
GREATER LINCOLNSHIRE: SUPPORT FOR TOURISM, LEISURE AND HOSPITALITY POST COVID

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Summary

There will be a large impact on Greater Lincolnshire £2.4 billion tourism economy unless more sector specific support is announced from National Government. Places such as Cleethorpes, Skegness and Mablethorpe, Lincoln, Stamford and Rutland are being economic affected by a declining tourism sector. Economic support given during lockdown was praised, but tourism businesses have no such support as they enter Autumn and Winter season of 2020. Many are unsure if they will survive the winter.

Whilst Visit England works on a £5 million marketing campaign to drive domestic marketing, no grass root economic support has been announced. Visit Lincoln, Lincolnshire's Destination Management Organisation lost 40% of its overall income because of Covid (partnership renewals). Whilst Visit England manages the national tourism strategy there is a significant hole in Government's recognition and funding of DMOs across the country.

Greater Lincolnshire's Asks (Visit Lincoln & Greater Lincolnshire LEP)

- **Launch more innovative interventions, such as the Eat out to Help Out scheme, to ensure business viability throughout Autumn and Winter.**
- **Government to consider sector specific packages of support delivered through the LEPs with intelligence from the local DMO on adaption grants, skills and digital vouchers for tourism businesses.**
- **Government to consider support beyond furlough for the visitor economy.**
- **Reduce Regulation on the Package Travel Regulation, enabling businesses to work together in domestic marketing recovery & added value packages for increased spend.**
- **Regional / Local Marketing to stimulate demand & retain talent of DMO marketing teams so Lincolnshire is represented in national campaigns through Visit England.**
- **Government, subject to CSR, to bring forward the actions with the Tourism Sector Deal, and in particular the Tourism zones.**

TOURISM PICTURE

National

- Over 80% of tourism businesses closed compared to just 24% of all businesses as a result of Covid-19
 - Around 75% of tourism employees have been furloughed compared to 27% of all employees.
 - Tourism has reopened later than any other industry and is operating under restricted capacity, with current restrictions
 - Over the last five years the UK tourism industry has grown by more than 4% pa.
 - In the three years after the Global Financial Crisis, tourism accounted for a third of all new jobs.
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- The sector generates revenue of £34bn per annum for rural and seaside destinations, often in areas where alternative employment is scarce

Lincolnshire (*Visit Lincoln Business Survey)

- 88% tourism businesses closed in lockdown, 65% reopened in July 2020 at reduced capacity
- 95% of staff in tourism business were furloughed across Lincolnshire.
- 75% tourism businesses have cashflow worries.

2020 FORECAST

Visit Britain's

- Inbound expenditure will decline by 79% to £6bn.
- Domestic expenditure will decline by 49% to £46.8bn.
- Equating to a loss of over 1,000,000 FTE jobs... and this is an under-estimate.

Lincolnshire

- Pre Covid: Value of tourism £2.39billion in 2019.
- Post Covid: Using Visit England's benchmark, tourism spend could reduce by almost half dragging economic impact of tourism across Greater Lincolnshire back 10 years.

WHY SUPPORT TOURISM

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- In the three years after the Global Financial Crisis, tourism accounted for a third of all new jobs.
- The sector generates revenue of £34bn per annum for rural and seaside destinations, often in areas where alternative employment is scarce.

Lincolnshire

- 35,000 full time jobs and extensive supply chain rely on tourism
- DCMS economic recovery around the domestic tourism market (staycations). Lincolnshire's city and countryside is a perfect destination for post covid staycation – coast offer is ideal with natural coast, walking, cycling.
- Significant capital investment programme delivered: Lincoln Castle Revealed, Cathedral Connected, North Sea Observatory.
- Upcoming £150 million Town Deals: Lincoln, Boston, Skegness, Mablethorpe, Scunthorpe, Grimsby
- Greater Lincolnshire Cycle Programme: part of GLEPS £25.8 million 'Getting Building Fund'.

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Tourism Minister & DCMS in Lincolnshire

- Visit Lincoln has an active dialogue with DCMS through Stephen Darke and Jamie Haworth.
- The Tourism Minister Nigel Huddleston visit Lincoln in July 2020 and was hosted by Visit Lincoln, with an invitation to visit the Coast, Cleethorpes, Skegness and Mablethorpe.

Strategic Approach to Recovery

Visit Lincoln is the Destination Management Organisation for Lincolnshire working with the public sector and the private sector. It also works with Visit England, the arm's length tourism body for DCMS.

- Retain - Protecting as many businesses in the sector as possible through to March 2021
- Rebuild - Enabling businesses to generate as much revenue as possible.
- Resilient - Improving the ability of the tourism sector to withstand any future crisis.

Greater Lincolnshire is still very much in the 'retain' phase as businesses look towards the Autumn and Winter season.

WHAT DOES GREATER LINCOLNSHIRE NEED?

Retain

- Extend and Reform the Business Rates Relief Scheme for tourism, addressing cashflow worry.
- Replace the CJRS with a targeted tourism employment protection scheme, to retain jobs in winter season.
- Introduce a rent protection scheme that protects businesses and shares the burden, address cashflow worries.

Rebuild

- Reduce Regulation on the Package Travel Regulation, enabling businesses to work together in domestic marketing recovery & added value packages for increased spend.
- Further Incentive Schemes like Eat Out to Help out, Accommodation Scheme, Social Tourism Scheme, stimulate demand and spend.
- Further Resources for Domestic Marketing – grass root level to stimulate demand & retain talent of DMO marketing teams so Lincolnshire is represented in national campaigns.
- Tourism Sector Deal announcements.

Resilient

- Funding and local take up of digital marketing, product innovation and booking platforms where commission stays locally, thus cutting commissions of big Tour Operators like Booking.com.
- Review Tourism Delivery Structures and Resource Allocation including a sustainable funding mechanism for DMOs.
- Introduce a Business Registration Scheme, support new start up in sector & drive innovation