



**YORKSHIRE
COAST**
Business Improvement District

R/O Woodend, The Crescent
Scarborough, YO11 2PW
Registered In England: 11820859
(C) Yorkshire Coast BID Ltd
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DEAR BUSINESS OWNER,

As another fantastic year at the Yorkshire Coast BID comes to an end, it is so encouraging to look back and see that we have created or supported over 150 activities during the last four years.

We look particularly at the Coastal Activities, which benefited much of the Yorkshire Coast. The coastal funds have enabled the delivery of projects throughout the entire area from Staithes to Spurn Point with activities ranging from large-scale events like The Odyssey with a World Record breaking event in Bridlington, to the newly launched environmental program Protect our Coast, which includes the 'Seal of Approval', where the design that eight-year-old Ava Godfrey from Scarborough created for this initiative, champions green changes you as businesses are making.

Route YC, our tourism product, has continued to grow, and we thank our 250+ businesses for coming on board and helping to promote it. Since its launch, it has featured regionally and nationally in titles such as The Telegraph, Times and many more, championing this as Yorkshire's Ultimate Road Trip. With over 60,000 users and an exciting series of brand partnerships being realised over the next six months, we see this as one of the keystone projects in our portfolio that helps promote the Coastal Sculpture Collection, created by local Sculptor Emma Stothard. The Wykeham Damsel, Spurn Butterfly, and the soon to be installed Hornsea Wave, inspired by a piece of iconic Hornsea Pottery, act as our marker points for people to check in throughout the Yorkshire Coast and build on existing sculptures at Staithes and Withernsea.

Mention must also be made of the innovative 'Puffins Galore' project, which not only attracted many thousands of visitors but it has also raised £100k for charities; Yorkshire Wildlife Trust, Lifeboats, RSPB and Hornsea Inshore Rescue.

Each town has received substantial investment and activity. We remember Scarborough's Big Ideas by the Sea and the first-year sell-out event, Savour the Coast. In Bridlington, over 20,000 visitors enjoyed the remarkable Super Soap Box Challenge and the return of Race the Waves achieving local, regional and national coverage for the area. Whitby's Ice Rink continued again this year with over 12,000 tickets sold, 45% of which were sold to visitors who came to the town specifically for the skating. Our villages, including Robin Hood's Bay, Staintondale and Wykeham, have also received funding, and we look forward to a new scheme being introduced to include even more.

It would be impossible for us to deliver all the activities on our own, so we place partnership work at the centre of everything we do. We are so delighted to have worked with some amazing partners, including Whitby in Bloom, Scarborough Cavaliers Rotary, Animated Objects, Filey Bay 1779 Research Group, and Backfire Promotions, to name a few.

Our successes were only achieved with the support and funding provided by you, our local businesses; thank you. Your feedback and ideas have consistently helped us shape the delivery, and we are delighted to see so many of you participating in the different projects.

I also offer my personal thanks to all members of the Board of Directors, including CEO Kerry Carruthers, who has supported the strategic delivery in a caring and diligent manner throughout the year.

Yours sincerely,

Clive Rowe-Evans, Chair
Yorkshire Coast Business Improvement District

PROJECT FUNDING 2019-2023

THANKS TO YOUR FUNDING, WE HAVE BEEN ABLE TO SUPPORT THE FOLLOWING PROJECTS THROUGHOUT THE YORKSHIRE COAST

COASTAL FUNDS

Route YC 2021-2024
Love Yorkshire Coast 2020-2024
YCB100/Protect our Coast 2022-2024
Monster Hero Safari 2020 -2023
Savings Advisory 2019 -2021
PA Trailer and 10 events 2021-2022
ShopAppy 2020 -2022

The Odyssey (56 Events in total)

- Lighting up the Coast 2021
- A Thousand Ships 2021
- Trojan Wars 2022
- The Survivor 2022
- World Record Achieved 2022
- 2022-2023 Finales
- Geo-location trails 2021 - 2023

Coast Snap/Active Beacons 2021-2023
Coastal Sculpture Collection 2021-2024
Bike Repair Stations 2021-2022
Electric Vehicle Charging 2023
Whitby Lobster Hatchery Discovery Centre 2023

SCARBOROUGH FUND

Christmas 2019/2020/2021
PLACE: Crescent Arts 2021
Old Parcels Office 2021-2024
Scarborough Stories 2020-2022
Big Ideas by The Sea 2020-2023
Grue 2021 - 2022
Fossil Festival 2021/2022
Community Fayre 2021/2022
South Bay Boxing Day Event 2021-2022
Goldwings 2022 (Cancelled)
Scarborough Gift Card 2020 - 2024
Scarborough Restaurant Week 2022-2023
Welcome Ambassadors 2021
DYC Surprise Campaign 2021-2022
Lighting up the Coast Scarborough Castle and Lighthouse Activation 2022
Savour the Coast 2023
Scarborough Pride 2023
Town Centre Notice Board 2023
Town Centre Trail 2023
Scarborough Anti Theft Group 2022-2023

WHITBY FUND

Whitby Krampus Run 2019-2023
Whitby Winter Festival 2021/-2022
Welcome Ambassadors 2021
Whitby In Bloom 2020-2023
The WhitBEE Line 2021
DYC Surprise Campaign 2021-2022
Lighting up the Coast Whitby Abbey activation 2022

WITHERNSEA FUND

POD Squad 2021
Puffins Galore! 2022-2023
Withernsea Bike Scheme 2020
Pier Towers Renovation 2020
Withernsea on Wheels 2022
Christmas Lighting 2022
Lighting up the Coast Withernsea Activation 2022

HORNSEA FUND

Jubilee Event PA 2022
Christmas Lighting 2021-2022
Puffins Galore! 2022-2023
Hornsea Carnival 2022
Hornsea Wave Nature Garden 2023
Hornsea Soapbox PA 2023

FILEY FUND

Steampunk Filey 2022-2023
Filey Kite Festival 2021 - 2022
Super Soapbox Challenge 2021
Filey Bay 1779 2021 -2024
Filey Winter Lighting 2023
Land Train Feasibility 2020
Welcome Ambassadors 2021
DYC Surprise Campaign 2021-2022
Filey Folk Festival 2023
Filey 1k 2022
Filey Lions Bonfire Event 2023
Filey Coronation Event 2023

BRIDLINGTON FUND

Race the Waves 2022-2023
Super Soapbox Challenge 2022
Bridlington 5k 2022
ROBOT: Old Town events and Lighting Program 2021-2023
Ale Trail 2021-2023
Brid Bus 2019
Park & Win! 2021
Puffins Galore! 2022-2023
DISC 2021-2024
Drugs Support 2022-2023
Great Wolds Run 2021
Bridlington Explorer 2022-2023
National Tug of War Final 2023
Bridlington Coble Festival 2023
Bridlington Pride 2023
Bridlington in Bloom 2023

VILLAGES FUND

Robin Hood's Bay:

- Defibrillator 2021
- Dock End Benches 2021
- Coast Cam 2021
- Christmas 2019/2020
- Quarter deck Planting Scheme 2023

Spurn Butterfly 2021
Sleights Signal Box TBC
Holderness Features 2020
Staintondale Village Hall 2022
Wildlife Guides 2021-2022
Wykeham Damselfly 2022
Yorkshire Puffin Festival 2021-2023
DYC Surprise Campaign
Puffins Galore! 2022-2023
Heritage rail promotional support 2022
Lighting up the Coast
Spurn/Flamborough Activation 2022
Sand and Stone Festival 2022
Wykeham Dragon Boats Festival 2023

£1,104,030

COASTAL

£228,052

WHITBY

£459,344

SCARBOROUGH

£49,243

FILEY

£199,259

BRIDLINGTON

£26,755

HORNSEA

£32,308

WITHERNSEA

£142,545

VILLAGES

Project spending up until 31.7.2023 and does not include pre-committed funds for long-term projects

129

EVENTS

53

NON-EVENT
PROJECTS

FINANCIAL OVERVIEW

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

Feb 2019-July 31st 2023 (54 months)*

INCOME 2019/23

Bid Levy.....	£3,391,817
Other income	£117,575
TOTAL	3,509,392

EXPENDITURE 2019/23

Coastal Projects	£1,104,030
Area Projects	£1,137,506
Levy Collection Fees.....	£167,343
Salaries	£437,811
Director expenses	£166
Operating costs	£279,148
TOTAL	£3,126,004
Net surplus carried forward 2022/23	£383,388

*Please note that this projection has been prepared before financial accounts closed on the 31st of July 2023. and does not include pre-committed funds for long-term projects

59

PARTNERS

86%

**COLLECTION
RATE**

£1.1M

**MATCH
FUNDING**

£112K

**RAISED FOR
CHARITY**



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COAST**

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