

PROJECT SPOTLIGHT

THE YORKSHIRE COASTAL ROUTE

- The Yorkshire Coastal Route is an experience-based product for visitors to do and complete covering Staithes to Spurn Point.
 - Six routes combine town and village destinations with suggested **3/5/7 day** itineraries to inspire visitors to stay longer and return.
 - The Route website and app will provide visitors with the opportunity to create their own itineraries, enabling them to pre-plan every element of their stay.
- Our focus is to spotlight our BID business community and encourage visitors to book direct with accommodation, leisure and food and drink operators.
- To support the route further, we are investing in creating a network of EV car charging points and Bike Repair stations to encourage alternative methods of travel.



WHY CREATE A TOURING ROUTE?

- The demand for experience related holidays has boomed in the UK, and road routes such as the North Coast 500 have revolutionised tourism in their area and gained international recognition in the process.
- By creating a route, we encourage potential daytrippers to spend **3/5/7 days** on the Yorkshire Coast with six reasons to keep revisiting.
- Tourist routes are popular all year round. Following our launch, all marketing activity will take place out of the main season to support the creation of new seasons and reasons to visit.

HOW CAN I GET INVOLVED?

We are contacting BID businesses directly by phone to create your information listing for the website.

To arrange a convenient time to discuss, please email bidteam@yorkshirecoastbid.com.



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Scarborough, YO11 2PW

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enquiries@yorkshirecoastbid.co.uk

Registered In England: 11820859
(C) Yorkshire Coast BID Ltd

DEAR BUSINESS OWNER,

I write to you on behalf of my Board of Directors at the Yorkshire Coast Business Improvement District Limited ("YC BID").

We thank all businesses that have continued to support us over the last two years, and we are pleased to be finally able to mobilise the delivery of projects which have previously been on hold. Some of which you will already have seen, but for the others, the BID Team are contacting you individually to ensure you have the opportunity to benefit.

To date, our collection rates are over 85% of the First Year Levy for the period August 2019-July 2020 and 49% of the year Two Levy for the period August 2020-July 2021.

We have worked with national BID institutions and independently to request an amendment to the regulations so we could legally remove the liability for those in hardship. Sadly, this has not been possible as the BID Regulations require our actions to be fair and equitable to all businesses; however, we were pleased that both local authorities supported our decision to offer a 6-month payment deferral to all businesses in August 2020, which we further extended in February this year, which is unlike other BIDs throughout the UK who have had to continue billing and collection as normal.

To further support our business community, we have requested both local authorities to apply a 20% write off to the year three bills, before them now being issued. This has been possible due to a combination of additional revenue received by YCBID outside of the BID levy and analysis on committed activities that had to be postponed from 2020 to 2021 due to COVID-19.

As a further step, we have requested local authorities to accept payment plans for those businesses still recovering from the effects of the pandemic, which goes above and beyond the standard 14-day payment terms to further assist businesses.

You can view all the 35 projects which are now live and/or planned for the next 12 months on our website at www.yorkshirecoastbid.co.uk/

We appreciate your contributions and will endeavour to continue investing in what matters the most to you for your town or village. As a board, we welcome all new and innovative applications for funding or ideas to help support the delivery of our business plan-see our website on how to get in touch.

Yours sincerely,

Clive Rowe-Evans, Chair
Yorkshire Coast BID Ltd

YOUR FUNDING MAKES ALL OF THIS POSSIBLE

INVESTMENT SNAPSHOT

38*

No. of events we have/are supporting to take place throughout the Yorkshire Coast
*More Odyssey events to follow!

6

No. of projects that enhance and improve towns and villages

9

No. of projects supported to help businesses

YORKSHIRE COASTAL ROUTE SPECIFIC PROJECTS

COMING SOON!

WEBSITE & APP

EV CHARGING POINTS

10 EST. AUGUST 2021

10 EST. AUGUST 2021

BIKE REPAIR STATIONS

COASTAL SCULPTURE COLLECTION

8 SCULPTURES 2021-2023

COASTAL SCULPTURE COLLECTION OVERVIEW

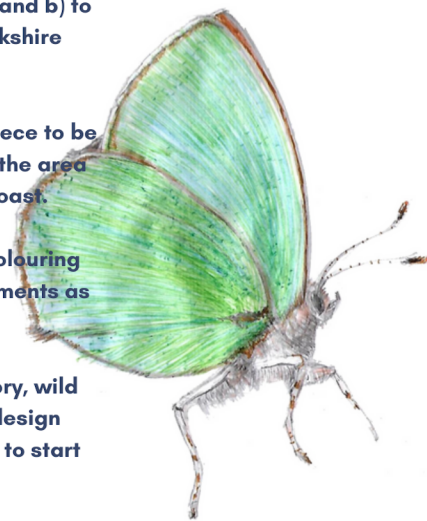
Working with local Sculptor Emma Stothard, a series of sculptures are being commissioned to a) promote wild and marine life throughout the Yorkshire Coast and b) to create milestone moments in each of the Yorkshire Coastal Routes.

The Green Hairstreak Butterfly will be the first piece to be installed at Spurn Point this August, solidifying the area as the southern gateway to the Yorkshire Coast.

The butterfly has been designed to adapt its colouring with the spectacular Spurn Point lighthouse elements as its backdrop.

Each piece will be designed to reflect the history, wild and marine life, and we are now in the final design stages for Hornsea and two villages preparing to start the next stages of planning permission.

We look forward to sharing these next designs with the community after the first piece has been installed.



Emma Stothard
SCULPTOR

THANK YOU FOR ENABLING OUR WORK, AND WE WELCOME ALL IDEAS AND OPPORTUNITIES TO SUPPORT COMMUNITIES TO DEVELOP MORE PROJECTS AND EVENTS.

Did you know?

The Yorkshire Coast Board of directors is made up of business owners like you and 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.

Financial overview

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

Feb 2019-July 31st 2021 (30 months)*

INCOME 2019/21

Bid Levy	£1,421,497
Other income	£54,252
TOTAL	£1,475,749

EXPENDITURE 2019/21

Coastal Projects	£239,376
Area Projects	£299,265
Levy collection	£99,448
Salaries	£159,700
Director expenses	£0
Operating costs	£130,184
TOTAL	£927,973
Net surplus carried forward 2021/22.....	£547,776**

*Please note that this projection has been prepared before financial accounts closing on the 31st July 2021.

**Allocated to projects listed on the following page.

PROJECT TIMELINE

