

# Working Together WE CAN MAKE A DIFFERENCE

Southbourne & Tuckton



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

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### STRATEGIC OBJECTIVES

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

# Southbourne

Located in a popular and bustling suburb of Bournemouth and situated within walking distance of the seafront is the up and coming area of Southbourne. With independent shops and boutiques, gifts shops and many places to eat and drink, Southbourne has a lot to offer residents and visitors alike.

## Food and Drink

Relax in the delights of Southbourne's artisan food venues from award winning chicken and tapas restaurants known for their amazing chef's sauces, to handmade burger bars. If Italian is for you, then you'll love the quirky restaurants and rustic delis offering fantastic charcuterie, juicy olives, authentic lasagne and sourdough pizza.

The nightlife in Southbourne has a great atmosphere. With two micro breweries on offer, why not take a tour and sample a selection of local real ales. Or for an award winning cocktail, seek out the 'World Class UK Bartender of the year' James Fowler from the Larder House, and party the night away in the Grove Tavern, voted 'Best Bar None' venue in Bournemouth.

## 100% Retail

With all units occupied, independent businesses are flourishing along Southbourne high street, blending in with more recognised stores giving the place a distinctive and welcoming feel where the quality of the goods that are being sold and the service provided really matters. Southbourne is a brilliant place to do your shopping with a variety of different items available to buy including beautiful houseware, clothing, funky furniture, vintage jewellery and quirky gifts. So if you're looking for that perfect gift to take away from your holiday or to give to that special someone, you'll be sure to find it along Southbourne's high street, all with easy access and parking too.

## Southbourne Beach and Fisherman's Walk

Popular with residents and holiday makers, you can walk from Southbourne high street through Fisherman's Walk directly to Southbourne's Blue Flag beach.

Fisherman's Walk nature trail is a stunning walk along the cliff top, situated between Fisherman's Avenue and Portman Crescent, in Southbourne, linking to Southbourne Grove. It is a narrow strip of wooded land, with a nature trail, woodland flowers and shrubs, and plenty of wildlife. Here you'll find more refreshments plus you can walk down the zig zag to the beach or ride the cliff lift. Built in 1935, The Fisherman's Walk Cliff Lift is in operation every day between Easter and the end of October. With a great cliff top café and a children's play area, there is plenty to entice families to take the lift up and down.

You can pick up a walking guide and map from Southbourne Library or go to:

[www.bournemouth.co.uk/walking](http://www.bournemouth.co.uk/walking)

## Shelley Theatre

Many people know the Shelley Manor because of its associations with Mary Shelley and Frankenstein. The house was indeed built for her but sadly she died before it was completed and her son and his wife took occupancy. Sir Percy had a timber theatre built in the Boscombe Manor grounds but replaced it with the current grander theatre which was opened in 1870 with a public performance. The Shelley Theatre Trust has since helped restore the building and fills it with creativity and a full arts programme.

[www.shelleytheatre.co.uk](http://www.shelleytheatre.co.uk)

## Eventful Southbourne

Throughout the year, many seasonal events have previously taken place in Southbourne including the Food and Drink festival, Wheels comes back to Southbourne, Music in the Walk, plus the award-winning Shake and Stir Vintage Festival set to return in 2017. These events create vibrancy and bring energy into the town, proving hugely popular with visitors and locals.

[www.bournemouth.co.uk/southbourne](http://www.bournemouth.co.uk/southbourne)

Vote  
**YES**



# INVESTING IN Southbourne



**2017-2022**

**£367,000**

## Your COASTAL BID WILL:



Build on the success of signature events, such as 'Shake & Stir'



Develop a regular programme of street animations and smaller events to further enhance footfall and attract more visitors



Maximise the unique character of Southbourne which comes from its wealth of artisan and independent businesses located alongside national chains



Look at initiatives to improve the parking offer and local transport links



Put Southbourne on the visitors' map as a vibrant, vintage, cultural hub centred between Bournemouth Town Centre and Christchurch



Ensure all events are of the highest quality, delivering business opportunities to retailers, food and drink providers alike



Work with and support Southbourne on Sea Business Association (SoSBA), including a special membership package for BID levy payers

Income



**BID LEVY £202,000**  
**IN KIND/CASH £165,000**



## Investing

INVITING		£210,000
INSPIRING		£70,000
INVOLVING		£41,000
OPERATIONAL COSTS		£35,000
CONTINGENCY	*	£11,000



Southbourne business community generates circa £202,000 BID levy and matched with venture partnerships and other voluntary contributions to continue with successful signature events and activities this will generate circa £165,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.

“Wheels comes to Southbourne” generated a footfall of 20,000 in 2016 – 13% up on the previous year. We need the Coastal BID to ensure we can continue to develop similar signature events for Southbourne.”

“Whether it’s events like Shake & Stir, the Coastal Walks Map, or the new signage, we can see the benefits which the Coastal BID has brought to Southbourne.”



“Cliff House Hotel in Southbourne is pleased to support the Coastal BID. As a hotel in one of the villages the BID has created and supported events in Southbourne to drive footfall to us including the Shake & Stir Festival. Without the BID these events would not have happened.”

“The Coastal BID has supported a wide range of events and marketing initiatives in Southbourne – and we need that to continue for the next five years, for the benefit of local businesses.”

**TIM SEWARD**

Manager, Cliff House Hotel

**CHRIS ROCKER**

Just Shutters



*Investing*

<b>TOURISM</b>		<b>2%</b>
<b>RETAIL</b>		<b>44%</b>
<b>FOOD &amp; DRINK</b>		<b>19%</b>
<b>OTHER</b>		<b>35%</b>

Rateable value percentage by key sectors

# PROMOTING TO MORE RESIDENTS & VISITORS

# Tuckton & Hengistbury Head

Tuckton, part of the civil parish of Southbourne, is a popular setting for water sports and other recreational pursuits. One of the first riverside businesses here, Tuckton Creeks, was set up in 1903 and became the renowned Tuckton Tea Gardens which offer beautiful views of the Priory and boat trips along the Stour to Mudeford.

## Tuckton Tea Gardens

Tuckton Tea Gardens is a small café set in beautiful gardens with stunning views of the river, boats and gardens with a putting green and crazy golf course. It's open every day for eleven months of the year (except Christmas Day), closing in January for refurbishment and holidays. In the winter months it's open from 9am to 4.30pm and in summer months from 9am until 5.30pm or later. During the summer months they have barbecue river cruises, consisting of an hour's cruise up and down the river followed by a barbecue buffet in the Tea Gardens.

The café offers hot and cold drinks, light lunches, New Forest ice creams and a range of locally and homemade cakes, soups and snacks. So with great food, entertainment and a truly idyllic setting, Tuckton Tea Gardens is highly recommended to all.

## Tuckton Road

The first shops in Tuckton were built on the south side of Tuckton Road in 1925, and popular with visitors and residents. Along Tuckton Road you will find a range of different outlets including charity shops, supermarkets, cosy cafés, a newsagents and a variety of restaurants and pubs.

## Hengistbury Head

Attracting visitors from all over the world, Hengistbury Head is a scenic and historic headland jutting into the English Channel between Bournemouth and Mudeford in the English county of Dorset. It is a site of international importance in terms of its archaeology and is an Ancient Monument. The Hengistbury Head Visitor Centre shines new light on this Stone Age settlement as well as the abundant natural history of the area.

As well as the scientific interest, Hengistbury Head incorporates many different habitats and supports a wide variety of wildlife and rare plant species.

Many visitors to Hengistbury Head enjoy hiking and rambling across its natural, yet accessible terrain. It's a hit with dog lovers too, offering a dog friendly beach with plenty of walks and trails to go on. The sandy beaches are a major draw for families, especially in the summer months, as well as the lowland area to the west of Hengistbury Head, extensively used for kite flying and as a popular picnic site.

Cycling to Hengistbury Head is another great way to explore the area and enjoy spectacular views across to Old Harry Rocks and the World Heritage Jurassic Coast, or the Needles and the Isle of Wight.

There's also the Hiker Cafe located at Hengistbury Head, a perfect place to relax with a cup of tea and piece of cake while taking in the sights. A land train runs from the Hiker Cafe to the Beach Cafe on Mudeford spit every day (except Christmas Day), an ideal option for when your legs need a rest. You could choose to walk one way, or enjoy the train on a return journey. Dogs are welcome on the trains for a small charge.



Vote  
**YES**

# INVESTING IN Tuckton & Hengistbury Head

## Your COASTAL BID WILL:



Help to encourage people to visit Tuckton more often



Work in partnership with Bournemouth Council to improve the appeal of the area



Find the most appropriate vehicle to develop a shop front improvement programme



Improve the signage and wayfinding in and around Tuckton



Work with other local businesses to enhance Tuckton and Hengistbury Head



2017-2022

£107,000

Income



BID LEVY £47,000

IN KIND/CASH £60,000



## Investing

INVITING		£20,200
INSPIRING		£53,800
INVOLVING		£8,000
OPERATIONAL COSTS		£19,000
CONTINGENCY		£6,000



Tuckton business community generates circa £47,000 BID levy, matched with venture partnerships and other voluntary contributions to deliver a shop front improvement programme and other placemaking activities. This will generate circa £60,000 over the BID's five-year life. In addition, help in kind will further increase the scale of expenditure and investment.

"We've seen what the Coastal BID can do in helping to promote Tuckton when it provided support for our 80th birthday celebrations."

**JASON GIDDING**

United Ferry & Tuckton  
Tea Gardens

"Businesses working together in Tuckton is what is needed to make a difference."

"Tuckton is in need of a bit of a facelift – and the Coastal BID could stimulate and facilitate this."



*Investing*

<b>TOURISM</b>		<b>2%</b>
<b>RETAIL</b>		<b>35%</b>
<b>FOOD &amp; DRINK</b>		<b>41%</b>
<b>OTHER</b>		<b>22%</b>

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
<b>BOSCOMBE</b>	£117,200	£117,400	£117,500	£118,900	£119,000	£590,000	£1,200,000	£1,790,000
<b>EAST CLIFF</b>	£133,500	£134,000	£135,000	£136,000	£136,500	£675,000	£965,000	£1,640,000
<b>POKESDOWN</b>	£3,050	£3,050	£3,100	£3,100	£3,100	£15,400	£50,000	£65,400
<b>SEAFRONT</b>	£21,450	£21,550	£21,600	£21,900	£22,000	£108,500	£500,000	£608,500
<b>SOUTHBOURNE</b>	£40,000	£40,100	£40,300	£40,500	£41,100	£202,000	£165,000	£367,000
<b>TUCKTON</b>	£9,300	£9,350	£9,400	£9,450	£9,500	£47,000	£60,000	£107,000
<b>WESTBOURNE</b>	£68,000	£68,500	£69,500	£69,000	£69,000	£344,000	£60,000	£404,000
<b>WEST CLIFF</b>	£108,000	£108,050	£109,200	£108,750	£110,500	£544,500	£1,000,000	£1,544,500
<b>BID LEVY INCOME</b>	£500,500	£502,000	£505,600	£507,600	£510,700	£2,526,400		
<b>IN KIND / CASH</b>	£604,780	£653,280	£904,680	£952,680	£884,580		£4,000,000	
<b>TOTAL</b> <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
<b>BID Levy including Venture Partnerships</b>	<b>£1,171,460</b>	<b>£1,138,580</b>	<b>£1,386,080</b>	<b>£1,433,520</b>	<b>£1,396,760</b>	<b>£6,526,400</b>

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 ?
<b>BOSCOMBE</b> Bournemouth Council and Dorset Police, Various Partners - Events & Markets, CSN PowWowTV	<b>CSAS - Policing Services</b> £160,000 <b>Local Events &amp; Activities</b> £940,000 <b>Giant Screen</b> £100,000	Yes / 3 Years Yes & Estimated Yes	Existing New / Existing New	Cash Cash Cash
<b>EAST CLIFF</b> Bournemouth Council, Town Centre BID and various partners	<b>Christmas Experience &amp; Signature Activities</b> £965,000	Yes & Estimated	New	Cash
<b>POKESDOWN</b> Various Partners - Placemaking	<b>Signature Activities</b> £50,000	Estimated	New	In Kind
<b>SEAFRONT</b> Bournemouth Council, Town Centre BID and various partners	<b>Christmas Experience &amp; Signature Activities</b> £500,000	Yes & Estimated	New	Cash
<b>SOUTHBORNE</b> Various Partners - Events	<b>Signature Events</b> £165,000	Yes & Estimated	New / Existing	Cash
<b>TUCKTON</b> Various Partners - Business Support	<b>Wayfinding &amp; Shopfront Improvements</b> £60,000	Estimated	New	In Kind
<b>WESTBOURNE</b> Various Partners - Events & Business Support	<b>Business Training, Signature Events</b> £60,000	Yes	Existing	In Kind
<b>WEST CLIFF</b> Bournemouth Council, Town Centre BID and various partners	<b>Christmas Experience &amp; Signature Activities</b> £1,000,000	Yes	New	Cash
<b>TOTAL</b>	<b>£4,000,000</b>			

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 BOURNEMOUTH COASTAL BID LTD

#### STRATEGIC BOARD

#### OPERATIONS GROUP

#### DISTRICTS' WORKING GROUP

BOSCOMBE EAST CLIFF POKESDOWN SEAFRONT SOUTHBOURNE TUCKTON WESTBOURNE WEST CLIFF

**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 BAHA  
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 Seafrost  
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](mailto:nikki@coastalbid.co.uk). Alternatively, for a full list of streets included within the BID area, please visit [www.coastalbid.co.uk](http://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:
  - \* Categorized 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](http://www.atcm.org)

British BIDs  
[www.britishbids.info](http://www.britishbids.info)

British Retail Consortium  
[www.retailbids.org.uk](http://www.retailbids.org.uk)

For further information or material in a different format  
(e.g. electronic copy or large print)  
please contact:

**Bournemouth Coastal BID Ltd.**  
1st Floor, Burlington House, Burlington Arcade,  
St Peter's Road, Bournemouth BH1 2HZ  
**W: [www.coastalbid.co.uk](http://www.coastalbid.co.uk)**  
**E: [office@coastalbid.co.uk](mailto:office@coastalbid.co.uk)**  
**T: 01202 291200**

## ACKNOWLEDGEMENTS

AFC Bournemouth  
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

**Stefan Krause – BID Manager**  
[Stefan@coastalbid.co.uk](mailto:Stefan@coastalbid.co.uk)

**Nikki Parker – Operations Executive**  
[nikkj@coastalbid.co.uk](mailto:nikkj@coastalbid.co.uk)

**Annette Plaistow-Trapaud – Business Liaison Officer**  
[annette@coastalbid.co.uk](mailto:annette@coastalbid.co.uk)

### Photography and Artwork

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Reg. Office 6th Floor, Dean Park House, Dean Park Crescent Bournemouth BH1 1HP

Vat No.139 4327 04