

Scrutiny Briefing Note

The TVE Panel have asked to monitor progress on the following key objectives. This briefing contains the latest position regarding the Tourism Action Plan 2022, including what is coming up for the new tourism season, as at 10th March 2022.

Subject: Tourism Action Plan

1.0 Background

As we look forward to the 2022 tourism season, this briefing note outlines what the objectives are and what activities and events are planned to help achieve these.

2.0 Tourism Objectives and Key Areas of Activity

Objective: To increase overnight visitor numbers.

Pre-pandemic, the 2019 North East Lincolnshire (NEL) Scarborough Tourism Economic Assessment Monitor (STEAM) report showed that only 6% of visitors stayed over in the area and to generate more visitor spend in the local economy it is a priority to increase this figure.

Funded through the Welcome Back Fund, the team has devised an out of area marketing campaign called 'More than just a Daytrip', to encourage visitors to stay overnight or longer in NEL. The target areas cover Doncaster, Barnsley, Rotherham, Nottingham and Derby, and the activities include radio advertising, bus stop and press adverts. The funding is also being used to create a drone filmed tourism video to highlight the wide range of attractions and activities on offer in Cleethorpes – promoting 'Something for Everyone'.

Working closely with consultants Hemingway Design Ltd and GL Hearn, and following extensive public consultation, the Council has produced a strategic Masterplan for Cleethorpes. Having analysed the responses and feedback from over 2,700 people who were consulted, the document focuses on 4 character areas (North Promenade / Central Promenade / Town centre / South Beach) and has established a vision for Cleethorpes to be, Enterprising, Social, Healthy, Inclusive & Welcoming, Progressive and Distinct. A range of concept projects are proposed for the resort which, as they are brought forward, will create opportunities to further enhance the tourism offer and potentially increase accommodation capacity etc.

An example of a product offer which includes overnight stays, is the Cycle Lincolnshire project. The new Cycle Charter will allow businesses to undertake 3 online modules that will take them through the requisites of being a cycle friendly business. The business then completes a Cycle Charter to verify that they have certain criteria in place (such as cycle storage, repair kits, cycle washing facilities, offer packed lunches etc). Once approved, they'll be given a sticker for their premises window, a digital logo for their website and they will be highlighted on the Cycle Lincolnshire website.

A small fund has been allocated from the Department for Transport's Capability Fund to enable accommodation owners to put in some secure cycle storage. It is a £20k allocation with a



maximum £5k per business (to be allocated by the end of March 2022). A couple of larger, local hotels have already signed up and will also undertake the Cycle Charter.

A new route is being finalised for NEL which will be featured on the Cycle Lincolnshire website and the travel trade will be targeted to encourage new bookings to the area.

Objective: To raise awareness of NEL as a visitor destination.

The visitor destination website for NEL, www.discovernortheastlincolnshire.co.uk, features all the things to do in the area. The 'Inspire me' section, suggests different ideas and itineraries including: More than just a Daytrip; Spring flowers; and nature and outdoors. Our social media channels are growing their respective followings and where possible a wide cross section of businesses and attractions are featured, to help encourage visitors and local people to visit them.

The new NEL Visitor Guide for 2022-23 will be distributed throughout Greater Lincolnshire and outside the area. A 'What's On' guide will also be produced to promote the events and activities taking place in the Meridian Showground and throughout the borough.

Objective: To extend the traditional tourism season.

The delivery of year-round local events and activities is critical in attracting local and visiting audiences, generating footfall, and encouraging more people to spend locally, which in turn supports the recovery of the retail and tourism sectors. The Meridian Showground has events booked with third party organisers throughout the season (as detailed at Appendix 1) and some new events have taken place across the borough to extend the season, supported by the 'Welcome Back Fund'. These included the 'Love Grimsby', 'Love Cleethorpes' and 'Love Immingham' events, which achieved the following outcomes:

- Increased footfall in key retail and tourism areas.
- Encouraged people to buy local.
- Extended out of season activity (delivered in February).

The Grimsby Creates Creative Programme, which is a major programme of events and activities, utilises key town centre space and heritage assets to celebrate Grimsby's heritage in new, exciting and innovative ways. The events programme aims to engage Grimsby's residents and encourage them to be proud of their shared heritage, look forward and participate and enjoy creativity and culture, contributing to the social and economic prosperity for Greater Lincolnshire.

There will continue to be a focus on health and well-being and outdoor activities using a variety of public spaces across the borough. Activities include the Lincolnshire Wolds Outdoor Festival which will help to showcase and encourage participation in NEL's wide range of outdoor activities and entice people from outside our area to visit and stay. Through the Love Exploring App, which uses augmented reality, trails have been established in well-known public places such as Pier Gardens, Cleethorpes Country Park and Weelsby Woods. Encouraging outdoor activities, exercise and an opportunity learn about the area, these trails include the Cleethorpes Dinosaur Safari, the Winter Fairy Trail, and a Space Walk.

Objective: To support tourism businesses to grow and create sustainable jobs.

During the pandemic it was possible to build good communication channels with local tourism businesses, by providing regular updates and Government COVID information to support



businesses' recovery wherever possible. As a snapshot, the following figures for the most recent Omicron grants show what has been distributed to visitor economy businesses:

40 Indoor leisure = £134,340
292 Hotels and catering = £1,096,066
175 Holiday accommodation and restaurants = £713,374

Objective: Have a clear vision for the future development and regeneration of the resort.
The Masterplan comes at a time when there are greater opportunities for British coastal resorts than there have been for over 50 years. With its wealth of assets, Cleethorpes can be at the forefront of this renaissance of the British coastal resort. The objective of the Masterplan is to guide and encourage development, both private and public, over the next 10 years to maximise the opportunities for economic growth, supporting the tourism and visitor economy.

Luminations on the North Promenade, funded by Coastal Communities funding, secured by CoastNEL and supported by the Council, has now been launched. Along with the shutter artwork, and the fitness furniture, this 500-metre new public art installation is anticipated to generate higher footfall in this area from the public and visitors. It is an interactive art installation which will be lit from dusk until midnight.

Other Strategic Activities

1. We continue to work with our key tourism partners across Greater Lincolnshire to investigate the possibility of being included in a new Destination Management Organisation, 'Destination Lincolnshire'.
2. During English Tourism Week, which takes place between 18 – 27 March, the Council took part in the Greater Lincolnshire and Rutland Visitor Economy Conference 2022. We had a stand presence which helped to showcase NEL's tourism offer and participated in a regional leaflet swap, including the opportunity to hand out the new Visitor Guide.

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