VOTE YES FOR A BETTER Bournemouth
I am proud that over the first five years of its life the Bournemouth Town Centre Business Improvement District has played a significant role in making the town centre a better and more attractive place to live and work.

Thanks in no small part to the BID, the town centre is thriving. It is an increasingly popular shopping, leisure and business location with huge investment underway and more in the pipeline.

The Hilton Hotel has been open for more than a year; we have a new multi-million pound cinema and restaurant complex and ambitious plans have recently been revealed to further develop the Lansdowne area with new homes, offices, university buildings and public space improvements.

These improvements combined with a strong mix of top name retailers, independents, restaurants and cafes, quality attractions and a year-round programme of events helped increase footfall by 12% last year, compared with a UK High Street average of -1.1%

The BID has contributed to this success with its promotion of the town centre and a whole range of projects as outlined in this business proposal.

I came to Bournemouth in 1989 and have worked in the town centre since then. Over nearly 30 years I have watched the town develop from a beautiful but slightly old fashioned seaside resort into the vibrant and exciting place it is today.

I believe we now have the opportunity to take the town centre to the next level. But to do this we need all sectors to work together so we can provide a strong and effective business voice to drive the town forward which is why this proposal includes the office sector in the BID for the first time.

The BID is a not for profit organisation whose directors give their time voluntarily and we are all looking forward to the next five years when the BID, once renewed, can build upon the successes to date and deliver further benefits to the levy payers and the town centre as a whole.

This document sets out our plans for the next five years, based on what you have told us through our business survey, face to face meetings, business events, workshops and one to one meetings.

In May you get an opportunity to vote for the BID to continue, guaranteeing an investment of more than £3m over the next 5 years.

We cannot let this opportunity pass us by.

We invite you to VOTE YES.

Martin Davies
BID Chairman
Director, Rawlins Davy Solicitors
A CLEAR VISION

The BID will build on the success of its first five years to ensure Bournemouth achieves its huge potential.

Our vision is to further raise the profile of the town centre as a shopping and leisure destination but also as an important business location for the benefit of ALL businesses.

The BID will represent businesses across all sectors and work strategically with partners with the ambition of creating a world class town centre that can compete globally.

With a renewed BID, Bournemouth Town Centre will:

- Be a great place to live, work, visit and study
- Be a destination of choice for visitors and shoppers
- Attract new investors and businesses
- Stay ahead of its competitors
- Have one strong business voice

VOTE YES FOR A BETTER Bournemouth
What is a Business Improvement District?

A Business Improvement District (BID) is a geographically defined area where businesses come together and agree to invest collectively in projects and services which improve their trading environment.

There are more than 250 BIDs in operation across the UK, mostly in town and city centres. Nearby BIDs include: Poole, Dorchester, Wimborne, Salisbury and Southampton. Benefits are wide-ranging and include:

- A business-led vision
- Increased footfall
- One business voice
- Increased say in decision making
- A ring-fenced fund to invest on BID projects
- Area promotion
- Environmental improvements

Why does Bournemouth need a BID?

Bournemouth Town Centre is an established shopping, leisure and tourism destination benefitting from its proximity to the beach and beautiful gardens. In the past it has depended heavily on tourism but is earning a reputation as a forward thinking town. It has a growing professional business community and millions of pounds of planned investment over the next few years in office, university, leisure and residential development.

But Bournemouth is not immune to the challenges faced by other town and city centres across the UK and we cannot afford to be complacent.

We have to present the town at its very best to attract investment, retain and attract talent, bring in more visitors and persuade locals to make it their shopping and leisure destination of choice.

The BID provides the mechanism to help the town achieve its ambitions by providing a resource to ensure it continues to thrive.
It is vital that Bournemouth Town Centre continues to build on its attractiveness as a great place for tourists and locals. The businesses that form the BID are the lifeblood of the town centre, bringing prosperity and growth and they all need a voice. Vibrant areas such as The Triangle require infrastructure, branding and event funding to help the area flourish. The BID can help make this happen.

Andy Lennox, Founder, The Koh Group - Town Centre BID Director
WHAT WE HAVE ACHIEVED

MORE THAN £3 MILLION INVESTED IN PROJECTS TO:

• RAISE THE TOWN CENTRE’S PROFILE
• INCREASE FOOTFALL
• CREATE A BETTER TRADING ENVIRONMENT

Marketing

• Bournemouth’s FIRST outdoor Christmas ice-rink
• Bournemouth’s FIRST Christmas regional TV campaign
• Award winning Gardens of Light
• FREE Sunday Christmas parking in council car parks and after 4pm on late night shopping days

New Bournemouth brand for the town centre with new website
www.makeitbournemouth.co.uk for shoppers, visitors and residents,
including offers page for all levy payers

• New app developed with Business Events Bournemouth designed to encourage the thousands of annual conference delegates to shop, drink and eat in the town centre

SUPPORTED EVENTS
CHRISTMAS IN BOURNEMOUTH | FOOD AND DRINK FESTIVAL | HALLOWEEN | BIG WHEEL IN THE TRIANGLE | ARTS BY THE SEA | TRIANGLE EASTER FAMILY FUN DAY | SUMMER LIVE (free programme of music and art) | BOURNEMOUTH JAZZ FESTIVAL |
IN OUR FIRST FIVE YEARS

12% INCREASE IN FOOTFALL 2016
COMPARED WITH THE NATIONAL HIGH STREET AVERAGE OF -1.1%

Access
- Comprehensive, modern, pedestrian signage system. 140 new signs in partnership with Coastal BID and Bournemouth Borough Council
- Free visitor map, highlighting main shopping, eating out and nightlife areas

Safe & secure
Team of rangers operating 7 days a week, providing:
- A welcoming face to visitors
- Deterring shoplifters and anti-social behaviour
- A radio link to police and CCTV camera operators

Business support
- Free courses in First Aid, social media, employment law and HR
- Free marketing opportunities via our website and social media channels
- Free marketing at BID supported events such as Summer Live

Bournemouth
HAS PURPLE FLAG RECOGNITION FOR HAVING A SAFE & WELL MANAGED NIGHT TIME ECONOMY
THE NEXT FIVE YEARS

JULY 2017 – JUNE 2022

The Bournemouth Town Centre BID is coming to the end of its first successful term. This business plan sets out the proposals, finance and governance arrangements for the next five years subject to a successful ballot.

Vision

The Town Centre BID will raise the profile of Bournemouth Town Centre as a shopping and leisure destination and important business location, maximising its trading potential and enhancing its reputation. It will work with partners to make Bournemouth a great place to live, work and visit.

STRATEGIC OBJECTIVES

- Increase the number of town centre visitors
- Reduce the number of empty shop units
- Help businesses to grow and develop
- Improve and develop the unique identity of different areas within the BID area

The vision and strategic objectives will be delivered through four programmes of work in line with the wishes of businesses as communicated to us through extensive consultation.

CHANGES FOR THE NEW BID TERM

- The inclusion of the office sector at a rate of 1% of Rateable Value
- Greater emphasis on business and investment to reflect inclusion of the offices
- Small boundary changes around the fringe of the Coastal BID area
- Rateable Value threshold increased to £12,000
- Clean and Green theme to enhance the town’s appearance

The Business Plan has been developed in line with best practice and guidelines of the ‘Industry Criteria and Guidance Notes’ prepared for the British Retail Consortium (BRC) and the Inter-Bank Rating Forum (IBRF) and the ‘Business Improvement District Guidance’ and Best Practice by Department for Communities and Local Government (DCLG) and the Association of Town and City Management (ATCM).

The strategic objectives will be delivered through the following themes:

- MARKETING AND PROMOTION
- EVENTS AND FESTIVALS
- SAFE AND SECURE
- CLEAN AND GREEN

VOTE YES FOR A BETTER Bournemouth
“The BID provides a platform to work with other businesses to make Bournemouth a better place for our team and also help drive our agenda of attracting the top talent from other areas of the UK to this region. It has also been instrumental in creating some fantastic events for the town that brings the community together.”

GARY SENEVIRATNE
Co-Founder and Director
ADIDO
Marketing and promotion

Attracting more visitors and shoppers to our town centre remains a key priority according to your feedback. We will continue to promote the town centre as a great shopping and leisure destination through high-profile events, campaigns and PR initiatives across a variety of media channels.

We will also work with the business community to promote Bournemouth’s burgeoning digital, creative and professional sector.

We will:

- Work with partners, including the council’s tourism department, Coastal BID, Bournemouth Chamber of Trade and Commerce and individual businesses to promote the town centre at every opportunity
- Continue to take this collaborative approach to marketing Christmas which this year included an improved free parking offer from the council, a major digital campaign and Sky TV ad which helped attract more than 1 million visitors into our town centre over the Christmas period
- Develop our makeitbournemouth.co.uk customer-facing website as the go-to digital destination for visitors and shoppers, providing FREE marketing for all levy payers
- Continue to increase our audience via our Make it Bournemouth social media channels, enabling all levy payers to reach more customers
- Work with partners to develop and implement a Bournemouth Town Centre campaign to win back customers from competing towns and out of town shopping centres
“At Beales we are aware that the task of revitalising Bournemouth Town Centre is never-ending. We are committed and enthusiastic supporters of the Business Improvement District project.”

STUART LYONS CBE
Chairman
BEALES
Bournemouth has an enviable reputation for the number and breadth of its events and festivals but there is the potential to do more, especially out of season, to add variety, maximise footfall and increase revenues for town centre businesses.

• **CHRISTMAS** is a huge economic driver for the town centre and the BID has improved its offer year on year since the BID was set up in 2012, creating more opportunities for our levy payers to increase revenues

• The BID will continue to bring in attractions to other areas of the town and will improve Christmas animation in areas including the Triangle, Lansdowne, Beale Place, Horseshoe Common and Westover Road

• The BID will work closely with Bournemouth based Seventa Events which recently won a five year contract with the council to provide a new Alpine market and other attractions including a Santa’s grotto. Seventa says it will focus on benefits for the whole town

• The BID is also in talks with the council, Coastal BID and other partners on plans to stage a unique national attraction with a wide appeal that can be developed across the town from 2018

“The BID has been a great catalyst for change, helping to improve the town’s Christmas attractions year on year. We look forward to working with the BID and other partners to create a really spectacular Christmas offer and bring in even more visitors.”

SIMON BROOKS
Director
SEVENTA EVENTS
In addition, we will:

- Invest in street, community and cultural events aimed at creating a welcoming atmosphere to encourage visitors and residents into the town centre to eat, drink, shop and meet friends

- Sponsor or create new events to reach different audiences and benefit levy-paying businesses during the low season. Ideas include fashion, film, business and a Sunday street market and vintage fair in Lansdowne

- Spread events into other areas of the town, including Lansdowne, Horseshoe Common, the Triangle and Beale Place

- Work with the office sector to launch or support business related events

TOWN CENTRE CHRISTMAS FOOTFALL UP BY — SINCE 2012 — 30%

SKATE BOURNEMOUTH ATTRACTED 100,000 VISITORS IN 2016, UP 44% YEAR ON YEAR
Safe and secure

We have received overwhelmingly positive feedback in our surveys and meetings about how much you value the work of our rangers who turn their hands to everything from recovering stolen goods and deterring anti-social behaviour to saving lives and giving directions.

We will:

- Continue to provide a 7-day ranger service
- Continue to part-fund Town Watch which supports and helps to improve management of the night-time economy
- Work with the council and police to help businesses deal with any issues around rough sleeping, begging and anti-social behaviour
- Lobby the police for more town centre resource and police support
- Look to support specific projects, where appropriate, e.g. improved lighting or CCTV
- Encourage greater take-up of the Shop Watch and Pub Watch radio schemes, which are provided by Bournemouth Businesses Reducing Crime and Town Watch

“Brewhouse and Kitchen are very excited to have arrived on Poole Hill and to be supporting the Bournemouth Town Centre BID. We work with BIDs in nearly all of our 17 locations around the UK and, in our experience, the real value that a BID can add is to harness the energy, ambition and investment of the business community, large and small to collectively drive a strategy to improve safety and security of an area, as well as enhancing the environment to ensure that customers, residents and local commerce can all thrive.”

KRIS GUMBRELL
Chief Executive Officer
BREWHOUSE AND KITCHEN
OUR PROGRAMMES OF WORK 2017 -2022

Clean and green

This is a new area of focus that has emerged as a major concern in surveys, workshops and individual meetings. You have told us that the look and feel of the town centre has to be better if we want to compete effectively with other centres and keep your employees happy.

The BID will employ a team able to respond to business needs and provide a service over and above what Bournemouth Borough Council are already doing. This will be in addition to the work of the rangers.

We will also investigate the potential for a phased programme of environmental improvements according to priority and seek to secure extra funding from partners wherever possible.

We will:

- Provide an enhanced cleaning and litter collection service to ensure the town is clean and attractive
- Increase the focus on doorways and alleyways, where rubbish is often allowed to build up
- Work with partners to bring more colour and decoration to neglected streets
- Work with partners and businesses on dedicated town centre clean-ups and restoring pride
- Lobby the council for public realm improvements and repairs
- Encourage landlords to improve the physical state of town centre properties
- Explore solutions for the delivery of a co-ordinated trade waste collection service, bringing costs down for levy paying businesses. Similar schemes are in operation in other BID areas, in some cases saving levy payers hundreds of pounds a year

“I’m really pleased the BID is going to place more emphasis on creating a more attractive town centre. A better environment will attract more customers to come more often which will be good for all businesses.”

ALLY TANSWELL
Gallery Manager
WESTOVER GALLERY
Bournemouth is forging a growing reputation as a business location of national importance. It boasts one of the fastest growing digital sectors in the UK, with a number of leading creative agencies, and two outstanding universities.

By working together with businesses and public authorities we can build one strong business voice to ensure the town centre can compete nationally and internationally.

In the BID’s first term, the office sector was not involved.

However, following consultation which showed strong support for all sectors to be included, this BID proposal includes offices, in common with most of the 260 plus other BIDs across the UK.

This would increase the number of companies represented by the BID from 550 to more than 700, and increase annual revenue from £550,000 to £625,000. Two private sector office representatives will be voted on to the board to ensure the sector’s wishes are met.

We will:

- Provide a Business Voice for the town centre on matters such as planning, traffic, parking and the streetscape
- Work with partners to deliver activities such as a Business Festival, Recruitment Fair and other high impact business-related events to promote excellence
- Create the right environment to attract and retain talent
- Provide a safer and cleaner environment for employees and clients
- Provide a mechanism for business to business communication, marketing and referrals

“Bournemouth Chamber of Trade has always supported the BID from its original concept several years ago to now when we are about to campaign for its renewal. We have seen the improvements that have been made which have made our town centre a much better place. We are keen that the process is continued so together we can drive change, attract investment and improve public space.”

PETER MATTHEWS
President
Bournemouth Chamber of Trade and Commerce

VOTE
YES
FOR A BETTER
Bournemouth
A modern and vibrant town centre is essential to attract and grow the professional talent needed to support Bournemouth’s continued growth as a leading creative and digital hub. The BID working in active partnership with business is a key vehicle for achieving this.

Jeremy Baldwin, Managing Director, Bright Blue Day
**THE BID AREA**

Full list of streets within the BID area

*denotes part street

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<th>Street Name</th>
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<td>Albert Road</td>
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<td>Avenue Road</td>
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<td>B3066*</td>
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<td>Bath Road*</td>
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<td>Bourne Avenue</td>
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<td>Bradley Road*</td>
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<td>Terrace Road</td>
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<td>Wootten Gardens</td>
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<td>Wootten Mount</td>
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<tr>
<td>Yelverton Road</td>
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<td>York Road</td>
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19
The Lansdowne area is an important gateway into the town centre with its own unique identity and home to a range of independent businesses, bars, cafes and offices.

Somewhat neglected in recent years, significant investment from Bournemouth University and private sector partners is now underway. With the recent addition of £8.5 million in Government funding, Bournemouth Borough Council hopes to create a world class business district with significant improvements to the public space.

The BID is fully engaged with the council and university and will work with them and businesses on shaping the area’s future and making the most of its huge potential for the benefit of your business.

We are working on plans to set up Sunday street market and vintage fair later this year with live music and other entertainment to add to the Lansdowne’s vibrancy and attract a new audience and extra revenue for Lansdowne businesses.

In addition the BID will:

- Work closely with the newly included office sector to ensure their needs are met
- Look to develop the early evening economy to increase dwell time
- Work with Lansdowne businesses to develop an identity and bespoke marketing strategy
- Animate more public spaces and create a sense of place
- Continue to use our ranger team to prevent and deter anti-social behaviour
- Improve Christmas illuminations and animation

“We decided to open a coffee roastery and, now, a pop up street food establishment in the Lansdowne due to the amazing new efforts being made to transform the area. We fully support the BID as it gives local businesses a chance to have a voice. We benefit from the extra footfall it brings and the support the rangers provide, making our streets safer.”

IAN SAUL
Chief Executive Officer
NAKED COFFEE
The Triangle is building a growing reputation as a cultural, bar and dining quarter with an eclectic mix of restaurants, bars, cafes, independent shops and entertainment venues.

It is also home to many of Bournemouth’s professional and financial services firms.

Regeneration has been underway since the building of the library and new row of shops and cafes in 2012 along with the creation of a public events space. But many premises have remained empty for several years.

However, the area is undergoing a new revival with entrepreneurs setting up a host of new ventures, including bars, restaurants and independent shops.

The BID is campaigning for an increase in public realm improvements and more support from public authorities to prevent and deter anti-social behaviour which has been causing problems for many businesses.

“The BID gives the town the opportunity to raise its business profile. Bournemouth is a great town but anything we can do to make it better for customers and staff and to attract other firms to invest here has to be a good thing. ”

ROGER WAREHAM
Partner
SAFFERY CHAMPNESS

In addition the BID will:

- Work with businesses to create a new brand for the area
- Work with businesses to develop a new marketing campaign
- Establish more community events, such as our Easter Fun Day
- Improve Christmas illuminations and animation
- Continue to use our ranger team to deter and prevent anti-social behaviour
INVESTING IN BOURNEMOUTH: A GREAT PLACE TO LIVE, WORK, VISIT AND STUDY

Bournemouth is one of the fastest growing “cities” in the UK (Grant Thornton 2015) with a nationally significant financial services sector, thriving tourism industry and a rapidly growing digital economy.

The Town Centre and Coastal BIDs are actively engaged with Bournemouth Borough Council and other stakeholders in enhancing Bournemouth’s growing reputation as a forward thinking town with a clear vision for the future.

Bournemouth is recognised as a great place to live, work, visit and study and has attracted significant investment over the last few years with much more to come.

Leading in finance

Bournemouth’s financial, professional and business services attract a highly skilled workforce, bringing spending power and national and international clients. Contributing £3.1bn to the economy annually, and employing 24,000 people, it is of huge importance to the town and wider south coast.

Leading in digital

Bournemouth’s digital economy is the UK’s fastest growing creative hub (Tech Nation 2017), and named as one of the top 5 locations for Digital Entrepreneurs (FT).

The Vision for Bournemouth is to be in the UK’s top 10 digital tech economies by 2020. This will be achieved by helping companies to be more productive, to grow the number of digital tech jobs, by building capacity and reputation in cyber security and health tech, and by investing in Bournemouth’s digital infrastructure.

Bournemouth is recognised for its digital events, focussing on digital media, advertising, development and talent. The BID is keen to work with partners in developing conferences in technology and creativity alongside a rich mix of film, theatre, visual arts, literature and music events.

Leading in development

Bournemouth’s Town Centre Vision for growth and investment is well under way. Only two other locations other than London are engaged in more development.

The town’s built environment is changing, providing more homes, retail, leisure and office space. Schemes worth £250 million have been completed with another £80 million of development under construction and a further £100 million in the pipeline.

Recent investment includes the Hilton Hotel, a £5m seafront improvement scheme and the BH2 Odeon cinema and leisure complex. Work has also started on transformation of Lansdowne into a world class business district. Bournemouth Council, Bournemouth University and private sector partners are hoping to bring

“Bournemouth University has already invested significantly in the Bournemouth Town Centre Business Improvement District area and over the next few years will be investing directly and indirectly on several multi million pound developments. Working with this business-led partnership is important to ensure that the local area is a vibrant, safe and secure area that benefits our students, staff, business partners and the wider community. As the gateway to Bournemouth we continue to support the work of the BID.”

JIM ANDREWS
Chief Operating Officer
BOURNEMOUTH UNIVERSITY
INVESTING IN BOURNEMOUTH: A GREAT PLACE TO LIVE, WORK, VISIT AND STUDY

£200 million of investment to the area, creating more than 4,000 jobs.

Leading in retail

At the top spot in Property Week’s ‘Hot 100’ list for current performance and future potential (CACI 2015), Bournemouth’s average town centre footfall for 2016 was up 12% on the previous year. Bournemouth’s pedestrianised shopping district in the centre of town offers a comprehensive mix of department stores, high street names and independent retailers with iconic Victorian arcades helping to utilise and preserve the resort’s historic architecture.

Leading in tourism

Bournemouth has a thriving tourism economy that has a growing annual tourism spend of £661 million (£618m in 2012) and employs nearly 12,000 people. With seven miles of sandy beaches, award winning listed gardens and proximity to the New Forest National Park and the Dorset Jurassic Coast, Bournemouth attracts almost 7 million visitors a year.

With a commitment to the creation of a world class seafront, £5 million worth of improvements have been carried out in the area at Pier Approach.

Bournemouth is also home to the Bournemouth International Centre, a major conference and entertainment venue attracting national and international companies and big-name stars.

Bournemouth has a growing reputation as a leading “events” town. Its national award winning air festival (Visit England 2014 Event of the Year) attracts more than 750,000 visitors. Other annual events include the Bournemouth Food and Drink Festival, Jazz by the Sea, Arts by the Sea and huge programme of events at Christmas.

Leading in education

Bournemouth is home to two high ranking Universities, Bournemouth University and Arts University Bournemouth, and Bournemouth and Poole College which is the largest provider of further education and apprenticeships in the area.

It is also the second largest provider of international education in the UK, after London, generating more than £820,000 a day to the regional economy.

Bournemouth University has a growing global reputation and generates £1 million a day to the regional economy. It is investing £100 million on a number of landmark developments to create world class facilities and provides a range of research and collaboration opportunities.
We have created this business plan after careful consideration of the needs and wishes of our levy payers, stakeholders and partners.

We created numerous opportunities for you to engage with us to ensure your views were heard, including:

- A series of stakeholder events, workshops and networking meetings
- A survey made available to all current levy paying businesses
- A four-page consultation document
- Regular email bulletins and printed newsletters
- A dedicated event for the newly included office sector
- Dedicated events for The Triangle and Lansdowne
- Presentations to key stakeholders, including Bournemouth Borough Council, Bournemouth Chamber of Trade and Commerce, Town Watch

More than 80 stakeholders attended a joint Town Centre BID and Coastal BID conference in October 2016, with expert speakers from the BID industry and town centre management organisations.

Feedback suggested businesses wanted us to broadly focus on the same themes as in our first term, especially in terms of promoting the town centre, events and festivals, and our team of rangers.

The main change in this business plan is the new Clean and Green theme. Businesses told us the town centre needed to be much cleaner and more welcoming.

We are also including the office sector for the first time which has been widely supported and gives all sectors a stake in the future of the town centre.

“The Bournemouth BID is a great demonstration of small businesses, larger organisations, the local authority and the community, working together through the Business Improvement District initiative, benefiting our local communities. Nationwide is proud to have played an active role in the Bournemouth scheme since its inception and we look forward to many more years working together. Nationwide was founded out of a social need and our building society approach provides a wholly natural fit to the activity and partnerships that are making the Bournemouth district a great place for businesses and all the community to thrive.”

JOHN FLETCHER
Real Estate Manager
NATIONWIDE
Healthy High Streets

The Business in the Community’s Healthy High Streets Campaign is a business-led initiative aimed at increasing footfall, creating jobs, reducing vacant units and restoring pride to our High Streets. Bournemouth Town Centre’s inclusion in the scheme has brought local management support from Marks & Spencer, Boots, Wilko, Greggs, EE, Santander and other partners to help the BID revitalise the town centre.

Coastal BID

The Town Centre BID works hand in hand with Coastal BID in promoting the whole of Bournemouth, including the coastal villages, as a vibrant, forward-thinking destination and a great place to live, work, visit or study.

The two BIDs work particularly closely with each other, Bournemouth Council, businesses and outside investors on Bournemouth’s Christmas offer which has improved hugely during the first five year term of both BIDs.

Bournemouth Borough Council

The council is fully supportive of the BID’s objectives. As well as being a substantial levy payer, the council aligns its activities to help the BID bring about significant improvements for the town centre. However, a BID cannot be used to replace core public sector services. There is legislation in place to ensure that any services provided must be additional.

Partnership Working

The working relationship between the council and the Bournemouth Town Centre BID Company will be set out in a Memorandum of Understanding and Operating Agreement. This will describe the council’s operational support to the BID on a number of specific issues, including the collection of the BID levy and the automatic payment of this money to the BID.

A set of baseline agreements will also be established to set out agreed levels of service in specific areas. You will be able to view these agreements in the run up to the ballot at: www.towncentrebid.co.uk

Business Events Bournemouth

The BID has teamed up with Business Events Bournemouth to develop and launch an app to attract more customers to the town centre. The app has created a new channel for local businesses to promote deals and special offers to the thousands of conference delegates who come to Bournemouth each year. Delegates can download the free app to their devices to plan their visit and explore the town. All town centre levy-paying businesses can be featured on the app at no extra charge.

Both BIDs are working with the council on plans to stage a unique Christmas attraction, starting in 2018, with a wide appeal that can be developed across the town as one of the UK’s top Christmas leisure and retail experiences. The two BIDs use the same office to keep costs to a minimum and are committed to working closely with each other on mutually beneficial projects over the next five years.
We are determined to make Bournemouth town centre one of the most attractive, vibrant and welcoming locations in the UK. The funding from levy payers will enable us to work with partners to make the town centre an ideal choice for employers, shoppers, residents and visitors. As well as revenue from levy payments, we will also seek to secure other funding from sponsorship, voluntary contributions and other sources.

### Income

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BID Levy</td>
<td>624,589</td>
<td>624,589</td>
<td>624,589</td>
<td>624,589</td>
<td>624,589</td>
<td>/</td>
</tr>
</tbody>
</table>

### Project Expenditure

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe &amp; Secure</td>
<td>168,639</td>
<td>168,639</td>
<td>168,639</td>
<td>168,639</td>
<td>168,639</td>
<td>27%</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>68,705</td>
<td>68,705</td>
<td>68,705</td>
<td>68,705</td>
<td>68,705</td>
<td>11%</td>
</tr>
<tr>
<td>Appearance &amp; Environment</td>
<td>68,705</td>
<td>68,705</td>
<td>68,705</td>
<td>68,705</td>
<td>68,705</td>
<td>11%</td>
</tr>
<tr>
<td>Events &amp; Festivals</td>
<td>174,885</td>
<td>174,885</td>
<td>174,885</td>
<td>174,885</td>
<td>174,885</td>
<td>28%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contingency</td>
<td>31,229</td>
<td>31,229</td>
<td>31,229</td>
<td>31,229</td>
<td>31,229</td>
<td>5%</td>
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</table>

### Management & Overhead Costs

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2018-19</th>
<th>2019-20</th>
<th>2020-21</th>
<th>2021-22</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; Overhead costs</td>
<td>112,426</td>
<td>112,426</td>
<td>112,426</td>
<td>112,426</td>
<td>112,426</td>
<td>18%</td>
</tr>
</tbody>
</table>

The BID finance table represents an indicative budget based on estimated levy income from the rating list at the time of writing. Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly. Any variations to the percentage theme allocation beyond 10% of the whole will be subject to an EGM.

- Assumes a 96 per cent levy collection rate as achieved in the first 5 years and in line with industry criteria.
- A contingency on expenditure of 5% has been allowed to enable flexibility within the plan.
- All new allocation of funds from the contingency budget and/or variations of allocation from the theme budgets will need to be reviewed and decided through the BID board.
- Assumes a levy collection fee of 1.6% of the levy, and £14.60/unit.
- Management costs include staff, office accommodation and bills, levy collection costs, legal and accountancy costs associated with running the BID, and are budgeted to remain below 20% of total annual expenditure in line with industry criteria.
As a levy payer you will be required to pay one annual payment towards the BID each year for five years, starting in July this year.

For retail, leisure, education and High Street facing businesses this payment will be calculated at 1.5% of the rateable value for each individual property.

Most businesses will be paying a lower BID levy than last term over the next five years due to a reduction in their rateable values.

Businesses classed solely as offices will be calculated at 1% of their rateable value.

Businesses with a rateable value below £12,000 are exempt from the BID levy but not excluded from the benefits and can pay a voluntary contribution if they wish.

The annual change in the Consumer Price Index as measured on June 1 each year will be applied to the BID levy.

<table>
<thead>
<tr>
<th>RATEABLE VALUE</th>
<th>BID LEVY</th>
</tr>
</thead>
<tbody>
<tr>
<td>£12,000</td>
<td>£180</td>
</tr>
<tr>
<td>£50,000</td>
<td>£750</td>
</tr>
<tr>
<td>£100,000</td>
<td>£1,500</td>
</tr>
<tr>
<td>£750,000</td>
<td>£11,250</td>
</tr>
</tbody>
</table>

"The Bournemouth Town Centre BID has a proven track record of increasing footfall in its first term through excellent tangible projects including Rangers, collaborative Christmas initiatives and the MakeitBournemouth website."

Dr Julie Grail
Managing Director
THE BIDs BUSINESS
HOW THE BID WILL BE RUN

The Bournemouth Town Centre BID company is a not-for-profit company limited by guarantee. Following a successful re-ballot, the company will be responsible legally and operationally for the delivery of the new Bournemouth Town Centre BID Business Plan. Board members are volunteers and do not gain financially from their positions. There will be an annual meeting open to all members of the company at which directors will retire by rotation and new directors selected in accordance with the articles of the company.

All levy payers are entitled to be members of the company subject to completion of a separate application form according to Companies House guidelines.

A BID Champions Group has also been set up to support the board. The BID champions come from different sectors and different areas of the town centre. They act as a communications channel between BID levy payers and the board and BID staff.

In the event of a positive outcome in the BID ballot, the BID Company will make two posts available on the board to representatives from the office sector. This will ensure all sectors are represented.

The Board will be responsible for the strategic and financial management of the BID and will meet every six weeks as a minimum.

Bournemouth Borough Council will have formal representation as the provider of statutory services across the town.

The Board

**Martin Davies (Chairman)** | Rawlins Davy Solicitors, Bournemouth Chamber of Trade & Commerce

**Alan Dove** | Students’ Union and Town Watch Chairman

**Stanley Reeves** | S & D Leisure

**Bill Cotton** | Bournemouth Borough Council

**Mark Cater (Lansdowne)** | Bournemouth Pizza

**Cllr Dave Smith** | Bournemouth Borough Council

**Andy Lennox (Triangle)** | Koh Thai

**Kerry Homer** | Cath Kidston

**Lynn Turnbull** | Mexigo

**Marsha Brown** | Wetherspoons

**Andy Duck** | Avenue Centre

**Carol Butcher** | Beales

**Louise Robins** | Wagamama

**Nat Rendell** | Consortium Group

**Rob Marsden** | Gallone’s Ice-Cream Parlour

**Rod Cake** | Sharkey’s Sports Bar

BID Champions

**David King** | Cosy Club

**Debbie Taylor** | All Fired Up

**Edwina Toy** | Marks & Spencer

**Grant Raynor** | Obscura

**Hayley Smith** | Boots

**Jayne Rees** | Wilko

**JJ Adams** | Ojo Rojo and Smokin Aces

**Nick Perry** | Greggs

**Nick Richards** | Foxes Residential Lettings

**Paul Wren** | Yellow Buses

**Sarah-Jane Finch** | McDonalds

**Zac Mucha** | Cameo

**Ian Saul** | Naked Coffee

**Tom Keeping** | Keeping & Co.

**Lee Taylor** | Steele Raymond Solicitors

NON VOTING MEMBERS

**Nigel Hedges** | Bourne Engraving (Independent Retail)

**Chris Kelu** | Bournemouth Borough Council (Economic Development)

**Eric Fisher** | Landlord

**Stefan Krause** | Coastal BID Manager
We work closely with the BID as part of the UK’s Healthy High Streets campaign which is supported by Boots, so we can see clearly the benefits it brings to the town centre. Its programme of events and festivals brings the centre to life attracting more residents and visitors and its rangers do a superb job helping us to combat theft and recover stolen goods.

Hayley Smith, Store Manager, Boots
Cosy Club was delighted to open in Bournemouth Town Centre in November 2015 and are very happy with all the work the BID has done to make it so vibrant and welcoming. Cosy Club has brought with it the opportunity for employment for up to 45 people and we have every confidence that with the help of the BID, more businesses will want to join us and we will have a town centre to be proud of for years to come.

Dave King, General Manager, Cosy Club
The way a BID operates is enshrined in law (Local Government Act 2003, BID Regulations 2004), including how a BID is established and renewed, the way in which the ballot is conducted and how the levy is charged and collected.

**BID LEVY RULES**

- The new term of the Bournemouth Town Centre BID will be for a period of five years from 1 July 2017 to 30 June 2022
- The BID levy remains unchanged at 1.5% of the rateable value as of 1st June each year for each defined hereditament (a business rated property) within the scope of the Town Centre BID, with the exception of premises:
  - Categorised solely as offices – these will be charged 1.0% of their rateable value
  - Those with a rateable value of less than £12,000 – no charge
  - Non-retail and non-commercial charities – no charge
- The levy will be invoiced annually, in advance, for the period from July to June for each BID year, staying on the 2017 rating list for the entire term
- No refunds will be made
- Any change in the rateable value of a hereditament during the year will be applied in the next chargeable year and will not apply retrospectively
- VAT will not be charged on the BID levy collected
- The BID levy may increase by an inflationary factor of up to the rate of the Consumer Price Index (CPI) in successive years. The board will assess if any increase is appropriate each year, giving careful consideration to the economic environment
- The BID levy applies irrespective of whether, or how, a business voted in the formal BID ballot
- New hereditaments will be invoiced from July 1 in the year following their occupation on the prevailing rateable values
- Unoccupied premises will be charged the full levy, with no void period
- The BID levy will not be affected by any future changes in the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988a
- The levy income will be kept in a separate ring fenced account and transferred to the Bournemouth Town Centre BID on a monthly basis
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non domestic business rates, with the BID company responsible for any debt write off
- The BID area and the levy percentage cannot be altered without a further ballot

**THE BOURNEMOUTH TOWN CENTRE BID AREA AND THE LEVY PERCENTAGE CANNOT BE ALTERED WITHOUT A FURTHER BALLOT.**
MEASURING SUCCESS

We believe accountability comes from asking the levy payers, who fund the BID, to tell us each year how they think the BID Company has performed versus the business plan. We will survey all businesses in the BID area annually and ask them to assess our performance against the business objectives. Levy payers will be invited to become members of the Company and there will be an AGM and annual report.

Other performance measures will include:

- An annual Christmas business survey
- An annual visitor survey
- Footfall monitoring and analysis
- Occupancy levels
- Crime and anti-social behaviour statistics
- Media coverage and PR
- Website and social media reach and analysis

Communication

We will continue to communicate with levy payers through regular email bulletins, printed newsletters and updates on our website at www.towncentrebid.co.uk

We also have a public facing website www.makeitbournemouth.co.uk and you can follow us on twitter @makeitbmth or makeitbmth on Facebook

"As a development company with long term investments in the town centre, we take great comfort from the existence of the BID whose sole objective is to promote and enhance the town centre. With my hotel/tourism hat on, the promotion of Bournemouth town centre as a destination for shopping, leisure, tourism and business alike, is invaluable. We will be delighted to see the return of the BID for another term, and we consider the levy payable a modest cost for what is accomplished in return."

PETER TISDALE
Chief Executive Officer
THAT Group
As a Healthy High Street programme member, wilko are proud to support the work of the BID in improving and promoting the town centre to help our customers of Bournemouth and the surrounding areas. We believe the BID is essential for the continued investment and regeneration of our town centre.

Jayne Rees, Store Manager, wilko
The ballot

- All businesses meeting the levy eligibility criteria as at 15 March 2017 will be entitled to vote in a postal ballot which will commence on 2 May 2017 with the close of ballot at 5pm on Thursday, 1 June 2017.
- Bournemouth Council (the responsible body as defined by the BID legislation) has contracted Electoral Reform Services to conduct the confidential postal ballot.
- Each eligible business ratepayer will have one vote in respect of each hereditament (a business which pays business rates) within the Bournemouth Town Centre BID area.
- A proxy vote is available and details will be sent out with ballot papers.
- For the ballot to be successful both of the following conditions must be met:
  - More than 50% of businesses that vote, must vote in favour of the BID.
  - Of the businesses that vote, those voting ‘yes’ must represent more than 50% of the total rateable value of all votes cast.
- Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be under an obligation to pay the BID levy each year for five years (1 July 2017 to 30 June 2022).
- The results of the ballot will be declared on Friday, 2 June 2017.
- Assuming a positive BID vote, the Bournemouth Town Centre BID’s second term of operation will commence on 2 July 2017 for a fixed term of 5 years.

FAQ’s

HOW WILL THE BID IMPROVE MY BUSINESS?

As we have seen all over the UK, a BID is a successful way of providing extra services in line with what businesses believe will improve the trading environment. The renewed BID will give your business a stronger voice on town centre issues and provide sustained investment for town centre improvements and projects. It also acts for you in marketing the town centre throughout the year.

IS THIS A WAY FOR THE COUNCIL TO SAVE MONEY?

No. The BID is a business-led, independent not-for-profit company. It will be monitored by levy-paying businesses. All projects have to be in addition to those provided by the council. The council is the single biggest contributor to the levy fund.

SHOULDN’T MY BUSINESS RATES COVER THIS?

Business rates are a property tax used to fund national and local services and you have no control over those spending decisions. All the money raised from the BID is spent on the town centre.

HOW WILL I GET A SAY ON WHAT THE MONEY IS SPENT ON?

This proposal has been drawn up after extensive consultation and following discussions with our voluntary board members, drawn from a cross section of businesses, BID champions and partners and stakeholders. All levy payers can become members of the BID Company and vote at the AGM. They can also raise issues with individual board members or the BID management team.

“As a BID board member, I am working hard to represent the interests of businesses in the Lansdowne. We want to do far more at this end of town and are working on plans to set up an exciting market and vintage street fair to attract lots more people to the area.”

LYN TURNBULL
Owner
MEXIGO
What happens if the vote fails?

If the BID is not renewed, the town will lose:

- Almost £3m of town centre investment over the next 5 years
- Hundreds of thousands of pounds in match funding on joint projects
- Our hugely successful Christmas campaign
- Our year-round programme of events designed to boost footfall
- Our 7-day-a-week rangers team
- Thousands of pounds of business support
- One strong voice to represent town centre businesses
- The ability to compete with neighbouring towns and shopping centres

Poole and Southampton now have BIDs. So do Wimborne, Winchester, Dorchester and Weymouth.

Without a BID Bournemouth Town Centre would no longer have an organisation dedicated to working on behalf of every business and driving the town forward.

You can send your comments to info@towncentrebid.co.uk or call Steve Hughes, the BID Manager, on 01202 296343

"Initiatives such as the Bournemouth BID help to create a vibrant commercial hub that enable businesses in all sectors to thrive. At The Bournemouth & Poole College, our focus is on ensuring students leave with the skills and qualifications that meet the current and future jobs needs of the local economy, and so we are happy to support the work of the Bournemouth BID team."

DIANE GRANNELL
Principal
BOURNEMOUTH AND POOLE COLLEGE

VOTE YES FOR A BETTER Bournemouth
HOW TO VOTE

Notification of ballot: **APRIL 18**
Your ballot papers will be sent out on: **MAY 2**
Your vote needs to be received by: **JUNE 1**

The result will be announced on: **JUNE 2**

VOTE YES FOR A BETTER Bournemouth

Find out more or ask us a question:
Bournemouth Town Centre BID
**BID Manager:** Steve Hughes
**Telephone:** 01202 296343
**Email:** info@towncentrebid.co.uk
**www.towncentrebid.co.uk**

@makeitbmth