

Bournemouth COASTAL BID



Draft Framework FOR 2017-2022

Working
together,
**WE CAN MAKE
A DIFFERENCE**





P1# 3 - 4 SEPTEMBER

BOURNEMOUTH GRAND PRIX OF THE SEA

POWERBOAT & JETSKI RACING OFF PIER APPROACH, BOURNEMOUTH

Creatively Boscember

free performances
street entertainment!
history and culture
pop ups & much more

EVENTS

OCTOBER 2016

bournemouth.co.uk/boscombe

Westbourne

ONE DAY IS NEVER ENOUGH!

LOOK INSIDE FOR SPECIAL OFFERS!

SOUTHBOURNES SHAKY & STIR

VINTAGE FET 1920'S

Fri 1st - Sun 3rd July

2 DAYS & 3 NIGHTS OF FABULOUS
LIVE MUSIC FROM 1920'S TO 1970'S!

to find out more
about all the FREE events
and entertainment in
Fisherman's Walk,
Southbourne Green visit
SOUTHBOURNEFESTIVAL.CO.UK

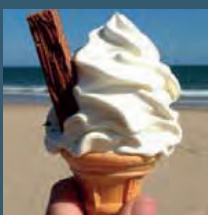
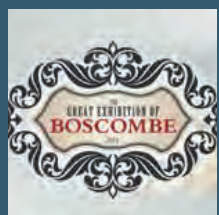
facebook.com/southbournefestival twitter.com/southbournefestival

BOURNEMOUTH GREEN KITCHEN

City Sightseeing Bournemouth

Map On Map Off

BOURNEMOUTH FOOD & DRINK



Boscombe SUMMER GAMES

August 5 - 7 & August 12 - 14

www.bournemouth.co.uk/boscombe

FOOTBALL, CYCLING, RUNNING, VOLLEYBALL, TENNIS

Wheels Festival

southbourne



Blooming BEAUTIFUL Bournemouth

Blooming beautiful competitions, deals and events, what are you waiting for?
Plan your trip today. bournemouth.co.uk/spring



Bournemouth SIZZLING HOT

right now!

BUZZING WITH ADVENTURE



Introduction

I am absolutely delighted to be able to introduce this review of the research and consultations which have taken place over the last year. It brings together in one document the feedback from the hundreds of Coastal BID businesses that have been involved in this process, together with many of facts about the BID's activities. Thank you for your input so far.

This process has confirmed the needs, hopes and aspirations which we as stakeholders, see for the area and for our businesses.

In its first 5 years the Coastal BID introduced new high profile events across the area, marketed not only the resort, but also, for the first time, our coastal villages, triggering the **investment of an additional £7m**.

Based on the successes of the first five years and the lessons learnt along the way, we can plan with even greater confidence for the next five years.

You have highlighted an impressive range of experiences to harness the area's economic potential which the Coastal BID can deliver. Some of the projects outlined will be self-financing through the Coastal BID, but many will involve significant collaborations with partners across the conurbation. **Working together, we can make a difference** both through the BID and with other organisations.

While our vision and basic objectives remain the same, the proposal is that these will be interpreted and delivered through four new themes: Enhance, Celebrate, Invite, Inspire.

The Bournemouth BIDs Conference on 5 October, along with the consultation period through to 31 October, will enable businesses to actively participate in helping shape the strategic priorities which will determine which projects go forward to the Business Plan. Thank you for your support.

Paul Clarke

Chairman – Bournemouth Coastal BID

Contents

3	Introduction
4	Content
5	In a nutshell
6	Vision, objectives and themes for 2017-2022
7	Enhance, celebrate, invite, inspire
8	What you have told us!
9	Some of the local challenges
10	Some of the external challenges
12	The Coastal BID team
14	The Coastal BID Board
16	How the BID will operate
17	What does the budget look like?
19	Our relationship with Bournemouth Council
20	Mapping the Coastal BID area
21	Governance Bournemouth Coastal BID
22	Keeping you informed about KPI's
23	Have Your Say
24	Selecting the key elements of the new Business Plan
25	Where do we go from here?
26	Immediate next step - The Ballot

What is a 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.”

In a nutshell

In April 2012 the Bournemouth Coastal Business Improvement District (Coastal BID) was voted through for a five year term, ending on 30 June 2017. Since July 2012 the Coastal BID has invested or triggered the investment of an additional £7m to support businesses within its area. Based on this success, the Board believes that the Coastal BID should be renewed for a further five years.

This document summarises the work that has taken place over the last year in terms of the consultations which have taken place as well as highlighting the activities undertaken by the Coastal BID since July 2012.

This report has been prepared to:

- reflect the results of the consultations which have taken place over the last year
- present the full range of activities undertaken by the Coastal BID since July 2012
- cover all business sectors and trading districts within the Coastal BID area
- propose the visions and objectives for the Coastal BID for the next five years
- identify and take advantage of new opportunities based on current challenges
- help businesses identify the priorities for the next five years appropriate to the different business sectors and trading districts within the Coastal BID
- clearly set out the basic parameters of the proposed BID
- chart the journey from this point onwards

Businesses are invited to use this information to help make informed suggestions as to what should go forward to the final Business Plan.

Renewing the Coastal BID for 2017-2022 presents an exciting opportunity to maintain and enhance the economic prosperity of the coastal region by promoting the distinctiveness of place in each location for businesses, employees and customers.

The Vision, objectives and themes for 2017-22

Business responses have 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 Bournemouth as a destination, 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 district
- Improve and develop the distinctive experience of all locations within the Coastal BID area
- Encourage the growth and development of businesses
- Attract more spend and new investment into the coastal district

New themes for 2017-2022

We are proposing that the vision and strategic objectives be delivered through four overarching themes bringing revised vigour and a fresh approach for 2017-2022:

- **Enhance** the trading environment
- **Celebrate** our natural and built assets
- **Invite** broad participation
- **Inspire** and support stakeholders

Enhance, Celebrate, Invite, Inspire

Businesses said they would like more focus on a larger number of trading districts – eight in total – with the money raised in those areas transparently spent on projects and activities identified by businesses in those areas. This has been clearly set out in the budget on page 17.

To bring life to these ambitions, the proposed activities have been grouped under the following themes for the 2017-2022 Coastal BID.

Enhance

This is about helping to improving your business through BID supported activities. The Coastal BID creates a significant funding stream which enables it to make things happen – things which individual businesses and local trading associations do not have the money or resources to undertake.

Celebrate

We are very fortunate to enjoy not only an amazing coastline with its cliffs and sandy beaches, but also many unusual and incredible, built assets. These help define the unique characteristics of our coastal villages and trading districts. The Coastal BID elevates local events to attract new audiences and to improve quality of life.

Invite

Using the power of the Coastal BID brand and influence, businesses are invited to take advantage of marketing, promotional opportunities and events which have a far bigger impact through all of us working together.

Inspire

The business environment is changing, competition is growing, and profit margins are under increased pressure as customers want more for their money. Working together through BID sponsored initiatives can help especially smaller individual businesses.

What you have told us!

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 **benefits, although these vary from business to business**. These may be marketing, event or business supported 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 retains a high priority across the different business sectors.

The BID should not replace the Council's statutory services.

Partnership working is important.

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

Micro businesses should be relieved from the mandatory BID levy to offer ratepayers with a rateable value of less than £12,000 paying a fixed voluntary contribution of £150. So, the rateable value **threshold could 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**.)

Group procurement, bulk buying and business support are key requirements for a significant number of businesses.

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 new BID-supported **events**, however these need to be **evaluated on a case by case basis**.

This feedback has been invaluable informing where the Coastal BID goes from here. Over the next few pages you'll see how these aspirations have shaped the Bournemouth Coastal BID Framework for 2017-2022.

Some of the local challenges

Westbourne - Westbourne's small, independent businesses are facing challenges from rapidly changing shopping patterns with more 'click & collect' sales via an increasingly competitive online marketplace plus rising year-on-year costs to run a 'bricks & mortar' business. More local business support is needed to improve business performance, advocate for a better business trading environment and prioritise parking management in the area.

West Cliff - Experiences from working in partnership with organisations like 'Bournemouth in Bloom' have increased the interest in implementing more tangible projects, while continuing with placemaking to position West Cliff as more welcoming to visitors arriving in Bournemouth.

Seafrost - Businesses are looking to establish new signature events, while consolidating those which already deliver success in attracting customers off peak season, especially over the winter period.

East Cliff - The successful projects to deter crime and move anti-social behaviour out of the town centre are having a knock-on effect. New business developments are rejuvenating East Cliff and the proposed regeneration project for Landsdowne can bring new audiences into this area.

Boscombe - Businesses need to engage in the development of the Neighbourhood Plan. The seasonal illuminations, wide range of community events, business and community safety projects require a long term commitment to ensure their success delivers ongoing improvements within the trading environment.

Pokesdown - Pokesdown Community Forum continues to liaise with Bournemouth Council to improve local infrastructure and public spaces so that new seasonal decorations and illuminations can help develop local identity and community pride.

Southbourne - Signature events with record footfall demonstrate that people living in the area will support their local businesses. These need to be extended with regular street animations and smaller events to further enhance footfall and attract more visitors, strengthened by a better parking regime.

Tuckton - There are opportunities, working with Bournemouth Council to improve the appeal of the area by supporting local businesses, e.g. shopfront improvement programme, better signage and wayfinding.

Some of the external challenges

Many of you have told us that us that you are finding it harder and harder each year as new challenges come along. With the BID beside you, working together, we can make a difference.

Retail/e-commerce

Nationally e-commerce accounts for 22% of all retail sales, with sales via mobile devices representing 40% of all transactions. The BID can help create an experience in our coastal villages which will make people want come to shop as well as simply clicking and buying online.

Night time economy

Since 2006 alcohol purchased from the off-trade increased by 33% while that consumed on-site fell by nearly half. The challenges include changing legislation and a need to balance commercial concerns with a duty to promote responsible drinking. The Coastal BID enables better communication between businesses, licensing authorities and other stakeholders across the area.

The office sector

The UK professional services sector accounts for about three quarters of all economic activity. An essential part of the Bournemouth economy, it could be more actively engaged with the Coastal BID community. With the inclusion of offices, the BID can help shape Bournemouth's identity promoting itself as a centre of quality and internationally acclaimed professional service businesses.

Transport/parking

However they travel, customers want to arrive as conveniently as possible. We are competing with retail parks offering free parking. The Coastal BID will continue to encourage customers by better wayfinding, increasing awareness of convenient parking, acting as an advocate for changing and adapting innovative parking solutions (pay on exit, parking disks) and the provision of public transport.

Making your voice heard

As an individual business it's often hard to make your voice heard. With some 749* businesses the Coastal BID is the largest business organisation in Bournemouth, representing many of the towns leading firms. It has a strong lobbying voice, able to champion the interests of the levy payers.

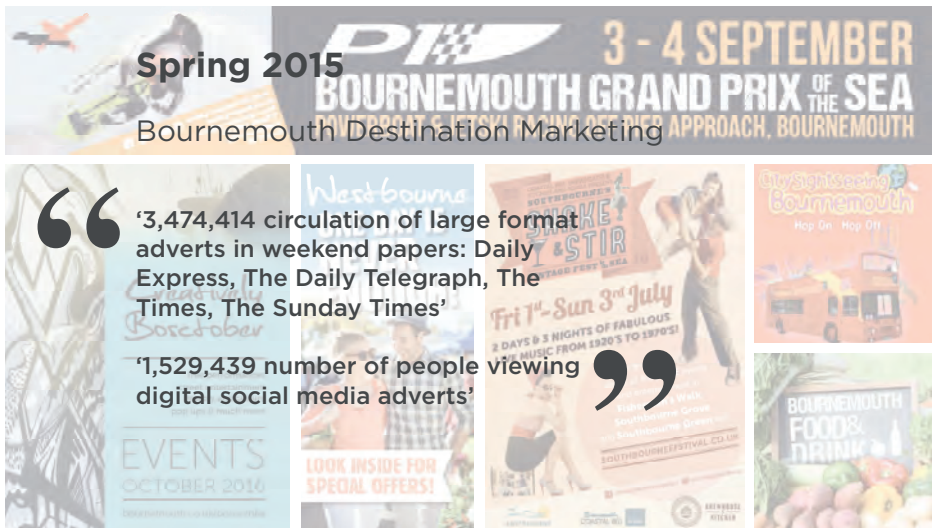
Business support and development

Trying to set up the best deal on your own is never easy. However, with a dedicated Business Support person on hand, helping to identify opportunities, negotiating deals using our collaborative purchasing power, providing effective communication, working together, we can make a difference.

Place making

Bournemouth is in competition not only on a national scale, but also with our regional neighbours. Ensuring our streets are safe, clean and welcoming is vital if we are to attract longer stays and return visits. We need a national marketing presence year round, to keep Bournemouth in the spotlight at the time visitors are making the decision to travel. The BID through its contacts and relationship with the Council and with Tourism is well positioned to help achieve these objectives.

*749 businesses contributing to the Bournemouth Coastal BID by paying a BID levy with a threshold Rateable Value of minimum £9,500. This number could decrease to 675 businesses including office sector and new threshold of £12,000 Rateable Value in the next BID Term.



Spring 2015

Bournemouth Destination Marketing

“3,474,414 circulation of large format adverts in weekend papers: Daily Express, The Daily Telegraph, The Times, The Sunday Times”

“1,529,439 number of people viewing digital social media adverts”

The Coastal BID Team



Stefan Krause

Stefan joined the Coastal BID in May 2015 with a vast range of experience having just taken the Plymouth BID through a successful renewal ballot which saw a 70% vote in favour of extending the BID for a third, five year term. Before being brought in as BID Manager in Plymouth, Stefan was Town Centre Manager in Skegness where he helped set up the East Lincolnshire Destination Management Organisation and attracted a number of externally match funded projects. In Inverness he led a successful campaign which saw the city become the first Scottish BID. Stefan moved to the UK from Germany in 2006 after a series of managerial roles in the service sector including retail, hotels and events, as well as town centre management

Email: stefan@coastalbid.co.uk

Office: 01202 291 200



Annette Plaistow-Trapaud

Having worked for the Dorset & Somerset Air Ambulance for 7 years as their Dorset fundraiser, Annette has a wealth of experience of local businesses within the Bournemouth area. It is Annette's role to work directly with BID levy payers and assist them with advice and support to gain the maximum advantage from the Coastal BID. Annette will work with the partners from across the public and private sectors to lever in additional funds, thereby allowing the BID to deliver more projects. Annette would like to have the opportunity to meet with all the levy payers on a one to one basis. If you would like to know more information regarding the BID please do not hesitate to contact her:

Annette@coastalbid.co.uk

Office: 01202 291 200

**Nikki Parker**

From her previous roles in marketing, Nikki brings her experience of digital, social media and event marketing to the role of Operations Executive at the Coastal BID. Nikki works to enhance the online marketing and promotion of Coastal BID businesses in and around Bournemouth so we can gain the maximum benefit from locally based events and activities. She will proactively identify events that encourage staying visitors to the Bournemouth area, leading to taking on various different projects and tasks. Nikki is able to offer support to levy payers with their brand awareness, in particularly through social media platforms. She will also be a point of contact in the office for any business queries and support:

Nikki@coastalbid.co.uk**Office: 01202 291 200****Contact Coastal BID Team**

Call: 01202 291200

Email: Info@coastalbid.co.uk

Address: Bournemouth Coastal BID, First Floor
Burlington House Burlington Arcade,
St Peters Road Bournemouth BH1 2HZ

The Coastal BID Board

Members	Business
Paul Clarke Chairman	Hallmark Hotel
Alison Gandolfi	Balincourt Hotel
Andreas Booth	Specsavers
Andy Lennox	Kohn Thai Tapas
Andy Woodland	FJB Hotels
Clive Mace	The Grove Tavern
Cllr Lawrence Williams	Bournemouth Council
David Bailey	Miramar Hotel
Des Simmons	Bournecoast
Fiona McArthur	Steele Raymond
Ian Goode	RockReef/PierZip (Openwide)
Jo Edom	NCTA
John Marsh	Oceana Hotels
Jon Weaver	Bournemouth Tourism
Lia Martin	A-one Insurance Group
Mark Smith	Bournemouth Tourism
Pat Coyne	BH Live
Peter Ruscoe (Vice-Chairman)	New River Retail (Sovereign Shopping Centre)
Samantha Richardson	NCTA
Sara Uzell	Whitehall & Arlington Hotels
Toby Marden	Bournemouth Devel. Co.



Representing	Email
West Cliff	paul.clarke@hallmarkhotels.co.uk
East Cliff	rooms@balincourt.co.uk
Boscombe	andreas.g.booth@gmail.com
Boscombe	andrew@koh-thai.co.uk
BAHA	andrew.woodland@fjbhotels.co.uk
Southbourne	clive@grove-tavern.co.uk
Bournemouth Council	lawrence.williams@bournemouth.gov.uk
East Cliff	david@miramar-bournemouth.com
Southbourne	des@bournecoast.co.uk
SOSBA	FionaMcArthur@steeleraymond.co.uk
Attractions	sales@thebournemouthpier.com
NCTA	jo.edom@coastaltourismacademy.co.uk
East Cliff	john.marsh@oceanahotels.co.uk
Bournemouth Council	jon.weaver@bournemouth.gov.uk
Westbourne	lia.martin@aoig.co.uk
Bournemouth Council	mark.smith@bournemouth.gov.uk
Other	pat.coyne@bhlive.org.uk
Other	peter@sovereignshoppingcentre.co.uk
NCTA	samantha.richardson@coastaltourismacademy.co.uk
BTMG	sara.uzzell@btconnect.com
Voluntary contributors	toby.Marden@morgansindall.co.uk

How will the BID operate?

The way a BID operates is enshrined in law, including how a BID is established, the way in which the ballot is conducted, how the levy is charged and collected. The following is a summary of the key points as currently proposed. Full details will appear in the final Business Plan.

The levy

It is proposed the BID levy remains unchanged 1.5% of the rateable value shown on Bournemouth Council's NNDR billing system as at 1st June each year for each defined hereditament within the scope of the Coastal BID, with the exception of those hereditaments:

- with a rateable value of less than £12,000
- non-retail and non-commercial charities.

The charge applies irrespective of whether or how a business voted in the formal BID ballot.

Unoccupied premises will be charged the full levy with the exception of properties left empty due to administration or liquidation.

The levy will not change during the contracted five-year period of the BID.

The levy will be collected by Bournemouth Council. The Bournemouth Coastal BID Company will invoice the billing authority monthly for the levy collected for exclusive use of the Coastal BID.

Ratepayers with a RV of less than £12,000 can pay voluntary a fixed contribution of minimum £150 annually on successful application to the CBID Strategy Board.



What does the budget look like?

The budgeted income over the five year period of the BID is approximately £3 million. The anticipated annual income will be made up of some **£514,000** from the levy revenues and a sum averaging around £150,000 cash / in kind from voluntary, private and public sector contributions.

The budget has been based on the projected income from the various trading areas (less an allowance for general overheads) broken down by industry sector.

Anticipated Income

	Boscombe	East Cliff	Pokes-down	Southbourne	Sea front	Tuckton	Westbourne	West Cliff	TOTAL
	Levy	Levy	Levy	Levy	Levy	Levy	Levy	Levy	Levy
Accommodation	£3,435	£62,168		£188			£2,351	£56,561	£124,703
Car parks	£4,320	£5,663		£184	£368		£2,258	£3,803	£16,596
Clubs & societies	£664			£1,136			£266		£2,066
Communications	£563	£638		£191				£188	£1,580
Education	£4,609	£2,194		£5,989		£1,226	£1,766	£1,800	£17,584
Entert./Leisure	£4,538	£6,585		£1,069	£5,565	£326	£1,399	£19,200	£38,682
Food & drink	£10,183	£1,496	£900	£6,146	£14,138	£3,981	£13,418	£7,695	£57,957
Health & medical	£5,449	£529	£450	£2,100		£330	£2,224	£941	£12,023
OFFICES	£6,544	£23,054	£236	£2,165	£465	0	£4,244	£8,078	£44,786
Other	£17,426	£2,591	£236	£656		£390	£1,069	£315	£22,683
Retail	£70,552	£34,283	£1,241	£13,409	£1,635	£3,629	£36,076	£1,046	£161,871
Retail (finance)	£2,764	£416		£1,699			£2,606	£169	£7,654
Workshop etc.	£3,198		£319	£668			£1,560	£296	£6,041
Total	£134,245	£139,617	£3,382	£35,600	£22,171	£9,882	£69,237	£100,092	£514,226
Anticipated Expenditures									
Enhance the trading environment									
Celebrate our natural and built assets									
Invite broad participation									
Inspire and support stakeholders									

The Bournemouth BIDs Conference on 5 October 2016 and further consultation until end October 2016 will look in more detail at the opportunities available to businesses to choose how their area budget is allocated between the four key themes –

Enhance, Celebrate, Invite, Inspire.



The Bournemouth Coastal BID achieved via project collaboration with project partners that in 2015/16 every £1 on BID levy was matched with another £1.

100% of the BID income will be used to deliver the projects set out in the final Business Plan and/or other projects agreed subsequently with the business community.

The Coastal BID projects, heading, costs and timescales can be altered by the Coastal BID Strategic Board, within the constraints of Coastal BID income - providing the basic tenets and budgets are not compromised. The Coastal BID Operations Group and any sub-groups will manage budgets within their areas of speciality.

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.





Our relationship with Bournemouth Council

Bournemouth Council fully supports the aims and objectives of the Coastal BID, as an independent organisation operating completely outside the control of the Council.

In particular, it endorses the fundamental principle of additionality by agreeing to maintain the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints or other circumstances which require change) across the Coastal BID area.

In line with BID legislation, BID services within the Coastal BID area will be additional to (not in substitution for) those provided by the Council.

The Council's commitment to the Coastal BID and the working relationships between the Council and Bournemouth Coastal BID Company will be set out in:

- A Memorandum of Understanding and Operating Agreement which defines the working relationship between the Council and Bournemouth Coastal BID Company and sets out the Council's Operational Support to the Coastal BID on a number of specific issues including the collection of the BID levy and the automatic payment of this money across to the BID (*Under BID legislation the Council is the only organisation able to collect the BID levy*)
- A set of Baseline Agreements, each defining the benchmark for a specific service provided by the Council to the businesses in the area

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.
- Committed to providing services valued at of over £15,568,000 through the SLA agreement over the five years of the Coastal BID



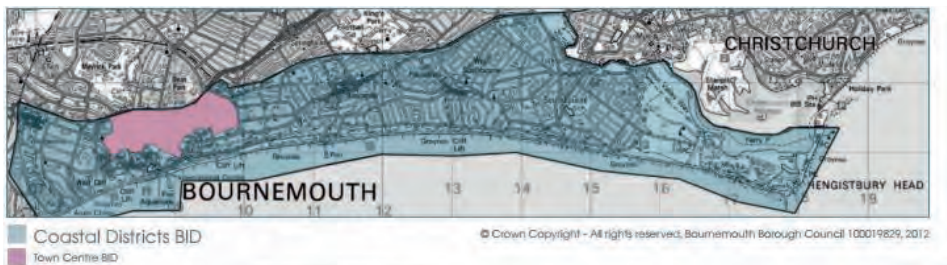
Mapping the Coastal BID area

The map below shows the proposed Coastal BID area for 2017-2022, together with the local trading districts:

- ✓ Boscombe
- ✓ East Cliff
- ✓ Pokesdown
- ✓ Seafront
- ✓ Southbourne
- ✓ Tuckton and Hengistbury Head
- ✓ West Cliff
- ✓ Westbourne

A full list of all the streets included within the Coastal BID area will be provided in the final Business Plan and on the Coastal BID website.

The Coastal BID covers businesses with a rateable value of £12,000 or more, including: banks, building societies, car parks, Council facilities, the university and colleges, restaurants, clubs, and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, solicitors, hotels, offices (tbc), museums, transport and travel agents and other non-domestic hereditaments.

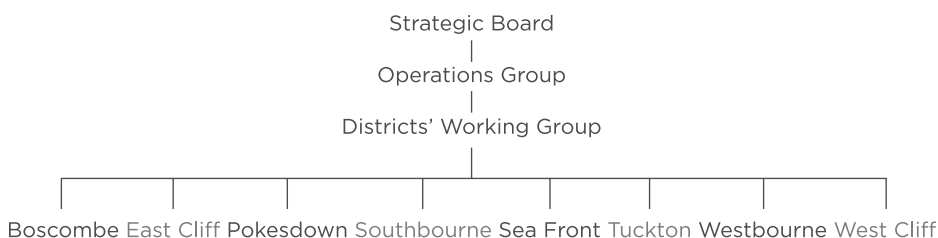


The Coastal BID Limited Company

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 entitled 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 meeting, open to all members, at which Directors will retire by rotation and new Directors elected in accordance with the articles of the company.

Governance Structure Bournemouth Coastal BID



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 and drawn 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 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 representatives from the Strategic Board and the Districts’ Working Group. The Coastal BID Operations Group will be instrumental in prioritising the requirements of the levy payers in the various trading districts into co-ordinated, deliverable projects which address their needs.

The Districts' Working Group will be comprised of representatives from the eight District Groups. These local groups will develop the individual projects in partnership with local trader associations and other representative groups, e.g. Neighbourhood Forums. All businesses will be encouraged to be actively involved these District Groups.

Keeping you informed about the key performance indicators

Bournemouth Coastal BID will continue to be financially audited annually, as per the feedback during the consultations.

The effectiveness of the activities undertaken will be gauged by key performance indicators for each project including, where applicable:

- Footfall camera data
- customer surveys
- business surveys
- photographic evidence
- business turnover.

The BID will also monitor performance against national trading trends, unit occupancy levels and shopper demographics (where available)

This information will be reported back to businesses through:

- e-newsletters
- Facebook, Twitter and LinkedIn
- the Coastal BID website
- printed bulletins
- group forums and meetings
- face-to-face meetings
- an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

Have Your Say . . .

Since last year extensive research have been undertaken across a wide range of stakeholders to ensure an in depth understanding of the current views and aspirations of businesses in the area, as well as an appreciation of the perceptions of those who visit and also work in the area.

August 2015 to present

Distribution of newsletters, in electronic and hard copy format, with information on the consultation process.

August 2015 to present

Encouragement via Facebook, Twitter and LinkedIn to engage in the consultation process.

September 2016 to present

Meetings with business representatives from local trade associations, including: Bournemouth Accommodation & Hotels Association, Bournemouth Chamber of Trade & Commerce

March & April 2016

Drop-in sessions in Boscombe, Southbourne and Westbourne

June 2016 to present

Contact with head offices and regional management of national businesses

July 2016 to present

One-to-one interviews with approximately 20% of BID businesses

August and September 2016

Survey form posted to all BID businesses, with the chance for business to express their opinions on a variety of topics

05 October 2016

Bournemouth BIDs Conference

This collaborative approach is an on-going theme throughout the Coastal BID renewal process, involving regular review meetings, newsletters and e-bulletins, management meetings and monthly Coastal BID Renewal Steering Group meetings.

From the research, consultation and conversations that have taken place over the last year, many suggestions have been put forward. These now need to be evaluated and compared so that a range of priorities can be ascertained in order that deliverable projects can be identified to go forward to the draft business plan.

“Footfall was measured at 7,679,188 in Bournemouth Town Centre and Coastal Districts in 2015’

1,800 Editorial, PR & Marketing appearances from 2012-2016 in the local Daily Echo, Dorset Society, Advertiser

”

Where do we go from here?

Based on their knowledge of all the activities undertaken by the Coastal BID since its launch in July 2012, the Board believes that it is right to propose to businesses that the BID should be renewed for a further five year term.

Under the guidance of the Steering Group a range of research and consultation has already taken place. Where do we go from here?

5 October 2016

Delegates attending the conference will have the chance to discuss and help identify priorities to go forward for the final Business Plan.

5 October 2016

Draft SLA agreement provided by Bournemouth Council

5 to 31 October 2016

Businesses unable to attend the Conference are encouraged to send in their thoughts, based on the options which have come through the consultation process.

If you would like to meet with Stefan (BID Manager) or Annette (Business Liaison) to discuss your ideas face-to-face, please contact the BID office (01202 291200)

30 November 2016

Completion of draft Business Plan

1 December 2016 to 9 January 2017

Consultation on draft Business Plan

January 2017

Final Business Plan to be posted to all 2017-2022 levy paying Businesses

1 February 2017

Anticipated date for posting of ballot papers to all businesses that will pay the 2017-2022 levy

2 February to 31 March 2017

Period of confidential postal ballot

14 March 2017

Ballot result announced

1 July 2017

Start of the new five year term, if the Coastal BID is voted through.

*These are indicative dates, subject to change, depending on progress developing the Bournemouth Coastal BID Proposal 2017 – 2022.

The ballot

Bournemouth Council contracts the Electoral Reform Services to conduct a confidential postal ballot.

All business meeting the levy eligibility criteria as at 1 December 2016 will be entitled to vote in a 28 day postal ballot which will commence on 02 February 2017* with the close of ballot at 5pm on Monday, 13th March 2017*. The result will be announced the following day or as soon as possible thereafter.

For the ballot to be successful all of the following conditions must be met:

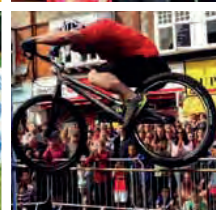
- Over 50% of businesses that vote, must vote in favour of the BID.
- Of the businesses that vote, those voting 'yes' must represent at least 50% of the total rateable value of all votes cast.

Assuming a positive BID vote, the Coastal BID's second term of operation will commence on 1st July 2017 for a fixed term of 5 years.

*These are indicative dates, subject to change, depending on progress developing the Bournemouth Coastal BID Proposal 2017 – 2022.

The **immediate next** step is agreeing the priorities, from the range of ideas which came out of the consultation. Please study this booklet, together with information available www.coastalbid.co.uk, and let us have your **feedback (by 31 October 2016)** on what you would like to see going forward to the 2017-2022 Bournemouth Coastal BID Business Plan.

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



BOURNEMOUTH COASTAL BID DRAFT FRAMEWORK

Launched October 2016 for further consultation

Your Bournemouth BIDs are working in collaboration with:

Association of Town and City Management

Bournemouth Accommodation and Hospitality Association

Bournemouth Council

Bournemouth Chamber of Trade and Commerce

British BIDS

Dorset Chamber of Commerce & Industry

Federation of Small Businesses



Bournemouth BIDs Conference is hosted by

Department of Tourism and Hospitality Bournemouth University

and supported by the Daily Echo, Oxford Cartographers and Springboard.

