

Minutes of Lincolnshire Coastal Destination BID AGM Meeting held on Thursday 14th November at The Stables Bar & Restaurant.

Present

Simon Miles – Cheryl’s Pier Kiosk
 Jonathan Ling – Lings Amusements
 Terry Slater – Quality Holiday Apartments
 Catherine Hallsworth – The Fat Seagull
 Sid Dennis – Sid Dennis & Sons
 Janet Stubbs – Woodthorpe Leisure
 Simon Beardsley – Lincs Chamber of Commerce
 Craig Watts – The Boating Lake Café
 Dave Skepper – Stagecoach
 Lisa Collins – LCD BID
 Lee Roberts – LCD BID
 Harriet Lawton – LCD BID
 Josh Lowe – LCD BID
 Dale Fox – LCD BID

Pat Brown – The Mickleton Hotel
 Adrian Brown – The Mickleton Hotel
 Jason Beauchamp-Hughes – Majestic Bingo
 Michael Blanchard – Orchard Farm Equestrian Centre

Apologies

James Parker – Fantasy Island
 Chris Baron – Butlins
 Graham Cullen – The Louth Hotel
 Mark Humphreys – Magna Vitae
 Stuart Hardy – Hardy’s Animal Farm
 Lee Beckett – Co-Op Funeral Services
 Steve Kirk – ELDC

Not Present

Martin Brown – Natterjack Creative

1. Welcomes and Introductions – Stuart Hardy Chairman	
SM welcomes all and gives apologies for the above. SM reads out a few words on behalf of SH in his absence.	
2. Review of 2018-2019	
SM gives an update on the last year on the BID highlighting key achievements.	

3. Finance Reports & BID Manager Update – Lisa Collins

LC circulates the accounts and explains to everyone about the re-aligned budget headings. Event spend has been increased to £164,000 and we aim to limit the amount given to external events. £125,000 for marketing to build on the brand recognition and £70,000 for street management. The business support heading will be allocated £15,000. LC asks that anybody who may have any ideas on how they want to see this spent then to let the BID team know. There will also be a reserve of funds kept aside for the final year when we go to re-ballot.

LC thanks both SH and SM for their guidance and support and also the directors. LC also thanks the team HL, LR, DF and JL. LC feels this is a year where we have become firmly established, made an impact and the Visit Lincs Coast brand is one that we should all be proud of.

LC touches on HL's work on marketing and PR and the wider campaigns which were focused around the UK such as the lorry campaign which has proved very effective and also the right decision in producing a full destination guide. LC touches on the rise of website and social media reach and explains how we still also need traditional needs such as banners, posters etc. Our intention is to have all event materials ready for the new year. HL has also worked with key partners which has been crucial to ensure our marketing is valued and recognised across all sectors. The work within the coach tour and group operators will come to fruition over the next couple of years. LC thanks HL for her ability to hard bargain and make our budgets stretch.

LC then talks about the delivery of in-house events and thanks LR for his determination with paperwork, guidelines and legislation to ensure they were planned and delivered with confidence. LR should feel proud of his relationships with Magna Vitae and members of the ELESAG group. LC says it has been a joy to see the vents go to the next level and for us to work as a team in delivering them. LC gives a special mention to the Reggae Fest which was one of our favourites and people are already calling up asking for dates for next year.

LC thanks DF and JL for making a real impact in a short amount of time. Their two roles are imperative to engaging with levy-payers especially retailers, ensuring that that visible and supportive presence on the streets. They have made many improvements to the street-scene alongside supporting the local shop and business watch schemes. They have got stuck in, got to know local businesses and we are looking forward to developing these roles further this year.

LC feels we have had a good year and one that stands us in good stead for the challenges ahead. We have spent time on ensuring our aims and objectives are clear to levy payers, we've reacted and responded professionally to any challenge or criticism and have not let that deter us from the job in hand. LC states that the role of a BID manager is at times a challenging and complex one, you have to guide and steer the BID whilst building and maintaining genuine relationships and partnerships to ensure future success. LC assures the room that nothing is done without thinking of the worth and value to our levy payers and the impact it will have in terms of the return on their investment. LC states that the BID is the go-to organisation on the Lincolnshire Coast and we are involved in all the key strategy groups and bodies helping to shape the areas future. The time LC spends working with parish, town, district and county council officers and cllrs is time well-spent and that wider collaboration will ensure the success of our next ballot. For the year ahead LC aim is to forge ahead building on our work and reputation to date ensuring we reach out to as many levy payers as possible and take on board any criticism and turn it into a positive. She is confident with the team and with the support of the board of directors this can and will be achieved.

<p>4. Re-election of Board Members 5. Election of Chair 6. Election of Vice Chair</p>	
<p>The re-election of the board members, everybody expressed an interest to stay on the board, SM proposes stays the same and JS seconds this.</p> <p>SH is standing down as chair of the board due to work commitments and there have been nominations for SD to become the new chair. Everybody is in agreement. There have been two nominations for vice-chair to be SM again and he is happy to stand again, everybody is in agreement.</p>	<p>Chairman – Sid Dennis</p> <p>Vice Chairman – Simon Miles</p> <p>Board to remain the same.</p>
<p>7. Questions & Comments from Company Members & Guests</p>	
<p>MB says he would like more coverage for his business Orchard Farm. JBH believes that the majority of things take place on the seafront and would like to see the illuminations come back. AB wanted to know if we would be giving money to the carnival again next year.</p> <p>MB leaves.</p> <p>SD states that he will be inviting negative people to speak at board meetings and that we should try and not be too Skegness-centric. SD believes that the planning policy does not benefit the coast and he wants this to be changed.</p> <p>DS believes that parking and traffic management needs some major work. He also says that the volume of sales lost to the internet is an issue and that's why all areas will be putting on events to diversify the offer so we need to be competitive and stay on the ball.</p> <p>JS suggests that the coasts needs growing into a 12 month a year destination. SD identifies the needs of skills and education so that people stay within the area. CW responds that Skegness Academy will pay for people to stay for five years so that they are more likely to stay in the area.</p> <p>SC doesn't think that day trippers add to the economy, others disagree. He thinks we should spend more on marketing further afield than locally.</p> <p>Meetings are suggested to go to bi-monthly. Majority in agreement. Sub groups to meet in the alternative months.</p> <p>DF says that he has met around 60% of the businesses since he has started, he tried to invite them to the AGM but have not turned up. He thinks they need to do more to help themselves.</p>	<p>Meetings moved to bi-monthly.</p>
<p>8. Time & Date of Next Meeting</p>	
<p>10AM – 9th January – Location TBC</p>	