



Bournemouth Coastal Districts Business Improvement District Newsletter

Initial survey results
Local workshops
Where do we go from here?



for more information visit:
www.bournemouth-in-business.com

Welcome to the first Coastal Districts BID newsletter!

It's just over two months since a copy of the information leaflet and survey form were posted to all 770 eligible businesses in the proposed Coastal Districts BID (Business Improvement District) area. So far we have received replies from businesses representing over 28% of the total rateable value in this area.

As you read through this newsletter you'll find a summary of the initial results from the survey. You'll see they cover a good cross section of businesses, both in terms of their location and business mix.

The second stage of the consultation was based around a initial series of local workshops. At these you'll have had the chance to use the detailed information from the survey and the priorities which business identified, to help you suggest how you would spend the BID money. Your ideas will help create the BID Business Plan.

If you are still learning about how BIDs can help your business, workshops such as these provide a real understanding about the power of a BID. If you were unable to attend, or missed this first round, we will organise extra ones - just let us know you're interested.

Over 50% of businesses within the proposed Coastal Districts BID area have a rateable value of under £20,000. On a 1½% levy basis, the majority would pay less than £300. This small contribution would lever a total projected income of some £495,000 per year.

You'll no doubt have heard that Wimborne voted through their BID in June. There are now over 140 BIDs operating in the UK - a real testament to the success of this concept and the tangible benefits that BIDs can bring to local businesses.

I look forward to presenting our fully costed Business Plan and, at that stage when you know exactly what is being proposed, to asking for your support and a "yes" vote in the ballot.

Des Simmons

Chairman (Bournemouth Coastal Districts BID Steering Group)
Managing Director (Bournecoast Ltd)



e: info@bournemouth-in-business.com
w: bournemouth-in-business.com
C/O Bournemouth Tourist Information Centre
Westover Road, Bournemouth, BH1 2BU

t: 01202 451708
m: 07974 565019

How would you spend the BID money?

That was the question posed at the initial series of local workshops. In a thought provoking exercise, groups from the different areas within the Coastal Districts BID were given an amount of money to spend on marketing the town and improving their area.

Based on the overwhelming support for the proposed basic objectives of the BID, each group was asked how they would spend £240,000 (half the anticipated BID income) on marketing the resort. They were able to consider, for example, how the money might be split between leisure and business travel, UK and overseas visitors, groups and individuals.

They looked at what they would invest in their own district. How much would they want to spend on raising the awareness of their area, either in advance of people coming to Bournemouth, or during their stay? Would it be better to invest in creating new events to draw people to their locality?

They also considered what improvements they thought were needed on top of what is already being done to provide a clean, safe and vibrant visitor experience so that people would come back again.

If you missed these meetings, or were unable to attend the one covering your area, please phone 01202 451708 or email alun@bournemouth-in-business.com and we will ensure you're invited to one of the follow-up workshops in early September.



What are the next steps?

BIDs are driven by the needs of local businesses. You can still send your thoughts on what is important for your business via the on-line survey on the Coastal Districts BID website. (Click on "survey" on the menu bar and follow the link on that page).

The follow up workshops provide a practical, hands-on exercise through which you can identify how you think the BID money should be spent. If you missed the first round and are keen to attend one of these workshops, email: alun@bournemouth-in-business.com and we'll book you on the next available event.

From these workshops the Steering Group will develop a fully costed Business Plan. It is this that will be available to you to make your final decision to support the BID.

support your business support Bournemouth support the BID

e: alun@bournemouth-in-business.com
w: bournemouth-in-business.com
t: 01202 451708 m: 07974 565019
c/o Bournemouth Tourist Information Centre
Westover Road BH1 2BU

bourne
business
coastal districts bid



Over **50%** of the businesses in the Coastal Districts BID area have a rateable value of under £20,000 – and would pay less than £300 a year based on a 1½% levy.

“The Daily Echo supports the Coastal Districts BID and urges businesses to get involved with the various consultations currently taking place.”
Neal Butterworth – Editor-in-Chief, Bournemouth Daily Echo & Newsquest Dorset

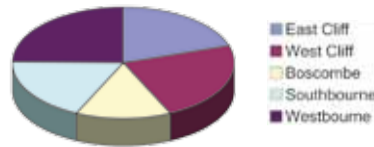
Survey Results

Initial feedback from the consultation survey

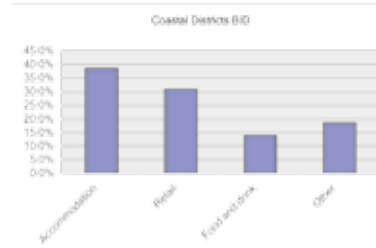
Survey forms were posted out at the end of May to the 770 “eligible” businesses within the Coastal Districts BID area (ie those with a rateable value over £9,500 which are not classified as “offices”).

The responses cover a good cross section of businesses across the area, as illustrated by the two graphs on the right.

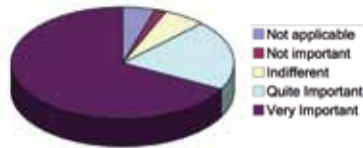
Responses by District



Responses by business type



How Important is marketing the resort to your business?



Marketing, marketing, marketing . . .

That’s what you said when you sent back your completed consultation surveys. Nearly **90%** of you said that marketing Bournemouth as a resort is “**very important**” or “**quite important**” to your business.

57% said you would like to see “**a lot more**” promotion of Bournemouth generally.

More promotion of Bournemouth would help my business



How important are local events to your business?



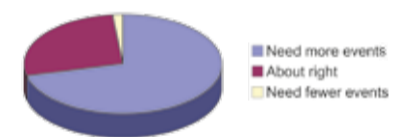
Making Bournemouth more eventful

Over **80%** of you said that events are “**quite important**” or “**very important**” to your business, with the Air Show receiving most mentions as one of the key events.

“I hope local businesses will work to make our town an even better place for shoppers and visitors alike. A well thought through BID will result in significant additional money to improve the town’s future prosperity.”
Conor Burns, MP for Bournemouth West

71% of respondents said that you thought we need more events - whether that referred to major events taking place in the town centre, or more local events in your immediate area.

What are your views on the current number of events?



Promoting your local area

When it came to suggesting the sort of things you thought would help promote your local area, six topics scored highly in terms of where you are looking for “**a lot more**” activity.

On the promotion and marketing side these were: more promotion of Bournemouth generally, more information on your area within the resort, more information on your area prior to arrival and better signage for your area locally.

The other two questions which produced a high return were: reduce the cost of car parking and providing more car parking spaces.

Promoting your area

• Reduce the cost of car parking	62%
• Marketing of Bournemouth generally	57%
• More information on your district within resort	49%
• More car parking spaces	49%
• More information on your district prior arrival	46%
• Better signage for your district	41%
• Specific coastal leaflet	32%
• More bus routes to your district	18%
• Increased frequency of bus services in your district	18%
• Park & Ride to your district	13%
• Meet & greet staff in your district	12%

Improving the visitor experience

When you looked at what you thought is needed to improve the experience of people visiting your area you picked out the following as potentially impacting on people’s enjoyment: prevention of anti-social behaviour, removal of litter, prevention of shop lifting, more street care, removal of trade waste and more street cleaning.

Safety, security and cleanliness

• Prevention of anti-social behaviour	55%
• Removal of litter	52%
• Prevention of shoplifting/theft	45%
• Street care	44%
• Removal of trade waste	42%
• Street cleaning	42%
• Removal of graffiti	34%
• Visible police presence	33%
• Floral and plant displays	31%
• Street furniture	27%
• Street lighting	23%
• Car park security	19%
• Car park maintenance	17%

Prior knowledge of the BID

43% of businesses that replied to the survey said they had heard about Business Improvement Districts, with **2%** saying they had been involved in a BID elsewhere.

“This **BID** is so important to the local area. We expect it to have a positive, direct impact on local businesses by bringing more people to the area and ensuring that they stay longer and spend more locally.”
Des Simmons, Steering Group Chairman,
Managing Director - Bournecoast.

“Bournemouth Chamber of Trade and Commerce has been in the forefront supporting Bournemouth’s BID projects. I would urge all eligible businesses to get involved in the consultations and to vote “**yes**” when the ballot papers are sent out.” Nigel Hedges, President BCTC

