

# LINCOLNSHIRE COASTAL

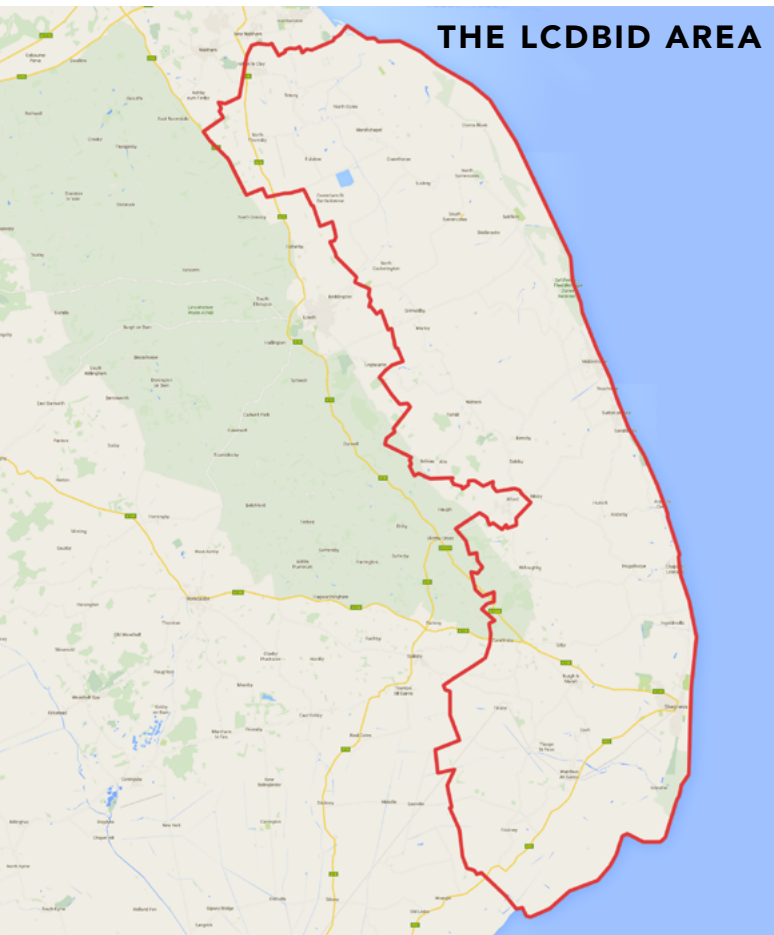


DESTINATION BID

NEWSLETTER 1 JUNE 2016

Welcome to the first edition of our newsletter, designed to keep you informed and involved with the progress of the LCDBID.

Hello, my name is Lisa Collins and I will be working with the LCDBID steering group managing the development of the LCDBID. In doing this, my key aim is to help businesses create a plan that is meaningful and representative of the improvements that Retail and Tourism Businesses want to see in Coastal Lincolnshire. To be successful the LCDBID must demonstrate that it will provide a return for your investment and add value to what already exists in terms of services and support. Please look out for information, visit our website and get involved in our consultation exercises or feel free to get in touch with me directly. I look forward to meeting as many of you as possible over the next months.



## HOW A DBID WORKS

Businesses in these areas with a Tourism and/or Retail function, will be invited to decide on the priorities and improvements they would like to see happen in the LCDBID area.

Following these initial consultations in June and July in 2016, a business plan is to be formulated.

The business plan will include detailed costing of the chosen projects and the total sum of money to be raised in order to achieve the business plan. Everyone in the DBID area will then receive a business plan.

All eligible businesses are then invited to vote in a ballot that will take place by spring 2017 to determine whether the LCDBID should proceed.

If the majority of businesses vote YES, the DBID will be launched and ALL will have to pay.

This funding raised is used to secure the improvements agreed in the business plan.

The LCDBID will last for 5 years and the levy will be paid on an annual basis.

In order for a DBID to proceed over 50% of businesses that vote, must vote 'yes'. Additionally, the businesses that vote 'yes' must in total have a greater rateable value than the businesses that vote no.

The LCDBID is likely to generate £525,000 or (£630,000 with additional income) per annum. That is over £3 million in 5 years!

## THE CONTEXT FOR AN LCDBID

The Destination Management Plan for Lincolnshire seeks to:

1. Support growth and investment: underpin and sustain existing business whilst, encouraging and attracting new investment.
2. Address fragmentation: Encouraging partnership among sectors to create a more cohesive offer.
3. Recognise, strengthen and coordinate the different functions needed to make Lincolnshire a desirable destination (not just marketing).
4. Manage and monitor impacts: (the social and environmental impact of tourism need management).
5. Influence the priority and allocation of resources: A strategy for funding tourism related projects.

## OUR WORKSHOPS

The next part of our consultation process is the Business Workshops. These will allow you, as businesses, to prioritise those things that are most important to you, taking into account the budget that is likely to be available. This is a very important part of the consultation process and will feed directly into the business plan so we urge you to attend.

The workshops are geographically based so that you will have things in common at the meeting with those attending. However, please feel free to attend any session. This is also your opportunity to question the LCDBID team.

The LCDBID business workshops will be held week commencing 21st and 28th June 2016 on the following dates and times:

## DATES AND TIMES

**21st June 8.30am - 10.30am**

Business Breakfast Event, Bacchus Hotel, High Street, Sutton on Sea, LN12 2EY

**21st June 6pm - 8pm**

The Crown Hotel, Drummond Road, Skegness, PA25 3AB

**28th June 10am - 12am**

The Storehouse, North Parade, Skegness, PE25 1BY

**28th June 3pm - 5pm**

The Beck, Quebec Road, Mablethorpe, LN12 1LU

## OUR SURVEY

A survey was carried out in 2015 with businesses in East Lincolnshire, 50% of responses were from Tourism, 40% from Retail, and 10% from Professional Services. Responses from the survey were from all areas in East Lincolnshire, 40% from Skegness, 23% from Louth and then other. The results show that:

- 75% of businesses have been trading for over 10 years
- About 40% saw an increase in turnover from last year and expect to do so next year
- There is a high level of consensus about key objectives, over 90%
- Marketing is seen to be the most important priority (85%) with over 50% of respondents spending over a £1,000pa on this currently
- Marketing wise currently the focus is; Internet (81%) & DM (61%) with Radio (18%) and TV (4%)
- 90% of stays are leisure, with only 10% being business
- Over 60% of respondents considered events important to their business and about the same amount wanted more
- Safety & Security was not seen as a priority
- Access particularly in terms of providing better information and reducing car parking cost was a priority
- Interest was shown in Central Procurement, particularly in relation to Trade Waste Management, Recycling and Insurance
- About 35% have financially supported promotions or events in the past
- 43% are members of existing trade organizations.

## FREQUENTLY ASKED QUESTIONS

### Why do we need a BID?

BIDs are a mechanism by which a location takes control of its operational functions and has a much greater influence on its strategic direction. It does this by agreeing a robust business plan and sustainable funding. Coastal Lincolnshire will need to continue to grow the number of visitors and spend, by offering a high quality destination and experience. It will need to do this against the background of public sector cuts and increasing competition from competitors such as Norwich and North Yorkshire who have or are planning their own DBIDs to inject several hundred thousand pounds a year into their location.

### What kind of improvements will a DBID provide?

Ultimately it will be you, the businesses that decide what the DBID provides. In many cases BIDs have provided; better destination marketing and promotion, more events, transport incentives, better way-finding and signage, safety & security as well as reducing costs for small businesses through centralised procurement. The BID has a legal obligation to ensure that the improvements laid out in the business plan are implemented.

### I already pay my business rates. How is the DBID any different?

The DBID cannot by law replace or substitute those services provided by your business rates. The DBID has to describe the services already provided by your business rates. It does this by agreeing baseline services with the relevant public agencies. The DBID is then required to describe the additional services it will provide against clear timelines and costings.

### Why should tourism and retail businesses work together?

Before undertaking a full DBID process, a feasibility study was undertaken in Coastal Lincolnshire to determine what sort of DBID (in terms of the geographical boundary and sectors) would be most appropriate and beneficial to the locations and the businesses. It is clear from numerous studies that the integrated activities of; visiting attractions, eating, drinking and shopping, provide a successful and complete experience for visitors of all types.

Residents require a healthy location to provide; a focal point, a function and services as well as for jobs and opportunities. Those visiting Coastal Lincolnshire come for the stunning coastline and amazing attractions but they also spend money in Coastal Lincolnshire hotels, shops, restaurants and cafés and in the nighttime economy.

In Coastal Lincolnshire, the health of the retail and tourism economies is very much intertwined not just for visitors but local people and the success of businesses. The LCDBID will bring together two hugely important areas of the economy that have perhaps worked too much in isolation in the past.

### My business has no obvious tourism or retail function; nevertheless, I would like to benefit from the projects in the business plan. Can I be a part of the LCDBID?

Yes. Any businesses that are formally exempt from paying the DBID Levy (below £5,000 rateable value) that feel they can benefit from the BIDs projects and services or that it helps them to fulfill corporate social responsibility objectives, can opt to contribute voluntarily. The amount to be paid will be agreed by the LCDBID Company and board.

### How will the DBID be managed and monitored?

In most cases the delivery of a DBID is managed by a not for profit company that is formed following a 'yes' vote. The company is responsible for the successful delivery of the projects outlined in the business plan. The Board of Directors will be elected from the businesses that will pay the DBID levy. The DBID Company is answerable to the businesses and directly responsible for implementing the business plan with key performance indicators in place.

### Are there examples of successful DBIDs elsewhere in the UK?

Yes, many towns and cities are now implementing BIDs. There are over 180 successful BIDs in the UK, generating around £300 million to improve towns and cities. Examples of these successful DBIDs include:

**GREATER YARMOUTH** [greaterarmouthbid.co.uk](http://greaterarmouthbid.co.uk)

**BOURNEMOUTH** [coastalbid.co.uk](http://coastalbid.co.uk)

## CONTACT

If you would like more information, please contact:

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You could also visit our website:

**WWW.LCDBID.CO.UK**

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<https://www.surveymonkey.co.uk/r/LCDBID>