

North Yorkshire Council

Decision of the Chief Executive

21st May 2024

Decision on the Council's approach to voting for Business Improvement Districts

Report of the Corporate Director of Community Development

1.0 PURPOSE OF REPORT

- 1.1 The purpose of the report is to set out the Council's approach to voting in Business Improvement District (BID) ballots and re-ballots including the forthcoming Yorkshire Coast (YC) BID ballot.
- 1.2 The report sets out that the Council intends to take a neutral position by abstaining from voting to ensure that businesses determine the result of the ballot.

2.0 BACKGROUND

2.1 Business Improvement Districts (BIDs) are a flexible funding mechanism used to improve and manage a clearly defined commercial area. BIDs are based on the principle of charging an additional levy on defined business rate payers in a defined geographical area following a positive majority vote by those ratepayers.

2.2 Across North Yorkshire there are currently five BIDs in operation covering Harrogate, Skipton, Northallerton, Ripon and the Yorkshire Coast. Services or projects funded by BIDs can include for example public realm works, public events, improvement of amenities and other activities to boost economic activity within their area.

2.3 Now in its 5th year of operation the Yorkshire Coast BID is undertaking a ballot for a new term. This report sets out what the requirements of balloting are and how the Council intends to vote for this ballot and for future BID ballots within the area.

3.0 THE BID PROCESS

3.1 The Business Improvement Districts (England) Regulations 2004 notes that the billing authority (North Yorkshire Council) must be content that the proposals address certain technical and policy issues outlined in the Regulations before it can give its authority for a ballot to proceed.

3.2 In terms of compliance the YC BID have submitted their BID proposal outlining their business plan, area for ballot and the criteria of businesses subject to the BID levy. The BID also informed the secretary of state of the ballot on 19th September 2023. Based on the information provided the BID proposal met the requirements, as set out in The Business Improvement Districts (England) Regulations 2004, Schedule 1, to move forward for ballot. The YC BID as BID proposer submitted their instruction for NYC to hold a ballot on the 8th of March 2024. For the YC BID to be implemented it requires a positive vote, being one that has a simple majority both in votes cast and in rateable value of votes cast.

3.3 During the first BID term the YC BID list highlights such as supporting 156 events over 5 years with over 900,000 attendees, raising £1.4m in matched funding, commissioning 5 sculptures and setting 1 world record. In the proposal for the new term the YC BID is making new arrangements and is concentrating on the tourism sector. It is proposing to focus on three main areas:

- i) Promoting the area and its members
- ii) Protecting the Yorkshire Coast and its wild and marine life
- iii) Supporting its members.

The full business plan is attached at Appendix A providing greater detail of previous achievements and the focus of the next term should the ballot return a majority Yes vote.

3.4 As a business rate payer in the area the Council is not exempt from any BID levy and therefore has the opportunity to vote as part of the ballot process. However, in considering this, the Council wishes to ensure that it is businesses operating in the area, not the Council, who decide whether a BID levy is supported.

3.5 The Council is aware that due to its rateable value across North Yorkshire that if it were to vote there is a risk that it could have a disproportionate impact on the outcome of the ballot. It is estimated that North Yorkshire may hold around 10% of the voting value for the YC BID. The Council therefore intends to abstain in the forthcoming Yorkshire Coast ballot, or other future BID levy ballots across North Yorkshire, to limit its influence and ensure it is businesses who determine the outcome.

4.0 CONSULTATION UNDERTAKEN AND RESPONSES

4.1 The Leader and Portfolio Holder Open to Business have been consulted on the voting intentions of the Council.

5.0 ALTERNATIVE OPTIONS CONSIDERED

5.1 The alternative options for the Council are to use its vote either in favour or against the YC BID (and future BID ballots). The advantages of voting are that the Council can show a clear position in support, or against the proposals set out by the BID and will be able to influence the outcome of the ballot. The Council may wish to support a BID for economic regeneration activities as an example, or equally a benefit of voting would be to influence the financial impact on the Council as it would be required to pay the additional levy. However, as set out earlier in the report the risk of taking this approach is that the Council's position could be opposed (in favour or against) to what the business community in the area want. It should also be noted regardless of the Council's voting position that should a ballot be successful that the Council will work positively to ensure that the BID is as successful as possible and will meet its liability for any BID levy.

6.0 IMPACT ON OTHER SERVICES/ORGANISATIONS

6.1 BIDs impact on a range of services in the council covering revenues and benefits, legal, economic development, parks, and highways. There is also an impact on property and finance as it places a level on rateable value. BIDs impact on a range of organisations, directly to those required to pay the levy and also to organisations and communities which may be beneficiaries of funds raised or projects delivered.

7.0 FINANCIAL IMPLICATIONS

7.1 There are no financial implications from the decision not to vote in the BID ballot. However, if the YC BID ballot is successful the Council will be liable for levies of circa £70k, an uplift from the current levy of circa £15k.

7.2 The Council is required to provide support to the BID in terms of billing and administering the collection of the levy. This support will be provided from existing resources, though a reasonable charge to cover this work can and would be applied.

8.0 LEGAL IMPLICATIONS

8.1 The creation and operation of BIDs is provided for by the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004. Beyond compliance with the statutory provisions, there are no other direct legal implications arising from the recommendations within the report.

9.0 EQUALITIES IMPLICATIONS

9.1 An equalities impact initial screening has been undertaken and is attached as appendix B, it is concluded that there are no adverse equalities implications.

10.0 CLIMATE CHANGE IMPLICATIONS

10.1 There has been a climate change impact assessment undertaken and although there are no direct climate change implications, it should be noted as part of the decision, that the council may lose its ability to directly support BIDs that are promoting sustainable practices or vote against BIDs that entrench fossil fuel use and unsustainable practices by rescinding its right to vote. The climate change impact assessment form is attached as appendix C.

11.0 REASONS FOR RECOMMENDATION

11.1 The recommendation seeks to ensure that the Council takes a neutral position on the BID to ensure businesses determine whether a BID is introduced to the area.

13.0 RECOMMENDATION

- i) That the Council abstains from voting in BID ballots including the forthcoming Yorkshire Coast BID re-ballot

APPENDICES:

Appendix A –YC BID Business Plan

Appendix B – Equalities Impact Assessment Form

Appendix C - Climate Change Impact Assessment Form

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09/05/2024

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Presenter of Report – *Nic Harne, Corporate Director of Community Development*

Note: Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

2024 - 2029

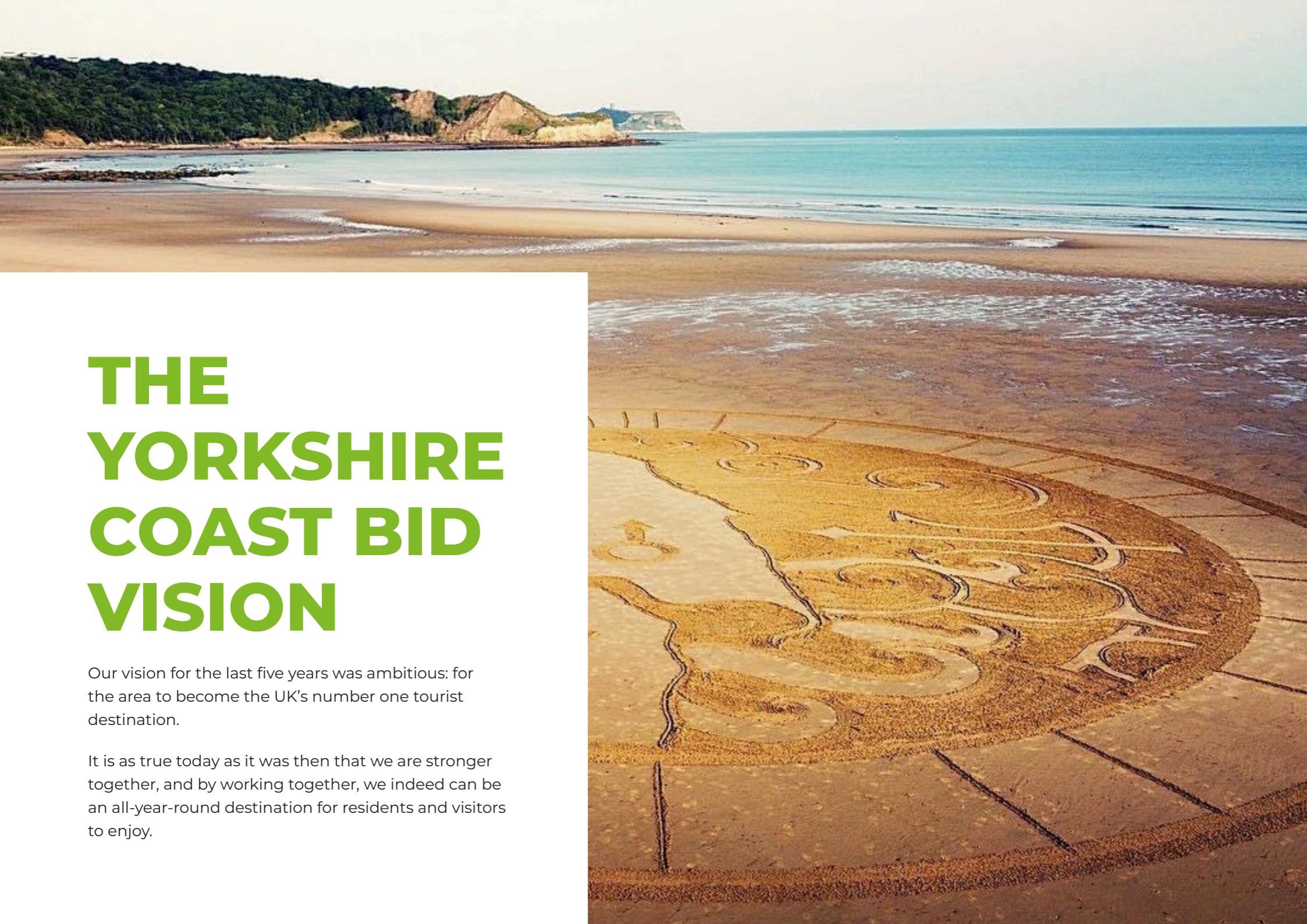
BUSINESS PLAN



**YORKSHIRE
COAST**

Business Improvement District

**STRONGER TOGETHER
PROMOTE . PROTECT . SUPPORT**



THE YORKSHIRE COAST BID VISION

Our vision for the last five years was ambitious: for the area to become the UK's number one tourist destination.

It is as true today as it was then that we are stronger together, and by working together, we indeed can be an all-year-round destination for residents and visitors to enjoy.

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LETTER FROM THE CHAIR

It is more crucial than ever to make potential visitors aware of what our area has to offer and ensure that they have the best visitor experience when they visit.

I am proud to have had the opportunity to be your Chair of the Yorkshire Coast Business Improvement District over the past five years and to see what has been accomplished in such a short space of time.

Writing on behalf of the board, we have been delighted to have had the opportunity to work with some of the most creative individuals and groups on the Yorkshire Coast and see them turn your funding into an array of events and projects. From the dazzling Light Night lasers to the historic Coble Festival in Bridlington, it has been fantastic to see activities grow annually and be adapted to give you, as businesses, more opportunities to benefit.

Over the last five years, your collective funding has enabled 156 events with over 900,000 attendees by partnering with over 50 different groups and organisations, demonstrating our commitment to working in partnership with talent from the area.

We have also championed your passion for protecting the Yorkshire Coast for future generations by partnering on key environmental initiatives, including 'Seal of Approval', 'Whitby Lobster Hatchery' and, of course, the very successful 'Puffins Galore'.

Your responses to our questionnaires, face-to-face interviews, and Summary Business Plan have helped us develop the 2024-2029 Business Plan, which I would like to thank you for.

In the second term, we commit to using the experience we have gained over the last five years to invest in projects and initiatives that can provide you with the most tangible value. We see products like Route YC, aimed at driving 3+ out-of-season night stays, and events celebrating our rich history as just the starting point.

I am personally very proud of our partnership achievements over the last five years, with you and for you, and now believe that we can build even further on this success for another five-year term, but we cannot do it without your YES vote.

Vote YES to this, and we will endeavour to ensure The Yorkshire Coast remains as one of the top UK tourist destinations.



Clive Rowe-Evans - Yorkshire Coast BID Chair



The Yorkshire Coast boasts one of the country's most magnificent coastlines, extensive sandy beaches, towering cliffs, picturesque fishing hamlets, and seaside resorts.

Our tourist economy is one of the cornerstones of our identity, community, and prosperity and your businesses are at the heart of that economy and are hugely important to the Yorkshire Coast.

**If you vote
'YES', you will
create the
opportunity
to invest over
£3.6m in the
next five years.**

TOGETHER WE ACHIEVED



156
EVENTS OVER 5 YEARS

5 SCULPTURES COMMISSIONED

1
WORLD RECORD

£117k
RAISED FOR LOCAL CHARITIES

£75k+
REVENUE SECURED THROUGH GIFT CARD SALES

1,000
MEMBERS OF OUR COMMUNITY INVOLVED IN LOCAL EVENTS

50+
PROJECT PARTNERS

10
PROTECT OUR COAST INITIATIVES

200
OPPORTUNITIES CREATED FOR ROUTE YC MEMBERS

£1.4M
MATCH FUNDING RAISED

30
BIKE REPAIR STATIONS AND EV CHARGING POINTS INSTALLED WITH MEMBERS

900K+
PARTICIPANTS ATTENDING EVENTS

PROJECT FUNDING

COASTAL FUND

Route YC 2021-24
Odyssey 2019-23
Light Night% 2022, 2024
Sports Event Feasibility 2023
Dirt Dash 2024
Protect Our Coast Initiatives 2022-24 (EV Charging 2023)
Bike Repair Stations 2022-23

Whitby Discovery Centre 2023
Coast Snap / Active Beacons 2022
Coastal Path Development 2024,
Spurn Butterfly Sculpture Wykeham Damsel fly
Withernsea Crab
Bridlington Barrowboy Sculpture 2024
Banners 2024
Hornsea Wave PA Trailer 2022-24

Love Yorkshire Coast 2021-24
Filey Bay Economic Report 2023
RYC Economic Report 2023
Business SOS Lobbying 2022
Snapsea Business Library 2022-24
Savings Advisory Service 2019-20
Shopappy 2020-22

VILLAGES FUND

Robin Hood's Bay Victorian Weekend 2019, 2020, 2023
Robin Hood's Bay Signature 2019
Holderness Business Support 2020
Robin Hood's Bay Dock End Seating 2020
Robin Hood's Bay Defibrillator 2020
Discover Yorkshire Coast 2020-2021
Puffins Galore! 2021-2023
Robin Hood's Bay WebCam 2021

Staintondale Village Hall Refurb 2021
Wildlife Guide 2021
Yorkshire Puffin Festival 2021-2024
Roos Tolkien Sculpture 2024
Spurn Butterfly Sculpture 2021
Land, Sand and Stone Festival 2022-23
Light Night 2022, 2024
Wykeham Damsel fly % 2022

Friends of Hunmanby Rail 2022
Robin Hood's Bay Broadband Scheme 2023
Robin Hood's Bay Quarterdeck Planting 2023
Scalby Fayre 2023-24
Wykeham Dragon Boats Race 2023-2024
Brid Explorer Extension 2023
Burniston and Cloughton Bowls 2023
Flamborough Chalk Tower 2024
Flamborough Toposcope 2024

SCARBOROUGH FUND

Christmas Events & Marketing 2019 - 2021
Fossil Festival 2020 & 2021
Gift Card 2020-24
Crescent Arts: "place" Exhibition 2020
Welcome Ambassadors 2020
Discover Yorkshire Coast 2020-22
Scarborough Stories 2020-22
Big Ideas by the Sea 2021-2024
Community Fayre Event 2021-23
Old Parcels Office Exhibitions 2021-24
Grue 2021-2023
South Bay Traders Boxing Day Event 2021-23
Light Night 2022, 2024
Sci-Fi Weekend 2022

Restaurant Week 2022 - 2024
Goldwings (Cancelled) 2022
Chamber of Commerce Support 2023-24
Town Trails
Town Centre Board
Savour the Coast 2023-24
Vintage Coach Event 2024
Anti-theft Group Support 2023-24
• Website
• Radios
• DISC
Victoria Road Christmas Lights 2023
Scarborough Pride 2023

Sign of the Times Events 2023
Hannah: A Soldiers Tale 2024
South Bay Traders Boxing Day
Seagull Management 2023
Pop-up Galleries 2023
*Event Feasibility 2023

ODYSSEY EVENTS:

- Geo-location Trails 2020
- Lighting Up the Coast 2021
- A Thousand Ships 2021
- The Trojan War 2022
- The Survivor 2022
- Lighting Finale 2023

FILEY FUND

Filey Landtrain Feasibility 2020
Welcome Ambassadors 2020
Discover Yorkshire Coast 2020
Super Soapbox Challenge 2021
Filey Kite Festival 2021-22
Filey Bay 1779 2021-2024

Steampunk Filey Festival 2022-2023
Active Filey 2022-23
Filey Coronation Event 2023
Filey Folk Festival 2023-2024
Filey Lions Bonfire Night Event 2023
New Town Christmas Lights 2023-2024

ODYSSEY EVENTS:

- Geo-location Trails 2020
- Lighting Up the Coast 2021
- A Thousand Ships 2021
- The Trojan War 2022
- The Survivor 2022
- Finale Event 2022

WHITBY FUND

Whitby Krampus Run 2019, 2021 - 2023
Welcome Ambassadors 2020
Whitby in Bloom 2020
Whit-Bee Line (ESK Valley Rail) 2020
Discover Yorkshire Coast % 2020-24
Whitby in Bloom 2021 - 2023

Whitby Ice Rink 2021-2022
Light Night 2022 & 2024
Whitby Supercar Saturday 2023
Christmas Festival 2023

ODYSSEY EVENTS:

- Geo-location Trails 2020
- Lighting Up the Coast 2021
- A Thousand Ships 2021
- The Trojan War 2022
- The Survivor 2022
- Finale Event 2022

HORNSEA FUND

Christmas Street Lights 2021, 2022
Puffins Galore! 2021-2023
Hornsea Carnival 2022

Hornsea Jubilee 2022
Hornsea Soapbox 2022
Hornsea Wave Sculpture Landscaping 2024

ODYSSEY EVENTS:

- Geo-location Trails 2020
- Lighting Up the Coast 2021
- A Thousand Ships 2021
- The Trojan War 2022
- The Survivor 2022
- Lighting Finale 2022

BRIDLINGTON FUND

Brid Bus 2019, 2020 (cancelled)
Great Wolds Run 2020
Ale Trail 2020
Seafood Festival 2020 (cancelled)
DISC 2021-2024
Drug Dogs 2021-2024
ROBOT 2021-23
Puffins Galore! 2021-23
Bridlington 5k 2022-23
Race the Waves 2022-2024
Super Soapbox Challenge 2022

Bridlington Coble Festival 2023-24
Bridlington Explorer 2022-2023
Bridlington in Bloom 2023-24
Bridlington Pride 2023
Super Car Saturday 2023
National Tug of War Championship 2023
Light Night 2024
Armed Forces Day 2024
Barrowboy Sculpture 2024
Seafood Festival 2024

ODYSSEY EVENTS:

- Geo-location Trails 2020
- Lighting Up the Coast 2021
- A Thousand Ships 2021
- The Trojan War 2022
- The Survivor 2022
- Lighting Finale 2022

WITHERNSEA FUND

Withernsea Bike Scheme 2020
Withernsea Pier Towers Renovation
2020 Puffins Galore! 2021-2023
Crab Sculpture Landscaping

2023 Withernsea on Wheels event
2022 Withernsea Christmas Lights 2022
Light Night 2022, 2024
Withstock 2024

ODYSSEY EVENTS:

- Geo-location Trails 2020
- Lighting Up the Coast 2021
- A Thousand Ships 2021
- The Trojan War 2022
- The Survivor 2022
- Lighting Finale 2022

WHY DO WE NEED A BID?

Over 300 BIDs in the UK support the majority of thriving towns, cities and tourism destinations and contribute to their economic growth and visibility.

On average, 1.4 million people visit the North Yorkshire coastal area alone every year, and particular attractions include Bempton Cliffs, Flamborough Head, Hunt Cliff, the Scalby Mills Sea Life Centre, Scarborough Castle and Whitby Abbey.

The Yorkshire Coast deserves to be recognised as a key destination, like the Lake District. The BID is able to deliver innovative projects like Route YC that benefit the entire area and aren't restricted by council boundary lines or focussed on a single landmark or town.

Amidst the significant changes witnessed in our local authorities last year, the BID stood as a pillar of stability, providing consistency and support. We are committed to continuing this role, serving as a channel of communication for our business community and fostering opportunities for collaboration with our local authorities.

Alongside the incredible projects we can continue to build upon, a yes vote will unlock other funds and investments to maximise the return of your levy contributions. It will also allow the talent and experience of our local tourism workforce to prosper for all our benefit.



VOTE YES!

WHAT IF I VOTE YES?

Your 'yes' vote is crucial as it will enable us to continue our work and build upon our achievements.

The landscape of our BID will change, and as a result, our focus will be more streamlined in solely supporting investment into the hospitality sector through events and projects which can be measured and demonstrated to our members.

These changes will reduce the number of members and allow us to increase the amount of direct communication with our members, something we know you would like more of.

Transforming an area's identity takes time, and although we are proud of our efforts to date, we know there is much more to be done to elevate the Yorkshire Coast to the number one tourism destination in the UK.

WHAT IS A BID?



BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their area, how they will implement these improvements, and what that will cost them. All this goes into a Business Plan, which is voted on by all those who would pay in an independent ballot. If the majority vote yes by number and rateable value, then a BID comes into being. All those within the BID area would then pay a small levy, irrespective of how they voted, for the business plan to be implemented. BIDs cannot be imposed by Councils or organisers and only come into being if eligible businesses vote yes in the ballot. BIDs are financed and controlled by the businesses within the selected area. BIDs deliver additional projects and services over and above those already provided by public bodies.

YORKSHIRE COAST BID HAS BEEN RUNNING FOR THE LAST 5 YEARS, WHY CAN'T IT JUST CONTINUE?

BIDs last for a maximum of 5 years in all cases, and once that term is over, the BID is legally required to undertake another ballot to continue in its present form or with new arrangements. As a result of the consultation, the Yorkshire Coast will have new arrangements, concentrating on the tourism sector this time.

IS THIS JUST ANOTHER TAX AND WILL IT SUBSTITUTE THOSE SERVICES THAT THE COUNCIL(S) ARE RESPONSIBLE FOR PROVIDING?

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates.

HOW MUCH WILL I PAY?

The BID Levy, collected on our behalf by the relevant Councils and transferred to the BID Company will be used to implement the projects laid out in this plan. Eligible businesses will pay 2% of their rateable value of their premises. This will be collected annually. Those below £12,001 in rateable value will be formally exempt as will those that fall out of the VOA categories identified in this plan.

I AM NOT AN ELIGIBLE BUSINESS – CAN I STILL TAKE PART?

Yes, businesses that are formally exempt from paying the BID Levy can contribute voluntarily and have rights to projects and governance.

WHEN WILL PROJECTS BEGIN TO BE DELIVERED FOR THE NEW TERM?

If the ballot is successful, the new term will then start from 01 August 2024.

WHAT IF I VOTE NO?

The harsh reality of a 'no' vote will be that, as of 31 July 2024, all Yorkshire Coast BID services, projects, and initiatives will end.

Here are just a few examples:

- ✗ Loss of investment of over £3m to promote the Yorkshire Coast
- ✗ No match-funded grants to enable events and local initiatives
- ✗ No floral and wildlife planting projects
- ✗ No programme of events over 5 years to drive tourism
- ✗ No business enhancing schemes such as photography and EV charging
- ✗ No gift card or restaurant weeks / programmes
- ✗ No collaboration for the future of the Yorkshire Coast



LISTENING TO YOU

Since September 2023, we have been gathering your feedback in a variety of ways.

This has included:

- An Impact Study carried out with the current Board of Directors.
- A Newsletter and Renewal Survey was sent and made available to all levy payers with over 120 responses.
- Independent one to one engagement with levy payers in October & November 2023.
- Online survey.
- Yorkshire Coast BID team member visits to levy payers – January to March 2024.

It was essential that we understood what you feel has worked, what has delivered results for your business and what you would like to see the BID continue to deliver from the very foundations laid in its first term.

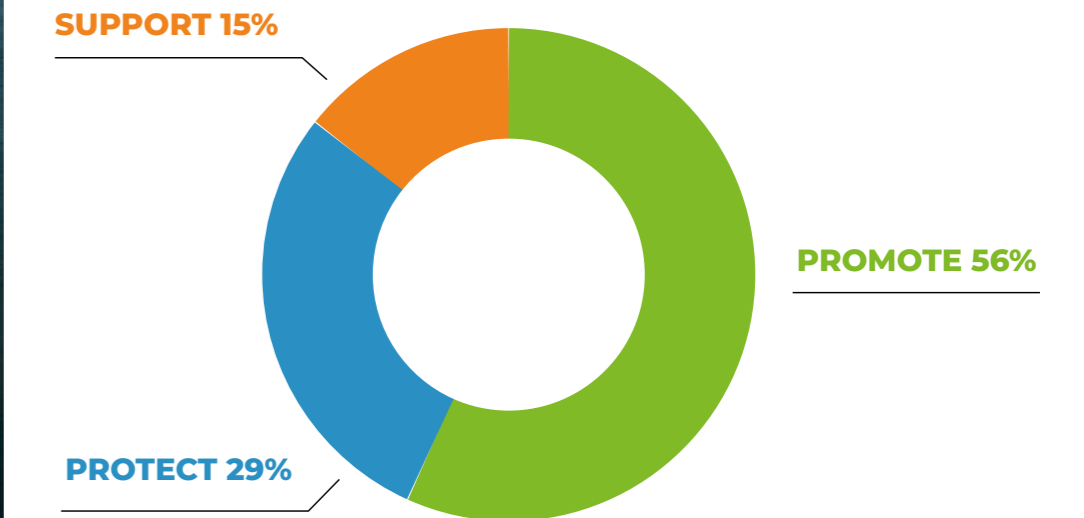


PROJECT THEMES

Over the next five years, the overarching investment and focus for the work of the BID will be projects that Promote, Protect and Support the future development of the Yorkshire coast and our members.

By streamlining our delivery into three main stands, it will ensure that you, our members, see more projects that will benefit the area and your businesses.

The BID will monitor, evaluate, and adapt its work to ensure maximum return on investment and is expected to generate over £3.6m per annum in the next five years.



PROMOTE UNLEASHING THE YORKSHIRE COAST'S POTENTIAL

This fund would be utilised to produce events and products which act as footfall drivers, like our flagship project, Route YC. The activities funded will focus specifically on those that can deliver tangible results and are backed by business feedback, so we are confident that they can provide you, as members, a return on your investment.

YOU TOLD US...

There has never been a more critical time to focus on driving awareness of the Yorkshire Coast as a key destination. With the ever-increasing number of BIDs in our competitor destinations, maintaining awareness of our region and increasing its visibility to attract new visitors is key. You have told us which of the BID's activities have delivered results by increasing bookings, spending, and profile for your business, including which events you have been able to benefit from.



90% Agree that Route YC is important

65% Agree that out-of-season events that drive bed nights are essential

70% Agree that new products to keep the area top of mind is needed

THE BID WILL...

Allocate up to £300,000 each year to projects that attract longer stay visitors, outside of the peak season, and which can demonstrate their impact.

Invest in more marketing and promotion to continue to develop our reputation as a vibrant, clean, green, and welcoming destination.

Identify new ways and research to help improve targeted marketing to increase out of season overnight stays of 3 night+.

Develop and manage a high-grade online presence and programme of events which generate bed nights.

Work with partners to develop a quality Data and Intelligence portal measuring our performance, as well as providing up-to-date intelligence to our businesses to assist with commercial decision-making.

Focus on the future development of products and trails like Route YC, which have a strong connection to our heritage and natural assets.



PROJECT EXAMPLE

We recognised that the UK holiday market was and still is incredibly competitive. For the area to compete against recognisable regions like the Lake District or Devon and Cornwall, we needed to create a need or “thing” for visitors to be compelled to do.

Route YC is exactly that a reason to visit—something to do, and it is best experienced over a minimum of 3 - 7 nights.

MEMBER BENEFITS

Business listing, with unlimited images/videos and inclusion in relevant itineraries.

National and international media exposure: 200 opportunities have been created to date.

Inclusion in social media features: Over 20 individual opportunities have been created to date. Add on products for your visitors to enjoy, including Paw Me a Drink dog stations.

AREA BENEFITS

Over 100 pieces of national and international coverage, massing a digital reach of 2.3m

Attracted over 100k users to the website and app over the last 12 months - they could be your next customer. Involved 4 World renowned cyclists to develop new cycle routes and champion the Yorkshire Coast.

“

Route YC, you've captured Yorkshire exceptionally. This is a journey you can embark on at your leisure by car, bike, foot or even boat, as I came to find!

There is absolutely nothing ordinary on Route YC and believe me, you've never experienced the Yorkshire coast like this before!

HOUSE COCO

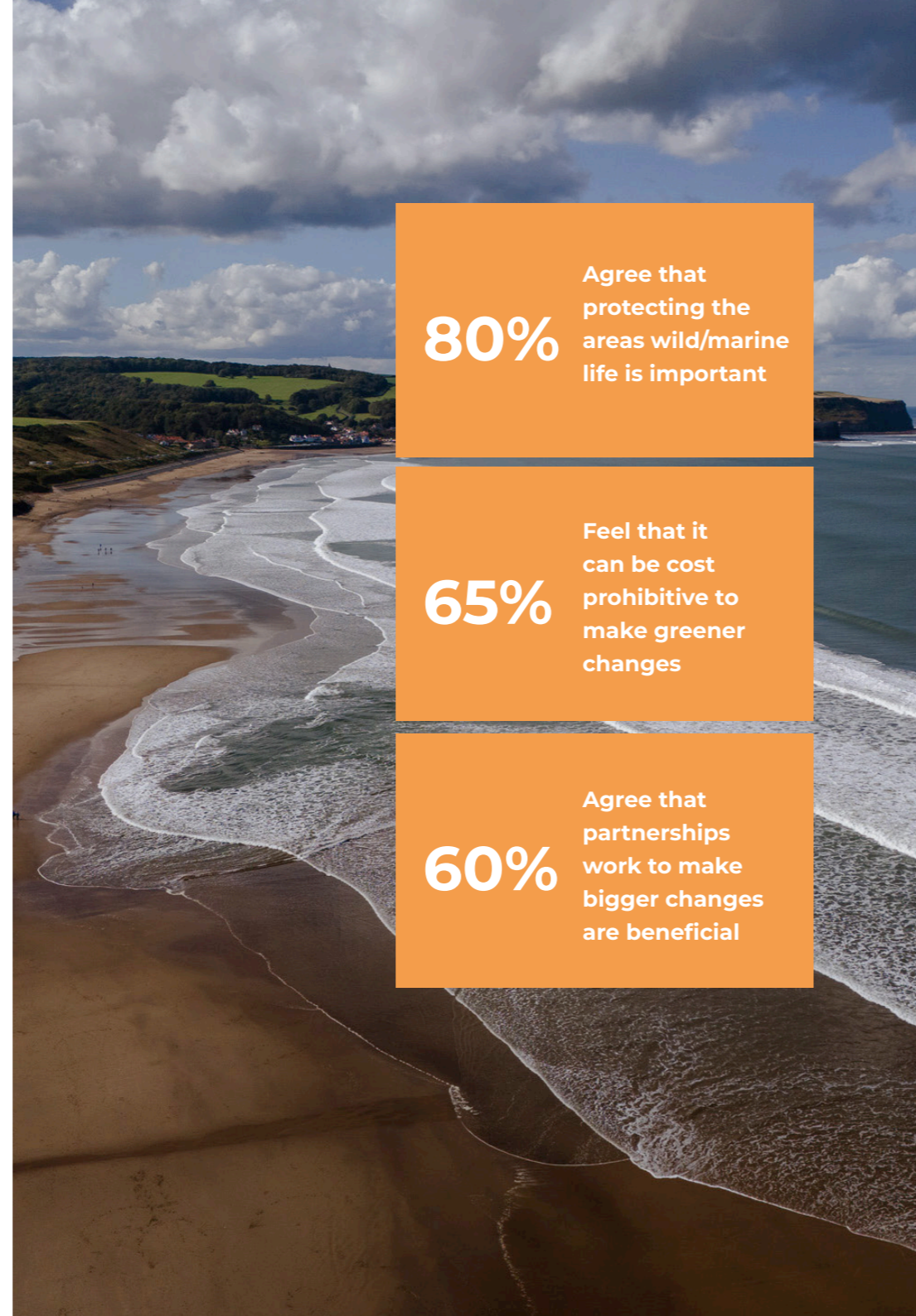


PROTECT PROTECTING THE AREA FOR FUTURE GENERATIONS

This fund will be for those initiatives that will create a cleaner, greener coastline by championing cleaner modes of transport, empowering businesses to become greener and building on our strong partnerships with key environmental organisations to invest in projects that safeguard our wild and marine life.

YOU TOLD US...

Protecting the coast is not just about environmental campaigns; initiatives that also enhance the area, from new cycling routes to electric charging points, are also needed.



80%

Agree that protecting the areas wild/marine life is important

65%

Feel that it can be cost prohibitive to make greener changes

60%

Agree that partnerships work to make bigger changes are beneficial

THE BID WILL...

The BID will invest up to £150,000 per year to build upon the partnership projects that have been established and to develop more initiatives including those that protect the area and its wildlife for future generations to enjoy.

Work with key partners to develop products that enhance the area and with the Local Visitor Economic Partnerships (LVEPs) to drive future investment into the destination.

Work with regional and national bodies to secure further investment that supports growth in (year-round) economic and environmental sustainability initiatives to protect the area with a key focus on wildlife and marine life.

Work with partners and funding bodies to leverage additional investment in infrastructure that promotes active travel and greener modes of transport.

Develop projects that enable businesses to make greener choices.



PROJECT EXAMPLE

PROTECT OUR COAST

We know that if each of our members made small changes to become greener collectively, this could significantly impact our local environment. Finding time to research ideas, purchase resources, and educate your team and customers on these changes is challenging.

That's why we created Protect Our Coast, a one-stop shop to gain members for inspiration, free equipment, resources to share, plus digital assets to post on your channels to shout about those small changes that will help make a big difference.

MEMBER BENEFITS

- Seal of Approval scheme with award recognition
- Free-to-use portal with information, resources and guides
- Localised campaigns, including free equipment, for example to increase recycling and pollinator schemes
- Digital assets to use on websites and social media to showcase your commitment
- Opportunities for green infrastructure to encourage more environmental modes of transport

AREA BENEFITS

- Targeted campaigns will produce an uplift in recycling and pollination highways for the area
- Raise the profile of the Yorkshire Coast and share how passionate we are about delivering environmental change
- A growing network of green infrastructure to attract visitors who want to explore the area more sustainably
- Collaboration with key environmental organisations to invest in significant projects across the whole of the Yorkshire Coast



HORNSEA WAVE
COASTAL SCULPTURE COLLECTION

SUPPORT CONNECTING & SHOWCASING OUR BUSINESS COMMUNITY

This fund would be used to provide support where you need it most by providing the tools to help connect our businesses and the resources and equipment to allow your business to stand out and thrive.

YOU TOLD US...

That you want to ensure that the BID is equipped to provide your business with the support it needs, when it is needed. To ensure the BID delivers the support that is needed, it must evolve.

60%

Want tailored support to enhance their business digitally

75%

Are interested in peer to peer support and training opportunities

70%

Like projects which their business can directly feature

THE BID WILL...

The BID will allocate up to £80,000 annually specifically in the tourism sector (food & drink, accommodation and leisure) to support its growth and development

PROJECT EXAMPLES

BUSINESS HUB

It offers support, networking and development through online and in-person events and meet-ups as well as recorded learning resources. Our Business Hub will bring together people who want to share their thoughts and ideas to improve not only their own business but help endorse each other and build a community collaboration both in their town or village and across the Yorkshire Coast BID region.

DISC

Continuing the success of Disc, an online system that helps drive down low-level crime and anti-social behaviour and makes it easy to report, monitor and communicate across groups and interact with police. The simple desktop and app versions are easy to use and enable members to act fast and report incidents or identify offenders without the worry of breaking Data Protection laws or GDPR.

GIFT CARD SCHEMES AND TRAILS

We will continue to consider commissioning large-scale sculptures to add to our existing trails. These sculptures would highlight our diverse flora and fauna across the Yorkshire Coast, attracting more visitors who want to experience these trails first-hand.






THE BID AREA

The Yorkshire Coast BID area will include all businesses with a rateable value of £12,001 or more and who fall into the following categories as defined by the Valuation Office:



 SCAN ME FOR MORE DETAIL

- Adventure Playground, Advertising,
- Aquarium,
- Mini Golf Course and Premises,
- Art Gallery and Premises,
- Beach Chalets,
- Beach Hut and Premises,
- Bus Parking Land,
- Office and Premises,
- Bus Station and Premises,
- Cafe,
- Cafe And Premises,
- Cafe Bar and Premises,
- Cafe Premises,
- Cafe, Bistro and Premises,
- Cafe, Guest House and Premises,
- Cafe, Restaurant and Premises,
- Cafe, Shop and Premises,
- Camping Site,
- Camping Site and Premises,

- Camping Site,
- Self Catering Units and Premises,
- Car Park,
- Car Park and Premises,
- Caravan and Chalet Park and Premises,
- Caravan Park and Premises,
- Caravan Sales Site and Premises,
- Caravan Site and Premises,
- Childrens Play Centre and Premises,
- Cliff Lift,
- Club and Premises,
- Communication Station and Premises,
- Conference Centre and Premises,
- Customer Service Centre and Premises
- Dock Hereditament and Premises,

- Entertainments Complex and Premises,
- Farm Shop and Premises,
- Farm Visitor Attraction,
- Guest House and Premises,
- Guest House and Self Catering Premises,
- Historic Property and Premises,
- Hostel and Premises,
- Hotel and Premises,
- Hotel Hostel and Premises,
- Kiosk and Premises
- Leisure Centre and Premises,
- Leisure Park and Premises,
- Library and Premises,
- Library Office and Premises,
- Market Stall and Premises,
- Micro Bar and Premises,
- Micro Pub and Premises,

- Motor Racetrack,
- Museum and Premises,
- Night Club and Premises,
- Open-air Theatre and Premises ,
- Park and Ride,
- Park and Ride Car Park and Premises,
- Petrol Filling Station and Premises,
- Petrol station,
- Private Swimming Pool and Premises,
- Public House,
- Public House and Premises,
- Public House Hotel and Premises,
- Public House, Camping Pods and Premises,
- Public House, Lodge and Premises,
- Restaurant,
- Restaurant and hot food takeaway and Premises,

- Restaurant and Premises,
- Self Catering Holiday Unit and Premises,
- Shop Petrol Filling Station and Premises,
- Showroom Tearoom and Premises,
- Site for Beach Huts and Premises,
- Site Huts and Premises,
- Site of Catering Kiosk
- Takeaway,
- Theatre and Premises,
- Tourist Attraction,
- Transport,
- Visitor Centre and Premises,
- Water Park and Premises,
- Water Sports Centre and Premises,
- Wedding Venue and Premises,
- Wine Bar and premises

Street list is viewable: [HTTPS://www.yorkshirecoastbid.co.uk/wp-content/uploads/2024/04/Street-IIST-2024.pdf](https://www.yorkshirecoastbid.co.uk/wp-content/uploads/2024/04/Street-IIST-2024.pdf)

HOW ARE BIDS FUNDED?

Every eligible business in the BID area will pay the BID levy, which is calculated as 2% of its premises rateable value. The rate will not change throughout the duration of the BID term. The table below gives an example of what the bid levy could be for your business.

RATEABLE VALUE	ANNUAL LEVY	EQUIVALENT DAILY COST
Below £12,001	EXEMPT	EXEMPT
£ 12 ,001	£240.02	£0.66
£ 15,001	£300	£0.82
£25,000	£500	£ 1. 37
£50,000	£1,000	£2.74
£ 100,000	£2,000	£5.48
£250,000	£5,000	£ 13.70
£500,000+	£ 10,000	£27.40

VOLUNTARY CONTRIBUTORS

Businesses with a rateable value of under £12,001 and those outside of the designated BID area or sectors will be formally exempt from paying the BID levy but can join voluntarily. A voluntary contribution will entitle a business to benefit from all the projects and services outlined in this business plan, as well as selected company member rights.

BUDGET FORECAST 2024 - 2029

YEAR	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
BID LEVY	£720,000	£720,000	£720,000	£720,000	£720,000
TOTAL INCOME	£720,000	£720,000	£720,000	£720,000	£720,000
PROJECT EXPENDITURE					
PROMOTE INITIATIVES	£300,000	£300,000	£300,000	£300,000	£300,000
PROTECT INITIATIVES	£150,000	£150,000	£150,000	£150,000	£150,000
SUPPORT INITIATIVES	£80,000	£80,000	£80,000	£80,000	£80,000
OVERHEADS					
OPERATING COSTS	£150,000	£150,000	£150,000	£150,000	£150,000
COLLECTION COSTS	£30,000	£30,000	£30,000	£30,000	£30,000
CONTINGENCY	£10,000	£10,000	£10,000	£10,000	£10,000
EXPENDITURE TOTAL	£720,000	£720,000	£720,000	£720,000	£720,000

ADDITIONAL REVENUE

BIDs across the UK, on average, generate 15% in additional income throughout their lifetime.

The Yorkshire Coast BID generated nearly double that in its previous term and will endeavour to raise additional income with a view to covering as much as the overhead cost as possible.

NEXT STEPS

The eligible businesses within the proposed BID area will receive a ballot paper by post. The vote to establish a BID for the Yorkshire Coast area will formally open on 3 May 2024 and close on 04 June 2024 at 5 pm. Eligible businesses can complete and return their ballot papers to Civica Election Services, the independent agent acting on behalf of the East Riding of Yorkshire Council and North Yorkshire Council's Returning Officers.

For the proposal to be successful at the ballot, the result will need to meet two criteria as set out in the BID Regulations:

1. Of those ballots returned by the close, those voting in favour of the proposal must exceed those voting against it; and
2. Of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which vote in favour must exceed the total of those voting against.

If the majority of businesses voting in the ballot vote 'YES' both by number and by collective rateable value, the Yorkshire Coast Tourism BID will formally commence on 01 August 2024, for a 5-year term.

MEET THE TEAM

2024-2029 BOARD

The BID's board will continue to be governed by a Board of Directors, who will be appointed based on skills and area representation criteria.

- 1 x Chair
- 7 x Private Sector Directors
- 1 x East Riding of Yorkshire Council
- 1 x North Yorkshire Council
- 1 x North York Moors National Park



YORKSHIRE COAST BID DIRECTORS

- Clive Rowe-Evans: Chair
- John Harding: Media, Hornsea
- Ben Gilligan: Transport, National
- Mo Driffield: Retail, Scarborough
- Martyn Coltman: Non-Profit, Bridlington
- Jody Nightingale: Food & Drink, Villages
- CLlr Handley: East Riding of Yorkshire Council
- Nic Harne: North Yorkshire Council
- Joel Brookfield: North York Moors National Park

YOUR BID TEAM

- We are a small yet effective team, here to turn the contents of the business plan into a reality so you can see where your funding has been invested.
- Kerry Carruthers, CEO
 - Lisa Craven, Communications
 - Elaine Stephenson, Projects & Events

GOVERNANCE AND MANAGEMENT

1. Yorkshire Coast BID Ltd, a not-for-profit company limited by guarantee, will manage the BID. All BID levy payers and equivalent financial contributors will be eligible to become members of the Company (subject to membership criteria) and consequently be able to vote on Company matters and seek office.
2. Yorkshire Coast BID Ltd will be governed by a Board of Directors. With the exception of the Chair, Board Director positions are unpaid and voluntary and will endeavour to include a mix of all sectors/areas of business that operate within the BID area, as well as the skills and experiences required for the proper functioning of the company.
3. The Board of Directors is responsible for supervising the strategic direction of the BID, ensuring that projects outlined in the Business Plan are completed within budget.
4. The Tourism BID will have the ability to vary project headings and expenditure according to the needs of the levy payers, subject to consultation, as long as the overall objectives of the Business Plan are being met.
5. The East Riding of Yorkshire Council and North Yorkshire Council are the Billing Authorities, and they will meet at least twice a year with the BID Company to monitor levy collection and financial management.
6. The BID Company will file annual accounts with Companies House, and an annual report/review will be produced, which will include updates on finances and activities. Levy payers will be invited to attend relevant meetings, and regular newsletters and updates will be shared with all levy payers.
7. An annual survey will be shared with levy payers to gauge their level of satisfaction. The survey results will shape future priorities and activities.

BALLOT RULES

All eligible businesses will have the opportunity to vote. The ballot will be conducted through an independent, confidential postal vote conducted by the nominated Returning Officer(s) which is the responsible body as determined by the BID legislation.

Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by East Riding of Yorkshire & North Yorkshire Councils. Organisations occupying more than one hereditament will have more than one vote.

A proxy vote is available, and details will be sent out by the Returning Officer or Agent. Ballot papers will be sent out to the appropriate organisation from 03 May, to be returned no later than 5pm on 04 June 2024.

For the BID to go ahead, two conditions must be met:

- More than 50% of businesses that vote must vote in favour.
- Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.



KEY DATES

April 19th 2024
Notification Of Ballot Issued

May 1st 2024
Business Plan Posted

May 3rd 2024
Ballot Papers Posted

June 4th 2024
Close Of Ballot

June 5th 2024
Declaration Of Result

BASELINE STATEMENTS

A Baseline Statement is a snapshot of the level of service provided by relevant public agencies. Regular monitoring and evaluation of the standards within the BID area will ensure that the services provided by public agencies, primarily North Yorkshire Council and East Riding of Yorkshire Council are up to the standards and requirements.

The BID Regulations require 'Baseline Statements (If any) to be made available.

Currently, there are no Baseline Statements from the Public Agencies, but the following services are provided in the BID area:

- Cleansing & Maintenance
- Car Parking
- Tourism
- Highways
- Planting & Landscaping
- Public Conveniences
- CCTV
- Regeneration



LEVY RULES

1. The BID Regulations of 2004 (as amended), approved by the Government, set out the legal framework within which BIDs have to operate, including how the levy is charged and collected and how the ballot is conducted.
2. The term of the BID will be for a period of five years commencing on 01 August 2024
3. The levy rate is fixed at 2% of the premises rateable value for all eligible parties with a rateable value of £12,001 or over. It is not subject to variation by the annual rate of inflation.
4. VAT will not be charged on the BID levy.
5. The following exemptions to the BID Levy apply.
 - Those with a rateable value of less than £12,001
 - Businesses whose primary function does not fall into the sectors identified on pages 26-27
 - Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription-based organisations.
6. The levy amount will be assessed using the most current Non-Domestic Ratings list at 01 July of each year ('Chargeable Date'). It will be updated for any changes in ratepayer appeals, additions, or removals.
7. The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business-rated property) within the BID area.
8. New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
9. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
10. Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
11. The BID levy will not be affected by 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 1988.
12. The BID Levy will be calculated on the Rateable Value as at the 'chargeable date'. There will be no amendment to the BID Levy for previous years in the event of any backdated Rateable Value changes (even where they relate to a successful appeal which demonstrates the original Rateable Value was incorrect or relate to delayed action or correction by the Valuation Office Agency). There will be no backdated refunds in relation to the BID Levy paid for previous years.
13. Under the BID Regulations 2004 (as amended), Billing Authority is the only organisation that can collect the levy on behalf of the BID Company.
14. The levy income will be kept in a separate ring-fenced account and transferred to the BID on an agreed basis.
15. 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.
16. The BID area and the levy rate cannot be altered without a further ballot.
17. The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
18. The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
19. The BID Board will meet at least six times a year. Every levy-paying business will be eligible to be a member of the BID Company (subject to criteria).
20. The Board will produce a set of annual accounts available to all members.



CONTACT

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Initial equality impact assessment screening form			
This form records an equality screening process to determine the relevance of equality to a proposal, and a decision whether or not a full EIA would be appropriate or proportionate.			
Directorate	Community Development		
Service area	Economic Development		
Proposal being screened	Decision on the Council's approach to voting for Business Improvement Districts		
Officer(s) carrying out screening	Nic Harne		
What are you proposing to do?	To seek approval to set out North Yorkshire Council's approach which is to take a neutral position abstaining from voting in Business Improvement District (BID) ballots and re-ballots including the forthcoming Yorkshire Coast (YC) BID ballot.		
Why are you proposing this? What are the desired outcomes?	<p>To ensure that businesses determine the result of the ballot.</p> <p>Business Improvement Districts (BIDs) are a flexible funding mechanism used to improve and manage a clearly defined commercial area. BIDs are based on the principle of charging an additional levy on defined business rate payers in a defined geographical area following a positive majority vote by those ratepayers.</p> <p>As a business rate payer in the area the Council is not exempt from any BID levy and therefore can vote as part of the ballot process. However, in considering this, the Council wishes to ensure that it is businesses operating in the area, not the Council, who decide whether a BID levy is supported.</p>		
Does the proposal involve a significant commitment or removal of resources? Please give details.	It is not considered that there is a significant commitment or removal of resources.		
<p>Impact on people with any of the following protected characteristics as defined by the Equality Act 2010, or NYC's additional agreed characteristics</p> <p>As part of this assessment, please consider the following questions:</p> <ul style="list-style-type: none"> To what extent is this service used by particular groups of people with protected characteristics? Does the proposal relate to functions that previous consultation has identified as important? Do different groups have different needs or experiences in the area the proposal relates to? <p>If for any characteristic it is considered that there is likely to be an adverse impact or you have ticked 'Don't know/no info available', then a full EIA should be carried out where this is proportionate. You are advised to speak to your Equality rep for advice if you are in any doubt.</p>			
Protected characteristic	Potential for adverse impact		Don't know/No info available
	Yes	No	
Age		✓	
Disability		✓	
Sex		✓	
Race		✓	
Sexual orientation		✓	

Gender reassignment		✓	
Religion or belief		✓	
Pregnancy or maternity		✓	
Marriage or civil partnership		✓	
People in rural areas		✓	
People on a low income		✓	
Carer (unpaid family or friend)		✓	
Does the proposal relate to an area where there are known inequalities/probable impacts (e.g. disabled people's access to public transport)? Please give details.	N/A		
Will the proposal have a significant effect on how other organisations operate? (e.g. partners, funding criteria, etc.). Do any of these organisations support people with protected characteristics? Please explain why you have reached this conclusion.	The decision on the Council's approach to voting for Business Improvement Districts does not in itself impact on how other organisations operate; however, BIDs impact on a range of organisations, directly to those required to pay the levy and also to organisations and communities which may be beneficiaries of funds raised or projects delivered. It is not expected that BIDs would have an impact on any relevant organisations or businesses that support people with protected characteristics.		
Decision (Please tick one option)	EIA not relevant or proportionate:	✓	Continue to full EIA: Yes
Reason for decision	As set out above, it is concluded that there is no adverse equalities implications.		
Signed (Assistant Director or equivalent)	<i>A. Hume</i>		
Date	09/05/2024		

Appendix C - Initial Climate Change Impact Assessment (Form created August 2021)

The intention of this document is to help the council to gain an initial understanding of the impact of a project or decision on the environment. This document should be completed in consultation with the supporting guidance. Dependent on this initial assessment you may need to go on to complete a full Climate Change Impact Assessment. The final document will be published as part of the decision-making process.

If you have any additional queries, which are not covered by the guidance please email climatechange@northyorks.gov.uk

Title of proposal	Decision on the Council's approach to voting for Business Improvement Districts
Brief description of proposal	<p>Business Improvement Districts (BIDs) are a flexible funding mechanism used to improve and manage a clearly defined commercial area. BIDs are based on the principle of charging an additional levy on defined business rate payers in a defined geographical area following a positive majority vote by those ratepayers.</p> <p>North Yorkshire Council intends to take a neutral position by abstaining from voting to ensure that business determine the result of the ballot.</p>
Directorate	Community Development
Service area	Economic Development
Lead officer	Nic Harne – Corporate Director of Community Development
Names and roles of other people involved in carrying out the impact assessment	Mark Haynes – Business and Economy Project Manager


The chart below contains the main environmental factors to consider in your initial assessment – choose the appropriate option from the drop-down list for each one.

Remember to think about the following;

- Travel
- Construction
- Data storage
- Use of buildings
- Change of land use
- Opportunities for recycling and reuse

Environmental factor to consider	For the council	For the county	Overall
Greenhouse gas emissions	No effect on emissions	No Effect on emissions	No effect on emissions
Waste	No effect on waste	No effect on waste	No effect on waste
Water use	No effect on water usage	No effect on water usage	No effect on water usage
Pollution (air, land, water, noise, light)	No effect on pollution	No effect on pollution	No effect on pollution
Resilience to adverse weather/climate events (flooding, drought etc)	No effect on resilience	No effect on resilience	No effect on resilience
Ecological effects (biodiversity, loss of habitat etc)	No effect on ecology	No effect on ecology	No effect on ecology
Heritage and landscape	No effect on heritage and landscape	No effect on heritage and landscape	No effect on heritage and landscape

If any of these factors are likely to result in a negative or positive environmental impact then a full climate change impact assessment will be required. It is important that we capture information about both positive and negative impacts to aid the council in calculating its carbon footprint and environmental impact.

Decision (Please tick one option)	Full CCIA not relevant or proportionate:	✓	Continue to full CCIA:	N/A
Reason for decision	North Yorkshire Council's approach to voting for Business Improvement Districts does not in itself impact the environmental factors set out above.			
Signed (Assistant Director or equivalent)				
Date	09/05/2024			