



## BUSINESS PLAN 2022-2027





Having the Coastal BID to enhance and improve our local environment is priceless. Walking through Boscombe, Westbourne in and Southbourne and seeing all the great support, initiatives and performances that the Coastal BID deliver, especially this Christmas, is not only inspiring but really makes me proud to live and work these incredible areas. We are very lucky to have them around, caring and creatively contributing to our daily lives and bringing smiles to lots of people's faces!

**Darren Mooney**

Creative Director and Founder, Global Brand Communications, Boscombe

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# INTRODUCTION

I became Chair of Bournemouth Coastal BID in 2015 and have volunteered my time, energy, and passion into making it a vibrant and prosperous place to work and visit.

Bournemouth is a unique and vibrant destination and we must nurture this reputation to ensure that it remains one where our natural assets, distinct areas, attractions and offer are not only some of the best in the UK, but the experience of being here is truly inimitable.

Bournemouth Coastal BID aims to raise the profile of the area as a year round destination. We do this by highlighting the uniqueness and variety of the destination, our individual trading districts and supporting your business in doing their work.

In times, that are challenging in so many ways, I have seen Bournemouth Coastal BID deliver the benefits you wanted throughout this second term. The team including the staff and the Board of Directors have adapted to support our destination and your businesses not only in the normal course of running a business but also through the unprecedented times of a pandemic.

Bournemouth Coastal BID has achieved much of what was set out in the Business Plan 2017 -2022 and have operated a COVID business support service to ensure you received eligible grants & funding and promotions to re-boost trade & sales. Our focus is now attuned to the full recovery of our destination with support for your business. We want to continue to welcome back our visitors, shoppers and workers and build on what we have already achieved.

Our plans for the new term from 2022 to 2027 must be achievable and demonstrate value but this does not mean they should do so at the expense of inspiration and innovation.

Whilst the pandemic has provided unprecedented challenges, for retail and hospitality in particular, it also perhaps, presents us with a once in a generation opportunity to capitalise positively on changing visitor and consumer habits.

Your BID levy will raise over £2m over 5 years to deliver the projects that you, the businesses have told us you want. Your commitment will allow to raise even more.

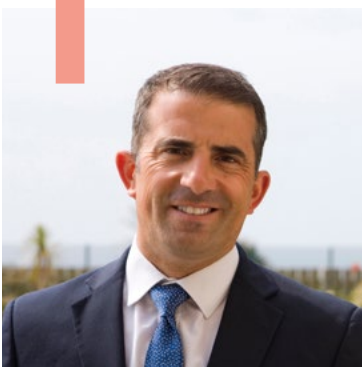
This Business Plan is designed to continue all the good work that has been done and deliver new projects and services to meet the challenges and benefit from the undoubted opportunities that lie ahead. Your support for this process will amplify what we can achieve through a united business voice, the quality of what we do and offer and the awareness we desire.

The ballot will take place between 02 and 30 March 2022 and we ask that you vote YES to help us position Bournemouth as a unique and aspirational destination to visit - supporting essential tourism and local businesses.

**Vote "YES" again for the Bournemouth Coastal BID!**

**PAUL CLARKE**

*Carlton Hotels & Chair of Bournemouth Coastal BID*





# WORKING TOGETHER

The Bournemouth Coastal BID has become an increasingly important element of the business community over the last 10 years. We have played an essential part in raising awareness of our offer, improving the environment and attracting investment.

The services and projects provided and delivered to date by Bournemouth Coastal BID were due to an extensive consultation process in 2017 with you, the local businesses. This focused upon the success of projects delivered by the BID in its first term after initially being voted in 2012.

The Bournemouth Coastal BID is business run and working alongside a range of other partners with the Board of Directors (drawn from local business representatives who work on a voluntary basis) have striven over the last 10 years to deliver the business plan projects. This newsletter will set out what they have made happen and what we now need to do going forward.

Whilst the pandemic has meant unprecedented challenges for the destination and its businesses, we are seeing the 'light at the end of the tunnel'. We believe a joint commitment to continue the BID is vital to our recovery and growth. The fact is that the tourism, retail and hospitality industry is a pivotal part of our economy, providing thousands of livelihoods and we are all dependent on the 4m plus visitors we attract each year.

We work with over 500 businesses and your BID levy raises over £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has also allowed us to secure a further £200,000 plus in external funding.

The Bournemouth Coastal BID originally came into being in 2012 and was renewed again by business in 2017. The time has now come to ask you to do that again. The current term of the BID will come to the end of its second five year term in June 2022.

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**Remember that if you choose for the BID not to continue then all the work and achievements so far will cease in June 2022.**

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We know that the business environment is still competitive, Since our last vote other places, the English Riviera (Torquay), Lincolnshire Coast (Skegness) and the Yorkshire Coast (Scarborough) have set up BIDs.

Only you can decide again, to enable us to compete with other destinations effectively and to be aspirational for our place and our businesses.

# IN SUMMARY

## OUR OBJECTIVES:

These remain the same:

- 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

We will meet these objectives through the following themes:



### Better Business

Working with our partners to attract new visitors, customers and businesses and to expand our sphere of leadership and influence to realise shared ambitions.





The work of the Coastal BID in supporting businesses across our coastline during the recent challenging period for industry should not be underestimated. Coastal BID has elevated the level at which businesses are able to operate throughout the seafront. The continued growth of businesses on our coastline throughout summer and beyond makes the positive impact of this organisation clear to see.

### **Drew Mellor**

Leader Bournemouth  
Christchurch and Poole Council

## **ATTRACTING VISITORS**

Through high impact and stand out marketing, events & promotions

## **ELEVATING EXPERIENCE**

By guiding visitors and local residents to our unique natural assets, distinct areas & maintaining the highest quality standards

## **BUILDING PROSPERITY**

By attracting people, businesses & expanding our sphere of influence and leadership



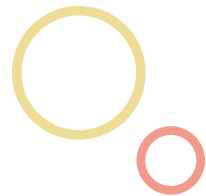
### **Distinctive Destination**

Promoting Bournemouth and the coastal districts through intelligent and adventurous marketing, promotions and events. Developing the identities and image further through online and other channels.



### **Enhanced Environment**

Offering a unique welcome from getting to our area easily, finding their way around to the appearance and maintenance of our areas to the highest standard possible.

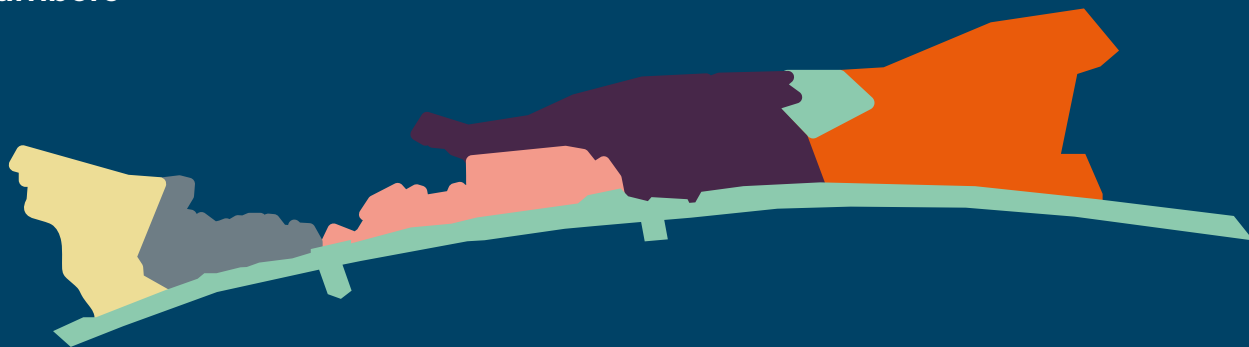


### **Safer Day & Night**

Ensuring the experience of our visitors/customers and the running of our businesses happens in a safe and welcoming environment.



**Bournemouth is the south coast's premier leisure, business and educational coastal resort, famous for its year round hospitality and 7 miles of award-winning sandy beaches. It has also established itself as a creative, digital hub, headquarters to a variety of prestigious companies and a university town. Vibrant and cosmopolitan, it is the largest conurbation in Dorset.**



7 COASTAL DISTRICTS IN THE BID AREA

OVER £2M IN INVESTMENT  
FROM THE BID

OVER £800M



RETAIL &  
TOURISM  
SPEND\*

OVER 20,000

JOBS SUPPORTED BY RETAIL & TOURISM\*

OVER 500

BUSINESSES IN THE BID

4M+

VISITORS A YEAR\*

"Freddie the Teddy" was a magical addition to Westbourne Arcade in December and the entertainment during the weeks up to Christmas, arranged very last minute by Fiona & her team, was brilliant!

**Francesca Haskins**  
Proprietor Attico, Westbourne





# BUSINESS IMPROVEMENT DISTRICTS EXPLAINED



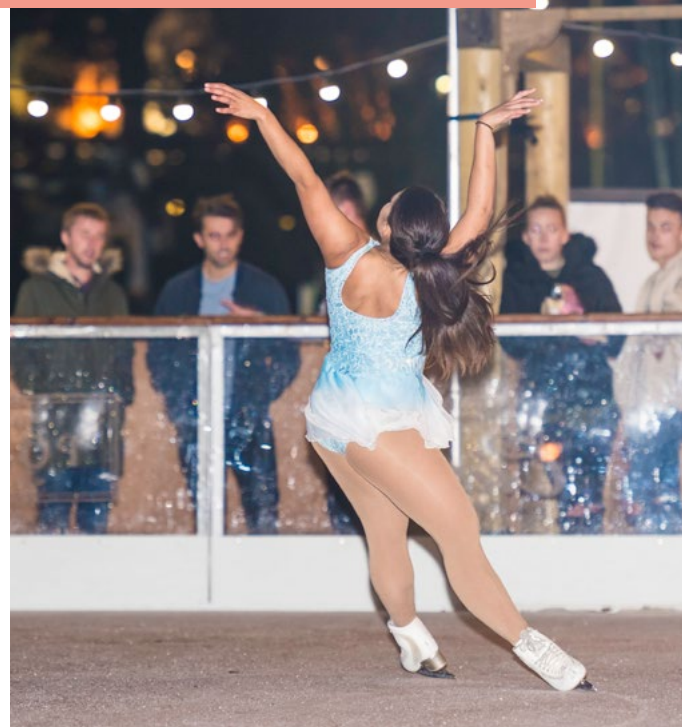
A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. The BID exists for a maximum of 5 years before it needs to be renewed again (this is the third time for Bournemouth Coastal) through a ballot and must spend the funding raised on the BID area and in accordance with the agreed business plan. There are currently over 300 BIDs in the UK including 9 Tourism/ Destination BIDs like Bournemouth Coastal.

## An Investment In Your Business

This document aims to both review the achievements of the Bournemouth Coastal BID and also offers the opportunity to all in the area to secure a third term. A chance to invest over £2m over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to improve and compete.

## The Funding – Your Money, Your Say

Many places have decided to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. Bournemouth Coastal BID is an example of this and is funded by businesses in the area that pay a levy. That money is ring fenced and can only be spent on the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government). Those services that public agencies are required to provide as part of your business rates are base-lined and BID money cannot substitute or replace these.



## The BID Company

Bournemouth Coastal BID is managed by a Board of Directors (who give their time voluntarily) drawn from local large and small businesses from within the BID area. It is a private, not for profit, independent company. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

## The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors) but they will then not have a vote.



# WHAT HAPPENS IF IT IS A 'NO' VOTE?

If you do not vote YES then Bournemouth Coastal BID will simply cease to exist on 30 June 2022. All of the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.

Key work that will be lost includes:



Over £2 million BID levy investment in will be lost over the next five years



Funding and services that the BID leverages, averaging over £50,000 pa will be lost



Over £100,000 spent each year across all areas. Christmas Wonderland would stop and Christmas light displays in each area would no longer exist, and Christmas events in our trading areas would have to be self funded



Over £150,000 funding of Business Events Bournemouth (BEB) would stop. This contributes to the £34.2m of economic benefit achieved and over 8,000 bed-nights booked



The pedestals and planters in our trading areas would be empty



Boscombe Business Crime Prevention Scheme (CSAS) would stop



Our funding of memberships associations like BAHA (Bournemouth Area Hospitality Association) bringing in hundreds of thousand of tourists annually would stop



There are over 300+ BIDs in the UK now and Bournemouth would lose ground with other destination BIDs such as English Riviera, Isle of Wight and Yorkshire Coast



Events attracting over 20,000 people annually



The Bournemouth Coastal BID online, social media and digital support would be lost



The Bournemouth Coastal Facebook, Twitter and Instagram platforms would close along with promotion of local businesses and their offers



A powerful business body, representing over 500 businesses, to regularly lobby on your behalf in relation to anything from car parking to COVID recovery, will be lost



The work carried out by our Environmental Stewards would stop – there would be no more graffiti removal, plant watering or waste recycling being carried out for our levy payers



## COMPETITORS

Remember our competitors will continue to invest move forward. Key ones include:

### English Riviera BID

(Torquay, Paignton, Babbacombe, Brixham)  
Investing over £2.5m

### Greater Yarmouth BID

Investing over £2m

### Isle of Wight BID

Investing over £1.5m

### Yorkshire Coast BID

Investing over £4m

**There is NO replacement body that will deliver these services. There is NO Plan B.**





# BOURNEMOUTH COASTAL BID DELIVERS

Whilst we pride ourselves in ensuring the long term and strategic development of the area, much of our work is operational and addresses the services you, our BID levy payers wanted to see delivered in addition to those the local authority provide.

Here is a summary of some key of projects and services we have delivered over the last five years.



BH Area Hospitality Association have been supported by Bournemouth Coastal BID over the last 3 years. Without the BID's support we would not have been able to achieve as much as we have. The Coastal BID is key to supporting businesses and supporting events such as Christmas Tree Wonderland and helping to market the town to encourage people to come and visit and stay in the area and surrounding coastal areas. Without the funding and support that they provide there will be a massive gap in support for hospitality businesses and hotels in our area. Please vote YES to keep the BID in for a further 5 years.

**Tim Seward**

Chairman BH Area Hospitality Association, East and West Cliff

# 1. INVESTING in our communities

During the 2nd term, our achievements include:

## ACROSS THE WHOLE COASTAL BID AREA

- Christmas Wonderland generating footfall of over 3m in 6 weeks including over 30 events across the coastal villages and towns, 2 Santa's Grottos, and illuminated Christmas Trees throughout the areas
- A calendar of events attracting over 100,000 attendees
- Bournemouth Emerging Arts Fringe (BEAF) with over 750 events, over 100 businesses involved, 450+ creatives, 950+ workshops and over 20,000 people visiting
- Easter Bunny promotion involving over 100 shops
- Interactive Digital "Go Bournemouth" App was produced
- 'Year of the Pig 2019' events

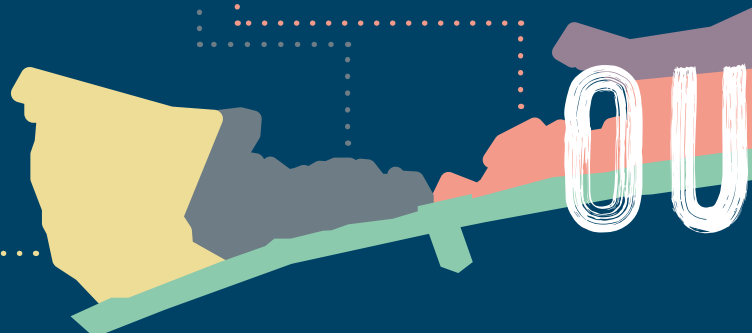


### Westbourne

- Westbourne Traditional Christmas, lighting the shopping areas and providing entertainment
- Westbourne Royal Wedding Tea Party event
- Extensive planting and maintenance throughout the year with over 40 floral planters and hanging baskets
- New Westbourne website to support traders and shoppers
- District & digital branding and marketing work
- Support for the Jive Vibe Festival
- Bournemouth Easter bunny hunt
- Supporting the Great British High Street and Independent Retailer month, promoting Westbourne as part of that

### West Cliff / East Cliff

- Seed funding BAHA who have secured £70,000 funding to provide training and support for hospitality businesses
- Support for Business Events Bournemouth totalling over £150,000 generating over £3.2 million additional revenue for our businesses and increasing overnight stays for hotels
- Over 50,000 Tourism Brochures produced and distributed to hotels



## ○ Boscombe

- Deep cleaning of the precinct
- Illuminations including Christmas Lights in The Sovereign Centre and over 20 love hearts for Valentines in the High Street
- Festoon lighting on the High Street to enhance the environment and to support night-time businesses
- 12 new 'Talking Bins'
- The Easter Bunny promotion involving over 100 shops across the BID area
- Boscombe 'Motors by the Sea' generating over 150,000 in footfall
- Community Safety Accreditation Scheme providing 2 additional dedicated officers on the streets, helping to reduce crime and anti social behaviour
- Chinese New Year Celebrations
- 'May the 4th Be With You' events
- Halloween in Boscombe
- Jazz By The Sea attracting over 5,000 people
- Boscombe Market with over 20,000 visitors annually
- Boscombe High Street Wall Mural by Tech Moon with over 13,000 views on Facebook and
- Improvements to St Michael's Underpass near to Asda
- Flags of Hope installed on the High Street attracting national coverage and recognition
- Boscombe DISC to help reduce business crime
- Installed Composter on the roof of the Sovereign Centre

## ○ Pokesdown

- Christmas tree and lights on the Community Green
- Bournemouth Easter bunny hunt
- New bins

# AND IN THE TOWNS & VILLAGES

## ○ Southbourne

- Seed funding 'Shake & Stir, attracting over 35,000 people to Southbourne, becoming a signature event in the area
- Supporting Southbourne Revival, attracting 25,000 people to the area
- Christmas Shopping Guide showcasing the fantastic shops and hospitality businesses in the area
- Running Christmas events in the High Street and the annual Halloween Children's parade
- Supporting Frankenfest in Southbourne attracting 20,000 visitors directly to the trading area
- Winter and Summer planting in the trading area with 20 planters
- Strings of lights and Christmas trees above the shops and the large Christmas tree on Southbourne Green

# R DISTRICTS

## ○ Seafront

- Bournemouth Gardens and Sea front light installation of Christmas tree illuminations and displays. Footfall of over 500,000
- Coastal Vibes 2021 - a series of Ibiza style entertainers dotted around the businesses on Pier Approach

## ○ Tuckton & Hengistbury Head

- Strings of Lights and trees above the shops
- Planting and maintenance of 12 floral planters throughout the year
- Bournemouth Easter Bunny Hunt
- Lighting Tuckton Roundabout at Christmas



## 2. INVITING more residents & visitors

During the 2nd term, our achievements include:

Continuing to market Bournemouth and its trading districts year round, with emphasis on the off season and also business markets. Over £1m has been spent on the following:

- Christmas Tree Wonderland
- Christmas in our areas
- Arts by the Sea
- BEAF
- Business Events Bournemouth
- Jazz By The Sea
- Bournemouth App
- Shake & Stir
- Motors By The Sea
- Frankenfest
- Support of Bournemouth Council's Off Season Marketing Campaign
- Floral displays throughout the areas
- Improvements to our trading areas
- BAHA  
(Bournemouth Area Hospitality Association)



## 3. INSPIRING people to return

During the 2nd term our achievements include:

Working with our many partners to improve the experience in our destinations. Much of our work during the last couple of years has pivoted to supporting our business as we went through and are emerging from the COVID pandemic

- Attracting £75,000 from the Towns Fund to improve the trading area in Boscombe and secure quick wins
- Securing £135,000 from the Council's 'Welcome Back' fund to provide additional planting in our areas, to clean them and to fund an off season Comedy Festival for all of our levy paying businesses
- Purchase of a "Green Machine" to assist with maintaining our floral displays, graffiti cleaning and helping recycle food waste from our businesses to compost.
- COVID support funding of £90,000 secured for businesses in the area
- Providing levy payers with discounted PPE during the pandemic
- Running marketing campaigns such as Beyond the Beach and encouraging people to visit businesses safely






## 4. INVOLVING informing & supporting

### During the 2nd term our achievements include:

Keeping our businesses informed, networked and supported throughout the year on the work of the BID, appropriate research and data as well as opportunities that arise.

- BID Resilience funding of £50,000 secured to cover operating costs so more of your money can be spent directly on projects
- Working with BAHA on the development of a COVID action plan
- Preferential rates negotiated for BID businesses for PPE
- Supported the national #RaiseTheBar campaign that urged the Government to give extra help to the retail, hospitality and leisure sectors.
- Free legal advice secured for BID businesses
- Participating in RH3 Group meetings and discussions, helping to shape COVID19 response by BCP Council in partnerships with other BIDSS and agencies
- Ran the Monster Hero Safari campaign to encourage people to come back into our towns



Bournemouth Coastal BID have been working hard to keep our shopping area tidy, clean and lit. Most recently they have been great at supporting us with anti-social behaviour and shoplifting in our premises. In the run up to Christmas 2021 they provided BID Wardens employed solely to support retailers in dealing with incidents and well known offenders in our area. The results have been amazing, we now have less stolen goods and the known criminals, who are repeat offenders in the area, have not been coming in stealing or harassing my staff. We have now regained old customers who are happily returning because they previously didn't feel safe shopping previously.

**Lee Johnston Mould**  
Manager, Boots the Chemist,  
Boscombe

# LISTENING TO YOU

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for the BID for a third term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

## Oct 2021

'Stronger Together' Newsletter & Survey sent to all eligible businesses

## Nov/Dec 2021

Ongoing discussions with the Board of Coastal BID, BCP Council and other Key Stakeholders

## Dec 2021/Jan 2022

One to One engagement with all eligible BID businesses

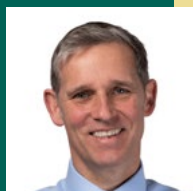
## Feb 2022

Full Business Plan for 2022-27 produced and distributed to all eligible businesses



The Coastal BID has been a fantastic supporter and partner of BH Live for a number of years, helping us attract and service visitor and conference delegates at both the BIC and Pavilion. Our jointly funded partnership delivers Business Events Bournemouth (BEB), helping to generate a huge economic value to the area from the high spending meeting, incentive, conference and exhibition markets – especially during the shoulder months of the summer season. In the last full year of pre COVID operations we generated over £2m of additional hotel revenues and over £40m in economic benefit through over 114,000 conference delegates.

Without the unflinching support from the Coastal BID during lockdown, BEB would have ceased to have functioned. Instead we are still working hard together to re-establish and promote a vibrant business tourism identity for the area and get the business tourism back to the town. The Coastal BID is a great partner and one we fully support in the upcoming renewal bid.



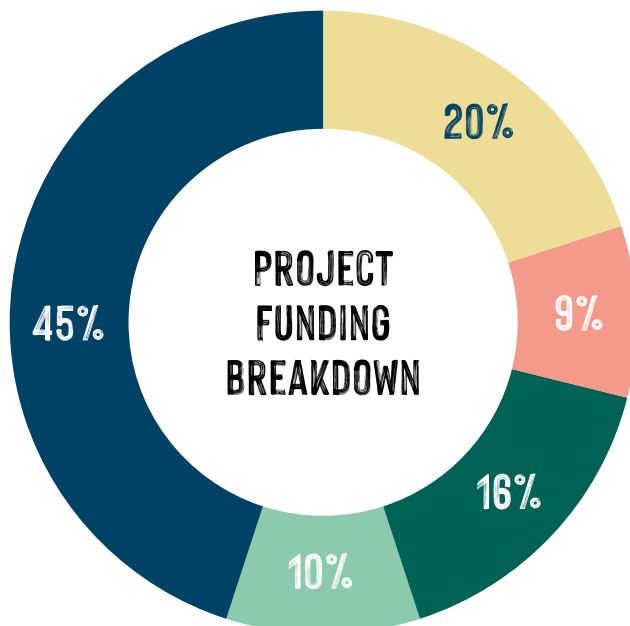
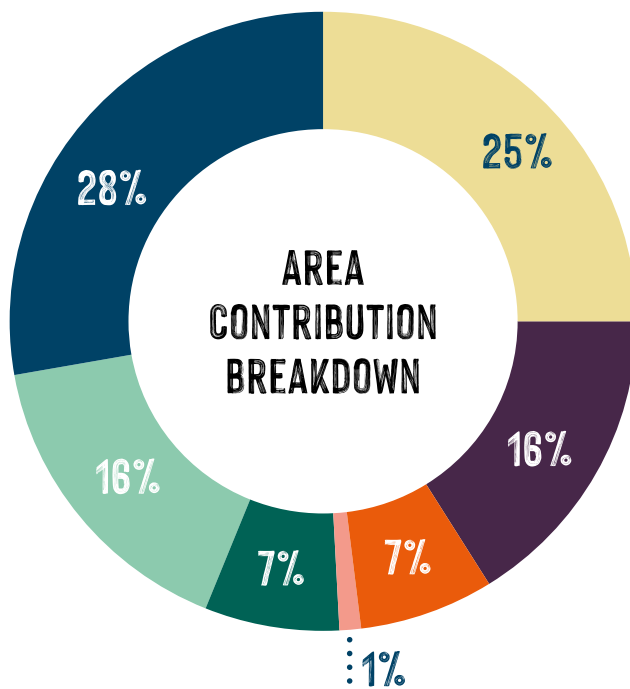
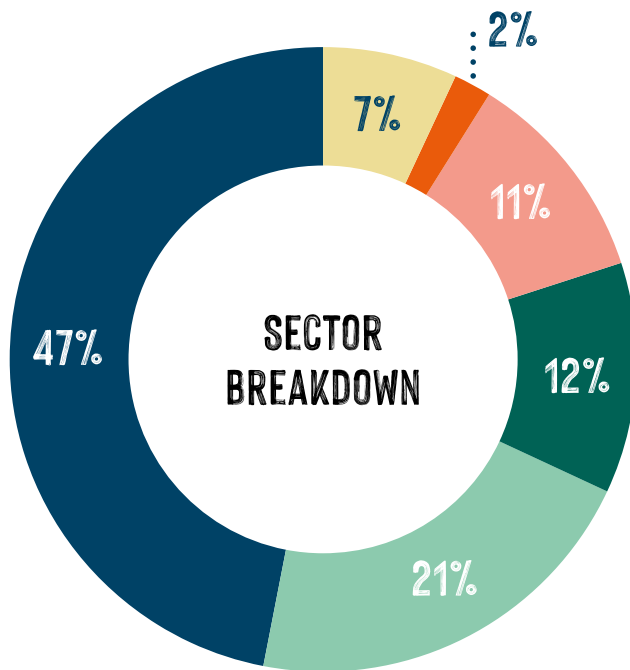
**Chris Symons**  
CEO, BH Live PA & SF



# PROJECT AND FINANCE SUMMARY

Bournemouth Coastal BID will facilitate the development and implementation of projects and services that businesses want to see take place. The consultation has also clearly indicated that a very important part of our offer, the districts want to have specific support.

The following pie charts give an illustration of the funding breakdown and also the how much each district contributes. Spending, in broad terms, will be proportionate in each area to the contribution.



## 1. Sector Breakdown

- RETAIL (47%)
- ACCOMMODATION (21%)
- FOOD & DRINK (12%)
- OFFICE (11%)
- ENTERTAINMENT & LEISURE (2%)
- OTHER (7%)

## 2. Area Contribution Breakdown

- BOSCOMBE (28%)
- EAST CLIFF (16%)
- PIER APPROACH & SEAFRONT (7%)
- POKESDOWN (1%)
- SOUTHBOURNE (7%)
- WESTBOURNE (16%)
- WEST CLIFF (25%)

## 3. Project Funding Breakdown

- DISTINCTIVE DESTINATION (45%)
- SAFER DAY & NIGHT (10%)
- ENHANCED ENVIRONMENT (16%)
- BETTER BUSINESS (9%)
- OVERHEADS (20%)

# PROJECTS FOR 2022-

Our mission is to ensure that the Bournemouth Coastal BID remains an informed, representative and change-making voice and resource for our businesses. We are committed to more effectively managing and promoting the destination and its districts securing our position not only as one of the best BIDs but industry leading in our ambition and delivery.

In line with this, we will direct our work into 4 main project areas. This will build on work that has already been done, development of new projects and services and the need to have a powerful collective voice to develop and deliver our ambitious plan.

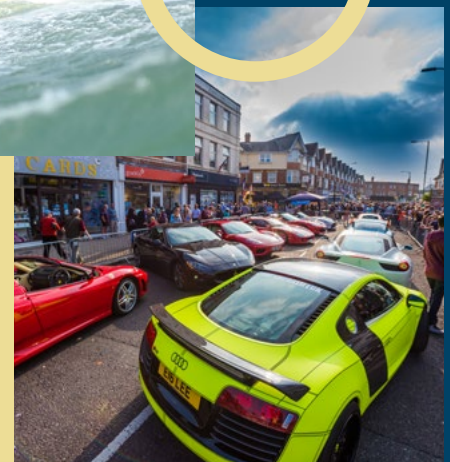
There is still of course a level of uncertainty with COVID 19 and its longer term effects and our programmes may need to be reviewed and adjusted accordingly.



## DISTINCTIVE DESTINATION

Projects that will communicate what makes our destination and districts great and showcase all that we have to offer. Our aim is to position our location locally, regionally and nationally, through intelligent, and sophisticated marketing. A robust and sustainable response to ensure that we become one of the leading destinations in the South, working with our partners to ensure a co-ordinated approach to attract visitors, spend and footfall. Our projects will include:

- Christmas Tree Wonderland
- Installation of Christmas and other seasonal illuminations throughout our areas
- A Calendar of Annual Events Attracting over 100,000
- Supporting Bournemouth Emerging Arts Fringe
- Easter Promotions
- A New Revamped Website
- New Branding for the Destination
- Working in partnership with BCP Council to produce tourism brochures for use by visitors to hotels and to our areas
- Supporting existing and emerging festivals and events in our districts with focus on year round arrangements
- Work in partnership with BCP and BAHA to develop overarching marketing campaigns for the whole destination
- Produce wayfinding maps for hotels and their visitors
- Work in partnership with BCP Council to maximise opportunities to assist in creating a city destination by 2026
- Work with Boscombe Towns Fund to revitalise Boscombe and futureproof the area





## SAFER DAY & NIGHT

This is to ensure that we provide a safe and welcoming face to our visitors/customers and allow for our businesses to operate effectively and without undue hindrance. Our projects will include:

- Community Safety Accreditation Scheme with Dedicated Officers to Reduce Crime & Anti-Social Behaviour
- Provide additional security tailored to businesses needs as and when these are identified
- DISC Scheme to Reduce Business Crime



## ENHANCED ENVIRONMENT

The appearance of our areas not only provides a first impression for our visitors/customers, it should also be a source of pride for those who live and work in it. We will endeavour to ensure that it is carried out to the highest standard possible and in a sustainable manner. Our projects will include:

- Floral & Planting Displays Across the Districts
- Deep Cleansing of Selected Districts
- Improve Environment Through Installations such as Murals, Flags and Lighting
- Use of NEW "Green Machine" to assist with maintaining our floral displays, graffiti cleaning and helping recycle food waste from our businesses to compost for food banks in Boscombe.

## BETTER BUSINESS

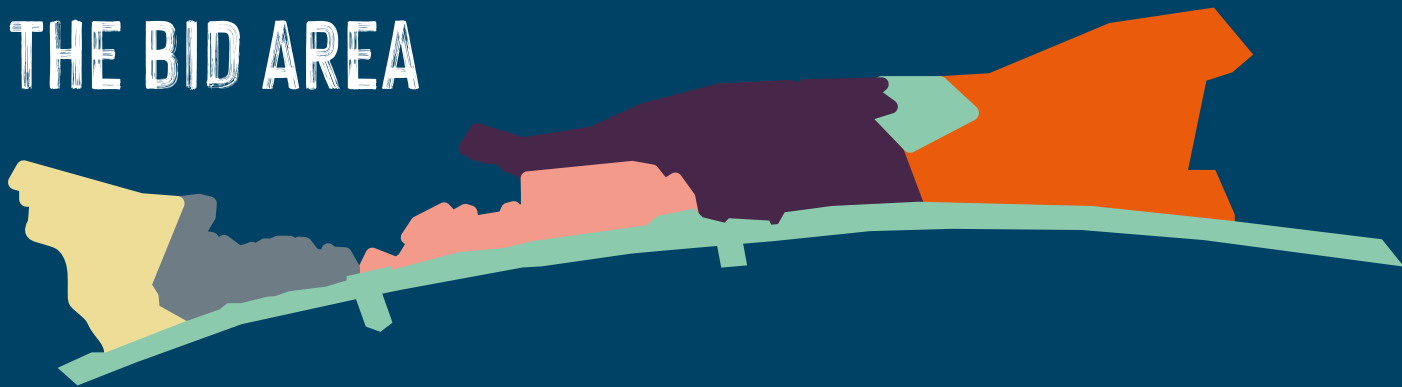
Informing, empowering and unifying to produce real results and instill change for the better. To be the leading business voice representing interests locally, regionally and nationally in order to shape policy, secure funding and investment, raise skills and standards and respond changing habits and circumstances. Our projects will include:

- Training & Support for Hospitality Businesses with BAHA
- Joint national marketing campaign with BAHA and BCP Council advertising our areas and what we have to offer as a holiday destination
- Area specific marketing campaigns targeting both day and night time economies
- Developing a Neighbourhood plan on the West Cliff giving our businesses a real say as to planning policy for this core area
- Support Business Events Bournemouth, in particular to attract new business and encouraging use of technology to operate in a smarter and more efficient way
- Supporting 'Great British High St' and 'Small Business Saturday'
- Attract Additional Income to Support BID Work Through Sponsorship & Grants
- Supporting and encouraging local business and traders associations
- Post COVID support and recovery work
- Providing free travel to hospitality staff in the form of free Beryl bike minutes to enable them to travel to work





# THE BID AREA



The sectors set out below will be part of the Bournemouth Coastal BID. For a full list of the streets that will be part of the BID, please visit our website [www.coastalbid.co.uk](http://www.coastalbid.co.uk)

Apartment House and Premises

Bank and Premises

Betting Shop and Premises

Bus Station and Premises

Café and Premises

Car Park and Premises

Communication Station and Premises

Hairdressing Salon and Premises

Hotel and Premises

Kiosk and Premises

Large Foodstore

Laundrette and Premises

Library and Premises

Market Indoor & Premises

Museum and Premises

Oceanarium and Premises

Offices and Premises

Other Commercial Premises

Other Leisure Premises

Petrol Filling Station & Premises

Police Station and Premises

Public House and Premises

Restaurant and Premises

Rooms and Premises

Shop & Premises

Show Home

Showroom and Premises

Theatre and Premises

Wine Bar and Premises



I am fully behind the work of the Coastal BID. The BID provides great ideas & support that makes day to day that bit easier & more professional. Being a busy business operator, it's great to see fresh ideas, that add a new aspect and point of attraction to my businesses. During the pandemic their approach to encouraging a safe environment for consumers back to hospitality was fantastic and rewarding.

### James Fowler

The Larderhouse (Restaurant),  
Parlourmentary (Delicatessen),  
Terroir Tapas (Eco restaurant/bar), Southbourne





As the first sustainable and plastic free shop in Westbourne, and the local area, it is encouraging to see the impact of the small levy we pay being used directly in our trading area. Unlike our business rates that are sent directly to central government, with the Coastal BID levy we can collectively have a say and propose initiatives that we, as traders know will affect our businesses and be in line with our values. The impact of a local business association and the BID working together can be seen in the delivery that Coastal BID are providing. So far this year they have found funding for some interesting initiatives that align with our values, including an electric truck that collects food waste and in turn to creates compost to help a local community project grow fruit and veg for low income families. I'd like to see what the future holds and we need to all take more care of where we live and our planet.

I'm looking forward to being part of how Westbourne continues to evolve, especially helping to guide the sustainable agenda.

**Eleanor Whyton**

Proprietor, Almond & Co, Westbourne



# THE BID LEVY

If there is a YES vote all eligible businesses will contribute to the themes and projects outlined.

Every eligible business in the BID area will pay the BID levy, which is calculated as 1.75% of its premises rateable value, except for offices who will pay 1%. The rate will not change throughout the duration of the BID term.

The table below gives an example of what the BID levy could be for your business.

Rateable Value	Maximum Annual Levy (at 1.75%)	Maximum Daily Equivalent Cost
Below £12,000		Exempt
£12,000	£210	£0.56
£15,000	£262.50	£0.72
£25,000	£437.50	£1.20
£50,000	£875	£2.40
£100,000	£1,750	£4.80
£250,000	£4,375	£12
£500,000+	£8,750	£24

## VOLUNTARY CONTRIBUTORS

Business with a rateable value of under £12,000 and those outside of the designated BID area will be formally exempt from paying the BID levy but can join voluntarily. A voluntary contribution will entitle a business to benefit from all the projects and services outlined in this business plan as well as full rights as a company member.

## ADDITIONAL INCOME

BIDs across the UK on average generate 15% in additional income through their lifetime. The Bournemouth Coastal BID will endeavour to raise additional income with a view to covering as much as the overhead cost as possible.





# BID BUDGET FORECAST / 2022 – 2027



The proposed budget for the new term is set out below.

	2022/23	2023/24	2024/25	2025/26	2026/27	5 Year Totals
<b>Income</b>						
BID Levy	£480,000	£480,000	£480,000	£480,000	£480,000	£2,400,000
Additional Income	£72,000	£72,000	£72,000	£72,000	£72,000	£360,000
<b>Total Income</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£2,760,000</b>

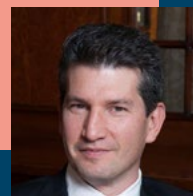
## Expenditure

Distinctive Destination	£250,000	£250,000	£250,000	£250,000	£250,000	£1,250,000
Safer Night & Day	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Enhanced Environment	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
Better Business	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Staff	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Office and IT Support	£16,000	£16,000	£16,000	£16,000	£16,000	£80,000
Insurance	£3,200	£3,200	£3,200	£3,200	£3,200	£16,000
Levy Collection Costs	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Professional Fees	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Bank Charges	£300	£300	£300	£300	£300	£1,500
<b>Total Expenditure</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£552,000</b>	<b>£2,760,000</b>

Bournemouth Coastal BID have come up with unusual and innovative ways to provide support to businesses in our area. Most recently they have provided free beryl bike rides to hospitality staff, and we are working with them on the formulation of a Neighbourhood Plan for the West Cliff which will put the priorities of businesses and residents at the heart of planning policy in this core tourism area. They are also looking at the possibility of providing extra, targeted support to hotel night porters to help combat anti-social behaviour in and around their premises. These are real issues affecting businesses on the West Cliff, we need to be greener in our approach and we need to ensure that Bournemouth remains one of the top UK destinations for people to visit and in which to live. Bournemouth Coastal BID is central to achieving this.

**Eytan Krips**

Director Collingwood Hotel, West Cliff



# BID GOVERNANCE & MANAGEMENT



## THE BID COMPANY & BOARD

The BID will be managed by Bournemouth Coastal BID Ltd, a not for profit company limited by guarantee. All BID levy payers and equivalent financial contributors are eligible to become members of the Company and consequently vote on Company matters and seek office.

Board Director positions are unpaid and voluntary and will endeavour to include a mix of all sectors/areas of business that operate within the BID area as well as the skills and experiences required for the proper functioning of the company.

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### There will be a main Board of up to 15 Directors

Their key role will be to:

- Set policy and strategic priorities
- Develop and monitor project development and implementation
- Effective management of resources
- Monitoring performance
- Develop effective communication with businesses and stakeholders
- Act as a powerful lobbying and advocacy organisation for its members

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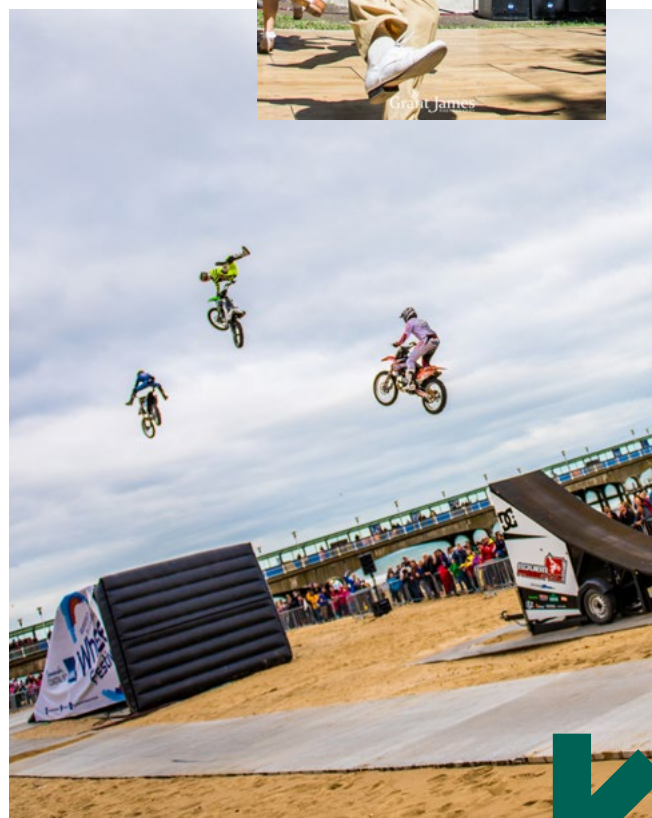
The Main Board will be supported by appropriate Working Groups as needed.

Board Directors will be known to all businesses. There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members and stakeholders.


It will be a requirement that board members have all the necessary skills and knowledge to successfully drive the company as well as being representative of the districts. Levy funds will be strictly monitored by the board with all expenditure in line with this Business Plan.

The BID will work in partnership with BCP, Other Public Agencies as well as Business and Tourism Groups, to harness the best from each organisation involved in the BID and make the most of their existing resources.

If successful at ballot the new term will commence **01 July 2022**. It will run for five years and then be required to seek renewal through a new ballot.







Having been working with the Coastal BID for a number of years now representing Westbourne, I believe that the organisation does exactly what its name suggests. It improves business, without this vehicle to essentially establish a fund, that business owners and operators can then utilise to promote the area from which they operate their businesses there would be no strategic marketing for the area as a collective. I have witnessed some amazing events take place over the years that have really drawn footfall into Westbourne and boosted sales throughout the area, this just would not have been possible without the BID funding.

I am really looking forward to working with the team over the next five year term. We have some fantastic plans for Westbourne to really put it on the national map. I therefore urge all business owners who wish to see their sales grow and customer loyalty base expanded, to vote to maintain the Coastal BID.

It is the only way to ensure funding is available for each of the areas to be able to achieve this growth.

**Justin Brandon**

Scape Interiors West Ltd, Westbourne

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# BID LEVY RULES & BALLOT

## LEVY RULES

- The BID Regulations of 2004, approved by the Government, sets out the 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 the Bournemouth Coastal BID will be for a period of five years commencing on 01 July 2022.
- The levy rate is fixed at 1.75% of the premises rateable value for all eligible sectors except offices who will be charged 1%. This will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The following exemptions to the BID Levy apply:
  - » Those with a rateable value of less than £12,000.
  - » Businesses whose primary function does not fall into the sectors identified on Page 19.
  - » Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations.
  - » Eligible businesses that pay the Bournemouth Town Centre BID levy will also be exempt.
- The levy amount will be assessed using the most current Non-Domestic Ratings list at 01 June of each year. 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 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, BCP 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 an agreed 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 area and the levy rate cannot be altered without a further ballot.
- 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 levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.





### For the BID to go ahead, two conditions must be met:

1. More than 50% of businesses that vote must vote in favour.
2. Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

## BID BALLOT

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at BCP 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 as provided by BCP Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer at BCP Council



**Ballot papers will be sent out to the appropriate organisation from 02 March 2022, to be returned no later than 5pm on 30 March 2022.**

Bournemouth Coastal BID is pivotal in keeping Southbourne a lively, vibrant, attractive area. Over the last year the team there has helped secure extra funding for Southbourne - this wouldn't have happened without them. This has meant we have some amazing Christmas lights this year with street entertainers on Saturdays. Our Halloween event was better than we could ever have imagined and all put together by the BID to bring people to Southbourne. It was truly amazing. We have new planters on order to replace our current which are tired and also the BID has contributed towards our flower display along the high street both during the Summer and Winter. We now have access to graffiti removal services provided by their electric truck at no cost to us. This is really important to keep our area looking smart at all times. I can honestly say that without the Coastal BID trading conditions in Southbourne high street would be quite a different story.

**Jane May**

Director, Julian May Opticians, Southbourne





# FAQ'S



## **Bournemouth Coastal BID Has Been Running For The Last 5 Years, Why Can't It Just Continue?**

BIDs last for a maximum of 5 years, once that term is over the BID is legally required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this new plan is then voted on by BID businesses that will be required to pay the Levy.

## **Is This Just Another Tax And Will It Substitute Those Services That BCP Council Is Responsible For Providing?**

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. BCP Council has provided baseline statements as part of the BID development process for both its statutory and discretionary services. This can be viewed on request and are: **CCTV, CSAS, Civil Enforcement, Events, Highways Maintenance, Marketing & PR, Markets, Parking Management, Parks & Gardens, Seafront Cleansing, Seafront Operations, Seafront Public Conveniences, Street Cleansing, Regulatory Services**

## **How Much Will I Pay?**

On behalf of the Bournemouth Coastal BID, the Council will collect a Levy from each eligible business which is transferred to the BID Company and used to implement the projects laid out in this plan. Eligible businesses will pay 1.75% of their rateable value (except for Offices who will pay 1%). This is collected annually. Those below £12,000 in rateable value will be formally exempt.

## **I Am Not An Eligible Business – Can I Still Take Part?**

Yes, businesses that are formally exempt from paying the BID Levy can contribute voluntarily. If you join the BID in this way you have exactly the same rights to the governance and management of the company as any other business.

## **When Will Projects Begin To Be Delivered For The New Term?**

The new term will then start from 01 July 2022. If the I ballot is unsuccessful all projects and services will cease immediately on 30 June 2022.



Over the years Bournemouth Coastal BID has worked hard to improve the Boscombe trading area. Examples that come to mind are the lights, which are put up in time for Halloween, and which are then changed through the seasons until they are finally taken down in March, after Mother's day.

They have also commissioned amazing murals and wall art in the area, they fund our Emerging Arts Festival, and provide a graffiti removal and food waste recycling service dedicated to the needs of businesses. They have installed permanent festoon lighting across the precinct, and install and maintain the planting on the streets both in the Winter and Summer Season, not to mention funding CSAS Officers and BID Wardens.

Their support for Boscombe is unquestionable, and I know that my business has benefitted from all of these initiatives.

**Andreas Booth**

Director Specsavers Boscombe





# MEASURING PERFORMANCE

Bournemouth Coastal BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:



**Footfall figures**



**Visitor numbers**



**Spend Figures**



**Rental levels**



**Car parking usage**



**Public Transport Usage**



**New business activity**



**Annual surveys**



**Business feedback**



**Consumer feedback**



**Media coverage**



**Website/Social Media interactions**



Performance measurement will be carried out at regular intervals and the results will be reported back to levy payers through the following channels:

1. Annual meetings
2. Group liaison forums and briefings
3. Direct communications  
(for example: e-bulletins, newsletters and face-to-face meetings)

## NEXT STEPS

Look out for the following:

**February 2022**

Final Business Plan mailed to all eligible BID businesses

**02 March 2022**

Postal Ballot Opens

**30 March 2022**

Postal Ballot Closes

**31 March 2022**

Declaration





The Coastal BID funding helps the local hospitality businesses by providing an inflated marketing budget for the town. This results in an increased level of inbound tourism which is vital for us to be able to maximise our revenue throughout the whole year.

The BID also supports many events in the Town and Coastal Villages such as Christmas Tree Wonderland, which help businesses attract groups in the shoulder seasons.

**Rosie Radwell**

Director, Marsham Court Hotel, East Cliff

## GET IN TOUCH

For further information, please contact one of the Bournemouth Coastal BID team:

**Fiona McArthur, BID Manager**

@ [FIONA@COASTALBID.CO.UK](mailto:FIONA@COASTALBID.CO.UK)

📞 07712 708005

**Sonia Shaw, Production Executive**

@ [SONIA@COASTALBID.CO.UK](mailto:SONIA@COASTALBID.CO.UK)

📞 07789 247634

Visit our website for all the latest information:

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



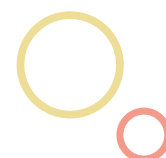
Better Business



Distinctive Destination



Enhanced Environment



Safer Day & Night

ATTRACTING VISITORS | ELEVATING EXPERIENCE | BUILDING PROSPERITY