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## February 3rd 2021 Update

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If you would like to understand more about how the BID is structured and see in brief which projects that have been funded from your area fund, you can view this information [here](#).

We have had to keep adapting project timescales due to government restrictions over the last 12 months, so we have made a switch to looking at ways to keep your business top of mind now and supporting programs which will help with the reopening of the area when restrictions are lifted.

Anyone can submit an idea and all projects submitted will be reviewed by the board. Whether you have the start of an idea or a fully-fledged opportunity, we would love to hear from you and you can get in touch via the contact details at the bottom.

### **Business Opportunities reminder**

#### [Opportunity for food establishments](#)

Following discussions with food operators, we are now looking at resources we need to ensure that the feature we are planning to run is a success. This new food-related feature will provide all food businesses with the opportunity to showcase your business, chefs and suppliers with the opportunity for it to be promoted across the entire Yorkshire Coast community. Please get in touch if you would like to know more and fuller details will be available in the coming weeks.

## LOVE Coast campaign

This campaign has commenced and is aimed at encouraging people who love the coast, to share their favourite images of the Yorkshire Coast. All will be featured in our virtual gallery and with a current reach of 14.7k, we are encouraged by the immediate reaction. All businesses that supply us with an image to be part of this campaign will be promoted and you can upload an image direct [here](#).

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## Scarborough retailers

Since the launch of the Scarborough Gift Card, over £45,000 have been purchased and £15,000 redeemed in stores, with some having received in excess of £1,000 so far. A promotion is due to commence via the Scarborough Gift Card Facebook page, where every 2 weeks, a nominated community hero will win £100. We want all businesses to remain top of mind so that when people can return to the high street, you are positioned as a go-to venue to redeem the cards; if you need imagery/strap-lines to promote yourself as part of the scheme get in touch and let us know.

## Business explore and buy guides: All towns

We are looking to run a series of guides over the next 12 months promoting things to do and buy when restrictions end. To be part of these guides all we require is a key product to promote and you can send these to us directly or [here](#).

## East Riding Support Workshops

East Riding of Yorkshire Council has commissioned specialist consultants The Retail Group to provide free business growth workshops to town centre businesses in East Riding.

The workshops will provide practical ideas and suggestions about how you can adapt, evolve and improve your performance, both now and over the coming months to help you improve your resilience and to grow sales in these challenging times.

The Retail Group has delivered similar workshops in other parts of the country and the feedback from businesses has been completely positive about how it has helped them to trade and operate.

the workshops work.

The remaining interactive workshops will take place:

· Hedon and Withernsea, Thursday, 4 February, 6-7 pm, register [here](#).

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## Have your say...

### Coastal Route

Part of the development of the Yorkshire Coastal Route is 6 smaller routes which sit within the 240 miles main route and are located around the key towns.

We are looking at how these are branded/named and are looking for your thoughts on what you feel best represents the towns:

Whitby/Scarborough/Fiiley/Bridlington/Hornsea/Withernsea. This could be anything descriptive from nautical to dinosaurs and you can submit your suggestions [here](#).

### Bridlington multi-story car park

Bridlington multi-storey car park consultation is ongoing and you can find out more about the plans and have your say [here](#).

## Business Support

Following our recent update on government announcements relating to the national lockdown restrictions, information on additional grants which are being managed by your local authority.

You can view up to date information regarding support available directly via their websites:

### **Scarborough Borough Council**

- For accurate information relating to business grants, click [here](#).
- For resources, visit the SBC website by clicking [here](#).

### **East Riding of Yorkshire Council**

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As always please get in touch if you have any questions or would like to get involved in any of the above opportunities.

Many thanks,

Kerry & Lisa  
The BID Team

[Get in touch](#)

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