



PROMOTE

FUNDING STRATEGY AND APPLICATION FORM FOR
PROJECTS THAT PROMOTE THE YORKSHIRE COAST

Yorkshire Coast

BUSINESS IMPROVEMENT DISTRICT

CONTENT

THE YORKSHIRE COAST BIDS' VISION IS FOR THE YORKSHIRE COAST TO BE RECOGNISED AS A TOP UK TOURIST DESTINATION ALL-YEAR-ROUND.

The BID is funded by businesses, so we need to make sure that, our partners think big and provide new and innovative ways to promote the area and improve the visitor experience.

If you have a product, event or just a great idea, read on to see if we can work together!

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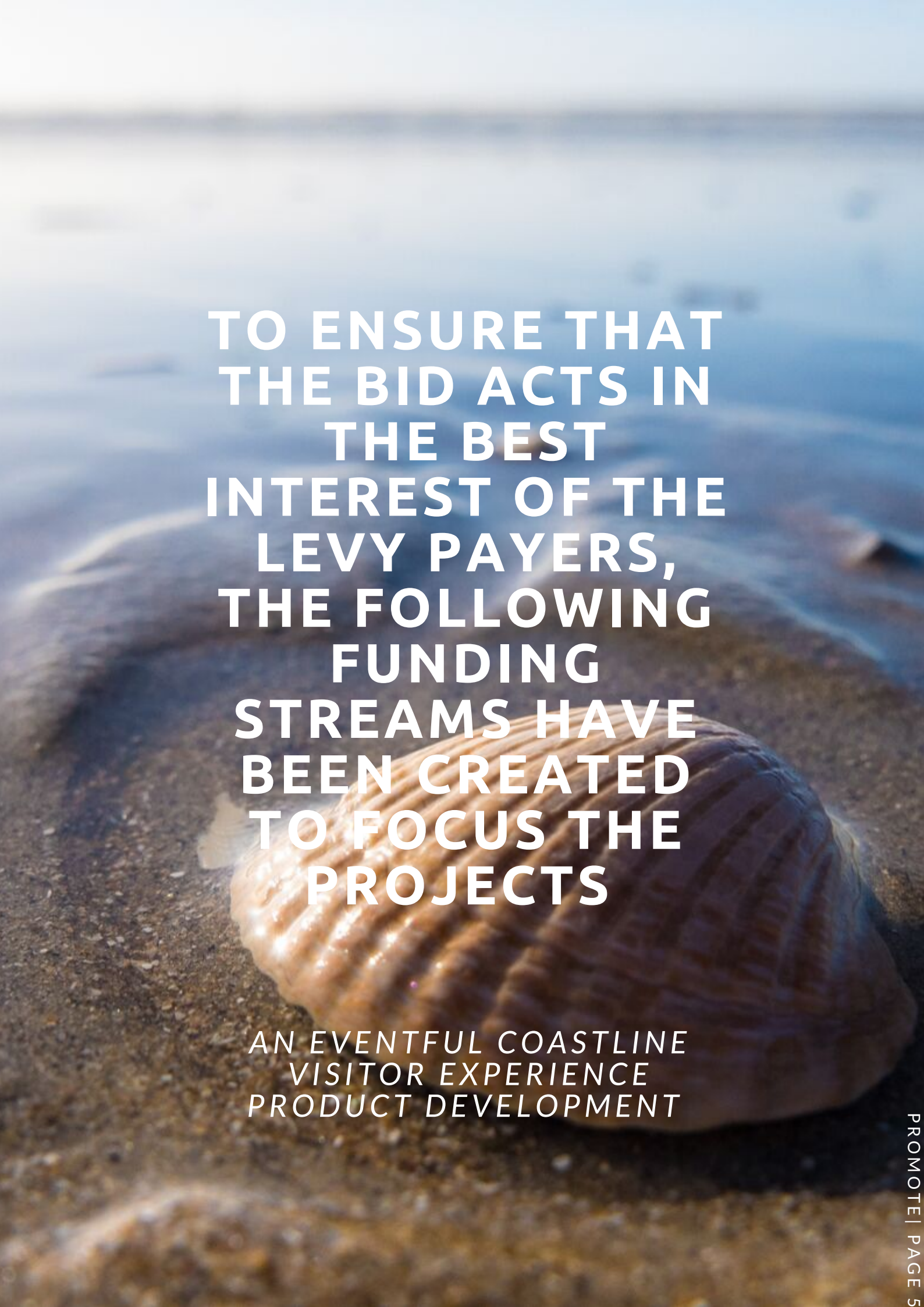


AMBITION

- Increase the profile of the Yorkshire Coasts, towns and villages on a regional, national and international level
- Develop sustainable events that work with the business community by increasing footfall, dwell time and spend
- Help the Yorkshire Coast be recognised as an all-year-round destination ideal for 3+ night stays

OBJECTIVES

- Generate additional bed nights for accommodation providers
- Increase footfall and dwell time in town centres
- Support projects that improve the visitor experience, so visitors and residents return
- Increase awareness of multi-break experiences
- Bring valuable economic benefits to the Yorkshire Coast
- Attract visitors to the Yorkshire Coast during off peak times of the year



TO ENSURE THAT
THE BID ACTS IN
THE BEST
INTEREST OF THE
LEVY PAYERS,
THE FOLLOWING
FUNDING
STREAMS HAVE
BEEN CREATED
TO FOCUS THE
PROJECTS

AN EVENTFUL COASTLINE
VISITOR EXPERIENCE
PRODUCT DEVELOPMENT

AN EVENTFUL COASTLINE

Events can drive footfall and we are interested in knowing more about those events that encourage visitors to stay for more than one day.

All events must be able to demonstrate that they can attract significant numbers of participants, spectators and how businesses can engage and benefit.

- Here are some key questions the Directors will ask when reviewing applications:
- Does the organiser have business support?
- How will funding from the BID be used to grow/add value to an existing event?
- How will the event attract new visitors and residents?
- Will the funding be matched by other organisations?
- Will the event take place outside of the holiday season?

Funding available:

Up to £10,000 per town for event support

Event organisers who have new event ideas for Scarborough and Bridlington, or the entire Yorkshire Coast are encouraged to speak to the BID Team prior to submitting a proposal.

All villages should refer to page 10 for additional guidance.

FACTS

*EVENTS MUST BE SCHEDULED
OUTSIDE OF THE MAIN HOLIDAY
SEASON AND BANK HOLIDAYS*

*BID FUNDS CANNOT BE USED TO
REPLACE EXISTING FUNDING
STREAMS*

VISITOR EXPERIENCE

Every visit to the Yorkshire Coast is an opportunity to provide an experience which provides a positive lasting memory so people return again and again.

All projects will need to be able to demonstrate how their implementation will either:

- Improve the look and feel of an area
- Signpost visitors to experience multiple areas of a town/village
- Provide solutions to problem that impacts businesses trade

Examples of projects that could be considered:

Lighting: Eg. Christmas / themed lighting
Signage: Eg. Improved in destination signage
Street dressing: Eg. Themed street dressing
Welcome: Eg. Trails, personalised welcome team

Example of questions the Board will be asking when reviewing applications:

- Where is the proven business support?
- Are the necessary insurances in place to cover improvements in public areas?
- Have permissions been granted to make the improvements in public areas?

Funding available:

Funding will be drawn from individual areas, unless you can demonstrate how the project can be scaled up to cover multiple areas throughout the full Yorkshire Coast.

All towns have different priorities, so prior to making an application, please speak to the BID Team to seek additional guidance on funding available and area priorities.

All villages should refer to page 10 for additional guidance.

PRODUCT DEVELOPMENT

THE BID IS LOOKING FOR NEW PRODUCTS TO SUPPORT THAT DRIVE FOOTFALL AND VISITS OUT OF SEASON.

We are interested in projects that will:

- Promote movement throughout the Yorkshire Coast
- Help drive retail loyalty
- Highlight experiences throughout the Yorkshire Coast
- Create a new reason to visit the Yorkshire Coast
- Retain and increase spend within the Yorkshire Coast
- Lead to awards and designations for the Yorkshire Coast to achieve international recognition
- Drive out of season visits

Funding

All projects will be funded through the Coastal Marketing, Promotion and Events stream which is a very competitive area

Additional information that you should consider including with your application form is:

Evidence of business consultation

Examples of where the concept has worked in other areas

Examples of how the product is complimentary or could be included within existing destination management organisations

GUIDANCE FOR VILLAGES

BUSINESS AND COMMUNITY GROUPS WITHIN COASTAL VILLAGES CAN SPECIFICALLY APPLY FOR FUNDING FROM £1,000 - £10,000 TO RUN PROJECTS AND INITIATIVES IN THEIR AREAS

Due to the size of the villages and hamlets throughout the Yorkshire Coast, a specific funding pot has been created for villages to access to fund projects outlined within this guide.

For funding to be granted, the project must benefit at least one of the following areas:

Aldbrough	Fylingthorpe	Roos
Atwick	Gristhorpe	Runswick Bay
Barmston	Hawsker	Ruswarp
Bempton	High Hawsker	Saltwick Bay
Burniston	Hinderwell	Sandsend
Briggswath	Hollym	Scalby
Carnaby	Hunmanby	Seamer
Cayton	Irton	Sewerby
Cayton Bay	Kilnsea	Skipsea
Cloughton	Lebberston	Sleights
Cowden	Muston	Sneaton
Dunsley	Patrington	Sneatonthorpe
Easington	Ravenscar	Staithes
East Ayton	Reighton	Tunstall
Flamborough	Reighton Gap	West Ayton
Flixton	Robin Hoods Bay	Wilsthorpe
Fylingdales	Rolston	Wykeham

Upon receipt of your application, the BID Team will be in touch to discuss in greater detail and is happy to attend any of your local community meetings to share examples of projects being delivered by Business Improvement Districts in different village locations.

In addition, we appreciate that footfall increases can affect villages differently to a town, please contact us if you have separate ideas about how the BID could support a project to PROTECT the area.

EXPECTATIONS

IN RETURN FOR THE BID INVESTMENT IT IS IMPORTANT THAT THE BID IS HIGHLIGHTED AS A KEY PARTNER, IRRESPECTIVE OF THE INVESTMENT BEING FINANCIAL OR IN-KIND.

In addition Yorkshire Coast BID will also expect the following:

- Yorkshire Coast BID logo on all publicity materials
- Acknowledgement in all media communications of Yorkshire Coast BID's support for the project/event
- A submitted marketing plan for all events
- Invitations to regular planning meetings for all events
- Full visibility at an event in the form of a banner or events flags (BID will provide these)
- A copy of the project budget / profit and loss before and after the project/event
- A copy of all press releases that are produced
- A post-event/project breakdown of the success of the event/project
- A post-event/project debrief

OVER THE NEXT FIVE YEARS THE
YORKSHIRE COAST BID NEEDS TO
MEASURE THE IMPACT OF PROJECTS
SO WE CAN ACCURATELY UPDATE
THE LEVY PAYERS

Please think about how you might measure the success of your project. This could be one of the following or you may have your own ideas.

- Number of spectators / visitors / applicants.
- Bed nights generated
- Tourism revenue generated, visitor statistics and spend.
- Use of social media insights and campaign tracking including You Tube and Facebook.
- If you have an event website, use of google analytics and email campaign tracking.
- Live and post project/event surveys.
- Benchmarks from previous year's events or the event debrief.
- Feedback from local businesses on footfall, sales etc.

EVALUATION

APPROVAL

A promote strategy group, consisting of Directors and the BID Team, will review all applications and make recommendations to the full Board.

If you are applying for over £5,000 you may be expected to come and pitch your project to the Board of Directors at a mutually convenient time.

1. Complete the Promote Application Form
2. Send application form to kerry@yorkshirecoastbid.co.uk
3. Promote Group will review quarterly

September 2019

December 2019

March 2020

June 2020

If you would like additional guidance before submitting your application, please contact the BID Team to arrange a meeting

NEXT STEPS