



The Wight BID

– the story so far

VISIT
ISLE OF WIGHT

THE WIGHT BID IN ACTION



The Wight BID - the story so far

The Wight BID (Business Improvement District) is an organisation whose aim is to raise the profile of Isle of Wight and ensure those that come, visit or do business here have the best experience possible.

It is managed by a partnership of businesses and stakeholders through Visit Isle of Wight Ltd (VIOW). The Wight BID commenced in 2016 for 5 years and its primary aims were simple:

- 1** To attract in excess of 370,000 additional visits to the Island.
- 2** To generate an extra £60million of direct tourism spend into levy payer businesses.



The business community, through a series of consultation and engagement events, created a business plan. A series of agreed projects and services were to be delivered under three main headings:

THEME 1 Attracting Visitors for Life

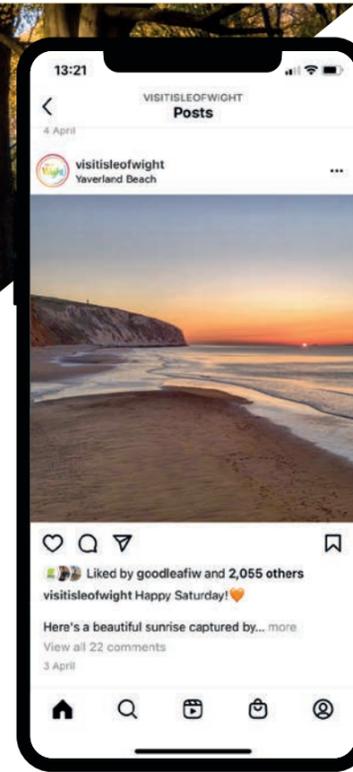
Attracting new visitors and retaining their loyalty in years to come.

THEME 2 Delivering the Experience (and encourage visitors to explore more)

Making sure our Island products and experiences exceed visitor expectations for all visitors including those with special needs, and ways of traveling here.

THEME 3 Working Together

Island collaborations and partnerships to ensure that the levy payers priorities and requirements are supported and actioned both those with the authority to do so.



THE WIGHT BID IN ACTION

Instagram

2,000 likes for a single post



Working alongside a range of other partners, the VIOW Board of Directors (drawn from local business representatives who work on a voluntary basis) have striven over the last 5 years to deliver the business plan projects. This newsletter will set out what they have made happen and what we now need to do going forward.

Whilst the pandemic has meant unprecedented challenges for the destination and its businesses, we are seeing the 'light at the end of the tunnel'. We believe a joint commitment to continue the Wight BID is vital to the Island's recovery and growth. The fact is that the tourism and hospitality industry is a pivotal part of our economy, providing thousands of livelihoods and we are all dependent on the 2.7 million visitors we attract each year.

Your BID levy raises over £400,000 each year to deliver the projects that you, the businesses voted for. Your commitment has also allowed the VIOW management to secure over £300,000 external funding.

In 2021 the Wight BID will be coming to the end of its first five year term and so will the hard won progress we have made to date. We now look to you to review our work to date and to build upon this by helping us to formulate a business plan for the next 5 years and by voting "YES" to renew the BID.

Remember that if you choose for the BID not to continue then all the work and achievements so far will cease at the end of this year.

We also know that the business environment is still competitive. Since our last vote other destinations, such as the English Riviera (Torquay), Lincolnshire Coast (Skegness) and the Yorkshire Coast (Scarborough) have set up BIDs. We know too that people's leisure and shopping habits continue to change so that the Isle of Wight will also have to continue to adapt to survive.

We ask now that you vote to enable Visit Isle of Wight to continue on our mission - to position the Island as a unique and aspirational destination to visit - supporting essential tourism and local business.

THE WIGHT BID IN ACTION



ENGLISH HERITAGE

• English Heritage competition • 1 May - 30 June 2021



330K digital database



430k magazine circulation



1.34m English Heritage members



Vote YES for the Wight BID again!



HM Government

ENJOY Summer SAFELY



- Cabinet Office led and funded recovery campaign
- Live 1 September to 8 October 2020
- £80k funding successfully pitched for and awarded to VIOW towards recovery marketing
- One of just 11 DMOs to be awarded funding of 37 proposals picked for review
- Awarded spend managed by Govt. media buying agency and overseen by VIOW team



VIOW put forward dates, agreed costs and contacts for the activations below within the £80k budget:

- ✓ 456k impressions on Sky Adsmart 4 week campaign targeted regionally
- ✓ Advertorial with Waitrose Magazine
- ✓ DAX campaign with Heart FM
- ✓ Extension of existing campaign with Expedia
- ✓ Run of Network advertising
- ✓ Social media advertising using Facebook and Instagram on and off Island
- ✓ Digital campaign with Local IQ across regional news site portfolio
- ✓ Media partnership with Isle of Wight County Press
- ✓ Hampshire and Island bus shelter sites

Final activation as taken from VIOW's proposed marketing plan by Govt. agency included:

- ✓ 456k impressions on Sky Adsmart over 2 weeks nationwide
- ✓ Run of Network and digital display advertising via Mobster
- ✓ Social media advertising using ESS IOW Facebook and Instagram
- ✓ Digital display and ½ print advert with Isle of Wight County Press



456k impressions on Sky Adsmart

THE WIGHT BID IN ACTION



Ian Griffiths

Chair's Comments

VIOW has worked tirelessly over the last five years to implement a diverse range of projects, to attract the visitors that we want to the Isle of Wight. This achievement and the attendant successes we have seen could only have happened in direct response to you, the voters and sponsors of the Wight BID. It has been your ideas on how to enhance trading, increase footfall and grow profitability that has driven our work and motivated us to be ambitious for our destination.

At the core of our work, driven by a private sector management approach, has been the belief that local business should influence and control decisions about their place and their local trading environment. Our aim is that visitor numbers will increase the frequency and length of their visits will increase as will

spend, giving your business more opportunity to prosper.

VIOW continues to work diligently on your behalf, to fulfill your wants and needs both individually and for our destination as a whole. We welcome your feedback, support and guidance and we both need and value your responses to our surveys and newsletters. We are keen to continue to underpin our current success and plan for the future and build innovatively to deliver. We can only do this with your ongoing support and commitment.

The Wight BID serves as a proactive, tried and tested mechanism that can bring together all the tourism businesses active within the Isle of Wight, facilitate a consensus of ideas, create a well-informed business plan and implement that plan with a wide range of partners including the local council. We simply cannot afford to lose our BID.

As you read this document and review our successes over the last 5 years, we would ask that you have an eye to the future. We need your help in shaping the plans for the future. In addition to that, it is crucial that you vote "YES" to the next BID term when the ballot takes place later this year.



Will Myles

A message from the MD

Since I joined Visit Isle of Wight back in March 2018, it has been my goal and ambition to create and deliver "best in class" marketing and promotion for the Isle of Wight to be used off the Island, to encourage visitors to make the Island their number 1 choice for their day, short- or longer-term breaks. I believe we have done that; we have challenged potential visitors' perceptions about the Island, and about what we have to offer here.

The Isle of Wight is a special place, and we will do everything we can to promote it in the right way. The team at Visit Isle of Wight are the heartbeat of the organisation and are creative, dedicated, and passionate about what they do, above all they are highly professional. We have changed the way we do things over the current BID period, changed the media and mediums that we use, I believe for the better and we will continue to evolve with the most up-to-date tactics and media. The team at Visit Isle of Wight have delivered the agreed outputs for the current Wight BID and will continue to do so when the next BID term is voted in. We are Visit Isle of Wight and this is what we do, for you and the Island every day.

What is a Business Improvement District (BID)?

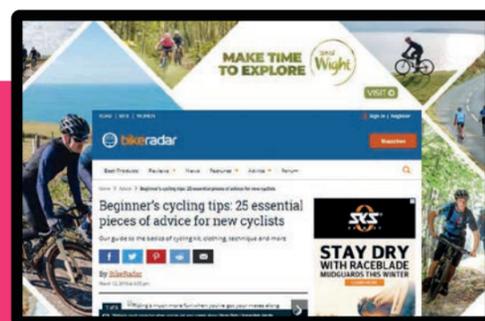
A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen.

This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value, a BID is created. The BID Company exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

There are currently over 300 BIDs in the UK including seven Tourism/Destination BIDs like the Isle of Wight.

An investment in your business

This document aims to both review the success of the Wight BID and also offers the opportunity to all in the BID area to secure a second term. A chance to invest over £3m over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to grow and cement the Island's top destination status.



- Digital centre point for Cyclist & Mountain Bike UK magazine
- 26 - 30 October 2020 / 17 - 21 May 2021
- Regional targeting



100k impressions split over two four day campaigns

Part 1 - 54.5k impressions / 272 clicks / 2% CTR | Part 2 - 49,015 impressions / 114 clicks / 1% CTR



The funding – your money, your say

Many places have decided to adopt this private sector management model called BID, to better implement the wishes and wants of their business community. The Wight BID, managed through VIOW, is an example of this and is funded by businesses in the area that pay a levy. That money is ring fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy is separate from normal business rates (these pass straight to the government). Services required of public agencies as part of your business rates are base-lined, and BID money cannot substitute or replace these.

The BID Company

VIOW is managed by a Board of Directors drawn from local large and small businesses from within the BID area. It is a private, not for profit, independent company. Any levy payer is eligible to become a member of VIOW and be put forward to serve as a Director of the BID.

The vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors), however they are not eligible to vote.

What happens if it is a 'NO' vote

If you do not vote "YES" then the Wight BID will simply cease to exist in its current form as of the end of this year. All marketing, PR, events and promotional activities on behalf of the Island and businesses as funded by the BID will also cease at this time.



- Digital campaign across Expedia, Ebookers and Hotels.com driving to VIOW landing page
- Planned live dates 1 February to 31 March 2020 (paused on 10 March due to COVID-19)



895.4k impressions across all platforms



\$34.8k* revenue generated for Isle of Wight accommodation providers using Expedia over 38 days



Approx. \$11 dollars* generated for Isle of Wight accommodation providers to every \$1 spent by Visit Isle of Wight

*All Expedia feedback metrics are reported in US Dollars

- 1,079 clicks on adverts
- 0.12% click through rate, compared to 0.08% Expedia average
- 375 room nights booked as a result of click through to VIOW landing page



Our achievements

Much of our work is operational and addresses the services you, our BID levy payers, wanted to see delivered in addition to those the local authority provide. Here is a summary of some key of achievements of the BID over the last 5 years under our 3 themes (bearing in mind that the last year has been severely impacted by the COVID 19 pandemic).

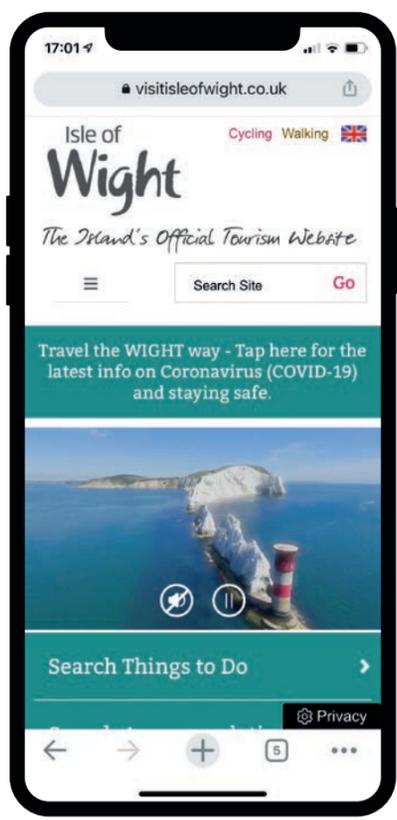
THEME 1

▲ 6% INCREASE IN FIRST TIME VISITORS (2016-2019)



Attracting visitors for life

Since the Wight BID commenced, the organisation has focused its high profile 'Above the line' advertising campaigns at specific key booking periods for the Island. The campaigns have been focused on "changing perceptions" of the Island to show all of the different elements that are on offer for different demographics to encourage more first time visitors to come. The Visit Isle of Wight website, which is always the main call to action for any campaign, focuses on the specific campaign information.



- Our key achievements include:**
- Over 1.5m people visit our website annually
 - VIOW has over 58k+ Facebook followers, over 16k+ on Twitter and over 26k+ on Instagram
 - Major campaigns during key booking periods - Twixmas, Pre Easter & Post Easter
 - Over £17.5m worth of mainly national but also local PR has been generated by the BID (see page 13)
 - An average of 50,000 brochures are produced annually and distributed via 12+ exhibitions and on request
 - Attended 10 overseas and UK exhibitions annually over its lifetime to promote the Island and what it has to offer to both individuals and groups
 - Between 2016-2019 first time visitor numbers have increased by 6%
 - The average length of stay has remained steady at about 3 nights
 - The total number of visitors to the Island has remained steady at just over 2.4 million.



225,000 circulation
1.2 million readership

Supplement sent to **210k digital subscribers** via email

THE WIGHT BID IN ACTION

THE WIGHT BID IN ACTION



THE SUNDAY TIMES
TRAVEL CHECKLIST

- 1/4 page advertorial
- 4 April / 26 June / 25 July 2021
- 61% AB demographic

650K circulation **1.83 million** readership

Vote YES for The Wight BID
to see these services and projects continue

Great British **FOOD**

- Full page advert
- 2 November 2020 to 2 March 2021

 **75,000**
 readership



- 30s TV ad • Broadcast 27 July 2020
- Live 4 to 6 weeks • Regional targeting

sky

The Sky advert was the first large activation following the pause of all proactive marketing as of 23rd March to 4th July 2020 with an aim to drive awareness and potential visitors to the website. Spike in visitisleofwight.co.uk web visits for live period as show in table.

 **436k** impressions  **2 views** per household (views counted as 75% of the total advert watched)

Web analytics for recovery marketing period before, during and after Sky ad was live:

Time period	Users	New Users	Sessions	Page Views
27 May - 30 June 2020 – organic social media only	94,837	89,482	116,267	261,521
27 June - 31 July 2020 – RON, Social ads & newsletter live	196,854	187,749	266,957	720,482
27 July - 31 August 2020 – Sky campaign live	255,322	242,147	363,129	951,346
27 July - 31 August 2019 – comparative data	234,219	218,495	325,848	734,532



THE WIGHT BID IN ACTION

Our Holidays

Take a break... ON AN ISLAND

Explore the islands scattered off the

BECOMING AN ISLANDER

Young professional Jenny Stewart left the bright city lights to relocate to the Isle of Wight, where the gentler pace of life has brought her business opportunities and the freedom to be...

Visit Queen Victoria's favourite holiday home... It is impossible to imagine a prettier spot' as a peaceful holiday home on the Isle of Wight. We're their bathing beach and children's play-cottages. Life. Join the three-day Isle of Wight and the the footprints of royalty.

For book worms, travel the town of Wales' Hay-on-Wye is a town where it's all about more little boutique bookstores. Hay-on-Wye now has over twenty bookshops. Visit this hidden gem...

Best for adventure: **Burgh Island, Devon**

Best for food: **Isle of Wight**

FOOD & TRAVEL

Seasonal IDEAS, food fit for a PICNIC, visiting the ISLE OF WIGHT and the very best SLOW HOLIDAYS



£17.5 MILLION

of press & PR coverage

Dinosaur hunting

125-million-year-old treasure on the coast

There are more dinosaur remains here than anywhere else in the world.

By Tamara Hinson

to spring with

by the coast

THE divine coasts of Devon, Cornwall and Dorset are made for spring walking. The stretch between Looe and Polperro is a real gem, and you'll be ideally placed when staying at nearby Tamarine Green Cottages (tamarinegreen.co.uk) or Harnstone Point Hotel, Looe (harnstonepointhotel.com).

all around England in miniature

The Isle of Wight is so varied that it's sometimes described as England in miniature. Discover its picturesque charms during the Isle of Wight Walking Festival (April 28 to May 13), which includes more than 90 walks, led by experienced guides. Themes include wildlife, history, woodland, dinosaurs and even Jimi Hendrix and Bob Dylan.

marking the 50th anniversary of the first Isle of Wight Festival. Stay at the Sandringham Hotel (sandringham.biz), which has a beachfront position in Sandown. Facilities include an indoor pool, Jacuzzi and restaurant, while many local attractions can be reached on foot. The hotel offers ferry inclusive breaks year-round.

Run of
network
digital
adverts:

220,897,330
impressions
90,603 clicks
(Sept 2019 - June 2021)

THEME 2

Delivering the experience

The Wight BID created a specific accessibility tourism travel group to look at the Island from an access for all perspective.



Our key achievements include:

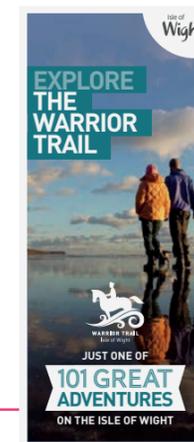
- Visit Isle of Wight **website was specifically altered to access standards** and new pages and icons included detailing businesses targeting access customers.
- HM Government champion for Accessibility spoke at the VIOW tourism conference – Chris Veitch.
- VIOW works with **Euan’s Guide** to promote accessibility.
- Ongoing activities take place across the organisation to interact with the transport suppliers to **work collaboratively to promote integrated transport**.
- VIOW is a **key member of the Island Transport Infrastructure group** chaired by Industry expert Christopher Garnett.
- VIOW works closely with IW Council to assist in the destination management of the Island including **Beach Cleaning, Marketing Panels, Events Advisory Panel, Accessibility Panel**.

facebook

+260,000
people reached
from a single
post



- The **quarterly visitor research** underpins every piece of lobbying and encouragement that VIOW undertakes.
- Whilst support to promote and gain Blue Flag status was withdrawn due to the overall costs of the process, our **10 beaches attain local quality awards**. However Sandown did attain Blue Flag status in 2021.
- VIOW **interact and liaise with the various Island destinations** to enable them to comment on the content for their specific pages, to review the local destination information and to input back to VIOW. The 5 main towns of Shanklin, Cowes, Newport, Ventnor and Ryde actively contribute.
- **Victoria’s Island, Warrior Trail and Slow Wight Travel Guide** have been created during the period.



BBC goodfood

- Full page advert
- 2 December - 2 January
- 40+ AB demographic with culinary/lifestyle interest



200,000
circulation
1 million
readership



- **Digital takeover**
- **Regional targeting**
- 15 December - 15 January (paused)
- 29 March - 4 April (final impressions used)



35k impressions
697 clicks to website



VIOW have
 created campaign
 toolkits to support
 your marketing



THEME 3

Working together

This is a hugely important part our service, with engagement and communication at the heart of all of our work.

Our key achievements include:

- The **VisitWightPro website** was created for this very point, **VIOW interact with the levy payers by e-newsletter at least once per week** detailing relevant information, signposting national, regional and local information.
- All board **reports, minutes, research and promotional toolkits** are all placed on the website to show involvement.
- Carried out an annual series of **BID engagement roadshows** across the Island.
- Plans in the form of **Pick & Mix SLA approach for Town Councils and Larger Retail businesses** have been created and are in place. NFU Mutual and Enterprise Car Hire have already supported this project.
- The Board of VIOW was set up to ensure the BID board consisted of a fair representation of businesses and that **BID payers had a larger share of voice** during decision making.
- VIOW have created **digital and creative toolkits for all campaigns**. These are easy to use and available to all BID levy payers to support their own promotional efforts, helping to **create a strong all Island message**.



COUNTRYFILE
 MAGAZINE EXPLORE THE BRITISH COUNTRYSIDE
 • SOLUS newsletter • 17 May 2021

20K distribution

THE WIGHT BID IN ACTION



COVID 19 Support

During the COVID-19 outbreak, VIOW have had to pivot the organisation and to support businesses more to sign-post, to lobby, to assist with the business grant process, to give vital information to businesses. This has included multiple e-newsletter interactions with information, a series of re-opening seminars for sectors of the tourism industry. This has all been carried out in collaboration with IW Council, IW Chamber of Commerce and Visit England.

- Over **120 emails sent** to keep businesses informed.
- **26 other posts** covering subjects from safety messaging to marketing during the pandemic.
- **14 Sector specific re-opening sessions** have been held with over **400 businesses attending** in total.

Discover Wildlife

- **Live 26 Oct 2020 – July 2021** (paused Nov 2020 – April 2021)
- **Live 4 to 6 weeks**
- **50+ AB demographic with outdoor interests**

Regional targeting: Greater London, Brighton, Bath, Bristol, Slough, Birmingham, Bournemouth, Coventry, Dudley, Gloucester, Guildford, Oxford, Portsmouth, Reading, Swindon, Southampton, Salisbury, Worcester, Leicester, Dorset, Northampton, Milton Keynes, Redhill, Hemel Hempstead, Kingston upon Thames, Sutton, Twickenham, London, Luton

Desktop **35,631 impressions**
1,432 clicks

Mobile takeover **12,812 impressions**
50 clicks

Mobile scroll **12,809 impressions**
166 clicks

Total to date: **61,252 impressions**
1,598 clicks

THE WIGHT BID IN ACTION

IMPORTANT

The next 5 years

In October this year, the Wight BID will need to undergo a renewal ballot to seek and secure a further five years of the Business Improvement District. The basic principles however will remain the same, and primarily it is all about recovering and strengthening the visitor economy – which not only has a positive impact on tourism businesses, but also on businesses across the Island.

With public sector funding being squeezed to the limit – there is NO PLAN B. Quite simply...

- 1) A 'NO VOTE' means crucial marketing and events will cease. The profile and success of the Isle of Wight as a visitor destination will be greatly impacted.
- 2) A 'YES VOTE' means that we can continue to build upon the first 5 years; and secure the Isle of Wight's position as a top UK visitor destination.

With that in mind, we would be grateful if you could complete our online survey and return by 30 June 2021.



Find the survey here: www.surveymonkey.co.uk/r/WightBID2021
Or you can complete it via www.visitwightpro.com

For any other information and to keep in touch contact:

Will Myles, BID Director at will@visitwight.org or 01983 521555

"Sit back, and relax...
let the day to day melt
away and reconnect
with the beautiful
outdoors..."



THE UK'S NO.1 HIT MUSIC STATION

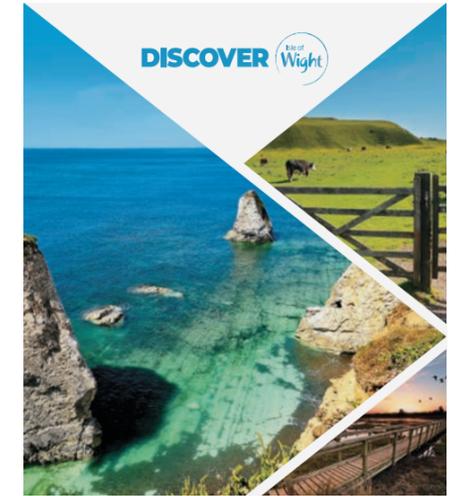


- 30 second radio ad
- Live from 6th June 2021
- Targeting ABC1 25+yrs across Hampshire, Dorset, Sussex, Surrey & Thames Valley



1.3 million impressions

Across Global portfolio including Capital, Classic FM, Heart FM, NME, Radio X, Smooth Radio & LBC



www.visitisleofwight.co.uk

COUNTRYFILE
MAGAZINE EXPLORE THE BRITISH COUNTRYSIDE

- Back page advert
 - March 2020
 - Targeting 45+ AB demographic
- Booked pre-COVID alongside digital web takeover (paused)

45.3k
print circulation



264k
readership



**Bournemouth
Land Train**

- Full sponsorship of three carriage train
- 6 x 2m banners above carriages
- Targeting locals and visitors to Bournemouth beach and town to visit

Approx. **400k footfall**
on sunny weekends on the beach
and sea front

Live for **12 months**



 **Vote *YES* for the Wight BID again!**

Visit Isle of Wight Ltd,
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Isle of Wight PO30 1TY

Telephone (01983) 521555

VISIT
ISLE OF WIGHT