



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



WIGHT BID 3 BUSINESS PLAN

2026 — 2031

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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

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."

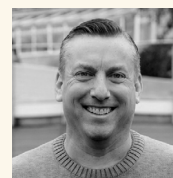


ROB JOHNSON
Chief Executive Officer, Isle Of Wight Chamber of Commerce

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



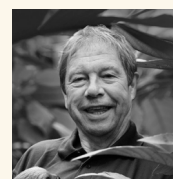
Parkdean Resorts

DAVID HOLMES



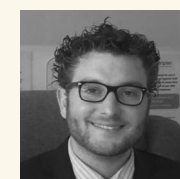
Garlic Festival

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](https://www.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 qnd Premises
Inn and Premises
Laser Range Site and Premises
Leisure Centre qnd 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
Reptilarium 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

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%
- 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

- Website traffic and engagement
- Campaign reach and conversion
- Social media growth
- Media coverage achieved
- Brand awareness measures

Partnerships and representation

- Number of strategic partnerships
- Trade activity delivered
- Business engagement levels
- Industry participation
- Collaborative projects secured

Commercial growth and intelligence

- 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**



Vote yes again
FOR THE WIGHT BID

INDUSTRY WEBSITE

wightbid.co.uk

CONSUMER WEBSITE

visitisleofwight.co.uk

CONTACT US

info@visitwight.org