

Agenda

Name of meeting	ECONOMY, REGENERATION, TRANSPORT AND INFRASTRUCTURE COMMITTEE
Date	TUESDAY 6 OCTOBER 2026
Time	5.00 PM
Venue	COUNCIL CHAMBER, COUNTY HALL, NEWPORT, ISLE OF WIGHT
Members of the committee	CLlrs J Jones-Evans (Chair), R Loake (Vice-Chair), F Brown, B Cameron, C Critchison, L Kirkby, J Rafferty, N Stuart and J Whelan Democratic Services Officer: Sarah MacDonald democratic.services@iow.gov.uk

1. **Apologies and Substitutions (if any)**

To note any apologies, or changes in membership (substitutions) in accordance with the council's Constitution ([Procedure Rule 4](#)).

2. **Minutes** (Pages 5 - 8)

To confirm as a true record the Minutes of the meeting held on 3 September 2026.

3. **Declarations of Interest**

To invite Members to declare any interest they might have in the matters on the agenda.



Committee meeting details are available on the Council's [website](#). Information can be provided in alternative formats if required. Please note that the meeting will be recorded and published online, except for any confidential items. Members of the public are welcome to attend. Young people may attend but be aware that the public gallery is not a supervised area. This agenda and the associated reports are designed to be read digitally. Please consider the environment before printing.

4. **Public Question Time**

A written question must be sent to democratic.services@iow.gov.uk no later than **Thursday 1 October 2026**. **One** question is permitted per person, and you must name the councillor to whom it is to be put. Please include your name and contact details. Further details can be found in the council's Constitution ([Procedure Rule 13: Questions by the Public](#)).

5. **Update on Actions from Previous Meetings**

- (a) Update on Actions (Pages 9 - 12)

6. **Decisions**

To receive and consider the following items for decision:

- (a) D-Bid Final Decision (Pages 13 - 34)
- (b) Early Budget Savings Proposals (Pages 35 - 42)

7. **Roadworks Progress Report (verbal update)**

8. **Committee Workplan** (Pages 43 - 44)

To receive and consider the Committee's upcoming programme of work.

9. **Members' Question Time**

A councillor may only ask **one** question under this agenda item subject to [Procedure Rule 14: Questions by Councillors](#):

- if they have given at least **one** clear working days' notice in writing to democratic.services@iow.gov.uk (no later than **5.00pm, Friday 2 October 2026**) or;
- if the question relates to an urgent matter (as agreed by the Chair) the question must be given to the proper officer at least **one** hour before the meeting (see Procedure Rule 14, paragraph 4.89).

A councillor can ask the Chair of any committee **one** question, without notice, upon any item on the agenda when that item is under consideration by the committee.

CHRIS POTTER
Monitoring Officer
Monday, 28 September 2026

Declaration of Interests

Councillors are reminded that if any item on the agenda relates to an interest you, your partner, or your spouse has, or one listed in your Register of Interests, you must declare it before the item is discussed or as soon as you realise the connection. If the item relates to a disclosable pecuniary interest recorded in your register, you must not take part in the discussion and must leave the room for that item.

If a councillor wishes to speak as a member of the public (where public speaking is allowed) a request for dispensation must be made to the Monitoring Officer. This may take up to two weeks.

Councillors are reminded that they must keep their Register of Interests up to date. Any changes (such as employment, a house move, or the acquisition of new property or land) must be recorded within 28 days.

For advice on the Code of Conduct or registering an interest, please contact:

- Monitoring Officer – Chris Potter christopher.potter@iow.gov.uk
- Deputy Monitoring Officer – Justin Thorne: justin.thorne@iow.gov.uk

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Minutes

Name of meeting	ECONOMY, REGENERATION, TRANSPORT AND INFRASTRUCTURE COMMITTEE
Date and Time	THURSDAY 3 SEPTEMBER 2026 COMMENCING AT 5.00 PM
Venue	COUNCIL CHAMBER, COUNTY HALL, NEWPORT, ISLE OF WIGHT
Present	Cllrs J Jones-Evans (Chair), R Loake (Vice-Chair), B Cameron, L Kirkby and J Rafferty
Also Present	Stewart Chandler, Ben Gard, Michelle Love, Alex Minns, Simon Moon and Sarah Wilkinson
Also Present (Virtual)	Ann Barber, Stewart Chandler, Ben Gard, Michelle Love, Alex Minns, Simon Moon and Sarah Wilkinson
Apologies	Cllrs F Brown

17. **Apologies and Substitutions (if any)**

Apologies were received from Cllrs Critchison, Stuart and Whelan.

Cllrs Lowthion, Rochell and Williams were in attendance as nominated substitutes.

18. **Minutes**

RESOLVED:

THAT the minutes of the meeting held on 14 August 2026 be approved.

19. **Declarations of Interest**

Cllr Lowthion declared an interest in the item relating to the Forest Hills TRO, as she was the local member for that area.

20. **Public Question Time**

No public questions were received.

21. **Update on Actions**

An update was on the actions from previous meetings, including those items which had been completed and those which were still in hand. The car park usage list had now been compiled and would be circulated to the Committee.

22. **Decisions**

22a **TRO - Forest Hills, Newport**

The item had been deferred from a previous meeting whilst planning issues were clarified. A number of traffic restrictions were proposed for a new development. Some of these were an integral part of the planning permission and were needed prior to commencement of the works. Other restrictions had been proposed by the Highway Safety engineer on safety grounds. The Transport Strategy Manager explained that these restrictions would have been proposed at the next District Review, however it was appropriate to bring them forward at the same time as those which were necessary for the development, to avoid further disruption for residents later on.

Members raised a number of concerns, including whether there were other ways of achieving the required level of public safety rather than the installation of double yellow lines, the loss of on street parking, archaeology, flooding and drainage issues.

The planning representative explained that some measures required within the planning permission would address the drainage and flooding issues.

The legal advisor explained that one of the tests for making a TRO was whether it was expedient to do so to avoid danger. The implications of ignoring the safety advice were explained. Reasons would have to be given for refusal if such a decision was challenged.

After further discussion it was

RESOLVED:

THAT the Committee approves the proposed restrictions that are subject to this report in relation to The Isle of Wight Council (Various Streets, Isle of Wight) (Traffic Regulation) Order No1 2025 (as detailed in Appendix 1 to the report).

22b **Local Transport Delivery Plan (LDTP)**

This was the delivery plan under the overarching transport strategy which had been previously approved. Funds needed to be allocated within the overall strategy (the Island Transport Plan). There was a requirement to publish the delivery plan in order to comply with government requirements and secure capital funding.

The Transport Strategy Manager explained the allocation of funding for bus services, active travel etc. The delivery plan took further the previous funding, to plan longer term projects for the next 3-4 years in line with the Island Transport Plan, for example, the speed limit review. Significant funding had also been received to enhance local bus services with a dedicated project manager in place. The new arrangements would be reviewed after an initial period and amend if necessary.

The Island's geography meant that was not possible to increase the number of, or widen roads, therefore more choice of travel was needed to help reduce congestion on the roads.

Once completion of the Local Cycling and Walking Infrastructure Plans could be demonstrated, the council could bid for more funding from Active Travel England.

Confirmation was given that the budget would not be affected by the national bus fare cap of £2.00 from January 2027 as the cost would be met by the government.

This would feed into the Combined Authority in due course, and further detail would be reported to the Committee at a later date.

23. Performance Management

23a Service Performance and Improvement Q1 2026/27

It was noted that Libraries and Leisure (including One Card use) were all showing an improvement and confirmation was given that the increase in revenue would be used towards savings.

In response to a number of queries from members, it was confirmed that: The reason why usage on the floating bridge was down 19 per cent on the same period last year was due to it being out of service for its two-week annual refit and essential maintenance. Numbers had also dipped during the periods of heatwave over the summer. It was alleged that during Cowes Week many passengers had accessed the floating bridge without paying, which may have caused a health and safety issue as well as lost revenue. The Service Director for Highways and Community Protection would look into this further with the Parking Services Manager.

In response to member queries;
Car park usage figures for July and August would be circulated to the Committee, along with Visit IW figures if possible.

Clarification would be provided regarding the years on the bar graphs on page 93 (slide 4) and how this linked to page 94 (slide 5) regarding the potential for jobs relating to floor space.

A benchmark line would be re-inserted regarding the scores for the condition of roads following independent scanning under the PFI contract.

More detail would be obtained on which service received the most complaints and to which issues they related.

An explanation was also given regarding Service Risk 20 (Failure of the Highways PFI contract resulting in significant financial and operational disruption for the council and its residents) and the current pressure point the Impact of Risk 17 (the contractual financial cap set aside to deal with Geological Failures has been exceeded). An explanation was given regarding the extensive monitoring of landslips and ground movement and the ability to engage with government for funding when needed.

24. **Committee Workplan**

Items on the workplan for the meeting on 6 October were:

- D-Bid 3 report
- Roadworks and highways contract issues - verbal update

An item would be added in relation to early budget savings proposals.

25. **Members' Question Time**

Written questions were submitted by:

Cllr T Barry (MQ-25/26) in relation to access to public transport for residents and businesses on Branstone Farm Estate

Cllr K Love (MQ 26/26) in relation to the Medina Crossing (Floating Bridge)

Cllr E Blake (MQ-27/26) regarding the proposed works at Vittlefields Cross.

Written responses were provided by the Chair.

Members noted that all documentation relating to the floating bridge had been circulated to the Committee and would be discussed at an engagement session – date to be decided by the Chair. The item would be brought back to the Committee following the engagement session and a meeting of the working group.

CHAIR

Economy, Regeneration, Transport and Infrastructure Committee – Progress on Actions

Committee Date	Action	Responsibility	Date Completed
23 July 2026	A cross-referenced list of car parks owned by the council but managed by other organisations would be circulated to the Committee.	Service Director Highways and Community Protection	25.09 In progress – will be distributed to the committee by 16.10.
	The Service Director to arrange for the Committee to visit Dinosaur Isle and the council's leisure centres.	Service Director Community Regeneration and Economy	
	The Committee would receive an informal engagement session regarding the ITP delivery plan prior to its September meeting,	Service Director Highways and Community Protection	
	More information would be sought regarding free bus travel for 5-15 year olds during the summer holidays and circulated to the Committee.	Service Director Highways and Community Protection	05.08 Information sent
	More detailed information would be sought from Island Roads and provided to Cllr Jarman following his member question to the Committee	Service Director Highways and Community Protection	05.08 Initial email with request for further information sent.
3 Sept 2026	Clarification to be sought from the Parking Services Manager in relation to potential lost revenue and Health and Safety due to passengers allegedly accessing the floating bridge without payment during Cowes Week.	Service Director Highways and Community Protection	25.09 – See attached document.

	Car park usage for July and August and Visit IW figures to be circulated to the Committee when available.	Service Director Highways and Community Protection	25.09 – In progress – see attached document.
	Service Performance and Improvement - Benchmark line to be put back into the chart for PFI roads scoring slide.	Service Director Highways and Community Protection	25.09 – In progress for Q2 reporting
	Details to be obtained of which service receives the most complaints and the issues to which they relate.	Service Director Highways and Community Protection	25.09 – In progress for Q2 reporting.

Actions from 3rd September meeting – additional information

Action

Clarification to be sought from the Parking Services Manager in relation to potential lost revenue and Health and Safety due to passengers allegedly accessing the floating bridge without payment during Cowes Week.

Response

No calculations can be made about potential lost revenue because there is no definitive evidence that can be reviewed to show that some passengers travelled on the Cowes Floating Bridge during Cowes Week without paying the fare.

The matter was raised in the Cowes Floating Road Bridge staff meeting on Tuesday 15th September. It was acknowledged that Cowes week was incredibly busy and the staff worked very hard. The Floating Bridge carried 25,000 foot passengers that week. Staff were reminded of the procedures for obtaining payment and that passengers are expected to pay the appropriate fare unless travelling under an approved concession or exemption scheme.

Floating Bridge crossings were carried out according to all appropriate health and safety legislation and guidance during Cowes Week and in every week.

Action

Car park usage for July and August and Visit IW figures to be circulated to the Committee when available.

Response

Figures for the car park usage are being collated and will be circulated to the committee along with the previous requests for usage figures for all car parks as agreed in line with the Disposal of Car Parks report.

Further clarification is requested on what Visit IW figures are required. Does the committee require the number of visits to the Visit IW website? If so for which timescale? If the committee can clarify the ask then the information can be provided.

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Purpose: For Decision

Committee Report

ISLE OF WIGHT COUNCIL

Meeting	ECONOMY, REGENERATION, TRANSPORT & INFRASTRUCTURE COMMITTEE
Date	6 OCTOBER 2026
Title	DESTINATION BUSINESS IMPROVEMENT DISTRICT (D-Bid) 3
Report of	STRATEGIC DIRECTOR OF COMMUNITY SERVICES

EXECUTIVE SUMMARY

1. Visit Isle of Wight (VIOW), the Island's accredited Local Visitor Economy Partnership, has undertaken extensive consultation with levy-paying businesses. Feedback indicates continued support for a collaborative, industry-led approach, alongside a desire for enhanced marketing, business engagement and representation. The Bid proposal (Appendix 1) introduces a revised sector-based levy structure intended to increase investment while distributing costs more equitably across tourism sectors.
2. The report outlines the Council's regulatory responsibilities as a levy payer under the Business Improvement Districts (England) Regulations 2004, the financial implications of supporting the BID, and the risks associated with not doing so. It concludes that continuation of the D-BID represents the most viable mechanism to maintain coordinated destination promotion, leverage private-sector investment, support employment and economic growth, and strengthen the Island's competitiveness as a visitor destination.
3. The proposed D-BID would provide a sustainable funding mechanism to support destination marketing, visitor economy growth and wider tourism development over the next five years. The authority has 40 hereditaments and needs to vote on whether it supports the bid or not. It also needs to allocate the funds, that will be required if the ballot goes in favour of the D-bid.
4. The authority agreed to support and undertake the ballot and levy collection at the Economy, Regeneration, Transport and Infrastructure (ERTI) committee meeting on the 14th of August 2026. This report now seeks the views of the committee and i decision as to whether it wishes to support the bid or not.

RECOMMENDATION

That the Committee approves:

- To support the Bid by voting yes for the D-bid across all of its hereditaments.

Officer Contact Point:

Report Author	Alex Minns
Post	Service Director Regeneration, Economy and the Community
Email	alex.minns@iow.gov.uk

Director	Simon Moon
Post	Strategic Director Community Services
Email	simon.moon@iow.gov.uk

BACKGROUND

5. BIDs (Business Improvement Districts) originated in Canada in the 1970's and then widely adopted in the USA as a way of local businesses joining together to undertake specific activities in support of their local economy. this was a response to the dominance of large shopping malls and other out of town development.
6. In this country the BID concept firstly focused on specific town centres or areas of large cities (i.e. the West End of London) to improve the retail offer and attract more shoppers and businesses to the area creating more jobs, improved viability and a higher quality retail experience. In recent years other tourism destinations have used BIDs to support the tourism economy.
7. The regulations to create a BID require that any proposal to raise a levy is supported by a 51 per cent of the eligible voters by both number and rateable value. This ensures both small and larger operations are engaged in the proposal and process for which their support is being sought.
8. Visit Isle of Wight (VIOW) is the Island's destination management organisation (DMO) set up between the public and private sector to lead on growing the visitor economy. VIOW leads on the tourism marketing campaign and a range of other tourism activities through the levy payments whilst the IWC has a wider input into the tourism product through its investment in regeneration, infrastructure and areas such beaches, parks and the wider public realm. VIOW also receives funding from other private companies such as the larger tourism attractions, ferry companies etc in support of this joined up approach.
9. Visit England has created a portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEP). These LVEPs have transformed the destination management landscape, supporting and growing local visitor economies. VIOW is fully accredited as a nationally recognised Local Visitor Economy Partnership by Visit England. Awarded the status in July 2023, it gives the Island direct access to national funding bids, strategic support, and shared resources.
10. VIOW has been engaging with eligible businesses over the spring and seeks views on what could have been done better and what businesses would want to see in any future BID. This consultation and engagement has helped frame the current plans and the new business proposal (appendix 1.) which will now form the basis of a wider consultation with the eligible businesses before being finalised.
11. Under the BID regulations the council also has specific responsibilities. These have been satisfied and outlined in the previous report however the council reserves the right to veto the bid at any stage prior to the ballot.
12. The Council has a dual role in the BID process:
 - As billing authority and ballot holder it must administer the process impartially.
 - As a levy payer it is entitled to vote in the BID ballot in respect of eligible Council properties.

13. These roles are distinct and officers have therefore felt that the two processes were required and as a result this has resulted in two separate committee reports, this second report focusing on how the IWC wishes to vote.

Financial/Budget

14. Costs to the council in supporting the BID can be broken down as follows:
15. Secondly, any costs associated with the Operating Agreement, largely relating to levy collection. The council will be responsible for levy collection on behalf of VIOW and all the associated costs will be initially paid by the council but will be reclaimed in full from the D-BID levies collected before any payment of such to the BID company (VIOW).
16. There is a third element of cost to the council but is dependent on whether the BID is successful. An estimated levy liability of £103,000 per annum, which is based on the current rating list and proposed levy structure. This represents an increase of £68,000 per annum compared with the current position. Over a five-year BID term, the additional cost could amount to approximately £340k, subject to changes in rateable values and indexation.

Legal

17. The power to undertake the BID process is included in Business Improvements Districts (England) Regulations 2004 and the key elements of the council's responsibilities are set out above.

Equality and Diversity

18. The council as a public body is required to meet its statutory obligations under the Equality Act 2010 to have due regard to eliminate unlawful discrimination, promote equal opportunities between people from different groups and to foster good relations between people who share a protected characteristic and people who do not share it. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
19. Full Council has also agreed that individuals with care experience should also be treated as a protected characteristic. Care experienced people are individuals who have been in the care system, including foster care and residential care, who face unique challenges and barriers such as disrupted education, mental health issues and social stigma.
20. Under the Equality Act 2010 and decisions of Full Council report, Isle of Wight Council Strategies are required to have due regard to council equality duties when making decisions, reviewing services, undertaking projects, developing and reviewing policies.
21. It is not considered that the proposed recommendation or options set out in this report will have any direct adverse implications to any of the protected characteristics groups.

Economic Recovery & Reducing Poverty

22. The council in its Economic Growth Strategy reflect 2 key objectives.
 - (a) Supporting growth in the economy
 - (b) Ensuring that all resources are used in the most effective way
23. Tourism is a key component of the island's economy and any proposition seeking to sustain and grow the visitor economy would support the councils' objectives.
24. If the Council do not support the recommendation there is no alternative option to fund tourism activities in support of the visitor economy of the Island.

Impact on Young People and Future Generations

25. There are many young people working in the tourist industry on the Island, the work of VIOW will support the current marketing of the Islands Tourist offer and support the industry now and, in the future,

CONSULTATION

26. The consultation exercise undertaken by VIOW has been critical to the development of the new BID proposal and in enabling the council to fulfil its duties under the BID regulations.
27. A business on-line survey closed on 15 June 2026 which asked several questions, but primarily about the direction of focus for the BID renewal if it is voted in by the Island's business community.
28. The responses were collated and has formed the basis of the new BID Proposal. The consultation confirmed that businesses remain committed to the principle of a collaborative, industry-led approach to supporting the visitor economy, while providing clear feedback on where future investment and service delivery should be strengthened to better meet levy payer expectations.
Committee
29. This finalised business plan will be sent to all eligible levy payers in September 2026 with the ballot taking place between 01-29 October 2026 and the result being declared the following day.
30. The importance given by VIOW to consultation feedback is critical in shaping the proposal that will require the support of a majority of tourism related businesses at ballot in order for it to succeed.
31. The current timetable envisaged by VIOW for the formal ballot process is as follows:
 - Ballot Notice sent to Secretary of State and Chief Executive of Isle of Wight Council on 23 January 2026.
 - Notice of Ballot of Ballot sent to all eligible Levy payers on 17 September 2026 setting out all details including voting arrangements, proxy voting and replacement ballot papers
 - Despatch of Ballot Papers on 1 October 2026
 - Close of Ballot This is the 'Day of Ballot' - 29 October 2026

- Declaration of Result at least 1 day after Close of Ballot - 30 October 2026.

OPTIONS CONSIDERED AND REJECTED

32. The options available are as follows:

Option A

- Not to support the D-BID Proposal and vote 'no'. to the business proposal.

RISK MANAGEMENT

33. If the council chooses not to support the BID it might still proceed (unless the council chooses to veto the BID proposal, given the regulatory power available) but there is a significant risk that the BID proposal would fail and the resources available to VIOW in order to promote and develop a high quality tourism offer on the Island in support of the broader local economy would be greatly diminished. Less resource to promote the Island as a destination will lead to reduced visitor numbers and as a consequence impact on jobs and economic growth.
34. Even if the council agrees to support the BID, the proposal developed by VIOW may still fail to win support from the majority of businesses who would be required to vote in support of it. VIOW has undertaken a robust and inclusive business engagement campaign as part of the BID process to set out the benefits that the previous BID achieved and to ensure the final proposition is best placed to achieve majority support.
35. Clearly if the bid progresses there is financial risk for the council of an extra £68k per annum over 5 years.
- The business case presented new stepped rates which are higher than the previous two bids for some business, which may present a risk in terms of the support for the bid.
36. A decision not to support progression to a ballot may be perceived negatively by the tourism industry given that the council has provided long standing support for the destination management activity.
37. If the BID fails it is likely that marketing of the tourism product will fall back to individual business who do not operate at a scale that can compete with other major resorts and the budget they have at their disposal. Any joined up marketing that might take place will be dictated by those contributing the resources which would leave smaller businesses without a voice.
38. There is currently no viable alternative route to resource and deliver the activities undertaken by VIOW under the sorts of activities delivered via the previous BID arrangements. There is a consultation exercise on an Accommodation levy being undertaken by Government, which could give mayoral authorities, the ability to charge a levy on accommodation providers, this if it occurs is unlikely to be in place until 2030, so cannot be considered as an alternative to the BID process at this stage.

EVALUATION

39. The new BID Proposal provides the opportunity to secure and sustain the activities of VIOW in promoting the visitor economy and underpin the existing levels of private sector investment currently supporting the growth of the tourism sector. VIOW has proved to be an effective public/private sector partnership that has helped promote the Island as a leading destination over recent years in competition with other major UK resorts. The impact of not supporting the BID could lead to the fragmentation of the Islands joined up approach to tourism and significantly reduce the resources available to compete with other resorts at a difficult time for the Islands economy.
40. While there is always a risk that a majority of business will not support the new BID levy, VIOW have used this opportunity to campaign for the continuation of their activities in support of the tourism sector which is a vital component of the local economy in terms of both value and jobs. Securing significant funds to invest in improving the visitor economy through a new BID proposition over the next 5 years via a well-established partnership of the public and private sector is the only realistic option to help secure the Islands economic recovery and compete against other destinations.
41. While the proposal would provide substantially increased resources for destination marketing and visitor economy development, it would also result in an increased annual financial commitment from the Council. Members must therefore balance the anticipated economic benefits against the additional budget pressure and determine whether the proposal should proceed to ballot.

APPENDICES ATTACHED

42. Appendix 1- Wight BID Business Proposal Document

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Shaping the *future* of the
Isle of Wight Visitor Economy



WIGHT BID 3 BUSINESS PLAN

2026 — 2031

Introduction

The visitor economy is fundamental to the Isle of Wight. It supports businesses, creates jobs and contributes significantly to communities across our island. As we look ahead to the next five years, it is clear that the environment in which we operate is changing rapidly. Visitor expectations, digital behaviour, emerging technologies and increasing competition mean we must continue to adapt, invest and work collectively.

Over the past ten years, the Wight BID has demonstrated what can be achieved when island businesses come together behind a shared ambition. Through Visit Isle of Wight, the BID has provided a strong platform for destination marketing, business representation, partnerships and intelligence, helping to raise the profile of the island and create opportunities for businesses across the visitor economy.

Wight BID 3 builds on that foundation while setting out a clear direction for the future. Our focus will be centred on three strategic priorities: Marketing our island; Partnerships and representation; and Commercial growth and intelligence. Together, these will enable us to strengthen the island's profile, provide businesses with a stronger collective voice and use data, insight and commercial partnerships to support sustainable growth.

This Business Plan has been developed with the future in mind. It sets out how BID investment can deliver measurable value for levy payers, support the wider visitor economy and ensure the Isle of Wight remains competitive in an increasingly crowded marketplace.

The next stage is the Wight BID 3 ballot. A Notice of Ballot will be issued in mid-September, with ballot papers sent to all eligible businesses on 1 October 2026. Please keep an eye out for your ballot paper, make sure you have your say and vote for Wight BID 3.

The success of Wight BID 3 will depend on continued collaboration. No individual business, organisation or destination can achieve this alone. By working together, sharing knowledge and investing collectively, we have the opportunity to build on the progress of the past decade and shape a stronger, more successful visitor economy for the years ahead.



STEVEN WELLS
Vice Chair (current Acting Chair), Visit Isle of Wight, delivering the Wight BID

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What is a BID?

A Business Improvement District (BID) is a business-led organisation that enables businesses within a defined area to work together and invest collectively in projects and services that support their local economy.

Businesses eligible to pay the BID levy vote on a Business Plan setting out the priorities, projects and investment for the BID's five-year term. If approved through the ballot, the levy provides dedicated funding to deliver the agreed programme.

The BID levy is calculated based on the rateable value of eligible businesses and is collected on behalf of the Wight BID by Isle of Wight Council, acting as the billing authority.

For the Isle of Wight, the Wight BID provides a collective platform for businesses across the visitor economy to invest in destination marketing, representation, partnerships, business opportunities and destination intelligence.

The Wight BID is managed by Visit Isle of Wight Ltd, a not-for-profit company, and is accountable to levy payers through its board of directors, annual reporting, regular communication, consultation and performance monitoring.

"Tourism Alliance represents the breadth of the UK's visitor economy, from national operators to small independent businesses, and in that role we see clearly how much a destination's success depends on strong, professional destination management. Visit Isle of Wight is a model of this: it doesn't just market the island, it convenes businesses, coordinates investment, and gives the island a coherent voice that individual operators simply couldn't achieve alone.

A renewed Wight BID matters well beyond the island itself. It demonstrates to the rest of the industry, and to government, that destinations can organise themselves effectively and invest collectively in their own growth. Over the next five years, a successful Wight BID 3 could strengthen the Isle of Wight's position as a leading UK destination and offer a template from which other places can learn."



EDDY LEVITEN
Executive Director, Tourism Alliance

Working *together* to support
our local economy

Vote yes again
FOR THE WIGHT BID



Vision

To continue to position the Isle of Wight as one of the UK's most desirable island destinations through coordinated destination marketing, strong industry partnerships and evidence-led decision making.

Mission

To grow our island's visitor economy by promoting the destination nationally and internationally, representing the interests of our island tourism businesses and providing the research, intelligence and leadership needed to support sustainable growth.

"The Isle of Wight Chamber of Commerce sees first-hand the value that Visit Isle of Wight brings to our Island economy. Strong destination marketing doesn't just attract visitors, it creates opportunities for local businesses, supports employment and helps showcase the Isle of Wight as a great place to visit, invest and do business.

The potential Visit Isle of Wight has to bring organisations together around a shared ambition for our Island is huge. The collaboration and reset across the visitor economy has been much needed to strengthen partnerships, encourage innovative solutions and help raise the profile of the Isle of Wight on a regional and national stage.

Looking ahead, Wight BID 3 represents an important opportunity to build a model that is sustainable and best placed to reinvigorate the visitor economy. A successful BID will help ensure the Island continues to compete effectively, attract new visitors and investment, and create lasting economic benefits for businesses and local communities. The Chamber is pleased to support that vision and the work Visit Isle of Wight continues to deliver."



ROB JOHNSON
Chief Executive Officer, Isle Of Wight Chamber of Commerce

Meet the board

The board of directors brings together elected representatives from levy-paying businesses alongside key strategic partners, ensuring a balanced and informed approach to decision-making. This includes representation from the Island's major transport operators, as well as Isle of Wight Council.

STEVEN WELLS



Luccombe Hotels
Vice Chair (current Acting Chair)

DOMINIC WRAY



Visit Isle of Wight (CEO)

CLAIRE DAVIES



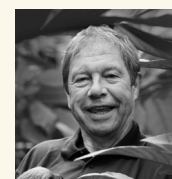
Parkdean Resorts

DAVID HOLMES



Garlic Festival

DEREK CURTIS



Amazon World

EDWARD DAY



Monkey Madness

LAWRENCE BATES



Wildheart Animal Sanctuary

LEE HUDSON



Red Funnel

LEE PRIDDLE



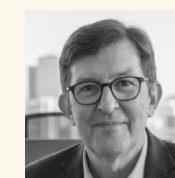
Robin Hill

MARC MORGAN-HUWS



Isle of Wight Steam Railway

MATTHEW BROOKS



The Royal Hotel

NICK SPYKER



Sandringham Hotels

PHIL DELANEY



Wightlink

CLLR REUBEN LOAKE



Isle of Wight Council

RICHARD TYLDSLEY



Southern Vectis

Together, the Visit Isle of Wight Board provides oversight, direction and accountability for the delivery of BID activity.

Our key achievements over the past BID term (2021 – 2026)

HEADLINE FIGURES:

Over **9.4 million** sessions made by **6.3 million** active users to our consumer website visitisleofwight.co.uk

Major campaigns during key booking periods – Twixmas, pre-easter and pre-summer – resulting in over **10 million impressions** from campaign activity alone.

Over **100** national and international printed and digital articles as part of our PR coverage.

Google search, display and video ads went live in June 2023. Google search ads have resulted in **789,709 impressions** resulting in **93,621 clicks** to the VIOW website.

Google display ads have resulted in **88,494,020 impressions** resulting in **1,387,479 clicks** to the VIOW website.

Video ads through YouTube have resulted in **4,048,406 impressions** resulting in **7,385 clicks** to the website.

VIOW's Facebook audience has grown from **62,495** to over **100,000 followers**, while content reached more than **76 million** people between 2021 and 2025.

The Instagram following grew from **29,003** to over **52,000**, with content reaching more than **43.6 million** people. Individual posts have achieved more than **1 million views**, demonstrating the power of visual storytelling in showcasing the island.

The team attended **23** business exhibitions and **19** consumer shows.

LVEP Status awarded in July 2023 and continued participation in Visit England initiatives such as the Visitor Ready Scheme, TXGB, and AccessAble.

Lobbying and representation, including: the Island Infrastructure group, Ukinbound, Tourism Alliance, Tourism Management Institute (TMI), Tourism South East, and the National Coastal Tourism Academy.

Sustainability projects such as online mapping through Outdooractive, Travel Foundation and Expedia sustainability champions programme, the IOW Green Tourism Award scheme and supporting local projects such as the Dickens Trail.

Since restarting in October 2022, the Isle of Wight Walking Festival has had **9,705 registered walkers, 6,031(62%)** of those from the mainland and overseas.

Business support for members, including: social media training sessions, visitor ready ambassador training, free image assets through Flickr, ferry operator business account webinars and business rates webinar.

Visit Wight Pro website as a hub of information and support, including the economic data for the island pre-covid and full quarterly data since 2023, showing annual trends, visitor volumes, trip purpose and expenditure.

Campaign overviews:

Over the last three years, Visit Isle of Wight's targeted campaigns have put our island in front of millions of potential visitors, delivering growing levels of awareness, engagement and measurable visitor interest.

Turning destination marketing into measurable results

2023

“Say Yes”

1.7m TV views
302,000 households reached
92,000 YouTube views

The campaign drove significant increases in website visits from key mainland markets, including +62% from London, +121% from Reading and +57% from Bristol.

2024

“Say Yes”

3.7m+ digital impressions
1.5m TV views
1,889 conversions (+164%)

An expanded multi-channel campaign generated 146,000 website users (+62%), demonstrating a clear shift from awareness to active visitor consideration.

2025

“We can’t wait to show you”

4.6m+ campaign impressions
669,619 website clicks
98.93% audio listen-through rate

Targeted activity delivered particularly strong results, with a Tripadvisor campaign generating **£102,108** in economic impact from a **£10,000** investment – a reported 10.21:1 return. Direct bookings also increased by at least 206%.

The wider programme continued to build demand for the island, with the Isle of Wight Walking Festival generating 3.27m+ impressions through its Outdooractive partnership.

Turning inspiration into engagement

Competitions have extended campaign reach, generating **33,000+** entries and valuable engagement for island businesses. Recent campaigns attracted **15,584** family break, **11,933** sustainable staycation and **6,162** walking escape entries – demonstrating the power of compelling content to turn inspiration into engagement and potential visits.

Together, these results demonstrate the value of sustained, insight-led marketing in reaching new audiences, inspiring travel and driving value for the Island.

Vote *yes* again
FOR THE WIGHT BID

“It is never enough for a hotel or other accommodation business to promote itself in isolation. Potential guests choose where they want to stay based on what they can do in the destination. Where they decide to stay follows their choice of destination. Collective promotion of why potential guests should come to the Isle of Wight – as opposed to Devon, Cornwall or their many other options, including overseas destinations – is crucial to how successful, or otherwise, The Royal will be, now and in the years ahead.

When I came to The Royal in November 2024, the first meeting I arranged was with Visit Isle of Wight. We have worked proactively together ever since. Whilst The Royal has also developed close working relationships with many of the attractions on the island, only a professional destination marketing organisation can put all of the reasons to come to the Isle of Wight together and promote those consistently and effectively to a much wider audience than The Royal alone can reach – delivering guests across much more than the peak season alone.”



MATTHEW BROOKS
Director of Marketing and Revenue, The Royal Hotel

“At Parkdean Resorts, we recognise the vital role Visit Isle of Wight plays in driving awareness, visitor demand and long-term tourism growth for the island. As the UK’s leading holiday park operator, we understand that our success is intrinsically linked to the strength of the destination as a whole. Effective destination marketing is essential in inspiring visitors to choose the Isle of Wight, supporting occupancy, extending stays and driving economic benefits across the visitor economy.

Visit Isle of Wight provides a unified voice for the destination, bringing together accommodation providers, attractions, transport operators and local businesses to create a stronger and more competitive tourism offer. Their collaborative approach helps maximise the impact of marketing activity, strengthens the island’s profile in a highly competitive market and ensures the visitor economy has effective representation. Looking ahead, a successful Wight BID 3 presents an exciting opportunity to further enhance the Isle of Wight’s appeal, attract new audiences, extend the tourism season, and support sustainable growth. It would also ensure the island continues to benefit from a coordinated, destination-wide approach to promoting tourism and supporting the long-term success of local businesses.

For businesses such as Parkdean Resorts, a strong and proactive destination management organisation is essential to maintaining the Island’s position as a leading UK holiday destination.”



CLAIRE DAVIES
Business Development Manager, Parkdean Resorts

How we’ve consulted on your *priorities* for BID 3

Listening to our businesses and stakeholders is central to developing the new Business Plan. Over recent months, we have engaged with businesses to understand their priorities and gather feedback on a second BID term. This has built on our regular newsletters and day-to-day contact, alongside specific consultation and engagement activity, including:

APRIL — JULY

VIOW Board meetings, composed of 14 businesses, stakeholders and the public sector

APRIL — MAY

BID Live sessions with attendance from 54 businesses

MAY — JUNE

Isle of Wight Business Improvement District survey 2026: 62 total responses across all sectors

JUNE — JULY

Local business group meetings with SHAA and the Bay Business Association

ONGOING

One-to-one business meetings with levy payers

This broad programme of engagement has provided valuable insight and helped shape the priorities for Wight BID 3, ensuring the Business Plan reflects the needs and ambitions of the businesses we represent.

Vote yes again
FOR THE WIGHT BID



Why Wight BID 3?

The visitor economy continues to be one of the Isle of Wight's most important economic sectors, supporting businesses, jobs and communities across our island.

The tourism landscape is changing rapidly. Visitor expectations, digital behaviour, competition between destinations and emerging technologies all require a more agile and informed approach than ever before.

Wight BID 3 will build on the achievements of the previous ten years while adopting a new focus centred on three strategic pillars:

01

Marketing our island

02

Partnerships and representation

03

Commercial growth and intelligence

Together these pillars will ensure the Isle of Wight remains competitive, visible and informed in an increasingly crowded marketplace.

If the Wight BID doesn't secure funding, there is no plan B. There is no alternative funding or replacement body. Destination marketing, trade activity, industry representation, the consumer website, partnerships and research would cease – leaving the island with less visibility, coordination and reach while competing destinations continue to invest and move forward.



Strategic Pillar *One*: Marketing our island

Objective

To inspire more people to choose the Isle of Wight by delivering modern, effective and measurable destination marketing.

The way visitors discover destinations has changed significantly. Digital channels now dominate the customer journey, and visitors expect inspiring content, seamless information and trusted recommendations.

BID 3 will place destination marketing at the centre of its activity.

Key priorities

New consumer website

Destination marketing campaigns

Digital growth

Destination brand development

What does this mean?

This means promoting the Isle of Wight more widely through digital advertising, social media, search engines, PR and influencers, billboards, bus advertising, radio, streaming services and, where appropriate, television campaigns. Combined with a modern visitor website and stronger destination branding, these activities are designed to increase awareness of the Island, encourage more people to visit and ultimately bring more customers through the doors of local businesses.

Strategic Pillar *Two*: Partnerships & representation

Objective

To provide a strong collective voice for the Isle of Wight visitor economy and create partnerships that deliver growth.

No destination succeeds alone.

Visit Isle of Wight will continue to act as the recognised representative body for the visitor economy, ensuring businesses have influence locally, regionally and nationally.

Key priorities

Industry representation

Trade activity

Strategic partnerships

Business engagement

What does this mean?

This means working on behalf of island businesses through our LVEP status trade events, national tourism organisations, strategic partnerships and practical business support. By representing the visitor economy at every level and helping businesses develop new skills and connections, Visit Isle of Wight aims to create new opportunities, strengthen the destination and support sustainable growth for the whole visitor economy.

Strategic Pillar *Three*: Commercial growth and intelligence

Objective

To strengthen the Isle of Wight visitor economy by generating additional commercial opportunities, securing new partnerships and using data and insight to inform future growth.

As destinations become increasingly competitive, success depends not only on marketing but also on creating new revenue opportunities, attracting investment and understanding market performance.

This pillar will ensure Visit Isle of Wight acts as both a commercial catalyst and a trusted source of destination intelligence.

Key priorities

Commercial partnerships and
new income generation

Business growth opportunities

Destination intelligence

Reporting and transparency

What does this mean?

This means combining reliable research, commercial partnerships and transparent reporting to support smarter decision-making and sustainable growth. By understanding what visitors want, measuring the impact of marketing activity and creating new commercial opportunities, Visit Isle of Wight can maximise the value of BID investment and help strengthen the island's visitor economy for the benefit of local businesses.

Together, these *three* strategic pillars create a coordinated vision for destination marketing and management.

They combine effective promotion, strong partnerships and evidence-led commercial growth to increase visitors, strengthen the Island's tourism industry and maximise the return on BID investment for local businesses.

Vote yes again
FOR THE WIGHT BID

Funding

Breakdown of financials

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

INCOME	2026/27	2027/28	2028/29	2029/30	2030/31	5-year total
Wight BID 3 Levy	£1,055,720	£1,087,391	£1,120,013	£1,153,614	£1,188,223	£5,604,961
VIOW additional Income	£100,000	£103,000	£106,090	£109,273	£112,551	£530,914
Total Income	£1,155,720	£1,190,391	£1,226,103	£1,262,887	£1,300,774	£6,135,875

EXPENDITURE	2026/27	2027/28	2028/29	2029/30	2030/31	5-year total
Projects and services						
Marketing our island	£647,308	£667,670	£688,661	£710,282	£732,552	£3,446,473
Partnerships and representation	£73,556	£75,763	£78,036	£80,377	£82,788	£390,520
Commercial growth and intelligence	£40,000	£41,200	£42,436	£43,709	£45,020	£212,365
Operational costs						
Staffing	£299,892	£309,040	£318,446	£328,134	£338,112	£1,593,624
Levy collection costs	£36,500	£36,500	£36,500	£36,500	£36,500	£182,500
Professional fees and charges	£25,863	£26,639	£27,438	£28,261	£29,109	£137,310
Infrastructure costs and expenses	£32,601	£33,579	£34,586	£35,624	£36,693	£173,083
Total expenditure	£1,155,720	£1,190,391	£1,226,103	£1,262,887	£1,300,774	£6,135,875

"Tourism South East has worked closely with Visit Isle of Wight for many years, and we have consistently seen the value that a strong, focused destination management organisation brings to the Isle of Wight and to the wider South East region. Effective destination management remains fundamental to driving visitor demand, and Visit Isle of Wight demonstrates a clear ability to cut through in an increasingly competitive marketplace.

With an emphasis on collaboration as part of the wider South East visitor economy, we work closely with Visit Isle of Wight to support research and understand visitor journeys, as well as focusing on wider marketing and reach to drive inspiration and bookings with measurable results for island businesses.

For Tourism South East, the Wight BID represents a model of place-based partnership we are proud to champion. A renewed Wight BID 3 would secure the long-term capacity for strategic planning, revenue generation and quality visitor experiences for the Isle of Wight as part of the wider South East visitor economy. We strongly support this next chapter."



FRAN DOWNTON
Chief Executive, Tourism South East

The BID area

The following sectors will be part of the BID:

Activity Centre and Premises
Airfield and Premises
Amusement Arcade and Premises
Amusement Park and Premises
Aquarium and Premises
Beach Hut
Beach Hut and Premises
Beach Huts and Premises
Bike Trail/Park
Bingo Hall and Premises
Botanical Gardens and Premises
Bowling Alley Nightclub and Premises
Bus Station and Premises
Cafe and Premises
Cafe Bar and Premises
Cafe Golf Course and Premises
Cafe Kiosk and Premises
Cafe, Guest Rooms and Premises And Premises
Camping Site and Premises
Camping Site, Stables and Premises
Car Park
Car Park and Premises
Car Park, Ad Rights and Premises
Caravan & Chalet Park and Premises
Caravan & Pitch and Premises
Caravan And Chalet Park and Premises
Caravan Park and Premises
Caravan Pitch and Premises
Chalet Park and Premises
Childrens Amusement Park and Premises
Chine Tea Rooms and Premises
Cinema and Premises
Cocktail Bar and Premises
Coffee Shop and Premises
Crazy Golf Course and Premises
Donkey Sanctuary and Premises
Equestrian Centre and Premises
Escape Room and Premises
Exhibition Hall and Premises
Exhibition Room and Premises
Falconry Centre and Premises
Farm Park and Premises
Farm Shop, Cafe and Premises
Ferry Terminal and Premises

Festival Site (Part Exempt)
Festival Site (Pt Exempt)
Film & screen studio
Garden And Exhibition Centre and Premises
Garden Centre and Premises
Glamping Site and Premises
Go-Kart Track and Premises
Golf Course and Premises
Guest Accommodation and Premises
Guest House and Premises
Guest House Shop and Premises
Heritage Centre and Premises
Historic Property and Premises
Holiday Centre and Premises
Holiday Chalets and Premises
Hostel and Premises
Hotel and Premises
Hotel Restaurant and Premises
Hovercraft Terminal and Premises
Ice Rink and Premises
Inn and Premises
Laser Range Site and Premises
Leisure Centre and Premises
Lift and Premises
Light Railway Museum
Light Railway Museum and Premises
Lodge Park and Premises
Lodges and Premises
Marina and Premises
Micro Pub and Premises
Model Village and Premises
Mooring and Premises
Motel & Premises
Museum and Premises
Museum, Holiday Lets and Premises
Nature Reserve Centre and Premises
Nightclub and Premises
Outdoor Activity Centre and Premises
Owl and Falconry Centre and Premises
Pitch and Putt
Pleasure Pier and Premises
Public House and Premises
Public House Community Hall and Premises
Public House, Hotel and Premises
Reptilium and Premises

Restaurant and Premises
Restaurant, Bar and Premises
Restaurant, Store and Premises
Retreat and Premises
Riding School and Premises
Seaside Amusement Site and Premises
Self Catering Holiday Unit (10) and Premises
Self Catering Holiday Unit (2) and Premises
Self Catering Holiday Unit (3) and Premises
Self Catering Holiday Unit (4) and Premises
Self Catering Holiday Unit (47) and Premises
Self Catering Holiday Unit (5) and Premises
Self Catering Holiday Unit (6) and Premises
Self Catering Holiday Unit (7) and Premises
Self Catering Holiday Unit (Complex) and Premises
Self Catering Holiday Unit (Multiple) and Premises
Self Catering Holiday Unit and Premises
Self Catering Holiday Units (2) and Premises
Self Catering Holiday Units (3) and Premises
Self Catering Holiday Units (4) and Premises
Self Catering Holiday Units (5) and Premises
Self Catering Holiday Units and Premises
Self Catering Holiday Units and Premises X2
Spa and Wellness
Speedway Racetrack and Premises
Stables, Guest House Accommodation and Premises
Swimming Pool and Premises
Take Away and Restaurant
Take-Away Food Shop and Premises
Takeaway and Premises
Tea Room and Premises
Theatre and Premises
Theatre, Stores and Premises
Toll Ferry and Premises
Venue Hire Offices and Premises
Warehouse, Brewery and Premises
Water Sports Centre and Premises
Wedding Venue and Premises
Wine Bar and Premises
Zoo and Premises
Zoo/Safari Park and Premises

"We can all agree that the island is known for its unique character, history and outstanding natural beauty, from our UNESCO Biosphere status to iconic landmarks such as Osborne House and the Needles. As islanders, we are very proud of everything the Island has to offer.

We can't take this for granted. It is vital that we continue to champion the island as a premier destination for visitors from across the UK and beyond. Whenever I welcome friends, fellow MPs or government ministers to the island, they leave impressed by the quality of our attractions, landscapes, hospitality and, most importantly, the strong sense of community.

Visit Isle of Wight play a vital role in ensuring that message reaches new audiences and in showcasing the very best of the Island. By promoting the Isle of Wight with confidence and ambition, they help attract visitors, support local businesses and strengthen our visitor economy to the benefit of everyone across the island."



RICHARD QUIGLEY MP
Member of Parliament for Isle of Wight West



JOE ROBERTSON MP
Member of Parliament for Isle of Wight East

"As an island which is heavily reliant upon the tourism industry, collaborative working is important to the long-term future and success of the Isle of Wight. The industry accounts for 38% of our island's economy; therefore, the marketing and positioning of our tourism and hospitality offering as a destination of choice and as an exciting and dynamic visitor location is vital. With strong competition from nearby resorts, and a thriving international tourism market, it is more important than ever that Visit Isle of Wight are strategically positioned to grow this industry and bring more visibility and opportunities to the Island.

The Wight BID is an important mechanism in encouraging visitors to the island, through promotional campaigns, trade shows and event support. Without the contributions made by island businesses, a lot of this activity would not be possible. With a new board of directors in place at Visit Isle of Wight, I look forward to seeing the organisation grow and the opportunities to further drive the tourism economy on the Island come to fruition."



Accountability and transparency

Governance

Visit Isle of Wight will continue to operate as an independent, business-led organisation.

The BID will remain accountable to levy payers through:

- A representative Board
- Annual reporting
- Regular communication
- Open consultation
- Transparent performance monitoring

The organisation will continue to work *collaboratively* with businesses, stakeholders and partners across the Isle of Wight visitor economy.

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 we will endeavour 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.

We intend to continue with a Strategic Board, and governance will be in line with our Articles of Association. Its 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 organisation for its members

The Strategic Board will be supported by 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 the industry website and newsletters.

If successful at renewal ballot, the new term will commence on 01 November 2026. 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:

01

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.

02

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.

03

The Isle of Wight Council is responsible for the collection of the BID levy.



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.

The BID Levy

The existing funding model has remained largely unchanged for a number of years and does not adequately reflect the significant differences in rateable values, business sectors, and ability to contribute across the levy area. While a flat-rate approach is simple to administer, it places the same percentage burden on all eligible hereditaments regardless of sector characteristics or the varying benefits derived from BID activity.

In addition, the current levy rate of 1.75% has not been subject to annual inflationary adjustment. As a result, the real value of BID income has reduced over time as operating costs, project delivery costs, and inflationary pressures have increased.

The present-day equivalent of the old BID levy would be 2.42%, which would still not generate sufficient funding to support the BID's future business plan and ambitions.

The previous £150 minimum payment has been removed, meaning businesses will pay based on the applicable levy rate and their rateable value. Businesses will also have the option to pay their levy by Direct Debit, helping to spread the cost across the year.

A stepped levy delivers three things the flat rate no longer can: fairness, through contributions proportionate to benefit; sufficiency, through income that allows the island to compete; and sustainability, through protections for smaller businesses and the levy's real-terms value.

Vote yes again
FOR THE WIGHT BID

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Levy Structure

Below outlines the new percentage categories for each sector.

SECTOR / ITEM	RATE (%)
Transport (ferries & other)	6%
Car Parks	6%
Attractions	5%
Marinas	2.25%
All Accomodations	2.25%
Entertainment & Leisure	2%
Food & Drink (all sub-types)	1.75% (frozen)

Voluntary contributor

Voluntary Contributors are businesses that are 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 outlined in this business plan as well as full rights as a company member.

Ballot

- The BID Regulations of 2004, approved by the Government, set 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 2026.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area as follows and is a percentage of the rateable value of the premises:
 - Transport (Ferries & Others) 6%
 - Car Parks 6%
 - Attractions 5%
 - Marinas 2.25%
 - All Accomodations 2.25%
 - Entertainment & Leisure 2%
 - Food & Drink (all sub-types) 1.75%

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The following exemptions to the BID levy apply.

- Businesses whose primary function does not fall into the categories identified within this document.
- Non-retail charities with no paid staff, trading income, trading arm or facilities and entirely voluntary or subscription-based organisations.
- Those below £3,000 in Rateable Value
- The levy will be based on the rateable value per hereditament as at 1st November each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals. No refunds will be given for previous years.
- 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 ringfenced account and transferred to the BID Company 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, provided 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. 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.



Measuring success

BID 3 will report annually against a series of key performance indicators, including:

Marketing our island	Partnerships and representation	Commercial growth and intelligence
• Website traffic and engagement • Campaign reach and conversion • Social media growth • Media coverage achieved • Brand awareness measures	• Number of strategic partnerships • Trade activity delivered • Business engagement levels • Industry participation • Collaborative projects secured	• Commercial income activity tracked and reported • Business growth opportunities tracked and reported • Research studies delivered • Destination performance indicators tracked • Evidence-led projects implemented

Three steps to securing Wight BID 3 for our island

01 Ballot papers sent to all eligible businesses on 1 October 2026	02 Voting yes will secure funding for another 5 years	03 Ballot papers must be returned by post no later than 29 October 2026
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Vote yes again
FOR THE WIGHT BID

INDUSTRY WEBSITE

wightbid.co.uk

CONSUMER WEBSITE

visitisleofwight.co.uk

CONTACT US

info@visitwight.org



Committee Report

ISLE OF WIGHT COUNCIL

Meeting	ECONOMY, REGENERATION, TRANSPORT AND INFRASTRUCTURE COMMITTEE
Date	6 OCTOBER 2026
Title	COMMUNITIES BUDGET PRIORITIES
Report of	STRATEGIC DIRECTOR OF COMMUNITY SERVICES

Executive Summary

1. The climate for Local Government generally continues to be one where the pace at which costs rise is not matched by the pace at which income and funding rise, creating an underlying structural imbalance within the overall financial system.
2. The Local Government financial envelope is set by Council Tax, the proportion of Business Rates that the Council can retain and Government Funding which is bound within the Comprehensive Spending Review and distributed through the Local Government Finance Settlement.
3. Local Government continues to suffer from exceptional levels of both price rises and demand increases across the Community Services Directorate which is destabilising the sector to the extent that many more Councils are seeking Exceptional Financial Support from Government through the approval to borrow to fund their deficits and to increase their Council Taxes beyond the referendum thresholds. The burden of Exceptional Financial Support arrangements ultimately falls to the local taxpayer as the borrowing must be repaid and the Council Tax is increased to fund both the borrowing undertaken and any underlying deficit.
4. The Budget setting process continues to be as challenging as ever.
5. The Purpose of this report is to identify the potential for savings across the delivery areas for which the committee has responsibility.

Recommendation

6. THAT the savings proposals are agreed for recommendation to the Policy Finance and Resources Committee for adoption in the council's budget setting processes.

Director	Simon Moon
Post	Strategic Director of Community Services
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Background

7. The primary purpose of this report is to support the setting of the council's overall budget for the forthcoming year 2027/2028 and the allocation of revenue spend reductions to support the budget setting process.
8. The recommended budget proposals have been prepared to identify the ability to meet savings targets and to mitigate against additional costs for Economy, Regeneration, Transport & Infrastructure portfolio being driven by extraordinary levels of service demand.

Budget proposals

9. Whilst recognising the Council's statutory duties and the need to maintain safe and effective services, there is a requirement to identify opportunities to improve efficiency, maximise value for money and support the Council's wider financial sustainability objectives.
10. The options set out within Appendix 1 to this report are therefore presented for consideration by the committee. They identify areas where expenditure may be reduced, demand better managed, or resources deployed more effectively whilst seeking to maintain positive outcomes for Island residents.
11. The expenditure across the portfolio Economy, Regeneration, Transport & Infrastructure is responsible for continues to increase due to demographic change, increasing complexity of need and market pressures. In response, the Directorate has also undertaken a review of potential opportunities to reduce expenditure through service transformation, improved commissioning arrangements, demand management and the promotion of independence.
12. The committee are invited to consider the potential savings opportunities outlined within this report. The proposals are presented as options which could contribute towards addressing the Council's financial challenge and reducing the Economy, Regeneration, Transport & Infrastructure budget gap
13. It should be noted that the options contained within this report do not represent agreed Council policy. They are presented to support member discussion regarding potential approaches to achieving savings within Economy, Regeneration, Transport & Infrastructure. Any proposals requiring implementation would be subject to further detailed analysis, consultation where appropriate, equality impact assessment, and formal decision-making processes
14. The monetary figures given in Appendix 1 are based on current knowledge but do have to be considered indicative at present. When these proposals are taken forward for implementation and consultation where appropriate the further detailed analysis will confirm the final figures.

Financial/Budget

15. The budget process for 2027/28 was communicated through the Policy, Finance & Resources Committee in September 2026 with a view that individual service committees are fully involved in the preparation of initiatives to contribute to reducing the significant budget gap in 2027/28 and beyond. Following consideration of proposals, information will feedback into the budget preparation process, ultimately for Policy, Finance & Resources Committee to recommend a budget to Full Council in February 2027.
16. These initial proposals have been prepared in conjunction with the dedicated senior finance business partner for the service providing support and challenge to estimates. Proposals taken forward will continue to have the financial implications refined and business cases provided where necessary to ensure final values are robustly evidenced.

Legal

17. The council will need to set a lawful and balanced budget and Council Tax level for 2027/28 by the statutory deadline. In developing any proposals for budget changes, the necessary Equality Impact Assessments and any consultation processes will need to be followed.
18. Section 106 of the Local Government Finance Act 1992 makes it an offence for a Councillor in council tax arrears (with at least two months unpaid bills) to vote at a meeting of the Council where financial matters relating to Council Tax are being considered. It is also an offence if any such Councillor present, who is aware of the arrears, fails to disclose that they are in arrears of council tax. Members must therefore ensure that if they have such arrears, that they disclose this to the meeting.

Risk

19. The financial challenge is the single biggest risk to sustainable public services on the Island. Accordingly, the Council needs to resolutely maximise the deployment of the resources that it does have (Revenue, Capital, Property and Staff) towards driving additional income / funding and cost savings to secure Council Services for the future. The Budget and Council Tax proposals set out in this report are part of a cohesive plan which conforms to the Council's approved Medium Term Financial Strategy (MTFS). The strategy provides both structure and direction to achieve the financial challenge in a way that is aligned with the Council's corporate objectives and minimises cuts to essential services.
20. The key risk is that the Council does not approve a Revenue Budget for 2027/28 and a Capital Programme that conforms to its MTFS, and as a consequence the approach to cost savings / additional income / funding is disorderly with sub optimal decisions taken which then lead to greater than necessary cuts to essential services. Furthermore, that proposed amendments relating to reductions in the level of Council Tax or increases in the use of General Reserves are "unbalanced" which ultimately compromise the financial health and resilience of the Council and consequently jeopardise the future of Council Services.

21. The robustness of the Budget and Adequacy of Reserves is described in the section entitled "Statement of the Section 151 Officer in Accordance with the Local Government Act 2003".
22. In addition, there is a risk that if savings are not found across the Communities Directorate, then alternatives will be required to be found in other areas, placing potential further strain on those areas.

Equality and diversity

23. The Council must comply with Section 149 of the Equality Act 2010. This provides that decision makers must have due regard to the elimination of discrimination, victimisation and harassment, advancing equalities, and fostering good relations between different groups (race, disability, gender, age, sexual orientation, gender reassignment, religion/belief and marriage/civil partnership).
24. The savings proposals set out within this report are proposals only for the purposes of setting the overall Council Budget. Whilst most are likely to be implemented, there will be some that require further consultation and appropriate Equality Impact Assessments to be considered before any implementation can take place.

Conclusion and reasons for recommendations

25. The proposal contributes directly to the council's overarching budget setting requirements.

Consultation

26. For each of the measures identified in within these proposals, consideration will be given to the consultation requirements. Consultation will be undertaken where there is a statutory duty to consult, where it is a significant decision and where the council has previously agreed that it will carry out consultation therefore creating an expectation to consult.

Appendices Attached

27. Appendix 1 – Economy, Regeneration, Transport & Infrastructure savings proposals 2027-28

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2027-28 SAVINGS PROPOSALS							
Saving Ref	Saving proposal	Saving Type	Service impact	2027-28	2028-29 & ongoing	Capital Budget required?	Deliverability Rating
Column1	Column2	Column3	Column4	Column5	Column6	Column62	Column7
1	Reduce Private Contractors budget to match actual spend- Harbours	Efficiency	None	30,000	30,000	No	Green
2	Theatres- additional income due to increased number of shows, net of staffing and equipment costs	Income generation	None	30,000	30,000	No	Green
3	Leisure Centres- additional income due to increased number of members, net of staff costs	Income generation	None	50,000	50,000	No	Green
4	Increase parking tariffs on both on and off street by 25p/hour	Income generation	Reduced customer satisfaction (temporarily)	315,786	451,123	Yes	Green
5	Introduce new parking charges on streets which are subject to limited waiting time at present. Subject to consultation and updating Parking strategy Ryde – Union Street Sandown – High Street Shanklin – Regent Street Ventnor – High Street Newport – St James' Street, Crocker Street, Union Street, Terrace Road, St John's Place	Income generation	• Reduced customer satisfaction and business communities in the towns will most likely launch an emotive campaign to prevent the introduction of the charges.	0	311,166	Yes	Green
6	Introduce new parking charges on selected off street car parks- Subject to consultation and updating Parking Strategy Ventnor – Wheelers Bay Car Park and Eastcliff Car Park Newport – Royal Exchange Car Park Wroxall – St Martin's Road Car Park Brighstone – Warne's Lane Car Park Godshill – Godshill Car Park Yarmouth – Bouldnor Viewpoint Car Park and Fort Victoria Car Park St Helens – St Helens Green Car Park Gurnard Seafront Hope Road, Shanklin	Income generation	It is likely that vocal arguments will be raised against the proposals - penalising economically deprived communities (e.g. St Martin's Road, Wroxall and Royal Exchange Newport.) St Helens Parish Council might argue that charging for parking at St Helens Green Car Park is unlawful and Shalfleet Parish Council will expect significant works to be undertaken to tackle vegetation which shrouds the view at present. Fort Victoria concession holders will most likely object strenuously.	0	94,900	Yes	Green
7	Removal of free parking for EVs on off-street car parks. Free parking was meant to be temporary and this will align with charging on street car parks. Saving assumes the 25p increase above on on/off street parking is approved. If not approved saving will be £79k	Income generation	Reduced customer satisfaction (temporarily)	91,014	91,014	Yes	Green
8	Increase floating bridge passenger and vehicle fares to align with Dartmouth Lower Ferry which is a Local Authority run river crossing for passengers and vehicles over a relatively short distance	Income generation	Reputational Damage - improved public perception of Floating Bridge may be impacted by significant price increase. Congestion on the network Cowes/Newport/East Cowes routes might increase as price resistance might deter motorists from making the crossing.	820,584	820,584	No	Green
9	Introduce a flat rate of £1 per crossing for under 19s between 7pm and 7am on the Floating Bridge	Income generation	Reputational Damage - improved public perception of Floating Bridge may be impacted by significant price increase. It is likely that campaigns will be launched with emotional arguments about penalising children and youth activities voiced.	6,400	6,400	No	Green
10	Review of museums; Roman Villa, Museum of island history, Cowes maritime. Local authority to seek additional income from local external partners to sustain and develop the museum service .	Cuts	Loss of service. Budget will still be required to maintain villa. Also closure of the Museum of Island History located at the Guildhall will mean the Mend grant application for the refurbishment of the Guildhall will not be able to proceed. Closure proposed from this winter	21,520	21,520	No	Red
11	Review of Library Services offer	Cuts	Loss of service if Town and Parishes don't support and risk of judicial review. We would also need to pay back the library improvement fund for Cowes Library if it is closed. ANY REDUCTION IN SERVICE PROVISION HAS THE RISK OF IMPACTING (STOPPING OF REDUCING) THE FINANCIAL SUPPORT RECEIVED FROM PUBLIC HEALTH	81,000	162,000	No	Red
12	Review play development and events support offer	Cuts	Reduction of sports and events support: any reduction in sports development could result in the following: 1. stopping talented and gifted programme, 2. reduction in training and development programme for teaches, coaches and volunteers 3. reduction in support in place based sport and physical activity programmes	15,000	20,000	No	Red
13	Review Highways PFI contract. This will include: *Street lighting dimming from 1am to 5am *Winter routes *Reclassification of retaining walls at DMRB height of 1.5m and the consequent impact on inspection *Remove the requirement of vegetation removal from structures *Traffic Management for community Events *CCTV * SCANNER & SCRIM Highway condition surveys *Capitalisation of Highway staff to Capital Schemes * LV3 ride quality requirements for Hierarchy 4 roads (residential roads)	Cuts	Some of these proposals will result in future financial risk due to reduced standards Reputational risk associated in traffic management of community events CCTV proposal will require consultation with key partners such as the police Increased number of public complaints due to deterioration of roads standard	408,935	648,677	No	Most green, 1 red and 2 amber
Total				1,870,239	2,737,384		

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Economy, Regeneration, Transport, and Infrastructure Committee - Work Plan (September 2026)

Upcoming Decision	Committee	Proposed Date	Responsible Director	Open / Exempt? If so - why?
D-Bid Final Decision	Economy, Regeneration, Transport and Infrastructure Committee	6 Oct 2026	Strategic Director Community Services	Open
Roadworks Progress Report - verbal update	Economy, Regeneration, Transport and Infrastructure Committee	6 Oct 2026	Strategic Director Community Services	Open
Budget 2027-28 engagement and consultation	Economy, Regeneration, Transport and Infrastructure Committee	6 Oct 2026	Strategic Director Community Services	Open
Concessionary Travel Review	Economy, Regeneration, Transport and Infrastructure Committee	7 Jan 2027	Strategic Director Community Services	Open
Medina Crossing (Floating Bridge) Update	Economy, Regeneration, Transport and Infrastructure Committee	7 Jan 2027	Strategic Director Community Services	Open
Committee Priorities	Economy, Regeneration, Transport and Infrastructure Committee	7 Jan 2027	Strategic Director Community Services	Open
Parking Strategy Review	Economy, Regeneration, Transport and Infrastructure Committee	7 Jan 2027	Strategic Director Community Services	Open

Upcoming Decision	Committee	Proposed Date	Responsible Director	Open / Exempt? If so - why?
Service Performance and Improvement Q2 2026/27	Economy, Regeneration, Transport and Infrastructure Committee	7 Jan 2027	Strategic Director Corporate Services	Open
Island Transport Plan - Implementation Plan	Economy, Regeneration, Transport and Infrastructure Committee	4 Mar 2027	Chief Executive, Strategic Director Community Services	Open
Highways and Transport Delivery Programme 2027/28	Economy, Regeneration, Transport and Infrastructure Committee	4 Mar 2027	Strategic Director Community Services	Open