

Greater Lincolnshire Visitor Economy Committee

Thursday, 12th December 2019 at 9.30am
Fairfield Enterprise Centre, Lincoln Way,
Fairfield Industrial Estate, Louth, Lincs,
LN11 0LS

Paper 0 - Agenda

Item	Item and brief description	Lead	Access/Circulation
9.30	Refreshments		
10.00	Welcome and Introductions	Nicky Van Der Drift	
10.10	Minutes/Update from 3 rd October 2019	Nicky Van Der Drift	Paper 1 attached
10.20	Tourism Sector Deals <ul style="list-style-type: none"> • Feedback from Tourism Officers Group • Priorities • Membership • Leads • Forward Plan 	Mary Powell	Paper 2 attached
11.00	Pub Accommodation	Nicola Shephard	Paper 3 to follow
11.20	Year of English Coast 2021	Nicola Radford	Paper 4 attached
11.30	Update discussions: <ul style="list-style-type: none"> • Visit Lincolnshire website • Skills • Mayflower • Tourism Officers 	Visit Lincoln Nicola Radford Mary Powell Andrew Norman	Discussion
11.50	Partner Update	All	Discussion
11	Date of Next Meeting - 10 th February 2020 <ul style="list-style-type: none"> • Potential Agenda Items 	Nicky Van Der Drift	

Attendees: Andrew Norman, Claire Birch, David Norton, Jayne Southall, Kimberley Vickers, Lydia Rusling, Nicky van der Drift, Paul Learoyd, Stuart Hardy, Sukhy Johal, Sara Blair-Manning, Cara Markham

Apologies: Chris Baron, Dave Skepper, Flora Bennett, Mark Hollingworth, Nicole Hilton

Officers: Clare Hughes, Mary Powell, Nicola Radford, Nicola Shephard,

Not responded: Bob Callison

VISITOR ECONOMY BOARD

3rd October 2019

International Bomber Command Centre,
Canwick, Lincoln

Draft Minutes

<p>Present: Board Members: Chris Baron - Chair (Butlins), Mark Hollingworth (Vice Chair), Stuart Hardy (Coastal BID/Hardy's Animal Farm), Lydia Rusling (East Lindsey District Council), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Claire Birch (Doddington Hall), Nicky Van Der Drift (International Bomber Command Centre), Dave Skepper (Stagecoach), Ruth Carver (GLLEP), Mary Powell (LCC), Nicole Hilton (LCC), Nicola Shephard (LCC), Jo Sharples (Heritage), Jenny Couch (North Lincs Council)</p> <p>LEP Secretariat: Nicola Radford (LCC)</p> <p>Apologies: Sukhy Johal (University of Lincoln), Andrew Norman (InvestSK), Jayne Southall (Epic Centre), Bob Callison (Adelaide), Samantha Mellows (Cathedral), Kimberly Vickers (Lincoln Castle), David Norton (Springfields) Sarah Blair- Manning (National Trust)</p>	
	Actions
<p>Minutes Minutes of the 13 June 2019 were approved</p> <p>Matters Arising LORIC - Attached, STEAM Data and Analysis</p> <p>ACTION</p> <ul style="list-style-type: none"> Air BnB - research to tie into wider accommodation study for GL area - stats are available for Lincoln via Visit Lincoln. May Flower - new evidence discovered in Boston on how long pilgrims stayed in the County. West Lindsey has received additional monies through US Tour operators. Gainsborough 4 events. 	<p>Complete</p> <p>NS</p>
<p>Tourism Sector Deals</p> <p>DCMS conference key points</p> <ul style="list-style-type: none"> Timescale delayed - no prospectus published There will be 5 Tourism Zones selected competitively GL area in a strong position Needs to link into Industrial Strategy - GL recognises Tourism as key sector Needs to centre around a Transport Hub Zone needs to be a recognised geographic entity (not themed) - Nottinghamshire has approached about joint bid, this is not viable as geography not recognised, but links in with the airport is important Must link to seasonality and skills Needs to include residents <ul style="list-style-type: none"> Lincolnshire less than 50% residents visit the Countryside through an Engagement with Natural England Report <p>https://www.gov.uk/government/statistics/monitor-of-engagement-with-the-natural-environment-headline-report-and-technical-reports-2018-to-2019</p> <p>A query was raised as to whether a single DMO was needed for Lincolnshire and as to whether a BID was recognised as a DMO?</p> <p>Actions</p> <ul style="list-style-type: none"> ➤ Proposed that Visitor Economy Board Steers the bid due to existing collaboration 	<p>MP</p>

<ul style="list-style-type: none"> ➤ Mapping exercise to take place of partnerships in GL area to enable partnerships to work smarter together / less silos ➤ VEB to research what a single DMO could look like and make recommendations to the GL Board ➤ Tourism Officers meeting 6 weekly to feed into proposal and will feed back into December meeting ➤ Current data / research is needed - the new Tourism Strategy highlights what data is needed - specifically on Value of Tourism v Value of Manufacturing data ➤ Road show for the Visitor Economy to highlight Tourism Sector Deal to businesses / residents when more work has been undertaken - benefits of Robots / innovation / links into Local Industrial Strategy. ➤ East Lindsey have commissioned consultant to look at DMO Strategy for East Lindsey - report due 6 November. To feedback at December meeting ➤ Communications strategy needed to ensure on all agendas, events, conferences - on-going narrative and story 	MP MP MP MP MP LR MP
<p>Hotel Study - Nicola Shephard</p> <ul style="list-style-type: none"> • Three sites in Lincoln identified by boutique hotels as viable • Grantham and Stamford still looking for developers • Feasibility study into 120 bed hotel on showground • Hotel solutions are working on a report about accommodation in pubs across the GL area to help pubs diversify <p>ACTIONS</p> <ul style="list-style-type: none"> ➤ Agenda items for December - workshops for pubs and venues ➤ Link in Air B&B impact into the research 	NS NS
<p>Discover England - Mark Hollingworth</p> <p>ACTION</p> <ul style="list-style-type: none"> ➤ Report attached 	
<p>Update Website</p> <p>Proposal from Visit Lincoln discussed at Tourism Officer Group.</p> <ul style="list-style-type: none"> • LCC to be banker • Visit Lincoln has been asked to re-quote for 11 areas instead of 10 • Key is social media - need to ensure that all linked sites are up to date with links to Visit Lincolnshire. <p>ACTION</p> <ul style="list-style-type: none"> ➤ Need to remind partners to update links to visitlincolnshire.com 	MP
<p>FORWARD PLAN</p> <p>It is time to refresh the Forward Plan for the Visitor Board, to target key issues of members</p> <p>Initial ideas:</p> <ul style="list-style-type: none"> • Family market • Green Economy / Tourism • England Coastal Path • Bio Fuels in Rural areas - transport • Year of the Coast 2021 	

ACTIONS <ul style="list-style-type: none"> ➤ Members to send proposals of themes to NR ➤ Create working groups to take themes forward 	All NR
RECRUITMENT Document circulated, currently in draft format ACTIONS <ul style="list-style-type: none"> ➤ Send Comments to NR ➤ Breakdown of area specific data requested - this will follow <p>Visit Lincoln NHS Video for promoting sector to Lincoln have been produced by Visit Lincoln and will be used as part of a national campaign.</p>	All
Any other Business Victoria and Albert Exhibition at the Collection	
Date of next meeting Thursday 12 th December 2019 - 10am To be confirmed	

Tourism Sector Deals - Follow up note from Lydia Rusling
Tourism Alliance has circulated their notes from the meeting with Helen Whately, the new Tourism Minister. I thought it would be helpful to circulate these to our LEP Visitor Economy Board, particularly in light of our ambition to bid for a tourism zone.
It was a very good and productive meeting, where she was very engaged and keen to support the sector. Here are a few notes:

- The Minister pointed out that the development of “place” was a big theme with Government policy at the moment and that she thought that this was to the advantage of the tourism industry.
- She also pointed out that tourism was very good at delivering benefits to the regions and that this was another key strand of Government policy that could be leveraged by the industry.
- She was interested in developing high value markets and made a number of comments along the lines that value rather than volume was key. This tied in with the point that was made that bed taxes encouraged people to change from overnight visitors to day visitors. Her view was that as tourists in the UK were already highly taxed, she thought further taxation would cause more harm than good.
- The point was made that the Governments messaging to potential visitors to the UK from Europe was overly aggressive, highlighting the post-Brexit difficulties rather than starting from a position of reassurance to travel to and from the UK would not be interrupted. The Minister took to see what could be done to modify the messaging.
- She was attracted to the idea that seed funding should be given to destinations to develop Tourism Zone Plans over the next year which could be used to bid for Tourism Zone status in the same way that the Coastal Community Fund provided communities with seed funding to produce Coastal Economic Plans.
- She agreed that Safe and Legal issue regarding sharing economy accommodation needed to be addressed. After the meeting she told me that hosting a meeting to find a solution was one of the things she wanted to do before Parliament was dissolved.
- Tourism development in seaside and rural areas was something she was very interested in and the point was made that their needed to be joined-up policies

across Govt to achieve this on things like the provision of charging points for electric vehicles in rural and seaside areas - especially in relation to targets to remove fossil fuel vehicles from the roads by 2050

- A significant subject of the discussion was the impact of Brexit on the ability of the tourism industry to gain people with the right language and soft skills required. The highlights of the new UKInbound report that will be released on Friday were highlighted, with the emphasis being that the £30k threshold was a very blunt instrument that did not recognise the needs of the industry. She was very keen to see the report and to assess what measures or policies could be implemented to support the industry.

DRAFT

Paper 2

Tourism Sector Deal

Publication	Published					
Meeting date:	12 December, 2019					
Agenda Item:	4					
Item Subject:	Tourism Sector Deal					
Author:	Mary Powell					
For:	Discussion	X	Decision		Information	X

1 Summary

- 1.1. Tourism Officers (TO's) from Greater Lincolnshire met on 6 November to discuss the challenges and opportunities facing our visitor economy in the context of the Tourism Sector Deal (TSD). An excellent although incomplete discussion was had with particular emphasis on how the VE Board could develop its changing role, bearing in mind that it will be the lead in managing the TSD. The other emphasis was on where there is market failure in the visitor economy. The TO's will meet on 17 December to take on board your comments and also to carry on the discussion about market failure and the challenges facing Lincolnshire's Visitor Economy and how we might use the Tourism Sector Deal to collectively work together on making it work better.

2 Background

- 2.1. Sector Deals are partnerships between the government and industry on sector-specific issues, to boost productivity, employment, innovation and skills. Tourism may be the 10th sector deal. Since it was announced in the early summer various meetings have taken place to get us into a state of readiness. We've met with the Head of Tourism at DCMS and attended the September conference when we had hoped to have a clearer idea of the timetable. For political reasons the timetable has slipped but DCMS advised us to use the time to get our partnerships in place. There will be the opportunity to apply to be a Tourism Zone (TZ), this will be a competitive process and there will only be five Tourism Zones in England.

What we do know:

- TZ's should be innovative and ambitious
- TZ activity and support must last longer than a year.
- Partnership and collaboration is crucial
- The bid must be in line with the Local Industrial Strategy
- Tourism Zones must be built around pre-existing transport hubs such as train stations
- Potential tourism zones must be able to demonstrate that tourism is a dominant part of the local economy and is a recognisable entity to the consumer.
- To increase productivity TZ's must tackle seasonality
- Needs to be supported by data/evidence
- Skills - the bid must include ideas to up-skill the work force - Government want to create an additional 10,000 apprenticeship 'starts' a year by 2025
- Continued investment in Infrastructure particularly accommodation - want to see an additional 130,000 bedrooms by 2025-
- Ambition for UK to be the most accessible destination in Europe

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Tourism Sector Deal

- Collaboration is crucial: bids need to be delivered by teams combining businesses, Destination Management Organisations (DMOs), Local Enterprise Partnerships (LEPs) and Local Authorities.
- Importance of digitisation & business tourism

3 **Tourism Officers began by looking at the Visitor Economy Board and how its role would change in the context of a Tourism Sector Deal:**

- VEB needs to be reinvigorated to make it more dynamic and to be a decision maker, leading and providing direction.
- VEB could head up a new structure that could dramatically improve the tourism offer across Greater Lincolnshire regardless of whether a deal is achieved or not. This is the opportunity to put a structure in place that will have longevity
- How are the other GLLEP Sector Boards working? Is there anything to be learnt from them?
- Ditto is there anything to be learnt from how other counties are operating? Mary Powell will speak with Head of Partnerships at Visit England to ask for advice but also to indicate 'that we are very much on the case' in wanting to ensure we have the right structures in place.
- What resources sit behind the VEB? As it becomes the decision making body then its communication needs to improve and the role of the secretariat becomes more onerous.
- Each member of the VEB should take the lead/be the champion for one of the topics e.g skills, digitisation, partnerships, infrastructure, accessibility.
- Therefore we need to ensure we have the right people on the VEB - do we have anyone representing skills? We thought young people under represented; should we ask LNER to join? A rep from Visit England? National Trust? Visit Lincoln needs to be represented. We may want to draw on the experience of those not in tourism.
- When the VE Board was first set up It had been suggested that all TO's might attend (unlikely that all would be available for each meeting) but it was decided to have one representative. TO's would like this to be reconsidered and that as observers all should be able to attend as there is considerable experience within the group and we are likely to have a strong delivery role in the TSD.
- We think that there are four interlinking groups that would sit underneath the VEB - Skills, Infrastructure, Marketing and Product Development. Each group would contain a number of the sector deal strands.
- **Skills:** - Some authorities have specialist's such as Claire Hughes and Thea Croxall at LCC; Nicola Radford and Lisa Collins on the coast; two officers at SKDC. There is definitely market failure in this area and we discussed those hard to reach businesses and those who are resistant to investing in their staff.
- **Infrastructure** -this refers to physical infrastructure such as cycle paths, visitor attractions, car parks, highways. Several TO's have experience in gaining funding for physical infrastructure. Much has been achieved in this area in recent years, so whilst we wouldn't say there is market failure here, Greater Lincolnshire was probably coming from a very low base and investment has highlighted either poor quality of the rest or geographical

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Tourism Sector Deal

gaps of no provision. Do we need a movement strategy to help people navigate to and around our tourist destinations? Do we create tourist routes across GL linking the transport hubs with key tourist destinations. May be appropriate to put the environmental impact criteria here.

- **Marketing** - There is market failure here. Cuts have decimated local authority budgets and we have fallen well behind the curve in terms of digitisation. Business and international tourism has improved but from a very low base. Some progress made on Place Marketing but again from a low base. We are not collecting enough data about our customers - we should think like a supermarket and have good knowledge and communication with our visitors as to what they want and what they think about us.
- **Product Development** - Arguably Product Development & Marketing could be one group but we think it would be over-large. There is cross-cutting across all four groups, but particularly so with Marketing and Product Development. This would include Research but would need to relate to data capture. Partnerships and Collaboration - there are examples of good work but communication could be better. Extending the season - connects with infrastructure as does Connectivity and Accessibility. Packaging - some good work done through the DEF funded projects but much more needs to be done - close ties with marketing. Working with potential hotel developers - market failure - whilst some good work has been done recently we are behind the curve. Do we need a Festival and Events strategy?
- Communication with residents needs to run across all four groups and we need to be a lot more visible about the TSD. Residents often have negative perceptions of the visitor economy - clogged roads and no parking spaces. They often don't realise that in a rural county like ours funding is often obtained for facilities that locals want, but on the grounds of tourism - we are guilty of not always making this clear. There are notable exceptions on infrastructure projects where we have communicated strongly and it has delivered for us.
- Track record is important and through infrastructure works we have various examples of best practice. Lincolnshire Waterway Partnership (LWP) delivered some £20m of visitor economy works over a six year period. There was an over-arching strategy and action plan for the county. Funding bids were submitted. County Council, British Waterways and Environment Agency divided the delivery between them according to who was best placed. LWP met not to control but to act as the problem solver and the strategic steer. All committed to communication about all the works being put in place and this delivered really positive support from the community. The model was replicated for the Historic Lincoln Partnership when some £38m of improvements were made at the Castle and Cathedral.
- We would agree an overarching ambition for the tourism sector; work-shopping what the components are; the sub-objectives or themes that we would need to tackle to meet the ambition. This would be steeped in evidence. For each component such as Infrastructure we would work through what the existing challenge is, what the vision or opportunity is, being ambitious but then working through the constraints, then what actions would be taken to meet that gap.

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Tourism Sector Deal

- These actions would then form the basis of any future tourism strategy and at the same time generate material for the sector deal.

Questions for the Visitor Economy Board:

Does the format of the VEB need to change to turn it into a decision making body?

Should VEB members act as champions for the various stands of the TSD?

Do we have all the skills covered within the TSD?

Would the VEB become too large and unmanageable?

Do the four interlinking working groups that would sit underneath the VEB - Skills, Infrastructure, Marketing and Product Development seem appropriate?

- 4 A further discussion took place on the challenges facing the Visitor Economy and this will be completed at their meeting on the 17 December.

Digitisation

- Market failure - we are nowhere near where we need to be and it is the way forward for everything we do.
- We need bookable product and we need to monetise it. Not just how we market to bring visitors to GL but then how we facilitate their visit - ie one place to book all their accommodation, days out etc etc. There is a real opportunity here if we can get accommodation providers, event providers etc to use it. GL needs a platform to offer a single point of contact to sell experiences and enable direct bookings
- We need to challenge ourselves and keep up with trends
- The Visit Lincoln Business Plan should be adopted shortly and will be more digitally focussed
- There are examples of great activity but not joined up
- Culture shift - empowering businesses to have the right skills. So for example DMO's could bulk buy software package for businesses to use to handle their social media more effectively and efficiently.
- Digital - is our 'front door'
- Need to bring in skills and to have the right tools on board to start with
- Are we using the data from our websites to inform our research?
- Need to champion the Place as well as Tourism - sorting people's journey
- How do we give people training opportunities? Online? Webinars? SKDC had run a successful Google Garage seminar with Visit Britain. Visit Lincoln are looking to do one possibly in February 'Taking England to the World'
- Walking/Cycling - don't need paper maps, need to be downloadable
- We discussed the businesses who won't communicate, difficult to engage with and not willing to change. Their business is declining and they're not online or engaging with social media (partic B&B's). They are often also resistant to extending the season and don't want to change their business model. Do they just want one point of contact?

Skills

- Market failure in terms of engaging with businesses on this agenda
- The group could cover investment in the workforce, job quality, maximising the national announcements over 30k new apprenticeships, the two new qualifications, and pulling on good practice from across GL and beyond. There seems to be areas of really good practice. Could look to map what skills are needed, what's currently provided, how is it funded, and what is the gap? Link with the Visit Britain skills board.

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- Inspiring the next generation to come through - Visit Britain are starting an ad campaign re 'selling' jobs in tourism - how does that fit in locally? Change how people view tourism jobs - they don't have to be seasonal, they do have longevity, better paid and have a career path. Dispel the snobbery.
- Employers can be old fashioned and very resistant to releasing staff for training. Middle managers can be the blocker to aspirational young people
- Many hotels are bringing their training in-house because they can then get the quality they want

Communicating with Local Residents

- Get away from the negative and put across the positive messages.
- Does VisitLincolnshire.com work for local residents?
- Tone of Voice - do we have a consistent tone?
- We have strong stories to elevate the messages but they tend to get lost.
- How we talk about Lincolnshire - key words? Language bank?

A successful bids would prove that the whole area has bought into the vision - demonstrating that we can work together and innovate, that we are thinking of our audiences. Need to demonstrate how we will work at a local level to grow visitors and the economy showing 'local collegiate working'.

There is no doubt that the process to become a Tourism Zone will be extremely competitive nationally, but the opportunities it could bring for elevating the productivity of the Lincolnshire visitor economy and 'future proofing' could make it well worth the effort. Regardless of the opportunity, commitment to and closer working with Local Authority partners and less silo mentality could develop a stronger visitor economy sector.

Paper 3

Pub Accommodation

Publication	Published					
Meeting date:	12 December, 2019					
Agenda Item:	3					
Item Subject:	Greater Lincolnshire Pub Accommodation Audit					
Author:	Nicola Shephard					
For:	Discussion	X	Decision		Information	X

1 Summary

- 1.1. It is apparent that to support rural tourism we need to provide good quality accommodation, however the likelihood of a hotel chain investing in rural Lincolnshire is extremely slim.

Following on from the success of the Hotel Feasibility study the decision was made to complete a rural pubs audit with the view to encouraging more pubs to offer accommodation or to upgrade their current offer.

This was compiled from an audit of the following information sources.

- List of pubs in with accommodation provided by some of the local authorities in Greater Lincolnshire
- Interrogation of the websites of the key online travel agents
- An audit of Greater Lincolnshire pubs listed with Stay in a Pub
- Interrogation of the pub directories of breweries and pub companies that operate in Greater Lincolnshire e.g. Batemans, Greene King Inns etc.

It identified a total of 125 serviced pub accommodations, with 1126 letting bedrooms and an estimated 2250 bed spaces!, giving an annual capacity for just over 820,000 overnight stays.

A majority of serviced pub accommodation establishments are not currently graded by VisitEngland.

2 Key findings and recommendations

- 2.1. All parts of Greater Lincolnshire have some provision in terms of pub accommodation
- Pub accommodation is limited in and around Lincoln, including the neighbouring parts of North Kesteven and West Lindsey
- South Kesteven has a high quality pub accommodation offer including 10 boutique inns that offer good food and contemporary luxury bedrooms
- The supply of boutique inns is more limited elsewhere in the county
- A number of pubs in East Lindsey offer various types of non-serviced accommodation
- The pub accommodation offer in North Lincolnshire, North East Lincolnshire, Boston and South Holland is primarily low priced accommodation that focuses on the contractor and VFR markets
- Customer satisfaction with the current pub accommodation is generally high

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Pub Accommodation

- Current provision appears to be of a good but not exceptional quality; there is little evidence of excellence other than in South Kesteven
- Room rates are generally fairly low. Boutique hotels are able to command high prices however.
- The vast majority of pub accommodation businesses are small and independently owned as either free houses or tenanted pubs.
- National pub accommodation operators are only represented in the main towns.

3 Priorities for Public Sector Intervention

- Supporting the improvement and development of existing pub
- Management and marketing training, business support and mentoring for pub accommodation business owners and managers
- Staff training programmes
- Quality awards and kite-marketing
- Financial assistance if funding sources can be identified and secured (RPA funding?)
- PR and social media activity.
- Encouraging and supporting the opening of good quality pub accommodation businesses and boutique inns in and around Lincoln
- Encouraging and supporting the provision of non-serviced accommodation at pubs in the Lincolnshire Wolds.
- Focusing activity to attract national pub accommodation operators on key towns accommodation operators on key towns.

4 RDPE Growth Programme Fund

4.1 The Government are offering £35 million towards rural tourism infrastructure.

The aim is to support projects that will encourage more tourists to come, to stay longer in rural and to spend more money in rural areas. The types of projects listed in the criteria include tourist attractions, retail outlets, food and drink outlets and **accommodation**. The minimum grant is £20,000 and the maximum grant is £175,000. The Greater Lincolnshire LEP has stated the following about their criteria specifically:

Priority will be given to projects that:

- Improve the range and quality of tourism products and services, particularly those that
 - Extend the season
 - Encourage visitors to stay longer
 - Increase overnight and/or day visitors
 - Create new sustainable jobs in the applicant business
 - Create infrastructure supporting the development of rural tourism, such as multi-user trails for cycling and walking

The date for the expressions of interest to be submitted is 7th February 2020.

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Pub Accommodation

The following channels could be used to promote the funding -

- LCC Communities team
- Stay in a Pub
- Batemans
- Visit Lincoln
- Tourism Officers / Economic Development Officers

The LEP has indicated that the RPA (Rural Payments Agency) would be happy to come and speak to businesses. They are also looking at hosting some workshops as well in Nottingham.

YEAR OF THE ENGLISH COAST 2021

1 Purpose: to celebrate our passion and joy for our coastal environment in all its diversity and variety

1.1 National Background / Context

The entire length of the English coast is about to be accessible for the first time through the implementation of a continuous and permanent public right of way - the new **England Coast Path** National Trail. This incredible new asset not only opens new access routes but will physically connect coastal communities along its length from 2021 onwards.

Specifically, 2021 is the Time to:

- **Create** opportunities to improve the lives of those who live, work and visit our coast.
- **Connect** community, public and private efforts to build solidarity and power on the coast. Connect investment, policies and management to better support both land and sea. Seek commitment to invest in the physical and digital infrastructure to make our coast and our ocean more and better accessible to all - residents and visitors alike.
- **Cultivate** understanding and appreciation for the role our ocean plays in our lives. The coast is an amazing place and our gateway to the ocean. A healthy ocean means healthy people. It supplies the oxygen and water we need for life and the health and wellbeing we need to live well.
- **Challenge** our thinking and the way we are living. Coastal communities continue to face high levels of economic and environmental deprivation and lack the appropriate resources and support to address it. The status quo is no longer an option. Communities can and must come together.
- **Collaborate** to share best practice, build and implement solutions, especially through building new partnerships with those that are different. Places and economies can be redesigned to support sustainable activities, industries, jobs and climate resilience.
- **Change** the current economic incentives, policies and ways of managing the coast that are holding back communities working to reinvent themselves. Local areas must have more power and control over the resources and decisions that affect their lives. Many solutions that benefit people, communities and nature on the coast already exist, but they are not valued by the way our economy is currently run, which acts as a barrier for their success and scalability. Resources, policies and investment must help shift power to those solutions, against business as usual.
- **Celebrate** our people and our nature; our similarities and our differences, our heritage, art and cultures; our landscapes and seascapes, our industries, our coast and our ocean; our future.

Paper 3 - Year of the Lincolnshire Coast

2 Greater Lincolnshire

- 2.1 The Year of the Coast 2021 is a national initiative to celebrate and promote the English coast and its communities. It is being developed and co-ordinated overall by the Coastal Communities Alliance (CCA) and other partners, with the aim of producing a national programme of events.

With a number of important initiatives due to come to fruition on the Lincolnshire coast, this represents an important opportunity to support and promote communities and businesses in our coastal areas, and to boost our profile nationally. Ideally, this could be in the form of a co-ordinated programme of activities, linked into the national framework managed by Coastal Communities Alliance (which Lincolnshire County Council leads).

There is a wide range of strategic initiatives currently in place, planned and in progress, or that are due to be launched during 2021, that are specific to the coast. These include:

- Lincolnshire coastal vision / strategy (East Lindsey coast)
- Saltfleet to Gibraltar Point Strategy (coastal flood defence)
- Visitor hubs - Donna Nook, Coastal Observatory, Gibraltar Point, Freiston Shore, Huttoft car terrace
- Coastal Country Park enhancements
- English Coastal Path
- Skegness and Mablethorpe Town Funds
- East Lindsey Local Plan review
- CCA -sponsored coastal workshop during 2020
- Coastal Communities Fund

In brief, there are significant opportunities to boost nature tourism and future economic development, while enhancing promotion of the whole area, including its landscape and built heritage, within the overall framework of the plans in development for coastal management to secure the viability and prosperity of the coastal zone for the near and longer term future.

We wish to harness the expertise and energy of those who live and work there, as well as those who visit and enjoy the area, through a range of lectures, walks, talks, exhibitions, events, photographs and education opportunities. As a first step for discussion Lincolnshire County Council have outlined a draft scheme of initiatives and themes,

This is a first draft for discussion, and is coming to the Visitor Economy Board for any corrections, improvements and additions that need to be made, in particular what might have been missed out, especially from our partner bodies.

Paper 3 - Year of the Lincolnshire Coast

Project / Initiative	Lead officer(s)
Coastal Strategy / Vision	David Hickman (LCC)
Saltfleet - Gibraltar Point Strategy	Deborah Campbell (EA), David Hickman (LCC)
Humber Estuary Strategy	Helen Todd (EA), David Hickman (LCC)
English Coastal Path	Chris Miller (LCC)
Coastal Country Park / Heritage Coast	Chris Miller (LCC), Kate Percival (LCC)
Historic and natural landscapes - eg Coastal Grazing Marshes, habitat creation	Chris Miller (LCC), Matt Davey (LCC)
Donna Nook, Gibraltar Point	Tammy Smalley (LWT)
Promoting existing focal points - Gibraltar Point, North Sea Observatory	Jade Elkington (LCC), Ian Walker (LCC)
Developing coastal initiatives (eg Huttoft Car Terrace facility)	Pete Fender (LCC)
Skegness / Mablethorpe Town Funds	Tim Leader (ELDC)
Planning and review of ELDC Local Plan	Anne Shorland (ELDC)
Nature tourism	Sarah Baker (GLNP)
Promotion of coastal Lincolnshire as visitor destination	Mary Powell (LCC)
Coastal Communities Alliance, Coastal Communities Fund	Nicola Radford (LCC)
Economic infrastructure	Andy Brookes (LCC)
Archaeology	Ian George (LCC)
Culture & Heritage	Will Mason (LCC)
Access / cycling / walking	Chris Miller (LCC), Andy
Community Cohesion & promotion of public health	Sean Johnson (LCC)

3 Recommendations to the Board

- Members recognise the opportunities of Year of the English Coast 2021 for the Visitor Economy
- Members agree to Champion and take a lead role for the Visitor Sector in delivering activities and events for 2021
- Members identify a member of the Board to lead the activities and be the spokesperson
- Members add to /circulate the details of 2021 to networks and partners to develop a wider calendar of activities and celebrations for 2021