



LINCOLNSHIRE COASTAL

DESTINATION BID



LINCOLNSHIRE COAST DESTINATION BUSINESS IMPROVEMENT DISTRICT **BUSINESS PLAN 2017 - 2022**

your plan, your projects, your profits. Investing £3 million over 5 years

OUR PROMISE TO YOU

A STRONG AND UNITED VOICE, WORKING HAND-IN-HAND AS NEVER BEFORE TO CHAMPION AND DRIVE THE ASPIRATIONS AND NEEDS OF THE LINCOLNSHIRE COAST'S BUSINESSES AND ORGANISATIONS.

A DISTINCT AND STRONG IDENTITY FOR THE LINCOLNSHIRE COAST WHICH RAISES THE PROFILE OF THE AREA AND ITS BUSINESSES TO CUSTOMERS NATIONALLY AND FURTHER AFIELD.

A VIBRANT AND COORDINATED YEAR-ROUND MARKETING CAMPAIGN PROMOTING WHAT THE LINCOLNSHIRE COAST HAS TO OFFER.

WORKING WITH PARTNERS TO DELIVER NEW HEADLINE SIGNATURE EVENTS TO ATTRACT NEW VISITORS AND GENERATE NEW REVENUES ALONG THE LINCOLNSHIRE COAST.

22 MILES OF COASTLINE
4 ACTION AREAS
£33 MILLION RATEABLE VALUE
OVER 1000 PROPERTIES
1.5% LEVY
5-YEAR PLAN
£3 MILLION INVESTMENT

North Cotes
Donna Nook
Mablethorpe
Sutton on Sea
Sandilands
Anderby Creek
Willoughby
Chapel St Leonards
Ingoldmells
Skegness
Wainfleet

EXECUTIVE SUMMARY

So here it is! The culmination of months of hard work and investment from our dedicated group of local businesses who have been working together to consult with you and collect your ideas for this Business Plan.

This Business Plan outlines how the BID will deliver a range of exciting new projects and services. You have requested these common goals through the extensive consultation process. You have identified that these are the key activities that will help make trading conditions better for your business.

We know the Lincolnshire Coast is a great place. However, it is not immune from what is happening nationally and we need to be proactive in ensuring that we do not get left behind. The Lincolnshire Coast Destination Business Improvement District (BID) is the way to ensure that secure, sustainable funds are invested in businesses priorities. Projects and activities defined by businesses for businesses benefit. Helping us to promote ourselves, remain competitive and reach our full potential! Competitors like Greater Yarmouth have already established a BID that is investing £450,000 each year into improvements for the local trading environment and attracting new visitors and generating new and additional revenue for businesses.

Do you want to secure and invest £3 million in the Lincolnshire Coast over the next 5 years?

The new BID will be run by a new independent, private-sector led, not for profit limited company. Local business people will be eligible to join the company board as directors, elected by and accountable to you. You will be in control of the Business Plan and budgets.

The investment will be generated from a levy on the rateable value of eligible properties in the BID area. A top priority for the BID will be to invest back into the Lincolnshire Coast through the use of local suppliers and partnership organisations.

It's your decision. Your yes vote will secure sustainable funding to promote the Lincolnshire Coast for the next 5 years. Projects and services will make a tangible impact and leave a lasting legacy helping to enhance the area's reputation and profile.

It's your plan, your projects, your profits!

Your voting papers will be sent out by post on 2nd March 2017. The papers must be returned by 5pm on 30th March 2017. Provided that the majority of voters vote in favour, and they represent more than half of the the rateable value of those who vote, the new BID will go ahead and the levy will be mandatory.

So, if you want to invest in your area and do well in your businesses we encourage you to...

VOTE YES for the BID.



YOU NEED TO VOTE YES!

I am delighted to be able to introduce you to the BID Business Plan. A plan that outlines your ideas and priorities for 5 years of new investment in projects that will improve our trading environment up and down the Lincolnshire Coast.

Thank you to everyone who took the time to read the summary business plan that was posted out in November 2016. We received very positive feedback and have amended this plan to incorporate the comments and suggestions that you made around the priorities and projects to be delivered. Thanks too to all the businesses who have attended our consultation workshops along the coast. We had very positive comments at each of the five events designed to answer any final questions or queries about how the BID can benefit our coastal area.

We all know that the Lincolnshire Coast is a vibrant area. It is regarded as an attractive, traditional, fun and family-friendly beach destination. We have a great asset in our coastline and we as business people know we can do more with it. This makes the BID an exciting opportunity for all businesses and organisations to work together and deliver projects that will directly provide a return on our investment through our collective actions: delivering better marketing and promotion, events, environmental enhancements and access, whilst supporting each other to do better business.

We know our businesses and our coast face numerous challenges and opportunities. Now is the time to work together and act collectively. This is an ambitious plan which aims to harness the area's economic and tourism potential through practical and achievable actions that we will deliver over the next five years. The specific initiatives under the actions areas we have outlined will bring real change and add value. Most importantly, the collaboration, understanding and synergy generated by these initiatives will enable the BID to leverage resources to create the best possible solutions for our very special coastline.

Your support for the BID means giving businesses a real stake in how the area is shaped and developed as we move into the future together. This is a plan that you can support, so that when the time comes in March 2017 you can vote yes for a £3 million investment over a 5-year period. By voting yes you will be creating the opportunity to substantially change the business landscape of the Lincolnshire Coast for the future.

A handwritten signature in black ink, appearing to read "Stuart Hardy".

STUART HARDY

Chair of the LCD BID Task Group
Hardy's Animal Farm/Caravan Park, Ingoldmells



WHY DO I NEED TO VOTE YES?

The Lincolnshire Coast is a great asset that offers tremendous value for money. The area is the third most visited destination in the UK. The area is performing well but if the Lincolnshire Coast aspires to continue to be amongst the best it needs to improve and become an even better place for people to visit, work and invest. The BID is a key piece in the regeneration and rejuvenation jigsaw. It opens the door for many business sectors (retail, leisure, entertainment, culture) to work together with the public sector to create a meaningful resource and have a greater say in making change happen – to make the best of what we have already and invest in improvements.

The evidence is that the 22 miles of Lincolnshire Coast face many of the typical challenges that British tourism destinations face, such as regional, national and international competition for market share, access and infrastructure issues, modernising, attracting investment, organisational and funding stability. As part of addressing the issues identified above, the BID can help develop, manage and promote the assets of the Lincolnshire Coast in the most engaged and effective way possible by involving local businesses in driving the way forward. Additionally, valuable national support from Visit Britain is only available to places with an active DMO or BID. The existing tourism body and Destination Management Organisation (DMO) Visit East Lincolnshire will cease to exist in the near future. The BID model is the ideal mechanism to evolve from this structure. The BID framework provides the new opportunity to engage actively with the business community to deliver tangible results through improved function, management and investment.

Our neighbours and competitors up and down the East Coast are already facing these challenges and reaping the rewards from local businesses taking that leap to invest in their own future. Let's not be left behind. The many BIDs now in operation around the UK have demonstrated the diverse benefits you can expect to see when you vote yes for the BID.

These benefits include, for example:

- Increase in profile and visitor numbers.
- Reduced business costs.
- New business opportunities.
- A positive and renowned brand and profile.
- A strong and effective lobby for the BID area.

Other Coastal and Destination BIDs include:

BOURNEMOUTH BID INVESTED £3.2 MILLION BETWEEN 2012 - 2017

GREATER YARMOUTH BID INVESTING £2.5 MILLION BETWEEN 2014 - 2019

ISLE OF WIGHT BID INVESTING £2.2 MILLION BETWEEN 2016 - 2021

ENGLISH RIVERIA BID (TORBAY) INVESTING £3 MILLION BETWEEN 2017 - 2022

BLACKPOOL BID INVESTING £1.7 MILLION BETWEEN 2015 - 2019

BRIGHTON BID INVESTING £1.8 MILLION BETWEEN 2016 - 2021

WHAT IS A DESTINATION BUSINESS IMPROVEMENT DISTRICT (DBID)?

A Destination Business Improvement District (DBID) is an arrangement whereby businesses and organisations in a defined location get together, decide what additional improvements they want to make in their area, how they are going to manage and deliver those improvements and what it will cost them. This all goes into a Business Plan which is voted on by all those businesses who would have to contribute and pay the BID levy.

BIDs cannot replace or substitute statutory services (those covered by your business rates), provided by Councils by law, but can choose to enhance them or add to them.

The BID will demonstrate over its 5-year term, a clear return on the investment that you as a business will make. This is a requirement of all BIDs. The organisation, management and governance of the BID will be set up so that the progress and achievement of the BID will be closely monitored and shared with all businesses.

In order for a BID to be established a ballot of eligible businesses in the BID area is held. For the ballot to be successful, conditions must be met:

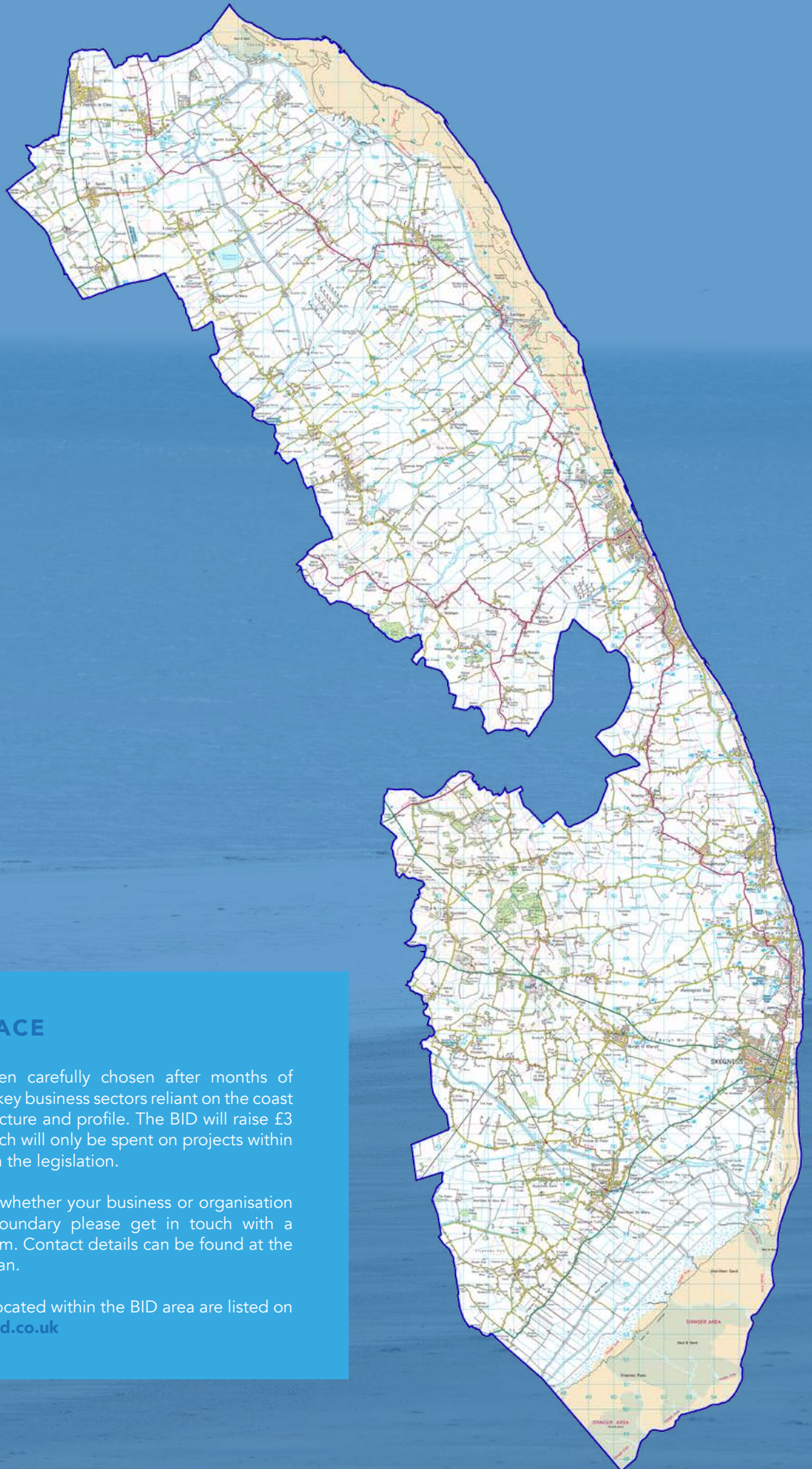
- Over 50% of businesses that vote must vote in favour of the BID
- Of the businesses that vote those voting yes must represent a greater total rateable value than the ones that vote no.

If these conditions are met the BID will be established. The BID levy will be mandatory for all eligible businesses in the BID area.

I am very supportive of the Lincolnshire Coast Business Improvement District - bringing together all business interests, to have a direct say in how their money is spent, will help bring focus and additional activity to our part of the UK's coastline.

Steve Andrews, Hildred's Shopping Centre, Skegness





BID: YOUR PLACE

The BID area has been carefully chosen after months of consultation to include key business sectors reliant on the coast for commerce, infrastructure and profile. The BID will raise £3 million over 5 years which will only be spent on projects within the BID area in line with the legislation.

If you are unsure as to whether your business or organisation falls within the BID boundary please get in touch with a member of the BID Team. Contact details can be found at the back of this business plan.

The streets and roads located within the BID area are listed on our website www.lcdbid.co.uk



Our coast is fantastic and embracing the LCDBID will provide Independent businesses like mine, with an excellent opportunity to promote and enhance what we already have. Put simply, the BID will work for all businesses and will have the opportunity to sit at the table of all the key decision making forums, thus aiding the representation of ourselves far better than anything else has ever in the past.

Gareth Rowland, Holivans, Mablethorpe and Chair of BH&HPA





Cheryl's Pier Kiosk is a small business and is likely to fall beneath the threshold for paying the LCDBID levy. However, I believe it's important for all businesses to work together and decide what improvements are made so I will be making a voluntary contribution!

Simon Miles, Cheryl's Pier Kiosk



BID: YOUR PEOPLE

A dedicated team of local business people have been working together voluntarily over the past year to develop the BID and collect your ideas to create this Business Plan. Led by Stuart Hardy from Hardy's Animal Farm and Caravan Park as Chair, the Task Group have organised a range of activities and meetings to gather views from as many businesses as possible.

The Task Group is made up of a range of interests and businesses from along the Lincolnshire Coast. Each of the members and their business or organisation, is strongly supporting the BID. These local champions have been involved from the start. They see the positive opportunity that the LCDBID creates and invite you to VOTE YES for secure and sustainable investment in the area over the next 5 years.



STUART HARDY

(Chair)

Hardy's Animal Farm/Caravan Park, Ingoldmells



STEVE ANDREWS

Hildred's Shopping Centre, Skegness (Part of New River Retail group)



SIMON BEARDSLEY

Lincs Chamber of Commerce



DANNY BROOKES

Indulgence Café and ice-cream kiosk, Tower Esplanade, Skegness (also a Town and District Councillor)



LISA COLLINS

LCDBID Development Manager



MARK HUMPHREYS

Magna Vitae



CLLR STEVE KIRK

East Lindsey District Council



PAUL MCCOOEY

Duncan & Toplis Accountants/ Skegness Partnership



CHRIS BARON
Butlins, Ingoldmells



JAMES PARKER
Fantasy Island,
Ingoldmells



PADDY PRINCE
Dunes Complex,
Mablethorpe



MARTIN BROWN
Natterjack Creative



GARY RAWLINGS
Bookers Cash
and Carry



GARETH ROWLAND
Holivans,
Mablethorpe & Chair
of BH&HPA



BILL HUTCHINSON
Hotelier and
Chair of SECWHA



JANET STUBBS
Woodthorpe Leisure



TONY TYE
Skegness Chamber
of Commerce



SIMON MILES
Cheryl's Pier Kiosk



MO ASWAT
(Advisor)
The Mosaic
Partnership



PETER DAY
(Advisor)
The Mosaic
Partnership

BID: YOUR PROCESS

The BID consultation process has been taking place along the Lincolnshire Coast for several months. The development of the BID and this Business Plan is firmly rooted in consultation and engagement with local business interests. The Task Group has guided and driven the process.

1. Business Survey distributed to over 1000 businesses.
2. Formation of the BID Task Team – representative of the BID area.
3. Website set up for information on the BID.
4. Newsletters with BID FAQ's and survey results issued.
5. Consultation with public agencies who provide statutory services throughout the BID area.
6. Programme of workshops to enable businesses to engage collectively in the process in more depth.
7. One to one business meetings.
8. Presentations to sector groups.
9. Summary business plan to test all the ideas.
10. Final BID Business Plan developed.

This Business Plan brings all of the feedback from the engagement together and represents the final culmination of all the hard work and effort in our consultation with businesses.

Vote
YES

BID: YOUR PLAN

This BID plan reflects the ideas and addresses the needs of the businesses who will invest in it. The consultation has shown that businesses across all sectors share similar priorities and needs.

Ideas and projects emerging from the consultation and engagement process are packaged into 4 main Action Areas. Each Action Area has a budget allocation attached to it covering the 5 years of the BID. This allocation is based on the level of priority and number of actions in each area as defined by businesses throughout the consultation process.

Over the 5-year term businesses in the area have indicated their support for the BID to invest in projects in the following 4 Action Areas.

The next pages give you detail on what you said we needed to do in each Action Area to create a better trading environment for the next five years and into the future. Lets take each Action Area one by one.

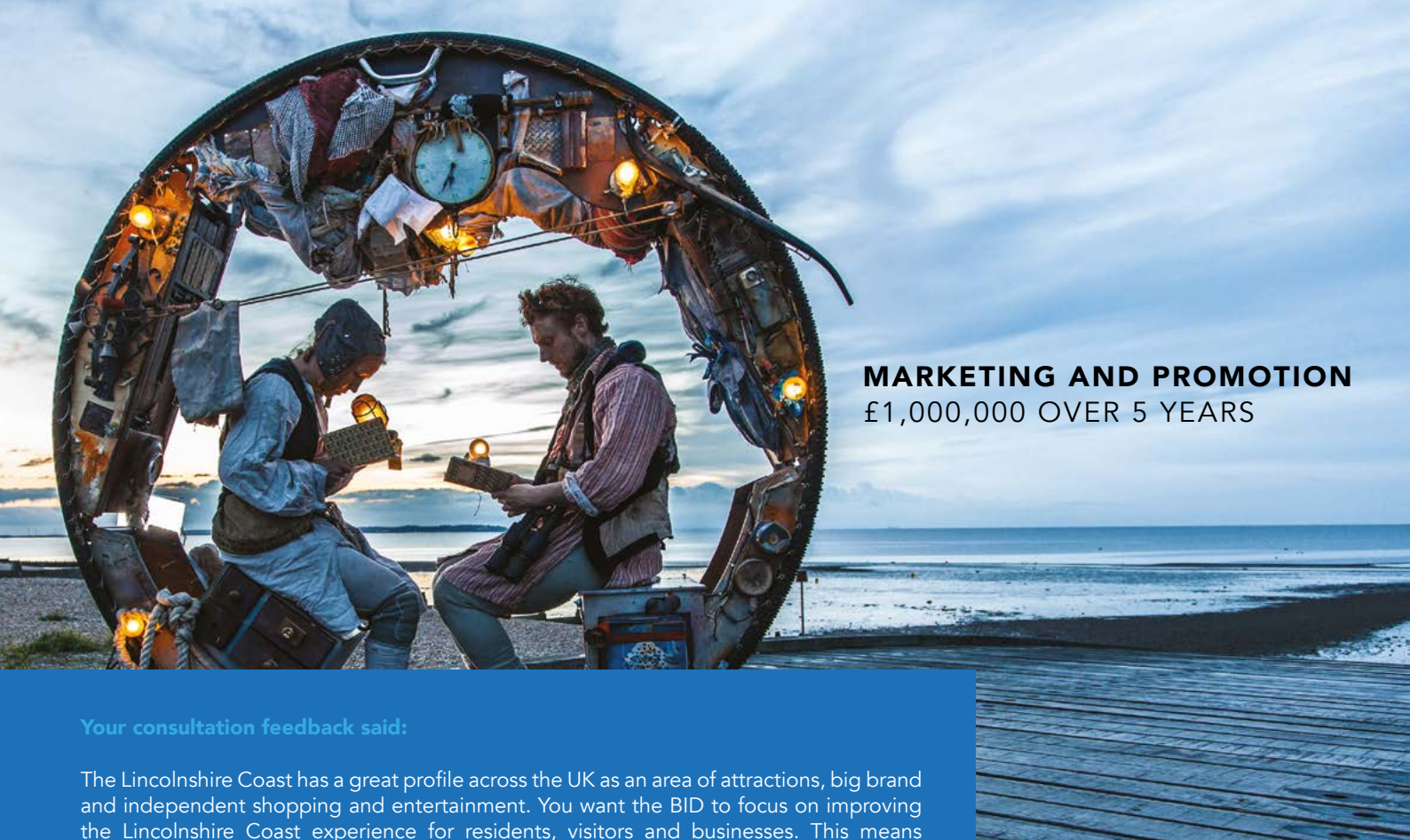


MARKETING
AND PROMOTION
£1,000,000

ENVIRONMENTAL
ENHANCEMENT AND
ACCESS SCHEMES
£500,000

EVENTS
£850,000

BUSINESS SUPPORT
AND NETWORKING
£150,000



MARKETING AND PROMOTION

£1,000,000 OVER 5 YEARS

Your consultation feedback said:

The Lincolnshire Coast has a great profile across the UK as an area of attractions, big brand and independent shopping and entertainment. You want the BID to focus on improving the Lincolnshire Coast experience for residents, visitors and businesses. This means marketing and promotional activities to maximise the range and diversity of people who visit here, bring visitors here more frequently and keep them here for longer. This would mean making the area busier and vibrant, both day and night, and all year-round to widen opportunities for business growth and investment.

Here's what the BID will do:

- Create a clear brand image for the Lincolnshire Coast, that is recognisable on a local, regional, national and international level, supported by a concise PR strategy.
- Market the Lincolnshire Coast as a great place to live, visit and invest in. The location, experiences to be had and activities on offer will form the core message.
- Design and produce high quality print, online, photographic and video material to promote the area to specific target markets.
- Extend the season by supporting marketing and promotion of the areas assets in the traditional out of season months.
- Deliver area specific branding and campaigns to offer unique experiences accompanied by specific area/resort information.
- Develop a comprehensive resort pass widely available throughout the Coast and online for the entire destination with offers and promotions to support local businesses.
- Provide enhanced online resources and support for businesses with the opportunity to improve their own marketing and social media presence.
- Promote a vibrant evening and night-time economy offer.

The LCDBID is the right choice for marketing the Lincolnshire Coast professionally with substantially increased investment. It will also help businesses to reduce costs and improve their performance such as in regulatory compliance and procurement of essential services. We support the LCDBID and encourage all small businesses to do the same.

Martin Brown, Natterjack Creative



EVENTS

£850,000 OVER 5 YEARS

Your consultation feedback said:

The Lincolnshire Coast is host to events that enhance the reputation of the whole area. Events drive business growth and the existing events need to be supported, enhanced, coordinated and packaged together to drive even greater return for all sectors. Existing events that evidently boost business should be supported to attract more people and new events established, particularly in current quiet periods, to increase footfall and spend e.g. food, arts and culture, environment, family entertainment, music, film and so on.

Here's what the BID will do:

- Create a centralised calendar of events taking place across the BID area.
- Work with partners to deliver additional large signature events across the Lincolnshire Coast that encompass all business sectors – accommodation providers, food and drink, night-time economy, attractions, retailers with a focus on these events happening out of season.
- Support and add value to the existing events including festivals, music events, markets and carnivals.
- Pilot event specific, late night and out of hours shopping nights.

ENVIRONMENTAL ENHANCEMENT AND ACCESS SCHEMES

£500,000 OVER 5 YEARS

Your consultation feedback said:

We need to get the basics right and to improve standards and the presentation of the area, making it look good, feel safer and better managed. You want quality signage and lighting, cleaner streets and beaches and enforcement to deal with anti-social activity to ensure customers can enjoy a year-round economy.

Here's what the BID will do:

- Beach and Street Cleaning – the BID will provide a level of cleansing and maintenance over and above that of the local councils to ensure the area looks clean, tidy and inviting all year round.
- Improve the appearance of empty shops in the retail areas.
- Implement unique ideas for innovative floral and lighting schemes and installations along the Coast.
- Improve Signage – look at areas of improvement for brown and other signage across the BID area.
- Introduce car-parking and public transport incentives & promotions.
- Review public transport provision and lobby transport providers for a better and more frequent bus service connecting the Coast.
- Work collaboratively with the Police and other agencies to deal with anti-social behaviour hot spots.

A DBID for the Lincolnshire Coast is an opportunity for the area to thrive. Businesses will be able to collectively invest in the area in which they trade and in doing so ensure the environment is as attractive as possible to existing, potential and future visitors and customers.

Bill Hutchinson, Hotelier and Chair of SECWHA





BUSINESS SUPPORT

£150,000 OVER 5 YEARS

Your consultation feedback said:

You said that the business community needs to work more collectively, binding all the key sectors together around mutual priorities. You also want an independent business voice that is heard on the bigger issues and with the resources and clout to get things done and help you perform effectively. Help to reduce business costs and overheads was critical to running a profitable business and facilitating opportunities for growth.

Here's what the BID will do:

- Negotiate centralised contracts to reduce business costs including trade waste management, insurance, recycling, media space, professional services and accommodation services.
- Work with existing partners and others to provide opportunities for successful businesses to expand and new businesses to grow.
- We will develop a Business-watch scheme to build on the work already taking place through shop-watch, pub-watch and caravan-watch. This scheme will bring together all the existing schemes and improve communication across the sector groups.
- Improve the levels of service through consumer facing businesses. Ensure that the Lincolnshire Coast is remembered as a welcoming, friendly and efficient resort where high quality customer service is paramount. This can be supported through training for people and regulatory compliance.
- Lobby Council and investors to ensure that both our Retail and Tourism offers are strategic priorities in terms of policies, inward investment and new development.

BID: YOUR PROFITS!

Business Improvement Districts can make a positive difference to your bottom line. By increasing footfall and reducing business costs, BIDs give businesses the opportunity to maximise their potential for growth and profit. BIDs benefit businesses in a number of different ways.

The Lincolnshire Coast has so much untapped potential. A successful LCDBID will enable us to extend our marketing and promotion into new target areas, improve signage, information and offer additional business support. It is an exciting opportunity for all sectors to position ourselves as an all year round destination that we cannot afford to miss out on.

Stuart Hardy, Hardy's Animal Farm/Caravan Park



I AM IN RETAIL, ENTERTAINMENT & LEISURE

- Professionally managed, safer, cleaner and greener customer destination.
- Saving you money with a collective buying scheme (e.g. energy, insurances, merchant card charges, trade waste). For many these savings will cover your annual levy payment.
- Increased footfall and encourage customers and visitors to stay longer.
- Working to make it easier and less costly to park.
- More events that work better for businesses.
- Improved signage and information encouraging the flow of customers and visitors along the whole coast.
- Access to training.
- An influential business led body that tells you what's going on and represents you.

I AM IN HOSPITALITY CAFÉ, RESTAURANT, ACCOMMODATION OR PUB

- A better quality, more prestigious and vibrant environment for your business, clients and staff.
- Safer streets and well managed day and evening locations.
- Increased footfall and encourage customers to stay longer.
- Year round programme of events and street entertainment (supporting both day and night-time economy).
- Marketing and promotion of businesses and the Coast as a whole.
- Signage directing visitors to places to stay/eat/drink.
- Reduced costs through collective purchasing.
- Customer incentives and promotions.
- Better access and parking for customers.
- A more attractive location which feels safe and welcoming to visitors.
- Access to training.
- Working together.

I AM A COMMERCIAL ORGANISATION OR A VOLUNTARY CONTRIBUTOR

- A better quality, more prestigious and vibrant environment for your business, clients and staff.
- Safer streets, and well managed day and evening locations.
- Reduced costs through collective purchasing of services such as advertising, waste collection, insurance, confidential shredding etc.
- Perks for staff i.e. special promotions, events and leisure initiatives.
- Better access and parking for staff and clients.
- Networking opportunities, better links with education and training.
- Working together and using each other's services.
- An influential business voice speaking up for you on the strategic issues.

LCDBID: YOUR PAYMENT

The BID Levy

As a business in the BID area you will be formally included in this Business Improvement District if you have a rateable value of £5,000 or over. All eligible businesses listed on the non-domestic ratings list as of 1st April 2017 and subsequent years, within the BID area will directly fund the projects outlined in this plan. All of the funding will be ring-fenced and will only be spent on these projects and services.

Every eligible business will pay 1.5% of their rateable value. The table below gives an indication of the amount you will pay individually towards that £3 million investment.

If businesses vote in favour of the BID, it will raise almost £500,000 per annum from the BID levy alone. With additional funding that we can lever in, we expect a £3 million investment over the BID term.

Additional Funding

As an independent private sector led company, the BID will be in a strong position to leverage additional financial contributions and match-funding. The BID Team are already in discussions with key organisations to attract additional income and sponsorship. We estimate that it may be possible to secure additional income in the region of £100,000 per annum for the LCDBID.

Voluntary Contributions

BID will also run a voluntary contributions scheme for smaller businesses who are normally exempt from payment. The voluntary investment entitles those businesses to the projects and services outlined in the Business Plan as well as full rights in the Governance and Management of the BID Company.

MOST BUSINESSES IN THE BID AREA WILL BE PAYING UNDER OR AROUND £1 PER DAY FOR THE ADDITIONAL BENEFITS THE BID WILL BRING.

Rateable value	Maximum Annual Levy	Maximum Daily Equivalent Cost
£5,000	£75	19p
£7,500	£112.50	31p
£10,000	£150	41p
£15,000	£225	62p
£25,000	£375	£1.03
£100,000	£1,500	£4.11
£500,000	£7,500	£20.55



Am I eligible to vote?

All eligible businesses within the BID area and with a rateable value of £5,000 or over will be able to vote (see BID Levy Rules section for those exempt from paying). You will receive your ballot papers in the post from 2nd March 2017. Ballots must be returned by 5pm on 30th March 2017.

Why should I vote YES?

If you vote YES in March 2017 you can expect to see a better promoted, maintained and managed area, and more support, including reduced costs, for your business. The BID will only go ahead if the majority of those who vote, both by number of businesses and by total rateable value, say YES.

What happens if I vote NO?

If you vote no to the BID you are effectively saying no to additional sustainable funding to support our trading area whilst our competitors along the East Coast are increasing their spending. Without this investment we will lose the opportunity to make your great ideas happen— we will lose the opportunity to make a real difference!

How much will this cost me?

The levy is based upon 1.5% of the rateable value of each eligible property or business with a rateable value of or exceeding £5,000. The total annual budget will be in the region of £3 million, all of which will be directly invested in projects to improve the BID area. Your first BID levy bill is likely to arrive in September 2017.

Isn't this what I pay my rates for?

No. Rates are a property tax used to fund both local and national services. They are collected by Council on behalf of the Government. The BID Levy is an investment, it will go to a separate bank account and be spent entirely on fulfilling the objectives of the BID Business Plan—so 100% of the money will be spent on improving the BID area.

Is this a way for the Council to save money?

Definitely not. The BID will be an independent, private, not-for-profit company. The BID will be managed and monitored by the levy-paying businesses. It will operate solely to deliver the projects contained within the BID Business Plan – that's why it has been so important for us to get the business plan right! All projects and services delivered by the BID will be new, or in addition to Council services. Legally, a BID can only deliver over and above statutory services. Part of the BID's role will be to ensure local public agencies are delivering against the baseline statements they have already provided to the BID Team.

Statements cover the following areas:

- Car parking and enforcement
- Highway maintenance
- Street lighting and furniture
- Seasonal floral decorations, parks and recreational spaces
- Tourism
- Police
- Community Safety
- CCTV
- Street Trading and Enforcement

Isn't this a bad time to be asking businesses for money?

Not at all, it's a good time to be planning ahead. We know we have a great stretch of coastline, with top quality businesses and a special leisure, cultural and heritage offer. You have told us there is a huge amount of potential to be realised, so we want that potential to be met. The BID is a vehicle by which we can make this happen. BIDs aim to drive investment to increase sales and improve your trading environment and save businesses money. Businesses know how to deliver this best, which is why BIDs have an ever-growing track record of improving trading environments and bringing more customers into an area.

How will I know if the BID is delivering the contents of this plan?

The BID will focus its resources on delivering the four Action Areas outlined in this plan. The BID will communicate its activity regularly and will be able to report on a variety of different performance indicators, as outlined later in this Business Plan. Ultimately, the Business Plan is binding and any significant or substantial change on what is set out here would need to be put to a vote of the levy payers.



BID: YOUR 5-YEAR BUDGET

LCDBID Budget 2017 - 2022						
Item	2017/18	2018/19	2019/20	2020/21	2021/22	5 Year Totals
INCOME						
BID Levy	£488,880	£488,880	£488,880	£488,880	£488,880	£2,444,400
Additional Income Generated	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Voluntary Contributions	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Total Income	£608,880	£608,880	£608,880	£608,880	£608,880	£3,044,400
EXPENDITURE: PROJECTS & SERVICES						
Marketing and Promotion	£200,000	£200,000	£200,000	£200,000	£200,000	£1,000,000
Events	£170,000	£170,000	£170,000	£170,000	£170,000	£850,000
Environmental Enhancement & Access	£100,000	£100,000	£100,000	£100,000	£100,000	£500,000
Business Support	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Sub Total	£500,000	£500,000	£500,000	£500,000	£500,000	£2,500,000
Staffing 2.5 FTE	£50,000	£70,000	£70,000	£70,000	£70,000	£330,000
Training	-	£1,500	£1,500	£1,500	£1,500	£6,000
Office Rent	£5,100	£5,100	£5,100	£5,100	£5,100	£25,500
IT Equipment and Support	£1,000	£1,500	£1,500	£1,500	£1,500	£7,000
Insurance	£1,340	£1,340	£1,340	£1,340	£1,340	£6,700
Levy Set Up & Collection Costs	£47,148	£22,160	£22,160	£22,160	£22,160	£135,788
Legal & Accountancy	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Sub Total	£111,088	£108,100	£108,100	£108,100	£108,100	£543,488
Total Expenditure	£611,088	£608,100	£608,100	£608,100	£608,100	£3,043,488
Surplus/Deficit	£2,208	£780	£780	£780	£780	£912

All of the funding for the BID will be ring-fenced and can only be spent on additional projects and services that businesses have agreed to in this Business Plan. The BID Company decides on the apportionment of its management and overhead costs. These are currently below 20% for the BID. As an independent, private company the BID can also seek additional financial contributions through for example, sponsorship and match-funding on projects. Experience from other BIDs suggest that on average a BID can lever in additional resources of around 20%. This ensures that local businesses can unlock the potential of their investment and achieve even better value for money.



Global uncertainty and with no end in sight for austerity measures, success will have to be driven by a new way of thinking. I believe the DBID will be a vital catalyst for this change as we are already seeing with our competitors. It will mean we are working together, fully in control of our own destiny with an agreed plan of action enabling the area to go from strength to strength.

Chris Baron, Butlins



The BID legislation regulates BID ballots and the framework under which BIDs must operate. Key points are:

BID Creation and the BID Ballot.

- Each business ratepayer that would be liable for the BID levy will have one vote for each of their eligible properties, provided they are listed on the Non-Domestic Rates list as provided by East Lindsey District Council on 9th January 2017.
- None of the costs incurred through the development of the BID and before the formal ballot will be paid for by the BID levy.

The BID Levy and who contributes.

- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
- All eligible businesses listed on the Non-Domestic rates list on 1st April each year during the lifetime of the BID, will directly fund the projects in this plan. The LCDBID levy will be applied to all eligible Tourism and Retail business ratepayers within the defined BID area with a rateable value of £5000 or more provided they are on the Non-Domestic rates list provided annually on 1st April. Businesses in the following sectors will be included:

- | | |
|-----------------------------|---------------------------------|
| » Retail | » Advertising |
| » Retail (Finance) | » Accommodation (Self Catering) |
| » Public Houses | » Accommodation (Hotel) |
| » Public Conveniences | » Accommodation (Guest Houses) |
| » Marine | » Accommodation (Caravan Park) |
| » Language Schools | » Accommodation (Camping) |
| » Food and Drink | » Accommodation (Holiday Units) |
| » Entertainment and Leisure | |
| » Conference | |
| » Communication | |
| » Car parking | |
| » Beach Huts | |

- The following will be exempt from paying the levy:
 - » Organisations with a Rateable Value below £5,000.
 - » Non-retail charities with no trading income, arm or facilities and are entirely volunteer based.
 - » Non-Profits with an entirely subscription and volunteer-based set up.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by the small business rate relief scheme, exemptions, reliefs or discount periods in the non-domestic rate regulations prevailing at the time.
- The BID Levy will not be affected by service charges paid to landlords.
- VAT will not be charged on the BID levy.
- The levy amount or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy amount during the period, it will do so through a consultation which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing then this course of action will not proceed.

THE BID RULES EXPLAINED

I see in the LCDBID an exciting opportunity for us to drive our success collaboratively and to have a measurable influence over the Lincolnshire Coast's welfare and prosperity. The DBID's clear goals and actions make me confident that it is the vehicle we need to shape our future if we want to make changes that are achievable, relevant and lasting.

Tony Tye, Skegness Chamber of Commerce



BID Operations.

- The Billing Body is authorised to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Company Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID Revenue Account and transferred to the BID Company.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company. Company members can vote at annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed, will be based in the LCDBID area and will work with the appropriate agencies to deliver the programme of projects.
- The BID will last for five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.

THE BID IS AN INDEPENDENT BUSINESS-LED GROUP ELECTED BY ITS MEMBERS



BID GOVERNANCE

A new independent, not-for-profit company, limited by guarantee, will be established to govern the BID and will be known as Destination Lincolnshire Coast. This organisation will have a board of directors, directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID Business Plan.
- Upholding and promoting the BID's vision and objectives.

The Board will serve voluntarily (without payment) and will be composed to reflect the make-up of the BID area's businesses and organisations. Board members must be levy paying contributors to the BID and up-to-date with their levy payments.

To ensure continuity, the BID Task Group will serve as the BID Board in year one, and thereafter an annual election will be held where any levy paying business will be eligible to stand for BID Board Director.

As a levy payer, you will have a stake in the independent BID company. You will control what the BID funds are spent on and you can hold the BID company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

BID's are lean organisations, and the BID will keep its staff overheads as low as possible and amounting to no more than 20% of its total income, whilst also employing a dedicated, full-time staff resource to ensure the projects outlined in this Business Plan are delivered effectively and efficiently. The BID is likely to employ a BID Manager, Marketing and Events Officer and an administrative support position. The BID Manager will be the main liaison point between the BID Board of Directors and the businesses. They will be responsible for:

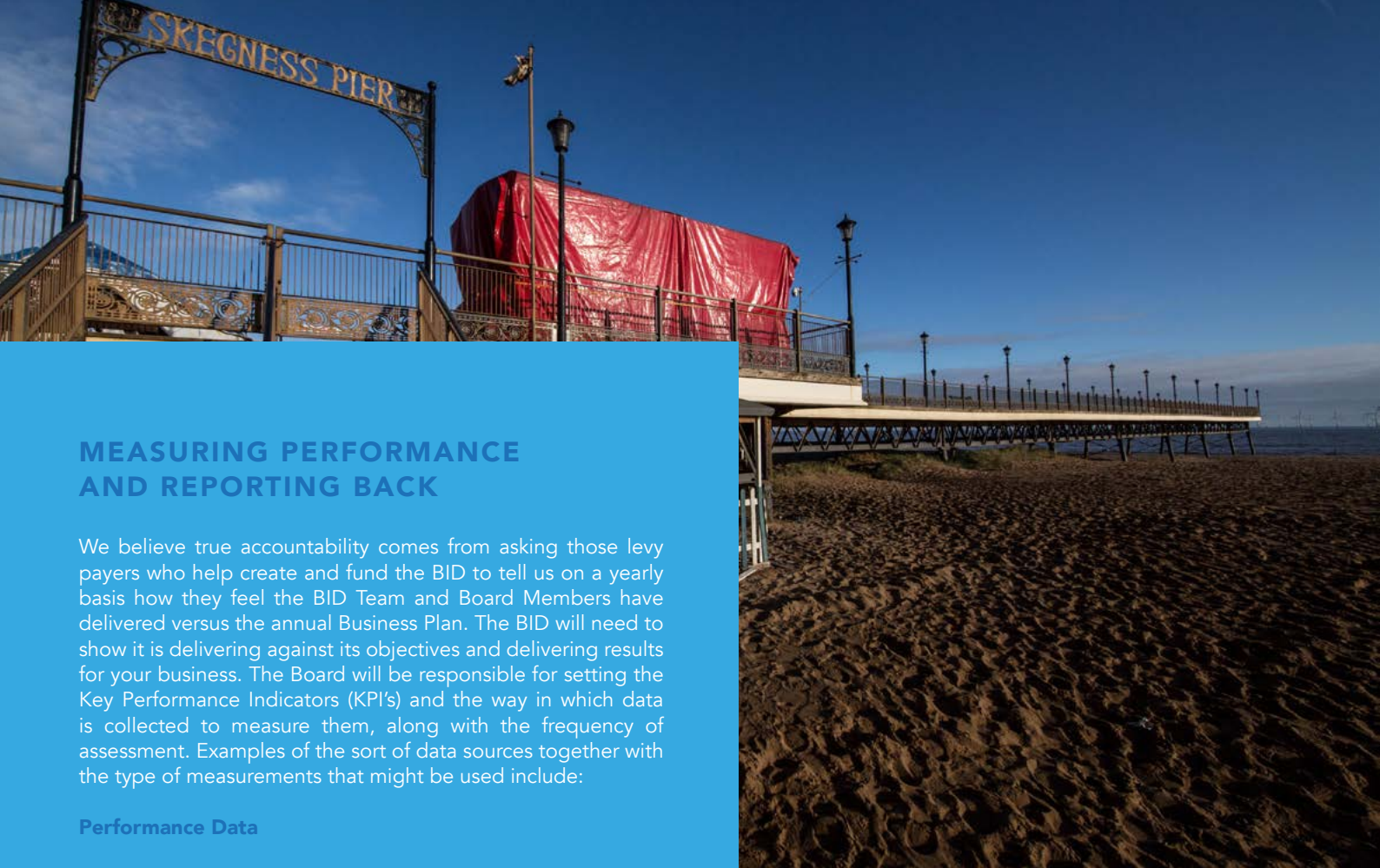
- Being the main contact point between levy payers and the board
- Delivery and management of the BID Business Plan
- Seeking additional financial contributions towards the BID company

If successful at vote, The BID term will commence in Spring 2017. It will run for five years and then be required to seek renewal through a new ballot.



As I was born and raised on the Lincolnshire Coast, I am passionate about my heritage. I feel the DBID will enable the hospitality and retail sectors to come together to make our coastal strip, once again a Great British destination for generations to come.

Gary Rawlings, Bookers Cash and Carry



MEASURING PERFORMANCE AND REPORTING BACK

We believe true accountability comes from asking those levy payers who help create and fund the BID to tell us on a yearly basis how they feel the BID Team and Board Members have delivered versus the annual Business Plan. The BID will need to show it is delivering against its objectives and delivering results for your business. The Board will be responsible for setting the Key Performance Indicators (KPI's) and the way in which data is collected to measure them, along with the frequency of assessment. Examples of the sort of data sources together with the type of measurements that might be used include:

Performance Data

- Footfall figures and visitor numbers
- Occupancy rates and bed nights
- Event attendance
- Retail vacancy rates
- Rental levels
- Car parking data
- Crime data
- New business activity

Annual Surveys

- Business feedback
- Consumer feedback
- Visitor feedback

Value for Money and Profile Measurements

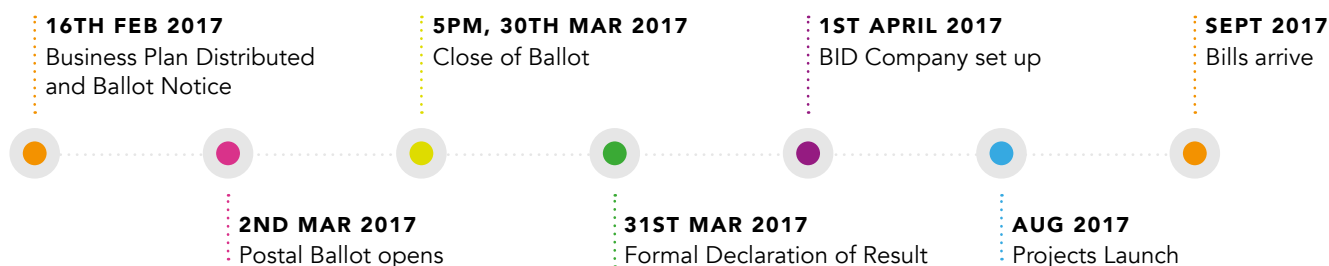
- Media coverage
- Website and social media visits and interaction
- Service take up rates and cost saving initiatives calculated
- Business feedback
- Consumer feedback
- Visitor feedback

These activities will be carried out at appropriate regular intervals and will be reported back to you via:

- Direct Communications (e.g. e-bulletins, letters and face-to-face meetings)
- Group Forums and Briefings
- Annual Meetings
- Annual Reports

The Lincolnshire Coast embracing the BID would be a great step forward in securing collective responsibility for improving our fantastic area and developing it as the best Coastal destination in the UK!

Danny Brookes, Indulgence Café



THROUGHOUT THE DEVELOPMENT PROCESS THE
 BID HAS HAD PLEDGES OF SUPPORT FROM THE
 FOLLOWING BUSINESSES AND ORGANISATIONS



BEALES
OF SKEGNESS

Butlin's





We all know the Lincolnshire Coast is changing and for a retail business like myself that provides both opportunities and challenges. Supporting the LCDBID means having an influential input in that on-going change with a strong collective voice.
Janet Stubbs, Woodthorpe Leisure

CONTACT DETAILS

You have questions and we have the answers! If you have further queries or comments on this Business Plan, please do get in touch with us using the details below.

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Vote
YES