

Working Together **WE CAN MAKE A DIFFERENCE**

Westbourne



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.

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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
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

Westbourne

Westbourne is a warm, welcoming coastal village with a wide variety of boutique, individual shops with plenty of places to eat, drink and relax and only one mile from Bournemouth town centre. The great location provides locals, tourists and visitors with a perfect opportunity to visit Westbourne, whether you're travelling by car, bike, walking, or any other mode of transport.

Comfort Eating

Westbourne has a distinct continental feel. With al fresco seating enticing shoppers to stop and catch up with friends in summer and warm, welcoming cosy venues in the colder months, Westbourne is buzzing. Westbourne's unique appeal has attracted an ever growing and varied number of restaurants, bars, delicatessens, off licences, cafés and food stores. With over 200 businesses, Westbourne is well established and proud to boast some 50 venues where visitors can dine, snack or drink, allowing them to discover food from across the globe.

The many bars and pubs offer anything from cocktails to real ales, so there's something for everyone. As well as the food, these venues provide some fantastic entertainment including quiz nights, wine tasting evenings, live music, film nights and more.

Retail Therapy

When it comes to the shops, Westbourne is full of hidden treasures waiting to be discovered. You will find unique, quirky clothing and accessories to catch your eye,

from vintage clothing, all the way up to occasion wear. The Westbourne Arcade is well worth a visit too. Built during 1884 and 1885 by Henry Joy, this is a "well-preserved polychrome Gothic shopping arcade". Today, it is host to an eclectic mix of gift shops and cafés, plus the UK's smallest cinema, 'Bournemouth Colosseum' with only 19 seats!

And when you need a break from the retail therapy, you can take a lovely walk from Westbourne through a wooded area leading to the beautiful Tropical Gardens, just a short walk away from Alum Chine Beach. The gardens have become renowned for their award-winning facilities, striking landscape design and stunning views.

Eventful Westbourne

Westbourne is also energised with a diary of events throughout the year, creating a strong business community and providing visitors with a memorable experience. Various events and marketing campaigns take place throughout the year at peak and off-peak seasons.

Previous campaigns include 'Love Westbourne', 'Look Good, Feel Good', 'Westbourne Foodie Heaven', plus the hugely successful events including the Summer Festival, Small Business Saturday and the Christmas festival. These events are wonderful for the locals and for visitors for the area.

For more information on Westbourne, visit www.bournemouth.co.uk/westbourne

Vote
YES



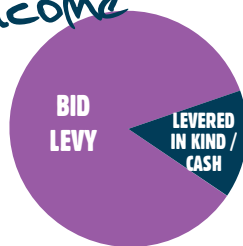
INVESTING IN Westbourne



2017-2022

£404,000

Income



BID LEVY £344,000
IN KIND/CASH £60,000



Market Westbourne's retail offer, differentiating between local residents and office workers



Create and promote a calendar of events offering opportunities for both daytime and evening businesses



Work with the Council to improve the availability of parking in Westbourne for shoppers and workers



Build on the distinctive, "urban village" character of Westbourne and its local appeal



Lead on the development of business support programmes to help the large number of small, independent businesses in Westbourne, especially with social media and events



Help businesses to retain a competitive edge in the growing e-commerce market place

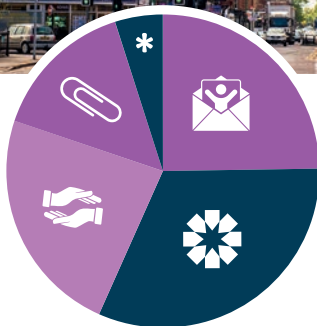


Encourage greater use of Bournemouth's main tourism website by local businesses



Investing

INVITING		£100,000
INSPIRING		£129,000
INVOLVING		£95,000
OPERATIONAL COSTS		£60,000
CONTINGENCY		£20,000



Westbourne business community generates circa £344,000 BID levy matched with venture partnerships and other voluntary contributions to provide business support programmes, promotions and 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 have achieved a number of our objectives through the funding and support received from Coastal BID."

LIA MARTIN

Chair, Westbourne Business Association

"The Coastal BID funded Winter Festival in Westbourne saw a 5% increase in footfall, against a national decline of 2% over the festive season."

"The Summer Festival brought nearly 6% more people to Westbourne, thanks to the Coastal BID."

"Small businesses in Westbourne need help in adjusting to a changing world – something the Coastal BID can provide through a special tailored programme of business support."



Investing

TOURISM		6%
RETAIL		55%
FOOD & DRINK		21%
OTHER		18%

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

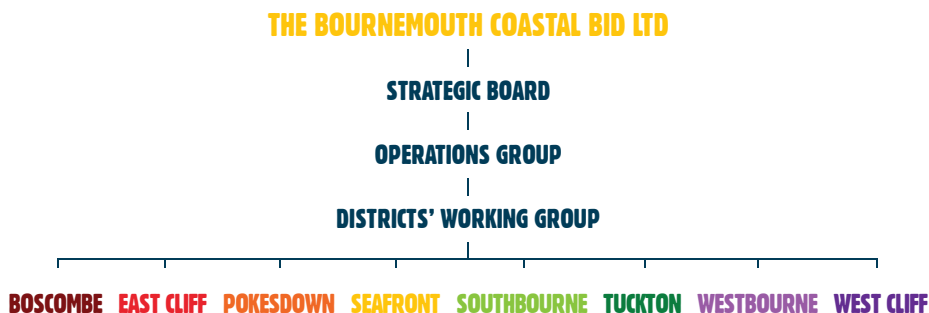
TRANSPARENCY & ACCOUNTABILITY

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 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. 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 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)
please contact:

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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
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Nikki Parker – Operations Executive
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Annette Plaistow-Traupaud – Business Liaison Officer
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Photography and Artwork

Boomerang Creative / Daily Echo / Miroslav Lucan, LucanArt / Hattie Miles, Photography & Walkingtalks /
Tom Keeping, Keeping & Co. / Harry and Charles Fynn, Plato Video / Guy Wood, Sirius Art / Kevin Cowlard,
Tandem / psinpod.com

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