

Mablethorpe Area Partnership

Trading as MAP CIC

company no: 8538728

August 2015 update

Foreword

Well it's certainly been a busy few months for us, successfully completing a Coastal Community Team Application and organising events for the summer season. We are happy to welcome Helen Matthews on to our team as the East Lindsey District Council representative and Helen Parkhurst as the Town Council Representative.

John Clarke
Chair MAP CIC

Coastal Community Team Success

In our last newsletter, we told you that we had applied to become a Coastal Community Team. We have been successful and will be awarded £10,000 to be spent on producing an economic plan for the area. Central government is putting some focus on coastal areas and the creation of the Coastal Team is to ensure that locals, councils and businesses work together in a co-ordinated way. We will be employing a professional re-generation company to work with us producing the plan, which must be produced no later than the end of March, Your support will be vital in ensuring that we have a long term agreed plan in place and key stakeholders will be invited to give input and support. More information to follow soon...

Destination BID Feasibility Study

A Business Improvement District (BID) is a business led and business funded scheme to improve a defined commercial area, through additional services or new initiatives. BIDs are funded through a nominal levy calculated on the rateable value of all businesses within a defined area. You may have completed a survey and a workshop was held in Skegness last month which was attended by MAP CIC. A coastal tourism destination bid stretching from Mablethorpe to Skegness looks feasible and the results of the study will be published in September.

Recent Events

MAP CIC plays a supporting role with the organisation of the Mablethorpe District Show which unfortunately was blighted with bad weather.

Bike Night went ahead though the number of bikers was reduced by the rain, plenty of locals turned out and the event was busy with a good atmosphere. Thanks to Tina Ambridge who supports with the event, the marshals and the band 'Last Chance' who stepped in at the last moment.

The Illuminations Event went well with good crowds. MAP CIC organised the summer market element of the event and worked with Magna Vitae on the overall event programme

Event Dates For Your Calendar

Saturday, August 15th - Mablethorpe Busking Festival

Friday, August 21st, 3pm -7pm : Sutton on Sea Street Party with market, music and the fantastic 'Van Buren Illusion Show' (New for 2015)

Saturday, August 22nd : Beach Hut Festival, Sutton on Sea Promenade. Live music, crafters in huts and street theatre (New for 2015)

Friday, 21st to Sunday 23rd August : Continental Market – Sutton on Sea Promenade

Wednesday, August 26th : Furlongs Festival, Sutton on Sea

Friday 4th to Sunday 6th September : Continental Market – Mablethorpe Promenade

Saturday & Sunday, 5th & 6th September : Bathing Beauties Festival Mablethorpe

Sunday, 13th September : East Coast Classic 10k Race and 3k Fun Run

Sunday, 4th October : Mablethorpe Marathon and Half Marathon

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Victoria Road Businesses

We have been working with Victoria Rd businesses to raise the profile of Victoria Rd and increase footfall. Our current successes include the installation of directional signage and setting up a Victoria Rd shops Facebook page www.facebook.com/victoriaroadshopsablethorpe which the businesses themselves will maintain

Tips For Your Facebook Page

If you don't have a Facebook Page for your business ask your web designer to help you set one up. Here are some Facebook Page tips we put together for the project above:.

- Firstly be sure to keep everything positive and professional - remember this isn't your personal page it's an advert for your business and the whole of the area.
- Resist the temptation to add loads of posts on a quiet rainy day and then nothing for weeks at a time - instead write them out in a Word Processor (spell check them!) and plan when you want to post them. For example if you have a one day sale you might want to post a countdown to it for the two or three days before it starts and then maybe a couple of posts during the day to remind everyone to come and visit before it's too late.
- Don't go mad - Try to post only when you have something worthwhile to say (some suggestions below).
- Try to plan what time you will make posts so they pop up on people' timelines when they will see them, breakfast time might be good and often working people check their phones a lunch time for example.

Some suggested posts

- Show a new product or menu item on the day it becomes available (if you get 5 new products at once consider posting about 1 or 2 each day rather than have a flood of posts)
- When you have a popular item and only a few left - make people think they were really lucky to see the post and they should rush down to pick one up before it's too late.

- Of course mention sales - but not too early or people might put off shopping until the sale is on
- If it's a rainy, quiet day why not try a special offer just for 2 hours - if people are bored you may have just given them an excuse to go out - or get together with some complimentary or even competing businesses to all make offers at the same time to try and get people out
- If you are opening late to support an event be sure to let people know
- Xmas opening hours etc can be handy information too

Mablethorpe in Bloom

MAP CIC works very closely with Mablethorpe in Bloom . Floral displays and increasing civic pride in the town is very important to us. The East Midland in Bloom judge was with us last month. Despite the rain, the judging visit went well and he was impressed with St Mary's Park, Linkage Green and the excellent work done by the In Bloom Committee and a number of community groups in Mablethorpe. We entered Linkage Green into the Best Commercial Business Category. Results will be announced in September.

Advertising

MAP CIC in conjunction with Visit East Lincolnshire took on the sale of advertising on ELDC assets such as car parks and public toilets on a profit share. We were able to sell all the advertising space. The income generated from this activity supports events and our work promoting the area.

There are still spaces available for High Street banners. The price is £350 for a year. Please contact us for more information.

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Membership Update

Membership seems to come in fits and starts but our main concern at the moment is that people are being very slow to renew. If you do intend to renew please do so ASAP so we don't waste our resources sending out reminders etc. If you have doubts please consider these two points. .

Firstly this newsletter hopefully gives you a glimpse into what MAP does and you can imagine that without us the Mablethorpe and Sutton area would suddenly become rather quiet. There are events organised by others which is fantastic but on several occasions when such events have come unstuck we have stepped in at the last minute to ensure they go ahead - this is the power of having a full time, professional employee available (not to mention event insurance, health and safety assessments, a pile of high-viz vests and some volunteers!).

Our less visible work is even more important. As hinted with the Coastal Community Team article, there is a new focus on coastal areas and clearly some serious money is going to be spent to help regenerate them in the years ahead. Too often our area misses out and it will continue to miss out if we can't all work together positively. MAP CIC has a good working relationship with the key stakeholders but we need a healthy membership to give us credibility as an organisation representing the areas businesses.

So please support the area and the work MAP CIC is doing by renewing today. If you feel you can't please get in touch with me so I can understand your concerns and feed them back to the board.

Business Lincolnshire

The Business Lincolnshire Growth Hub provides information about local business support schemes and services that can help you start or grow your business. To find out more, see www.businesslincolnshire.com

RDPE Funding

Karen is a member of the Coastal Action Zone. The funding has been delayed but is expected to be open in the Autumn. We will advise as soon as this funding becomes available. Projects will need to boost the local economy by creating or sustaining jobs and strengthen our rural communities.

If you have a project in mind and would like to register your interest, please contact Jo Finlow on jo.finlow@lincolnshire.gov.uk

Rural Development Fund

ELDC Rural Development Fund is still open for applications

The Fund will support projects that boost local investment; create and sustain local employment; develop start-up businesses; expand the visitor economy; and increase the availability of skills training within the district. For more information visit <http://www.e-lindsey.gov.uk/businessfunding>, email rdf@e-lindsey.gov.uk or call 01507 613113

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