



REPORT TO:	Leader of East Lindsey District Council, Cllr Craig Leyland
DATE:	25th August 2022
SUBJECT:	Ballot voting for the Visit Lincs Coast Destination Business Improvement District.
PURPOSE:	To complete and return the ballot papers for all East Lindsey District Council hereditaments for the Visit Lincs Coast Destination Business Improvement District Proposal.
KEY DECISION:	No
PORTFOLIO HOLDER:	Leader's decision
REPORT AUTHOR:	Lydia Rusling, Assistant Director Economic Growth
WARD(S) AFFECTED:	Wards within the Visit Lincs Coast Destination Business Improvement District: Alford, Burgh le Marsh, Chapel St Leonards, Fulstow, Grimoldby, Mablethorpe, Sutton on Sea, Wainfleet, Skegness (Scarborough & Seacroft, St Clements, Winthorpe), Ingoldmells, Croft, Friskney, Withern and Theddlethorpe, Tetney, Marshchapel and Somercotes, Holton le Clay & North Thoresby.
EXEMPT REPORT?	No

SUMMARY

This report considers the Council's voting process as part of the ballot for the Visit Lincs Coast Destination Business Improvement District proposals submitted by Lincolnshire Coastal BID Ltd (LCBID).

The LCBID Company, was established in 2017 and this ballot is to secure its second term for a further 5 years. The ballot period is from 1st to 30th August 2022. Please note that this is a new ballot and not a renewal ballot, due to the LCBIDs proposed second term increase to the payment threshold to businesses with a Rateable Value of £7,500 and above, previously it was £5,000 and above.

The LCBID Company is managed by a board of unpaid, voluntary directors and is made up of representatives from across the sector groups and geographical area. It is a not for profit company limited by guarantee and it delivers services, destination marketing and projects to support the coastal retail and visitor economy across our coastal communities.

The report seeks authority for a Leader's Decision to vote in favour of the Visit Lincs Coast Destination Business Improvement District proposals and for an officer delegation to complete and return the ballot papers on behalf of the Council. The vote in favour recognises the value and benefit a business

improvement district can bring to an area through investment in promotion, environmental enhancement, events and business support.

RECOMMENDATIONS

1. To note the final business plan and BID proposals attached at Appendix A to the report.
2. To authorise James Gilbert, Assistant Director Corporate, to complete and return the ballot papers for all East Lindsey District Council hereditaments as identified in Appendix B of the report, on behalf of the Council in favour of the Visit Lincs Coast Destination Business Improvement District proposal.

REASONS FOR RECOMMENDATIONS

To enable the Council to participate in the ballot for the Visit Lincs Coast Destination Business Improvement District.

OTHER OPTIONS CONSIDERED

To do nothing would mean that ELDC would not participate in the ballot for the Visit Lincs Coast Business Improvement District.

1. BACKGROUND

- 1.1.** A Business Improvement District allows for a formal mechanism to be established which allows dedicated funds to be collected through a Business Rate levy towards the implementation of an agreed business plan. Usually a group of local businesses and public sector representatives form a partnership to develop and implement (subject to successful ballot) a BID business plan. In establishing a business plan, detailed discussions with local businesses are undertaken to identify local issues and concerns. From this, the partnership develops a programme of projects and services (the business plan) that the partnership proposes to deliver to address the opportunities identified. Eligible landowners are then asked to vote on the creation of a Business Improvement District following consideration of the business plan.
- 1.2.** In March 2017 a ballot was held and the outcome was successful. As a result the Lincolnshire Coastal BID Company was formed. The maximum period that a Business Improvement District levy can be charged is for 5 years. If the Business Improvement Company wants to continue its activities it must hold a new ballot or re-ballot. The BID Company is now seeking a new ballot for a further 5 years for the Visit Lincs Coast Destination Business Improvement District.
- 1.3.** Please note that this is a new ballot and not a renewal ballot, due to the BIDs proposed second term increase to the payment threshold to businesses with a Rateable Value of £7,500 and above, previously it was £5,000 and above.

2. REPORT

- 2.1.** The council currently owns 14 hereditaments within the BID area, which it would be required to pay the additional levy on if the requirements for a YES vote are achieved. For the BIDs proposed second term they have increased the payment threshold to businesses with a Rateable Value of

£7,500 and above, previously it was £5,000 and above. Based on a current rateable value of £521,150 for the hereditaments, it is estimated that the District Council's levy contribution will be £7,817 per annum. A list of ELDC owned sites is attached (**Appendix B**).

2.2. In order to secure a "YES" vote the proposal needs to achieve sufficient votes through two criteria. Firstly, of those voting at least 50% must vote in favour of the BID. Secondly, those who have voted must represent at least 50% of the total rateable value. If both criteria are met all eligible businesses will pay an additional levy of 1.5% of their rateable value, which is specifically ring-fenced for delivery of the BID business plan.

2.3. The full business plan and BID proposal for the Visit Lincs Coast Destination Business Improvement District are attached as **Appendix A**.

2.4. As a five- year plan it is intended to be flexible and will change over time depending on the business needs of the business community. Its key priority areas are:

- Destination marketing and promotion
- Events
- Environmental enhancement and access schemes – clean, green and attractive
- Business support

A second term will ensure the BID Company continues to support the growth of the local economy and its success, ensuring that the destination provides a competitive reason to visit and invest.

3. CONCLUSION

3.1. In supporting the recommendation, the Council will be able to participate in the ballot in favour of the Visit Lincs Coast Destination Business Improvement District. The Business Plan of the LCBID sets out its priorities for the next 5 years, which will enable investment into the Lincolnshire Coastal area and support marketing and promotion, events, environmental enhancements and business support.

EXPECTED BENEFITS TO THE PARTNERSHIP

If the outcome of the ballot is a YES vote the following benefits are expected:

- Further investment across the coastal area to enhance and support the Towns Fund investment and projects.
- Ability to work collaboratively on destination marketing with the ELDC tourism team and through the SLA provided by Destination Lincolnshire.
- Through joint working on projects under the environmental enhancements and in line with the baseline service statements it is possible to add value to existing work and schemes to improve the public realm.

IMPLICATIONS

SOUTH AND EAST LINCOLNSHIRE COUNCIL'S PARTNERSHIP

None arising from this report.

CORPORATE PRIORITIES

The priorities of the full business plan for the Visit Lincs Coast Destination Business Improvement District supports the following Corporate Priorities in East Lindsey's Corporate Strategy:

- Support our town centres to remain vital and viable as shopping habits change
- Create an environment that helps businesses to survive and grow

STAFFING

None arising from this report.

CONSTITUTIONAL AND LEGAL IMPLICATIONS

The establishment, renewal and alteration of Business Improvement Districts are governed by Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004 ("The BID Regulations"). Legal implications relating to these are contained within the report.

DATA PROTECTION

None arising from this report.

FINANCIAL

Financial contribution of £7,817 per annum

RISK MANAGEMENT

None arising from this report.

STAKEHOLDER / CONSULTATION / TIMESCALES

None arising from this report.

REPUTATION

None arising from this report.

CONTRACTS

An Operating Agreement will be established and agreed between Lincolnshire Coastal BID Ltd and East Lindsey District Council for the new term 2022 to 2027.

CRIME AND DISORDER

None arising from this report.

EQUALITY AND DIVERSITY/ HUMAN RIGHTS/ SAFEGUARDING

None arising from this report.

HEALTH AND WELL BEING

None arising from this report.

CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

None arising from this report.

LINKS TO 12 MISSIONS IN THE LEVELLING UP WHITE PAPER

MISSIONS

This paper contributes to the follow Missions outlined in the Government's Levelling Up White paper.

Pride in Place	By 2030, pride in place, such as people’s satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top performing and other areas closing.
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ACRONYMS

LCDBID – Lincolnshire Coastal Destination Business Improvement District

APPENDICES	
Appendices are listed below and attached to the back of the report: -	
<i>APPENDIX A</i>	Visit Lincs Coast Destination Business Improvement District Business Plan and BID Proposal Document
<i>APPENDIX B</i>	List of ELDC owned sites that are eligible to pay the BID levy

BACKGROUND PAPERS
No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report.

CHRONOLOGICAL HISTORY OF THIS REPORT	
Ballot voting for the Visit Lincs Coast Destination Business Improvement District	
Name of body	Date
<i>ELDC</i>	<i>22nd February 2017</i>

REPORT APPROVAL	
Report author:	Lydia Rusling, Assistant Director for Economic Growth Lydia.Rusling@e-lindsey.gov.uk
Signed off by:	John Leach, Deputy Chief Executive – Communities
Approved for publication:	Cllr Craig Leyland