

Scrutiny Briefing Note

The TVE Panel have asked to monitor progress on the following issue. This briefing contains the latest position regarding the North East Lincolnshire Tourism Dashboard, as at 18th November 2020.

Subject: North East Lincolnshire Tourism Dashboard

Background

This briefing note seeks to update members regarding some of the key economic statistics and data for tourism across the borough, as taken from the Scarborough Tourism Economic Activity Monitor (STEAM) report.

The first set of slides attached with this briefing features the Tourism Dashboard which presents information from the 2019 STEAM report, including the main economic statistics and also visitor information for events attendance and key attractions.

The second set of slides attached with this briefing show data, which North East Lincolnshire Council holds, relating to footfall in Grimsby and Cleethorpes during 2020, versus previous years.

Tourism Dashboard for North East Lincolnshire

North East Lincolnshire is annually assessed by Global Tourism Solutions (UK) Ltd who put together a report called the STEAM report, which gives us a measure of our key tourism economic impacts. STEAM is recognised nationally and internationally as a research programme which aims to measure the impact of tourism from both staying and day visitors in terms of expenditure, employment, tourist numbers and days generated by tourists. One of the sets of data provided for the report is information about our staying visitors.

The STEAM model is used by many Destination Management Organisations, including Lincolnshire County Council. It uses locally derived data from a variety of sources such as hotels, attractions, Tourist Information Centres, events and accommodation to estimate the number of visitors, revenue generated, and employment supported by tourism. The model provides a continuous tourism economic impact dataset which reveals trends and helps highlight areas of growth or in need of support.

The STEAM reports provide the key tourism economic data which has been presented in the NEL Tourism Dashboard. The Dashboard also highlights some local data, such as attraction/event numbers including Waltham Windmill, Immingham Museum, Fishing Heritage Centre, Time Trap, Auditorium and Leisure Centres (the last two run by Lincs Inspire).

In terms of qualitative information, it has not been possible to gather anything from visitors during 2020 because of the pandemic, but we are hoping to be able to do this during next year's tourism season. A range of questions are being considered including:

- ***Where have you come from?***
- ***How did you travel here?***
- ***Do you think the measures we have put in place help you feel safe in the resort/North East Lincolnshire?***
- ***What do you enjoy about Cleethorpes?*** (This last question can then allow the TI officer to suggest something else they can do in Cleethorpes/wider NEL.)



Footfall in Grimsby and Cleethorpes during 2020

The monthly measurement of footfall in an area is a standard measurement of 'visitor' numbers and can be useful in highlighting general trends. Footfall counters were previously located in:

- Short Street, Cleethorpes;
- Outside M & S in Victoria Street, Grimsby.

In November 2018, in order to more effectively pick up retail related footfall, the Cleethorpes counter was moved to outside the Thomson holiday shop near Boots on St Peter's Avenue. A second counter is now located on the seafront outside the entrance to the Pier which has been located in order to pick up visitor related footfall. The Grimsby counter has been moved to the intersection outside McDonalds.

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If you would like to find out more about scrutiny you can contact us:

by email democracy@nelincs.gov.uk

on our website www.nelc.gov.uk/council/councillors-democracy-elections-/scrutiny/

or by post NELC Scrutiny Team,

Municipal Offices,

Town Hall Square,

GRIMSBY

DN31 1HU.



2019 North East Lincolnshire's Visitor Economy



DISCOVER
NORTH EAST
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2019



10.3 million
Tourism Visits
to North East Lincolnshire in 2019

625,000 visits were made by visitors **staying in NEL** as part of a holiday or short break, generating **3.152 million nights** in local accommodation

12.83 million
Visitor Days and Nights
generated by
Visitors in 2019

On average, visitors
staying in NE Lincs
spend 5 nights in
the area

Staying Visitors spent
£45 million on **Local Accommodation**

9.68 million tourism visits
made by **Day Visitors** in 2019

Day Visits
generated
£415.93 million
for the local
economy in 2019
(UP 2.1%)

In total, **staying visitors** generate a **total economic impact of over £226 million** for local businesses and communities

North East Lincolnshire's visitors supports
7,160
full time equivalent jobs

A total of **£642.26 million** was generated within the local economy through visitor and tourism business expenditure. The **Shopping and Food and Drink** sectors generated a total of **£289.89 million** of direct economic benefit in 2019

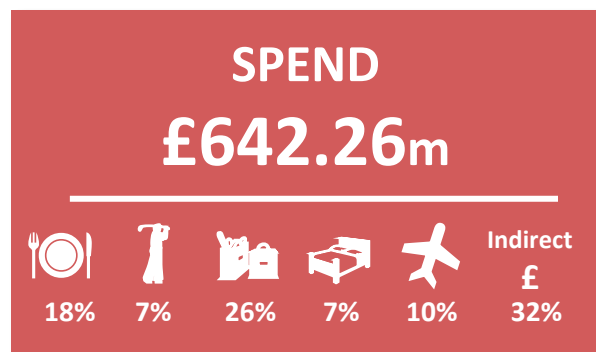
Trends
2018-2019

Economic Impact
+3.2%

Visitor Numbers
-0.3%

Total Visitor Days and Nights
+0.1%

2019 North East Lincolnshire's Visitor Economy



6%
Overnight Stay
Visitors

35% of
expenditure

£362.16 per trip

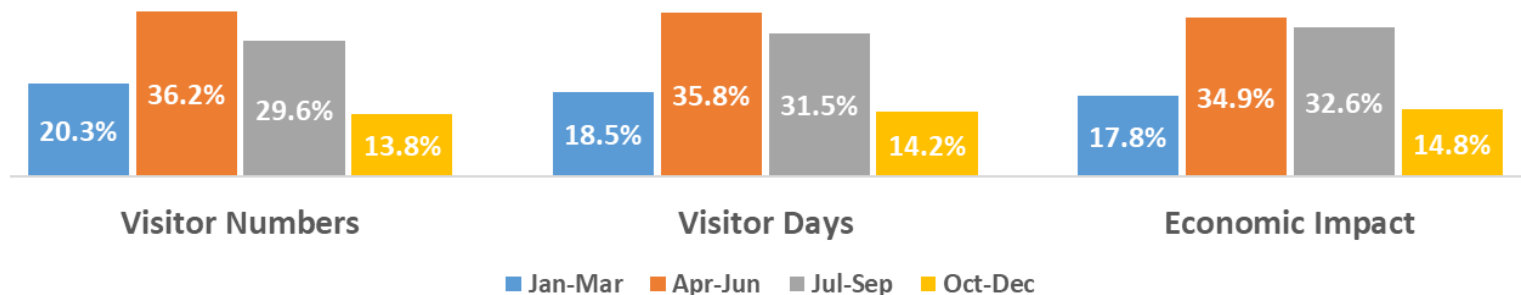


94%
Day Visitors

65% of
expenditure

£42.97 per day

Seasonality



North East Lincolnshire's Visitor Economy

2019 TOURISM DASHBOARD



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Visitor Numbers during 2019



85,212 visitors
[2018 : 70,996]



2,830 visitors
[2018 : 3,245]



1,826 visitors
[2018 : 1,776]

**Grimsby
Auditorium**
92,542
[2018 : 78,179]

**Grimsby Leisure
Centre**
361,853
[2018 : 411,991]

**Cleethorpes Leisure
Centre**
360,875
[2018 : 393,072]

**Immingham
Pool**
70,676
[2018 : 94,075]

Football 2019

**Grimsby
Victoria Street**
4,273,159
(2018: 5,232,828)

**Cleethorpes
The Promenade**
1,905,128
(2018 at Short Street 1,151,235)

**Cleethorpes
St Peter's Avenue**
1,739,152
(2018 at Short Street: 1,151,235)

Train Station Usage

Cleethorpes Town Station Train Usage 2018/19
296,002 entries/exits made at the station (up 3.7% from 285,364 for 2017/18)

Grimsby Town Station Train Usage 2018/19
456,768 entries/exits made at the station (up 0.59% from 454,098 for 2016/17)

North East Lincolnshire's Visitor Economy

2019 TOURISM DASHBOARD



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Attendance
Numbers* at
Some Key
Events
during 2019



**Cleethorpes
Geekmania**

20 April
3,000

**Cleethorpes
Folk & Cider
Festival**
25-27 May
5,000

**Birdhouse
Family Festival**
25 - 29 May
1,475

**Cleethorpes
Gathering**
22 June
3,200

**Armed Forces
Weekend**
28 – 30 June
100,000

GY 10K Race
21 July
5,500

**Festival
of the Sky**
6 - 8 September
23,000

**ABP Half
Marathon**
16th Sept 2018
4,500

**Light Gardens
Cleethorpes**
25 – 26 October
3,000

**Grimsby
Christmas Light
Switch On**
21 November
5,000

**Cleethorpes
Christmas Light
Switch On**
22 November
2,500

**Immingham
Illuminate**
29 November
1,000

North East Lincolnshire's Visitor Economy

2019 TOURISM DASHBOARD



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Events in Cleethorpes funded by Coastal Communities Funding during 2018-19

Experience Events funded via CCF

AFMET's RAF100 in Lincolnshire event, July 2018

Additional Fringe events for the Jazz Festival by The Culture House, June 2018

Programme extension to the Birdhouse Family Festival, May 2018

Light Gardens, October 2019

Festival of the Sky September 2019

Community Events funded via CCF

Day Trip for Women's Aid mums & children ● Oasis Wintringham trip ●

Day trip for Cleethorpes Childcare ● Sparkle Moonlight Walk with St Andrew's Hospice ●

Cleethorpes trip for families at Oasis Wintringham ● Sports Day event for the Scouts

Beach Schools – An Adventure by the Humber with Outdoor Learning ●

Trin club summer holiday club Aug-19 ● Birdhouse Explorers event ●

Cleethorpes Band 'Band by the Sea' event for older people

● Kids Kite & Activity Trip with the Rotary Club Cleethorpes

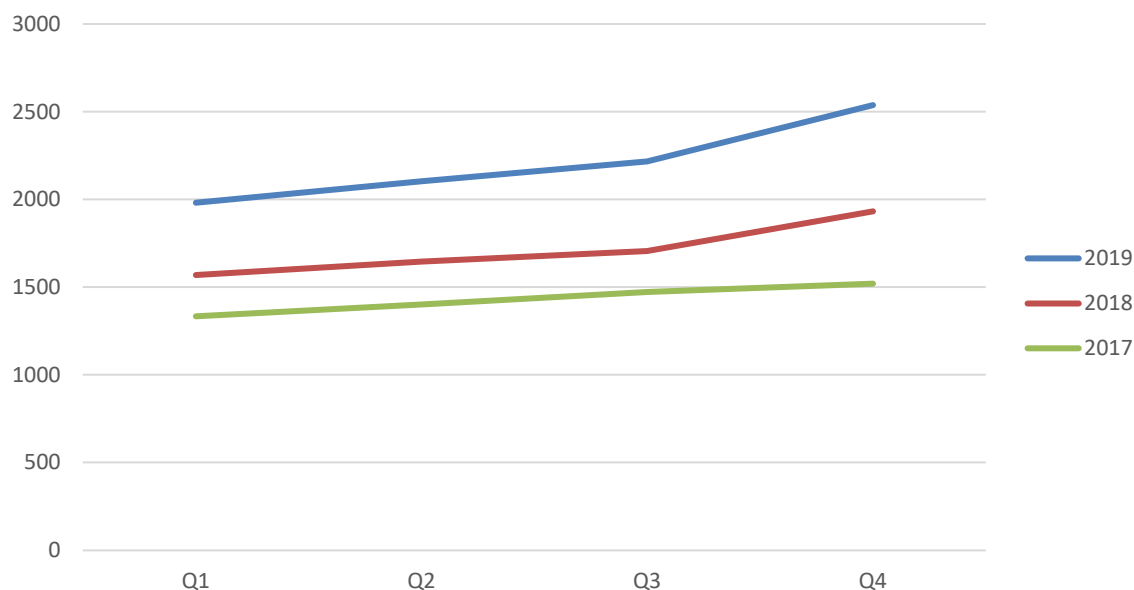
Business Events funded via CCF

Lincolnshire Stallholders event 2018, new 5K Coastal Race 2018, Indian Summer (Message in a Bottle & Masala Masters), Freddie Frinton Dinner for 100, Halloween Fun Run Nov-19, Clee SUP Fest with Outdoor Learning Aug-19,



**Social
Media
Stats
for
2019**

@DiscoverNEL Growth - Facebook Page Likes

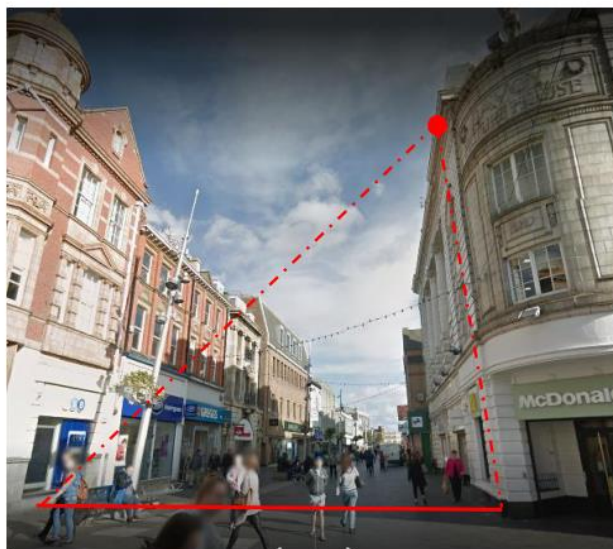


North East Lincolnshire's Footfall Data



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3 footfall counters are
positioned in Grimsby and
Cleethorpes



Victoria Street, Grimsby

St Peter's Avenue,
Cleethorpes



Central Prom,
Cleethorpes

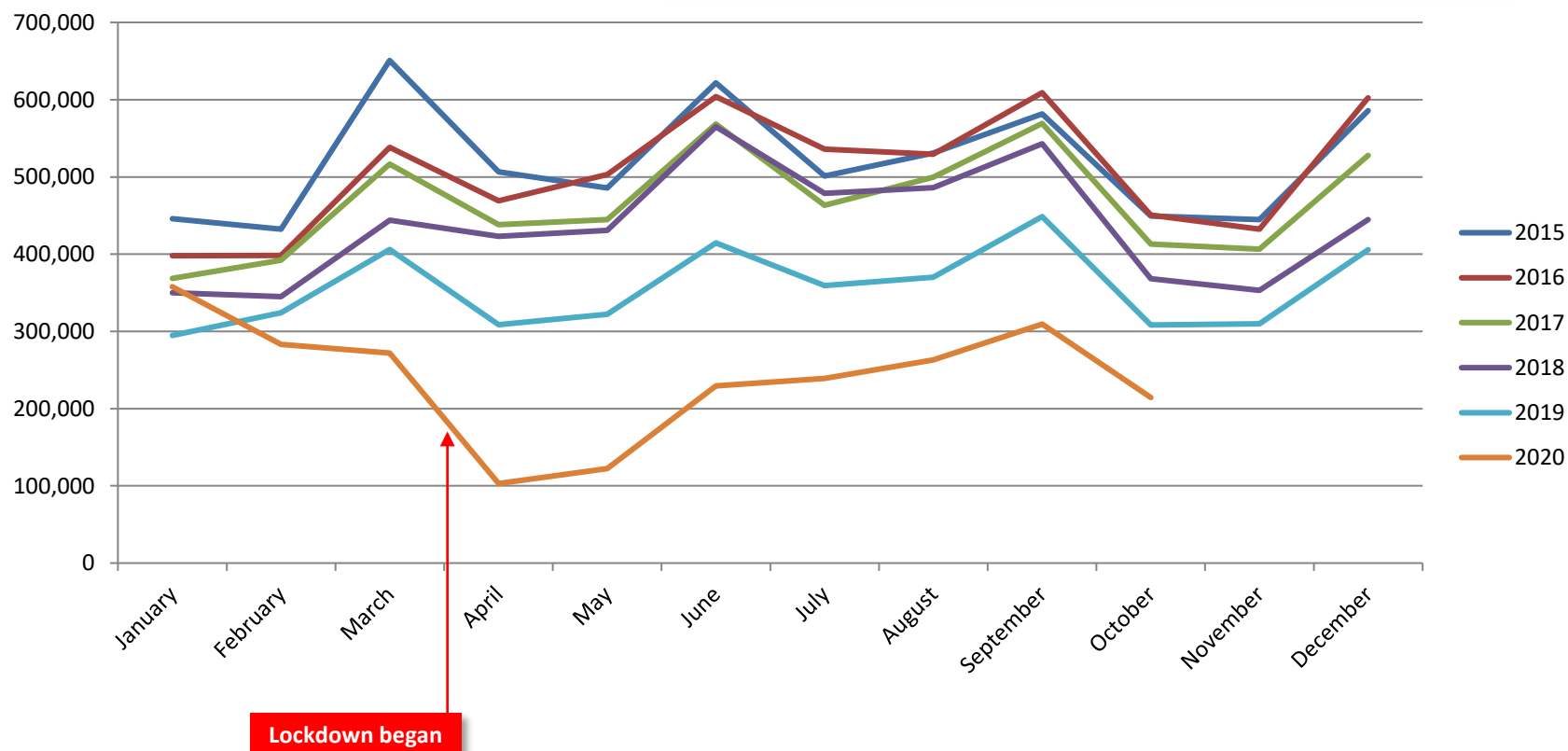


North East Lincolnshire's Footfall Data



Victoria Street, Grimsby

Monthly Footfall Data – Grimsby Town Centre

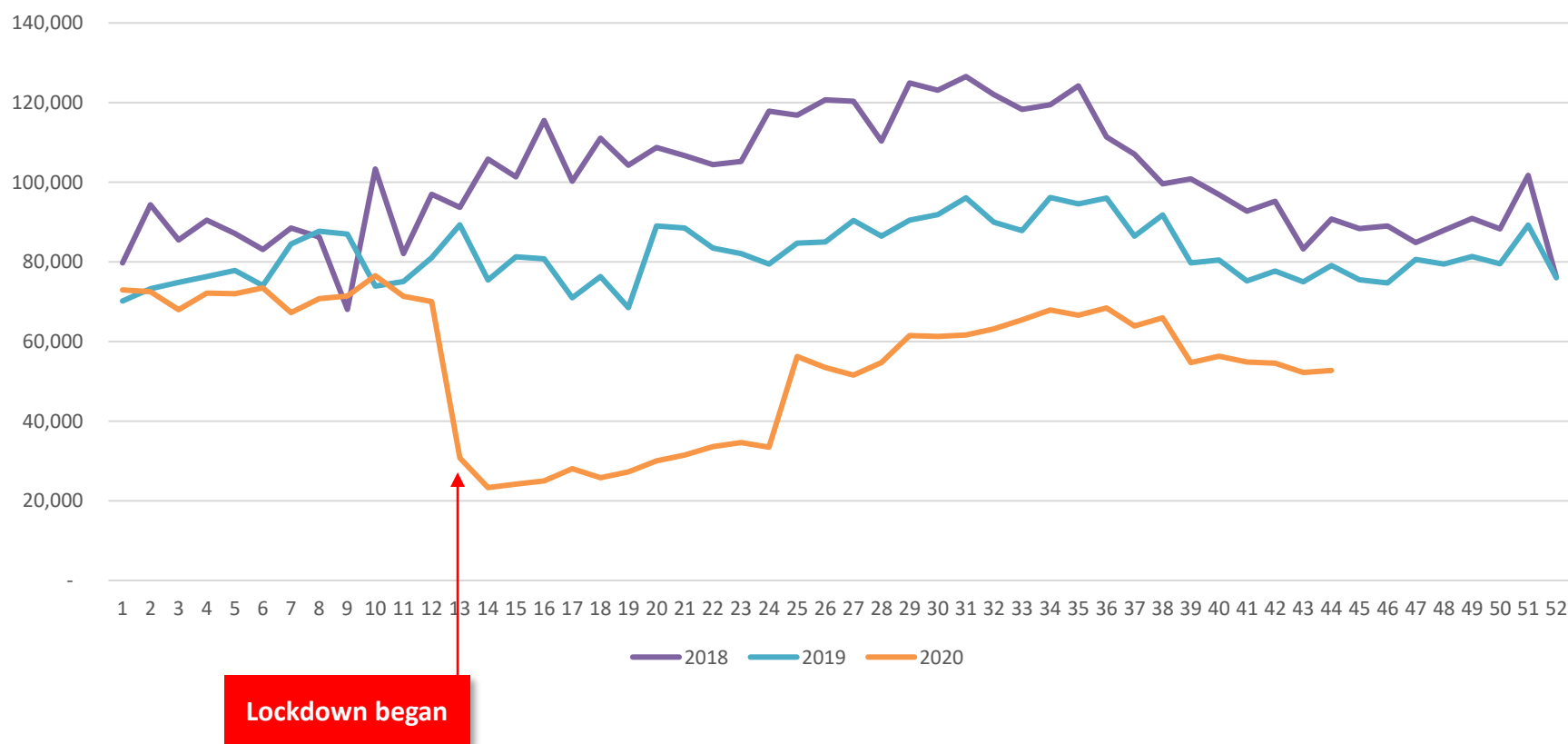


North East Lincolnshire's Footfall Data



Victoria Street, Grimsby

Weekly Footfall Data – Grimsby Town Centre



Note: The Footfall Counter was located outside Marks & Spencer until December 2018 when it was moved to its current position.

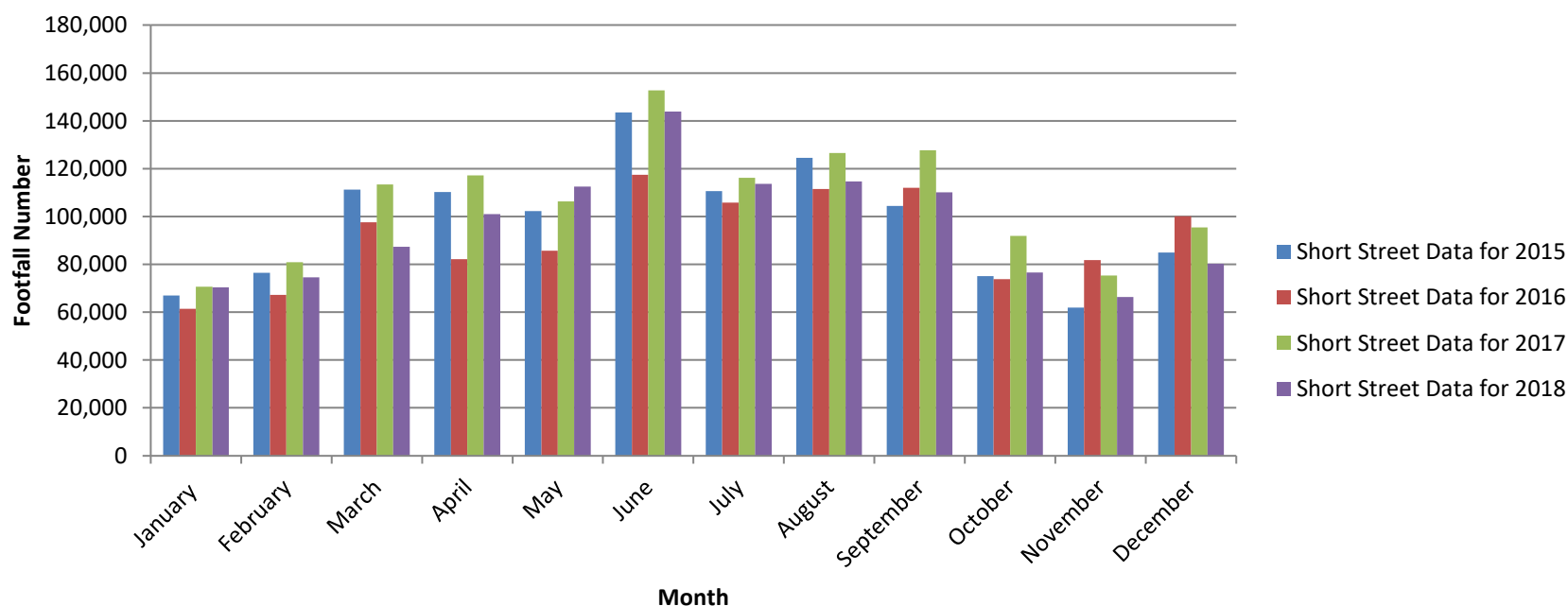
North East Lincolnshire's Footfall Data



Original location in Cleethorpes

Monthly Footfall - Cleethorpes

Footfall in Cleethorpes (Short Street) 2015-2018



Note: The Footfall Counter for Cleethorpes was originally located in Short Street. It was moved in November 2018 to St Peter's Avenue and a further footfall counter was installed on Central Prom so we have a better gauge of footfall in the two key areas of the resort.

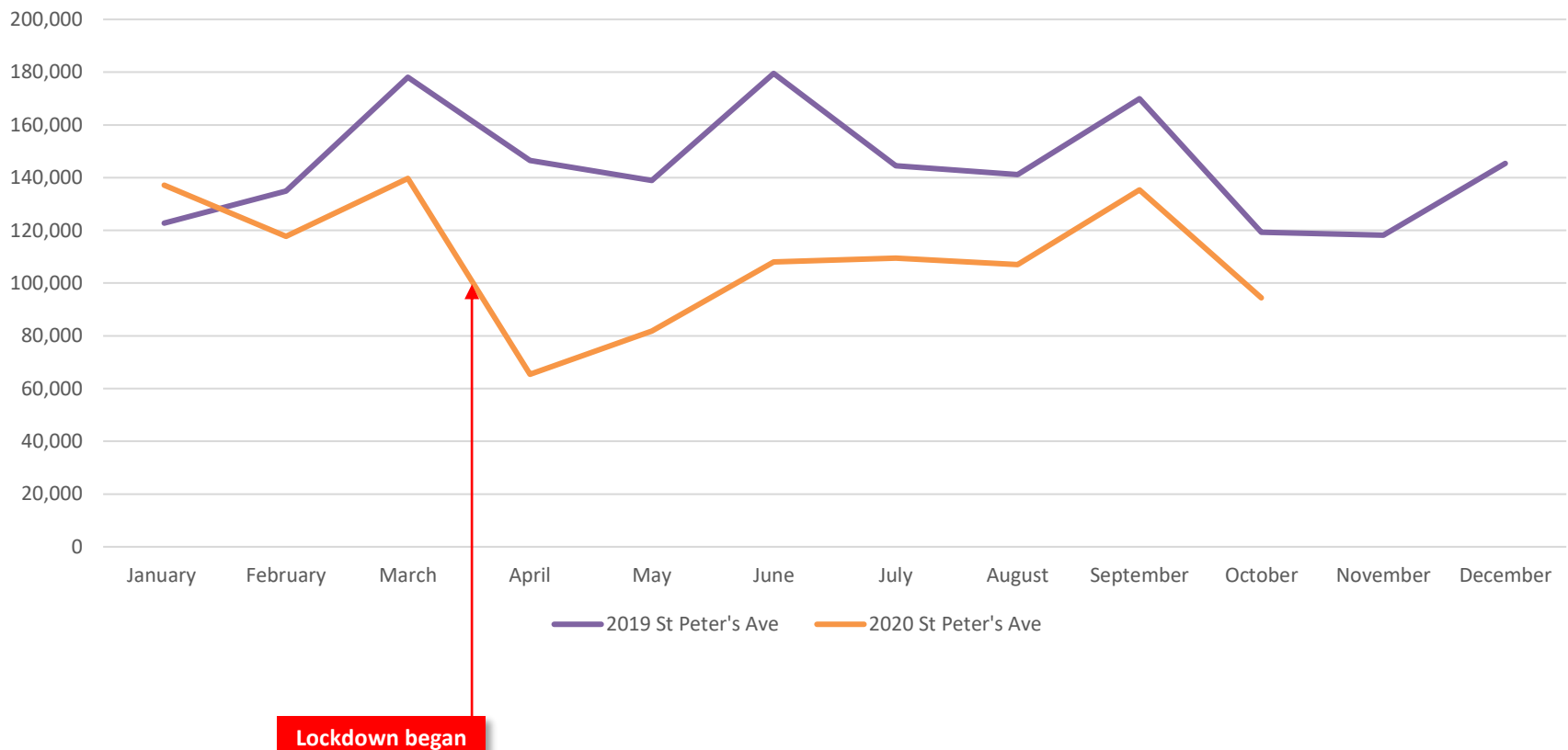
North East Lincolnshire's Footfall Data



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St Peter's Avenue, Cleethorpes

Monthly Footfall Data



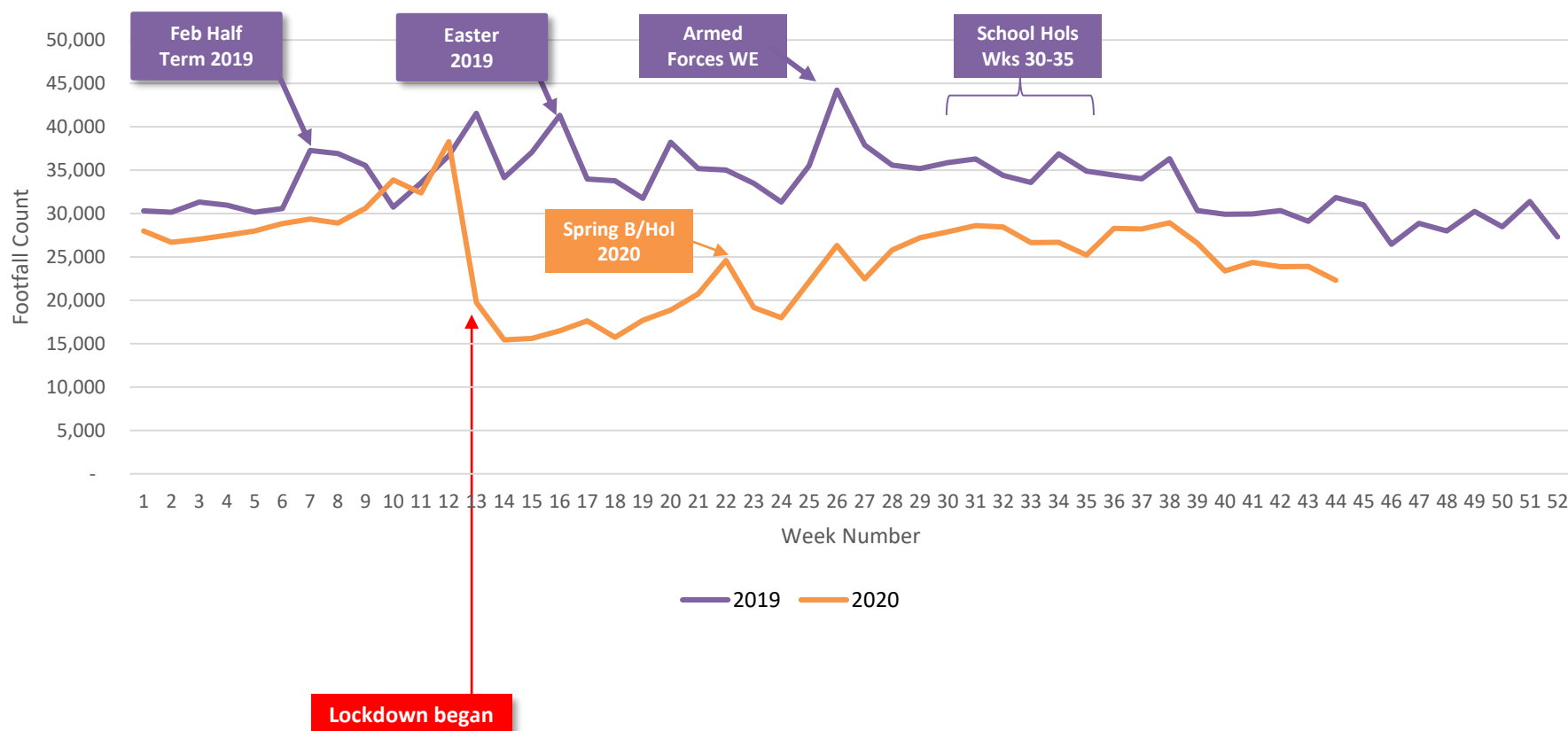
North East Lincolnshire's Football Data



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St Peter's Avenue, Cleethorpes

Weekly Football Data

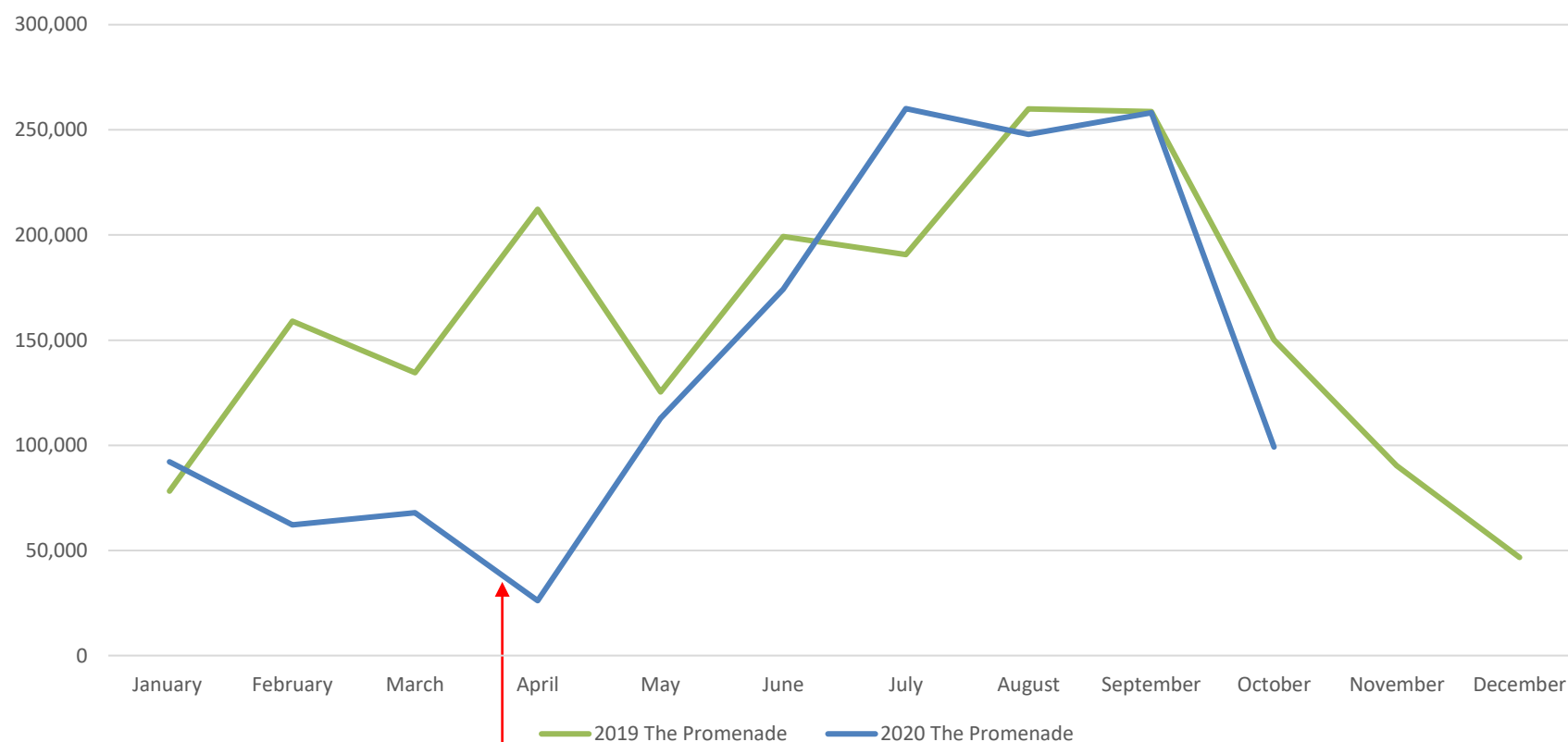


North East Lincolnshire's Football Data



Central Prom, Cleethorpes

Monthly Football Data



Lockdown began

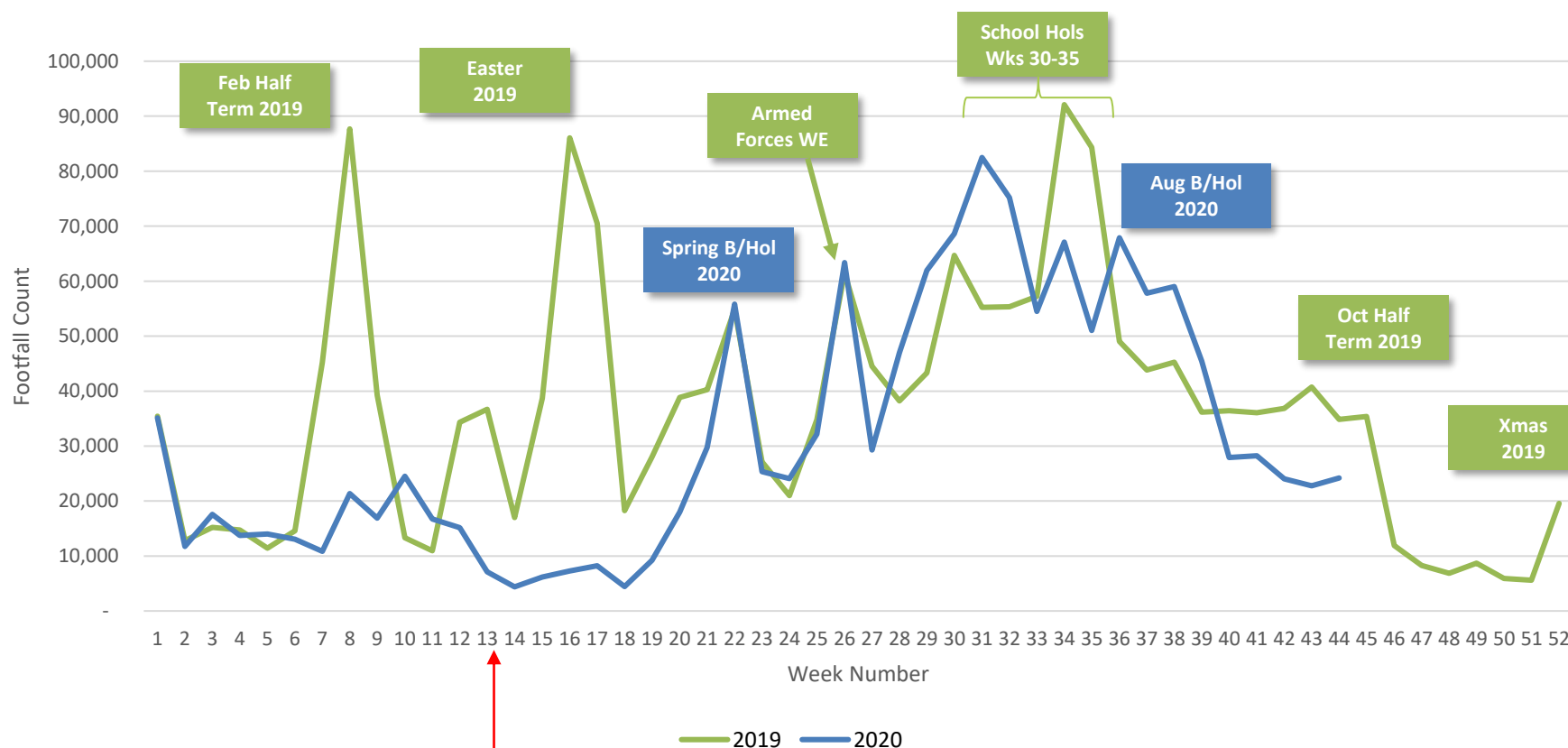
North East Lincolnshire's Football Data



DISCOVER
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Central Prom, Cleethorpes

Weekly Football Data



Lockdown began

Note: Feb half term in 2019 was a really good week weather-wise (15 degrees and sunny) hence the spike in footfall – over 87,000 recorded on the Prom.