



BBA

The Bay
Business
Association

*Building Business
in the Bay*

Building the Bay AGM Update



BUILDING
THE BAY

The Committee



**Lawrence
Bates**

*The Wildheart
Animal
Sanctuary*



**Sally
Beston**

*Shanklin
Hoteliers
Association*



**Emily
Davies**

*Arthur Wheeler
Financial
Services*



**Dale
Howarth**

*Business
advisor*



**Blake
Nash**

*The Media
House*



**Matt
Jeffery**

Brightbulb



**John
Yetton**

Just Reports BV

Overview of the Bay Business Association

Mission

Enabling businesses in **The Bay** to **thrive**



Objectives

- To **connect businesses** in the Bay, driving networking and collaborative promotions and business opportunities
- To provide a **united voice** for businesses that helps to steer development in the Bay
- Facilitate **access to support**, funding and training opportunities to help all businesses to grow
- Spearhead **initiatives** to promote the Bay as an attractive place to work, live and play

Area of Operation

- The associations core area of operation closely aligns with that of **Building the Bay area**. That being from Culver head in the NE through to Horse Ledge in the South and extending 1 mile inland.
- This includes the towns of **Yaverland, Sandown, Lake, Shanklin** and **Luccombe**.
- However, businesses in the bay are connected across the Island and further, so any **business on the Island** is welcome to join.

BBA's First Six Months



Website and Social Channels

- Created the **website** and launched our **Facebook** and **Instagram** sites
- Website: thebaybusiness.org
- Facebook: The Bay Business Association
- Instagram: thebaybusiness



Membership

- Fastest growing Business Association on the Island – **87 members** in 6 months!



AI Workshop

- Ran an **AI** workshop, free for Bay members.



Bay leaflet

- Producing a **trifold leaflet** to market the bay to visitors and residents a like in 2026
- Displayed in all usual outlets and Ferries
- Businesses can secure an advert in the leaflet, reaching a large audience at a fraction of the cost



Partner promotions

- Secured exclusive discounts for BBA Members on advertising with **Island Echo**, **The Price is Wight** and **Isle of Wight Lottery**
- **Price is Wight** – Dedicated Solus member campaigns enabling BBA members to reach 79,000 Island and 87,000 mainland contacts. Only £70+VAT, against comparable prices of £199 normally.
- **Island Echo** – 25% off first month of advertising.
- **Isle of Wight Lottery** – Interest free business loans

Memberships



BBA Premier Membership **Free**

- Exclusive to businesses **in** the **core area**.
- **Full access** to events, strategy meetings, key communications about the Bay
- Members receive **regular updates** and newsletters
- Help to steer the **BBA activities**
- Gain access to workshops and courses.
- Can participate in **exclusive offers** and promotions.



BBA Premier+ Membership **£75/year**

- Exclusive to businesses **in** the **core area**
- Can engage fully in **all networking** and strategy meetings
- Take advantage of **exclusive offers** to promote and grow your business.



BBA Select Membership **£75/year**

- For Businesses **outside** of **the Bay**
- Same **benefits** as for Premier Membership

Events and Networking

Past Events



Launch event at Wildheart Animal Sanctuary

Yaverland, 30th April



Networking Event at Sandown and Shanklin Rowing club

Shanklin, 30th June



Breakwaters Tour

Sandown, 5th August

Upcoming Events



Luccombe Hall

Luccombe

Thursday 27th November
17.30 to 19.00

Future Plans and Opportunities



Upcoming Training

AI workshop at Lakeside – 26th November at Lakeside Hotel, 9 till 1. **SOLD OUT.** A **FREE** training workshop with AI Labs, global leader in AI education, for those starting out on their AI journey.

Go for Growth – 10 practical, expert-led workshops and 1-to-1 tailored advice with real-world specialists



Questionnaire

We want to hear from **YOU!** A **BBA questionnaire** is being sent out to all businesses in the Bay, please do fill this in and return as this will steer the focus of the BBA to ensure we have impact where you want it most.



Saving Opportunities

Energy basket - BBA working in partnership with Fortis energy and PE Solutions is developing an energy basket.

This will combine energy from multiple businesses in the Bay, creating stronger buying power and thus driving the cheapest energy deals for businesses anywhere on the market.



Member Resources

BBA and Building the **Bay photo directory** – sensational images of the Bay and its Businesses, **FREE** for any BBA member to use for their own marketing purposes