

Baseline Service Statement

Baseline Area: Tourism

Head of Service: Lydia Rusling

Date: 23rd January 2022

<p>Number of staff and equipment</p>	<p>1 Place Officer: Tourism (30 hours per week) 1 Place Assistant: Full-time</p>
<p>Specification</p>	<p>When Visit Lincs Coast DBID was established it was agreed that ELDC would focus on supporting, marketing and promoting the Wolds (Love Lincs Wolds branding) and the natural coast.</p> <p>The list below includes the core activities undertaken by the team relating to the Visit Lincs Coast Destination BID area only:</p> <ul style="list-style-type: none"> - Annual PR contract - Commissioning of the STEAM report annually to monitor tourism activity on the coast (this is shared with the BID - funded by ELDC) - Footfall monitoring and data collection - Delivering the ELDC Destination Strategy - Lincolnshire Destination Management Organisation Service Level Agreement incorporating : <ol style="list-style-type: none"> 1. Research post-Covid-19, product audit, adding value to the ELDC destination strategy. 2. Business support, in alignment with the destination strategy focussing on Brilliant basics, Invest in excellence, Place programme. 3. Thematic product development; connecting products that businesses can sell to new customers; e.g. Cycle Lincolnshire and Taste Lincolnshire. 4. Destination identity: Insight into digital identity and information available for ELDC from a visitor perspective. 5. Campaigns linked to target audiences i.e. the natural coast linked to the Wolds market towns.

	<p>6. Raising our National profile through a PR campaign plan.</p> <p>7. Group Travel development</p> <ul style="list-style-type: none"> - Support press/PR visits delivered through the contract with Lincolnshire County Council - Financial and Tourism Officer support for the annual Churches Festival (links into the heritage element of ELDC Destination Strategy) - Supporting Wainfleet through the IPM Vital & Viable Place Management programme - Heritage open days and promotion - Promotion and participation - annual national Visit Britain tourism campaigns - Financially contribute to the VisitLincolnshire.com website - ELDC are the licensor for the Visit Lincs Coast DBID website extract from the licensing agreement: <p><i>Point 4. The Licence covers the time period under which the LCDBID is in operation</i></p> <p><i>Point 7. If the Destination Business Improvement District ceases to operate the website will immediately transfer back to the District Council.</i></p> <ul style="list-style-type: none"> - Supporting businesses along the natural coast to work with the Lincolnshire Wolds businesses to create a stronger all year-round tourism offer - Inclusion of the natural coast in promotional materials, guides and leaflets - Working with the Connected Coast Board and partners - Working with the Poacher Line stakeholder group - Liaison with Sutton On Sea Beach-care team, voluntary and community organisations supporting the environmental agenda - Supporting projects and developing a stronger Green tourism offer (includes some coastal businesses getting involved in our Wolds Outdoor Festival Event)
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	<ul style="list-style-type: none"> - Commissioning of photography and filming incorporating the coastal offer for use on social media, website, advertising and promotional materials - Attendance at County Tourism Officer meetings, networking events, conferences and leaflet swaps - Work with the National Coastal Tourism Academy (NCTA)
Performance Measure	<ul style="list-style-type: none"> - STEAM Data - Footfall Data - Website analytics
Non-Compliance procedure	Any non-compliance issues will be raised directly with the DBID Manager, with a response expected within 7 days and remedial action to be identified.
Existing value of contract	N/A
Boundary Area	The information provided in the specification outlines core delivery from the ELDC team across the District council area.
Suggested additional BID activity	Joint procurement activity where appropriate to drive down costs and ensure maximum value for money for both Council Tax payers and DBID levy payers.
Estimated cost of additional BIDs activity	Dependent on activity and project.