

Bournemouth Coastal BID

ANNUAL REVIEW

2016 - 2017

HIGHLIGHTS



Bournemouth
COASTAL BID



JUNE - SEPTEMBER 2016



QUEENS JUBILEE CELEBRATIONS

Coastal BID funded the street decorations from Tuckton to Westbourne

SHAKE & STIR VINTAGE FESTIVAL 2016

Footfall reached 12,000 over the weekend, peaking Saturday early afternoon with over 2000 spectators

BOSCOMBE GAMES

"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."

Peter Ruscoe, Sovereign Centre Manager

WESTBOURNE IN BLOOM

In partnership with the Westbourne business community and Bournemouth in Bloom, Coastal BID invested in a new water irrigation system in 2016, to provide blossoming hanging baskets in the Westbourne Arcade



OCTOBER - DECEMBER 2016

HALLOWEEN IN SOUTHBOURNE

Reported a new record of participating children with their families

HALLOWEEN IN BOSCOMBE

SPONSORSHIP OF ARTS BY THE SEA FESTIVAL



COASTAL VILLAGES CHRISTMAS FESTIVAL

Christmas on the Seafront - Giant Interactive Screen, the Big Wheel and a Christmas Tree Maze

Boscombe - Countdown to Christmas

Westbourne - Small Business Saturday: Love Westbourne and the Christmas Lights Fiesta

Southbourne - Santa on the Green - Over 1,000 posted letters to Santa

Pokesdown - Illuminated star on the Community Green and Christmas lights along high street

SPONSORSHIP OF BEST BAR NONE AWARDS

Overall winners - Grove Tavern in Southbourne



JANUARY - MARCH 2017

BOURNEMOUTH TOURISM AWARDS WINNER

Creative Concept of the Year

WELCOME TO BOURNEMOUTH MAGAZINE

Inaugural in-room magazine for
Accommodation and Tourism

LUNAR FESTIVAL & CHINESE NEW YEAR CELEBRATIONS



DIGITAL TRAINING - WEYMOUTH COLLEGE IN ASSOCIATION WITH DIGITAL DORSET

Westbourne (and all other coastal villages)

LOVE BOURNEMOUTH BUNNIES

Over 70 participating businesses.

Twitter reach of 283,851 and an impact of 392,599



APRIL - JUNE 2017

SPONSORSHIP OF JAZZ BY THE SEA FESTIVAL



SHAKE & STIR VINTAGE FESTIVAL LAUNCH (SOUTHBOURNE)



ASSOCIATION OF TOWN AND CITY MANAGEMENT ANNUAL CONFERENCE & SUMMER SCHOOL

Hosted by Bournemouth Coastal BID



BOURNEMOUTH'S NEW VISITOR MAP

Produced by Lucan Art - 50,000 distributed across the Bournemouth area



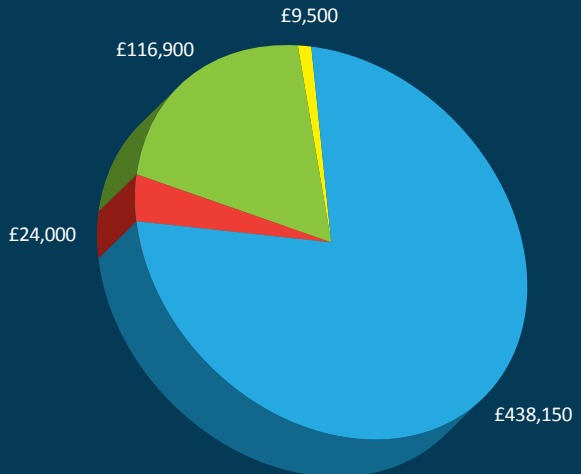
SUCCESSFUL COASTAL BID BALLOT FOR NEW TERM 2017 - 2022

The majority of Business ratepayers in the proposed BID area who voted, voted in favour of the proposal, both by aggregate rateable value (74%) and numbers voting (55%)

FINANCIAL REPORT

The BID Levy Income generated £431,700 from 2016/2017 in addition to investing from reserves. Another £167,000 was generated from other project income.

Your Coastal BID levered additional contributions similar to previous years from other providers reaching over £550,000. Please note these are unaudited figures. A full audited set of accounts will be available at the Coastal BID Annual General Meeting at the end of November 2017 and will be available on the Coastal BID website.



■ Projects
 ■ Business Support
 ■ Legal/Office/Utilities/HR
 ■ KPI's

WHAT CAN THE COASTAL BID DO FOR YOU?

BUSINESS SUPPORT:

- **FACE TO FACE BUSINESS SUPPORT**
- **PR & MARKETING OPPORTUNITIES**
- **IT & SOCIAL MEDIA SUPPORT**
- **COASTAL BID E - NEWSLETTER - A VOICE FOR YOUR BUSINESS**
- **CSAS OFFICERS**

GROUP BUYING:

- **RECYCLING, TRADE & OIL WASTE**
- **UTILITIES**
- **ADVERTISING RATES**
- **MERCHANT FEES ON CREDIT CARD**
- **OFFICE FURNITURE**
- **PRINTING SERVICES**
- **INSURANCES**
- **BUSINESS RATES RETENTION**
- **LOYALTY SCHEMES**

WE BACK OUR COASTAL BID



OUR STORY...

Bournemouth Coastal BID is a not for profit company, limited by guarantee, with a board of directors elected from members of the Coastal BID company. Coastal BID represents approximately 660 eligible businesses within the Coastal BID area.

OUR 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.

The vision and strategic objectives for the next BID term (2017 - 2022) will be delivered through four key themes:



CONTACT US

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