



REVIEW OF PROJECT SPEND

Yorkshire Coast BID

FEBRUARY 2019 - JANUARY 2021

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BOARD STRUCTURE



CHAIR
Clive Rowe-Evans

WHITBY

Available

SCARBOROUGH

UNDER APPOINTMENT
UNDER APPOINTMENT

FILEY

Available

BRIDLINGTON

Available
UNDER APPOINTMENT

HORNSEA

Available

WITHERNSEA

Jayne Nendick

VILLAGES

John Harding

NATIONAL

Pete Gibson
Mo Driffield
Ben Gilligan

PUBLIC SECTOR

Cllr Shaun Horton
Richard Bradley
Karl Battersby
Michael Graham

VOTING PRINCIPLE

All decisions are put to the full board

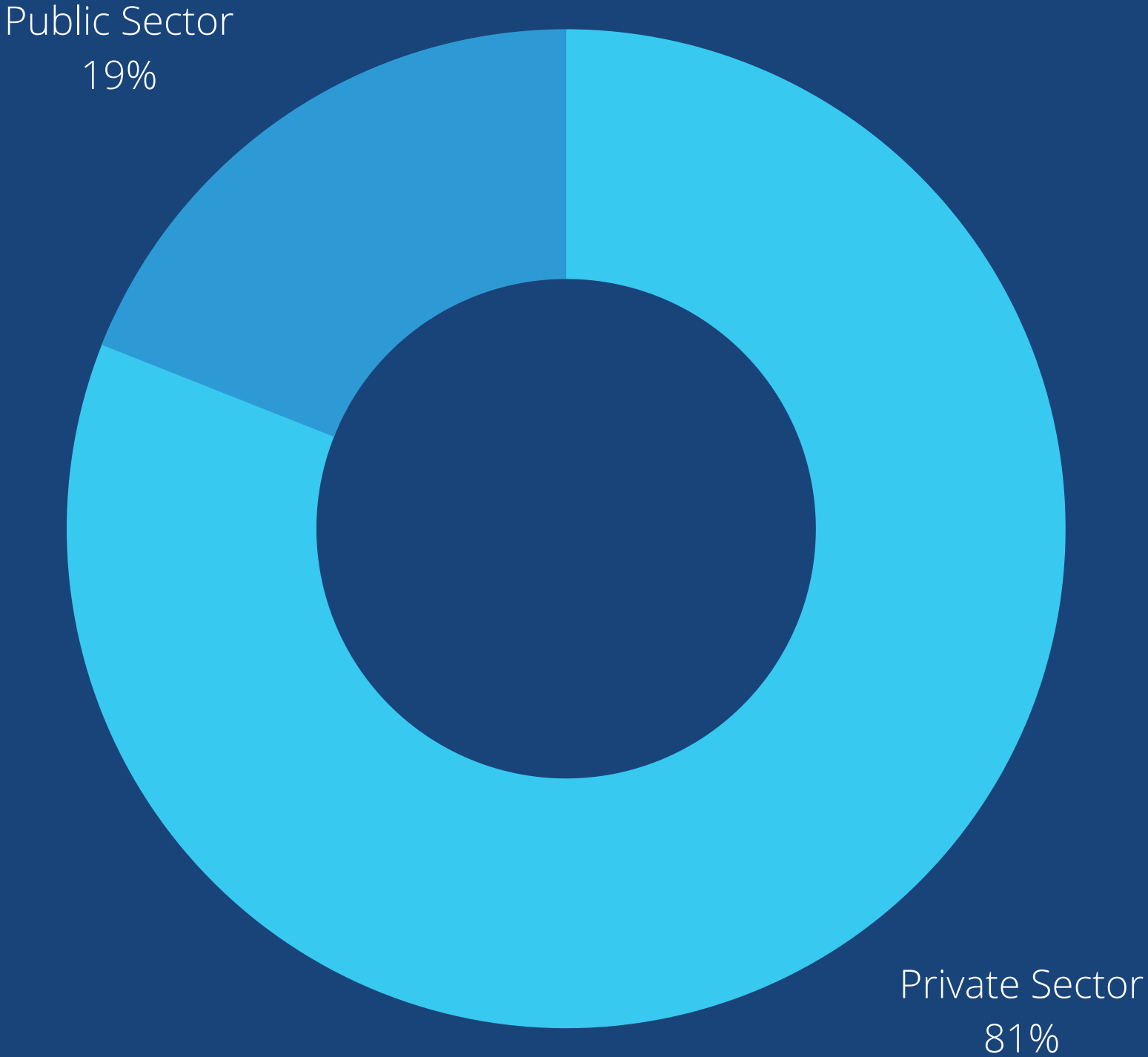
Private sector directors share 81% of voting rights

Public sector directors share 19% of voting rights

The Chair can only vote to break a tie

Vacant positions are available for BID Members to nominate, but levy payment must be paid in full in line with member and director rules

You can apply direct via www.yorkshirecostbid.co.uk/about-us/





OPERATIONS

BID Team

CEO

Kerry Carruthers

Mon-Fri

Responsibilities

- Operations
- Board support
- Project development
- Project/contract management
- Stakeholder engagement

PROJECT COORDINATOR

Lisa Craven

Tues-Fri

Responsibilities

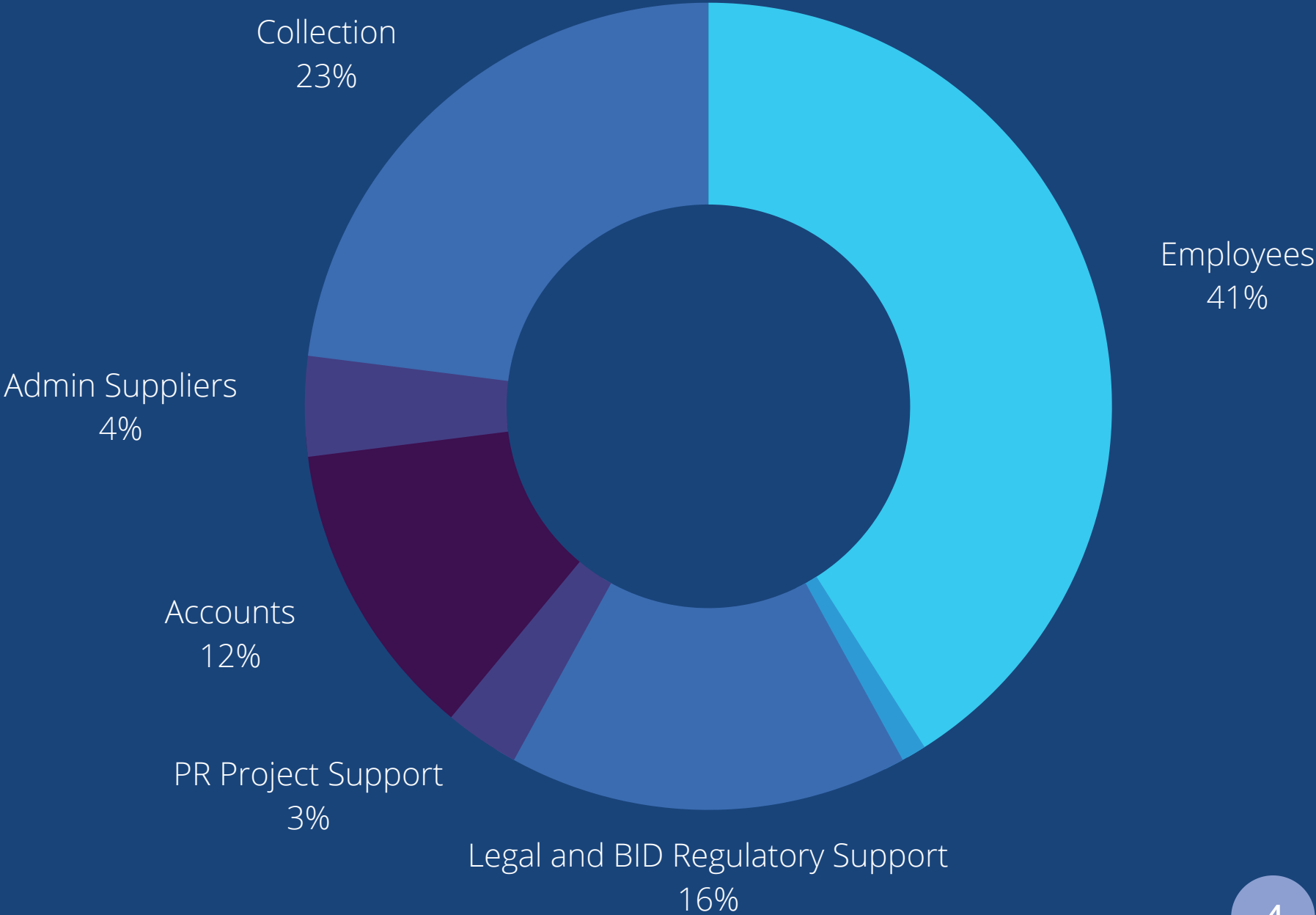
- Business consultation
- Project onboarding
- Monthly e-updates
- Social content generation

CHAIR

1 day per week: Financial and legal oversight
Management of the board

Operational Costs

Based on 2019-2020 Accounts



AREA FUND BALANCES

FEBRUARY 12TH 2019 - JANUARY 31ST 2021

Income Received

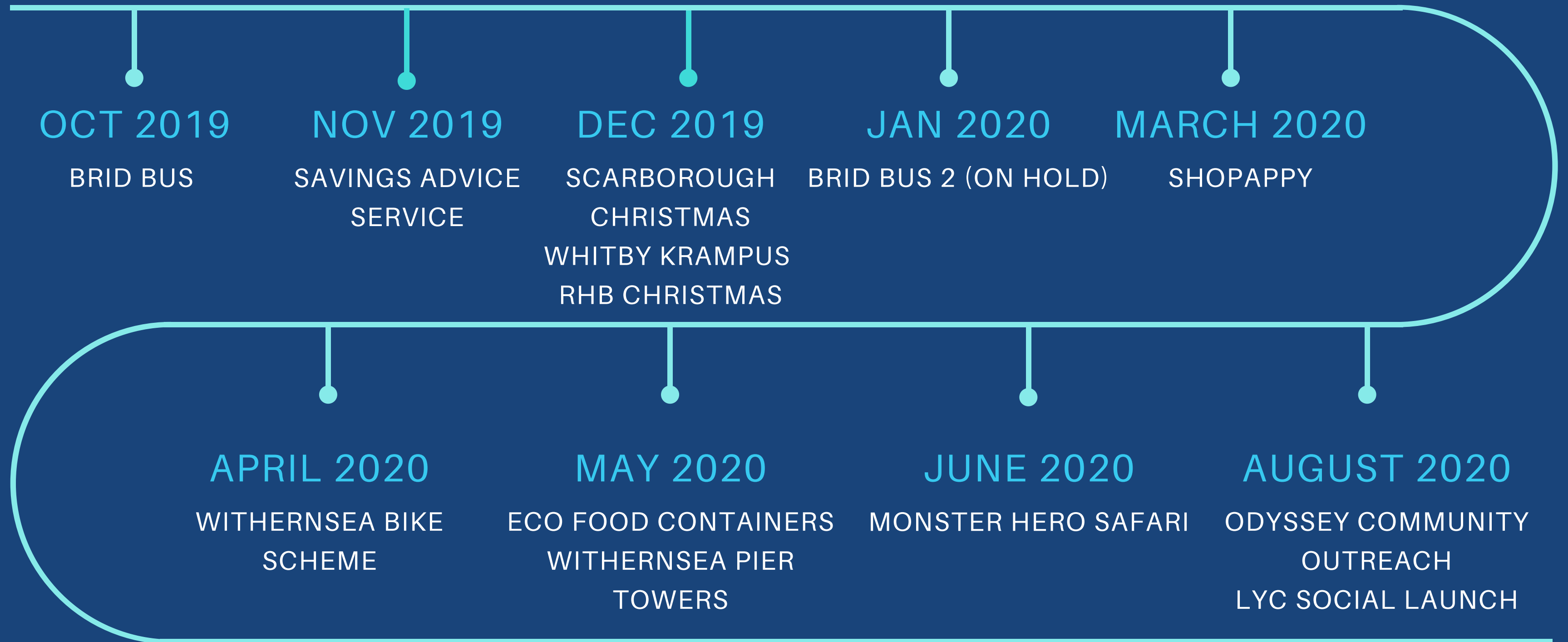
When income is received, it is allocated to the area, and coastal funds based on the businesses location as per the principles set out in the business plan.

Fund	Income after deductions (£)	Projects Funded (£)	Committed Spend (£)	Remaining (£)
Scarborough	242316	89219	119550	33547
Whitby	75826	6050	48300	21477
Filey	29491	2890	16700	9901
Bridlington	91108	1007	42000	48100
Hornsea	19092	0	15000	4092
Withernsea	14034	7180	0	6854
Villages	97220	13101	57800	26319
Coastal Marketing/Events	347892	110202	162917	74773
Coastal Green&Clean	54177	489	20000	33688
Coastal Appearance	54177	0	32000	22177
Coastal Support	54177	19350	0	34827

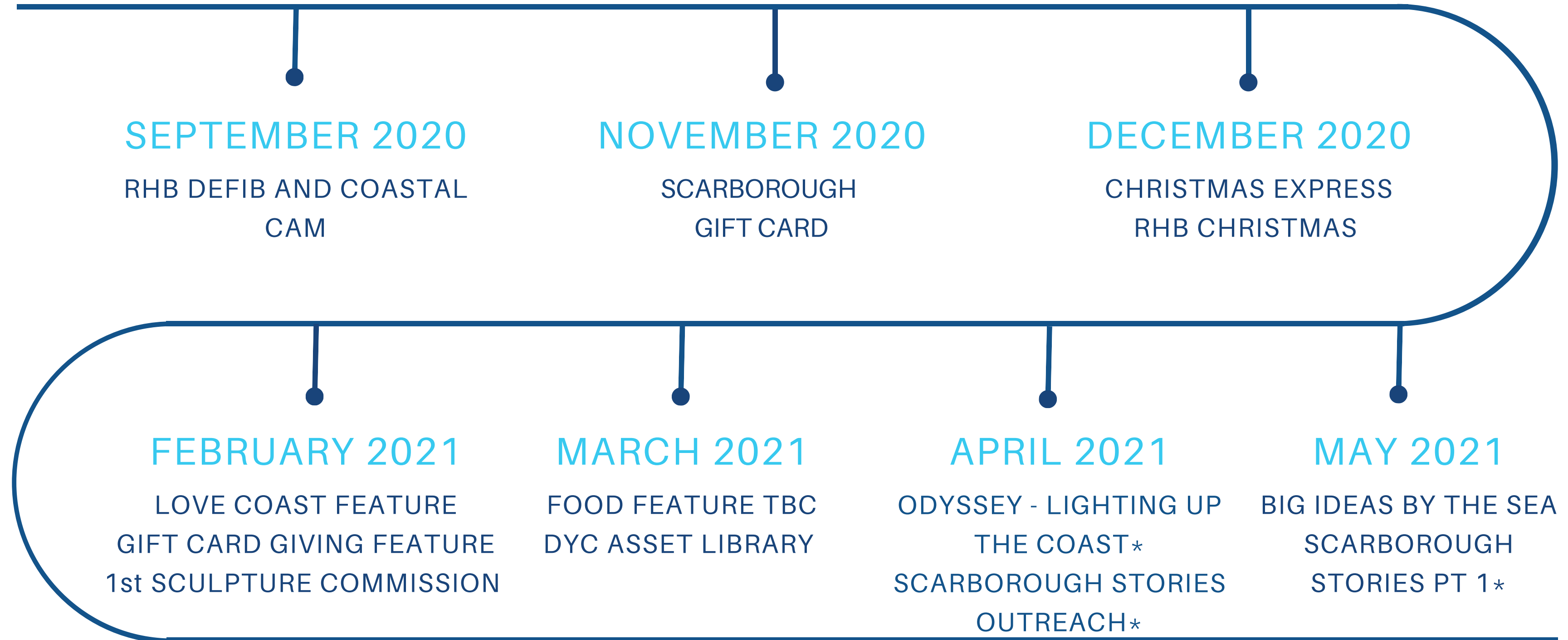
Deductions

These include operating costs, refunded levies based on decreased rateable values as instructed by the VOA .

2019-2021 PROJECT ROLLOUT

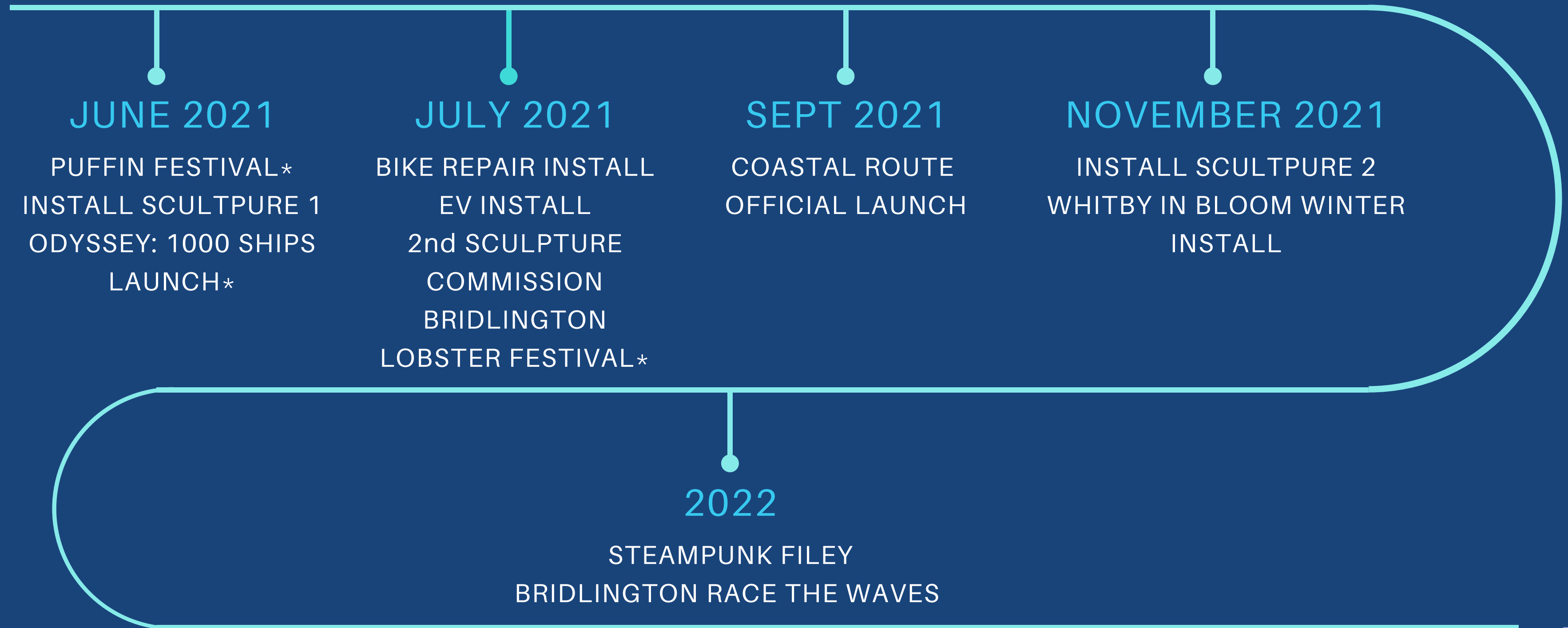


2020-2021 EST. PROJECT ROLLOUT



*subject to government restrictions so activity dates may change

2021-2022 EST. PROJECT ROLLOUT



*SUBJECT TO GOVERNMENT RESTRICTIONS SO ACTIVITY DATES MAY CHANGE

Yorkshire Coastal Route

A new tourism product for the Yorkshire Coast

A circular road route spanning 240 miles, encouraging tourists to stay longer, explore deeper and experience more across the whole Coast. Website & App focussed on creating bespoke itineraries so users can plan their entire stay and pre-book rooms, F&D & leisure in advance and direct with you.

AIM: Increase 3+day holidays

Encouraging users to book direct & avoid commissions
Increase area profile for the Yorkshire Coast to challenge more established regions with a new tourism experience

Promote out of season breaks

DRIVE · CYCLE · WALK

Yorkshire Coastal Route Development



WEBSITE, APP & IMAGERY

Bookable itineraries for 3+ day creating a bespoke experience
Visitor behaviour reports available to participating businesses
Trademarked imagery and tools for BID businesses



BUSINESS PROMOTION

All BID businesses will be promoted via the route and in blogs, social media and guides.



POINTS OF INTEREST

Creation of large marine and wildlife sculptures to act as anchor points throughout the Yorkshire Coast to aid imagery and nature awareness campaigns



INFRASTRUCTURE

Development of bike repair stations, Car EV charging points and appearance projects built into the overall experience

Yorkshire Coastal Route Development

TIMELINE

BRANDED VISUAL ASSETS:
ECD APRIL 2021

BUSINESS ONBOARDING:
FROM MAY 2021

OFFICIAL LAUNCH EST:
SEPTEMBER 2021

ROUTE BASED TOURISM DEVELOPMENT

Odyssey

A three-year program of events retelling an adapted version of Homers Odyssey, in an interactive and immersive form of visual displays which will travel throughout the Yorkshire Coast.

The 50 events will showcase businesses, community, artists and varying landscapes to cement the region as a hub for artistic talent, culture and beauty to encourage multi-year breaks to the Yorkshire Coast for the next instalment.



PROJECT EXAMPLES

Challenged by conflict
HES



3 year investment:	£220,000
School Engagement:	April 2020
Community Engagement:	July 2020
No. of events:	50
Est. no. of narraters:	400
Currently no. of participants:	300

Schedule:

Opening Episode:	April 2021
"Lighting up the coast":	Est. April 2021
"A Thousand Ships":	Est. July 2021

Business opportunities:

- Filming locations and casting venues
- Shop and venue window displays (est April - June)
- Narration: Voices of the coast
- Event participation: TBC
- 2 Large venues required for A Thousand Ships





PROJECT EXAMPLES

Animated Objects



Love Yorkshire Coast

Online and social campaigns to promote BID businesses primarily to engage residents.

Support Local investment:	£1,000
No. of businesses directly promoted:	65
No. of competitions to promote businesses:	5
Total reach Aug-31st Jan:	96,284

New Opportunities:

LOVE Coast Valentines Promotion

Reopening Yorkshire Coast: TBC

Opportunity for F&D operators available now



YORKSHIRE

Coast

PROJECT EXAMPLES



Monster Hero Safari

Digital, socially distanced highstreet trails which encourage families back to our shops and provide a free family experience set on the highstreet.

Investment: £1,100

No. of trails: 6

No. of participating venues: 60

Ongoing campaigns to raise funds for NHS Charities together

Average participants on trails: 300

Future opportunities for more trails to be wider publicised post restrictions



Withernsea Bike Project

Funding for bicycles with trailers to deliver essential supplies within the community to vulnerable people which will go on to create a bike hire scheme for tourism later in 2021.

The scheme assisted the volunteers in supporting 600 vulnerable individuals and provided the equivalent to over 12,000 meals in lockdown 1.

1-year investment:	£3,300
Launch:	March 2020
Training scheme created:	August 2020





Whitby in Bloom

Aim to brighten key footfall locations throughout the town and support the work undertaken by the volunteer organisation Whitby in Bloom

2020 investment: £3,300

Launch: March 2020

Scheme expanded to run Spring-Winter in 2021, more details to follow

Scarborough Gift Card

Providing shoppers with one gift card which can be redeemed in over 60 national & independent retail, leisure & hospitality businesses to ensure more "spend" stays local.

3 year investment:	£20,000
Launch:	November 2020
Current value of cards purchased:	£46,000
Current value of cards spent:	£15,000

Ongoing promotion for all participating business available now.





Robin Hood's Bay

A number of projects have been supported in the village including, new bench, defibrillator coast cam and Christmas lighting/enhancements in 2019 and 2020.

BID investment: £8,000

All villages are important to the BID and schemes which enhance the visitor experience and key activities are always encouraged to be submitted for funding via BID funding application form.

PROJECT COMMITMENTS BY AREA FUND

Whitby

Whitby Krampus Run 2019
Whitby Sculpture 2021
Whitby in Bloom 2020/2021
DYC Asset Library 2020

Scarborough

Counting down to Christmas 2019
Christmas Express 2020
Big Ideas by the Sea 2021
Scarborough Stories 2021
Scarborough Sculpture 2021/22
Scarborough Gift Card 2020-22
DYC Asset Library 2021

Filey

Filey Land train 2020-21
Filey Steampunk 2022
DYC Asset Library 2021
Filey Sculpture 2022

Bridlington

Brid Bus 2019-2020
Bridlington Bay Lobster Festival
Race the Waves 2022
Bridlington Sculpture 2021/2022

Hornsea

Hornsea Sculpture 2021/2022

Withernsea

Pier Towers 2020
Bike Scheme 2020/2021

Villages

Spurn Point Sculpture 2021
Flamborough Sculpture 2021
RHB Enhancements 2020
Holderness support 2020/21
Puffin Festival 2021
DYC Asset Library 2021



PROJECT COMMITMENTS BY AREA FUND

Coastal Marketing

Coastal Route (2021)

Odyssey (2020-22)

ShopAppy (2020-21)

Monster Hero Safari (2020)

Love Yorkshire Coast (2021)

PA Equipment (2021)

Coastal Appearance

Sculpture planning and citing fees (2021-22)

Coastal Support

Savings Advisory Service (2019-20)

Coastal Green

EV Points (2021)

Bike Repair Stations (2021)

Eco-food packaging (2020)

The BIG Clean (2021)

NEW PROJECT APPLICATIONS

All new project applications received will be reviewed at the end of February 2021

YC BID APPLICATION

APPROVAL PROCESS FOR PROJECTS

1

Review application guidance

2

Request application form from BID Team

3

Application assessed and feedback provided by BID Team

4

Application with supporting documents presented to Board

5

Board approves or declines based on suitability with the business plan objectives

6

If approved, letter of instruction and contract issued to cover the release of funds

7

Review dates set and instruction for release of funds to accompany receipts

8

Post project evaluation