



BUSINESS PLAN 2027–2032



ATTRACTING VISITORS | ELEVATING EXPERIENCE | BUILDING PROSPERITY



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INTRODUCTION

As Chair of Bournemouth Coastal BID, and previously as a Director, I have seen first-hand the incredible resilience and ambition of our business community. Whatever challenges the wider economy has thrown at us, one thing has never wavered: the Coastal BID's commitment to standing shoulder to shoulder with our businesses; listening, representing your interests, and working tirelessly on your behalf.

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, we have helped build Bournemouth's reputation as one of the UK's leading visitor destinations, and we're not finished yet.

This work matters because the visitor economy is the beating heart of our prosperity. Every year, Bournemouth welcomes over 6.5 million visitors, generating more than £500 million in visitor spending, supporting over 12,000 jobs, and accounting for around 15% of our local economy. Across seven coastal districts and more than 550 businesses, the BID levy raises over £590,000 each year, secures around £60,000 in additional external funding, and powers an events calendar that draws more than 100,000 visitors annually. I couldn't be prouder of what we've achieved together, a testament to the resilience, collaboration and determination of the businesses in our area.

The tourism landscape is more competitive than ever. Rising costs and growing competition mean destinations must work harder to stand out, and areas like the English Riviera (Torquay), Great Yarmouth and the Isle of Wight are investing further in strengthening and expanding their own BIDs. This is exactly why our unity and ambition matter so much right now and why the opportunity ahead of us is so exciting.

Looking to the next five years, I am genuinely excited about what's possible. This time, we've expanded our boundary to include Kings Park and Premier League football club AFC Bournemouth, a fantastic vote of confidence that shows what we can achieve when we come together behind a shared ambition to make the Coastal BID area truly exceptional.

Your BID levy will allow us to invest £3.29 million over the next five years, delivering the projects that you, our businesses, have told us matter most and unlocking further external funding to make your money go even further.

The ballot will take place between 07 October and 04 November 2026. Vote YES to help us seize this next chapter, champion tourism and local business, and position Bournemouth as the unique, aspirational destination we all know it can be.

Vote "YES" again for the Bournemouth Coastal BID!



EYTAN KRIPS

Chair of Bournemouth Coastal BID
Owner, Hotel Collingwood

In partnership with:



WORKING TOGETHER

The Bournemouth Coastal BID has become an increasingly important element of the business community since it was established in 2012. We have played an essential part in raising awareness of our offer, improving the environment and attracting investment.

The BID covers a significant stretch of Bournemouth's coastline and coastal neighbourhoods; including Westbourne, West & East Cliff, Pier Approach, Boscombe and Southbourne. Additionally, this time around we have expanded our boundary to include Kings Park and Premier League football team AFC Bournemouth. Representing over 550 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. Working closely with partners across the area, the BID has remained focused on delivering the commitments made to businesses.

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

Remember: if businesses choose not to renew the BID, all projects, services and funding will stop at the end of the current term on 30 June 2027. Only you can decide, through the ballot, to enable us to compete effectively with other destinations and to be aspirational for our place and our businesses.

Each year, the BID levy has raised 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.

In 2027, Bournemouth Coastal BID will reach the end of its third term, and we are now presenting the proposal for a new five-year term (2027-2032), building on a proven track record of delivery and impact. The focus remains on sustaining a vibrant, high-performing coastal destination that continues to attract visitors, support businesses and enhance the local environment.

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

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



We will meet these objectives through the following themes:



Better Business

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



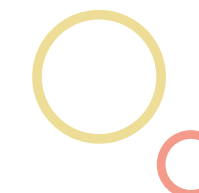
Distinctive Destination

Promoting Bournemouth and the coastal districts through intelligent and adventurous marketing, promotions and events, and developing the identities of our areas 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.



IN NUMBERS



6 COASTAL DISTRICTS IN THE BID AREA

OVER 550+

BUSINESSES
REPRESENTED BY
THE BID

OVER £500M



ANNUAL
VISITOR
SPENDING

12,000+

JOBS SUPPORTED BY THE VISITOR ECONOMY

15%

SHARE OF THE LOCAL
ECONOMY REPRESENTED
BY THE SECTOR

OVER £3M

BID INVESTMENT IN THE AREA OVER THE
NEXT FIVE YEARS

6.5M+

VISITORS TO
BOURNEMOUTH EACH
YEAR

£590,000+

RAISED BY THE BID LEVY EACH YEAR

£60,000

AVERAGE ADDITIONAL EXTERNAL
FUNDING SECURED EACH YEAR

100,000+

VISITORS ATTRACTED BY THE BID'S
EVENTS CALENDAR EACH YEAR

BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

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, and 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, 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

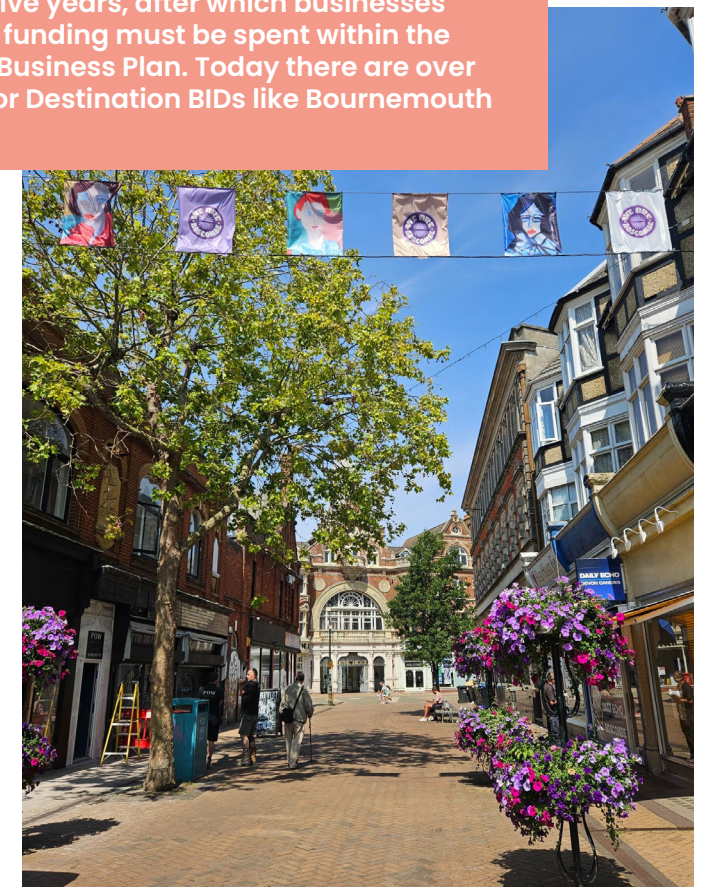
This document reviews the achievements of the Bournemouth Coastal BID and sets out the opportunity to secure a fourth term. Renewing the BID would allow businesses to invest over £3 million over the next five years, building on the strong foundations already established. Together, we can continue to attract visitors, support local businesses, strengthen our visitor economy and compete with other leading destinations. The BID is an investment in the success of your business 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; when your business pays into the BID, your levy is spent in your area, not in a different part of town. 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, it will simply cease to exist on 30 June 2027, and 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 our locally focused website, our 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, more than 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.



BOURNEMOUTH COASTAL BID DELIVERS 2021 - 2026

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 achievements of the BID over the last five years under our four themes.

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:

- A year-round events calendar attracting over 100,000 visitors
- Support for major festivals and community events including but not limited to Christmas in Bournemouth: Bournemouth Soul Weekender, Summer Fireworks, Shakespeare's Globe Theatre performance, and Chinese New Year celebrations
- Curated & delivered on several community driven events such as Westbourne Motor Show and The Southbourne Pumpkin Fest
- Championing creative and cultural initiatives such as the Bournemouth Emerging Arts Fringe (BEAF) and We Are Boscombe
- Supporting popular local events including Distinguished Gentleman's Ride and Coastal Cringe Comedy Festival
- Seasonal and community celebrations including Easter on the Green, Day of the Dead Halloween, Jubilee and Coronation events
- 80 A0 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



ENHANCED ENVIRONMENT



- Bringing colour to our streets with vibrant seasonal floral displays: 83 pedestal and barrier baskets, 3 large 7ft planted pagodas and 20 colourful planters installed and maintained by the BID
- Keeping our districts clean through targeted deep cleansing programmes and rapid-response cleaning across key locations, including cliff-top shelters, Fisherman's Walk facilities and Towns Fund hoardings
- 150+ incidents of graffiti removed every year through our on-call removal service
- Transforming public spaces through creative placemaking, including the Boscombe Owl Mural, the BIC Roundabout transformation, flags and street dressing in Boscombe, and the Coastal Critters installations
- Lighting up our high streets: festoon lighting in Westbourne, seasonal lighting across Boscombe, Westbourne and Southbourne & extended lighting in Boscombe from Halloween through to Mother's Day



BOURNEMOUTH COASTAL BID DELIVERS 2021 - 2026

SAFER DAY & NIGHT

- Revitalising Boscombe by working with the Boscombe Towns Fund to support regeneration projects, including permanent festoon lighting installations, a nationally recognised 3D building mapping projection system, and public realm improvements such as cleaning and repainting landmark buildings and installing new bins and planting schemes
- Dedicated Community Safety Officers: co-funding 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 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. Impact includes 538 reported incidents logged, 110 weeks of imprisonment secured and 8 years of Criminal Behaviour Orders issued
- Supporting hotels and night-time businesses by providing overnight security services during the Christmas period



BETTER BUSINESS

- Investing in skills and training with free professional development for every levy-paying business: 600+ businesses supported through online training, including access to SEEDL with unlimited access to 300+ expert-led courses in compliance, health & safety, leadership, mental wellbeing, Microsoft 365, sales and more
- Funding BAHA (BH Area Hospitality Association) for ten consecutive years, delivering training programmes for hotels and hospitality businesses and sponsoring annual hospitality recognition awards
- Strengthening local business networks: supporting the formation of the Westbourne Business Association, helping establish the Southbourne Business Association, and assisting both groups in becoming Community Interest Companies (CICs)
- Creating and managing social media accounts and dedicated websites for both our districts; Love Westbourne and Visit Southbourne to elevate awareness and drive footfall and better business
- Securing over £100,000 in external investment from ARG funding, Town Centre Improvement funding and Towns Fund investment
- Marketing the destination to new audiences, including the national "Feels Like Bournemouth" campaign and advertising across rail networks, press and digital channels
- Driving footfall through events and promotions, with over 2.4 million social media views across Love Westbourne, Visit Southbourne and Coastal BID in 2026, nearly double the previous year. Highlights include national BBC coverage reaching over 180,000 people, the Queen's Jubilee 70p bus journey promotion, seasonal digital trails at Halloween and Easter generating 116,842 impressions, and the Coastal Critters Halloween installation.
- Supporting local events with sponsorship, assets and practical support, including the Westbourne Motor Show, Westbourne Christmas Lights and over £10,000 of event assets and support for Southbourne Pumpkin Festival
- Representing coastal businesses at a strategic level, Vice Chair of the Destination Management Board, representation on the BCP Growth Board, and regular engagement with local MPs, councillors, Townwatch and the Dorset Safer Business Partnership



LISTENING TO YOU

We have kept our ear to the ground and listened carefully to your thoughts and priorities for the BID's fourth term. In addition to our regular newsletters and daily contact with businesses, extensive engagement has been, and continues to be, conducted to shape both this Business Plan and the renewal of the BID. This will continue until the end of the ballot and includes:

JAN 2026

Bournemouth BID Board of Directors options and discussion

FEB 2026

Impact Assessment

MAR 2026

Annual Review sent to all levy payers

APR 2026

Achievements Newsletter and Survey sent to all levy payers

MAY 2026

One-to-one business engagement (round 1)



JUL 2026

BID Proposal document submitted to BCP Council

AUG 2026

One-to-one business engagement (round 2)

SEP 2026

One-to-one business engagement (round 3)

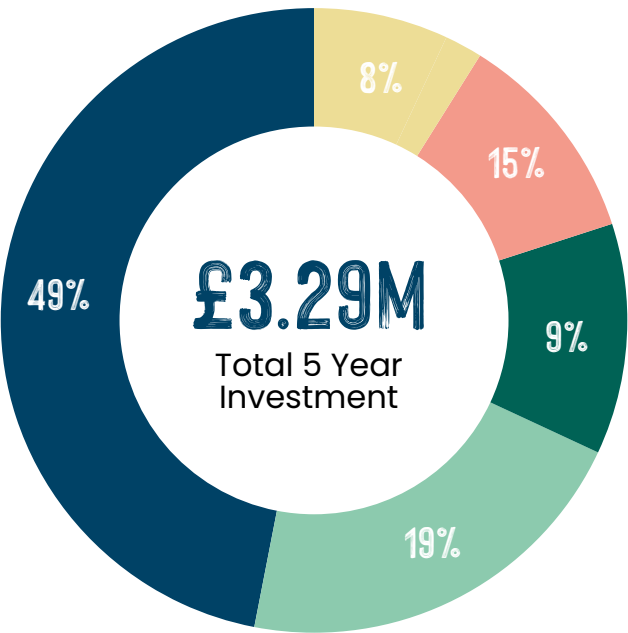
23 SEP 2026

Full Business Plan sent to all levy payers

PROJECT AND FINANCE SUMMARY

Bournemouth Coastal BID will facilitate the development and implementation of projects and services that businesses want to see take place. Consultation has clearly indicated that our individual districts want specific, local support, and spending will, in broad terms, be proportionate in each area to the contribution it makes.

The indicative funding breakdown across the five-year term is set out below:



Project Area	5 Year Investment	Share of Budget
Distinctive Destination	£1,600,000	49%
Safer Day & Night	£300,000	9%
Enhanced Environment	£500,000	15%
Better Business	£250,000	8%
Overheads	£640,000	19%
Total	£3,290,000	100%

All the services the BID provides will be over and above the baseline services provided by public agencies and BID funding will not be used to replace any statutory local authority services.



PROJECTS FOR 2027-32

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 effectively managing and promoting the destination and its districts, securing our position not only as one of the best BIDs but as industry-leading in our ambition and delivery.

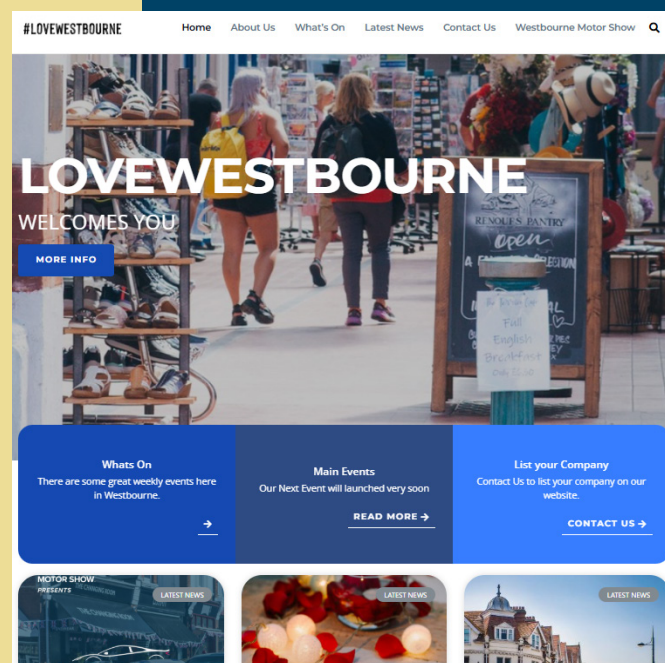
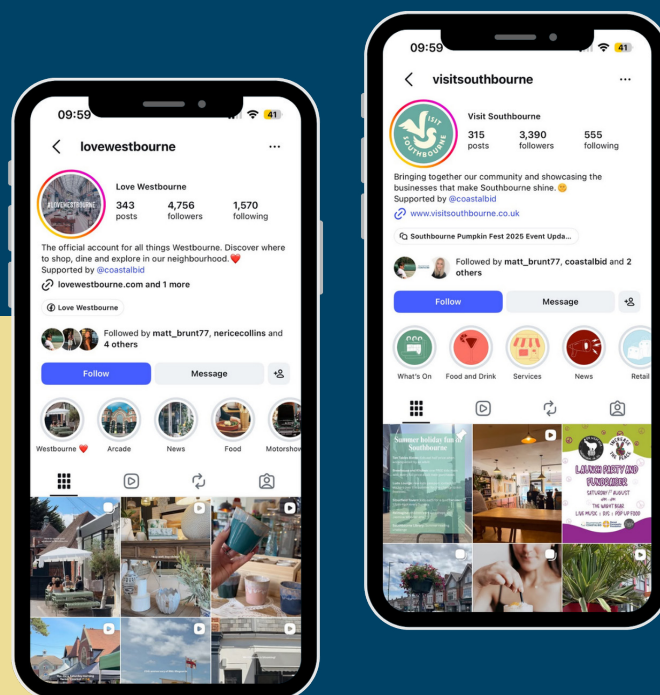
In line with this, and based on consultation with businesses, we will direct our work into four main project areas. This builds on work that has already been done, the development of new projects and services, and the need for a powerful collective voice.



DISTINCTIVE DESTINATION

Projects that will communicate what makes our destination and districts great and showcase all that we have to offer, positioning our location locally, regionally and nationally through intelligent and sophisticated marketing. Our projects will include:

- Dedicated websites and marketing campaigns for individual areas
- Dedicated social media campaigns for individual areas
- Seasonal lights and promotions: Halloween, Christmas, Chinese New Year, Valentine's Day, Mother's Day and Easter
- Working with the Destination Management Board (DMB) on marketing campaigns for the BCP conurbation as a whole



SAFER DAY & NIGHT

Ensuring we provide a safe and welcoming environment for our visitors and customers and allowing our businesses to operate effectively and without undue hindrance. Our projects will include:

- FREE crime reporting app (SentrySIS) for all levy payers
- On-call security patrols
- Business Crime Reduction Partnership – joining forces with other local BIDs to reduce business crime

ENHANCED ENVIRONMENT



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

- Floral and planting displays across the districts
- Deep cleansing programmes
- Placemaking: installations, wall art and murals
- Graffiti removal
- Promoting sustainable travel
- Supporting green business initiatives

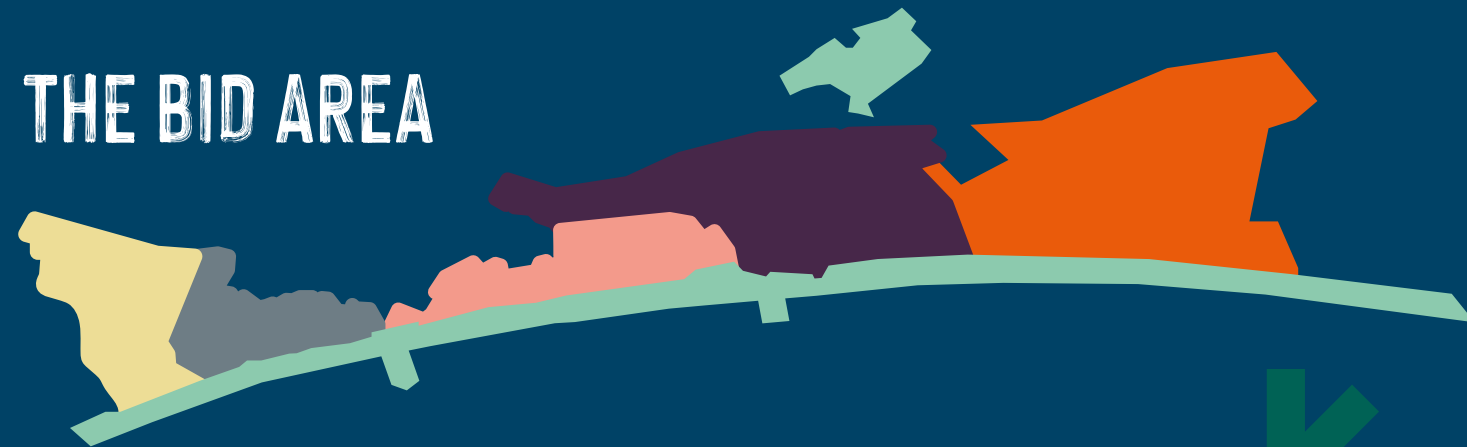
BETTER BUSINESS

Informing, empowering and unifying to produce real results and instil change for the better, being the leading business voice representing interests locally, regionally and nationally. Our projects will include:

- Training and support for hospitality businesses
- Supporting 'Great British High Street' and 'Small Business Saturday'
- Attracting additional income to support BID work through sponsorship and grants
- Lobbying Government and BCP Council, representing the interests of our businesses at local and national level
- Membership and participation in influential boards and groups within the BCP area, including the Destination Management Board, Growth Board, Cultural Compact and Townwatch



THE BID AREA



The BID covers Bournemouth's coastline and coastal neighbourhoods, including Westbourne, West & East Cliff, Pier Approach, Boscombe, Kings Park and Southbourne. All eligible businesses within the boundary area will be part of the BID. The BID area will only include whole hereditaments and not parts of hereditaments. A full list of streets is available upon request and at www.coastalbid.co.uk.

Attractions

Bank and Premises

Betting Shop and Premises

Bournemouth Foreshore

Builders Merchants

Bus Station and Premises

Cafe and Premises

Car Park and Premises

Car Washes

Club and Premises

Communication Station and Premises

Conference & Function Venues

Council Depots

Fitness Centres & Gymnasiums

Guest House and Premises

Hairdressing Salon and Premises

Hotel and Premises

Kiosk and Premises

Launderette and Premises

Library and Premises

Nightclubs

Oceanarium

Offices and Premises

Petrol Filling Station and Premises

Pharmacies

Pleasure Piers

Public House and Premises

Restaurant and Premises

Self Catering Holiday Unit and Premises

Serviced Apartments

Shop and Premises

Sports Centre and Premises

Stadium and Premises

Storage Depot and Premises

Superstore and Premises

Theatre and Premises

Wine Bar and Premises

"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. 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, Cafe Boscanova, Boscombe



"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."

James Fowler

Director, Parlourmentary Deli & Cheese Shop, Southbourne



"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 footfall 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



THE BID LEVY

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

Every eligible business in the BID area will pay the BID levy, which is calculated as 2% of its premises rateable value, except for offices, which will pay 1.25%. The levy will be applied to all hereditaments within the defined area with a rateable value of, or exceeding, £15,000, provided they are listed on the Non-Domestic Rates list from BCP Council using the most current rateable value list.

The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year.

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

Rateable Value	Maximum Annual Levy (at 2%)	Maximum Daily Equivalent Cost
Below £15,000	Exempt	---
£15,000	£300	£0.82
£25,000	£500	£1.37
£50,000	£1,000	£2.74
£100,000	£2,000	£5.48
£250,000	£5,000	£13.70
£500,000+	£10,000	£27.40

VOLUNTARY CONTRIBUTORS

Businesses that are formally exempt from paying the BID levy, and those outside the designated BID area, 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. Voluntary contributors will not, however, be entitled to vote in the BID ballot.

ADDITIONAL INCOME

BIDs across the UK generate, on average, around 15% in additional income through their lifetime. The Bournemouth Coastal BID will endeavour to raise additional income, projected at £60,000 per year, with a view to covering as much of the overhead cost as possible.

EXEMPTIONS

The following will be exempt from paying the levy

- Those with a rateable value of less than £15,000
- Businesses whose primary function does not fall into the eligible sectors identified in The BID Area section
- Non-retail charities with no paid staff, trading income, arm or facilities, and entirely voluntary or subscription-based organisation.
- Eligible businesses that pay the Bournemouth Town Centre BID levy

BID BUDGET FORECAST / 2027 - 2032



The proposed budget for the new term is set out below. The projected BID levy income is £598,000 per annum.

	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Totals
Income						
BID Levy	£598,000	£598,000	£598,000	£598,000	£598,000	£2,990,000
Additional Income	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Total Income	£658,000	£658,000	£658,000	£658,000	£658,000	£3,290,000
Expenditure						
Distinctive Destination	£320,000	£320,000	£320,000	£320,000	£320,000	£1,600,000
Safer Day & Night	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Enhanced Environment	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Better Business	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Sub Total - Projects	£530,000	£530,000	£530,000	£530,000	£530,000	£2,650,000
Overheads						
Staff	£89,500	£89,500	£89,500	£89,500	£89,500	£447,500
Office Costs	£16,500	£16,500	£16,500	£16,500	£16,500	£82,500
Insurance	£3,500	£3,500	£3,500	£3,500	£3,500	£17,500
Levy Collection Costs	£11,000	£11,000	£11,000	£11,000	£11,000	£55,000
Professional Fees	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Sub Total - Overheads	£128,000	£128,000	£128,000	£128,000	£128,000	£640,000
Total Expenditure	£658,000	£658,000	£658,000	£658,000	£658,000	£3,290,000



BID GOVERNANCE & MANAGEMENT

THE BID COMPANY & BOARD

If the BID ballot is successful, Bournemouth Coastal BID Ltd; an independent, not-for-profit company limited by guarantee, will govern the BID. The company will have Members and a Board of Directors composed of representatives from levy-paying businesses or equivalent voluntary contributors. Additional, non-levy-paying members may be co-opted as required.

Board Director positions are unpaid and voluntary and will include a mix of sectors and geography of business operating within the BID area, as well as the skills and experience required to deliver the BID Business Plan. Any person employed or engaged by, or connected to, a levy ratepayer and willing to act as a director may be appointed to the Board, subject to approval by the Board of Directors or by Ordinary Resolution of the Members. Any levy ratepayer may nominate one appropriate person to become a member of the company.

Observers, such as representatives from public agencies, may be welcome to attend and contribute to Directors' meetings. The BID company cannot generate a profit, and any surplus must be allocated to the projects and services agreed upon by the ratepayers and the Board of Directors.

The Staff Team

The BID will employ a dedicated staff team to ensure the projects outlined in this Business Plan are delivered effectively and efficiently. They will be responsible for:

- Being the main point of contact between BID levy ratepayers and the Board
- Delivery and management of the projects set out in the BID Business Plan
- Seeking additional financial contributions towards the BID company

Keeping you Informed

The BID will send regular updates via newsletters and e-bulletins and on the BID website. Annual reports and accounts will be produced at the end of each financial year and will be available to members online and at the Annual Review.



Bournemouth
COASTAL BID

OVERNIGHT SECURITY SERVICE

08000 886 121



WWW.COASTALBID.CO.UK

08000 886 121

Who to Contact?

If you need assistance call our remote monitoring service who will attend as quickly as possible.

08000 886 121

When?

- 5 December 2025 - 31 December 2025
- Friday & Saturdays plus New Years
- From 9pm-7am

Where?

The Vanguard Security team will be patrolling the area around all hotels and responding to call outs.



Bournemouth Coastal BID have provided a **FREE** crime reporting App called SENTRYSIS. Scan the QR Code to register and gain access to the App

Financial Management

The BID will be managed by a company limited by guarantee and will follow all standard Companies House requirements, including the filing of annual accounts, which will consequently be available to BID levy payers. An annual report will also be made publicly available. The BID company is not required to have an external audit.

The BID Regulations require summary information on income and expenditure to be sent with BID levy invoices each year; this will be carried out. The Board of Directors will be provided with regular management accounts.

An Operating Agreement will be agreed with BCP Council to outline the collection and enforcement arrangements. At least two monitoring meetings will take place each year between relevant personnel from the BID and the Billing Authority to monitor the Operating Agreement and the day-to-day collection and enforcement arrangements.



Baseline Statements

A baseline statement is a snapshot of the level of service provided by relevant public agencies.

Regular monitoring and evaluation of standards within the BID area will ensure that the services provided by public agencies, primarily BCP Council, meet the required standards. Baseline statements are in place for the following services in the BID area: CCTV and CSAS; Highway Enforcement; Events and Markets; Highways Maintenance; Parks & Gardens; Street Cleansing; Marketing & PR; Parking Management; Seafront Cleansing, Seafront Operations and Seafront Public Conveniences; and Regulatory Services.

All services the BID provides will be over and above these baselines and BID funding will not be used to replace any statutory local authority services.

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.
 - This is the New Term BID proposal to cover the period 01 July 2027 to 30 June 2032 inclusive.
 - All eligible National Non-Domestic Ratepayers within the proposed boundary, as outlined above and in the Business Plan would be liable to pay the BID levy.
 - The following exemptions will apply:
 - » Those with a rateable value of less than £15,000.
 - » Premises whose use does not fall into the VOA Category Descriptions set out on Page 18 of this document.
 - » 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.
- In the event of any queries regarding exempted status, the BID Board would make the final decision
- The levy rate is fixed at 2% of the premises rateable value for all eligible sectors except offices who will be charged 1.25%. This will not be subject to variation by the annual rate of inflation.
 - The BID levy would be charged on a daily basis, paid annually in advance and invoices would be issued to the BID ratepayer as liability arises.
 - In the event of a change of ratepayer within part of a year, or billing period, liability would be calculated and, if there is an overpayment, it would be refunded and the new ratepayer, would be charged for the remainder of the year, or billing period, with immediate effect.
 - Any new hereditament entered in the rating list, within the BID boundary during a billing period, not exempt under the BID rules would be subject to the BID levy
 - The liability for the BID levy on any eligible vacant hereditaments, or hereditaments undergoing refurbishment, would revert to the registered ratepayer as defined under prevailing Non-Domestic Rates legislation, with no void period.

- The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year.
- 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. Any write-offs would be submitted to the BID Board for approval.
- VAT will not be charged on the BID levy collected.
- 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 1988a
- No refunds would be given in respect of rateable value changes which affect past billing periods.
- 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 does 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.
- Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID company.

BID BALLOT

The ballot will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004, as amended. It will be an independent, confidential postal ballot of all eligible hereditaments in the BID area liable to pay the BID levy, carried out by the Returning Officer at BCP Council.

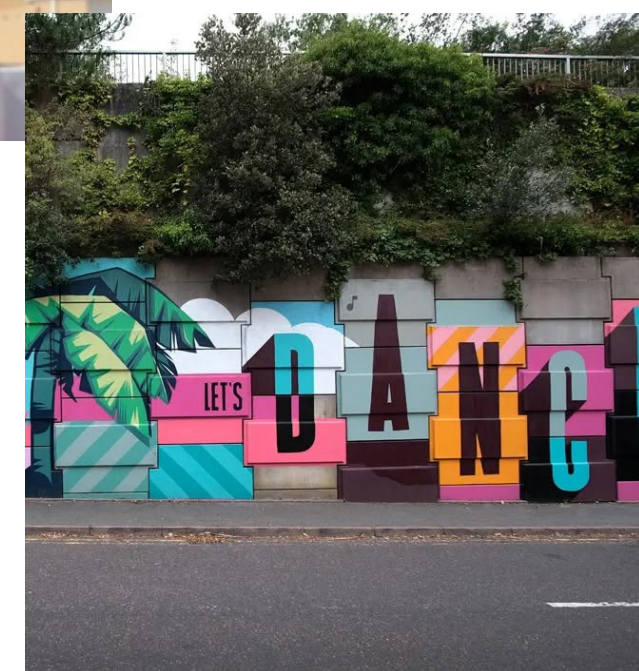
Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non-Domestic Rates list for the defined area as provided by BCP Council. Organisations occupying more than one hereditament will have more than one vote. Proxy voting can be arranged for those who require it.

This is to confirm that the costs incurred in developing the BID proposals and holding the ballot will NOT be recovered through the BID levy. The cost of the BID ballot will be met by the Ballot Holder; the BID Proposer will only be liable in accordance with the requirements of the BID Regulations 2004.

The Notice of Ballot will be communicated to all eligible hereditaments on 23 September 2026. The 28-day ballot period will run from 07 October 2026 to 04 November 2026.

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.



FAQ'S

Bournemouth Coastal BID has been running for the last 15 years – why can't it just continue?

BIDs last for a maximum of five 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 five years, and this new plan is then voted on by the BID businesses that will be required to pay the levy.

Is this just another tax, and will it substitute the services BCP Council is responsible for providing?

A BID cannot replace or substitute local authority services – 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. These can be viewed on request and cover: CCTV and CSAS, Highway Enforcement, Events and Markets, Highways Maintenance, Parks & Gardens, Street Cleansing, Marketing & PR, Parking Management, Seafront Cleansing, Seafront Operations and Seafront Public Conveniences, and 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 2% of their rateable value (except for offices, which will pay 1.25%). This is collected annually. Those below £15,000 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, although voluntary contributors are not entitled to vote in the ballot.

When will projects begin to be delivered for the new term?

The new term will start on 01 July 2027. If the ballot is unsuccessful, all projects and services will cease on 30 June 2027.



"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



MEASURING PERFORMANCE

**VOTE YES AND
HELP SECURE THE
NEXT FIVE YEARS.**

Bournemouth Coastal BID and its Board will keep levy payers up to date on all the projects the BID will implement over the five-year term, and 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 reported back to levy payers through annual meetings, group liaison forums and briefings, and direct communications such as e-bulletins, newsletters and face-to-face meetings.

INVEST TOGETHER IN OUR FUTURE.

NEXT STEPS

Look out for the following:

23 September 2026
Final Business Plan mailed to all eligible BID businesses and Notice of Ballot issued

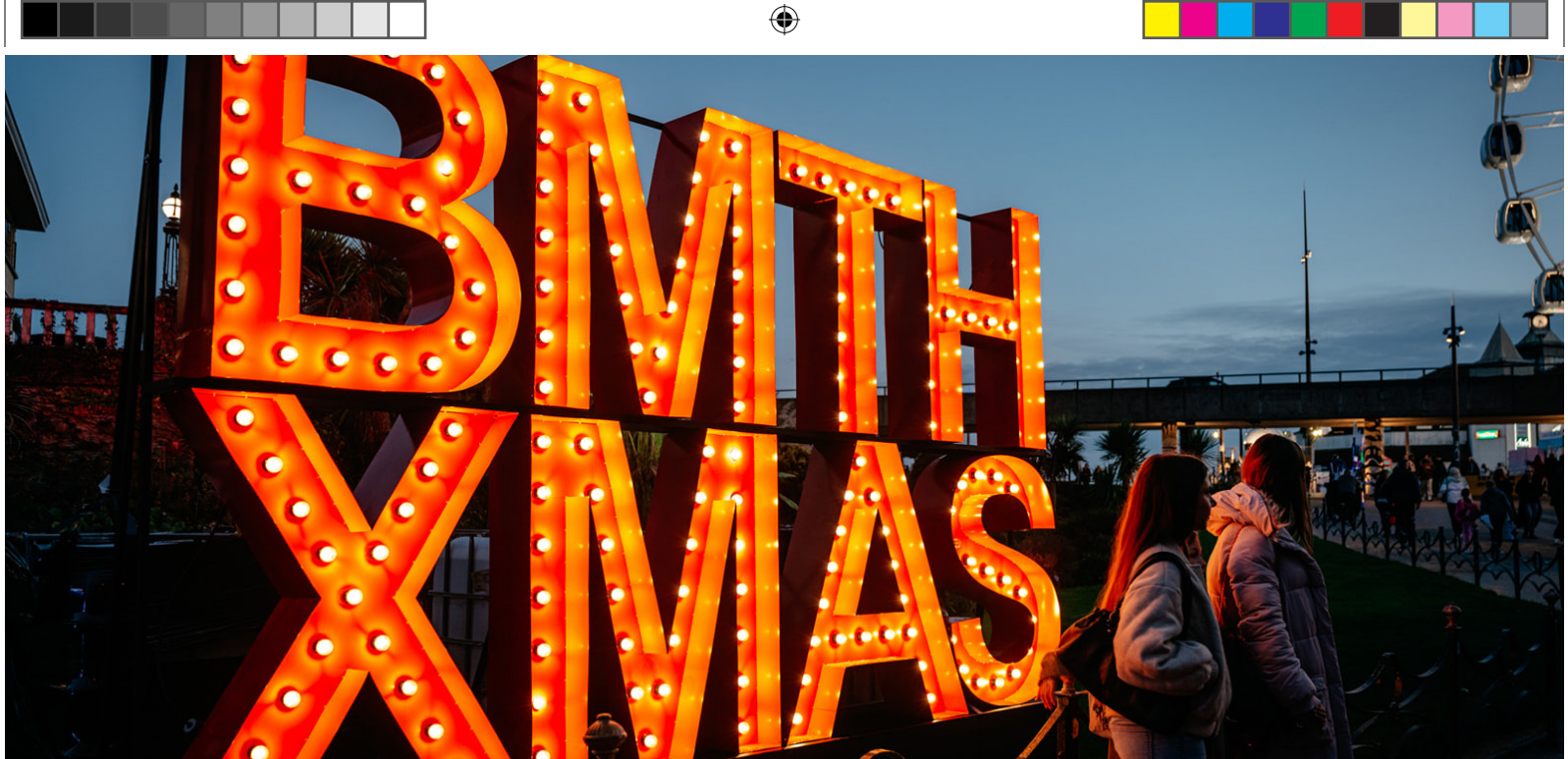
07 October 2026
Postal Ballot Opens

04 November 2026
Postal Ballot Closes

November 2026
Declaration of the result

01 July 2027
New five-year term commences





GET IN TOUCH

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

Fiona McArthur, Executive Director
@ FIONA@COASTALBID.CO.UK

 **07712 708005**

Visit our website for all the latest information:

www.coastalbid.co.uk



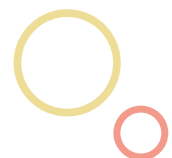
Better Business



Distinctive Destination



Enhanced Environment



Safer Day & Night

ATTRACTING VISITORS | ELEVATING EXPERIENCES | BUILDING PROSPERITY