

East Lindsey Investment Fund Action Plan - Tourism and Events

Assistant Director - Theme Lead

Debbie McLatch

| | | | | Estimated Project Value | |
|---|---|--------------------------|----------------|-------------------------|-------------------------|
| Project Name | Project Description (One Paragraph Maximum) | Lead Service Area | Lead Officer | | Timescales |
| Cultural events and arts engagement | Research, development, delivery and enabling partners to deliver a range of cultural events and vibrant markets across the borough (co-ordination with place team and events delivery team) | Place team | Sam Phillips | £250,000 | April 2025 - March 2027 |
| | Supporting the delivery of art and cultural engagement activities from council assets such as the Colonnade | | | £200,000 | April 2025 - March 2027 |
| Welcoming gateways | Enhancement of car parks and other arrival points to include design, purchase and implementation of wayfinding structures, gateway signage, digital connections and contents, lighting, public art, street furniture etc | Place team | Debbie McLatch | £250,000 | April 2025 - March 2027 |
| Gateway - car park enhancement | Car park enhancement - Skegness | Property and Assets team | Andy Fisher | £1,000,000 | April 2025 - Onwards |
| Tourism - Promotion and communication plan | Creation, maintenance and content generation of websites. Preparation of visitor promotion and communication plan for attracting more visitors to the area all year around and reaching new audiences - working with Destination Lincolnshire | Place team | Debbie McLatch | £150,000 | April 2025 - March 2027 |
| Tourism - Apprentice resource | 2 x place officers (apprentices) to implement actions, liaise with businesses and other stakeholders to deliver destination management plan and visitor promotion and communication plan | Place team | Debbie McLatch | £100,000 | April 2025 - March 2027 |
| Tourism - Social media contents | Preparation and dissemination of social media contents, photography, videos etc | Place team | Karen Edwards | £150,000 | April 2025 - March 2027 |

| | | | | | |
|--------------------------------------|--|----------------------------------|--------------------|-------------------|-------------------------|
| Tourism - Business engagement | Engagement with businesses, networks, expos, meet and greet, leaflet swap – place officers mentioned above can do that. Attending shows and events. Preparing materials – props, leaflets. | Place team | Karen Edwards | £50,000 | April 2025 - March 2027 |
| Wolds visitor centre | Feasibility and business case for investment (working closely with project development and property team) for the establishment of visitor facilities and infrastructure in Wolds. Activities to include the review of destination management plan and Wolds visitor offer, feasibility of sites and locations, proposals for visitor centre and other facilities. | Place team | Karen Edwards | £100,000 | April 2025 - March 2027 |
| Wolds - ancient woodland | Grant funding to Woodland Trust for the purchase, management and preservation of ancient woodland at Harrison Wood | | | £1,000,000 | March 2025 |
| Heritage | Undertake conservation area appraisals, design guidance, enabling works for proactive conservation and enhancement of buildings at risk, support voluntary groups and owners of historic buildings for re-use and a potential shopfront enhancement scheme for market towns | Planning team | Emilie Wales | £250,000 | April 2025 - March 2027 |
| Holiday Caravans | Additional officer support for proactive capaloging, monitoring, enforcing and licencing of holiday caravans as per the scrutiny committee recommendations. Work with partners for a joined up approach to promote safe and sustainable caravan tourism in the area. | Licencing team | Jo Parker | £300,000 | April 2025 - March 2027 |
| Events Programme | To deliver a year round programme of events across various locations in East Lindsey | Communities and Housing Services | Nichola Holderness | £200,000 | April 2025 - March 2027 |
| | | | | | |
| | | | Total | £4,000,000 | |