

# 4 YEARS IN REVIEW

HAVE YOUR SAY



**YORKSHIRE COAST**  
Business Improvement District

**SEPTEMBER 2023**



**In 2018, we set out our vision: for the Yorkshire Coast to become the UK's top destination for holidaymakers.**

We have maintained the belief that to rival destinations like Cornwall, the English Riviera and the Lake District, we needed to unite the area and champion its scale to unlock its potential.

The development of new products and coastal-wide events over the past four years has provided us with the 'hook' to keep presenting the area as a top destination outside of the peak season and one for 3-7 night stays.

As we finalise our delivery plan for the remainder of this term, which concludes in July 2024, we want to know your views about our structure, the projects we have supported and what you would like to see more / less off if we pursue a further 5-year term.

## HIGHLIGHTS

AUG 2019 - AUG 2023

129 EVENTS

53 NON EVENT PROJECTS

£112K RAISED FOR CHARITIES

£1.1M MATCH FUNDING



**59 Partnerships Formed**



# OUR THEMES

## UNLEASHING THE YORKSHIRE COASTS POTENTIAL

Developing products and events to put the Yorkshire Coast front and centre as a top visitor destination.

## INVESTING IN OUR LOCAL TALENT

Championing and including local artists, community groups and organisations to develop sustainable events and projects.

## SUPPORTING OUR BID COMMUNITY

Investing in tools, assets and platforms for our business members.

## ENHANCING THE VISITOR EXPERIENCE

Appearance and place-related projects to create vibrant and safe spaces.

# OUR STRUCTURE

## ONE COASTAL TOURISM BID

To promote, protect and support the brand-building and development of the Yorkshire Coast. There are four key areas: marketing and product development, appearance-related projects, championing green initiatives and business support tools.

## SEVEN AREA BIDS

Your area fund has specific priorities, which, dependent on the area, range from creating new/supporting existing events, enhancing the appearance, or helping to mitigate the effects of anti-social behaviour.

## ONE OPERATING TEAM

Yorkshire Coast BID is operated by one "BID Team", with operating costs split proportionally across all funds. This enables the area to have more activity cost-effectively, rather than operating multiple Business Improvement Districts.

## WHY WE NEED YOUR FEEDBACK



In 2024, the Yorkshire Coast BID will need to undergo a new ballot to seek and secure a further five years.

For the board to determine the best course of action, they need your feedback as a member of our BID community.

**READ ON**

# YOUR FEEDBACK MATTERS

Having a Business Improvement District with scale and broad objectives has allowed us to flex and adapt to the many changes we have all endured over the last couple of years and assess where we feel we have been best at delivering impact.

A streamlined and focused BID, solely focusing on products that will directly promote the Yorkshire Coast and its members as a destination whilst protecting the area and its wild/marine life for future generations, could be a positive move forward. Streamlining the objectives and activities of a future BID would also allow us to look closely at whether the current sectors included within this term should remain or not.

However, we are here to serve our business community and need your views.

We would be grateful if you could complete our online survey by 30 November 2023.

This will allow businesses to prioritise those things that are most important to them, considering the budget that is likely to be available.

This is a very important part of the process and will feed directly into the business plan, so we urge you to look out for our information and get involved..

## KEY INFORMATION

### Business Improvement Districts (BIDs)

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. A BID is created if the majority vote YES by both number and rateable value. The BID Company exists for a maximum of 5 years and must spend the funding raised within the BID area in accordance with the agreed business plan. There are over 320 BIDs in the UK, including 7 Tourism/Destination BIDs like Yorkshire Coast.

### An Investment in Your Business

This document aims to review the success of the Yorkshire Coast BID and offer the opportunity to all in the BID area to help plan for a second term. A chance to invest over £3m over the next five years again to secure the firm foundation we have laid and to build upon it. Together, we can continue to improve and compete.

### The BID Company

Yorkshire Coast BID is managed by a Board of Directors drawn from local large and small businesses from within the BID area. It is a private, not-for-profit, independent company. Any levy payer is eligible to apply to become a member of the company and can then be put forward to serve as a Director of the BID.

### The Funding - Your Money, Your Say

Many places have decided to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. The Yorkshire Coast BID is an example of this and is funded by businesses in the area that pay a levy. That money is ring-fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government). Those services that public agencies are required to provide as part of your business rates are baseline, and BID money cannot substitute or replace these.

### The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors), but they will then not have a vote.

### What happens if it is a "NO" Vote

If you do not vote "YES", then the Yorkshire Coast BID will cease to exist in August 2023. All services, such as the marketing, events and promotional activities funded by the BID, will also cease at that time. With public sector funding being squeezed to the limit, please remember, there is NO PLAN B.

## SURVEY CONTENT

### PROJECTS

WHAT HAS WORKED FOR YOUR BUSINESS AND/OR AREA

### FUTURE PLANS

DO YOU HAVE ANY NEW IDEAS?

### GENERAL SENTIMENT

HOW DO YOU FEEL WE AS AN ORGANISATION HAVE PERFORMED?



# OUR BID AREA



## CONTACT US

If you would like more information please contact the Yorkshire Coast BID Team.

For more information, to sign up to our e-bulletins and to complete the survey online, please visit our website.

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**CLIVE ROWE-EVANS**

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