Yorkshire Coast
BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN
YOUR COAST, YOUR VOTE, OUR FUTURE
The Yorkshire Coast BID’s vision is ambitious, for the area to become the UK’s No.1 tourist destination. To achieve this means working in partnership with stakeholders and representing a strong voice on behalf of its BID businesses to deliver ambitious coastal projects to increase footfall, visitors and profile.

The BID will support and enhance existing initiatives to remove unnecessary duplication & make practical improvements in line with business needs to enable them to thrive for many years to come.
This is your opportunity to invest over £5 million into your towns and villages along the Yorkshire Coast over a 5 year period and lead the way to securing its future and make the changes businesses want to see. Through a BID, we can respond to the challenges facing our resorts and seize the opportunity to ensure the Yorkshire Coast becomes the top UK tourist destination and a great place to visit, work and live.

VOTE ‘YES’ TO THE YORKSHIRE COAST BID TO SEE YOUR PRIORITIES DELIVERED.

LETTER FROM THE CHAIR

THE YORKSHIRE COAST IS A DIVERSE DESTINATION THAT DESERVES TO BE PROMOTED AND PROTECTED SENSITIVELY AND CONSISTENTLY IN ORDER TO FUTURE PROOF ITSELF IN A COMPETITIVE MARKET FOR YEARS TO COME.

There needs to be greater emphasis placed upon the entire Yorkshire Coast but this must not be at the expense of the identities of the different resorts and villages. Each town and village offers a different experience and may reason to visit. Whilst there is a need to attract more visitors at different times of the year, we also need to attract the many residents that live throughout the coast to support their high streets and become passionate ambassadors for the area in which they live and work. As businesses, we can now either just acknowledge that there are current challenges with more on the horizon, or we can work together to create new and innovative ways for the Yorkshire Coast to outshine its competition.

Whereas The Yorkshire Coast Business Improvement District (BID) does not promise to fix every problem that an area may face, it does provide the mechanism to research new solutions and implement projects that are achievable, provide value and importantly, deliver businesses a return. The BID provides a sustainable form of funding which many competitive areas such as Bournemouth, English Riviera and Great Yarmouth have already used to deliver ambitious projects solely aimed at helping their businesses. Their success has been driven by businesses using the BID as a mechanism to listen, adapt and action what is needed to be done. It requires belief that there is an organisation that will work on behalf of its businesses to create real change and have their views represented.

This business plan has been built from listening to your feedback and indeed the wording reflects what you have told us. We need to work in partnership, forge closer working relationships with key organisations and not duplicate or replace what is already in existence. The projects within the plan are the first step towards businesses and the area working together to develop a strategy for future proofing the Yorkshire Coast, with the involvement of accommodation providers, food and drink operators and attractions.

NOW is the time for businesses along the Yorkshire Coast to use their voice and I urge you to get behind the BID and vote ‘YES’. Without this, these projects cannot happen.

Clive Rowe-Evans
Yorkshire Coast BID Task Group Chair

This is your opportunity to invest over £5 million into your towns and villages along the Yorkshire Coast over a 5 year period and lead the way to securing its future and make the changes businesses want to see. Through a BID, we can respond to the challenges facing our resorts and seize the opportunity to ensure the Yorkshire Coast becomes the top UK tourist destination and a great place to visit, work and live.
The BID will facilitate the development and implementation of coastal projects that businesses want to see take place in partnership with organisations and businesses along the Yorkshire Coast. Throughout the consultation period the BID Team and Task Group have compiled the feedback and identified commonalities between businesses. This has led to the creation of 4 coastal project funds and an area specific project fund.*

*These are 5 year totals.

YOUR BID IN SUMMARY

The BID will facilitate the development and implementation of coastal projects that businesses want to see take place in partnership with organisations and businesses along the Yorkshire Coast. Throughout the consultation period the BID Team and Task Group have compiled the feedback and identified commonalities between businesses. This has led to the creation of 4 coastal project funds and an area specific project fund.*

*These are 5 year totals.
WHAT ARE BIDS?
BIDs are an arrangement where businesses come together and decide which improvements they feel can be made in their area. How they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the area. Any money raised by the businesses remains in the area and is spent on projects and services that the businesses have identified and believe will improve their trading environment, ultimately increasing trade for those businesses. Any profits are ploughed back into businesses because a thriving business community is key to transforming areas and attracting visitors to keep coming back.

THE YORKSHIRE COAST BID’s commitment to its businesses is to champion local initiatives and projects to ensure its high streets and seafronts are vibrant and attractive; research and work alongside all local councils to ensure the area has the resources to attract visitors and to provide an environment that will give the area a competitive edge over and above those already provided by public bodies.

WHO PAYS FOR A BID?
BID levy is a tax on occupiers of a property. Businesses are responsible for paying for the improvements. Businesses, along with how they are going to be delivered and managed, and they are asked and set out in a detailed business plan. The cost to each business is worked out on a pro rata basis. This is called the ‘BID LEVY’. Having an independent and formal vote takes place on the agreed projects and services and if the majority vote is YES then ALL eligible businesses within the BID area have to pay. The BID levy is normally paid by the occupants of a property. In addition, BIDs can draw in other voluntary funding, grants and ‘in kind’ contributions to supplement the BID levy.

HOW DOES AN AREA BECOME A BID?
Getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot. HOW IS A BID MONITORED?
An independent and formal vote then takes place on the agreed projects and services and if the majority vote is YES then ALL eligible businesses within the BID area have to pay. This means the Local Authority continues to deliver that service, but a BID can agree to provide additional resources to deliver a higher level of service and above the benchmarked level if this is what businesses have identified.

WHAT THE BID MEANS FOR THE YORKSHIRE COAST
The Yorkshire Coast is a stretch of coastline that houses the UK’s first Victorian Seaside Resort, National Park and is made up of unique and charming towns and villages. The area is steeped in history, culture and is surrounded by diverse landscapes giving visitors the opportunity to have multiple experiences and reasons to visit again and again. Over many years, the area has been created where all aims must do much more if they are to remain vibrant and competitive.
The Yorkshire Coast BID does promise to tackle every issue at hand within the different towns and villages but to simply look at the projects which matter most to businesses because a thriving business community is key to transforming areas and attracting visitors to keep coming back.
The Yorkshire Coast BID’s commitment to its businesses is to champion local initiatives and projects to ensure its high streets and seafronts are vibrant and attractive; research and work alongside all local councils to ensure the area has the resources to attract visitors and to provide an environment that will give the area a competitive edge over and above those already provided by public bodies.

THE YORKSHIRE COAST BID will focus on protecting and developing a vibrant tourism economy working in partnership with retail, leisure, accommodation and food and drink businesses to deliver a strong, cohesive, business-focused strategy for the Yorkshire Coast and all the towns and villages that sit within it.

The BID area has been defined and the management structure. An independent and formal vote then takes place on the agreed projects and services and if the majority vote is YES then ALL eligible businesses within the BID area have to pay. The BID levy is normally paid by the occupants of a property. In addition, BIDs can draw in other voluntary funding, grants and ‘in kind’ contributions to supplement the BID levy. 

WILL STOP DELIVERING SERVICES?
No. BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID business plan being produced, a costed and detailed baseline statement outlining the current services being delivered by all public agencies for the Yorkshire Coast BID: • Cleaning & Maintenance • Car Parking • Highways • Planning & Landscaping • Public Conveniences • CCTV • Regeneration. This means the Local Authority continues to deliver that level of service. The BID company can agree to provide additional resources to deliver a higher level of service and above the benchmarked level if this is what businesses have identified.

WHY DO BUSINESSES SUPPORT BIDS?
BIDs are an arrangement where businesses come together and decide which improvements they feel can be made in their area. How they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the area. Any money raised by the businesses remains in the area and is spent on projects and services that the businesses have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements.

DOES THIS MEAN THE LOCAL AUTHORITY WILL STOP DELIVERING SERVICES?
No. BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID business plan being produced, a costed and detailed baseline statement outlining the current services being delivered by all public agencies for the Yorkshire Coast BID: • Cleaning & Maintenance • Car Parking • Highways • Planning & Landscaping • Public Conveniences • CCTV • Regeneration. This means the Local Authority continues to deliver that level of service. The BID company can agree to provide additional resources to deliver a higher level of service and above the benchmarked level if this is what businesses have identified.

WHAT IS A BID?
WHAT THE BID MEANS FOR YOUR COAST, YOUR VOTE, OUR FUTURE
Your vote will decide whether or not the Yorkshire Coast BID can proceed. Please make your decision carefully. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.

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WHO PAYS FOR A BID?
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HOW DOES AN AREA BECOME A BID?
Getting a vote. To become a BID a majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.
DO YOU WANT OVER £5 MILLION TO BE INVESTED IN THE YORKSHIRE COAST OVER 5 YEARS?

DO YOU WANT TO HAVE A GREATER SAY IN WHAT IS HAPPENING IN YOUR AREA?

DO YOU WANT TO TURN DAY TRIPPERS TO OVERNIGHT STAYS?

DO YOU WANT TO PROTECT THE COASTLINE AND CHAMPION GREEN INITIATIVES?

DO YOU WANT TO ENHANCE THE APPEARANCE OF YOUR TOWN / VILLAGE?

DO YOU WANT TO SAVE YOUR BUSINESS MONEY THROUGH THE POWER OF JOINT PURCHASING?

DO YOU WANT MORE CUSTOMERS TO SPEND MORE MONEY IN YOUR BUSINESSES?

DO YOU WANT TO INCREASE FOOTFALL, SPEND AND DWELL TIME?

This is your opportunity to see the Yorkshire Coast and its towns and villages realise its potential through a Business Improvement District (BID) with over £5 million of investment over 5 years to shape its future.

Since the start of the year businesses have been telling the BID team how they would like to see it improved. Open business meetings, surveys, one-to-one discussions and presentations have formed a detailed consultation process about the BID’s priorities. This document sets out what businesses within the area have said they would like a BID to deliver.

For a BID to be introduced, the vote must meet two conditions:

1. Over 50% of businesses that vote must vote in favour of the BID.
2. The businesses that vote yes must represent a greater total rateable value than those that vote no.

Over 300 BIDs have been set up in the UK already, all investing in their local priorities. This includes destination BIDs, similar to the Yorkshire Coast, such as Bournemouth, The English Riviera, Lincolnshire and Great Yarmouth as well as nearby places such as Northallerton, York, and Hull.

This is your chance to make that happen. Vote Yes for the Yorkshire Coast BID and it will ensure your priority projects are delivered.

The SJT supports the BID because we can see the potential it has in raising the visibility of our area as a lively and unexpected cultural destination. We serve audiences from a wide geographical span, as well as those who visit the North Yorkshire coast on holiday. We need additional resource for promoting the cultural assets of our region. The BID offers practical, efficient ways for all of us to come together to make far greater impact than each of us acting alone. Everyone benefits.

STEVE FREEMAN, STEPHEN JOSEPH THEATRE
DECEMBER 2015
A feasibility study was commissioned to look at developing a Destination BID for the Yorkshire Coast
2016 – 2017
Funds were raised from the public and private sector to enable further consultation
FEBRUARY 2018
Funding secured, and a BID Task Group was formed to drive development of the BID along with key stakeholders
MARCH 2018
Yorkshire Coast BID website, factsheet and survey developed and distributed to all BID area businesses
APRIL - SEPTEMBER 2018
Face-to-face meetings, visits/contact with all 1300+ BID area businesses by the BID Team & Task Group. Meetings with key stakeholders & public agencies. Over 30 presentations to business and community groups.
JUNE – JULY 2018
13 business workshops held
AUGUST 2018
2nd Newsletter distributed to all 1,300+ BID area businesses
BID planning workshop with BID Task Group
SEPTEMBER - OCTOBER 2018
Draft summary business plan produced and distributed to all 1300+ BID area businesses. Further face-to-face visits and presentations for feedback on the summary business plan.
OCTOBER 2018
Final business plan produced and launched.

THE AREA
The towns and villages below have eligible businesses that are part of the Yorkshire Coast BID. If you are unsure whether your business falls within the boundary please contact the BID Team or refer to www.yorkshirecoastbid.co.uk for the full street list.

TOWN
- Bridlington
- Filey
- Hornsea
- Scarborough
- Whitby
- Withernsea

VILLAGE
- Aldbrough
- Ascriptions
- Barmston
- Bempton
- Burniston
- Carnaby
- Cayton
- Cayton Bay
- Castleton
- Clovelly
- Cowden
- Dunsley
- Easington
- East Ayton
- Flamborough
- Filey
- Fylingdales
- Fylingthorpe
- Gristhorpe
- Hawsker
- High Hawsker
- Hinderwell
- Holm
- Hummby
- Ingham
- Kilnsea
- Laberston
- Muston
- Runswick
- Ravenscar
- Reighton
- Saltwick Bay
- Scalby
- Seamer
- Scalby
- Seyburn
- Sewerby
- Skipsea
- Sleights
- Staithes
- Thornton
- Tideswell
- Topcliffe
- Withernsea
- Wykeham

RUNswick Bay
Runswick
Saltfield Bay
Saltburn
Scarbrough
Scarborough
Seamer
Seyburn
Sewerby
Skipsea
Sleights
Staithes
Thornton
Tideswell
Topcliffe
Withernsea
Wykeham

THE PROCESS SO FAR
JUNE - JULY 2016
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YOU SAID...
We need to give visitors more reasons to visit in and out of season.

Marketing and events are great, but they need to be bigger, more exciting and sell the different experiences people can have in 2-3 days or more to encourage longer visits.

THE BID WILL:
• Work with partners to promote the entire Yorkshire Coast, exploring different marketing channels both nationally and internationally
• Research and work with partners to deliver itineraries aimed at promoting nature tourism in key off peak times of the year
• Work with cultural based businesses to develop a new 1-2 week festival to encourage new visitors to the Yorkshire Coast to experience the history and arts within each town and village
• Work with existing sport clubs along the Yorkshire Coast to create a new 1-2 week festival to encourage new visitors to the Yorkshire Coast linked to accommodation providers to promote 5-7 day stays
• Work with businesses to develop new experiences for visitors, working towards turning day-trippers to extended stays
• Research a Yorkshire Coast passport where businesses can be part of an experience-based package

MARKETING, PROMOTION AND EVENTS

£1.5m

INCREASE VISITOR NUMBERS AND SPEND

Under the legislation, when the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay the 1.5% levy each year for five years.
YOU SAID...
Our towns and villages need to look clean, attractive and open for business to give us every opportunity to succeed. If we don’t change the first impression we give to visitors and make our areas more appealing they will simply stop returning.

THE BID WILL:
• Invest in making key access points to the Yorkshire Coast towns and villages look vibrant and welcoming
• Work with partners to enhance the look of high streets that have suffered with increasing empty retail units
• Work with partners to develop a Yorkshire Coast business ambassador training scheme so that every business has the opportunity to become an ambassador for their area and be the new tourist information point
• Develop a Yorkshire Coast Welcome Team to be used for key events and times of year to enhance the visitors experience, with people trained to promote the different attractions within the area

MORE WELCOMING

£200k

YOU SAID...
We want more people to visit our area, but some people don’t appreciate the hard work goes into protecting the coastline, leaving us as business owners left to pick up their mess. If more people come to the coast, more needs to be done to educate visitors on what is acceptable when they are here.

Our roads are busy and we experience a lot of congestion throughout the peak period, more should be done to promote different ways to travel other than by car.

THE BID WILL:
• Work with businesses and partners to work towards coastal excellence to achieve plastic free and blue flag beaches throughout the entire area
• Work with partners to run environmental awareness campaigns
• Work with partners to promote greener modes of travel to and throughout the coast
• Work with businesses and partners to improve green infrastructure points along the Coast
• Work with partners to research solutions for parking and congestion in key areas andwhere suitable seek to negotiate parking discounts and lobby for improvements

CLEANER, GREENER COASTLINE

£200k

MORE CLEANING

APPEARANCE

£200k

PROTECTING THE COASTLINE

YOUR COAST, YOUR SITE, OUR FUTURE
The BID will facilitate the development and implementation of projects that businesses want to see take place in their area in partnership with organisations and businesses along the Yorkshire Coast.

It is proposed that the local funding is allocated as set out below. This has been calculated to fairly reflect the amount of levy funding generated in each area across 5 years:

**WHITBY FUND**
£352,500

**SCARBOROUGH FUND**
£1,092,500

**FILEY FUND**
£101,750

**BRIDLINGTON FUND**
£393,250

**HORNSEA FUND**
£125,750

**WITHERNSEA FUND**
£54,500

**COASTAL VILLAGES**
£380,000

### YOU SAID…

Our core business costs keep going up, it is harder to recruit and retain good people and it’s hard to find the time to research different ways to grow our business. We need to know what is going on in our area and have access to tools tailored to our business to help us to develop and grow.

The BID will:

- **Work** to reduce business costs through collective buying in areas such as trade waste, recycling, insurance, utilities and professional services
- **Work** with partners and businesses to lobby local authorities and public sector organisations to robustly represent the views of businesses in the BID area
- **Communicate** to all BID businesses area specific and coastal wide strategies, create and facilitate opportunities for businesses to provide feedback on projects and help to develop new opportunities
- **Secure** additional investment to maximise the BID’s ability to demonstrate added value and creation of new projects
- **Investigate** a reward/discount scheme for employees and users across the Yorkshire Coast
- **Provide** businesses with assistance on securing additional funding for their own business to develop
- **Work** with partners to deliver training solutions specific to sector and business need

### COASTAL BUSINESS SUPPORT

**BUSINESS SUPPORT**
£200k

### AREA SPECIFIC FUNDS

The BID will facilitate the development and implementation of projects that businesses want to see take place in their area in partnership with organisations and businesses along the Yorkshire Coast.

It is proposed that the local funding is allocated as set out below. This has been calculated to fairly reflect the amount of levy funding generated in each area across 5 years.

<table>
<thead>
<tr>
<th>FUND</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitby Fund</td>
<td>£352,500</td>
</tr>
<tr>
<td>Scarborough Fund</td>
<td>£1,092,500</td>
</tr>
<tr>
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</tr>
<tr>
<td>WitherNSEA Fund</td>
<td>£54,500</td>
</tr>
<tr>
<td>Coastal Villages</td>
<td>£380,000</td>
</tr>
</tbody>
</table>

**DRIVE DOWN BUSINESS COSTS**
THE BID WILL

- Work with partners to ensure that all BID marketing activities take place out of season to enable Whitby businesses to benefit from additional footfall
- Ensure that BID businesses are aware of how to access up to date information about up and coming events in Whitby and along the coast to share with guests and customers
- Look to support existing event organisers in Whitby to improve and grow current annual events.
- Work in partnership to improve and upgrade public recycling and waste facilities in the town centre and seashore
- Work with partners to increase visitor use of public transport in Whitby through clearer and more accessible information about local services and routes
- Work with partners to research and trial an expansion of the Park and Ride to develop a better late night and out of season service in Whitby
- Work with partners to research and lobby for delivery of new parking solutions in the area to reduce congestion in and around the town
- Work with local artists to create eye catching and unique visitor signage which successfully guides visitors around Whitby
- Work with partners to identify ways of managing large visitor groups and antisocial behaviour, promoting a safe and welcoming environment within Whitby town centre

FUNDING ALLOCATION

- Coastal Marketing, Promotion and Events: 28%
- Coastal Appearance: 4%
- Coastal Greener, Cleaner Coastline: 4%
- Area Specific Projects: 46%
- Operating Costs: 14%

YOUR COAST, YOUR VOTE, OUR FUTURE

THE YORKSHIRE COAST BUSINESS IMPROVEMENT DISTRICT

YOUR COAST, YOUR VOTE, OUR FUTURE
**THE BID WILL**

- Work with partners to diversify visitor experience packages which will add value to and extend each visitor’s stay.
- Ensure that BID businesses are aware of how to access up to date information about access points and coming events in Scarborough and along the coast to share with guests and customers.
- Work with partners to develop the early evening economy by creating new experiences as well as open air entertainment aimed at encouraging visitors and residents to spend more of their leisure time in Scarborough town centre.
- Explore opportunities for a collective pop up scheme to provide flexible and temporary retail space to creative professionals and entrepreneurs, as part of a wider strategy to create a more bespoke retail offer on the high street.
- Run promotional campaigns that highlight the different districts within the resort: Cultural Quarter, Retail District, Old Town, Seafront.
- Work with partners to deliver enhanced top-up street cleaning programs in Scarborough at peak times of the year and upgrade facilities on the seawall for beach goers in Scarborough, as well as for participants in water sports with specific visitor needs.
- Improve visitor information at key access points in Scarborough, i.e. railway station, to clearly highlight what to do and see in and around the town.
- Work with partners to brighten and animate the public realm to give visitors and residents a reason to come into the centre and support their local businesses.
- Work with businesses to develop a new signature event for the town.
- Investigate and seek to secure additional funding to light up key landmarks within the town.
- Work with partners to identify ways of managing ant social behaviour promoting a safe and welcoming environment within Scarborough town centre.
HORNSEA

THE BID WILL

• Work with partners to develop and promote Hornsea’s unique identity on the coast
• Ensure that BID businesses are aware of how to access up to date information about upcoming events in Hornsea and along the coast to share with guests and customers
• Diversify the visitor market to Hornsea by working with partners to run more events/activities for families throughout the year
• Work with existing events organisers to add value to current annual events in Hornsea
• Promote Hornsea’s heritage and look to support projects that would enhance the visitor experience through trails/interpretation boards
• Work with partners to link up the town centre, seafront, Hornsea Mere, Gardens and Hornsea Freeport by introducing creative and eye-catching signage to better direct visitors around the area

BRIDLINGTON

THE BID WILL

• Work with businesses in Bridlington to create diverse visitor experience packages, which add value to and extend each visitor’s stay
• Ensure that BID businesses are aware of how to access up to date information about upcoming events in Bridlington and along the coast to share with guests and customers
• Work in partnership to officially relaunch Bridlington after key regeneration works have been completed
• Develop the early-warning economy by creating pop-up events, aimed at encouraging visitors and people leaving work to spend more of their leisure time in Bridlington town centre
• Work with businesses and partners to create a strong and vibrant identity to attract new visitors, supported by a new annual signature event working with all areas of the town
• Explore opportunities for a collective pop-up scheme to provide flexible and temporary retail space to creative professionals and entrepreneurs, as part of a wider strategy to create a more bespoke retail offer on the high street
• Work with local partners to support and grow existing events in Bridlington
• Work with partners to research and lobby for delivery of new parking solutions in the centre to increase footfall into the town from residents and visitors
• Work with the local authority to make greater use of digital traffic information boards to promote better usage of parking
• Work with partners to identify ways of managing antisocial behaviour: promoting a safe and welcoming environment within Bridlington town centre
• Improve visitor information at key access points in Bridlington, i.e. railway station, to clearly highlight what to do and see in and around the town

The Yorkshire Coast BID could offer the first chance, for a long time to really market the entire coast as one. Businesses will be offered the chance to shape the future marketing all the way along one of the most beautiful parts of the country, with real emphasis on the multiple attractions; both man made and what nature has blessed us with. SIMON TUDOR, HORNSEA FREEPORT, HORNSEA
WITHERNSEA

THE BID WILL

• Work with businesses and partners in Withernsea and surrounding areas to create diverse visitor experience packages, which add value to and extend each visitor’s stay.
• Ensure that BID businesses are aware of how to access up-to-date information about up and coming events in Withernsea and along the coast to share with guests and visitors.
• Work with partners to create an identity for Withernsea that embraces its natural surrounds and unique historic attractions.
• Develop new pop-up events, aimed at encouraging visitors and residents to spend more time in the centre of Withernsea.
• Work with existing events organisations to add value to current annual events in Withernsea and promote to areas further up the coast line.
• Identify and work with businesses to develop new wildlife focused itineraries as part of a larger strategy to promote the area as the southern access point to the Yorkshire Coast.
• Work towards securing additional funding to improve the appearance of Withernsea’s seafront and town centre.

COASTAL VILLAGES

The villages that sit along the Yorkshire Coast are important to the BID and whilst there are fewer businesses that sit within them, they are significant as they create the links to the different towns and have their own experiences to offer.

The BID recognises that it is the strength of the business and community groups in these villages that make them exciting and saviour places to be and support to protect these areas should be flexible and varied.

The BID will give businesses the opportunity to apply for funding of between £1,000 - £10,000 to deliver:

• New events
• Support existing events
• Support initiatives/experiences for visitors to enjoy
• Develop initiatives to ensure they are welcoming and appealing

The BID Board will consider all applications every quarter and will provide additional support from the BID team to support the delivery of projects.

We have provided the print and design services in kind to the Yorkshire Coast BID to enable them to share the great things that BIDs can do - and we will be voting yes.

JOHN EASBY, ADVERSET MEDIA SOLUTIONS, SCARBOROUGH
HOW ARE BIDS FUNDED

If the BID is approved at ballot all eligible businesses will pay 1.5% of their rateable value to fund the projects and services set out in this plan. This cost is illustrated in the table. It is the levy that would provide the BID with the funds to do what businesses have asked for and if it established, the BID would be in place for five years and all retail, leisure, accommodation and food and drink organisations at or above the £12,000 rateable value level would be liable to pay.

The BID’s primary purpose would be to ensure the Yorkshire Coast and its towns and villages not only prosper but grow and are able to promote themselves on a wider platform telling visitors what an amazing place it is to visit and the different experiences there are to choose.

The BID would be established as a not for profit limited by guarantee company, overseen by a BID Manager and governed by a board of business managers and owners, to achieve the things that businesses have asked for and have been identified within the business plan.

What would that cost?

<table>
<thead>
<tr>
<th>Annual Levy Example based upon 1% of your rateable value</th>
<th>Rateable Value</th>
<th>Annual Levy</th>
<th>Monthly</th>
<th>Weekly</th>
<th>Daily</th>
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<td>£500</td>
<td>£41</td>
<td>£5.79</td>
<td>£0.24</td>
<td></td>
</tr>
<tr>
<td>£50,000</td>
<td>£1,000</td>
<td>£82</td>
<td>£11.05</td>
<td>£0.42</td>
<td></td>
</tr>
</tbody>
</table>

YORKSHIRE COAST BID FORECAST

The below table displays the revenue raised between 2019-2024 and is proportionally allocated to the different projects.

<table>
<thead>
<tr>
<th>AREA</th>
<th>2019/20</th>
<th>2020/21</th>
<th>2021/22</th>
<th>2022/23</th>
<th>2023/24</th>
<th>TOTAL</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>YORKSHIRE COAST BID FORECAST HOW ARE BIDS FUNDED</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2019/20</th>
<th>2020/21</th>
<th>2021/22</th>
<th>2022/23</th>
<th>2023/24</th>
<th>TOTAL</th>
<th>REMAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>BID Charges (i.e. inclusion &amp; support)</td>
<td>(47,500)</td>
<td>(47,500)</td>
<td>(47,500)</td>
<td>(47,500)</td>
<td>(47,500)</td>
<td>(237,500)</td>
<td>(61,910)</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>16,000</td>
<td>16,000</td>
<td>16,000</td>
<td>16,000</td>
<td>16,000</td>
<td>76,000</td>
<td>4,790</td>
</tr>
<tr>
<td>Coastal Clean &amp; Environmental</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
<td>15,000</td>
<td>60,000</td>
<td>3,460</td>
</tr>
<tr>
<td>Coastal &amp; Event Support</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
<td>40,000</td>
<td>646</td>
</tr>
<tr>
<td>Total Charges</td>
<td>78,500</td>
<td>78,500</td>
<td>78,500</td>
<td>78,500</td>
<td>78,500</td>
<td>392,500</td>
<td>110,360</td>
</tr>
</tbody>
</table>

This is usual for BIDs to generate an additional 20% of revenue, on top of the raised funds. This is often used to cover operating costs which will be a key area of focus and would significantly increase the funds available to support projects.

Bank Charges
Professional Fees
Levy Collection Costs
Insurance
BID Employees (inc office & support)
Contingency
TOTAL
The BID legislation approved by the Government in 2004 sets out a legal framework within which BIDs have to operate. The BID legislation approved by the Government in 2004, sets out a legal framework within which BIDs have to operate, how the ballot is conducted, and the levy is fixed and will not be subject to variation by the annual rate of inflation. VAT will not be charged on the BID levy. The levy is fixed and will be a fixed rate of 1.5% of the rateable value as defined by the Rating Act 1988. If a business occupies premises for less than one night, the amount of BID levy payable will be calculated on a daily basis. The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis. The Yorkshire Coast BID area and the levy percentage, 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 levy will be payable by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.

New ratepayers will be charged from the point of occupation based on the rateable value at the time it enters the ratelisting, even though they did not vote in the initial proposal.

5. A new business ratepayer occupies premises for less than one year, the amount of BID levy payable if the valuation is on a daily basis.

6. Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the property owners/registered business ratepayer with no void period. The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis. The Yorkshire Coast BID area and the levy percentage, 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.

7. The Yorkshire Coast BID area and the key percentage cannot be altered without a full ballot.

8. Any of the costs associated with the establishment of the BID on the ballot will be recovered through the levy.

9. The term of this BID will be for a period of five years.

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A new not-for-profit Company limited by guarantee will be formed to manage the BID

Until the formal launch of the Yorkshire Coast BID, the current Task Group will remain in place to ensure that set up and delivery is done quickly and smoothly

Beyond the set up of the Yorkshire Coast BID, elections will be held for board positions. Any BID Levy Payer or equivalent financial contributor will be eligible to stand and/or vote on company business

A BID Team will be appointed and work with the appropriate agencies to deliver the programme of projects

The BID Board will meet at least six times a year, every levy paying business will be eligible to be a member of the Yorkshire Coast BID Company and vote at Annual General Meetings

The BID Board will produce a set of annual accounts available to all members

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 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

Organisations who are exempt from the mandatory BID levy will be able to join voluntarily by making the appropriate financial contribution as determined by the Board of Directors on an annual basis

An agreement in principle, subject to a successful ‘yes’ vote has been reached with Scarborough Borough Council and East Riding of Yorkshire Council on an Operating Agreement which includes the Council’s baseline services commitments. Copies can be supplied as formally requested

### GOVERNANCE & MANAGEMENT

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Councils simply don’t have the resource available today as they did 10 or 20 years ago, and that will probably continue to decline. The Yorkshire Coast BID is creating a much-needed opportunity for businesses to direct investment both at a regional and importantly a local level where it matters. The Yorkshire Coast as a destination is thriving and we business owners have a responsibility to ensure this continues.

ADRIAN FUSCO, ROYAL FISHERIES, WHITBY

Now it’s decision time!

This is a chance for you to be part of an exciting journey towards developing the Yorkshire Coast to become a top UK tourist destination by voting YES to the Yorkshire Coast Business Improvement District.

Below are some key dates for your diary:

THURSDAY 1ST NOVEMBER - THURSDAY 29TH NOVEMBER 2018
The ballot opens on 1st November 2018. Completed ballot papers should be returned to Scarborough Borough Council by 5pm on 29th November 2018.

FRIDAY 30TH NOVEMBER
Declaration of Ballot Result
The most common piece of feedback from around the Yorkshire Coast is that we need to change and stop waiting for someone else to do it for us. The future, like the weather is unpredictable, but we can guarantee that by doing nothing little will change. The BID is your opportunity to have a voice and implement changes that will positively affect your business and help us all to promote the Yorkshire Coast as the UK’s top tourist destination.

It’s your vote. Use it.