

Bournemouth Coastal BID

ANNUAL REVIEW

2017 - 2018

HIGHLIGHTS



JUNE - SEPTEMBER 2017

COASTAL BID YES VOTE

Coastal BID achieved YES Vote for a second BID term 2017 - 2022.

ORIGINAL VINTAGE SHAKE 'N STIR FESTIVAL 2017

Record breaking footfall, with over 20,000 spectators visiting this signature festival in Southbourne over the weekend.

WESTBOURNE IN BLOOM

In partnership with the Westbourne business community and Bournemouth in Bloom, Coastal BID continued to support the maintenance and nurturing of plants to enhance the area in and around the Westbourne Arcade.



OCTOBER - DECEMBER 2017

ARTS BY THE SEA

Awareness raising event 'Time For Sea Change' by artist Lulu Quinn, on the use of plastics in our daily lives, it's impact on the sea and how everyone can make a difference.

HALLOWEEN IN BOSCOMBE

Over the October Half Term and Halloween period, a 'Drive-in roof top cinema' was provided with fully booked screenings of popular and child-friendly 'scary' movies supported by Sovereign Shopping Centre.

FRANKENFEST IN SOUTHBOURNE

The inauguration of a new Halloween full day celebration in Southbourne which included a traditional Halloween parade plus spooky stories on the bandstand in Fisherman's Walk. The event reported a record-breaking number of participating adults and children.



COASTAL VILLAGES CHRISTMAS FESTIVAL

#GOBOCOAST

Augmented Reality App - National ATCM Awards: Runner UP - Best Digital High Street 2018

Visitors were invited to explore Bournemouth's coastal areas using coastal businesses' amazing new augmented reality treasure hunt app to find and take photos with virtual characters and share them on Twitter and Facebook with the unique #GoBoCoast.

Westbourne - VICTORIAN CHRISTMAS with 'real' snow in Westbourne Arcade

Boscombe - CONTINENTAL CHRISTMAS with 10m large tree, Hungarian Artisan Market

Southbourne - VINTAGE CHRISTMAS with Amazing Elves

Pokesdown - CHRISTMAS ON THE COMMUNITY GREEN with additional illuminations

Tuckton - TRADITIONAL CHRISTMAS - Community Christmas Market

East Cliff, West Cliff, Seafront - Infrastructure investment into a new Christmas Experience 2018



JANUARY - MARCH 2018

LUNAR & CHINESE NEW YEAR CELEBRATIONS

#GOBOCOAST - Year of the Dog
Celebration of dog / pet friendly businesses in the coastal districts

BOURNEMOUTH AND POOLE TOURISM AWARDS

Sponsor of the BAPTA's 2018

DIGITAL TRAINING - WEYMOUTH COLLEGE IN ASSOCIATION WITH DIGITAL DORSET

Certification to Achievers: Award in Mobile APPs, Digital Promotion for Business

BOSCOMBE COMMUNITY ACCREDITATION SCHEME

Continuation of a successful collaboration with Bournemouth Council and Dorset Police to provide 2 officers who are accredited to reduce anti-social behaviour within the defined area of Boscombe Precinct.



APRIL - JUNE 2018

LOVE BOURNEMOUTH BUNNIES

Over 100 participating businesses (increase by 30%).
Competition to find the physical and digital bunnies to win amazing prizes. The unique five metre high golden bunny on tour.

25TH ANNIVERSARY BOSCOMBE MARKET

Market Matters - in collaboration with Boscombe Regeneration Partnership and NABMA celebration of Boscombe Market.

JAZZ BY THE SEA

Sponsorship continued and the festival has grown to include venues across the wider area of Bournemouth and Poole.



MEDIA, COMMUNICATIONS & PR REPORT

Every day in average published: social media, blogs or press releases

Over 400,000 prints distributed within Bournemouth's residential and tourism catchment area

Over 650,000 media views online and in print

Over 360,000 total social media reach on Facebook and Twitter, new record levels with 'Golden Bunnies' #GoBoCoast

Over £50,000 Advertising Value Equivalent (AVE)

Regular coverage in print & digital media:

| | |
|-----------------------------------|--|
| COAST | Highcliffe - Southbourne - Christchurch LocalEye |
| Christmas Magazine | Lets Go Out Bournemouth and Poole |
| Metro London | Bournemouth Town |
| Dorset & Hampshire Magazines | Visit Bournemouth |
| Resort Magazine | Dorset Eye |
| Bournemouth Consumer E-newsletter | DCCI News |
| Bournemouth Echo | Business in Dorset |
| The Herald | Revive & Thrive National |
| Sandbanks Magazine | Placemaking Publications |
| Mags 4 Dorset | (this list is not comprehensive) |

BOURNEMOUTH COASTAL BID FINANCIAL REPORT

Your Coastal BID levered contributions from other providers as added value to your BID levy investment:

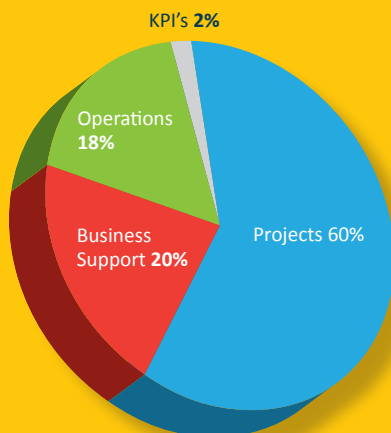
| | |
|-----------|--|
| £ 370,000 | Bournemouth Christmas Experience 2017 |
| £ 250,000 | Arts by the Sea |
| £ 151,200 | Weymouth College in association with Digital Dorset |
| £ 80,000 | Business Events Bournemouth |
| £ 60,000 | Jazz by the Sea |
| £ 58,500 | Diverse Interactive: GoBoCoast App |
| £ 25,000 | Media Partner Daily Echo / Newsquest |
| £ 20,000 | Shake 'n Stir |
| £ 15,000 | Bournemouth Council, Marketing Assistance, Off Season campaigns |
| £ 4,000 | Bournemouth in Bloom |

TOTAL £1,033,700

levered contributions from venture partnerships

The BID levy Income generated £498,957 in addition to investing from reserves. Another £25,300 was generated from other project income.

| | |
|------------------|-------------------------------------|
| £ 346,544 | Projects |
| £ 117,000 | Business Support |
| £ 105,000 | Legal / Office / Utilities / HR |
| £ 10,000 | KPI's |
| £ 578,544 | Total Coastal BID Investment |



The statement of this financial report is unaudited and may be subject to change.

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:



INVESTING
in our
communities



INVITING
more visitors &
residents



INSPIRING
people to
return



INVOLVING
informing &
supporting

CONTACT US

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