

Welcome to MASCOT's 7th newsletter.



MASCOT Chairman
John Handley

As your Chairman I recently attended ELDC's LDF presentation at Alford and the Coastline Management presentation at Sutton. Both events providing strong reminders that if we want our local economy to grow (and thereby our businesses) we need to strongly petition the decision makers that essential investment is secured and directed to our resorts.

With the above in mind, as well as the sea defences issue currently under review, we wrote to the head offices of all the national companies in our towns (11) alerting them to the future prospects for our economy, urging them to contact their own MP's expressing their concern. This produced quite a good response and hopefully resounded in Westminster.

We also wrote to Sir Peter Tapsell expressing similar concerns (particularly with regard to new development approval) and this also produced a favourable reply. As a result Nigel Howells at ELDC and Andy Baxendale from the Environment Agency have offered to hold a meeting with MASCOT (see article on page 2) which will take the place of the next members meeting.

As ever myself and members of the committee have represented MASCOT at a variety of meetings. We are helping and supporting the Tourism Forum, The Marathon committee, The Events Committee, The Town Centre Management Board, Gary Barnes and the Bikers event, In Bloom, Neighbourhood Management and various others.

We continue to support the new Town Centre Manager in getting to grips with her role commencing with the launch of the shop front refurbishment pilot scheme (more on page 3). The interim Town Centre Partnership Board has been formed and met for the first time on the 14th of January. MASCOT is well represented on the board by both committee and regular members. We will also be represented at the Town Partnership Workshop on the 22nd of January to which some of you will have been invited.

We are pleased to confirm that the 3rd MASCOT conference will take place on the **21st of April** so **please put this in your diary now**—we hope to see you all there! (more on page 5).

Myself and fellow committee members continue to give our time and best efforts to representing you, forwarding and championing, what we believe are your concerns and aspirations. The membership renewals are strong and new members are still coming on board but we would remind members that their attendance at meetings is greatly appreciated by the hard working committee as is any feedback and ideas for current and future activities.

John Handley, MASCOT Chairman

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ABOUT MASCOT

The Mablethorpe And Sutton Chamber Of Trade – MASCOT – was revived in 2008 to support traders and business as we work towards the long overdue re-generation of our seaside towns.

By representing its members concerns in a constructive and professional way, MASCOT has formed good relationships with many of the organisations that effect the business environment, allowing us to influence strategy and thinking at local, district and county level.

The MASCOT committee give their time on a voluntary basis. Because MASCOT is funded by membership subscriptions we are truly independent and able to represent our members without restriction.

www.mascot.org.uk

Chairman

John Handley 01507 443374 chairman@mascot.org.uk
MASCOT Chairman, 56 Church Lane, Sutton on Sea, Lincolnshire, LN12 2JB

Secretary

Debbie Sutcliffe 01507 472626 white-heather@btconnect.com
MASCOT Secretary, White Heather Guest House, 114, Victoria Rd, Mablethorpe, Lincolnshire, LN12 2AJ



MASCOT TAG LINE

It's a minor thing but for window stickers etc.. MASCOT needs a tag line. Some were suggested at the last members meeting but as attendance was low we thought we would reproduce the three most popular here for comment:

- 1) The voice of business in Mablethorpe and Sutton on Sea
- 2) The voice of local business in Mablethorpe and Sutton on Sea
- 3) The voice of local business

We invite feedback (white-heather@btconnect.com) before the next committee meeting on the 10th of February.

COASTAL STUDY UPDATE

On Friday February 19th Andy Baxendale (Environment Agency Northern Area Manager) and Nigel Howells (ELDC Chief Exec') will present MASCOT with a update on the current status of the coastal study at Manby Council Chamber 2.

This will be in place of the next members meeting and we urge you all to attend to demonstrate our ongoing concerns as a business community.

Debbie will contact you all with further details in due course.

MEMBERSHIP SECRETARY

Since Mike McDonald left, the committee have had an increased workload. We recently decided a membership secretary would help reduce the strain and are very grateful to Keith Butters of Bowhunter Websites for agreeing to take on the role. Keith will now take over the processing of new members and renewals. All members can help by paying their renewals promptly so we don't have to chase you several times.

NEW MEMBERS

John Barkers Solicitors
Nisa Supermarket
Psychic Shelly
Gerardo's
Kardz
Empire Amusements
Doulton Court Care Home
Cat Witches World

Membership now stands at over 70 businesses. Everyone can do there bit and help MASCOT find new recruits—the bigger the organisation the louder it's voice and the more resources we have to help us achieve our goals. We are attaching an application form to the end of this newsletter for you to print off and pass on.



POSITIVE CHANGES AT THE INDUSTRIAL ESTATE

Cllr Helen Parkhurst (Chairman of the Town Council) and Jenny Cooper (Town Clerk) instigated a meeting with ELDC officers from the Economic Development and Planning Department regarding the position on retail sales from units on the estate.

It was put to ELDC that to allow some retail sales from the units would be of benefit to the occupiers businesses and could even generate some employment. The outcome was that limited retail sales of products produced in the units and incidental to the units prime use, would be acceptable, providing the main use of the unit was not purely retail – e.g. a unit manufacturing paper products for wholesale distribution can use a small area of the unit for retail sales of paper products that they have manufactured to the general public if they wished.

There are no plans to convert the industrial estate into a retail park and if the retail element began to take over the manufacturing element in a given unit then planning permission would be required for a change of use and the terms of the leases and licences would need to be reviewed.

For more information contact Alison Macdonald (ELDC Business Development Manager) on 01507 601111.

DID ICY PAVEMENTS AFFECT TRADE?

This shot of Mablethorpe High Street (courtesy of www.visions.org) shows Mablethorpe town centre's snow covered pavements which were a danger to all of us elderly or otherwise.

Should MASCOT campaign for these pavements to be gritted or for grit bins to be provided in future years? Let us know your thoughts.



QUALITY ASSURED



We are pleased to report that the Mablethorpe and Sutton on Sea Town Council has been awarded the coveted Quality mark by an independent panel.

In order to achieve this the council has passed a number of test outlined below:

- Electoral Mandate
- Qualifications of the clerk
- Council meetings
- Communication and Community Engagement
- Annual Report
- Accounts
- Code of Conduct
- Promoting local democracy and citizenship
- Terms and conditions
- Training

Town Clerk, Mrs Jenny Cooper says 'The Quality Status means the Council can move forward in representing the people of the area, the residents, business holders, workers and visitors knowing its procedures have passed stringent tests'

Congratulations to the whole team!

SEWAGE IN THE SEA?

MASCOT has been communicating with Surfers against Sewage who allege that the wastewater pumped into the sea at Mablethorpe and Cleethorpes hasn't been fully treated in the off season since 2003 with Anglian Water reasoning the sea is not in use.

The Ultra Violet treatment that's being skipped reduces the bacterial pathogens from 500,000 to 30 per 100ml. These pathogens can cause gastroenteritis, ear nose and throat infections or even worse in the case of Hepatitis A and E coli.

Surfers Against Sewage want to hear from anyone who uses the sea in the off season (or has photo's of others doing so) so they can gather evidence towards a EU bathing water directive legal case.

Call Dom Ferris, Surfers Against Sewage Campaigns Officer on 01872 555 953

DOULTON COURT CARE HOME OPEN DAY

Dalton Court Care Home (Sutton on Sea) are having an open day on Thursday the 4th of March; the doors will be open from 10.30am to 4.30pm

With an expanding range of events and activities in, around and involving different community groups we feel that it is imperative that local businesses and service providers are made aware of the diverse range of services we can offer and in turn the many different services we use. Our open day will offer you the chance to see some of this first hand with live demonstrations, displays and entertainment (provided by 'Serendipity'). Light refreshments will be provided throughout the day for everyone to enjoy. We all look forward to meeting you soon!

For info contact Rose Parnell on 01507 441026

NEWS FROM THE TCM

A shop front grant scheme is underway with funding being sought to help businesses improve the appearance of their premises. It's early days but we encourage business owners to **register their interest with Karen ASAP** as money will be limited.

The 'Deep Clean & Paint' between the pullover and Victoria road junction will take place in April. The intention is to carry out similar work throughout the town centre bit by bit.

Karen has taken on MASCOT's high street banners project and the planning permission will be submitted next week.

Karen now has an office in the CAP on Stanley Avenue but is best contacted on her mobile 07917 628171

CAT WITCHES WORLD

In November Julie Mudie opened Cat Witches World in the unit in Spanish City left vacant when Spuddy Good Food relocated (see page 4).

Julie has been selling New Age products for around 12 years at markets and fairs etc. and more recently within New Age Gemstone Magic. In addition to running the shop, with the help of MASCOT member Keith Butters (Bowhunter Websites), Julie now has an online [webshop](http://www.catwitchesworld.com) at www.catwitchesworld.com—not a bad idea for anyone with niche products such as these.

Julie also rents out a chalet on Mablethorpe Chalet park and a caravan on the Towervans site.

Contact Julie on 07909 603175

If rumours are to be believed and Kids Adventure World will be re-opening, then all the units in Spanish city will be occupied for the first time in at least two years.

TOWN COUNCIL

So far MASCOT hasn't worked particularly closely with the town council so on the 9th December two committee members met six of our town councillors to help strengthen the partnership.

During the meeting your chairman encouraged the councillors to lift their horizons, give the town inspired leadership and restore some self belief in our community.

The meeting was positive and we thank the councillors for attending and listening to all we had to say.

HELP FOR UNEMPLOYED

jobcentreplus

Job Centre Plus are hosting a Jobsfair and advice day on Friday the 19th of February 10.30am—2:30pm at Mablethorpe's Community Hall on Stanley Avenue. If any MASCOT members would like a FREE stand they should contact June Jones on 01754 613039 ASAP.

None of us enjoy making people redundant but at least help is at hand. The Mablethorpe Learning Centre are offering free individualised training and support for local people who are facing redundancy or who have recently become unemployed comprising:

- Individual advice sessions
- Job search skills
- Tailored CV building
- Interview skills
- Communication and confidence building
- Nationally recognised qualifications
- Specialised vocational training according to need
- Plus much more.

For further information please contact Anita or Alison on 01507 473325 or email anita@cgpartnership.com

SPODDY GOOD PROGRESS

Kay Cooke runs both Spuddy Good Food and Cookys Lite Bites in Spanish city and is in the process of moving Spuddy Good Food so that the businesses are in adjacent units allowing the sharing of resources and staff.

The result will be a bigger area for Spuddy Good Food and 'Cookys Lite Bites' will become more of a bistro opening in the evenings in the season and being able to accommodate bookings and parties. With outside seating Kay is hoping to help create a good atmosphere in Spanish city on the long summer evenings ahead.

The new unit (previously the Chinese takeaway) is currently being gutted, re-wired and decorated but Kay hopes to open the doors around the end of February.

Spuddy Good Food's local delivery service has recently been expanded to include complete hot meals such as toad in the hole, lasagne and even puddings!

COMMITTEE MEETINGS

Just a reminder that the committee meets once a month and although we are never short of discussion points (the last meeting finished at 10pm!) it is important that members let us know what they would like us to be working on.

If you have any items you would like adding to the agenda please contact Debbie. Our next meeting dates are:

10th February
10th March
14th April
12th May
9th June

Contact Debbie on:
white-heather@btconnect.com
Or 01507 472626

ELDC LDF

From ELDC's website:

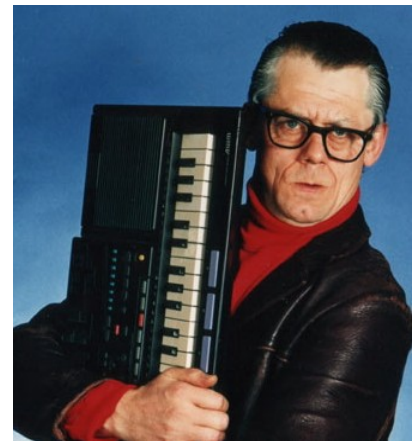
'The Local Development Framework (LDF) will take over from the Local Plan to guide growth and development in East Lindsey up to 2026.

Whilst it must accord with national and regional planning policy, it will be shaped by the aims and aspirations of the Sustainable Community Strategy, relevant parts of Town and Village Plans, and the issues and suggestions put forward by the people of East Lindsey.'

We understand that the deadline for comment on the documents that make up the plan is the end of February so if you want to contribute please visit the webpage below and find out more.

<http://www.e-lindsey.gov.uk/Planning/planning+policy/local+development+framework/>

SOUTHERN SOFTIES



The Loewen Cinema will be welcoming back Graham Fellows—best known as John Shuttleworth (or Jilted John to some) who will be introducing a showing of his new film Southern Softies, the follow up to Its Nice up North. The date wasn't set when we went to press but it will be late February / early March to coincide with the films DVD release.

For more info contact the Loewen on 01507 477040.

Here is where we list events happening in the Mablethorpe, Trusthorpe and Sutton area which we believe will be of interest to local business, i.e. those that present us with an opportunity to participate, sponsor, or benefit by serving, or accommodation, the participants and spectators etc.. If you know of an event we should be listing, please contact the secretary.

CAR RALLYING AT MANBY 20TH FEB, 24TH JULY AND 26TH SEPTEMBER

Guesthouse owners may tempt some of their car nuts visitors back for a weekend or two with the spectacle of free to watch rally events held on Manby airfield (car parking next to the tank). We should all be exploiting ideas like this, especially if they occur out of season—if you have any similar ideas we could publicise please let us know.

SPORT RELIEF - 1, 3 & 6 MILE FUN RUN—21ST MARCH

The Sports Relief fun run (organised by ELDC Neighbourhood Management) will take place on Sunday 21st March when similar events will be taking place all over the country. The 1,3 and 6 mile races all start outside the lifeboat station (nearby cafe's—stock up on Lucozade Sport!) on Mablethorpe seafront with races starting at 10:30 and 11:15. Entries can be done online at www.sportsrelief.com/the-mile and entry fees are £5 for adults and £2 for children.

For more info please contact Debbie Prince on 01507 329567 or email debbie.prince@e-lindsey.gov.uk

BIKERS EVENT 20TH MARCH

Thanks to the determination of Gary Barnes (assisted by Karen Froggart, Clare Freeman and others) the Motorcycle Festival is going ahead with the stalls and stands on Quebec Rd in Gareth Cammock's car park. There will be famous Superbike riders, skate boarding demos, wheelie machine and 3 stunt bike shows taking place in the Queens Park Car Park. This could become an annual Mablethorpe event and we think it could be BIG—it has already been well publicised.

The organisers have come to MASCOT asking if each member can make a small donation towards the cost of staging the event which the committee feel is a very reasonable request given many of us will reap the rewards of someone else's hard work. If you want to support this new and potentially very valuable event then we urge you to send £15 to the secretary (address on page 1) including a note saying who you are and that the money is for the bikers event (cheques payable to MASCOT). **Don't let Mablethorpe down!** Please support this worthwhile event.

MABLETHORPE BEACH RACING

Still some races left this season but please note the final one is in doubt as the north part beach will be in use by the sand train and the south part may not be suitable.

Date	Approx Start
31st Jan 2010	9:30 am
14th Feb 2010	9:30 am
28th Feb 2010	9:30 am
21st Mar 2010	10:30 am

MASCOT 3RD CONFERENCE - APRIL 21ST 2010

Our 3rd conference will take place at Trusthorpe Springs on the 21st of April coffee at 9:30 for a 10:00 start and ending at 3pm—**please put it in your diary now!** As usual the conference will be free to attend for MASCOT members and includes a buffet lunch (thanks to our generous local councillors who have sponsored the event). We aim to provide a relaxing day (no workshops this time!) to give you a chance to network with other members and enjoy a wide range of speakers most of whom you wont have seen before.



Membership Application Form

Membership cost is £20.00 per annum (VAT not applicable). Please make cheques payable to MASCOT and post/deliver with this form to the membership secretaries address found at the foot of the form. Membership starts on the first of the month following your application date.

ABOUT THE BUSINESS

Business Name _____

Type of Business _____

Address _____

Business Telephone Number _____

ABOUT YOU

Your Name _____

Job Title _____

Home Address _____

Home Tel _____ Mobile _____

Email _____

Signed _____ Date _____

To be filled in by MASCOT

Membership Number

Renewal Date

Your details will remain confidential in line with the Data Protection Act 1998, schedules 1, 2, 3, 4, 5, 6 – sections 1 to 75 and will not be divulged to any other organisation.

Chairman

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Membership Secretary

K W Butters 01507 466436 mascot@bowhunter.co.uk
MASCOT Membership Secretary, Bayt Shalom, Ulceby Cross, Alford, Lincolnshire, LN13 0BT

