

**Minutes of Lincolnshire Coastal Destination BID AGM Meeting held on  
Thursday 12<sup>th</sup> November 2020 – Via ZOOM Online Appointment  
at 11:00**

**Present**

**SID Dennis (SD) – Chairman**

**Simon Miles (SM) – Vice Chairman**

Simon Beardsley (SB) – Lincolnshire Chamber of Commerce

Chris Baron (CB) – Vice Chair - Connected Coast Town Bids

Graham Cullen – (GC) – The Louth Hotel

Jonathan Ling (JL) – Lings Amusements

James Parker (JP) – Fantasy Island

Janet Stubbs (JS) – Woodthorpe Hall

Paul Hibbert's-Greaves – (PHG) Admiral Benbow

Stuart Hardy (SH) – Hardy's Animal Farm

Steve Clarke (SC) – Coasters Aparthotels

Dave Skepper (DS) – Stagecoach East Midlands

Nicola McGarry (NMc) – LCD BID

Angie Robinson (AR) – LCD BID

Gareth Laking (GL) – LCD BID

Mark Swift (MS) – LCD BID

Sean Ibbertson (SI) – LCD BID

Hester Seymour (HS) – Has Holdings LTD (Royal Oak Caravan Park)

Adrian Benjamin (AB) – Sutton on Sea & Mablethorpe Councillor

**Apologies**

Mark Humphries (MH) – Magna Vitae (Apologies Received)

Steve Kirk (SK) – ELDC

Terry Slater (TS) – Quality Holiday Apartments

1. Welcome – Sid Dennis – Chairman	Actions
SD welcomes all to the meeting and gave a reminder of the protocols for the meeting highlighting that any Levy Payers wanting to asked any questions will be held under Agenda item 7.	
2. Apologies	
SD highlighted that the apologies for the meeting are as per the above.	

<p><b>3. Matters arising from previous meeting:</b></p>	
<p>No matters arising from the previous meeting <b>SB</b> proposed the Minutes as a true and correct record and <b>SM</b> seconded this proposal.</p>	
<p><b>4. Reports and Accounts:</b></p>	
<p><b>SB</b> read out the following Financial Report.</p> <p><i>Financial statement for the year ending 31<sup>st</sup> March 2020</i></p> <p><i>This is reported on against a backdrop of two unprecedented national and international events, being the political uncertainty in the UK as a result of prolonged negotiations to leave the European Union and the emergence of COVID 19.</i></p> <p><i>Copies of these accounts have been available to members, but for those who have not had chance to read them I will provide a brief summary.</i></p> <p><i>Turnover increased from £546,390 to £616,303. – Partly due to an increase in the amount of BID Levy collected (+£50k), but also from other marketing &amp; events related activity (£20k)</i></p> <p><i>Costs to deliver core activities were £378,699 (Y/e 2019) £266,251 – the main reasons there were increased activity in Street Management, Events and marketing activity</i></p> <p><i>Administrative Expenses £120, 391 against (Y/e (2019) £145,764</i></p> <p><i>This resulted in a surplus for the year of £117,635 compared with £135,097</i></p> <p><i>Remind you as a not for profit these funds will not be distributed to shareholders but used on projects or to cover liabilities in future years.</i></p> <p><i>In terms of our balance sheet</i></p> <p><i>An increase in our Fixed assets from £8,065 to £14,701 was due to the purchase of some office and computer equipment</i></p> <p><i>Current Assets</i></p> <p><i>Debtors showed a marked increase from £40,436 to £105,156, which is mainly a result of timing differences relating to payment of the levy from PSPS to the BID</i></p> <p><i>Cash at bank rose from £332,528 to £388,595</i></p> <p><i>Creditors (being the amount owed by the BID in the short term rose from £58,084 to £67,872</i></p> <p><i>The company has no long-term debts or creditors and at the end of this year reserves have increased from £322,945 to £440,580. Nicola will say more about what we expect to invest these reserves in to in future years.</i></p> <p><i>The company is entitled to exemption from audit under section 477 of the companies act 2006 for this year end. Our accountants (Nicholsons) have therefore been requested to only prepare financial statements and these accounts for clarity have not been audited.</i></p> <p><i>These accounts have been unanimously agreed by the board and are presented to this meeting so that members can confirm they have been received.</i></p>	

*In order to do so, can members only use the Chat function to confirm these have been received. Members only, please type confirmed, followed by your business name. If you feel that this isn't the case please type not confirmed and your business name.*

The board members confirmed that the accounts have been received and there were no questions regarding the accounts.

**NMc** read out the Annual Report as follows:

*Good afternoon to you all, welcome and thank you for joining us today.  
My name is Nicola McGarry and I'm the Lincs Coastal BID Manager.*

*I'd firstly like to introduce you to my fabulous new team. All new faces and all working hard to build upon the work that's been completed so far.*

*We have*

- *Angie Robinson – Business partnership and marketing officer*
- *Gareth Laking – Events and Project Coordinator*
- *Mark Swift – Street Ranger*
- *Sean Ibbertson – Street Ranger*

*Obviously, myself and my team were not in post for the duration of this particular reporting period as I took over as BID Manager in April as well as Angie and the other team members have joined over the last few months.*

*However, I will try to summarise as best I can on the great things the previous team completed, we can start with the events which is one of the key values the BID is proud to work to. And one that appears to have had much focus over the years.*

*So! Events in 2019 that the BID delivered:*

- *Sutton On Sea Vintage on Sea Festival*
- *Skegness Reggae Festival*
- *Skegness Vintage Seaside Festival*

*In addition to the delivery of the BIDS own branded events the team worked hard to support other events across the area. Some of them through the BID funding process and some by offering support during the planning and delivery of their events. These included:*

- *Armada Kite Surfing Festival*
- *Mablethorpe Carnival*
- *Skegness Carnival*
- *Mablethorpe Illuminations*
- *AMCA sand bike racing*
- *Bishop Grosseteste University Teenage Market*
- *Skegness Goldwing Parade*
- *Skegness Scooter Rally*
- *Over 55s Bowls Tournament*
- *National Bowls Tournament*
- *Lincolnshire Wolds & Coast Church Festival*
- *Sutton On Sea Carnival*

*These events were a great success and brought many people to the coast, some of them for the first time which is fantastic.*

### **Moving on to the Business Support element which is another key value to the BID**

*Much work was completed to implement a Business watch scheme of which the prime objectives were to support business owners or staff members by using a similar type radio as the police and PCSO's. The radios which also have cameras gave businesses the ability to officially communicate with one another, raise awareness and report criminal behaviour to PCSO's as well as being able to link in to CCTV system operators who were able to monitor and record activity, this provided a sense of security and support within the community.*

*The initiative was first piloted in Skegness with the view to roll out to Mablethorpe. Unfortunately, since COVID 19 has been in play, the project has slowed down however we recognise the importance of this initiative and we are now working hard to get it back to where it needs to be in order to support our businesses.*

### **Environmental**

*Towards the end of 2019 the Street Ranger positions were introduced and this has proved to be an invaluable addition to the BID. Their roles vary from one day to the next, ranging from cleaning up the local areas to patrolling around towns and villages, however most of all being on the ground and communicating with our levy payers. They really are the first point of contact and if you have any queries then please do let them know or by all means please do contact one of the team. We really want to have that chat and understand what businesses need.*

*Other tasks that were introduced as part of the Street Ranger role consisted of*

- *cleaning of bus shelters and phone boxes in the area removing flyposting, litter.*
- *Maintenance of coastal assets which benefits both the local community and visitors to the area.*
- *Removal of graffiti and vandalism within our catchment*
- *Clearing of pathways and removal of weeds and trees making it more accessible for the general public.*
- *General cleansing of car parks.*
- *Communicating with local businesses about their wants and needs.*
- *Information sharing and offering support and advice to members of the public.*
- *Liaising with other organisations such as the police and local authority.*
- *Helping out at local events, such as stewarding and installation of event equipment*

*So, as you can see the Street Rangers add real benefit to assisting in the enhancement of the coastal area and since myself and my team have been in post these roles again have evolved.*

***Promotions and Marketing means that all the fantastic things I have mentioned so far were projected out to the public domain however the new team have listened and recognised that we need to do better and we are determined to do so and have started that process already. So, in this reporting period...***

- *OH, I DO LIKE TO BE BESIDE THE LINCOLNSHIRE COAST Brochure was created late 2019 and distribution of hard paper copies commenced throughout the UK. To date distribution of approximately 60,000 Destination Guides across the UK have been made.*
- *Visit Lincs Coast - Natural Coast Video – you can view this on our Facebook Page or on our website.*
- *An advert in Coach Tours UK Guide*
- *An advert in Group Travel Guides*
- *Regional Advertising*
- *Local Advertising*

<ul style="list-style-type: none"> <li>• <i>Radio Campaigns for events</i></li> <li>• <i>VISIT THE LINCOLNSHIRE COAST Lorry Campaign (Ended July 2020) which included the chance to win A Holiday Competition – by scanning the QR Code on the side of the lorry.</i></li> </ul> <p><i>Ok, I hope that provides you with a little more understanding of what the BID completed in this reporting period and as you can see some great work was completed by our predecessors.</i></p> <p><i>The new team will continue to build on what has been completed over the past year and really believe we will work hard to communicate with you so you know what we are doing. we have so many great ideas and are keen to really push the BID forward into assisting you with the best business support we can give as well as great events and marketing, promotions and business relationships whilst living, working and visiting a safe clean and secure environment.</i></p> <p><i>If you have any questions, please use the chat function to submit them and we can take them at agenda item number 7.</i></p> <p><i>Thank you.</i></p>	
<p><b>5. Appointment of Auditors</b></p>	
<p>The board members agreed the proposal that Nicolsons Chartered Accounts be reappointed as auditors for the current year.</p>	
<p><b>6. Election of Board</b></p>	
<p><b>6.1 SD</b> advised that the following board members are stepping down from the board.</p> <ul style="list-style-type: none"> <li>• Lee Beckett – Lincolnshire Co-Op Funeral Servies</li> <li>• Catherine Hallsworth – The Fat Seagull</li> <li>• Craig John Watts – The Boating Lake Cake</li> <li>• Mark Humphries – Magna Vitae</li> </ul> <p>SD thanked these board members for their work over the years.</p> <p><b>6.2 SD</b> advised that the board have appointed Paul Hibbert-Greaves.</p> <p><b>6.3 SD</b> proposed that the current members be appointed for another 12 months. All agreed.</p> <p><b>6.4 SB</b> proposed that Sid Dennis be appointed as the Chair and Chris Barron be appointed as the Vice Chair for the forthcoming year. All Present agreed</p>	
<p><b>7. Questions &amp; Comments from Company Members &amp; Guests</b></p>	
<p>There were no questions forthcoming from Company Members or Levy Payers which was disappointing.</p> <p>SD thanked the staff for the work that they have completed this year highlighting that we have got a busy year ahead of us with organising things for the future and supporting business recover from the coronavirus pandemic.</p> <p>SD mentioned that he would like more members onto the board in particular members from Mablethorpe and Sutton on Sea. He also highlighted that he would like some youth on the board.</p>	

SD highlighting that it was disappointing that Colin Davey didn't support the LDO to extend the tourist season mentioning that at best the footfall would have only been 30% of that in the summer. CB, SH, JP, GC, SM's echoed SD's thoughts that it was such a shame for the area mentioning that it is difficult to train staff if you know that you are going to have to let them go at the end of the season.

SC highlighted that the majority of our visitors come from cities within the centre of England including Nottingham, Derby and Sheffield. He highlighted that we should focus our marketing on these areas and other midlands cities particular during the Spring and Autumn months to increase footfall at quieter times of the year.

DS mentioned that we have got a strong BID and we need to really promote our area.

CB advised that every BID payer needs to include more details of what they do by promoting their business and what they have to offer on our website.

As there was no other business the meeting was closed at 11:50

**DATE OF NEXT MEETING:**

Board Meeting – Thursday 10<sup>th</sup> December 2020 – 10:00 – Via Zoom