

**Bournemouth Coastal Districts
Business Improvement District (BID)**

**Business
Plan
2012-2017**

VOTE
YES



Contents

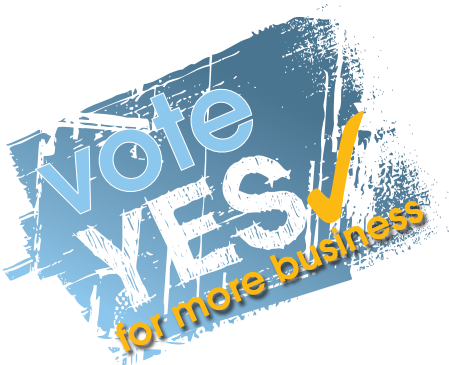
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“Now’s the time for businesses to step up and lead the change in Bournemouth. It’s time to stop all the talking and vote **“YES”** for the BID. Together we can make Bournemouth a busier and better place.”

Andrew Lennox,
Koh Thai Tapas (Boscombe & Bournemouth)



Summary



The Coastal Districts Business Improvement District (BID) will raise the profile of Bournemouth as a destination, highlighting the uniqueness and variety of the individual trading districts, bringing **more business** to Boscombe, Southbourne, Westbourne, the West Cliff and the East Cliff.

Managed by you

The BID will be run by an independent, private sector led ‘not-for-profit’, limited company. The Board will be elected by and be accountable to you for delivering this business plan, ensuring that your money is spent wisely.

Funded by you

The Coastal Districts BID will be funded by a 1.5% levy on the rateable value of all the eligible businesses in the BID area. Over 50% of the businesses will contribute less than £300 a year.

Your choice

The choice is yours. Voting papers will be sent out at the beginning of March 2012 and you will have until 9 April to vote. If the majority of those who vote are in favour and they represent over 50% of the rateable value of those who vote, the BID will go ahead and the levy will be mandatory.

Delivering on your priorities

Voting **“YES”** for the BID will deliver the priorities you identified including:

- Increase your turnover and profitability
- Bring you more customers
- Invest more money to market the area
- Persuade customers to stay longer and spend more
- Put on more events to attract more people
- Highlight all there is to do in Bournemouth’s coastal districts
- Improve the signage into and within your area
- Reduce your business costs
- Attract more money and investment
- Act as a powerful business lobby for you

This is your opportunity to choose whether £3m is invested over the next five years to increase the number of people coming to your area, staying longer, exploring more, spending more in local shops and coming back again and again.

“The Bournemouth Tourism Management Board supports the BID as it believes it aims to put local businesses in control of the choices, decisions and investment.”

**James Eels,
Chairman BTMB**



Introducing the BID

As businesses we know we can never rest on our laurels, and have to **continuously develop, adapt, improve and promote** ourselves. The same is true for the town generally as well as the area in which we trade. To ensure that Bournemouth retains and deserves its reputation as the UK's leading resort we must continue to invest and work at this.

There are over 124 BIDs operating successfully around Britain. These businesses are already benefiting from taking control of their own destiny, working together and investing a small percentage of their rateable value to be spent locally to increase their profitability.

Over the last nine months we have been talking with businesses, asking what you think will improve your business, running workshops to see how you think the BID money would be best spent, continually testing and checking your ideas. This Business Plan is the culmination of all those consultations. The Steering Group (listed on page 31) believes that it represents a consensus of what you think will make Bournemouth and your area a better place in which you can do more business.

The majority of businesses within the BID area will pay under £300 a year.

The levy contributions of £500,000 will also help lever an estimated additional £150,000 a year.

These are great returns on anyone's investment.

Please read on and find out more about how the BID will work, the details of the business plan that your views have helped create, as well as how you will still have a say in how the new organisation will operate.

I will definitely be voting **“YES”** on behalf of Bournecoast for the creation of a new Coastal Districts BID in the postal ballot which takes place between 12 March 2012 and 9 April 2012. I hope you see the same direct benefits for your business and vote **“YES”** too.



Des Simmons
BID Steering Group Chairman
Managing Director – Bournecoast





Why do we need a BID?



THE OBJECTIVES OF THE BID ARE TO:

- Increase the number of people visiting Bournemouth and persuade them to stay longer
- Encourage visitors and local people to explore more of our unique coastal strip
- Provide visitors and local people with reasons to spend more in local shops
- Improve everyone's experience and encourage repeat visits
- Help to make your business more profitable.

Bournemouth is a great place to live, work and visit. We know this because over 160,000 people have chosen to live here and 4.7 million people come here every year as visitors. In 2010, tourism contributed £425m to the town's economy, accounting for 14% of all local employment. Staying visitors and day trippers are vital to the town's future prosperity.

We have an amazing variety of businesses within the coastal strip - international brands, independent shops and hotels, attractions, a great choice of restaurants, pubs and cafes. Each of the districts along the coast enjoys its own unique character.

For every £1 spent by people coming to Bournemouth, another 56p is generated within the local economy. The more people we encourage to spend money in our restaurants, shops and hotels, the more profitable businesses will be, the more local people will be employed, the more they will have to spend in local businesses - and so the cycle goes on. Each year the competition for people's leisure pound and leisure time increases. We need to raise our game and find ways to use our resources more effectively, attracting more visitors and local people to spend money with us.

Once we have attracted people to Bournemouth the BID will ensure that they, together with our local residents, know more about what there is to do all along the coastal strip, encouraging them to stay longer, explore more and spend more in local shops.



"Pound for pound, compared with other operating costs, the services delivered by the BID are excellent value for money."

Ian Silverberg,
Managing Director,
Silverberg Opticians, Liverpool
(Liverpool BID member)





Frequently asked questions about Business Improvement Districts



Isn't this just a way for the Council to save money?

Most definitely not! The BID Company will be an independent, not-for-profit organisation. It cannot carry out any projects or services that have to be statutorily provided by the public agencies. Any projects must be additional to those services. We have worked with Bournemouth Borough Council to create baseline service agreements to give clarity on what is currently being provided. This includes the range and level of tourism services. The BID creates extra money to invest in Bournemouth.

Isn't this what I pay my Business Rates for?

No. Business Rates are a national tax collected by the Council and then redistributed by the Government. You as businesses have no control over the way these Council funds are spent. However, all your BID money is kept locally, and spent for your benefit. The BID levy does not pay for anything covered by your business rates. The funds collected through the BID levy will be kept in a separate bank account, held by a business led BID company. All the income from the levy, and from the extra funds attracted, will be used to develop and fund local activities and services decided by you, through this Business Plan.

Isn't the recession a bad time to be developing a BID?

This is actually a good time. BIDs can help save money by bringing down your overheads, such as insurance and utility bills. They offer economies of scale for promotional activity with larger marketing budgets reaching out further to attract new customers. Working together increases the overall value of your offer so that Bournemouth is able to compete more effectively.

Do BIDs operate elsewhere in the UK?

BIDs are an international success story. They originated in Canada before being introduced in the USA. Today there are over 124 successful BIDs in the UK, with 60,000 businesses choosing to work together, collectively investing over £69 million a year. More importantly 33 of the 34 UK BIDs, like Bedford, Reading or Plymouth, that have come up for renewal for a second term have been successful. This is the clearest indication that BIDs work!

For more information on BIDs around the UK see: www.ukbids.org

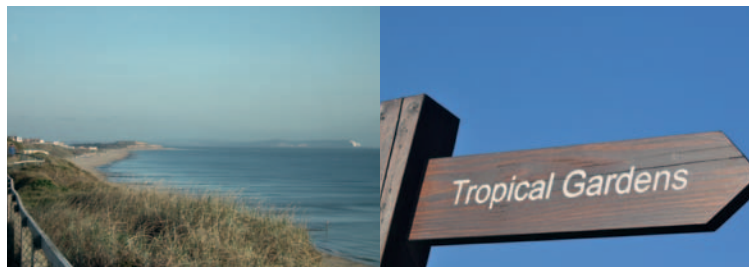
How much will I pay?

The projects shown in this business plan, which have evolved through the consultation process, are based on a 1.5% levy. The majority of businesses will pay under £300 a year. The smallest businesses (with a rateable value of less than £9,500) have no vote and are exempt, although they can choose to make a voluntary contribution and enjoy the benefits.

"We have seen the success of BIDs in other towns and are keen to see Bournemouth join this group of forward thinking businesses investing in our future, taking control of our own destiny."

**Mark Brown,
Costa Coffee
(Westbourne, Southbourne & Boscombe)**





A Business Improvement District (BID) is a business controlled initiative which gives you, as local businesses, the power to raise funds to be spent locally, with the aim of improving your business environment. It is an investment scheme where you agree how your money should be used to benefit you, your employees, customers and clients.

Businesses across the country in over 124 locations, including Wimborne, Dorchester, Winchester, Plymouth, Truro, Edinburgh, Rugby and Bedford are reporting that BIDs are good news.

Putting you in charge

BIDs are about you, as a local business, taking charge and being in control.

- B** **Businesses in control.** From the initial consultation through the workshops and surveys, you have directed the development of this Business Plan.
- I** **Investing 100% locally.** Every penny is invested to improve your business prospects.
- D** **Decisions are profit led.** You have told us what needs to be done. By working together we can all grow stronger.
- S** **Supplementing what's already there.** BIDs provide additional services, over and above what a local authority already does.

“I’ll be voting ‘YES’. The BID is a chance for businesses to work together and make a real difference for the future.”

**Steve Taylor,
Fab Frocks (Westbourne)**

“The Bournemouth Chamber of Trade and Commerce believes BIDs have a major, positive impact and urge all eligible businesses to vote “YES”.”

**Nigel Hedges,
President BCTC**

How have we got to this point?

The Idea

In 2007 the Bournemouth Chamber of Trade and Commerce, and the Bournemouth, Poole and Christchurch branch of the Federation of Small Businesses submitted proposals for a feasibility study to assess the suitability of a Business Improvement District (BID) for Bournemouth town centre, based upon the clear success of these schemes elsewhere. The study reported that a BID for Bournemouth would be positive for businesses here. It also showed the potential to develop a second BID for the coastal districts.

The Development

Bournemouth Borough Council agreed to fund the development stage of both BIDs, aiming to strengthen the town and make it more attractive to businesses and visitors alike. It was agreed that local businesses would control how this funding was spent, ensuring strong, detailed consultation to understand and address the needs of businesses.

Each BID has been controlled by its own Steering Group made up of representatives from the businesses and organisations in that BID area. Every member of the Steering Group is passionate about Bournemouth and has worked unpaid to steer the BID project forward.

The Proposal

This Business Plan is the conclusion to this process. It is a plan by local businesses for the benefit of local businesses.

The Coastal Districts BID

Over the last nine months, you have explained your priorities for this BID area. Your ideas have shaped this final proposal. The extensive consultation has included:

- The initial survey – a questionnaire was posted to all 766 eligible businesses in the BID area
- One-to-one meetings – hundreds of face to face meetings have been held with local businesses
- Local workshops – businesses were invited to meetings to understand the BID and give your feedback on the plans
- Newsletters – these have been posted and emailed to BID businesses informing you of the results of the survey and early indications as to the key projects which you suggested for the business plan
- Second survey – All businesses were invited to comment on the draft business plan.

Now it needs your active support.

- Vote **“YES”** to ensure the vital improvements you have requested are delivered
- Vote **“YES”** to ensure an investment of £3 million in Bournemouth’s coastal strip over the next five years
- Vote **“YES”** to ensure that you are in control.



Why should I vote YES?



The BID puts you in control – you have already told us what you need. If the BID succeeds you will have a guaranteed voice through the new BID Company, an independent, not-for-profit company responsible for delivering this Business Plan.

Amidst increasing competition, Bournemouth and its districts need to work harder to retain our position as the south's leading resort. Over 25 million people live within a three hour holiday or short break drive time. Many of these potential customers are unaware of what the Coastal District offers today. The BID can create a marketing budget of around £1 million over the five years .

Once we have created the interest in Bournemouth, the BID will encourage people to visit more businesses within the coastal strip from Westbourne, through the West and East Cliffs, Boscombe and Southbourne to Hengistbury Head.

If you vote 'YES' the total new investment generated from the levy will top £3 million over the next five years. Your levy money will also be used to lever additional income from public sector agencies, grant bodies and landlords. This is extra funding that will only be available if the BID proceeds.

Bournemouth Council has:

- **Financed the BID to the ballot stage**
- **Undertaken to pay the levy on its properties in the BID**
- **Intends to maintain tourism funding for the next five years**
- **Will seek to match fund agreed joint projects.**

THE BID PROCESS

Is a fair one with every eligible business paying a small percentage of their rateable value, relative to their size.

“Business Improvement Districts are democratic, fair and powerful. The Daily Echo supports the BID and urges businesses to vote “YES”.”

**Toby Granville,
Group Editor,
Daily Echo and Dorset Echo**



WHAT THE BID WILL DO FOR YOU

Bring more people to the Bournemouth area

You told us that promoting Bournemouth as a destination will bring you more business.

From the consultation survey 97% of respondents said you want the BID to attract more people who will stay longer and spend more locally. 67% of respondents said marketing the resort is "very important" for your business. 57% said you think we should spend "a lot more" marketing Bournemouth. During the workshop sessions you also said you want the BID to concentrate on the off-season and help attract major, new town conferences.

During its first year the BID will

- Undertake additional, innovative promotional activity aimed at attracting off-season leisure visitors, supplementing the main season campaigns delivered by Bournemouth Tourism
- Retain a professional marketing agency to advise on and deliver these campaigns using appropriate spring and autumn images, linking with local providers to offer an enhanced package of benefits for visitors
- Ensure the BID's five year marketing strategy worth an estimated £1 million complements the work being undertaken by Bournemouth Tourism, the Town Centre BID and other major local players
- Continually evaluate the success of these activities adapting them to ensure they deliver the maximum return
- Work with others to attract new town conferences.

"As BID levy payers, the BIC and Pavilion will play our part, alongside our private sector partners to bring more conferences and events to Bournemouth."

Peter Gunn,
Chief Executive, BH Live



Five year Budget: £1,120,000



"New off-season marketing campaigns will bring me more business when I most need it, that's why I will be voting **"YES"."**

Matt Perry,
Manager Westcliff Premier Inn



WHAT THE BID WILL DO FOR YOU

Create a more eventful town

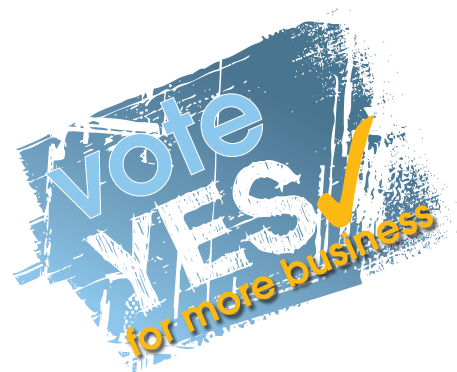
You told us that running more events will bring you more business.

71% of respondents to the consultation survey said you want more events. During the workshop sessions you told us you want to see more, major town events to bring people to the area, as well as more money spent on setting up and operating events around the coastal districts, linking these wherever possible with the town based activities.

During its first year the BID will

- Work with local traders' groups to create at least three new events in the coastal districts aimed at visitors and local residents
- Identify an opportunity for at least one new town based event and put in place the framework to help deliver this in future years
- Work with all parties to raise the awareness of events already taking place
- Ensure that the emphasis for these new events is outside of July and August
- Work with Seafront Services to bring the land train to additional coastal districts for the 2012 season.

Five year Budget: **£616,000**



“I’m backing the BID. By creating extra events and better promoting our existing ones, we will attract more people and generate more business.”

**Clive Mace,
Grove Tavern, Southbourne**

“New events, especially in the shoulder months, will open up new markets at a time of year when we all have beds available.”

**Andy Woodland,
Chairman, BAHA**



WHAT THE BID WILL DO FOR YOU

Promote Boscombe, Southbourne and Westbourne

You told us that promoting your district both to visitors and local people will bring you more business.

From the initial survey, 57% of respondents said you want "a lot more" information on your district to be available to people when they are in Bournemouth. 46% said you want "a lot more" information on your district prior to people arriving here and 41% said you felt that better signage and more information would help more people discover our unique coastal districts. These findings were re-enforced during the workshop sessions, when many retailers also requested money for local marketing.

During its first year the BID will

- Help you to continue to develop your own local district brand identities
- Produce a new coastal districts leaflet to feature the different attractions of Westbourne, Southbourne and Boscombe as well as the East and West Cliff areas
- Introduce new maps and signs in the coastal districts linking the sea front and retail areas, giving people a true feeling of being welcome
- Provide funding for specific local marketing activity undertaken in conjunction with the trade associations in Southbourne, Westbourne and Boscombe, to attract more residents and visitors
- Explore new transport led initiatives
- Work with businesses to increase the spend from visiting language students.

Five year Budget: £859,000

“As the Sovereign Centre Manager I know how tough it is for retailers right now, which is why I am 100% certain that we need to say **“YES” to the BID, This is our opportunity to get together, to tackle issues head on together and work towards making a real difference.”**

Ray McGlynn,
Sovereign Centre Manager

“The BID reflects the needs of smaller traders as well. Better signage and new promotional activity will highlight what’s different about our coastal districts.”

Mel Smith,
Westbourne Traders’ Association and Ena’s Florist



WTA Westbourne Traders Association

Southbourne-on-Sea

boscombe LIFE
SOMETHING FOR EVERYONE

WHAT THE BID WILL DO FOR YOU

Support your business and save you money

You told us that you want the BID to save you money and help develop your business.

From the workshops and the hundreds of face to face meetings you told us you are faced with spiralling overheads and want the BID to use its muscle to help save you money.

During its first year the BID will

- Set up a discounted insurance offer with a major company
- Introduce preferential arrangements with a credit card processing company
- Identify specialist organisations offering you practical advice on how to obtain the best rates for your utility needs.

You told us that you want to have a bigger influence locally.

Many of you expressed the view that you want a louder voice for the views of the businesses within the Coastal Districts BID area.

The BID will:

- Lobby on behalf of its members generally
- Link with the Town Centre BID and have an even bigger voice – with a combined total of over 1300 members
- Use local suppliers wherever possible.

Five year Budget: £50,000

“I’m voting **“YES” as I believe my business interests will be better represented on major issues that affect my trade. Whatever your business, the BID will give us a bigger voice on issues that matter.”**

**Mike Francis MBE,
Strategy & Policy Advisor to BTMB
& Westbourne Academy**



“Saving money on my overheads will increase my profitability.”

**Olivia O’Sullivan,
General Manager,
The Green House Hotel**

“The Rugby BID offer with Allianz Insurance not only saved me £217 on my premium (£3030), but also gave me a refund of £194 towards my BID levy.”

**Simon Williams,
Rugby Electrical**



WHAT THE BID WILL DO FOR YOU

Bournemouth Coastal Districts BID – five year budget

Income	2012/13	2013/14	2014/15	2015/16	2016/17	Total
Gross BID levy based 1.5%	£488,000	£488,000	£488,000	£488,000	£488,000	£2,440,000
Additional contributions	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
Total income	£638,000	£638,000	£638,000	£638,000	£638,000	£3,190,000

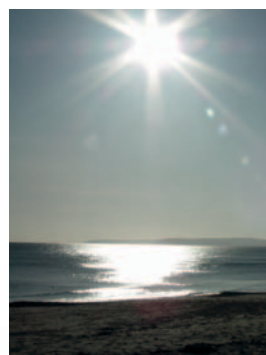
Expenditure	2012/13	2013/14	2014/15	2015/16	2016/17	Total
Project expenditure						
Bringing more people to the area - see page 14	£220,000	£225,000	£225,000	£225,000	£225,000	£1,120,000
Creating new events/activities - see page 16	£120,000	£124,000	£124,000	£124,000	£124,000	£616,000
Promoting your trading district - see page 18	£171,000	£172,000	£172,000	£172,000	£172,000	£859,000
Business support - see page 20	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Total project expenditure	£521,000	£531,000	£531,000	£531,000	£531,000	£2,645,000
Management/Administration						
Staff	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Offices	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Overheads	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000
Levy collection	10,000	10,000	10,000	10,000	10,000	£50,000
Set up costs	£14,000					£14,000
	£102,000	£88,000	£88,000	£88,000	£88,000	£454,000
Contingency	£15,000	£19,000	£19,000	£19,000	£19,000	£91,000
Total Expenditure	£638,000	£638,000	£638,000	£638,000	£638,000	£3,190,000

Additional contributions include cash and in kind support from voluntary contributors, match funding and other sources.

Staff costs are based on a full time manager and an admin assistant.

If the Town Centre BID is also approved, there will be further economies of scale which could reduce the management/administration costs as well as adding greater impact to the proposed projects.

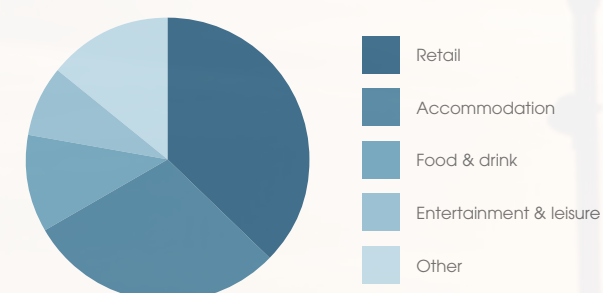
Budget subject to annual review based on the evaluation of project results.



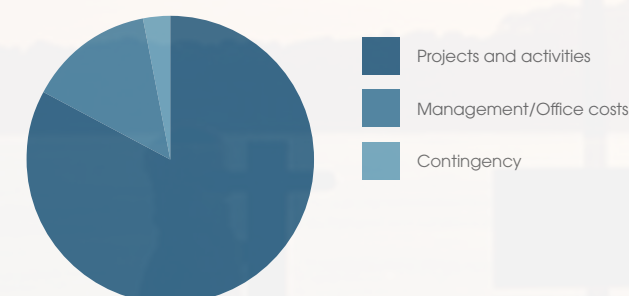
“Pooling our resources will have a far greater **impact** than spending the equivalent as individual businesses.”

David Jones,
Chairman, International Education Forum & Principal, ETC International College

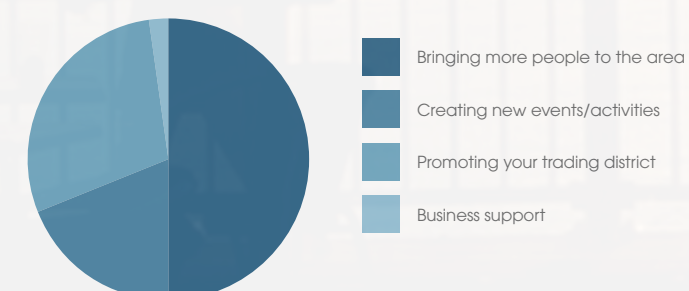
Breakdown of rateable value by key sectors



Breakdown of overall expenditure



Breakdown of project expenditure





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The first year of the BID operation will run from summer 2012 to summer 2013.

Rateable value	Percentage of businesses	Average daily cost
£10,000	6%	42p
£10,001-£20,000	46%	62p
£20,001-£50,000	30%	£1.34
>£50,001	18%	£3.08

ADLINE ROAD	CLIFFORD ROAD	HAHNMANN ROAD	MILNER ROAD	SEAMOOR ROAD	WARREN ROAD
ADMIRALTY ROAD	CLIFTON ROAD	HAMILTON CLOSE	MONTAGUE ROAD	SEAWARD ROAD	WARWICK PLACE
ALEXANDRA ROAD	CLIFTON AVENUE	HAMILTON ROAD	MOORLAND ROAD	SELFIDGE AVENUE	WARWICK ROAD
ALUM CHINE ROAD	COLLEGE ROAD	HAMPDEN LANE	MORLEY CLOSE	SELFIDGE CLOSE	WATCOMBE ROAD
ALUMDALE ROAD	COLONNADE ROAD	HANNINGTON GROVE	MORLEY ROAD	SHELLEY CLOSE	WATKIN ROAD
AMESBURY ROAD	COLVILLE CLOSE	HANNINGTON PLACE	MOUNTBATTEN ROAD	SHELLEY GARDENS	WAYSIDE ROAD
ANERLEY ROAD	COLVILLE ROAD	HANNINGTON ROAD	NETHERHALL GARDENS	SHELLEY PARK	WENTWORTH AVENUE
APPLETREE CLOSE	COUNTY GATES LANE	HARBOUR ROAD	NEW PARK ROAD	SHELLEY ROAD	WENTWORTH CLOSE
ARGYLL ROAD	COVENA ROAD	HARCOURT ROAD	NEWCOMBE ROAD	SHELLEY ROAD EAST	WEST CLIFF GARDENS
ARIEL CLOSE	CRABTON CLOSE ROAD	HARLAND ROAD	NEWSTEAD ROAD	SHELTON ROAD	WEST CLIFF ROAD
ARIEL DRIVE	CRANLEIGH CLOSE	HARLEY GARDENS	NORTH ROAD	SHIRES COPSE	WEST OVERCLIFF DRIVE
ARNEWOOD ROAD	CRANLEIGH GARDENS	HARVEY ROAD	NORTHEY ROAD	SOLENT ROAD	WEST ROAD
ASHBOURNE ROAD	CRANLEIGH ROAD	HATHAWAY ROAD	NORWICH AVENUE WEST	SOMERSET ROAD	WESTBOURNE ARCADE
ATHELSTAN ROAD	CRINGLE AVENUE	HAVILAND MEWS	NORWOOD PLACE	SOMERVILLE ROAD	WESTBOURNE CLOSE
AVONCLIFFE ROAD	CROMWELL PLACE	HAVILAND ROAD	NUGENT ROAD	SOUTH CLIFF ROAD	WESTBOURNE PARK ROAD
AYLESBURY ROAD	CROMWELL ROAD	HAVILAND ROAD EAST	OLD PRIORY ROAD	SOUTHBOURNE CLIFF DRIVE	WESTBY ROAD
BARHAM CLOSE	CROSBY ROAD	HAVILAND ROAD WEST	OWLS ROAD	SOUTHBOURNE COAST	WESTFIELD ROAD
BARING ROAD	DALMENY ROAD	HAWKWOOD MEWS	OXFORD AVENUE	ROAD	WHARNCLIFFE ROAD
BEACON ROAD	DANESBURY AVENUE	HAWKWOOD ROAD	PADFIELD CLOSE	SOUTHBOURNE GROVE	WICK GREEN
BEAUFORT ROAD	DARRACOTT ROAD	HEATHCOTE ROAD	PAISLEY ROAD	SOUTHBOURNE LANE EAST	WICK LANE
BEAULIEU ROAD	DEAN'S ROAD	HEATHERBANK ROAD	PALMERSTON MEWS	SOUTHBOURNE OVERCLIFF	WICKHAM ROAD
BEECH AVENUE	DENEWOOD ROAD	HEATHERLEA ROAD	PALMERSTON ROAD	DRIVE	WICKLEA ROAD
BEECHWOOD AVENUE	DERBY ROAD	HENGIST PARK	PARKWOOD LANE	SOUTHBOURNE	WICKMEADS ROAD
BEECHWOOD GARDENS	DINGLE ROAD	HENGIST ROAD	PARKWOOD ROAD	PROMENADE	WILDOWN GARDENS
BELFIELD ROAD	DONNELLY ROAD	HENGISTBURY HEAD	PARSONAGE ROAD	SOUTHCOTE ROAD	WILDOWN ROAD
BELLE VUE CLOSE	DONOUGHMORE ROAD	HENGISTBURY ROAD	PAUNCECOTE ROAD	SOUTHERN ROAD	WILFRED ROAD
BELLE VUE CRESCENT	DOUGLAS MEWS	HERBERT ROAD	PEMBROKE ROAD	SOUTHLANDS AVENUE	WILTON ROAD
BELLE VUE ROAD	DOUGLAS ROAD	HERBERTON ROAD	PENRITH ROAD	SOUTHEA AVENUE	WINDSOR ROAD
BERESFORD ROAD	DRUMMOND ROAD	HEVALO CLOSE	PERCY ROAD	SOUTHVILLE ROAD	WINSLEY AVENUE
BOLTON CLOSE	DRURY ROAD	HEYTESBURY ROAD	PIER APPROACH	SOUTHWOOD AVENUE	WOLLASTON ROAD
BOLTON ROAD	DUKES CLOSE	HONEYBOURNE CRESCENT	PINE AVENUE	SPENCER ROAD	WOLLSTONECRAFT ROAD
BOREHAM ROAD	DUNCLIFF ROAD	HONEYCOMBE CHINE	PINE TREE GLEN	SPRINGFIELD AVENUE	WOLVERTON ROAD
BORTHWICK ROAD	DURLEY CHINE	HORACE ROAD	PINECLIFFE AVENUE	ST ANNE'S AVENUE	WOODFORD ROAD
BOSCOMBE CLIFF ROAD	DURLEY CHINE ROAD	HORSA CLOSE	POOLE ROAD	ST CATHERINE'S ROAD	WOODLAND AVENUE
BOSCOMBE OVERCLIFF	DURLEY CHINE ROAD	HORSA COURT	PORTARLINGTON CLOSE	ST CLEMENT'S GARDENS	WOODLAND WALK
DRIVE	SOUTH	HORSA ROAD	PORTARLINGTON ROAD	ST CLEMENT'S ROAD	WOODSIDE ROAD
BOSCOMBE SPA ROAD	DURLEY GARDENS	HOSKER ROAD	PORTMAN CRESCENT	ST JAMES'S SQUARE	WYNCOMBE ROAD
BOURNE CLOSE	DURLEY ROAD	IFORD CLOSE	PORTMAN MEWS	ST JOHN'S ROAD	YORK PLACE
BRACKEN ROAD	DURLEY ROAD SOUTH	INVERLEIGH ROAD	PORTMAN ROAD	ST SWITHUN'S ROAD	ALUMHURST ROAD
BRAEMAR AVENUE	EARLE ROAD	IRVING LANE	PORTMAN TERRACE	ST SWITHUN'S ROAD SOUTH	ASHLEY ROAD
BRAEMAR CLOSE	EAST OVERCLIFF DRIVE	IRVING ROAD	PRINCESS ROAD	STAMFORD ROAD	AUSTIN CLOSE
BRANDERS CLOSE	ELDON PLACE	KEN ROAD	PRIOR CLOSE	STEDMAN ROAD	BATH ROAD
BRANDERS LANE	ELMS WAY	KERLEY ROAD	PRIORY ROAD	STEVENSON ROAD	BOSCOMBE GROVE ROAD
BRANKSOME DENE ROAD	EXETER CRESCENT	KESWICK ROAD	STOURCLIFFE ROAD	STOURCLIFFE AVENUE	CHRISTCHURCH ROAD
BRIGHTLANDS AVENUE	EXETER PARK ROAD	KIMBERLEY ROAD	R L STEVENSON AVENUE	STOURFIELD ROAD	CRESCENT ROAD
BROADLANDS AVENUE	FENTON MEWS	KINGFISHER CLOSE	RANDOLPH ROAD	STOURVALE PLACE	CURZON ROAD
BROADWAY	FENTON ROAD	KINGSLEY AVENUE	RAVENS COURT ROAD	STOURVALE ROAD	EXETER ROAD
BROWNING AVENUE	FERRY ROAD	KINGSLEY GARDENS	RAVINE ROAD	STOURWOOD AVENUE	GERVIS ROAD
BURLEIGH ROAD	FISHERMAN'S AVENUE	KIRBY WAY	RIVERSDALE ROAD	STOURWOOD ROAD	GLOUCESTER ROAD
BURNABY ROAD	FLORENCE ROAD	KITTIWAKE CLOSE	RIVERSIDE LANE	STUDLAND ROAD	HOLDENHURST ROAD
BURTLEY ROAD	FOXHOLES ROAD	KNOLE GARDENS	RIVERSIDE ROAD	SUFFOLK ROAD	IFORD LANE
BYRON ROAD	FRANCES ROAD	KNOLE ROAD	ROCKFORD CLOSE	SUNNYPHILL ROAD	NORWICH AVENUE
CAMBRIDGE ROAD	FRANKSTON ROAD	KNYVETON ROAD	ROLLS DRIVE	SUNNYLANDS AVENUE	PRINCE OF WALES ROAD
CAMPBELL ROAD	GARDENS VIEW	LANDSEER ROAD	ROSCREA CLOSE	TAMWORTH ROAD	PURBECK ROAD
CARBERRY AVENUE	GENEVA AVENUE	LANGTON ROAD	ROSCREA DRIVE	TERN COURT	QUEENS ROAD
CARBERRY GARDENS	GLADSTONE ROAD	LEIGHAM VALE ROAD	ROSEBURY ROAD	THE CRESCENT	SANDBOURNE ROAD
CARBERRY LANE	GLADSTONE ROAD EAST	LINGDALE ROAD	ROSEMOUNT ROAD	THE MARINA	SOUTH ROAD
CARLTON ROAD	GLADSTONE ROAD WEST	LIVINGSTONE ROAD	ROTHERFIELD ROAD	THORNBURY ROAD	SOUTH VIEW PLACE
CARLYLE ROAD	GLEN ROAD	LOMBARD AVENUE	ROUMELIA LANE	TOWER ROAD	SOUTHBOURNE ROAD
CARNARVON ROAD	GLENDALE ROAD	LUCERNE AVENUE	ROWENA ROAD	TUCKTON CLOSE	ST MICHAEL'S ROAD
CARYSFORT ROAD	GLENROYD GARDENS	MAGNOLIA CLOSE	ROYAL ARCADE	TUCKTON GARDENS	ST PAUL'S ROAD
CASSEL AVENUE	GORDON ROAD	MALCOMB CLOSE	RUFFORD GARDENS	TUCKTON ROAD	ST PETER'S ROAD
CASTLEMAIN AVENUE	GRAND AVENUE	MANOR ROAD	RUSSELL COTES ROAD	TWYNHAM ROAD	TREGONWELL ROAD
CECIL ROAD	GRANGE ROAD	MARINA CLOSE	SALISBURY ROAD	UNDERCLIFF DRIVE	UPPER NORWICH ROAD
CELLARS FARM ROAD	GRANTLEY ROAD	MARINE ROAD	SANDY LANE	UNDERCLIFF ROAD	WEST HILL ROAD
CHESSAL AVENUE	GRANVILLE ROAD	MARLBOROUGH ROAD	SAXON KING GARDENS	VALE ROAD	WESTERHAM ROAD
CHESTNUT AVENUE	GRASMERE ROAD	MCKINLEY ROAD	SAXONBURY ROAD	VERONA AVENUE	WESTOVER ROAD
CHEYNE GARDENS	GROSVENOR GARDENS	MERRIVALE AVENUE	SEA ROAD	VERWOOD CRESCENT	WHEATON ROAD
CHILCOMBE ROAD	G				



How will the BID be delivered ?

If you decide the BID should go forward, a new, independent, private sector led 'not-for-profit' company limited by guarantee will be set up. It will be run by local business people from your trading districts, who are passionate about the area and its future.

The Board will comprise of up to 18 directors elected by you from the BID levy payers giving their time free, with the Chair coming from the private sector. The new BID company will be run by, and for, local businesses.

The Board of Directors will be directly accountable to you for:

- Upholding and promoting the BID vision and objectives
- Delivering the agreed programmes efficiently and effectively
- Seeking to engender the mutual and active support of businesses and partners
- Consulting on proposals to renew the BID at the end of its five year term

The current Steering Group will stand down at the first AGM and a formal ballot held when any BID levy payer will have the opportunity to stand for election. If you are interested, you could be a director on the Board. Others with specialist skills may be co-opted in as required.

The projects that you have chosen and which are included in this Business Plan will only happen if there is someone to deliver them. The BID company will employ a full-time manager whose responsibility will be to ensure the programme is delivered effectively, on time and to budget.

It will also be the manager's responsibility to increase income through securing voluntary contributions and sponsorship for the programme, and also by working in partnership with appropriate organisations to maximise the number and quality of projects delivered. The BID company will not be allowed to make a profit. The money you invest through the levy and the additional income generated during the lifetime of the BID will be invested in projects that will make a positive difference in the area covered by the Coastal Districts BID.

If the BID is approved it is anticipated that the first year of this exciting new initiative will run from summer 2012 to summer 2013.

Businesses in the Town Centre are also pursuing the development of their own BID. This is aimed at increasing the number of day visitors to the town centre. If this is approved the new BID Boards may see advantages in seeking to establish operational links between the two organisations, while retaining the decision making and financial independence of both BIDs.

vote
YES
for more business

It is anticipated that the elected board members will represent the following areas/sectors

Area/Sector	Number of Representatives
Boscombe	2
East Cliff	2
Southbourne	2
Westbourne	2
West Cliff	2
Leisure/tourism	1
Marketing	1
Finance	1
Legal	1
Local Authority	2
Other/voluntary	2

“With representation from across the BID area and the inclusion of key, skilled practitioners I believe the new BID company can deliver this Business Plan.”

Mark Cribb,
Urban Beach/Urban Reef



BID rules and ballot - the small print

The BID legislation approved by the [Government in 2004](#), sets out a legal framework within which BIDs have to operate, including the way in which the [levy is charged and collected](#), and how the [ballot is conducted](#).

- The term of this BID will be [for a period of five years](#).
- The levy is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all ratepayers within the defined area of the Coastal Districts BID with a rateable value of £9,500 or more which are not categorised as "offices" in the applicable NNDR lists. Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer based organisations and state funded schools will also be excluded.
- The levy will be a fixed rate of 1.5% of the rateable value as at [1 April](#) each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals.
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of [occupation based on the rateable value](#) at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the property owner/registered business ratepayer with no void period.

- The BID levy will not be affected by 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 1988.
- Under the BID regulations 2004, Bournemouth Borough Council is the only organisation that can [collect the levy on behalf of the BID company](#).
- The levy income will be kept in a separate ring fenced account and transferred to the 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 BID company responsible for any debt write off.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID
- The BID Board will meet at least six times a year. [Every levy paying business will be eligible to be a member](#) of the Coastal Districts BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.
- A BID manager will be appointed and work with the appropriate agencies to deliver the programme of projects.
- None of the costs associated with the development of the BID, or the ballot will be recovered through the levy.

The Coastal Districts BID area and the levy percentage cannot be altered without a further ballot.

The Postal Ballot

- All eligible qualifying businesses have the opportunity to vote on whether you want the Bournemouth [Coastal Districts BID to go ahead](#).
- The ballot will be conducted through a independent, confidential postal vote by the Electoral Reform Services, on behalf of Bournemouth Borough Council which is the responsible body as determined by the [BID legislation](#).
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area on the [13 January 2012](#) as provided by Bournemouth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out with ballot papers.
- Ballot papers will be sent out to the appropriate person/organisation by [12 March 2012](#), to be returned no later than 9 April 2012 by 5pm.
- For the BID to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- The results of the ballot will be declared on [10 April 2012](#).

Under the legislation, when the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay the 1.5% levy each year for five years.



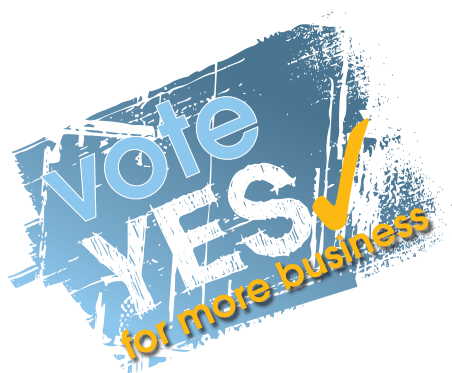


Final thoughts...

The Coastal Districts BID gives you the opportunity to make a **real difference**.

Over the last few months you have been putting forward your ideas for how you would like to **see your area develop**, how you believe the BID can bring you new customers. This Business Plan reflects those priorities and the consensus of your views.

NOW IS THE TIME TO ENSURE THAT YOU TAKE CONTROL AND SHAPE YOUR FUTURE.



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Voting **“YES”** for the Coastal Districts BID puts you in control in a way that has never been available to you before. These are your plans, your ideas.

Voting **“YES”** in the postal ballot will see a massive **£3m of new money invested to improve business in your area - in the way you have chosen.**

Voting **“YES”** will help secure your business and the future success of the town.

Contact details
If your require any more information about the BID please contact:

Alun Williams -
Coastal Districts BID Co-ordinator
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alun@bournemouth-in-business.com
www.bournemouth-in-business.com

All information correct at time of going to print.

Steering Group Members

- | | |
|------------------------|--|
| Des Simmons (Chairman) | Bournecoast |
| John Butterworth | FJB Hotels |
| Mark Cribb | Urban Beach / Urban Reef |
| John Green | Hot Rocks |
| Peter Gunn | BH Live |
| Julie Leigh | Federation of Small Businesses / Town Centre BID |
| Andrew Lennox | Koh Thai Tapas (Boscombe) |
| Heather Martyn | Southbourne-on-Sea Business Association |
| Ray McGlynn | Sovereign Centre |
| Mandy Payne | BCTC / BAHA |
| Matt Plovan | Aruba & West Beach |
| Marianne Slettedal | Park Central Hotel |
| Mel Smith | Ena's Florists / Westbourne Traders Association |
| Andrew Wickham | Wilts & Dorset |
| Kevin Wood | Oceana Hotels |
| Andy Woodland | BAHA |
| Cllr Rod Cooper | Bournemouth Borough Council |
| Mark Smith | Bournemouth Tourism |



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coastal districts bid



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vote
YES ✓
for more business

support your business
support Bournemouth
support the BID