

YOUR COAST, OUR FUTURE

Q2

**YORKSHIRE  
COAST  
BID**

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## COMPANY UPDATE

**With spring on the horizon, we are preparing to burst onto action for the launch of our calendar of 2020 projects over the coming months...**

It is set to be an extraordinary year for the UK!

Visit Britain are forecasting a record breaking year for inbound tourism to the UK and we are excited to be on the cusp of releasing major projects which will enable our area to capitalise on this market increase.

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

We also recognise that our area deserves to be promoted and protected sensitively and consistently in order to future proof itself for years to come.

# PROMOTE STRATEGY

There are three arms to the BID delivery strategy, PROMOTE the area, PROTECT our environment and SUPPORT our businesses.

We welcome your feedback and ideas on how we can deliver on these areas of focus so together we can create a successful BID that benefits our whole community.

## Think BIG!

Thank you for all of your ideas and suggestions over the last 6 months you have presented a challenge to the Board...just how BIG do we go!

Having such a diverse BID area has captured the imagination of many event organisers and we have successfully reached an agreement for an ambitious 3 year series of events to take place throughout the Yorkshire Coast. Information will be released in the coming months, letting you know what is happening, why and where for you to get involved.

If you have an idea for a new product to enhance the experience in the Yorkshire Coast, speak to the team or [apply online now](#).

WHEN APPLYING, DON'T FORGET TO CHECK OUR [PROMOTE OBJECTIVES](#)

- Generate additional bed nights for accommodation providers
- Increase footfall and dwell time in town centres
- Improve the visitor experience
- 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

**OBJECTIVES**

# PROTECT STRATEGY

## PROTECTING OUR COASTS

Protecting and preserving our coastline is one of our key areas of focus as a BID.

Whilst we finalise our program of support and grants to protect our natural assets, here are some examples of the great work already being undertaken by groups and individuals throughout the area.

If you want to assist us in delivering our protect initiatives please get in touch and let us know how we can help you and your community.

## WHAT AREA CHAMPIONS LOOK LIKE!

We are proud to champion resorts such as Hornsea, who have achieved the coveted "Plastic Free" status awarded by the organisation, Surfers Against Sewage.

The initiative is supported by an amazing group of passionate volunteers who undertake a weekly Sunday beach clean to make a real and consistent effort to fight the war against waste.

To get the award, communities need, among other things, to get council backing and work with local businesses to reduce their reliance on single-use plastics.

As well as helping the environment, these communities may be attracting more visitors too.

## DID YOU KNOW....

**The Yorkshire Wild Life Trusts Waves of Waste beach clean at Coble Landing in Filey recently saw 24Kg of rubbish collected from the beach by volunteers!**

**Amazingly, amongst the waste was a packet from 1997 - some 23 years ago!**

77%

Pembrookshire residents felt that local plastic-free initiatives had boosted tourism

**PLASTIC FREE**  
**COMMUNITIES**  
SURFERS AGAINST SEWAGE

# SUPPORT STRATEGY

Our savings advisory service, Meercat Associates, have been meeting with businesses throughout the Yorkshire Coast and hosting workshops to help support levy payers by reducing their energy, telecoms, insurance, pest control and merchant fees bills.

In only 2 months they have already identified over **£12,000** worth of savings for businesses so far, on services including merchant fees and telecoms.

Unlike other brokers and comparison sites, Meercat Associates are funded by the BID, meaning they take no commission or fees, providing you with the maximum saving on your bills every time.

## So, what do you need to do?

- Prepare a copy of your latest bills
- Call the Meercat team to arrange to email copies of your bills, or arrange a 1-2-1 meeting

## What happens after I have sent my bills?

After the Meercat team have analysed your bills and researched alternatives they will provide you with a report and let you know HOW and WHEN to switch, if you are not on the best service already.

**AND, if you are looking to increase your green credentials, let Meercat know and they can provide you with details of appropriate suppliers!**

Book your no obligation appointment on 0144 416 529 or speak to the BID Team to arrange a presentation at your business group

# AREA

## FUNDS UPDATE

In the 2018 business plan we promised to ring-fence 46% of all funds that are collected from an area, to be used solely for the development of localised projects.

Thank you to all businesses that have paid their levy so far, you are enabling the BID to start progressing projects to support your business and develop the respective areas. We urge any businesses which have not paid, to settle their account so as not to incur additional charges.

### FUNDING UPDATE

Any organisation or business can submit an idea or application for a specific area, or the entire coastline.

Due to the number of applications which are under review within Scarborough and Whitby, please speak to the BID Team prior to applying so you can be advised on application approval timescales.

	<b>WHITBY</b>	<b>SCARBOROUGH</b>	<b>FILEY</b>	<b>BRIDLINGTON</b>	<b>HORNSEA</b>	<b>WITHERNSEA</b>	<b>VILLAGES</b>
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% of revenue collected	76%	83%	85%	84%	85%	83%	79%
No. of applications submitted	5	7	3	5	1	1	5
No. of applications approved	2	1	2	3	0	0	3
No. of applications awaiting sign-off	3	5	1	2	1	1	2

## Full Steam Ahead for Filey



We are delighted to announce that we have approved two funding applications for Filey.

Firstly we are supporting the fantastic Filey Steampunk Festival for 2020 to help increase the size and diversity of this already successful event from 1 to 2 days to encourage the community of Steampunk followers to become overnight visitors rather than day-trippers.

We have already received feedback that this event has proved successful with limited accommodation still remaining for Filey Steampunk weekend.

Event organiser Paula explains what Steampunk means to her...

*Steampunk, as a whole, is very inclusive and not restrictive to age, gender, body shape etc. It's a very creative art movement and provides the opportunity to 'dress up' in a costume that has no rules or limitations. It's emphasis is on being polite, friendly and fun!*

### Unfamiliar with Steampunk?

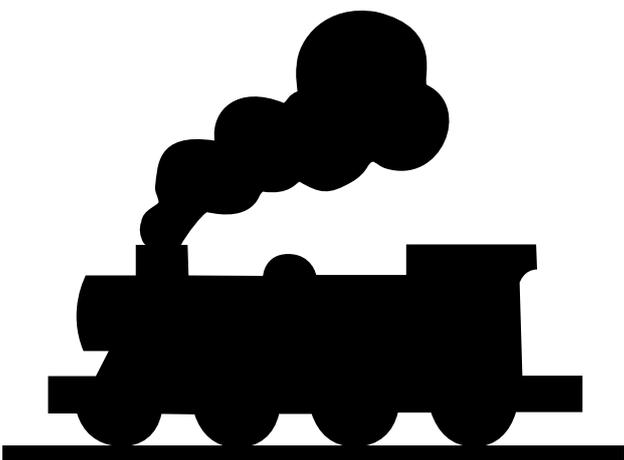
**“Steampunk” is a word that was coined in the 1970s to describe stories that celebrate the adventurousness and technological progressiveness of the Victorian Era**

A second project that the BID has supported is a study undertaken by the Filey Tourism Association who wanted to explore the feasibility of introducing and operating a Land Train to connect the seafront to the town centre!

This is a project that many members of the Filey community have explored over recent years to make the town accessible for all, but up until now, there has not been the funding to truly explore the various options.

The land train will carry passengers around the town, linking the existing car parks and we are looking forward to reviewing the report to see if the BID is able to fund the implementation of this new and exciting service.

We look forward to updating you on this over the coming months!



# BRIDLINGTON

## MORE EVENTS AND REASONS TO KEEP VISITING!



Last October we trialled Brid Bus, a new way of introducing new visitors to the town out of season by providing free coach travel.

The trial set out to fill 1 coach and gain insight into the visitors experience, but more importantly, see if we could create demand to visit at a time when no events were taking place.

With over 400 registrations for the service and 4 x the amount invested going back into the Bridlington economy, we are now bringing Brid Bus back!

We will be launching the service at the start of March, and in preparation for the launch, if you want your business featured and promoted to visitors all you need to do is complete the consent form [HERE!](#)

## MORE EVENTS IN THE HEART OF THE TOWN!

Over the last couple of years, Bridlington has seen the development of its very own Seafood festival and we are proud to become a partner of the event!

It has taken various different guises over the years, but it was important to us that the event incorporated more areas within the town, lasted longer and importantly accentuated the fishing heritage and local catch.

Over the coming months we will update you on the full line up of activity and if you have suggestions on how we can help businesses get the most out of the event get in touch and let us know!

## DID YOU KNOW....

**A new event is happening in Bridlington on the 4th July and you can find out more about at their launch party on the 28th February at The Lodge....Bridlington PRIDE!**

This event is being created and developed by a hardworking local group with inclusivity at its heart. If you are a business that wants to show your support and get involved, get in touch with the organisers at [bridlingtonpride.org](http://bridlingtonpride.org)



# VILLAGES

Our villages are valuable destinations in their own right and we proud to support projects, lead by the village communities to enhance and develop themselves. In 2019 we worked with the Robin Hood Bay Tourism Association to enhance their festive activities with additional lighting, trees and bunting.

If you are unsure of what you can apply for as a village, here are some ideas to get you going!

- New signage
- Lighting to create safer spaces and illuminate landmarks
- Floral displays to provide a warm welcome to visitors
- Clearing areas and creative planting to create new picnic and family areas
- Help keep villages tidy by upgrading recycling stations and doggy stations
- Repairing and renewing spaces in a state of disrepair
- Create new events and enhance existing



20TH JUNE 2020

## DID YOU KNOW....

**There are innovative ways to enhance the appearance of your village, whilst upgrading your public facilities.**

**You can "adopt a kiosk" through your local parish council by upgrading your old phone boxes and include simple emergency phone dialling and defibrillator units.**

**If you are interested in adopting a kiosk and would like the BID to support your village project, get in touch and let us know and we will let you know the steps you need to take!**

## BID SUPPORTED EVENT

Funmanby is our first village event of 2020 that we are supporting and it is looking exciting!

This event first launched in 2019, and has been built by the community to display everything that Hunmanby has to offer and give local groups the opportunity to showcase their great work.

We are looking forward to updating you with the plans and how you can get involved over the coming months!



# POST CAMPAIGN ANALYSIS

## SCARBOROUGH IS BUCKING THE NATIONAL FOOTFALL TREND

Encouraging footfall data from December details a rise in footfall to the town centre by 4.11% from 2018, equating to an additional 22,906 people and car parking stays also increased by over 7,000 from the previous year.

Last year the BID supported an application put forward by a business steering group who partnered with Scarborough Borough Council to deliver the return of a town centre Christmas light switch on, victorian market and destination Scarborough marketing campaign. Part of the footfall increase was attributed to the additional activity in the town centre, with theatres, who participated in the activity, citing increases in ticket sales. It also saw a record breaking year for The Brunswick Shopping Centre who saw over 500,000 shoppers!

The organiser combined feedback gathered by the BID and below are 5 suggestions that should be considered for future applications:

- 100% feel the activity should remain in the town centre
- The campaign should be shorter with more family friendly activities and experiences
- There is recognised room for improvement, BUT, businesses want to see more activity like this in the town
- Location, size and quality of a Christmas market needs to be discussed with more businesses in the town
- Work with seafront traders to maximise the opportunity to promote Christmas breaks and experiences

### What happens next?

We are open to all ideas and suggestions on how best to promote shopping and Scarborough as a great Christmas destination.

It is important that for Christmas activity to be supported by the BID in 2020 that the planning starts earlier so more businesses have the opportunity to get involved, whether this be in the form of treasure trails, marketing brochures or just providing thoughts on additional activity to add value.

You will find the breakdown of all of the activity in [full online](#) in the coming weeks, but if you have ideas don't hesitate to get in touch!



# POST CAMPAIGN ANALYSIS

## QUIRKY, UNCONVENTIONAL MYTHOLOGY DESCENDED ON WHITBY!

The organisers of the Whitby Krampus Run are well seasoned professionals who first recognised that Whitby's natural backdrop and the visitors thirst for alternative events back in 2015, would lend itself to be a fantastic event location.

The event is thought to be the first of its kind to take place in the UK and following extensive business consultation undertaken by the organiser, the BID felt that this event, being delivered as a not for profit event, should be supported to enable it to develop and grow.

In 2019 more performers, marketing and the addition of the sold out Krampus Ball which saw proceeds donated to two local charities close to the organisers hearts, was safely expanded which was an important consideration for the BID.

It was fantastic to see the level of local engagement as well as the national recognition that the event received; including several pieces written and photographed by publications such as the The Daily Mail and the Telegraph.

We are interested to hear your feedback on whether you feel the BID should support more activity like this and how you can be supported to get the most out of it.

Here are 2 pieces of feedback provided by visitors coming to see the Krampus Run that we feel demonstrates the value of unconventional events like these!

## VISITOR FEEDBACK EXAMPLES

8 December 2019  
Our first time in whitby for this event wow what alot effort goes into it costumes and atmosphere people so nice friendly i love whitby even more came with friends and gotta say was fab thank you for great day and evening here !

7 December 2019  
Absolutely fabulous day. We came from north of Scotland just to see the Krampus Run. Thanks for an epic day 🐾

### Unfamiliar with Krampus?

In parts of Europe on the 5th of December, the Eve of the Feast of St. Nicholas the Saint visits homes to give gifts to good children. He is accompanied by his dark counterpart The Krampus, who teases and punishes naughty boys and girls. Krampus festivals or runs are popular throughout Europe and now in America but had never been held in the UK, until 2015 with the very first Whitby Krampus Run



# COMPANY UPDATE

## BOARD UPDATE

As the BID continues to evolve, new opportunities will arise for business owners, like you, to join the BID Board.

Our directors are responsible for the overall direction and health of the BID Company and as the position is voluntary, you may feel that you would prefer to support in an ambassadorial capacity due to time commitments, which is always welcomed!

If you are interested in representing villages, Whitby, Bridlington or Hornsea, [please submit an expression of interest](#) and a member of the team will be in touch to discuss the role further.

## FUNDING UPDATE

To date, over 82% of funds have been collected which has enabled the funding of the projects you have read about within this newsletter, as well as other larger projects which we are finalising the finer details on and will be launched over the coming months!

Applications for funding are open again and will close at the end of March, so if you have a great idea or fully formed project, please [get in touch](#) to see if we can help.

## BID COMMS

We will endeavour to send out correspondence via email, to keep postage costs to a minimum, but if you have trouble receiving updates from us, please add [enquiries@yorkshirecoastbid.co.uk](mailto:enquiries@yorkshirecoastbid.co.uk) to your email address book to minimise the chance of it going to spam or being rejected.

If you require information to be posted, please make sure we have your preferred postal address, or all information will be sent to the business property address.

**Thank you for your ongoing support, and we look forward to updating you over the coming weeks on our coastal projects.**

**BID Team**