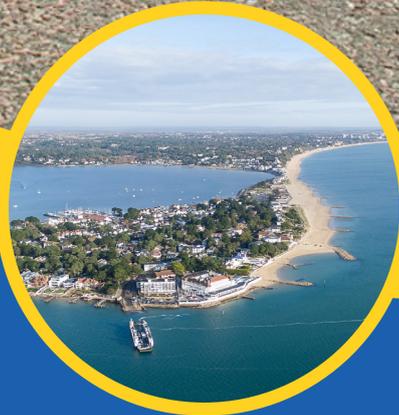




ACCOMMODATION BID
BOURNEMOUTH • CHRISTCHURCH • POOLE

Business Plan
2024-2029



VOTE
YES

Shaping The Future

**Bournemouth, Christchurch,
& Poole Accommodation
Business Improvement District**

INTRODUCTION

Bournemouth, Christchurch, and Poole sit on the Jurassic Coastline, a UNESCO World Heritage Site. Alongside the coastal landscape, the area boasts a huge variety of tourist attractions. The cultural scene is represented by theatres, galleries, and live music venues, offering diverse entertainment.

Our visitor economy is one of the cornerstones of our identity, community, and prosperity. Visitor accommodation is at the heart of that economy, not only providing the first welcome to our destination in many cases but linking almost every other aspect of what we offer from employment to events.

So why do we need an Accommodation BID (ABID)? 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 also under severe pressure, resulting in a funding gap, the industry has 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.

Getting together in this way provides a powerful voice as we know, but the development of an Accommodation BID will be a huge step change in the management, and marketing of our destination. It will help in not only unlocking other funds and investment, but also allow the talent and experience we have to prosper for all our benefit.

With the opportunity to invest over £12m in the next 5 years by the Accommodation BID, we hope you will come together and support us to 'Shape The Future'.

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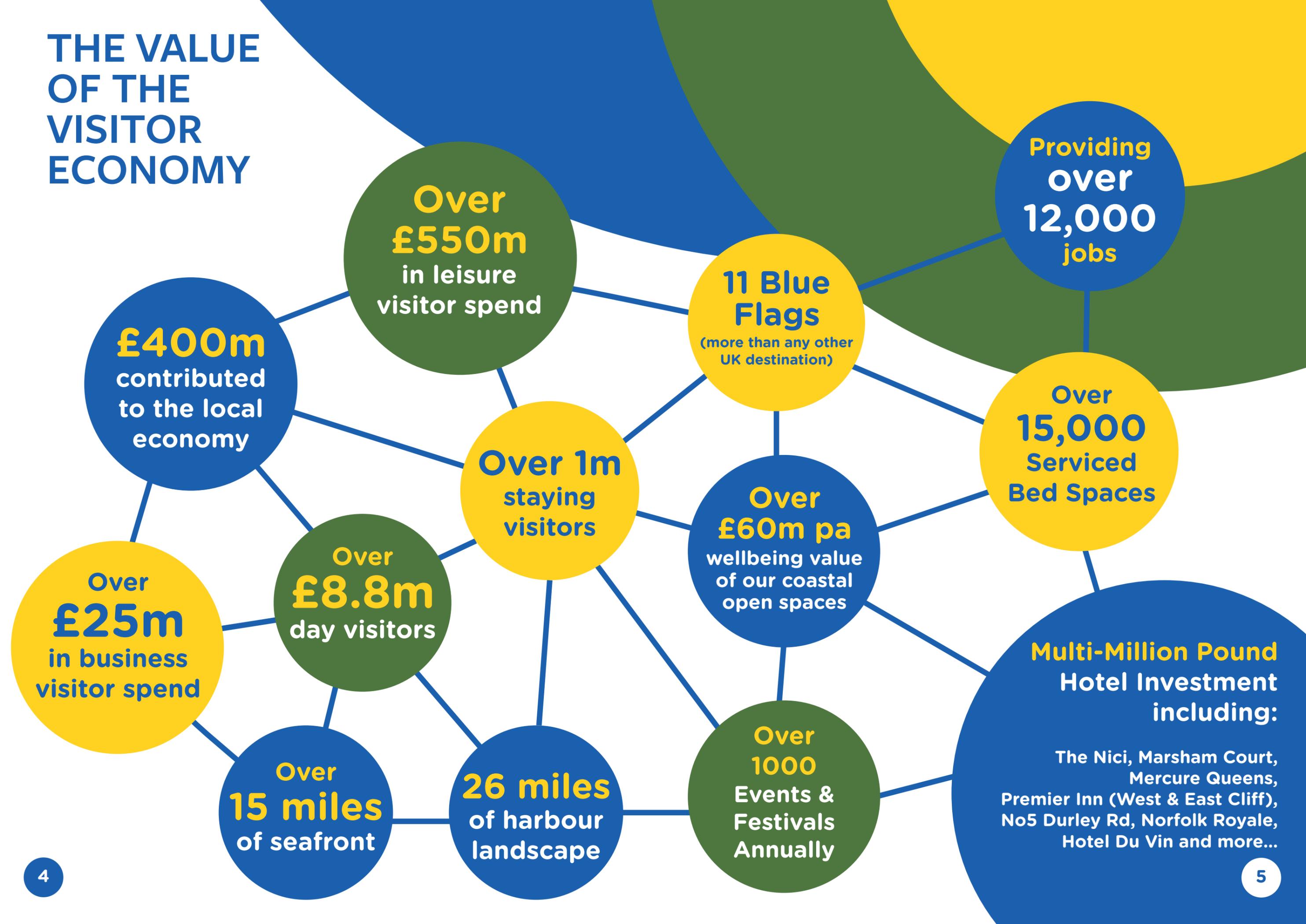
“The A BID is essential to help our conurbation and to assist the hotel industry in making sure the tourism industry has an offering. We will be able to continue our collaborative approach with other sectors in making our area a worthwhile destination that people wish to visit. Placemaking, marketing and events will continue to help us provide a thriving visitor economy and bring potential investors to our area. We are committed to making our area the best it can be for tourists and our local residents”.

Rosie Radwell, Marsham Court Hotel & Chair Bournemouth, Christchurch, and Poole Accommodation BID



All photos are copyright to Bournemouth, Christchurch & Poole Tourism.

THE VALUE OF THE VISITOR ECONOMY



WHY WE SUPPORT THE BOURNEMOUTH, CHRISTCHURCH, POOLE ABID



“The great thing about this concept is it is based on performance; hotels will only contribute commensurate with their occupancy. Going forward it will also mean the management and development of our visitor offering will largely be in the hands of the industry”.

David Bailey, President of BAHA



“The Destination Management Board (DMB) is committed to a cross-sector and bi-partisan approach to getting this destination back on track. The ABID is a unique proposition for our three towns and its swift implementation is one of the most important opportunities for our local business community both now and in the future. Its successful delivery will reverberate around the conurbation for many years to come. We are committed to ensuring that it is successful and that it helps deliver a clean, green, safe, vibrant and eventful conurbation for businesses and residents in the future”.

Andy Lennox, Chair of DMB



“The A BID will play a crucial role in supporting the tourism sector in our region. Unfortunately, the local council is in financial straits and are therefore unable to allocate any funds to invest in tourism initiatives. As a result, essential aspects such as online presence, websites, even the beach upkeep have been neglected. The anticipated funds generated by the A BID will bridge this gap and help revive the industry and facilitate enhancements. that will benefit visitors as well as local residents”.

Eytan Krips, Owner/Director, Hotel Collingwood



“As an active member of the business community and a passionate advocate for our local tourism industry in BCP, I am thrilled to provide my full support for the Accommodation BID (ABID) in our area. The positive future impact of proposed ABID by fuelling growth, fostering collaboration, and elevating our area’s reputation as a top-notch destination is undeniable. With the continued financial and technical support and investment that an ABID would provide, we can harness growth, nurture success and further enhance the visitor experience in BCP. From providing advertising platforms to implementing innovative marketing strategies, the ABID holds immense potential in order to drive economic prosperity, attract more visitors, and solidify our position as a premier destination on the South Coast. I wholeheartedly endorse the ABID and encourage all stakeholders to join hands in ensuring a vibrant and prosperous future for BCP area”.

Muhammad Malik, Group Director-Finance & Business Support, Oceana Hotels & Restaurants



“The ABID will bring a much-needed injection of passionate local businesses together to help rejuvenate the BCP area by strategising a marketing, event and business plan and campaign to bring both local, national and international guests back to the Bournemouth Poole and Christchurch Area. Without the ABID, we will be at great risk of being left behind and without significant investment, we will struggle to bring in the necessary business to keep the tourism and hospitality industries alive in the area”.

Michael Matthews, Director of Sales, Hilton Bournemouth



“The ABID is essential for the future of hospitality across BCP. With the loss of local authority support for tourism and events we must be self-sufficient to preserve the “Brand” that is Bournemouth, Christchurch, and Poole and enable all three towns to attract necessary tourism and compete with other resorts in the UK”.

Tim Lloyd, Managing Director, Captains Club Hotel



“We welcome the industry’s pro-active approach and are excited at the prospect of working in partnership with the proposed new Accommodation BID, to deliver a more productive and resilient visitor economy and destination management. As the Council moves to a new way of working, as an enabler we will do everything we can to support the process to a successful conclusion.”

Councillor Vikki Slade, Leader of BCP Council



“I have no doubt that the efforts of the ABID will bring significant benefits not only to the accommodation and hospitality sectors but also to the entire town and community. The establishment of new funding opportunities to support growth and promote the long-term viability of our wonderful destination can only be a positive move. The A BID is committed to providing a sustainable, business-driven solution to the challenges encountered by the accommodation sectors and the broader visitor economy across Bournemouth, Christchurch and Poole”.

Theo Iakimov, Formerly General Manager, Hotel Miramar



“Accommodation providers across Bournemouth, Poole & Christchurch have all seen their challenges over the last four years as we recover from the Covid pandemic and adjust to our new position outside the EU. Central funding is becoming more limited, and as a conurbation it is crucial we become more dynamic in our approach to ensure we remain an attractive destination for our future visitors and continue to promote the local area. The ABID presents an opportunity to tackle these issues and continue to increase our footfall across all three towns. It will provide much-needed funding to ensure local events continue to be held, and marketing is in place to attract prospective guests to our business and towns”.

Clare Rockett, Hotel Du Vin

ABOUT THE BOURNEMOUTH, CHRISTCHURCH, AND POOLE ACCOMMODATION BID (ABID)

‘The vision for Bournemouth, Christchurch and Poole’s Tourism Economy is to establish one of the best coastal places in the world to visit, work and invest in’.

The visitor economy contributes over £400m to the local economy and provides over 12,000 jobs. Over 65% of our visitors prefer to come early summer with the figure at around 20% in spring, around 35% in Autumn and single digits in Winter. Bournemouth has a slightly younger demographic visiting with family holidays and events and festivals at its core whilst Christchurch and Poole have an older audience more inclined to adventure and exploration.

The business market is also recovering from the pandemic but in a slower fashion and with some clear challenges. Amongst them are, broadening and enhancing the consumer brand, promoting easier access, improving, and adding to the accommodation stock.

Independent research carried out in 2021 identified other areas of improvement. Key takeaways included the need to:

- Improve the quality of our hotel offer.
- Address the seasonality of our hotel market, with hotels achieving high occupancies and room rates between April and October but recording much lower occupancies and room rates in the winter.
- Take advantage of the strong prospects for post-COVID recovery and very strong prospects for longer term growth as a result significant planned investment.

All of the challenges above, undoubtedly provide an opportunity for growth and there is an understanding that

Bournemouth, Christchurch and Poole stand at a crossroads in many ways. Growth at this level also requires supporting activity, co-ordinated strategic and operational direction, and a clear eye on the needs of the consumer and the competition, current and emerging.

It is against this backdrop that the Accommodation Providers are proposing a new and exciting way to be at the centre of addressing this challenge. To not only have a much greater say in developing our response but to be the ones delivering the plans and projects. The development of this Business Plan is designed to help to grow your business, reflect your priorities, and to assist with providing long term security.

It is an investment for the future. Eligible Accommodation Providers will pay a levy based on occupancy. They are able to recover this levy by collecting a £2 per night ‘Visitor Charge’ (similar to that charged in many places in Europe and the USA). It will raise over £2.5m pa over the next five years and this Business Plan gives you details of what that will be spent on and how it will be managed.

The first of this particular model is already in place in the UK in Manchester with many areas likely to follow suit soon. Bournemouth, Christchurch, Poole is aiming to be the first coastal location in the UK to do this.

Your support is crucial for us to realise this. The stage is now yours and we very much hope you will share in our optimism and confidence in making Bournemouth, Christchurch and Poole ‘World Class’.

LISTENING TO YOU: THE ABID CONSULTATION

Bournemouth, Christchurch, and Poole ABID Business Plan has been influenced by the results of many months of discussions, workshops, meetings, and surveys. The consultation included, not only the 70+ Accommodation Providers that will be involved but the major stakeholder and industry organisations such as Bournemouth Area Hospitality Association, Destination Management Board, Bournemouth Coastal, Town Centre, Christchurch and Poole BIDs as

well as BCP Council. All Accommodation Providers have been sent a newsletter, invited to one-to-one meetings and to open business meetings. The Accommodation BID plans have had wide media exposure in the local regional and national press, The consultation process has ensured that all Accommodation Providers have had the opportunity to contribute and ask any questions about the proposed ABID.



WHAT WILL THE ABID DELIVER?

Over the next five years, the overarching focus for the work of the ABID will be to:

- **Attract More Visitors**
- **Elevate Experience & Service**
- **Stimulate Prosperity**

The ABID will monitor, evaluate, and adapt its work to ensure maximum return for investment. The ABID is expected to generate over £2.5m pa (depending on occupancy levels) over the next five years.

The investment will be in 3 key areas:

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

The ABID will develop:

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

2. Destination Placemaking and Logistics

The ABID will:

- 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 interest of the ABID.



**VOTE
YES**

3. Destination Showcasing, Funding and Partnerships

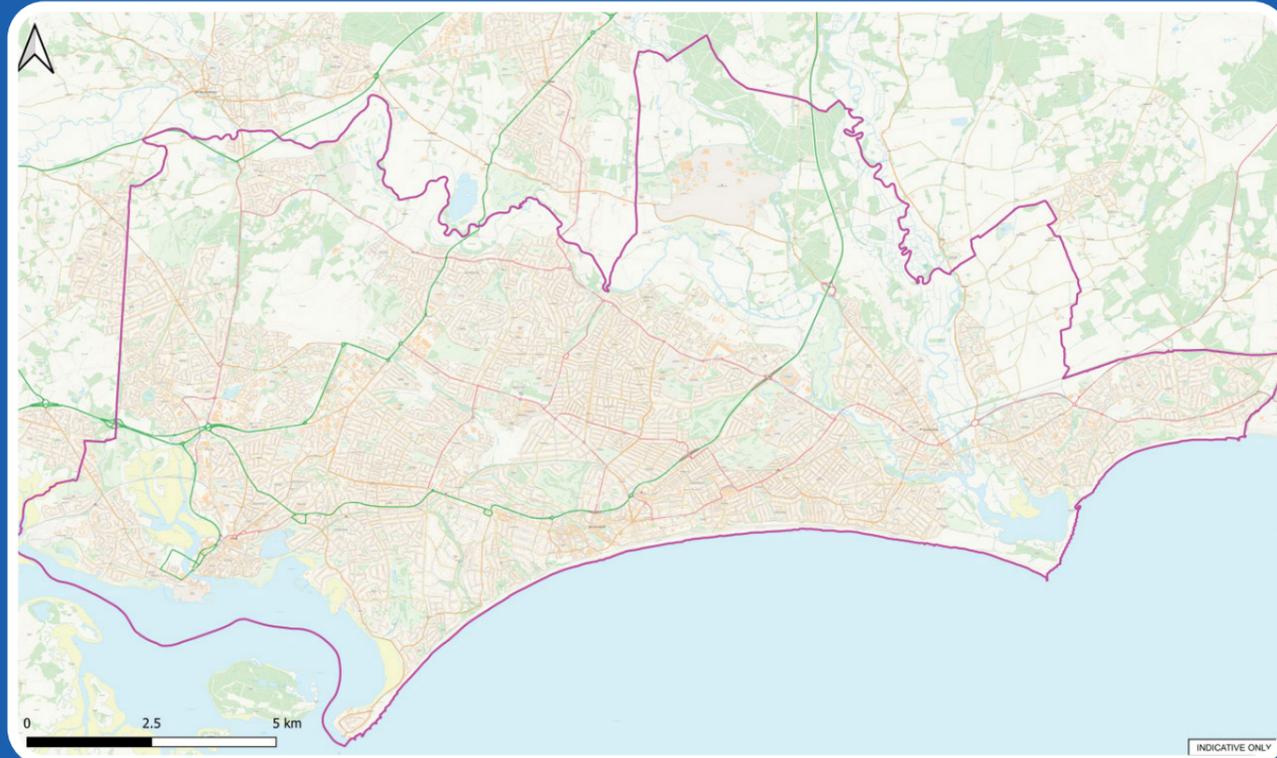
The ABID will:

- Work 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.

THE ABID AREA

The ABID area will include all accommodation providers in the Bournemouth, Christchurch, and Poole area with a rateable value of £40,000 or more and who fall into the following:

- **VOA categories CH (Hotel & Premises), CH1 (Self Catering Holiday Unit & Premises), CH2 (Guest House & Premises) or CH3 (Motel & Premises).**
- **Have their primary use as a hotel or short term serviced apartment.**



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A full list of the streets included in the ABID area is available on our website

www.bcpabid.co.uk



WHAT'S NEXT?

The eligible Accommodation Providers within the proposed ABID area will receive a ballot paper by post. The vote to establish an ABID for the Bournemouth, Christchurch, and Poole area is then formally open. From this date the eligible Accommodation Providers can complete and return their ballot papers to Civica Election Services, the independent agent acting on behalf of BCP Council's Returning Officer.

In order for the proposal to be successful at ballot the result will need to meet two criteria as set out in the BID Regulations which are:

- 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 Bournemouth, Christchurch and Poole Accommodation BID will formally begin on 01 July 2024, for a 5-year term.

- **Notice of Ballot - By 29 March 2024**
- **Ballot Papers Posted Out - 10 April 2024**
- **Close of Ballot - 10 May 2024**
- **Declaration of Result - 14 May 2024**



**VOTE
YES**

THE ABID LEVY

The Bournemouth, Christchurch and Poole Accommodation BID will commence on 01 July 2024 for a 5-year term. Each eligible Accommodation Provider will be charged a levy based on occupancy levels for every quarter for the term of the ABID.

The way each eligible hereditament (Accommodation Provider) will be charged is outlined below.

The only hereditaments that will be required to pay the levy will be those with a rateable value of £40,000 or more and who fall into the following:

- **VOA categories CH (Hotel & Premises), CH1 (Self Catering Holiday Unit & Premises), CH2 (Guest House & Premises) or CH3 (Motel & Premises).**
- **Have their primary use as a hotel or short term serviced apartment.**

If the ratepayer changes during any quarter, the charge will be apportioned accordingly.

The collection of the levy will be the responsibility of BCP Council as the Billing Authority.

New eligible Accommodation Providers within the ABID area with a rateable value of £40,000 or more will be charged from the date the property is added to the ratings list.

Training & Support

All eligible Accommodation Providers will be

provided training and 'front desk' support material in relation to the Accommodation BID. This is to help both staff and guests/visitors understand the concept.

How will the Accommodation BID Levy be Calculated?

Each eligible Accommodation Provider will be charged using the following calculation:

Number of Rooms/Units Available Nightly x Nights (Monthly) x Occupancy Rate for Each Month

The BID Company will develop a bespoke system to collect occupancy data from each eligible Accommodation Provider on a monthly basis (initially manually, but then through automation) The following two strands of information will be required from each eligible Accommodation Provider to calculate individual levy amounts:

1. **Rooms available each month.**
2. **Rooms sold each month.**

For the first quarter only (to aid cashflow), that is 1st July 2024 to 30 September 2024, billing will be in two stages. For all subsequent quarters billing will take place once, as soon as practicable after the end of that quarter.

Where the two strands of information set out above are not provided by an eligible Accommodation Provider then the total number of rooms available at the premises multiplied by nights (monthly) multiplied by 80% occupancy will be used to calculate the BID Levy.

Payment of Levy by Individual Properties

The Levy will be charged quarterly, in arrears as set out above.

Demands will be raised by BCP Council and payments will be made to BCP Council, An operating agreement with Bournemouth Christchurch Poole Accommodation BID Ltd will be agreed.

This is a statutory charge that applies to all eligible accommodation establishments, regardless of whether the business exercised its vote or voted against the ABID. Eligible Accommodation Providers can choose to recover costs from visitors via a £2 a night charge each time a room/unit at an eligible establishment within the ABID zone is occupied.

Appeals Process

- The appeals process only relates to the calculation of the bill, not the bill itself.
- Upon receipt of a quarterly demand, a property may appeal the calculation of the amount, based on the difference in inventory of 'available rooms/units' due to 'out of order' rooms/units.
- 'Out of Order' rooms/units can only be taken into consideration should the 'Out of Order' rooms/units meet or exceed 30% of full inventory for a full calendar month.
- Any report from the property's PMS system can be used as evidence of

'Out of Order' as long as the date and number of rooms/units out of order are visible and clear. For example, if a property can demonstrate (through STR or other objective audited data) underperformance compared to the charged occupancy rate, a reconciliation would be made on future bills.

- Any appeal needs to be made within 30 days of the date of the demand and in writing. The BID Company will first receive any appeal and, in accordance with procedures agreed in the Operating Agreement will advise the appellant of the process by which it will be considered.

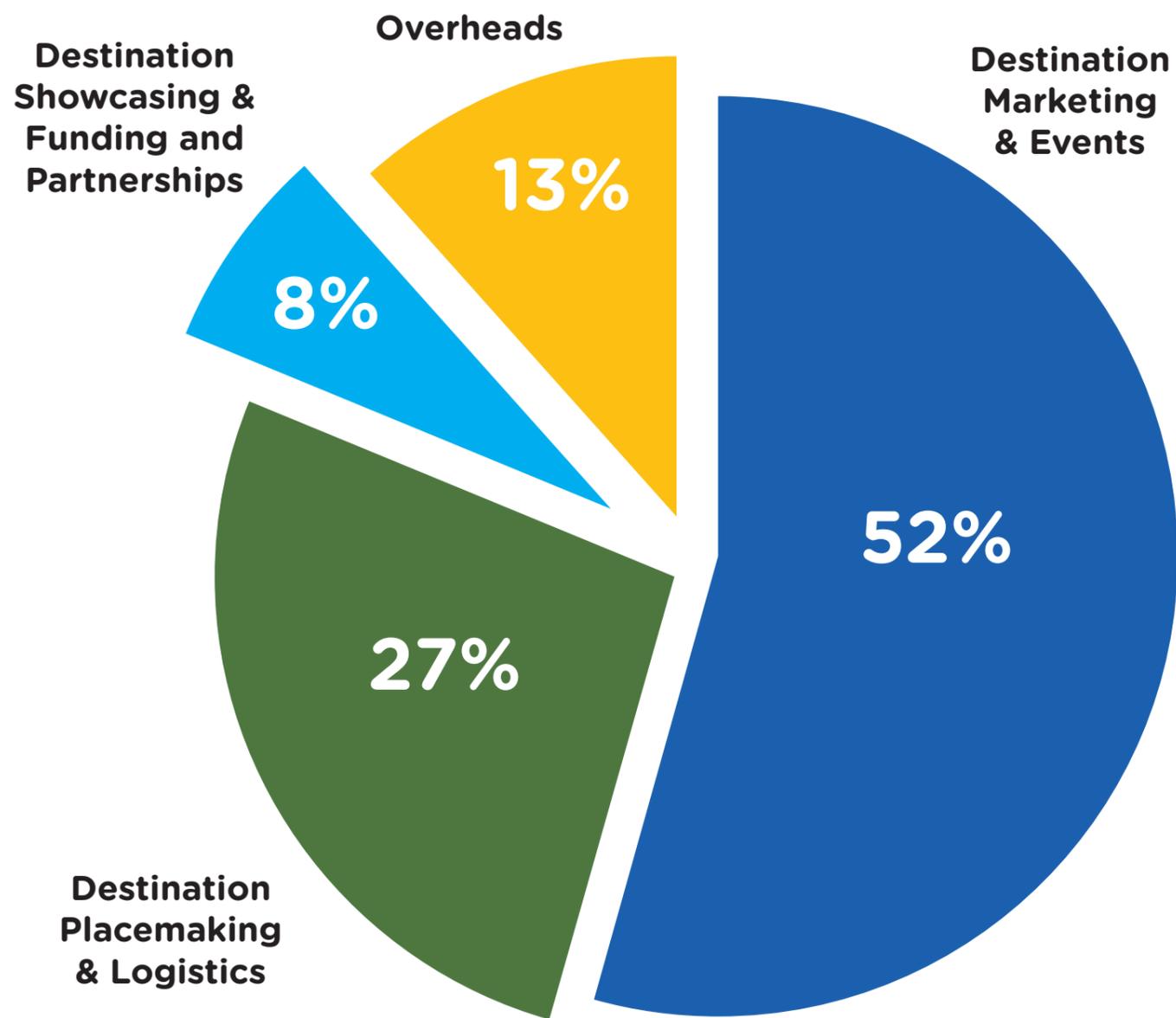
Pre-Existing Contract Arrangements

The Accommodation BID understands that eligible Accommodation Providers may have booked at agreed rates up to 2 years in advance of this initiative and it may not be possible to add the 'Visitor Charge' retrospectively. For Years 1 & 2 of the ABID, Accommodation Providers in this situation will be required to provide the ABID Company with the necessary information to consider a relief or discount to their levy bill. Any such information will need to be provided to the ABID Company within 3 months of the commence date (01 July 2024) of the ABID to be considered.

THE BUDGET FORECAST

The Accommodation BID is expected to raise over £2.5m pa over the next 5 years. The exact revenue will change based on occupancy levels at eligible establishments in the specified periods.

The following budget **FORECAST** is based on **£2.6m** pa being raised.



GOVERNANCE & MANAGEMENT

The ABID legal body will be managed by Bournemouth, Christchurch, Poole Accommodation BID Limited, a not-for-profit company limited by guarantee. The Bournemouth, Christchurch, and Poole ABID will be governed by a Board of Directors recruited to represent key Accommodation Provider types (Independent, Group, Branded) as well as to represent the different areas, relevant industry organisations and partnerships and the public sector. The Board of Directors will comprise of:

- Accommodation Providers - x6**
- Industry Organisations (BAHA, DMB) - x2***
- Public Sector (BCP Council) - x1***
- Current BIDs (Coastal, Christchurch, Poole, Town Centre) - x4***
- Co-Opted x2**

**These will be permanent seats for the organisations identified above*

The ABID Board is responsible for supervising the strategic direction of the ABID, ensuring that projects outlined in the ABID Business Plan are completed within budget and meet the requirements of Accommodation Providers contributing to the ABID levy. Additionally, the Board ensures the effective and equitable performance of the ABID in carrying out projects across the Bournemouth, Christchurch, and Poole area.

Bournemouth Coastal BID will be the delivery body for the ABID and will be responsible for most of the administration, staffing, project development and delivery. It will report to the ABID Board on a regular basis.

The ABID 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.

The ABID area and any increase in the levy rate, based on a £2 a night charge, cannot be changed without an Alteration Ballot.

BCP Council, as the Billing Authority, will meet quarterly with the ABID Company to monitor levy collection and financial management.

Annual accounts will be filed with Companies House by the ABID Company and an annual report will be produced which will include updates on finances and activities. Levy payers will be invited to attend an Annual Meeting and regular newsletters and updates will be shared with all levy payers.

An annual survey will be shared with levy payers to gauge their level of satisfaction. The survey results will shape future priorities and activities.

BCP Council will provide Baseline Statements (if any).

Voluntary ABID Membership

Any ABID levy payer or equivalent financial contributor can become a member of the Company. Voluntary membership would also be open to other members of the visitor economy. The exact criteria for such membership and costs will be a matter for the Board of Directors.

APPENDIX 1 – THE BID BALLOT & BID LEVY RULES

The Ballot

All eligible businesses have the opportunity to vote.

The ballot will be conducted through an independent, confidential postal vote by the Returning Officer at BCP Council (or their agent) which is the responsible body as determined by the BID legislation.

Each eligible 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 BCP Council. 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 at BCP Council.

Ballot papers will be sent out to the eligible hereditaments from 10 April 2024 to be returned no later than 5pm on 10 May 2024.

For the ABID 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.

The result of the ballot will be declared on 14 May 2024.

If successful at ballot, the ABID will commence operation and delivery of services on 01 July 2024 and will continue for a period of 5 years.

No costs in relation to the BID development and ballot will be recovered from the BID Levy.

The Levy

1. The levy rate to be paid by eligible Accommodation Provider is to be calculated using £2 per room/unit occupied per night.

Each eligible Accommodation Provider will be charged using the following calculation:

**Number of Rooms/Units Available Nightly
x Nights (Monthly) x Occupancy Rate for Each Month**

The BID Company will develop a bespoke system to collect occupancy data from each eligible Accommodation Provider on a monthly basis (initially manually, but then through automation) The following two strands of information will be required from each eligible Accommodation Provider to calculate individual levy amounts:

1. Rooms available each month.
2. Rooms sold each month.

For the first quarter only (to aid cashflow), that is 1st July 2024 to 30 September 2024, billing will be in two stages. For all subsequent quarters billing will take place once, as soon as practicable after the end of that quarter.

Where the two strands of information set out above are not provided by an eligible Accommodation Provider then the total number of rooms available at the premises multiplied by nights (monthly) multiplied by 80% occupancy will be used to calculate the BID Levy.

2. The charge will apply to all eligible hereditaments, including any that may be added to the ratings list at any time after the ballot date.
3. The BID levy will be paid by any new eligible ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
4. New eligible hereditaments will be charged from the point of occupation at the time it enters the rating list, even though they did not vote on the initial proposal.
5. Liability for the BID levy will only arise in respect of hereditaments that are accommodation providers in the Bournemouth, Christchurch, and Poole area with a rateable value of £40,000 or more and who satisfy the following conditions:

Fall into the VOA categories CH (Hotel & Premises), CH1 (Self Catering Holiday Unit & Premises), CH2 (Guest House & Premises) or CH3 (Motel & Premises) and/or whose primary use is as a hotel or short term serviced apartment.

6. The levy will be charged quarterly in arrears.
7. The Board of Directors reserve the right to apply inflation at the beginning of each financial year (based on the Consumer Price Index (CPI)).
8. BCP Council will be responsible for collection of the levy.

Accountability and Transparency

1. The ABID Body will be Bournemouth Christchurch Poole Accommodation BID Ltd (Company Number 15445261) a not-for-profit organisation, limited by guarantee.
2. The Company shall meet with the Council, as the Billing Authority, quarterly to monitor service delivery, levy collection and financial management issues.
3. The Company will file annual accounts with Companies House. An annual report on activities, including finances, will be published. An annual review meeting for levy payers will be held.
4. An Operating Agreement will be agreed with BCP Council to cover billing arrangements.

Get in touch

If you would like to discuss any elements of the Bournemouth, Christchurch & Poole Accommodation BID in more detail, please contact:

Mo Aswat on:

mo@themosaicpartnership.co.uk

Visit our website:

www.bcpabid.co.uk

**VOTE
YES**

