

AGENDA



- Committee - **JOINT PERFORMANCE MONITORING
PANEL AND POLICY DEVELOPMENT
PANEL**
- Date & Time - Tuesday, 19 May 2026 at 6.30 pm
- Venue - Council Chamber, Council Offices, Priory Road,
Spalding

Membership of the Joint Performance Monitoring Panel and Policy Development Panel:

Councillors: B Alcock, D Ashby, P Barnes, A C Beal, M D Booth, C J T H Brewis, N Chapman, L J Eldridge, M Geaney, R A Gibson, M Hasan, S Hutchinson, J L Reynolds, M Le Sage, I Sheard, J Whitbourn, D J Wilkinson and A R Woolf

Quorum 6.

Persons attending the meeting are requested to turn mobile telephones to silent mode

Democratic Services
Council Offices, Priory Road
Spalding, Lincs PE11 2XE

Date: 11 May 2026

Please ask for Democratic Services: Telephone 01775 764693
e-mail: demservices@sholland.gov.uk

AGENDA

1. Election of Chairman
2. Apologies for absence
3. Declaration of Interests -
Where a Councillor has a Disclosable Pecuniary Interest the Councillor must declare the interest to the meeting and leave the room without participating in any discussion or making a statement on the item, except where a councillor is permitted to remain as a result of a grant of dispensation.
4. South & East Lincolnshire Destination Management Plan - (Pages
To present to members the Destination Management Plan and 3 - 34)
associated Action Plan for 2026 – 2030
5. Any other items which the Chairman decides are urgent



Report To:	Joint Performance Monitoring Panel and Policy Development Panel
Date:	19 May 2026
Subject:	South & East Lincolnshire Destination Management Plan
Purpose:	To present to members the Destination Management Plan and associated Action Plan for 2026 - 2030
Key Decision:	Yes
Portfolio Holder:	Councillor Elizabeth Sneath, Portfolio Holder for Health and Wellbeing, Conservation and Heritage
Report Of:	Maria Cotton, Service Director - Culture & Regeneration
Report Author:	Maria Cotton, Service Director - Culture & Regeneration
Ward(s) Affected:	All
Exempt Report:	No

Summary

The visitor economy is a significant contributor to the South & East Lincolnshire area, supporting jobs, businesses, town centres, cultural organisations and natural assets. The DMP provides the strategic direction, while the Action Plan provides the operational detail required to deliver it.

The DMP sets out:

- a shared vision for a confident, year-round visitor economy
- four strategic priorities
- five thematic pillars
- district-level priorities for Boston, East Lindsey and South Holland

The Action Plan sets out a clear, place-specific programme to strengthen the district's visitor offer, identity and year-round economy. It aligns directly with the South & East Lincolnshire Destination Management Plan (DMP) 2026–2030 and reflects South Holland's distinctiveness as a food-producing, waterways-rich, heritage-led district with strong market towns and rural communities.

The Action Plan focuses on four delivery priorities: Great Places, Quality Experiences, Targeted Marketing and an Engaged & Vibrant Sector. It includes projects such as the Four Towns Four Stories identity programme, food and agritourism development, waterways-based activity, heritage interpretation, cycling and active travel, public realm improvements and the creation of a South Holland visitor brand.

Recommendations

It is recommended that the Joint Performance Monitoring Panel and the Policy Development Panel:

- 1) Provide any feedback for consideration on the SELCP Destination Management Plan
- 2) Provide any feedback for consideration on the SELCP Destination Management Action Plan

Reasons for Recommendations

South Holland has significant potential for growth in food, agritourism, waterways, heritage and market town experiences.

The Action Plan provides a structured, evidence-based programme to strengthen identity, improve quality and grow year-round visitation.

Alignment with the SELCP DMP ensures consistency, shared branding and coordinated investment across the partnership.

Delegated authority ensures agile delivery and responsiveness to emerging opportunities.

A clear Action Plan strengthens the district's position for external funding.

Other Options Considered

Do nothing: Rejected. This would result in fragmented activity, reduced competitiveness and missed opportunities for investment.

Generic SELCP-wide plan only: Rejected. South Holland requires a place-specific programme reflecting its unique assets and opportunities.

Alternative prioritisation: Rejected. The current priorities reflect evidence, stakeholder engagement and alignment with the DMP.

1. Background

- 1.1 The previous DMP expired in 2021 and a revised DMP was being prepared by the Local Visitor Economy Partnership (LVEP)

- 1.2 Following the closure of the former LVEP SELCP have used the engagement work and preparation for the DMP to prepare a fully revised and relevant DMP for the partnership.
- 1.3 This Destination Management Plan (2026–2030) will provide the strategic framework for the visitor economy across Boston, East Lindsey and South Holland.
- 1.4 The associated Action Plan has been developed using the DMP evidence base, stakeholder engagement and local priorities. It aligns with the DMP's four strategic priorities and five thematic pillars.

2. Report

- 2.1 South and East Lincolnshire has a well-established and valuable visitor economy, contributing significantly to local employment, business sustainability and place identity. The area attracts millions of visitors each year, supported by a strong coastline offer, nationally recognised landscapes such as the Lincolnshire Wolds, distinctive market towns and a rich cultural and heritage base.
- 2.2 However, despite these strengths, the current visitor economy is characterised by a number of structural challenges. These include low national profile and brand recognition, a fragmented digital presence, and a heavy reliance on seasonal coastal tourism. This results in uneven economic performance, with significant peaks in demand during summer months and underutilised assets at other times of the year.
- 2.3 At the same time, the external context for tourism is evolving. Visitor expectations are changing, with increasing demand for nature-based experiences, heritage, culture, wellbeing and high-quality, authentic destinations. Competition between places has intensified, and destinations that are able to present a clear identity, joined-up offer and strong digital presence are best positioned to succeed.
- 2.4 In this context, there is a clear need for a coordinated, strategic approach to destination management across Boston, East Lindsey and South Holland. The Destination Management Plan (DMP) responds to this need by establishing a shared vision, priorities and delivery framework for the visitor economy across the South & East Lincolnshire Councils Partnership (SELCP).
- 2.5 The DMP provides a necessary and timely framework to transition South and East Lincolnshire from a collection of strong but largely unconnected tourism assets into a coherent, competitive and year-round destination.
- 2.6 By aligning partners, strengthening the visitor offer, improving place quality and raising the profile of the area, the DMP will support sustainable economic growth, enhance community pride and ensure the visitor economy plays a full role in the wider ambitions of the South & East Lincolnshire Councils Partnership.
- 2.7 The plan sets a clear ambition to grow a year-round visitor economy, reduce seasonality, increase dwell time and strengthen the overall quality and coherence of the offer across the region.

- 2.8 Delivery is organised around four interconnected priorities. Together, these priorities ensure that activity is balanced across place, product, promotion and sector development.
- Great Places – improving the physical environment, infrastructure, accessibility and quality of public realm to enhance the visitor experience.
 - Quality Experiences – developing and enhancing tourism products and experiences that encourage longer stays and repeat visits.
 - Targeted Marketing and Brand Identity – creating a clear and compelling narrative for the area, supported by strong digital performance and coordinated campaigns.
 - A Confident, Connected Sector – strengthening business support, skills, collaboration and governance across the visitor economy.
- 2.9 The DMP identifies five key areas of strength and opportunity which will shape investment and product development. These pillars provide a clear basis for developing a more distinctive, year-round visitor offer and targeting growth markets.
- Sport and active leisure
 - Heritage and culture
 - Nature and outdoor experiences
 - Seaside and family offer
 - Food, drink and local produce
- 2.10 While the plan provides an overarching framework, it also recognises the distinct roles of each of our council areas. This enables delivery to be tailored to local strengths, while supporting cross-district collaboration, shared marketing and joined-up visitor itineraries.
- 2.11 The DMP establishes a clear delivery model, led by SELCP through a structured governance approach, including a Visitor Economy Board and partnership working with businesses and stakeholders. Delivery will be supported through annual action plans, defined roles and responsibilities and coordinated investment and resource alignment.
- 2.12 Progress will be monitored through a robust performance framework, with key indicators including visitor numbers, economic impact, seasonality, digital performance and business engagement. The plan will be reviewed annually to ensure it remains responsive to changing conditions and opportunities.

Implications

South and East Lincolnshire Councils Partnership

Strengthens partnership identity, governance and joint delivery. Supports shared branding, investment and sector development.

Corporate Priorities

The competition aligns strongly with Partnership priorities, including:

- Cultural placemaking and destination development
- Community engagement and participation
- Regeneration of town centres and high streets

- Pride in Place and civic identity
- Economic diversification, including the visitor economy

It complements existing initiatives including Boston 2030, Pride in Place programmes, town centre strategies and cultural development across the Partnership area.

Staffing

Delivery will be led by the Place Directorate, with strategic oversight from the Service Director for Culture & Regeneration.

Following a recent Service Review within Culture and Regeneration a new dedicated post for South Holland has been established and is currently being recruited to, in order to support the delivery the actions within the DMP Action Plan.

Workforce Capacity Implications

Delivery will be coordinated through existing officer capacity. Short-life project teams will be formed as required. No additional staffing is requested at this stage.

Constitutional and Legal Implications

No direct legal implications. Governance arrangements ensure transparency, accountability and compliance with funding requirements. The DMP and Action Plan supports consistent decision-making across districts.

Data Protection

None

Financial

The DMP and Action Plan do not commit new expenditure. Delivery will be supported through existing budgets, external funding and partner contributions. A project pipeline will be used to secure future investment. Major capital projects will be subject to separate business cases.

Risk Management

Over-reliance on Council	Cross-sector leadership and shared ownership
Lack of measurable impact	Defined KPIs and annual reporting
Environmental aims not embedded	Annual sustainability review
Stakeholder confusion	Clear communication

Overall risk level: Low and manageable.

Stakeholder / Consultation / Timescales

Engagement undertaken with businesses, cultural organisations, nature bodies, transport providers and community partners. Feedback has shaped priorities, actions and delivery structures. Further consultation will occur at project level

Reputation

Positive impact expected through stronger identity, improved visitor experience and coordinated marketing.

Contracts

None at this stage

Crime and Disorder

Supports improved perceptions of safety, particularly in town centres and evening economy.

Equality and Diversity / Human Rights / Safeguarding

The Action Plan promotes inclusive access to visitor experiences.

Health and Wellbeing

Supports civic pride, community participation and wellbeing.

Strong positive impact through nature, outdoors, active travel and cultural participation.

Climate Change and Environment Impact Assessment

Strong alignment with sustainable tourism principles.

Nature access, active travel and responsible tourism messaging support environmental objectives.

Environmental assessments will be completed for relevant projects.

Acronyms

DMP – Destination Management Plan

SELCP – South & East Lincolnshire Councils Partnership

LCC – Lincolnshire County Council

EA – Environment Agency

NT – National Trust

RSPB – Royal Society for the Protection of Birds

Appendices

Appendix A: Destination Management Plan (2026–2030)

Appendix B: Action Plan (2026–2030)

Background Papers

None

Chronological History of this Report

None

Report Approval

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Signed off by:

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South & East Lincolnshire Destination Management Plan 2026–2030

1. Introduction

South and East Lincolnshire is not a destination waiting to be discovered. It is a destination ready to be recognised. We have the landscapes, heritage, culture, people and stories. We have the investment, ambition and momentum. We have a clear vision and a united partnership.

What we need now is to bring these strengths together; to tell a clearer story, to develop more year-round experiences, to strengthen our identity and to present our place with confidence. With visitor economy leadership now held within the South & East Lincolnshire Councils Partnership (SELCP), the region has the opportunity to define its direction with confidence and coherence. This Destination Management Plan (DMP) sets out how we will strengthen our identity, deepen our offer and grow a visitor economy that works for residents, businesses and visitors throughout the year.

This plan builds on the qualities that already define our place. It recognises the quiet power of our landscapes, the long horizon of the Fens, the rolling calm of the Wolds, the enduring draw of the coast, and the character of the communities who shape them. It reflects the ambition of our businesses, the creativity of our cultural organisations and the momentum of recent investment across the region.

The development of this DMP has been informed by engagement with stakeholders across Boston, East Lindsey and South Holland. Their insight has shaped a plan that is grounded in lived experience and aligned with the needs and opportunities of our visitor economy. It responds to a changing landscape where visitor expectations are evolving, competition between destinations is increasing and the role of tourism in local identity, wellbeing and economic resilience is more important than ever.

This is not simply a tourism strategy. It is a place strategy that recognises the visitor economy as a driver of economic growth, community pride, cultural vitality and environmental stewardship. It provides a clear framework for strengthening our offer, improving infrastructure, raising our profile and building a confident, connected sector that is ready for the future.

The plan focuses on four strategic priorities: creating great places through improved public realm, accessibility and infrastructure; developing high-quality, distinctive

experiences that extend stays and broaden appeal; strengthening our marketing and brand identity to raise the region's profile; and building a confident, connected sector equipped with the skills, networks and support needed to thrive. These priorities are supported by five thematic pillars — sport, heritage and culture, nature and outdoors, seaside and family experiences, and food, drink and local produce — each offering significant potential to grow year-round visitation and attract new audiences.

Alongside shared priorities, the DMP recognises the distinct identities of Boston, East Lindsey and South Holland. Each area contributes its own character, assets and opportunities, from Boston's global heritage to East Lindsey's coast to Wolds connection to South Holland's market towns and waterways. Together, they form a diverse and compelling destination.

Success will be measured through a clear monitoring and evaluation framework, with KPIs focused on economic impact, visitor numbers, seasonality, digital performance, business engagement and sector development. The plan will be reviewed annually to ensure it remains responsive to changing conditions and emerging opportunities.

2. Vision and Ambition

Our Vision

To be a welcoming, vibrant, year-round destination where people come to experience authentic landscapes, rich heritage, thriving culture and a strong sense of place, and where tourism contributes meaningfully to the economic, social and environmental wellbeing of our communities. This vision is intentionally simple. It captures who we are today and the direction in which we are moving.

Our Ambition

Our ambition is to transform the visitor economy into a powerful driver of prosperity, pride and opportunity. By 2030, we aim to:

1. Grow a thriving, year-round visitor economy

Extend the season, increase overnight stays and attract visitors who value nature, heritage, culture and quality experiences. Reduce reliance on peak-season coastal tourism by strengthening the offer across the Wolds, Fens and market towns.

2. Empower businesses to innovate and succeed

Support businesses to strengthen their marketing, embrace digital tools, respond to emerging trends and reach new audiences. A confident, skilled and connected sector is essential to our success.

3. Build pride and belonging among residents

Ensure communities feel connected to the visitor economy, benefit from its growth and see their stories reflected in our identity.

4. Strengthen our identity and raise our profile

Tell a clearer, more compelling story about who we are, one that resonates with visitors, partners and investors. Ensure marketing is insight-driven, digitally strong and aligned with our brand values.

5. Deliver sustainable, inclusive growth

Champion responsible tourism that protects landscapes, supports local businesses, improves accessibility and contributes to long-term environmental resilience.

What Success Looks Like

By 2030, South and East Lincolnshire will be recognised as:

- a destination of choice for nature, heritage, culture and outdoor experiences
- a place with a strong, confident identity that resonates regionally, nationally and internationally
- a year-round visitor economy with reduced seasonality and increased dwell time
- a collaborative, future-ready sector supported by strong networks, skills and leadership
- a community-centred destination where residents feel proud, engaged and connected
- a place attracting sustained investment, with infrastructure that supports growth and enhances quality of life

3. Our Place

South and East Lincolnshire is a place shaped by land, water and people, a landscape of contrast, character and quiet strength. Its identity is not manufactured; it is lived. It is found in the long horizon of the Fens, the rolling calm of the Wolds, the sweep of the coastline and the steady rhythm of our market towns. It is carried in the stories of our communities, the pride of our volunteers, the ambition of our businesses and the welcome offered by those who call this place home.

This section sets out the essence of our destination: the landscapes that define us, the heritage that grounds us, the nature that surrounds us and the people who give our place its warmth and resilience.

The Coast

Our coastline has welcomed generations of visitors. From the traditional seaside energy of Skegness to the calm of Sutton on Sea and the internationally significant wildlife of the Wash, the coast is both an economic backbone and a place of

memory, belonging and renewal. It is where families return year after year, where nature thrives, and where investment continues to shape a stronger, more resilient future.

The Wolds

The Lincolnshire Wolds National Landscape is one of England's most peaceful rural areas, a place of rolling hills, big skies, walking trails, cycling routes and timeless villages. It offers space, tranquillity and a sense of escape that is increasingly rare and deeply valued. The Wolds connect heritage, nature and outdoor adventure, providing a powerful counterbalance to the energy of the coast.

The Fens

The Fens are a landscape like no other, vast, open, historic and rooted in agricultural heritage. They tell a story of ingenuity, resilience and connection to the land. Their waterways, wildlife and food culture offer rich potential for exploration and discovery. The Fens are a place of quiet drama: expansive skies, straight horizons and a deep sense of place.

Our Market Towns

Boston, Spalding, Louth, Horncastle, Alford, Spilsby and Holbeach each have their own character, history and community spirit. These towns are the heartbeat of our place: centres of culture, commerce, heritage and local identity. Their independent shops, markets, events and architecture offer authentic experiences that complement the coast, Wolds and Fens.

A Place of Heritage and Storytelling

Our heritage is extraordinary. It is written into our buildings, our landscapes, our traditions and our global connections. These stories are not simply history. They are assets, powerful, emotive and full of potential for visitors seeking meaning, connection and authenticity.

- Boston's links to the founding of the United States
- The aviation heritage that shaped the nation
- The legacy of Sir Joseph Banks, Matthew Flinders, Alfred Lord Tennyson and Jean Ingelow
- The agricultural heritage that has fed the nation for generations
- The cultural traditions that bring communities together

A Place of Nature and Discovery

Nature is one of our greatest strengths. Our coastline, wetlands, reserves and countryside attract birdwatchers, walkers, cyclists, families and nature lovers from across the UK and beyond. In a world where people increasingly seek space, tranquillity and connection with nature, our offer is timely and compelling. More importantly, it is not an add-on to our visitor offer; it is central to it.

- The Wash is one of the UK's most important wetland landscapes, with multiple international and national nature conservation designations.
- The Wolds offer some of the best walking and cycling in the country.
- Our reserves, trails and landscapes provide year-round opportunities for exploration, wellbeing and outdoor adventure.

A Place of Warmth and Welcome

What truly sets South and East Lincolnshire apart is its people. Our communities are proud, welcoming and deeply connected to their place. Our businesses — from family-run B&Bs to independent shops, cafés, attractions and producers — are the backbone of our visitor economy. This warmth cannot be manufactured. It is lived — and it is one of our strongest differentiators.

4. The Visitor Economy Today

South and East Lincolnshire's visitor economy is a vital part of our wider economic and cultural landscape. It supports thousands of jobs, sustains hundreds of businesses, drives footfall into our towns and contributes significantly to the identity and vibrancy of our place. To shape a confident future, we must first understand where we stand today, our strengths, our challenges and the opportunities that will define the next chapter.

A Visitor Economy with Strong Foundations

South and East Lincolnshire benefits from a diverse and resilient visitor economy. The area attracts millions of visitors each year, driven by a mix of coastal tourism, nature-based experiences, heritage attractions, events, outdoor activities and loyal repeat visitors.

Key strengths include:

- a nationally significant coastline with strong family appeal
- the Lincolnshire Wolds National Landscape
- internationally important nature reserves
- rich heritage assets

- distinctive market towns
- a loyal visitor base, particularly along the coast
- a growing cultural offer supported by significant investment

These strengths give us a powerful foundation, but they also highlight the need for a more unified, year-round approach to destination management.

Current Performance

Economic Impact

Tourism generates hundreds of millions of pounds in economic value each year, supporting local businesses across accommodation, food and drink, retail, attractions and transport.

Visitor Numbers

East Lindsey attracts the highest volume of visitors, driven by the coast, while Boston also receives substantial visitor numbers and South Holland offers heritage, nature and cultural experiences with clear potential for growth.

2024 East Lindsey

- 4.472 million visitors
- 1.710 million staying visitors
- 2.762 million day visitors
- Spend/economic impact £874.15m
- 6,510 FTEs

2024 Boston

- 1.4 million visitors
- 0.208 million staying visitors
- 1.192m Day visitors
- Spend/economic impact £114.69m
- 889 FTEs

At the time of writing, STEAM data is not yet available for South Holland, but it is expected to be commissioned from 2026/27.

We attract several different markets, visiting for a range of reasons, from a holiday or break at the coast, to walking and cycling, events, sightseeing and exploring our heritage. Visitor needs vary across life stages and group types, including families, couples, friends and extended family groups, and each has different priorities when choosing a destination.

To maximise impact, we will prioritise four key audiences, drawing on VisitEngland's Project Lion segmentation.

Maintenance Markets

These groups form the backbone of current demand and spend.

- Fun in the Sun Families — family-oriented summer holidays centred on beaches, adventure and value.
- Fuss Free Value Seekers — budget-conscious empty nesters seeking familiar, convenient coastal breaks.

Growth Markets

These groups offer the greatest potential for year-round growth.

- Country Loving Traditionalists — mid-income empty nesters seeking countryside, heritage, quality accommodation and independent shops.
- Groups — predominantly 65+, coach-borne visitors seeking convenience, heritage, gardens, markets and events.

These segments help us target our marketing, shape our product development and strengthen our year-round offer.

Strengths, Weaknesses, Opportunities and Challenges

To achieve our ambition to increase visitor numbers and spend, extend dwell time and reduce seasonality, we must prioritise the challenges that constrain growth.

Strengths

- diverse landscapes offering coast, countryside, nature and heritage
- loyal repeat visitors
- rich cultural and heritage assets
- significant recent investment in infrastructure and public realm
- a growing events programme
- a warm, welcoming community identity

Weaknesses

- low national brand awareness
- outdated perceptions of the area
- limited understanding of the full visitor offer
- fragmented digital presence
- reliance on peak-season coastal tourism
- limited sustainable transport options
- inconsistent signage and wayfinding

Opportunities

- growing demand for nature, wellbeing and outdoor experiences
- rising interest in heritage, ancestry and cultural tourism
- expansion of walking and cycling markets
- digital transformation and AI-driven marketing
- international connections, particularly with the USA and Australia
- major anniversaries and cultural milestones
- investment in cultural venues, leisure facilities and public realm

Challenges

- climate-related pressures on coastal and natural environments
- workforce shortages and skills gaps
- transport connectivity and accessibility
- cost-of-living impacts on visitor behaviour
- competition from destinations with stronger national profiles

5. Strategic Priorities

To grow a confident, year-round visitor economy, South and East Lincolnshire must take a coordinated and insight-driven approach to destination management. Our strategic priorities provide the framework for that work. They reflect the needs of our businesses, the expectations of our visitors and the ambitions of our communities.

These four priorities provide a clear, coordinated framework for the next four years. They are interconnected and together set the direction for a visitor economy that is stronger, more resilient and more reflective of the character of our place. They are ambitious but achievable, grounded in evidence and shaped by the voices of our communities and businesses.

Priority 1: Great Places

We will enhance the places that shape the visitor experience — from public realm and signage to transport, culture and natural landscapes. This means improving the fundamentals: how people move, how places feel and how our assets connect. It also means ensuring our towns, coast and countryside are welcoming, accessible and ready for year-round visitation.

Key areas of focus include:

- improving public realm and wayfinding
- enhancing sustainable transport and active travel
- investing in culture, heritage and nature-based assets
- strengthening the quality and coherence of place identity

- supporting infrastructure that enables longer stays

Priority 2: Quality Experiences

We will grow and diversify the experiences that define South and East Lincolnshire, from nature and heritage to sport, food and culture. Our aim is to create experiences that encourage visitors to stay longer, explore more widely and return more often. This includes developing new products, strengthening existing ones and supporting businesses to innovate.

Key areas of focus include:

- developing year-round experiences across coast, Wolds and Fens
- strengthening heritage, culture and nature-based offers
- expanding walking, cycling and outdoor recreation
- supporting businesses to improve quality and accessibility
- encouraging collaboration across sectors and locations

Priority 3: Targeted Marketing & Brand Identity

We will raise the profile of South and East Lincolnshire through insight-driven marketing, strong digital presence and a clear, compelling brand identity. Our story will be rooted in authenticity — in the landscapes, heritage and people that make our place distinctive. We will use data to understand our audiences, refine our messaging and reach both loyal and emerging markets.

Key areas of focus include:

- developing a unified brand identity for the region
- strengthening digital platforms and SEO performance
- using data and insight to target priority audiences
- creating compelling content that reflects our place
- coordinating campaigns across partners and sectors

Priority 4: A Confident, Connected Sector

We will support the visitor economy sector to become more confident, collaborative and future-ready. This means strengthening business skills, improving access to support, building networks and fostering a culture of shared ambition. It also means ensuring the sector has the leadership, governance and partnerships needed to deliver long-term change.

Key areas of focus include:

- business support, training and workforce development
- stronger networks and peer-to-peer collaboration

- improved communication between public and private sectors
- clear governance and coordinated delivery
- pathways for young people into visitor economy careers

6. Five Strategic Pillars

South and East Lincolnshire’s visitor economy is strengthened by a set of thematic assets that are both distinctive and full of potential. These assets, our landscapes, heritage, culture, food, sport and seaside traditions, form the foundation of five strategic pillars. Each pillar represents an area where the region can grow its offer, extend the season, attract new audiences and build a clearer, more confident identity.

Together, these five pillars provide a thematic framework that complements our strategic priorities. They highlight where the region can differentiate itself, where demand is growing and where investment and collaboration can have the greatest impact.

Pillar 1: Sport & Active Leisure

South and East Lincolnshire has the natural assets, facilities and events to become a leading destination for sport and active leisure. From elite motorsport and rowing to golf, cycling and mass-participation events, the region offers both high-performance venues and accessible outdoor experiences. Sport brings energy, visibility and year-round demand. It is a natural fit for our landscapes and a powerful driver of visitor growth.

Key opportunities include:

- strengthening the motorsport cluster around Cadwell Park
- expanding rowing and water-based activity linked to the Witham and Welland
- developing cycling and walking routes across the Wolds, Fens and coast
- enhancing golf tourism through high-quality courses and packages
- supporting events that drive off-season footfall

Pillar 2: Heritage & Culture

Stories that shape identity, deepen connection and attract new audiences
Our heritage is rich, layered and globally significant. From Boston’s international story to aviation history, medieval architecture, literary legacies and agricultural traditions, the region holds narratives that resonate far beyond its borders. Cultural venues, festivals and creative organisations add depth and contemporary relevance. Heritage and culture give our place its voice — and visitors seek destinations with stories worth hearing.

Key opportunities include:

- preparing for major anniversaries, including Boston's 2030 links to the USA
- strengthening aviation heritage as a national draw
- enhancing interpretation across historic towns and landmarks
- supporting cultural programming that animates places year-round
- developing heritage-led trails, tours and experiences

Pillar 3: Nature & Outdoors

Nature is one of our greatest strengths. The Wash, the Wolds, the Fens and our network of reserves and waterways offer year-round opportunities for exploration, wellbeing and outdoor recreation. As demand for nature-based tourism continues to grow, the region is well-positioned to lead. Nature offers tranquillity, space and connection — qualities increasingly sought by visitors.

Key opportunities include:

- expanding nature-based experiences across coast, Wolds and Fens
- strengthening birdwatching, wildlife and wetland tourism
- developing wellbeing-focused products such as retreats and guided walks
- improving access to trails, waterways and countryside routes
- promoting responsible tourism that protects sensitive environments

Pillar 4: Seaside & Family Experiences

The coast remains the economic backbone of the visitor economy. Skegness, Mablethorpe, Sutton on Sea and Ingoldmells attract millions of visitors each year, supported by a strong accommodation sector and loyal repeat audiences. The challenge — and opportunity — is to strengthen the year-round offer while preserving the character that makes the coast distinctive.

Key opportunities include:

- enhancing off-season events and experiences
- improving public realm, accessibility and wayfinding
- supporting accommodation quality and diversification
- developing new family-friendly products and itineraries
- strengthening links between coast, Wolds and market towns

Pillar 5: Food, Drink & Local Produce

South and East Lincolnshire is one of the UK's most important food-producing regions. Its agricultural heritage, local producers, markets and food traditions offer a powerful platform for culinary tourism. Visitors increasingly seek authentic, local, meaningful food experiences — and our region can meet that demand.

Key opportunities include:

- promoting local producers, growers and food businesses
- developing food-led trails, events and itineraries
- strengthening links between food, heritage and landscape
- supporting farm-based and agritourism experiences
- raising the profile of local cuisine through marketing and partnerships

7. Local Delivery

South and East Lincolnshire is a region of interconnected places, each with its own character, strengths and opportunities. Boston, East Lindsey and South Holland contribute differently to the visitor economy, yet together they form a destination that is diverse, balanced and full of potential. This section sets out the identity and strategic focus for each area, ensuring that local distinctiveness is recognised while aligning with the shared priorities of the DMP.

Boston: A Historic Port with a Global Story

Boston is a place of deep heritage, international significance and strong community identity. Its medieval architecture, cultural quarter, riverside setting and connections to the founding of the United States give it a unique story with global resonance. Boston's opportunity lies in strengthening its identity, enhancing its visitor experience and building a year-round offer rooted in heritage, culture and nature.

Strategic Focus

- strengthening Boston's identity as a heritage and cultural destination
- enhancing visitor information, interpretation and storytelling
- connecting heritage, nature and food into a cohesive offer
- preparing for major anniversaries, including Boston USA's 2030 celebrations
- improving perceptions of safety and welcome
- supporting growth of the night-time economy and leisure offer

Key Assets

- the Cultural Quarter (Guildhall, Fydell House, Blackfriars Arts Centre, St Botolph's Church)
- The Wash and internationally significant nature reserves
- historic architecture and medieval street pattern
- local food heritage and producers
- riverside setting and walking routes

Opportunities

- heritage-led regeneration and storytelling
- international tourism linked to the USA and Australia
- nature-based tourism connected to The Wash
- cultural programming and events
- food and drink experiences
- strengthening Boston's profile within Lincolnshire

Challenges

- perceptions of safety and town centre vitality
- limited awareness of Boston's heritage offer
- need for stronger visitor information and digital presence
- connectivity and wayfinding

Flagship Projects & Priorities

- Deliver the Boston 2030 international anniversary programme, with a clear visitor proposition and annual milestones
- Develop the Cultural Quarter to increase footfall and strengthen the year-round offer (daytime and evening)
- Strengthen The Wash nature tourism offer through improved access, interpretation and partnership working with conservation bodies
- Deliver town-centre public realm, wayfinding and visitor information improvements that enhance the arrival experience
- Develop a single heritage interpretation and storytelling plan that links key sites, trails and digital content

Delivery Focus (next 12–24 months)

- Establish governance, partner roles and a clear shared narrative for the Boston 2030 programme, aligned to a strong visitor proposition.
- Agree a town centre visitor experience programme covering wayfinding, interpretation, visitor information and early public realm improvements.
- Develop a small portfolio of bookable heritage and cultural experiences to support year-round visitation and longer stays.
- Create joined-up nature and heritage itineraries linking Boston and The Wash, working with businesses to package accommodation, food and experiences.
- Strengthen communications and business engagement to improve perceptions of welcome, safety and the evening economy offer.

East Lindsey: Coast, Wolds and Rural Heartlands

East Lindsey is the largest contributor to the visitor economy, home to the region's iconic seaside resorts and the nationally recognised Lincolnshire Wolds National Landscape. Its strength lies in the diversity of its landscapes, from the energy of Skegness to the tranquillity of the Wolds, and the breadth of experiences it offers to families, nature lovers, walkers, cyclists and outdoor enthusiasts.

Strategic Focus

- strengthening the year-round offer across coast, Wolds and towns
- enhancing public realm, accessibility and wayfinding
- developing Wolds-led walking, cycling and outdoor experiences
- promoting heritage, nature, sport and leisure as core strengths
- supporting accommodation quality and diversification
- improving transport and active travel connections

Key Assets

- Lincolnshire Wolds National Landscape
- Skegness, Mablethorpe, Sutton on Sea and Ingoldmells
- aviation heritage
- market towns including Louth, Horncastle, Alford and Spilsby
- outdoor and active experiences (cycling, motorsport, golf)

Opportunities

- nature and wellbeing tourism
- walking and cycling development
- heritage storytelling (Tennyson, Joseph Banks, aviation)
- sport tourism (Cadwell Park, National Golf Centre)
- major investment projects including the Wolds Visitor Centre
- strengthening the coast-to-countryside narrative

Challenges

- high seasonality along the coast
- transport connectivity between coast and inland areas
- need for stronger digital presence and brand clarity
- infrastructure pressures during peak season

Flagship Projects & Priorities

- Advance the Wolds Visitor Centre business case and delivery plan, including access, interpretation and commercial sustainability

- Strengthen aviation and heritage tourism through coordinated interpretation, trails and partnership marketing
- Create and maintain a suite of signed and digital Coast to Wolds itineraries (walking, cycling, towns) with bookable components
- Grow a coordinated year-round events and experiences programme with agreed quality standards and shared promotion

Delivery Focus (next 12–24 months)

- Publish a clear year-round coast, Wolds and towns proposition with seasonal themes and itineraries to support wider dispersal and reduce peak-season dependence.
- Prioritise a small number of place-quality improvements that strengthen first impressions, including arrival points, signage, wayfinding, public conveniences and public realm.
- Advance delivery planning for key flagship projects, with clear milestones, partner ownership and alignment to the wider destination offer.
- Develop a coordinated off-season events and experiences programme, supported by a shared marketing calendar and consistent quality standards.
- Strengthen digital performance through clearer content standards, agreed SEO priorities and a coordinated partner content pipeline.

South Holland: Market Towns, Waterways and Fenland Landscapes

South Holland is a district shaped by waterways, agriculture and strong community identity. Its market towns, horticultural heritage and network of rivers and drains offer a distinctive visitor experience rooted in food, landscape and local culture. South Holland's opportunity lies in strengthening its identity, enhancing its town centres and developing experiences that celebrate its agricultural and horticultural story.

Strategic Focus

- strengthening the area's community-driven visitor offer
- promoting heritage, waterways and outdoor experiences
- enhancing town centre vitality and public realm
- developing food and horticulture-based experiences
- improving wayfinding and visitor information
- supporting cultural and heritage organisations to grow their offer

Key Assets

- market towns of Spalding, Holbeach and Crowland

- waterways and riverside routes
- Ayscoughfee Hall and Gardens
- Spalding Gentlemen's Society
- Food Enterprise Zone and agri-food heritage
- horticultural traditions and events

Opportunities

- food and drink tourism
- waterways and outdoor recreation
- heritage interpretation and storytelling
- community-led events and festivals
- strengthening market town identities
- linking horticulture to visitor experiences

Challenges

- lower visitor awareness compared to coastal areas
- limited year-round visitor infrastructure
- need for stronger digital presence and marketing
- transport and connectivity across rural areas

Flagship Projects & Priorities

- Ayscoughfee Hall and Gardens improved interpretation, programming, accessibility and visitor facilities
- Support the Spalding Gentlemen's Society museum project to strengthen the heritage offer and increase dwell time
- Deliver market-town public realm and wayfinding improvements (Spalding, Holbeach, Crowland) to strengthen first impressions
- Develop a programme of food and horticulture-led visitor experiences (events, trails and partnerships with growers/producers)
- Enhance riverside trails and waterways access to support walking, cycling and waterside leisure

Delivery Focus (next 12–24 months)

- Define and launch a South Holland market towns and waterways proposition, supported by a small number of suggested itineraries.
- Agree clear visitor outcomes for Ayscoughfee Hall & Gardens, including interpretation, programming, accessibility and visitor facilities.
- Develop a small programme of food and horticulture-led experiences and align these with wider Pillar 5 promotion.
- Identify priority town centre visitor infrastructure improvements, including wayfinding, visitor information, signage and arrival experience.
- Strengthen partnership working with Boston and East Lindsey to support cross-district itineraries and shared campaign opportunities.

A Connected Approach to Local Delivery

While each area has its own identity, the visitor economy is strongest when these identities work together. Together, Boston, East Lindsey and South Holland form a destination that is diverse, balanced and ready for year-round growth. The DMP provides a shared framework that enables:

- coordinated marketing
- aligned investment
- cross-district itineraries
- shared data and insight
- consistent quality standards
- collaborative product development

8. Enablers of Success

Delivering this Destination Management Plan requires clear governance, strong partnership working and a commitment to continuous improvement. The visitor economy is dynamic — shaped by changing consumer behaviour, economic conditions, environmental pressures and technological shifts. To remain effective, our approach must be coordinated, evidence-led and responsive.

This section sets out how the DMP will be delivered, how progress will be measured and how the plan will evolve over time.

Governance and Partnership

SELCP will provide strategic leadership for the DMP, working closely with district partners, businesses, cultural organisations, community groups and regional bodies. Delivery will be coordinated through a clear governance structure that supports accountability, transparency and alignment across the region.

Core governance components

- SELCP Visitor Economy Board, provides strategic oversight, sets priorities and monitors progress.
- business and sector networks — provide insight, share best practice and support co-delivery of projects and campaigns.
- clear roles and responsibilities across councils, partners and delivery bodies
- regular reporting on progress, performance and emerging opportunities
- alignment with Greater Lincolnshire DMP structures and priorities
- transparent decision-making and shared accountability

This structure ensures that delivery is both place-specific and regionally coherent.

Delivery Approach

Delivery will be phased, coordinated and aligned with available resources. The approach will focus on:

- prioritising high-impact projects that strengthen identity, improve quality and extend the season
- supporting district-level action plans that reflect local distinctiveness
- leveraging investment from public, private and third-sector partners
- embedding collaboration across businesses, cultural organisations and community groups
- ensuring flexibility so the plan can respond to emerging opportunities and challenges

Annual delivery plans will set out specific actions, responsibilities and timelines, providing clarity for partners and stakeholders.

Monitoring and Evaluation

A robust monitoring and evaluation framework will track progress, measure impact and inform future decision-making. This framework will combine quantitative data, qualitative insight and regular stakeholder feedback.

Key Performance Indicators will focus on:

- Economic impact: visitor spend, GVA contribution, employment
- Visitor numbers and profiles: staying visitors, day visitors, audience segments
- Seasonality: distribution of visits across the year
- Dwell time and dispersal: movement across coast, Wolds, Fens and market towns
- Digital performance: website traffic, engagement, SEO visibility, campaign reach
- Business engagement: participation in training, networks and collaborative activity
- Sector development: skills, workforce, quality improvements

Where data gaps exist — such as STEAM data for South Holland — new data collection will be introduced from 2026/27.

Annual Review and Adaptation

The DMP will be reviewed annually to ensure it remains relevant, evidence-led and aligned with local and national priorities. Each review will:

- assess progress against KPIs
- identify emerging trends, opportunities and risks
- refresh delivery priorities and actions
- incorporate stakeholder feedback
- ensure alignment with district plans, investment programmes and regional strategies

This iterative approach ensures the DMP remains a living document — responsive, strategic and grounded in real-world insight.

Long-Term Impact

By embedding strong governance, clear delivery mechanisms and robust evaluation, the DMP will:

- strengthen the region's identity and competitiveness
- support sustainable, inclusive economic growth
- enhance quality of life for residents
- build a confident, collaborative visitor economy
- attract investment and unlock new opportunities

The success of this plan will be measured not only in visitor numbers, but in the pride, resilience and shared ambition of the communities and businesses that shape our place.

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Project	Description/Action	Priority	Lead	Year				Partners
				1	2	3	4+	
Action Priority 1: Great Places								
Place Identity & Understanding	Develop and refine each district’s destination identity and USPs; produce place-based identity guidance.	1	SELCP	•	•			LCC LCC; EA; Active Lincolnshire EA
Public Realm & Visitor Experience Fundamentals	Audits of wayfinding, signage, toilets, EV, parking, lighting, accessibility; create investment-ready priority lists.	1	SELCP	•	•	•		
Sustainable Transport & Connectivity	Improve public transport, active travel and integrated visitor mobility.	1	SELCP	•	•	•	•	
Environmental Responsibility	Embed responsible tourism principles in all projects.	2	SELCP	•	•	•	•	
Rights of Way & Access	Maintain and enhance rights of way network.	2	LCC	•	•	•	•	
Action Priority 2: Quality Visitor Experiences								
Nature & Outdoors	Develop year-round nature-based products; strengthen walking, cycling and outdoor recreation.	1	SELCP	•	•	•	•	LCC; NT; RSPB
Heritage & Culture	Develop heritage-led tourism proposals; support cultural programming and events.	1	SELCP	•	•	•	•	Culture Partners
Sport & Active Leisure	Develop cycling, walking and water-based activity; explore motorsport, rowing, golf.	1	SELCP	•	•	•		Active Lincolnshire
Food, Drink & Agritourism	Develop food trails, producer partnerships, agritourism experiences.	1	SELCP	•	•	•		Producers; NFU
Interpretation & Storytelling	Digital trails, QR codes, itineraries, innovative interpretation.	2	SELCP	•	•	•	•	LCC
Accommodation Development	Gap analysis and investment prospectus.	1	SELCP	•	•			Investors
Market Intelligence	Comprehensive market intelligence programme.	1	SELCP	•	•	•	•	LCC
Quality Standards	Training, accreditation, best practice support.	2	SELCP	•	•	•	•	Business Lincolnshire
Action Priority 3: Targeted Marketing								
Brand Identity	Develop and articulate district brand identities; share collateral.	1	SELCP	•	•			SELCP Creatives LCC LCC
Campaigns	Deliver year-round seasonal and targeted campaigns.	1	SELCP	•	•	•	•	
Websites & SEO	Develop and maintain district visitor websites with strong SEO/AEO.	1	SELCP	•	•	•	•	
Social Media & PR	PR and social media programmes incl. influencers and travel writers.	2	SELCP	•	•	•	•	
Product Development	Film, photography, leaflets, itineraries.	2	SELCP	•	•	•	•	
Third-Party Content	Ensure Visit Lincolnshire and others are up-to-date and on-brand.	2	SELCP	•	•	•	•	
New Markets	Explore international, group travel, wedding and niche markets.	2	SELCP	•	•	•	•	
Action Priority 4: An Engaged and Vibrant Sector								
Networking	Develop and support networking groups and events.	2	SELCP	•	•	•	•	Business Lincolnshire
Business Support	Training, workshops, business advice.	2	SELCP	•	•	•	•	Business Lincolnshire
Partnerships	Strengthen partnerships locally, regionally and nationally.	2	SELCP	•	•	•	•	All
Education & Workforce	Promote tourism careers with schools, FE and HE.	2	SELCP	•	•	•	•	LCC; Colleges
Sustainability	Promote sustainable business practices.	2	SELCP	•	•	•	•	Business Lincolnshire
Market Intelligence	Share insights and data with businesses.	2	SELCP	•	•	•	•	LCC
Quality Standards	Support businesses to achieve accreditations.	2	SELCP	•	•	•	•	Business Lincolnshire

Priority 1 - Must Do
Priority 2 - High Priority
Priority 3 - Medium Priority

Year 1 - 2026/27
Year 2 - 2027/28
Year 3 - 2028/29
Year 4 - 2029/30

Project	Description/Action	Priority	Lead	Year				Partners
				1	2	3	4+	
Action Priority 1: Great Places								
Place Identity	Explore destination identity and USPs.	1	SELCP	•				
Culture Quarter Development	Support Culture Quarter (Guildhall, Fydell House, St Botolph's, Blackfriars, Shodfriars).	1	SELCP	•	•	•		Culture Partners
Rosegarth Square	Progress Rosegarth Square as strategic site.	1	SELCP	•	•			
Rail Station Redevelopment	Support redevelopment and improved walking/cycling access.	1	SELCP	•	•			
Visitor Hub	Feasibility for centralised Boston Visitor Hub.	1	SELCP	•	•	•		
Sustainable Transport	Advocate for improved transport and connectivity.	1	SELCP	•	•	•	•	LCC/EA/Active Lincolnshire
Environmental Responsibility	Consider environmental impact on all activity	2	SELCP	•	•	•	•	
Public Realm	Audit of parking, EV, signage, toilets, accessibility.	1	SELCP	•				
Town Centre Regeneration	Consider Vital and Viable programmes	1	SELCP	•	•	•		
	Shopfront and upper-floor review.	2	SELCP	•				
	Consider High Street Retail Auction pilot	2	SELCP	•	•			
	Improve safety and perception, particularly for night time economy	1	SELCP	•	•			
Village Centres	Public realm improvements and grant access.	3	SELCP	•				
Access	Maintain and enhance rights of way network	2	LCC	•	•	•	•	
Action Priority 2: Quality Visitor Experiences								
Nature-Based Products	Develop year-round nature-based products.	1	SELCP	•	•	•	•	LCC; RSPB; NT
Heritage & Culture	Develop heritage-led proposals linked to Boston 2030, Town of Culture, Culture Compact.	1	SELCP	•	•	•	•	Culture Partners
Cycling	Continue cycling initiatives incl. signature route feasibility.	1	SELCP	•	•	•	•	LCC
Events	Support year-round events programme.	2	SELCP	•	•	•	•	Culture Partners /Community Groups
Interpretation	Digital trails, QR codes, itineraries.	2	SELCP	•	•	•	•	LCC/Culture Partners RSPB/NT
Accommodation	Gap analysis & investment prospectus.	1	SELCP	•				
Pet Welcome	Roll out Pet Welcome scheme.	3	SELCP	•	•			SELCP / WLDC
Market Intelligence	Develop market intelligence programme.	1	SELCP	•	•			LCC
Quality Standards	Training, accreditation, best practice.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire
Nature & Wetlands	Strengthen nature-based tourism linked to RSPB, NT and the Wash.	1	SELCP	•	•	•		RSPB; NT
Water-Based Activity	Develop rowing, water-based leisure and riverside experiences.	1	SELCP	•	•	•		Clubs; LCC
Action Priority 3: Targeted Marketing								
Brand	Establish Boston visitor brand.	1	SELCP	•	•			
Campaigns	Year-round targeted campaigns.	1	SELCP	•	•	•	•	SELCP
Websites	Create Boston visitor website.	1	SELCP	•	•	•	•	
Social Media	PR, influencers, travel writers.	2	SELCP	•	•	•	•	
Product Development	Film, photography, leaflets.	2	SELCP	•	•	•	•	
Third-Party Content	Ensure Visit Lincolnshire content is on-brand.	2	SELCP	•	•	•	•	LCC
New Markets	Explore international, wedding, group travel, Wash tourism.	2	SELCP	•	•	•	•	LCC
Action Priority 4: An Engaged and Vibrant Sector								
Networking	Develop and support networking groups.	2	SELCP	•	•	•	•	
Business Support	Advice, training, workshops.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire
Partnerships	Strengthen partnerships through Culture Compact.	2	SELCP	•	•	•	•	Culture Partners
Education	Promote tourism careers with Boston College and schools.	2	SELCP	•	•	•	•	LCC/Boston College / Schools

Priority 1 - Must Do

Priority 2 - High Priority

Priority 3 - Medium Priority

Year 1 - 2026/27

Year 2 - 2027/28

Year 3 - 2028/29

Year 4 - 2029/30

Project	Description/Action	Priority	Lead	Year				Partners
				1	2	3	4+	
Action Priority 1: Great Places								
Understand the Place	Explore the destinations identities and USPs	1	SELCP	•				
Capital Heritage Investment	Continue improvements to Alford Manor House	1	SELCP	•				
	Conversion of Spilsby Session House	2	SELCP	•	•			
	Options for Alford Windmill	3	Town Council	•	•			LCC, ELDC
Coastal Development	Develop Sandilands Visitor Hub	1	National Trust	•				ELDC
	Maximise Seaview Colonnade & Pleasure Gardens	1	SELCP	•	•	•		
	Support Embassy Theatre & Pier transformation.	1	SELCP	•	•			
Wolds Visitor Hub	Explore Wolds dark skies / visitor centre feasibility	1	SELCP	•				
Sustainable Transport	Advocate and improve sustainable transport and connectivity	1	SELCP	•	•	•	•	LCC/EA/Active Lincolnshire
Environmental Responsibility	Consider environmental impact on all activity	2	SELCP	•	•	•	•	
Public Realm	Audit of parking, EV, signage, toilets, accessibility.	1	SELCP		•			
Distinctive visitor anchors	Market Town Action Plans	1	SELCP	•	•	•		
Experience-led high streets	Shopfront and upper-floor review	1	SELCP	•				
Access	Maintain and enhance rights of way network	2	LCC	•	•	•	•	
Action Priority 2: Quality Visitor Experiences								
Year Round Offer	Develop year-round nature-based products.	1	SELCP	•	•	•	•	LCC/WLDC
	Develop arts, culture and heritage-led tourism proposals	1	SELCP	•	•	•	•	LCC/WLDC
	Continue cycling initiatives incl. signature route feasibility.	1	SELCP	•	•	•	•	LCC
	Support year-round events programme with signature events	1	SELCP	•	•	•	•	MV/Community Groups
Interpretation and Storytelling	Digital trails, QR codes, itineraries.	2	SELCP	•	•	•	•	
Accommodation Development	Gap analysis & investment prospectus.	1	SELCP		•			
Pet Welcome	Roll out Pet Welcome scheme.	3	SELCP	•	•			WLDC
Market Intelligence	Develop market intelligence programme.	1	SELCP	•	•			LCC
Quality Standards	Training, accreditation, best practice.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire
Action Priority 3: Targeted Marketing								
Brands	Articulate Coast & Wolds brand.	1	SELCP	•	•			WLDC
Campaigns	Year-round targeted campaigns.	1	SELCP	•	•	•	•	SELCP
Websites	Continuous development of Coast & Wolds websites.	1	SELCP	•	•	•	•	WLDC
Social Media/PR	PR, influencers, travel writers.	2	SELCP	•	•	•	•	WLDC
Product development	Develop marketing collateral - Film, photography, leaflets.	2	SELCP	•	•	•	•	
3rd Party Content	Consistent brand architecture across SELCP and Visit Lincolnshire	2	SELCP	•	•	•	•	LCC
New Markets	Explore new markets e.g. International, wedding, group travel	2	SELCP	•	•	•	•	LCC
Action Priority 4: An Engaged and Vibrant Sector								
Networking	Develop and support networking groups.	2	SELCP	•	•	•	•	
Business Support	Advice, training, workshops.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire
Partnerships	Develop and strengthen partnerships - locally, regionally and nationally	2	SELCP	•	•	•	•	
Education	Promote tourism careers.	2	SELCP	•	•	•	•	LCC
Sustainability	Promote sustainable business practice.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire

Priority 1 - Must Do
Priority 2 - High Priority
Priority 3 - Medium Priority

Year 1 - 2026/27
Year 2 - 2027/28
Year 3 - 2028/29
Year 4 - 2029/30

Project	Description/Action	Priority	Lead	Year				Partners
				1	2	3	4+	
Action Priority 1: Great Places								
Place Identity	Explore destination identity and USPs.	1	SELCP	•				
Place Identity	Deliver 'Four Towns Four Stories' identity programme - Spalding, Holbeach, Long Sutton and Crowland	2	SELCP	•	•			Culture Partners
Sustainable Transport	Advocate for improved transport and connectivity.	1	SELCP	•	•	•	•	LCC; EA; Active Lincolnshire
Environmental Responsibility	Consider environmental impact on all activity	2	SELCP	•	•	•	•	
Public Realm	Audit of parking, EV, signage, toilets, accessibility.	1	SELCP	•				
Town Centre Regeneration	Consider Vital & Viable programme.	1	SELCP	•	•	•		
	Shopfront and upper-floor review.	2	SELCP	•				
	Consider High Street Retail Auction pilot	2	SELCP	•	•			
Safety & Perception	Improve safety and perception for evening economy.	1	SELCP	•	•			
Village Centres	Support public realm improvements	3	SELCP	•				
Access	Maintain and enhance rights of way network	2	LCC	•	•	•	•	
Action Priority 2: Quality Visitor Experiences								
Nature-Based Products	Develop year-round nature-based products.	1	SELCP	•	•	•	•	LCC
Waterways & Nature	Develop waterways-based activity.	1	SELCP	•	•	•		LCC
Heritage & Culture	Develop arts, culture and heritage-led proposals.	1	SELCP	•	•	•	•	LCC
Stories of the Fens	Deliver heritage interpretation programme	2	SELCP	•	•			Local History Groups
Cycling	Continue cycling initiatives incl. signature route feasibility.	1	SELCP	•	•	•	•	LCC
Events	Support year-round events programme.	2	SELCP	•	•	•	•	Community Groups
Interpretation	Digital trails, QR codes, itineraries.	2	SELCP	•	•	•	•	—
Accommodation	Gap analysis & investment prospectus.	1	SELCP	•				—
Pet Welcome	Roll out Pet Welcome scheme.	2	SELCP	•	•			SELCP
Market Intelligence	Develop market intelligence programme.	2	SELCP	•	•			LCC
Quality Standards	Training, accreditation, best practice.	1	SELCP	•	•	•	•	LCC; Business Lincolnshire
Food & Agritourism	Develop food trails, producer partnerships, farm experiences.	1	SELCP	•	•	•	•	Producers
Taste of South Holland	Create district-wide food identity	1	SELCP	•	•	•		Producers. FEZ Partners
Market Town Culture	Heritage and culture-led experiences in Spalding, Holbeach, Long Sutton and Crowland	1	SELCP	•	•	•		Culture Partners
Action Priority 3: Targeted Marketing								
Brand	Establish South Holland visitor brand.		SELCP	•	•			
Campaigns	Year-round targeted campaigns.		SELCP	•	•	•	•	SELCP
Websites	Create new visitor website.		SELCP	•	•	•	•	
Social Media	PR, influencers, travel writers.		SELCP	•	•	•	•	
Product Development	Film, photography, leaflets.		SELCP	•	•	•	•	
Third-Party Content	Ensure Visit Lincolnshire content is on-brand.		SELCP	•	•	•	•	LCC
New Markets	Explore international, wedding, group travel.		SELCP	•	•	•	•	LCC
Action Priority 4: An Engaged and Vibrant Sector								
Networking	Establish networking groups.		SELCP	•	•	•	•	

Priority 1 - Must Do
 Priority 2 - High Priority
 Priority 3 - Medium Priority
 Year 1 - 2026/27
 Year 2 - 2027/28
 Year 3 - 2028/29
 Year 4 - 2029/30

Business Support	Advice, training, workshops.		SELCP	•	•	•	•	LCC/Business Lincolnshire
Partnerships	Strengthen partnerships.		SELCP	•	•	•	•	
Education	Promote tourism careers.		SELCP	•	•	•	•	LCC
Sustainability	Promote sustainable business practice.		SELCP	•	•	•	•	LCC/Business Lincolnshire