

43 ACHIEVING ADDED VALUE FOR TOURISM AND BUSINESS FROM COASTAL MANAGEMENT

The Committee received a report on the review of progress on developing a long term plan for promoting tourism and environmental protection in the context of investing in coastal management.

Officers stated that coastal management and economic development were key elements to developing the Lincolnshire Coastal Country Park area and that there was a need to find out who visited and the type of visitors that needed to be attracted to the area.

Comments made by the Committee and the responses of officers, where appropriate, included:-

- The importance of having a brand for the area and the "Wild Atlantic Way" on the west coast of Ireland was given as an example.
- The origin of visitors to the coast could be better understood and the Council needed to work with East Lindsey District Council's Tourist Office in connection with branding. Officers agreed to submit a report to the next meeting of the Committee on visitors to Lincolnshire.
- The Coastal Country Park needed to be publicised alongside the current publicity for Skegness and Lincoln
- The location of the Lincolnshire Coastal Country Park needed to be made clearer.
- A bus service was required to take tourists to and around the area. Officers agreed that one of the key elements was access within the Park. The Lincolnshire Wolds and the English Coastal Footpath, when completed, were important attractions for visitors.
- A recent successful event about Lincolnshire's aviation heritage had been held at Stoke Rochford Hall and bus companies had been invited. Officers agreed to discuss bringing more visitors into Lincolnshire with the national bus companies. A bus link to Butlins was suggested and that there were over 40,000 caravans on the east coast.
- Officers stated that car parking would be addressed in the strategy for the area.

- There was a need to make the coastline more appealing to visitors.
- The holiday season on the coast should be extended to the end of November.
- The quality and quantity of hostelrys for visitors to the coast needed to be improved.
- Officers stated that they would require the help of Members to implement the recommendations in the report.
- Frampton Marsh was an important destination for bird watchers.
- Officers agreed to invite the Council's PR contractor to the next meeting if he was available. East Lindsey District Council's Tourism office would be invited to make a presentation to a future meeting.
- Visitors were now more transient and therefore Lincolnshire Coastal Country Park should be seen as part of the tourist trail on the east coast of England.

RESOLVED

- (a) That the comments made by the Committee, and the responses of officers, be noted.
- (b) That the range of activities and priorities for action identified in the report be endorsed, subject to priority 3 being amended to read – "Establish a marketing strategy for the area, building on the area's natural and heritage strengths. This strategy should include signage and branding, and it should be used to attract independent visitors and those following coach tour itineraries".
- (c) That officers have discussions with the national bus companies about attracting more visitors to Lincolnshire.
- (d) That the World Travel Market's representative be invited to make a presentation on their role to the next meeting.
- (e) That the East Lincolnshire District Council's Tourist office be invited to make a presentation on their role to a future meeting of the Committee.