

Bournemouth
COASTAL BID



Bournemouth Coastal BID Company

Looking forward – 2014/15

General objectives

- **Planning:** continuing to increase lead-in times
- **Placemaking:** encouraging a joined-up approach
- **Engagement:** more and better communication
- **Research:** underpinning all we do

Marketing

- Innovative off season campaigns based on Visit England and NCTA visitor research
- 75% of resources targeted at “open” visitors
- 25% of resources aimed at encouraging repeat visitors working through hotels
- Delivering one-stop shop conference partnership

Town events

- Use events as the key driver to attract new staying visitors
- Help BID businesses maximise the benefit from events – creating a new post
- Support the key attractor events
- Try to fill gaps in the off season event calendar

Local events

- Based on the FSP research, use events locally where appropriate to meet the areas' needs
- Increased emphasis on pre-Christmas period
- Better promotion/linkage of events
- Ensure BID input is fully recognised

Local marketing

- Based on the FSP research, develop plans for the coastal villages with local trading groups
- 85% of resources targeted at residents
- 15% of resources targeted at visitors
- Greater budget flexibility between events and local marketing



Implementing local marketing

- Based on the FSP research, develop plans for the coastal villages with trading groups
- **Boscombe:** look to improve the visitor experience
- **Southbourne:** retain local market/additional attractors
- **Westbourne:** increase penetration in primary catchment

Business support

- Continue to increase engagement levels
- Find new cost savings for BID businesses
- Increased budget for business support
- Provide research data to businesses – especially useful comparative data from across the town

Retail research



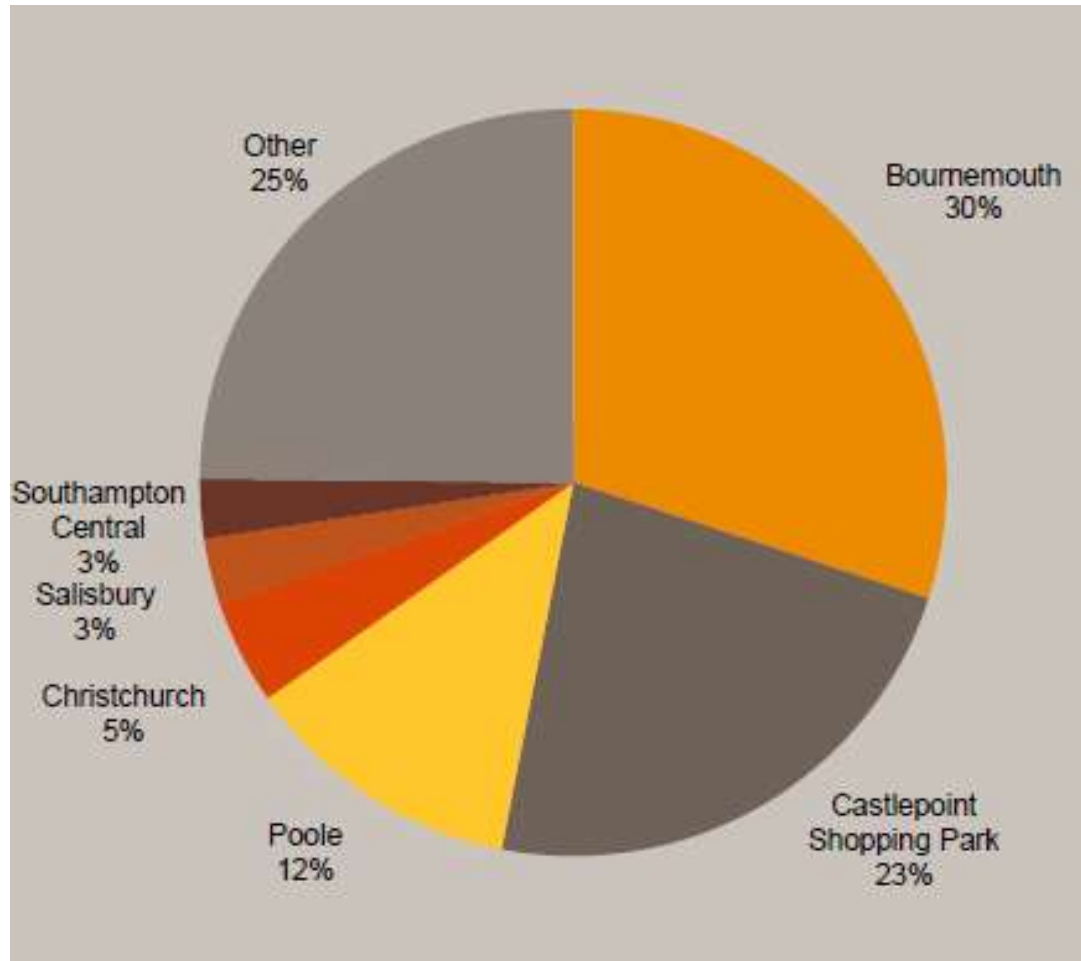
Catchment areas

Retail research



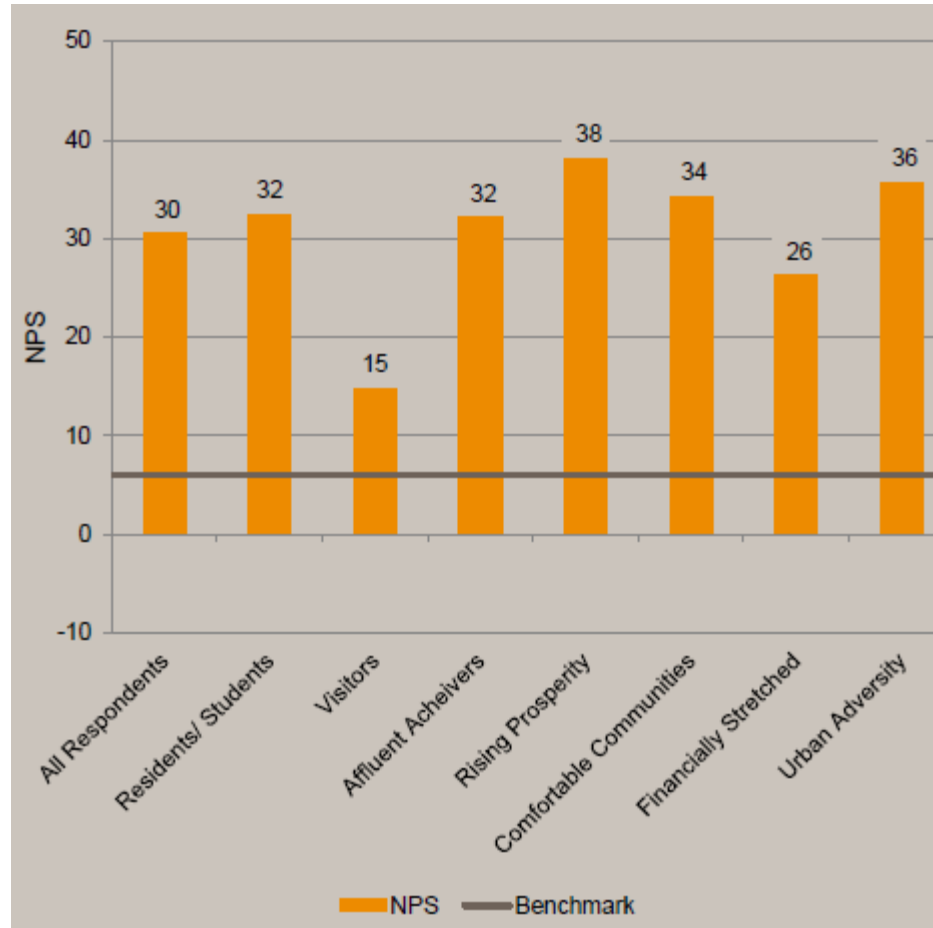
Demographics of the catchment areas

Retail research



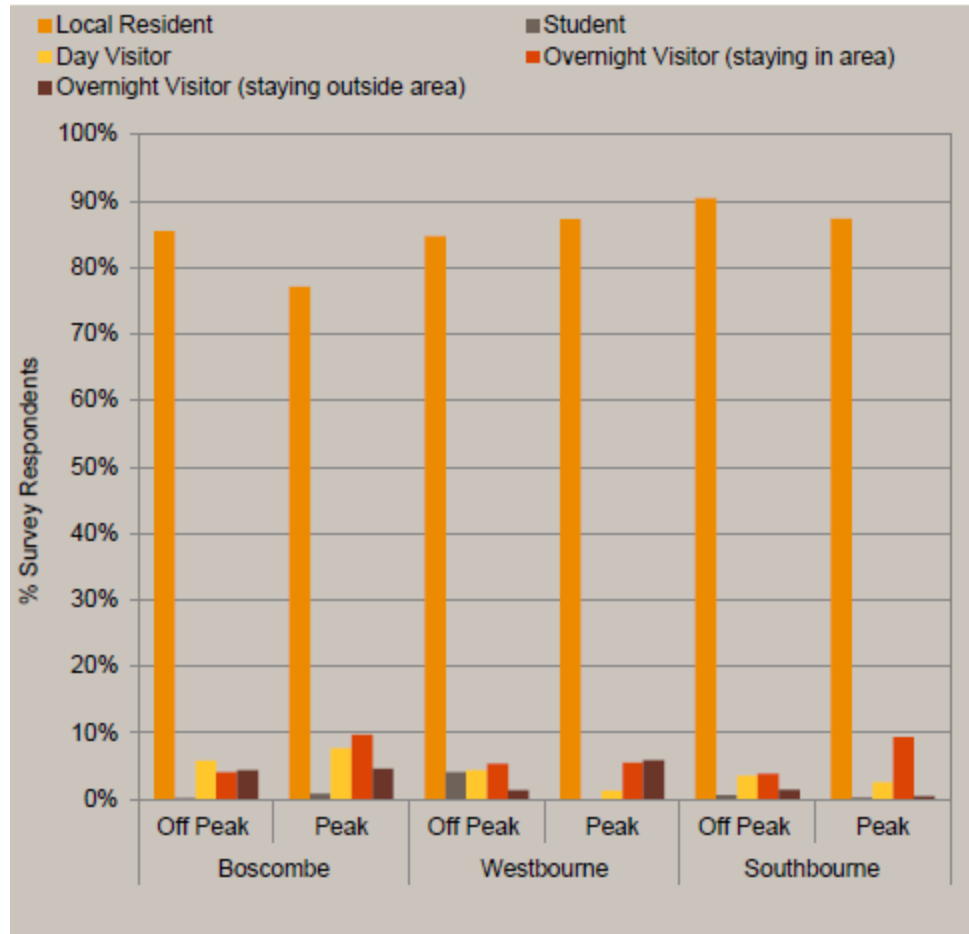
Leakage of local shoppers to other areas

Retail research



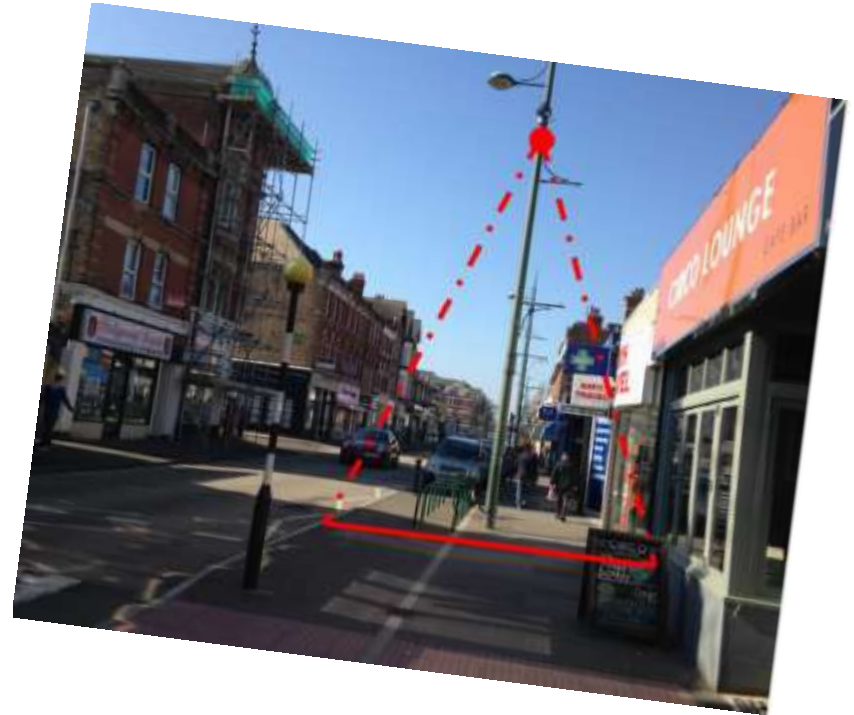
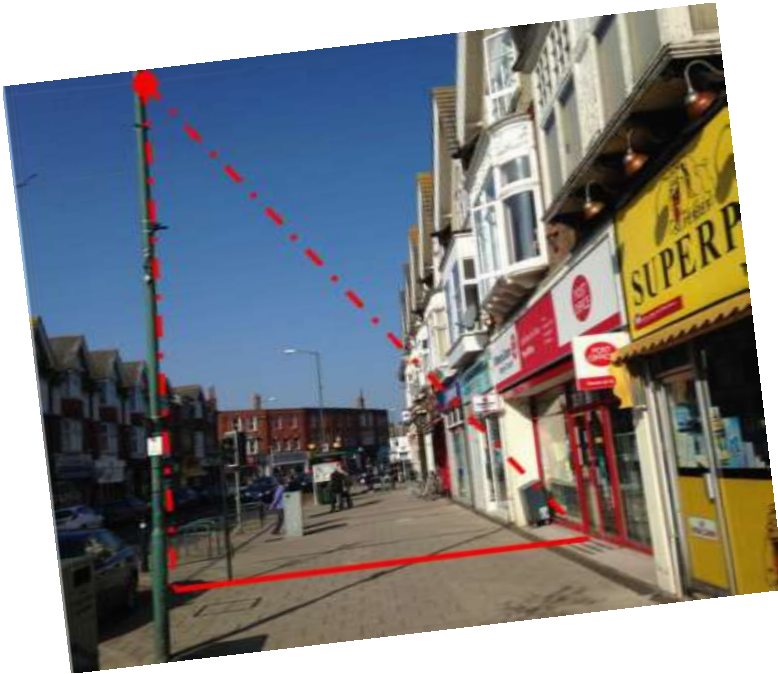
What shoppers think of the area

Retail research



The impact of tourism in each area

Footfall cameras

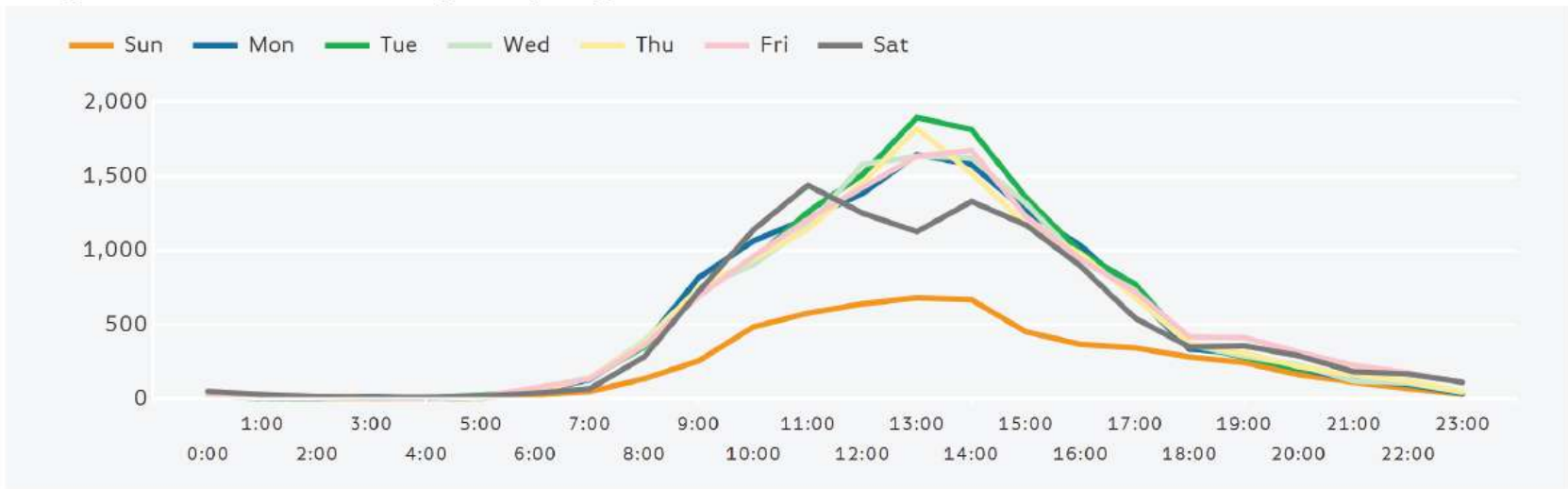


Installed in Southbourne and Westbourne in July 2014. Awaiting landlord permission in Boscombe

Footfall cameras

Footfall by Hour

The figures shown below are calculated using a weekly average

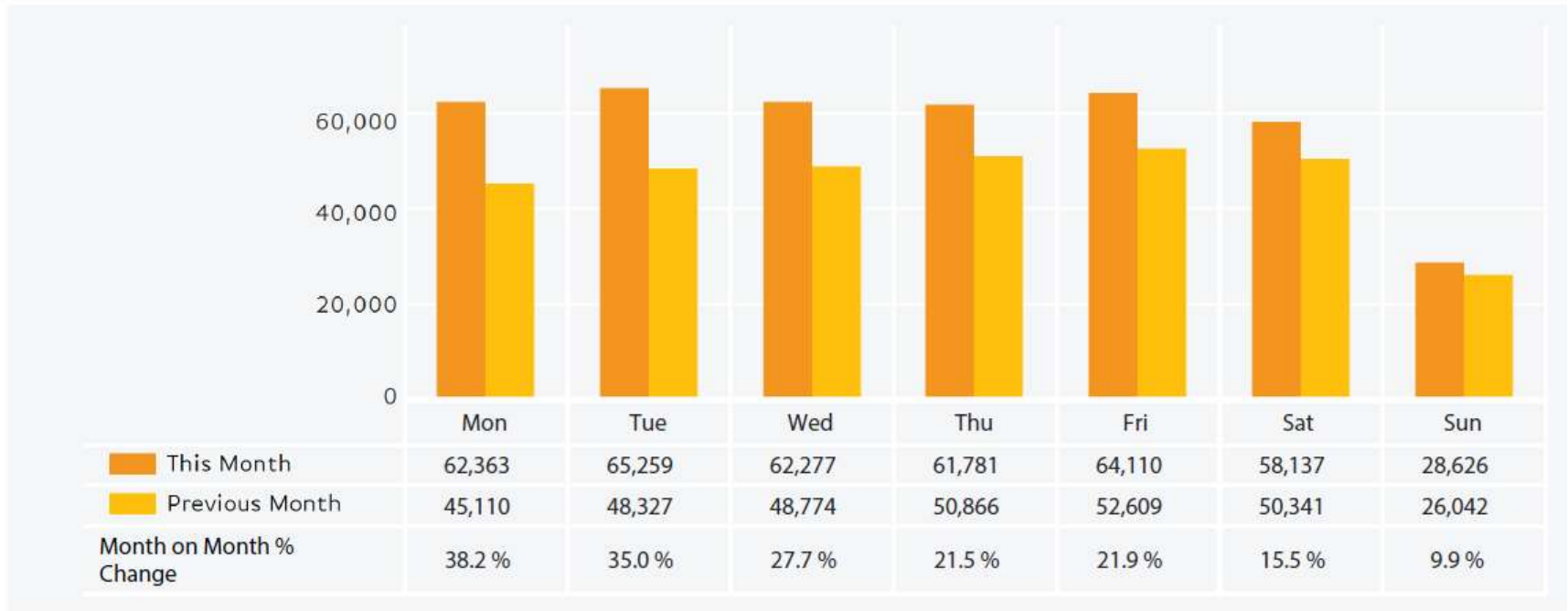


Footfall by the hour, 365 days year

Footfall cameras

Footfall by Day

The figures shown below are calculated using monthly totals.

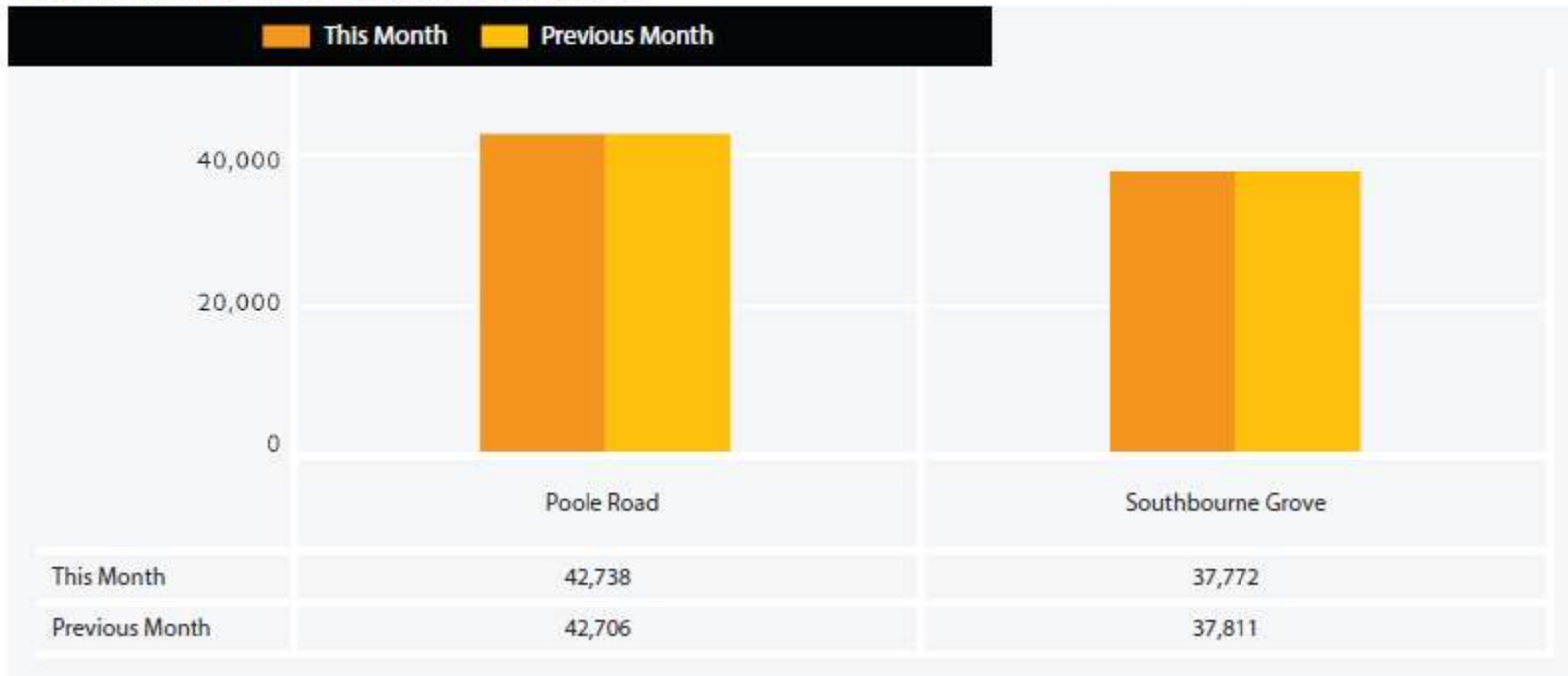


Footfall by day of the week

Footfall cameras

Footfall Totals

The figures shown below is calculated using weekly averages.



Comparisons between locations

Bournemouth
COASTAL BID

