

Scrutiny Briefing Note

The Tourism Panel have asked to monitor progress on the following issues. This briefing contains the latest position as at 25th March 2021.

Subject: Update from the Resort Manager

- Eco Tourism
- Building Refurbishment
- Amalgamating Tourist Information Centre into Resort Hub
- Signage Review
- Resort (COVID) Management

The Eco Tourism group is now established with quarterly meetings. The group includes key stakeholders from the local authority as well as external agencies such as Natural England and the RSPB.

The aims of the group have been agreed. The group seek to explore opportunities to increase visitor numbers to the resort and although the resort is very busy during the summer season there are opportunities to replicate this out of season by highlighting some of the nationally admired wildlife, flora and fauna within the resort.

The group have been held back in relation to developing ideas due to the current COVID crisis however, publication of the Government Roadmap has allowed for the planning of small outdoor events from June. An example of such an event is the International Dune Day (25th June) which includes talks from scientists in Cleethorpes and is free to attend. The talks will educate those attending in relation to Salt Marsh Management, the sunken prehistoric forest. The event will also be recorded and available for those who were unable to attend.

It is well recognised that educating the next generation is vital and as such, a sustained program with schools is being created. This will provide schools with the opportunity to engage with nature on a personal level.

Nature is also recognised as having positive effects on those with mental health and physical disabilities. Although in the very early stages, the Resort Hub (formerly Beach Safety) will be seeking to link into local GP surgeries to offer and expand this initiative.

The plans to co-locate the Tourist Information Centre (TIC) and the resort team into the new building (waves site) has not yet been realised due to the project being temporarily suspended. A second option has been identified and involves a significant upgrade to the resort office to allow the TIC to be in the heart of the resort and the amalgamation of the two teams (TIC/Beach safety) thereby improving the service provided to the public, visitors and users of the resort generally.

The building works are underway, and the aspiration is to open at the start of the season.

Once completed, the 'Resort Hub' will be open to the public and as well as one to one advice, customers will have access to interactive solutions which will highlight the many wonderful things to do in Cleethorpes.



The signage review is ongoing with a report being compiled for further consideration, specifically design options. At this time, North Prom, Central Prom, Lower Kingsway, Boating lake and the Meridian Path have all been mapped out and this was completed in full consultation of the Ecology Team with advice from Natural England and the RSPB. Further consultation will take place.

It is clear that as well as replacing all signage (with a consistent corporate theme to best represent NEL and Cleethorpes) there is a need to add 'informational' signage to highlight the many scientific aspects of the area which would improve the visitor experience significantly.

The phased reopening of public spaces will require careful management and monitoring to ensure the safety of those who live, work and visit the resort. Steps are being taken to maximise public safety whilst meeting the needs for the efficient running of local business including vehicular access for deliveries. All businesses have been updated as to the next stages of the management of the central promenade.

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