

EAST LINDSEY DISTRICT COUNCIL EXECUTIVE DECISION NOTICE

1. Decision to be taken:
For the Council to host the appointment of a new fixed term, part time project officer post to progress the feasibility of developing and delivering a fully funded and sustainable annual Wolds Outdoor Festival programme from 2021.
2. This is a:

PORTFOLIO HOLDER SUPPORTED OFFICER DECISION

Note: This form should not be used for Key Decisions.
3. The following is the decision making body or person:
Neil Cucksey after consultation with Economic Development Manager, Lead Tourism Officer, Magna Vitae, Lincolnshire Wolds Walking Festival Steering Group
4. Financial implications from this decision have been communicated to the Portfolio Holder for Finance and the Leader? YES
5. The decision was taken on: _____ 18 October 2019 _____
Note: - the above date to be completed by Democratic Services upon publication.
6. Contact Officer and details:
Neil Cucksey
Assistant Director for Property, Business and Growth.
East Lindsey District Council
Tedder Hall, Manby Park, Manby, Louth, Lincolnshire, LN11 8UP
Tel: 01507 613223 (ext: 3223) Mob: 07917 651566
E-mail: Neil.Cucksey@e-lindsey.gov.uk
7. List of documents submitted for consideration in relation to the matter in respect of which the decision is to be made :
Review of Lincolnshire Wolds Walking Festival
Lincolnshire Wolds Walking Festival Steering Group Terms of Reference
8. Where the documents are held and where they can be obtained from (except exempt items) when they become available:
P:\Tourism\Lincolnshire Wolds\Outdoors Festival on shared Promotion\$ drive

Decision Notice Form (ExD2)

9. The reason for the decision and other alternative options considered and rejected:

The Wolds Walking Festival has experienced dwindling participation rates over recent years. Heritage Lincolnshire (as the current lead delivery partner) has subsequently provided notice to the steering group that they are unable to continue with their current hosting arrangements beyond this year. As such, the event held in May this year is scheduled to be the last in its current format. This provides an opportunity for local partners to consider alternative delivery models and arrangements in future years.

The current steering group for the Wolds Walking Festival has agreed that the Walking Festival should be evolved and rebranded into a new Lincolnshire Wolds Outdoors Festival. The festival will support local businesses, increase participation in outdoor leisure activities and showcase all the area has to offer in terms of sports, recreation, exploration, discovery and fun'. In order for this to happen, a new lead partner would be required to host the next stage feasibility and design stage works through the appointment of a dedicated, fixed term project officer. However, none of the other steering group partners are able to commit to leading on the development of a future event at this time, due to pending operational reviews and a lack of certainty over their ongoing structures, resources and capacity.

The estimated costs for a fixed term, part time appointment are estimated at £30K for an 18 month contract. Based on existing steering group partner contributions £29,500 is currently committed from external partners towards the next stage development. Walking would remain a theme within the new festival programme, but an outdoors festival would also provide an opportunity to broaden the remit to promote a much wider range of leisure activities, sporting venues and audience participation in the Lincolnshire Wolds. It will also link with the Council's work with other partners and local businesses to promote the Lincolnshire Wolds as a flagship visitor destination for active outdoor leisure activities.

It is therefore recommended that a part-time officer is recruited by the District Council to explore the feasibility, design of a new Lincolnshire Wolds Outdoors Festival. It is proposed that the post would be hosted within the Economic Growth Directorate, and directly supervised by the Lead Tourism Officer. Officers have spoken to Magana Vitae (MV) colleagues regarding the possibility of them taking the lead on this festival, however this is not something they are able to take the lead on, on behalf of the Steering Group. The Council will continue to work with MV on the arts and culture element of the festival.

10. Declaration of any conflicts of interest of the decision making body or the individual:
None
11. Provide a note of any subsequent dispensations granted by the Head of Paid service:
None

12. Financial Implications of this Decision:-

Estimated cost:- Estimate of £500 from Tourism Base budget required to complete the funding package required

Funded from:- 45100-GRGP-2026-000

N.B. Please enter names below, signatures will be retained as a hard copy and will not be published therefore should be provided on page 3 of this form:

13. This decision has been signed off by:

Head of Paid Service/S151 Officer or person presiding
(Rob Barlow – signatures should be provided overleaf on page 3)

Officer **(Neil Cucksey)**:

Portfolio Holder **(Adam Grist)**:
