



YORKSHIRE COAST BUSINESS IMPROVEMENT DISTRICT. NEWSLETTER 1

Photo Credit: Richard Burden

Welcome to the first edition of our newsletter, designed to keep you informed and involved with the progress of the Yorkshire Coast BID.

The Task Group will be managing the development of the Yorkshire Coast BID. In doing this, our key aim is to help businesses create a plan that is meaningful and representative of the improvements that Retail and Tourism Businesses want to see on the Yorkshire Coast. To be successful the Yorkshire Coast BID must demonstrate that it will provide a return for your investment and add value to what already exists in terms of services and support. Please look out for information, visit our website and get involved in our consultation exercises or feel free to get in touch with us directly. We look forward to meeting as many of you as possible over the next few weeks.

THE YORKSHIRE COAST BID AREA IS SET OUT OVERLEAF

HOW A BID WORKS

Businesses in this area with Tourism and/or Retail Functions, will be invited to decide on the priorities and improvements they would like to see happen in the Yorkshire Coast BID area.

Following extensive consultation, a business plan will be formulated. The business plan will include detailed costing of the chosen projects and the total sum of money to be raised in order to achieve the business plan. Everyone in the Yorkshire Coast BID area will then receive a business plan.

All eligible businesses are then invited to vote in a ballot that will take place in the latter part of 2018 to determine whether the Yorkshire Coast BID should proceed. If the majority of businesses vote YES, the Yorkshire Coast BID will be launched and ALL will have to pay. In order for a it to proceed over 50% of businesses that vote must vote 'yes'. Additionally, the businesses that vote 'yes' must in total have a greater rateable value than the businesses that vote no.

This funding raised by the levy paid is used to secure the improvements agreed in the business plan. The Yorkshire Coast BID will last for 5 years and the levy will be paid on an annual basis.

The Yorkshire Coast BID is likely to generate over £1m or (£1.3m with additional income) per annum. That is over £5m in 5 years!

CONTACT US

If you would like more information please contact the Yorkshire Coast BID Team.

For more information, to sign up to our e-bulletins and to complete the survey online, please visit our website.

KERRY CARRUTHERS
BID Project Manager

@ kerry@yorkshirecoastbid.co.uk

☎ 07500 775776

EMILY STEVENSON
BID Project Co-ordinator

@ emily@yorkshirecoastbid.co.uk

☎ 07803 307679

THE CONTEXT FOR A YORKSHIRE COAST BID

Tourism & Leisure generates approximately £6.3 billion pa and accounts for over 7% of Yorkshire's income and supports nearly a quarter of a million jobs. The offer is unique in many ways with access to National Parks, 2 Areas of Outstanding Natural Beauty and over 45 miles of Coastline.

Like many locations of this kind, it faces challenges. These include:

- Holding on to growth and stability
- Regional, national & international competition
- Access and infrastructure issues
- Attracting the right kind of investment
- Public Sector cuts
- Organisational and funding instability

The businesses, stakeholders and partners, in developing a Yorkshire Coast BID aim to directly address and in other cases strongly influence the response to these challenges in the years to come to ensure that the Yorkshire Coast continues to remain attractive, prosperous and competitive.

SURVEY

A survey was carried out in **2017** and approximately **25%** of businesses responded (average response rates for these type of surveys is **5-7%**). Responses came from all areas (**60%** from Scarborough, **27%** from East Riding, **9%** from Ryedale and **3%** from Redcar & Cleveland). The key points arising were:

60%

of responses were from Tourism, **30%** from Retail, **10%** from Professional



Key advertising platforms are Internet (**85%**) & Social Media (**71%**) with Direct Marketing & Press (**Over 50%**). Radio (**19%**) and TV (**5%**) were well behind. Interest in Centralised Procurement

50%

Over **50%** saw an increase in turnover from last year and expect to do so next year

61%

are members of existing trade organisations and about the same think it is worthwhile

80%

were independent businesses with over **50%** trading for over 10 years



Over **90%** have a high level of agreement with key objectives



41% have financially supported promotions or events before



Safety & Security & Appearance weren't a priority



Marketing is the most important priority (**83%**) with **over 50%** spending over **£1,000pa**. Regional marketing was a key priority



Better road links and car parking was a priority

The business consultation clearly identifies areas of improvement which a BID could address. In particular the comparatively high levels of marketing spend for businesses, alongside the enthusiasm (**80%**) for more events would be good for promotion. A drive in spend may afford an opportunity for the BID to add value in terms of projects, redirecting some of that spend more collectively and effectively. This would also apply to elements around access where there appears enthusiasm for better road links and car parking initiatives. Working together to reduce costs also appears to attract support.

FURTHER BUSINESS ENGAGEMENT AND CONSULTATION

Our team will be further engaging with the relevant businesses along the Yorkshire Coast in the coming few weeks. This will include:

- Further Surveys
- Workshops
- Presentations
- Face to Face Meetings
- Individual Contact

This will allow you as businesses to prioritise those things that are most important to you, taking into account the budget that is likely to be available. This is a very important part of the process and will feed directly into the business plan so we urge you to look out for our information and get involved. It will also be your opportunity to question the Yorkshire Coast BID team.



FREQUENTLY ASKED QUESTIONS

Why do we need a BID?

BIDs are a mechanism by which a location takes control of its business environment and has a much greater influence on its strategic direction. It does this by agreeing a robust business plan and sustainable funding. The Yorkshire Coast will need to continue to grow the number of visitors and spend, by offering a high quality destination and experience. It will need to do this against the background of public sector cuts and increasing competition from competitors who have or are planning their own BIDs to inject several hundred thousand pounds a year into their location.

How will the Yorkshire Coast BID be managed and monitored?

In most cases the delivery of a BID is managed by a not for profit company that is formed following a 'YES' vote. The company is responsible for the successful delivery of the projects outlined in the business plan. The Board of Directors will be elected from the businesses that will pay the Yorkshire Coast BID levy. The Yorkshire Coast BID Company is answerable to the businesses and directly responsible for implementing the business plan with key performance indicators in place.

Why should tourism and retail businesses work together?

Before undertaking a full BID process, a feasibility study was undertaken to determine what sort of BID (in terms of the geographical boundary and sectors) would be most appropriate and beneficial to the locations and the businesses. It is clear from studying visitors of all types; that; going to attractions, eating, drinking and shopping are activities that, when integrated, provide a successful and complete experience.

Residents require a healthy location to provide a focal point, a function and for services as well as jobs and opportunities. Those visiting the Yorkshire Coast come for the stunning coastline, amazing attractions but they also spend money in hotels, shops, restaurants and cafés .

The health of the retail and tourism economies is very much intertwined not just for visitors but local people and the success of businesses. The Yorkshire Coast BID will bring together two hugely important areas of the economy that have perhaps worked too much in isolation in the past.

I already pay my business rates. How is the BID any different?

The Yorkshire Coast BID cannot by law replace or substitute those services provided by your business rates. The Yorkshire Coast BID has to describe the services already provided by your business rates. It does this by agreeing Baseline Statements with the relevant public agencies. The BID is then required to describe the additional services it will provide against clear timelines and costings.

What kind of improvements will a BID provide?

Ultimately it will be you, the businesses that decide on what the Yorkshire Coast BID provides. In many cases BIDs have provided; better destination marketing and promotion, more events, transport incentives, better way finding and signage, safety & security as well as reducing costs for small businesses through centralised procurement. The BID has a legal obligation to ensure that the improvements laid out in the business plan are implemented.

My business has no obvious tourism or retail function; nevertheless, I would like to benefit from the projects in the business plan. Can I be a part of the Yorkshire Coast BID?

Yes, any businesses that are formally exempt from paying the BID Levy that feel they can benefit from the projects and services or that it helps them to fulfill corporate social responsibility objectives, can opt to contribute voluntarily. The amount to be paid will be agreed by the Yorkshire Coast BID Company and Board.

Are there examples of successful BIDs elsewhere in the UK?

Yes, many towns and cities are now implementing BIDs. There are over 290 successful BIDs in the UK, generating around £300 million to improve locations. Examples of comparable BIDs:

GREATER YARMOUTH

(gyta.com)

BOURNEMOUTH

(coastalbid.co.uk)

LINCOLNSHIRE COASTAL BID

(lcdbid.co.uk)



THE BID AREA



COASTAL ROAD

