



NEWSLETTER

southportbid.com

OCTOBER 2018

WORKING IN PARTNERSHIP FOR SUCCESS

Next month we enter our fifth and final year of this current BID term. What happens when we come to the end of that fifth term will be down to our business levy payers and their voting preferences in the new ballot.

That ballot takes place next May.

Voting Yes in the ballot will secure a further five-year term and a budget of around £2,250,000 spread over five years to continue the work that we're doing to promote and invest in our town centre.

We'll be consulting on our draft proposals for the new term throughout November. Further details will be published on the BID website southportbid.com.

A few weeks ago we entered Wesley Street into the Great British High Street Awards. Whilst our entry didn't make the shortlist it was recognised with a Special Mention by the shortlisting panel

All the special mentions have been added to the Great British High Street website and can be found at thegreatbritishhighstreet.co.uk



Hugh Evans

30 Minute Parking

Autumn Events

Shopping & Dining

FOCUS GROUPS

*9.30am Monday mornings in November
Promenade Office*

Our weekly focus groups are running until the end of October and are an opportunity to discuss and consult on the BID proposals for the next five years. Please email or call to put your name down.



Southport Halloween Festival

OFFICIAL 2017 TOURISM FIGURES

The independent tourism data has been released for 2017's season and Southport performed well.

Visitor Numbers – 9.1m - 4.2% increase

Staying visitors – 755,000 - 4.6% increase

Economic Impact – £555m - 7% increase

Total Employment – 6,755 - 4.8% increase

SPOOKY SOUTHPORT

This year's full line up is all centred around a haunted town centre maze! Find out more at spookysouthport.com. The festival runs from the 25th - 28th October.



#spooky
southport

Friday 26th - Sunday 28th
The Haunted Maze 11am - 4pm

Thursday 25th
Pirate Pandemonium 11am, 12.30pm, 2pm
Under 8's Maze Mayhem 11am - 4pm

Friday 26th
Trick or Treat Trail & Fancy Dress 11am, 12.30pm & 2pm

Saturday 27th
Here Be Dragons 11am, 1.30pm, 3pm
The Treants 12pm & 2.15pm

Sunday 28th
The Greatest Halloween Show 12-3pm



GET INVOLVED!

Our 'Spook up your Business' competition is back! Get your window displays looking as creepy as possible and send in your pictures to us. The photos will go up on Facebook and the picture with the most likes wins.

Advertise your event or offer

Putting on a great Halloween event? Special menu or spooky offer? Send us all the details and we will add them to the dedicated spookysouthport.com site and share them on Facebook.

Tag @Spookysouthport for social media shares or use #spookysouthport



SOUTHPORT HALLOWEEN FESTIVAL

spookysouthport.com

OVER 500,000
REACHED ON
FACEBOOK
IN 2017



ENVIRONMENT & CRIME

Southport Business Against Crime

Almost 100 users are now signed up to the town centre radio network. The network allows retailers, pubs and clubs, the police and the CCTV operators to communicate quickly and easily with each other. Members also receive crime updates, news items, and details of offender banning notices. To find out more contact the BID office on 01704 538382.

Our Ambassadors have been working hard reporting environmental issues to help keep our town looking it's best

In the last quarter they have made the following reports:

- 32 graffiti & fly posting reports
- 21 damaged street furniture & lighting
- 27 illegal street trading & chuggers
- 145 rough sleeping & begging

Over 10,500
visitors were
greeted



Free business support clinics

Brought to you by Sefton Growth Hub with support from the BID, these clinics are a great way to get free advice and support from experts and professionals from the world of business.

Come and meet the business clinic mentors including accountants, solicitors and entrepreneurs who are keen to help you grow or start your business.

All year round, Sefton Growth Hub provides a single point of contact for any business, any size, any sector from Sefton.

Sefton Business Clinics are free, drop-in events.

Find out more by calling Invest Sefton on 0151 934 3452

BUSINESS PLAN CONSULTATION

If you would be like to be part of a series of focus groups designed to discuss our business plan going forward please get in touch.

We go to ballot on our next five year term in the Spring. Over the last few months we have been collecting extensive feedback on our projects so far and on potential ideas going forward.

This feedback has been collated and used to create a draft manifesto.

The focus groups will give you the opportunity to discuss and debate the project proposals with fellow

business owners.

You will work together in the groups with us and other levy payers to evaluate how the budget is best spent to bring the most benefit to the town as a whole.

The results of the discussions will then be taken into full consideration when the final manifesto is voted upon by the Board. We want to make this BID work for you and work for the town,

To attend please contact the office on 538832 or email info@southportbid.com



**Every Monday 9.30-10.30am
BID Office, Promenade**

Plans for the Big Switch On announced



Our big Christmas Switch on is back and bigger than ever!

Once again we will be delivering a huge event, with a full afternoon of entertainment family entertainment.

The entertainment will begin at 2pm with a great children's act. There will be stage entertainment throughout the afternoon, including fairground attractions, Santa, Reindeer and walkabout performers and entertainers.

Last year's event was a huge success, attracting over forty five thousand into the town centre over the course of the afternoon and a peak crowd at the switch on moment of approximately four thousand.

Last year's event had a superb family feel, with people making a full day of it – enjoying entertainment, rides and street performances then going to enjoy dinner before the main event at 5.30pm.

Over 45,000 in town on the day of 2017's event

We have some big surprises coming this year for the switch on itself and some even bigger ones for the Christmas period as a whole - watch this space or follow us on Facebook or Twitter for announcements.

Two major acts already confirmed... announcements coming soon!



We are partnering with Visit Southport on a Christmas season campaign for the town

Late night shopping

In 2016, Chapel Street retailers asked for us to facilitate a late night shopping events. We were happy to support it and provided festive street entertainment, free parking from 3pm and marketing for the event.

Retailers on Chapel Street reported strong sales for each of the nights and have requested

we support a late night event this Christmas.

The event will be on Thursday 13th December until 8pm.

We will support it with festive entertainment and marketing but would love retailers to put on their own showcases and events to make it a real experience for shoppers.

