

# 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 10<sup>th</sup> September 2021.

## 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).

The slides attached with this briefing note feature the Tourism Dashboard which presents information from the 2020 STEAM report, including the main economic statistics. All information presented needs to be set against the context of the pandemic and the resulting closure of most attractions and venues during lockdown periods which severely impacted the local tourism sector. Other slides show data relating to footfall in Grimsby and Cleethorpes during 2020 versus 2019 and up to July 2021.

### 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 and reveals trends which help highlight areas of growth or in need of support. 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. The STEAM model is used by many Destination Management Organisations and Local Authorities, including Lincolnshire County Council and district Councils in the Greater Lincolnshire area.

Appendix 1, Slide 1 outlines the three periods of lockdown and the gradual reopening on each occasion. There was significant impact on the tourism and hospitality sector during the traditional summer season, but also on the lead up to the Christmas 2020. Slide 2 shows that a total of £61m grant funding was paid out to businesses in North East Lincolnshire, with an additional £891K Assisted Restrictions Grant to be administered as a capital growth scheme over the next few months. Slide 3 highlights how many people have been on furlough in North East Lincolnshire, July 2020 versus July 2021, with the scheme set to come to an end on 30 September 2021.

Slides 4 and 5 present the key tourism data comparisons for 2019 vs 2020 and clearly demonstrate the significant impact of COVID and the lockdowns, despite the Government grants and assistance which were administered over the period.

- Economic impact (-51.9%)
- Visitor numbers (-54.6%)
- Total visitor days and nights (-54.2%)

Slide 6 highlights some local data, such as attraction/event numbers including Immingham Museum, Grimsby Fishing Heritage Centre, Time Trap, Auditorium and Leisure Centres (the last are managed by Lincs Inspire). This slide reflects the fact that during 2020 many attractions and venues closed for large parts of the year and the majority of events had to be cancelled.

In terms of qualitative information, although it was not possible to gather any feedback from visitors during 2020 some survey work has been carried out during the summer which will be reported on in the future.



## **Footfall in Grimsby and Cleethorpes during 2020**

The monthly measurement of footfall in an area is a standard measurement of 'visitor' numbers and is useful in highlighting general trends. Slides 7 and 8 which show 2019 vs 2020 footfall figures in Grimsby and Cleethorpes and figures up to July 2021 are also included. There are two counters in Cleethorpes, one outside the Thomson holiday shop near Boots on St Peter's Avenue and a second counter is located on the seafront outside the entrance to the Pier. The Grimsby counter is located on the intersection outside McDonalds and the entrance to Freshney Place.

The 2021 promenade figures show a good recovery of footfall and an improvement on the 2019 figures, which supports the feedback from the resort team about how busy the resort has been this year. The high street areas of Victoria Street, Grimsby and St Peter's Avenue, Cleethorpes can be seen to be improving against 2020, but are not yet back to the 2019 footfall levels.

## **Support for Tourism Businesses and Recovery Plans**

The tourism team continues to focus on the key strategic tourism objectives for the area including:

- **Raising awareness of North East Lincolnshire as a visitor destination.**

The recently launched visitor destination website for North East Lincolnshire ([www.discovernortheastlincolnshire.co.uk](http://www.discovernortheastlincolnshire.co.uk)) continues to be developed, with a second phase currently being worked on to feature hospitality, food and drink venues in the borough. Through the 'Inspire me' section, different ideas and itineraries are suggested including: top ten tips to discover; family fun; and nature and outdoors. All associated social media channels are rapidly 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.

- **Supporting tourism businesses to enable them 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 and provide businesses with support to aid their recovery wherever possible.

During July and August 2021 alone, the team supported a many tourism businesses. Twenty-six emails have been circulated to tourism and/or retail businesses giving valuable updates from UK Hospitality Association and Visit England, grant information and training opportunities. Over eighty tourism related businesses have been supported with COVID related queries, licencing information, and establishing contact with new businesses and representatives, along with requesting their input into future activities such as social media campaigns and trading opportunities.

- **Extending the traditional tourism season by, offering a year-round events/activities schedule.**

The delivery of local events 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 in for third party organisers through to October 2021 and there are other events planned to take place across the borough on the lead up to Christmas and from January 2022 onwards supported by the 'Welcome Back Fund'.

- **Increasing overnight visitor numbers.**

One initiative that the tourism team is working on with our Lincolnshire partners is the Cycle Lincolnshire project which will result in a new route being created around North East Lincolnshire and to include an overnight stay. Local tourism businesses have been encouraged to participate in a cycle friendly accreditation scheme that is also part of this project. Once they have



undergone some training sessions, they will be able to display a charter that shows they welcome (and are equipped to support) cycling visitors.

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

**by email** [democracy@nelincs.gov.uk](mailto:democracy@nelincs.gov.uk)

**on our website** [www.nelc.gov.uk/council/councillors-democracy-elections-/scrutiny/](http://www.nelc.gov.uk/council/councillors-democracy-elections-/scrutiny/)

**or by post** NELC Scrutiny Team, Municipal Offices, Town Hall Square, GRIMSBY, DN31 1HU.





# 2020 North East Lincolnshire's Visitor Economy

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## **Lockdown 1 23 March 2020**

- 15 June Non-essential retail opened
- 4 July Pubs and restaurants reopened with strict guidelines
- 3 Aug Eat Out to Help Out scheme begins
- 14 Aug Reopening indoor theatres, bowling alleys
- 14 Sept Rule of Six introduced
- 22 Sept 10pm curfew for hospitality introduced

## **Lockdown 2 5 Nov 2020**

- 2 Dec Lockdown ends (return to 3 Tier system)
- 21 Dec Tier 4 restrictions for the UK

## **Lockdown 3 6 Jan 2021**

- 12 Apr All retail reopened
- 17 May Indoor hospitality reopened along with indoor entertainment and attractions
- 21 June Legal limits on social contact end

# 2020 North East Lincolnshire's Visitor Economy

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## **Lockdown 1 23 March 2020**

2 mandatory grant schemes	= £31.4m (2,703 businesses)
1 discretionary grant scheme	= £ 1.6m ( 154 businesses)

## **Lockdown 2 5 Nov 2020**

8 mandatory grant schemes	= £23.6m (1,292 businesses)
*ARG discretionary grant scheme	= £ 4.4m ( 512 businesses)
Wider business support	= £242K

**Total grants paid out to businesses = £61m**

Strand 3 \*ARG, further £891K for new capital growth scheme

(\*NB: Additional Restrictions Grant)

# 2020 North East Lincolnshire's Visitor Economy



## Furlough Scheme

North East Lincolnshire's furlough rates July 2020 vs July 2021 are as follows:

	31-Jul-20	31-Jul-21
North East Lincolnshire Furlough Employment Rates	20,800	2,700

The Government's Furlough Scheme is currently due to end on 30 September and employers will need to decide whether to take back their furloughed workers or make them redundant.

## Grants Awarded in North East Lincolnshire

# 2020 North East Lincolnshire's Visitor Economy



**4.68 million**  
Tourism Visits  
to North East Lincolnshire in 2020

**297,000 visits** were made by visitors **staying in NEL** as part of a holiday or short break, generating **1.498 million nights** in local accommodation

**5.88 million**  
Visitor Days  
and Nights  
generated by  
Visitors in 2020

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

Staying Visitors spent **£27.98 million** on **Local Accommodation**

**4.38 million tourism visits**  
made by **Day Visitors** in 2020

**Day Visits** generated **£193.42 million** for the local economy in 2020 (**down 52.4%**)

In total, **staying visitors** generate a **total economic impact of over £115 million** for local businesses and communities

North East Lincolnshire's visitors supports **3,442 full time equivalent jobs**

A total of **£308.94 million** was generated within the local economy through visitor and tourism business expenditure. The **Shopping and Food and Drink** sectors generated a total of **£132.79 million** of direct economic benefit in 2020

## Trends 2019 vs 2020

**Economic Impact -51.9%**

**Visitor Numbers -54.6%**

**Total Visitor Days and Nights -54.2%**

# 2020

## North East Lincolnshire's Visitor Economy



DISCOVER  
NORTH EAST  
LINCOLNSHIRE



**6%**  
Overnight Stay  
Visitors  
37% of  
expenditure

**£388.55 per trip**

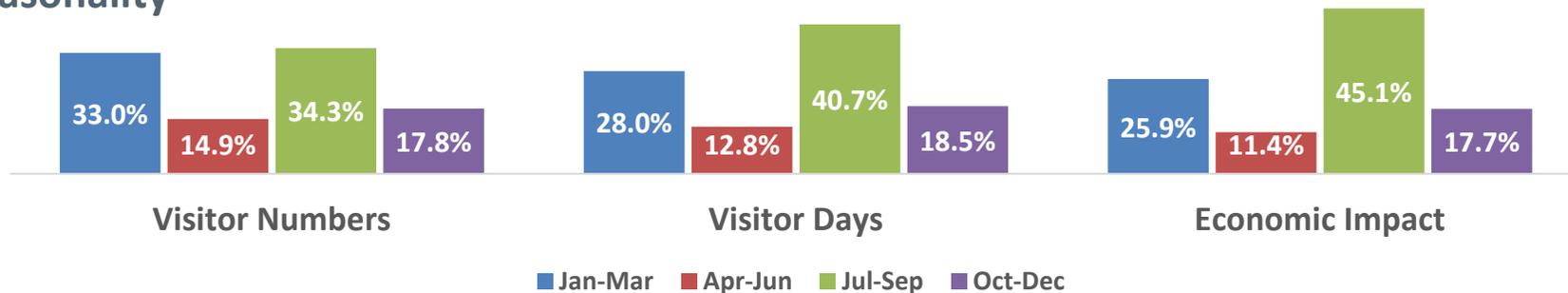


**94%**  
Day Visitors  
63% of  
expenditure

**£44.13 per day**



### Seasonality



Source: Global Tourism Solutions (UK) Ltd – NEL's 2020 STEAM report

Some figures have been rounded to the nearest whole number where relevant.

# North East Lincolnshire's Visitor Economy

## 2020 TOURISM DASHBOARD



**Visitor Numbers during 2020**

**23,065 visitors**  
[2019 : 85,212]

**416 visitors**  
[2019 : 2,830]

**12 visitors**  
[2019 : 1,826]

**Grimsby Auditorium**  
**16,848**  
[2019 : 92,542]

**Grimsby Leisure Centre**  
**154,859**  
[2019 : 361,853]

**Cleethorpes Leisure Centre**  
**125,426**  
[2019 : 360,875]

**Immingham Pool**  
**20,198**  
[2019 : 70,676]

**Footfall 2020**

**Grimsby Victoria Street**  
**2,863,002**  
(2019: 4,273,159)

**Cleethorpes The Promenade**  
**1,523,561**  
(2019: 1,905,128)

**Cleethorpes St Peter's Avenue**  
**1,279,215**  
(2019: 1,739,152)

**Train Station Usage**

**Cleethorpes Town Station Train Usage 2019/20**  
274,032 entries/exits made at the station (296,002 for 2018/19)

**Grimsby Town Station Train Usage 2019/20**  
432,356 entries/exits made at the station (456,768 for 2018/19)

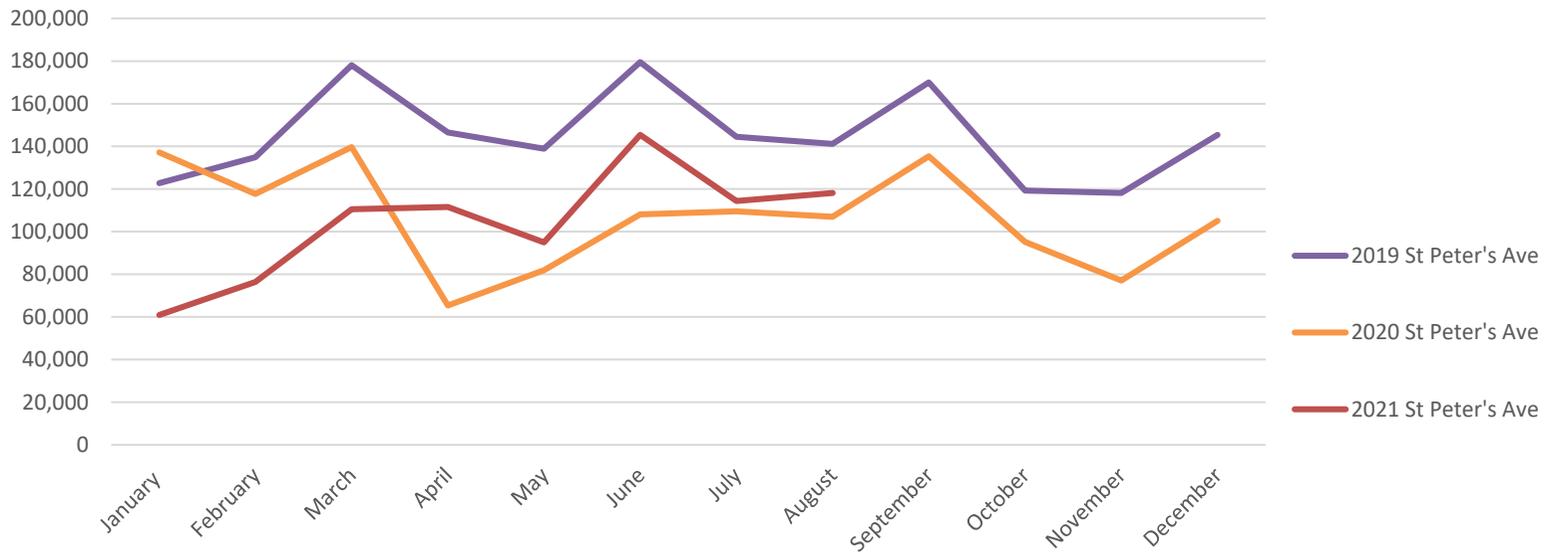
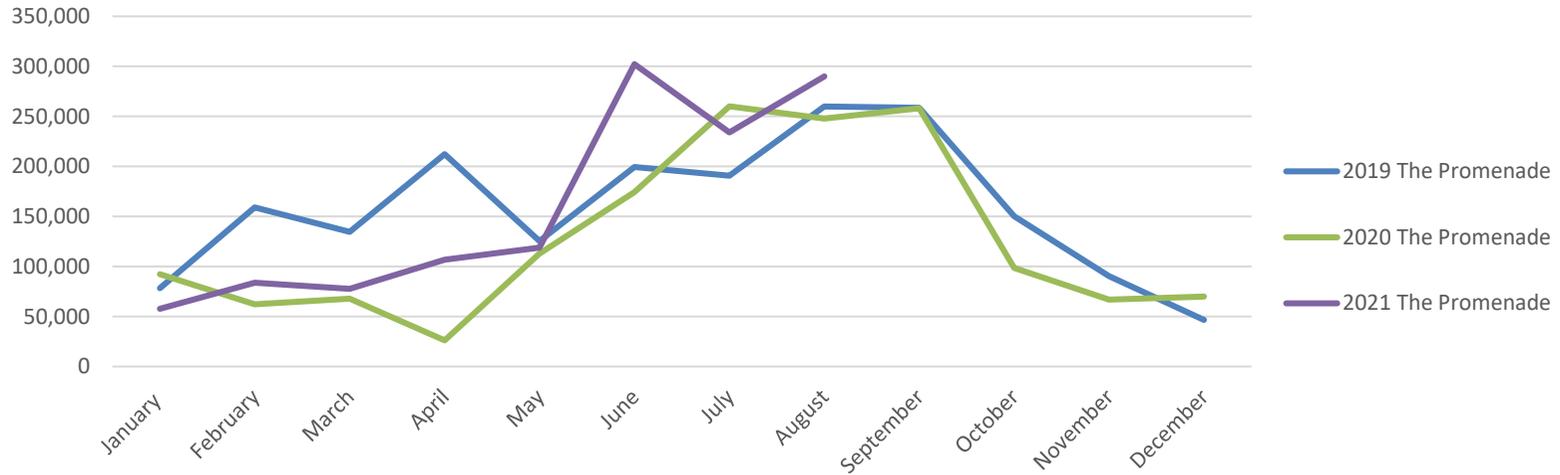
Source: Attractions, Springboard Footfall counters and Rail Data Portal

# North East Lincolnshire's Visitor Economy

## 2020 FOOTFALL - Cleethorpes



DISCOVER  
NORTH EAST  
LINCOLNSHIRE



# North East Lincolnshire's Visitor Economy

## 2020 FOOTFALL - Grimsby

