

Tourism Framework

Vision for the visitor economy in East Lindsey:

- The range of tourism and leisure activities and products will have expanded across the District.
- The quality of the visitor experience and product offer will have improved and the season will have extended.
- The District's position as a leading visitor destination will be enhanced.
- There will be strong economic connections between tourism and local businesses, the local environment and local produce.
- The green, cultural, heritage and sporting offer will complement the strong traditional offer.
- There will be a step improvement in the skills levels of employees employed in the sector and clearer career pathways.

Associated documents:

- Greater Lincolnshire Local Enterprise Partnership - Strategic Economic Plan
- East Lindsey District Council - Corporate Strategy
- East Lindsey District Council - Local Plan
- East Lindsey District Council – Economic Development in East Lindsey: A Strategic Framework
- East Lindsey District Council - Economic Development Action Plan for East Lindsey
- Department for Culture, Media and Sport - Tourism Strategy
- Lincolnshire Wolds and Market Towns Destination Management Plan

Context:

The Greater Lincolnshire Strategic Economic Plan identifies tourism as a priority for Greater Lincolnshire. The Plan sets out where lead delivery partners in both the public and private sectors will prioritise future resources to support the development of the tourism offer, including overall appeal and appearance, access, infrastructure and visitor services. Similarly, East Lindsey District Council's own Economic Action Plan places a strong emphasis on development of the tourism offer. The Council's Local Plan also contains a specific policy for tourism.

Tourism has an important role to play in influencing the overall quality of life of residents and for the wider local economy:

- By strengthening the visitor economy, services enjoyed by local people, such as restaurants, attractions, arts and entertainment will benefit.
- Actions directly aimed at making somewhere a better place to live and work will make it a more appealing place to visit.
- Strengthening and promoting the image and awareness of a destination and the services available can be highly important in attracting new business and investment across all sectors.
- Tourism has demonstrated its ability to stimulate growth in jobs and is a relatively accessible sector in which to start a new business.

- The health of tourism-related businesses can be very important to other parts of the local economy who supply them, such as food producers, maintenance services etc.
- The skill set required for the tourism industry is not bespoke, therefore training can incorporate and have a positive impact on other sectors such as the care sector.

The STEAM report commissioned annually demonstrates that the value of tourism to the economy of East Lindsey is increasing year on year. Since 2009 the value has increased from £438.85m to £584.42m in 2015. The sector employs around 8,350 people.

Principles:

- Increasing economic prosperity and creating new jobs.
- Sustaining, and improving the quality of existing jobs.
- Generating interest and support for the conservation of the area's natural and cultural heritage whilst working to minimise potential environmental impacts.

Priorities:

1. Deliver proactive targeted marketing activity that raises the profile of the Coast and the Wolds amongst new and existing visitor groups.
2. Deliver, and support the delivery of, capital projects that encourage the diversification of the sector.
3. Broaden the range of activities and events that encourage visitors to the area 12 months of the year.
4. Encourage businesses to invest in the visitor experience.

Measuring success

The Council will continue to contribute to the Lincolnshire-wide STEAM report annually, which details the visitor activity in the area; value of tourism to the economy and employment levels.

Key measures:

- Value of the visitor economy to East Lindsey.
- Visitor numbers per annum.
- Employment statistics.

Action Plan 2016 to 2020

No.	Priority	Action	By who	When
1.	Deliver proactive targeted marketing activity that raises the profile of the Coast and the Wolds amongst new and existing visitor groups.	<ul style="list-style-type: none"> a) Deliver proactive marketing activity for both the Coast and Wolds, securing maximum exposure through the greater utilisation of existing and emerging digital technologies (e-newsletters; social media etc). b) Invest in the technology that supports the Visit East Lincolnshire and Love Lincolnshire Wolds website platforms to ensure they remain relevant and meet the expectations of customers in terms of content and functionality. c) Develop a Destination Plan for the Lincolnshire Wolds and market towns in partnership with private and public sector partners. d) Support the work of Visit East Lincolnshire DMO and align marketing priorities. e) Identify new visitor markets to target and mechanisms for doing this (e.g. wind sports; cycling; heritage; nature). f) Secure no cost/low cost PR opportunities for East Lincolnshire that raise the profile of the area. 	<p>Tourism</p> <p>Tourism</p> <p>Tourism</p> <p>Tourism</p> <p>Tourism</p> <p>Tourism</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Nov 16</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
2.	Deliver, and support the delivery of, capital projects that encourage the diversification of the sector.	<p>Projects being delivered by the Council and its partners in both the public and private sectors in support of this priority are detailed in the East Lindsey Economic Action Plan. These projects can be viewed at www.e-lindsey.gov.uk/business</p>		
3.	Broaden the range of activities and events that encourage visitors to the area 12 months of the year.	<ul style="list-style-type: none"> a) Work with partners to encourage private sector investment into the visitor offer (proactively promoting investment opportunities). b) Encourage organisations to consider East Lindsey as a location to deliver events. c) Explore opportunities to develop new markets (e.g. wind sports, cycling; heritage; nature) either through revenue or capital investments. 	<p>ED</p> <p>Tourism/Magna Vitae</p> <p>Tourism/ED</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

4.	Encourage businesses to invest in the visitor experience.	a) Work with organisations/businesses in the tourism sector to support improvements to the quality of offer. Projects being delivered by the Council and its partners in both the public and private sectors in support of this priority are also detailed in the East Lindsey Economic Action Plan. These projects can be viewed at www.e-lindsey.gov.uk/business	Tourism/ED	Ongoing
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