

First Term Achievements and
Future Prospectus - Autumn 2021

Visit Lincs Coast



Making Lincolnshire
Coast a great
destination to visit

Our Coast Our Future

CHAIR'S WELCOME

It is hard to believe that it is nearly 5 years since Visit Lincs Coast Destination BID came into being, creating an organisation totally focussed on the visitor economy for the Lincolnshire Coast.

The anticipated budget of around 500k per year would give this private sector organisation the opportunity to make a real difference.

We shouldn't forget that this also gave us a vehicle to attract external funding which has already contributed an additional £300k during this term. When we first set out on this journey we knew that the development of a successful BID was vital to the sustainability of our tourism industry. It was obvious that local discretionary Government funding would continue to decline, meaning that little or no budget would be set aside to support our tourism sectors. At the same time, all of our main competitors were seeing that the only way forward was by establishing their own destination BID's, for example; Blackpool BID (£250k pa budget), The Yorkshire Coast BID (800k pa budget), The English Riviera BID (£600k pa budget) and Great Yarmouth BID (£500k pa budget), giving these areas an advantage over the Lincolnshire coast to compete and attract visitors.

The first 5 years has certainly been more difficult than anyone could ever have imagined back in 2016, that said we have still seen growth in our area prior to COVID-19, with visitor economy spend up by 10% between 2017 and 2019, day visitors up over 7% and resident and guest numbers up by over 3% in what is an incredibly competitive market.

Regrettably 2020 was a year like no other, thankfully we had the infrastructure in place to keep businesses informed about Government changes, advise on grants, help with signage and training along with a strong standing to lobby for support through Visit England, local MP's and local Government which would have been far more difficult without a united voice.

I appreciate there will be a variety of views about the BID and its effectiveness but the key question

is, what is the alternative? Who else will have the facility to invest over £500K every year to ensure the coast can compete against its counterparts in the UK and, even more importantly, from 2022 the foreign holiday market will be investing heavily to encourage a shift back to holidaying abroad now that the travel corridors are re-opening.

The future can be very bright for our coastal strip, starting with the great success of the Town Fund Deal submissions for Mablethorpe and Skegness which will deliver over £80 million of capital projects over the next few years. I am sure these will attract further funding but this will only happen if we show we are united in creating a great place to invest and have the funds available to let people know about the exciting changes happening in our area. We also need to create or support events and festivals to encourage even more visitors to help extend our season even longer with the aim of becoming an all year round destination, which in turn will benefit businesses and create more full-time job opportunities.

We have learnt a lot over the last 5 years to enable us to become even more effective, however this organisation is led by you, the business owner, so we would welcome your feedback through the survey, link below.

<https://www.surveymonkey.co.uk/r/LCDBID2021>

We also welcome your ideas that will support tourism in your area such as possible new events.

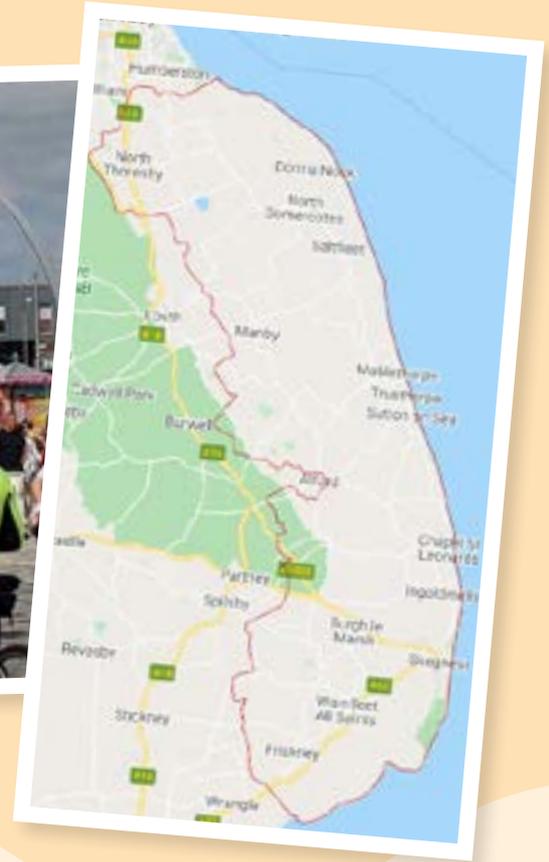
If you are interested in joining the Board, please contact **Sid Dennis** or **Nicola McGarry** on info@visitlincscoast.co.uk

Thank you for your support over the last five years and may it continue in the future.

Yours Faithfully



*Sid Dennis- Chairman
Lincolnshire Coastal BID Ltd*



WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?



A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements they would like to see within their local destinations.

These improvements are managed and delivered through a 5 year business plan that is voted upon by all prospective levy payers.

The improvements that Visit Lincs Coast make are a positive and separate benefit to the services that are provided by your business rates. This information forms

a business plan that will be voted upon by the potential levy payer. If the majority vote YES by both number and rateable value, then a BID is created. The BID Company exists for a maximum of 5 years each term, and must spend the funding raised within the BID area and in accordance with the agreed business plan.

Visit Lincs Coast is the 5th largest BID by area in the UK!

Over 300 BID's are operational within the UK and whose purpose is similar to Visit Lincs Coast Destination Business Improvement District (VLCDBID).

Visit Lincs Coast BID's district consists of 22 miles of coastline and its hinterland, and is defined by the boundary of the Lincolnshire Coastal Action Zone.



AN INVESTMENT IN YOUR BUSINESS

This document aims to review the achievements of the previous 5 years, and to work together to continue this success for the future of our coastal destinations, giving us the opportunity to invest another £3 million over the next 5 years to secure the firm foundations that have already been embedded. **Together we can continue to improve and compete.**

TOGETHER WE ARE STRONGER

Continuing to work together with community and business interests as well as key partners will give us the best possible chance of success

THE FUNDING - YOUR MONEY, YOUR SAY

Many places have decided to adopt this private sector management model called BID's, to better implement the wishes and wants of their business community. VLCDBID is an example of this and is funded by businesses in the area that pay a levy. That money is ring fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the Government). Those services that public agencies are

required to provide as part of your business rates are base-lined and BID money cannot substitute or replace these.

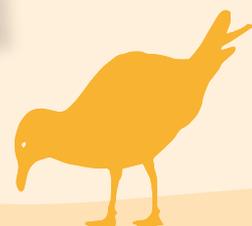
THE BID COMPANY

VLCDBID is managed by a Board of Directors drawn from sector and geographical specific, local large and small businesses from within the BID area and of which are all voluntary. It is a private, not for profit, independent company. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

THE VOTE

If you are eligible to pay the levy, you are eligible to vote. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g., those with low rateable values or certain sectors) but they will then not have a vote.

Vote "YES" to Visit Lincs Coast!



Small team

BIG AMIBITIONS!



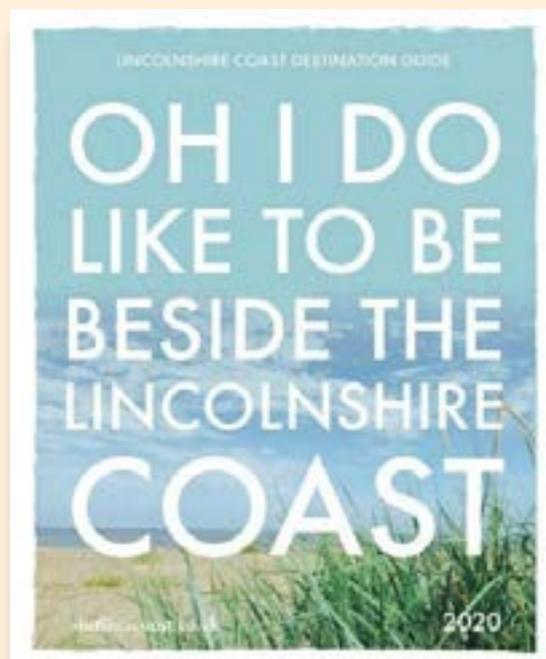
**Vote "YES"
for future Coastal
EVENTS!**

RESPONDING TO CHALLENGE

Visit Lincs Coast's number one priority is to raise the profile of the Visit Lincs Coastal resorts, towns and villages and to ensure those who visit or do business here have the best experience possible.

In order to do so, businesses came together in 2017 to set up a Business Improvement District (BID). Its promises were simple:

- ✓ A strong and united voice, working hand-in-hand as never before to champion and drive the aspirations and needs of the Lincolnshire Coast's businesses and organisations.
- ✓ A distinct and strong identity for the Lincolnshire Coast which raises the profile of the area and its businesses to customers nationally and further afield.
- ✓ A vibrant and coordinated all year round marketing strategy, promoting and highlighting what the Lincolnshire Coast has to offer.
- ✓ Working with partners to deliver new headline signature events to attract new visitors and generate new revenues along the Lincolnshire Coast.



Through consultation and engagement events with the business community, a strategic business plan was formed to build a series of agreed projects and services that would be delivered by Visit Lincs Coast under 4 key headings.

1. **Events**
2. **Destination Marketing & Promotion**
3. **Clean, Green and Attractive environmental projects**
4. **Business Support & Networking**

Working alongside a range of other partners VLCDDBID Board of Directors (drawn from local business representatives who work on a voluntary basis) have strived over the last 5 years to deliver the business plan projects. This prospectus will set out what we have made happen and what we now need to do going forward.

Your levy raises over £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has also allowed VLCDDBID management to secure an average of **£60,000 pa** in external funding which is invested back into the BID district. **Cumulatively that's approx. £3 million pounds invested back into the BID district each term!**

In August 2022 the VLCDDBID will be coming to the end of its first five-year term and so will the hard-won progress we have made so far. We now look to you to review our work to date and to build upon this by helping us to formulate a business plan for the next 5 years and by voting "YES" to a second term for the BID.

If you choose for the BID not to continue, then all Visit Lincs Coast future activity will END from 1st September 2022. VOTE YES!

We know that the business environment is still competitive, it has been exacerbated further by the COVID 19 pandemic which has meant several unprecedented challenges for the coastline and its businesses.

We are seeing the 'light at the end of the tunnel' and believe a joint commitment to continue VLCDDBID is vital to our recovery and growth throughout the Lincolnshire Coast.

There are alternative coastlines for visitors to choose from and that is why it is so important for Visit Lincs Coast to continue and to build upon its achievements.

In recent weeks, other coastal tourism business communities such as Great Yarmouth and the



English Riviera have voted YES, to support their BID's in order to secure the future of their visitor economy for another 5 years. We know too that people's leisure and shopping habits continue to change and that the Lincolnshire Coast will also have to evolve and adapt to survive.



Only you can decide again, to enable us to compete with other destinations effectively and to be aspirational for our place and our businesses.

OUR ACHIEVEMENTS

Over the 5 year term, the BID will have supported a vast and effective range of marketing and promotional activity, events, improvements and business support. In 2020 we had to pivot our activities to helping support businesses through the lock-downs and restrictions.

THE EVENTS

Visit Lincs Coast delivers and supports a range of events. This encompasses not only the large events but smaller ones throughout the Visit Lincs Coast district.

Over the last 5 years, Visit Lincs Coast has supported and delivered a centralised diary of coastal events. Not only have we created and delivered our own signature events, such as the Skegness Reggae & Ska Weekender, Vintage on Sea Festival in Sutton On Sea, and more recently the Mablethorpe Music Mix Up Weekend, but have also helped and supported other organisations

to deliver events across the Visit Lincs Coast catchment area.

The support and resources that Visit Lincs Coast offer has been variable and tailored specifically to suit individual needs, our resources range from BID funding, safety management and risk assessment advice, event management planning, equipment hire, artwork and design as well as

event set up and event patrolling. We also offer an extensive range of marketing and promotional support to increase visibility for each event and give each organisation the marketing and advertising support that they need.

The events delivered and supported by Visit Lincs Coast have been attended by tens of thousands people each year.

Much of our work is operational and addresses the services you, our BID levy payers wanted to see delivered in addition to those the local authority provide.

EVENTS DELIVERED AND SUPPORTED BY VISIT Lincs COAST INCLUDE:



Vintage on Sea - Sutton on Sea



Skegness Reggae & Ska Weekender



Mablethorpe Music Mix up Weekend



Mablethorpe Continental Market



Skegness Teenage Market



Vintage on Sea - Skegness



CSL Summer Family Festival weekend



Skegness Kite Surfing Festival



AMCA (motocross on the sand racing)



Coastal Christmas Festivities



Seaside & Sparkle Firework displays



Easter Trails



Halloween Trails



Coastal Carnivals



Skegness Scooter Rally



Skegness Light Parade



Skegness Bowls Tournament's



Wainfleet Bike Weekend



Wainfleet Bands on the Banks



Coastal Poppies on the Prom



Skegness Tower Garden – Bands on the Stand



Sand Sculpting Beach



Viking Festival



Vote "YES" for future EVENT funding!



THE FOLLOWING GIVES A SUMMARY OF THE OVERALL IMPACT OF THE WORK

- Day Visitors up by 7.3%
- Direct expenditure up by 9.8% to £400m
- Staying Visitors up by 3.4%
- Staying Visitor spend increased by 9.3%

(source: steam report 2017-2019)

Marketing & PROMOTION

A clear brand was created and named Visit Lincs Coast, simple, effective and in-line with destination management organisations around the world.

The Marketing and Promotional work has varied from year to year, working closely with numerous resources and platforms to ensure maximum exposure.



Development of the Visit Lincs Coast website www.visitlincscoast.co.uk with hundreds of thousands of hits since being established. Business's can advertise on the Visit Lincs Website by creating a listing or getting in touch with the team, this service is FREE of charge.

Focused target marketing to reach the whole of the UK and beyond.

Marketing and promotion focused on the individual Coastal Towns and Villages within the district where there is a variety of attractions and accommodation.



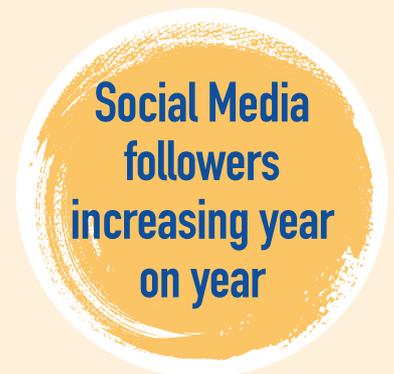
Destination Guide V1 – 'We do Love to be Beside the Lincolnshire Coast' was circulated to over 60,000 people across the UK annually.

A downloadable Destination Guide (V2) is currently being designed for release post covid, in 2022, a fresh new look which will be circulated digitally, as well as approx. 25,000 printed hard copies for circulation upon request.

Over 150 bus stop and phone box vinyl's have been produced to promote the website.

A brand new, Visit Lincolnshire website www.visitlincolnshire.com has also been launched in April 2021 in partnership with LCC and Visit Lincoln to ensure that the Coast has additional and maximum exposure.

Social Media streams such as Facebook, Twitter, Instagram as well as videos being uploaded onto You Tube have all been utilised to increase the profile of Visit Lincs Coast. These will have a reach from 10,000 increasing to over 100,000 for specific campaigns.

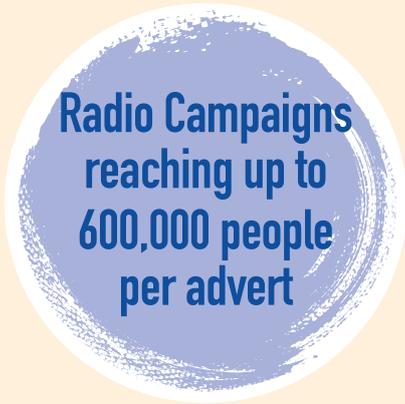


A visitor Database of over 11,000 contacts has been established and regularly utilised.

Ongoing work to increase the visitor database by 25,000 during 2022.

Newsletters have been circulated via the Mailchimp database to ensure business owners and visitors are kept up to date.

Advertorials have been created and circulated via national newspapers such as The Times and The Independent with a reach of 3 million readers per edition.



A National Truck Advertising Campaign - to maximise the diversity of people visiting the area by advertising from the North to South of the country.



A series of up to 12 videos have been commissioned and will be circulated throughout various digital media streams to ensure maximum reach, both nationally and internationally.

Creation of a Visit Lincs Coast Podcast series highlighting the various businesses, coastal towns, villages, attractions and natural coast, with a potential reach of 15 million people.



Introduced a marketing resource called "INSTREAM" allowing us to cover specific areas in the UK with radio impressions through stations such as Gem, Absolute, Kiss, Kisstory and Kerrang along with many more, the campaign includes a "clickable companion" meaning that listener's using internet devices such as pc's laptops, iPad's phones etc, our Visit Lincs Coast website address will pop up on their screen as soon as the advert plays.

Over a 7 month campaign, the Visit Lincs Coast advert on INSTREAM reached nearly 4 million people making this the most successful campaign to date.



INSTREAM PERFORMANCE

- **AUDIO IMPRESSIONS: 3,911,945**
- **TOTAL REACH (UNIQUE LISTENERS): 1,510,720**
- **LISTEN-THROUGH-RATE: 98.72%**
- **TOP STATION: ABSOLUTE RADIO (17.6% TOTAL)**
- **TOP DEVICE: SMART SPEAKERS (63.2% LISTENS)**

8 email campaigns with various topics circulated to databases reaching over 11,000 people.

Articles and adverts included in group travel offers and incentives for various coach operators across the UK.

Marketing & Promotion of the different types of activity as well as the Natural Coast has been completed via the BID's social media channels and website. Emphasis has been given to ensuring that the shoulder months are not forgotten and that a different type of visitor will enjoy being outdoors and

exploring the rural aspect of the coast.

Businesses who take advantage of the out of season months and who decide to put on events in Oct-Mar are supported by Visit Lincs Coast, who provide, funding, resources and expertise to assist with what they need to achieve.



Area specific branding has been achieved by developing location sections on the Visit Lincs Coast website. These sections display various information of the said area, along with places to eat and drink, things to do and now also includes, shopping and retail.

A skills Portal has been implemented on the Visit Lincs Coast website which offers free courses to levy payers. The type of courses has included Health & Safety, Risk assessments and Digital & Social Media courses.



Marketing & Promotion of the different types of activity has been completed via the BID's social media channels and website. Alongside our own posts and shares, we tag, share and post for other businesses and events happening in real-time which gives us all a stronger online presence.

Environmental Enhancement & Access Schemes

We know that by completing the great projects that we do, helps towards maintaining a clean and green environment for our visitors to enjoy and will encourage them to return.

Preserving our environment is one of our key priorities.



Vote "YES"
for CLEAN, GREEN
and ATTRACTIVE



WE HAVE DELIVERED AND/OR SUPPORTED THE FOLLOWING:

Visit Lincs Coast undertake specific environmental projects. Key tasks include beach cleans, patrolling, business engagement, graffiti removal, litter picking, known hotspots to remove sharp objects and drug paraphernalia and handing out leaflets, welcoming and signposting visitors, working with police and various neighbourhood watch organisations and planting and maintaining railing troughs, hedge rows and alleys.

Mablethorpe in Bloom was awarded the coveted Gold for the East Midland Region. Visit Lincs Coast was heavily involved with the success of this award working in partnership with other organisations. In addition, Mablethorpe also received the judges discretionary award for the least littered and cleanest Town in all of those who entered within East Midlands, quoting 'Exemplary'.

Raised the profile and promoted the opportunity for businesses to apply for shop front grants through their Local Authority to improve the look of their shop fronts, businesses could obtain up to £10,000 via the initiative.



Recently partnered to obtain joint funding from the Community Renewal Fund for 'Collaboration 4 Growth' (C4G). Purpose is to provide Small Business Grants, Business Support, a Cultural Programme and an Ambassador Scheme for the whole BID area.

Led and/or been involved with numerous projects to improve the look and feel of the coast. This has involved the purchasing of the following: 28 railing planters, 35 square ground planters, 15 dog fouling bins, 50 new benches across the district, 25 benches have been

repainted or repaired, and many of these projects have been signed off with a "Love from" Visit Lincs Coast vinyl or plaque.

New and/or improved wooden and metal information boards throughout the district were installed to signpost visitors to honey pot locations.

Lobbied along with the Skegness Chamber to implement better car parking facilities for our visitor economy.

Lobbied to improve the connectivity of transport and road infrastructure into the local coastal towns and villages

The BID has implemented a Business Watch scheme with the buy in of multi-agency organisations such as the local police and neighbourhood watch and Safer Together team.





Business Support & Networking

Visit Lincs Coast organised an event named 'Be My Guest Hospitality Roadshow'. Independent accommodation providers from all along the Lincolnshire Coast and further afield came together to meet new suppliers, discover new ideas and learn new tricks of the trade.

Opportunities are made available from Visit England, Visit Lincoln, Lincolnshire Biz, Team Lincolnshire, Lincolnshire Local Resilience Forum or Lincolnshire Enterprise Partnership.

We have put together a "positivity package" for business levy payers which includes help and advice for Finance, HR, Employment and H&S issues.

We have highlighted the importance of maintaining high standards of customer service to businesses on a regular basis. The BID Street Rangers are in many ways the face of this approach and are well trained, supportive, professional and respected.



TO ENSURE THAT NATIONAL AND LOCAL STRATEGIC POLICIES AND SUBSEQUENT PRIORITIES AND INFORMATION ARE AT THE FOREFRONT, THE BID ATTENDS THE FOLLOWING MEETINGS:

- PARISH COUNCIL MEETINGS IN THE BID DISTRICT AREA
- LOCAL AUTHORITY TOURISM OFFICERS MEETING
- LINCOLNSHIRE LOCAL RESILIENCE FORUM MEETING
- EAST MIDLAND DMO MEETING
- VISIT ENGLAND DMO MEETING
- COASTAL DMO MEETING
- COASTAL DEVELOPERS MEETING
- COASTAL SKILLS AND DEVELOPMENT MEETING
- DESTINATION LINCOLNSHIRE MEETING
- TOURISM COMMISSION MEETING





**Vote "YES"
for future
Grants &
Funding**

Funding Opportunities

In 2020 a successful funding application was submitted to the Coastal Communities Fund and as a result, we were awarded approximately £10,000 to cover the cost of the Skills Portal that has now been implemented. Following this, Visit England also awarded us approximately £25,000 to assist with COVID recovery.

Visit Lincs Coast was supported through COVID-19 by successful submission of various grant funding applications provided by Central Government. We also applied for funding for two additional Street Ranger positions through the Kickstart To Work Scheme which was awarded.

A joint funding application has recently been submitted to the Community Renewal Fund.

WHAT HAPPENS IF IT IS A 'NO' VOTE.

If you do not vote "YES" then Visit Lincs Coast will simply cease to exist in its current form on 31 August 2022.

All of the services such as Destination Marketing and Promotional activities, Events and Event Management, Environmental Projects and Business Support, as well as external Funding and Grants will no longer be available.

Remember all of these fantastic things contribute to improving and promoting your coast.

**THERE IS NO
PLAN B- VOTE
YES**

**FREE COURSES
AVAILABLE ON THE
VISIT LINCS COAST
SKILLS PORTAL**

COVID 19 Support

Visit Lincs Coast had to pivot during the COVID restrictions and reallocated some of the Marketing & Promotion Budget to the Business support element.

**VISIT LINCS
COAST FREE PPE
PACKS & SOCIAL
DISTANCING KITS**

**CAMPAIGNING &
CIRCULATING
GOVERNMENT GRANTS
AND INITIATIVES**

**VISIT LINCS COAST
FREE COVID-19
BUSINESS HUB**

**LDO SEASON
EXTENSION
CAMPAIGN**

**LEVY BILL
DEFER-
MENTS FOR FY
2020/2021 AND
FY 2021/2022**

**VISIT LINCS COAST
NEGOTIATED 25%
REDUCTION TO BILLS IN FY
2021/2022 IN REPOSE TO
DISRUPTION CAUSED BY
COVID-19**

Weatherproof Social Distance Floor Painting

Social Distancing Posters and Face Masks

Social Media Business Support

“Good to Go” Scheme “Enjoy Summer Safely” Scheme

“Eat Out to Help Out” Scheme

Active & On-going Campaign Support

Raise the BAR Campaign “Cover Your Face” Guidance

“Talk Before You Walk” Scheme

SOCIAL DISTANCING MATERIALS



SOCIAL DISTANCING PACK

We have been working to put together a pack of materials for you in readiness for re opening your business. Each pack will contain the following.



MAINTAIN PHYSICAL DISTANCING
Maintain a safe physical distance between yourself and others

NON SLIP FLOOR VINYL

2x Social Distancing Floor Vinyls (1 of each design)



KEEP LINCOLNSHIRE SAFE



POSTERS

2 x Keep Lincolnshire Safe Posters

SANITISER & PPE KIT

This pack will include:
10 individually packed face masks
3x 1 ltr bottles of sanitiser



THESE WILL BE AVAILABLE TO COLLECT FROM SKEGNESS TOWN HALL. WE WILL ARRANGE YOUR COLLECTION DATE/TIME WITH YOU INDIVIDUALLY

Welcome to your NEW SKILLS PORTAL

Visit Lincs Coast Skills Portal

Coastal Communities Fund

Access Now
www.visitlincscoast.co.uk/skillsportal

sunflower lanyard scheme

Assisting people with hidden disabilities

HIDDEN disabilities

We must keep on protecting each other.

HANDS FACE SPACE

STAY ALERT. CONTROL THE VIRUS. SAVE LIVES.

Vote 'YES' for Business Support & Campaigning



OUR AIMS FOR THE NEXT 5 YEARS



In April 2022, Visit Lincs Coast will be subject to a second term ballot seeking to secure a further five years for the Business Improvement District.

The new business plan will ensure that the qualifying levy payers feedback is acknowledged and included in the process, we ask that you be a part of this by completing the survey. Collating this information from you directly is crucial in helping us to establish what you, the business owner feels should take precedent for tourism within your local economy and also for your individual business sector(s).

Visit Lincs Coast is focused on sustaining and strengthening the visitor economy across the whole of the Lincolnshire Coastal Action Zone, the over-arching four key values of the BID will play a pivotal part in the recovery and longevity of the Lincolnshire coastal destinations, this will have a positive impact on the tourism industry and also the commercial sectors who service and supply to tourism led businesses that fall within the catchment area.

Quite simply, with public sector funding being squeezed to the limit **there really is NO PLAN B. VOTE YES!**



What does a "YES VOTE" mean?

Voting "YES" for Visit Lincs Coast means that we will continue to build upon our learnings so far, delivering the VISIT LINC'S COAST branded signature events, introducing NEW and exciting events, the continuation of BID funded and supported events, extensive destination marketing, ranging from the continued development of the VISIT LINC'S COAST website, destination guides, large scale digital campaigns, email and vast social media marketing to individual marketing support for businesses, environmental enhancements and adherent to our "Green and Clean" ethos and caring for our coast, street patrolling and business support, working with sector specific industries to support them and their business activities and collectively raising the profile for all Lincolnshire Coastal tourism.

What does a “NO VOTE” mean?

A “NO VOTE” means that vital destination marketing and events will cease, leaving our tourism industry exposed to competition from other areas as a major UK holiday destination. The tourism industry on the Lincolnshire Coast will have little or no funding to support and fund future events which not only increase footfall and promote the coast as a whole, but support businesses throughout the year. Environmental projects and enhancements will no longer be undertaken by Visit Lincs Coast, along with any VLC Business Support activity. A “NO VOTE” means that the Visit Lincs Coast brand will be lost. There is NO PLAN B for this type of funding across the Lincolnshire Coast.
VOTE YES!

With that in mind we would be grateful if you could complete our survey and return it by **30th November 2021**. The survey address is: <https://www.surveymonkey.co.uk/r/LCDBID2021>
Also, available on our website www.visitlincscoast.co.uk

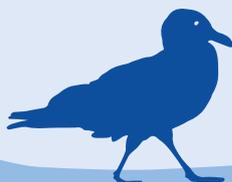


We will be holding Business Engagement Sessions on **Tuesday 23rd & Wednesday 24th November** at various venues in Skegness, Ingoldmells, Sutton on Sea and Mablethorpe. For more information, please visit our website or contact us on info@visitlincscoast.co.uk or call **01754 611845**.

The survival of our business communities and the recovery of our visitor economy relies on our ability to take a strong and united stance. Together.

For more information and to keep in touch contact **Nicola McGarry** on **01754 611845** or via email: nicola.mcgarry@visitlincscoast.co.uk

**THIS IS OUR
COAST, OUR
FUTURE**



A "NO" VOTE WILL IMMEDIATELY STOP THE FOLLOWING.



Signature events and festivals, no more BID funded events or contributions to allow other events to take place



Successful BID funding applications to Central Government to invest back into the area



Contributions or delivery of Christmas Markets, and other seasonal Festivities



All supported safety initiatives such as close partnerships with Lincolnshire Police, Safer together and Local & County Authorities



Marketing, promotions, and social media campaigns



All security services including street patrols, Business watch schemes and town wide radio link scheme



Schemes such as radio adverts, podcasts and videos to encourage visitors nationally and internationally to visit Lincs Coast



All BID cleaning and environmental services



A voice for businesses and to lobby on political or pressing issues on their behalf



All BID funding for infrastructure such as elements of BID liaison with CCTV operators link scheme

Vote YES!



TOGETHER WE ARE STRONGER

So let's keep the big wheels turning

SECOND TERM VOTING TIMETABLE 2022 – 2027 FOR THE CONTINUATION OF VISIT LINCS COAST

Ballot timeline	
Business Plan circulation	Early 2022
Notice of Ballot to Secretary of state and Local Authority	By 14th December 2021
Notice to Ballot Holders	By 8th March 2022
Despatch of Ballot papers	By 19th April 2022
Appointment of Proxy	By 7th May 2022
Cancellation of Proxy	By 12 May 2022
Re-issue of replacement Ballot papers	By 13th May 2022
Close of Ballot	17th May 2022
Declaration of Ballot result	18th May 2022

