



CAI.03 14/15

Challenge and Improvement
Committee

Date 30 June 2014

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Subject: Tourism group

Report by:

Chief Operating Officer

Contact Officer:

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Purpose / Summary:

Provide an overview of the progress of the
Tourism group.

RECOMMENDATION(S):

1. That members approve the recommendation to the Prosperous Communities Committee which is: The remit for developing the tourism economy in West Lindsey (as described above) will be covered by the Member lead for 'Open for Business' and taken forward as identified within the emerging Economic Growth Strategy for the District.

IMPLICATIONS

Legal: None

Financial : None [FIN/24/15](#)

Staffing : None

**Equality and Diversity including Human Rights :
Not applicable**

Risk Assessment : Not applicable

Climate Related Risks and Opportunities : Not applicable

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

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

X

Key Decision:

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

Yes

No

X

1. Background

Over the last two years, the Challenge and Improvement Committee have been reviewing activity underway related to tourism in West Lindsey.

At the Challenge & Improvement Committee on 26 June 2012 a discussion ensued on future work of the committee and it was suggested that there be a focus on 'creating local wealth through tourism'. It was proposed that a working group be created to work with appropriate officers and Cllrs Patterson, Howitt-Cowan, Leaning and Parrott. This action was allocated to Marion Thomas who arranged a meeting with the above Cllrs to discuss how this group should proceed.

The group agreed that it needed to find out what was happening with West Lindsey Communities regarding heritage and that a conference be organised to 'Celebrate West Lindsey's Heritage'. The conference took place in March 2013 (further details available on request).

The group have met on several occasions following the conference to discuss tourism issues including additional activities.

2. Proposed Next Steps

The group have recommended that further work should be undertaken in relation to Tourism specifically to:

'Develop the tourism sector in West Lindsey, in order to increase the number of visitors into the district, their length of stay and to meet the needs of visitors and residents for leisure, culture and recreational uses. This in turn will both improve the vitality and viability of the district and assist the local economy.'

Tourism and the visitor economy is identified as a priority within the draft Economic Growth Strategy, which is due to be considered by Prosperous Communities Committee in July 2014. An extract from this strategy is appended to this report, providing a summary of the evidence relating to the tourism sector, the key partners involved in the sector and an overview of current and future initiatives. The strategy is intended as a working document and will be reviewed and developed on a regular basis, in partnership with our stakeholders. An approved version of the strategy will be presented to the Prosperous Communities Committee once completed.

It is recognised that further development in this area now falls outside of the remit of the Challenge and Improvement Committee and therefore this report makes recommendations to the Prosperous Communities Committee as the committee responsible for business growth, job creation and community development.

3. Recommendations

This report recommends to the Prosperous Communities Committee that:

- a. The remit for developing the tourism economy in West Lindsey (as described above) will be covered by the Member lead for 'Open for

Business' and taken forward as identified within the emerging Economic Growth Strategy for the District.

Appendix 1 – Extract from draft Economic Growth Strategy

Priority 5: An extensive leisure and cultural offer which complements the natural environment and built character of the area, providing for residents and attracting corporate and leisure visitors from around the world

Corporate Plan Theme 1 - A prosperous and enterprising district

(Priority 1.3: Open for Business)

Why this priority?

- Tourism (incorporating accommodation, food & drink, recreation, shopping and transport) is a significant and growing sector within West Lindsey. It has been recognised by District Councillors as a priority and by the GLLEP as a key sector for the Greater Lincolnshire area.
- Tourism revenue and employment has continued to grow before, during and after the recession. Visitor spend increased by 40.5% between 2003-2012 and 14.2% during 2008-12 with employment in the sector increasing by 10.4% and 4.5% during the same periods. Latest data for 2012 shows a total revenue of £93m, with 2 million visitors during the year¹
- 90% of visitors are day visitors with very low spend levels per head compared with other areas
- Deficiencies in accommodation and the general 'leisure/cultural offer' are recognised, particularly in Gainsborough, despite considerable improvements in its retail offer as a result of Marshall's Yard
- The Lincolnshire Destination Management Plan (DMP) highlights opportunities for growth for example by converting day visitors to overnight stays through the development of the accommodation offer²

What activities are currently taking place?

- Tourism Business Workshops being held, following on from successful Tourism Summit, to understand business needs and develop actions
- Digital marketing and business networking events to promote use of Visit Lincolnshire website
- Delivery of Aviation Heritage Trail
- Partnership working with Gainsborough Town Partnership, Caistor and MR BIG

¹ STEAM data 2012

² DMP 2013-2020

What do we want to see happen and how will we monitor our progress?

- Number of businesses and employees in the sector (STEAM)
- Number of visitors to West Lindsey (STEAM)
- Total expenditure by visitors to West Lindsey (STEAM)
- Area of new floorspace for 'town centre uses' (WL Planning Applications)
- Total number of jobs created by new 'town centre uses' (WL Planning Applications)
- Number of businesses assisted within the 'tourism' sector through WLDC or Partner interventions
- Lincolnshire Wolds visits increasing (figures from Lincs Wolds Walking Festival, Walkers are Welcome Market Rasen, Walkers are Welcome Caistor)

What more do we need to do to achieve our aim?

- Seeing is Believing visits undertaken to understand barriers to growth
- Facilitation of training for any identified skills requirements
- Frequent liaison with businesses/partners to ensure data capture
- Monitor website statistics to ensure changes to site marketing are effective
- Work jointly with ELDC to develop the tourism offer in the Lincolnshire Wolds.
- Greater marketing of the Wolds as Lincolnshire's "Best Kept Secret"

Who are the key partners? Visit Lincoln Partnership, City of Lincoln, North Kesteven District Council, Lincolnshire County Council, Visit England, Tourism Businesses, MR BIG, Caistor Town Council & Caistor Means Business Group, Gainsborough Town Partnership