

EAST LINDSEY DISTRICT COUNCIL EXECUTIVE DECISION NOTICE

1. Decision to be taken:

To commission Blue Sail to provide the Council with a new Destination Strategy that will set out future priorities for supporting the growth of the visitor economy across East Lindsey.

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, Assistant Director (Property, Business & Growth)

after consultation with

Executive Director (Growth), Head of Organizational Development,
Economic Development Manager, Lead Tourism Officer

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 :

Tender Specification
Fee Proposal

8. Where the documents are held and where they can be obtained from (except exempt items) when they become available:

Decision Notice Form (ExD2)

Shared file store (P:) - Promotions\$/Tourism/Tourism Destination Strategy

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

The Council needs its consultant to prepare a coherent, comprehensive and overarching strategy to develop the visitor economy in East Lindsey, the object being to maximise visitor spend for the benefit of the local economy and local people. The strategy will be prepared in consultation with key partners, especially the BID, and a representative sample of destination operators.

This piece of work is intended to enable the Council to better understand the performance and potential of the visitor economy throughout the District and give the Council some very clear and focussed recommendations on how future investment in the visitor economy marketing, product and place should best be targeted to deliver the maximum return on local economic impact and benefit.

It will also run in parallel with the Tourism Sector Deal and Tourism Zone discussions at the Local Enterprise Partnership level and give us a strong evidence base and narrative to reflect our local priorities for future sector support and investment in those emerging discussions and interventions.

The tender specification was tendered for a period of four weeks in August 2019 via the council's electronic procurement portal. This process did not return any suitable bids for evaluation so the commission will now be progressed via a direct appointment under a procurement exemption.

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: £33,225

Funded from: Economic Growth Reserve via Funds use Authorisation to
tourism base budget

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)

Leader/Officer **(Neil Cucksey):**

Portfolio Holder **(Steve Kirk, Adam Grist):**