



LINCOLNSHIRE COASTAL



DESTINATION BID

LINCOLNSHIRE COAST DESTINATION
BUSINESS IMPROVEMENT DISTRICT

SUMMARY PLAN

your plan, your projects, your profits



INTRODUCTION FROM THE TASK GROUP CHAIR

I am delighted to be able to introduce to you our draft Summary Business Plan for the Lincolnshire Coast Destination Business Improvement District (LCDBID). This plan is a culmination of over 6 months hard work and effort by a diverse group of enthusiastic and committed businesses and organisations based across the Lincolnshire Coast. The LCDBID Task Group carried out a wide-ranging consultation process with stakeholders within the area to discover what improvements and enhancements they want to see. It's these ideas that are included in this Summary Business Plan.

The Plan sets out the stall so far, describes our hopes and aspirations and importantly, highlights the practical and achievable actions that local businesses and organisations can deliver to improve our area over the next five years. 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 LCDBID 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 action areas: delivering better marketing and promotion, events, environmental enhancements whilst supporting each other to do better business.

We know our businesses and our coastal resource face numerous challenges. Now is the time to work together and act collectively. I encourage you to read this summary business plan and give us your feedback by 11th November 2016. Please have your say on the content of this LCDBID business plan and make it something that works and provides a return for all of us. Make it a plan that you can support, so that when the time comes in February 2017 you can vote yes for a £3 million investment over a 5-year period. We will have a forthright and ambitious new plan to introduce improvements and initiatives that will substantially change the business landscape of the Lincolnshire Coast for the future.

STUART HARDY

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

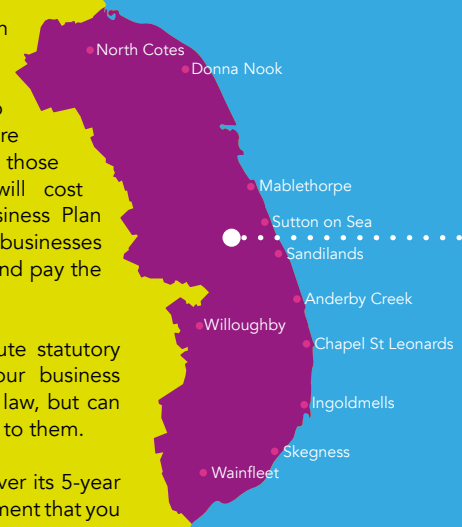
A handwritten signature in black ink, appearing to read 'Stuart Hardy', with a stylized flourish at the end.

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 LCDBID 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 LCDBID 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 LCDBID will be set up so that the progress and achievement of the LCDBID will be closely monitored and shared with all businesses.



22 MILES OF COASTLINE
4 ACTION AREAS
£34.7 MILLION RATEABLE VALUE
1122 ORGANISATIONS
1.5% LEVY
5-YEAR PLAN
£3 MILLION INVESTMENT

WHY DOES THE LINCOLNSHIRE COAST NEED A DBID?

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 DBID process 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. The DBID framework provides the opportunity to engage actively with the business community to deliver tangible results through improved function, management and investment.

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 LCDBID is a key piece in the regeneration and rejuvenation jigsaw. It opens the door for all business

sectors (retail, leisure, office, 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.

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

**The LCDBID area has been carefully chosen to include key business sectors reliant on the coast for commerce, infrastructure and profile.*



THE LCDBID AREA

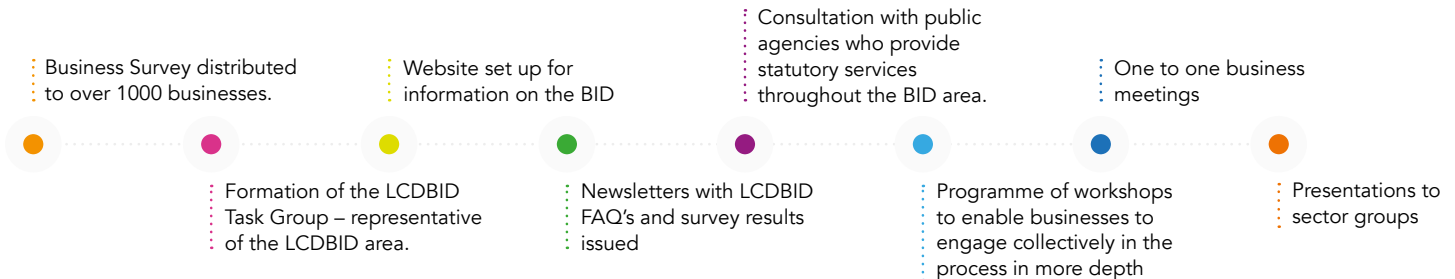
DBID TASK GROUP AND WHAT HAS HAPPENED?

The LCDBID consultation process has been taking place along the Lincolnshire Coast for several months. The development of the LCDBID and this summary business plan is firmly rooted in consultation and engagement with local business interests. A Task Group made up of local businesses and organisation has guided and driven the process.

This draft summary business plan brings all of the feedback from the engagement together and represents the final stage in our consultation with businesses.

Stuart Hardy (Chair)	Hardy's Animal Farm/Caravan Park, Ingoldmells	Bill Hutchinson	Hotelier and Chair of SECWHA
Chris Baron	Butlins, Ingoldmells	Alison Macdonald	East Lindsey District Council
Simon Beardsley	Lincs Chamber of Commerce	Paul McCooey	Duncan & Toplis Accountants / Skegness Partnership
Danny Brookes	Indulgence Café and ice-cream kiosk, Tower Esplanade, Skegness (also a Town & District Councillor)	Simon Miles	Cheryl's Pier Kiosk
Martin Brown	Natterjack Creative	James Parker	Fantasy Island, Ingoldmells
John Burgess	East Lindsey District Council	Paddy Prince	Dunes Complex, Mablethorpe
Lisa Collins	LCDBID Development Manager	Gary Rawlings	Bookers Cash and Carry
Steve Andrews	Hildreds Shopping Centre, Skegness (part of New River Retail group)	Gareth Rowland	Holivans, Mablethorpe & Chair of BH&HPA
David Honman	Coastfields	Janet Stubbs	Woodthorpe Leisure
Mark Humphreys	Magna Vitae	Tony Tye	Skegness Chamber of Commerce
		Mo Aswat (Advisor)	The Mosaic Partnership
		Peter Day (Advisor)	The Mosaic Partnership

SO FAR...



WHAT WE PLAN TO DO SUMMARY

Ideas and projects emerging from the consultation and engagement process can be packaged into 4 main Action Areas. Each Action Area has a draft 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 the LCDBID will invest in projects in the following Action Areas.

Focusing resources and strategy will enable us as a group of businesses, to be far more effective, helping the Lincolnshire Coast to be an attractive, vibrant and thriving destination to do business into the future.

Tony Tye, Skegness Chamber of Commerce

Marketing and place promotion is vitally important for attracting visitors and customers to my business. The Lincolnshire Coast has enormous potential and is an exciting and inspiring destination. I believe the LCDBID will help my business flourish and contribute to the dynamic of the coast and surrounds.

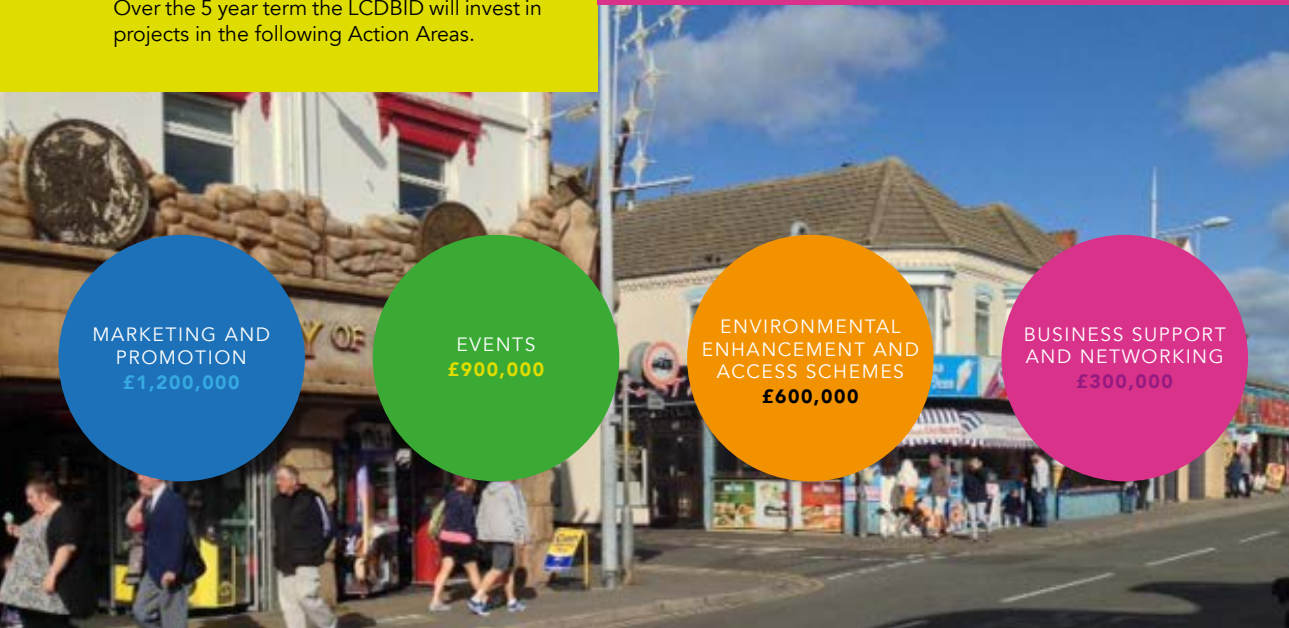
Janet Stubbs, Woodthorpe Leisure

MARKETING AND
PROMOTION
£1,200,000

EVENTS
£900,000

ENVIRONMENTAL
ENHANCEMENT AND
ACCESS SCHEMES
£600,000

BUSINESS SUPPORT
AND NETWORKING
£300,000





MARKETING AND PROMOTION

£1,200,000 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 keeping them here for longer. This would mean making the area busier and vibrant, both day and night, and all year-round to wide opportunities for business growth and investment.

Here's what the LCDBID 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 a 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.

EVENTS

£900,000 OVER 5 YEARS

Your consultation feedback said:



The Lincolnshire Coast is host to major 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 LCDBID will do:

- Create a centralised calendar of events going on across the LCDBID area.
- Work with partners to provide 2/3 large signature events per year across the Lincolnshire Coast that encompass all business sectors – accommodation providers, food and drink, nighttime economy, attractions, retailers with at least 50% of these events happening out of season.
- Support and add value to the existing festivals, music events, markets and carnivals.
- Pilot event specific, late night and out of hours shopping nights.



The income that is generated from the levy will be used by the LCDBID Company to create the best competitive advantage. We can have a say and take action to make the Lincolnshire Coast a better place for all its users.

Martin Brown, Natterjack Creative

ENVIRONMENTAL ENHANCEMENT AND ACCESS SCHEMES

£600,000 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, enforcement to deal with anti-social activity to ensure customers can enjoy a year-round economy.

Here's what the LCDBID will do:

- Beach and Street Cleaning – the LCDBID will provide a level of cleansing and maintenance over and above that of the local authority 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 and 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.



One of the main objectives of the LCDBID is to improve the experience for visitors and businesses. The LCDBID will continue to facilitate and support a wide range of initiatives to create a pleasant, safe and accessible environment.

Clr Danny Brookes, Indulgence Cafe

BUSINESS SUPPORT

£300,000 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 LCDBID 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.
- Improve the levels of service through consumer facing businesses. Ensure that 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.



I think we do working in partnership very well - we are much stronger as one and by working together we can reduce our costs and help the Coast to flourish.

Simon Miles, Cheryl's Pier Kiosk

HOW ARE DBIDS FUNDED AND MANAGED?

Your investment

As a business in the LCDBID 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 within the LCDBID will directly fund the projects outlined in the final business plan. All of the funding will be ring-fenced and will be only be spent on these projects and services. That's why it's important to get these projects right and why we want your comments and feedback on this plan.

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

Every eligible business will normally 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.

Most businesses in the LCDBID area will be paying under or around £1 per day for the additional benefits the BID will bring.

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

Your Board

If the LCDBID is voted in, a new, private, not for profit, independent company will be set up to manage and implement the final Business Plan. This new organisation will be led by a LCDBID board drawn from Levy-paying businesses. The board positions will be area and sector based and it will be a requirement that board members have all the necessary skills and knowledge to successfully drive the operational side of the LCDBID Company. All board positions are voluntary and unpaid. LCDBID funds will be strictly monitored by the LCDBID board with expenditure aligning to the action areas in the final Business Plan.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent
£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

FAQ'S AND CONTACT DETAILS

You have questions and we have the answers! Here are some DBID FAQ's.

Is this a way for the Council to save money?

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

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 LCDBID Levy is an investment, it will go to a separate bank account and be spent entirely on fulfilling the objectives of the LCDBID Business Plan—so 100% of the money will be spent on improving the LCDBID area.

How much will this cost me?

The levy is based upon 1.5% of the rateable value of each eligible property for businesses 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 LCDBID area.

Why should I vote YES?

If you vote YES in February 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 LCDBID 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 great ideas happen—we will lose the opportunity to make a real difference!

If you have further queries or comments on this summary business plan, please do get in touch with us.

All comments on the content of this plan need to be received by 11th November 2016. Then we get on with making the changes and creating the final LCDBID Business Plan that you will receive in early 2017.

LISA COLLINS

**Lincolnshire Coastal Destination BID
Development Manager**

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