

Bournemouth  
COASTAL BID 

# COASTAL BID ACHIEVEMENTS 2021-2026

INVESTING TOGETHER IN OUR FUTURE

PRESENTED BY:  
Bournemouth  
Coastal BID

# BOURNEMOUTH COASTAL BID



For more than 15 years, Bournemouth Coastal BID has played a central role in shaping and strengthening our coastal economy. Through coordinated marketing, vibrant events, environmental improvements and dedicated business support, the BID has helped enhance Bournemouth's reputation as one of the UK's leading visitor destinations.

Established in 2012, the BID covers a significant stretch of Bournemouth's coastline and coastal neighbourhoods – including Westbourne, West & East Cliff, Pier Approach, Boscombe, Pokesdown and Southbourne. Representing over 600 businesses, it is delivered by Bournemouth Coastal BID Ltd, an independent, not-for-profit organisation led by a voluntary Board of local business representatives.

For three consecutive terms, businesses have backed the BID, recognising the value of working together to strengthen our visitor economy and support our coastal communities.

Through consultation with the business community, a clear Business Plan was developed around four key priorities:

- Distinctive Destination
- Safer Day & Night
- Enhanced Environment
- Better Business

Working closely with partners across the area, the BID has remained focused on delivering these commitments. In this newsletter, we highlight what your BID has achieved so far, and why continuing this work has never been more important.

Our sector is now navigating some of the toughest trading conditions in recent years. Rising costs, increasing competition and pressure on visitor spending mean destinations must work harder than ever to stand out.

The visitor economy is vital to the prosperity of our place. Each year Bournemouth attracts over 6.5 million visitors, generating more than £500 million in visitor spending. The sector supports over 12,000 jobs and represents around 15% of the local economy. To sustain this success, we must continue working together to attract new audiences, inspire visitors and deliver memorable experiences that keep people returning year after year.

Each year, the BID levy raises over £450,000 to deliver the projects that businesses voted for. By working with partners, this investment also helps secure around £60,000 in additional external funding annually. Together, this funding enables us to:

- **Promote Bournemouth as a leading coastal destination**
- **Deliver events and initiatives that increase footfall**
- **Support local businesses and collaboration**
- **Enhance the environment and visitor experience**

In short, it allows us to achieve more together than any one organisation could alone.

In 2026, Bournemouth Coastal BID will reach the end of its third five-year term. We are now asking you, the business community, to review what has been delivered and help shape the priorities for the next five-year Business Plan. But most importantly, we ask you to vote YES to renew Bournemouth Coastal BID. If the BID is not renewed, all projects, services and funding will stop at the end of this year.

Meanwhile, other destinations are continuing to invest in their visitor economies. Places such as Torquay (the English Riviera), Great Yarmouth and the Isle of Wight are strengthening and expanding their BIDs to remain competitive.

If we want Bournemouth's coastline to remain a thriving and successful visitor destination, we must continue to invest, collaborate and champion everything that makes our place special.

Invest Together in Our Future  
Vote YES and help secure the next five years.



## CHAIR'S COMMENTS

Since being appointed as Chair of Bournemouth Coastal BID in 2023, I have seen first-hand the challenges our businesses have faced, particularly in navigating a period of financial uncertainty and changing economic conditions. It has not been an easy time, but throughout it all, the Coastal BID has stood shoulder to shoulder with our business community, listening, representing their interests, and working tirelessly to support them.

We have remained focused on delivering against the four pillars set out in our business plan, ensuring that our efforts are both strategic and meaningful. I am incredibly proud of what has been achieved so far, thanks to the resilience, collaboration and determination of the businesses within our area. The confidence shown in the **Coastal BID** by **AFC Bournemouth** is testament to what can be achieved when we work together demonstrating that we are all stronger when united behind a shared ambition to make the Coastal BID area truly exceptional.

As we look ahead to the next five years, I am excited about the opportunities in front of us. We will continue build on our successes, and harness the independent spirit and energy that makes our coastal businesses so unique. Together, I am confident we can drive continued growth and ensure a vibrant, successful future for Bournemouth's coastal economy.

Please take the time to complete the BID Renewal Survey and have a voice in how you can help us shape the future. We need to ensure that the next 5-year plan delivers the benefits and campaigns that you want to see to ensure the prosperity of your businesses and our destination.

**Chair, Bournemouth Coastal BID**

**Peter Ruscoe**

Bournemouth  
**COASTAL BID** 



# WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A Business Improvement District (BID) is a partnership where businesses come together to invest in the future of their area. Through a BID, local businesses decide:

- What improvements and services they want to see
- How these will be delivered
- How much they are willing to invest to make it happen

These proposals are set out in a Business Plan, which is then voted on by all eligible businesses within the BID area. For a BID to be approved, a majority of businesses must vote YES both by number of businesses, and by total rateable value. If successful, the BID operates for a maximum of five years, after which businesses must vote again to renew it. Importantly, all BID funding must be spent within the BID area and only on the projects agreed in the Business Plan. Today there are over 350 BIDs across the UK, including nine Tourism or Destination BIDs like Bournemouth Coastal.



## An Investment in Your Business

This document reviews the achievements of the Bournemouth Coastal BID and sets out the opportunity to secure a fourth term. Renewing the BID would allow businesses to invest over £3 million over the next five years, building on the strong foundations already established. Together, we can continue to attract visitors, support local businesses, strengthen our visitor economy, compete with other leading destinations. The BID is an investment in the success of your businesses and our destination.

## The Funding – Your Money, Your Say

BIDs give businesses a stronger voice in shaping their local economy. The Bournemouth Coastal BID is managed and funded by a levy paid by businesses within the BID area. This funding is ring-fenced, meaning it can only be spent within the BID area. Specifically when your business pays into the BID your levy is spent in your area, and not in a different part of town. Also, the levy can only fund projects agreed by businesses in the Business Plan. The BID levy is separate from business rates, which go directly to central government. Public services funded through business rates are baseline protected, meaning BID funding cannot replace or substitute services that public agencies are required to provide.

## The BID Company

Bournemouth Coastal BID Ltd is an independent not-for-profit company. It is governed by a voluntary Board of Directors, made up of representatives from local businesses of all sizes across the BID area. Every business that pays the BID levy can become a member of the company, and members can stand to become a director, helping shape the future of the BID.



## The Vote – Your Decision

If your business is eligible to pay the levy, you have the right to vote. For the BID to continue, the vote must achieve a majority by number of businesses voting, and by total rateable value of those businesses. If the BID is approved, the levy becomes mandatory for all eligible businesses within the BID area for the five-year term. Some businesses may be exempt from paying the levy (for example those with low rateable values or specific sectors). These businesses will not be eligible to vote.

## What Happens if the Vote is NO?

If businesses choose not to renew the BID, the impact would be immediate and far-reaching:

-  • Over £3m of BID investment will be lost over the next five years.
-  • Additional leveraged funding – averaging £60,000 per year – will disappear.
-  • Major events attracting more than 100,000 visitors annually will stop.
-  • Christmas lights and festive events across the area will disappear unless businesses organise and pay for them themselves.
-  • Business crime reduction initiatives will end, removing vital support for safer trading environments.
-  • Funding for key partnerships, including BAHA (BH Area Hospitality Association), which helps attract hundreds of thousands of visitors, will cease.
-  • Bournemouth will lose ground against competing BID destinations such as the English Riviera, Isle of Wight and Great Yarmouth.
-  • All BID digital promotion will end – including the website, social media channels and promotion of local businesses and offers.
-  • Businesses will lose a powerful collective voice representing over 600 organisations, regularly lobbying and advocating on their behalf.
-  • Environmental improvements will stop, including graffiti removal, plant watering and recycling support.

Most significantly, a decade of investment, partnership and momentum will end abruptly.


**With public sector funding under increasing pressure, there is no alternative funding source – there is no Plan B.**



# DELIVERING IMPACT

**Vote YES for Bournemouth Coastal BID to see these services and projects continue.**

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 provides. Here is a summary of some key of achievements of the BID over the last 5 years under our four themes.



*"Bournemouth Coastal BID has been a real positive force for Boscombe. The murals have added loads of character to the area, and events like the Summer Street Sessions genuinely brought people in and created a great buzz. It's been great to see the focus on arts and community, which really aligns with what we're about at Boscanova. They've also been proactive in supporting businesses with things like the crime reporting app. We're proud to be part of it and support the work they're doing locally."*

**Rich Slade, Director Boscanova, Boscombe**

*In an age where council and central government resources and support are increasingly stretched, the BID is a critical part of our support structure."*

**Kris Gumbrell- CEO Brewhouse & Kitchen**



# BETTER BUSINESS & DESTINCTIVE DESTINATION

**We are very proud to announce that AFC Bournemouth have joined the Coastal BID as a voluntary levy paying business for the final year of the current term, 2022–2027. Following a successful reballot in 2026 they will be part of the Coastal BID, standing beside all of our other businesses.**

AFC Bournemouth joining the Bournemouth Coastal BID represents a strong vote of confidence in both the BID and the wider coastal area it supports. By working together, the club and the BID can help promote Boscombe and the surrounding Coastal BID area as vibrant destinations for visitors, businesses, and the local community. The partnership brings significant economic potential, with AFC Bournemouth's profile and reach helping to attract more football, increase tourism, and support local businesses. This collaboration demonstrates a shared commitment to strengthening the coastal economy and enhancing the reputation of the area as a thriving place to visit, work, and invest.

**"We see this as more than a financial contribution. It is an opportunity to align more closely with fellow stakeholders who are committed to raising standards, increasing football and enhancing the reputation of Bournemouth. As the club considers its stadium redevelopment and wider investment, we are keen to ensure that the surrounding area grows positively alongside us."– Chris Gerrish, Operations Director AFC Bournemouth.**

On behalf of the Coastal BID, our businesses, Directors and staff we welcome AFC Bournemouth onboard and we look forward to meaningful collaboration for the benefit of everyone in the years to come.



*As a retailer in Southbourne, we've seen first-hand how much of a difference the Coastal BID makes to our high street. Vibrant events bringing people into the area, beautiful planting and flowers that brighten the streets, and their graffiti removal service, their efforts really help create a welcoming environment for both businesses and visitors. Southbourne has built a strong reputation as a thriving independent retail area, and the Coastal BID plays an important role in supporting and sustaining that success."*

**James Fowler– Director, Parlourmentary Deli & Cheese Shop**

# DISTINCTIVE DESTINATION

Creating a vibrant year-round destination by supporting and delivering a dynamic programme of events and experiences that attract visitors, increase footfall and showcase the unique character of our coastal districts. Together these events help animate our high streets, increase dwell time and support local businesses.



- A year-round events calendar attracting over 100,000 visitors
- Support for major festivals and community events including , Christmas in Bournemouth, Bournemouth Soul Weekender, Summer Fireworks, Shakespeare's Globe Theatre performances and Chinese New Year celebrations
- Championing creative and cultural initiatives such as the Bournemouth Emerging Arts Fringe (BEAF) and We Are Boscombe
- Supporting popular local events including Westbourne Motor Show, Distinguished Gentleman's Ride, Coastal Cringe Comedy Festival and Southbourne PumpkinFest
- Seasonal and community celebrations including Easter on the Green, Day of the Dead Halloween, Jubilee and Coronation events

**Supporting destination marketing** by working collaboratively to promote our destination and drive visitor demand. These campaigns help raise awareness, inspire visits and drive footfall into our local businesses.

- 80 AO maps distributed to hotels to encourage visitors to explore our coastal districts
- 30,000 tourism brochures delivered to hotels and businesses in partnership with BCP Council
- Supporting major destination marketing campaigns including "Feels Like Bournemouth", "Check in Chill Out" and the "Love Westbourne" Sky TV campaign

**Supporting the hospitality sector** through partnership with the BH Area Hospitality Association (BAHA), we have invested in strengthening the sector. These initiatives help build skills, celebrate excellence and support the visitor economy workforce.

- Funding BAHA for ten consecutive years
- Delivering training programmes for hotels and hospitality businesses
- Sponsoring annual hospitality recognition awards

**Working in partnership for the future** by actively representing and advocating for the interests of coastal businesses at a strategic level. Through these partnerships we ensure the voice of coastal businesses is heard and our destination continues to grow and evolve.

- Working with BCP Council and partners to strengthen Bournemouth as a city destination by 2026
- Supporting the Town of Culture 2026 bid
- Representation on the BCP Growth Board
- Vice Chair of the Destination Management Board
- Regular engagement with local MPs, councillors and partners to champion business priorities
- Representation at Townwatch and Dorset Safer Business Partnership



*"Coastal BID security team have been a great help to us, they were quick to assist and effective in what they do – the team was able to provide valuable assistance very quickly"*

**Robert Leonard – Chambers Director 3 Paper Buildings**

*"As the landlord of a pub in Southbourne we benefit from the Coastal BID's support, and especially the Sentrysis app, which they provide free of charge, has given us an easy, reliable way to communicate with other local businesses and stay informed about incidents in real time. That shared intelligence helps us act quickly, improve safety for our staff and customers, improve reporting and feel more connected as a business community."*

**Clive Mace, Landlord The Grove Tavern, Southbourne**

## SAFER DAY & NIGHT

### Safer Day & Night

Revitalising Boscombe by working with the Boscombe Towns Fund to support regeneration projects that strengthen the area and future-proof the local economy including:

- Delivering permanent festoon lighting installations, creating a vibrant and welcoming atmosphere for visitors and businesses.
- Introducing a 3D building mapping projection system, earning national and recognition and showcasing Boscombe as a creative destination.
- Improving the Public Realm by cleaning and repainting landmark buildings and installing new bins and planting schemes

**Dedicated Community Safety Officers** – Co-funded the Community Safety Accreditation Scheme (CSAS) to provide trained officers helping reduce crime and anti-social behaviour, until council funding ended in 2024.

**Targeted Security Patrols** – We stepped in to deliver additional security patrols in Boscombe, focusing on tackling shoplifting and retail crime.

**Operating the Against Business Crime Partnership** – providing businesses with the Sentrysis intelligence platform and access to a Business Crime Liaison Officer to support reporting and engagement with Dorset Police. Impact includes **538 reported incidents logged, 110 weeks of imprisonment secured, and 8 years of Criminal Behaviour Orders issued** helping create safer trading environments for businesses.

**Supporting hotels and night-time Businesses** – by providing overnight security services during the Christmas period, ensuring hotels and visitors feel safe and supported.

# BETTER BUSINESS

Investing in skills and training by providing **free** professional development opportunities for every levy-paying business. 600+ businesses supported through online training, including access to SEEDL, offering:

- Unlimited access to 300+ expert-led courses
- Training in compliance, health & safety, leadership, mental wellbeing, Microsoft 365, sales and more
- Helping businesses develop skills, improve performance and support their teams.

Strengthening local business networks by actively supporting the relaunch and growth of local business associations, helping create stronger business communities.

- Supported the formation of the Westbourne Business Association
- Helped establish the Southbourne Business Association
- Assisted both groups in becoming Community Interest Companies (CICs) to unlock new funding opportunities

Securing over £100,000 in external investment by successfully applying for and securing national and local funding to deliver placemaking and improvement projects across our districts. Funding sources included:

- ARG funding
- Town Centre Improvement funding
- Towns Fund investment

Marketing the destination to new audiences by delivering and supporting major marketing campaigns promoting Bournemouth to visitors within a two-hour travel radius.

- National "Feels Like Bournemouth" campaign
- Advertising across rail networks, press and digital channels

Driving footfall through events and promotions by delivering creative campaigns and initiatives that bring people into our districts. The campaigns reached over 180,000 people online and gained national BBC coverage.

- Queen's Jubilee promotion, offering 70p bus journeys to encourage visitors to explore our coastal areas
- Seasonal digital trails at Halloween and Easter generating 116,842 impressions
- Coastal Critters Halloween installation featuring six giant monster artworks by an international artist, installed on rooftops across Southbourne and Boscombe



"As a local investor and business owner, we have invested over £3.5m into our Southbourne pub and brewery, in that time we have seen Southbourne grow to become an iconic hub for independent hospitality and retail businesses.

Coastal BID has been front and centre in delivering support and driving business focussed initiatives for the benefit of owners and operators.

**Kris Gumbrell- CEO Brewhouse & Kitchen**

**Supporting local events and community initiatives** by providing sponsorship, assets and practical support to help deliver local events. Support includes:

- Westbourne Motor Show
- Funding support for Westbourne Christmas Lights
- Over £10,000 of event assets and support for Southbourne Pumpkin Festival, including road closure assistance
- Helping events grow and bring thousands of visitors into our districts.

# ENHANCED ENVIRONMENT

**Bringing Colour to Our Streets** by delivering vibrant seasonal floral displays across our coastal districts. With summer and winter planting, these displays create welcoming, attractive streets that encourage visitors to explore and spend time in our areas

- 83 pedestal and barrier baskets
- 3 large 7ft planted pagodas
- 20 colourful planters installed and maintained by the BID

**Keeping our districts clean** by targeted deep cleansing programmes and rapid-response cleaning services across key locations. These services help maintain a cleaner, safer and more welcoming environment for businesses and visitors.

- 150+ incidents of graffiti removed every year through our on-call removal service
- Cleaning support for business premises and public spaces, including cliff top shelters, Fisherman's Walk facilities and Towns Fund hoardings



**Transforming public spaces** through creative placemaking investing in installations and visual improvements that enhance the character of our coastal districts. Highlights include:

- The Boscombe Owl Mural, creating a striking new landmark
- BIC Roundabout transformation, including wall cleaning, a landmark mural and revitalised gateway into Bournemouth
- Flags and street dressing in Boscombe celebrating major events including the Coronation, Jubilee, World Cup and Bournemouth Emerging Arts Festival
- Coastal Critters installations, bringing colour and creativity to our public spaces

**Lighting up our High Streets** by introducing new lighting installations that enhance the atmosphere and improve safety. These initiatives help create welcoming, vibrant streets that support businesses day and night.

- Festoon lighting in Westbourne, creating a vibrant street scene and brightening previously dimly lit areas
- Seasonal lighting across Boscombe, Westbourne and Southbourne
- Extended lighting in Boscombe from Halloween through to Mother's Day





TAKE OUR SURVEY

# THE NEXT 5 YEARS

In October, the Bournemouth Coastal BID will hold a renewal ballot to secure a further five-year term as a Business Improvement District. The core focus remains the same: strengthening and growing our visitor economy—benefiting tourism businesses, the environment, and communities across our area.

With public sector funding under increasing pressure, there is no Plan B.

The choice is clear:

- A 'NO' vote means vital projects marketing and events will stop. Our profile and success as a visitor destination will suffer.
- A 'YES' vote means we build on the progress of the past five years and continue strengthening our position as a leading UK visitor destination.

To help shape the next five years, we would be grateful if you could complete our online survey by 30 June 2026. The link is <https://www.surveymonkey.com/r/BCBIDSurvey2026> or use the QR Code above.

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



Better Business



Distinctive Destination



Enhanced Environment



Safer Day & Night

For any other information and to keep in touch contact Fiona McArthur, Executive Director, Bournemouth Coastal BID at [fiona@coastalbid.co.uk](mailto:fiona@coastalbid.co.uk) or 07712708005

