

Working Together **WE CAN MAKE A DIFFERENCE**

East Cliff, Seafront & West Cliff



Bournemouth
COASTAL BID



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.

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
- Attract more spend and new investment into the coastal districts

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.



INSPIRING

people to return

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
BOSCOMBE	£1,220,000	£250,000	£180,000	£105,000	£35,000	£1,790,000
EAST CLIFF	£920,000	£440,000	£120,000	£120,000	£40,000	£1,640,000
POKESDOWN	£21,000	£35,000	£5,400	£3,000	£1,000	£65,400
SEAFRONT	£365,000	£194,000	£23,500	£19,000	£7,000	£608,500
SOUTHBOURNE	£210,000	£70,000	£41,000	£35,000	£11,000	£367,000
TUCKTON	£20,200	£53,800	£8,000	£19,000	£6,000	£107,000
WESTBOURNE	£100,000	£129,000	£95,000	£60,000	£20,000	£404,000
WEST CLIFF	£1,125,000	£150,000	£135,500	£100,000	£34,000	£1,544,500
TOTAL	£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.

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

INVITING		£920,000
INSPIRING		£440,000
INVOLVING		£120,000
OPERATIONAL COSTS		£120,000
CONTINGENCY		£40,000



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



"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 MARCH

Oceana Hotels

"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."

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

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



Vote
YES

INVESTING IN The Seafront



2017-2022

£608,500

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

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

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.



Vote
YES

INVESTING IN West Cliff

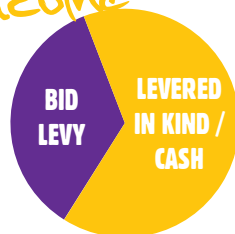
Your
COASTAL BID WILL:



2017-2022

£1,544,500

Income



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



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



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

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
BOSCOMBE	£117,200	£117,400	£117,500	£118,900	£119,000	£590,000	£1,200,000	£1,790,000
EAST CLIFF	£133,500	£134,000	£135,000	£136,000	£136,500	£675,000	£965,000	£1,640,000
POKESDOWN	£3,050	£3,050	£3,100	£3,100	£3,100	£15,400	£50,000	£65,400
SEAFRONT	£21,450	£21,550	£21,600	£21,900	£22,000	£108,500	£500,000	£608,500
SOUTHBOURNE	£40,000	£40,100	£40,300	£40,500	£41,100	£202,000	£165,000	£367,000
TUCKTON	£9,300	£9,350	£9,400	£9,450	£9,500	£47,000	£60,000	£107,000
WESTBOURNE	£68,000	£68,500	£69,500	£69,000	£69,000	£344,000	£60,000	£404,000
WEST CLIFF	£108,000	£108,050	£109,200	£108,750	£110,500	£544,500	£1,000,000	£1,544,500
BID LEVY INCOME	£500,500	£502,000	£505,600	£507,600	£510,700	£2,526,400		
IN KIND / CASH	£604,780	£653,280	£904,680	£952,680	£884,580		£4,000,000	
TOTAL <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.



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

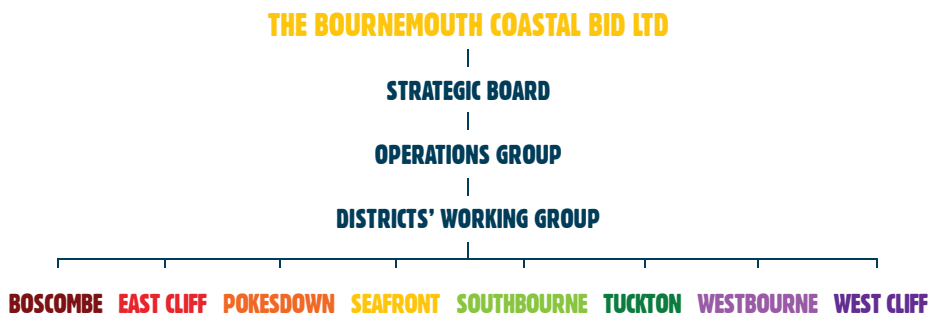
TRANSPARENCY & ACCOUNTABILITY

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 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 BAH
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

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. Alternatively, for a full list of streets included within the BID area, please visit 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

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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ACKNOWLEDGEMENTS

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Boscombe Traders Association
Bournemouth Accommodation and Hospitality
Association
Bournemouth Chamber of Trade and Commerce
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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