



LINCOLNSHIRE COASTAL DESTINATION BID ANNUAL REVIEW 2017 – 2018

CHAIRMANS REPORT – STUART HARDY

2018 has been a difficult year for all of us, beginning with the "Beast from the East" at the start of the season causing many customers to either cancel holidays or pack up early, then moving to one of the hottest and driest summers in recent memory. It's safe to say we've seen a bit of everything this year. Trading has been similarly changeable and challenging, with tough trading conditions for retailers with continued pressure from online and mixed footfall for everyone due to the weather. As a result it is imperative that we give customers a reason to visit the resorts and offer a level of service that will ensure they return.

It is more important than ever that we work together to ensure the vitality and prosperity of our resorts.

Visit Lincs Coast is an important medium for this, however, engagement with the team is key so please feed ideas and suggestions in using the contact details on this report to ensure that we head in a beneficial direction for all of us.

At this point, I'd like to extend thanks from the BID Board to Lisa Collins, the BID Manager, and her team including the Coastal Ambassadors for their hard work this year. It has been a steep learning curve for everyone and they have done an excellent job in, at times, challenging circumstances.

There are, however, several reasons to be upbeat for the future, with the positive effect of exchange rates making UK holidays more affordable despite our high rates of VAT compared to our European neighbours.

Additionally, private sector investment continues to be strong which is hopefully a good sign for modernising the resorts and improving the visitor experience which is the most important objective for our future prosperity.

I would like to extend thanks to the members of the Visit Lincs Coast Board, the directors and observers all give up time from their businesses for free to try to improve the area for all of us. Without their experience and input, the BID would not be able to properly serve the diverse businesses of our area. Finally, I would like to thank the many local businesses who have engaged with the BID team during the course of this first year, it is these conversations that help guide the BID and ensure that we are doing the right things for the wider membership.

MARKETING & PROMOTION

In the first year of the BID there has been a great deal of promotion surrounding the area taking place.

60,000 copies of a *What's on Guide* produced.

24,000 distributed country wide by *Take One Media*.

5,000 distributed via *Pear Communication* to Derbyshire, Nottinghamshire and Yorkshire.

The Coastal Ambassadors have distributed the guides as well as businesses own leaflets and promotional materials locally and at events further afield when the promotional trailer attended events around the country.



The highlighted area on the map shows where our marketing has reached so far through the use of print material, radio campaigns, and advertising. *The BID Team have also attended the British Travel & Tourism Show in Birmingham and the Business Lincolnshire Expo to showcase what the area has to offer.*

Radio campaign via Lincs FM which targeted audiences in Lincolnshire, Newark, Grimsby, Cleethorpes and North East Lincolnshire.

1.5k Facebooks like in first **6 months**

*Events listings reaching **48.6k** people via Facebook*

*Visit Lincs Coast website attracting over **23,500** users, with **79,000** page views.*



Page Views

79,450



New Users

23,736



48.6K

People reached

+4 last 7 days

EVENTS



*We have supported and delivered a wide range of events and festivals across the area in the first year including:
Delivered by Visit Lincs Coast:*

#]

*]World Ocean Day Sand Sculpting WeekenVintage Seaside Festival
Viking Festival
Weekly Summer Fireworks in both Skegness & Mablethorpe*

Supported by Visit Lincs Coast:

*Halloween & Christmas Snow Globes – Skegness & Sutton On Sea
British Kite Surfing Association Festival
Mablethorpe & Sutton On Sea Bike Nights
Sutton On Sea Beach Hut Festival
Sutton On Sea Carnival
Mablethorpe Carnival
Skegness Summer Festival
Amateur Moto Cross Association Beach Bike Racing
The Romans Are Coming Re-enactment
Poppies on The Prom
Chapel St Leonard's Summer Music Festival
Skegness Scooter Rally
Lincolnshire Time and Tide Bell - #200 Fish Exhibition
May Hill's Diary Exhibition - North Sea Observatory
Skegness Goldwing Light Parade*



"The fireworks were a huge success and greatly improved the footfall throughout the Pier and surrounding areas, we hope the fireworks will become an annual event"

*Gabriella Wilkinson – Admin Manager,
Skegness Pier*

BUSINESS SUPPORT

SHOPWATCH - Work has been taking place with Lincolnshire Chamber of Commerce to deliver the Shopwatch scheme. It was successfully launched in Skegness and we are now beginning to look at delivering the scheme in Mablethorpe for 2019. BID levy paying retailers who join the scheme are able to communicate with other members of the scheme as well as to the Police and have links to the CCTV control room. It enables offenders or suspects to be spotted and tracked before they commit crimes against business. Regular meetings are held to discuss the issues affecting retailers and to tackle and prevent retail crime and anti-social behaviour. "The Business Watch Scheme, working in partnership with Lincolnshire Police continues to reduce crime and anti-social behaviour." Inspector Matthew Bennison

BUSINESS NETWORKING - During 2017 -18 we delivered a number of business networking events to businesses, some free of charge to BID levy payers, on a variety of subjects including; Central Procurement, Resource Efficiency, Social Media Marketing and how to maximise your businesses' presence, making the most out of town centre events and 70 tips and tricks to improve your business.



We will also be delivering Be My Guest, a hospitality roadshow aimed at all accommodation providers within the area. Here you'll find a hive of opportunity, whether that's exclusive show-only deals to save you money, inspirational speakers in the fact packed seminar programme, or the chance to speak to industry experts about your business in the Be My Guest Market Place. This exciting new roadshow is the ultimate event for independent accommodation providers who are looking to network, learn, grow, save money and become top rated.

GREATER LINCOLNSHIRE NATURE PARTNERSHIP

We are working on a project with the Greater Lincolnshire Nature Partnership and local tourism stakeholders. Its key themes are:

- The awareness of nature and its potential as a means of connecting individual sites into a destination
 - Inclusion of the heritage of the area within a destination product
- Providing added value to stays for visitors by giving them low cost options which supplement paid for excursions
 - Creating connectivity between stakeholders across the destination pilot

Benefits of this are: Increased visitor spending, increased length of stay, promotion and awareness of the nature and heritage of the destination area and diversification of the destination image.