



CAI.17 13/14
Challenge and Improvement Committee
10 th September 2013

Subject: Heritage & Tourism Working Group Feedback

Report by:	Director of Regeneration and Planning
Contact Officer:	Marion Thomas Tourism Development Officer 01427 675162 marion.thomas@west-lindsey.gov.uk
Purpose / Summary:	Update on activities by above group

RECOMMENDATION(S): That Members:

- i. Support the Tourism Officer remaining in touch with Heritage Groups for regular updates into 2014 and beyond
- ii. Support the development of a programme of interventions with West Lindsey tourism businesses in order to find out their issues and to both increase visitor numbers and skills levels
- iii. Identify opportunities to ensure that the Council and partners are working as effectively as possible to promote tourism
- iv. Continue the Tourism Sub-Group's support of the Tourism Officer in development and delivery of approved activities, including intelligence gathering, identifying need, promoting partnership building and strengthening links with existing partners

IMPLICATIONS

Legal:

None within this report

Financial :

Activities listed in section 1.1 of this report will be covered through existing budgets

Staffing :

Met within existing resources

Equality and Diversity including Human Rights :

This will be taken into account as the recommendations are implemented.

Risk Assessment :

Risk Assessment will be considered as activities are developed

Climate Related Risks and Opportunities :

Tourism activities may have an impact on the climate and these will be considered as activities are developed

Title and Location of any Background Papers used in the preparation of this report:

n/a

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

Executive Summary

1. Introduction

1.1 At a meeting of the Challenge and Improvement Tourism Working Group held on 17th June the outcomes agreed were:

- To hold an Exhibition to celebrate 40 years of West Lindsey District Council - to be held on 4th April 2014 and organised with Democratic Services
- To commemorate the Centenary of the start of World War 1 – Councils have been tasked with planning an event on 4th August 2014 – the Tourism Sub-Group and Tourism Officer will also find out what events are being planned by West Lindsey Heritage Groups in order for a combined marketing exercise to be undertaken
- Heritage Conference in 2015 – to be organised following success of 2013 event
- Sweyne Forkbeard anniversary February 2014 – have copies of the tapestry displayed in reception and to 'lend' to organisations ie Gainsborough Old Hall, Gainsborough & District Heritage Association

2 Update

2.1 Following the move into the Council's Growth Team a Tourism Business Plan is being developed identifying activities and outputs, which will include:

- Organising a Tourism Summit to obtain intelligence and identify need – 'What do you think West Lindsey could do to help your business?' – date finalised as 21st November – for all tourism businesses
- "Seeing is Believing" – visits organised to successful business, For example, B&B, self-catering & tourist attractions
- One to One interventions with identified businesses following 'Seeing is Believing'
- Workshops and Training for tourism businesses – identified following one to ones

- Design and printing of “West Lindsey Aviation Trail” to encourage longer stays and spending within the district – to include accommodation and eating establishments

2.2 A meeting of the Challenge and Improvement Tourism sub-group to be arranged to discuss the above plan in greater detail when it has received approval from the Growth Board