate the event safety management part of the festival.



LANCASTER ON ICE

Supported 2021-2025, Lancaster On Ice has gone from strength to strength in this term. With it being a "commercial" event we cannot fund any part of Lancaster On Ice but we always support through our marketing platforms and are proud to have a board around the rink every year.

LANCASTER PRIDE

Supported 2021-2025, Lancaster Pride is a celebration around equality, diversity and social inclusion that brings colour and rainbows to Lancaster. The event has people coming from Euro pride and UK pride network to attend.



FESTA ITALIA

Supported 2022 – 2025, Lancaster Festa Italia is an event that celebrates all things Italian in our historic city featuring stalls with authentic Italian food and drink, entertainment, children's activities and also showcasing Italian dance and music. Lancaster BID established the festival and delivered it for two years before passing the baton to Totally Local Lancaster. Lancaster BID has continued to provide funding for this popular event for the past 4 years and also assists with marketing through our social media platforms.



LANCASTER MUSIC FESTIVAL

Supported 2021-2024, we are sure this massive event will come back in 2026 and we, of course, will provide funding, marketing and business support like we have done in the past.



CHINESE NEW YEAR

Supported 2022-2026, this celebration of the Chinese culture really brightens the city centre up at a drab time of year. When the organisers re-invented the celebrations in 2022 we were very keen to support with funding and marketing, something we will continue into the next term.

BID Supported Events

In addition to delivering our own events Lancaster BID provides funding, marketing and in kind support to a wide range of events organised by other organisations in the city centre.

Support from Lancaster BID enables event organisers to attract additional income and increase the size of their events to maximise benefits to the city centre businesses.

“Over several years, we have worked closely with Lancaster BID, who have been a tireless and dedicated partner, helping us to deliver the much-loved annual Light Up Lancaster festival. The BID team's support is invaluable - from making connections with city businesses to expert advice on event management, they have worked alongside us to make the event increasingly successful, and have helped us to increase footfall in the city centre to more than 91,000 in 2024, with an economic impact of £1.7M.

Julie Brown
Imitating the Dog

Key Goal 2:



Marketing Lancaster as a Destination

GEOGRAPHICALLY TARGETED CAMPAIGNS

Geographically targeted campaigns with the Love Lancaster/City with a story branding. Potential of joint initiatives with Lancaster City Council and Morecambe BID.

DEVELOPMENT OF "COACH PARTY" STRATEGY

Development of "Coach Party" strategy with partners including Lancaster City Council and Morecambe BID.

EDEN NORTH

Eden Project Morecambe is poised to commence development and due to become operational during our next term. We have already developed a strong relationship with the Eden team and will work hard to ensure the impact of this nearby strategic development delivers benefits to Lancaster city centre.

NEW PRODUCTION OF GUIDES

Heritage, Hospitality and Independent guides.



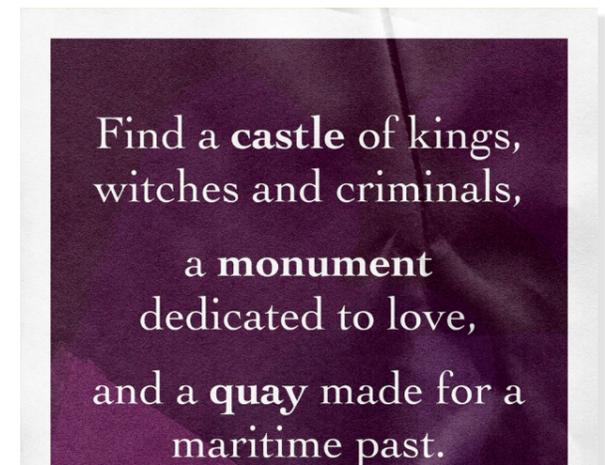
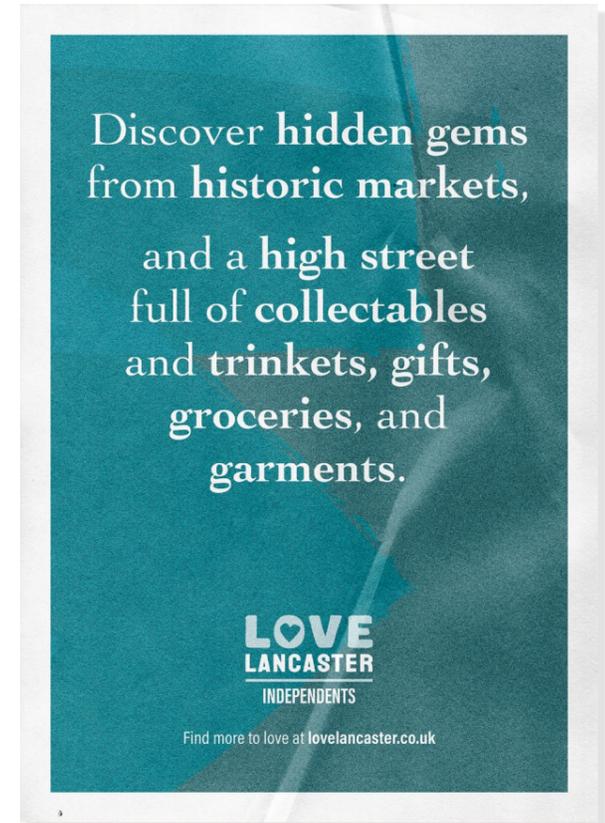
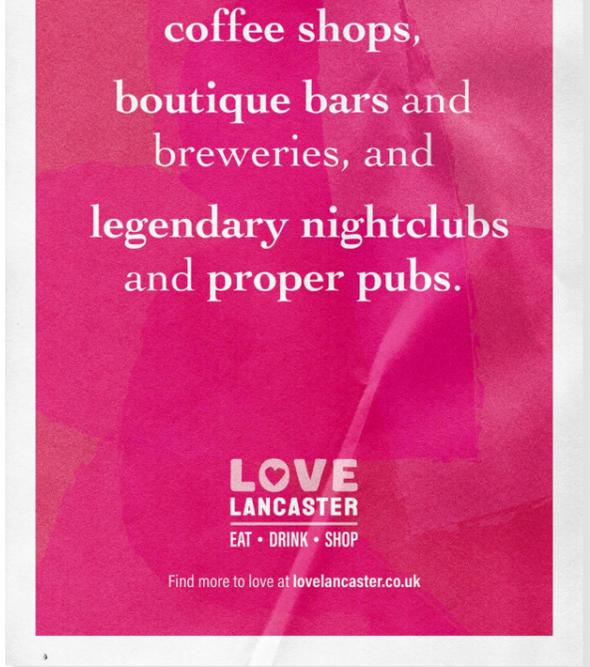
LONG STANDING PARTNERSHIPS

Continuation of long standing partnerships with local media groups.



DEVELOPMENT OF LOVELANCASTER.CO.UK.

Build a business directory.



Key Priority 3:



Safe and Secure City Centre

BID WARDEN ON THE STREETS 7 DAYS PER WEEK

It is vitally important to Lancaster City Centre moving forward that our wardens are on the streets seven days per week. Intel shows us that individuals now know patterns of work of our wardens and partake in ASB in the hours we don't have anyone to tackle them. By having a "flexible" 7 day plan we feel we can reduce low level ASB across the city centre. A final decision has not been made but recommendations are 49 hours or 56 hours per week.



Max Dior, BID Warden

SAFER LANCASHIRE BUSINESS PARTNERSHIP - JOINT ADVISORY BOARD

This has recently been set up by Clive Grunshaw the Police and Crime Commissioner and Lancaster BID have been encouraged to sit on the board. This will help keep relationships strong between Lancaster BID and the Police and Crime Commissioner.

DISC

Lancaster BID will continue to subscribe to DISC online reporting system and offer it free of charge to levy payers for reporting incidents taking place in the city centre. The system allows GDPR compliant sharing of information about incidents, including photos of the people involved. DISC can be used to report non-urgent crimes directly to the police and to administer a banning system to ban regular known offenders from the premises of all member businesses.



Being part of Lancaster BID has been invaluable for us at TK Maxx. The BID fosters a real sense of community among city centre businesses, providing a collective platform where we can share ideas, collaborate, and address common challenges together.

What sets Lancaster BID apart is its clear strategic direction. By driving business-led initiatives and inviting input into their delivery plans, the BID ensures that local businesses like ours have a genuine voice in shaping the future development of the city centre. This level of collaboration not only supports our day-to-day operations but also strengthens the overall safety, vitality and appeal of Lancaster as a destination for shoppers, visitors, and the wider community.

Heather Walker
District Loss Prevention Manager
Merseyside and The Lakes TK Maxx

PUB WATCH

Lancaster Pubwatch is an excellent group and BID will continue to attend regular meetings to make sure known "troublemakers" for the evening economy are known to us as well as troublemakers in the daytime, who frequent in pubs will be known to the sector.



Lancaster Pub Watch are tremendously grateful for the assistance we continue to receive from Lancaster BID.

Financial support for the administration of Pubwatch and the design and production of awareness materials for members are very helpful. But more so, the work done by the Safe and Secure group to obtain extra CCTV cameras, liaison with the police, help from the BID warden in identifying offenders reducing anti-social behaviour, plus representing our various concerns about city centre safety with the local councils and MP are all invaluable.

The bottom line is BID helps Lancaster Pub Watch keep the night time economy safer for visitors, locals and staff alike.

Tim Tomlinson,
Chair of Pub Watch

BRAND NEW COMMUNITY RADIO SYSTEM

With more and more businesses seeing the value of the Community Radio System, Lancaster BID is taking on full management of the system. To make sure we have full control and access, we are re-housing all the equipment from the police station to a new location in the city centre. With the help and fantastic work of the CSP (Community Safety Partnership) we were recently awarded a grant of £4000 from the Police and Crime Commissioner to buy new equipment and arrange the re-location. We encourage businesses to join the scheme as it's a "one off" payment of £279 + VAT to purchase a radio which comes with a 5-year guarantee.

The radios are purchased from a local security firm



Lancaster Business Improvement District is a key partner for the Police, allowing us to engage with and listen to the concerns of the business community of Lancaster as a whole. Their long standing initiative 'Safe & Secure Lancaster' has brought together a number of partners and initiatives that have directly reduced crime and anti-social behaviour in the BID area. Perhaps the ultimate accolade is that it has been so successful that other BIDs in Lancashire have adopted the approach to address their own issues.

Consulting with Lancaster BID whilst planning Policing operations means we can work effectively to address the issues that their levy payers feel are important to them. This has led to increased focus on shoplifting through Operation Vulture and street drinking through Operation Paragon. Engaging the business community through BID has led to reduced crime and more effective civil orders being obtained which target the most prolific offenders. Their support with CCTV and the BID warden are so effective that they are now an integral part of policing the city centre.

We look forward to continuing the relationship with Lancaster BID, building on the successes of Safe & Secure Lancaster well into the future.

Sergeant 1938 Lindsay Brown,
Lancaster & Morecambe
Neighbourhood Policing

LOVE LANCASTER

Lancaster BID has implemented a wide range of initiatives to make the city centre cleaner, more attractive, and welcoming for everyone. This has included enhanced street cleaning, providing cigarette bins to the hospitality sector, and a dedicated Spring Clean Week - a community and business-driven effort to tackle litter and keep our city centre and surrounding area clean!

A variety of projects have also helped make the city centre brighter and more vibrant. These include decorative planting throughout the city, and regular seasonal displays such as an extensive Christmas lights display, summer bunting, hearts and roses canopies, murals and more...

The Love Lancaster logo and accompanying artwork have also been added across the city, including a striking mural on the wall in St Nicholas Arcades, celebrating the city's identity and enhancing its visual appeal.

Improvements



Investment in Christmas Lights

Lancaster BID will continue to invest in the Christmas Lights as it's a vital time of year for our businesses and we want the city centre looking great. There are 5 of the main trees that still need "modern" lights in them and we'd like to commit to all of these in the next term. We will also continue to improve the legacy lighting that we have had for years, and any money made from City Centre banner management will be put into it.



Brand New Bunting

Our bunting is looking tired so a new design will be up for the new term.



Hearts and Roses Canopy

The hearts go so well with the Love Lancaster branding and fit with New Street so well. This will continue into the next term.



City Centre Murals

Through a partnership working with The Dukes Theatre at the end of 2025 we commissioned two murals to be produced in Frances Passage and Common Garden Street. The vision in the next term is to create more areas across the city that can use artwork to brighten the city up, potentially even leading to an art trail.



Planters/Planter Maintenance

We will continue to look for other areas in the city that could benefit from planters/colour.



Love Lancaster Spring Clean Week

Our first year of running this in 2025 was such a great success that we feel it can be really developed over the coming term. Another example of a great partnership working.



THE
BIG
LANCASTER
SPRING
CLEAN

Business Support



Love Lancaster Business Awards

This celebration of all things great about Lancaster will definitely continue into the next term. The Awards have gone from strength to strength each year and give businesses well deserved recognition whilst showcasing the very best our wonderful city has to offer.



Brand New Data Provider

In the next term we are planning to partner with Lancaster City Council and Morecambe BID to get a new system for tracking footfall. The new system doesn't just track numbers, but it tells us where people are from, how long they are staying in the city, the busiest areas (hotspots) and if they go around the district. This has to help us with our marketing campaigns and, with us working in partnership, "should" save us money.



Vacancy Reports

We will continue to do our own monitoring of vacant units across the city centre. We are currently tracking better than the national average, but by doing them quarterly helps us measure against other towns and cities.



Love Lancaster Brand Developments

The Love Lancaster brand was always developed with our businesses in mind so any developments will be included in the brand book.



BID Breakfast

We will continue to run these on topics that matter to our businesses. Potential breakfasts coming up in the near future: Safe and Secure, Eden Project and Canal Quarter update from the developers.



The Professional Pod

The Professional Pod is a laid-back but informative dive into Lancaster's professional scene – where business chat meets bar banter. Each episode, we pull up a stool with the city's business owners and professional service pros, swapping stories, insights, and maybe a few pints in Lancaster's best bars and hospitality spots. It's where professionalism gets a splash of personality

Green Agenda

Although the environment and green agenda was not raised as a key priority by the majority of businesses responding to our consultation, Lancaster BID recognises the importance of reducing the impact of our own activities on the planet. Where possible we will consider our environmental impact when planning our activities.



We will continue to develop initiatives targeted at keeping our city clean and free of litter including our Big Lancaster Spring Clean and providing cigarette bins to businesses in the hospitality sector.



Where the size of an event justifies external trading stalls, we will prioritise suppliers of local sustainable products where these are available and appropriate to the event.



Seek to design our event banners to enable them to be updated with new dates and sponsor details so they can be reused where possible for annual events.



We are aware of the strong green agenda within Lancaster City Council and we monitor environmental information and training offered by them and other local organisations including Lancaster and Morecambe College, Lancaster University and local charitable organisations. Where these are targeted at businesses we share this information with levy payers to ensure they are kept fully informed and have the opportunity to participate if they feel it is appropriate for their business.



Purchase high quality items, for example gazebos and office computers, to ensure they last a long time. Items will be repaired if necessary and we will seek to recycle them responsibly at the end of their life.



We will seek to use local suppliers of goods and services where possible and will always give levy payers the opportunity to quote when we tender for anything they provide.



We are also aware of the increasing importance of Corporate Social Responsibility to businesses. We will continue to listen to our levy payers and will develop a wider range of environmental initiatives if demand increases.

2026-2031 Financial Projections

For the last thirteen years the BID levy has been fixed during the five year term, this has been difficult to manage with increasing costs happening all the time but our income remaining stagnant. To help maintain the level of delivery expected we have decided to increase the levy by 0.01% of your rateable value each year to try and help with increases in certain areas.

The financial projections assume a levy collection rate of 93% which is in line with what Lancaster BID has collected in the past and falls in line with national average.

We have assumed our commercial income and securing of grants will remain consistent with the previous five years as we have developed fantastic partnerships.

To ensure we deliver excellent value for money for levy payers we will have our usual strong focus on securing additional income streams to add to our overall budget to benefit Lancaster City Centre.

We will continue to work hard to keep overhead costs low, this means that an amount greater than the total levy collection is expected to be available for investment directly into project delivery for the benefit of Lancaster City centre businesses.

Financial Projections for new BID term: 2026-2031

Income

Year	2026/27	2027/28	2028/29	2029/30	2030/31	
BID Levy Income	£284,000	£285,400	£287,000	£288,500	£290,000	
Additional Income	£66,000	£66,000	£66,000	£66,000	£66,000	Total Income 5 Years
Total Annual Income	£350,000	£351,400	£353,000	£354,500	£356,000	£1,764,900

Expenditure

	5 Year Total
Project Delivery Costs	£1,530,000
Administration and Overheads	£220,000
Total Expenditure	£1,750,000

Reserves

	Over 5 Years
Total Income	£1,764,900
Total Expenditure	£1,750,000
Balance Reserves	£14,900

In year one if your rateable value is £11,000 on 31/3/26 you will pay £203.50

In Year one if your rateable value is £18,500 on 31/3/26 you will pay £342.25

In Year one if your rateable value is 30,000 on 31/3/26 you will pay £555.00

Our Finances will continue to be managed by a contracted accountant with regular reporting for scrutiny to our Finance and Strategy sub group and BID Management Board. Accounts are externally verified and are available to all levy payers.

Lancaster BID always seeks to ensure excellent value for money for levy payers. In line with our ethos we will always seek suppliers from within the Lancaster district wherever possible. Where appropriate BID levy payers will be encouraged to quote to provide services.

When will I have to pay?

The five year term will commence on 1st April 2026. BID levy bills will be issued by Lancaster City Council in April each year as a one-off annual payment. 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.

Any questions?

To check if you are included within the Lancaster BID Zone, or to check your rateable value to calculate the amount you will have to pay contact the Lancaster BID team on info@lancasterbid.org or phone **01524 590650**.

Governance Arrangements

Lancaster BID is established as an independent not for profit Limited Company (Reg No 10080270). This ensures direct local control and oversight of all our decision making to deliver maximum benefits to city centre businesses. The company is overseen by a Board of Directors which is guided by decisions made by the Lancaster BID Management Board. The company is VAT registered and produces accounts which are externally verified by a qualified accountancy firm.

BID Levy Rules

- Lancaster BID levy will be calculated using the rateable values effective on 31/03/2026 for the full five-year term. New additions to the ratings list during the term will have BID levy liability calculated using the valuation first notified to the Business Rates team.
- BID Levy for financial year 2026/27 (commencing 01/04/2026) will be charged at 1.85% of rateable value effective on 31/03/2026.
- BID levy charges will then increase by 0.01% of rateable value in each remaining year of the BID term (2027/28: 1.86%, 2028/29: 1.87%, 2029/30: 1.88% and 2030/31: 1.89%).
- This will be the fourth term of Lancaster BID and will run from 1st April 2026 for 5 years until 31st March 2031
- 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 £9,000 and above within the Lancaster 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, other than schools in the state education sector which are exempt from the BID levy.
- The BID levy will be used to fund the delivery of initiatives as outlined in this Business Plan or other activities of benefit to Lancaster city centre which are responsive to emerging priorities and approved by the Management Board.
- 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.
- 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 Lancaster BID means replacement of the existing BID at the end of its current term (March 2026) with a new arrangement covering an extended area illustrated by the 'BID Zone' map (page 16) 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 £9,000 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.
- Where the rateable value for an individual hereditament changes due to a successful challenge and results in a change to BID levy, then this comes into effect only from the start of the financial year in which the change is made and no refunds will be issued for previous years. This is known as the closed year rule.

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.

Business Testimonials

“ The work Lancaster BID does for our city is truly invaluable. Tony and the team’s dedication to supporting local businesses goes far beyond the basics – they offer consistent, hands-on support and actively help us all to thrive. What sets them apart is how they bring businesses together, creating a strong sense of community and shared purpose. In a time when connection and collaboration are more important than ever, Lancaster BID plays a vital role in building a supportive, united local business network. We’re proud to be part of it.

Nina Wilson
General Manager Royal Hotel and Bar

“ Here at St Nics, we greatly value the work of Lancaster BID in making our city a safer, cleaner and a more vibrant place.

The visible presence of the BID Warden, ongoing support for independent traders and other businesses, along with the diverse range of events and promotional activities that Lancaster BID deliver, makes our city not only a thriving destination to visit, but also a better place to live, work and shop.

Jolanta Cross
Centre Manager, St Nics



“ Yourselves and all the teams / businesses involved on the 2024 Toy appeal put so much work into this and I can see the logistics needed to happen to make it all work so smoothly.

Lisa Lambert
Cancercare



Business Testimonials



“ It has been really rewarding to work with the BID over the last few years, developing Lancaster’s Dino Fest into both a popular and an educational event, by drawing on Lancaster’s rich and historic connections with Sir Richard Owen, inventor of the term ‘dinosaur’ and first Director of the Natural History Museum.

Carolyn Dalton
Museum Development Manager,
Lancaster City Council

“ Thank you Lancaster BID and Co for sorting every year, great to see some new and familiar faces making a difference in our local communities – there will be some happy kids this Christmas.

James Cookson
The Cumberland



“ When I first opened my business in Lancaster I was unsure of what Lancaster BID had to offer me. I was hesitant to engage but when I did, I became aware of the many things open to me. These have included important networking with other hospitality and independent businesses, marketing opportunities and great events. This doesn’t even cover the impact Lancaster BID has had making Lancaster a cleaner, more inviting city.

Patrick Hall
Owner of Tipple and Runner Duck

How to Vote

The vote will be via a postal ballot which will take place between 8th January and 5th February 2026. Results will be announced by 5pm on Friday 6th February 2026.

All defined business ratepayers with a rateable value of £9,000 or above in the BID area will be given the opportunity to vote during the formal ballot period.

Each ratepayer will be entitled to one vote per hereditament on which a BID levy would be paid. It will be possible to appoint a proxy to vote on your behalf and information on how to do so will be included with the ballot information sent to you. The ballot will be a confidential ballot managed by UK Engage.

Look out for the ballot papers coming through your door in January and make sure you place your vote to be certain that your voice is heard.

Any ballot queries or missing ballot papers should be brought to the attention of Lancaster BID as soon as possible on info@lancasterbid.org or 01524 590650.

LOVE LANCASTER EVENTS

Love live music in great venues, family friendly festivals, and plays in the park.



LOVE LANCASTER INDEPENDENTS

Love hidden gems from historic markets, and a high street full of collectables and trinkets, gifts, groceries, and garments.



LOVE LANCASTER HERITAGE & CULTURE

Love a castle of Kings and criminals, monuments to love, and a Quay made for a maritime past.

Love a history of mystery, witchery, heartache, and horror.

Love cobbled streets, city squares, a Little Crooked House, and a Bashful Alley.

Love paintings, priceless pieces, and performances; galleries, gigs, and comedy gags.

LOVE LANCASTER EAT • DRINK • SHOP

Love eclectic coffee shops, boutique bars and breweries, and legendary nightclubs and proper pubs.

Love breakfast, brunch, lunch, dinner, AND tea.

LOVE LANCASTER EDUCATION

Love world-class education, building a career, building a home, building a life.



LOVE LANCASTER



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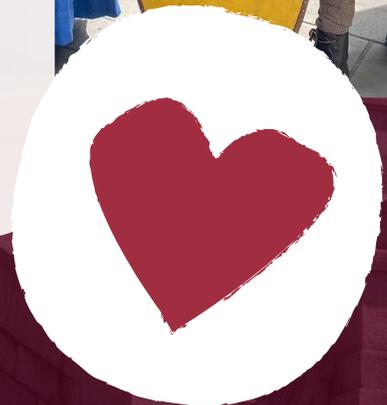


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Love Lancaster.
A rich history,
an even better future...

