

VISIT LINC'S COAST BUSINESS IMPROVEMENT DISTRICT

BID PROPOSAL

SCHEDULE 1 OF THE BUSINESS IMPROVEMENT DISTRICT (ENGLAND) REGULATIONS 2004 (CONTENT OF BID PROPOSALS)

1. Purpose of Report

The Visit Lincs Coast BID Board of Directors have resolved to put forward a proposal for a ballot for a BID for a further 5 year term and has consulted potential levy paying organisations and key stakeholders on the content of a new business proposal and plan with a view to putting it to a vote of eligible organisations between 02 August & 30 August 2022.

Under the BID Regulations of 2004, the BID Proposer, Visit Lincs Coast BID is obliged to advise the East Lindsey District Council of the matters to be included in the proposal.

This report is in fulfilment of that requirement.

2. Background to the BID

The BID was first established in September 2017 and will formally cease on 31 August 2022. In order to continue for another five years beyond that date, a new ballot will be required. The majority in favour of establishing the BID in September 2017 was 75% by number and 81% by Rateable Value.

Its primary aims were to:

- Provide 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.
- Provide 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.
- Provide a vibrant and coordinated year-round marketing campaign promoting what the Lincolnshire Coast has to offer.
- Work with partners to deliver new headline signature events to attract new visitors and generate new revenues along the Lincolnshire Coast.

The BID consults with its member businesses with regular newsletters, e-mails and meetings and all the Company information is posted on our dedicated BID business web site.

The BID has delivered a programme of marketing, promotion, event, business support and advocacy activities over the last five years. This has been funded by the BID Levy income of over £2.5m over the 5 years.

Broadly, the services delivered include marketing and promotion, events, environmental improvements & business support

The last decade has seen destinations across the UK experiencing massive changes as peoples' shopping and leisure habits move and their choices change. This has been exacerbated further by the pandemic and having to meet the unprecedented challenges that this has brought. In this undeniably tough trading environment, the Lincolnshire Coast must continue to adapt, recover and grow.

3. Summary of Consultation with Businesses on the Proposal

Whilst there is continuous communication and engagement with businesses through the life of the BID which informs the development of the plan and projects, a specific survey of over 1000 businesses was carried out. The following summarise the engagement.

- **September 2021 - Presentation to Lincolnshire Coastal DBID Board, including businesses, stakeholders and public sector**
- **October 2021 – Business Impact Assessment Collation**
- **November 2021 - Achievements Newsletter Distributed & Business Engagement Workshops across the DBID area**
- **December 2021 – Survey Circulated to all Eligible Businesses**
- **January to June 2022 – Engagement with Eligible Business within the BI Area**
- **July 2022 – Full Business Plan to be Made Available to All Eligible Businesses**

Based on feedback received and looking forward to the next 5 years, the majority of levy paying businesses wish to see the current projects continue.

Additionally, a greater focus on attracting visitors during the Winter months and better communication with businesses was also highlighted.

The focus and fundamental role of the BID is to manage, market and promote the Lincolnshire Coastal Action Zone (CAZ).

Visit Lincs Coast's overarching priority is to raise the profile of the Lincolnshire Coast and its resorts, towns and villages and to ensure that those who visit or do business here, have the best experience possible.

Our aim is to also ensure that the Lincolnshire Coastal DBID remains an informed representative and a strong voice for our businesses. We are committed to effectively promoting the Lincolnshire coast, securing our position not only as one of the largest DBIDs in the UK but to strive as an industry leader.

With this in mind, we will continue to focus on our four key priorities.

- 1. Destination Marketing & Promotion**
- 2. Events**
- 3. Environmental Enhancement & Access Schemes – Clean, Green & Attractive**
- 4. Business Support**

Further information can be found in the Statements of Work section and also the Full Business Plan

4. Proposal Information

Item	Proposal
BID Body	Lincolnshire Coastal BID Ltd
Type of Body	Private Company Limited by Guarantee
BID Area	The BID area is set out in Appendix A
BID Period	5 Years with a commencement date of 01 September 2022
BID Levy	1.5% of the premises rateable value for all eligible business as set out in the area in Appendix A
Exemptions	<p>The following exemptions will apply:</p> <ul style="list-style-type: none"> • Organisations with a rateable value below £7,500 • Non-retail charities, with no paid staff, trading income, arm or facilities and entirely, not-for-profit, subscription and volunteer-based organisations. • Businesses whose primary function does not fall into the categories identified in Appendix A <p>These exempt organisations will get 100% relief.</p>
Alterations	The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID company wishes to decrease the levy rate 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.
Cap	Not Applicable
Projected BID Levy Income	£565,000 pa. The proposed 5 year forecast is set out in Appendix B
Costs of developing BID proposal and conducting the ballot	The cost of developing the BID Proposal and the Ballot will be met by Lincolnshire Coastal BID Ltd
Statement of Works	See Section 5 below & Appendix C

5. Baseline Statements (If Any)

The BID Regulations of 2004 states that 'a statement of the existing baseline services (if any) be provided by the relevant billing authority or other public authority.

A baseline statement is the level of service provided by the Council. Regular monitoring and evaluation of the standards within the BID area will ensure that the services provided by the Council, are up to the standards and requirements set out in the Baseline Statements. The Baseline Statements also ensures the services directly delivered by the BID do not duplicate those of the Council. The relevant Baseline Statements have been completed by the Billing Authority and are available upon request.

6. Statement of Works

All of the services which the BID provides will be over and above the Baseline Statements and BID funding will not be used to replace any existing Local Authority services.

On the basis of the engagement with BID Levy Payers, the projects/services that will be provided are set out in Appendix C

A final detailed business plan will be made available to all eligible organisations in July 2022 which will be distributed to all eligible levy paying businesses before the ballot

7. Delivery Arrangements

The BID will be managed by Lincolnshire Coastal BID Ltd, a not-for-profit company limited by guarantee. All BID Levy payers and equivalent financial contributors are eligible to become members of the Company and consequently vote on Company matters and seek office.

It is a Private Company Limited by Guarantee with a voluntary Board of Directors comprising of BID levy payers and other key stakeholders representing the BID area sectorally and geographically. It is governed by its Articles of Association and it publishes annual accounts and holds an Annual Meeting.

Lincolnshire Coastal BID Ltd will meet with the Billing Authority at least twice a year as set out in the Operating Agreement to provide details of financial management

8. Ballot Arrangements

The ballot will be held and conducted in accordance with The Business Improvement Districts (England) Regulations 2004 as amended. The ballot will be a postal ballot of all eligible businesses in the BID area liable to pay the BID Levy. It will be conducted on behalf of the Returning Officer by Civica Election Services.

The 28 day ballot period will be from 02 August 2022 to 30 August 2022. All eligible businesses in the BID area entitled to vote will be notified of the ballot arrangements and will be sent the ballot papers. Proxy voting can be arranged for those that require it.

Appendix A

BID GEOGRAPHICAL AREA & ELIGIBLE SECTORS



ELIGIBLE SECTOR LIST

ADVENTURE GOLF AND PREMISES
AIRSTRIP AND PREMISES
AIRSTRIP, HANGERS AND PREMISES
AMUSEMENT ARCADE & PREMISES
AMUSEMENT PARK AND PREMISES
AMUSEMENTS, CAFE, BOATING LAKE AND PREMISES
AQUARIUM AND PREMISES
ART GALLERY AND VISITOR CENTRE • BANK AND PREMISES
BARBERS SHOP
BEAUTY SALON AND PREMISES
BETTING SHOP AND PREMISES
BINGO HALL AND PREMISES
BIRD SANCTUARY AND PREMISES
BOATING LAKE & PREMISES
BUILDERS MERCHANTS AND PREMISES
BUS STATION AND PREMISES
CAFE AND PREMISES
CAFE, BAR AND PREMISES
CAMPING SITE AND PREMISES
CAMPING SITE AND PREMISES/LAND USED FOR FISHING
CAMPING SITE, SELF CATERING HOLIDAY UNITS AND PREMISES
CAR PARK & PREMISES
CAR PARK
CARAVAN AND CHALET PARK AND PREMISES
CARAVAN DISPLAY AND PREMISES
CARAVAN PARK AND PREMISES
CARAVAN PARK AND PREMISES/ LAND USED FOR FISHING
CARAVAN PARK FREEHOUSE AND PREMISES
CARAVAN PARK, CARAVAN SALES SITE AND PREMISES
CARAVAN PARK, CAMPING SITE& PREMISES
CARAVAN SALES SITE & PREMISES
CHALET PARK AND PREMISES
CINEMA AND PREMISES
CLUB AND PREMISES
CLUB HOUSE AND PREMISES
CLUBHOUSE AND PREMISES
COFFEE SHOP
COMMUNICATION STATION AND PREMISES
FARM ATTRACTION & PREMISES
FUNERAL PARLOUR & PREMISES
GALLERY AND PREMISES
GARDEN CENTRE AND PREMISES
GO KART RINK AND PREMISES
GO KART TRACK & PREMISES
GOLF COURSE AND PREMISES
GOLF DRIVING RANGE, GOLF COURSE & PREMISES
GUEST HOUSE AND PREMISES
GYMNASIUM AND PREMISES
HAIRDRESSING SALON & PREMISES
HALL AND PREMISES
HAND CAR WASH AND PREMISES
HOLIDAY CENTRE AND PREMISES
HOSTEL AND PREMISES
HOTEL & PREMISES
INDOOR BOWLING CLUB AND PREMISES
INDOOR MARKET AND PREMISES

INDOOR PLAY AREA AND PREMISES
INN AND PREMISES
KARTING TRACK & PREMISES
KIOSK
KIOSK AND PREMISES
LIBRARY AND PREMISES
MARINE ZOO AND PREMISES
MARKET AND PREMISES
MOORING AND PREMISES
MUSEUM AND PREMISES
PETROL FILLING STATION & PREMISES
PHARMACY & PREMISES
PIER AND PREMISES
POST OFFICE SORTING CENTRE AND PREMISES
PUBLIC CONVENIENCES
PUBLIC CONVENIENCES & PREMISES
PUBLIC HOUSE AND PREMISES
PUTTING COURSE & PREMISES
RANGE
RESTAURANT GUEST HOUSE AND PREMISES
RESTAURANT & PREMISES
RESTAURANT, CARAVAN PITCHES & PREMISES
RETAIL SPACE AND PREMISES
RETAIL WAREHOUSES & PREMISES
RIDING SCHOOL & PREMISES
RIFLE RANGE AND PREMISES
SELF CATERING HOLIDAY UNIT & PREMISES
SHOP
SHOP AND PREMISES
SHOP, PETROL FILLING STATION AND PREMISES
SHOP, CAFE AND PREMISES
SHOWROOM AND PREMISES
SITE FOR EVENTS
SKATEPARK AND PREMISES
SELF CATERING HOLIDAY UNIT, CAMPSITE & PREMISES
SPEEDWAY RACETRACK AND PREMISES
SPORTS CENTRE AND PREMISES
SPORTS GROUND AND PREMISES
STABLES AND PREMISES
SUPERSTORE AND PREMISES
SWIMMING POOL & PREMISES
TATTOO STUDIO AND PREMISES
THEATRE AND PREMISES
WILDLIFE PARK AND PREMISES
WINE BAR & PREMISES

Appendix B

FIVE YEAR BUDGET FORECAST

VISIT Lincs COAST NEW TERM BUDGET FORECAST (2022 – 2027)



The proposed budget for the new term is set out below

	2022/23	2023/24	2024/25	2025/26	2026/27	5 Year Totals
Income						
DBID Levy	£565,000	£565,000	£565,000	£565,000	£565,000	£2,825,000
Additional Income	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Total Income	£615,000	£615,000	£615,000	£615,000	£615,000	£3,075,000
Expenditure						
Projects and Services						
Marketing & Promotion	£230,000	£230,000	£230,000	£230,000	£230,000	£1,150,000
Events	£150,000	£150,000	£150,000	£150,000	£150,000	£750,000
Environmental Improvements	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
Business Support	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Staff	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Office and IT Support	£10,000	£10,000	£10,000	£10,000	£10,000	£50,000
Insurance	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Levy Collection Costs	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Professional Fees	£2,250	£2,250	£2,250	£2,250	£2,250	£11,250
Bank Charges	£250	£250	£250	£250	£250	£1,250
Total Expenditure	£615,000	£615,000	£615,000	£615,000	£615,000	£3,075,000

NB: all figures are based on 2022 figures and we anticipate any inflationary increases to be covered by new businesses opening over this period.

Appendix C

STATEMENT OF WORKS

(See Below)

WHAT'S NEW FOR THE NEXT TERM

The Lincolnshire Coastal DBID



will now be officially known as:



Streamlining the Visit Lincs Coastal wbrand to support Tourism and Leisure on the Lincolnshire Coast

WE ARE RAISING THE BAR

During the first term, all businesses with a rateable value of £5,000 and over were included in the Lincolnshire Coastal DBID.

In support of the small and micro business community on the Lincolnshire coast, we are raising the bar.

The new term will see businesses with a rateable value of under £7,500 formally exempt from paying the levy, but can still join voluntarily.



KEY PRIORITY 1

Destination Marketing & Promotion

Visit Lincs Coast has developed a strong branded and successful Marketing Strategy. We understand the importance of ensuring that we are current with new and innovative and mainstream technology. We will continue to research best practice and ways of working to constantly develop and improve our marketing and promotional strategy year on year.



SPENDING A FURTHER £1,150,000 OVER 5 YEARS

WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>The Visit Lincs Coast extensive destination marketing strategy will continue</p> <ul style="list-style-type: none"> The Official Visit Lincs Coast website Visit Lincs Coast National TV Advert Visit Lincs Coast CAMPERCAST Podcast Series Destination Event Video's Photography and Videography Visit Lincs Coast Social Media Platforms Local and National Radio Advertising Digital Marketing Direct Marketing Event Marketing Destination Guides Newspaper & National Tabloid Adverts Advertorials Group Travel Guides Visit the Lincolnshire Coast Lorry Campaign 	<ul style="list-style-type: none"> TV and Cinema Advertising Digital Signboard Run National and Regional advertising campaigns Visit Lincs Coast website app Themed Marketing (#Visit Lincs Coast #Where Memories Matter the Most Campaign) Sector Specific information guides Night Time Economy - Purple Flag status marketing campaign (A Safe Coast) Green Acorn - lower emissions accreditation - raise the profile of the Lincs Coast as being a Green Coast Additional focus on the Natural Coast campaigns to encourage shoulder season occupancy

KEY PRIORITY 2

Events

Visit Lincs Coast delivers and supports a range of events throughout the year. This encompasses not only large-scale coastal events but smaller ones across the Visit Lincs Coast district.

During the first term, the Visit Lincs Coast operations team introduced three new signature events. The Skegness Reggae & Ska Weekender, Vintage on Sea Festival in Sutton on Sea, and more recently the Mablethorpe Music Mix Up Weekend. All three events were a resounding success and will continue to be an annual event in each destination throughout the second term. With the support of local businesses and public sector services, all three signature events have the potential to grow year on year.

The support and resources that Visit Lincs Coast offer is variable and tailored specifically to suit individual needs. The resources we offer range from BID funding, safety management and risk assessment advice, event management planning, equipment hire, artwork and design as well as event set up and event patrolling.

We also offer an extensive range of marketing and promotional support to increase visibility for each event and give each organisation the marketing and advertising support that they need

The events delivered and supported by Visit Lincs Coast have been attended by tens of thousands of people each year.

WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>We will continue to deliver our own signature events and support over 30 coastal events each year</p> <ul style="list-style-type: none"> Vintage On Sea Skegness Reggae & Ska Weekender Mablethorpe Music Mix Up Weekend Mablethorpe Continental Market AMCA Skegness (Motocross & Sand Racing) Coastal Christmas Activities Seaside & Sparkle Fireworks Displays Easter Trails Halloween Trails Coastal Carnivals Skegness Scooter Rally Skegness Light Parade Skegness Bowls Tournaments Wainfleet Bike Weekend Bands on the Bank - Wainfleet Coastal Poppies on the Prom Bands on the Stand - Skegness Tower Gardens Sand Sculpting Viking Festival Skegness Teenage Market Chapel St Leonard's Family Festival Weekend Skegness Kite Surfing Festival Mablethorpe Illuminations Skegness Scooter Rally Rosey Nosey Fun Run Mablethorpe Sand Racing Queens Platinum Jubilee Celebrations - Great British Bands Skegness Queens Platinum Jubilee Celebrations - Great British Bands Mablethorpe 	<ul style="list-style-type: none"> Mablethorpe Sand Racing Seaside & Sparkle Coastal Christmas Events Sector Specific Events Great British Seaside Marathon 2023 Visit Lincs Coast - Go Fishing Tournament Oktoberfest New Christmas event





POTENTIAL FUTURE PROJECT

KEY PRIORITY 3

Environmental Enhancement & Access Schemes – Clean, Green & Attractive

One of our key priorities is to encourage new visitors to the Lincolnshire Coast, but they will only visit us again if we work together to ensure that they have a positive and memorable stay and can navigate their way around the destinations with ease.

Our Clean, Green and Attractive projects are paramount to the visitor economy on the Lincolnshire coast, the Visit Lincs Coast Street Ranger's undertake numerous projects from planting and installation of new benches, to Street Patrolling and welcoming visitors and signposting them to their chosen attraction or destination. During the first term, we also installed new or improved signage in various locations, ensuring clear guidance for visitors.

The variety of tasks falling under our environmental priority covers all aspects of our clean, green and attractive ethos, although we patrol the Coastal Action Zone on a regular basis, we also rely on local residents, business owners and visitors to inform us of any issues within the destinations, allowing us to act accordingly.

Our response time is fast and effective. We are able to respond to many of the issues ourselves, however the ones that are beyond our remit or fall out of the BID Legislation Governance are passed to the relevant body. The work we do enhances the Lincolnshire

coast and is funded by the BID Levy budget for Environmental priorities, the work we do is not a substitute or replacement for monies paid for services as part of your standard business rates to local Government.

We work alongside all local public sectors to ensure that our coastline and destinations look as attractive and as appealing as possible and act as a strong voice in keeping the wildlife and the natural Lincolnshire coast safe.

WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>Our work on our Green, clean and attractive coast will continue</p> <ul style="list-style-type: none"> • Beach Cleans • Patrolling • Business Engagement • Shelter Improvements • Graffiti Removal • Event Patrolling • Litter Picking • Cleaning & Pressure Washing • Monitoring known hotspots to remove sharp objects and drug paraphernalia • Handing out leaflets • Welcoming and Signposting visitors • Working with police and various neighbourhood watch organisations • Planting and maintaining railing troughs • Installing new benches, or maintaining existing ones. • Event patrolling • Event set up and take down assistance 	<ul style="list-style-type: none"> • Installation of new bins • Planters & benches • Decorative Coastal Structures - Recycling • Improve visitor signage • Destination history boards on the Coastal Path • Foot Fall counters and Data analysis



SPENDING A FURTHER £450,000 OVER 5 YEARS



KEY PRIORITY 4

Business Support

Visit Lincs Coast offers support that is diverse and responsive and has variety of resources that businesses which fall within the Visit Lincs Coast catchment area can take advantage of.

We have developed a business support priority that is adaptable and responsive to the changes, conditions and challenges of trading conditions within tourism.

We act as a voice, researcher and resource finder working with organisations such as Visit England, Destination Lincolnshire, Visit Lincoln, Business Lincolnshire, Team Lincolnshire, The Lincolnshire Local Resilience Forum and the Lincolnshire Enterprise Partnership. Relevant and informative information is updated on to the Visit Lincs Coast website, circulated through our social media channels, and passed onto all businesses that have opted to be part of the Visit Lincs Coast regular direct email database and newsletters.

We also search for and attract additional funding to support DBID activities, along with grants and resources available to businesses or sectors. Bridging the gap between the business and the Tourism sector forums and organisations.

There is still uncertainty caused by COVID 19 and its longer-term effects and our program may need to be reviewed and adjusted accordingly.



WHAT WE HAVE DONE IN "TERM ONE"	WHAT WE AIM TO DO IN THE "NEXT TERM"
<p>We will continue to provide our Business Support service and Skills Portal</p> <ul style="list-style-type: none"> • Visit Lincs Coast Skills Portal • Visit Lincs Coast Website – Business Listing • Visit Lincs Coast social media – Business promotions circulation and networking with "Promote My Poster" and information sharing • Centralised Events Calendar for the Lincolnshire Coast • "Be My Guest" Roadshow • Business Workshops • Webinar Sessions • Lobby and advocate on behalf of businesses and various incentives 	<ul style="list-style-type: none"> • Mental Health in the workplace awareness • World Host Training • Purple Flag Accreditation Scheme • Green Acorn Status • Disability Accommodation Incentives • Business Watch Revised • Business & Conference Promotions • Season Extension • Secure password protected levy payer page on website to enable Visit Lincs Coast to upload sensitive information for levy payers' information



SPENDING A FURTHER £150,000 OVER 5 YEARS