



30th July 2018

Dear Business Owner,

Please see below a round-up of our work to date:

The Lincolnshire Coastal Destination Business Improvement District has been established to improve the area and visitor experience and support the local business economy. Our key priorities are to extend the season, increase visitor numbers to help increase employment opportunities for residents and in doing so ensure they have more money to put back into the local economy via supporting local businesses. The promotional work and marketing that we are doing further afield will encourage new visitors throughout the year. We are working to promote the area to a wider target audience, to encourage support for all sectors of the business community, whether coastal or rural. Some of our work to date is listed below:

- Our new website for the area www.visitlincscoast.co.uk is being well-used by visitors, please contact us to get **your business or event listed for FREE on this website**
- Please follow and share our social media on Facebook, Twitter and Instagram
- We have produced a What's-On Guide for the area for the whole of 2018, 60,000 copies have been printed and 24,000 have been distributed by Take-One media to key attractions etc across the county. A further 5,000 have been distributed by Pear Communications throughout the Yorkshire, Nottinghamshire and Derbyshire area. Please contact us if you would like some for your business or would like us to send you the pdf version for your own website
- Members of our team attended the British Travel & Tourism Show at the NEC in Birmingham to show-case the area, follow-up work is now taking place with coach tour operators, working with them to encourage to return to the area. If you feel your business would like to be part of an itinerary for 2019 please contact us.
- We have placed adverts in the Coach Tour Operators Magazine and on their website
- We have also placed an advert in the publication that goes out to all schoolchildren across Lincolnshire promoting events and attractions
- A full page advert was also placed in the Nottingham Aspect and Nottingham in Focus
- We purchased a promotional trailer that is being used locally at events across the area as a pop-up tourist information centre and further afield across the country to promote businesses in the area. If you have promotional leaflets that you would like us to take out with the trailer please contact us, this is **FREE to all levy payers**
- We have a team of Ambassadors that work with us to promote the area and meet and greet visitors arriving by rail and coach. They also carry out visitor satisfaction surveys to capture data for us that can be used to evidence future work and projects. We also take bookings for the Jolly Fisherman, again this is **FREE** and can be used to promote your business or event
- We are working with partners to promote the area to the Dutch and Belgium visitor market, they are particularly keen on the natural coast and bookable holidays to appeal to cyclists,

walkers and nature lovers, if you would like to find out more how your business can get involved and be part of a future itinerary for visitors in this please contact us

- We are working with partners on the natural coast and our coastal heritage, particularly the coastal country park, we feel this is a valuable asset to the area and can appeal to new visitors
- We have jointly commissioned the production of a promotional video of the natural coastal area which will be launched in October, this will be the first of a series
- We work with Aspire procurement on cost saving schemes, contact us to find out how you could save money through group purchasing, this is a **FREE** service for levy payers
- We work with the Lincolnshire business growth hub, offering 12 hours of **FREE** business support, contact us to find out more
- We fund the Shop-watch scheme and co-ordinator in Skegness and are hoping to deliver this in Mablethorpe, Ian our co-ordinator is visiting businesses to see what the interest is in such a scheme. Working with the local police team this scheme has proven benefits of reducing retail crime, we have purchased a new radio system and this now provides connectivity back to the CCTV control room in Boston, contact us about how to join
- We hold a funding pot for local groups and organisations to apply too for local events or environmental enhancement schemes, contact us to arrange an appointment to find out more.
- Our next networking event is being held on **Thursday 6th September, 6-8pm at Batemans in Wainfleet**, with guest presenter Corinn Birchall from Kerching, talking about digital media, please contact us to book your place, **FREE to levy payers**
- We are also working with local training providers to offer **FREE World Host** Customer service training. This is an excellent opportunity to access training for your staff, it can be delivered at your workplace or in groups
- We are working with Anglian Water and other organisations to encourage a plastic free area, and have launched our own e-coffee cups that businesses can purchase and sell to encourage the reduction of single use cups, contact us to find out how to get involved in this initiative – a great marketing opportunity for your business and the area
- We are supporting the local Coastal Access for All (CAFA) group in the purchasing of a bob-cat to help remove sand from the coastal paths, this has been a significant issue for businesses along the coast and has limited visitor's enjoyment of walking between the resorts, we want to encourage visitors to access all of our area to increase the flow of visitors across the area
- We have already sponsored some events including: Halloween and Christmas snow-globe shows and a Roman re-enactment event, Skegness Scooter Rally, the British Kite-Surfing Weekend, World Ocean Day sand-sculpting event, Mablethorpe and Sutton-on-Sea Bike Nights, Sutton on Sea Beach Hut Festival and Skegness beach party
- Forthcoming events and projects funded by the BID are the Chapel St Leonards 2day music festival, Vintage Seaside Festival, Viking re-enactment, Skegness summer festival, AMCA, Firework shows in August in both Mablethorpe and Skegness, supporting the Tide and Time Bell being installed at Mablethorpe along with display materials for the 200 Fish Exhibition which starts at the North Sea Observatory, at Chapel Point from 23rd August to Monday 3rd September with further funding applications in the pipeline – if you have a project that you would like us to consider sponsoring please contact us for a funding application or to arrange a meeting

- We are bringing 'Be My Guest' an accommodation roadshow to Butlins on the 13th November for hoteliers and accommodation providers across Lincolnshire. If you would like a free ticket to attend this event or would like a trade stand, please let us know. There are also guest speakers from Booking.com, Expedia and Google Digital Garage. Visit www.bemyguest.live to find out more.
- Foreshore banners have been put up on the Skegness promenade to promote events and visually enhance the area on the central beach promenade, we are currently working with the Environment Agency to explore options for benches and interpretation boards at Winthorpe
- We also work with local businesses and local authority officers to strive to improve the area, we regularly liaise with the police, town, district and county council to work together to improve the area from issues from street trading, the homeless, neglected public areas, issues with A' Boards and signs etc.

I hope that the outline of work to date demonstrates that we have a wide and broad remit for our programme of work, please also note that the work of the BID is carried out under the Visit Lincs Coast banner. We welcome opportunities to attend meetings and events and are keen to come out and continue to engage and meet with as many of you as possible. Please contact us to arrange a suitable date and time.

Kind Regards

Lisa J Collins

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