



ACCOMMODATION BID

BOURNEMOUTH • CHRISTCHURCH • POOLE

NEWSLETTER ONE

Hello and welcome to the Bournemouth, Christchurch, Poole Accommodation Business Improvement District (ABID) Factsheet. We wanted to introduce the work we are carrying out and answer some key questions and ask for your involvement as a major Accommodation Provider in our destination.

Most importantly, we would also like to arrange a one-to-one meeting to discuss this in more detail. If you are happy to do this, please email elizabeth@themosaicpartnership.co.uk.

So, What is an Accommodation BID (ABID)?

The ABID is an investment for the future, to attract more overnight visitors to the area and would be collected by the major Accommodation Providers (those with a rateable value of £40K and over) in Bournemouth, Christchurch and Poole.

These Accommodation Providers will help develop and vote on a five-year Business Plan designed to grow your business, reflect your priorities, and provide longer term security. If the vote is successful, the levy will be charged to visitors and collected to enact the Business Plan. Accommodation Providers will collect a £2 per room/unit, per night (plus VAT), from guests staying overnight. This room/unit 'Visitor Charge' model is like those operating in numerous cities in Europe and around the world.

The first two of these types of ABIDs are already in place in the UK, in **Manchester** and **Liverpool** with many areas following suit soon. We want to stay ahead of the game.

Why is the ABID being considered now?

The visitor economy is hugely important to our destination. It is also becoming increasingly competitive and therefore the importance of making potential visitors aware of what our area has to offer and ensuring that they have the best visitor experience when they come is even more crucial. With public sector finances under severe pressure, resulting in a funding gap, several of the key Accommodation Providers and others in the industry have been debating the introduction of a new sustainable model to fund the delivery of destination marketing, large-scale events and other initiatives encouraging year-round leisure and business tourism across the Bournemouth, Christchurch and Poole region.



What projects could the ABID deliver?

We expect to be able to generate circa £2m pa (depending on occupancy levels) from the ABID levy over the next five years. Whilst the exact projects and initiatives that will go in the business plan will be decided in consultation with you as Accommodation Providers, we believe the investment should be around these 3 key areas:

1. International & Domestic Destination Marketing, PR & Events for Leisure & Business

- Seasonal high impact targeted marketing campaigns to drive up year-round overnight visitor numbers and spend across Bournemouth, Christchurch & Poole.
- Invest in, and secure commercial partnerships to deliver major destination scale events and festivals to attract high spend stay visitors and extend the summer season.

2. Destination Placemaking & Logistics

- Continue to develop our reputation as a safe, clean, green and welcoming destination.
- Invest in new research to help improve targeting, drive up visits and attract high quality investment.
- Develop and manage a high-grade online presence.
- Develop a quality data and intelligence portal measuring our performance as well as providing up to data intelligence to our businesses to assist with commercial decision making.
- Employ an Operational Head to represent the destination. Lobbying for investment and support and representing the interests of the ABID.

3. Destination Showcasing, Funding & Partnerships

- Working with key partners, support a Local Visitor Economic Partnership (LVEP) to drive future investment into the destination.
- Work with regional and national bodies such as Visit England to secure further investment that supports growth in (year-round) economic and environmental sustainability.

- Work with partners and funding bodies to leverage additional investment in infrastructure and visitor services to meet a growing market opportunity.

Who are the ABID Shadow Board Members Driving This Forward?

The members of the group have been recruited to represent the key Accommodation Provider types (branded, independent, group) as well the different areas, relevant industry organisations and partnerships and the public sector.

Visit our website to see an up-to-date list www.bcpabid.co.uk.

Project Timetable

Business Engagement & Consultation
February 2024

Business Plan End February 2024

Campaign March 2024

Ballot April 2024

How Can You Get Involved and Keep Up to Date?

Around 70 Accommodation Providers will potentially be part of the new ABID. Keep in touch by visiting our website. There you can fill in our survey and find details of our information sessions. Most importantly arrange a one-to-one chat by contacting Elizabeth Faulkner on elizabeth@themosaicpartnership.co.uk.

We look forward to working in partnership with you.
Visit our website for more information www.bcpabid.co.uk