

BOURNEMOUTH COASTAL BID

CHAIRMAN'S REPORT

For The Year Ended 30 June 2017

BACKGROUND

The Bournemouth Coastal Business Improvement District (BID) was voted through by local businesses in April 2012, for a five year term. It began trading in on 1st July 2012. It is a private, not-for-profit company limited by guarantee.

The objectives of the Coastal BID, as set out in the Business Plan (copy available on the BID website) are reflected in the four key project areas:

- Promoting Bournemouth to staying visitors off season
- Creating a more eventful town
- Promoting Boscombe, Southbourne and Westbourne
- Supporting businesses and saving them money

BUSINESS REVIEW

Building on the foundations laid in years one to three, the underlying themes this year were based around more tangible projects in all coastal villages, more business engagement, supporting other agencies in placemaking and improving established signature events. With longer lead in times, the BID planned to provide more information in advance on its off-season campaigns so business could use these in their own marketing plans. The BID is keen for the town to adopt an easily understood and compelling narrative to bring stakeholders together - something which has been achieved elsewhere through a placemaking strategy. The BID also completed successfully process to consult their levy payers on strategy, vision and expectations on projects for the BID renewal in 2017.

Income

a) Levy contributions

The main source of income is through the mandatory levy contributions of 1.5% of their Business Rateable Value from approximately 760 businesses within the BID area which meet the eligibility criteria, as set out in the Business Plan. The best estimate at the time the Business Plan was produced was £488,000. For 2016/17 the actual maximum potential payable levy was £468,648. As at 30 June Bournemouth Borough Council (the only organisation under the national BID legislation able to collect the levy) had received £440,362. It is calculated that a further £26,830 is recoverable and that the balance will be written off as bad debts - the majority of this due to business failures.

Per Accounts

Levy turnover -	(before bad debts)	£468,648
Cash -	Voluntary contributions	-
	Advertising/other income	£31,423
		<hr/>
		£500,071

Levered Contributions from Other Providers

In kind -	Marketing assistance	£15,000	(Off Season campaigns)
Partnership venture		£100,000	(Gardens Lighting Scheme)
Partnership venture		£78,500	(Boscombe Regeneration Partnership)
Partnership venture		£19,000	(Shake & Stir)
Partnership venture		£200,000	(Arts by the Sea)
Partnership venture		£7,000	(Boscombe Games)
Partnership venture		£15,000	(Arts Council/Jazz Festival)
Partnership venture		£40,000	(P1 Powerboat)
Partnership venture		£25,000	(Media partner Daily Echo/Newsquest)
Partnership venture		£40,000	(Boscombe CSAS Officer Scheme)
Partnership venture		£80,000	(Business Events Bournemouth/BH Live)
Partnership venture		£11,000	(Chinese New Year Celebrations)
Partnership venture		£6,000	(Boscombe Christmas Grotto)
Partnership venture		£3,000	(Westbourne One Day is Not Enough)
Partnership venture		£5,000	(Love Bournemouth Bunnies)
Partnership venture		£4,000	(Bournemouth in Bloom)
		<hr/>	
		£648,500	

Projects

a) Promoting Bournemouth to staying visitors off season

The BID

- Funded and delivered two innovative off-season campaigns (The autumn 'Bournemouth Makes Sense' in partnership with Bournemouth Council and 'Blooming Beautiful' spring campaign)

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For The Year Ended 30 June 2017

- Continued using 'Senses' and 'Love Bournemouth' marketing theme, in conjunction with Bournemouth Tourism and the Town Centre BID

Projects (continued)

- Continued to play a significant part in the establishing of a Bournemouth one-stop shop partnership for town conferences called 'Business Events Bournemouth'

b) Creating a more eventful town

The BID

Funded 18 events in the coastal villages, including Boscombe Games, Westbourne - One day is never enough, Love Westbourne, Westbourne - Small Business Saturday, 3 Switch On events, Countdown to Christmas, Southbourne Music on the Green, Bournemouth Jazz Festival Southbourne's Santa on the Green and Grotto, Chinese New Year Celebrations, Queen's Jubilee Celebrations, Halloween in Boscombe and Southbourne

c) Promoting Boscombe, Southbourne and Westbourne

The BID

- Worked with Westbourne Business Association, Southbourne-on-Sea Business Association, Boscombe Business Association and Pokesdown Entrepreneurs and Traders Association to raise profile of these areas
- Updated and expanded its coastal map with a print run of 80,000
- The 'Bournemouth makes Sense' and 'Blooming Beautiful' campaign encouraged both visitors and local people to explore all coastal areas from Westbourne to Hengistbury Head
- Utilised data from footfall cameras in the coastal villages to assess the effectiveness of events and activities taking place here. These cameras provide accurate comparative information on the numbers and patterns of people who visit these areas.

d) Supporting BID businesses

The BID

- Significantly strengthened its ability to support businesses through tailored projects like arranging enrolments in the 'Digital Course for Business' in collaboration with Weymouth College via Digital Dorset.
- Strengthened CBID to business communication, events exposure and marketing opportunities via traditional and digital channels and via partnership collaboration with media partners.
- Sends fortnightly e-newsletters to those businesses willing to provide a valid email address
- Posted out four mailings during the year to all 760 businesses
- Free Health & Safety and employment (HR) advice continues to be available through Peninsula
- Is affiliated member with Dorset Chamber of Commerce and Industry, sharing networking opportunities and cost savings proposals
- Is a member of the Federation of Small Businesses, sharing intelligence and advice to improve businesses performances

Project expenditure

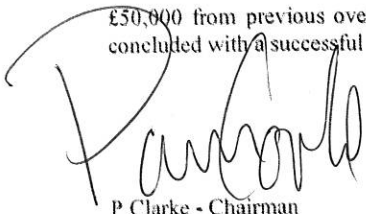
The 2016/17 BID budget projected a net spend of £381,000. (i.e. excluding any 'additional contributions' which could have been in cash or kind). The expenditure per the accounts of £443,931. less the £31,423 Non-levy income received as cash during the year gave an actual net spend of £412,508. The spend in excess of the budget was due to spending less than the budgeted figures in previous years. The BID is working with Boscombe Regeneration Partnership to sustain the twice a week Boscombe Fresh Market which brings highest footfall into the area. The BID committed under a 'Forward Plan for Boscombe Market' to contribute towards costs to maintain equipment and operate the market gazebos under a collaboration partnership with Community Screen Networks which is carried forward for completion under succession arrangements into the new BID term 2017 - 2022.

Management and administration costs

The budget for 2016/17 projected a total spend of £88,000 on overheads. The actual total for the year was £93,791.

Part of the savings were achieved by sharing office and other costs with the Town Centre BID.

£50,000 from previous overall savings have been utilised to assist with costs related with the renewal ballot preparation which concluded with a successful vote in June 2017 for a second BID term 2017 - 2022.



P Clarke - Chairman

BOURNEMOUTH COASTAL BID**DETAILED INCOME AND EXPENDITURE ACCOUNT****For The Year Ended 30 June 2017**

	2017		2016	
	£	£	£	£
Income				
Levy income	468,648		466,161	
Voluntary contributions	-		1,900	
Advertising/sponsorship	31,423		8,074	
	<u> </u>	500,071	<u> </u>	476,135
Project expenditure				
Marketing	173,806		188,035	
Events	197,996		208,283	
Events - salaries	20,100		12,551	
Events - social security	1,233		701	
Districts	23,922		50,098	
Business support	-		3,956	
Business support - salaries	25,125		35,127	
Business support - social security	1,749		2,439	
	<u> </u>	443,931	<u> </u>	501,190
GROSS SURPLUS/(DEFICIT)		56,140		(25,055)
Other income				
Deposit account interest		16		31
		<u> </u>		<u> </u>
		56,156		(25,024)
Expenditure				
Rent, rates and service charges	11,242		7,401	
Insurance	2,558		1,692	
Light and heat	4,903		2,411	
Staff salaries	42,740		42,500	
Social security	2,791		3,558	
Pensions	451		-	
Levy collection	10,555		10,052	
Staff recruitment and training	-		4,750	
Sundry and other office costs	14,181		9,314	
Accountancy	1,350		730	
Legal fees	1,405		-	
Auditors' remuneration	1,615		1,575	
	<u> </u>	93,791	<u> </u>	83,983
		(37,635)		(109,007)
Finance costs				
Bad debts		9,913		13,915
		<u> </u>		<u> </u>
		(47,548)		(122,922)
Depreciation				
Fixtures and fittings	194		228	
Computer equipment	3,329		2,813	
	<u> </u>	3,523	<u> </u>	3,041
NET DEFICIT		<u> </u>		<u> </u>
		(51,071)		(125,963)

This page does not form part of the statutory financial statements

Bournemouth Coastal BID
Direct Costs
Year Ended 30 June 2017

<u>Marketing</u>	<u>2017</u> £	<u>2016</u> £
Autumn campaigns	23,679	47,151
Christmas campaigns	23,012	18,744
Spring campaigns	5,926	32,107
Conference marketing	26,501	13,480
General marketing	23,416	26,851
Football cameras	6,276	5,193
P1 Powerboat	13,395	10,480
Wheels marketing	-	26,955
Gala wheels sponsorship	-	7,074
Ballot preparation	51,600	-
	<u>173,806</u>	<u>188,035</u>

Events

Boscombe -	Great Exhibition	9,218	4,030
	Christmas	26,471	25,049
	Jazz Festival	4,000	5,320
	Easter Adventure	-	3,913
	Illuminations	44,639	28,468
	Emerging Arts Fringe	1,000	1,000
	Chinese New Year	6,477	1,398
	Safety CSAS	13,333	14,998
	Games	12,450	-
Gardens of Light		30,000	30,000
Shake & Stir		448	14,445
Southbourne -	Halloween	1,714	900
	Summer	736	3,565
	Wheels	(1,083)	50,717
	Christmas	12,189	8,224
	Carnival	-	1,440
Tuckton Ferry 80th Birthday		-	4,413
Westbourne -	Christmas	26,463	10,403
	Summer	9,942	-
		<u>197,996</u>	<u>208,283</u>

Districts

Boscombe -	one off costs	4,663	4,737
Shared costs		5,014	8,641
Southbourne -	general	210	987
Westbourne -	general	14,011	13,535
Swipii loyalty scheme		25	22,198
		<u>23,922</u>	<u>50,098</u>

Bournemouth Coastal BID
P&L Analysis
Year Ended 30 June 2017

	<u>2017</u>	<u>2016</u>
<u>Rent, Rates and Service Charges</u>	<u>£</u>	<u>£</u>
Rent - Floor 3	-	2,370
Floor 2	-	3,594
1st Floor - Burlington Arcade	6,000	-
Old o/s balance paid	1,924	-
Garage rent	422	229
Rates	945	1,208
Service charges	1,952	-
	<u>11,242</u>	<u>7,401</u>

Sundry and Office Costs

Bank charges	105	95
Telephones	1,663	1,754
British BIDs membership	265	795
Dorset Chamber membership	200	-
FSB membership	32	-
Xero costs	181	180
Office cleaning	992	294
Stationery, postage and printing	3,909	2,038
IT support and software	5,694	2,129
Payroll services	513	512
Meeting expenses	153	890
Small office items - refreshments/R&R	106	626
Pension advisory costs	369	-
	<u>14,181</u>	<u>9,313</u>

Legal fees

Steele Raymond - Set up framework contract	1,150	-
Legal advice re temp contract	255	-
	<u>1,405</u>	<u>-</u>