



Yorkshire Coast

BUSINESS IMPROVEMENT DISTRICT



BUSINESS PLAN

YOUR COAST, YOUR VOTE, OUR FUTURE



THE YORKSHIRE COAST BID VISION

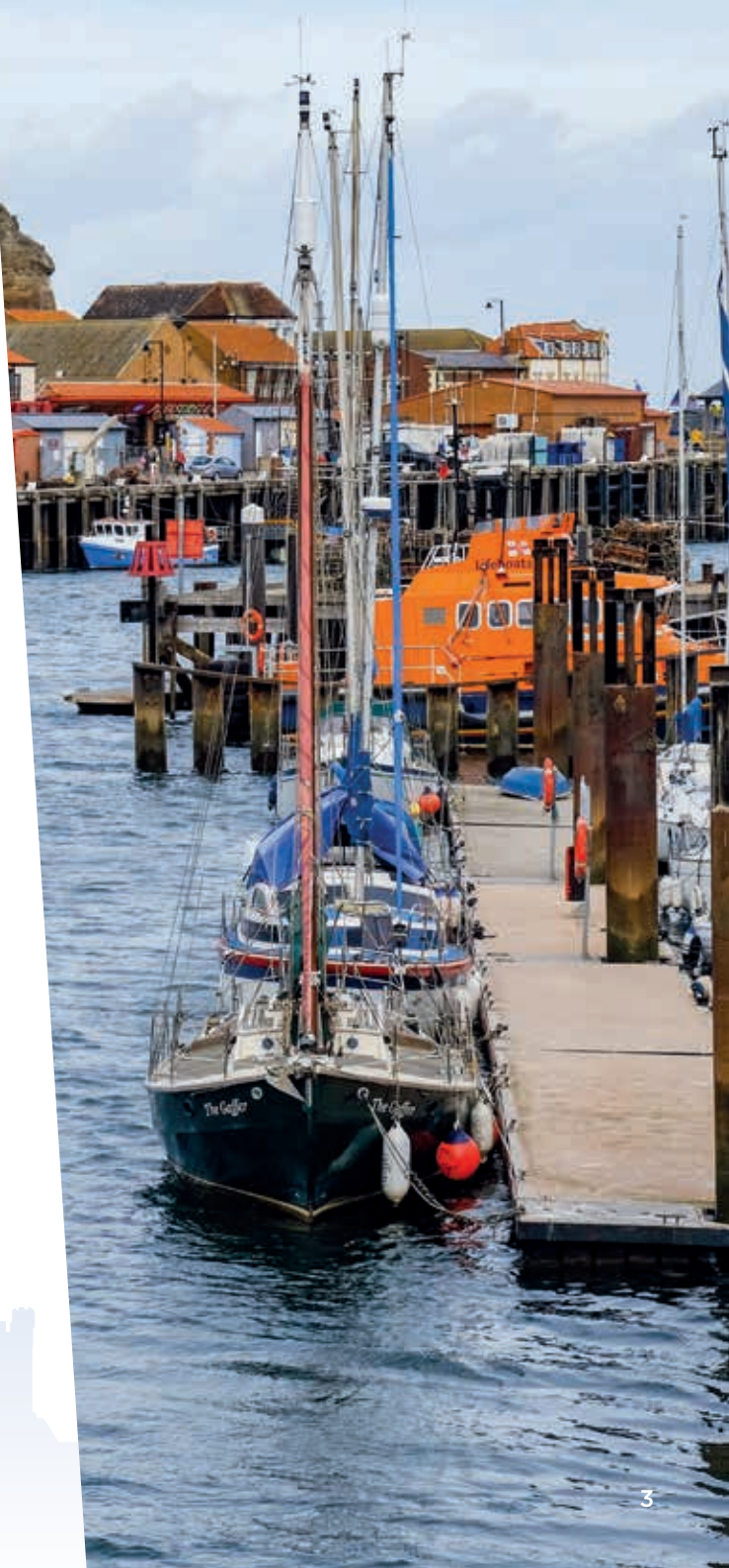
The Yorkshire Coast BID’s vision is ambitious, for the area to become the UK’s No.1 tourist destination.

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.

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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 a new reason to visit. Whilst there is a need to attract more visitors at different times of the year, we also need to inspire 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 and create new and innovate 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 will 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; thank you for all the support you have given to 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 this plan are the first step towards a business led strategy for growth and importantly a strategy that will work to deliver plans that support our retailers, 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 this 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.

**VOTE 'YES' TO THE YORKSHIRE COAST BID
TO SEE YOUR PRIORITIES DELIVERED.**



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

AREA
SPECIFIC
PROJECT FUNDS
£2.5m

MARKETING,
PROMOTION
& EVENTS
£1.5m

APPEARANCE
£200k

CLEANER,
GREENER
COASTLINE
£200k

BUSINESS
SUPPORT
£200k



“As a business owner wanting to develop and progress my business further the Yorkshire Coast BID is important, because as an area we need to evolve to stay attractive as a destination, and without their help and support I feel it would be an uphill struggle.

ROS ALDCROFT,
BAY VIEW COFFEE HOUSE,
SCARBOROUGH

”Please vote yes for the Yorkshire Coast BID! A successful tourism destination BID will provide the much needed financial resources to properly support, develop and promote the Yorkshire Coast’s diverse tourism economy.

JOHN SENIOR,
GOLDEN GRID,
SCARBOROUGH

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.

However, with competition increasing with the development of coastal BIDs around the UK, changes in consumer habits, the rise of internet shopping and periods of recession, an environment has been created where all towns must do much more if they are to remain vibrant and competitive.

The Yorkshire Coast BID does not 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 new and innovative ways to promote the Yorkshire Coast to attract visitors from further afield and with every project keep businesses' returns top of mind.

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.

BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

WHAT ARE BIDS?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could 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 selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

WHY DO BUSINESSES SUPPORT BIDS?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements.

WHO PAYS FOR A BID?

Once projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed 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'. 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 occupiers 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?

Normally a 'BID Task Group' is set up which is responsible for putting together a detailed business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a detailed consultation process with businesses. The business plan will include the projects, cost, delivery guarantees, performance indicators and the management structure. A confidential postal vote is held with all the businesses that would pay the BID levy

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.

HOW IS A BID MONITORED?

Like any good business plan, specific key performance indicators (KPIs) are set and performance is monitored against the KPIs by the BID board. The BID Company is answerable to the businesses that pay the BID levy and will be required to monitor and inform its members on its progress towards the agreed KPIs.

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, the current services being delivered by all public agencies including the Local Authority are set out in Baseline Statements. Baseline Statements for the following areas are available for the Yorkshire Coast BID:

- Cleansing & Maintenance
- Car Parking
- Tourism
- Highways
- Planting & 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 over and above the benchmarked level if this is what businesses have identified.



THE OPPORTUNITY

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.



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 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





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
Atwick
Barmston
Bempton
Burniston
Carnaby
Cayton
Cayton Bay
Cloughton
Cowden
Dunsley
Easington
East Ayton
Flamborough
Flixton
Fylingdales
Fylingthorpe

Gristhorpe
Hawsker
High Hawsker
Hinderwell
Hollym
Hunmanby
Irton
Kilnsea
Lebberston
Muston
Patrington
Ravenscar
Reighton
Reighton Gap
Robin Hoods Bay
Rolston
Roos

Runswick Bay
Ruswarp
Saltwick Bay
Sandsend
Scalby
Seamer
Sewerby
Skipsea
Sleights
Sneaton
Sneatonthorpe
Staithes
Tunstall
West Ayton
Wilsthorpe
Wykeham



THE PROCESS SO FAR

DECEMBER 2015

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

Business 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 BALLOT

ALL ELIGIBLE QUALIFYING BUSINESSES HAVE THE OPPORTUNITY TO VOTE ON WHETHER YOU WANT THE YORKSHIRE COAST BID TO GO AHEAD.

The ballot will be conducted by Scarborough Borough Council who have been appointed as the responsible body to confidentially conduct an independent and confidential postal vote as determined by the BID Regulations.

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 in September 2018 as provided by Scarborough Borough Council and East Riding of Yorkshire Council.

Organisations occupying more than one hereditament will have more than one vote.

A proxy vote is available, and details will be sent out with ballot papers.

Ballot papers will be sent out to the appropriate person/organisation by 1 November 2018, to be returned no later than 29 November 2018 by 5pm. Any ballot paper received after 5pm will not be valid or counted.

For the BID to go ahead, two conditions must be met:

- More than 50% of businesses that vote must vote in favour.
- Of the businesses that vote, the YES votes must represent more than 50% of the total rateable value of all votes cast.

18th OCTOBER	Notification of Ballo
25TH OCTOBER	Business Plan Distributed
1st NOVEMBER	Postal Ballot Opens
29th NOVEMBER	Postal Ballot Closes
30th NOVEMBER	Formal Declaration of Postal Ballot

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.



MARKETING, PROMOTION AND EVENTS

MARKETING, PROMOTION & EVENTS
£1.5m

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

INCREASE VISITOR NUMBERS AND SPEND



APPEARANCE

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 highstreets 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

APPEARANCE
£200k

CLEANER, GREENER COASTLINE

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 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

PROTECTING THE COASTLINE

CLEANER,
GREENER
COASTLINE
£200k

COASTAL BUSINESS SUPPORT

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

DRIVE DOWN BUSINESS COSTS

BUSINESS
SUPPORT

£200k

AREA SPECIFIC FUNDS

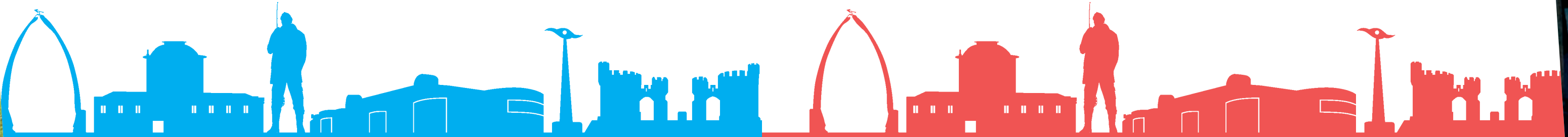
The BID will facilitate the development and implementation of projects that businesses want to see take place in their area in partnership with organisations and businesses along the Yorkshire Coast.

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:

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

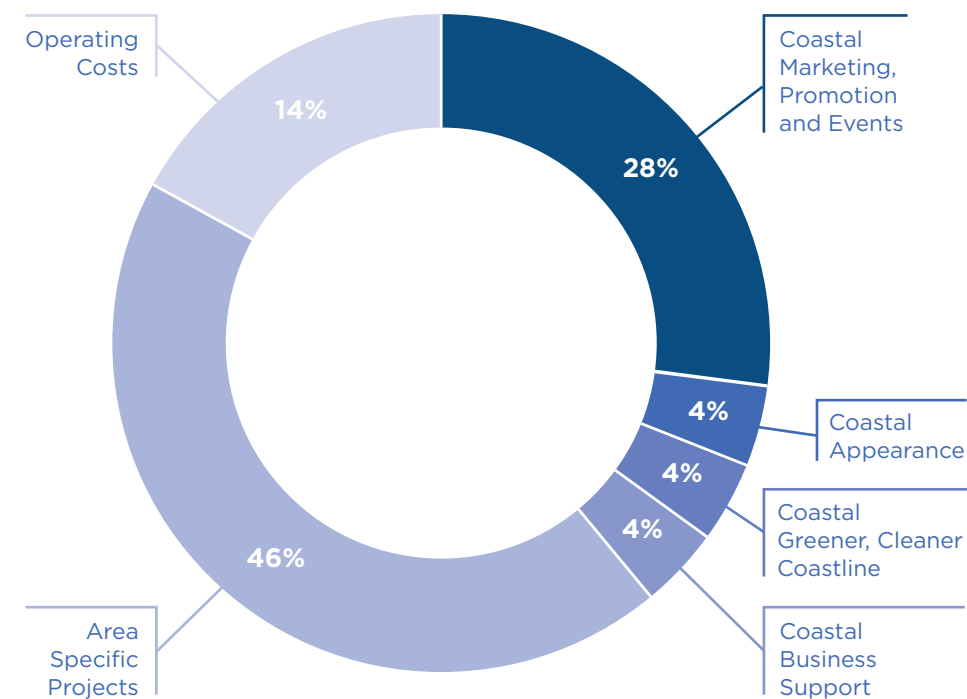
AREA
SPECIFIC
PROJECT FUNDS

£2.5m





FUNDING ALLOCATION



WHITBY

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 seafront
- 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





SCARBOROUGH

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 up 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 people leaving work 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 seafront 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 look to secure additional funding to light up key landmarks within the town
- Work with partners to identify ways of managing antisocial behaviour, promoting a safe and welcoming environment within Scarborough town centre

FILEY

THE BID WILL

- Work with businesses to brighten access points to Filey
- Ensure that BID businesses are aware of how to access up to date information about up and coming events in Filey and along the coast to share with guests and customers
- Work with partners to create outdoor itineraries that embraces its natural surroundings and promotes multiple stays
- Work with the community to develop a new or support an existing event that is key to the area
- Improve visitor information at key access points in Filey i.e. railway station, to clearly highlight what to do and see in and around the town
- Promote Filey's heritage and look to support projects that would enhance the visitor experience through trails/interpretation boards

The BID is an opportunity to do things differently: businesses get the chance to have a real say on what goes on in their area, and collaborate in developing projects that will help their business to thrive. I urge other businesses to grab this opportunity with both hands and vote YES!

JAMES HODGSON, THE WHITE LODGE HOTEL, FILEY





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 up and coming 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-evening 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

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 up and coming 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

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 customers
- Work with partners to create an identity for Withernsea that embraces its natural surroundings 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 organisers 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 seafront and town centre

“The Yorkshire Coast BID is exactly what we need. We have some lovely coastal towns and great events going on, we just need to be a lot better at marketing and promotion.”

TORKEL LARSEN, WITHERNSEA PIER AND PROMENADE ASSOCIATION.



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 link 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 vibrant 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 in bloom activities
- Develop new products and itineraries/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 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 have.

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?

Annual Levy Example based upon 1.5% of your 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

YORKSHIRE COAST BID FORECAST

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

AREA	TOTAL LEVY REVENUE	NUMBER OF BUSINESSES	COASTAL MARKETING, PROMOTION & EVENTS	COASTAL APPEARANCE	COASTAL GREEN & CLEAN	COASTAL BUSINESS SUPPORT	AREA SPECIFIC PROJECTS	OPERATING COSTS	TOTAL	REMAINING
WHITBY	£763,395	243	£211,500	£28,200	£28,200	£28,200	£352,500	£110,474	£759,074	£4,322
SCARBOROUGH	£2,361,260	540	£655,500	£87,400	£87,400	£87,400	£1,092,500	£342,390	£2,352,590	£8,670
FILEY	£220,570	50	£61,050	£8,140	£8,140	£8,140	£101,750	£31,888	£219,108	£1,462
BRIDLINGTON	£851,615	227	£235,950	£31,460	£31,460	£31,460	£393,250	£123,245	£846,825	£4,790
HORNSEA	£272,135	74	£75,450	£10,060	£10,060	£10,060	£125,750	£39,410	£270,790	£1,345
WITHERNSEA	£118,180	24	£32,700	£4,360	£4,360	£4,360	£54,500	£17,080	£117,360	£820
VILLAGES	£820,855	196	£228,000	£30,400	£30,400	£30,400	£380,000	£119,092	£818,292	£2,563
TOTAL	£5,408,010	1,354	£1,500,150	£200,020	£200,020	£200,020	£2,500,250	£783,578	£5,384,038	£23,972

The below table displays the breakdown of the BID operating costs:

	2019/20	2020/21	2021/22	2022/23	2023/24	5 YEAR TOTALS
BID Employees (inc office & support)	£113,000	£113,000	£113,000	£113,000	£113,000	£565,000
Insurance	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Levy Collection Costs	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Professional Fees	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency	£10,015	£10,015	£10,015	£10,015	£10,015	£50,075

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.





BID LEVY RULES

The BID legislation approved by the Government in 2004, sets out a 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.

The Levy

- The levy will be a fixed rate of 1.5% of the rateable value as at 1 April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals
- The BID levy will be applied to all businesses within the defined area with a rateable value of or exceeding £12,000, provided they are listed on the Non-Domestic rates list as provided by Scarborough Borough Council and East Riding of Yorkshire Council for the 'Chargeable Date', set annually. They should also fall in the following sectors:

Accommodation (Camping)	Communication
Accommodation (Caravan Park)	Conference
Accommodation (Guest House)	Entertainment & Leisure
Accommodation (Holiday Units)	Food and Drink
Accommodation (Hotel)	Language Schools
Accommodation (Self Catering)	Marine
Advertising	Public Conveniences
Beach Huts	Public Houses
Car Parking	Retail

The following will be exempt from paying the levy:
Organisations with a rateable value below £12,000; Non-retail charities with no trading income, arm or facilities and are entirely volunteer based; Non-profit making organisations with an entirely subscription and volunteer-based set up
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the property owner/registered business ratepayer with no void period
- The number of properties or hereditaments liable for the levy is estimated at 1,354

- 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 will be charged as one amount annually at the start of June, with the chargeable period being April to March each year. No refunds will be available on the levy charged
- The owners of untenanted properties or hereditaments will be liable for payment of the levy
- Eligible ratepayers within a managed estate such as a shopping centre, arcade or paying a service charge will receive a discount of up to a maximum 0.25%. This will be dependent on the management providing a service charge schedule for the BID to assess the actual level of discount. If no satisfactory service level schedule is provided then the full levy rate will apply in those Managed Estates.
- Museums and Galleries will be eligible to apply for a maximum 75% discount from their levy through submission of accounts and company profile for the BID Board to assess against set criteria. This arrangement is common with museums and galleries across the country due to grant funding and voluntary members supporting the ongoing running of these organisations
- 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 1988
- Under the BID regulations 2004, Scarborough Borough Council and East Riding of Yorkshire Council are the only organisations that can collect the levy on behalf of the BID company
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis. 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 Yorkshire Coast BID area and the levy percentage cannot be altered without a further ballot
- None of the costs associated with the development of the BID, or the ballot will be recovered through the levy
- The term of this BID will be for a period of five years

THE BID TASK GROUP

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Victoria Mitchell:
Richard Grunwell
Adrian Fusco
Christopher Harrison
Simon Tudor
David Henderson
Helen Boaden
Mike Wilkinson
Sarah Ward
Carl Brown
James Hodgson

Great Potential: Chair
The Brunswick Shopping Centre
CAVCA
Royal Fisheries
Andrew Jackson Solicitors
Hornsea Freeport
IT Specialist
Stephen Joseph Theatre
Marketing Specialist
Ingrid Flutes Holiday Cottages
The Promenade Shopping Centre
The White House Hotel

KEY STAKEHOLDERS

Janet Deacon
Andy Gray
Mark Kibblewhite
Richard Gunton

Scarborough Borough Council
East Riding of Yorkshire Council
North Yorkshire County Council
North York Moors National Park

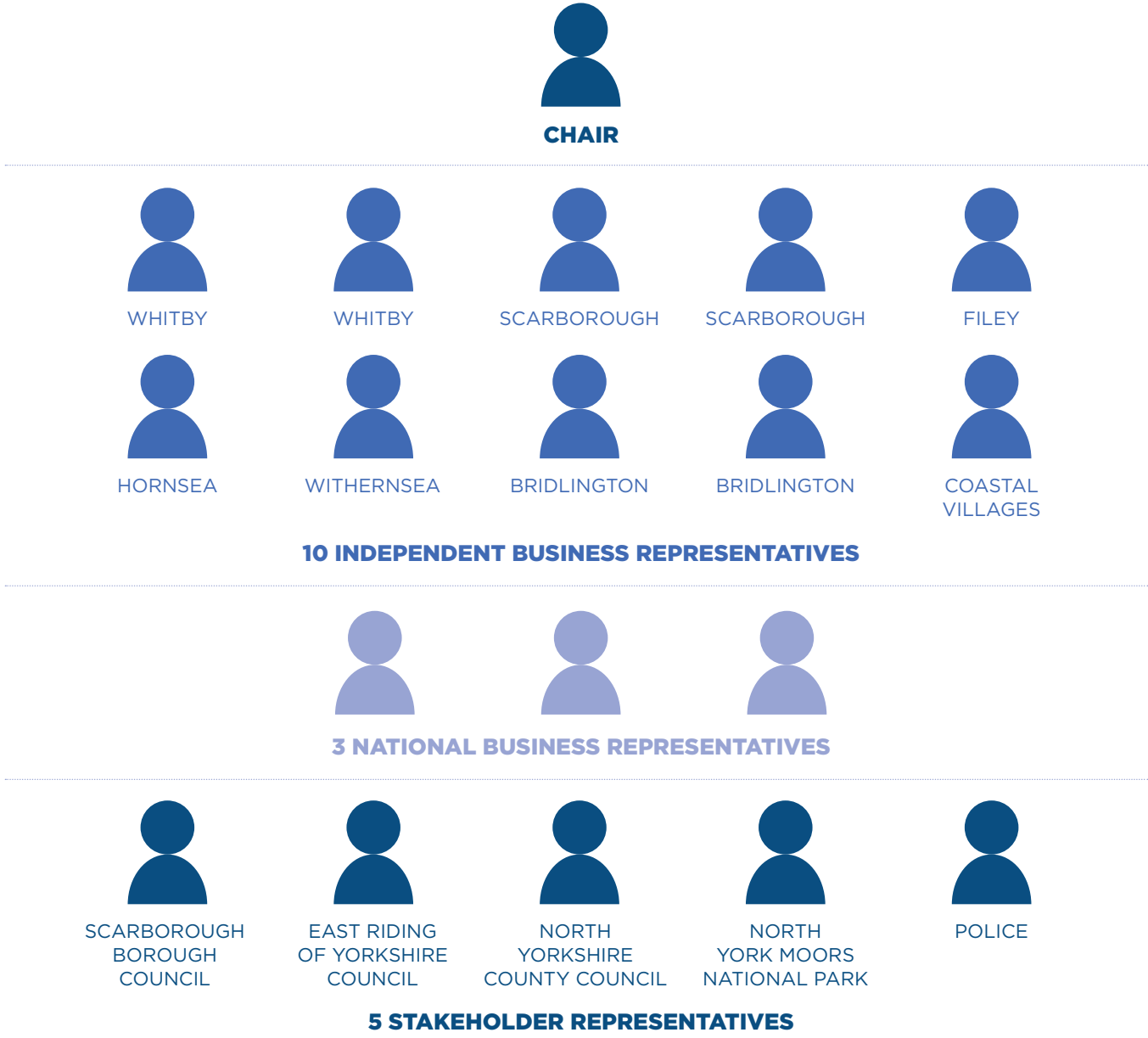
BID TEAM

Mo Aswat
Kerry Carruthers
Emily Stevenson

Project Director
BID Project Manager
BID Project Co-ordinator



BID BOARD



GOVERNANCE & MANAGEMENT

1. A new not-for-profit Company limited by guarantee will be formed to manage the BID
2. 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
3. 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
4. A BID Team will be appointed and work with the appropriate agencies to deliver the programme of projects
5. 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
6. The BID Board will produce a set of annual accounts available to all members
7. 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
8. 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
9. 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



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 level 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

WHAT WE WANT YOU TO DO NEXT

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:

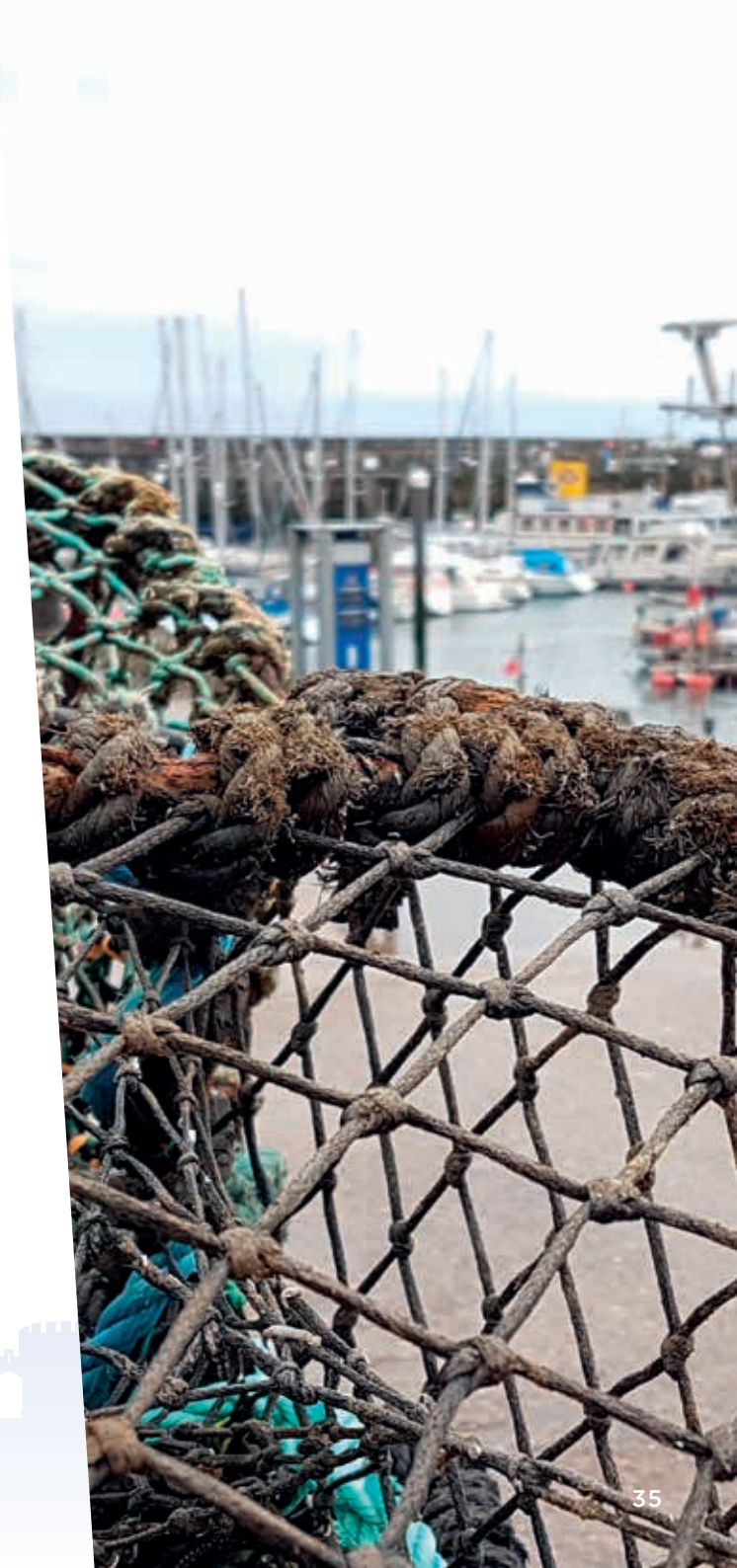
**THURSDAY 1ST NOVEMBER -
THURSDAY 29TH NOVEMBER 2018**

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

VOTE
YES



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.



PHOTOGRAPHY: TONY BARTHOLOMEW



Yorkshire Coast

BUSINESS IMPROVEMENT DISTRICT

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