



Yorkshire Coast

BUSINESS IMPROVEMENT DISTRICT

TELL US WHAT YOU THINK

SUMMARY BUSINESS PLAN

YOUR COAST, YOUR PLAN, YOUR INVESTMENT

INTRODUCTION

THE YORKSHIRE COAST BID TASK GROUP STARTED WITH ONE MAIN AIM; TO WORK TOWARDS MAKING THE YORKSHIRE COAST THE TOP UK TOURIST DESTINATION.

We all know that the Yorkshire Coast, as a destination, has an enormous amount of potential and we feel that our competitive advantage against other coastal resort areas, is the uniqueness of the different towns and villages that sit along it. The Yorkshire Coast has a diverse offering, surrounded by sea, natural landscapes, industry, heritage, and arts with each area offering the visitor a different experience; now businesses deserve a BID to think bigger, in order to inspire people to stay longer, spend more and visit again and again.

However, a good BID is built from business consultation, and through listening to your feedback. The BID Team and Task Group have been engaging with you over the last few months. This has led to the creation of this Summary Business Plan to bring it all together and for you to review. Tell us what you think, because we want to get this right before producing the full detailed business plan!

This summary plan outlines how a BID for the Yorkshire Coast can deliver a coastal wide strategy, through working in partnership to promote it on both a national and

international scale. As importantly, it shows how we can and will deliver your local projects for your area, as well as working hard to find ways to drive down your business costs.

Our commitment to you is that a BID for the Yorkshire Coast means bringing together businesses who are working towards big goals, who will also look out for their own areas and who represent the interests of individual businesses. All this to ensure that both businesses and the Coast thrive and prosper in an increasingly competitive market.

Keep feeding your ideas back to us and tell us what you think through phone, email or face-to-face – whatever it is, we're listening!



Clive Rowe-Evans
Yorkshire Coast BID Task Group Chair

WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

For those who are new to the idea, a BID or Business Improvement District is a business led and business funded initiative formed to make improvements to benefit businesses within a defined geographical area.

Since their introduction to the UK with the first ballot in December 2004, the number of BIDs in the UK has risen to over 300 raising nearly £100m to invest in their various locations, making a significant economic contribution to action changes and improve businesses trading conditions.

As well as managing projects to improve the local area, BIDs are significant in representing the views of businesses to local authorities. This is an important relationship for a BID to ensure that the improvements that are proposed do not duplicate or replace any existing services therefore ensuring the BID delivers maximum impact for its businesses.

BIDs are funded by an annual mandatory levy on eligible businesses in a defined area, but only after a ballot where a majority of businesses voting must say YES and they must have a higher aggregate rateable value than those that say no, to ensure the interests of small and large businesses are protected.





WHAT ARE THE BENEFITS OF HAVING A BID?

The benefits of BIDs are wide-ranging:

- Businesses to decide and direct what they want for their area
- Businesses are represented and have a voice in issues affecting the area
- BID levy money is ring-fenced for use only in the BID area - unlike business rates which are paid to and redistributed by the government
- Increased visitor/local spend and dwell time
- Stronger promotion and marketing of an area
- Improved staff retention
- Reduction in business costs
- Facilitated networking opportunities with businesses
- Lobbying & advocacy
- Assistance in liaising with local authorities, police and other public bodies



THE YORKSHIRE COAST BID

Many great partnerships, projects and initiatives exist across the Yorkshire Coast and the BID's plan is ambitious, to make sure the Yorkshire Coast becomes the UK's No.1 tourist destination with a high quality, diverse offering of retail, food & drink, leisure, attractions combined with our great natural environment

To achieve this means working in partnership with businesses and stakeholders, representing a strong voice and delivering ambitious coastal projects to increase footfall and spend. The BID will support and enhance existing successful initiatives and develop new ones to ensure that the businesses and the area prospers and thrives for many years to come.

The partnership and funding generated, over £6m in five years, will enable us to make a major difference and it is now your chance to take centre stage to do this.



CONSULTATION

PRIORITY BASED ON % OF ALL FEEDBACK RECEIVED IN EACH AREA

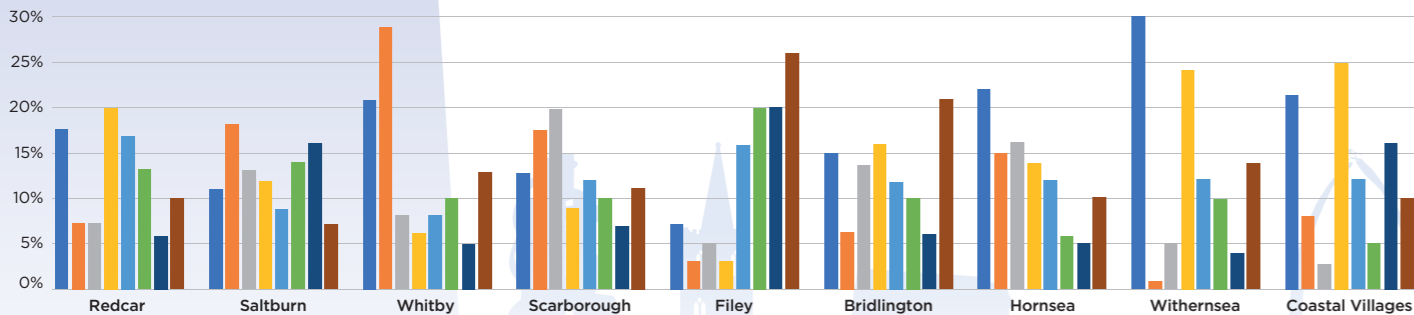
- Marketing
- Parking
- Safety & Security
- Events
- Appearance
- Business Support
- Environment
- Accessibility

WHAT YOU TOLD US

Throughout 2018 a wealth of information has been gathered through online surveys, workshops, attending business & community groups and meeting businesses individually.

The results have shown that there is demand for a BID to not only deliver key distinct projects that represent all of the individual coastal towns and villages, but also a great opportunity to work in partnership with key stakeholders to deliver joined up marketing and events for the entire Yorkshire Coast.

From these results, the BID Task Group has identified a set of clear business priorities and related projects for the first five years of the BID.



BID PRIORITIES

1. WORKING TOWARDS EXCELLENCE

The tourism industry in the UK is estimated at £127bn making it a highly competitive arena and it is imperative that the BID ensures that the Yorkshire Coast is ambitious and aims higher in terms of place shaping standards in order to maintain and enhance the quality of provision and service across the different towns and villages.

2. CHAMPIONING BUSINESS NEED

The Yorkshire Coast is home to businesses built on tradition, years of hard work and entrepreneurs with a mission to create positive change. The BID will ensure that it works with businesses to create new opportunities, champion areas of change, drive down business costs, upskill and allow businesses to grow and sustain.

3. CREATE LONG LASTING PARTNERSHIPS

The BID has the ability to build partnerships beyond borough boundaries to benefit the entire coastline, sharing best practice, new opportunities and importantly improve communication to businesses so all can benefit equally and fairly.



COASTAL BID PROJECTS

APPEARANCE
£250k

MARKETING,
PROMOTION
& EVENTS

£1.7m

BUSINESS
SUPPORT

£250k

GREENER,
CLEANER
COASTLINE

£250k

COASTAL MARKETING, PROMOTION AND EVENTS: £1,700,000

The Yorkshire Coast has several agencies working hard to promote their individual areas and has an established programme of events and festivals, but there are gaps in different areas at key out of season times of the year. The BID has the opportunity to work in partnership to deliver a coastal marketing strategy and bring signature events to the entire coast line. The BID also has the potential to do more to promote its high street and seafront businesses to maximise footfall and increase revenues for all. The BID would look to work closely with event organisers, businesses and individual areas of all the towns and villages to add value and support promotional activity.

THE BID WOULD:

- Work with partners to promote the entire Yorkshire Coast, exploring different marketing channels both nationally and internationally
- Work with existing event organisers to add value and fill gaps to provide a year-round programme of quality events that are attractive to a wide range of audiences
- Invest in a new cultural and sporting event to encourage new visitors to the Yorkshire Coast
- Work with businesses to develop new experiences for visitors, working towards turning day-trippers to extended stays
- Develop the early-evening economy by creating new experiences such as open-air entertainment aimed at encouraging visitors and people leaving work to spend more of their leisure time in their town centres



COASTAL APPEARANCE: £250,000

First impressions count! Businesses have highlighted that in order to increase footfall into the town centres, standards must be raised across the Yorkshire Coast to ensure that on entry and exit the coast looks vibrant, open for business and accessible to all. The BID can not only look at providing businesses with the tools to become ambassadors for the Yorkshire Coast, but also make key improvements to enhance the look, feel and movement throughout the town centres.

The BID would:

- 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
- 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 highstreets that have suffered with increasing empty retail units
- 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
- Work with partners to create a team of street rangers to work closely with businesses to manage large visitor groups and antisocial behaviour, promoting a safe and welcoming environment within the key towns

COASTAL GREENER, CLEANER COASTLINE: £250,000

Yorkshire Coast is an area that is enveloped in natural beauty, part of the National Park and Heritage Coastline and its conservation is of utmost importance to ensuring that the Yorkshire Coast is a top UK tourist destination. The BID's role within the Yorkshire Coast can be to champion green initiatives whilst working with businesses to make practical cost saving measures that have a positive effect on the overall environment.

The BID would:

- 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 deliver enhanced top-up street cleaning programs in key areas where the current provision is not in line with a "clean environment" program
- Work with partners to promote greener modes of travelling 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 and where suitable seek to negotiate parking discounts and lobby for improvements





COASTAL BUSINESS SUPPORT: £250,000

The Yorkshire Coast has a diverse and varied mix of businesses and whilst there are multiple companies and agencies supplying different levels of business support, the BID has recognised an opportunity to signpost businesses more clearly for the help and support that they need, at whatever stage in the businesses life it is at.

The economy of the Yorkshire Coast has been heavily reliant upon tourism, but with a non-reliable weather pattern and costs increasing, the BID will look to support businesses with tools and cost saving initiatives, to help them grow, thrive and sustain themselves for many more years to come in and out of season.

The BID would:

- 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 BIDs 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

AREA SPECIFIC PROJECT FUND

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:

REDCAR FUND	£325,000
SALTBURN FUND	£33,000
WHITBY FUND	£337,500
SCARBOROUGH FUND	£1,016,675
FILEY FUND	£97,900
BRIDLINGTON FUND	£369,875
HORNSEA FUND	£117,150
WITHERNSEA FUND	£52,525
COASTAL VILLAGES	£399,575





TOWN CENTRE BUSINESSES HAVE SAID:

“We are concerned that our money will be spent to fund projects in different towns which will not benefit us.”

OUR COMMITMENT:

We promise to ring fence money that is raised from your area to be spent in your town on projects that business have identified would increase footfall from tourists and residents.

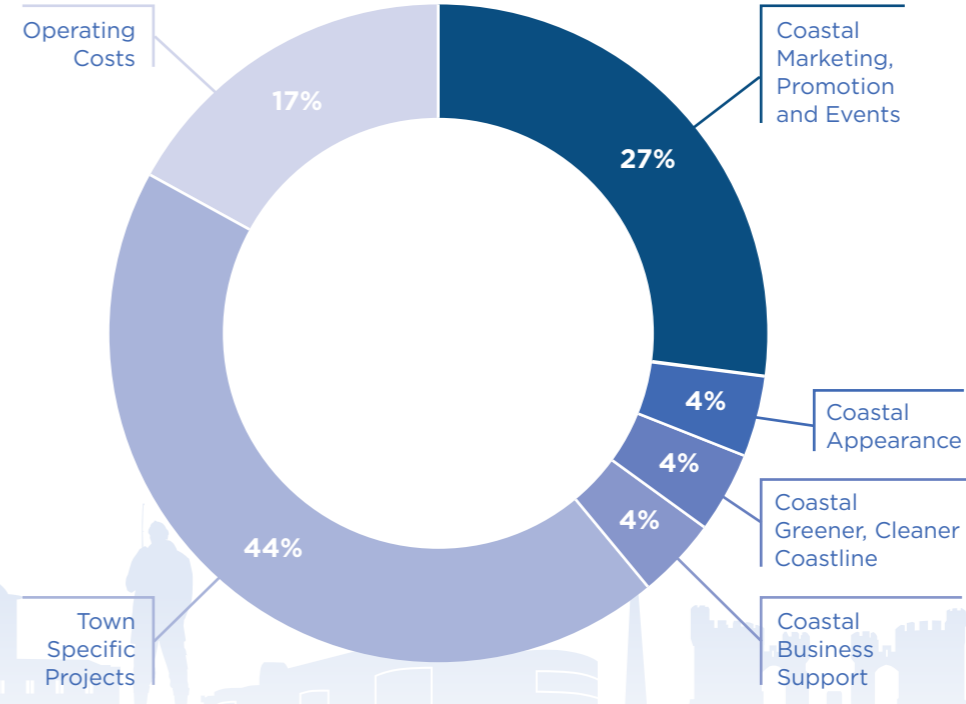
VILLAGE BUSINESSES HAVE SAID:

“The money raised from our village is low, how can you deliver meaningful projects?”

OUR COMMITMENT:

We recognise that it may not be appropriate to allocate funding the same way as towns, so we propose to create a coastal villages fund which allow businesses to apply for funding to deliver projects that will deliver meaningful results.

EXAMPLE OF THE FUNDING ALLOCATION



5 YEAR FINANCIAL BREAKDOWN

AREA	TOTAL LEVY REVENUE	% OF LEVY FROM TOTAL FUND	AREA SPECIFIC PROJECTS	COASTAL MARKETING, PROMOTION & EVENTS	COASTAL WELCOME	COASTAL GREEN & CLEAN	COASTAL BUSINESS SUPPORT	OPERATING COSTS	TOTAL	REMAINING
REDCAR	£745,125.00	11.83	£325,325.00	£201,110.00	£29,575.00	£29,575.00	£29,575.00	£128,178.05	£743,338.05	£1,786.95
SALTBURN	£75,430.00	1.2	£33,000.00	£20,400.00	£3,000.00	£3,000.00	£3,000.00	£13,002.00	£75,402.00	£28.00
WHITBY	£774,235.00	12.29	£337,975.00	£208,930.00	£30,725.00	£30,725.00	£30,725.00	£133,162.15	£772,242.15	£1,992.85
SCARBOROUGH	£2,329,235.00	36.97	£1,016,675.00	£628,490.00	£92,425.00	£92,425.00	£92,425.00	£400,569.95	£2,323,009.95	£6,225.05
FILEY	£224,315.00	3.56	£97,900.00	£60,520.00	£8,900.00	£8,900.00	£8,900.00	£38,572.60	£223,692.60	£622.40
BRIDLINGTON	£847,485.00	13.45	£369,875.00	£228,650.00	£33,625.00	£33,625.00	£33,625.00	£145,730.75	£845,130.75	£2,354.25
HORNSEA	£268,440.00	4.26	£117,150.00	£72,420.00	£10,650.00	£10,650.00	£10,650.00	£46,157.10	£267,677.10	£762.90
WITHERNSEA	£120,510.00	1.91	£52,525.00	£32,470.00	£4,775.00	£4,775.00	£4,775.00	£20,694.85	£120,014.85	£495.15
VILLAGES	£915,351.25	14.53	£399,575.00	£247,010.00	£36,325.00	£36,325.00	£36,325.00	£157,432.55	£912,992.55	£2,358.70

It is usual for BIDs to generate an additional 20% of revenue, on top of the levied 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.

- Operating costs include: 1 BID Manager, 2 Project Co-ordinators, office, legal, accounting, collection costs and fees.

HOW ARE BIDS FUNDED

Business Improvement Districts are funded in the form of an annual levy that can only be implemented following a successful YES vote and must have a mechanism to demonstrate that the levy has been calculated fairly for all that are involved.

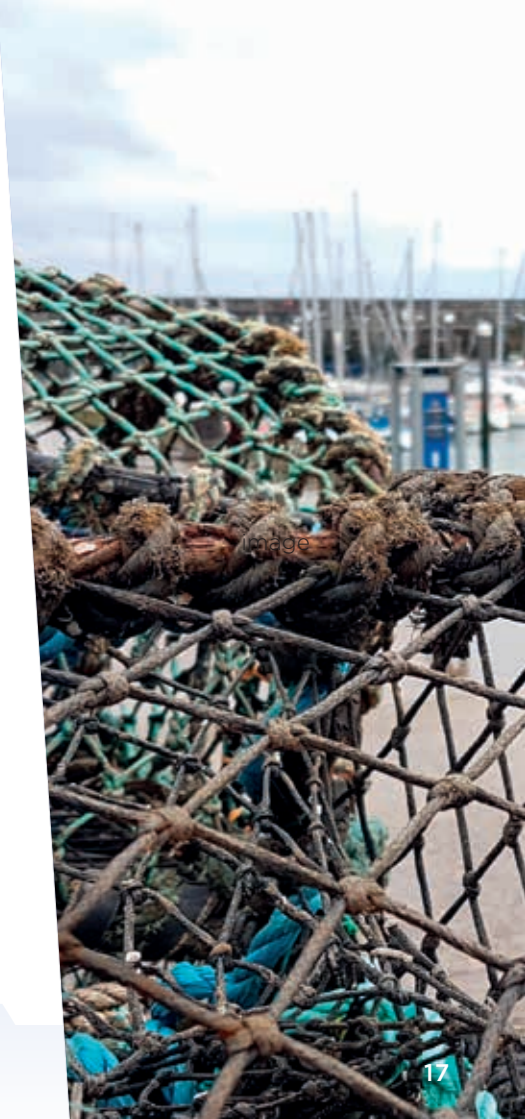
If the BID is approved for the Yorkshire Coast, it is proposed that a 1.5% levy on your property's rateable value would be payable annually to the BID so it can fund its activities and projects agreed by you in the Business Plan.

This cost is illustrated in the table.

ANNUAL LEVY EXAMPLE BASED UPON 1.5% OF YOUR BUSINESSES RATEABLE VALUE

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

Importantly the funds raised would be ring fenced to fund the activities outlined within the full business plan.





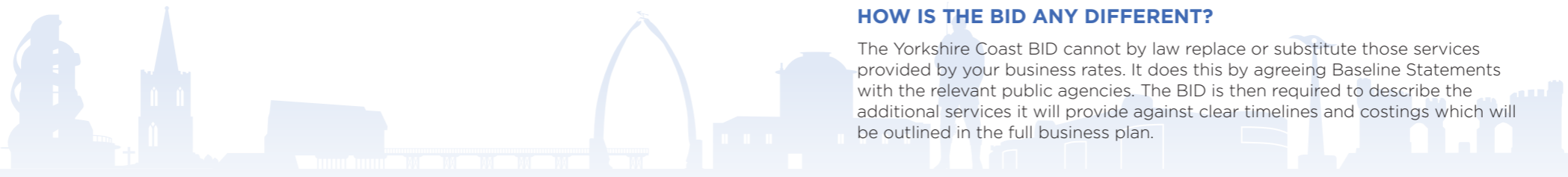
THE BALLOT

In order for the Yorkshire Coast BID to be formed a 'YES' vote from a majority of businesses voting in the ballot must be received, both by number and by the total rateable value.

It will be a confidential postal ballot of all eligible hereditaments on the Ratings List at the time that the Notice of Ballot is issued. Scarborough Borough Council will be responsible for managing and co-ordinating the ballot for the whole area to ensure it is carried out fairly.

THE BALLOT WILL RUN FROM 1ST NOVEMBER TO 29TH NOVEMBER 2018

A voting paper will be sent to you for each business unit that you own or occupy that has a rateable value of £12,000 or more. Each ballot paper counts as one vote and it is therefore important that every voting paper is completed and returned.



YOUR QUESTIONS

WILL THE LEVY REVENUE BE SPENT ON MY TOWN OR ON OTHER AREAS ALONG THE COASTLINE?

Along with central spending, businesses are keen to see money spent to improve their area specifically as well. We will be showing in the full business plan how the money raised from each area will go towards a coastal strategy AND make practical improvements within their own area

WHO WILL BE MANAGING THE BID?

Currently the BID Task Group is made up of different business managers and owners along the Yorkshire Coast along with key stakeholders.

If a BID is approved, an independent, not for profit, company limited by guarantee will be formed. Its Board of Directors will come from the businesses that pay the BID Levy. In short the BID will be run, managed and controlled by you.

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. 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 which will be outlined in the full business plan.





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BUSINESS IMPROVEMENT DISTRICT

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