



Visit
Lincs Coast

2020
Annual
Report



A complete changeover in staff has taken place and with this, much work has occurred behind the scenes laying strong foundations for the 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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Chairman's Update

I am pleased to share our Annual Report for 2019-2020. It has been a difficult year to date, with change and adaptation for us all. COVID-19 has been extremely detrimental to our coastal economy and business trading conditions. That said, we are pleased that the Government has been able to offer a variety of financial business support during these difficult times.

Whilst I am aware that this report should allude to the 2019-2020 billing period, where the BID focused on events and environmental projects, I feel that providing you with an extended update to include the previous six months is prudent given the current climate and challenges that the BID has faced.

When restrictions were lifted in July, we saw our coastal towns and villages come back to life with many visitors taking the opportunity to enjoy a holiday and chose the Lincolnshire coast as their 'Staycation' destination. Our towns and villages were once again filled with the vibrant buzz that we have become accustomed to. However, no one anticipated the longevity of this pandemic and unfortunately, we now find ourselves back in unchartered territory.

Despite the restrictions and limitations, the BID has continued to adapt and change to suit the current climate. From a BID operational perspective, a complete changeover of staff has been implemented, much work

has been going on behind the scenes in order for us to lay strong foundations for the future. I have to say, I feel that these changes are positive and will be a benefit to the BID and the Levy payers alike. I truly believe that the new team bring a much-needed boost to the BID in order to move forward.

Your BID is key to assisting and ensuring that the coast will recover and retain its position as one of the most popular coastal destinations in the UK.

In spite of the challenges presented by lockdown, we remain focused and positive about the future of the BID and the work it would like to accomplish. To ensure that we capture your ideas and feedback, communication

with you is key, please feel free to contact us and arrange a meeting.

Please take the time to read this report which will provide you with a full update of where we are at this time and our plans for the future.

I would like to thank you for your continued support, with extended thanks to team members old and new and to our Directors of the Board.

This report will also be accessible on our website, please go to www.visitlincscoast.co.uk

The BID Team

This year has seen a change of faces and a whole new management and staffing structure put in place.

The resignation of all previous BID employees has given the organisation a chance to restructure, evolve and look forward to 2021 with a clear, concise and focused vision.

The new team has been carefully selected and comes with a wealth of experience and knowledge within the Tourism and Leisure Industry. The teams combined skills cover business management,

project management, risk compliance, finance, marketing, health and safety, event management, street management, first aid, security and much more.

The new team appreciates the challenges that lay ahead however they are eager to deliver the four key values in accordance with the business plan.

We believe that the BID is invaluable to our business communities, residents and visitors alike to ensure that our coast continues to thrive.

LINCOLNSHIRE COASTAL BID MANAGER

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STREET RANGER

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They 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.

Sid Dennis Chairman	Sid Dennis & Sons Ltd
Chris Baron 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
TBC	Magna Vitae
Simon Beardsley	Lincolnshire Chamber of Commerce
Stuart Hardy	Hardy's Farm Ltd
Simon Miles	Cheryl's Pier Kiosk
Steve Clark	Coasters Aparthotel
Steve Kirk	ELDC
Terry Slater	Quality Holiday Apartments
Paul Hibbert-Greaves	Admiral Benbow
Dave Skepper	Stagecoach

Levy Collection

Understanding the financial impact COVID-19 has had, the decision was made in line with Government legislation to defer the levy collection for six months, moving the collection date from March 2020 to the end of September 2020. During this deferment period

the BID worked tirelessly to explore numerous ways they could help and support levy contributors at this time, and yet the outcome remained that we could not deviate from the legislation within this current billing period. However, there may still be an opportunity for

us to deduct a percentage from your 2021/22 bill. Although this will depend on the overall collectable rate received for the 2020/21 billing period and whether the company can sustain its future schedule with a reduced collection.



Lincolnshire Coastal Destination BID Budget

Please see the final budget spend for the 2019/2020 BID Levy billing period.

Should you have any queries regarding this budget, please contact us at 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 2020

	Y/E 2019	Y/E 2020
Turnover	£546,390	£616,303
Cost to deliver core activities	£266,251	£378,699
Administrative Expenses	£145,764	£120,391
Surplus for the year	£135,635	£117,635
Fixed Assets	£8,065	£14,701
Debtors (Un-paid Levies)	£40,436	£105,156
Cash at Bank	£332,528	£388,595
Creditors (amount owed by BID)	£58,084	£67,872
Reserves	£322,945	£440,580

Turnover increased from £546,390 to £616,303. (this was partly due to an increase in the amount of BID Levy collected (+£50k), but also from other marketing and event related activity (£20k).

Costs to deliver core activities were £378,699 (Y/E 2019) £266,251 – the main reason for this was increased activity

in Street Management, events and marketing activity.

Administrative Expenses £120,391 set against (Y/E 2019) £145,764.

This resulted in a surplus for the year of £117,635 compared with £135,097.

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 an increase in our Fixed Assets from £8,065 to £14,701, this was due to the purchase of office, computer and event equipment.

Debtors (un-paid Levies) showed a marked increase at the year end, from £40,436 to £105,156, which was mainly a result of timing differences relating to payments of the levy being transferred from PSPS to the BID.

Cash at bank rose from £332,528 to £388,595

Creditors (being the amount owed by the BID) in the short term rose from £58,084 to £67,872. The company does not have long-term debts or creditors and at the end of this year reserves have increased from £322,945 to £440,580.

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 2020/2021 billing period

	2020/2021
Turnover	£550,000
Administrative Expenses	£120,000
Events	£204,000
Marketing	£110,000
Business Support	£100,000
Environmental	£103,000
External Funding	£57,000

The initial forecast for the BID Levy income from the 1st April 2020 until 31st March 2021 was circa £550k, this figure is calculated based on 1.5% of the total rateable value of

all businesses that fall within the BID catchment area and policies.

However, we should take into consideration the impact of

COVID-19 and the subsequent percentage of “non-payments” and expected BID Levy bills to be written off during this billing period. The pandemic has had an unprecedented

impact on many sectors within our business communities, some of which will not survive the current trading conditions, in light of this, we anticipate that the collection rate will be significantly lower than the anticipated monies due of £550k.

BID Levy bill administration and provisions made for bad debt is anticipated to accumulate to approximately £80k. Administrative costs

were forecast to be around £133k however, these have been decreased to an estimated £120k.

On a more positive note, the BID made several successful funding applications during the initial lockdown, Visit England/ Visit Britain invited applications from BID's across the country which were specifically designed for BID business support and staff retention, whilst still allowing us to

protect the BID Levy budget.

Government funding (furlough) allowed for all other staff to stand down and stay safe during the first lockdown period.

The combined external funding income received during COVID-19 was approximately £57k.



remain at a healthy level in order to cover the costs of key COVID-19 recovery messages and 'welcome back' marketing campaigns prepared for the imminent future.

these difficult times and in the coming months. The Business Support budget has since been increased to £100k.

revised budget now allows for small scale improvement projects to take place within our BID catchment area. Some of these projects are underway now, and will continue throughout the winter period and leading us into the next season.

Environment

Environmental this key aspect of the BID's business plan is designed to ensure the safety, security and cleanliness of our environment and therefore has been increased from £56k to £103k.

NB: this is the forecast at the time of publication and may change due to unforeseen variations within the current climate.

Should you have any ideas for future projects, please get in touch by emailing: info@visitlincs.co.uk

Business Support

Business Support had an initial budget allocation of £10k, a substantial increase from last year's accounts, however recognising the importance of Business Support during COVID-19, we proposed that this required a significant increase in order to help support businesses during

Whilst the majority of this budget is set aside for costs incurred for "Street Management" implemented by our BID Street Rangers, the



Lincolnshire Coastal Destination BID Budget

Events

Events the events budget had an original allocation of £204k, all monies assigned to internal BID events and successful funding applications made for BID funded events has been reserved and accounted for within the future budget allocation.

Monies paid in deposits to date for events rolled over or postponed during 2020 is £18k. With an anticipated budget of £7.5k for events scheduled between now and March 2021.

The events budget for this period will be variable as we progress through the forthcoming months and adhere to Government guidance and restrictions.

Marketing & Promotions

Marketing & Promotions had an allocation of £120k, this was revised and reduced to £110k in order to account for the lack of Event Marketing required, although it was agreed that the Marketing & Promotions budget should



BID Annual Report



in-light of the current and ongoing COVID-19 Pandemic, a chance to adapt and address this was welcomed by our levy paying businesses



Business Support

more important than ever

In previous years "Business Support" offered by the BID has been overshadowed by the events budget, in-light of the current and ongoing COVID-19 Pandemic, a chance to adapt and address this was welcomed by our levy paying businesses.

Whilst lockdown continues to be challenging, it has given us the opportunity to work on in-house data cleansing, data collection and the planning and implementation of Business Support in real time.

SOCIAL DISTANCING MATERIALS



<p>SOCIAL DISTANCING PACK</p> <p>We have been working to put together a pack of materials for you in readiness for re opening your business. Each pack will contain the following:</p>  <p>MAINTAIN PHYSICAL DISTANCING Maintain a safe physical distance between yourself and others</p>	<p>NON SLIP FLOOR VINYL</p> <p>2x Social Distancing Floor Vinyls (1 of each design)</p>  	<p>KEEP LINCOLNSHIRE SAFE</p>  <p>POSTERS</p> <p>2 x Keep Lincs County Safe Posters</p>	<p>SANITISER & PPE KIT</p> <p>This pack will include: 10 individually packed face masks 3x 1 ltr bottles of sanitiser</p>  <p>Disposable Mask</p> 
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THESE WILL BE AVAILABLE TO COLLECT FROM SKEGNESS TOWN HALL. WE WILL ARRANGE YOUR COLLECTION DATE/TIME WITH YOU INDIVIDUALLY

Our internal contact database for our levy payers is an essential tool for us to be able to communicate with you and let you know all about the great things we are doing to support you. We found that we had a limited number of

email addresses and therefore have completed the sizable task of increasing our email database from 15% to approximately 80% of the overall businesses included in our BID catchment area. We will continue to build on this going forward.

How we support your business throughout the pandemic

- FREE PPE Packs & Social Distancing Materials
- Online Toolkit Guidance for COVID 19
- Weatherproof Social Distance Floor Painting
- Levy payment deferral until September 2020
- LDO Flood Risk Assessment Templates
- LDO Flood Risk Evacuation Plan Templates
- Business Watch Scheme Skegness
- Business Watch Scheme Mablethorpe
- Website Development
- Relationship development with the business community

- Data Cleansing
- Extensive Data Collection
- Social Media Business Support
- “Good to Go” Scheme
- “Eat Out to Help Out” Scheme
- “Enjoy Summer Safely” Scheme

Active & On-going Campaign Support

- 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 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



Access Now

www.visitlincscoast.co.uk/skills-portal

Skills Portal

This year has seen the launch of our brand new Visit Lincs Coast **SKILLS PORTAL**, working with local skills providers we are now offering **FREE** training to all of our business district.

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, these courses are designed to help you enhance your own and your employees skills sets.

The NEW Skills Portal is live and available to access 24/7 now.

Please go to visitlincscoast.co.uk/skills-portal to find out more



Events 2020



MAIN BID EVENTS AFFECTED BY COVID-19

- Sutton On Sea -
Vintage on Sea Festival
- Skegness Reggae Festival
- Mablethorpe Tribute Festival
- Skegness Octoberfest
- IMP Trail

Changes in legislation and adhering to current guidance, all major scheduled BID events for 2020 have been postponed until 2021. Monies and deposits paid to secure bookings, and agreed contributions are still in place and will be honoured when the new event dates are agreed for 2021.

It is however hopeful that we will be able to deliver a small "Christmas Spirit Trail" in December, where families are set the task to search and find characters displayed in shop windows, The Christmas Spirit Trail will take place in Skegness, Mablethorpe and Sutton On Sea, again this will depend on local and national guidance.

We are also hoping to support the "Skegness Christmas Market 2020" with team resources, marketing and equipment should this event be permitted.

Our new Events and Project Coordinator will be heading up a new events schedule for 2021 so please get in touch if you have any ideas that you wish to share with us.

BID Supported Events

- ARMADA Kite Festival
- Poppies on the Prom
- Mablethorpe Carnival
- Skegness Carnival
- Mablethorpe Illuminations
- Mablethorpe in Bloom
- AMCA Beach Bike Racing
- Skegness Scooter Rally
- Skegness Gold Wing Parade
- Bowls Tournaments
- SOS Carnival
- Skegness Christmas Market
- And many more...



BID Environmental Projects

DON'T BE RUBBISH!

Leave nothing but footprints

Bin your litter or take it home



We have continued our support to help promote a clean environment, working with ELDC to distribute 100's of new posters across our coastal destinations

Environmental BID on the Beat

- Town Centre Flower Planters
- Cleaning Bus Shelters & Phone Boxes
- Removing Graffiti
- Weeding & Pathway Clearance
- Litter Picking
- Disposal of unsafe or drug related items
- Business Shop Front - Homeless & Well-Being Management
- Expired Poster Removal

The BID Rangers were tasked with painting the roadside railings in Ingoldmells and Skegness, this has significantly enhanced the visual impact that these have in prominent positions within these two destinations.

The BID led the way in Ingoldmells recently after being notified of negative reviews on the internet, our BID Rangers rolled up their sleeves and tackled a "BEACH CLEAN" project at Ingoldmells point. We are currently working with all local authorities and the Enforcement Agency to find a solution to the on-going issues in certain areas of the coastal path and privately

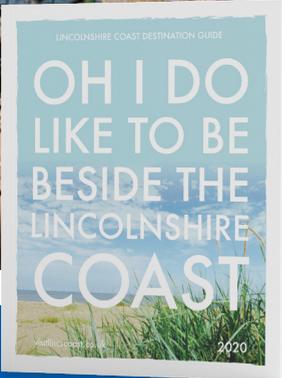
owned beaches within our catchment area.

We would welcome your support to form a task group that will help us continue with projects like this in the future, please contact us at info@visitlincscoast.co.uk.

We have continued our support to help promote a clean environment, working with ELDC to distribute 100's of new posters across our coastal destinations. It is important that the message is made clear to everyone who visits the coast, that they must take their litter home or find a litter bin.



Marketing & Promotions



As lockdown was an opportunity to data cleanse and create a brand-new list of contacts for in-house promotional and marketing purposes, from a database of just a couple of hundred contacts, we now have nearly 20,000 email addresses that we can connect with at the touch of a button, this gives us the opportunity for marketing and promoting our destinations, attractions and events directly to the consumer.

Social Media plays a part in any marketing strategies, our followers on Facebook, Twitter and Instagram have been growing by the day.

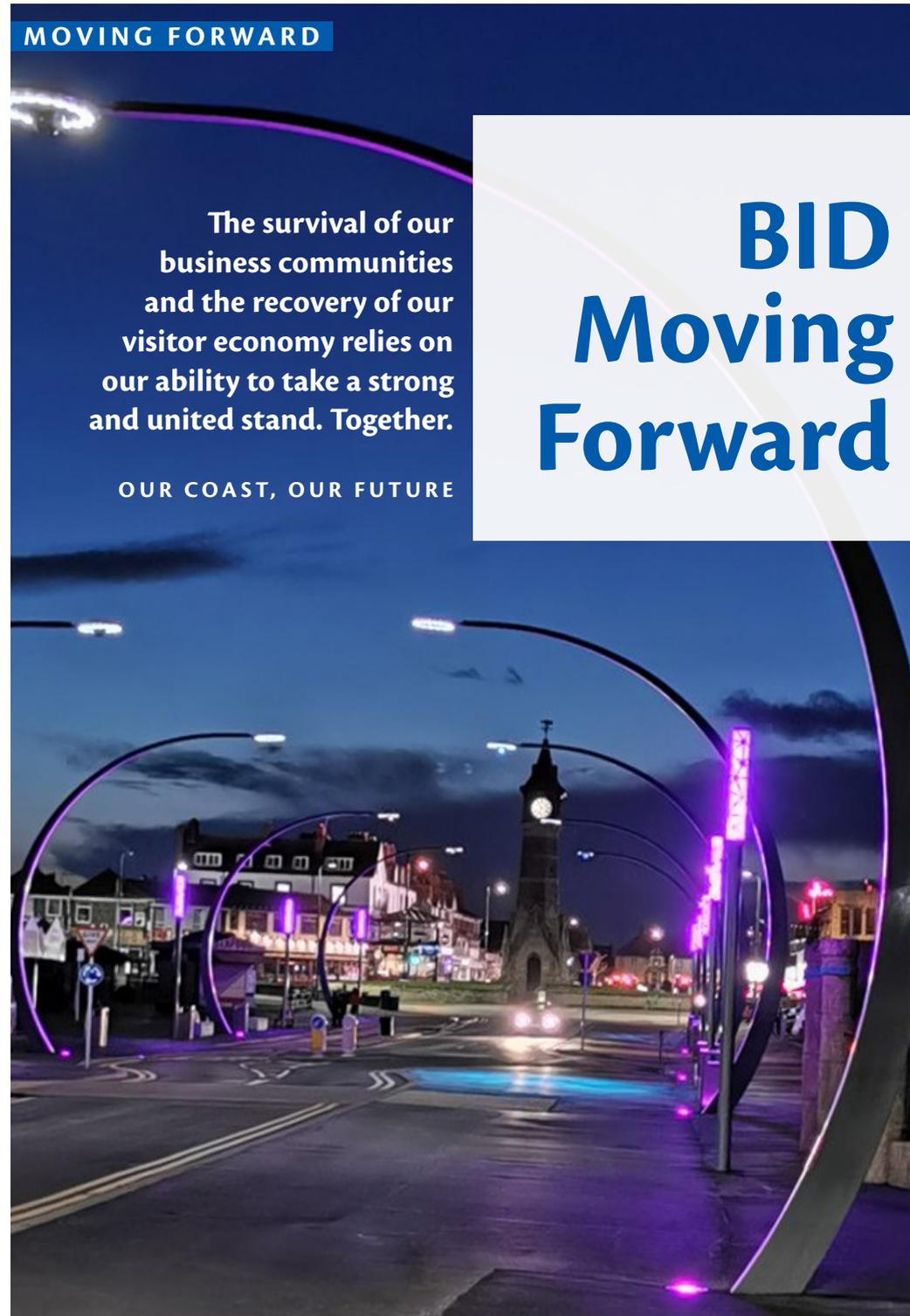
By taking a more personal approach to our Social Media Platforms, we hope to continue with this momentum.

- OH, I DO LIKE TO BE BESIDE THE LINCOLNSHIRE COAST** Brochure Distribution of approximately 60,000 Destination Guides across the UK
- Visit Lincs Coast** Natural Coast Video
- Visit Lincolnshire Website Partnership** www.visitlincolnshire.com
- Coach Tours UK Guide**
- Group Travel Guides**
- Regional Advertising**
- Local Advertising**
- Radio Campaigns**
- VISIT THE LINCOLNSHIRE COAST Lorry Campaign** (Ended July 2020)
- Win A Holiday Competition** QR Code Scan
- Sunday Times Advertorial**
- Digital Marketing Campaigns** on all Social Medias and Google Ads
- Skills Portal Leaflets**
- BID Rangers Leaflets**

BID Moving Forward

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

OUR COAST, OUR FUTURE



The Future's Bright!

Marketing & Promotions

Marketing plays a large part in the BID's annual activity, whether that be local advertising or reaching out to the wider audience, will continue to promote our destinations and attractions to retain our place on the UK holiday destination map.

With expectations for "Staycations" in the UK to increase tenfold in the year ahead, competition for custom is fierce. We must take a united front and ensure that we promote and support all aspects of what we, a coastal destination as a whole, has to offer.

Lincolnshire's Natural Coast
Lincolnshire's Vibrant Coast
Lincolnshire's Cultural Coast
Staycation Holiday's
Hobby Holiday's
Coastal Event Promotions

Channels for marketing and promotions will mainly run through online digital campaigns, statistically this is a more efficient and effective way to reach the wider audience, these will run alongside the usual marketing campaigns on all social medias and Google Ads.

Our split approach to future marketing will be supported by both digital and printed Destination Guides, Event Calendars and "Whats on Guides" and to ensure that we are hands on with attractions and places to visit, we will be introducing regular blogs, vlogs and video promotions.

Please get in touch if you would like your business to appear in any of our new marketing strategies.

Events Calendar Moving Forward

The new faces to the BID team have brought fresh ideas regarding events for the future. We recognise and appreciate that not all levy paying businesses may have benefited directly from the events and therefore we would like to try and address this going forward. So! We have come up with some fantastic ideas to throw into the mix for 2021 and future years.

To start the ball rolling, we would like to introduce a couple of sector specific events to the calendar, with the limited budget in mind, it may be that we need to seek external match funding or contributions to roll this out but our theory is **"anything is possible"**

We must ensure that events such as these are delivered successfully, this will require us to work closely with our specific business sectors to design, create and market the greatest of events. If our plans come to fruition, there is no reason why these events cannot be on the calendar year on year.

Great news for some of our more remote and isolated businesses!

Any new events introduced in 2021 will be in addition to our rolled-over or re-scheduled events from 2020.

Ongoing support will be delivered to external or 3rd party events by funding through the BID FUNDING APPLICATION PROCESS, such as paying for road closures, supplying equipment, marketing, risk assessment and risk management resources and event planning support.

Business Support

How we will be supporting your business moving forward.

- Free Skills Portal
- Visit Lincs Coast Website Marketing
- Business Watch Scheme
- Disc App
- Social Media Training
- Event Marketing
- Event Management Support
- Essential Business Consultation Package
- Kick-Start Programme
- Coastal BIG BUS DEAL

Environment

We will do our best to source extra funding to support and partner projects that really count and that will help to develop the visitor economy. We will also be supporting and implementing new projects and enhancements in under-utilised areas throughout our coastline.

Continued works to improve the cleanliness of the beaches and streets, and completing adhoc tasks in real time. Monitoring and managing areas that are targeted by graffiti and bulk litter dropping and ensuring that our Towns and Villages are both safe and welcoming places to visit.

We will continue to work closely with the local authorities to help and assist vulnerable and homeless people on our streets by sign-posting them in the right direction and ensuring that they get the help they need.





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 voice

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

01754 611845 or email **info@visitlincscoast.co.uk**

www.visitlincscoast.co.uk