

## Baseline Service Statement

**Baseline Area:** Tourism

**Head of Service:** James Gilbert, Communications, Consultation and Tourism

**Manager**

**Date:** January 6, 2017

**Number of Staff and Equipment**

- 3 staff in the tourism area of the service:
  - Tourism and Marketing Manager – term time only.
  - Tourism Development Officer – four days per week.
  - Support Assistant – 2 days per week.

**Specification**

This list includes the core activities undertaken by the team relating to the DBID area:

- Management and delivery of [www.visiteastlincolnshire.com](http://www.visiteastlincolnshire.com)
- Management and delivery of social media activity for the ‘Visit East Lincolnshire’ accounts.
- Manage a consumer database and deliver regular e-mail marketing campaigns to promote the area.
- Partnership working with the DBID Board to jointly develop and deliver proactive marketing campaigns – agreeing common objectives.
- Commissioning of the STEAM report annually to monitor tourism activity on the coast, including visitor numbers.

Whilst the specification above provides a framework for what we do, we very much see us working closely with the DBID team to ensure activity is integrated as far as possible from a marketing perspective and that we all input into one another’s work.

**Performance Measure**

- STEAM report statistics
- Number of website visits
- Social media following
- E-newsletter database sign up

**Non-Compliance Procedure**

N/a

**Existing Value of Contract**

N/A

**Boundary Area**

This information is about the Council’s coastal promotion. The Council also delivers promotion inland for the Wolds and Market Towns via the same tourism team.

**Suggested Additional BIDs Activity**

Investment in online presence in partnership with the Council.  
Investment in PR-led promotional activity.  
Joint procurement activity where appropriate to drive down costs and ensure maximum value for money for both Council Tax payers and businesses paying into the BID.

**Estimated Cost of Additional BIDs Activity**

TBC