

LINCOLNSHIRE COASTAL

DESTINATION BID

NEWSLETTER 2 JULY 2016

Hello and welcome to the second edition of the Lincolnshire Coastal Destination BID Newsletter. These newsletters are designed to involve and inform you of the progress made, as businesses on the Lincolnshire Coast work together to become an official Business Improvement District (BID).

Thank you to all of those businesses that have taken the time to be involved in the consultation process so far, the headline findings to date are overleaf. We are delighted that businesses along the Lincolnshire Coast are working together to take control and improve our towns and villages by identifying the services and project ideas they want delivered in the BID area.

The Next Stage – Your Town, Your Money - Your BID

The next stage of the consultation process is to explore the findings of the survey and the business workshops in detail and discuss further with you the improvements you would like to see in your towns and villages.

In June/July/August, we will be active in your towns and villages making sure that businesses know about the LCDBID and have the opportunity to contribute their ideas to the consultation.

During August, we will be working to assemble and organise all findings from the consultations and to select the projects to take forward as part of the proposed BID Business Plan.

In September and October, we will distribute the summary draft Business Plan to all those businesses in the BID area eligible to vote in the BID ballot. This will be the last opportunity for comments before completing and printing the Business Plan.

It is very important that you are involved in this consultation process. It is your opportunity to; find out more, get answers to your questions and put forward your ideas on what you want the BID to do for you. Remember, it is your voice and you will vote on how we move forward with the BID and so it is essential that we know your priorities.

A MESSAGE FROM OUR CHAIR

As businesses we know we can never stand still and have to continuously develop, improve and promote ourselves. The same is true for the coastal resorts in which we trade. To ensure that the Lincolnshire Coast retains its status as one of the UK's leading resorts we must continue to invest and improve. There are over 124 BIDs operating successfully around Britain. These businesses are already benefiting from taking control of their own destiny, working together and investing a small percentage of their rateable value to be spent locally to increase their profitability. Over the last few months we have been talking with businesses, asking what you think will improve your business and running workshops to see how you think the BID money would be best spent. It is imperative for all of us to engage with these consultations to ensure that we can continue to match our competitors and get the best possible results for us all.

STUART HARDY

Hardy's Animal farm/caravan park, Ingoldmells



QUESTIONS?

If you have any questions about the BID, you can always contact:

LISA JANE COLLINS

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SURVEY RESULTS

As part of the detailed consultation process the BID team organised a survey, open to all businesses within the proposed BID area. Every business received information about the BID through the post and members of the BID team contacted many businesses face to face. The survey offered an opportunity to give suggestions on how to improve business within the proposed BID area. We had a good response rate of 18%, of these 80% were independent traders and 77% of respondents have operated in Coastal Lincolnshire for over ten years.

FINDINGS

Objectives of the BID

Over 90% agreed with all of the proposed objectives for the LCDBID.

Marketing

77% felt marketing to be important or very important to their business with 82% using the internet as the most popular platform and over 53% spending over £1000 per year.

The findings for marketing catchment are:

Locally 67%, Nationally 35%, Countywide 29%, Regionally 24%, Internationally 5.3%.

The most important counties for marketing are Yorkshire scoring 78% and Nottinghamshire with 63%.

Events

71% feel that events are important to their business and 62.5% would like to see more events, in particular festivals, music events, markets and carnivals.

Promotion of Coastal Lincolnshire

Findings show the top 4 priorities for promotion to be: More information prior to arrival in East Lincolnshire 74%, More information available once people had arrived in the areas 74%, Reduced cost of car parking 70% Specific area/resort information 65% & With more; bus routes, planters trees and flowers, visitor signage for individual resorts, car parking spaces and frequent bus service all scoring above 50%.

Global uncertainty and no end in sight for austerity measures make it is obvious that success will have to be driven by different ways of thinking. I believe the DBID will be a vital catalyst for this change, keeping us on a level playing field with our competitors. It will mean we are working together, fully in control of our own destiny with agreed plan of action via which we can go from strength to strength.

CHRIS BARON
Butlins, Ingoldmells

I feel that the DBID is one of the most important business decisions that we will all have to make. It is an exciting opportunity for businesses to be able to say what we want to see and decide how we can build on our strengths and design a future locally to benefit all ... that is why I am supporting the DBID.

STEVE ANDREWS
Manager, Hildreds Shopping Centre, Skegness

Safety, Security and Cleanliness

Businesses felt they need more Prevention of anti social behavior 60%, Removal of litter 59.5%, Prevention of property damage and street care 57.5%, Street Cleaning 57%, Floral and planting displays 56%, Prevention of shop lifting 55%, Removal of trade waste 54%, Beach cleaning 52%.

Business Support

Businesses showed a positive interest in reducing business cost by centrally procuring: Trade waste disposal 80.5%, Recycling paper and card 77.5%, Advertising space/time 74.5%, Insurance 70.5% & Appropriate training 70%.

Fuel buying and professional services score over 50%.

The Top 5 words used to describe the East Lincolnshire Coast are Beach, Family, Friendly, Fun & Traditional.

For more information, visit our website.

WWW.LCDBID.CO.UK

THE BID TEAM

TONY TYE

Skegness Chamber of Commerce

JAMES PARKER

Fantasy Island, Ingoldmells

PADDY PRINCE

Dunes Complex, Mablethorpe

JOHN BURGESS

East Lindsey District Council

STUART HARDY

Hardy's Animal farm/caravan park, Ingoldmells

GARETH ROWLAND

Holivans, Mablethorpe and BH&HPA

DANNY BROOKES

Indulgence café & Ice-cream kiosk business, Tower Esplanade Skegness

STEVE ANDREWS

Manager, Hildreds Shopping Centre, Skegness

CHRIS BARON

Butlins, Ingoldmells

ALISON MACDONALD

East Lindsey District Council

BILL HUTCHINSON

Premier Hotel and Chair of SECWHA

DAVID HONMAN

Coastfields Leisure

JANET STUBBS

Woodthorpe Leisure

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