

# THE WIGHT BID PROPOSAL



2016-21  
A **TOURISM BUSINESS IMPROVEMENT DISTRICT**  
FOR THE ISLE OF WIGHT

FINAL PRE-VOTE PROPOSAL MAY 31st 2016



*“The Isle of Wight is blessed with characteristics that make it one of the loveliest places in the UK to holiday, and Visit Isle of Wight has played a pivotal role in raising the profile of the Island as one of the UK’s premier holiday destinations.*

*Since our formation in 2012 we have seen a significant rise in first time visitors and improvements in the length of stay. Visitors are spending more on the Island than at any time previously, and over £8million of positive press and media coverage has spread our message much further than ever before.*

*The WIGHT BID offers us all the opportunity to continue driving that success within a new democratic structure, accountable to the industry and supported by all. By standing shoulder to shoulder, we can create a sustainable future for our Island visitor economy and I urge you to vote yes in the ballot.”*

**Simon Dabell – Chair of Visit Isle of Wight**



*“It’s essential that we keep our eye on the big picture. How the Island looks to prospective visitors plays a huge part in attracting them here. Like a good TV play, the Isle of Wight needs to captivate audiences from the outset and deliver a great experience that visitors will want to enjoy time and time again. Lights, camera, action – vote for the WIGHT BID and let’s get this show on the road!”*

**Dominic Minghella – celebrated screen writer, Isle of Wight lover, owner of Island Pictures**





**Imagine your business as one piece in a beautiful Isle of Wight jigsaw that brings together all the great experiences and services that visitors enjoy when they come here. It's that compelling big picture that lures visitors away from other destinations.**

**This happens before they search for accommodation, before they make their travel arrangements and before they decide where to eat and what to do with their time here.**

**The aim of the WIGHT BID is to make that big picture as inspiring as possible so that new visitors come here and spend their money in the Island's local economy, sustaining local jobs and helping you to make the most of your business potential for the next five years.**

**The WIGHT BID will be funded through a levy that is raised from visitor economy businesses and invested in a five year plan governed by the businesses that contribute. The WIGHT BID will be managed by Visit Isle of Wight in partnership with the BID levy payers.**

By voting yes for the WIGHT BID, you will be investing in a development programme that will:

- ✓ Deliver real additional growth in first time and repeat visitors.
- ✓ Work with levy payers to support the priorities of businesses on a local, regional and national level.
- ✓ Combat competitor destination marketing to improve the Island's appeal in the minds of prospective visitors.
- ✓ Do all we can to encourage new investment.
- ✓ Evaluate the costs of holidaying on the Island and recommend strategies and solutions to make the experience as affordable as possible.
- ✓ Launch initiatives to encourage a warm welcome for all visitors, including those with special needs.
- ✓ Develop applications for Government and European grants from Visit Britain and other sources to assist in product development and overseas marketing.
- ✓ Turn Visit Isle of Wight into a truly democratic, inclusive and transparent organisation dedicated to the aims and plans outlined in this document.
- ✓ Lobby for, and help to ensure that the natural and built environment is maintained to the highest possible standards by our partners that will support medium to long-term growth in the visitor economy.

**Over the course of the 5 year term, the WIGHT BID aims to:**

- ✓ **Attract in excess of 370,000 additional visits to the Island.**
- ✓ **Generate an extra £60million of direct tourism spend into levy payer businesses.**

# WHAT IS A BID?



**A Business Improvement District (or 'BID') is a defined area within which specific classes of business are required to jointly fund a programme of activities, agreed through a ballot of the levy payers, designed to deliver business growth and improve the trading environment in which they operate.**

BIDs were first introduced into the UK over a decade ago having operated elsewhere in the world for over 40 years. There are now over 240 programmes operating across the UK supported by thousands of businesses ranging from major retailers to small independent shops, from hotels to visitor attractions, and from major industrial sites to small enterprises. What they all have in common is their focus on supporting programmes that have been developed in collaboration with local businesses that address the specific needs and priorities of each locality.

While every BID is different and tailored to the needs of the local business community, all BIDs are regulated by the Business Improvement Districts (England) Regulations 2004 which set out the legal framework within which BIDs must operate.

The key requirements of all BIDs include:

- ✓ The organisation developing the BID should offer businesses that are affected the opportunity to express their views through a consultation programme.
- ✓ A 'BID Proposal' which contains all the important details of the project must be published and made available to all businesses liable to pay the levy.
- ✓ The opportunity for all businesses who are prospective levy payers to take part in a secret ballot based upon the 'BID Proposal' which will determine if the BID will operate or not.
- ✓ The need for over 50% of those voting in the ballot to be in favour of the BID, and those voting in favour to represent more than 50% of the rateable value of the properties of those who took part in the ballot, for the BID to be implemented.
- ✓ A time limit on the duration of the BID and a requirement for any renewal of the BID to be subject to a further ballot.
- ✓ An obligation for all those eligible to take part in the ballot and stipulated in the BID Proposal, to pay the levy, which is normally based upon a percentage of the rateable value of their business premises.

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*“I am very happy to support the idea of businesses working together to deliver a Tourism Business Improvement District on the Isle of Wight.”*

*Sir Ian Cheshire, Government Lead Non-Executive and Non-Executive Board Member and Chairman of the Board at Debenhams plc*



# Introducing the WIGHT BID – EXECUTIVE SUMMARY

**This document explains the WIGHT BID, a Business Improvement District (BID) that aims to increase the number of new visitors who come to the Island, encourage them to stay longer and spend more in our Island communities.**

**The WIGHT BID will also develop initiatives to tackle challenges the Isle of Wight faces in terms of travel, access, product development and market penetration.**

If you would like to see these plans implemented you will need to vote yes in a postal ballot this summer. If the majority of those voting in the ballot support the proposal, all eligible businesses with a rateable value of £3000 or more will be required to pay an annual levy which will contribute to the funding of the BID programme, for a period of five years.

Additional funds will be raised through sponsorship and voluntary contributions to fund the staff that deliver the programme and provide extra funds to support this plan. These contributions will come from other Island and mainland commercial sectors that also rely on a sustainable tourism economy because they sell products and services to the accommodation and attraction owners, cafés and restaurants.



The proposer of the WIGHT BID is the Island's award winning destination management organisation Visit Isle of Wight, created by the Chamber of Commerce, Isle of Wight Council and leading Island businesses in 2012. Voting for the BID will also mean changes to the make-up of the board of directors and governance arrangements of Visit Isle of Wight to ensure that the organisation is truly representative of - and accountable to - all levy payers, both big and small. Levy payers will be regularly updated on how the BID is progressing and consulted as new plans are developed.

## Key information

- ✓ The proposed levy is 1.75% of rateable value of each eligible hereditament located on the Isle of Wight listed in the non-domestic rates (NNDR) classifications shown in Appendix A.
- ✓ A copy of the Business Plan, which contains additional information and operating plans can be found at [www.isleofwightbid.com](http://www.isleofwightbid.com) and [www.visitwight.org](http://www.visitwight.org) (Please telephone 01983 521555 EXT 21 if you would prefer a copy by post).
- ✓ The closing date of the postal ballot will be July 12th 2016. Voting papers will be mailed to all proposed levy payers by Isle of Wight Council's returning officer 28 days in advance.
- ✓ The BID will raise £371,000 per annum in levy contributions and between £75,000 and £100,000 per year in voluntary contributions. With the exception of the WIGHT BID sales manager (part-time), none of the levy payer contributions will be used to fund Visit Isle of Wight staff (see page 19 for more details). Additional sponsorship, commercial revenue, sales and voluntary contributions will be secured by Visit Isle of Wight to pay wage bills and pensions.

*"I firmly believe that the Isle of Wight has the potential to become a world class destination that the whole of the UK can be proud of. The Wight BID is a game changing leap forward, bringing together the entire tourism industry with the aim of genuine growth in the future. I wish the Wight BID every success and shall do all I can to help raise the Island's profile."*

**Lord Grade – former Chairman of both the BBC and ITV and current Chairman of the Pinewood and Shepperton Film Studios and Isle of Wight resident**





# HOW THE WIGHT BID WAS DEVELOPED



**Between November 5th 2015 and April 13th 2016 Visit Isle of Wight carried out an Island-wide consultation programme and invited over 1,200 businesses to meet us and tell us about their priorities through online surveys and emailed feedback, facilitated workshops and face-to-face meetings.**

We:

- ✓ Met with 267 business leaders representing more than 750 businesses and Island organisations.
- ✓ Held 23 public consultation workshops and reviewed the themes and plans at the 2016 Tourism Conference to an audience of more than 300 Island tourism operators.
- ✓ Produced an online survey which generated over 100 responses.
- ✓ Distributed over 3,000 documents to prospective levy payers explaining the opportunity and outlining plans for comment.
- ✓ Held 35 one-to-one briefings with key business organisation leaders. Held briefings and interviews with the Island's print and broadcast media.
- ✓ Published all plans online and in featured articles in the County Press and Chamber Business magazine inviting further feedback.
- ✓ Analysed the results of a survey of over 15,000 mainland residents about their perceptions of the Island as a holiday destination and what they thought the barriers to making more trips were.

## You told us that your priorities were:

- ✓ The creation of marketing campaigns that would attract more visitors to the Island, with special emphasis on new visitors including those coming for educational trips and to visit friends and relatives.
- ✓ Improving access to the Island and ferry services that better meet the needs of the visitor economy.
- ✓ Helping people to get around and explore the Island more.
- ✓ Providing award-winning beaches and maintaining an outstanding natural environment for visitors to enjoy.
- ✓ A stronger and more influential voice for the Island's tourism business community at a local, regional and national level.

*“The Isle of Wight Chamber of Commerce very much supports the WIGHT BID proposal as this will provide ongoing marketing and promotional activity for the next five years that will enable the Isle of Wight to encourage and attract more visitors which will help us to grow this very important industry sector of the island's economy.”*

**Kevin Smith – Chief Executive, Isle of Wight Chamber of Commerce, Tourism & Industry**





We have undertaken a detailed analysis of your responses to our consultation programme and created programmes based upon three themes which we believe will have the greatest impact over the course of the BID. It's important to stress that the activities that the BID levy will fund will be reviewed with you annually so that we can fine-tune them where necessary, to respond to changing market conditions and emerging opportunities.

Some of your priorities will be delivered by Visit Isle of Wight leading a partnership with local businesses, while others can only be delivered in collaboration with public service providers, local communities, businesses and other strategic bodies. Consequently, Visit Isle of Wight's role will in some cases be the delivery body of the programme, while in others its role will be as a partner, advocate, or the representative voice of the industry.

Our conversations with you also highlighted strong support for Visit Isle of Wight as the body best placed to lead the WIGHT BID and widespread interest in participating in new corporate governance arrangements that we plan to bring forward. You told us that you sought much better recognition of the importance of tourism to the Island's economy and a more joined-up approach to solving the problems that the visitor economy faces.

**The WIGHT BID consultation has led to the planned programme of actions and themes detailed in this document.**

Your chosen themes:

**1. Attracting Visitors for Life**

Attracting new visitors and retaining their loyalty in years to come

**2. Delivering the Experience (and encouraging 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.

**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.

If you would like to view a copy of the entire Industry consultation report or the consumer research please visit the WIGHT BID website and click on the "DOCUMENTS" tab at the top.



[isleofwightbid.com](http://isleofwightbid.com)

If you are unable to access a copy online please contact Visit Isle of Wight on 01983 521555 EXT 21 (The Guildhall Newport) and a postal copy will be dispatched.



*"I'm delighted to see so many organisations working together to help the Isle of Wight continue to be an exciting destination; we know that collaboration between a wide range of tourism businesses and organisations is vital to ensure that tourism grows and contributes to a local economy."*

*Sally Balcombe – Chief Executive of Visit Britain*



# THE WIGHT BID FRAMEWORK PLAN



## THEME 1 – Attracting Visitors for Life

**Delivering effective destination marketing is crucial to the success of the Island's visitor economy. We face strong competition from high quality destinations within the UK and overseas and our capacity to compete depends upon us collaborating to invest in creative and effective marketing campaigns.**

### What you told us:

- ✔ Over 90% of you said that off-Island marketing is a very high priority with domestic short-breaks and long holidays of almost equal importance.
- ✔ You highlighted the need to deliver promotions and campaigns to improve shoulder periods and during events such as the Isle of Wight Festival when many visitors stay away from the Island.
- ✔ Consultees had differing views about who to target: Many thought London was a clear target, most thought that visitors need to be from higher demographic groups, and some thought that marketing should be carried out across the country.
- ✔ Many of you said we should recognise the role played by overseas visitors to the Island, especially given their high level of spending.
- ✔ Most people consulted felt that we need to improve the negative perceptions of the Island regarding travel and access.
- ✔ Events and festivals are very important drivers for our tourism sector and you would like to see more support for shoulder period events, and new ones created where practical.

### What we plan to do:

- ✔ Run high-profile above-the-line advertising campaigns in the Spring and Autumn featuring an enriched Island brand and supported by a press office function to deliver quality editorial in target markets.
- ✔ Concentrate on attracting new, higher demographic, first-time visitors.
- ✔ Introduce campaigns and improvements in information provision both on and off-Island to encourage people to stay longer and spend more.
- ✔ Devise and run a rolling 'customer relationship marketing programme' based upon our database of over 150,000 previous visitors to encourage repeat visits.
- ✔ Develop our working links with overseas markets through Visit Britain, Visit England and Tourism South East partnerships.
- ✔ Invest in regular research to tell us not just who is coming, but why some are not, and what we need to do about it.
- ✔ Establish a brand panel to develop and monitor the effectiveness and use of the Isle of Wight brand.

### Our aims are to:

- ✔ **Increase visits to the Island by 370,000 over the lifetime of the BID.**
- ✔ **Grow the tourism economy by £60 million over the lifetime of the BID from £264million per year to £324million per year.**
- ✔ **Increase the average length of stay (currently 3.5 days).**
- ✔ **Encourage more visitor travel across the Island to find our 'hidden gems'.**





## THEME 2 – Delivering the Experience (and encouraging visitors to explore more)

**When prospective visitors look at the Island as a possible holiday destination and again when they arrive, our customer service, products, and most importantly of all, the Island itself has to look good and satisfy expectations if we are to encourage more repeat visits, higher visitor spending and move our customer base ‘up market’ to attract independent, savvy visitors.**

### What you told us:

- ✔ More than 75% of you said that the quality of the Island product needs attention.
- ✔ Nearly everyone consulted felt that the landscape was the most important Island attraction.
- ✔ Most of you said that the road signs, on-Island transport, car parks, public spaces, parks and gardens needed improvement.
- ✔ 92% of you told us that providing award-winning quality beaches on the Island was important to the success of your business.
- ✔ Almost everyone said that we need to tell a better story about the hidden gems, towns and villages across the Island.
- ✔ Most tourism businesses felt that if the number of visitors and tourist spend started to increase significantly, then owners would be able to invest more in their own businesses.
- ✔ Some of you stressed the importance of first impressions and the need for our ports of arrival and the Solent crossing to be part of a quality holiday experience.
- ✔ Many of you were uncomfortable with the number of on-Island guides, pocket guides and magazines that appeared to be duplicating each other and asked for this situation to be rationalised and co-ordinated in future.

### What we plan to do:

- ✔ We will create an Access and Travel group to evaluate the cost of travel to the Island in relation to other destinations and explore short, medium and long-term innovations that can be implemented to make the Solent crossing as cost effective and efficient as possible.
- ✔ We will establish a number of working parties to review concern over how the Island looks and is presented to visitors, identifying and prioritising possible remedial actions and lobbying those with the authority to make improvements.
- ✔ We will publish an annual ‘Visitor Journey’ audit of the on-Island / Solent crossing experience and information provision. This data will be used to encourage, lobby and where possible fund or resource improvements in the continuity of visitor experience, brand and quality of information.
- ✔ We will encourage and help parish councils, local residents and tidy-action groups to re-introduce beach awards so we can promote them.
- ✔ We will hand over editorial responsibility for the town and village pages on the official consumer website to towns and villages to populate with their stories, reasons for visiting, and showcase the characteristics and attractions of their areas.
- ✔ We will create one major new thematic trail a year that links towns, villages and attractions together.
- ✔ We will maintain an annual on-Island survey that will report of visitors perception and concerns about the Island, tracking satisfaction levels and highlighting urgent priorities.

### Our aims are to:

- ✔ **Increase repeat and return tourist trips and set new targets for the lifetime of the BID.**
- ✔ **Address key concerns that visitors express about the way the Island looks in some areas.**
- ✔ **Work with our travel partners to do all we can to make our ports and Island arrival points as welcoming and customer friendly as possible.**
- ✔ **Encourage visitors to explore far more of the Island and to spend their money in towns, villages and attractions over a wider area than previously.**



## THEME 3 – Working Together

**Tourism is vitally important to the Isle of Wight but the industry is fragmented and we need to work together to ensure that the levy payers' priorities are agreed and delivered in a way that underpins long-term growth.**

### What you told us:

- ✔ Visit Isle of Wight is the organisation best placed to co-ordinate activities that are designed to grow the Island's visitor economy, provided that the BID governance and decision making process is truly inclusive, transparent and accountable to all levy payers.
- ✔ You want to see us doing all we can to encourage new investments and to assist in removing any barriers to development and regeneration.
- ✔ You would like to see more done to encourage pride in the Island with support for initiatives like Isle of Wight Day and buying local produce.
- ✔ You requested a joined-up, stronger and more influential voice for the Island's tourism sector that can work with the public sector and retailers to support tourism and help deliver the WIGHT BID.

### What we plan to do:

- ✔ 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, large retailers, and supporting service industries over the lifetime of the BID.
- ✔ Create a governance and task-force structure that reflects the make-up of the levy payers.
- ✔ Create an online forum for all levy payers to access and exchange ideas, vote for actions and share ideas.
- ✔ Create toolkits of digital and creative assets that all the levy payers can use to help promote their own businesses and work together.

### Our aims are to:

- ✔ **Ensure that those who also benefit from the visitor economy, but fall outside the scope of the BID arrangements are encouraged to contribute at least £100,000 a year in funds plus other benefits in-kind to support the delivery of the BID programme (see budget enclosed for details of this expenditure).**
- ✔ **Create a unified destination partnership that every levy payer feels engaged with.**
- ✔ **Unify the Island's visitor economy behind one vision.**

*“Big and small tourism businesses all working together has got to be the way forward for the Island. I'm particularly pleased that the BID plan includes not just marketing and promotion but also a commitment to focus on cosmetic improvements in appearance. The Wight BID gets a big green thumbs up from me and I'll do what I can to support you along the way.”*

*Alan Titchmarsh MBE DL – Broadcaster, gardener and Isle of Wight resident*



# BUSINESS ENGAGEMENT AND LEVY PAYER BENEFITS

**The visitor economy comprises many hundreds of businesses and the WIGHT BID will engage directly with the overwhelming majority of these through the BID arrangements but we know that many businesses that fall outside of the BID arrangements will want to play their part in supporting the BID by making voluntary donations or providing ‘in-kind’ support.**

Visit Isle of Wight will provide a range of complimentary benefits to all levy payers as well as those making voluntary contributions. Any business seeking participation in the BID programme that is not defined within these BID arrangements, will be required to make a voluntary contribution or provide a ‘benefit in kind’ equivalent to the monetary value of the levy that they would have been liable for had they been included in the BID and will be required to enter into a ‘voluntary BID membership agreement’.

The key benefits offered to levy payers and those making voluntary contributions are shown below:

Activity / access / privilege / benefit	Levy payer	Supporter / partner	Non-contributors
Participation in BID Ballot	yes	no	no
Eligibility to attend AGM	yes	no	no
Free web record worth £180 on the official tourist board website each year	yes	yes	no
Opportunity to advertise on the official website	yes	yes	no
Login and access to the BID members’ forum and feedback service	yes	yes	no
The right to participate in votes and feedback sessions about BID activities	yes	yes occasionally	no
Eligibility for press office support services	yes	yes	no
Access to monthly BID KPI, research and intelligence statistics	yes	yes	no
Eligibility to view monthly management accounts and cash flow	yes	no	no
Monthly members’ communications	yes	no	no
Monthly supporters’ and partners’ communications	no	yes	no
Access to commercial deals offered by third parties to BID members	yes	no	no

Each year, Visit Isle of Wight will hold an Annual General Meeting at which:

- ✔ An annual report will be presented detailing the progress made on delivering the BID programmes.
- ✔ The statement of accounts for the previous year of the BID will be presented.
- ✔ Reports will be presented by the chairs of ad-hoc working groups established by the board.
- ✔ Plans for the forthcoming year will be presented and opportunities provided for questions and discussion.

We know that effective communication with you is essential if we are to achieve our shared aims so we will send you an email newsletter on a quarterly basis as well as maintaining a first-class website that ensures you have access to all the information you need on the BID at your fingertips. In addition, there will be regular on-line levy payer surveys to make sure that you have the opportunity to have your say.



# BUDGET AND FINANCIAL MANAGEMENT

## 1. The WIGHT BID budget (£)

This first section details how much will be raised through levy contributions and what the £371,300 raised will be spent on.

INCOME(£)	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
BID levy <sup>(1)</sup>	£371,300	£371,300	£371,300	£371,300	£371,300	£1,856,500
<b>TOTAL</b>	<b>£371,300</b>	<b>£371,300</b>	<b>£371,300</b>	<b>£371,300</b>	<b>£371,300</b>	<b>£1,856,500</b>

EXPENDITURE(£)	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
Theme 1 - Marketing / Visitors for life	£280,000	£280,000	£280,000	£280,000	£280,000	£1,400,000
Theme 2 - Delivering the experience	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Theme 3 - Working together	£16,000	£16,000	£16,000	£16,000	£16,000	£80,000
Research and Brand Development	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
<b>TOTAL</b>	<b>£371,000</b>	<b>£371,000</b>	<b>£371,000</b>	<b>£371,000</b>	<b>£371,000</b>	<b>£1,855,000</b>

## 2. BID Delivery Overheads

These funds will be generated through voluntary contributions from businesses who wish to access some of the benefits of the WIGHT BID activities but are not included in the scope of the BID. Income raised will be used to pay for the administration costs of delivering the WIGHT BID programme.

INCOME(£)	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
Voluntary contributions <sup>(2)</sup>	£100,000	£75,000	£75,000	£75,000	£75,000	£400,000
<b>TOTAL</b>	<b>£100,000</b>	<b>£75,000</b>	<b>£75,000</b>	<b>£75,000</b>	<b>£75,000</b>	<b>£400,000</b>

EXPENDITURE(£)	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
Industry Communications, AGM and levy-payer meetings	£10,000	£8,000.00	£8,000.00	£8,000.00	£10,000.00	£44,000.00
Cost of BID levy collection recharged by Isle of Wight Council	£14,000	£14,000	£14,000	£14,000	£14,000	£70,000.00
Financial management (audit, accounts, annual report and levy collection start-up costs)	£21,000	£5,000	£5,000	£5,000	£5,000	£41,000
BID development costs	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Staff - WIGHT BID Sales Manager (part-time)	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Office costs (travel / phone / IT / power) for BID officer	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Contingency	£5,000	£4,500	£4,500	£4,500	£4,500	£23,000
<b>TOTAL</b>	<b>£92,000</b>	<b>£73,500</b>	<b>£73,500</b>	<b>£73,500</b>	<b>£75,500</b>	<b>£388,000</b>

## 3. Visit Isle of Wight Operating Budget

These funds will be secured by Visit Isle of Wight through additional commercial trading, sponsorship and partner investments to cover the costs of staff, overheads and visitor services (Visitor Centre and Museum). These funds are outside the scope of this BID and included for information only.

INCOME(£)	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
Visitor Services revenues	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Sponsorship and Partnership contributions	£240,000	£240,000	£240,000	£240,000	£240,000	£1,200,000
Commercial sales (Web / Digital / Product)	£65,000	£65,000	£65,000	£65,000	£65,000	£325,000
<b>TOTAL</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£1,925,000</b>

EXPENDITURE(£)	2016/17	2017/18	2018/19	2019/20	2020/21	TOTAL
Marketing and Press Office staff - three posts	£120,000	£120,000	£120,000	£120,000	£120,000	£600,000
Visitor Experience / travel ambassadors staff - Two posts	£55,000	£55,000	£55,000	£55,000	£55,000	£275,000
Part-time Data manager and IT support	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Part-time events development manager	£15,000	£15,000	£15,000	£15,000	£15,000	£75,000
Administration / reception / travel / and Chair	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
Website hosting and annual developments	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Digital assets, social media and toolkits (inc photography)	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Brand tracking and development	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Partnership development fund (promotions)	£35,000	£35,000	£35,000	£35,000	£35,000	£175,000
Other marketing and PR costs	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Cost of sales (website and digital marketing costs)	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
<b>TOTAL</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£385,000</b>	<b>£1,925,000</b>

# MONITORING PERFORMANCE

1. BID levy revenue based upon a 90% collection rate allowing for costs of recovery of bad debts.
2. Voluntary contributions to BID programmes from businesses and partner programme subscriptions.

## Financial management

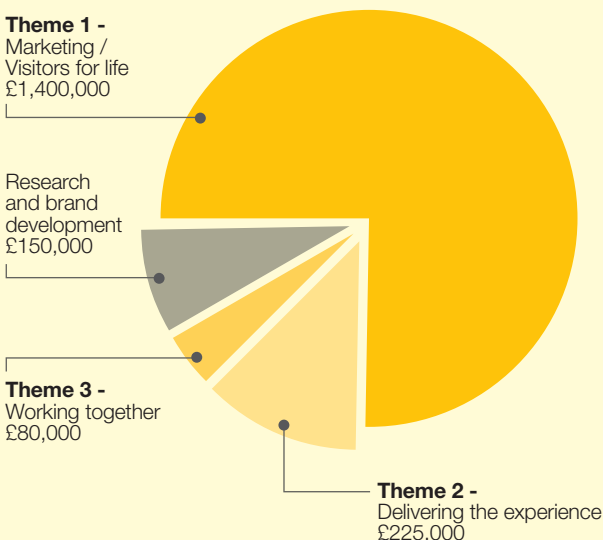
The principal source of funding for the BID programme is the BID levy and the business activity of Visit Isle of Wight will be the delivery of the BID programme. Visit Isle of Wight will secure additional partnership funds and resources to cover its overhead costs, and to enhance the delivery, scope and potential of the BID programmes.

Visit Isle of Wight plans to supplement this with revenue generated from a number of other sources including:

- ✓ Commercial activities: digital advertising, social media and PR services, business development support, sponsorship procurement, retail sales and marketing / business products.
- ✓ External partnership activities: voluntary contributions from businesses which are not eligible to pay the BID levy, additional contributions to marketing funds, donations, and fund raising events.

Visit Isle of Wight will publish its full audited company accounts no later than April 2nd annually for the previous financial year which runs from January 1st to December 31st. A supplementary financial statement will be published which details the income and expenditure of the BID. The Chief Executive will present a statement of accounts showing monthly receipts and expenditure to the Board on a quarterly basis and a cost-centre-based summary analysis of these will be available to levy payers and the Isle of Wight Council on request.

## How the WIGHT BID budget will be spent over five years



**The WIGHT BID will deliver a range of business-focused and achievable outcomes, and to understand the effectiveness of our BID programme we will regularly assess and report to levy payers on how our programme is progressing.**

### We will:

- ✓ 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 programme 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.



# THE BID AREA



*"Although benefiting only indirectly from tourism WightFibre believes the WIGHT Business Improvement District is vital in order to maintain*

*the growth in visitor numbers and thus, whether directly or indirectly, to the long term future of all businesses on the island."* **John Irvine – CEO of WightFibre**



*"We at Chale Bay Farm are a small luxury Guest House, yet we employ 6 people during the main season and give regular work to 4 contractors.*

*When we moved to the Island four years ago, there were many and varied groups promoting individual parts of the Island making it complicated for visitors to get a cohesive view of exactly what we have to offer on the Island. As a business we ended up spending more money to be included in multiple websites and publications that were much less effective than working with Visit Isle of Wight."* **Charlotte Clark – Owner of Chale Bay Farm**



*"I totally support this way forward; we can all swim together, or sink singly."* **Brian Hinton MBE – Chair of the Julia Margaret Cameron Trust**



*"Tourism is the lifeblood of the Island. With increasing competition we must promote the island properly to bring the tourists which are so vital to our economy*

*and jobs."* **Oliver Mattsson – Director of Dinosaur Expeditions C.I.C.**



*"Visit Isle of Wight is an important contributor to the continued success of bringing tourism to the Island with regular innovations and experiences*

*such as The Churchill Trail. Such experiences give visitors even more reason to visit the Isle of Wight bringing more trade to hotels, bars, restaurants and shops which is of great importance for the continued growth of tourism and the economy of the Island. Without such a body promoting tourism, the Island will lose out to other holiday destinations across the UK."* **John Sturgeon - General Manager of The Hambrough Group**



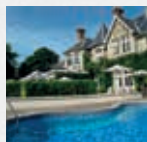
*"We run a small business, The Bay Boutique Bed and Breakfast, that falls outside the remit of the WIGHT BID but wholeheartedly support the proposal and*

*will happily contribute to the initiative in future as an essential way to promote the Isle of Wight as one of the UK's premier holiday destinations. In times of cuts and austerity, it's often communication budgets that get cut, but doing so is short-sighted and will result in further financial pain for all businesses, small and large."* **Paul Mocroft – Proprietor, The Bay Boutique Bed and Breakfast, Freshwater Bay**



*"Marketing the Island as a "destination" is key to growth in visitor numbers, and is obviously fundamentally important both to the success of the*

*tourism industry and the wider Island economy. The opportunity for tourism businesses of all sizes to work together and hold to account the WIGHT BID will mark the important difference between this structure and previous fragmented efforts at marketing."* **Belinda Walters – Isle of Wight Director for the Country Land & Business Association, a membership organisation which supports rural businesses, and owner of three self-catering holiday properties in Brook**



*"Having 44 years of hotel/hospitality experience in predominantly tourism areas, I feel the WIGHT BID proposal to be one of the most pro-active plans I*

*have witnessed in challenging times, all for the cost of one advert in the local paper. A small price to pay for continued support in a larger network headed by a professional, experienced team with a list to date of positive results in favour of the tourism and Island economy."* **Paul Judge – Owner of The Leconfield, Ventnor**



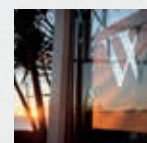
*"So why do we need the WIGHT BID? It is very simple, we live in a very competitive world and if we do not advertise and market our lovely Island*

*people will go elsewhere. Visit Isle of Wight have been in place for the last three years and the results speak for them selves, they have reversed the trend in declining first time visitors 2010 to 2012 increasing them by over 23% 2013 to 2015."* **Mark McNeill – Destination Cowes**



*"The impact of the Visitor Economy on many Island businesses is broad and wide. The WIGHT BID process is a proven solution that brings these businesses*

*together across the local economy for the greater good."* **Stuart Dyer – Director Godshill Model Village**



*"I believe the Wight BID is the right bid, not just to maintain our destination marketing, but to develop further our unique Island brand as an all season*

*visitor destination."* **Ann Hutchins – Windsor Carlton Town House Guest Accommodation**



# The BID area will extend to the whole of the Isle of Wight, being the area administered by the Isle of Wight Council.



*"The future of the Isle of Wight's tourism economy relies on our shared passion combined with a unified community, not just consisting of traditional*

*tourism based businesses but ALL businesses, committed to making the Island a distinctive and authentic destination that guests will connect and identify with. This will determine our future as a great destination."* Debs Murphy-Latham – Managing Director of VIP Cottages Ltd



*"I sincerely hope the WIGHT BID happens as our island is an incredible tourist destination that needs shouting about. As with the festival market*

*there's so much competition, and although we know we're the best, we need our fantastic events, location and island properly represented in the tourism sector."* Rob da Bank – founder of Bestival



*"No matter how hard we work, we are totally reliant upon the Island's ability to grow tourism. It is essential the Island works together with a*

*proactive and determined approach. We see the WIGHT BID as a vital initiative to secure the future of our industry on the Island – it has our full support."* Peter Vail – General Manager, Isle of Wight Steam Railway



*"I support the Wight Business Improvement District proposal, this approach will help Island tourism businesses work in partnership to achieve more*

*coordinated and funded approach to attracting much needed visitors to the island – this is the way forward."* Will Myles – Head of Sales & Marketing, UKSA, Cowes



*"At Goodleaf, we believe that the WIGHT BID offers the best possible way to maintain and grow a secure, thriving visitor economy for the*

*Isle of Wight. Although not legally obliged to contribute to the BID, we will do everything possible to support this exciting and forward thinking initiative."* Paul McCathie – Goodleaf Tree Climbing



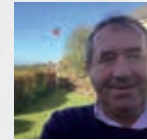
*"We will be supporting the WIGHT BID. For the cost of a small local advert we will see the continuation of the excellent work of Visit Isle of Wight in marketing the island as the wonderful*

*holiday location it is. Plus we need the on-going support and creation of vibrant events such as Acoustic Isle that are helping to extend the season. As a business we take the view that this levy would be an essential element of our marketing budget and certainly represents value for money!"* Helen & Frazer Cunningham – owners of Vintage Vacations



*"Quite simply Visit Isle of Wight is the Voice of the Isle of Wight. Through their effective promotion and PR, we have seen improved visitor numbers.*

*To lose this voice is to risk marketing silence and a detrimental effect on our economy."* Tracy Mikich - Marketing Director, Seaview Hotel Restaurant and Bar

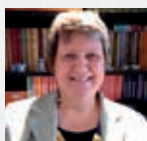


*"I support this process as the unique challenges the Island faces require collective action."* George Bristow – Bed and Breakfast Rooms at The Pilot Boat Inn, Bembridge



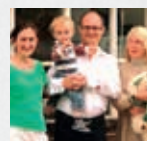
*"We all know the island is a beautiful place to live, work and holiday, but we need investment to help us to move forward. By showing that we're*

*interested in the island's future, we will hopefully attract bigger businesses that can help develop the island to it's full potential."* Anne Bunney – Owner of The Havelock Guest House, Shanklin



*"Visit Isle of Wight have brought a new energy to tourism on the Island, it's imperative that this continues. Please vote positively for the WIGHT*

*BID for the benefit of all local tourism businesses."* Sally Beston – Chairman of the Shanklin Hotel and Accommodation Association



*"Keats Cottage is a small B&B and restaurant in Shanklin. For us it is essential that smaller businesses get behind the WIGHT BID, as the*

*invaluable work of the Visit Isle of Wight can only continue if all businesses, not just the large ones, go ahead with the proposals."* David and Ewa Woodward – Owners of Keats Cottage, Shanklin



# GOVERNANCE



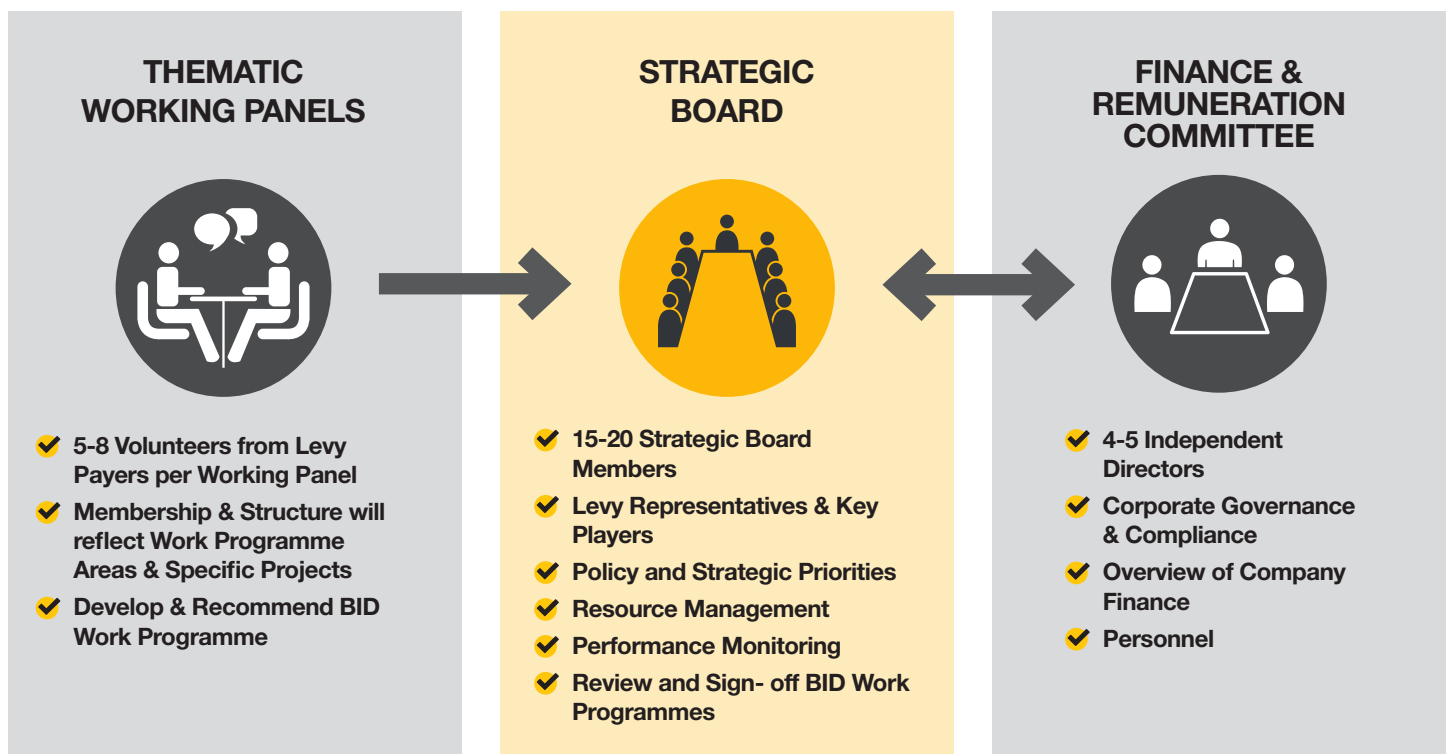
**Ensuring that businesses that pay the BID levy are at the heart of the decision making process will be crucial to the success of the Wight BID. As the BID delivery body, Visit Isle of Wight is committed to a process of transformation during the first 12 months of the BID programme from its current structure to one that ensures balanced representation on its board of directors by the levy payers as well as key strategic organisations. To achieve this, levy payers will be invited to participate in the election of directors to represent them early in 2017.**

In the interim, the following steps will be taken:

- ✓ The existing board of directors will continue to oversee the governance of Visit Isle of Wight for a period not exceeding 12 months from the commencement of the BID.
- ✓ An advisory panel of 6 people nominated and elected by the levy payers during the first 3 months of the BID will be created. The role of this panel will be to attend meetings of the board and to advise the directors on the development of a new constitution and a comprehensive review of how Visit Isle of Wight engages with its levy payers and other stakeholders.
- ✓ Once the review is completed, the advisory panel will oversee the election of representatives of the levy payers to serve on the strategic board.
- ✓ Once the BID is operational, Visit Isle of Wight will establish a membership scheme to which all levy payers will be automatically enrolled and will be termed 'Visit Isle of Wight Members'.

As the BID evolves, the work of the strategic board will be supported by:

- ✓ Thematic Working Panels which will develop and recommend detailed work programmes to deliver the priorities of the WIGHT BID.
- ✓ A new Finance and Remuneration Committee whose role will be to maintain an oversight of the corporate governance of Visit Isle of Wight as well as dealing with detailed financial and human resource management issues.



# THE BALLOT AND BID TIMETABLE



## The timetable for the ballot is as follows:

Dispatch of ballot papers to each hereditament	14th June 2016
Last day to appoint a proxy	28th June 2016
Day from which application for the reissue of lost ballot papers can be made	6th July 2016
Last day to cancel any proxy	5pm on 7th July 2016
Last date to reissue spoilt ballot papers	7th July 2016
<b>Final date for the return of ballot papers</b>	<b>12th July 2016</b>
Publication of the result of the ballot	13th July 2016
Closing date for the billing authority to veto the ballot	1st August 2016
Final date for the receipt of objections to the ballot result	10th August 2016
<b>BID commencement</b>	<b>1st September 2016</b>

Ballot papers will be sent by the Council to the manager at the address of each hereditament (business premises) eligible to vote in the ballot. This will be done 28 days prior to the close of the ballot. If the local manager is not authorised to vote on behalf of the organisation liable for the payment of the national non-domestic rates for the property, they should either inform Visit Isle of Wight or forward the ballot paper and the BID Proposal to the person who is.

If a business or organisation owns more than one hereditament, then they are eligible to cast more than one vote in the ballot, one for each premises.

Ballot papers received after 5pm on 12th July 2016 will not be counted.

*"Tens of thousands of local residents rely on visitors to sustain their jobs and help to fund many Island facilities that we all take for granted. We cannot afford for our economy to get any weaker, the WIGHT BID proposal needs everyone's support."*

*Sarah Beardsall – television producer, proud caulthead and owner of Island Pictures*





Shipwreck Isle, one of the new events created by Visit Isle of Wight



*"I urge Island businesses to support this WIGHT BID. It is crucial that the Isle of Wight attracts visitors that will keep on returning to our wonderful Island. My initiative as High Sheriff is to create Isle of Wight Day, which this year will take place on September 24th. This special day aims to encourage returning family, workers and visitors to come together to celebrate all that is great about this place. The WIGHT BID would ensure that Isle of Wight Day will develop for years to come."*  
**Robin Courage MBE – High Sheriff of the Isle of Wight**



*"Visit Isle of Wight has done an exceptional job in ensuring the Isle of Wight hold its own over the last four years against intense competition from other destinations for the same markets but, we believe, the WIGHT BID offers the opportunity for so much more to happen. We are excited about the prospect of working with a strong, industry led body to ensure the Island takes full advantage of regional, national and international opportunities'."*  
**Nigel Smith – CEO of Tourism South East**

*"The National Coastal Tourism Academy (NCTA) is pleased to support the WIGHT BID for the Isle of Wight. In 2014 domestic coastal tourism was worth £7.8 billion to England's economy and latest national research shows year-on-year increases in visitor trips to coastal areas. In order to achieve sustainable growth and maintain market share it is vital however that destinations continue to invest in co-ordinated brand development and marketing. We believe that the proposal put forward for the WIGHT BID is the best mechanism to deliver this for the Isle of Wight tourism industry."*  
**John Carmichael – Deputy Director, National Coastal Tourism Academy**



*"I am supporting this bid because I believe that we all need to work together to promote tourism on our Island. Tourism is a major source of employment for the Island and for this reason we need to be able to market all that the Island has to offer in the most effective way we can."*  
**Gill Kennett MBE – trustee of Challenge and Adventure**



*"The National Trust looks after some of the best of the island's coast & countryside, we are very pleased to be working with Visit Isle of Wight and supportive of the WIGHT BID to welcome people to these special places."*  
**Tony Tutton – General Manager, National Trust Isle of Wight**



*"A vibrant visitor economy is essential to the Isle of Wight - it benefits so many Islanders, directly and indirectly. The WIGHT BID is a solid, well-structured approach that will support tourism on the Isle of Wight for years to come."*  
**Sally and Simon Perry – OnTheWight.com**



*"The impact of a thriving tourism sector on the Isle of Wight is far reaching and it is essential that the sector, and beyond, work together to ensure that through first class destination marketing we ensure it survives. It is mine and my companies view that the WIGHT BID is the right way to ensure that the skills and resources are in place to achieve this."*  
**Mark Curtis – Managing Director of Wight Locations**



*"Isle Access is delighted to be working alongside Visit Isle of Wight, encouraging and promoting the Island as a destination that welcomes and includes everyone. Access is important for all our visitors and, together, we are informing, training, supporting, and enabling businesses and individuals to achieve this outcome."*  
**Jan Brookes MSc – Director of Isle Access**



*"It is important for the Island and its economy that the work undertaken by Visit Isle of Wight continues, building on their successes, and ensuring the Island is promoted as a desirable tourism destination. This will only be achieved if we all work together and Visit Isle of Wight is in an unrivalled position to lead this via The WIGHT BID."*  
**Graham Biss – Chief Executive of Natural Enterprise**

# ABOUT VISIT ISLE OF WIGHT

**Recognised as one of England's most successful destination management organisations, Visit Isle of Wight was set up in autumn 2012. The new public / private sector partnership brought the Isle of Wight Council, Chamber of Commerce, the Solent travel operators and many Island businesses together to co-ordinate marketing activities and encourage development.**

With financial support from over 500 businesses Visit Isle of Wight have been able to halt declining visitor numbers, increase first time visitors by more than 20%, and generate more than £8million of additional press coverage to date.

The company has established new campaigns on TV, radio and through hoardings in London and other cities. The website has grown to be the Island's number one tourism platform with over 2million web visits a year, supported by social media channels and monthly e-newsletters to previous and first time visitors.

New promotions and thematic trails have been introduced to extend the season and showcase Island products. The company has also attended trade shows, run pop up exhibitions and supported overseas travel shows, often working with international travel agents and carriers to open up the Island to new markets.

Visit Isle of Wight has also spoken in support of tourism planning applications, relaunched Wight in Bloom, collaborated with others on the Island's master plans and invested in new events for the Island, whilst working closely with many local events organisers to grow mainland audiences.



## The Visit Isle of Wight Team

Currently, the company has 2 full time marketing staff and 1 full time visitor experience manager supported by part-time specialists and one part-time administrator. Visit Isle of Wight staff fund their salaries through commercial sales, voluntary contributions and sponsorship. The company does not currently operate a pension scheme, but has a staging date of May 2017 for mandatory pensions.

### Full time positions

**CEO/Marketing Director:** Responsible for the financial performance of the DMO. The role combines CEO, company secretary, HR, finance management, marketing strategy and all communications plus the WIGHT BID development and management into one role.

**Digital Marketing Manager:** Responsible for the creation and dissemination of digital campaigns and editorial content on websites, social media channels, within e-newsletters, through online competitions and via toolkits of digital assets used by many websites and social media channels. Also maintains the destination photo library.

### Part-time positions

**Chairman:** A part-time, independent, position to assist the CEO in securing additional funding whilst ensuring that the Board operates in a balanced way that supports all contributors and partners. The Chair is also a press spokesperson and a tourism ambassador.

**Press Officer:** Responsible for annual press coverage targets, managing journalist visits and quality editorial. Manages external press agencies and media relations with Tourism South East and Visit Britain.

**Industry & Data Manager:** Responsible for creating and managing the tourism providers' web pages on the website and iPhone and android apps, the industry website, AGM, liaison and newsletters, Also creates events listings. Responsible for managing the BID database and commercial website developments.

**Events & (proposed) WIGHT BID sales manager:** Responsible for attracting new events to the Island, and working with existing event organisers to increase mainland visitors. Lead responsibilities for developing the new film location activities and (following a successful WIGHT BID vote) securing voluntary contributions from non-tourism related sectors prepared to support the BID.

### Grant funded positions (100% funded from external sources)

**Visitor Experience Manager:** Responsible for the Visitor Centre, Museum, retail and commercial services (bike hire and travel guides), Information point development, and the 'drive less see more' promotions. Manages the travel ambassador team and secures grant aid.

### Administration and Accounts

The above positions are supported by one **Financial and Office Administrator** (3 days a week). This hourly paid post issues and pays invoices, collates information for monthly financial management reports, tracks expenditure and income against budget, and operates the office reception.

*Other delivery posts may be created subject to additional funding.*



# THE WIGHT BID – THE KEY FACTS

## As a prospective BID levy payer, you should be aware of the following key facts:

- ✓ The BID will comply with the Local Government Act 2003 and The Business Improvement District (England) Regulations 2004 (the 'Regulations').
- ✓ The BID will be managed by Visit Isle of Wight which will be responsible for ensuring the BID Proposal is implemented.
- ✓ Visit Isle of Wight (Number 08138988) is a 'not for profit' company limited by guarantee whose registered office is The Guildhall, High Street, Newport, Isle of Wight PO30 1TY.
- ✓ The BID arrangements will commence on September 1st 2016, 48 days after the result of the ballot is announced. The BID will operate for 5 years ending on August 31st 2021.
- ✓ The BID will apply to the whole of the area administered by the Isle of Wight Council (the 'Council').
- ✓ All businesses defined in Appendix A will be eligible to vote in the ballot and if the ballot is successful, be liable to pay the levy.
- ✓ The number of hereditaments eligible to vote in the ballot and liable for the payment of the levy is 1013 at the time of the publishing of this proposal.
- ✓ The ballot will be deemed to be carried if more than 50% of businesses participating in the ballot approve the BID arrangements, and those voting in favour represent more than 50% of the rateable value of those participating in the ballot.
- ✓ The person responsible for the payment of business rates will be entitled to one vote in the ballot for each hereditament that is liable for the payment of the levy.
- ✓ The ballot will be conducted by the Council and the costs of the ballot will be borne by the Council.
- ✓ In the event that the ballot is unsuccessful, no similar BID will be developed and submitted to a vote by Visit Isle of Wight within 12 months of the ballot being rejected.
- ✓ The levy for the first chargeable period (12 calendar months) commencing on September 1st 2016 will be set at 1.75% of the rateable value of each business premises on April 1st 2016 or £150, whichever is the higher.
- ✓ The levy for subsequent 'chargeable periods' will be 1.75% of the rateable value of the premises on the preceding first day of April of that year or £150 whichever is the higher.
- ✓ Any new business that begins to operate during the BID which had it operated at the commencement of the BID, would have been eligible to take part in the ballot and subsequently liable to pay the levy, shall be liable to pay the levy from the beginning of the first chargeable period after the business commences trading.
- ✓ The levy will be charged annually in advance on a chargeable day basis. No refund will be made if a property is disposed of and liability for the BID levy in future years transfers to a new owner or tenant.
- ✓ The BID levy will be charged to businesses during September annually and will be payable in full within 30 days of the date of the levy demand.
- ✓ The person responsible for the payment of the levy will be the person responsible for the payment of the National Non-Domestic Rates for the premises.
- ✓ If the rateable value of any premises reduces during the course of the BID to a level below £3000, then that business will no longer be liable for the payment of the BID levy from the beginning of the next chargeable period after the reduction in rateable value takes effect. Likewise, if the rateable value of any premises increases from a level below £3000 to a rateable value of £3000 or more, then it will become liable for the payment of the levy from the beginning of the next 'chargeable period'.
- ✓ Except where the rateable value of a premises changes (for instance as a result of a review of the NNDR system or a business premises is reclassified or revalued for any other reason), the levy payable in respect of each premises will not increase from one chargeable period to the next.
- ✓ Businesses such as registered charities whose business rates are eligible for certain reliefs will pay a levy based upon their full rateable value.
- ✓ VAT will not be charged on the BID levy.
- ✓ The levy will be collected by the Council or a body contracted to do so, on its behalf, and passed to Visit Isle of Wight to implement the programme set out in the BID Proposal. The process for collection and enforcement will be the same as the council applies to the collection of NNDR.
- ✓ The Council will account for the money in accordance with the Regulations.
- ✓ The Council will make a charge for the cost of collecting the levy on a cost-recovery basis.
- ✓ The services provided by the Council in respect of the collection and accounting for the levy, as well as how the council will work with Visit Isle of Wight are set out in an operating agreement.
- ✓ The levy cannot be used to fund services that local authorities are required to provide as a part of their statutory responsibilities.
- ✓ All of the revenue raised from the BID levy will be utilised for the purposes of delivering the programme set out in this proposal.
- ✓ No part of the BID arrangements will be altered without an alteration ballot.
- ✓ The finances of the BID will be independently audited on an annual basis and the summary accounts will be made available to levy payers at the annual general meeting of Visit Isle of Wight.
- ✓ Management accounts will be produced on a quarterly basis and submitted to the Visit Isle of Wight board of directors and to the Council. Visit Isle of Wight will formally report annually to levy payers on progress and achievements.

# APPENDIX A



Descriptions of businesses eligible to vote in the BID ballot and liable for the payment of the BID levy. This schedule is based upon information supplied by Isle of Wight Council from their database of National Non-Domestic Rate (NDR) payers.

## Description

Activity Centre and Premises	Guest Accommodation and Premises	Self Catering Unit and Premises
Airfield and Premises	Guest House and Premises	Shooting Lodge and Premises
Amusement Arcade and Premises	Guest House, Cafe and Premises	Site of Amusements and Premises
Amusement Park and Premises	Historic Monument and Premises	Speedway Racetrack and Premises
Aquarium and Premises	Historic Property and Premises	Stable Camping Site and Premises
Barn Used as Play Area	Holiday Centre and Premises	Stables, Guest House Accommodation and Premises
Beach Hut	Hostel and Premises	Swimming Pool and Premises
Bingo Hall and Premises	Hotel and Premises	Theatre and Premises
Botanical Gardens and Premises	Hotel Restaurant and Premises	Theatre Stores and Premises
Bowling Alley, Nightclub and Premises	Hovercraft Terminal and Premises	Toll Ferry and Premises
Bus Station and Premises	Ice Skating Rink and Premises	Tourist Attraction
Café and Premises	Inn and Premises	Water Sports Centre and Premises
Cafe Amusement Arcade and Premises	Leisure Centre and Premises	Wine Bar and Premises
Cafe B and B and Premises	Licensed Restaurant and Premises	Zoo and Premises
Cafe Bar and Premises	Lift and Premises	
Cafe, Golf Course and Premises	Light Railway Museum and Premises	
Camping Site and Premises	Marina and Premises	
Car and Coach Park	Market and Premises	
Car Park	Model Village and Premises	
Car Park and Premises	Mooring and Premises	
Car Park and Public Conveniences	Motel and Premises	
Car Park Offices and Premises	Museum and Premises	
Caravan Park and Premises	Nightclub and Premises	
Chalet Park and Premises	Offices Day Spa and Premises	
Children's Amusement Park and Premises	Owl and Falconry Centre and Premises	
Chine, Tea Rooms and Premises	Pleasure Pier and Premises	
Cinema and Premises	Public House and Premises	
Crazy Golf Site and Premises	Public House Community Hall and Premises	
Exhibition Hall and Premises	Public House Hotel and Premises	
Farm Park and Premises	Residential Sailing Centre and Premises	
Farm Shop Cafe and Premises	Restaurant and Premises	
Ferry Terminal and Premises	Restaurant Take Away and Premises	
Festival Site (Part Exempt)	Restaurant, BandB and Premises	
Gallery and Premises	Restaurant, Holiday Lets and Premises	
Garden and Exhibition Centre and Premises	Seaside Amusement Site, Cafe and Premises	
Garden Centre	Self Catering Holiday Unit(S) and Premises (Incl. Self Catering Holiday Unit, Car Space and Premises)	
Garden Centre and Premises		
Go Kart Track and Premises		
Golf Course and Premises		



# APPENDIX B

## THE ROLE OF THE ISLE OF WIGHT COUNCIL

### The Isle of Wight Council has a number of roles to play in the WIGHT BID. These include:

- ✓ Ensuring that the BID does not conflict with any of its policies
- ✓ Ensuring that consultation with prospective levy payers has taken place prior to the ballot
- ✓ Ensuring that the BID process satisfies the regulations
- ✓ Providing a register of businesses eligible to vote in the ballot and liable to pay the BID levy
- ✓ Managing the ballot
- ✓ Maintaining oversight of the BID and its finances
- ✓ Collecting the levy, enforcing payment and passing the receipts to Visit Isle of Wight

The Council is also expected to have been closely involved in the development of the BID arrangements and this has been achieved through representation on the BID Task Group and the BID Steering Group led by Visit Isle of Wight.

Since the BID levy is required to fund services that are additional to those provided by the local authority, the council is required to provide a baseline statement in the BID Proposal of the services it provides that may relate to the BID programme in one way or another. The services provided by the Isle of Wight Council that most directly relate to the WIGHT BID are shown in Appendix B.

In addition to the services detailed in Appendix B, the council will continue to provide a broad spectrum of local services that will be used by residents and visitors alike, and which will support the visitor economy in a direct and indirect way, ranging from transport infrastructure to environmental services to public open spaces.

#### Baseline Service Statement

<b>Service Area</b>	Beach Cleaning (Environmental Services - Waste Management)
<b>Service provider</b>	Brighstone Landscaping Limited on behalf of and under contract to the Isle of Wight Council.
<b>Date &amp; duration of contract</b>	Contract started on the 1st April 2009 and ended on the 31st March 2014 with contract extension until 31st March 2016. (Value - £128,000).
<b>Service area</b>	15 sites - Gurnard, Cowes, East Cowes, Ryde West, Ryde East, Springvale, Seagrove Bay, Seaview, St. Helens, Yaverland, Sandown, Lake, Shanklin, Colwell, Freshwater. The below link includes a section with a PDF of each of the beaches. <a href="http://www.iwight.com/Council/OtherServices/Recreation-Leisure-and-Public-Spaces-General/Beaches">www.iwight.com/Council/OtherServices/Recreation-Leisure-and-Public-Spaces-General/Beaches</a>
<b>Allocated staff</b>	IWC no longer has any dedicated staff such as beach officer or lifeguards however the contracted service is monitored by the Commercial Activities Manager.
<b>Allocated resources &amp; equipment</b>	The contractor provides all the equipment within the cost of the contract.
<b>Stakeholder involvement</b>	Increasingly Towns and Parishes are becoming involved in devolved service at the local level.





Baseline Service Statement

<b>Service Area</b>	Cleaning of public toilets
<b>Service provider</b>	Top Mops Contract Cleaners on behalf of and under contract to Isle of Wight Council.
<b>Date &amp; duration of contract</b>	26th March 2013 until 25th March 2016 and then with a recently agreed contract extension until the 25th March 2018.
<b>Service area</b>	This service is provide on an Island-wide basis however a list of sites can be provided on request.
<b>Allocated staff</b>	This contract is currently managed by Top Mops who supply all staffing requirements.
<b>Allocated resources &amp; equipment</b>	All resources and equipment are provided by the contractor.
<b>Stakeholder involvement</b>	Town and Parish Councils as appropriate.
<b>General contract specification</b>	The specifications include number of cleans, exterior areas that need to be cleaned, lock up round information, bill of quantities and seasonal closures.  The annual value of the contract is £250,000. <a href="http://www.iwight.com/contracts/Contract.aspx?Id=39wG8HmTcNw%24">www.iwight.com/contracts/Contract.aspx?Id=39wG8HmTcNw%24</a>
<b>Performance management measures</b>	The toilets are regularly inspected by Environment Officers to ensure the cleaning is completed to the required standard.
<b>Non-compliance procedure</b>	Individual reports are fed back to the contractor for rectification as required.

Baseline Service Statement

<b>Service Area</b>	Parking Management
<b>Service provider</b>	Isle of Wight Council
<b>Date &amp; duration of contract</b>	This service is not subject to contract and is service provided directly by the Isle of Wight Council.
<b>Service area</b>	A full list of car park can be found in the appendices of the Annual Parking Report - <a href="https://www.iwight.com/Visitors/Parking-and-Travel/Parking-Services1/About-U3">https://www.iwight.com/Visitors/Parking-and-Travel/Parking-Services1/About-U3</a>
<b>Refer to on-line map - <a href="http://www.iwight.com/maps/CarParks.aspx">www.iwight.com/maps/CarParks.aspx</a></b>	1 Permanent member of staff (full time - Senior Events Officer, Elaine Cesar) and 1 member of staff on a temporary contract. In addition the Walking Festival uses approximately 12 voluntary bank staff members.
<b>Allocated staff</b>	The following staff work in the parking team: -  1 Parking Operations Manager, 2 CEO Supervisors, 12 Civil Enforcement Officers and 2 Cash Collection operatives.  The following support staff are provided by the council's central (shared) services department.  Team Leader (covering parking and business rates), 1.54 FTE Legal Assistants, 1.59 FTE Admin Officer, 2.67 FTE Admin Assistants.
<b>Allocated resources &amp; equipment</b>	147 Metric Ticket machines.  Xerox back Office system.  Pay-By-Phone system is in place in all car parks.
<b>Stakeholder involvement</b>	N/A



## A word or two from recent Island visitors

*"Beautiful unchanged coast and countryside. Easy to travel the whole island. Lots of attraction of all types within a short distance. Clean and green! Mild climate. Pleasant trip to the island. Almost a feeling of being 'abroad' without the hassle."*

*"The Isle of Wight has something for everyone - beautiful beaches and countryside, fascinating places to visit, and friendly people"*

*"Beautiful island, full of history, scenery, sea, sand, fantastic food, wonderful people, lots of crafts and unique opportunities to unwind."*

*"It is totally different to other places in England. Beautiful beaches, picturesque scenery, history and super places to stay."*

*"A perfect coastal retreat on your doorstep, ask yourself why you haven't visited?"*

*"A lovely little world of its own, as soon as you step on the ferry to cross that bit of water the relaxation starts."*

*"A unique holiday destination with fantastic scenery, a wide range of activities, excellent sailing, walking and cycling, great beaches, interesting venues, reasonable prices and fine weather, great transport links, and so much to do. A wonderful holiday destination for all ages and groups."*

*"Island for dreams, activities and relaxation."*

*"An escape within the British Isles, where stunning scenery, family fun and sophisticated relaxation are just an exhilarating ferry ride away."*

*"Beautiful scenery, tranquil and full of so many happy memories made every time I visit the island."*

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**The BID proposer is Visit Isle of Wight Ltd**

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Isle of  
**Wight**

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