

# Working Together WE CAN MAKE A DIFFERENCE

The Next Five Years 2017-2022



Bournemouth  
COASTAL BID





**A BUSINESS IMPROVEMENT DISTRICT 'BID' IS A GEOGRAPHICALLY  
DEFINED AREA WHERE BUSINESSES COME TOGETHER AND AGREE  
TO INVEST COLLECTIVELY IN PROJECTS AND SERVICES WHICH  
IMPROVE THEIR TRADING ENVIRONMENT**

**OVER THE LAST FIVE YEARS THE COASTAL BID HAS  
STIMULATED THE INVESTMENT OF £6,500,000  
FOR THE BENEFIT OF LEVY PAYERS**

**DURING THE NEXT FIVE YEARS THE ADDITIONAL IN CASH /  
KIND BENEFITS ARE CALCULATED AT £4,000,000 BY  
CONTINUING SUCCESSFUL PARTNERSHIP VENTURES WITH  
PROJECT PARTNERS AND OTHER PROVIDERS**



# Chairman's INTRODUCTION

The Bournemouth Coastal BID represents approximately 660 eligible businesses within the Coastal BID area. Between 2012 and 2017, the Coastal BID has helped enhance Bournemouth as a vibrant, attractive, eventful, connected, safe and successful environment in which to do business.

We have achieved a lot, but there is still more to be done.

The budget for the next five year term will be £2,526,400 BID levy, plus with our expertise of strong venture partnerships leveraging voluntary contributions of £4,000,000. The total budget of £6,526,400 reflects exciting plans including staging a unique national Christmas attraction over the six week festive period for the five year BID term.

This document includes:

- ★ The Business Plan - setting out the aspirations of businesses for the next five years (p7)
- ★ A record of the wide consultation that has taken place over the last 18 months (p65)
- ★ A snapshot of the many successful activities the Coastal BID delivered in its first five years (p72-75)

It is now time to vote to renew the Coastal BID for a further five years.

**To ensure that the growing momentum is carried forward, I would ask you to vote "YES" to renew the Coastal BID.**

Paul Clarke

Paul Clarke  
Chairman – Bournemouth Coastal BID







# Executive SUMMARY

Bournemouth Coastal BID is delivered through Bournemouth Coastal BID Ltd. (Coastal BID), a not-for-profit company, limited by guarantee, with a board of directors elected from members of the Coastal BID Company.

Coastal BID is now approaching the end of its first successful term as a Business Improvement District (BID). This business plan gives detail about projects, proposals, finance and governance to be taken forward by businesses for the next BID term 2017-2022, subject to a successful ballot.

## VISION

**The Coastal BID will raise the profile of the Bournemouth area as a year-round destination by highlighting the uniqueness and variety of the individual trading districts, to support your business.**

## STRATEGIC OBJECTIVES

- Increase the number of people visiting Bournemouth and persuade them to stay longer
- Encourage people to explore our unique coastal districts
- Improve and develop a distinctive experience in all locations within the Coastal BID area
- Encourage the growth and development of businesses
- Attract more spend and new investment into the coastal districts

The vision and strategic objectives will be delivered through four overarching themes, bringing renewed vigour and a fresh approach for 2017-2022.



## MAIN CHANGES FOR THE NEW BID TERM

- The inclusion of the office sector on 1% BID levy
- Small boundary changes around the fringe of the Town Centre BID area
- Rateable value threshold increased to £12,000
- Division of the Coastal BID area into eight (rather than three) trading districts
- Annual change in the Consumer Price Index to be applied to the BID Levy
- Greater input at grass roots level, with a leaner Board focussed on strategy

The Business Plan has been developed in line with best practice and guidelines of the 'Industry Criteria and Guidance Notes' prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF) and the 'Business Improvement District Guidance and Best Practice by Department for Communities and Local Government (DCLG) and the Association of Town and City Management (ATCM).

# The Business Plan

## 2017-2022

### VISION, OBJECTIVES AND THEMES

The response from businesses has confirmed that the original vision and objectives for the Coastal BID remain valid for the next five years.

### VISION

The Coastal BID will raise the profile of the Bournemouth area as a destination by highlighting the uniqueness and variety of the individual trading districts, to support your business.

### STRATEGIC OBJECTIVES

- Increase the number of people visiting Bournemouth and persuade them to stay longer
- Encourage people to explore our unique coastal districts
- Improve and develop a distinctive experience in all locations within the Coastal BID area
- Encourage the growth and development of businesses
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### THE THEMES



#### INVESTING

in our communities

Promoting Bournemouth as a destination, but with greater emphasis on the eight trading districts.



#### INVITING

more visitors & residents

Carefully targeted marketing and events aimed at attracting more visitors and residents.



#### INSPIRING

people to return

Greater emphasis on placemaking, inspiring customers to come back again and again.



#### INVOLVING

informing & supporting

Increasing business support in its many forms to give businesses a competitive advantage.

# INVESTING in our communities







Two key messages from the consultation were the continued importance of destination marketing as well as the desire to see even greater emphasis placed on the trading districts, continuing a theme which has been evolving during the first five years.



## Your COASTAL BID WILL:

- Invest 100% of the BID levy to support local businesses
- Continue to market Bournemouth as a year-round destination offering world-class experiences
- Help create and emphasise the distinctiveness of the eight trading districts within the Coastal BID based on their natural and built assets alongside their business environment
- Realign the budget to show a transparent relationship between the income from the eight trading districts and the money spent on projects benefitting those areas
- Use economies of scale wherever possible to deliver projects across the trading districts

**64% OF SURVEY RESPONDENTS SAID MARKETING BOURNEMOUTH AS A DESTINATION IS STILL IMPORTANT**

	 INVITING	 INSPIRING	 INVOLVING	 Operational Costs	 Contingency	 TOTAL
<b>BOSCOMBE</b>	£1,220,000	£250,000	£180,000	£105,000	£35,000	£1,790,000
<b>EAST CLIFF</b>	£920,000	£440,000	£120,000	£120,000	£40,000	£1,640,000
<b>POKESDOWN</b>	£21,000	£35,000	£5,400	£3,000	£1,000	£65,400
<b>SEAFRONT</b>	£365,000	£194,000	£23,500	£19,000	£7,000	£608,500
<b>SOUTHBOURNE</b>	£210,000	£70,000	£41,000	£35,000	£11,000	£367,000
<b>TUCKTON</b>	£20,200	£53,800	£8,000	£19,000	£6,000	£107,000
<b>WESTBOURNE</b>	£100,000	£129,000	£95,000	£60,000	£20,000	£404,000
<b>WEST CLIFF</b>	£1,125,000	£150,000	£135,500	£100,000	£34,000	£1,544,500
<b>TOTAL</b>	£3,981,200	£1,321,800	£608,400	£461,000	£154,000	£6,526,400

Bournemouth Coastal BID is based on a BID levy of 1.5% of the rateable value of every eligible business, discounted to 1% for the office sector, generating circa £2,526,400. Matched with venture partnerships and other voluntary contributions this will generate circa £4,000,000 for BID projects over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.



# INVITING

*promoting to  
more residents & visitors*

Marketing and events underpin the activities needed to attract more, new customers, enhancing the trading environment not only across the Coastal BID area as a whole, but also locally within the trading districts.

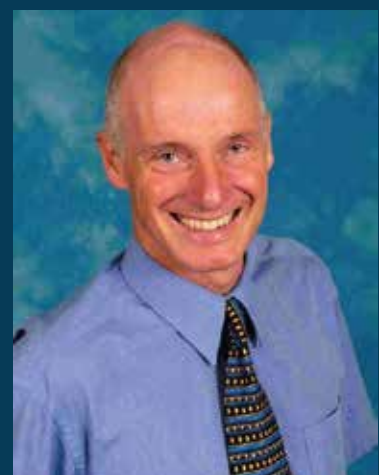


## Your COASTAL BID WILL:

- Continue to market Bournemouth as a year round destination, with the emphasis on the off-season periods
- Continue to support the marketing of Bournemouth as a destination for conferences with over 400 delegates, especially through Business Events Bournemouth
- Based on the distinctiveness of each trading district develop a unique plan to enhance that area through appropriate, carefully targeted marketing
- Support and encourage a wide range of sustainable, signature events aimed at bringing additional footfall to both the trading districts and the town

**"It's vital we maintain a high profile for Bournemouth against continued competition from other destinations."**

**MARK SMITH**  
Director of Tourism



**"The Coastal BID provides a trusted and sustainably financed vehicle through which the trading districts can market themselves and deliver new events."**



## INVITING

<b>BOSCOMBE</b>	<b>£1,220,000</b>
<b>EAST CLIFF</b>	<b>£920,000</b>
<b>POKESDOWN</b>	<b>£21,000</b>
<b>SEAFRONT</b>	<b>£365,000</b>
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<b>WESTBOURNE</b>	<b>£100,000</b>
<b>WEST CLIFF</b>	<b>£1,125,000</b>
<b>TOTAL</b>	<b>£3,981,200</b>

**"Business tourism and the conference market is an essential part of our business mix, something which we depend on the Coastal BID to help us with."**

**MICHAEL POUX**  
Manager, Hilton Hotel





# INSPIRING

## people to return

Ensuring people enjoy their experience in a safe, secure, clean, welcoming environment is essential to attracting repeat visits to the area. From the consultation businesses said they would like the Coastal BID to be more involved in aspects of placemaking and visioning for their areas over the next five years.

**"Offering a world-class experience, safe and clean streets are vital if we are to attract longer stays and return visits."**

**"People have much greater choice as to where they visit. We need to ensure that people enjoy their time in Bournemouth and act as our ambassadors when they return home."**

**"The Coastal BID is well placed to facilitate and encourage other groups and organisations to partner with us to further improve the experience of visiting our trading districts."**

**71% OF SURVEY  
RESPONDENTS SAID  
PARTNERSHIP  
WORKING IS IMPORTANT**

## Your COASTAL BID WILL:

- Seek to improve the overall experience of people visiting the Coastal BID areas, including legacy public realm projects
- Work with local associations and forums to identify and address areas of concern
- Highlight aspects where it is felt improvements can be made and seek to find ways to encourage and achieve these by working in collaboration and partnership

## INSPIRING

<b>BOSCOMBE</b>	<b>£250,000</b>
<b>EAST CLIFF</b>	<b>£440,000</b>
<b>POKESDOWN</b>	<b>£35,000</b>
<b>SEAFRONT</b>	<b>£194,000</b>
<b>SOUTHBOURNE</b>	<b>£70,000</b>
<b>TUCKTON</b>	<b>£53,800</b>
<b>WESTBOURNE</b>	<b>£129,000</b>
<b>WEST CLIFF</b>	<b>£150,000</b>
<b>TOTAL</b>	<b>£1,321,800</b>

# INVOLVING

## informing & supporting

Business support will be as important over the next five years as it was during the first five. Businesses identified the benefits of collaborative buying alongside the need to better understand the marketing and event opportunities available through the Coastal BID.



### Your COASTAL BID WILL:

- Through a dedicated Business Support Officer, Coastal BID can highlight business opportunities so you can choose which are most appropriate for you
- Keep you informed through regular multi-channel communications, including: printed bulletins and e-newsletters, the website ([www.coastalbid.co.uk](http://www.coastalbid.co.uk)) Facebook, Twitter, LinkedIn, plus face-to-face and trading group meetings
- Offer marketing materials and a gallery of high quality images free to Coastal BID businesses
- Measure the impact of activities through footfall cameras, surveys and photographic evidence
- Negotiate deals through our collaborative purchasing power to help reduce your overheads
- Assist in delivering corporate social responsibility objectives

**"We need support to help us adapt and compete in the digital age."**

**"Having a dedicated person, who is able to provide advice at our place of business at a time convenient to us, is a real advantage."**

**"The Coastal BID is a powerful advocate working on our behalf. Representing 660 businesses it has a strong lobbying voice, able to champion the interests of the levy payers."**

<b>BOSCOMBE</b>	<b>£180,000</b>
<b>EAST CLIFF</b>	<b>£120,000</b>
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<b>TUCKTON</b>	<b>£8,000</b>
<b>WESTBOURNE</b>	<b>£95,000</b>
<b>WEST CLIFF</b>	<b>£135,500</b>
<b>TOTAL</b>	<b>£608,400</b>

**OVER 50%**  
OF SURVEY RESPONDENTS SAID  
**BUSINESS  
SUPPORT  
& GROUP PROCUREMENT  
ARE IMPORTANT**

# COASTAL BID Awards

## CREATIVE CONCEPT OF THE YEAR 2016

### Bournemouth Tourism Awards

The Coastal BID won the Creative Concept of the Year 2016 through the creation of local events and innovative ways to showcase the attraction of the coastal area. The Coastal BID helped to increase the number of visitors coming to the area and has always come up with new ways to get people to stay longer, to explore more and most importantly to spend more in the area. The Coastal BID created a concept that engages locals and tourists as well, to maximise the visitor experience. The Coastal BID showcases this area as a great destination year round.



## TOURISM EVENT & FESTIVAL OF THE YEAR 2016

### Dorset Tourism Awards

Silver Award - Shake & Stir Vintage Festival





# PROMOTING TO MORE RESIDENTS & VISITORS

# Boscombe

Situated two miles to the east of Bournemouth town centre, Boscombe is a popular seaside village full of character. Offering a unique shopping experience, Boscombe Pier and so much more, it is well worth a visit.

Just half a mile away from the seafront is Boscombe pedestrian precinct. Here you will find a flourishing shopping area with large retailers together with smaller independent shops, cafés and restaurants.

## **Boscombe Market & Eateries**

Something which really makes Boscombe stand out over other surrounding areas of Bournemouth is its market. Popular with locals and visitors, Boscombe Market is Bournemouth's only regular fresh food market operating from 9am-5pm every Thursday and Saturday throughout the year. Boscombe Market is a breath of fresh air in an age of packaged supermarket aisles with fresh fruit and vegetables, responsibly sourced meat, fresh fish landed daily from Brixham, all served by larger than life characters who will happily give you tips on preparation and recipe ideas.

Established 25 years ago, the market has become the 'Go to' venue for the widest range of fresh produce at affordable prices, and has become a mecca for chefs and passionate amateur cooks and those who just happen to love eating and drinking.

You'll find freshly prepared, hot and tasty dishes from across the globe, as well as traditional British dishes from burgers and pies to fish and chips. Apart from the food, there's clothing, jewellery, plants, flowers and more.

Besides from the market, you can enjoy a taste of the exotic with restaurants specialising in Indian, Nepalese, Thai, Asian, Chinese, Caribbean, Jamaican, South American, Brazilian, Spanish, Turkish, Portuguese and Bangladeshi cuisine, to surfside eateries and contemporary, vintage and hipster restaurants.

Boscombe also has two undercover shopping centres; the Sovereign Shopping Centre and the Victorian Royal Arcade, both of which you can access from Boscombe Precinct.

## **Sovereign Shopping Centre**

The Sovereign Shopping Centre is a modern establishment, offering 54 different shops including a large sized Poundland, LIDL, Wilko, Perfumes, Sports Direct, high-street fashion from Pep & Co and Peacocks, health and beauty, jewellers and cafés. Open seven days a week, the shopping centre is easily accessible with its own multi-storey car park offering parking from £1 for 2 hours.

## **Royal Arcade & O2 Academy's Devil**

The Royal Arcade is a beautiful Victorian shopping arcade with a varied collection of independent shops ranging from a record shop, art supplies, comic books, fabric, art galleries, children's clothes, tarot reading, a beauty salon and a café with an outside seating area. The Royal Arcade is connected to the O2 Academy which has a rather fascinating history ranging from a circus and theatre to a ballroom and a nightclub before changing to the O2 Academy, where fantastic events are held throughout the year. As you look across from the venue, can you spot the Boscombe Devil? This was placed there in the 1920s by the Lord's Day Observance Society to show disapproval at the theatre's decision to open on Sundays.

From the shopping precinct, you can take a short walk down Sea Road, leading you through the award winning Boscombe Chine gardens, complete with a children's water play area, mini golf, nature trail and a public modern art trail, before ending up at Boscombe Beach.

## **Boscombe Beach**

Wander along Boscombe Pier and enjoy the magnificent views of the coast, watch the surfers ride the waves from the viewing platform at the end of the pier, and enjoy a coffee at the Reefside Café. Locals and tourists can make the most of the beach that stretches over 1km either side of Boscombe Pier, offering a range of water and land based sporting activities from surfing and paddle-boarding to bouldering and slack-lining, popular with water sports enthusiasts all year round. Stop by the great beachside bars and restaurants on offer too, serving delicious food made from locally-sourced Dorset produce.

[www.bournemouth.co.uk/boscombe](http://www.bournemouth.co.uk/boscombe)













# INVESTING IN Boscombe

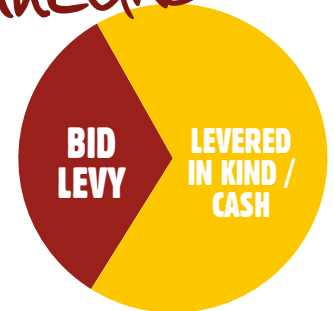
## Your COASTAL BID WILL:

-  Support a wide range of events to help attract new customers
-  Raise the awareness of Boscombe's unique offer as a shopping experience destination
-  Make further improvements to the seasonal decorations and illuminations
-  Continue to support initiatives to make Boscombe a safer place to visit and do business, especially through the CSAS partnership with Dorset Police and Bournemouth Council
-  Promote and enhance the offer of the twice weekly street market
-  Represent the interests of local businesses in the evolving local Neighbourhood Plan



**2017-2022**  
**£1,790,000**

## Income

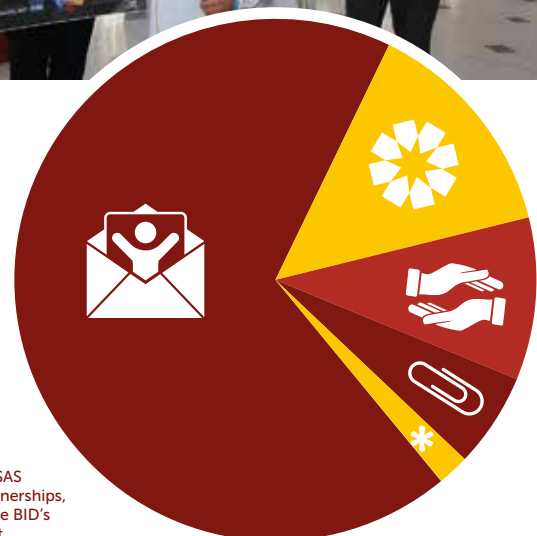


**BID LEVY** £590,000  
**IN KIND/CASH** £1,200,000



## Investing

**INVITING**  **£1,220,000**  
**INSPIRING**  **£250,000**  
**INVOLVING**  **£180,000**  
**OPERATIONAL COSTS**  **£105,000**  
**CONTINGENCY**  **£35,000**



Boscombe business community generates circa £590,000 BID levy plus our expertise of strong CSAS partnership with Dorset Police and Bournemouth Council is matched with numerous venture partnerships, projects and other voluntary contributions. This will generate circa £1,200,000 per annum over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.

**"The 2016 Boscombe Summer Games generated the highest footfall in the Sovereign Centre for two years, up 7% in the first week and 4.5% in the second."**

**"The many new events organised by the Coastal BID have brought increased footfall to the shopping precinct."**

**"The new illuminations have made Boscombe a better, more attractive place over the Christmas period. Without the Coastal BID these wouldn't have been installed."**

**"The presence of the CSAS team, co-funded by the Coastal BID, has helped to make Boscombe a safer place to visit and to shop."**

**ANDREAS BOOTH**  
SpecSavers

**"It is vital that businesses have the Coastal BID to represent their interests as the Neighbourhood Plan takes shape."**



*Investing*

**TOURISM** 🐎 **8%**  
**RETAIL** 🛍️ **50%**  
**FOOD & DRINK** 🍴 **6%**  
**OTHER** 🎓 **36%**

Rateable value percentage by key sectors



# PROMOTING TO MORE RESIDENTS & VISITORS

# East Cliff

## East Cliff beach

East Cliff beach is one of Bournemouth's two primary beaches, occupying the beach strand from just east of Bournemouth Pier up to Boscombe Pier at about 1.5 miles in length. In 2016, East Cliff beach was voted as the seventh best beach in the UK according to Trip Advisor's millions of users.

The Blue Flag awarded beach is almost solely comprised of fine cream coloured sand, about 60 metres wide and without doubt one of the cleanest and best cared for beaches in the country. You can access the beach from the Bournemouth Pier end or via the East Cliff Zig Zag.

Many facilities exist on East Cliff beach including plenty of toilets, ice cream sellers and food outlets and you can hire deck chairs and wind breaks. East cliff beach is heavily patrolled by lifeguards and has the 'kidzone' zone and wrist band scheme for children. When it comes to cycling on the promenade, there are restrictions during the summer months.

There are a row of beach huts along Undercliff Drive that can be hired on a daily basis (no overnight sleeping allowed), perfect for holiday makers looking for a real visitor experience.

Above the beach, at the top is the Bournemouth East Cliff. Here you will find a great selection of good quality hotels catering for family holidays, couple retreats or for a trip with friends. There is also the Russell Cotes Art Gallery & Museum, home to the Russell-Cotes house, also known as East Cliff Hall. East Cliff Hall was the home of Merton (1835-1921) and Annie Russell-Cotes (1835-1920). The building of East Cliff Hall was begun in 1897 and was completed in its first form in 1901. Just by the Russell Cotes museum is the East Cliff Lift. Due to a significant landslide in April 2016, the east cliff lift is currently out of

action. Remedial work is ongoing and the lift will open again once completed. This natural disaster has become a rather fascinating visitor attraction.

Next to the landslide is the memorial for Flt Lt Jon Egging who died when his Hawk T1 aircraft crashed following a display at the 2011 Bournemouth Air Festival. The 5m-high artwork features three glass Red Arrows planes and stainless steel contrails. The memorial reads 'Always follow your dreams' and is an iconic monument on Bournemouth's cliff top.

## Bournemouth as a Spa Destination

Bournemouth is increasingly becoming a popular spa destination, with many visiting for a spa retreat without knowing about the fascinating history behind our town. Travelling to the coast for its clean air and health benefits has long been a tradition in the UK and, indeed, is how Bournemouth flourished in the 1800s. Since the town's early days, the pines of Bournemouth have been perhaps its most distinctive feature, with the nicknames 'Evergreen Valley' and 'Forest City of our Southern Shore'. Bournemouth's heraldic crest has a pine tree at the top of it, a memento of the area's identity as a health spa, when the presence of pine trees was thought to help cure respiratory ailments and be generally invigorating.

Many of the big hotels have been running spa packages for a number of years but the recent addition of the five-star quality Eforea spa at the new Hilton Bournemouth has helped to render it one of the country's wellness top spots. It's now possible to find almost every major treatment and brand in Bournemouth as well as opportunities to team a day of indulgence with some other added treats.





# INVESTING IN East Cliff

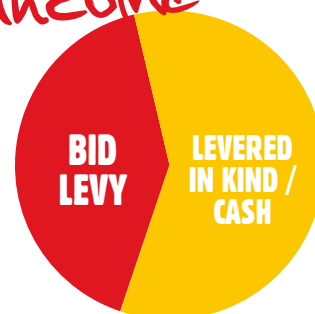


**2017-2022**  
**£1,640,000**

## Your COASTAL BID WILL:

-  Continue to promote Bournemouth as a major tourist destination, especially off-season
-  Bring world-class events to the seafront below the East Cliff
-  Promote the sea front and Pier Approach in unusual ways through animations and entertainment year round, encouraging return visits and extending the peak season
-  Continue to encourage the development of business tourism, including supporting Business Events Bournemouth
-  Help make the seafront an even more welcoming place for visitors
-  Monitor and respond to anti-social behaviour issues
-  Maximise the opportunities for East Cliff businesses from developments in and around the Lansdowne

## Income

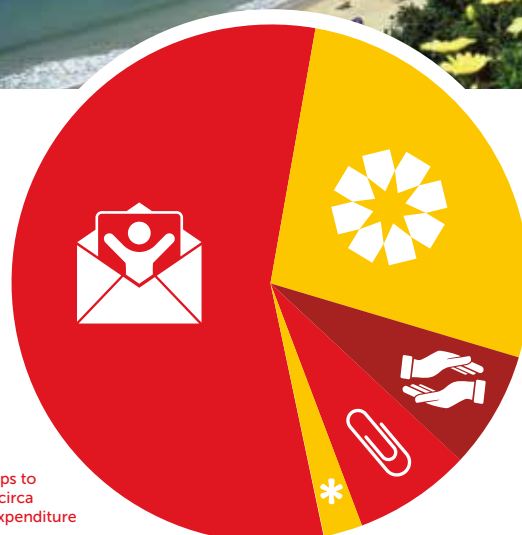


**BID LEVY** £675,000  
**IN KIND/CASH** £965,000



## Investing

<b>INVITING</b>		<b>£920,000</b>
<b>INSPIRING</b>		<b>£440,000</b>
<b>INVOLVING</b>		<b>£120,000</b>
<b>OPERATIONAL COSTS</b>		<b>£120,000</b>
<b>CONTINGENCY</b>		<b>£40,000</b>



East cliff business community generates circa £675,000 BID levy, matched with venture partnerships to stage a unique national Christmas attraction and other voluntary contributions. This will generate circa £965,000 over the BIDs five-year term. In addition, help in-kind will further increase the scale of expenditure and investment.



"Placemaking is taking on a new importance for the East Cliff. The Coastal BID is well placed to provide not only the lead, but also the resources needed to achieve this."

**ALISON GANDOLFI**  
Balincourt Hotel

"We need the Coastal BID to help us make the most of our natural assets, as well as looking into potential new events and activities if we want to attract new audiences to stay in Bournemouth."



"Marketing Bournemouth as a leisure break destination off-season continues to be a priority in an increasingly competitive market for hoteliers on the East Cliff."

**JOHN MARSH**  
Oceana Hotels

**73%** OF SURVEY  
RESPONDENTS FROM THE  
EAST CLIFF SAID  
**MARKETING**  
THE DESTINATION IS  
**IMPORTANT**



Investing

**TOURISM** 🐎 **56%**  
**RETAIL** 🛍️ **24%**  
**FOOD & DRINK** 🍴 **1%**  
**OTHER** 🎓 **19%**

Rateable value percentage by key sectors



## PROMOTING TO MORE RESIDENTS & VISITORS

# Pokesdown

Pokesdown lies just east of the suburb of Boscombe and west of Southbourne and is well known for its rich heritage and architecture.

Evidence of human occupation in the area dates back to the Bronze Age. In 1909 when Lock's Field was being developed into what is now Hillbrow Road, a notable Bronze Age cremation cemetery was found. A number of urns were recovered, some of which were sent to the British Museum. In 1926 more urns were found around Harewood Avenue, and between Lascelles Road and Kings Park entrance.

There is some evidence that people of the Iron Age were also present in the locality. For instance, an axe head of the period was found near St. James' Church.

During the late eighteenth and early nineteenth centuries, the district began to grow in association with the nearby Stourfield House.

Pokesdown railway station was opened in 1886 and quickly became the heart of the area. Many other communal places developed around

the station including the Community Green on which from time to time local markets were held, and The Bell pub became an established community hub.

In 1895 Pokesdown became an urban district. Eventually Pokesdown became more and more influenced by the phenomenal expansion of Bournemouth, so that ultimately in 1901 the district became incorporated into the then newly formed County Borough.

### **A must for Antiques Lovers**

Pokesdown's Christchurch Road is renowned for the number of retro and vintage shops on offer, providing you with huge variety and great quality too. In particular, you will find antiques, furniture, clothing, jewellery and accessories. It is recommended to visit the traders mid week when the best bargains can be made, but you are bound to find some hidden gems on the weekend too. Most of the shop units are in traditional size and full of stock, which makes the collectors' experience even more exciting.





# INVESTING IN Pokesdown

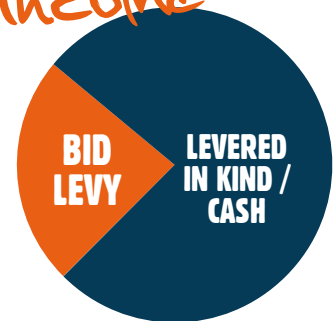


**2017-2022**  
**£65,400**

## Your COASTAL BID WILL:

-  Help raise the awareness of Pokesdown as a unique destination for residents and visitors
-  Install additional seasonal illuminations
-  Animate more public spaces
-  Develop new and existing partnerships, especially with the Pokesdown Community Forum and new Business Association, to help generate additional income to improve the trading environment in Pokesdown generally

## Income



**BID LEVY** £15,400  
**IN KIND/CASH** £50,000



## Investing

<b>INVITING</b>		<b>£21,000</b>
<b>INSPIRING</b>		<b>£35,000</b>
<b>INVOLVING</b>		<b>£5,400</b>
<b>OPERATIONAL COSTS</b>		<b>£3,000</b>
<b>CONTINGENCY</b>		<b>£1,000</b>



Pokesdown business community generates circa £15,400 BID levy and matched with venture partnerships to continue delivering placemaking projects. This will generate circa £50,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.



"The BID can act as the catalyst and facilitator to greater co-operation between businesses in Pokesdown to help us achieve our full potential."

## MARK EVANS

Chair, Pokesdown Traders Association

"New events, distinctive lighting and better animation of the area are all possible if the Coastal BID is voted through for another five years."

"It was a sheer delight to see Pokesdown's Christmas trees and Coastal BID funded lamppost decorations. Thank you for your support. We are now part of Bournemouth's Christmas!!"

## LYNNE MCCARTY

Vice Chair, Pokesdown Community Forum



Investing

<b>TOURISM</b>		<b>1%</b>
<b>RETAIL</b>		<b>34%</b>
<b>FOOD &amp; DRINK</b>		<b>33%</b>
<b>OTHER</b>		<b>32%</b>

Rateable value percentage by key sectors



## PROMOTING TO MORE RESIDENTS & VISITORS

# The Seafront

Located in the most vibrant and cosmopolitan town on the south coast, Bournemouth is home to one of the UK's most beautiful, blue flag and award winning beaches. Boasting a seven mile stretch of smooth, golden sands and sparkling blue waters, there is something truly magical about Bournemouth.

### Pier Approach

The landmark building on Pier Approach hosts the amusements with a large variety of entertaining games to play, as well as a shop and café selling sweets, ice creams and souvenirs adding to the visitor experience. Above the arcade is Aruba bar and restaurant, a family beachside venue with buzzing nightlife and events too.

Surrounding the pier near the Promenade there are even more food and drink venues including Hot Rocks, Harry Ramsden's and West Beach to name a few.

### Bournemouth Pier

No visit to Bournemouth would be complete without taking in the town's most iconic landmark – Bournemouth Pier, located at Pier Approach. Come rain or shine, Pier Approach offers a great variety of attractions for all ages providing a fun day out all year round.

For a small toll at peak times and free off-peak, you can walk along Bournemouth Pier and explore the activities that await you. Walk to the end and experience the famous PierZip, the first and only Pier to Shore Zip line in the world! Enjoy the stunning views from the launch tower situated high above

the end of the pier, before you zip across the sea towards your landing spot on Bournemouth's award-winning beach.

### Rock Reef

Also at the end of the Pier is the indoor Rock Reef experience, including Clip 'N Climb, Highline and the Pier Cave. But if that all sounds too energetic, why not relax and unwind at Key West Bar and Grill, offering great food, a great atmosphere and not to mention stunning panoramic views of the Bournemouth Bay.

### Oceanarium & Lower Gardens

As you head back to the promenade look out for the attractions on Pier Approach, including the amazing year-round attraction, Bournemouth Oceanarium. Only a few minutes away from Pier Approach are the Bournemouth Lower Gardens, a beautiful attribute to the town including mini golf, a bandstand, refreshment kiosks and an aviary. Seasonal events also take place in the gardens with entertainment for people of all ages.

### Pavilion Theatre & Bournemouth International Centre (BIC)

On either side of the gardens, you'll come across the Pavilion Theatre on Westover Road and the BIC on Exeter Road. Both venues are the go-to places in Bournemouth for top-class entertainment including musicals and pantomimes, world-renowned music acts and comedians as well as for business events and conferences.






[www.bournemouth.co.uk/beach](http://www.bournemouth.co.uk/beach)





# INVESTING IN The Seafront

## Your COASTAL BID WILL:

-  Look at attracting new signature events, especially between October and March
-  Explore the opportunities for bringing the Christmas Experience to the seafront
-  Help to consolidate existing, successful events, especially off season
-  Use the special character and history of the seafront to create a story which will attract more residents and locals
-  Increase partnerships between seafront businesses and other BID businesses
-  Support established licensees by advocating greater fairness in trading standards in comparison to 'seasonal pop-ups' and licensed mobile stallholders



2017-2022  
**£608,500**

## Income



**BID LEVY** £108,500  
**IN KIND/CASH** £500,000



## Investing

INVITING		£365,000
INSPIRING		£194,000
INVOLVING		£23,500
OPERATIONAL COSTS		£19,000
CONTINGENCY		£7,000



Seafront business community generates circa £108,000 BID levy and matched with venture partnerships to stage a unique national Christmas attraction and other voluntary contributions. This will generate circa £500,000 over the BID's five-year life. In addition, help in-kind will further increase the scale of expenditure and investment.



"We are keen to work with other organisations along the seafront and across the Coastal BID area so we can help each other generate more business."

**PETER COLLETT**  
Openwide  
Zip Wire & RockReef

"The 2016 inaugural Winter Festival with the interactive Big Screen, Giant Wheel and Christmas Tree maze brought an increased footfall of over 52,000 for November and December 2016."

"Additional off-season events and activities, especially the proposed new 'Christmas Experience' will help increase our overall profitability."



Your Coastal BID is fully committed to supporting a new major event for Bournemouth at Christmas. Coastal BID is involved in exciting plans to stage a unique national Christmas attraction with a wide appeal that can be developed across the town, starting in 2018 for the lifetime of this BID term.

This attraction will raise the profile of Bournemouth as one of the UK's top Christmas leisure and retail experiences over the six week Christmas period.

**BOURNEMOUTH EVENTS  
DEVELOPMENT GROUP**



*Investing*

**TOURISM** 🐎 24%  
**RETAIL** 🛍️ 8%  
**FOOD & DRINK** 🍴 65%  
**OTHER** 🎓 3%

Rateable value percentage by key sectors



# PROMOTING TO MORE RESIDENTS & VISITORS

# Southbourne

Located in a popular and bustling suburb of Bournemouth and situated within walking distance of the seafront is the up and coming area of Southbourne. With independent shops and boutiques, gifts shops and many places to eat and drink, Southbourne has a lot to offer residents and visitors alike.

## Food and Drink

Relax in the delights of Southbourne's artisan food venues from award winning chicken and tapas restaurants known for their amazing chef's sauces, to handmade burger bars. If Italian is for you, then you'll love the quirky restaurants and rustic delis offering fantastic charcuterie, juicy olives, authentic lasagne and sourdough pizza.

The nightlife in Southbourne has a great atmosphere. With two micro breweries on offer, why not take a tour and sample a selection of local real ales. Or for an award winning cocktail, seek out the 'World Class UK Bartender of the year' James Fowler from the Larder House, and party the night away in the Grove Tavern, voted 'Best Bar None' venue in Bournemouth.

## 100% Retail

With all units occupied, independent businesses are flourishing along Southbourne high street, blending in with more recognised stores giving the place a distinctive and welcoming feel where the quality of the goods that are being sold and the service provided really matters. Southbourne is a brilliant place to do your shopping with a variety of different items available to buy including beautiful houseware, clothing, funky furniture, vintage jewellery and quirky gifts. So if you're looking for that perfect gift to take away from your holiday or to give to that special someone, you'll be sure to find it along Southbourne's high street, all with easy access and parking too.

## Southbourne Beach and Fisherman's Walk

Popular with residents and holiday makers, you can walk from Southbourne high street through

Fisherman's Walk directly to Southbourne's Blue Flag beach.

Fisherman's Walk nature trail is a stunning walk along the cliff top, situated between Fisherman's Avenue and Portman Crescent, in Southbourne, linking to Southbourne Grove. It is a narrow strip of wooded land, with a nature trail, woodland flowers and shrubs, and plenty of wildlife. Here you'll find more refreshments plus you can walk down the zig zag to the beach or ride the cliff lift. Built in 1935, The Fisherman's Walk Cliff Lift is in operation every day between Easter and the end of October. With a great cliff top café and a children's play area, there is plenty to entice families to take the lift up and down.

You can pick up a walking guide and map from Southbourne Library or go to:

[www.bournemouth.co.uk/walking](http://www.bournemouth.co.uk/walking)

## Shelley Theatre

Many people know the Shelley Manor because of its associations with Mary Shelley and Frankenstein. The house was indeed built for her but sadly she died before it was completed and her son and his wife took occupancy. Sir Percy had a timber theatre built in the Boscombe Manor grounds but replaced it with the current grander theatre which was opened in 1870 with a public performance. The Shelley Theatre Trust has since helped restore the building and fills it with creativity and a full arts programme.

[www.shelleytheatre.co.uk](http://www.shelleytheatre.co.uk)

## Eventful Southbourne

Throughout the year, many seasonal events have previously taken place in Southbourne including the Food and Drink festival, Wheels comes back to Southbourne, Music in the Walk, plus the award-winning Shake and Stir Vintage Festival set to return in 2017. These events create vibrancy and bring energy into the town, proving hugely popular with visitors and locals.

[www.bournemouth.co.uk/southbourne](http://www.bournemouth.co.uk/southbourne)







# INVESTING IN Southbourne



**2017-2022**  
**£367,000**

## Your COASTAL BID WILL:

-  Build on the success of signature events, such as 'Shake & Stir'
-  Develop a regular programme of street animations and smaller events to further enhance footfall and attract more visitors
-  Maximise the unique character of Southbourne which comes from its wealth of artisan and independent businesses located alongside national chains
-  Look at initiatives to improve the parking offer and local transport links
-  Put Southbourne on the visitors' map as a vibrant, vintage, cultural hub centred between Bournemouth Town Centre and Christchurch
-  Ensure all events are of the highest quality, delivering business opportunities to retailers, food and drink providers alike
-  Work with and support Southbourne on Sea Business Association (SoSBA), including a special membership package for BID levy payers

## Income

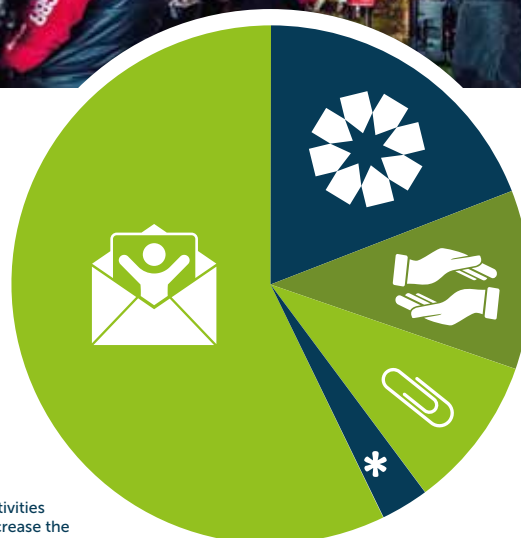


**BID LEVY** £202,000  
**IN KIND/CASH** £165,000



## Investing

INVITING		£210,000
INSPIRING		£70,000
INVOLVING		£41,000
OPERATIONAL COSTS		£35,000
CONTINGENCY		£11,000



Southbourne business community generates circa £202,000 BID levy and matched with venture partnerships and other voluntary contributions to continue with successful signature events and activities this will generate circa £165,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.



"Wheels comes to Southbourne" generated a footfall of 20,000 in 2016 – 13% up on the previous year. We need the Coastal BID to ensure we can continue to develop similar signature events for Southbourne."

"Whether it's events like Shake & Stir, the Coastal Walks Map, or the new signage, we can see the benefits which the Coastal BID has brought to Southbourne."



"The Coastal BID has supported a wide range of events and marketing initiatives in Southbourne – and we need that to continue for the next five years, for the benefit of local businesses."

**CHRIS ROCKER**  
Just Shutters



"Cliff House Hotel in Southbourne is pleased to support the Coastal BID. As a hotel in one of the villages the BID has created and supported events in Southbourne to drive footfall to us including the Shake & Stir Festival. Without the BID these events would not have happened."

**TIM SEWARD**  
Manager, Cliff House Hotel



## Investing

<b>TOURISM</b>		<b>2%</b>
<b>RETAIL</b>		<b>44%</b>
<b>FOOD &amp; DRINK</b>		<b>19%</b>
<b>OTHER</b>		<b>35%</b>

Rateable value percentage by key sectors

## PROMOTING TO MORE RESIDENTS & VISITORS

# Tuckton & Hengistbury Head

Tuckton, part of the civil parish of Southbourne, is a popular setting for water sports and other recreational pursuits. One of the first riverside businesses here, Tuckton Creeks, was set up in 1903 and became the renowned Tuckton Tea Gardens which offer beautiful views of the Priory and boat trips along the Stour to Mudeford.

### **Tuckton Tea Gardens**

Tuckton Tea Gardens is a small café set in beautiful gardens with stunning views of the river, boats and gardens with a putting green and crazy golf course. It's open every day for eleven months of the year (except Christmas Day), closing in January for refurbishment and holidays. In the winter months it's open from 9am to 4.30pm and in summer months from 9am until 5.30pm or later. During the summer months they have barbecue river cruises, consisting of an hour's cruise up and down the river followed by a barbecue buffet in the Tea Gardens.

The café offers hot and cold drinks, light lunches, New Forest ice creams and a range of locally and homemade cakes, soups and snacks. So with great food, entertainment and a truly idyllic setting, Tuckton Tea Gardens is highly recommended to all.

### **Tuckton Road**

The first shops in Tuckton were built on the south side of Tuckton Road in 1925, and popular with visitors and residents. Along Tuckton Road you will find a range of different outlets including charity shops, supermarkets, cosy cafés, a newsagents and a variety of restaurants and pubs.

### **Hengistbury Head**

Attracting visitors from all over the world, Hengistbury Head is a scenic and historic headland jutting into the English Channel between Bournemouth and Mudeford in the English county of Dorset. It is a site of international importance in terms of its archaeology and is an Ancient Monument. The Hengistbury Head Visitor Centre shines new light on this Stone Age settlement as well as the abundant natural history of the area.

As well as the scientific interest, Hengistbury Head incorporates many different habitats and supports a wide variety of wildlife and rare plant species.

Many visitors to Hengistbury Head enjoy hiking and rambling across its natural, yet accessible terrain. It's a hit with dog lovers too, offering a dog friendly beach with plenty of walks and trails to go on. The sandy beaches are a major draw for families, especially in the summer months, as well as the lowland area to the west of Hengistbury Head, extensively used for kite flying and as a popular picnic site.

Cycling to Hengistbury Head is another great way to explore the area and enjoy spectacular views across to Old Harry Rocks and the World Heritage Jurassic Coast, or the Needles and the Isle of Wight.

There's also the Hiker Cafe located at Hengistbury Head, a perfect place to relax with a cup of tea and piece of cake while taking in the sights. A land train runs from the Hiker Cafe to the Beach Cafe on Mudeford spit every day (except Christmas Day), an ideal option for when your legs need a rest. You could choose to walk one way, or enjoy the train on a return journey. Dogs are welcome on the trains for a small charge.










Merry Widow

HEIDLAND QUEEN



# INVESTING IN Tuckton & Hengistbury Head

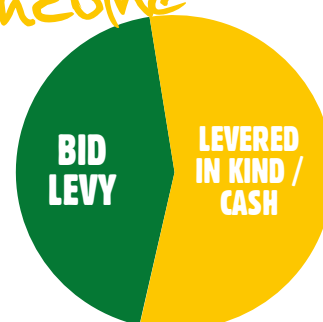
## Your COASTAL BID WILL:

-  Help to encourage people to visit Tuckton more often
-  Work in partnership with Bournemouth Council to improve the appeal of the area
-  Find the most appropriate vehicle to develop a shop front improvement programme
-  Improve the signage and wayfinding in and around Tuckton
-  Work with other local businesses to enhance Tuckton and Hengistbury Head



2017-2022  
**£107,000**

Income



**BID LEVY £47,000**  
**IN KIND/CASH £60,000**



Investing

INVITING		£20,200
INSPIRING		£53,800
INVOLVING		£8,000
OPERATIONAL COSTS		£19,000
CONTINGENCY		£6,000



Tuckton business community generates circa £47,000 BID levy, matched with venture partnerships and other voluntary contributions to deliver a shop front improvement programme and other placemaking activities. This will generate circa £60,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.

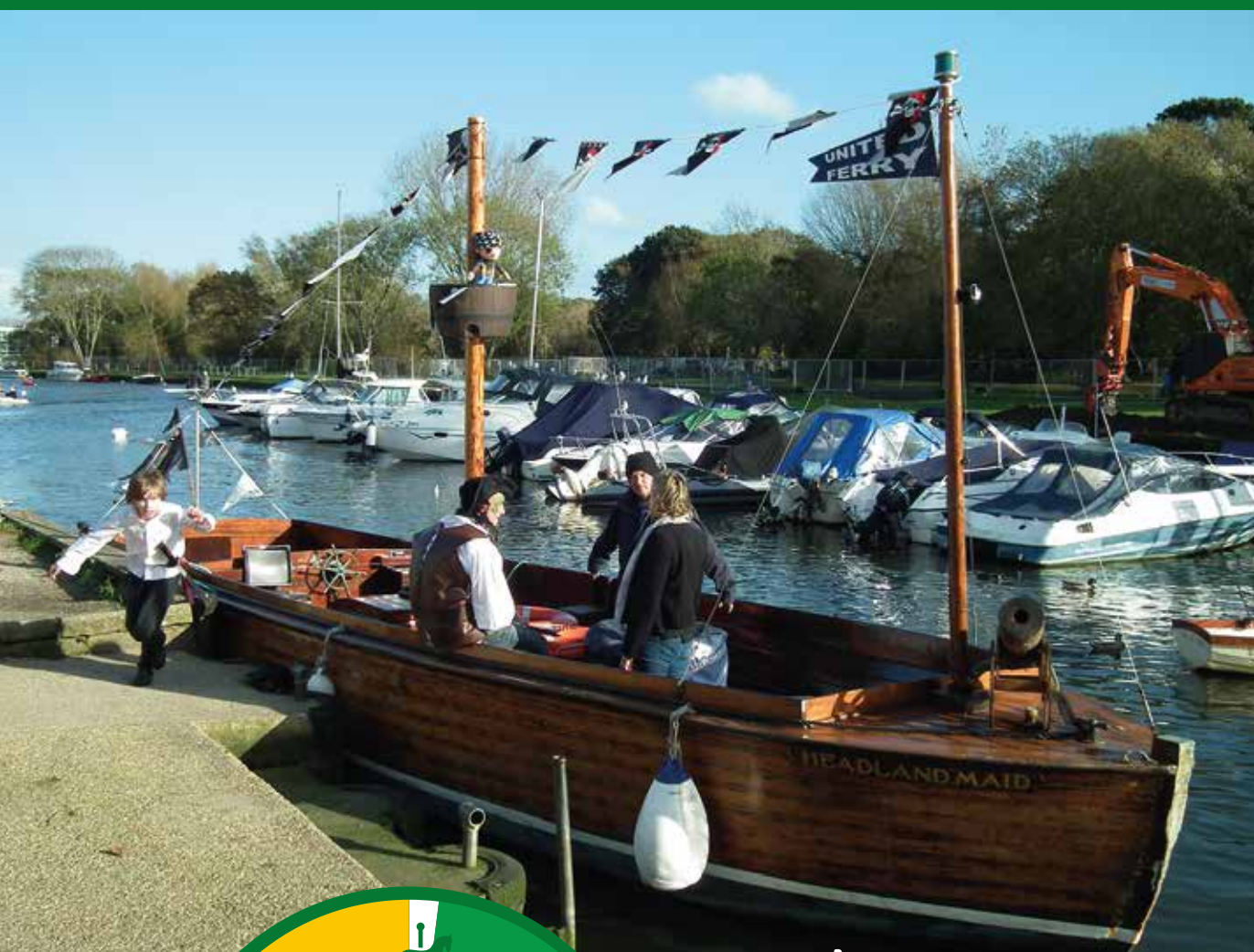
"We've seen what the Coastal BID can do in helping to promote Tuckton when it provided support for our 80th birthday celebrations."

**JASON GIDDING**

United Ferry & Tuckton Tea Gardens

"Businesses working together in Tuckton is what is needed to make a difference."

"Tuckton is in need of a bit of a facelift – and the Coastal BID could stimulate and facilitate this."



Investing

**TOURISM** 🐎 2%

**RETAIL** 🛍️ 35%

**FOOD & DRINK** 🍴 41%

**OTHER** 💻 22%

Rateable value percentage by key sectors

## PROMOTING TO MORE RESIDENTS & VISITORS

# Westbourne

Westbourne is a warm, welcoming coastal village with a wide variety of boutique, individual shops with plenty of places to eat, drink and relax and only one mile from Bournemouth town centre. The great location provides locals, tourists and visitors with a perfect opportunity to visit Westbourne, whether you're travelling by car, bike, walking, or any other mode of transport.

### Comfort Eating

Westbourne has a distinct continental feel. With al fresco seating enticing shoppers to stop and catch up with friends in summer and warm, welcoming cosy venues in the colder months, Westbourne is buzzing. Westbourne's unique appeal has attracted an ever growing and varied number of restaurants, bars, delicatessens, off licences, cafés and food stores. With over 200 businesses, Westbourne is well established and proud to boast some 50 venues where visitors can dine, snack or drink, allowing them to discover food from across the globe.

The many bars and pubs offer anything from cocktails to real ales, so there's something for everyone. As well as the food, these venues provide some fantastic entertainment including quiz nights, wine tasting evenings, live music, film nights and more.

### Retail Therapy

When it comes to the shops, Westbourne is full of hidden treasures waiting to be discovered. You will find unique, quirky

clothing and accessories to catch your eye, from vintage clothing, all the way up to occasion wear. The Westbourne Arcade is well worth a visit too. Built during 1884 and 1885 by Henry Joy, this is a "well-preserved polychrome Gothic shopping arcade". Today, it is host to an eclectic mix of gift shops and cafés, plus the UK's smallest cinema, 'Bournemouth Colosseum' with only 19 seats! And when you need a break from the retail therapy, you can take a lovely walk from Westbourne through a wooded area leading to the beautiful Tropical Gardens, just a short walk away from Alum Chine Beach. The gardens have become renowned for their award-winning facilities, striking landscape design and stunning views.

### Eventful Westbourne

Westbourne is also energised with a diary of events throughout the year, creating a strong business community and providing visitors with a memorable experience. Various events and marketing campaigns take place throughout the year at peak and off-peak seasons.

Previous campaigns include 'Love Westbourne', 'Look Good, Feel Good', 'Westbourne Foodie Heaven', plus the hugely successful events including the Summer Festival, Small Business Saturday and the Christmas festival. These events are wonderful for the locals and for visitors for the area.

For more information on Westbourne, visit [www.bournemouth.co.uk/westbourne](http://www.bournemouth.co.uk/westbourne)





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# INVESTING IN Westbourne

## Your COASTAL BID WILL:

-  Market Westbourne's retail offer, differentiating between local residents and office workers
-  Create and promote a calendar of events offering opportunities for both daytime and evening businesses
-  Work with the Council to improve the availability of parking in Westbourne for shoppers and workers
-  Build on the distinctive, "urban village" character of Westbourne and its local appeal
-  Lead on the development of business support programmes to help the large number of small, independent businesses in Westbourne, especially with social media and events
-  Help businesses to retain a competitive edge in the growing e-commerce market place
-  Encourage greater use of Bournemouth's main tourism website by local businesses



**2017-2022**  
**£404,000**

Income



**BID LEVY £344,000**  
**IN KIND/CASH £60,000**



Investing

INVITING		£100,000
INSPIRING		£129,000
INVOLVING		£95,000
OPERATIONAL COSTS		£60,000
CONTINGENCY		£20,000



Westbourne business community generates circa £344,000 BID levy matched with venture partnerships and other voluntary contributions to provide business support programmes, promotions and placemaking activities. This will generate circa £60,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.



"We have achieved a number of our objectives through the funding and support received from Coastal BID."

**LIA MARTIN**

Chair, Westbourne Business Association

"The Coastal BID funded Winter Festival in Westbourne saw a 5% increase in footfall, against a national decline of 2% over the festive season."

"The Summer Festival brought nearly 6% more people to Westbourne, thanks to the Coastal BID."

"Small businesses in Westbourne need help in adjusting to a changing world – something the Coastal BID can provide through a special tailored programme of business support."



Investing

**TOURISM** 🐎 6%  
**RETAIL** 🛍️ 55%  
**FOOD & DRINK** 🍴 21%  
**OTHER** 🎓 18%

Rateable value percentage by key sectors



## PROMOTING TO MORE RESIDENTS & VISITORS

# West Cliff

### West Cliff Beach

The Blue Flag award-winning West Cliff Beach is a primary Bournemouth beach laid with golden sands, occupying the beach strand from the West of Bournemouth Pier up to Durley Chine beach at about 1.5 miles long.

It is a very clean, safe and enjoyable beach with many great facilities available including ice cream sellers, cafes and public toilets. Deck chairs and wind breaks are readily available for hire throughout the summer months and the beach is also regularly patrolled by R.N.L.I lifeguards. In summer, the lifeguards run a 'Kid zone scheme' to help prevent children getting lost on the beach.

The promenade at the back of the beach is known as West Undercliff Drive which is easily accessible. Pedestrians can walk from either Bournemouth Pier approach, Durley Chine or via the Zigzag leading down from the cliff top with stunning views of the bay. Cyclists can also ride along the promenade however there are restrictions during July and August. There is also a cliff lift that operates between 09:15 through to 17:30 between Easter and the end of October, linking from the Bournemouth International Centre down to the Seafront.

Just a short walk away from the Blue Flag Alum Chine Beach are the award winning

Tropical Gardens, laid out with paths, borders and dry stonewalls to create a terrace garden overlooking the bay. Visitors to the gardens will discover many unusual exotic plants and a magnificent viewing point of the coastline.

### Bournemouth as a Spa Destination

Bournemouth is increasingly becoming a popular spa destination, with many visiting for a spa retreat without knowing about the fascinating history behind our town. Travelling to the coast for its clean air and health benefits has long been a tradition in the UK and, indeed, is how Bournemouth flourished in the 1800s. Since the town's early days, the pines of Bournemouth have been perhaps its most distinctive feature, with the nicknames 'Evergreen Valley' and 'Forest City of our Southern Shore'. Bournemouth's heraldic crest has a pine tree at the top it, a memento of the area's identity as a health spa, when the presence of pine trees was thought to help cure respiratory ailments and be generally invigorating.

Many of the big hotels have been running spa packages for a number of years but the recent addition of the five-star quality Eforea spa at the new Hilton Bournemouth has helped to render it one of the country's wellness top spots. It's now possible to find almost every major treatment and brand in Bournemouth as well as opportunities to team a day of indulgence with some other added treats.















# INVESTING IN West Cliff

## Your COASTAL BID WILL:

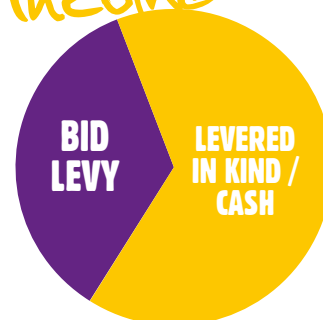
-  Help to bring world-class events to Bournemouth Seafront
-  Continue to encourage the development of business tourism, including supporting Business Events Bournemouth
-  Continue to promote Bournemouth as a major tourist destination, especially off-season
-  Create distinctive gateways to enhance the sense of welcome and character of the area
-  Identify ways in which to use the seafront along the West Cliff as an attraction
-  Through greater attention to placemaking introduce a range of schemes which result in a tangible difference to the appearance and feel of the area
-  Seek to improve street cleaning and waste management
-  Partner with organisations such as 'Bournemouth in Bloom' to help achieve these goals



2017-2022

£1,544,500

Income



**BID LEVY** £544,500  
**IN KIND/CASH** £1,000,000



Investing

INVITING		£1,125,000
INSPIRING		£150,000
INVOLVING		£135,500
OPERATIONAL COSTS		£100,000
CONTINGENCY		£34,000



West Cliff business community generates circa £544,500 BID levy, matched with venture partnerships to stage a unique national Christmas attraction and other voluntary contributions. This will generate circa £1,000,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.





"Conferences are a vital element in the business make-up of hotels and we need the Coastal BID to continue providing marketing support to Business Events Bournemouth."

**HUGH HODGINS**

Marriott Highcliff Hotel

"As well as more marketing we need to improve the feel of the West Cliff with enhancements such as banners, flower displays, distinctive lighting and street furniture."

"To help with our placemaking we need to address issues such as improved bin storage, litter removal and cleansing."

"The Coastal BID is ideally placed with the necessary funding to help attract new events for the benefit of businesses on the West Cliff."



Investing

**TOURISM** 🐎 79%

**RETAIL** 🛍️ 1%

**FOOD & DRINK** 🍴 8%

**OTHER** 💻 12%

Rateable value percentage by key sectors

# Town Centre VISION



## Investing in Bournemouth A GREAT PLACE TO LIVE, WORK, VISIT AND STUDY

Bournemouth is one of the fastest growing “cities” in the UK (Grant Thornton 2015) with a nationally significant financial services sector, thriving tourism industry and a rapidly growing digital economy.

### LEADING IN *Retail*

At the top spot in Property Week’s ‘Hot 100’ list for current performance and future potential (CACI 2015), Bournemouth’s average town centre footfall for 2016 **was up 12%** on the previous year.



### LEADING IN *Tourism*

#### A thriving tourism economy

- Growing annual tourism spend of £661 million (£618m in 2012)
- Employs nearly 12,000 people
- Over 16,500 beds in over 6,500 hotel / accommodation rooms
- Attracts almost 7,000,000 visitors a year

#### Bournemouth International Centre (BIC)

Major conference and entertainment venue attracting:

- Big-name stars and shows
- Conventions and Conferences for national and international companies

#### Eventful Bournemouth

- National award winning Air Festival (Visit England 2014 Event of the Year) - annually more than 750,000 visitors
- Arts by the Sea
- Jazz by the Sea
- Half-Marathon by the Sea
- Bournemouth Christmas Festival





## LEADING IN *Development*



- Hilton and Hampton by Hilton • £5,000,000 seafront improvement
- BH2 Odeon cinema and leisure complex • £80,000,000 under construction
- £100,000,000 still in the pipeline

### **World Class Business District Transformation: Lansdowne**

- Housing the university's Faculty of Health and Social Sciences
- £200 million of public and private investment
- Major environmental improvements
- Create more than 4,000 jobs
- New landmark building

### **Planned Further Investment:**

- Cultural Quarter in Bournemouth Pavilion Gardens, designed by world famous Zaha Hadid Architects
- Bournemouth Winter Gardens. Mixed-use residential, hotel and leisure complex



## LEADING IN *Digital*



Bournemouth's digital economy was voted the fastest growing creative hub (Tech Nation 2015), and voted as one of the top 5 locations for Digital Entrepreneurs (FT).

## LEADING IN *Financial, professional & business services*



Bournemouth's financial, professional and business services

- Contribute to over £1,200,000,000 to the economy annually
- Employ 24,000 people

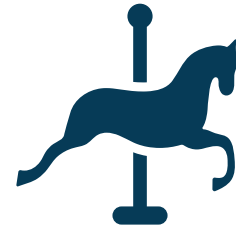
## LEADING IN *Public, admin, education & health*



- No 1 choice to learn English outside London
- 2nd largest provider of international education in the UK (after London)
- Most important sectors for employment 29.32% compared to 26.56% in the UK
- 50,000 international and 20,000 national students a year
- Overseas students contribute additional income for the economy of £300,000,000
- BU contributes to local economy over £1,000,000 a day
- Continued investments into university campus (£200,000,000)

# Tourism

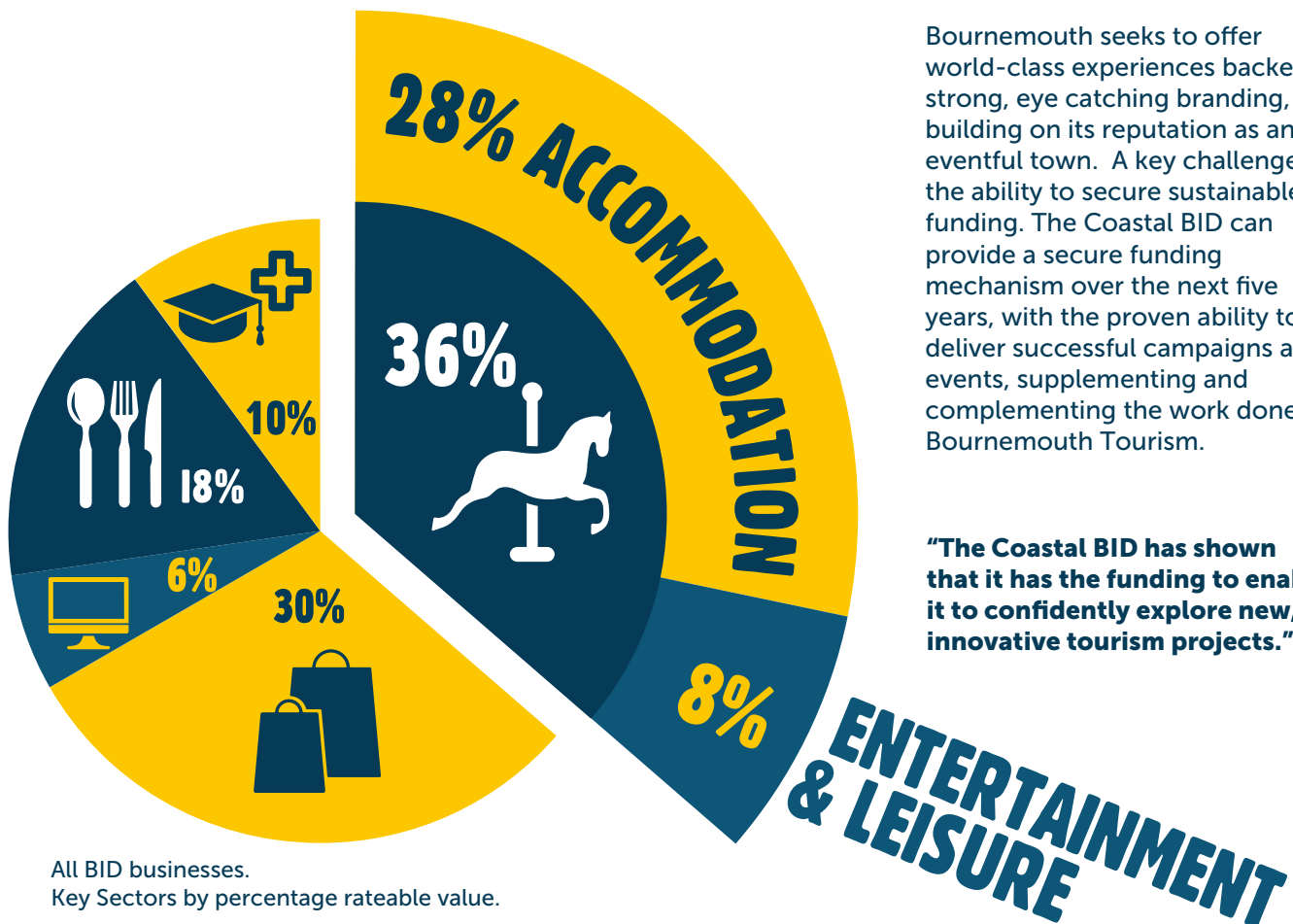
**20% LEVY PAYERS  
BY NUMBER**



**2017-2022**  
**£2,350,000**

Bournemouth seeks to offer world-class experiences backed by strong, eye catching branding, building on its reputation as an eventful town. A key challenge is the ability to secure sustainable funding. The Coastal BID can provide a secure funding mechanism over the next five years, with the proven ability to deliver successful campaigns and events, supplementing and complementing the work done by Bournemouth Tourism.

**"The Coastal BID has shown that it has the funding to enable it to confidently explore new, innovative tourism projects."**



All BID businesses.  
Key Sectors by percentage rateable value.

**15%\* OF  
LOCAL  
ECONOMY**  
**\*ACROSS BUSINESS,  
LEISURE & EDUCATION**

**"Tourism is not a statutory obligation for local Councils. Combined with the proposed changes to local government over the next few years, it is critical to ensure the Coastal BID continues for another five years, as an essential advocate on behalf of the industry."**

**"Bournemouth has established itself as an eventful town, attracting visitors year round. The BID has brought a wealth of new events. We need to ensure that these activities continue, based on its sustainable and affordable model."**

**DES SIMMONS**  
Bournecoast Property Agents







# Retail

**46% LEVY PAYERS  
BY NUMBER**



**2017-2022  
£2,026,400**



All BID businesses.  
Key Sectors by percentage rateable value.

The retail sector is undergoing dramatic change and evolution. Success comes from offering a combination of channels through which consumers can experience and buy. 71% of consumer journeys begin online, with 42% buying via the web. 18% start in a shop, with 31% purchasing in store. The Coastal BID is able to develop partnerships across the retail spectrum offering benefits to all.

**"The small independent trader needs all the help we can get these days to retain our competitive edge."**

**"The Coastal BID has delivered a safer, more animated environment in which we can do business."**

**"The Coastal BID has delivered high impact marketing and promotional activity, which we as a traders organisation simply couldn't afford, resulting in significant increases in footfall."**

**"The Coastal BID has enabled us to extend our marketing and tap into a huge range of new events which have helped us increase footfall to the Sovereign Centre."**

**PETER RUSCOE**  
Sovereign Centre Manager

**49% OF SURVEY RESPONDENTS SAID  
ONLINE SHOPPING  
IS IMPORTANT TO THEM  
YET 63% GENERATED  
LESS THAN 20%  
OF THEIR TOTAL SALES ONLINE**







**"As the largest  
levy payer in the  
Coastal BID, we  
can see it gives  
us a competitive  
advantage for  
our area out of  
town centres"**

**WAYNE BAILEY**  
**Store Manager,**  
**Asda**

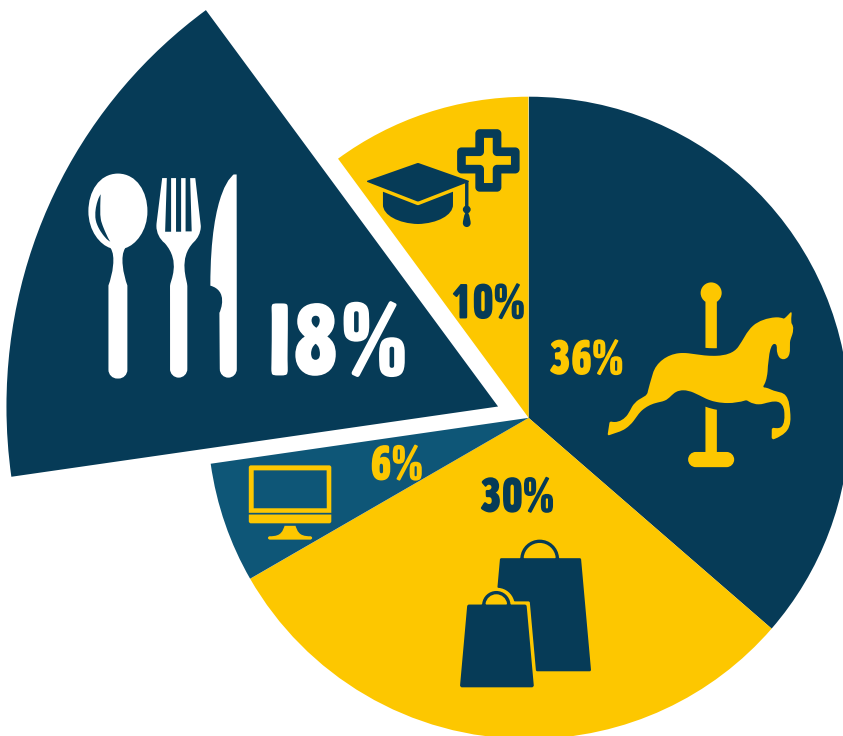


# Food & Drink



**110% LEVY PAYERS  
BY NUMBER**

**2017-2022  
£1,100,000**



All BID businesses.  
Key Sectors by percentage Rateable value.

Food and drink is an important part of the Bournemouth experience for local residents and visitors. There has been wide-scale investment in new facilities across the town. By focussing on events and marketing, the Coastal BID can offer opportunities for businesses in the coastal districts to gain a bigger share of the visitor market, while representing the interests of the night time economy.

**66%** OF SURVEY  
RESPONDENTS  
SAID THAT  
**THEY DIDN'T  
HAVE A CUSTOMER  
LOYALTY SCHEME**



**"The Coastal BID has delivered a range of events across the area offering new opportunities for food and drink providers."**

**ANDY LENNOX**  
Koh Thai Tapas Restaurants



**"The Coastal BID provides a voice for the night time economy outside of the town centre."**

**CLIVE MACE**  
The Grove Tavern &  
Quarters Restaurant and Bar



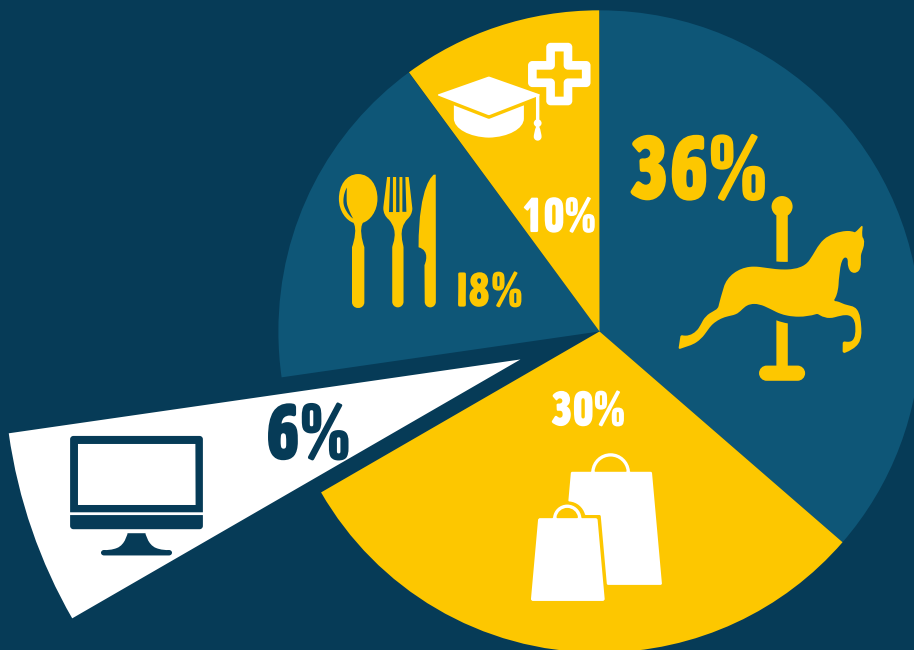


# Offices

**5% LEVY PAYERS  
BY NUMBER**



**2017-2022  
£400,000**



All BID businesses.  
Key Sectors by percentage rateable value.

Offices provide significant levels of employment across Bournemouth and are home to many small and medium-sized businesses. Office workers are a significant part of the customer base and beneficiaries of many BID funded events. The office sector will now have a stake in Coastal BID on a special BID levy rate of 1% as it is recognised that not all BID projects have the same relevance.

**"BIDs provide a fair and democratic means for businesses to come together and invest collectively in improvements to their surroundings, services and facilities."**

**"A clean, safe, healthy, animated environment is attractive to our employees and customers."**

**"Our employees will be keen to benefit from attractive offers from local businesses keen to keep their custom within the BID area."**



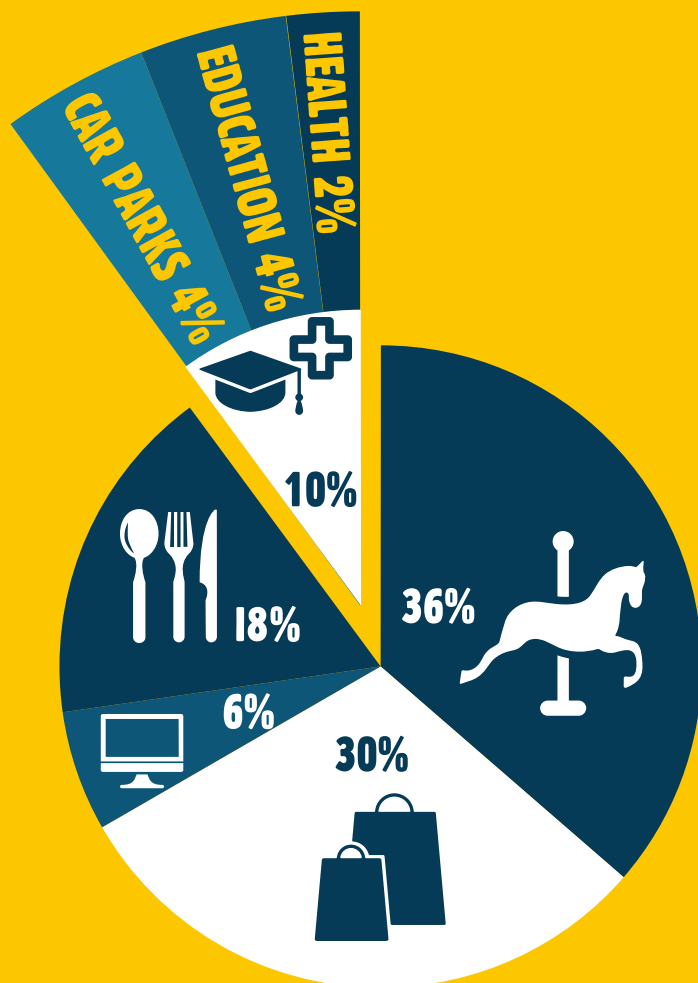


# Education Health & Others

**18% LEVY PAYERS  
BY NUMBER**



**2017-2022  
£650,000**



All BID businesses.  
Key Sectors by percentage Rateable value.

Across all sectors, the reputation of a location plays a significant role not only in attracting customers but also in attracting the most talented staff. The Coastal BID works closely with key services to make sure that we are helping shape the character and style of the resort to maximise its appeal and make it a great place to study, work and live. This work supports the destination marketing activity to ensure that the experience delivers the promise made in the marketing and builds loyalty for the future.



**"The growing range of events year round funded by the Coastal BID makes Bournemouth an even more inviting place for overseas students to study."**

**DAVID JONES**  
ETC International College

**COASTAL BID PROUDLY SPONSORS  
DAILY ECHO'S SCHOOL  
AWARDS TO RECOGNISE THE BEST  
PROFESSIONAL TALENT  
IN THE EDUCATION SECTOR**





# Finance BUDGET

The budgeted levy income over the five year period (2017-2022) of the Coastal BID is approximately £2.56 million plus anticipated additional levered income of £4million from in kind/cash contributions from partnership collaborations.

	2017	2018	2019	2020	2021	BID LEVY	VENTURE * PARTNERSHIPS	Investing
<b>BOSCOMBE</b>	£117,200	£117,400	£117,500	£118,900	£119,000	£590,000	£1,200,000	£1,790,000
<b>EAST CLIFF</b>	£133,500	£134,000	£135,000	£136,000	£136,500	£675,000	£965,000	£1,640,000
<b>POKESDOWN</b>	£3,050	£3,050	£3,100	£3,100	£3,100	£15,400	£50,000	£65,400
<b>SEAFRONT</b>	£21,450	£21,550	£21,600	£21,900	£22,000	£108,500	£500,000	£608,500
<b>SOUTHBOURNE</b>	£40,000	£40,100	£40,300	£40,500	£41,100	£202,000	£165,000	£367,000
<b>TUCKTON</b>	£9,300	£9,350	£9,400	£9,450	£9,500	£47,000	£60,000	£107,000
<b>WESTBOURNE</b>	£68,000	£68,500	£69,500	£69,000	£69,000	£344,000	£60,000	£404,000
<b>WEST CLIFF</b>	£108,000	£108,050	£109,200	£108,750	£110,500	£544,500	£1,000,000	£1,544,500
<b>BID LEVY INCOME</b>	£500,500	£502,000	£505,600	£507,600	£510,700	£2,526,400		
<b>IN KIND / CASH</b>	£604,780	£653,280	£904,680	£952,680	£884,580		£4,000,000	
<b>TOTAL</b> <small>BID Levy plus Venture Partnerships</small>	£1,105,280	£1,155,280	£1,410,280	£1,460,280	£1,395,280	£2,526,400	£4,000,000	£6,526,400

- The BID finances table represents an indicative budget based on estimated levy income from the rating list at the time of writing. Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly. The BID Operations Board and any sub-groups will manage budgets within their areas of speciality.
- The BID projects, headings, costs and timescales can be altered by the board, within the constraints of BID income – providing that the BID's aims are adhered to.
- Any variation to the percentage theme allocation beyond 15% of the whole will be subject to an EGM.
- Bournemouth Coastal BID is based on a BID levy of 1.5% of the rateable value of every eligible business, discounted to 1% for the office sector, generating circa £2,526,400. The creation of Bournemouth Coastal BID (2012 – 2017) enabled a new approach to be realised, whereby key partners could match fund the Bournemouth Coastal BID Levy contributions. This model ensures significant, joined up, coastal district area wide improvements to visitor destination marketing, maximising the leverage of creative concepts, resources and funding.
- Bournemouth Coastal BID will build on this approach and the learning gained in the first five years of operation. Bournemouth Coastal BID levy income will confidently match venture partnerships and other voluntary contributions, also to stage a unique national Christmas attraction - this will generate circa £4,000,000 over the BID's five-year life, providing a 3:1 return on your business BID Levy investment
- In addition, help in kind will further increase the scale of expenditure and investment.
- The BID Levy percentage (other than inflationary increases announced by Government for NNDR) cannot be altered without an Alteration Ballot.
- Based on collection rate in first Coastal BID term and Industry Criteria, an assumed collection rate of 96% has been adopted.
- A contingency on expenditure of 5% has been applied to enable flexibility to the plan in the later years of the BID.
- All new allocation of funds from the contingency budget and/or variations of allocation from the theme budgets will need to be reviewed and decided through the BID Board.
- The annual inflation rate on levy income has been assumed at 2%.
- The percentage of estimated additional income, derived in particular from voluntary contributions, amounts to 5% over the term of the BID although this should prove to be a cautious estimate.
- Operational costs include all staffing costs of the BID, office accommodation, levy collection charges, legal and accountancy costs associated with running the BID, and are budgeted to remain below 20% of the total annual expenditure in line with Industry Criteria.
- The levy collection charge is £9636 for the first year which amounts to 2.14% of the levy and £14.60/unit, remaining below 3% of the total levy in line with Industry Criteria. Subsequent years will be £14.12, £14.40, £14.69 and £14.99.





**TOTAL** BID Levy including  
Venture Partnerships



2017	2018	2019	2020	2021	TOTAL
£791,780	£754,300	£798,400	£820,840	£815,880	£3,981,200
£155,000	£138,600	£341,000	£364,000	£323,200	£1,321,800
£105,680	£125,680	£125,680	£125,680	£125,680	£608,400
£89,000	£90,000	£91,000	£92,000	£99,000	£461,000
£30,000	£30,000	£30,000	£31,000	£33,000	£154,000
£1,171,460	£1,138,580	£1,386,080	£1,433,520	£1,396,760	£6,526,400

In order to deliver the projects identified during the consultation not only to help the destination, but also the eight trading districts, the 1.5% levy voted through by businesses for the first five years has been extended for a second term. There is however a reduced levy of 1% for premises classified purely as offices, included within the Coastal BID for the first time.

**100% OF THE INCOME WILL  
BE USED ON PROJECTS  
& ACTIVITIES FOR THE  
BENEFIT OF LEVY PAYERS**

## Source of match funding

		VALUE	CONFIRMED ?	NEW ?	CASH ?
<b>BOSCOMBE</b> Bournemouth Council and Dorset Police Various Partners - Events & Markets CSN PowWowTV	CSAS - Policing Services Local Events & Activities Giant Screen	£160,000 £940,000 £100,000	Yes / 3 Years Yes & Estimated Yes	Existing New / Existing New	Cash Cash Cash
<b>EAST CLIFF</b> Bournemouth Council, Town Centre BID and various partners	Christmas Experience & Signature Activities	£965,000	Yes & Estimated	New	Cash
<b>POKESDOWN</b> Various Partners - Placemaking	Signature Activities	£50,000	Estimated	New	In Kind
<b>SEAFRONT</b> Bournemouth Council, Town Centre BID and various partners	Christmas Experience & Signature Activities	£500,000	Yes & Estimated	New	Cash
<b>SOUTHBOURNE</b> Various Partners - Events	Signature Events	£165,000	Yes & Estimated	New / Existing	Cash
<b>TUCKTON</b> Various Partners - Business Support	Wayfinding & Shopfront Improvements	£60,000	Estimated	New	In Kind
<b>WESTBOURNE</b> Various Partners - Events & Business Support	Business Training, Signature Events	£60,000	Yes	Existing	In Kind
<b>WEST CLIFF</b> Bournemouth Council, Town Centre BID and various partners	Christmas Experience & Signature Activities	£1,000,000	Yes	New	Cash
<b>TOTAL</b>		£4,000,000			

Administration and overheads have been kept as low as possible, (in line with the feedback from the consultations) capped at 20% to be consistent with industry guidelines.

The annual financial statements of the BID will be subject to external audit by an independent auditor. These will be freely available, posted on the Coastal BID website and filed with Companies House.

# Governance

## TRANSPARENCY & ACCOUNTABILITY

The existing "Bournemouth Coastal BID Ltd." will act as the BID Company. It is a not-for-profit company, limited by guarantee. It will be legally and operationally responsible for the delivery of the Coastal BID Business Plan.

All levy payers are eligible to be 'members' of the Coastal BID Company. (Companies

House require that levy payers submit a separate application to become members of the Company.)

There will be an Annual General Meeting, open to all members, at which one-third of the Directors will retire by rotation and new Directors selected in accordance with the Articles of the Company.

## THE BOURNEMOUTH COASTAL BID LTD

### STRATEGIC BOARD

### OPERATIONS GROUP

### DISTRICTS' WORKING GROUP

BOSCOMBE EAST CLIFF POKESDOWN SEAFRONT SOUTHBOURNE TUCKTON WESTBOURNE WEST CLIFF

**The Strategic Board's** main role is to safeguard the interests of levy payers by ensuring that it operates in line with the vision and strategic objectives of the Coastal BID plan, is professional, and offers consistent value for money in line with its targets. The Directors will be elected by the members of the Coastal BID Company from a representative cross-section of Coastal BID businesses. Driven by the private sector, it will include one Bournemouth Councillor plus one Bournemouth Council Officer who will act as an advisor, but not as a Director. There will also be a small number of invited, (non-voting) stakeholders and key agencies associated with the successful delivery of the Coastal BID. The Strategic Board will meet at least six times a year. The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall aims and objectives of the BID.

**The Operations Group** will be responsible for co-ordinating activity and delivery. It will report to the Coastal BID Strategic Board. It will be composed of a minimum of three representatives from the Strategic Board and a minimum of two representatives from the Districts' Working Group. The Coastal BID Operations Group will meet at least four times a year and be instrumental in prioritising the requirements of the levy payers in the various trading districts into coordinated, deliverable projects which address their needs.

**The Districts Working Group** will be comprised of one representative from each of the eight District Groups. It will review and recommend projects endorsed by the District Groups to the Operations Board.

**The local trader associations** will be encouraged to develop the individual projects in partnership with other representative groups, e.g. Neighbourhood Forums. All businesses will be encouraged to be actively involved in these local trader associations.



# Governance

## BOARD MEMBERS



### PAUL CLARKE

**Board Chairman**  
Representing Westcliff  
Hallmark Hotel



### PETER RUSCOE

**Board Vice Chairman**  
Representing Other  
New River Retail (Sovereign Centre)



### DAVID BAILEY

**Board Member**  
Representing East Cliff  
Miramar Hotel



### ANDREAS BOOTH

**Board Member**  
Representing Boscombe  
Specsavers, Boscombe



### DES SIMMONS

**Board Member**  
Representing Southbourne  
Bournecoast, Southbourne



### ALISON GANDOLFI

**Board Member**  
Representing East Cliff  
Balincourt Hotel



### ANDY LENNOX

**Board Member**  
Representing Boscombe  
Koh Thai Tapas, Boscombe



### CLIVE MACE

**Board Member**  
Representing Southbourne  
The Grove Tavern, Southbourne



### TOBY MARDEN

**Board Member**  
Representing Voluntary Contributors  
Bournemouth Development Company



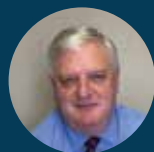
### FIONA MCARTHUR

**Board Member**  
Representing Southbourne  
Chair of SoSBA



### MARK SMITH

**Board Member**  
Representing Bournemouth Borough Council  
Director of Tourism



### ANDREW WOODLAND

**Board Member**  
Representing BAHA  
Sandbanks Hotel



### JON WEAVER

**Board Member**  
Representing Bournemouth Borough Council  
Head of Resort Marketing and Events



### PAT COYNE

**Board Member**  
Director of Venues & Events  
BH Live



### JOHN MARSH

**Board Member**  
Representing Marketing  
Oceana Hotels



### SARA UZZELL

**Board Member**  
Representing Other  
Whitehall and Arlington Hotels  
Chairman, BTMG



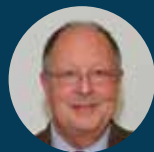
### LIA MARTIN

**Board Member**  
Chair of WBA, Representing Westbourne  
A1 Insurance



### DAVID LOCK

**Board Member**  
Representing Seafront  
Openwide International



### LAWRENCE WILLIAMS

**Board Member**  
Representing Bournemouth Borough Council,  
Portfolio Holder for Tourism, Leisure & the Arts

# OUR RELATIONSHIP WITH Bournemouth Council

**"Bournemouth Council fully supports the aims and objectives of the Coastal BID as an independent organisation, operating outside the control of the Council. It has proved that it can deliver on its Business Plan over the first five years."**

**CLLR JOHN BEESLEY**

**Leader, Bournemouth Borough Council**

**"We have put in place a set of Baseline Agreements with the Coastal BID, each defining the benchmark for the specific services to be provided by the Council to the businesses in the area."**

**BILL COTTON**

**Director of Economic Development,  
Bournemouth Borough Council**

If the Coastal BID is voted through the Council will be a BID levy payer, contributing around £135,000 over the five years of the Coastal BID from its various properties.

## **Contractual Agreements**

Bournemouth Coastal BID projects and services will be entirely additional to any services already delivered by Bournemouth Council. Bournemouth Coastal BID and Bournemouth Council have established a contractual agreement to regularly review Council services delivered within the BID area.

## **Continuous Service Improvement**

The agreed contract commits Bournemouth Council to continually improve its services throughout the lifetime of the Coastal BID. This will include annual reviews of individual services, with regular meetings to monitor performance. In the event of service delivery issues, the company is entitled to issue a formal notice requesting the Council to remedy the issue. Any failure to perform will initially be addressed through co-operation and negotiation, but if this fails then a process of formal mediation will follow. Please visit [www.coastalbid.co.uk/council](http://www.coastalbid.co.uk/council) for Baseline Service Level Agreements.

**"The Council endorses and agrees to maintain the provision of existing services to businesses at their current level (subject to budgetary constraints or other circumstances which require change) across the Coastal BID area."**

**CLLR LAWRENCE WILLIAMS**

**Portfolio Holder for Tourism, Leisure and the Arts,  
Bournemouth Borough Council**



# The Ballot

- All businesses meeting the levy eligibility criteria as of 15 March 2017 will be entitled to vote in a 28 day postal ballot which will commence on 2 May 2017 with the close of ballot at 5pm on Thursday, 01 June 2017
- Bournemouth Council (the responsible body as defined by the BID legislation) has contracted the Electoral Reform Services to conduct the confidential postal ballot
- Each eligible business ratepayer will have one vote in respect of each hereditament (a business which pays business rates) within the Coastal BID area
- A proxy vote is available and details will be sent out with ballot papers
- For the ballot to be successful both of the following conditions must be met:
  - \* Over 50% of businesses that vote, must vote in favour of the BID
  - \* Of the businesses that vote, those voting 'yes' must represent at least 50% of the total rateable value of all votes cast
- Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be under an obligation to pay the BID levy each year for five years (1 July 2017 to 30 June 2022)
- The results of the ballot will be declared on Friday, 2 June 2017 or as soon as possible thereafter
- Assuming a positive BID vote, the Coastal BID's second term of operation will commence on 1 July 2017 for a fixed term of 5 years

**Should the BID ballot fail to gain majority support the Coastal BID will be wound up. No new projects will be undertaken after June 2017. From 30 June 2017, the events' programme will cease, and all projects terminated, the BID office and the website will close, and security group services cease. All programmes will be terminated, and our support for local trader groups will be discontinued.**

## PROPOSED BOURNEMOUTH COASTAL BID BOUNDARY MAP

Please find your copy of the Bournemouth Coastal BID Boundary Map enclosed - For further copies of the map please contact Nikki Parker via [nikki@coastalbid.co.uk](mailto:nikki@coastalbid.co.uk). Alternatively, for a full list of streets included within the BID area, please visit [www.coastalbid.co.uk](http://www.coastalbid.co.uk)



# The Small Print

## BID RULES

The way a BID operates is enshrined in law (Local Government Act 2003, BID Regulations 2004), including how a BID is established and renewed, the way in which the ballot is conducted and how the levy is charged and collected.

- The new term of the Bournemouth Coastal BID will be for a period of five years from 1 July 2017 to 30 June 2022
- The BID levy remains unchanged at 1.5% of the rateable value as of 1st June each year for each defined hereditament (a business rated property) within the scope of the Bournemouth Coastal BID, with the exception of premises:
  - \* Categorised solely as offices – these will be charged 1.0% of their rateable value
  - \* Those with a rateable value of less than £12,000 – no charge
  - \* Non-retail and non-commercial charities – no charge
- The levy will be invoiced annually, in advance, for the period from July to June for each BID year.
- No refunds will be made
- Any change in the rateable value of a hereditament during the year will be applied for that year only and charged/refunded at the time of the next invoice.
- VAT will not be charged on the BID levy collected
- The BID levy may increase by an inflationary factor of up to the rate of the Consumer price Index (CPI) in successive years. The board will assess if any increase is appropriate each year, giving careful consideration to the economic environment.
- The BID levy applies irrespective of whether, or how, a business voted in the formal BID ballot
- New hereditaments will be invoiced from July 1 in the year following their occupation on the prevailing rateable values
- Unoccupied premises will be charged the full levy, with no void period
- The BID levy will not be affected by any future changes in the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988a
- The levy income will be kept in a separate ring fenced account and transferred to the Bournemouth Coastal BID on a monthly basis
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non domestic business rates, with the Bournemouth Coastal BID company responsible for any debt write off
- The Coastal BID area and the levy percentage cannot be altered without a further ballot



# Working Together **WE MADE A DIFFERENCE**

The First Five Years 2012-2017



Bournemouth  
**COASTAL BID**



# The first five years

## 2012-2017

During its first five years, the Coastal BID Board has overseen the investment of some £2,000,000 of levy payers' money across the four key areas set out in the original business plan:

- Promoting Bournemouth as a major tourist destination
- Helping to create a more eventful town - for visitors and residents
- Promoting the trading districts of Boscombe, Southbourne and Westbourne
- Supporting BID businesses

**"While there are many local organisations representing different business sectors, it is the BID that has the manpower and finance to ensure that plans are delivered."**

**DES SIMMONS**

**Coastal BID Chairman (2012-2015)**

**IT IS ESTIMATED THE  
COASTAL BID  
HAS ATTRACTED AN  
EXTRA £4M**

In addition to the money received from levy payers, the BID has also been able to lever in additional support, both in cash and in kind.

This power is more than doubled when the Coastal and Town Centre BIDs combine forces, as illustrated by the new wayfinding signage, Christmas and off-season marketing campaigns.

The next few pages illustrate some of the many projects delivered by the Coastal BID during its first five years.

## PUTTING BUSINESS FIRST

**B**usiness Plans are determined by local consultation

**I**nvestment is 100% targeted at improving local business

**D**ecisions are influenced by district working groups

**S**upplementing what is already being provided



# BRINGING MORE PEOPLE to Bournemouth 2012-2017

## In the first five years the Coastal BID:

- Undertook innovative off-season promotional activity targeting spring and autumn
- Retained a professional marketing agency
- Complemented and worked with Bournemouth Tourism and the Town Centre BID
- Worked with others to attract new town conferences



"The Coastal BID has enhanced the main Tourism website with its campaign imagery and avoided duplication by driving enquiries to specially enhanced pages within the site."

**DAVID BAILEY**  
Miramar Hotel



"The energy and support of the Coastal BID was crucial in launching and developing Business Events Bournemouth."

**PAT COYNE**  
BHLive

"The Coastal BID has run a series of highly successful, imaginative campaigns with consistent branding and stunning images, developed by professional marketers, using a variety of different media channels."

**SARA UZZELL**  
Chair of BTMG  
Whitehall & Arlington Hotels



**63%** OF SURVEY  
RESPONDENTS SAID  
**THEY WOULD USE  
BID CAMPAIGNS  
IN THEIR OWN  
MARKETING**

"We've worked with the Coastal BID each year to help promote Bournemouth as a destination of choice for short breaks in the lead up to Christmas."

**STEVE HUGHES**  
Manager, Town Centre BID



# Bournemouth

## SIZZLING HOT

right now!

Sizzling hot competitions, deals and events [bournemouth.co.uk/autumn](http://bournemouth.co.uk/autumn)

SHARE A SELFIE WITH YOUR BAG TO WIN AN APPLE WATCH OR A VIP BREAK

[bournemouth.co.uk/autumn](http://bournemouth.co.uk/autumn)

# TIME FOR TWO

## ON THE COAST

ALL IN Bournemouth

WIN £300 HOLIDAY VOUCHERS

### OUT ON THE SEA OR DOWN ON ONE KNEE?

Whether you're popping the question or enjoying the new Coastal Activities, you'll find plenty of activities to suit off the water in Bournemouth.

For competition details, autumn offers

**BOURNEMOUTH**  
COLOUR YOUR LIFE!

For more information, visit [bournemouth.co.uk/autumn](http://bournemouth.co.uk/autumn)

**Bournemouth WALKING ADVENTURES**  
For a truly unforgettable day, discover the best of the coast.

**Bournemouth GARDEN ADVENTURES**  
YOUR INDISPENSABLE GUIDE TO THE BEST BLOOMING

**Bournemouth SPRING ADVENTURES**  
CLASH YOUR LIFE!

# Blooming BEAUTIFUL Bournemouth

Blooming beautiful competitions, deals and events, what are you waiting for? Plan your trip today [bournemouth.co.uk/spring](http://bournemouth.co.uk/spring)

# BOURNEMOUTH YOUR GOLDEN TICKET TO AUTUMN FUN!

6 GOLDEN TICKETS. 6 INCREDIBLE EXPERIENCES. WHICH WOULD YOU CHOOSE?

FOR YOUR CHANCE TO WIN\* A BOURNEMOUTH BEACH WEDDING. MEET JESSIE J AND OTHER ONCE IN A LIFETIME EXPERIENCES ENTER AT: [BournemouthGoldenTicket.co.uk](http://BournemouthGoldenTicket.co.uk)

COLOUR YOUR LIFE! Bournemouth



# CREATING an Eventful Town

2012-2017

## In the first five years the Coastal BID:

- Created off-season new events in the trading districts aimed at visitors and residents
- Identified and helped deliver new destination events
- Supported and promoted events generally

**"The Coastal BID has created a plethora of new events right across the trading districts, bringing increased footfall and potential new customers."**

**"Without the financial backing of the Coastal BID, we couldn't have launched so many new, high profile events in Boscombe over the last five years."**

**"The Coastal BID has been the driving force which attracted us to choose Bournemouth as one of the venues for our P1 Championship series."**

**43% OF BUSINESSES IN WESTBOURNE SAID THEY BENEFITTED FROM THE CHRISTMAS EVENTS**

**35% OF BUSINESSES IN SOUTHBOURNE SAID THEY SAW INCREASED BUSINESS FROM SHAKE AND STIR & WHEELS COMES TO SOUTHBOURNE**





# PROMOTING THE Trading Districts

**2012-2017**

**In the first five years the Coastal BID:**

- Helped develop the brand identities of Boscombe, Southbourne and Westbourne
- Produced a new leaflet promoting the attractions of the coastal districts
- Introduced new wayfinding signage linking the seafront and retail areas
- Provided funding for marketing activity in conjunction with the local trade associations

**"Our guests are always looking for things to do and the Coastal BID Walking Map keeps them in town, while providing plenty of ideas for them to explore the diversity of the local area."**

**"Without the financial support and encouragement of the two BIDS, the new integrated wayfinding signs and maps would not have been installed."**

**JON WEAVER**  
Bournemouth Tourism

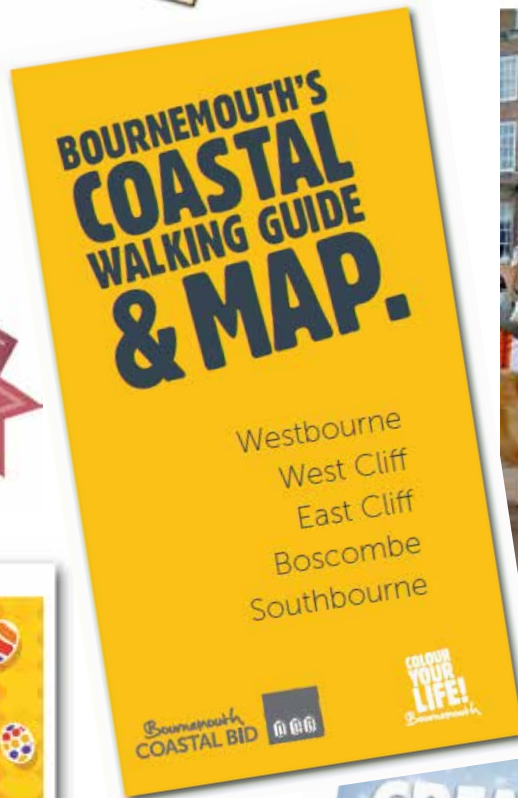


**"The research undertaken by the Coastal BID was fundamental in helping us identify a brand for Westbourne which we then used to develop our marketing plans."**

**"The Coastal BID has provided the money which has enabled us to deliver a range of local marketers activities and high profile events."**

**FIONA MCARTHUR**  
Chair SOSBA







# SUPPORTING BUSINESSES

## and Saving Money

### 2012-2017

#### **In the first five years the Coastal BID:**

- Communicated regularly through printed bulletins, e-newsletters, Facebook, Twitter and LinkedIn
- Undertook essential research and data gathering which was then shared with businesses
- Negotiated overhead savings for Coastal BID businesses
- Supported levy payers through the employment of a Business Liaison Officer
- Represented Coastal BID businesses locally



**"The Coastal BID has represented us across a wide range of local organisations saving us having to attend every meeting, yet knowing our voice is being heard."**

**"It has been great to have a dedicated business support person there not only for advice generally, but also to encourage us to get involved in different campaigns and activities."**

**"The introduction of a digital customer loyalty system has helped me promote customer loyalty, encouraging more repeat business, as well as making me think about my marketing generally."**

**CHOCOL8**  
Westbourne

**"By using data from the BID-funded footfall cameras I have managed to re-negotiate my lease rental."**

# BUSINESS EVENTS

## Bournemouth

2012-2017

This section: Business events Bournemouth (BEB) provide event organisers with a single, convenient point of contact for:

- Venue bookings
- Delegate reservations
- Destination information

## Activities

### BEB AND COASTAL BID'S VENTURE PARTNERSHIP

- Developed a new and vibrant brand identity for Bournemouth's business tourism product
- Created a dynamic and engaging website presence
- Opened up new e-marketing and social media channels
- Attended national trade shows
- Created a proactive, online accommodation service
- Signed up 41 hotels to BEB's delegate accommodation service
- Created added value through delegate experience and incentive packages
- Created a destination mobile app to drive delegate footfall to the town centre
- Hosted Familiarisation trips to Bournemouth for clients and journalists to increase exposure
- Produced on brand marketing collateral, e.g. Conference Directory

## Measurement of success

### BEB AND COASTAL BID'S VENTURE PARTNERSHIP

- Generated over 15,000 bed nights, equivalent to £2 million in hotel revenue, £5,280,000 in economic benefit
- Over 118,000 Conference Delegates visited Bournemouth in 2016
- Recorded 37,000 unique website visits
- Reached over 62,000 B2B readers a year through trade media (digital and print)
- Generated over 21,000 click-throughs and 5,200,000 million website page impressions through digital pay-per-click advertising
- Reached a 156,000,000 million TV/radio audience in publicity for a single event in September 2015





# Listening TO BUSINESSES

2012-2017

To ensure that the BID team fully understood the needs and aspirations of businesses, we spent 18 months undertaking a wide range of consultations offering businesses the chance to have their say in order to make sure the new Business Plan for 2017 -2022 reflected their views.

- Ensuring the consultation process is completely transparent
- Encouraging businesses to get involved
- Local drop-in sessions around the trading districts
- Face-to-face meetings with BID businesses
- Survey form posted to all BID businesses
- BIDs' Conference, 5 October 2016
- Draft framework document posted to all BID businesses with invitation to comment



## SO WHAT'S NEXT?

**Your feedback and aspirations are set out in the Coastal BID Business Plan for the next five years, 2017-2022. (see front of document)**

**The renewal ballot will be held between 2 May 2017 – 1 June 2017, when you will make the final decision.**

# THE CONSULTATION WITH LEVY PAYERS

## What you told us!

The Coastal BID's original **vision and objectives remain valid** for the next five years.

While local trading districts want more control over how the money raised in their area is spent, marketing Bournemouth as a destination remains important.

Businesses are looking for tangible and demonstrable returns, although these **benefits vary from business to business**. These may be marketing, event or business support related, while for others the focus will be on aspects of corporate social responsibility.

Overheads should be kept as low as possible.

**Office based businesses** should be more involved in community projects and could have access to BID services as BID levy payers.

**Marketing the destination** remains important for 64% of all businesses across all sectors. The BID should not replace the Council's statutory services.

71% of businesses said that **Partnership working** is important.

The BID levy should not be increased above the current **1.5% of rateable value**.

The rateable value **threshold should be increased** to match that used to calculate small business rate relief. (This will raise the threshold from the current £9,500 to £12,000.)

Encourage more ratepayers with a rateable value of less than £12,000 to join the BID by paying a fixed voluntary contribution of £150.

**Group procurement** and bulk buying were of interest to 53% of businesses.

Over half those who responded said **business support** was a key requirement.

A new priority is **placemaking**, with concerns around issues such as the capacity of the car parks, their cost and tackling anti-social behaviour (including shop lifting).

**Increased business** can be identified from BID-supported events, however these need to be evaluated on a case by case basis.

**"The Bournemouth Coastal BID is an excellent and quite unique example of regional place management embracing strategic destination marketing alongside very local tangible district delivery."**

**Dr JULIE GRAIL**  
The BID's Business





# Bournemouth TODAY & TOMORROW

Bournemouth is the south coast's premier leisure, business and educational coastal resort, famous for its year round hospitality and 7 miles of **award-winning** sandy beaches. It has also established itself as a creative, digital hub, headquarters to a variety of prestigious companies and a university town. Vibrant and cosmopolitan, it is the largest conurbation in Dorset.

The last few years have witnessed huge investment of over £200m from both the public and private sector. These include new homes, university accommodation and teaching blocks, two hotels and a major retail/food and drink offer in the town centre. Other potential projects include a further four new hotels, the development of the Bath Road car parks as a 'cultural quarter', more flats and apartments.

## THESE INVESTMENTS HAVE BROUGHT NEW VISITORS, MORE RESIDENTS AND A GREATER POTENTIAL FOR THE COASTAL VILLAGES TO EXPLOIT.

The trading districts have mirrored the national trend of a decline in the number of retailers with the switch to food and drink outlets alongside other service providers (e.g. hairdressers, barbers, beauty).

Tourism remains the single most important sector accounting for 15% of the local economy and bringing in over £501m per year from 6.88m visitors. The majority of the 16,500 beds are located on the East and West Cliffs.

An on-going challenge is to realise the opportunities for attracting these visitors to explore the coastal villages with their distinctive character, which complement and add to the overall offer of the town.

**"The BIDs have played a major part in helping to make Bournemouth a vibrant place to do business. They have the financial resources to deliver a range of projects which benefit local businesses."**

**PETER MATTHEWS**  
Past Chair, BCTC



**"Partnership working has been, and will continue to be, crucial to the ongoing development of Bournemouth. The BIDs have already made a significant contribution – and we look forward to working with them in the future."**

**TOBY MARDEN**  
Bournemouth  
Development Company



# GENERAL INFORMATION ON UK BIDS

Association of Town Centre Managers  
**www.atcm.org**

British BIDs  
**www.britishbids.info**

British Retail Consortium  
**www.retailbids.org.uk**

For further information or material in a different format  
(e.g. electronic copy or large print)  
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Bournemouth Council  
Bournemouth Development Company  
Bournemouth in Bloom  
Bournemouth Tourism Management Board  
Bournemouth Tourism Marketing Group  
Bournemouth Town Centre BID  
Conference and Convention Group  
Business Events Bournemouth  
Daily Echo  
Directors and General Managers Group  
Dorset Chamber of Commerce and Industry  
Dorset Police Constabulary  
Hotelwatch  
NCTA  
Pokesdown Traders Association  
Pokesdown Neighbourhood Forum  
Southbourne on the Sea Business Association  
Townwatch  
Westbourne Business Association

### **Coastal BID Team**

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