



Visit  
Lincs Coast

2019  
UPDATE



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



Working together to improve  
the Lincolnshire Coast

LINCOLNSHIRE  
COASTAL

DESTINATION BID



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Update May 19

How the Lincolnshire Coastal BID has been working for you!

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## Contact Us



call us on:  
**01754 611845**



visit our website:  
**visitlincscoast.co.uk**



send an email:  
**info@visitlincscoast.co.uk**



write to us:  
**Visit Lincs Coast, Skegness Town Hall, Skegness, Lincolnshire PE25 1DA**



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Visit  
Lincs Coast

LINCOLNSHIRE  
COASTAL  
DESTINATION BID



**We look forward to continuing to work together to make our Destination the number one place to visit in the UK.**



# About the Lincolnshire Coastal BID

The Lincolnshire Coastal Destination BID aims to put our area firmly on the map as a leading UK tourist Destination and continue to improve the visitor experience. Alongside this, our aim is to continue to work together to improve the area for those who, live, invest and work here. Over the past 2 years we have worked hard and listened to what you have told us to ensure we are responsive and carrying out work that you feel will benefit the area as a whole.

We have created a Destination website and created a brand identity of Visit Lincs Coast for the area. We have invested heavily in the marketing of the area, with features

in publications across the country, radio adverts, attending trade, travel and tourism shows and taking out our promotional trailer across the UK, our latest campaign sees our Visit Lincs Coast branding going out on lorries across the UK.

The re-branding and marketing of the area is crucial to ensure we maximise our potential to visitors and show-case the diversity of the area as an all year-round destination. Events have been a key factor in our delivery and we have a proven track record of delivering a range of events and weekend festivals. Evidence shows that these have contributed significantly to the local

economy and increased footfall for businesses and we will continue to build on these in future years.

Going forward we are recruiting 2 Street Rangers who will provide an on-street presence across the area, supporting our programme of work and ensuring our area provides a warm welcome to visitors, ensuring their safety and security alongside that of businesses and properties within the BID area.

We are also making significant investment in environmental projects, including new benches, planters, way-finding signage and interpretation boards. We have listened to



# Funding

Over the term of the BID our total investment for the Lincolnshire Coast will be approximately £2.5 million. This is funded by a levy on business rates of 1.5% of rateable values. We have invested annually £130,000 into local events, £40,000 into environmental enhancements, £15,000 into

business support and £185,000 into marketing, PR and promotions.

Our aim is to exceed this performance in the next three years, providing core services and focusing on key issues and opportunities which affect the Lincolnshire Coast.

levy payers and as a result we are pleased that we can deliver what you feel will make a difference to the area. We feel that if our area is clean, welcoming and inviting, with great events, people will visit and continue to visit. We have a fabulous range of attractions and our stunning coastline and countryside is some of the best in the country. We look forward to continuing to work together to make our Destination the number one place to visit in the UK.

**Lisa Collins**  
BID Manager





The board is made up of people who represent different areas within the BID district within a variety of sectors.



# Our Board

The Lincolnshire Coastal BID is controlled by a board of directors. They are a dedicated team of local business people who work together voluntarily to develop the BID plan. The board is made up of people who represent different areas within the BID district within a variety of sectors.

Catherine Hallsworth	The Fat Seagull, Sandilands
Chris Baron	Butlins, Ingoldmells
Craig Watts	The Boating Lake Cafe, Skegness
Dave Skepper	Stagecoach
Graham Cullen	The Louth, Mablethorpe
James Parker	Fantasy Island, Ingoldmells
Janet Stubbs	Woodthorpe Leisure, Woodthorpe
Jonathan Ling	Lings Amusements, Skegness
Lee Beckett	Lincolnshire Co-op, Sutton on Sea
Mark Humphreys	Magna Vitae
Martin Brown	Natterjack Creative, Skegness
Sid Dennis	Sid Dennis & Sons, Wainfleet
Simon Beardsley	Lincolnshire Chamber of Commerce
Simon Miles (Vice Chairman)	Cheryl's Pier Kiosk, Skegness
Stuart Hardy (Chairman)	Hardy's Animal Farm and Caravan Park, Ingoldmells
Steve Kirk	ELDC
Terry Slater	Quality Holiday Apartments, Skegness

# What is a BID?

A BID is a business-led initiative supported by government legislation, which gives local businesses the power to get together, decide what improvements they want to make in their area, how they will manage these and what it will cost them. BID's have the power to raise

and spend funds locally, with the sole aim of improving their trading environment. BIDs have a maximum term of 5 years, which gives them a good length of time for businesses to feel the benefit of the services and projects delivered by the BID. BIDs deliver services and projects

that are always in addition to those provided by the public agencies including Local Council and the Police. The BID is a not-for-profit organisation and run by a voluntary Board of Directors.



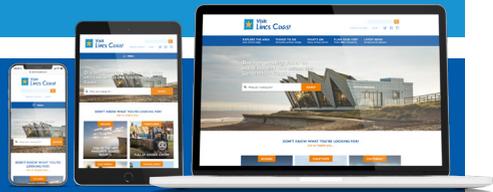
## What is a BID Levy?

The levy bill is for your share of the costs of the operation of the Lincolnshire Coastal BID/ Visit Lincs Coast. The levy is collected by Public Sector Partnership Services but the monies are passed on to the BID. This will be collected annually.

## Be part of Visit Lincs Coast

Our aim is to work closely with the levy-paying businesses to help make key decisions about what the area needs most. It is important that if you are a levy-payer that you fill out one of our Company Membership forms which are available online at [visitlincscoast.co.uk/levy-payers](http://visitlincscoast.co.uk/levy-payers). This will enable you to attend our AGM and receive regular newsletters and updates about what is happening in the area.

Our public facing brand is 'Visit Lincs Coast'. This delivers the marketing activity for the coast which is aimed at increasing visitor spend and footfall in the area. All relevant levy-payers are entitled to a free listing on the site which is attracting thousands of visitors a month, who are planning their trips to the coast. List your business at [visitlincscoast.co.uk](http://visitlincscoast.co.uk)



# Marketing, Promotion and PR



**The BID also advertises the destination in a number of publications therefore allowing businesses to reduce their in-house marketing costs.**



- **Brand New Website**
- **Promotional Video**
- **Radio Campaigns**
- **Group Travel Guide**
- **Coastal Leaflets**
- **What's On Guide**
- **Social Media**
- **Advertising**

The BID team have been working hard to create a clear brand image for the Lincolnshire Coast and 'Visit Lincs Coast' is now recognised on a regional, national and international level.

The creation of the brand-new website attracts on average around 5K users a month and also gives levy-paying businesses the opportunity to advertise their business and events free of charge.

Our social media channels also have a large following which constantly feeds back into the website.

We have created a natural coast promotional video which has been used to attract a different demographic of visitor along with being able to extend the season highlighting activities which go on in the quieter months.

Our radio campaign with Lincs FM enables us to promote the coast and the events far and wide along with the production of high-quality print, online, video and photographic material.

The BID has been focusing on the group travel market by producing a group travel guide which has been distributed nationally and showcased at events such as the Excursions Travel Show and Lincolnshire Business Expo. Our print

materials range from a generic coastal leaflet, what's on guides and also a 2019 guide which was produced in partnership with Secwha. There were over 45,000 copies of these produced and were supplied to P & O Ferries in Hull, 8 motorway service stations and TIC'S across the country.

A brand-new campaign for 2019 is our lorry adverts which will be seen driving across the nation advertising the Lincolnshire Coast.

It is important that we attract more frequent visitors and keep them here for longer and our ambassadors play a vital role in doing so. They meet and greet visitors arriving to the destination via train and will also be giving a warm welcome

to coach trips this year. Not only do they promote the area whilst they are here, they travel further afield to other cities and town in our promotional trailer acting as a pop-up tourist information centre.

The BID also advertises the destination in a number of publications therefore allowing the businesses to reduce their in-house marketing costs.





Viking Festival

## Great Events!

One of our aims is for the Lincolnshire Coast is to be able to host great events that enhance the reputation of the whole area. These drive business growth and enables existing events to be supported, enhanced co-ordinated and packaged together to drive an even greater return for all sectors.

A full comprehensive list can be found on our website. The creation of new events from the BID team and the support for prevailing events has been able to boost business and attract new people to the area.



## Be My Guest

We brought a brand new hospitality roadshow to the area which included trade stands alongside industry speakers, this format worked well with great feedback from all those that attended and is something we are very keen to do again in 2020.

## Supporting Local Events & Carnivals

We have and will continue to support local events, carnivals are part of our traditional seaside holiday offer and we recognise the significant benefit they make to our local economy.



## Vintage Festivals

We have created two vintage festivals which take place in both Sutton-on-Sea and Skegness. One in May before the season begins and the other in September as the season ends. These festivals celebrate the nostalgia of our seaside towns with live music, vintage market, classic cars and much more.



## Reggae Festival

A brand-new event which will kick off the summer season in Skegness. This two-day event will transform Scarbrough Avenue into a Caribbean paradise with a jam-packed line up along with outside bars, childrens entertainment and a firework spectacular.

## Skegness Armada

The first ever Kitesurfing Armada Skegness event will be held from the 12-14th July on the beachfront at South Parade, Skegness. Join us for a fantastic weekend of kitesurfing, live music, entertainment, fundraising and more. Tickets are free but don't forget to register online.





# Shopwatch

The scheme works closely with Lincolnshire Police and Lincolnshire Chamber of Commerce to combat prolific offenders within the town centres. The Skegness shopwatch scheme has been running since 2017, with a new scheme being introduced into Mablethorpe for 2019.

Members of the Skegness and Mablethorpe shopwatch schemes meet every 6 to 8 weeks to share information and to seek banning notices and exclusion orders for individuals and offenders in relation to shop theft and anti-social behaviour.

Encrypted radios are leased to shopwatch members for an annual fee of £70 for the rental of the radio. These radios provide the business community to engage with each other quickly and to also share relevant information in real time.

The digital system gives clear communications, allowing businesses to share information and intelligence accurately and quickly.

The radio system also connects to the CCTV control room in Boston. This will allow all partners to work more closely together to detect and deter crime in the town centres.

Going forward, with the introduction of the Street Wardens, local businesses within the shopwatch scheme will also have a direct link to the street wardens to provide extra support.

# DISC

Disc (Database and Intranet for Safer Communities) Lincolnshire Coastal Destination BID's crime reduction database is the unique information-sharing system that's helping drive down low-level crime and antisocial behaviour across the UK.

It empowers communities to 'self-manage' low-level crime and ASB, and enables police to work with them to deliver a new kind of effective, joined-up community policing. Businesses can input details of retail crime and anti-social behaviour offenders, as well

as the incidents themselves. The secure and member's only app has access 24/7 and can be used by both day and night time economy related businesses. Reports are gathered in order to build up a case for Criminal Behaviour Order (CBO) applications against prolific individuals. The more intel stored, the better chance the crime prosecution teams have of gaining a conviction.

The app provides opportunities to also record issues relating to public realm concerns, rough sleeping, begging and anti-social

behaviour. Through the instant messaging feature within the app information can be shared quickly with other users.

By acting collectively members can make a positive contribution in making the shopping and visitor experience a safer and more attractive proposition for all. Businesses are invited to join the scheme. For further information please contact Lee Roberts, Project Coordinator on [lee.roberts@visitlincscoast.co.uk](mailto:lee.roberts@visitlincscoast.co.uk)

## ACT Awareness e-Learning

ACT Awareness is an innovative course that could save lives.

Over 1500 companies across the UK have signed up to an innovative training scheme that could help prevent terror attacks. Called ACT Awareness e-Learning, the training was developed in a ground-breaking partnership

between Counter Terrorism Policing and retail giant Marks & Spencer.

It covers how to spot the signs of suspicious behaviour and what to do if an attack should take place.

Free to use, the course can be divided into short sections to suit business needs. However it takes just 45 minutes in

total to complete - 45 minutes that could save lives. Businesses wanting more information, or to apply for registration, should visit the National Counter Terrorism Security Office website

[www.gov.uk/government/news/act-awareness-elearning](http://www.gov.uk/government/news/act-awareness-elearning)



# How we have worked for you

## Marketing

New website for the area - opportunity for businesses to list their business for free

Pro-active social media platforms

Jointly commissioned Natural Coast Video

Lincolnshire Coast Promotional Leaflet

E-Coffee Cups for businesses to sell to encourage the reduction of single use plastic and to promote Visit Lincs Coast

Lincs FM Radio Campaign

Produced and Distributed 60,000 copies of a What's On Guide

Attended the British & Travel Tourism Show at the NEC in Birmingham - promote the area to group travel operators

Worked with partners to promote the area to the Dutch market

Placed adverts in the coach tour operators magazine and on their website

Placed adverts in publication that goes out to all school children across Lincolnshire

Full page adverts in the Nottingham Aspect and Nottingham Focus

Purchased a promotional trailer, used across the UK to market the area and taken to local events used as pop-up tourist information centre

Team of Ambassadors that help to promote the area and meet and greet visitors at the railway station in Skegness, new for 2019, they will also be meeting visitors arriving by coach

Advertising banners on Skegness Foreshore

2019 guide in partnership with SECWHA - 45,000 distributed across the UK and on P&O Ferries at Hull and in 8 motorway service stations

Produced a Group Travel Guide

Attended Excursion Travel Show for group operators

Attended Lincolnshire Business Expo

Produced a range of photographs businesses can also use in their marketing

2019 Advertising Lorries

Visit Lincolnshire website

Railway Station Advertising

Adverts in Holiday Makers Guides and Visit the Seaside



# Events

Halloween & Christmas Snow Globes, Skegness & Sutton on Sea

Roman Re-enactment, Sutton on Sea

Skegness Scooter Rally

British Kite Surfing Weekend

World Ocean Day Sand Sculpting Event

Mablethorpe & Sutton on Sea Bike Nights

Sutton on Sea Beach Hut Festival

Chapel St Leonards 2 day music festival

Vintage Seaside Festival, Skegness

Viking Re-enactment, Skegness

Weekly Summer Firework Displays

Summer Festival, Skegness

Goldwing Light Parade, Skegness

Poppies on the Prom, Mablethorpe

Magician in Mablethorpe

AMCA, Skegness

#200 Fish Exhibition Display Boards

May Hill Exhibition, Chapel St Leonards

Twinning Remembrance Day Event  
Postcards

## 2019 EVENTS

AMCA, Skegness

Reggae Festival, Skegness

Skegness Scooter Rally

Armada Kite Surfing Festival

Mablethorpe Summer Illuminations

Vintage on Sea, Sutton on Sea

Vintage Seaside Festival, Skegness

Over 55s Bowl Tournament

Lincolnshire Wolds & Lincolnshire Coast  
Church Festival

# Business Support

ShopWatch scheme in Skegness now has 30 members and purchased new radios

Set up ShopWatch scheme in Mablethorpe

Be My Guest Hospitality Roadshow

Series of events with Corinn Birchall from Kerching - 70 Tips and Tricks, Getting the most out of events, Digital Marketing

Business Breakfasts

Consultation Drop-in events - Chapel St Leonards, Sutton on Sea, Mablethorpe & Skegness

Leaflet Swap in Skegness

# Environment

Purchase of 20 Benches

Match funded Way-finding signage for Skegness

£15,000 to Mablethorpe in Bloom for planters and pagodas

£8,500 to Ingoldmells for planters

E-Coffee Cups for businesses to sell to encourage the reduction of single use plastic and to promote Visit Lincs Coast

**Just some of the things the BID has achieved in the last year to promote and enhance the Lincolnshire Coast, the list continues to grow**



# Visit Lincs Coast



## Our Aims

- Increase the visitor numbers
- Create a positive and renowned brand and profile
- Improve the visitor experience
- Provide an official Destination website for the area, managed by the BID
- Create a cleaner and safer environment
- Provide a strong and effective body for the businesses in the BID area by improving and supporting business, driving inward investment and giving local businesses a voice