

When COVID arrived and lockdowns were introduced, few places were as hard hit as the area the Bournemouth Coastal BID represents. Our hospitality and catering businesses were floored and retail suffered massively. Tourist numbers fell off a cliff and for a resort town that was devastating.

The BID worked tirelessly to help our levy-payers survive and to adapt – and their business instincts and astonishing efforts have been remarkable.

Prior to COVID our local economy was doing well and the BID was maximising opportunities, funding and organising events and making our areas better.

Now the end of the pandemic is in sight and restrictions are lifting, we are looking to the future and to supporting those businesses as they recover and begin to flourish again.

The purpose of this report is to outline what our activities were before the pandemic, during it, and to summarise our plans and priorities for businesses post COVID.

Our eyes are focussed on the future, and we are ready to go.

Paul Clarke

Chairman of Bournemouth Coastal BID

Bournemouth
COASTAL BID





Remembering 2019

We contributed **£90,000** into Christmas Tree Wonderland in 2019, which brought in 769,770 visitors to the town

A further **£70,000** was spent on festive illuminations across our areas

Another **£20,000** was spent on festive fun, including children's entertainers, Father Christmas, reindeer, llamas to name a few

Our **£30,000** investment in Business Events Bournemouth generated **£420,000** additional gross annual revenue for levy paying hotels

We invested **£10,000** in the Bournemouth Emerging Arts Fringe (BEAF) that brought 20,000 visitors to Boscombe, boosting businesses by bringing arts to the people



BusinessEventsBournemouth

Right place. Right fit. Right feel



A unique festive trail featuring
"spectacular Christmas trees"
from around the world.

BOURNEMOUTH
Christmas Tree
Wonderland

16th Nov 2018 to 2nd Jan 2019

bournemouth.co.uk/christmastreewonderland



£20,000 contribution to the cost of CSAS Officers in Boscombe

Another **£7,500** helped fund Southbourne Revival, a two-day family music festival bringing people together and celebrating all of the traders and businesses in the local areas

We funded Bournemouth Area Hospitality Association (BAHA) with **£6,000** to support a vital part of our local economy; hotels and hospitality

£4,000 invested in the GB High Street campaign





Additional £90,000.00 in grant funding generated for businesses

A further £10,000 secured to support businesses

£50,000 was raised to continue the operation of the Coastal BID

Helped formulate the COVID action plan for Dorset hotels, leading the country in getting people back into hotels at the end of the first lockdown.

Participating in RH3 Group meetings and discussions, helping to shape COVID19 response by BCP Council in partnerships with other BIDS and agencies



News

20th April

£500m and 9,000 job losses: how much coronavirus could cost BCP area if lockdown lasted six months

By Josh Wright

News

20th May

Bournemouth Coastal BID lobbies for more hospitality help

By Darren Slade | [echodaz](#)

Bournemouth
COASTAL BID



**GOVERNMENT ANNOUNCES NEW BOUNCE
BACK LOANS FOR SMALL BUSINESSES**



Introduced a **low level crime reporting app** enabling businesses to submit real time reports via their smart phones and laptops of **low level crime and anti-social behaviour** and to share awareness.



Backed the national **#RaiseTheBar** campaign that urged the Government to give extra help to the retail, hospitality and leisure sectors.



Backed other campaigns through the lockdowns to help our levy-payers

Negotiated **free legal advice** for levy paying businesses



Funded **20% discount** for our businesses when they purchased **PPE** – all through a dedicated website

Ran **Monsterhero Safari** encouraging people to get out during and visit businesses that were able to trade

FAST, EASY REPORTING, ENHANCED CURRENT AWARENESS

- 01 Submit incident, Public Realm and ID-Sought reports from mobile devices - with voice-to-text and onboard camera – and desktops / laptops; 'escalate' into Crime Reports direct to police 101 desks
- 02 Send and receive urgent and important Alerts by built-in Instant Messaging system
- 03 Share Instant Messages, alerts, news, documents, ID-sought images and information about up-coming events



The post-pandemic landscape

- Now lockdowns are lifting we are preparing for tourists and visitors and helping businesses by:
- Securing an additional £75,000 for Boscombe through the Towns Fund to be spent on murals, planting, a deep clean, additional seating and permanent lighting for the precinct area
- Securing an additional £50,000 via BCP Council to be spent on a Green Machine electric vehicle, recycling food waste and coffee grounds from local businesses, turning them into compost which will be used in community gardens to grow food for local food banks, and to water plants and remove waste from out trading areas. This will also generate employment by funding an additional staff member to carry out the work, employed by us





We have also funded an extra **50,000** copies of the guide to Bournemouth, Christchurch and Poole and delivered them to hotels and hospitality businesses so visitors know what's on offer and where they can go

We will continue to help fund Business Events Bournemouth, part of BH Live, to help bring major events to the town

CSAS officers will continue to be funded making Boscombe a safer place to work and shop

We are currently waiting for the outcome of a funding application which if successful will mean an extensive refurbishment programme of street furniture and planting in our areas- putting Pride in Place firmly at the top of our agenda, together with tourism, security and environmental issues

