

14th November

LINCOLNSHIRE COASTAL BID AGM



CHAIRMAN'S UPDATE STUART HARDY

2019 has been a rather difficult year. Coming off the hot 2018 season, along with the political uncertainties of Brexit and with the pressure of Sterling diminishing in value for money overseas, we hoped that 2019 would be a very strong year for domestic tourism. However, my own experience has been that there was more of a paralysing effect and this season has been particularly challenging. A strong 6-week holiday helped make up for the poor Spring Bank Holiday, June and July, but this season was tough from a trading perspective. In talking to operators across the UK this seems to have been seen all over the country, which leads me to believe that this isn't a local issue, but it has been an uphill struggle this year for us and many people I've spoken to. Therefore, it is critically important that we ensure that we are promoting and attracting visitors through our activities in the BID. The pooling of resources allows us to take on projects that very few company members would be able to tackle on their own. We must ensure that we are shouting about the area and making ourselves heard above our competitors.



With this in mind, the board have recently had a very successful review and future direction event which was attended by the board and team members. This reset the strategy and assessed the future direction of the BID company activity. Resetting the delivery objectives and reflecting on what we feel is important is critical to us delivering effectively, and I hope that this will become an annual activity as part of the good governance of the company. As members of the company we also ask that you feed into the BID and put any suggestions through to Lisa and the team.

Finally, I'd like to thank both the BID team and my fellow directors for their hard work over the last 12 months. They have all gone above and beyond what could be expected in trying to maximise the impact of the events and projects of Visit Lincs Coast. Without these efforts, we'd all be much worse off, particularly given the slashing of business support spending by all levels of government seen these past 6 years. I hope that the projects which will be initiated off the back of the future direction event will increase the value for money of the levies paid, and ensure that we are well-positioned to increase our share of the market moving forwards into 2020 & 2021.

EVENTS REVIEW

2019 has seen the BID continue where it left 2018 by delivering a number of events as well as supporting many other events through the year.

The BID delivered:

Sutton On Sea Vintage on Sea Festival

Skegness Reggae Festival

Skegness Vintage Seaside Festival

These events were a great success and brought many people to the coast, some of them for the first time. We will continue to deliver Sutton on Sea Vintage Festival and Skegness Reggae Festival in 2020, with the addition of two new events. We will be bringing a music festival event to Mablethorpe as well as working with the pubs in Skegness to introduce an Oktoberfest style event for Skegness. We have already committed to help support the reintroduction of Poppies on The Prom for Mablethorpe as well as supporting the Skegness Scooter Rally again. 2020 will also see the area welcome back the Armada Kitesurfing Championships in association with the British Kitesurfing Association (BKSA).

In addition to the delivery of our own branded events we have also worked hard this year to support other events across the area. Some of them through the BID funding process and some by offering support during the planning and delivery of their events.

These include:

- Armada Kite Surfing Festival
- Mablethorpe Carnival
- Skegness Carnival
- Mablethorpe Illuminations
- AMCA
- Bishop Grosseteste University Teenage Market
- Skegness Goldwing Parade
- Skegness Scooter Rally

- Over 55s Bowls Tournament
- National Bowls Tournament
- Lincolnshire Wolds & Coast Church Festival
- Sutton On Sea Carnival



STREET RANGERS

Since the instatement of the Street Rangers a variety of jobs have been undertaken up and down the coast. Their roles vary from one day to the next, ranging from cleaning up the local areas to patrolling around towns and villages.

Some of the jobs that have been completed up to now consist of:

- Cleaning of bus shelters and phone boxes in the area removing flyposting, litter and residue.
- The addition of promotional vinyl's on bus shelters promoting the Visit Lincs Coast website, social media platforms and reinforcing the brand.
- Fitting a number of benches in the area, benefitting both the local community and visitors to the area.
- Removal of graffiti and vandalism in the area.
- Clearing of pathways and removal of weeds and trees making it more accessible for the general public.
- General cleansing of car parks.
- Communicating with local businesses about their wants and needs.
- Information sharing and offering support and advice to members of the public.
- Liaising with other organisations such as the police and local authority.
- Helping out at local events, such as stewarding, marshalling and ambassadorial roles.

