



2019 – 2024

Yorkshire Coast BID Report



**YORKSHIRE
COAST**
Business Improvement District

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INTRODUCTION

In 2018, we set out our vision for the Yorkshire Coast; for the area to become the UK's top destination for holidaymakers. We have never wavered from the belief that to rival destinations like the English Riviera and Lake District, the key is to build the Yorkshire Coast brand and do it in a way that gives visitors what they want – variety and inspiration.

We have endeavoured to stay true to the themes laid out in the 2018 business plan and deliver a varied activity plan from the funding you and other businesses have provided.

As a Destination Business Improvement District (BID), we structured ourselves to be able to facilitate 1 Coastal Tourism BID and 7 Area BIDs and split the funding to accommodate different areas' priorities and the number of businesses within the area.

This document is a review of the last 5 years' investments, together with an opportunity for you to contribute your views to shape the future.

Thank you for engaging with us, and please do not hesitate to get in touch should you wish to discuss anything further in this report.

From your BID Team,

Kerry Carruthers CEO
Elaine Stephenson Project Manager
Lisa Craven Digital Communications

2019–2024 Priorities



01. Coastal Funding

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.



02. Area Funding

Each of the seven area funds have specific priorities, ranging from creating new events, helping to protect and develop existing heritage products/trails, creating zones and helping to mitigate the effects of anti-social behaviour.



03. Additional Funding

Acquiring additional funding is very competitive, and we determined that we could leverage your funding for a broader set of activities by allowing 3rd party groups and organisations to apply to us for funding – on the basis that they sourced additional funding.

This has culminated in over £1m worth of match funding being secured to make the activities we have funded bigger, better and self sustaining.

Collection Overview

| | |
|-------------------------------|------------|
| YEAR 1 COLLECTION RATE | 94% |
| YEAR 2 COLLECTION RATE | 88% |
| YEAR 3 COLLECTION RATE | 92% |
| YEAR 4 COLLECTION RATE | 86% |
| YEAR 5 COLLECTION RATE | 85% |

NOTES

Year 2 Collection: 12-month non-pursuit of levy due to COVID-19.

Year 3 Collection: The Board wrote off 20% of all annual levies due to booked activities during COVID-19 lockdowns, which could not be safely delivered.

Year 4 and 5: Reduction in expected income due to the VOA re-evaluations

COASTAL FUNDS

FUND TOTAL
TOTAL INVESTED

£1,485,775
£1,473,681

| INVESTMENTS | | COST (£) |
|-------------|---------------------------------------|----------|
| MARKETING | ROUTE YC 2021-2024 | 708,239 |
| | ODYSSEY 2019-2023 | 247,361 |
| | LIGHTING UP THE COAST % 2022 | 36,078 |
| | LIGHTING UP THE COAST % 2024 | 60,000 |
| | SPORTS EVENT FEASIBILITY 2023 | 17,852 |
| | DIRT DASH | TBC |
| ENVIRONMENT | PROTECT OUR COAST INITIATIVES 2022-24 | 32,014 |
| | EV CHARGING 2023 | 12,036 |
| | BIKE REPAIR STATIONS 2022-23 | 20,600 |
| | WHITBY DISCOVERY CENTRE 2023 | 65,000 |
| | COAST SNAP / ACTIVE BEACONS 2022 | 8,333 |
| | COASTAL PATH DEVELOPMENT 2024 | 10,000 |
| APPEARANCE | SPURN BUTTERFLY SCULPTURE % | 25,217 |
| | WYKEHAM DAMSELFY % | 22,600 |
| | WITHERNSEA CRAB % | 300 |
| | BRIDLINGTON BARROWBOY SCULPTURE | 25,000 |
| | BANNERS 2024 | TBC |
| | HORNSEA WAVE | 27,230 |
| SUPPORT | PA TRAILER 2022-24 | 30,398 |
| | LOVE YORKSHIRE COAST 2021-24 | 47,365 |
| | FILEY BAY ECONOMIC REPORT 2023 | 10,650 |
| | RYC ECONOMIC REPORT 2023 | 14,160 |
| | BUSINESS SOS LOBBYING 2022 | 500 |
| | SNAPSEA BUSINESS LIBRARY 2022-24 | 12,000 |
| | SAVINGS ADVISORY SERVICE 2019-20 | 19,350 |
| | SHOPAPPY 2020-2022 | 21,398 |
| | 2024 EXPO 2024 | TBC |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

// COASTAL FUNDS

(C) YORKSHIRE COAST BID 2024

WHITBY FUND

FUND TOTAL £238,552
TOTAL INVESTED £239,865
COLLECTION TO DATE 88%

| INVESTMENTS | | COST (£) |
|-------------|------------------------------------|---------------|
| 2019 | WHITBY KRAMPUS RUN | 2,890 |
| 2020 | WELCOME AMBASSADORS | 5,000 |
| | WHITBY IN BLOOM | 3,160 |
| | WHIT-BEE LINE (ESK VALLEY RAIL) | 3,345 |
| | DISCOVER YORKSHIRE COAST % 2020-22 | 6,650 |
| | Odyssey: Geo-location trails | COASTAL FUND* |
| 2021 | WHITBY KRAMPUS RUN | 5,000 |
| | WHITBY IN BLOOM | 9,766 |
| | WHITBY ICE RINK | 64,493 |
| | Odyssey: Lighting up the Coast | COASTAL FUND* |
| | Odyssey: A Thousand Ships | COASTAL FUND* |
| 2022 | WHITBY KRAMPUS RUN | 10,581 |
| | WHITBY IN BLOOM | 9,864 |
| | WHITBY ICE RINK | 65,000 |
| | LIGHT NIGHT % | 7,014 |
| | Odyssey: The Trojan War | COASTAL FUND* |
| | Odyssey: The Survivor | COASTAL FUND* |
| | Odyssey: Finale Event | COASTAL FUND* |
| 2023 | WHITBY KRAMPUS RUN | 10,000 |
| | WHITBY IN BLOOM | 6,963 |
| | WHITBY SUPERCAR SATURDAY | 10,119 |
| | CHRISTMAS FESTIVAL | 10,000 |
| | MARINE DISCOVERY CENTRE | COASTAL FUND* |
| 2024 | LIGHT NIGHT % | 10,000 |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

SCARBOROUGH FUND

FUND TOTAL £741,512
TOTAL INVESTED £710,169
COLLECTION TO DATE 87%

| INVESTMENTS | | COST (£) |
|-------------|------------------------------------|---------------|
| 2019 | CHRISTMAS EVENTS AND MARKETING | 49,161 |
| 2020 | FOSSIL FESTIVAL | 10,000 |
| | GIFT CARD 2020-2024 | 54,953 |
| | CRESCENT ARTS: "PLACE" EXHIBITION | 9,000 |
| | WELCOME AMBASSADORS | 18,000 |
| | DISCOVER YORKSHIRE COAST 2020-22 | 42,700 |
| | CHRISTMAS EVENT AND MARKETING | 20,463 |
| | SCARBOROUGH STORIES 2020-2022 | 31,700 |
| | Odyssey: Geo-location trails | COASTAL FUND* |
| 2021 | BIG IDEAS BY THE SEA | 15,000 |
| | COMMUNITY FAYRE EVENT | 1,000 |
| | OLD PARCELS OFFICE EXHIBITIONS | 11,500 |
| | FOSSIL FESTIVAL | 12,000 |
| | CHRISTMAS EVENTS AND MARKETING | 20,000 |
| | GRUE | 3,000 |
| | SOUTH BAY TRADERS BOXING DAY EVENT | 765 |
| | Odyssey: Lighting up the Coast | COASTAL FUND* |
| | Odyssey: A Thousand Ships | COASTAL FUND* |
| 2022 | BIG IDEAS BY THE SEA | 30,000 |
| | LIGHT NIGHT % | 7,014 |
| | SCI-FI WEEKEND | 320 |
| | COMMUNITY FAYRE EVENT | 765 |
| | OLD PARCELS OFFICE EXHIBITIONS | 14,980 |
| | RESTAURANT WEEK X 2 | 11,000 |
| | GRUE | 9,960 |
| | SOUTH BAY TRADERS BOXING DAY EVENT | 1,159 |
| | GOLDWINGS (CANCELLED) | 3,730 |
| | Odyssey: The Trojan War | COASTAL FUND* |
| | Odyssey: The Survivor | COASTAL FUND* |

SCARBOROUGH FUND

| INVESTMENTS | | COST (£) |
|-------------|--------------------------------------|---------------|
| 2023 | BIG IDEAS BY THE SEA | 50,000 |
| | GRUE | 10,000 |
| | CHAMBER OF COMMERCE SUPPORT 2023-24 | 2,179 |
| | SAVOUR THE COAST | 23,163 |
| | ANTI-THEFT GROUP SUPPORT 2023-2024 | 13,822 |
| | SOUTH BAY TRADERS BOXING DAY EVENT | 1,330 |
| | COMMUNITY FAYRE EVENT | 469 |
| | VICTORIA ROAD CHRISTMAS LIGHTS | 5,740 |
| | SCARBOROUGH PRIDE | 15,200 |
| | OLD PARCELS OFFICE EXHIBITIONS 23-24 | 14,500 |
| | SIGN OF THE TIMES EVENTS | 30,000 |
| | Odyssey: Lighting Finale | COASTAL FUND* |
| | SCARBOROUGH RESTAURANT WEEK | 8,703 |
| | *EVENT SCOPING COST | 4,393 |
| 2024 | BIG IDEAS BY THE SEA | 25,000 |
| | HANNAH: A SOLDIERS TALE | 12,500 |
| | LIGHT NIGHT % | 20,000 |
| | SAVOUR THE COAST | 25,000 |
| | SOUTH BAY TRADERS BOXING DAY SEAGULL | 20,000 |
| | POP-UP GALLERIES | 30,000 |
| | OLD PARCELS OFFICE EXHIBITIONS | N/A |
| | SCARBOROUGH RESTAURANT WEEK | 5,000 |
| | *EVENT FEASIBILITY | 15,000 |
| | EXPO HOST TOWN | 20,000 |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

FILEY FUND

FUND TOTAL £80,065
TOTAL INVESTED £77,693
COLLECTION TO DATE 92%

| INVESTMENTS | | COST (£) |
|-------------|-------------------------------------|---------------|
| 2020 | Filey Landtrain Feasibility | 990 |
| | Welcome Ambassadors | 1,500 |
| | Discover Yorkshire Coast | 4,700 |
| | Odyssey: Geo-location trails | COASTAL FUND* |
| 2021 | Super Soapbox Challenge | 10,000 |
| | Filey Kite Festival | 6,500 |
| | Filey Bay 1779 2021-2024 | 15,403 |
| | Odyssey: Lighting up the Coast | COASTAL FUND* |
| | Odyssey: A Thousand Ships | COASTAL FUND* |
| 2022 | Steampunk Filey Festival | 1,900 |
| | Active Filey | 2,500 |
| | Filey Kite Festival | 6,500 |
| | Odyssey: The Trojan War | COASTAL FUND* |
| | Odyssey: The Survivor | COASTAL FUND* |
| 2023 | Filey Coronation Event | 1,100 |
| | Filey Folk Festival | 2,800 |
| | Filey Lions Bonfire Night Event | 5,000 |
| | Steampunk Filey Festival | 2,500 |
| | New town Christmas lights 2023-2024 | 17,300 |
| | Active Filey | 1,000 |
| | Odyssey: Lighting Finale | COASTAL FUND* |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

BRIDLINGTON FUND

FUND TOTAL £273,940
TOTAL INVESTED £277,822
COLLECTION TO DATE 88%

| INVESTMENTS | | COST (£) |
|-------------|----------------------------------|---------------|
| 2019 | Brid Bus | 1,389 |
| 2020 | Brid Bus (Cancelled) | 0 |
| | Great Wolds Run | 1,828 |
| | Ale Trail | 452 |
| | Seafood Festival (Cancelled) | 0 |
| | Odyssey: Geo-location trails | COASTAL FUND* |
| 2021 | DISC 2021-2024 | 5,741 |
| | Drug Dogs 2021-2024 | 1,800 |
| | ROBOT 2021-2024 | 15,500 |
| | Puffins Galore! 2021-2023 | 30,184 |
| | Odyssey: Lighting up the Coast | COASTAL FUND* |
| | Odyssey: A Thousand Ships | COASTAL FUND* |
| 2022 | Bridlington 5k | 5,000 |
| | Bridlington Explorer | 31,370 |
| | Race the Waves | 11,259 |
| | Bridlington Jubilee | 240 |
| | Super Soapbox Challenge | 61,683 |
| | Odyssey: The Trojan War | COASTAL FUND* |
| | Odyssey: The Survivor | COASTAL FUND* |
| | Odyssey: The Trojan Horse | COASTAL FUND* |
| 2023 | Bridlington 5k | 3,988 |
| | Bridlington Coble Festival | 10,660 |
| | Bridlington Explorer | 12,205 |
| | Bridlington in Bloom | 5,680 |
| | Bridlington Pride | 9,100 |
| | SuperCar Saturday | 20,785 |
| | Race the Waves | 9,680 |
| | National Tug of War Championship | 7,828 |
| | Odyssey: Lighting Finale | COASTAL FUND* |
| | | |
| 2024 | Bridlington Coble Festival | 6,000 |
| | Light Night % | 5,020 |
| | Race the Waves | 8,450 |
| | Bridlington In Bloom | 6,980 |
| | Armed Forces Day | 5,000 |
| | Barrowboy Sculpture | COASTAL FUND* |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

// BRIDLINGTON FUND

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HORNSEA FUND

FUND TOTAL

TOTAL INVESTED

COLLECTION TO DATE

£63,460

£43,615

82%

| INVESTMENTS | | COST (£) |
|-------------|-------------------------------------|---------------|
| 2020 | Odyssey: Geo-location trails | COASTAL FUND* |
| 2021 | Christmas Street Lights | 9,504 |
| | Puffins Galore! 2021-2023 | 9,521 |
| | Odyssey: Lighting up the Coast | COASTAL FUND* |
| | Odyssey: A Thousand Ships | COASTAL FUND* |
| 2022 | Hornsea Carnival | 1,500 |
| | Hornsea Jubilee | 320 |
| | Christmas Street Lights | 6,000 |
| | Odyssey: The Trojan War | COASTAL FUND* |
| | Odyssey: The Survivor | COASTAL FUND* |
| 2023 | Christmas Street Lights | 5,000 |
| | Hornsea Soapbox | 240 |
| | Odyssey: Lighting Finale | COASTAL FUND* |
| | Hornsea Wave Sculpture | COASTAL FUND* |
| 2024 | Sculpture Groundworks & Permissions | 11,530 |
| | Sculpture Planting Scheme | TBC |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

WITHERNSEA FUND

FUND TOTAL £39,083
TOTAL INVESTED £37,488
COLLECTION TO DATE 92%

| INVESTMENTS | | COST (£) |
|-------------|-----------------------------------|---------------|
| 2020 | Withernsea Bike Scheme | 3,301 |
| | Withernsea Pier Towers Renovation | 3,879 |
| | Odyssey: Geo-location trails | COASTAL FUND* |
| 2021 | Puffins Galore! 2021-2023 | 4,775 |
| | POD Olympics | 5,000 |
| | Odyssey: Lighting up the Coast | COASTAL FUND* |
| | Odyssey: A Thousand Ships | COASTAL FUND* |
| | Crab Sculpture Landscaping | COASTAL FUND* |
| 2022 | Withernsea on Wheels event | 5,519 |
| | Withernsea Christmas Lights | 3,000 |
| | Light Night % | 7,014 |
| | Odyssey: The Trojan War | COASTAL FUND* |
| | Odyssey: The Survivor | COASTAL FUND* |
| | Odyssey: Lighting Finale | COASTAL FUND* |
| 2024 | Light Night % | 5,000 |

*ACTIVITIES ARE FUNDED VIA COASTAL FUND

VILLAGES FUND

FUND TOTAL £187,056
TOTAL INVESTED £199,762
COLLECTION TO DATE 91%

| | INVESTMENTS | COST (£) |
|-------------|---|---|
| 2019 | Robin Hood's Bay Victorian Weekend Robin Hood's Bay Signage | 1,800 605 |
| 2020 | Holderness Business Support Robin Hood's Bay Dock End Seating Robin Hood's Bay Defibrillator Robin Hood's Bay Victorian Weekend Discover Yorkshire Coast 2020-2021 | 5,094 1,195 2,041 1,758 |
| 2021 | Puffins Galore! 2021-2023 Robin Hood's Bay WebCam Staintondale Village Hall Refurb Wildlife Guide Yorkshire Puffin Festival Spurn Butterfly Sculpture % | 38,927 608 9,718 6,720 5,000 8,500 |
| 2022 | Land, Sand and Stone Festival Light Night % Yorkshire Puffin Festival Wykeham Damselfly % Friends of Hunmanby Rail | 5,000 14,028 6,658 2,500 764 |
| 2023 | Robin Hood's Bay Broadband Scheme Robin Hood's Bay Quarterdeck Planting Land, Sand and Stone Festival Robin Hood's Bay Victorian Weekend Scalby Fayre (2023-2024) Wykeham Dragon Boats Race Yorkshire Puffin Festival Brid Explorer Extention Burniston and Cloughton Bowls | 5,000 2,034 5,940 2,000 13,500 1,148 10,000 5,000 205 |
| 2024 | Flamborough Chalk Tower Light Night % Wykeham Dragon Boats Race | 8,000 23,718 2,500 |

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**ODYSSEY GEO-LOCATION, SAND ART AND LIGHTING EVENTS LOOK PLACE IN MULTI LOCATIONS THROUGHOUT THE ENTIRE AREA.

// VILLAGES FUND

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FEEDBACK

We are in the final months of our current term as a Business Improvement District, and are in the process of creating a new business plan.

If you would like to have a say on what you feel has benefited your business and/or what you would like to see in the future, please complete our online survey by scanning the code below.



We thank you for your continued support and invite your feedback either direct or via our online survey.

Contact

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