

# **THE WIGHT BID**

**Business Plan 2021-26**

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## INTRODUCTION

The Wight BID came into being in 2016. Its primary purpose was to deliver professionally coordinated destination marketing for the Isle through the Visit Isle of Wight (VIOW) company.

VIOW has worked tirelessly over the last five years to implement a diverse range of projects, to attract the visitors that we want to 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, and the frequency and length of their visits will increase as well.

Working alongside a range of other partners, the VIOW Board of Directors (drawn from local business representatives who work on a voluntary basis) work diligently on your behalf, to fulfil your wants and needs both individually and for our destination as a whole. 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 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.

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 our 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 has raised over £2.5m over 5 years to deliver the projects that you, the businesses voted for. Your commitment has also allowed the VIOW management to secure a very high level of match funding, over £1.5m.

In October 2021 the Wight BID will need to undertake another ballot in order to continue its work for another five year term, and continue the progress we have made to date. We need you to look at this Business Plan and make the decision to vote 'YES' to continue our work. 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 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 Isle of Wight will also have to continue to adapt to survive.

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**The ballot will take place between 30 September and 28 October 2021 and we ask that you vote YES 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.**

Vote “YES” for the Wight BID again!

**Ian Griffiths, Chair, Visit Isle of Wight**

## **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 exists for a maximum of 5 years before it needs to be renewed again through a ballot 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 7 Tourism/ Destination BIDs like The Wight BID.

### **An Investment in Your Business**

This aim is 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 £4.5m (including additional income) 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.

### **The Funding - Your Money, Your Say**

Many places have decided to adopt this private sector management model called a BID, to better implement the wishes and wants of their business community. The Wight BID, managed through Visit Isle of Wight (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.

### **Key work that will be lost includes...**

- **Over £3m of professional destination marketing**
- **Over £17.5m of national but also PR coverage**
- **Our website attracting over 1.5m visitors annually**
- **Powerful Social Media Platform (Facebook, Instagram, Twitter)**
- **Major campaigns such as Twixmas, Pre Easter and Post Easter**
- **International Travel Events to Promote the Island**
- **Destination guides**
- **COVID 19 support and recovery work**
- **Numerous PR & Media activities with national, regional, local and industry platforms, including TV, Papers, Radio, Online & Magazines**

There is **NO** replacement body that will deliver these services.

**Remember Isle of Wight Council does not have any funds for a destination marketing function**

### **Competitors**

Remember our UK destination competitors will continue to invest and move forward as they recently have received renewed BID funding. The market place for visitors is highly competitive. Key ones include:

- Bournemouth Coastal BID investing over £3.5m
- Greater Yarmouth BID investing over £2m
- English Riviera BID investing over £3m
- Yorkshire Coast BID investing over £4m

## The Wight BID DELIVERS

### COVID 19 SUPPORT

During the COVID-19 outbreak, the VIOW has 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 businesses. This has all be carried out in collaboration with IW Council and 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 an over **400 businesses attending** in total.

## LISTENING TO YOU

### This section designed as a graphic

It is important when developing the new business plan that we listen to what our businesses and stakeholders have to say. This is even more acute when we have been through times of great challenge and upheaval, but also one which provides opportunity. We have spent time engaging with businesses over the last few months and listened to your thoughts for a second term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

- **May 2021:** Presentation to VIOW Board, composed of businesses, stakeholders and public sector
- **June 2021:** Achievements Newsletter & Renewal Survey sent to all BID businesses. Over 130 business responded representing over 200 voters.
- **July 2021:** Isle of Wight Council engagement in relation to Baseline Statements, Operating Agreement, Ballot Arrangements & Business Planning
- **September 2021** – Full Business Plan produced and distributed

**In terms of the next 5 years, most respondents want current projects to continue but with a greater focus on smaller businesses and newer/different marketing platforms to be used.**

**60% rated the performance of the Wight BID as satisfactory or above.**

## **WIGHT BID – THE NEXT 5 YEARS.**

The focus and fundamental role of the Wight BID through VIOW is to market and promote the Island and its tourism offering “off the Island”. One of the key roles should be to increase the Island’s visual impact and “share of voice” and to ensure that potential visitors will search further and book visits to the Island. Inspire potential visitors to visit the Island

It should develop and deliver both high level visual creative executions to “challenge the perceptions” of the Island but also to inform potential visitors of what can be experienced throughout the year and not just for key holiday periods, thus extend the season through Autumn, Winter, and early Spring. This should be complimented by a major digital and social media presence.

We want to market the Island to existing target markets and locations, but also to trial and develop awareness and business within less popular locations, but with higher population pockets of similar demographics.

Using Key Island USP’s such as the UNESCO Biosphere Reserve status, its AONB status, its vibrant local food and drink scene, its numerous award winning beaches, the walking and cycling routes and experiences, the numerous historical and entertainment attractions, sustainable and eco-tourism products alongside the numerous visual and participation events that take place all year round.

The current split of visitors to the Island between UK domestic visitors and overseas visitors is 94% domestic and only 6% overseas. This presents a great opportunity.

There are traditional key booking periods for UK domestic holidays which are:

- Christmas / New Year period for the following year – Book now for 2022
- Pre-Easter for the traditional Easter re-opening period and beyond
- Post-Easter for the period after that main Easter holiday and into the later Spring / early Summer
- Post-Summer, targeting the early Autumn / winter period.

These are campaigns that make a difference with the large “opportunity to see” visuals supplemented by digital and social media support.

The following sets out the key themes and work the Wight BID will undertake if you vote YES for another term

### **Theme 1 – Attracting Visitors for Life**

- Attracting new, first time visitors to the Island
- Continue to work closely with Visit Britain, Visit England, Tourism South-East, DCMS
- Create high-profile brand campaigns working with partners to execute in target markets and target locations.
- Work to “extend the season” – encouraging more visitors during the late Autumn / early Winter / Spring periods.
- Market and promote the Island “off-the Island”

- Develop and deliver an “Island for All” approach, targeting potential visitors with accessibility needs.
- Ensure that sustainable travel (both on and off the island) is at the heart for all activities.
- Continue and develop further the Pro-active and Re-Active Travel Media, Press and PR activities to promote the Island.
- Develop and deliver high-profile digital and social media activities.
- Create campaigns that promote the Island, but also offer the opportunities for any BID levy payers to “buy-into” – purchasing economies of scale.
- Develop the “One-Island” brand which can be used across all sectors.
- Set up a series of Industry -led, sector specific working groups to shape and define marketing activities, such as a “self-catering working group”, an “attractions working group” etc all feeding into a strategic marketing and promotions board.
- Develop and promote the island as a day visit destination
- Continue to promote the Island to the Travel Trade and specialist groups market.

## **Theme 2 – Delivering the Experience**

- Work with all transport operators (on and off the Island), ferry, rail, and bus, both directly and also through the Island’s Transport Infrastructure Board to ensure that all elements of travel to the Island are addressed in relation to product, reliability and cost.
- Work with the Island’s transport Infrastructure including Island Roads, Wightfibre, Southern Water, SSEN to ensure that the visitor experience whilst on the island is the best it can be.
- Work collaboratively with Isle of Wight Council and the Town and Parish councils to promote all areas of the Island and to ensure that the visitor experience including public toilet facilities and parking are accessible for all.
- Develop an Island wide EV (Electric Vehicle) charging strategy to ensure that EV owners have the best possible infrastructure available to them both on the island and whilst travelling to / from the island.
- Continue to develop an Island wide inclusive and accessibility strategy to ensure and Island businesses to be accessible to all.
- Work with local town and parish councils to encourage beach and destination cleanliness to enhance the overall destination perception
- Continue to develop and deliver the Island visitor survey with Tourism South East across all transport providers to measure the economic impact of the visitor economy for the Island at different time of the year.
- Develop and deliver on-island experiences around the island wide and varied wildlife and diverse ecology including the reintroduction of White-Tailed Sea Eagles and Beavers – Wild Isle
- Working with Event organisers to develop and build on the existing strong event programme that happens on the Island
- Collaborate with Isle of Wight Council to bid for and bring high profile events such as Tour of Britain to the island to increase the profile of the Island on a national and international stage
- Assist in the development and delivery of innovative arts and culture events, festival, and trails.

- Continue to operate the “Wight in Bloom” community gardening competition to encourage island wide community involvement to showcase the Island as a beautiful place to visit.
- Develop and continue to operate the Isle of Wight Walking Festival, to promote the Island as a walking destination

### **Theme 3 – Working together**

- To lead a transparent, accountable and inclusive organisation that makes every levy payer feel involved and ensures they have a say in the development of activities, and the implementation and monitoring of plans and projects.
- Create strategic partnership and supporters’ schemes to attract additional investment from tourism businesses and events outside the scope of the BID, small medium and large retailers and supporting industries over the lifetime of the BID
- Continue to develop a governance and task-force structure that reflects the make-up of the levy payers
- Develop and deliver an on-line forum for all BID levy payers to access and exchange ideas, vote for actions and share ideas
- Create and share toolkits of digital and creative assets that all levy payers can use to help promote their own business whilst being part of the larger campaigns

### **Theme 4 – Sustainability**

- Ensure that the sustainable message is at the centre of everything that VIOW delivers and encourage Island businesses to do the same -the “Island First” message.
- Encourage sustainable travel to, from and whilst on the Island, including the continued development of the Accommodation exchange bus pass scheme from 100 passes to 500 passes.
- Work closely with AONB and Biosphere organisations to realise the potential and impact for visitors to the island and to promote accordingly
- Promote the use of electric bikes and e-scooters across the Island
- Continue to develop the use of the Drive Less See More and Bicycle Island brands .

There is the uncertainty of COVID 19 and its longer term effects and our programs may need to be reviewed and adjusted accordingly.

## THE BID AREA

The following sectors will be part of the BID

Activity Centre & Premises  
 Airfield and Premises  
 Amusement Arcade & Premises  
 Amusement Park and Premises  
 Aquarium & Premises  
 Beach Hut  
 Beach Hut and Premises  
 Bingo Hall & Premises  
 Botanical Gardens and Premises  
 Bowling Alley, Nightclub and Premises  
 Bowling Rinks & Premises  
 Bus Station and Premises  
 Café & Premises  
 Cafe Bar and Premises  
 Cafe, Golf Course and Premises  
 Cafe, Guest Rooms and Premises  
 Camping Site and Premises  
 Car Park  
 Car Park & Premises  
 Car Park, Ad Rights and Premises  
 Caravan Park & Premises  
 Caravan and Chalet Park and Premises  
 Chalet Park & Premises  
 Children's Amusement Park & Premises  
 Chine, Tea Room & Premises  
 Cinema & Premises  
 Cocktail Bar & Premises  
 Coffee Shop & Premises  
 Crazy Golf Course & Premises  
 Exhibition Hall & Premises  
 Falconry Centre & Premises  
 Farm Park & Premises

Farm Shop  
 Farm Shop Cafe & Premises  
 Ferry Terminal & Premises  
 Festival Site (Part Exempt)  
 Garden & Exhibition Centre & Premises  
 Garden Centre & Premises  
 Go Kart Track & Premises  
 Golf Course & Premises  
 Guest Accommodation & Premises  
 Guest House & Premises  
 Guest House Shop & Premises  
 Guest House, Café & Premises  
 Guest House, Holiday Let & Premises  
 Historic Property & Premises  
 Holiday Centre & Premises  
 Holiday Chalet & Premises  
 Hostel & Premises  
 Hotel & Premises  
 Hotel Restaurant & Premises  
 Hovercraft Terminal & Premises  
 Ice Skating Rink & Premises  
 Inn & Premises  
 Leisure Centre & Premises  
 Lift & Premises  
 Light Railway Museum & Premises  
 Marina & Premises  
 Micro Pub & Premises  
 Model Village & Premises  
 Mooring & Premises  
 Motel & Premises  
 Museum & Premises  
 Nightclub & Premises  
 Outdoor Activity Centre & Premises  
 Owl and Falconry Centre & Premises

Pleasure Pier & Premises  
 Public House & Premises  
 Public House Community Hall & Premises  
 Public House, Hotel & Premises  
 Restaurant & Premises  
 Seaside Amusement Site & Premises  
 Self-Catering Holiday Unit & Premises  
 Self-Catering Holiday Unit (2) & Premises  
 Self-Catering Holiday Unit (3) & Premises  
 Self-Catering Holiday Unit (4) & Premises  
 Stables, Camping Site & Premises  
 Stables, Guest House Accommodation & Premises  
 Swimming Pool & Premises  
 Take Away & Restaurant  
 Take-Away Food Shop & Premises  
 Takeaway & Premises  
 Tea Room & Premises  
 Tennis Club & Premises  
 Theatre & Premises  
 Theatre Stores & Premises  
 Therapy Pool & Premises  
 Toll Ferry & Premises  
 Watersports Centre & Premises  
 Wine Bar & Premises  
 Yacht Club & Premises  
 Zoo & Premises

## THE BID LEVY

If there is a YES vote all eligible businesses will contribute to the themes and projects outlined above.

**Every eligible business in the BID area will pay the BID levy, which is calculated as 1.75% of its premises rateable value. The rate will not change throughout the duration of the BID term. There will be a minimum contribution amount of £150 pa**

**For those paying a levy of £150 pa, you will get the following benefits as a minimum**

- **Free Entry on the official destination website worth £200 pa**
- **Opportunity to advertise further of official website**
- **Access to BID member area of Visitwightpro.com**
- **Eligibility for press office support**
- **Access to research & data**
- **Monthly member communications**
- **Access to preferential commercials deals available to BID members only**
- **Ability to vote on and influence company business**

The table below gives an example of what the BID levy could be for your business.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
£3,000	£150	£0.41
£10,000	£175	£0.48
£25,000	£438	£1.20
£50,000	£876	£2.40
£100,000	£1,752	£4.80
£250,000	£4,375	£11.98
£500,000+	£8,750	£23.98

### **Voluntary Contributors**

Business with a rateable value of under £3000 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 outline in this business plan as well as full rights as a company member. A minimum voluntary contribution of £150 will apply.

## BID BUDGET FORECAST 2021 – 2026

The proposed budget for the new term is set out below.

	2021/22	2022/23	2023/24	2024/25	2025/26	5 Year Totals
<b>Income</b>						
Wight BID Levy	£589,000	£589,000	£589,000	£589,000	£589,000	£2,945,000
VIOW Additional Income	£347,691	£347,691	£347,691	£347,691	£337,691	£1,738,455
<b>Total Income</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£4,683,455</b>
<b>Expenditure</b>						
<b>Projects and Services</b>						
Attracting Visitors for Life	£250,000	£250,000	£250,000	£250,000	£250,000	£1,250,000
Delivering the Experience	£36,000	£36,000	£36,000	£36,000	£36,000	£180,000
Working Together	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Sustainability	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
VIOW Projects	£280,000	£280,000	£280,000	£280,000	£280,000	£1,400,000
Staff	£250,000	£250,000	£250,000	£250,000	£250,000	£1,250,000
Office and IT Support	£35,000	£35,000	£35,000	£35,000	£35,000	£175,000
Insurance	£7,600	£7,600	£7,600	£7,600	£7,600	£38,000
Levy Collection Costs	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Professional Fees	£9,591	£9,591	£9,591	£9,591	£9,591	£47,955
Bank Charges	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
<b>Total Expenditure</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£936,691</b>	<b>£4,683,455</b>

### ADDITIONAL INCOME

BIDs across the UK on average generate 20% in additional income through their lifetime, Wight BID already secures a high level of additional income but will endeavor to build on this further.

## **BID GOVERNANCE & MANAGEMENT**

### **The BID Company & Board**

The Wight BID will be managed by Visit Isle of Wight Ltd, a not for profit company limited by guarantee. All BID Levy payers and equivalent financial contributors are eligible to become members of the Company and consequently vote on Company matters and seek office.

Board Director positions are unpaid and voluntary and will endeavor to include a mix of all sectors of business that operate within the BID area as well as the skills and experiences required for the proper functioning of the company.

It is our intention to continue with a Strategic Board made up of approximately 15-20 levy paying businesses and key stakeholders. Their main role will be to:

- Set policy and strategic priorities
- Develop and monitor project development and implementation
- Effective management of resources
- Monitoring performance
- Develop effective communication with businesses and stakeholders
- Act as a powerful lobbying and advocacy organization for its members

The Strategic Board will be supported by Thematic Working Groups as needed and also a Finance and Remuneration Committee

Board Directors will be known to all businesses. There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members and stakeholders

It will be a requirement that board members have all the necessary skills and knowledge to successfully drive the operational side of the BID. Levy funds will be strictly monitored by the board with all expenditure in line with this Business Plan.

The BID will work in partnership with Isle of Wight Council, Business and Tourism Groups, to harness the best from each organisation involved in the BID and make the most of their existing resources. The BID will not replace the existence or services of any of these organisations.

If successful at renewal ballot the new term will commence on 01 November 2021. It will run for five years and then be required to seek renewal through a new ballot.

### **The Role of Isle of Wight Council**

The Isle of Wight Council has a number of statutory duties in accordance with the BID Regulations of 2004

1. The Isle of Wight Council will provide relevant baseline statements. It has done so for Beach Cleaning and Parking Management and these are available to BID levy payers upon request.

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2. The Isle of Wight Council is responsible for collection of the BID levy.
3. The Isle of Wight Council is responsible for the arrangement and conduct of the ballot in line with The BID Regulations of 2004, ensuring that all relevant processes have been followed, a business proposal is available and that it does not conflict with any formal policies

Beyond this the Isle of Wight Council as a BID levy payer in its own right will make a decision on whether to support the Wight BID and its work

## BID LEVY RULES & BALLOT

### Levy Rules

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Wight BID will be for a period of five years commencing on 01 November 2021
- The levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the BID Levy apply.
  - Those with a ratable value of less than £3,000
  - Businesses whose primary function does not fall into the categories identified on Page XX
  - Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations
- The levy will be a fixed rate of 1.75% based on the ratable value per hereditament as at 1<sup>st</sup> November each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The minimum levy payable will be £150
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the ratable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- 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.
- Under the BID regulations 2004, the Isle of Wight Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on an agreed basis.
- 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. The BID area and the levy rate cannot be altered without a further ballot.
- 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.
- The levy rate or boundary area cannot be increased without a full alteration ballot.

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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.

- The BID Board will meet at least four times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.

#### **BID Ballot**

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Isle of Wight Council 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 Isle of Wight 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 Returning Officer at Isle of Wight Council
- Ballot papers will be sent out to the appropriate organisation from 30 September 2021, to be returned no later than 5pm on 28 October 2021.
- 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 ratable value of all votes cast.

## KEY PERFORMANCE INDICATORS

The Wight BID will regularly assess its performance and report back to our members. We will be monitoring the following as a minimum

- Monitor and report on:
  - Solent traffic research and in particular, first-time and repeat visitors.
  - The amount of quality media coverage achieved each year.
  - Consumer web traffic and social media engagement.
- Carry out additional research every 24 months to measure and record perceptions and attitudes towards the Island.
- Carry out consumer surveys to test visibility, impact and conversion following key Spring and Autumn above-the-line campaigns.
- Publish an annual visitor perception survey and track satisfaction levels.
- Monitor and report on traffic improvements and consumer engagement with towns and village pages on the official website.
- Record and report on annual visitor traffic and highlight shoulder- period visits by quarter.
- Document and publish the annual 'visitor journey' on-Island audit for the Isle of Wight with recommendations highlighting urgent fixes requiring attention.
- Produce regular reports and make them available online and/or in print format to levy payers.
- Establish stakeholder-led working-groups to oversee the delivery of elements of the BID program and host conferences and other events throughout the year for levy payers.
- Establish a working party to look at how Visit Isle of Wight is engaging with levy payers and to bring forward recommendations on ways which this can be improved.

We will also publish our annual report and accounts each year.

### **NEXT STEPS**

Look out for the following:

From 16 September 2021 - Final Business Plan Mailed to all BID Businesses

30 September 2021 – Postal Ballot Opens

28 October 2021– Postal Ballot Closes

29 October - Declaration

### **GET IN TOUCH**

For further information, please contact us using the following details:

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