



Visit  
Lincs Coast

2021  
Annual  
Report



Together we  
are stronger  
**OUR COAST**  
**OUR FUTURE**



Working together to improve  
the Lincolnshire Coast

LINCOLNSHIRE  
COASTAL  
DESTINATION BID 

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How the Lincolnshire Coastal BID has been working for you!

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### Contact Us

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write to us:  
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Visit Lincs Coast    @VisitLincsCoast    Visit Lincs Coast





## Chairman's Update

I am pleased to share our Annual Report which looks back over the last financial year, April 2020 to March 2021.

We know that there has been a number of substantial changes and adjustments for us all. As we start to recover from the impact of two unprecedented national and international events, following the UK leaving the European Union and the COVID 19 pandemic continuing to influence lockdown rules.

COVID-19 was extremely detrimental to our coastal economy and business trading conditions. That said, we were pleased that the Government were able to offer a variety of financial business support during the difficult times.

The Lincolnshire Coastal Destination BID was not immune from the repercussions of these national and international extraordinary events; however, the BID Directors feel they have taken timely actions to maintain the vitality of the company and to support the need of the

levy payers that the company serves in these challenging times.

In direct response to the impact felt by local businesses due to COVID-19, Lincolnshire Coastal Destination BID proactively deferred mandatory levy payments by six months to September 2020 in an attempt to help with cashflow. Additionally, we were proactive in finding a mechanism to provide a 25% reduction for billing period 2021/2022.

As a business we have had to utilise the Governments furloughing scheme, as well as also attracting grant support from the Government, as a collective and on behalf of levy payers, to provide a range of Covid recovery support activities.

Funding and contributions from our reserves allowed us to deploy staff to play a vital part in providing business support in the way of daily communications, webinars, an online free skills training portal, support and guidance

on grants, as well as delivery of PPE packs and social distancing signage.

Following Government guidelines to ensure safety, our events program was either postponed and/or carried over to 2021. Our Destination Marketing Strategy has been reviewed and this has picked up momentum as reopening has occurred.

As the united local voice for our businesses and our members, we have continued to engage in regular dialogue with key partners including the GLLEP, East Lindsey District Council, Lincolnshire County Council, Visit England and the Lincolnshire Resilience Forum. Lincolnshire Coastal Destination BID will continue to support our businesses as best we can whilst we continue to recover from the global pandemic. We remain passionate and optimistic that we will utilise our resources as effectively as we can to support our levy payers into 2022 and beyond. With that in mind, I felt it prudent that the team update you with a

section which focuses on the past 6 months as well as our activity following the lifting of COVID – 19 restrictions in July.

At this point, I'd like to extend thanks from the BID Board to the Visit Lincs Coast team for their hard work this year. It has been a steep learning curve for everyone and they have done an excellent job in extreme and challenging circumstances.

Lincolnshire Coastal Destination BID will continue to aspire to put Lincolnshire Coast on the map as a tourist, leisure and hospitality destination, to improve the visitor experience and promote our vibrant, beautiful and exciting coast as a safe, clean and attractive place to live, work and visit.

This report will also be accessible on our website, please go to [www.visitlincscoast.co.uk](http://www.visitlincscoast.co.uk)



### LINCOLNSHIRE COASTAL BID MANAGER

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The board of directors are a dedicated team of local business people who work voluntarily to develop the BID plan



# Our Board

The Lincolnshire Coastal BID is controlled by a board of Directors.

The board of directors are a dedicated team of local business people who work voluntarily to develop the BID plan. The board is made up of people who represent different areas within a variety of sectors.

<b>Sid Dennis</b> Chairman	Sid Dennis & Sons Ltd
<b>Chris Baron</b> Vice Chairman	Vice Chairman Connected Coast Towns BID
Jonathan Ling	Lings Amusements
Graham Cullen	The Louth Hotel
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	Coastfields Leisure
Steve Clark	Coasters Aparthotel
Steve Kirk	ELDC
Terry Slater	Quality Holiday Apartments
Paul Hibbert-Greaves	Admiral Benbow
Dave Skepper	Stagecoach
Charlton Cooper	Teenspirit Ltd

# Levy Collection

Understanding the financial impact of Covid-19 and following on from successful negotiations, whilst complying with Government and BID legislation to defer the levy collection for six months, we were able to implement an extension to the collection date from March 2020 to the end of September 2020.

The team continued to work

towards finding a resolution to support levy contributors further, resulting in the extension being duplicated for the next reporting period (2021 to 2022).

To support businesses in the delayed start to the season, we contacted you earlier this year to ask that you work with us through the BID legislation and to vote for a 25% reduction

in BID Levy billing for the 2021/2022 billing period, this was to support the period of time that some of you may have been disrupted by the impact of the pandemic. We were delighted that the voting ballot was a success and as such, all contributors to the Visit Lincs Coast BID levy have received this reduction.



# Lincolnshire Coastal Destination BID Budget

Please see the final budget spend for the 2020/2021 BID Levy billing period. Should you have any queries regarding this budget, please contact us at [info@visitlincscoast.co.uk](mailto:info@visitlincscoast.co.uk)

This is reported on a backdrop of two unprecedented national and international events, one being the political uncertainty in the UK as a result of prolonged negotiations to leave the European Union and the emergence of COVID-19.

## Final Statement Summary for the Year Ending 31st March 2021

	Y/E 2020	Y/E 2021
Turnover	£616,303	£442,416
Cost to deliver core activities	£378,699	£126,682
Administrative Expenses to support the functioning of VLC	£124,446	£169,159
Other Operating Income	£4,477	£71,456
Surplus for the year	£117,635	£218,031
Fixed Assets	£14,701	£10,352
Debtors (Un-paid Levies)	£105,156	£109,162
Cash at Bank	£388,592	£750,953
Creditors (amount owed by BID)	£67,872	£64,293
Reserves	£440,580	£658,611

Turnover decreased from £616,303 to £442,416. This was mainly due to the implementation of a 25% reduction to levy bills, due to the disruption and subsequent impact caused by COVID-19 and of which was provided for at the year end. Costs to deliver core activities were £126,682 against £378,699 for the previous year,

primarily due to not being able to run events throughout the Summer of 2020. Administrative Expenses £169,159 against £124,446 for the previous year. The increased spend was due to £44,000 of Covid specific costs, this was more than offset by £64,000 claimed from Government funded initiatives and is shown in the Other

operating income line. The BID operates as a “not for profit” business, therefore these funds cannot be distributed to shareholders but will be used for future projects or to cover liabilities in subsequent years. In terms of our balance sheet, there has been a decrease in our Fixed Assets from £14,701 against £10,352.

This was driven primarily by depreciation of £5,000. Debtors (un-paid Levies) showed a slight increase from £105,156 to £109,162. Cash at bank increased from £388,595 to £750,953, due to Covid-19 restrictions having an effect on our ability to deliver or contribute to any coastal

events and with minimal benefit from marketing spend, throughout most of the year. Creditors (being the amount owed by the BID), in the short term was reduced from £67,872 to £64,293. The company does not have long-term debts or creditors. At the end of this year, reserves have

increased from £440,580 to £658,611.

The accounts for this period have been approved by the Board and copies of the Lincolnshire Coastal BID Ltd financial statements are available on Companies House.



## Forecast Summary for the 2021/2022 billing period

	2021/2022
Turnover	£424,250
Administrative Expenses	£187,797
Events	£333,500
Marketing	£172,810
Business Support	£50,000
Environmental	£55,000

The initial forecast for the BID Levy income from the 1st April 2021 until 31st March 2022 is circa £424,250k, this figure is calculated based on 1.5% of the total rateable value minus direct cost of collection of all businesses that fall within the BID catchment area and policies.

Looking forward, our funding

for our four key priorities, which are Events, Destination Marketing & Promotion, Environmental Projects (Clean, Green and Attractive) and Business Support, are being constantly reviewed, along with reserves, to ensure we are ideally placed to maximise opportunities, as the country reopens and normalises in the coming years.

We are confident this will enable our destination to compete with all the other BID areas, who will have similar funding available to promote their areas and to compete with the foreign holiday market which will be far more competitive next year.

# BID Annual Report

## Responding to the challenge

### Business Support

*more important than ever*

#### Successful BID Funding Applications

Coastal Communities Fund – Skills Portal	£10,000
Visit England - Coastal Recovery Fund	£18,000
Visit England - Destination Management Resilience Scheme	£25,000
<b>Total</b>	<b>£58,000</b>

Two further funding applications were made to Central Government. One for £25k to the Leader Fund in order for Visit Lincs Coast to purchase a Bobcat for regular sand removal along the coastal pathway, ensuring access was maintained at all times, and a second application for a contribution from the Cultural Society to deliver a Coastal Lightshow, regrettably both of these applications was unsuccessful.

COVID-19 forced us to re-assess our scheduled business activities and instead, respond to the challenges that we all faced.

From April through to September 2020 the BID appointed new management and operational staff to replace those that had left the business and had moved on to pastures new. The Board of Directors and new team members alike felt that it was important to continue to work through the pandemic as long term this would be beneficial to the organisation and levy paying businesses..

Like many businesses, Visit Lincs Coast welcomed and made use of the Job Retention Scheme, which meant that a proportion of the cost allocated to salaries was covered, whilst providing job security for our two BID Street Rangers.

Tourism officers and DMO's around the country continued to work as normal, albeit with changes to their individual working

environments. In order for Visit Lincs Coast to carry out their business activities during lockdown, applications for additional funding were made, the intention for this money was to cover the cost of the team's wage bill during that time, leaving the BID levy funds untouched. Surplus funds from the successful applications have been put back into the BID levy pot to support future coastal recovery. Whilst we were successful in additional funding, staffing levels and workload were monitored weekly, and all work schedules and projects undertaken were in-line with Government guidance and legislation.



As we were able to continue with a revised version of our “business as usual” schedule, we were pleased to be able to help you with a variety of business support, campaigns and lobbying during this 2020/2021 annual reporting period.

- FREE PPE Packs & Social Distancing Materials, over 400 PPE Packs were distributed to levy payers in preparation of re-opening.
- Visitor data cleansing, collation and analysis
- Social Media Business Support
- “Good to Go” Scheme
- “Eat Out to Help Out” Scheme
- “Enjoy Summer Safely” Scheme
- Online Toolkit Guidance for COVID-19
- Weatherproof Social Distance Messaging Floor Stencils
- Levy payment deferral until September 2021
- LDO Flood Risk Assessment Templates

- LDO Flood Risk Evacuation Plan Templates
- Business Watch Scheme Skegness
- Website Development
- Relationship development with the business community
- Support your HIGH ST
- Shop Local
- LDO/Season Extension Campaign
- Raise the BAR Campaign
- “Talk Before You Walk” Scheme
- “Cover Your Face” Guidance
- On-going campaign for replacement and additional litter bins from ELDC/ LCC
- Welcome Back to the Coast Video’s
- Successful funding applications to allow us to continue to work through the pandemic
- VLC Website Skills Portal for FREE COURSES & VISITOR ECONOMY TRAINING
- Negotiation for a 25% deduction in the billing period 2021-2022 in response to the disruption caused by COVID 19

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

# Welcome to your NEW SKILLS PORTAL

Lincolnshire Coastal Destination BID have partnered with Lincolnshire County Council and the Coastal Community Funding to source FREE Courses for you and your business.

- o Support your Business with access to FREE courses
- o Employees are your companies most important assets, invest in their training & professional development
- o Our courses are specifically chosen to suit the business sectors within our coastal areas
- o Advance your skills for a brighter future
- o Virtual learning for your convenience

## Skills Portal

September 2020 saw the launch of our new Visit Lincs Coast SKILLS PORTAL, working with local skills providers to offer FREE training to all of our businesses within the district, the courses available were hand selected and sector specific, many businesses made use of this facility during the closed period, either to enhance their own skills, or give opportunity for their staff to increase their skills sets.

The courses available are in partnership with the Greater Lincolnshire LEP, Lincolnshire County Council, with funding from the Coastal Communities Fund, they have been specifically selected to suit the business sectors within our catchment area, the Visit Lincs Coast Skills Portal will be reviewed and updated regularly to ensure that the most relevant learning is available.

## Access Now

[www.visitlincscoast.co.uk/skills-portal](http://www.visitlincscoast.co.uk/skills-portal)

# Events 2020/21



The Visit Lincs Coast events calendar had been severely hindered by the pandemic as the levels of uncertainty continued, regardless of the limitations surrounding us we still planned to deliver our three signature events, the Sutton on Sea's, Vintage-on-Sea Festival, the ever popular Skegness Reggae & Ska Weekender and also hoped to introduce our BRAND-NEW event, the Mablethorpe Music Mix Up Weekend. We anticipated that all three events would have been a great success bringing a much needed increase in footfall to the destinations on our coastal road to recovery, however we were unable to deliver these fantastic events due to the pandemic. We did however organise two COVID safe family

trails in Mablethorpe, Skegness and Sutton-On Sea, with local businesses on board to display the trails in their shop windows, families were invited to take part in these socially distanced, family fun High Street events. The trails were digital, using mobile phones to scan QR codes that made the trails come alive. Both of these events were delivered in time for the school holidays in December 2020 and February 2021, local schools were invited to join in the festivities which supported the "shop local, and "help our High Street" campaigns. The dates for our events were rescheduled, and we planned for the marketing and promotion for these to begin when we felt that it was safe to do so, we had to prepare for changes and

amendments to the event dates complying with the Government road map. Any monies held as a deposit with event suppliers was rolled over to the following period.

- Christmas Spirit Family Fun Trail
- Family Carnival Trail

Alongside our three signature events, Visit Lincs Coast also delivers and supports numerous other events in the area, the primary support that we offer is BID funding, this can be achieved by successful application. We also offer and deliver a range of bespoke event support such as Event Management Planning, Safety & Risk Assessments, supplier and entertainment contacts, event set up and take down, patrolling and crowd control, branding design and print and equipment hire, along with full marketing and promotional support utilising all of our own digital and print media platforms. We work with each event organiser to tailor the level of individual event support required.

**POSTPONED**

**MAIN BID EVENTS**

Sutton On Sea -  
Vintage on Sea Festival

Mablethorpe Music Mixup

Skegness Reggae Festival

**BID Funded Applications for Events in 2020**

Lincoln IMP Trail

Poppies on the Prom

Mablethorpe Carnival

Mablethorpe Illuminations

Mablethorpe in Bloom

AMCA Beach Bike Racing

Skegness Scooter Rally

Skegness Gold Wing Parade

Bowls Tournaments

SOS Carnival

Coastal Christmas Markets

**POSTPONED**



Although the Event BID funding is primarily allocated and reserved for annual and one-off events, we also support other types of objectives and organisations that offer a direct benefit to local tourism in our area. Therefore we are delighted to report that this year we were able to commit to contribute to two great coastal causes. One being the Crime Prevention Team who attend local destinations and events,

offering Crime Prevention advice and act as a safe place for a vulnerable person to get help, and secondly we have made a contribution towards the upkeep of the Jolly Fisherman, these funds ensure the longevity of our Jolly traditional icon and will pay for the maintenance, cleaning and storage of the Jolly Fisherman costume for the next 2 years.



WALK UP AFTER  
YOUR POOCH!  
ANY B  
WIL

## BID Environmental Projects

**BAG IT & BIN IT  
OR TAKE IT HOME**

LOVE OUR ENVIRONMENT.  
KEEP IT CLEAN.  
OUR COAST. OUR FUTURE.

Report Dog Fouling  
[www.e-lincs.gov.uk/dogfouling](http://www.e-lincs.gov.uk/dogfouling)



COVID-19 gave us the opportunity to undertake numerous Environmental Enhancement projects throughout the Visit Lincs Coast - Coastal Action Zone.

Visit Lincs Coast leads the way in many environmental and beach clean projects within our catchment area which incorporates 22+ miles of the Lincolnshire coastline. We continue to respond to negative feedback from residents and visitors through direct liaison and through the various media platforms and continue to work with landowners, multi agencies and

businesses to deal with the on-going issues in certain areas along the coastal path and privately owned beaches.

The lockdown restrictions gave our environment and local wildlife a chance to blossom and bloom, but it also allowed an opportunity for some to cause damage and deface areas and assets in towns and villages across all destinations. One of the biggest problems that we faced was the increase in graffiti, the Visit Lincs Coast Street Rangers worked tirelessly throughout the restrictions to manage this

increase with monitoring and scheduled weekly graffiti removal. This was a challenging time as some of the damage caused was difficult to remove, we are also mindful and restricted in the products that we use to help us complete these tasks. The coastal paths and promenades were badly defaced on several occasions, our only option was to persevere. Once lockdown restriction's eased, we then faced new challenges with an influx of litter and dog fouling.

We continue to fight for a clean, green and attractive environment and have been working with local agencies and community groups to ensure that the message is clear. Be a

responsible visitor, resident or dog owner, find a bin or take your litter home.

Visit Lincs Coast identifies areas that need cleaning, clearing, painting and maintaining, giving us the opportunity to work with local groups and organisations to ensure that the visual impact of the coastal towns and villages look their best.

Our Environmental Projects have been well received by each individual community, it has been a pleasure to work alongside so many groups and organisations that care for our coast as much as we do.

### Green, Clean and Attractive

- Cleaning Bus Shelters, Phone Boxes, Benches & Seating Areas
- Graffiti Removal
- Weeding & Pathway Clearance
- Disposal of unsafe or drug related items from known "hot-spots"
- Litter Picking
- Dog Fouling posters
- Reporting fly tipping to relevant authorities
- Reporting broken or damaged assets to relevant authorities.
- Coastal Planting Projects
- Village green planters - Chapel St Leonards
- Wooden Planters
- Anderby Creek, Hogsthorpe, Mablethorpe, Sutton on Sea, Ingoldmells
- Railing Planters
- Sutton on Sea, Mablethorpe, Ingoldmells, Winthorpe
- Mablethorpe In Bloom

### Renovation Projects

- Chapel St Leonards – "Beach Bench" renovation project
- Anderby Creek – "Beach Bench" renovation project
- Railing painting – Ingoldmells, Sutton on Sea
- Promenade Beach Shelter – Sutton on Sea
- Bus Stop – Chapel St Leonards

### Visitor Care

- Welcoming and Signposting visitors to local attractions, car parks, amenities and facilities.
- Neighbourhood & Business Engagement
- Working with police and various neighbourhood watch organisations
- Business Shop Fronts cleanliness and homeless well-being management
- Street Patrolling & Business Security checks

## Destination Marketing



A proportion of the marketing budget from 2020 has been rolled over to 2021, that said, there has been a lot going on behind the scenes, we circulated 60,000.00 copies of the “Oh I do Like to be beside the Lincolnshire Coast” Destination Guide, ran numerous Mailchimp Campaigns to our direct marketing database, national press Advertorials, regional press adverts, Group Travel Guides,

leaflets and our all-important social media posts.

Timing has been key for us all, like everyone else, several months have passed by that we have not been able to invite people to visit us. We have had to take a sensible and responsible approach to this as we too worked our way through the Government guidelines.

## The new marketing strategy will give us the best chance to stand out in the crowd

Social Medias play a large part in any marketing strategy, the followers on the Visit Lincs Coast Facebook, Twitter and Instagram accounts grows daily, alongside this being our own powerful marketing tool, we continue to take a new and personal approach to this by engaging with local businesses and community groups to help promote what is going on in the area, and supporting the local economy.

We encourage businesses to get in touch with us to advertise on the Visit Lincs Coast website and tag and share what they are doing on our social medias @visitlincscoast

Lockdown has been a great opportunity to data cleanse, research and analyse the changes and evolution of our visitors and their expectations. Alongside building an extensive list of new visitor contacts for in-house promotional and marketing purposes, all of whom have requested information directly from Visit Lincs Coast during the last 5 years, we have also been able to take a closer look at who our target market is and have a clearer understanding of what their expectations are from a holiday destination, where they are travelling from and how they research and find out where they would like to stay, and what they would like to do when they get here.

Interestingly, our target market has stretched further than our historical and usual catchment area of say a (2-3) hour drive away, from a database of over 11,000.00 people, we discovered that there is a keen interest in visiting the Lincolnshire Coast from all over the UK and Europe, with London, Glasgow and Newcastle among the top 10 areas that requested information from us directly.

The research that we have done has helped us to create and design a flexible and changeable

marketing strategy for 2020/2021, this plan allowed us to work around Government restrictions and reach a much wider audience than ever before. It has become vitally important that our businesses have an engaging online presence as part of their own marketing and promotional work, a secure and informative online booking process, and offer a memorable and enjoyable place to shop, stay, eat, drink or visit when their customer arrives.

We now live in a new kind of digital world, the necessity for online information from potential visitors has been enhanced by COVID-19 and the limitations of being able to book and enjoy holidays as they would normally. Having a strong digital presence gives our potential visitors the chance to do their research for UK holiday destinations, which in-turn gives us the opportunity to entice our loyal and regular visitors back, and also capture a new market of visitors that would normally travel abroad for their holidays. There is a vast amount of competition out there, with so many vibrant and welcoming coastal destinations to choose from, we need to shout loudly and proudly about what the Lincolnshire coast has to offer.

# 2020/2021 Marketing Strategy



**VLC Video Library** - following on from 'The Natural Coast' video, we will create a series of videos for digital marketing purposes, these will be used to promote the destinations and events, and highlight what the coast has to offer. They will also create a library of footage to be used for future campaigns.

**Social Media Digital Marketing Campaigns** - Facebook, Twitter, Instagram & introduction of the YouTube platform.

**Mailchimp** - Direct Marketing to our internal database, and continued development of this.

**"INSTREAM"** In the next reporting period we will be introducing a new marketing technology which allow us to target specific areas in the UK with radio impressions across stations such as GEM Radio, Absolute Radio, Kiss, Kisstory and Kerrang along with many more, this campaign will include a "clickable companion" meaning that listener's using internet devices such as pc's laptops, iPads phones etc, our Visit Lincs Coast website address will pop up on their screen as soon as our advert plays. This will encourage listeners to view the website and find out more about the Lincolnshire Coast.

**Visit Lincs Coast Destination Guide** - the Visit Lincs Coast Destination Guide will be re-written and in light of lessons learned during COVID-19 the events calendar and any other date specific information will be removed or replaced, our

2021/2022 guide will be smaller in size (A4 to A5) in order to create a portable handheld version. Estimated circulation of 25,000 hard copies but with enhanced marketing to encourage destination guide downloads. Further copies to be printed subject to demand. The guide will be delivered at an appropriate time and at a time that best supports the businesses.

**Welcome Back in 2021** - Welcome back videos, creating a visual campaign to promote the Lincolnshire coast coming back to life following lockdown restrictions.

**Visit Lincs Coast - Events Calendar** - Separate marketing campaign through all channels. (event's subject to guidance).

**Centralised Events Calendar** - creating a centralised events calendar will help promote other events in the area and be a direct support for local businesses and event organisers.

**Event specific marketing** - in line with the events schedule. Marketing campaigns will be rolled out to enhance coverage and promote "what's on" using mainstream digital marketing, combined with radio and press coverage for all major events.

**Radio Advertising** - Lincs FM channel for localised advertising. GEM Radio will be used to cover Nottingham, Derby, Leicester and Sheffield regions. Working closely with Bauer Media will

allow us to select the right area to cover with Radio advertising, depending on who our target audience is.

**Digital Marketing** - Banner marketing through internet resources. Google Ads, You Tube, Facebook Sponsored Ads, Instagram for Business.

**Staycations** - Campaign to promote "staycations" on the Lincolnshire Coast and promote the hospitality industry. In line with the Visit England/Visit Britain ethos.

**Day visitor conversions** - Encourage day visitors to increase their stay for longer periods of time, weekend breaks and long weekends.

**Print Copy** - continue to produce high quality printed material to enhance specific campaigns.

**VLC Image Library** - to update the existing photo image library and create new, fresh and clear imagery to use for marketing purposes.

**YouTube** - create a new "Visit Lincs Coast" YouTube account, this account will be used to promote the destination as a whole and another platform for us to share our videos promotions.

**Night Time Economy** - Promotional work to enhance the night time economy across all destinations.

**Winter Months** - We will create a campaign that will promote the "out of season" months and encourage visitors during the winter.

**Visit Lincs Coast Website** - the upgrade of the VLC website is paramount to our visitors, to have an engaging and informative website that offers a "one stop shop" of information on our destinations, attractions, facilities and amenities will ensure that the website is working effectively and will give each levy paying business additional marketing support, work will continue on the website throughout the year, to advertise on the VLC website, please get in touch.

**Data Collection** - to continue expanding the

Visit Lincs Coast in-house contact database for current and future direct marketing.

**Partnership with all Lincolnshire Tourism Officers to create a new over-arching website** launched in March 2021 [www.visitlincolnshire.com](http://www.visitlincolnshire.com) and look at other potential partnerships that could be beneficial to work with by taking a united marketing approach.

**Coach Tours UK Guide.**

**Group Travel Guides.**

**Medias and Google Ads**

**Skills Portal Promotions**

**BID Rangers Leaflets**

Making waves for the Lincolnshire Coast

YOUR STREET RANGERS

LINCOLNSHIRE COASTAL BID  
**STREET RANGERS**

We would love to hear from you. If you think our Street Rangers can help you, or you wish to report an environmental issue or request event assistance, please get in touch.

Contact Us  
01754 611845  
info@visitlincolnshire.co.uk  
www.visitlincolnshire.co.uk

Visit Lincs Coast  
Have to help!

visitlincolnshire.co.uk



# Where are we now...



The Visit Lincs Coast Annual Report is normally written to correspond with the levy billing and accounting period of April to March. Although they wouldn't be sent to you until later in the year after the companies' year end accounts are finalised and submitted. Ordinarily, we synchronise sending you the Annual Report with an invitation to the AGM, these are held in November of each year. However, as it has been such an unusual time for us all, we feel that this report should be extended and include a real-time update, we will of course go into more detail next year when we send you the 2022 Annual Report.





## Events

Starting with some exciting news, we were finally able to deliver the Sutton on Sea's, Vintage-on-Sea Festival, the ever-popular Skegness Reggae & Ska Weekender and our BRAND-NEW event, the Mablethorpe Music Mix Up Weekend.

The lockdown restrictions and legislation for outdoor events and crowded spaces were difficult to work around at times, and our steadfast priority was the safety and wellbeing of local residents, visitors and staff. In order for us to be able to deliver these events as promised, two of the events were re-scheduled on several occasions. The outcome of this meant that all three of our signature events were delivered within a short 6 week period between

August and September 2021, which demonstrated the teams passion to deliver on behalf of our levy payers in extreme and difficult times.

We are delighted to report that all three Visit Lincs Coast signature events were a resounding success. Each event was well-received and brought a much-needed increase in footfall to the destinations. Since the events took place, we have been over-whelmed with positive feedback and have had hundreds of emails and messages regarding our event dates for 2022.

An uncertain start transpired into a very eventful year for the Lincolnshire coast, along with the main events, we also delivered and/or supported a

collation of other events across the coastal towns and villages.

**Visit Lincs Coast - Seaside & Sparkle Summer Firework Displays** - a total of 9 Summer Firework displays were held throughout the main season, alternating every Saturday night at 10PM between Mablethorpe & Skegness.

**Mablethorpe Continental Market** - In partnership with RR Event we organised a continental market on the High Street in Mablethorpe from Waterloo Road to Victoria Road. The market featured a range of traders of international origin with a healthy mix of food, sweet treats and crafts.

**Lincoln IMP Trail** - Ivan the coastal Imp spent his summer

holidays at the Hildred's Shopping Centre as part of the Lincoln's IMP Trail, this was designed to encourage visitors from Lincoln to travel to the coast to complete this extraordinary trail. Special thanks goes to Steve Andrews, Hildreds Shopping Centre, for hosting Ivan the IMP.

**Skegness Over 55s Bowls Tournament** - Annual Bowls Tournament that takes place in Skegness for the Over 55s.

**EBF National Bowls Tournament** - Annual National Bowls Tournament that is organised by the English Bowls Federation (EBF) and has been taking place in Skegness for over 50 years!

**Old Time Sailors Performance in Tower Gardens** - An afternoons performance by the Old Time Sailors which are a Sea Shanti

Band in Tower Gardens.

**Silver Bands in Tower Gardens** - 3 performances by Skegness Silver Band in the Bandstand in Tower Gardens in August and September. *We have also booked the Silver band to return in December to sing Christmas Carols in the Bandstand.*

**Wainfleet Motorcycle Meet** - This was the 2nd annual motorcycle Meet in Wainfleet where hundreds of bike enthusiasts came from far and wide.

**Bands on the Bank** - We helped to promote this music event which was organised by the wonderful people at Batemans Brewery in Wainfleet.

**Chapel St Leonards Summer Family Festival** - The annual Summer Family Festival which takes place on the village green in Chapel St Leonards.

**Mablethorpe Carnival** - Annual Event which brings a huge amount of people to Mablethorpe outside of the main 6-week summer holiday and helps to extend the season.

**Mablethorpe Illuminations** - Annual event to celebrate the switching on of the towns Illuminations.

**Mablethorpe in Bloom** - Our Street Rangers helped Mablethorpe in Bloom by planting plants and carrying out extensive improvements to the visual aspect of the town.

Mablethorpe was subsequently awarded the coveted Gold AWARD for the East Midlands Region.

**Skegness Scooter Rally** - A fabulous annual event which brings hundreds of Scooter and Ska enthusiasts to Skegness.

**Skegness Gold Wing Parade** - The 7th year for this event which brings Honda Goldwing Bike enthusiasts to Skegness, and with the promotional help of Visit Lincs Coast, was the most successful to date with thousands of people lining the streets to see the bikes parade up and down Grand Parade and North Parade.

**Skegness AMCA Beach Motorbike Racing** - Annual beach race which attracts tens of thousands of people to Skegness in what is usually one of the quieter months of the year.

Event planning for the 2022 Visit Lincs Coast events schedule is well-underway, we will send you a confirmed schedule early in the new year.

# Destination Marketing & Promotions

So far so good, we are well on our way to delivering our 2021/22 Destination Marketing strategy, there has been so much happening on the coast since the lockdown restrictions were lifted. This has given us a wonderful opportunity to sing from the rooftops about what we have to offer as one

of the top seaside holiday destinations in the UK.

We have introduced numerous new marketing and promotional resources to the Visit Lincs Coast brand, with the new INSTREAM technology being the most successful campaign ran to date, we haven't had the final figures yet but so far this channel of marketing has reached a staggering 4 million people over a 7 month period. We said that we needed to stand out in the crowd, and this is exactly what these types of campaigns give us the opportunity to do.

Promo videos were created and circulated, starting with a Visit Lincs Coast "Preparing To Welcome You Back" video, and then moving on to "On Track To Welcome You Back" these video's were designed to keep visitors engaged with the Lincolnshire coast, and update them with where we were as a tourist destination in response to the Government restrictions, the power of social media allowed these videos to circulate around the whole of the UK and even reaching as far as Canada and Thailand! We would like to take this opportunity to thank the local businesses who took part in



these promo's. Thanks also to our local Videographer Stef Wignall, who has worked with us this year and has captured some amazing footage for Visit Lincs Coast to use for future marketing campaigns.

The response we have had to date for some of our digital marketing campaigns has been over-whelming, for events such as the Skegness Reggae & Ska Weekender we reached over 130,000 people on Facebook alone, with our other major events only a few engagements behind, we have continued to share and promote other events and individual businesses in the area, and as such have attracted new followers and fans from across the country. Our facebook followers goes from strength to strength. All event marketing is tied in across the marketing plan spectrum, incorporating radio advertising, direct

marketing using our in house data-base, Instagram, Twitter, YouTube and various paper print activities to run side by side.

Most of our marketing campaigns have a "call to action" which diverts potential customers and visitors to the Visit Lincs Coast website, the website has already had a vast amount of new content added this year but the hard work to ensure that it is engaging and informative will continue throughout the winter and well into 2022.

Our work continues to create a "one stop shop" for advertising "what's on" in the area so it is important that you keep in touch and send your event or promotional advertising to us, to get in touch please email [info@visitlincscoast.co.uk](mailto:info@visitlincscoast.co.uk) or call us on 01754 611845.

We also created a brand new Visit Lincs Coast Podcast series, the Visit Lincs Coast CAMPERCAST.

Working with Bauer Media, we arranged for a VLC branded campervan to tour the Lincolnshire coastline, highlighting the vast array of activities, attractions and places to visit. There was so much to cover that we had to create 8 episodes in order

for us to capture as many attractions and destinations as we could along the way, the VLC podcast series is live for 12 months and available on all mainstream platforms. This is a new and additional introduction to the marketing plan so we look forward to reporting the outcome of the VLC CAMPERCAST series in future VLC updates. Interestingly, there are over 15 million podcast listeners



in the UK, Visit Lincs Coast is now a part of this which is great news for podcast fans. A video was also created to run alongside the marketing plan for the CAMPERCAST, creating a fun and engaging “sound and vision” campaign. Thanks again to the businesses that helped us create this series, and thanks to Bauer Media for helping us make the podcasts so much fun to listen to.

The new Visit Lincs Coast destination guide will be delivered in the near future, we will be running this as a Winter into Spring campaign to encourage visitors to “look and book” their holidays for 2022. We will also be running a variety of campaigns that cover the “natural coast” and encourage out of season visitors to enjoy the Lincolnshire Coast during the winter months. We are also hoping to create sector specific guides to support outside sports such as fishing, golf, horse-riding, walking and cycling.

We are now looking at what's new and innovative for the

2021/2022 Destination & Marketing strategy which will be designed in the coming weeks, the final plan will be circulated through Mailchimp to our levy payer database.

If you are not already receiving VLC news and update emails and would like to join the VLC community, please email us at [info@visitlincscoast.co.uk](mailto:info@visitlincscoast.co.uk) so we can add you to the circulation list.

Our work continues to ensure that our collective brand image for “VISIT LINCS COAST” is as fun, welcoming and engaging as it can be, working together we can keep up the momentum as a nationally known tourist destination.



## Clean, Green and Attractive

Throughout the year our two wonderful Visit Lincs Coast Street Rangers note and highlight potential “VLC Winter Projects”

Some work has already begun or has been on-going throughout the year but during the coming weeks we will look at the information collated and see what is feasible to achieve within the legislation boundaries and the timescale that we have. From here we will agree what projects fit into the Visit Lincs Coast, Clean, Green and Attractive ethos.

We endeavour to carry out

work and improvements in as many of the coastal destinations as possible, this can range from cleaning, clearing, painting and maintaining to more substantial enhancements such as installing new benches and seating areas, bins, cycle racks and planters. The visual impact that these projects have is always positive and often gives us the chance to work with local community organisations and business owners who have contacted us for help.

The BID has led and/or been involved with numerous projects over the years, to name but few we have installed 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 over 100 promotional vinyl's fixed to benches and planters to raise the profile for our Visit Lincs Coast brand. We will continue to deliver these types of projects across our beautiful coastline.

Look out for the new and engaging Visit Lincs Coast logo for projects such as these.

Our work with other organisations and authorities such as BeachCare and Keep Britain Tidy will continue as we strive to improve and promote a Clean, Green and Attractive coast for all. Our coast, our future.

The Visit Lincs Coast Street Rangers will also be on patrol over the Christmas shopping period, and will be assisting with local winter events. They will be covering some of the coastal markets and Christmas festivities, and will also be lending event equipment to organisations who have requested our help by installing the Visit Lincs Coast crowd control barriers and flags.

We already have lots planned to keep us busy but if you feel that our Street Rangers can help in anyway, please get in touch with one of the team by email at [info@visitlincscoast.co.uk](mailto:info@visitlincscoast.co.uk) or call us on 01754 611845.



# Business Support

We have continued to work with the Coastal Communities Fund and local education resources to deliver online courses that are relevant to the tourism industry, and more recently digital learning skills. These courses proved to be popular with business owners from across the catchment area as they were designed to offer a simple step by step introduction to digital marketing.

More digital learning courses will be available throughout the winter and into spring, to find out more please visit the skills Portal on our website. [www.visitlincscoast.co.uk/skills-portal](http://www.visitlincscoast.co.uk/skills-portal)

## BID FUNDING APPLICATIONS

We recently submitted a joint funding application to the Community Renewal Fund for the ask of £662,000, if it were to be successful then a large proportion of this would have been awarded to the VLCBID

and the opportunity to invest back into our coastal area and its hinterland. Unfortunately, we were unsuccessful on this occasion, however felt it important to include in the report, to demonstrate how we are working hard to obtain additional means of revenue to enhance and invest even further into our district.

## DIRECT BUSINESS SUPPORT MARKETING

Our quest to build a centralised events calendar, and optimisation of the Visit Lincs Coast website has continued throughout the year.

The Visit Lincs Coast website has been updated with more content, places to stay, attractions, places to eat and more recently we have added a “retail” section where individual retail shops can advertise their business for FREE.

We have helped promote



numerous events and business in the area through our social media channels and internal database, working together gives us a much wider audience reach so please keep in touch with us and send your marketing material to [info@visitlincscoast.co.uk](mailto:info@visitlincscoast.co.uk)

LDO – We have continued to support the Local Development Order, although there is still a long way to go with this campaign, and a future LDO is uncertain, we remain hopeful that the Lincolnshire Coast will be given the opportunity to become an “all year round” visitor destination.

## MEETINGS & FORUMS

To ensure that the national and local strategic policies and priorities and information are in the forefront and circulated to you, we attend the following meetings and forums that are relative to tourism and the visitor economy.

- East Midland DMO Meeting
- Coastal Skills And Development Meeting
- Lincolnshire Local Resilience Forum Meeting
- Coastal Developers Meeting
- Local Authority Tourism Officers Meeting
- Coastal Dmo Meeting
- Parish Council Meetings In The Bid District Area
- Visit England DMO Meeting
- Skegness Chamber of Commerce

## Active & On-going Campaign Support

- Cycle Lincolnshire
- Coastal Community Fund
- Access & Transport Strategy
- Neighbourhood Development Plan
- Pedestrianisation of Coastal Towns
- Proposed Public Space Protection Order Consultation
- Skills Portal
- Local Development Order and Extending the season



# VISIT LINCS COAST

## Second term ballot 2022–2027

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

The Visit Lincs Coast brand image that we have been working on over the last 5 years now has the strength to uphold and maintain the associ-

ation of the Lincolnshire coast as a mainstream choice of holiday destinations. The importance of carrying the flag for the Lincolnshire coast is at a crucial time for the longevity of many of the businesses that trade here, the road to recovery is paramount to Visit Lincs Coast and our work to support the visitor economy will hopefully be able to continue.

Our district consists of 22 miles of coastline and its hinterland, our catchment area is defined by the boundary line of the Lincolnshire Coastal Action Zone. There are over 300 BID's in the UK who support individual destinations, towns and cities with Visit Lincs Coast being the 5th largest by area of them all.

There is of course an investment to be made by paying into the Business Improvement District, with the support and contributions from our larger businesses and organisations we are in a strong foothold to keep the Lincolnshire coast on the map. The work that goes into delivering and supporting events, increasing footfall, destination marketing and promotion, environmental projects and access schemes and supporting businesses by delivering a variety of sector specific resources is vital for the future of the Lincolnshire coast. There are no other resources for organisations to tap into to help deliver events, and ensure that our coastal traditions are secure for future years.

Although the catchment area will stay the same and replicate the already established "Coastal Action Zone" we will be making changes to the eligible business criteria. The first term business plan incorporated properties that have a "Business Rateable Value" of £5,000 and

over, with a BID Levy charge of 1.5% of that value. In order to support smaller businesses in the area, we are raising the eligible "Business Rateable Value" to £7,500.

The new business plan will carry forward the four key priorities for Visit Lincs Coast as a destination and tourism organisation, Events, Marketing & Promotion, Clean, Green & Attractive Environmental Projects and Business Support, these banners cover a multitude of opportunities that we can work together on over the next 5 years.



## Why we do what we do...

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.

The new term ballot timetable is displayed here, there are strict protocol and legal proceedings for us to follow in order for us to deliver the voting process to you efficiently, if you have any questions regarding the process or the plans for the new term, please feel free to get in touch or why not join us at one of our Business Engagement Sessions scheduled on 23rd & 24th November in various locations across the district. Please visit our website [www.visitlincscoast.co.uk](http://www.visitlincscoast.co.uk) to find out details of times and locations.

### If you are eligible to pay the levy, you will be 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 of their property, 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.

**Issue of final Visit Lincs Coast Business Plan for 2022 - 2027**  
By circulation in earlier 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





# Visit Lincs Coast



## Our Aims

- To lead the official marketing and destination website for the Lincolnshire Coast
- To promote the Visit Lincs Coast brand name and profile
- To increase visitor numbers
- To improve the visitor experience
- To create a cleaner & safer environment
- To provide strong and effective business support to Levy payers
- To drive investment forward
- To give our business community a united voice

Should you have any queries or concerns please do not hesitate to contact us on:

**01754 611845** or email **[info@visitlincscoast.co.uk](mailto:info@visitlincscoast.co.uk)**

**[www.visitlincscoast.co.uk](http://www.visitlincscoast.co.uk)**

