



**Prosperous Communities
Committee**

7th June 2022

Subject: Visitor Economy Strategy 2022

Report by:	Assistant Director of Planning and Regeneration
Contact Officer:	Wendy Osgodby Senior Growth Strategy & Projects Officer wendy.osgodby@west-lindsey.gov.uk
Purpose / Summary:	To present the draft West Lindsey Visitor Economy Strategy and Action Plan for approval.

RECOMMENDATION(S):

1. The draft West Lindsey Visitor Economy Strategy and Action Plan are approved.
2. Members receive updates on progress and performance against the agreed strategy and action plan from the Leisure, Culture, Events and Tourism Sub Group.

IMPLICATIONS

Legal:

The development of the Visitor Economy Strategy has no direct legal implications for the Council. Legal implications may be identified for specific interventions or projects but those will be subject to separate scrutiny as part of the business case and delivery process for that specific activity.

(N.B.) Where there are legal implications the report MUST be seen by the MO

Financial: FIN/23/23/MT

No financial implications arising as a result of this report. Any financial requirements will be subject to separate business case development.

(N.B.) All committee reports MUST have a Fin Ref

Staffing:

No staffing changes or implications as a result of this report. The actions and projects contained in the Action Plan will be co-ordinated and delivered by Officers of the Growth Team with the contribution of other colleagues within the Council and/or external partners as determined. Additional resources or skills requirements to deliver specific projects will be continually reviewed and monitored

(N.B.) Where there are staffing implications the report MUST have a HR Ref

Equality and Diversity including Human Rights :

NB: Please explain how you have considered the policy's impact on different groups (for example: young people, elderly, ethnic minorities, LGBT community, rural residents, disabled, others).

Data Protection Implications :

Climate Related Risks and Opportunities: Climate change and sustainability are the underpinning principles of this strategy which aspire to put green agenda at the centre of our economic revival and growth.

An Environment, Sustainability and Climate Change Strategy was approved by the Council in June 2021 which sets a high-level ambition and commitment to reduce our carbon footprint to net-zero by 2050. The Visitor Economy Strategy references this policy framework to the Climate Change Strategy which shares the same vision of decarbonising our district and communities and championing the transition to a low carbon economy.

Section 17 Crime and Disorder Considerations:

Health Implications: Health and wellbeing are strongly linked and interwoven into the aims of the Visitor Economy Strategy and are co-benefits of a more inclusive and sustainable way of living.

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

Wherever possible please provide a hyperlink to the background paper/s
If a document is confidential and not for public viewing it should not be listed.

Risk Assessment :

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

1 Introduction

- 1.1 In late 2019 WLDC began the drafting of a Visitor Economy Strategy to support our Corporate Plan ambition of 'A vibrant visitor economy'. A draft of the strategy was initially developed however, in early 2020, resources were diverted into the delivery of the Covid-19 business grants and work on the strategy was delayed. Although our Corporate Plan aspiration for the visitor economy remains, the national and regional policy environment as well as the sector itself has shifted significantly since the strategy was first drafted in 2019.
- 1.2 West Lindsey District Council were successful in receiving support from the Local Government Association Economic Growth Advisor Programme. Planning Solutions Consulting were appointed by the Local Government Association to support West Lindsey District Council with the development of a Visitor Economy Strategy and Action Plan, building on the work developed in late 2019.
- 1.3 The Visitor Economy Strategy and Action Plan has been drafted in consultation with key stakeholders. It is vital that the process of identifying new opportunities and developing the Visitor Economy Strategy must align with and embrace the needs and aspirations of stakeholders involved in the visitor economy.
- 1.4 The consultations were carried out through one-to-one discussions with WLDC officers/ members and key partners including the County Council, East Lindsey District Council, Lincolnshire Wolds AONB, Visit Lincoln and Greater Lincolnshire. Virtual workshops were held online to discuss the action plan with key stakeholder groups such as Tourism businesses including key attraction and accommodation representatives.
- 1.5 The Visitor Economy Strategy and Action Plan has been developed and endorsed by members of the Leisure, Culture, Events and Tourism subgroup.
- 1.6 As previously reported at Prosperous Communities Committee the Visitor Economy Strategy and Action Plan will feed into the development of a Cultural Plan for West Lindsey.
- 1.7 The findings from the research have been compiled in a draft report which includes an action plan with a suite of detailed interventions and initiatives which respond to the vision to create a community-led destination that develops, refines and presents an authentic responsible tourism product with a focus on sustainability and community benefits.

2 Visitor Economy Strategy 2022

- 2.1 The West Lindsey Visitor Economy Strategy and Action Plan is about adding value and stimulating the growth and development of the visitor economy. The aim is for West Lindsey district to move forward as a visitor destination with the engagement and support of key stakeholders,

deliver actions to attract more visitor and encourage people who are already visiting to stay longer, explore further and spend more during their trip.

- 2.2 Delivery of the plan will be a collaborative process involving key stakeholders representing the private and public sectors leading to actions to guide management and investment in West Lindsey.
- 2.3 The district has a significant opportunity to respond to domestic tourism and post- Covid trends and a key focus of the Visitor Economy Strategy and Plan will be to enhance and develop the visitor products in such a way that attracts a much wider and inclusive market, introduces new visitors, extends the season, extends stays and increases visitor spend.

3 Monitoring

- 3.1 The full impact of the action plan and interventions will be better understood once they are carried out. These will be measured through a monitoring framework comprised of baseline data and targets for the period 2022-2025, which will capture key visitor economy metrics:

- Number of businesses and employees in the sector (STEAM)*
- Number of visitors to West Lindsey (STEAM)*
- Number of overnight stay (STEAM)*
- Increased spend into the district economy (STEAM)*
- Better awareness of West Lindsey as a visitor destination
- More tourism businesses investing in product development

**STEAM (Scarborough Tourism Economic Activity Monitor) is an evaluation model used by many Destinations Management Organisations. It uses locally derived data from a variety of sources such as hotels, attractions, tourist information centres, events and other accommodation to estimate the number of visitors, revenue generated and employment supported by tourism. The model provides WLDC with a continuous tourism economic impact dataset which reveals trends and helps highlight areas of growth or in need of support.*

4 Recommendations

- 4.1 The draft West Lindsey Visitor Economy Strategy and Action Plan are approved.
- 4.2 Members receive updates on progress and performance against the agreed strategy and action plan from the Leisure, Culture, Events and Tourism Sub Group.

