



Visit  
Lincs Coast  
DESTINATION BID

# Visit Lincs Coast Destination BID

BUSINESS PLAN 2022 – 2027

**INVESTING A  
FURTHER £3 MILLION  
DURING THE NEW  
TERM FOR THE  
LINCOLNSHIRE  
COAST**

**Our Coast Our Future**

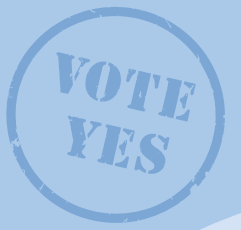


# TABLE OF CONTENTS

3		Welcome from the Chair
4		What is a Destination Business Improvement District (DBID)?
5		NO Vote and YES Vote consequences
7		Tourism Data in your Area
8		Your Investment, your Destination
9		What we do
16		Listening to You
17		Our purpose, your Praise
20		What's NEW in Term Two
24		Visit Lincs Coast DBID Business Community
26		Visit Lincs Coast DBID Levy
27		Visit Lincs Coast New Term Budget Forecast (2022 – 2027)
28		Visit Lincs Coast DBID Governance & Management
30		Visit Lincs Coast DBID Levy Rules & Ballot
31		Measuring our performance
31		The Next Steps



## WELCOME FROM THE CHAIR



**The Lincolnshire Coastal DBID began in 2017. Its primary purpose was to deliver professionally coordinated destination marketing and events for the Lincolnshire coast. It is hard to believe that nearly 5 years have passed. Our aim was to:**

- **Provide 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.**
- **Develop 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.**
- **Create a vibrant and coordinated year-round marketing campaign promoting what the Lincolnshire coast has to offer.**
- **Work with partners to deliver new headline signature events to attract new visitors and generate new revenues along the Lincolnshire Coast.**

The core of our work was driven by a private sector management approach, and the belief that local businesses should influence the decisions made about their place and their local trading environment. The budget of around £500K pa would give this private sector not for profit, 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 £105k during the first term.

Working alongside a range of other partners, the Board of Directors (drawn from local business representatives who work on a voluntary basis) work diligently on your behalf, to fulfil your wants and needs both individually and for our destination as a whole. We are keen to continue to underpin our current success, plan for the future and build innovatively to deliver. We can only do this with your ongoing support and commitment.

The first five years have been more difficult than anyone could ever have imagined back in 2017. 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.

Whilst the pandemic has meant unprecedented challenges for everyone on the Lincolnshire Coast, we can now all see the 'light at the end of the tunnel'. We believe a joint commitment to continue the DBID is vital to our recovery and growth. The fact is that the Visitor Economy is a pivotal part of our economy.

The future can be very bright for our Coast, 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 a year-round destination, which in turn will benefit businesses and create more full-time job opportunities.

The business environment is competitive. Since the beginning of our first term and over time the industry has noticed significant changes in consumer shopping and leisure expectations. As a result, destinations have realised the value of business improvement districts and have either introduced or renewed their own BIDs. New coastal BID's that have recently formed or have renewed their term are The English Riviera (Torquay), Greater Yarmouth and the Yorkshire Coast.

**The ballot will take place between 02 August and 30 August 2022.**

**To continue our aspiration to deliver our key priorities, provide a high-quality visitor experience and to promote tourism within our destination in order to help our businesses prosper we ask for your support.**

Vote "YES" for the Lincolnshire Coastal DBID.

Yours Faithfully



*Sid Dennis- Chairman  
Lincolnshire Coastal DBID LTD*



# WHAT IS A DESTINATION BUSINESS IMPROVEMENT DISTRICT (DBID)?



A Destination Business Improvement District or DBID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition and separate to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value then a DBID is created. The DBID company exists for a maximum of 5 years and must spend the funding raised in accordance with the agreed business plan. There are currently over 300 BIDs in the UK including 9 Tourism Destination BIDs.

## AN INVESTMENT IN YOUR BUSINESS

This document aims to both review the success of the Lincolnshire Coastal DBID and also offers the opportunity to all businesses falling within the DBID area to secure a second term for Visit Lincs Coast. This will allow us the opportunity to invest a further £3m over the next

5 years and continue our work on the firm foundations that we have laid. Together we can continue to improve and compete.

## THE FUNDING - YOUR MONEY, YOUR SAY.

Many places have decided to adopt this private sector management model called DBIDs, to implement the wishes and wants of their business community. Lincolnshire Coastal DBID 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 DBID boundary on the ideas agreed and voted for within 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 baselined and DBID money cannot substitute or replace these.



## THE DBID COMPANY

Lincolnshire Coastal DBID is managed by a Board of Directors drawn from local large and small businesses from within the DBID area, all of whom work voluntarily. It is a private, not for profit, independent company. Any levy payer is eligible to become a member of the DBID Company and can then be put forward to serve as a Director of the DBID.

## THE VOTE

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

# NO VOTE AND YES VOTE CONSEQUENCES

## WHAT HAPPENS IF IT IS A 'NO' VOTE?

If you do not vote "YES" then the DBID will simply cease to exist in its current form from 1st September 2022. All of the services such as the marketing and promotion, events, environmental projects and business support activities that are funded through the DBID will cease at that time.

A "NO VOTE" means that vital destination marketing, events and management will cease, leaving

our Visitor Economy exposed to competition from other areas as a major UK holiday destination. The Lincolnshire Coast will have little or no funding to support and fund future marketing and events which not only increase footfall and promote the coast as a whole, but support businesses throughout the year. Environmental projects and enhancements as well as business support activities will also no longer be undertaken. Remember East Lindsey District Council do not have the funds to replace what Visit Lincs Coast do.

A "NO VOTE" means that the Visit Lincs Coast brand will be lost.

A "NO VOTE" means that our competitors will continue to invest and move forward. Key ones include Bournemouth Coastal BID investing over £3.5m, Greater Yarmouth BID investing over £2m, Isle of Wight BID investing over £1.5m, Yorkshire Coast BID investing over £4m.

**There is NO replacement body that will deliver these services. There is NO Plan B.**

## A "NO" VOTE WILL STOP THE FOLLOWING.



Marketing, promotions and social media campaigns (inc in £1,150,000 budget over 5 year term)



All supported sector specific, FREE skills & development courses, partnerships with education providers, safety initiatives and partnerships with Lincolnshire Police, Safer together will no longer exist (inc in £150,000 budget over 5 year term)



Schemes such as TV campaigns, radio adverts, podcasts and videos to encourage visitors nationally and internationally (inc in £1,150,000 budget over 5 year term)



All security services including street patrols, Business watch schemes and town wide radio link scheme (inc in £150,000 budget over 5 year term)



Signature events and festivals, DBID funded events or contributions to allow other events to take place will cease to exist (inc in £750,000 budget over 5 year term)



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



All BID funding for infrastructure such as elements of DBID liaison with CCTV operators link scheme (inc in £150,000 budget over 5 year term)



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



All BID cleaning and environmental services (inc in £450,000 budget over 5 year term)



Contributions or delivery of Christmas Markets, and other seasonal Festivities (inc in £750,000 budget over 5 year term)





# YES



# VOTE

## WHAT HAPPENS IF IT IS A 'YES' VOTE?

A **"YES VOTE"** means that the Lincolnshire Coastal DBID will aim to deliver many services it already provides and will promise a further £3 million of investment.

A **"YES VOTE"** means that Lincolnshire Coastal DBID will deliver the four key priorities;

- Say "YES" to Destination Marketing and Promotion
- Say "YES" to Events
- Say "YES" to Business Support
- Say "YES" to Environmental Enhancements and Access Schemes (Clean, Green & Attractive).

A **"YES VOTE"** means that the Lincolnshire Coastal DBID will seek to raise additional income to enhance the activities it delivers.

A **"YES VOTE"** means that in the new term, over 960 Tourism and Hospitality businesses will continue to be supported.

A **"YES VOTE"** means that the future of the Lincolnshire coast is bright, and the Lincolnshire Coastal DBID will deliver its pledge to you.



## TOURISM DATA IN YOUR AREA



The following data provides a summary of the "Steam Report" published at the end of 2020 by ELDC, showing the overall impact on tourism during the period of 2017 to 2019. Reporting on 2020 data has not been included due to the impact on tourism throughout the COVID-19 pandemic.

In relation to this report, the DBID levy investment was circa £2.5 million pounds during its first five-year term.

The increase of holiday spend from the 2017 to 2019 STEAM reporting period equates to approximately £49 million, 20 times more than the total levy collected by LCD BID.

Based on the data provided in the STEAM report, this increase coincides with the incorporation of the Lincolnshire Coastal DBID back in September 2017, since then, an advanced annual destination marketing budget has been allocated from the Levy funding collected and

a brand-new marketing strategy has been formulated and delivered each year.

The tourism industry is a fluctuating market, the rise in statistics during the first term of LCD BID anticipates that a boost in advanced destination marketing and a full and exciting annual events calendar has proved to be a strong return for investors.

Over **£2.5 million** invested by the LCD BID in the first term



Tourism & Retail Spend of over **£540 million**



Over **1200** businesses contributed to LCD BID during first term

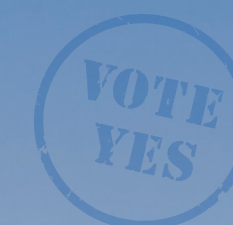


Staying Visitors Up by **3%** Day Visitors Up by **7.3%**



When attempting to analyse tourism performance, the larger context always needs to be considered and in doing so, the relative stability and progress being made in terms of visitor values and volume could be viewed as success. It is likely that the continued progress is linked to a variety of local investments and LCD BIDs investment will have contributed to that success.

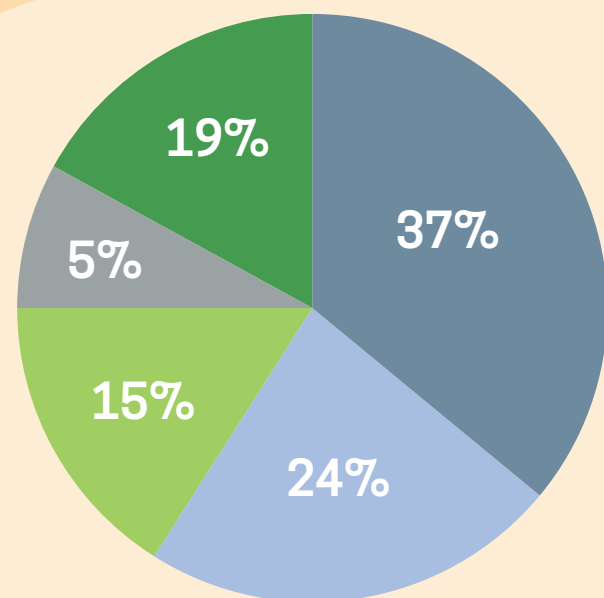
Source: STEAM report 2017 - 2019





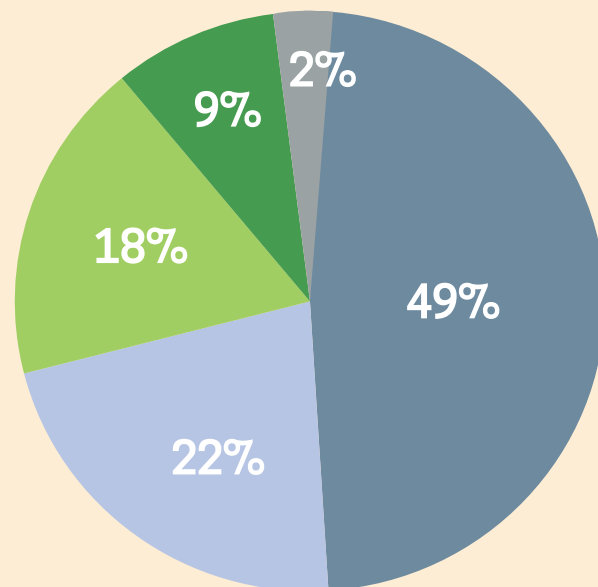
# YOUR INVESTMENT, YOUR DESTINATION

By delivering our four key priorities, the Lincolnshire Coastal DBID will continue to support the growth of our local economy and its success, ensuring that the destination provides a competitive reason to visit and invest.



## DBID KEY PRIORITIES PROJECT FUNDING BREAKDOWN

- MARKETING & PROMOTIONS 37%
- EVENTS 24%
- ENVIRONMENTAL IMPROVEMENTS 15%
- BUSINESS SUPPORT 5%
- OVERHEADS 19%



## LEVY INCOME SECTOR BREAKDOWN

- RETAIL 49%
- ACCOMMODATION 22%
- FOOD & DRINK 18%
- ENTERTAINMENT & LEISURE 9%
- OTHER SECTORS 2%

## WHAT WE DO



## EVENTS

**Visit Lincs Coast delivers and supports a range of events.**

This encompasses not only the large events but smaller ones throughout the district. Much of our work is operational and addresses the services that you, the DBID levy payer wanted to see delivered in addition to those the local authority provides.

Over the last 5 years, Lincolnshire Coastal DBID 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 Lincolnshire Coastal DBID catchment area.

The support and resources that we offer is variable and tailored specifically to suit individual needs, our resources range from DBID 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 of people each year.

### EVENTS DELIVERED AND SUPPORTED BY VISIT Lincs COAST INCLUDE

- VINTAGE ON SEA
- SKEGNESS REGGAE & SKA WEEKENDER
- MABLETHORPE MUSIC MIX UP WEEKEND
- MABLETHORPE CONTINENTAL MARKET
- AMCA SKEGNESS (MOTOCROSS & SAND RACING)
- COASTAL CHRISTMAS ACTIVITIES
- SEASIDE & SPARKLE FIREWORKS DISPLAYS
- EASTER TRAILS
- HALLOWEEN TRAILS
- COASTAL CARNIVALS
- SKEGNESS SCOOTER RALLY
- SKEGNESS LIGHT PARADE
- SKEGNESS BOWLS TOURNAMENTS
- WAINFLEET BIKE WEEKEND
- BANDS ON THE BANK – WAINFLEET
- COASTAL POPPIES ON THE PROM
- BANDS ON THE STAND – SKEGNESS TOWER GARDENS
- SAND SCULPTING
- VIKING FESTIVAL
- SKEGNESS TEENAGE MARKET
- CHAPEL ST LEONARD'S FAMILY FESTIVAL WEEKEND
- SKEGNESS KITE SURFING FESTIVAL
- MABLETHORPE ILLUMINATIONS
- SKEGNESS SCOOTER RALLY
- ROSEY NOSEY FUN RUN
- MABLETHORPE SAND RACING



# DESTINATION MARKETING & PROMOTIONS

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

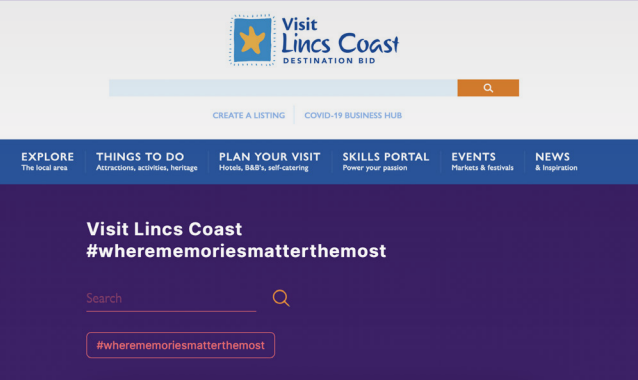
The Marketing and Promotional work has varied from year to year, working closely with numerous resources and platforms to ensure maximum exposure.

The creation and development of the Visit Lincs Coast website [www.visitlincscoast.co.uk](http://www.visitlincscoast.co.uk) has had hundreds of thousands of hits since being established. Businesses can advertise on the Visit Lincs Website by creating a listing or getting in touch with the team, this service is FREE of charge to all Levy Paying Businesses.

## DESTINATION MARKETING ACHIEVEMENTS BY VISIT Lincs COAST:

### The Visit Lincs Coast Website

Many of the Visit Lincs Coast annual marketing campaigns were designed and delivered with a “call to action” which diverts readers/listeners/followers to the VISIT Lincs COAST website, this guides visitor traffic to find out more information on our Coastal destinations, events, inspirational family days out, places to eat and stay and DBID news and updates.



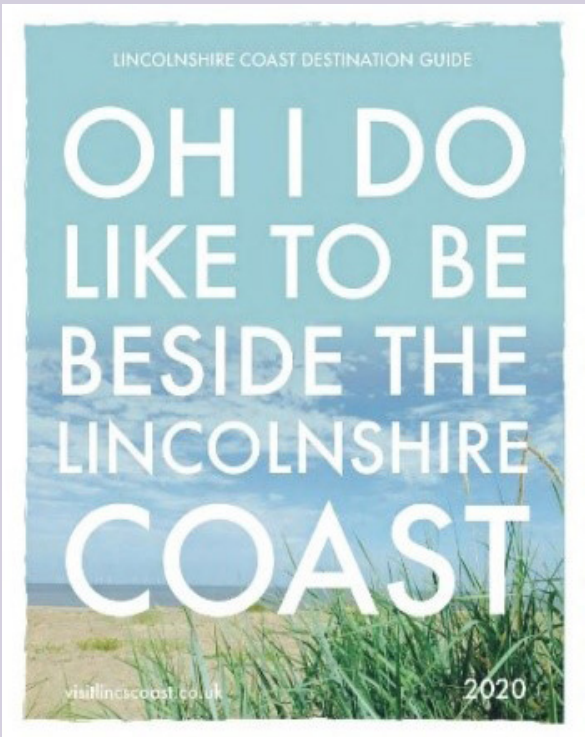
The Visit Lincs Coast website was launched in September 2017, since then the analytics show a steep rise in audience growth and a vast increase of new and returning visitors. The statistics reach peak points in line with the release dates and marketing campaigns for individual Visit Lincs Coast event promotions, whilst showing a decrease in audience size in 2020 and during the COVID-19 lockdown period.



The analytics from 2021 highlight the value of a strong destination marketing plan that incorporates a “call to action” and demonstrates the need to collate our resources and work together to support the tourism sector on the Lincolnshire coast and to deliver the size and scale of destination marketing required in order to compete as a UK holiday destination.



All marketing platforms are specifically chosen which allows us to reach our target audiences throughout the UK and beyond with and focus on individual Coastal Towns and Villages where there is a variety of attractions and accommodation.



### Destination Guides

### National TV Advert

### Event Specific Marketing

### Visit Lincs Coast Film Making

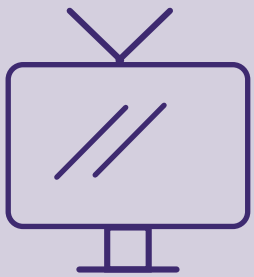
- Visit Lincs FUNCOAST Video
- Visit Lincs Natural Coast Video
- Visit Lincs Brands of the Lincolnshire Coast Christmas Video
- Visit Lincs Coast and Explore the Great OUT-DOORS Video
- GIFS (Graphic Interchange Format/3 Second Video Clip)
- Short Video Edits for Digital Marketing

### Destination Events Video's

- Vintage on Sea
- Mablethorpe Music Mix Up Weekend

### VISIT Lincs COAST SOCIAL MEDIA PLATFORMS

- f Facebook
- Instagram
- Twitter
- YouTube
- TIKTOK



**Radio Advertising reaching hundreds of thousands of people!**

**TV Adverts reaching approx. 8 million people!**

### INSTREAM

- Project (reaching nearly 4million people)
- Holiday Destination Brochures
- Group Travel Guides
- Advertorials
- Digital Signboard Advertising
- Event Marketing
- Collective Coastal Event Marketing
- Newspaper & National Tabloids Adverts
- Visit the Lincolnshire Coast Lorry Campaign

- Visit Lincs Coast CAMPERCAST Podcast Series
- #Visit Lincs Coast #Where Memories Matter the Most Campaign

### Direct Marketing

- Utilising our growing database built from our marketing campaigns with the ability to capture data we have been able to create regular digital emails using Mailchimp.
- Visit Lincs Coast Newsletters
  - Event Promotions
  - Seasonal Activities





# ENVIRONMENTAL ENHANCEMENT & ACCESS SCHEMES

## Clean, Green and Attractive

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.

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'.

New or improved wooden and metal information boards throughout the district were installed to signpost visitors to honey pot locations. Additionally, the Lincolnshire coastal DBID have purchased many items to enhance the look of certain visitor hot spots across the coast.

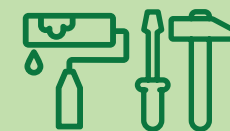
### VISIT Lincs COAST UNDERTAKE SPECIFIC ENVIRONMENTAL PROJECTS



- BEACH CLEANS
- PATROLLING
- BUSINESS ENGAGEMENT
- GRAFFITI REMOVAL
- EVENT PATROLLING
- LITTER PICKING
- MONITORING KNOWN HOTSPOTS TO REMOVE SHARP OBJECTS AND DRUG PARAPHERNALIA
- HANDING OUT LEAFLETS
- WELCOMING AND SIGNPOSTING VISITORS
- WORKING WITH POLICE AND VARIOUS NEIGHBOURHOOD WATCH ORGANISATIONS
- PLANTING AND MAINTAINING RAILING TROUGHS
- TRIMMING HEDGE ROWS AND ALLEYS



28 railing  
planters

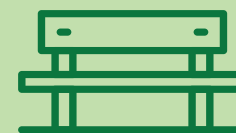


60 benches have  
been repainted or  
repaired



15 dog  
fouling  
bins

50 new  
benches across  
the district



35 square  
ground planters



TO ENHANCE THE VISITOR  
EXPERIENCE VISIT Lincs COAST  
LOBBIES ON BEHALF OF  
BUSINESSES TO HELP IMPROVE  
THE DISTRICTS INFRASTRUCTURE  
AND ENVIRONMENT



Skegness Chamber - lobbying for improved parking and destination signage to ease our visitors journey



To improve the connectivity of transport and road infrastructure into the local coastal towns and villages.



Individual applications to improve and enhance or develop their own business.



SUPPORTING TOWN DEAL APPLICATIONS



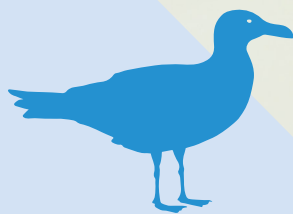
POTENTIAL  
FUTURE  
PROJECT







Visit Lincs Coast  
**Skills Portal**  
Making waves for OUR Coast OUR Future



## BUSINESS SUPPORT AND NETWORKING

### Visit Lincs Coast Skills Portal

Working with our partners at LCC, GLEP and CCF, funding was obtained to implement a Skills Portal 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. All of the courses available on the Visit Lincs Coast Skills Portal are hand selected and sector specific to the variety of industries located within the Lincolnshire coast.

### Business Support Events

#### Be My Guest Hospitality Roadshow

'Be My Guest Hospitality Roadshow' where independent accommodation providers from across Lincolnshire came together to meet new suppliers, discover new ideas and learn new tricks of the trade.

#### Business Engagement Meetings

To allow all levy contributing businesses the opportunity to meet the team and discuss the achievements of Visit Lincs Coast and to contribute and learn more about the plans for the future.

#### Positivity Package

We have put together a "positivity package" for business levy payers which includes help and advice for Finance,

HR, Employment and H&S issues, and continue to highlight the importance of maintaining high standards of customer service to businesses on a regular basis.

### 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, providing the levy paying businesses the following support

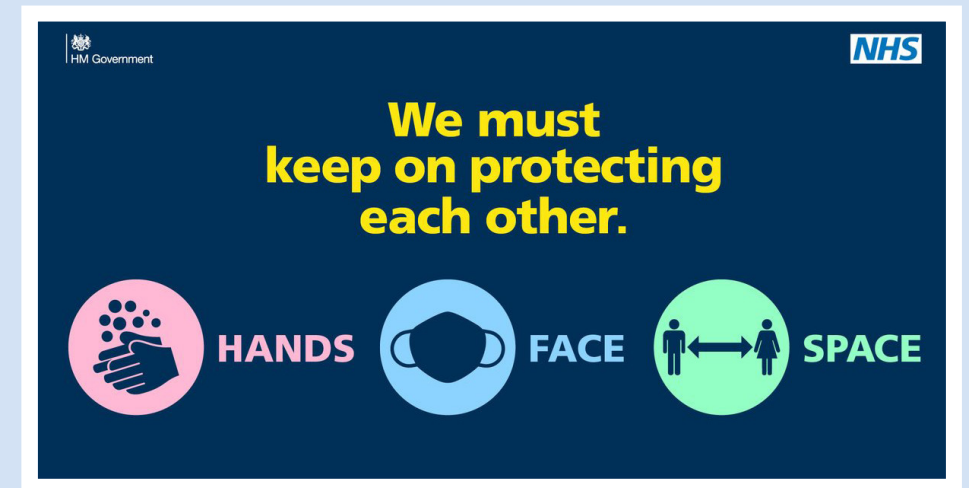
- Visit Lincs Coast Skills Portal
- Visit Lincs Coast PPE Packs
- Visit Lincs Coast Business COVID Information HUB
- Government Grants & Initiative Notices
- Levy Deferment
- 25% Discount on Levy Bills for 2021/2022
- LDO Season Extension Campaign
- Social Distancing Floor Painting

### Marketing Video Campaigns highlighting the changes to COVID restrictions

- Preparing to welcome you back
- On track to welcome you back

### COVID Campaign Support

- Raise the BAR Campaign
- Enjoy Summer Safely
- Good To Go
- Eat Out to Help Out
- Cover Your Face
- Hands Face Space
- Talk Before You Walk
- The Sunflower Lanyard Scheme



LCDBID also 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.

To help with the safety and security and with the buy in from multi-agency organisations the LCDBID implemented a Business Watch scheme.



### THE LCDBID ATTENDS THE FOLLOWING MEETINGS:



- PARISH COUNCIL MEETINGS IN THE DBID DISTRICT AREA
- CONNECTED COAST TOWN DEAL MEETING
- 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 TO ENSURE THAT NATIONAL AND LOCAL STRATEGIC POLICIES AND SUB-SEQUENT PRIORITIES AND INFORMATION ARE AT THE FOREFRONT



Opportunities are made available through organisations such as Visit England, Destination Lincolnshire, Visit Lincoln, Business Lincolnshire, Team Lincolnshire, Lincolnshire Local Resilience Forum, Greater Lincolnshire Enterprise Partnership, Coastal Communities Funding and County and District Councils.



# NEW TERM BALLOT TIMELINE – Key dates

SEP  
2021

Presentation to  
Lincolnshire Coastal  
DBID Board, including  
businesses, stakeholders  
and public sector

OCT  
2021

Business Impact  
Assessment collation

NOV  
2021

Business Engagement  
Workshops across the  
DBID area

Achievements  
Newsletter

DEC  
2021

Feedback survey  
circulated to all eligible  
businesses

JAN  
JUN  
2022

Engagement with  
eligible businesses  
within the DBID area

JUL  
2022

New term Business  
Plan to be produced  
and available on our  
website to all eligible  
businesses



## LISTENING TO YOU

It is important when developing the new business plan that we listen to what our businesses and stakeholders have to say. This is even more acute when we have been through times of great challenge and upheaval, but also one which provides opportunity.

We have spent time engaging with businesses over the last few months and listened to your thoughts and suggestions. In addition to our usual newsletters and direct contact with businesses, we have consulted and arranged engagement workshops with regards to the new term of the DBID.

## YOUR FEEDBACK FOR TERM TWO

Based on feedback received and looking forward to the next 5 years, the majority of levy paying businesses wish to see the current projects continue.

Additionally, a greater focus on attracting visitors during the Winter months and better communication with businesses was also highlighted.

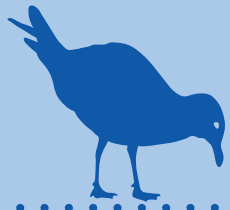
The focus and fundamental role of the DBID is to manage, market and promote the Lincolnshire Coastal Action Zone (CAZ).

Visit Lincs Coasts overarching priority is to raise the profile of the Lincolnshire Coast and its resorts, towns and villages and to ensure that those who visit or do business here, have the best experience possible.

Our aim is to ensure that the Lincolnshire Coastal DBID remains an informed representative and a strong voice for our businesses. We are committed to effectively promoting the Lincolnshire coast, securing our position not only as one of the largest DBIDs in the UK but to strive as an industry leader.

With this in mind, we will continue to focus on our four key priorities.

# OUR PURPOSE, YOUR PRAISE



VOTE  
YES



**Sofie Bell – Business  
Owner, Mablethorpe  
Ice cream Company -  
Mablethorpe**

“After a tough couple of years with COVID, the BID is now more important than ever, especially as British seaside holidays must compete with overseas destinations. The budget that the BID provides to the east coast, is vital when attracting people to the area. The events that are planned are significant to our seasonal calendar, and without them, the local businesses alone would struggle to create the influx of tourism that the BID does.

Anything that brings trade and awareness to our town by celebrating tourism and culture, needs to be encouraged, many of our local businesses are seasonal and the BID is a massive support in increasing that trade. As a business owner in Mablethorpe, I see first-hand that the BID brings fantastic additions to our town events. As well as attracting visitors, it's great for our local community, brightening spirits amongst local people, businesses, and families, by providing that all important community spirit, and a support system which enhances relationships amongst the community.”

**Steve Andrews,  
Hildreds, Shopping  
Centre Manager -  
Skegness (part of  
the Riverside Group)**



“There are many methods that can be used to increase visitor numbers to our area. One of the main ways to achieve this is by providing something for the visitor that nowhere else offers. I am really encouraged to see the Visit Lincs Coast BID have advertised and supported almost 30 events this year across our region. By

developing a 12-month program of events this doesn't just allow the visitor to plan ahead but it also helps the businesses in our area prepare for an uplift in tourists. An uplift in visitor numbers means an increase in visitor spend and a 12-month program of events means a prolonged influx of visitors which is so important to sustain and improve the local economy not just over the main summer period but throughout the year. I am proud to be working with Visit Lincs Coast BID on a number of events and happily pledge my support to them.”



**Stuart Bateman,  
Managing Director,  
Batemans Brewery -  
Wainfleet**

“In conjunction with a review of the Business Rates system for hospitality, the DBID is of great importance in helping to develop the ‘footfall’ and profitability of tourism in our area. Pubs and hospitality have done such a great job, but when our competitors are making effective use of their BID's, we mustn't be left behind.”

**Stuart Hardy -  
Hardy's Animal  
Farm, Ingoldmells**



“Small Businesses, like ours, don't have the marketing budget to deliver the kind of campaigns to promote the area to the UK-wide tourism market. By pooling our resources, and working together we are able to attract visitors from a much wider geographical area and increase our visibility domestically. Locally, no other body is able to do this, which would leave us behind other areas who will be able to continue this activity and take away visitors from us. If we aren't able to promote what we have to offer in this area, visitors won't know to come, and

as we all know, footfall is the most important factor to the success of our businesses. This is potentially a very positive time for domestic tourism and we must ensure that we make the most of this opportunity to continue to grow our market share.”



**Ruth McFarlane,  
Business Owner,  
The Matador Café  
- Spanish City,  
Mablethorpe**

“Getting ready for The Matador Cafés new season, we were delighted to see that the VLCDBID had sent someone to clean one of the tunnels in the square. The gentleman who was doing the work was very polite and helpful to us. I have to say it's encouraging to see Spanish City is getting some help as I haven't noticed any before and I am sure I talk for all working in Spanish City that this is very much needed. This square being so close to our lovely beach has the potential to be a beautiful area for locals and holiday makers alike, to enjoy and be an asset to our town. We at the Matador will continue to do our bit in Spanish City and hope to see some more of the Visit Lincs Coast team in the square, your presence was noted and appreciated’.

**James Brindle,  
Executive Director -  
Magna Vitae**



The Visit Lincs Coast Destination BID (VLCDBID) is a critical aspect of the promotion and the development of the business and tourist offer on the East Coast of Lincolnshire. Without the services the VLCDBID offer I am in no doubt that the way the coast is promoted and the number of exciting flagship events that happen would be greatly diminished. This is a critical time to support the VLCDBID and ensure its work is maintained.





**David Smith,**  
Business Owner,  
Bacchus Hotel -  
Sutton on Sea

I support the funding to the Visit Lincolnshire Coastal Destination BID. The bespoke funding really does support local themed events, that would not be obtainable if carried out by a sole individual. The Sutton-on-sea Vintage weekend has really become a highlighted event, of the calendar that draws hundreds if not thousands of visitors to our coastal town, and would certainly not be realised without the funding it receives. It is also an event that brings local community camaraderie to the forefront, with local people choosing to engage. This type of targeted sponsorship is vital to places such as Sutton, and all the local areas along the Lincolnshire Coast.

**Chris Baron**  
FCMA Chairman -  
Connected Coast  
Board.



There has never been a more important time for the value of our Lincs Coast DBID to be recognised as we emerge from the pandemic. All of our competitors will be investing heavily to attract as many customers as possible. I am certain that by businesses working together we can be even more successful. The best way of doing this is by supporting the DBID and securing a second term. This will give us a competitive marketing budget, a very strong events calendar and a lobbying voice to secure support for our area and the skills agenda. Without the DBID who will provide this vital support for our coast. Vote yes for LCDBID2.

**Steve Harvey - Skegness**  
AMCA Beach Race



The AMCA Skegness Beach Race which has been running since 2009 could not continue without the support of the Visit Lincs Coast BID, the continued support we receive allows us to plan for a bigger and better event the following year.

**Mark Sands (Sandy)**  
- Skegness Light  
Parade



If it wasn't for Lincolnshire Coastal Destination Bid's support the Skegness Light Parade wouldn't be able to go ahead. Not only have the BID helped us with funding the event but they have also been a massive help with promoting the event on social media and assisting with leaflet distribution within Skegness and the local area.

**Kim Parrinder**  
Mablethorpe  
Big Local CCC



Coastal Community Challenge are planning, designing and delivering a Platinum Jubilee Heritage Trail between Mablethorpe and Sandilands. Lincolnshire Coastal DBID have partially sponsored the Trail Boards for which we are very thankful.

**Dave Woods - English**  
Bowls Federation  
& National  
Championships  
at Skegness



I would like to thank Lincolnshire Coastal Destination BID for the help and support you have given our Championships over the last couple of years. We have been holding our Championships at Skegness for the last 62 years and but was finding it hard to find sponsors to help us continue. However, with the help of the Lincs Coast Destination BID team we are now in a position to continue holding our Championships at Skegness.

We have over 1600 players taking part over the week, with many more 1000s spectators coming to watch and without their support it would have been very difficult to continue.

We are hoping that the DBID will be allowed to continue with the support they have given us, as we know this will enable us as a National Bowling Federation to continue.

## Big Local CCC Committee

Big Local CCC are grateful to the DBID for all their support and funding towards Street Theatre for our Easter Event in Mablethorpe.

## Mablethorpe & District Motor Club

On behalf of Mablethorpe & District Motor Club, we would like to thank the BID for vital grant funding towards our Classic Car event in 2019. Social Secretary - MDMC

**Lydia Rusling,**  
Assistant Director  
for Economic  
Growth - South &  
East Lincolnshire  
Councils Partnership between  
Boston Borough Council, South  
Holland District Council, and East  
Lindsey District Council



"Visit Lincs Coast is business-led and has worked effectively over the past five years to collectively invest in a programme of events, business support and promotion of the area. The team provide a positive link between the Council and businesses, whilst supporting our collective ambition for a thriving year-round visitor offer for the Lincolnshire Coast. The DBID plays a pivotal role in working with a range of partners to champion tourism. Following the impact of Covid restrictions on the visitor economy, now is the time to be working together to support the excellent range of businesses, promote the area as a leading UK destination and most importantly, invest in a positive and sustainable future for the Lincolnshire Coast."

**Charlotte Goy - Chief Executive,**  
Visit Lincoln, soon to be  
Destination Lincolnshire



"Visit Lincs Coast provides funding to implement four key priorities, Events, Destination Marketing & Promotion, Business Support and Environmental Projects. There simply isn't a 'Plan B' to subsidise the budgets that

have been generated through the business improvement process and reinvested back into the destination. Strong destinations need DBIDS and DMO now more than ever. Tourism, incorporating retail, leisure and hospitality has been most affected by the pandemic; and Destination Lincolnshire brings forward a new structure which is business led and across a wider geographical footprint which includes the Lincolnshire Coast."

## Skegness Area Business Chamber

Skegness Area Business Chamber are pleased to support the LCDBID as we see the need to have a collective voice and the funds to promote our area and enhance the visitor experience.



Throughout a difficult period the DBID team continued to deliver for our area and as we leave the lockdowns behind we look forward to helping the DBID drive our local visitor economy forward which will benefit our members, the wider business community and the people of Skegness.

**Alex Saul, Resort**  
Director at Butlin's  
Skegness



Visit Lincs Coast provides funding to implement four key priorities, Destination Marketing & Promotion, Events, Business Support and Environmental Projects. As Butlins is one of the largest contributors to the DBID, there has never been a more important time for the value of our Lincs Coast DBID to be recognised. Our competitors

will be investing heavily to attract as many customers as possible and raising the profile of the Lincolnshire Coast is crucial to the future success of our destination.

Through its comprehensive marketing strategy, showcasing a variety of experiences along the 22 miles of coastline, an exciting and extensive events calendar and supporting the local economy by being a collective voice through lobbying and securing external support for the area, Lincs Coast DBID can only benefit the area. Supporting the DBID and securing a second term will ensure that this valuable work continues to reinforce Lincs Coast further as the preferred place to visit. Vote yes for Lincolnshire Coastal DBID.





# WHAT'S NEW FOR THE NEXT TERM

The Lincolnshire Coastal DBID

**LINCOLNSHIRE COASTAL**

DESTINATION BID

will now be officially known as:



**Visit Lincs Coast**

DESTINATION BID

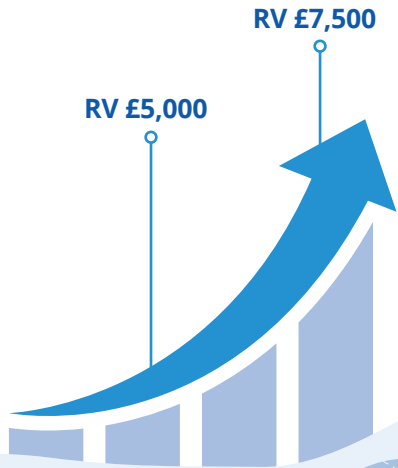
Streamlining the Visit Lincs Coastal wbrand to support Tourism and Leisure on the Lincolnshire Coast

## WE ARE RAISING THE BAR

During the first term, all businesses with a rateable value of £5,000 and over were included in the Lincolnshire Coastal DBID.

In support of the small and micro business community on the Lincolnshire coast, we are raising bar.

The new term will see businesses with a rateable value of under £7,500 formally exempt from paying the levy, but can still join voluntarily.



## KEY PRIORITY 1

### Destination Marketing & Promotion

Visit Lincs Coast has developed a strong branded and successful Marketing Strategy. We understand the importance of ensuring that we are current with new and innovative and mainstream technology. We will continue to research best practice and ways of working to constantly develop and improve our marketing and promotional strategy year on year.



**SPENDING A FURTHER £1,150,000 OVER 5 YEARS**

WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>The Visit Lincs Coast extensive destination marketing strategy will continue</p> <ul style="list-style-type: none"><li>• The Official Visit Lincs Coast website</li><li>• Visit Lincs Coast National TV Advert</li><li>• Visit Lincs Coast CAMPERCAST Podcast Series</li><li>• Destination Event Video's</li><li>• Photography and Videography</li><li>• Visit Lincs Coast Social Media Platforms</li><li>• Local and National Radio Advertising</li><li>• Digital Marketing</li><li>• Direct Marketing</li><li>• Event Marketing</li><li>• Destination Guides</li><li>• Newspaper &amp; National Tabloid Adverts</li><li>• Advertorials</li><li>• Group Travel Guides</li><li>• Visit the Lincolnshire Coast Lorry Campaign</li></ul>	<ul style="list-style-type: none"><li>• TV and Cinema Advertising</li><li>• Digital Signboard</li><li>• Run National and Regional advertising campaigns</li><li>• Visit Lincs Coast website app</li><li>• Themed Marketing (#Visit Lincs Coast #Where Memories Matter the Most Campaign)</li><li>• Sector Specific information guides</li><li>• Night Time Economy – Purple Flag status marketing campaign (A Safe Coast)</li><li>• Green Acorn – lower emissions accreditation – raise the profile of the Lincs Coast as being a Green Coast</li><li>• Additional focus on the Natural Coast campaigns to encourage shoulder season occupancy</li></ul>



## KEY PRIORITY 2

### Events

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

During the first term, the Visit Lincs Coast operations team introduced three new signature events. The Skegness Reggae & Ska Weekender, Vintage on Sea Festival in Sutton on Sea, and more recently the Mablethorpe Music Mix Up Weekend. All three events were a resounding success and will continue to be an annual event in each destination throughout the second term. With the support of local businesses and public sector services, all three signature events have the potential to grow year on year.

The support and resources that Visit Lincs Coast offer is variable and tailored specifically to suit individual needs. The resources we offer 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 of people each year.

WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>We will continue to deliver our own signature events and support over 30 coastal events each year</p> <ul style="list-style-type: none"><li>• Vintage On Sea</li><li>• Skegness Reggae &amp; Ska Weekender</li><li>• Mablethorpe Music Mix Up Weekend</li><li>• Mablethorpe Continental Market</li><li>• AMCA Skegness (Motocross &amp; Sand Racing)</li><li>• Coastal Christmas Activities</li><li>• Seaside &amp; Sparkle Fireworks Displays</li><li>• Easter Trails</li><li>• Halloween Trails</li><li>• Coastal Carnivals</li><li>• Skegness Scooter Rally</li><li>• Skegness Light Parade</li><li>• Skegness Bowls Tournaments</li><li>• Wainfleet Bike Weekend</li><li>• Bands on the Bank – Wainfleet</li><li>• Coastal Poppies on the Prom</li><li>• Bands on the Stand – Skegness Tower Gardens</li><li>• Sand Sculpting</li><li>• Viking Festival</li><li>• Skegness Teenage Market</li><li>• Chapel St Leonard's Family Festival Weekend</li><li>• Skegness Kite Surfing Festival</li><li>• Mablethorpe Illuminations</li><li>• Skegness Scooter Rally</li><li>• Rosey Nosey Fun Run</li><li>• Mablethorpe Sand Racing</li><li>• Queens Platinum Jubilee Celebrations - Great British Bands Skegness</li><li>• Queens Platinum Jubilee Celebrations - Great British Bands Mablethorpe</li></ul>	<ul style="list-style-type: none"><li>• Mablethorpe Sand Racing</li><li>• Seaside &amp; Sparkle Coastal Christmas Events</li><li>• Sector Specific Events</li><li>• Great British Seaside Marathon 2023</li><li>• Visit Lincs Coast – Go Fishing Tournament</li><li>• Oktoberfest</li><li>• New Christmas event</li></ul>

**SPENDING A FURTHER £750,000 OVER 5 YEARS**





POTENTIAL  
FUTURE  
PROJECT

### KEY PRIORITY 3

#### Environmental Enhancement & Access Schemes – Clean, Green & Attractive

One of our key priorities is to encourage new visitors to the Lincolnshire Coast, but they will only visit us again if we work together to ensure that they have a positive and memorable stay and can navigate their way around the destinations with ease.

Our Clean, Green and Attractive projects are paramount to the visitor economy on the Lincolnshire coast, the Visit Lincs Coast Street Ranger's undertake numerous projects from planting and installation of new benches, to Street Patrolling and welcoming visitors and signposting them to their chosen attraction or destination. During the first term, we also installed new or improved signage in various locations, ensuring clear guidance for visitors.

The variety of tasks falling under our environmental priority covers all aspects of our clean, green and attractive ethos, although we patrol the Coastal Action Zone on a regular basis, we also rely on local residents, business owners and visitors to inform us of any issues within the destinations, allowing us to act accordingly.

Our response time is fast and effective. We are able to respond to many of the issues ourselves, however the ones that are beyond our remit or fall out of the BID Legislation Governance are passed to the relevant body. The work we do enhances the Lincolnshire

coast and is funded by the BID Levy budget for Environmental priorities, the work we do is not a substitute or replacement for monies paid for services as part of your standard business rates to local Government.

We work alongside all local public sectors to ensure that our coastline and destinations look as attractive and as appealing as possible and act as a strong voice in keeping the wildlife and the natural Lincolnshire coast safe.

WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>Our work on our Green, clean and attractive coast will continue</p> <ul style="list-style-type: none"> <li>• Beach Cleans</li> <li>• Patrolling</li> <li>• Business Engagement</li> <li>• Shelter Improvements</li> <li>• Graffiti Removal</li> <li>• Event Patrolling</li> <li>• Litter Picking</li> <li>• Cleaning &amp; Pressure Washing</li> <li>• Monitoring known hotspots to remove sharp objects and drug paraphernalia</li> <li>• Handing out leaflets</li> <li>• Welcoming and Signposting visitors</li> <li>• Working with police and various neighbourhood watch organisations</li> <li>• Planting and maintaining railing troughs</li> <li>• Installing new benches, or maintaining existing ones.</li> <li>• Event patrolling</li> <li>• Event set up and take down assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Installation of new bins</li> <li>• Planters &amp; benches</li> <li>• Decorative Coastal Structures - Recycling</li> <li>• Improve visitor signage</li> <li>• Destination history boards on the Coastal Path</li> <li>• Foot Fall counters and Data analysis</li> </ul>



SPENDING  
A FURTHER  
£450,000 OVER  
5 YEARS



### KEY PRIORITY 4

#### Business Support

Visit Lincs Coast offers support that is diverse and responsive and has variety of resources that businesses which fall within the Visit Lincs Coast catchment area can take advantage of.

We have developed a business support priority that is adaptable and responsive to the changes, conditions and challenges of trading conditions within tourism.

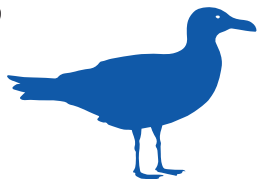
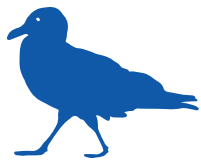
We act as a voice, researcher and resource finder working with organisations such as Visit England, Destination Lincolnshire, Visit Lincoln, Business Lincolnshire, Team Lincolnshire, The Lincolnshire Local Resilience Forum and the Lincolnshire Enterprise Partnership. Relevant and informative information is updated on to the Visit Lincs Coast website, circulated through our social media channels, and passed onto all businesses that have opted to be part of the Visit Lincs Coast regular direct email database and newsletters.

We also search for and attract additional funding to support DBID activities, along with grants and resources available to businesses or sectors. Bridging the gap between the business and the Tourism sector forums and organisations.

*There is still uncertainty caused by COVID 19 and its longer-term effects and our program may need to be reviewed and adjusted accordingly.*



WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>We will continue to provide our Business Support service and Skills Portal</p> <ul style="list-style-type: none"> <li>• Visit Lincs Coast Skills Portal</li> <li>• Visit Lincs Coast Website – Business Listing</li> <li>• Visit Lincs Coast social media – Business promotions circulation and networking with "Promote My Poster" and information sharing</li> <li>• Centralised Events Calendar for the Lincolnshire Coast</li> <li>• "Be My Guest" Roadshow</li> <li>• Business Workshops</li> <li>• Webinar Sessions</li> <li>• Lobby and advocate on behalf of businesses and various incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Mental Health in the workplace awareness</li> <li>• World Host Training</li> <li>• Purple Flag Accreditation Scheme</li> <li>• Green Acorn Status</li> <li>• Disability Accommodation Incentives</li> <li>• Business Watch Revised</li> <li>• Business &amp; Conference Promotions</li> <li>• Season Extension</li> <li>• Secure password protected levy payer page on website to enable Visit Lincs Coast to upload sensitive information for levy payers' information</li> </ul>



SPENDING  
A FURTHER  
£150,000 OVER  
5 YEARS







# **VISIT Lincs COAST DBID** **BUSINESS COMMUNITY** The Lincolnshire Coastal Action Zone (CAZ)

## **THE FOLLOWING SECTORS WILL BE PART OF THE DBID**

- ADVENTURE GOLF AND PREMISES
- AIRSTRIP AND PREMISES
- AIRSTRIP, HANGERS AND PREMISES
- AMUSEMENT ARCADE & PREMISES
- AMUSEMENT PARK AND PREMISES
- AMUSEMENTS, CAFE, BOATING LAKE AND PREMISES
- AQUARIUM AND PREMISES
- ART GALLERY AND VISITOR CENTRE
- BANK AND PREMISES
- BARBERS SHOP
- BEAUTY SALON AND PREMISES
- BETTING SHOP AND PREMISES
- BINGO HALL AND PREMISES
- BIRD SANCTUARY AND PREMISES
- BOATING LAKE & PREMISES
- BREWERIES
- BUILDERS MERCHANTS AND PREMISES
- BUS STATION AND PREMISES
- CAFE AND PREMISES
- CAFE, BAR AND PREMISES
- CAMPING SITE AND PREMISES
- CAMPING SITE AND PREMISES/LAND USED FOR FISHING
- CAMPING SITE, SELF CATERING HOLIDAY UNITS AND PREMISES
- CAR PARK & PREMISES
- CAR PARK

- CARAVAN AND CHALET PARK AND PREMISES
- CARAVAN DISPLAY AND PREMISES
- CARAVAN PARK AND PREMISES
- CARAVAN PARK AND PREMISES/ LAND USED FOR FISHING
- CARAVAN PARK FREEHOUSE AND PREMISES
- CARAVAN PARK, CARAVAN SALES SITE AND PREMISES
- CARAVAN PARK, CAMPING SITE& PREMISES
- CARAVAN SALES SITE & PREMISES
- CHALET PARK AND PREMISES
- CINEMA AND PREMISES
- CLUB AND PREMISES
- COFFEE SHOP
- COMMUNICATION STATION AND PREMISES
- FARM ATTRACTION & PREMISES
- FUNERAL PARLOUR & PREMISES
- GALLERY AND PREMISES
- GARDEN CENTRE AND PREMISES
- GO KART RINK AND PREMISES
- GO KART TRACK & PREMISES
- GOLF COURSE AND PREMISES
- GOLF DRIVING RANGE, GOLF COURSE & PREMISES
- GUEST HOUSE AND PREMISES
- GYMNASIUM AND PREMISES
- HAIRDRESSING SALON & PREMISES
- HALL AND PREMISES
- HAND CAR WASH AND PREMISES
- HOLIDAY CENTRE AND PREMISES
- HOSTEL AND PREMISES
- HOTEL & PREMISES
- INDOOR BOWLING CLUB AND PREMISES
- INDOOR MARKET AND PREMISES
- INDOOR PLAY AREA AND PREMISES
- INN AND PREMISES
- KARTING TRACK & PREMISES
- KIOSK
- KIOSK AND PREMISES
- LIBRARY AND PREMISES
- MARINE ZOO AND PREMISES
- MARKET AND PREMISES
- MOORING AND PREMISES
- MUSEUM AND PREMISES
- PETROL FILLING STATION & PREMISES
- PHARMACY & PREMISES
- PIER AND PREMISES
- POST OFFICE SORTING CENTRE AND PREMISES
- PUBLIC CONVENIENCES
- PUBLIC CONVENIENCES & PREMISES
- PUBLIC HOUSE AND PREMISES
- PUTTING COURSE & PREMISES
- RANGE
- RESTAURANT GUEST HOUSE AND PREMISES
- RESTAURANT & PREMISES
- RESTAURANT, CARAVAN PITCHES & PREMISES
- RETAIL SPACE AND PREMISES
- RETAIL WAREHOUSES & PREMISES
- RIDING SCHOOL & PREMISES
- RIFLE RANGE AND PREMISES
- SELF CATERING HOLIDAY UNIT & PREMISES
- SHOP
- SHOP AND PREMISES
- SHOP, PETROL FILLING STATION AND PREMISES
- SHOP, CAFE AND PREMISES
- SHOWROOM AND PREMISES
- SITE FOR EVENTS
- SKATEPARK AND PREMISES
- SELF CATERING HOLIDAY UNIT, CAMPSITE & PREMISES
- SPEEDWAY RACETRACK AND PREMISES
- SPORTS CENTRE AND PREMISES
- SPORTS GROUND AND PREMISES
- STABLES AND PREMISES
- SUPERSTORE AND PREMISES
- SWIMMING POOL & PREMISES
- TATTOO STUDIO AND PREMISES
- THEATRE AND PREMISES
- WILDLIFE PARK AND PREMISES
- WINE BAR & PREMISES







## VISIT Lincs COAST DESTINATION BID LEVY

If there is a YES vote, all eligible businesses will contribute to the priorities and projects outlined within the business plan.

**Every eligible business within the Visit Lincs Coast DBID area will pay the VLCDBID levy, which is calculated as 1.5% of its premises rateable value. The rate will not change throughout the duration of the DBID term.**

The table below gives an example of what the DBID levy could be for your business.

Rateable Value	Annual Levy	Daily Equivalent Cost
Below £7,500	Exempt	Exempt
£7,500	£112.50	£0.31
£10,000	£150	£0.41
£25,000	£375	£1.03
£50,000	£750	£2.05
£100,000	£1,500	£4.11
£250,000	£3,750	£10.27
£500,000+	£7,500	£20.55

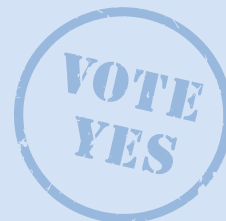
### Voluntary Contributors

Business with a rateable value of under £7,500 will be formally exempt from paying the DBID levy during the new term, but can join voluntarily.

A voluntary contribution will entitle a business to benefit from all the projects and services outline in this business plan as well as full rights as a company member.



Over **60%** of businesses will contribute less than **£0.60** pence a day



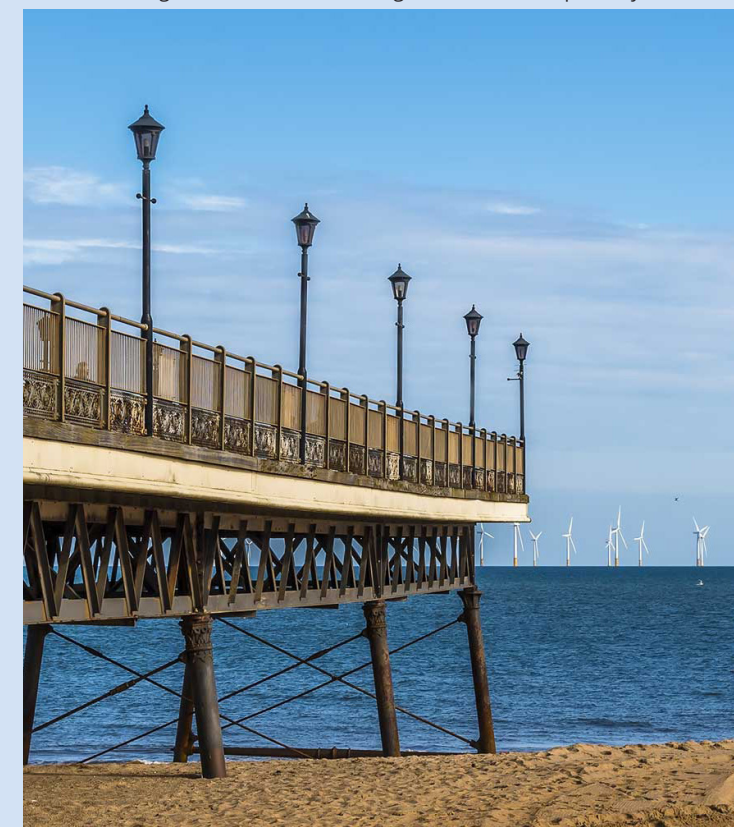
# VISIT Lincs COAST NEW TERM BUDGET FORECAST (2022 – 2027)



The proposed budget for the new term is set out below

	2022/23	2023/24	2024/25	2025/26	2026/27	5 Year Totals
<b>Income</b>						
DBID Levy	£565,000	£565,000	£565,000	£565,000	£565,000	£2,825,000
Additional Income	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
<b>Total Income</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£3,075,000</b>
<b>Expenditure</b>						
<b>Projects and Services</b>						
Marketing & Promotion	£230,000	£230,000	£230,000	£230,000	£230,000	£1,150,000
Events	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
Environmental Improvements	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
Business Support	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
<b>Staff</b>						
Office and IT Support	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Insurance	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Levy Collection Costs	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Professional Fees	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Bank Charges	£2,250	£2,250	£2,250	£2,250	£2,250	£11,250
	£250	£250	£250	£250	£250	£1,250
<b>Total Expenditure</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£615,000</b>	<b>£3,075,000</b>

NB: all figures are based on 2022 figures and we anticipate any inflationary increases to be covered by new businesses opening over this period.



### Did you know?

DBIDs across the UK on average generate 10% in additional income through their lifetime, Lincolnshire Coastal DBID will endeavour to do this as well.

During the first term VLCDBID raised over £105k through various funding sources which enabled us to cover the cost of some staff salaries throughout the pandemic as well funding the creation and development of the Visit Lincs Coast Skills Portal allowing levy payers to choose from a variety of FREE sector specific skills courses.

For the new term we will seek to raise additional income through the following means to maximise the funds to enhance our four key priorities, Destination Marketing, Events, Environmental Projects and Business Support:

- Applying for Tourism Grants
- Encouraging Voluntary Contributions
- Seeking Sponsorship



# VISIT Lincs COAST DBID GOVERNANCE & MANAGEMENT

The DBID will be managed by Visit Lincs Coast DBID Ltd, a not-for-profit company limited by guarantee. All VLCDDBID Levy payers and equivalent financial contributors are eligible to become members of the Company and consequently vote on Company matters and seek office.

## The Visit Lincs Coast DBID Board of Directors



**Sid Dennis** –  
DBID Chairman  
Sid Dennis & Sons Ltd



**Chris Baron** –  
Chairman Connected  
Coast Board



**Jonathan Ling** –  
Lings Amusements



**Graham Cullen** –  
The Louth



**James Parker** –  
Fantasy Island



**Janet Stubbs** –  
Woodthorpe Leisure



**James Brindle** –  
Magna Vitae



**Simon Beardsley** –  
Lincolnshire Chamber  
of Commerce



**Stuart Hardy** –  
Hardy's Farm Ltd



**David Honman** –  
Coastfield's Leisure



**Steve Kirk** –  
Portfolio Holder for the  
Coastal Economy at ELDC



**Dave Skepper** –  
Stagecoach



**Charlton Cooper** –  
Teenspirit Ltd

Board Director positions are unpaid and voluntary and will endeavour to include a mix of all sectors of business that operate within the DBID area as well as the skills and experiences required for the proper and professional functioning of the company.

It is our intention to continue with a Board made up of levy paying businesses, financial contributors and key stakeholders. Their 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 Board will be supported by Working Groups as needed.

Board Directors will be known to all businesses. There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members and stakeholders.

It will be a requirement that board members have all the necessary skills and knowledge to successfully drive the DBID. Levy funds will be strictly monitored by the board with all expenditure in line with this Business Plan.

The DBID will work in partnership with Public Sector organisations and Business and Tourism Groups, to combine and maximise investment into the Coast and the plan for the future and make the most of their existing resources.

If successful at ballot the new term will commence on 01 September 2022. It will run for five years and then will be required to seek a third term through another ballot.

### The role of East Lindsey District Council (ELDC)

ELDC has voted unanimously to support the proposed Visit Lincs Coast Destination Business Improvement District, this means that:

1. ELDC will be responsible for overseeing the ballot, Levy collection and payment of the VLCDDBID Levy to the Visit Lincs Coast DBID Company.
2. ELDC will vote YES on all their own eligible properties/sites in the ballot, subject to this final Business Plan.
3. ELDC will license free of charge the official use of the VLCDDBID brand and URL: [www.visitlincscoast.co.uk](http://www.visitlincscoast.co.uk)
5. ELDC is required to provide a baseline statement giving the details of the baseline services it provides and an operating agreement for the collection, enforcement and payment of the VLCDDBID Levy. These agreements will be available to Levy Payers on request.

NB: ELDC will not determine the projects/strategy of the DBID other than in its capacity as a levy payer like others.

**Nicola McGarry**  
Visit Lincs Coast  
DBID Manager  
[nicola.mcgarry@visitlincscoast.co.uk](mailto:nicola.mcgarry@visitlincscoast.co.uk)

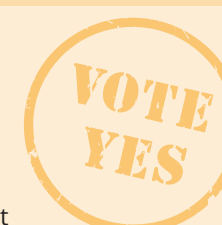
**Angie Robinson**  
Visit Lincs Coast  
Business Relationship  
& Marketing Officer  
[angela.robinson@visitlincscoast.co.uk](mailto:angela.robinson@visitlincscoast.co.uk)

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Lincs COAST  
TEAM**

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**Gareth Laking**  
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& Project Co-ordinator  
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# VISIT LINCS COAST DBID LEVY RULES & BALLOT

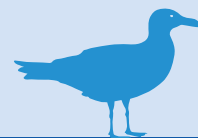


## Levy Rules

- The DBID Regulations of 2004, approved by the Government, sets out the legal framework within which DBIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the DBID will be for a period of five years commencing on 01 September 2022
- The levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the DBID levy.
- The DBID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the DBID Levy apply.
  - Those with a rateable value of less than £7,500
  - Businesses whose primary function does not fall into the categories identified on page 24-25
  - Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription-based organisations
- The levy will be a fixed rate of 1.5% based on the rateable value per hereditament as at 1st September of each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The DBID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the DBID area.
- New hereditaments will be charged from the point of occupation based on the rateable 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 DBID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the DBID levy via the registered business ratepayer with no void period.
- The DBID 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 DBID regulations 2004, East Lindsey District Council is the only organisation that can authorise collection of the levy on behalf of the DBID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the DBID 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 DBID Company responsible for any debt write off. The DBID area and the levy rate cannot be altered without a further ballot.
- The DBID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the DBID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the DBID 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 DBID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The DBID Board will meet at least six times a year.
- Every levy paying business will be eligible to apply to become a member of the DBID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.

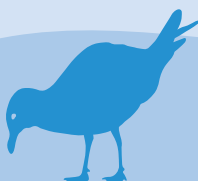
## DBID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at East Lindsey District Council which is the responsible body as determined by the DBID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the DBID area, provided they are listed on the National Non-Domestic Rates List for the defined area as provided by East Lindsey District Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer at East Lindsey District Council.
- Ballot papers will be sent out to the appropriate organisations from 02 August 2022, to be returned no later than 5pm on 30 August 2022.

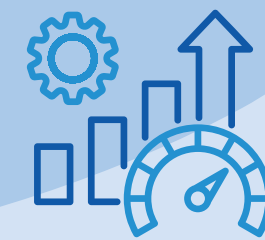


## FOR THE DBID TO GO AHEAD, TWO CONDITIONS MUST BE MET:

1. More than 50% of businesses that vote must vote in favour.
2. Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.



# MEASURING OUR PERFORMANCE



The Visit Lincs Coast DBID will regularly assess its performance and report back to our members. We will be monitoring the following:

## PERFORMANCE DATA

- Footfall figures and visitor numbers
- Occupancy rates
- Event attendance
- Retail vacancy rates
- Car parking data
- Crime data
- New business activity

## VALUE FOR MONEY AND PROFILE MEASUREMENTS

- Media coverage
- Website and social media visits and interaction
- Cost saving initiatives
- Business feedback
- Visitor feedback

## ANNUAL SURVEYS

- Business feedback
- Visitor feedback

We will also publish our annual report and accounts each year.



# THE NEXT STEPS



Visit Lincs Coast **NEW TERM**  
– Business Plan available to all eligible businesses



Visit Lincs Coast **NEW TERM** – Post Ballot Opens



Visit Lincs Coast **NEW TERM** – Post Ballot Closes



Visit Lincs Coast **NEW TERM** – The Declaration



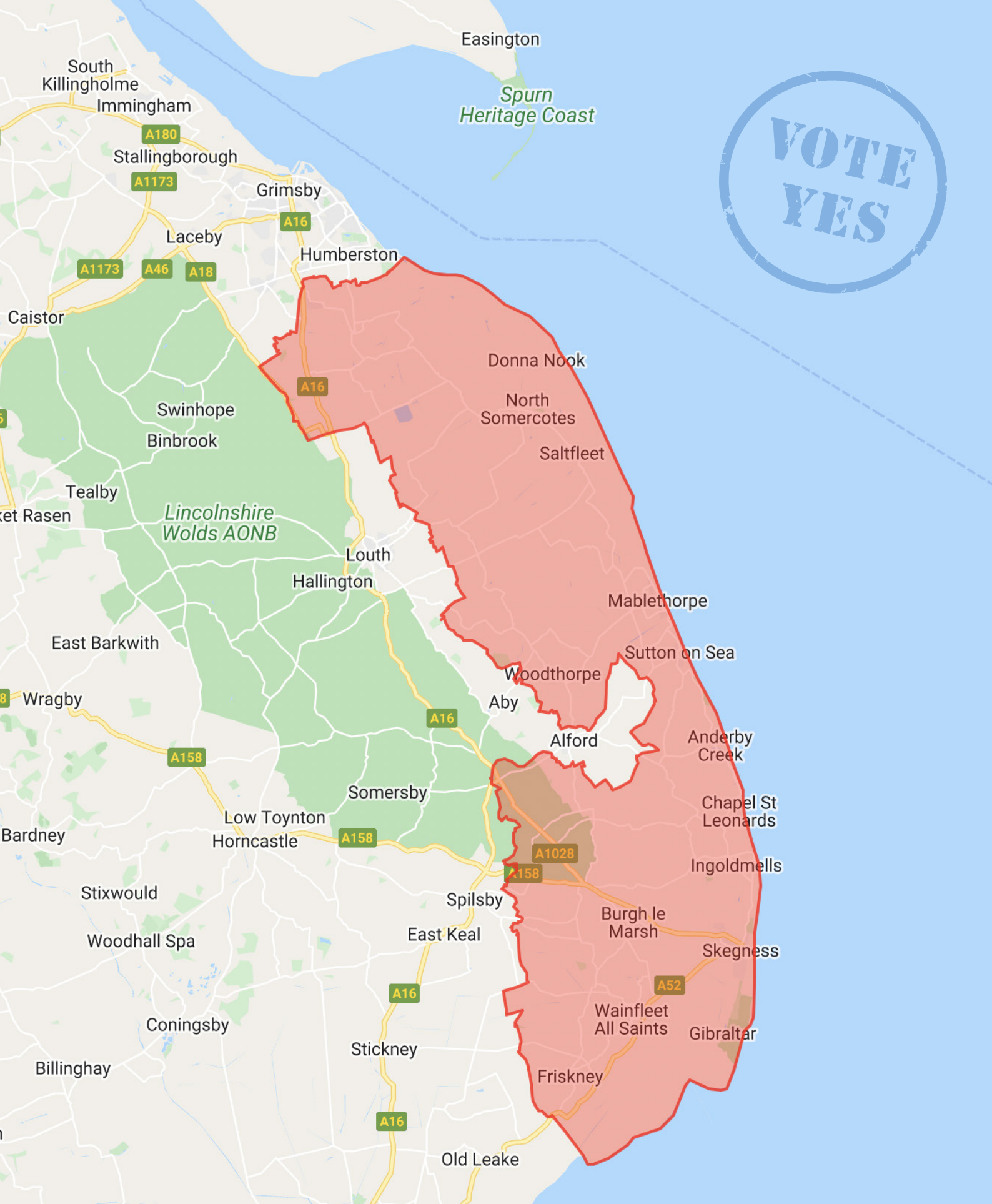
## GET IN TOUCH

For further information, please contact us using the following details:

Nicola McGarry, Visit Lincs Coast DBID Manager on **01754 611845** or via email: **nicola.mcgarry@visitlincscoast.co.uk**

Please visit our website: **www.visitlincscoast.co.uk**





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**[WWW.VISITLINCSCOAST.CO.UK](http://WWW.VISITLINCSCOAST.CO.UK)**

All information and figures correct at time of print.

