

NORTH LINCOLNSHIRE COUNCIL

CABINET

THE PROMOTION OF TOURISM IN NORTH LINCOLNSHIRE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1. To consider and approve the Promotion of Tourism in North Lincolnshire Action Plan.

2. BACKGROUND INFORMATION

- 2.1 At the Cabinet meeting held on 31 March 2015, a report by the Places Scrutiny Panel in relation to the Promotion of Tourism in North Lincolnshire was considered and approved. Cabinet asked officers to prepare an action plan in response to the recommendations contained in the Scrutiny Panel report. The report in question considered the following issues:
- existing nature of tourism in North Lincolnshire
 - existing strategies and resources for marketing tourism
 - potential for increasing tourism in North Lincolnshire
 - the role of the council in delivering regional tourism strategies.
- 2.3 Officers have now completed work on an action plan as requested. The plan is attached to this report as Appendix A for consideration by Cabinet. It includes additional actions to support the recommendations of the Scrutiny Panel.
- 2.4 Visitor numbers at a number of Council venues have increased this year as a result of investment and promotion activities. Examples include:
- 2.4.1 Normanby Hall has seen visitor numbers increased three-fold in August 2015, following investment by the council in the splash pad and petting zoo. Over 84,000 visitors attended compared to 30,000 in August 2014.
- 2.4.2 Waters' Edge Visitor Centre experienced an unprecedented increase in visitor numbers during August 2015, with 7,860 more visits than the previous year. This results from the growing popularity of its facebook page, repeat visitors who come back following attendance at an event and special events such as a classic car rally.

3. OPTIONS FOR CONSIDERATION

3.1 That Cabinet approves the action plan attached as Appendix A to this report.

4. ANALYSIS OF OPTIONS

4.1 The Action Plan addresses the recommendations in the Scrutiny report. It also identifies a number of key additional actions to improve the promotion of tourism in North Lincolnshire.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 Most of the actions in the report will be delivered through existing resources and budgets. Any requirement for additional resource will be considered as part of future reports for consideration by the Cabinet Member for Regeneration and Devolution.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 The Places Scrutiny Panel reviewed the attached action plan at their meeting held on 9 September 2015. They endorsed the plan without suggesting the need to make any changes.

8. RECOMMENDATIONS

8.1 That Cabinet approves the action plan attached as Appendix A to this report.

DIRECTOR OF PLACES

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Date: 1 September 2015

Background Papers used in the preparation of this report:

- Cabinet report – The Promotion of Tourism in North Lincolnshire – Report of the Places Scrutiny Panel – 31st March 2015

Appendix A

ACTION PLAN – PROMOTION OF TOURISM IN NORTH LINCOLNSHIRE

(Based on Places Scrutiny Panel recommendations)

SCRUTINY RECOMMENDATIONS		ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATES
1.	The panel notes that the www.visitnorthlincolnshire.com website is currently being redesigned. However, with the tourism season almost upon us, its completion and more importantly its launch and subsequent promotion must be a priority.	<ul style="list-style-type: none"> The website was live in early May for testing and problem solving. Weekly reviews and updates made. Regular usage monitoring 	<p>Policy and Intelligence Team</p> <p>Tourism Management Team</p> <p>Policy and Intelligence Team</p>	<p>May 2015</p> <p>Weekly</p> <p>Quarterly</p> <p>(Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p>
2.	The panel expect the new 'VisitNorthLincolnshire' website to be fully interactive, allowing the user to benefit from on-line services.	<ul style="list-style-type: none"> Front page of the new site is an interactive map to locate attractions and accommodation. Interactive links established to other websites for ease of access to tourism information. E-mail enquiries go directly to the Tourist Information Centre in Brigg with daily monitoring Development of on-line booking system for North Lincolnshire accommodation providers 	<p>Policy and Intelligence Team</p> <p>Policy and Intelligence Team</p> <p>Tourist Information Team</p> <p>Tourism Management Team</p>	<p>Delivered May 2015</p> <p>Delivered May 2015</p> <p>Delivered May 2015</p> <p>March 2016</p>

SCRUTINY RECOMMENDATIONS		ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATES
		<ul style="list-style-type: none"> Develop "Create a Brochure On-line" facility 	Tourism Management Team	March 2016
3.	Once the new website goes live, members would like council officers to attend a scrutiny panel meeting to demonstrate the improvement made to the site	<ul style="list-style-type: none"> A presentation of the new site will be made at the next scrutiny panel meeting 	Tourism Management Team	January 2016
4.	Whilst the Panel welcomes the numerous twitter accounts that are available for visitors to obtain information on North Lincolnshire's events and attractions, the Panel recommends that having just one generic tourism twitter account would, in the Panel's opinion, make it simpler for the visitor to obtain the information they require.	<ul style="list-style-type: none"> A social media account has been applied for. We are awaiting the decision on this. There will be a dedicated member of staff (and reserve) responsible for daily updates. 	Tourism Management Team Tourism Management Team	August 2015 Daily (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)
5.	The Panel recommends that the council and partners to, wherever possible, proactively source external funding to develop tourism facilities in the area. It would be an advantage, for example for the council to be able to offer small grants to accommodation providers to create/improve their facilities.	<ul style="list-style-type: none"> Investigations are being made through the 2014-2020 Northern Lincolnshire RDPE LEADER Programme to submit an application for a "tourism grant scheme" particularly for accommodation providers. Develop Tourism Business Support "workpath" to ensure that tourism businesses can access business support through the Growth Hub Adviser and other business support opportunities. 	Tourism Management Team Tourism/Growth Hub Teams	March 2016 September 2015

SCRUTINY RECOMMENDATIONS	ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATES
		Tourism Management /Tourist Information/ Funding Support Teams	November 2016
6.	<p>The Panel notes the expansion to the Nightel Hotel and the development of the Hilton Hotel accommodation that will shortly be built at Humberside International Airport. However, the Panel recommends that the council and its partners proactively seek the establishment of at least one additional 4* hotel, although other levels of accommodation would be welcome as well.</p>	<ul style="list-style-type: none"> • Review and update the Hotel Accommodation Study that was undertaken in 2009. • Develop local accommodation quality scheme to increase number of accommodation providers within the Tourism Guide • Work with existing accommodation providers on improvements and new developments. • Work with newly opened establishments on seeking Visit England Quality Inspection eg Cleatham Hall and Hilton Hotel. • Review caravan and camping provision to identify further sites particularly council owned to increase the number of pitches. 	<p>Tourism Management Team</p> <p>Tourist Information Team</p> <p>Tourist Information Team</p> <p>Tourist Information Team</p> <p>Tourism Management Team</p> <p>October 2015</p> <p>December 2015</p> <p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p> <p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p> <p>January 2016</p>

SCRUTINY RECOMMENDATIONS		ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATES
7.	The Panel heard evidence that many people involved in the tourism sector have low levels of IT skills. Training in this has been offered by the council in the past but with limited take up. Therefore, the Panel would like to see this training provision being offered to all employees in the tourism sector. In addition, Customer Care training is needed if the area is to meet the expectations of our customers.	<ul style="list-style-type: none"> Promote access to digital and IT training across the tourism sector. Invest in "Train the Trainer" for key tourism staff to deliver local training for tourism businesses (including Welcome Host) Deliver Welcome Host training Promote Visit England Training Package for tourism businesses 	<p>Tourist Information Team</p> <p>Tourism Management Team</p> <p>Tourism Management Team</p> <p>Tourist Information Team</p>	<p>September 2016</p> <p>March 2016</p> <p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p> <p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p>
8.	North Lincolnshire has clearly demonstrated that it can attract 'large' scale events to the area, namely the Tour of Britain and the Olympic Torch Relay. Members would therefore expect that the council proactively seeks similar sized events to be held in North Lincolnshire.	<ul style="list-style-type: none"> Attendance at key events/conferences to identify potential major events (eg European Tourism & Sports Summit/Town Centre Events Conference). Meet with Sport England to identify and bid to hold major sporting events in this area. Ensure major events (eg tourism and sporting events) are integrated into the Lincolnshire Lakes project. 	<p>Tourism Management Team</p> <p>Head of Economic Growth/Tourism Management Team</p> <p>Tourism Management Team</p>	<p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p> <p>December 2015</p> <p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p>

SCRUTINY RECOMMENDATIONS		ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATES
		<ul style="list-style-type: none"> Continue to work with and support existing event organisers (eg Brigg Bomber and other sports related events) to build on local capability to hold larger events. Develop Annual Major Events Programme 	<p>Tourism Management Team</p> <p>Tourism Management Team</p>	<p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p> <p>Annual (Feb 2016)</p>

ADDITIONAL ACTIONS ARISING FROM REPORT		ACTION(S) TO BE TAKEN	LEAD RESPONSIBILITY	TARGET DATES
9	Members were concerned to hear that there was not currently a Tourism Strategy in place for the ongoing development of the visitor economy in the area. However, it was gratifying to hear that plans are in place to develop these, but this should be actioned as a matter of urgency.	<ul style="list-style-type: none"> Review of the previous Tourism Strategy 2004-2007. Tourism within North Lincolnshire to be incorporated into the wider Regeneration Strategy. 	<p>Tourism Management Team</p> <p>Policy and Intelligence Team</p>	<p>November 2015</p> <p>Autumn 2015</p>
10.	The council, alongside partners, must decide on North Lincolnshire's marketing strategy. The fact that the area was previously in a sort of 'no man's land' – geographically part of Lincolnshire, but administratively part of Yorkshire had understandably presented some problems in the past. This needs to be addressed.	<ul style="list-style-type: none"> Develop an annual Tourism Marketing and Communications Plan Promote tourism as a key strand for North Lincolnshire with the Greater Lincolnshire Local Enterprise Partnership (LEP) and the Humber LEP Review and rebrand North Lincolnshire Tourism 	<p>Tourism Management Team</p> <p>Divisional Management Team</p> <p>Tourism Management/Policy & Intelligence Teams</p>	<p>Annual (Feb 2016)</p> <p>Ongoing (Review Dates: Dec 15/Mar 16/ Jun 16/Sept 16)</p> <p>December 2015</p>

11.	Members heard that some visitor information boards in North Lincolnshire need to be updated to include relevant, timely material. This should be undertaken and monitored on a regular basis.	<ul style="list-style-type: none"> • Complete annual audit of information boards (partially complete) • Rolling programme of replacement/updating to be reviewed on an annual basis 	Tourism Management Team	October 2015
12	Develop new products for Destination Marketing particularly for the Group Travel Sector	<ul style="list-style-type: none"> • Develop Packages (eg themed, event based, itineraries) for the Group Travel Market • Attend exhibitions and events to promote packages (eg Group Leisure and Travel Show) • Develop themed weekend/activity information and develop into “interactive packages” on the web site 	<p>Tourism Management Team</p> <p>Tourism Management Team</p> <p>Tourism Management Team</p>	<p>October 2015</p> <p>October 2015/ Ongoing</p> <p>December 2015</p>
13	Identify opportunities for the development of new tourist attractions	<ul style="list-style-type: none"> • Work with the private sector to support the creation of new visitor attractions • Work with other Council Directorates/Divisions to develop new tourist facilities 	<p>Tourism Management Team</p> <p>Divisional Management Team</p>	<p>December 2015</p> <p>December 2015</p>