



YORKSHIRE COAST BUSINESS IMPROVEMENT DISTRICT.

NEWSLETTER 2, AUGUST 2018

Hello! Welcome to the second edition of the Yorkshire Coast Business Improvement District (BID) newsletter, which has been designed to keep you up to date with the ongoing BID consultation process. This involves businesses on the Yorkshire Coast providing feedback on and ultimately deciding on the kind of improvements they wish to see to their business environment.

You are receiving this newsletter because you have been identified as being a BID business, who is likely to benefit from the primary objectives of a Destination Business Improvement District: to increase visitor numbers, length of stay and spend, and the overall visitor experience to the Yorkshire coast. Crucially, Business Improvement Districts are:

BUSINESS LED, BUSINESS FUNDED, BUSINESS MANAGED.

Therefore, we want to make sure you have your say on how a BID could be of benefit to YOU - so that you are confident you will receive a return on the potential investment you make into the BID.

If the BID is implemented it would have implications for you: principally, a 1.5% levy on your property's rateable value which would be used to fund the BID activities. This cost is illustrated in the table:

| Rateable Value | Annual Levy | Monthly | Weekly | Daily |
|----------------|-------------|---------|--------|-------|
| £12,000 | £180 | £15 | £3.46 | £0.49 |
| £20,000 | £300 | £25 | £5.78 | £0.82 |
| £30,000 | £450 | £37.50 | £8.65 | £1.23 |
| £50,000 | £750 | £62.50 | £14.42 | £2.05 |

SO FAR IN NUMBERS:

14
Public consultation workshops have been run.

1200
Businesses have been contacted.

20
Business/community groups have been presented to.

160
Online survey responses have been received.

CONTACT US

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

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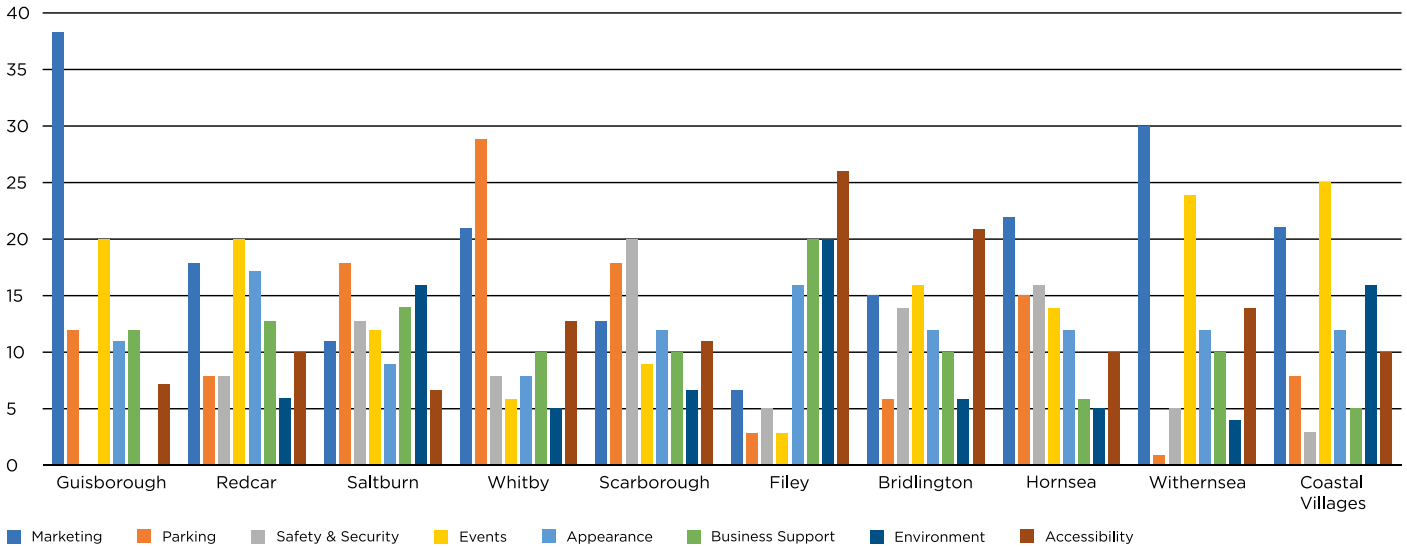
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YOUR COAST, YOUR MONEY, YOUR CHANCE TO HAVE YOUR SAY

Over the past few months, we have been busy engaging with businesses like YOU up and down the coast to find out the sort of projects and initiatives that would benefit their business and their area. Thank you to all those who have engaged so far, the key themes that have emerged based upon this engagement are outlined below. If we haven't spoken to you yet, don't worry – the consultation period is ongoing until October and you can provide us with your feedback in a number of ways (e.g. via our online survey, meeting us in person, or attending future drop-in sessions).

Based on what you have told us through survey responses, workshops and meetings your priorities are summarised below.

% (Priority based on % of all feedback received in each area)



WHAT'S NEXT?

● AUGUST

We will continue to speak with businesses throughout August to receive feedback on improvements and projects you want to see in your area and along the coast. We will then collate all this feedback from the consultation and create a summary business plan which identifies and costs key projects and initiatives for the Yorkshire coast, and each individual area.

● SEPTEMBER

You will receive a copy of the Summary Business Plan outlining the key projects that businesses want to see the BID focus on. This is a test to ensure that we have identified the correct projects and this is your opportunity to speak to us and make suggestions for any changes you would like to see.

● OCTOBER

You will receive a copy of the full Business Plan which will include greater detail regarding coastal and area specific campaigns that has been highlighted by businesses along the Yorkshire Coast. We urge you to read the business plan to aid you in your decision as to how to vote.

● NOVEMBER

This is your chance to vote! There will be a month long postal ballot which provides each business with the chance to vote for or against the BID. At this stage, you should be confident that the business plan represents some of your priorities and would be a good investment for you and your business.

