



Yorkshire Coast

BUSINESS IMPROVEMENT DISTRICT

22ND JULY 2020

A YEAR IN REVIEW

BY CLIVE ROWE-EVANS, CHAIR

2020 has proved a challenging start for all and I am sure you will understand that, as with your own business, we have needed to revise our plans quickly and dramatically re-think our position in delivering key support to levy payers at this time of unprecedented change.

As an organisation, governed by the private sector, it should come as no surprise that directors have had to reluctantly step down from their BID directorships to enable them to focus on their own businesses. The Board, BID team and I are incredibly thankful for the support they have provided over the last twelve months and in particular over the last three months in taking the time to review and approve plans before stepping down to focus on their own businesses.

It is important that I also note, that throughout the last four months we have been lobbying hard for a relaxation in the BID Regulations to allow us to cancel and/or discount the year two levy. We have provided further information in our letter sent to you on 22nd July, but in short, while our local authorities legally have to issue the bills this August we have requested a six month deferral for us to continue engaging with government as it is not the will of the Board for businesses to have to pay following the recent lockdown.

Despite these challenges, it is now even more imperative that we embrace our new "norm" and focus on helping our tourism economy extend beyond the seasonal patterns and prepare for a bigger 2021. Our revised plans will be funded from our reserves and you can see our supported projects to the right or in full at yorkshirecoastbid.co.uk

Clive



2019-2021 PROJECT SUMMARY

WITHERNSEA

Withernsea Pier Project: May 2020

Withernsea Bike Project: April 2020

BRIDLINGTON

Brid Bus: Oct 2019 - Relaunch TBC

Bridlington Bay Lobster Festival: June 2021

FILEY

Filey Land Train: Launch TBC

Filey Steampunk Festival: June 2021

SCARBOROUGH

Counting down to Christmas: Nov-Dec 2019

Big Ideas by the Sea: May 2021

Scarborough Stories: Jan 2021

Community Kitchen Eco-containers: March 2020

VILLAGES

RHB Christmas: Dec 2020

RHB Dock end enhancement: July/August 2020

Puffin Festival: 2021 date TBC

Holderness Business Support: August 2020

WHITBY

Whitby Krampus Run: Dec 2019

In-bloom Floral displays: 2020

COASTAL SUPPORT

Savings Advisory Service: 2019-2020 ongoing

PA Equipment Hire for events: On Hold

COASTAL MARKETING

3 year program; 50 events starting this Autumn

Coastal promotional product launching easter 2021

Coastal sculpture project in development

ShopAppy: March 2020 - 12 months

Monster Hero Safari: July-September 2020

FINANCIAL OVERVIEW

Thank you to everyone who has paid their 2019 - 2020 BID levy. Our end of year accounts will be published in October and the image to the right displays the current projected income/expenditure* before collection was halted due to COVID-19.

After the funds are collected by our local authorities they are transferred to the BID Company and split into different accounts:

- Area (6 towns and 1 village account)
- Coastal Marketing
- Coastal Appearance
- Coastal Green
- Coastal Support

We have revised all of our plans so that they can be delivered using our existing funds. This is reflective of plans we had in place for 2020 moving to 2021 which

Yorkshire Coast BID is funded by a combination of the BID levy from local businesses and voluntary contributions*

Our first financial year ran from Feb 2019-July 31st 2020 (18 months)

INCOME 2019/20

Bid Levy	£933,413
Other income	£859
TOTAL.....	£934,272

EXPENDITURE 2019/20

Coastal Projects.....	£75,282
Area Projects.....	£76,302
Levy collection	£60,705
Professional fees.....	£1,000
Salaries.....	£79,267
Director expenses	£0
Operating costs.....	£56,219
TOTAL	£348,775
Net surplus carried forward 2020/21	£585,497**

**Allocated to projects listed on page 1

also provides us with the flexibility to discount the year two levy if government intervention allows us to do so. *Please note that while collection enforcement for year one is on hold due to COVID-19, these liabilities will not be written off. All enforcement costs are passed onto the businesses who have not paid and not carried by the BID company or local authorities. Any reduction in collection will impact the delivery of localised projects, so we urge businesses to fulfil their legal obligation to enable an even greater delivery of projects.*

BID FACTS

How we are funded

Our levy of 1.5% is collected from all businesses within the BID area with a rateable value of £12,000 or more and it generates an annual levy income of approximately £1.06m. 56% of income comes from our national operators, 38% from independent businesses and 6% from local authorities.

Who we represent

We represent approximately 1,300 levy paying businesses throughout our glorious 100 miles of coastline and we are ready to support projects that promote, protect and support our business communities.

How we are structured

We are a private, not for profit Company Limited by Guarantee with a Board made up of business owners like you, as well as representatives from our local authorities. All decisions relating to projects and money spent is decided by the board of which 81% of the votes are guaranteed to sit with the private sector.

A small dedicated team, is responsible for planning and delivering all of the BID's projects and activities.