

# Economic Development Strategy 2006-2020

A new sense of place



East Lindsey  
DISTRICT COUNCIL

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## Foreword

We aspire to improve the quality of life for people in East Lindsey. The economic and social well being of people in East Lindsey is crucial to our success. We have set ourselves ambitious targets which both reflect the need to revitalise and stimulate our economy, and to help produce a genuine culture of enterprise and innovation.

While we have real issues of deprivation, low wages and a need to improve skills, we are confident that we can meet these demands head-on. Many social issues, which face East Lindsey, from health inequalities through to affordability in the housing market, are so closely entwined with economic success that they are inseparable.

*We are making it our business to make business succeed.*

As an area, we have a great deal to offer. We have characteristics ideal for businesses and visitors: from the rolling countryside of the Wolds, through the bustling market towns of Louth and Horncastle, to the 'Funcoast' of Skegness and Mablethorpe. We have low levels of crime, nationally unrivalled standards of cleanliness, and successful visitor, industrial and commercial sectors in operation.

Working closely with partners and the community, we will bring the aspirations of this strategy into effect and make a real difference to the economy of East Lindsey, and so to the prosperity and success of the area. We are making it our business to help make business succeed.

**P. J. Leather**

**Councillor Peter Leather**  
**Executive Board, Portfolio Holder for Regeneration**

## Executive Summary

The preparation of the 2006 – 2020 Economic Development Strategy symbolises the District Council's continuing commitment to developing a strategic and coordinated approach to local economic development. East Lindsey District Council recognises that the economic sustainability of the district is critical in terms of delivering a vibrant future for residents, visitors and businesses in the district

The strategy has been prepared with reference to other key strategic documents at a national, regional, sub regional and local level. Significant consultation and collaborative working has been undertaken with key organisations (including Lincolnshire Development, Lincoln University, Lincolnshire Enterprise and the East Midlands Development Agency) to discuss the economic issues affecting East Lindsey and to agree a strategic framework for revitalizing the economy that also contributes to their strategic outcomes.

Consultative workshops were held with local businesses to discuss business development issues. The key areas that stakeholders wanted to see the council support the local business community centered on improving the skills of the local workforce, infrastructure and support for business development.

The Economic Development Strategy sets out a strategic framework for tackling these issues through three strategic objectives: -

- Increasing skills and aspirations
- Stimulating competition and business growth
- Enhancing the visitor product

The strategy acknowledges that the key to successful delivery of strategic objectives will depend on working more closely with partners and the business community to realise the District's aspirations.

## The East Lindsey Economy

East Lindsey's mixed economy includes tourism, agriculture, manufacturing and service industries. The hotels and catering services employ 8.5% of the workforce, which is higher than the county average. Agriculture employs 6.7% of the population, and further numbers when factoring in logistics and other linked industries. Manufacturing, whilst employing 14.5% of the workforce, represents a lower proportion than at County, Regional or National levels.

The population structure of the district differs considerably from the national average. Younger people are under-represented in comparison to the national average, while older people form a much larger proportion of the population. The total population has grown rapidly in recent years, although in the main by people of retirement age looking to settle in the district. This in turn presents pressures on the health service and the employability of the District's local labour workforce.

The effects of an ageing population and seasonal industries are reflected in some of the difficulties faced by the local economy. There are a high number of individuals on income-related benefits, and unemployment rates increase out of season, especially in coastal areas. The level of average earnings is low, and skills levels are lower than most comparators. There are also pockets of long-term unemployment.

Qualification levels are low in the District compared to Lincolnshire and England as a whole. East Lindsey includes a larger proportion of the population than the national average that have no qualifications at all, and a smaller proportion that are qualified to degree level (NVQ 4/5).

The district has pockets of high deprivation, alongside pockets of relative affluence. The District ranks as the 86th out of 354 in England in the Indices of Multiple Deprivation (where 1 is the most deprived). The main pockets of deprivation are found in and around the coastal resorts and larger towns.

Health, deprivation and the economy are strongly linked. The district suffers from poor levels of self-reported health, high levels of limiting long-term illness, and high levels of permanent sickness or disability. Not only does poor health prevent many people from working directly, it also increases the number of people needed to provide unpaid care that would otherwise be part of the labour market.

## Vision and Objectives

**The vision for economic development in East Lindsey is to:**

*Improve the quality of life and opportunities for all and to develop quality sustainable employment opportunities*

To attain this vision, we cannot view 'the economy' in isolation from the social and environmental issues that face East Lindsey. There are clear links between the people and economic indicators whether it be low skills levels being linked to low pay, or an aging population linked to reducing numbers of the economically active. Therefore, our vision, whilst seeking to improve the economy, cannot be attained without also seeking to address key issues of social well-being.

Any analysis of the East Lindsey economy demonstrates a need for change and growth. Within the analysis, many issues need addressing but of these some will deliver an increased impact over the others and, in so doing, will provide the platform and stimuli to enable a step change in our economy.

**At a strategic level, the key objectives to deliver the vision are:**

- *Increasing skills and aspirations*
- *Stimulating competition and business growth*
- *Enhancing the visitor product*

## Increasing skills and aspirations

*There is a clear link between skills levels and productivity. In 2020, East Lindsey will have bridged the gap between the local and regional average for skills. With increased skills, we will help more people into better jobs in growing businesses.*

The vision for East Lindsey is to increase skills levels. This needs to operate at several levels. In the first instance we need to increase the educational attainment of school leavers. In the second, we need to increase the skills levels of our adult population, particularly those not in work. Finally, we need to work with business to help provide training and skills for those in work but in need of increased skilling. In increasing skills, we will address the aspirational difficulties which affect deprived communities.

### Basic Skills

Much of our community need assistance in increasing their basic skills, not solely in the areas of numeracy and literacy but also in computing skills, which are readily a skill required both for employment and to access the services, which are increasingly available electronically. Increasing skills levels will require the establishment of learning facilities, working with learning providers and be achieved with reduced need to travel to access training.

**By 2020 we will meet the regional averages for skills**

## Working with Employers for Growth

Employers in East Lindsey require increasing skills to enable expansion and to stimulate growth. By working closely with employers and businesses by type and locality, we will work with learning providers to develop skills packages and work-based learning.

## Developing business skills

We will work with partners to provide business support education programmes for existing and potential business people. Early intervention, successful planning and having a business mentor is proven to increase the conception and survival rates of new businesses.

**By 2020 we will have met the regional average of 68% for three year survival rate for new businesses.**

## Vocational Skills

East Lindsey's economy will require specific vocational skills as the population grows. There are skills shortages in the economy – social care, plumbing, construction and electrical. With increased demands for local services, we will work with learning providers to increase skills in these 'gap' areas and also lobby to provide key worker housing to remove barriers to work.

**By 2020 we will have bridged the knowledge gap between the district average and regional average<sup>1</sup>.**

<sup>1</sup>Based on 2003/2004 data available 50.4% of people of working age in East Lindsey attained NVQ Level 2 skills and education compared to 64.1% for the East Midlands.

## **Increasing Aspirations**

We will work with employers, learning providers and business communities to encourage and facilitate recognition and excellence awards for individuals and teams in East Lindsey. Developing a network of learning providers, learning champions drawn from people's peers and publicising success, we will encourage others to join learning programmes. We will also support business awards programmes in East Lindsey, which recognise and publicise the success of individuals and of teams.

## **Neighbourhood Management**

We will work with communities to develop the capacity of voluntary and community groups. These groups have a vital role to play in engaging with communities and those that are hard-to-reach and through working together can derive benefits for the community which together increase confidence and ownership.

## **Modern Procurement**

We will seek to build into all procurement activities the need to consider local solutions, whether they be the purchase of raw materials from local suppliers or the recruitment and training of a local workforce in project build. We will also work with local business to develop a procurement forum, which provides for and facilitates local purchase and access to new markets, providing information and expertise on e-procurement, which increases efficiency and is a growing need in the modern market.

## Stimulating competition and business growth

*There is a clear link between competitiveness and business growth. In 2020, East Lindsey will be recognised for its enterprising culture and will have increased the number of businesses by 400.*

The vision for East Lindsey is to develop an enterprise culture, removing barriers to business growth and success. There are basic requirements for all those wishing to start or expand a business: workers, premises, communications, capital and advice. We will work to help ensure that these are readily available and in place across East Lindsey.

### Providing premises and infrastructure

We will continue to develop industrial estates, business centres and step-up units to provide accessible locations for business. Our business centres will act as incubators for new businesses, providing reduced overheads, active advice and support. Industrial estates will offer critical mass, business-to-business support and serviced locations. We will research and survey town centre commercial premises to identify demand and work to release properties for lease or sale.

We will identify locations for industrial development in our planning processes, and through concept statements, Area Action Plans and Enterprise Areas, removing barriers to business development. We shall also have in place a single point of access within the Council to support business' planning, health and safety and enforcement needs.

## Communications Infrastructure

Working with partners, we will enable access to broadband in our facilities and communities, servicing both business demand and enabling localised access for customers. We will further initiatives to work with business to support training requirements, systems development and access to the latest technology.

Access to services and transport needs are crucial to business and communities alike. We will work with the County Council on the Local Transport Plan and help develop an Accessibility Strategy for East Lindsey.

**By 2020 we will have successfully lobbied for one major road development.**

## Support for New Business

We will facilitate the provision of business support advice to potential start-up businesses, and those in early stages of operation. This advice will cover all issues for planning a successful business, including access to capital and to potential grants. Our business centres will offer incubation to tenants and we shall seek to increase the number of step-up units and intelligence on the commercial sector to enable business to grow and relocate within the district.

We will work with local business groups to develop support networks of business-to-business advice. We will develop specific support and marketing activities to attract young people to start their own business and have the support of a business mentor.

We will work with partners, banks, agents and solicitors to develop a single point of entry for business support and advice in addition to the Council having a development team approach to handling business enquiries and customer service.

**By 2020 we will have 400 new businesses operating.**

## **Support for Existing Business**

We will work with business support agencies to develop information, events and guidance for existing business to maintain their competitiveness and to expand.

Through a network of business groups and local champions, we will promote innovation and commercial best practice to employers, hosting training events and enabling 'on-the-job' training where critical mass can be achieved. We will work with companies forming clusters of economic activity to identify their needs and barriers to expansion. We will work with existing business to support diversification and innovation.

Through systemised business events and networks, we will provide guidance on relevant changes to legislation and Council practice which will impact on business and provide advice and support on these developments, such as disabled access, health and safety and building safety regulations.

**By 2020 the number of VAT registered businesses will have increased by 3.15%.**

## **Advocacy and Lobbying**

We will work closely as an advocate with partners in the Local Strategic Partnership, throughout Lincolnshire and the East Midlands to raise the issues of importance to East Lindsey. Through well-informed and supported research, we will lobby decision-makers and funders to realise the needs of our community and businesses. In so doing, we will maintain a regular dialogue with business to develop and check our research and conclusions and to demonstrate 'support of numbers' for these activities.

In so doing, the needs of the business community and people of East Lindsey will be shared with those that develop and deliver the infrastructure and programmes to influence their decisions.

## **Marketing East Lindsey**

We will work with partners at County, Regional and National levels to promote East Lindsey as a place to live and work. With its natural environment, low crime rates and leisure opportunities combined with serviced infrastructure, business support and a skilled workforce, East Lindsey has a lot to offer to potential investors and entrepreneurs. Our reputation as a place to work and live will require sustained efforts and advocacy within the business community also. Developing our tourism product and accessing new markets will further hasten the communication of this message within and outside our borders.

## **Market Town Regeneration**

Market Towns in East Lindsey have characteristics and communities of their own. Working with local community groups we will develop further the economic development aspirations of each town action plan to deliver real and visible improvements. This work will improve the economy and services for local people and increase the marketing appeal of the towns to visitors. Included within this work will be the need to develop and release sufficient commercial workspace for business growth and investment while also appreciating the distinctive character of these towns. We will work toward having Town Centre Management programmes, which use local sources to develop improvement plans and also to respond to local needs.

## **Business in Small Communities**

Working with partners, we will support and develop rural business and access to services. Every community needs to have access to key services and we will work to improve these. We will work to support village halls in developing access to services and computers for local people. We will work with local businesses to both be sustainable and to diversify.

## Enhancing the visitor product

*The leisure and short break market is shifting due to changing lifestyles, travel possibilities and dispensable income. In 2020, East Lindsey will have increased visitor spend and sustainable employment opportunities.*

### Accessing New Markets

We will work with partners and local business to access new markets and expand upon those we currently exploit to attract visitors with high spend patterns. There are opportunities to enhance the visitor product through attracting visitors from less traditional markets, within the United Kingdom and from overseas.

The targets for enhancing the visitor product are in tandem with the targets set out in the Regional and Sub Regional tourism strategies.

**By 2010 we will have seen an increase in visitor spending by 30%<sup>3</sup>.**

### Developing the Product Offer

East Lindsey has a great deal to offer to visitors, from the rural Lincolnshire Wolds offer through to the 'Funcoast'. Opportunities exist to develop the visitor products to increase the length of the season to visitors. Marketing existing products to wider audiences and maximising the strength of existing brands can enhance the already existing offer. Developing the product to cater for year-round tourism, and providing the necessary infrastructure to drive product development will allow us to maximise the opportunity for increasing visitor spend.

<sup>3</sup> Equates to Lincolnshire Tourism's target for growth in visitor spending.

There are latent opportunities to develop products and offer unique selling points, which maximise on the natural environment of East Lindsey, from 'extreme sports' through to 'eco-tourism'.

**By 2010 an additional 1,400 FTE jobs will have been created through direct and indirect visitor spending<sup>4</sup>.**

## **Developing the Quality Offer**

We will work with the industry to develop and support increased quality in the tourism sector. Increasingly, marketing and visitor choice are influenced by nationally recognised quality mark schemes. Changes and trends in leisure breaks will require changes to the product on offer, both of new offers and refining that which exists.

**By 2010 70% of the bed-stock will be nationally quality assured.**

## **Welcoming the Visitor**

We will work with the industry and with partners to develop the provision of information to the visitor. Through reviewing visitor services and seeking to access new ways of providing information, we will keep abreast of advances in technology and the ways in which consumers exercise choice. Through developing alternative means of marketing East Lindsey, the offer and the accommodation, we will attract visitors to the area and help enable them to make the most of their visit.

**By 2010 we will have increased the number of tourism businesses capable of on-line trading via the Internet or modern wireless media by 40%.**

<sup>4</sup> Tourism jobs in the district accounts for 47% of the county total. Lincolnshire Tourism forecast a growth of 3,000 jobs in the sector by 2010.

## Providing the Right Environment

We will work with partners and communities to develop recognisable brands and themes within East Lindsey. We will develop the signposting of attractions and encourage them to link with similar products throughout the County and Region. We will work with local centres of tourism activity to encourage day visits into the area. We will help develop the infrastructure needed to access the environment and attractions therein, such as walking and cycling routes. We will support and encourage the establishment of annual festivals and celebrations that develop a reputation and repeat visitor pattern. We will also work with market towns to develop the product on offer, and provide the environment for enterprise to make the most of this offer and the themes associated with it.

**By 2010 we will have developed significant tourism niche markets, attracting new customers with a higher visitor spend profile.**

## Action Plan - Increasing skills and aspirations

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
ISA1	Undertake research into skills gaps, skills needs and learning provision, identifying issues facing employers and the current provision of training opportunities available.	Provider	Lincolnshire Development Lincoln University Lincolnshire Enterprise LSC	Study report produced.	High	June 2006	Medium	Alison Macdonald Maria Wilkins CAZ
ISA2	Assist in the development of appropriate programmes and initiatives on the back of the research results of ISA1 and encourage the take up of training.	Enabler	LSC Training Providers	Increase in training provision	High	September 2006 ongoing	TBC	Alison Macdonald Maria Wilkins
ISA3	Develop an entrepreneurial culture with schools and local community organizations through participation in appropriate initiatives.	Provider	Young Enterprise Princes Trust CAZ	Increased participation in activities	Medium	Ongoing	Low	Alison Macdonald

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
ISA4	Encouraging young people to consider training and careers with district employers i.e., carers fair.	Provider & Enabler	Local employers Schools	Career fairs	Medium	March 2006 annual event	Low	Maria Wilkins
ISA6	Development of a vocational college in Louth and Mablethorpe	Enabler	LSC LCC Lincoln College University of Lincoln	Learning facility provided	Medium	2007	High	CAZ
ISA7	Support the PRIME (Prince's Initiative for Mature Enterprise) to encourage people aged over 50 set up in business.	Enabler	Prospective Entrepreneurs	New business start-ups	Low	Ongoing	Low	Maria Wilkins

<sup>1</sup> Provide/Enabler/Lobbyist

<sup>2</sup> Low/Medium/High

<sup>3</sup> Low (up to £15,000), Medium (£16,000 to £50,000), High (£51,000 plus)

## Action Plan - Stimulating competition and business growth

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
SCBG1	Clarify the remit of business support agencies and where overlap exists agree roles and develop specialist provision.	Enabler	Business Link Lincolnshire & Rutland JRAssociates InBiz Federation of Small Businesses	Study report produced	High	April 2006	Low	Alison Macdonald
SCBG2	Develop a Business Support Network offering general and bespoke business advice for new business start-ups and existing businesses	Provider	Business Link Lincolnshire & Rutland JRAssociates Lincolnshire Development	Business Support & Advice Service provided	High	Launch February 2006 then ongoing	Medium	Alison Macdonald Maria Wilkins James Makinson-Sanders

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
SCBG3	Establish a 'Business Development' grant scheme for new business start-ups and support for existing businesses.	Provider	Local businesses JRAssociates Business Link	Awarding of grants to aid more new business start-ups and aid business development in the district	High	Grant scheme to be launched June 2006	High	Alison Macdonald Maria Wilkins
SCBG4	Support local supply chain initiatives i.e., Tastes of Lincolnshire and encouraging local business to business procurement.	Provider	Local businesses Lincolnshire Development Lincolnshire Tourism	Increase in local business to business procurement	Medium	Launch July 2006 then ongoing	Low	James Makinson-Sanders
SCBG5	Develop a Business Champions Network to encourage knowledge sharing, mentoring and learning from best practice.	Provider	Local businesses Regional Champions Network	Network established	Medium	Launch September 2006 then ongoing	Low	James Makinson-Sanders

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
SCBG6	Development of East Lindsey's e-business forum for news/best practice exchange, development of training opportunities etc.	Provider	Businesses LCC Lincolnshire Enterprise EMDA Business Link LSC	e-forum established and used as a resource for business advice etc	Medium	Launch September 2006 then ongoing	Low	James Makinson-Sanders
SCBG7	Research business sectors with growth potential, high wages and willingness to locate in rural areas.	Provider	EMDA Lincolnshire Development Lincolnshire Enterprise	Study report produced	Low	January 2007	Medium	Ivan Pannell
SCBG8	Extend Skegness, Louth and Horncastle Industrial Estates to facilitate business expansion.	Provider	Lincolnshire Enterprise Lincolnshire Development EMDA Private Sector	Additional serviced employment land	Medium	March 2007	High	Ivan Pannell

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
SCBG9	Development of Fairfield Enterprise Centre providing incubator space to facilitate micro-start ups.	Provider	Lincolnshire Development EMDA Lincolnshire Enterprise	30 lettable units, business advice and support to resident companies	High	May 2007	High	Jonathon Burgess
SCBG10	Continue to develop and promote Mablethorpe and Skegness Business Centres as a quality business location.	Provider	Lincolnshire Development Local Businesses New business start-ups	Increase in new business start-ups and occupancy at the business centres	High	Ongoing	Medium	Jonathon Burgess Claire Sanderson
SCBG11	Promote the Lincolnshire Broadband Initiative to local businesses through encouraging cluster groups i.e., tourism operators to work together on real time information.	Enabler	Lincolnshire Development Local businesses	Increase in Broadband Connections	Medium	Ongoing	Low	Maria Wilkins

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
SCBG12	Establish a Development Team to provide an advice service to clients at all stages of their planning application.	Provider	Property Services Development Control Planning Policy	Agreement of Development Team approach, protocols etc.	Medium	September 2007	Low	Jonathon Burgess
SCBG13	Develop working relationships with partner organisations and Local Authorities that are recognised with high records of achievement in support the rural economy.	Provider	Beacon Councils Idea ODPM LAS	Learning from best practice and continued development of service	Low	Ongoing	Low	Alison Macdonald
SCBG14	Investigate and promote potential uses for the redevelopment/re-use of Brownfield sites throughout the District.	Enabler	Lincolnshire Enterprise Lincolnshire Development EMDA Private Sector	Hectares of Brownfield land redeveloped	Medium	January 2008	Medium	Ivan Pannell

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>1</sup>	Timescale for delivery	Cost <sup>1</sup>	Lead Officer
SCBG15	Provide support for businesses seeking to do business with the public sector, including training in general public procurement.	Provider	Lincolnshire Development Local businesses	Advice and training provided. Organise a ELDC 'Meet the Buyer' event.	High	April 2006	Low	Alison Macdonald Maria Wilkins

<sup>1</sup> Provide/Enabler/Lobbyist

<sup>2</sup> Low/Medium/High

<sup>2</sup> Low (up to £15,000), Medium (£16,000 to £50,000), High (£51,000 plus)

## Action Plan - Enhancing the Visitor Product

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
EVP1	Encourage improvements in quality standards through the new Pan British Assessment Scheme and START (entry level scheme)	Enabler	Lincolnshire Tourism Live Tourism EMT Visit Britain Local accommodation businesses	Increased participation in National Assessment Scheme	High	Launch March 2006 and ongoing to 2008 - 2011	Low	Alison Macdonald Meredith Sait
EVP2	Establish a capital grant scheme to encourage product improvements in accommodation provision where the current provision fails to meet the minimum standards of the New Assessment Scheme.	Provider	Lincolnshire Tourism Live Tourism EMT Visit Britain Local accommodation businesses	Improved quality in poor accommodation establishments	High	Launch Autumn 2006 and ongoing to 2008	High	Alison Macdonald Meredith Sait

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
EVP3	Feasibility study into the market opportunities/ unique selling proposition for the natural coast, building upon previous studies i.e., English Nature.	Provider	ODPM (via Beacon Capacity Building Scheme) EMT Lincolnshire Tourism Lincolnshire Development	Study report produced	High	April 2006	Medium	Alison Macdonald
EVP4	Develop activities with partners to promote Aviation Heritage through a focused and coordinated approach.	Provider	North Kesteven District Council Lincoln City Council West Lindsey District Council Lincolnshire Tourism	Increase in visitor spending	Medium	September 2006	Low	Karen East

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
EVP5	Develop activities to promote Heroes & Pioneers through local interest group, Lincolnshire Tourism, East Midlands Tourism and the Jamestown 1607-2007 British Committee.	Provider	Lincolnshire Tourism EMT Kent Tourism Alliance East Lindsey John Smith Group	Increase in visitor spending	Medium	Launch of activities May 2006 and ongoing 2008	Low	Karen East Alison Macdonald
EVP6	Feasibility study into the market opportunities for Extreme Sports activities and events along the coast.	Provider	ODPM (via Beacon Capacity Building Scheme) EMT Lincolnshire Tourism Lincolnshire	Study report produced	High	April 2006	Medium	Alison Macdonald
EVP7	Mapping study of serviced and self-catering provision and identification of any under/over supply.	Provider	Lincolnshire Tourism	Mapping completed	Medium	September 2006	Low	Meredith Sait Karen East

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>2</sup>	Lead Officer
EVP8	Continued development of East Lindsey's Tourist Information Centres in conjunction with regional and sub regional visitor services strategies.	Provider	Lincolnshire Tourism EMT Local tourism businesses	Improvements in range and quality of services provided	Medium	Ongoing	High	Meredith Sait
EVP9	Secure appropriate outsourcing of the Funcoast holiday guide.	Provider	Publishing companies	Successful negotiation	High	February 2006	Low	Alison Macdonald
EVP10	Develop on-line trading opportunities for local tourism businesses via <a href="http://www.funcoast.co.uk">www.funcoast.co.uk</a> and <a href="http://www.visitlincolnshire.com">www.visitlincolnshire.com</a>	Enabler	Lincolnshire Tourism Local tourism businesses	Increase in number of local tourism businesses trading online	High	March 2006 and ongoing	Low	Alison Macdonald Meredith Sait
EVP11	Review of online and traditional marketing to maximise opportunities for promoting tourism products in partnership with others i.e., Lincolnshire Tourism.	Provider	Lincolnshire Tourism Local tourism businesses	Increase in online bookings	High	March 2006 and ongoing	Medium	Alison Macdonald Meredith Sait

Ref	Activities	ELDC's Role <sup>1</sup>	Partners	Outcomes	Priority <sup>2</sup>	Timescale for delivery	Cost <sup>3</sup>	Lead Officer
EVP12	Continued development of annual Lincolnshire Wolds Walking Festival and recognition as key sub regional event.	Provider	Lincolnshire Tourism West Lindsey District Council North East Lincs Council The Ramblers Lincolnshire Wolds Countryside Service	1,000 people participating in 50 organised walks during festival period	High	20 May to 4 June 2006	Medium	Karen East

<sup>1</sup> Provide/Enabler/Lobbyist

<sup>2</sup> Low/Medium/High

<sup>3</sup> Low (up to £15,000), Medium (£16,000 to £50,000), High (£51,000 plus)

## Measuring our Success

We will measure our progress using a set of nationally recognised and comparable indicators. Each year we will produce a progress statement which will demonstrate the level of activity for each action in the action plan (*traffic lighting: green - underway, amber - in development, red - not started*), and the performance outcome against each indicator below. It is important to recognise that some of these indicators are contextual and so are not a direct measure of activity and success, but measure wider social and economic trends which we are intending to influence in the medium to long term through our strategy. We also plan to develop, where appropriate, management indicators that specifically relate to activities and projects included in the action plan to provide a 'snap shot view' on our performance in the delivery of the outcomes.

Code	Description of Indicator	Latest Data	Frequency Data Source
<b>Employment</b>			
This sub-set of indicators provides context information and for measuring change over time, on the local labour and jobs market.			
ECR1	The percentage of people of working age in employment	Mar 04 - Feb 05 = 71.2%	Annual NOMIS
ECR2a	Proportion of the working age population who are claiming job seekers allowance (JSA)	Nov 05 = 2.1%	Monthly NOMIS
ECR2b	Proportion of (i) all unemployed people, (ii) males and (iii) females claiming JSA who have been out of work for more than one year	Oct 05 = (i) 0.13% (ii) 0.11% (iii) 0.02%	Quarterly NOMIS

ECR3a	The percentage of local jobs in each sector	Annual NOMIS																												
	<table border="1"> <thead> <tr> <th data-bbox="295 694 343 862">Sector</th> <th data-bbox="295 862 343 929"> (%)</th> </tr> </thead> <tbody> <tr> <td data-bbox="343 694 375 862">Soc 2000 major group 1-3</td> <td data-bbox="343 862 375 929">30.9</td> </tr> <tr> <td data-bbox="375 694 406 862">1 Managers and senior officials</td> <td data-bbox="375 862 406 929">12.5</td> </tr> <tr> <td data-bbox="406 694 438 862">2 Professional occupations</td> <td data-bbox="406 862 438 929">9.6</td> </tr> <tr> <td data-bbox="438 694 470 862">3 Associate professional &amp; technical</td> <td data-bbox="438 862 470 929">10.1</td> </tr> <tr> <td data-bbox="470 694 502 862">Soc 2000 major group 4-5</td> <td data-bbox="470 862 502 929">30.4</td> </tr> <tr> <td data-bbox="502 694 534 862">4 Administrative &amp; secretarial</td> <td data-bbox="502 862 534 929">10.9</td> </tr> <tr> <td data-bbox="534 694 566 862">5 Skilled trades occupations</td> <td data-bbox="534 862 566 929">20.8</td> </tr> <tr> <td data-bbox="566 694 598 862">Soc 2000 major group 6-7</td> <td data-bbox="566 862 598 929">15.4</td> </tr> <tr> <td data-bbox="598 694 630 862">6 Personal service occupations</td> <td data-bbox="598 862 630 929">8</td> </tr> <tr> <td data-bbox="630 694 662 862">7 Sales and customer service occs</td> <td data-bbox="630 862 662 929">8.1</td> </tr> <tr> <td data-bbox="662 694 694 862">Soc 2000 major group 8-9</td> <td data-bbox="662 862 694 929">23.3</td> </tr> <tr> <td data-bbox="694 694 726 862">8 Process plant &amp; machine operatives</td> <td data-bbox="694 862 726 929">9.8</td> </tr> <tr> <td data-bbox="726 694 758 862">9 Elementary occupations</td> <td data-bbox="726 862 758 929">14.5</td> </tr> </tbody> </table>	Sector	(%)	Soc 2000 major group 1-3	30.9	1 Managers and senior officials	12.5	2 Professional occupations	9.6	3 Associate professional & technical	10.1	Soc 2000 major group 4-5	30.4	4 Administrative & secretarial	10.9	5 Skilled trades occupations	20.8	Soc 2000 major group 6-7	15.4	6 Personal service occupations	8	7 Sales and customer service occs	8.1	Soc 2000 major group 8-9	23.3	8 Process plant & machine operatives	9.8	9 Elementary occupations	14.5	Apr 04 - Mar 05 - see table opposite
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ECR3b	The percentage of these that are full time	Annual NOMIS																												
ECR3c	Annual change in number of local jobs	Annual NOMIS																												
<b>Earnings and skills</b> These indicators supply context information and measure change over time, regarding the skills and earnings of the local labour force.																														
ECR4a	Median annual earnings for all in full-time employment	Annual NOMIS																												
ECR4b	Median annual earnings for full-time males	Annual NOMIS																												
	2003 = 64.6%	2003 = 64.6%																												
	2002 - 2003 = +5.0%	2002 - 2003 = +5.0%																												
	2004 = £17,165	2004 = £17,165																												
	2004 = £19,201	2004 = £19,201																												

ECR4c	Median annual earnings for full-time females	2004 = £13,875	Annual NOMIS
ECR5a	Percentage of population of working age failing to meet NVQ Level 1 standard or equivalent	Mar 03 - Feb 04 = 21.3%	Annual NOMIS
ECR5b	Percentage of population of working age qualified to NVQ Level 2	Mar 03 - Feb 04 = 50.4%	Annual NOMIS
ECR5c	Percentage of population of working age qualified to NVQ Level 3	Mar 03 - Feb 04 = 31.9%	Annual NOMIS
ECR5d	Percentage of population of working age qualified to NVQ Level 4 and 5	Mar 03 - Feb 04 = 13.8%	Annual NOMIS
<b>Economic Vitality</b>			
These indicators provide a picture of local productivity, new business formation, housing affordability and business confidence			
ECR6a	Gross Value Added (GVA) per head of local population	2002 = 11289 (data only for Lincolnshire)	Annual NOMIS
ECR6b	Growth in GVA per head of local population	2001 - 2002 = +439 (data only for Lincolnshire)	Annual NOMIS
ECR6c	Percentage of the local working age population who are economically inactive	Mar 04 - Feb 05 = 25.1%	Annual NOMIS
ECR7a	The number of VAT (i) registrations and (ii) de-registrations in the area per 10,000 economically active population	2004 = (i) 63.3 (ii) 72.5	Annual NOMIS
ECR7b	The percentage change in the number of VAT registered business in the area over the year	2003 - 2004 = -1.04%	Annual ELDC

ECR8a	Median property price	2005 3 quarter average = £148,015	Annual Land Registry
ECR8b	Average property price/median earnings of full time employees	2005 3 quarter average = ratio 8.51	Annual ELDC
ECR9b	Satisfaction with local area as business location	2006/07 collect baseline data	Annual ELDC
<b>Demography and deprivation</b>			
This sub-set of indicators provides a profile of the population particularly the disadvantaged, towards who strategic interventions are targeted.			
ECR10a	Percentage of people living in the local authority area categorised by gender - (i) Male (ii) Female	2004 = Males 49% Females 51%	Annual NOMIS
ECR10b	Percentage of people living in the local authority area categorised by age bands - (i) 14 and under, (ii) 15-59, (iii) 60+	2004 = (i) 15.49% (ii) 54.04% (iii) 30.47%	Annual NOMIS
ECR10c	Percentage change in population by age bands - (i) 14 and under, (ii) 15 - 59, (iii) 60+	2004 = (i) 0.00 % (ii) 0.68 % (iii) 3.23%	Annual NOMIS

ECR10d	Percentage of people living in the local authority area categorised by ethnicity - (i) White, (ii) Mixed, (iii) Asian, (iv) Black, (v) Chinese and other	2001 = (i) 98.97% (ii) 0.44% (iii) 0.29% (iv) 0.10% (v) 0.19%	ELDC
ECR10e	Population density	2004 = 74 people per km squared	Annual ELDC NOMIS
ECR11a	Children under 16 living in low-income households	2004 = 11.25%	Annual ODPM
ECR11b	The percentage of population of working age who are claiming key benefits	May 2005 = 16.1%	Annual NOMIS
ECR12	Proportion of Super Output Areas (SOAs) in the local authority area that rank within the most deprived 20 per cent of SOAs in the country	2004 = 18.75%	Annual NOMIS

### Town centres and tourism

These indicators concern two specific sectors of economic activity which are of particular significance in many localities.

ECR13a	Visits (measured by pedestrian footfall) to the town centre - (survey)	2006/07 collect baseline data	
ECR13b	Satisfaction with the town centre (survey)	2006/07 collect baseline data	

ECR14a	(i) Number of retail ground floor units not being used as a proportion of the number of ground floor businesses, (ii) percentage change since previous year	Sep 05 Louth (i) 3.79% Mablethorpe (i) 2.25% Skegness (i) 1.47%	Quarterly ELDC
ECR14b	(i) Number of charity shops as a percentage of the number of ground floor businesses and (ii) percentage change since previous year	Sep 05 Louth (i) 3.32% Mablethorpe (i) 2.99% Skegness (i) 5.88%	Quarterly ELDC
ECR14c	Prime retail rent per square metre	2006/07 collect baseline data	
ECR14d	Shopping centre yield	Jan 05 Louth = 8 Skegness = 7.5	Bi-Annual ELDC
ECR15a	Day visitors per annum	8,798,422	2003 Cambridge Model
ECR15b	(i) Bed nights per annum and (ii) room occupancy (ratio of total occupied rooms to total available rooms)	(i) 5,799,520 (ii) data unavailable	2003 Cambridge Model
ECR15c	Average spend per visitor (day and overnight combined)	£43.73	2003 Cambridge Model

<b>Workforce Development and employability</b> This aims to assess efforts to increase the skills of employees and the extent local employers and institutions provide job-related training.		
ECR16	The percentage of employees and self-employed that have received job-related training in the last 13 weeks	Mar 03 - Feb 04 = 26.1%  Annual NOMIS
<b>Inward Investment</b> These indicators are intended to measure the effectiveness of economic development promotion activity in authorities		
ECR18a	Total number of (i) 'inward investment' enquiries, (ii) 're-investment' per 10, 000 economically active population	2006/07 collect baseline data
ECR18b	Total number of (i) new investments and (ii) re-investments made in the area that have occurred as a result of the promotion and support activities of the authority	2006/07 collect baseline data
ECR18c	Jobs created and/or safeguarded to which the authority's promotional and support activity has made a significant contribution	2006/07 collect baseline data
ECR18d	Cost per job created and/or safeguarded to which the authority's inward investment promotional or support activity has made a significant contribution	2006/07 collect baseline data
ECR18e	The percentage of business customers using the inward investment services (including aftercare) expressing satisfaction with the services and support provided	2006/07 collect baseline data

ECR19a	The extent to which the Local Authority's investment in the development of land and premises for economic development has been instrumental in leveraging funds from other sources, including grant aid	2006/07 collect baseline data	Annual NLUD
ECR19b	Brownfield land reclaimed as a percentage of all land made available for industrial, commercial and leisure purposes	2004 = 8 Hectares	Annual NLUD
<b>Business Support and social enterprise support</b>			
These indicators cover a range of support activities including assistance to new businesses, provision of units and advice and information			
ECR20a	Number of new business start-ups supported in the local area per 1,000 VAT registered businesses	2006/07 collect baseline data	
ECR20b	Percentage of these start-ups which are located in wards that contain a Super Output Area (SOA) in the 20 per cent most deprived SOAs in the country	2006/07 collect baseline data	
ECR20c	Average cost of Local Authority business support per new business start-up supported	2006/07 collect baseline data	
ECR20d	User satisfaction with business start-up support	2006/07 collect baseline data	
ECR21a	Number of persons employed by businesses occupying managed workspace provided by (or funded by) the local authority	2006/07 collect baseline data	
ECR21b	Survival rates of businesses in managed workspace (i.e. after two years)		
ECR21c	The annual cost of providing the business units in relation to (i) f.t.e. jobs employed in the managed workspace. (i.e. cost per job supported) and (ii) total floor space of the units (square metres) (i.e. subsidy provided)	2006/07 collect baseline data	
ECR21d	Satisfaction of tenants of managed workspaces	2005 90%	Annual ELDC

ECR22a	Number of business enquiries for advice and information received in the financial year per 10, 000 economically active population	2006/07 collect baseline data	
ECR22b	Cost per business enquiry for advice and information dealt with	2006/07 collect baseline data	
ECR22c	Number of jobs created or safeguarded in which the business support provided has made a substantial contribution (normally financial)	2006/07 collect baseline data	
ECR22e	The number of businesses assisted through business support initiatives and services during the financial year	2006/07 collect baseline data	
ECR22f	Satisfaction of customers receiving business support services	2006/07 collect baseline data	
ECR23a	Jobs (f.t.e.) created in the last financial year by social enterprises that have received substantive support from the local authority	2006/07 collect baseline data	
ECR23b	Total income generated by all of the supported social enterprise	2006/07 collect baseline data	

# Strategic Context

## Regional Economic Strategy

By 2010 the East Midlands Development agency (EMDA) is aiming to turn the East Midlands into one of Europe's top 20 most prosperous regions. In order that the East Midlands becomes one of the top 20 regions of Europe the Strategy embraces the high level aspirations of creating a competitive region and also of creating of sustainable communities.

The emerging Regional Economic Strategy for 2020 'A Flourishing Region' is supported by three structural themes: -

- Raising Productivity
- Ensuring Sustainability; and
- Achieving Equality

The strategy sets out the challenge to achieve more and growing businesses, which can compete in a global market, to enable more people to become more skilled and able to benefit from new and better paid jobs. To deliver these structural themes for the region the strategy places ten strategic priorities at the heart of the strategy, and each with its own set of priority actions.

- Employment, learning and skills
- Enterprise and business support
- Innovation
- Transport and logistics
- Energy and resources
- Environmental protection
- Land and development
- Economic renewal
- Social capital
- Economic inclusion

The strategy has identified the following key challenges for the Eastern Sub-Area of the Region.

- Relative economic peripherally and poor transport and communications
- Low population densities in more remote rural areas
- There is a reliance on weak local labour markets characterised by high levels of casualisation and extension use of temporary, seasonal and migrant labour usually in low skilled and low paid occupations

- Poor transport links constitute significant barriers to participation in training, education and employment
- Relatively low levels of economic activity
- Lincolnshire contains three of the Region's five lagging rural districts in East Lindsey, West Lindsey and South Holland

The strategy suggests that the following key priorities could have significant impact in the Eastern Sub Region: -

- Enterprise and business support
- Employment, learning and skills
- Land and development
- Transport and logistics

EMDA's Regional Economic Strategy is closely allied to national initiatives to build Sustainable Communities, as such the Regional Economic Strategy forms one part of a greater Integrated Regional Strategy that also includes Social, Spatial and Environmental aspects.

## **Lincolnshire Enterprise**

The Lincolnshire Economic Strategy identifies several ambitions for economic development in the County. Lincolnshire's economy needs to grow at a greater rate than the National and Regional average for a sustained period in order for the Region as a whole to achieve its ambition of being one of the top 20 of European regions by 2010. The Strategy aims to recognise and address the economic needs of the County and achieve the following aims:

- A more diversified industrial structure
- More enterprise through start-up
- Addressing the dispersed, peripheral and largely rural nature of Lincolnshire
- Building on our strengths in education and addressing the weaknesses
- Addressing the social and economic aspects of disadvantage

## Community Strategy for East Lindsey

The Community Strategy for East Lindsey provides a 15 year vision for the Local Strategic Partnership to achieve. The Local Strategic Partnership is an umbrella organisation for public, private, and voluntary sector organisations in the District to work together to achieve common goals for the community. Two themes of the Community Strategy are particularly relevant to the Economic Development Strategy; firstly the theme of Community Development and Regeneration, and secondly the theme of Employment and Lifelong Learning.

Within the theme of Community Development and Regeneration are the following aims:

- Support the development and regeneration of local communities
- Support the development of a local integrated approach to meet local need
- To enable every child and young person to develop to their full potential
- Achieve and maintain a balanced sustainable housing market, which meets the current and future needs of the population of East Lindsey
- Ensure the well being of the natural, cultural and historic heritage in East Lindsey
- Ensure that the wider environment is managed in a sustainable way for current and future generations

The theme of Employment and Lifelong Learning includes the following aims:

- Promote learning in the community
- Increase participation and achievement in post-statutory education
- Increase participation rates in Higher Education
- Celebrate achievement
- Address the issues of childcare provision for learning
- Enable all households to have access to the latest Information Communication Technology
- Maximise the potential of the local labour market
- Engage more employers in workforce development
- Encourage business start-ups through managed workspace
- Provide interactive support for employers in East Lindsey

## East Lindsey District Council Corporate Strategy

The Corporate Strategy of East Lindsey District Council outlines the aims and priorities that the whole Council is working towards addressing. The Corporate Strategy is closely aligned with the Community Strategy in order that the aims of the Council and those of our partners are complimentary. Priorities were developed through research and consultation into the needs of the District, and also with regard to national priorities for Local Government. Within the Strategy are the following priorities:

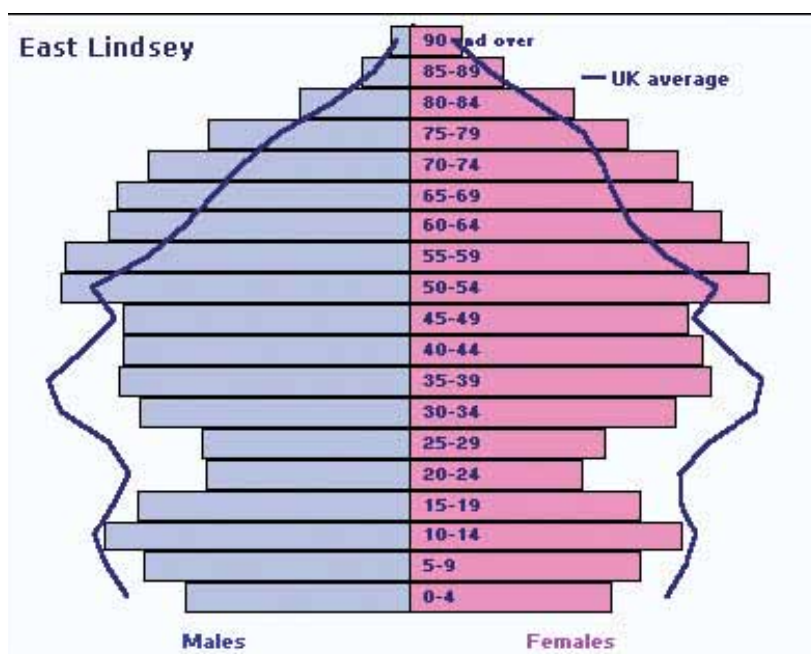
- Achieve high standards of cleanliness
- Improve sport and leisure provision and usage
- Improve the quality of housing and enable more affordable homes
- Minimise waste and maximise recycling
- Promote healthier lifestyles and improve the availability of health services
- Develop sustainable quality employment opportunities
- Tackle crime and disorder

## Local Context

### Total population

130,447 - 2001 Census

### Age Structure



The population structure of the District differs from the national average quite considerably. Younger people are under-represented in comparison to the national average, while older people form a much larger part of the population. The total population has grown rapidly over recent years, although this is largely due to in migration of people of retirement age looking to settle in the District. Population projections for coming years predict that the proportion of older people in the District will continue to grow.

### Population Projections 2001 - 2028<sup>1</sup>

	2001 Actual	2005 Projected	2010 Projected	2015 Projected	2020 Projected	2025 Projected	2028 Projected
Total	130,447	138,100	146,700	154,800	162,500	169,400	173,000
0-19	22.1%	21.1%	19.3%	17.8%	16.9%	16.5%	16.1%
20-34	14.5%	13.0%	12.5%	12.7%	12.2%	11.3%	10.9%
35-49	19.1%	19.6%	18.9%	16.9%	15.2%	14.7%	15.1%
50-64	22%	23.2%	23.7%	23.5%	24.4%	24.1%	22.9%
65 +	22.1%	23.2%	25.5%	29.1%	31.1%	33.4%	34.9%

<sup>1</sup> LRO

## Deprivation

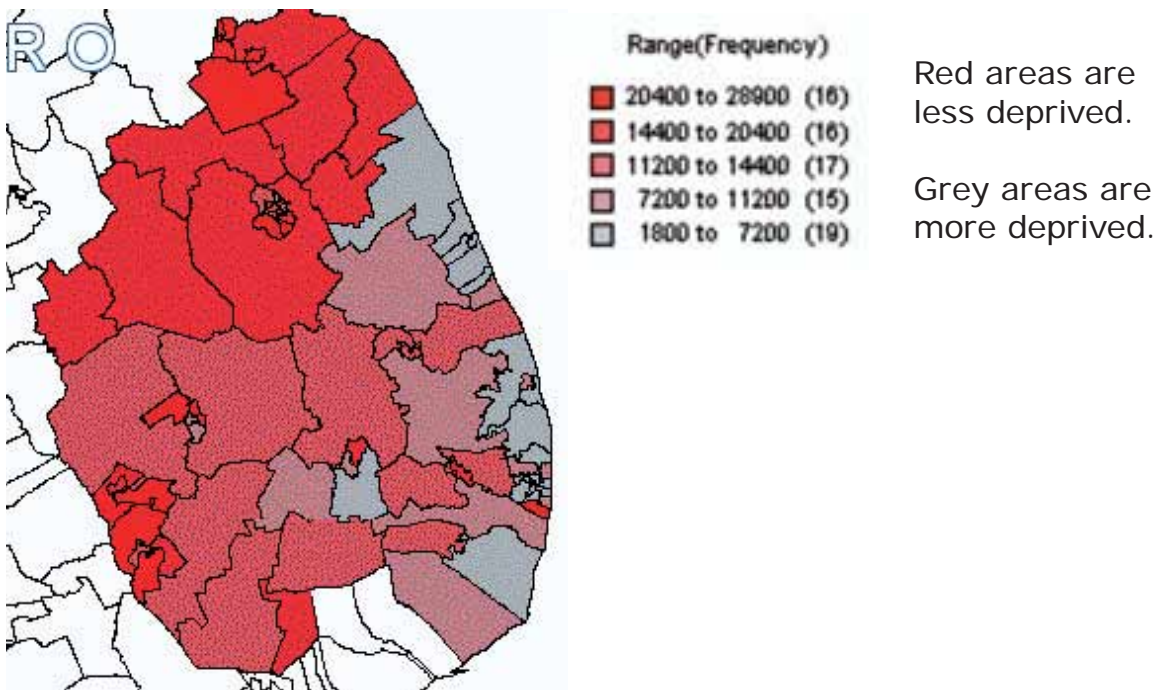
Overall the District ranks as the 86th most deprived Local Authority area in England out of a total of 354 Authorities. Within the District concentrations of deprivation are found in and around the coastal resorts and within the larger towns. The District ranks lower than all others in Lincolnshire with the exception of Lincoln City; however, there are also areas of the District that are relatively affluent.

### Overall Rank of Lincolnshire Districts\*, Indices of Multiple Deprivation (IMD) 2004



\*Rank of average score – 1 is the most deprived, 354 the least deprived

### Map of the overall IMD 2004 rank for Super Output Areas by Ward, East Lindsey



Deprivation is measured on the basis of Super Output Areas (SOA). Each of the lower level SOAs, used to measure deprivation in the District, are composed of a minimum of 1000 people and an average of 1500. 15 SOAs in the District are within the 20% most deprived in England, they are:

EO1026074	Mablethorpe North
EO1026073	Mablethorpe East
EO1026072	Mablethorpe Central
EO1026109	Trusthorpe and Mablethorpe South
EO1026103	Sutton on Sea North
EO1026048	Chapel St. Leonards
EO1026069	Ingoldmells
EO1026115	Winthorpe
EO1026083	St. Clements
EO1026114	Winthorpe
EO1026092	Scarborough
EO1026094	Scarborough
EO1026093	Scarborough
EO1026097	Seacroft
EO1026112	Wainfleet and Friskney

## Rural services

% of households within 0-4km, 2004<sup>2</sup>

	Boston	East Lindsey	North Kesteven	South Holland	South Kesteven	West Lindsey
Bank	70.7	<b>64.5</b>	55.7	67.4	46.7	57.8
Cash Machine	91.6	<b>82.5</b>	90.1	83.4	89.8	69.9
Doctors	92.9	<b>71.9</b>	88.0	77.0	88.6	73.1
Job Centre	69.0	<b>42.5</b>	24.0	52.7	52.2	26.4
Library	81.1	<b>67.5</b>	86.9	74.8	77.3	70.2
Petrol Station	99.1	<b>90.3</b>	93.6	91.7	93.5	81.3
Post Office	98.7	<b>96.6</b>	98.9	98.2	97.8	98.0
Primary School	99.2	<b>97.1</b>	99.5	98.3	97.9	98.0
Secondary School	88.4	<b>62.1</b>	69.2	71.3	80.0	59.1
Supermarket	83.1	<b>74.0</b>	86.1	82.8	82.6	62.5

Access to services is poor within the District. The percentage of households within 4 kms of services is generally lower than in other parts of Lincolnshire. Population density is one of the factors contributing to low levels of access to services and the District is among the most sparsely populated in England. Poor access to services increases social exclusion, especially among those with lower incomes in rural areas, which contributes to low wages and skills levels.

## Population Density<sup>3</sup>

	Population Density (people per hectare)
East Lindsey	0.74
Lincolnshire	1.09
East Midlands	2.67
England	3.77

<sup>2</sup> Countryside Agency Rural Services Series

<sup>3</sup> Census 2001

## Business Growth

Net registrations of VAT eligible businesses have fluctuated little over recent years and as a result the total business stock, although comparatively large, has changed little. However, certain sectors have shown greater fluctuation than others and there has been a notable decline in the agricultural sector, which has been offset by modest rises in other sectors. Between 1995 and 2003 the total number of VAT registered businesses in Lincolnshire grew by 6.5%, although the total number of VAT registered businesses in East Lindsey grew by only 0.5% over the same period.

### Total stocks at end of year – East Lindsey

Stock at year end	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture / Fishing	1270	1240	1235	1205	1180	1165	1140	1105	1085
Mining / Energy	5	5	0	0	0	0	0	0	5
Manufacturing	315	320	320	320	320	320	315	310	305
Construction	510	500	500	530	530	545	545	565	570
Wholesale and retail	1170	1145	1155	1135	1110	1105	1115	1130	1135
Hotels & restaurants	445	445	455	465	465	470	485	500	515
Transport & Comms	190	185	180	185	180	175	180	175	180
Finance	10	10	15	15	15	15	15	10	15
Real Estate	445	460	490	520	555	560	570	580	600
Public Admin / Other	290	275	280	265	275	265	270	270	270
Education & Health	60	50	55	55	55	50	55	55	55
Total	4710	4635	4685	4695	4685	4670	4690	4700	4735

### Total stocks end of year – Lincolnshire

Stock at year end	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture	4600	4535	4450	4360	4285	4185	4105	3990	3880
Energy	15	20	20	20	20	20	20	20	25
Manufacturing	1585	1620	1630	1610	1620	1600	1615	1615	1590
Construction	2320	2300	2345	2420	2445	2540	2600	2710	2785
Retail	4945	4830	4845	4850	4810	4775	4785	4830	4860
Hotels	1375	1380	1410	1435	1450	1480	1535	1585	1645
Communications	1045	1020	1005	1015	1010	1015	1045	1065	1075
Finance	90	95	110	110	120	115	120	115	115
Real Estate	2515	2715	2945	3180	3355	3445	3555	3735	3910
Public Admin	1295	1265	1235	1230	1245	1240	1245	1265	1275
Education & Health	290	260	270	275	280	280	280	280	285
Total	20075	20040	20265	20505	20640	20695	20905	21210	21445

## East Lindsey - Registrations<sup>4</sup>

VAT Registrations	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture / Fishing	35	35	35	25	20	30	20	25	20
Mining / Energy	0	0	0	0	0	0	0	0	0
Manufacturing	25	25	20	30	20	25	15	20	20
Construction	20	30	40	45	35	45	35	60	50
Wholesale and retail	70	75	95	75	60	85	75	105	95
Hotels & restaurants	50	50	60	55	55	50	70	80	70
Transport & Comms	15	10	15	15	15	10	20	10	15
Finance	0	0	5	0	0	0	0	0	0
Real Estate	55	50	60	65	70	50	55	50	80
Public Admin / Other	30	20	20	10	25	15	15	20	15
Education & Health	10	5	5	5	5	5	5	0	5
<b>Total</b>	<b>310</b>	<b>300</b>	<b>355</b>	<b>325</b>	<b>305</b>	<b>315</b>	<b>310</b>	<b>370</b>	<b>370</b>

## East Lindsey – De-registrations

VAT De-registrations	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture / Fishing	55	60	40	55	45	40	50	60	40
Mining / Energy	0	0	0	0	0	0	0	0	0
Manufacturing	15	20	20	30	15	30	20	20	25
Construction	35	40	40	20	40	25	35	40	45
Wholesale and retail	105	100	80	95	85	90	65	85	95
Hotels & restaurants	65	50	50	50	50	50	55	65	55
Transport & Comms	15	15	20	15	15	15	15	10	10
Finance	0	0	0	0	0	5	0	5	0
Real Estate	30	35	30	35	35	45	40	45	60
Public Admin / Other	30	35	15	20	20	25	15	15	15
Education & Health	5	15	5	0	5	5	5	5	0
<b>Total</b>	<b>355</b>	<b>370</b>	<b>300</b>	<b>320</b>	<b>310</b>	<b>330</b>	<b>300</b>	<b>350</b>	<b>345</b>

## Net Registrations / De-registrations

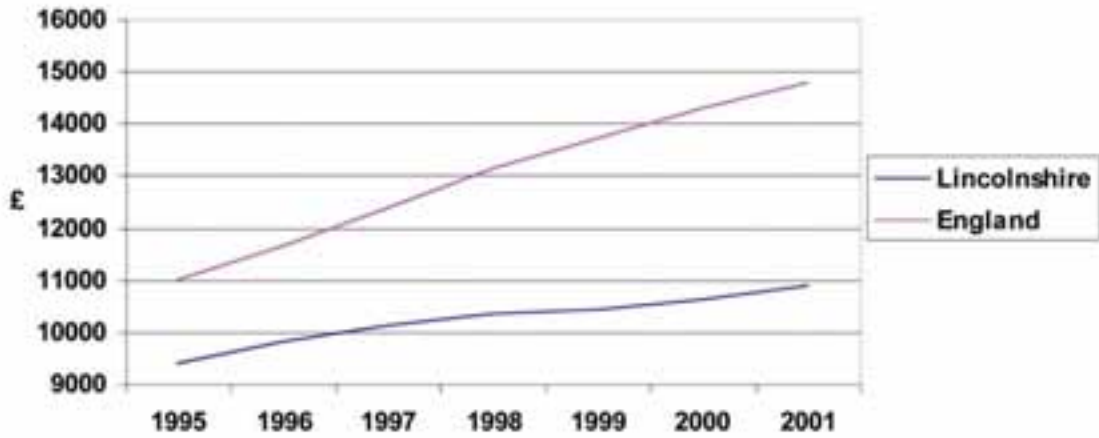


<sup>4</sup> Nomis

## Productivity

### Gross Value Added (GVA) per head

GVA per head of population<sup>5</sup>



	1995	1996	1997	1998	1999	2000	2001
Lincolnshire	9368	9801	10109	10321	10429	10607	10857
England	10996	11625	12375	13148	13691	14260	14781

GVA per head of population has been rising within the County over recent years, although it has not kept pace with the level for England as a whole. GVA for the District is even lower than the level for Lincolnshire as a whole and it is not projected to catch up over the coming years.

<sup>5</sup> DTI Competitiveness Indicators

## Employment by Sector

The District displays noticeable differences in its employment structure with that of the County as a whole. Less people within the District are employed on a full-time basis than compared with the County as a whole, which alternately ensures that a greater proportion of the working population is employed on a part-time basis. Another defining feature of the employment structure of the District is the high proportion of people employed in tourism. The seasonal nature of the tourist industry is one of the factors that explain the relatively high proportion of people that are employed on a part-time basis.

### Employment by sector<sup>6</sup>

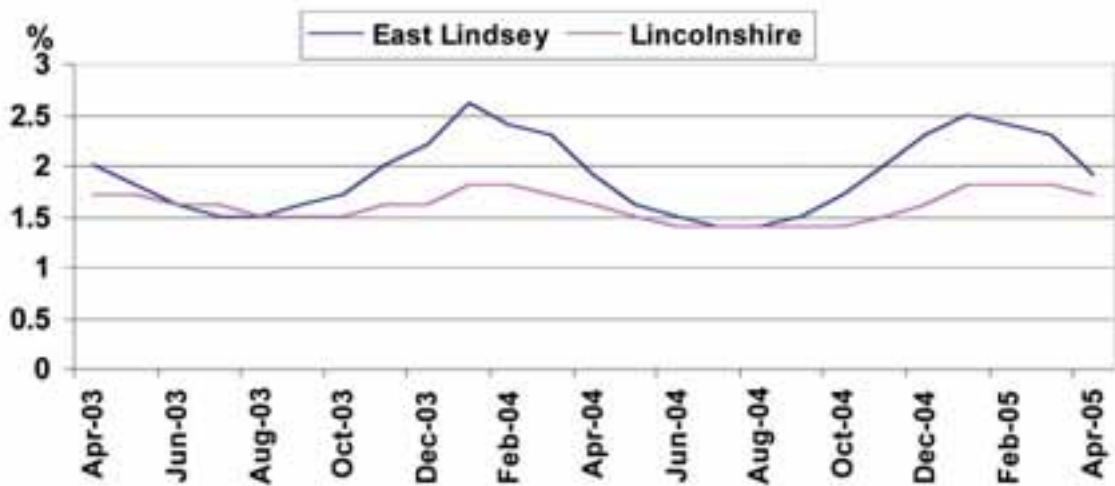
Employment by sector, 2003	East Lindsey Jobs	%	Lincolnshire Jobs	%
Total employee jobs	40,178	100	254,317	100
Full-time	25,937	64.6	172,631	67.9
Part-time	14,240	35.4	81,684	32.1
Manufacturing	6,148	15.3	48,376	19.0
Construction	1,879	4.7	13,024	5.1
Services	29,386	73.1	180,349	70.9
- Distribution, hotels, restaurants	11,274	28.1	65,203	25.6
- Transport & Communications	1,591	4.0	12,817	5.0
- Finance, IT, other business	3,575	8.9	26,137	10.3
Public Admin, Health, Education	11,067	27.5	66,637	26.2
Other services	1,881	4.7	9,554	3.8
Tourism related	4,487	11.2	16,245	6.4

<sup>6</sup> Labour Market Profiles, East Lindsey and Lincolnshire, Nomis

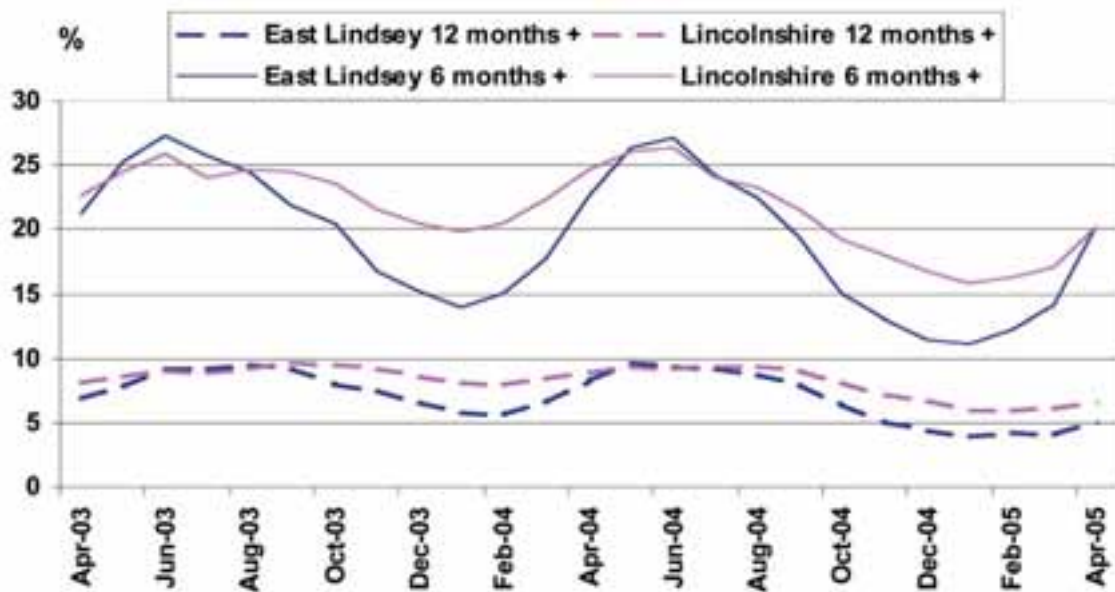
## Unemployment

Claimant Count is an indication of unemployment, it measures the amount of people claiming Job Seekers Allowance. The Claimant Count in the District is higher than the County in general, although during the summer months the levels are similar. East Lindsey is below the average for the County in regard to the percentage of claimants that have been claiming for more than 6 or 12 months. The fluctuations in the Claimant Count can largely be attributed to the seasonal nature of employment in the District.

Claimant Count (those claiming Job Seekers Allowance) as a percentage of the total working age population<sup>7</sup>



Claimant Count, percentage of claimants claiming for over 6 months and for over 12 months as a proportion of the total number of claimants



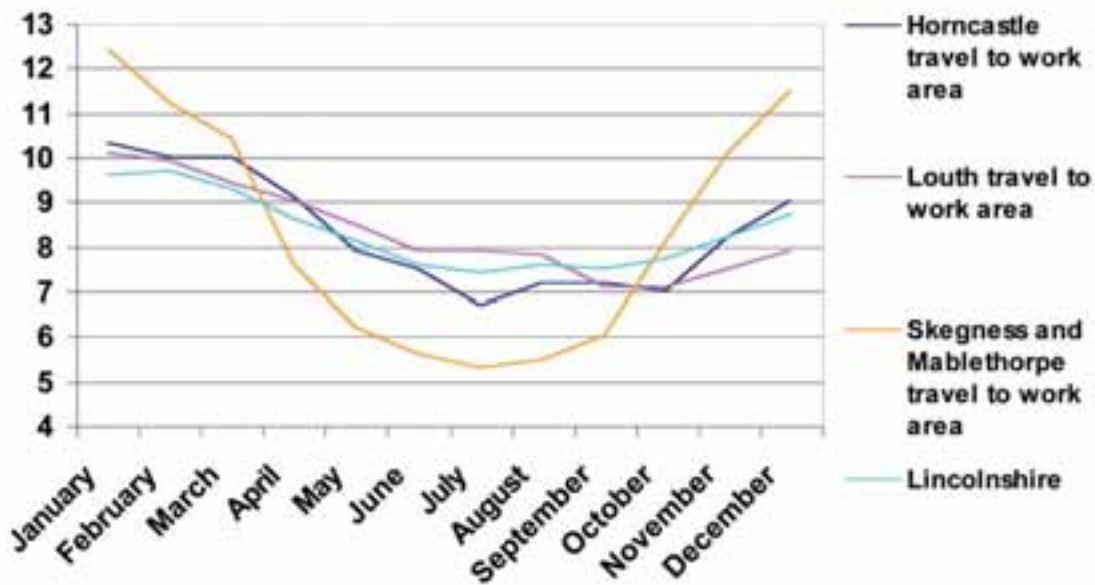
<sup>7</sup> Nomis

## Seasonality

Due to the high proportion of the population that work within the tourist sector, and also to some extent in the agricultural sector, the District experiences fluctuations in the number of people that are out of work on a seasonal basis. The following graph illustrates the distribution of the Claimant Count per month as a percentage of the total number of claims in the year. The graph shows a large variation in the Count on a seasonal basis in Skegness and Mablethorpe in comparison to other parts of the District or the County.

Seasonality: Claimant Count % per month of total claims per year by Travel to Work Area 2004

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Horncastle	10.3	10	10	9.1	7.9	7.5	6.7	7.2	7.2	7	8.2	9
Louth	10.1	9.9	9.4	9	8.5	7.9	7.9	7.8	7.1	7.1	7.5	7.9
Skegness & Mablethorpe	12.4	11.2	10.4	7.6	6.2	5.6	5.3	5.5	6	8.1	10.1	11.5
Lincolnshire	9.6	9.7	9.3	8.6	8.1	7.6	7.4	7.6	7.5	7.7	8.2	8.7



\*The Travel to Work Area is composed of those that live and work in the same area, it tends to have a bias towards manual / semi-skilled labourers as those in managerial / professional occupations are more likely to travel a greater distance to work.

## Economic Activity

Economic activity is a measure of the adult population who are either in, or are actively seeking and available for, employment. This excludes those in full-time education, the long-term sick, those with caring responsibilities, and the retired. Economic activity in the District is relatively low when compared to the National, Regional, and County averages.

### Economic activity rate, people of **working age**, East Lindsey<sup>8</sup>

	All	Male	Female
Mar 1999 – Feb 2000	77.6	79.4	75.3
Mar 2000 – Feb 2001	77.9	82.3	72.6
Mar 2001 – Feb 2002	74.8	76.1	73.3
Mar 2002 – Feb 2003	73.6	79.0	66.9
Mar 2003 – Feb 2004	74.1	80.2	67.0
Mar 2004 – Feb 2005	76.0	81.7	69.5

### Employment rate, people of **working age**, Lincolnshire

	All	Male	Female
Mar 1999 – Feb 2000	72.7	73.9	71.2
Mar 2000 – Feb 2001	71.5	75.5	66.6
Mar 2001 – Feb 2002	70.0	72.2	67.6
Mar 2002 – Feb 2003	68.6	71.6	64.7
Mar 2003 – Feb 2004	68.9	73.3	63.6
Mar 2004 – Feb 2005	71.5	76.2	66.1

### The Economic Activity rate for **all** those aged over 16 in East Lindsey

	% Rate
Mar 1999 – Feb 2000	58.7
Mar 2000 – Feb 2001	61.0
Mar 2001 – Feb 2002	52.5
Mar 2002 – Feb 2003	53.7
Mar 2003 – Feb 2004	59.9
Mar 2004 – Feb 2005	60.1

## Economic Dependency Ratio<sup>9</sup>

The total number of economically inactive in East Lindsey (including all those aged 0-16 added to the 39.9% of those aged 16+ regarded as inactive) is 66,897, or 51.3% of the population. This means that the economic dependency ratio, the total number of non-workers to workers, is 1.05 (or 10.5 people for every 10 people that are economically active).

<sup>8</sup> Nomis

<sup>9</sup> Census 2001 population data, Nomis Economic Activity data 2005

## Earnings

Earnings within the District are considerably lower than the National, County, and Regional averages. Discrepancies are also noticeable between different parts of the District with the Skegness and Mablethorpe area having the lowest wage levels.

Average full-time weekly earnings, all people <sup>10</sup>	2002	2003
England	471.72	483.39
East Midlands	413.92	428.65
Lincolnshire	394.01	397.09
East Lindsey	379.55	365.88
Louth Travel to Work Area	418.61	384.19
Horncastle Travel to Work Area	398.37	367.02
Skegness & Mablethorpe Travel to Work Area	348.61	345.82

Male average full-time weekly earnings	2002	2003
England	521.74	533.51
East Midlands	455.14	467.27
Lincolnshire	427.27	431.32
East Lindsey	400.84	376.59
Louth Travel to Work Area	448.99	409.22
Horncastle Travel to Work Area	388.83	369.50
Skegness & Mablethorpe Travel to Work Area	379.77	357.31

Female average full-time weekly earnings	2002	2003
England	387.71	400.92
East Midlands	335.75	357.43
Lincolnshire	328.17	336.35
East Lindsey	339.53	344.67
Louth Travel to Work Area	349.16	339.39
Horncastle Travel to Work Area	-	357.81
Skegness & Mablethorpe Travel to Work Area	308.01	328.11

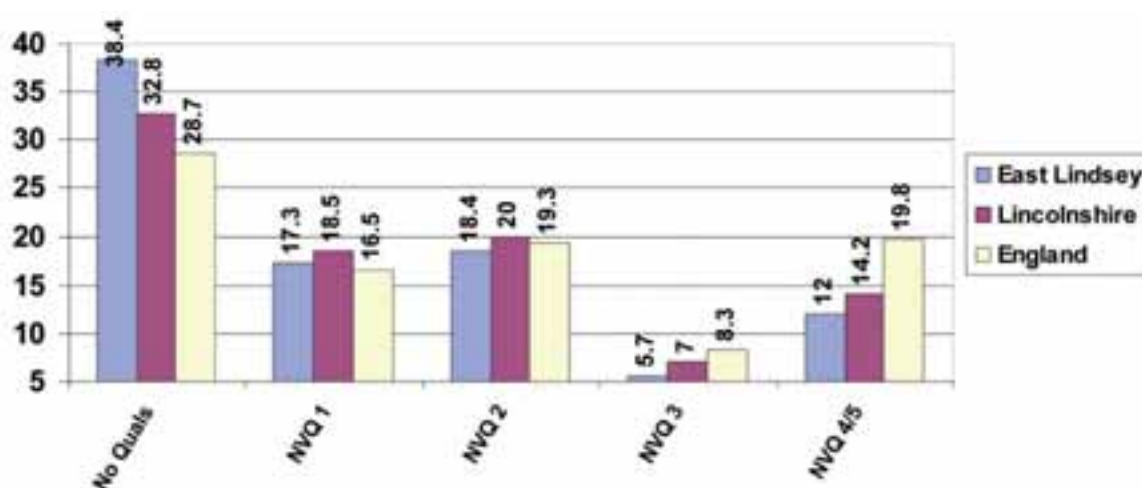
<sup>10</sup> Nomis

## Qualification Levels

Qualification levels are low in the District compared to Lincolnshire and England as a whole. Differences in qualification levels are evident at both the lower and the upper end of the scale. East Lindsey includes a larger proportion of the population than the national average that have no qualifications at all, and a smaller proportion that are qualified to degree level (NVQ 4/5).

Low levels of higher qualifications are compounded by the out migration from the District of many young people to attend university who then also find work outside the area. Low levels of qualification and low levels of pay are part of a self-perpetuating cycle that might dissuade both businesses requiring a well qualified workforce, and those with the qualifications, from moving to the District. Low qualification levels also provide a barrier to mobility within the labour market for many people.

### Qualification levels, Lincolnshire Districts<sup>11</sup>

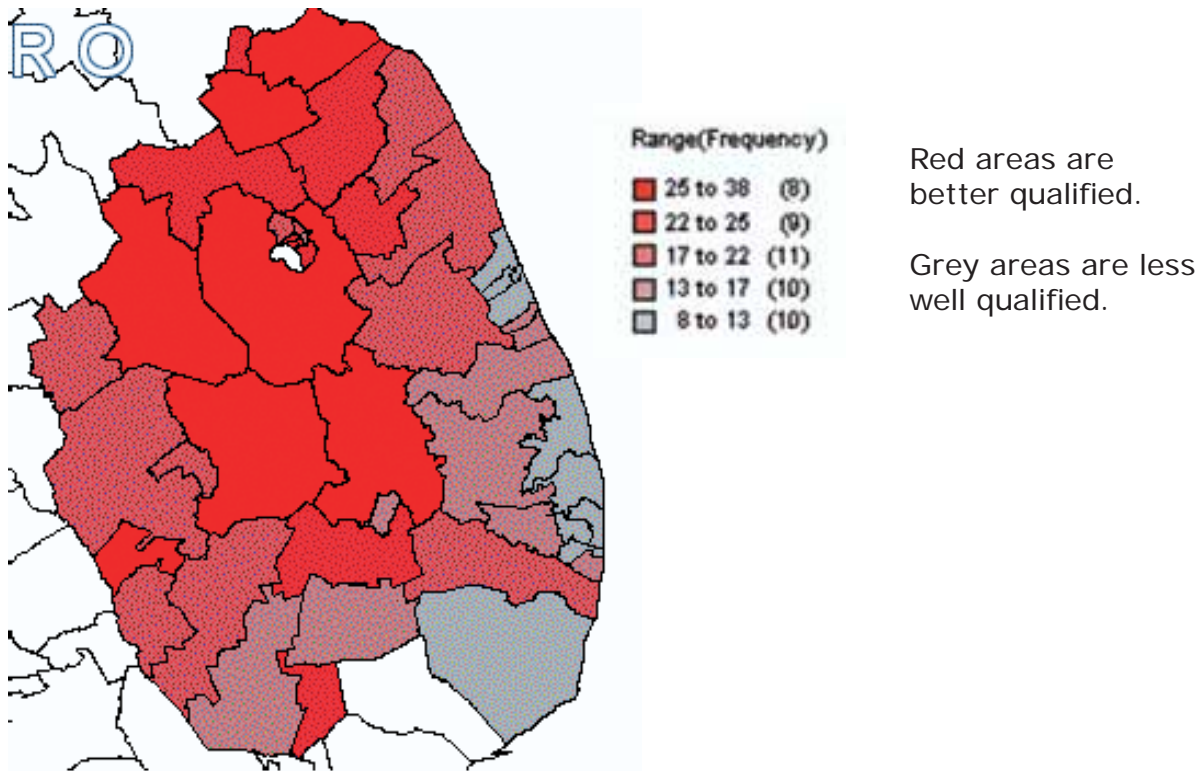


	No Qualls	NVQ 1	NVQ 2	NVQ 3	NVQ 4/5	Other
England	28.7%	16.5%	19.3%	8.3%	19.8%	6.9%
Lincolnshire	32.8%	18.5%	20.0%	7.0%	14.2%	7.7%
<b>East Lindsey</b>	<b>38.4%</b>	<b>17.3%</b>	<b>18.4%</b>	<b>5.7%</b>	<b>12.0%</b>	<b>8.2%</b>
Boston	39.9%	19.0%	18.5%	4.9%	10.0%	7.5%
Lincoln	30.0%	18.3%	19.7%	10.7%	14.6%	6.6%
North Kesteven	27.8%	19.4%	21.2%	7.9%	16.2%	7.5%
South Holland	39.0%	18.8%	19.1%	5.0%	10.2%	7.8%
South Kesteven	27.3%	18.9%	21.8%	7.4%	17.0%	7.5%
West Lindsey	29.9%	18.2%	20.2%	6.4%	17.0%	8.3%

<sup>11</sup> Census 2001

The geographical distribution of low levels of qualification correlates closely to the areas of deprivation. Lower levels of qualification can be found predominantly along the coast, including all ten of the lowest ranking wards for the proportion of the population qualified to NVQ level 3 or above.

% of people aged 16-74 qualified to NVQ level 3 and above, 2001 Census<sup>12</sup>



10 Lowest Ranking Wards		10 Highest Ranking Wards	
Mablethorpe North	8.3	North Thoresby	29
Mablethorpe East	8.4	Legbourne	27.9
Mablethorpe Central	8.5	Woodhall Spa	27.4
Trusthorpe	9.3	Tetford	27
Skegness St. Clements	9.4	Ludford	25.8
Chapel St. Leonards	10	Tetney	24.7
Ingoldmells	10.2	Hundleby	24.7
Skegness Scarborough	10.4	Louth St. Michaels	24
Skegness Winthorpe	11.2	Louth St. James'	24
Wainfleet and Friskney	12.2	Sibsey	23.6

<sup>12</sup> LRO

School achievement at GCSE and the proportion of the population enrolled in higher education are both relatively low when compared to other parts of Lincolnshire.

## Higher Education

Home student enrolments on higher education courses at publicly funded higher education institutions, Lincolnshire Districts, 2001/2002<sup>13</sup>

	Total Number	% of total population
East Lindsey	2,715	2.08%
Boston	1,135	1.98%
Lincoln	2,020	2.36%
North Kesteven	2,830	3.01%
South Holland	1,430	1.87%
South Kesteven	3,535	2.83%
West Lindsey	2,405	3.02%

## School Achievement

Achievements of 15 year olds in maintained schools, GCSE, 2002/2003<sup>14</sup>

	5+ A*-C	5+ A*-G	No Passes
England	52.9	88.8	5.2
East Midlands	50.6	89.1	5.1
<b>East Lindsey</b>	<b>49.9</b>	<b>87.7</b>	<b>6.0</b>
Boston	52.4	88.6	5.4
Lincoln	50.7	85.3	8.3
North Kesteven	61.8	95.8	1.0
South Holland	53.2	89.7	4.6
South Kesteven	64.4	93.7	3.2
West Lindsey	63.0	94.2	2.4

Achievement of 15 year olds in maintained schools, GCSE, 2001/2002

	5+ A*-C	5+ A*-G	No Passes
England	51.6	88.9	5.4
East Midlands	49.2	89.3	5.1
<b>East Lindsey</b>	<b>51.7</b>	<b>88.9</b>	<b>4.9</b>
Boston	52.5	89.6	3.8
Lincoln	45.9	86.3	7.6
North Kesteven	57.1	94.8	2.4
South Holland	45.9	90.5	3.3
South Kesteven	59.7	94.5	3.1
West Lindsey	60.1	94.6	2.0

<sup>13</sup> ONS

<sup>14</sup> ONS, DfES

## Health

Health, deprivation and the economy are strongly linked. The District suffers from poor levels of self-reported health, high levels of limiting long-term illness, and high levels of permanent sickness or disability. Not only does poor health prevent many people from working directly, it also increases the number of people needed to provide unpaid care that would otherwise be part of the labour market. Ill health increases the dependency ratio, therefore reducing productivity per capita and hampering economic growth.

### Self reported health<sup>15</sup>

	Good	Fairly Good	Not Good
England	68.8	22.2	9.0
East Midlands	67.6	23.3	9.1
Lincolnshire	66.9	24.0	9.1
East Lindsey	62.5	25.9	11.5

### Limiting long-term illness<sup>16</sup>

	% of people with a limiting long term illness	% of working age with a limiting long term illness
England	17.93	13.29
East Midlands	18.41	13.71
Lincolnshire	19.35	14.37
East Lindsey	23.73	18.40

### Permanent sickness or disability<sup>17</sup>

	% of people aged 16-74 with a permanent sickness or disability
England	5.30
East Midlands	5.29
Lincolnshire	5.52
East Lindsey	7.61

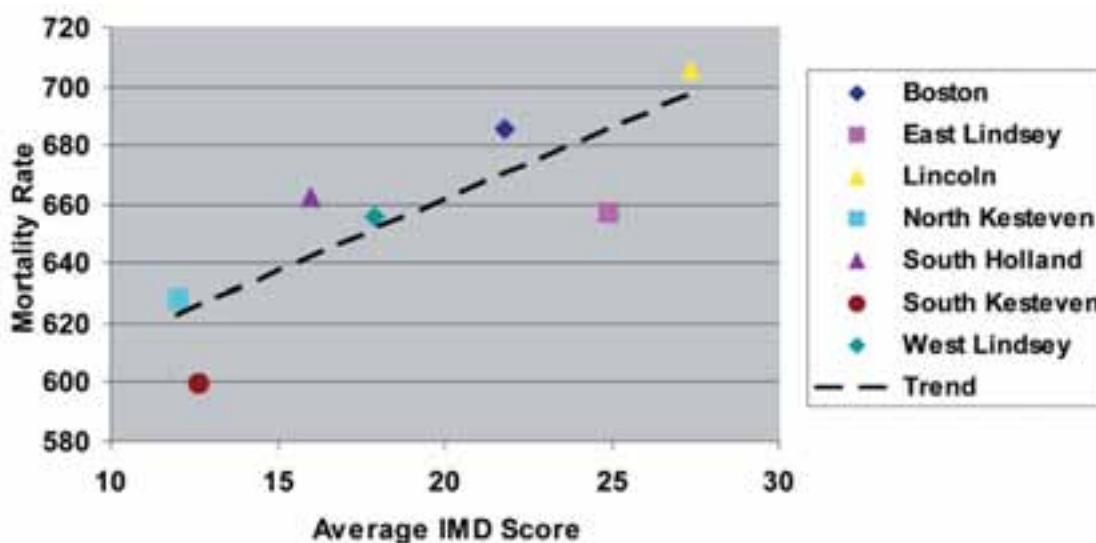
<sup>15</sup> Census 2001

<sup>16</sup> Census 2001

<sup>17</sup> Census 2001

The following graph displays a strong trend between mortality and deprivation. Using mortality as an indication of ill health it can be considered that deprivation and ill health reinforce one another, and as displayed previously, both are inextricably linked to the economy. Improving social conditions are both the cause and effect of improving economic conditions, therefore interventions relating to the economy need to be closely linked to other initiatives by the Council and its partners to improve health, alleviate deprivation, reduce social exclusion, and improve skills levels.

Relationship between mortality and deprivation (average score IMD 2004), Lincolnshire Districts<sup>18</sup>



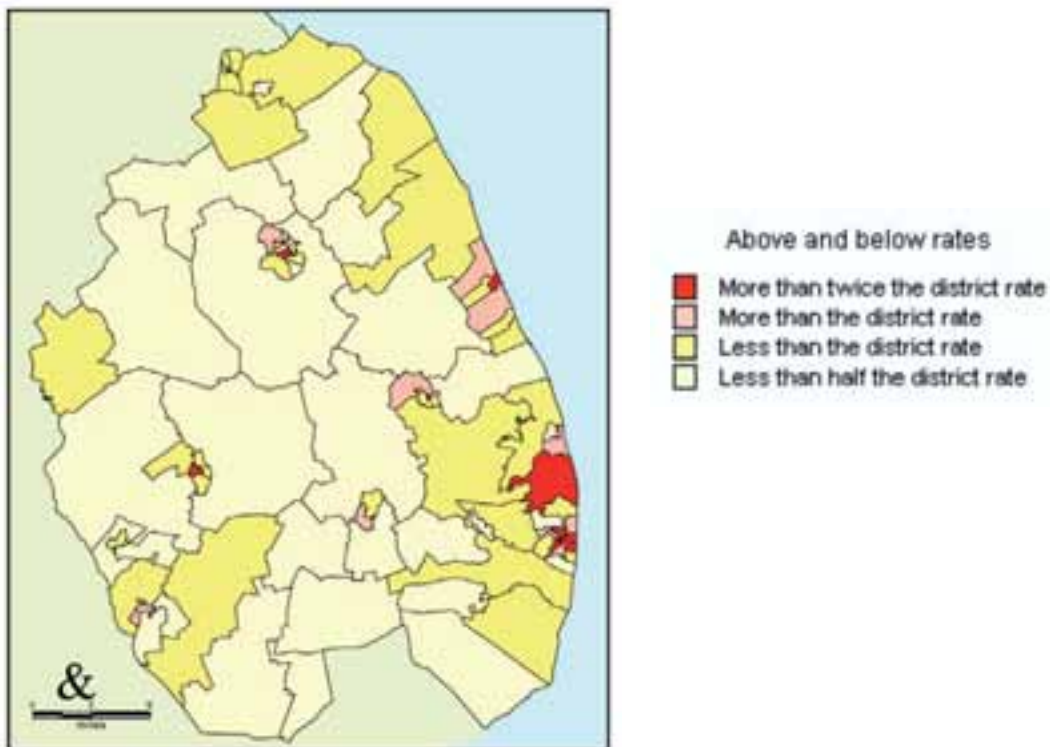
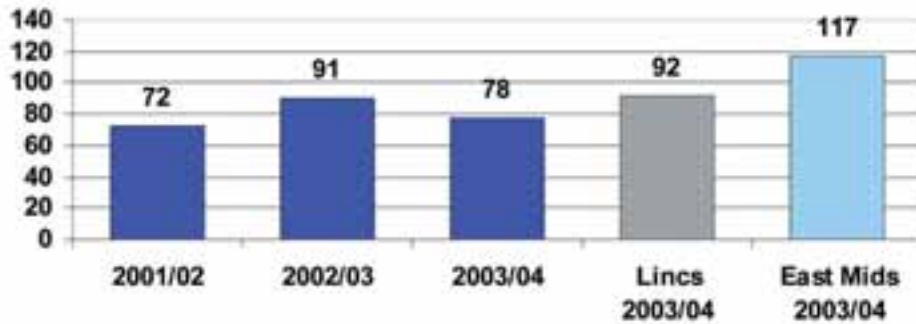
	Mortality Rate	Average IMD Score
Boston	685.64	21.78
East Lindsey	657.27	24.93
Lincoln	706.01	27.38
North Kesteven	628.11	12.04
South Holland	662.39	15.97
South Kesteven	599.45	12.61
West Lindsey	655.52	17.92

<sup>18</sup> EMPHO & IMD 2004

## All Crime<sup>19</sup>

Crime rates are comparatively low in the District, although concentrations of higher crime rates can be found in the larger urban areas.

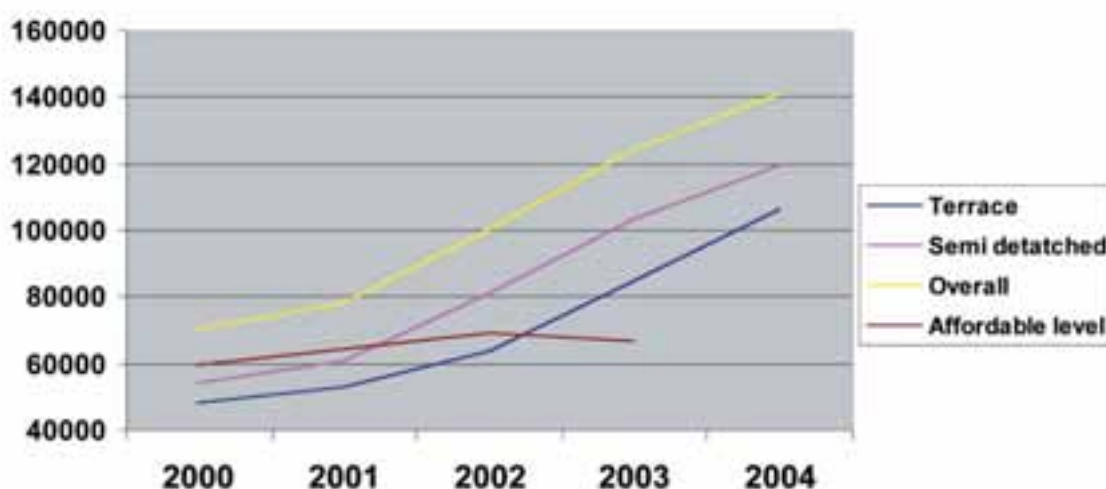
Crime rate per 1000 of the population



<sup>19</sup> East Lindsey Crime and Disorder Audit

## Affordability<sup>20</sup>

Housing in East Lindsey has become relatively less affordable over recent years as house prices have risen rapidly. Although house prices are comparatively lower than the National, Regional, and County averages housing is no more affordable due to low wage levels. Between 2000 and 2003 the average terraced house price increased from being 2.2 times the average income to 4.1 times the average income. Poor affordability risks reducing labour market mobility for those on lower incomes, which might reinforce social exclusion and the associated issues of low skill levels and aspirations that affect the economy. Inadequate affordable housing might also mean that employers find it difficult to recruit key workers.



\*Affordable is defined as 3.5 x the average income

	2000	2001	2002	2003	2004
Average annual wage	16,840.20	18,221.84	19,752.20	19,025.76	-
Terraced House	47,986	52,715	63,372	84,355	106,132
Semi Detached	53,999	60,572	80,750	102,909	119,184
Overall	69,800	77,736	99,936	124,156	140,748

Affordability Ratio (Average house price divided by average income)

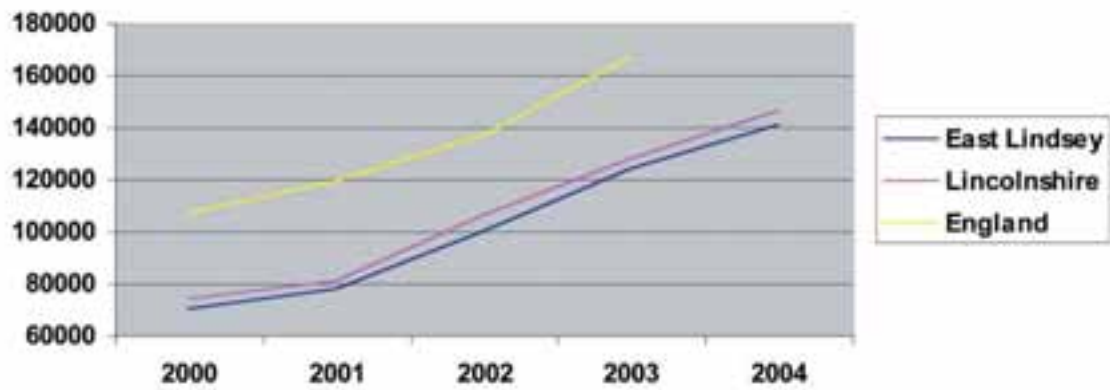
	2000	2001	2002	2003
Detached	5	5.2	6.3	7.9
Semi Detached	3.2	3.3	4.1	5.4
Terraced	2.8	2.9	3.3	4.4
Flat	2.2	2.5	2.9	4.1
Overall	4.1	4.3	5.1	6.5

<sup>20</sup> Nomis, and Land Registry

## Comparative average house prices, East Lindsey, Lincolnshire and England, 200-2004.

### Overall

	2000	2001	2002	2003	2004
East Lindsey	69799	77736	100164	124156	140748
Lincolnshire	73604	80920	106319	127435	146435
England	106998	119563	137278	166820	-



## Tourism

The tourism data included on the following pages is based on 2003 visitor data using the customised Cambridge Model.

Any estimates of tourism activity should be treated with caution given the transient nature of tourism and the difficulty of accurately measuring what is a dynamic and changing activity. Although the data derived from the Cambridge Model is believed to be relatively robust, the outputs should be regarded as indicative rather than definitive.

### Tourism stock - Accommodation

The pattern of tourism in Lincolnshire is largely dependent on the distribution of tourism infrastructure in the form of the accommodation stock and its attractions.

	Coastal	Inland	Number in County	Area % of county
Hotels (bedspaces)	5,070	1,143	13,094	47%
Paying guest (bedspaces)	137	289	1,665	26%
Self catering (units)	898	200	1,525	72%
Touring Caravans and tents (pitches)	4,525	1,230	7,720	75%
Static caravans (units)	11,328	403	13,101	90%
Holiday camp (units)	1,425	0	1,425	100%
Group accommodation (bedspaces)	0	113	890	13%
Population	46,387	83851	646,436	20%

Accommodation for visitors is provided on a commercial basis in serviced accommodation such as hotels, guest houses and B&B's, and on a self catering basis in flats, cottages, caravan and camp sites. Group accommodation may also be provided in youth hostels, college accommodation and similar establishments.

*Note: Hotels includes guest houses, inns and motels. Paying guest category includes B&B and farmhouse establishments.*

Total capacity in commercial accommodation is estimated at some 25,223 bedspaces, equivalent to 68% of the county's stock.

In addition to the stock of tourism accommodation, many people also choose to stay with friends and relatives. East Lindsey has some 20% of the resident population of the county.

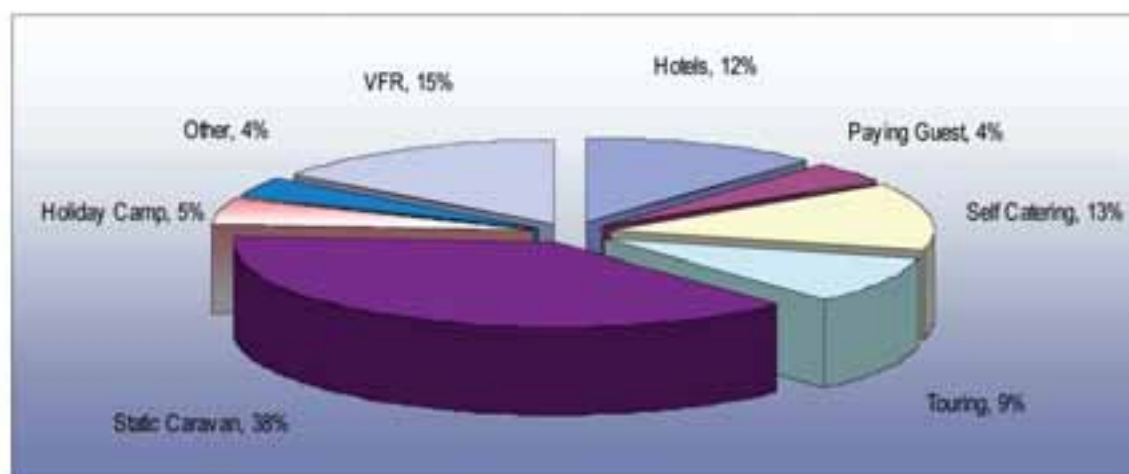
## TRIPS BY ACCOMMODATION

It is estimated that East Lindsey hosted 1,459,170 tourism trips in 2003, of which over 1 million were by visitors visiting the coastal areas.

- Half (50%) of visitors to East Lindsey stay in static caravans by the coast
- Those visitors staying inland are more likely to stay with friends and relatives (44%)

	All Coastal	%	All Inland	%	Total	%
Hotels	137,490	12%	44,810	14%	182,300	12%
Paying guest	9,730	1%	34,220	10%	43,950	4%
Self catering	141,960	13%	43,850	13%	185,810	13%
Touring caravan & tent	106,860	9%	28,600	9%	135,460	9%
Static caravan	561,360	50%	*	*	561,360	38%
Holiday Camp	79,600	7%	*	*	79,600	5%
Group	*	*	5,360	2%	5,360	*
Other	15,490	0%	28,000	9%	43,490	4%
Staying with friends and relatives	79,010	7%	142,830	44%	221,840	15%
<b>Total</b>	<b>1,131,500</b>	<b>100%</b>	<b>327,670</b>	<b>100%</b>	<b>1,459,170</b>	<b>100%</b>

The chart below shows a breakdown of all trips to East Lindsey by accommodation type.



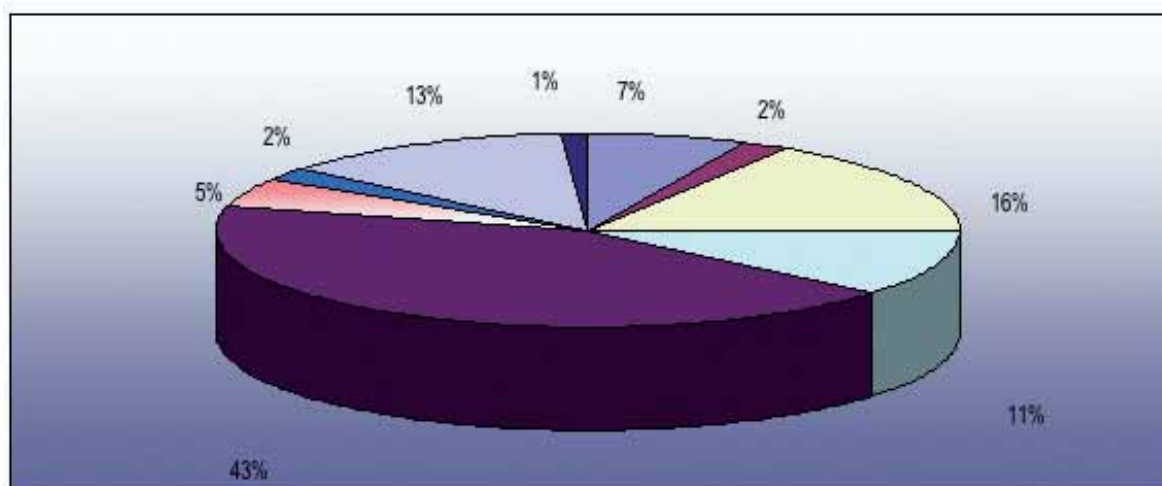
## NIGHTS BY ACCOMMODATION – ALL VISITORS

Over 5 million tourism nights were spent in East Lindsey by UK visitors in 2003, including over 4 million nights spent in coastal areas (80%). As with the distribution of trips, static caravans were the main form of accommodation used. Overall:

- 54% of nights to coastal areas were spent in static caravan accommodation with only 7% of nights being spent in serviced accommodation
- Inland nights were mostly spent visiting friends and relatives (43%)

	All Coastal	%	All Inland	%	Total	%
Hotels	317,040	7%	103,950	9%	420,990	7%
Paying guest	21,670	0%	76,940	7%	98,610	2%
Self catering	726,410	16%	224,780	20%	951,190	16%
Touring caravan & tent	517,430	11%	138,550	12%	655,980	11%
Static caravan	2,508,960	54%	0	0%	2,508,960	43%
Holiday Camp	266,100	6%	0	0%	266,100	5%
Group	0	0%	27,160	2%	27,160	1%
Other	42,580	1%	76,980	7%	119,560	2%
Staying with friends and relatives	267,440	6%	483,530	43%	750,970	13%
<b>Total</b>	<b>4,667,630</b>	<b>100%</b>	<b>1,131,890</b>	<b>100%</b>	<b>5,799,520</b>	<b>100%</b>

The chart below shows a breakdown of all trips to East Lindsey by accommodation type.



## Day visitors

Information on day visitor activity is available at regional level from the United Kingdom Day Visits Survey (UKDVS). Trips to East Lindsey have been estimated on the basis of the visits to tourist attractions in the District, together with the relative attractiveness and area of countryside, which is presumed to affect the volume of day trips to the countryside, and of the range of shops and entertainment facilities available in the town.

The estimates should be treated with caution given the lack of detailed supporting survey information within the county.

## Tourism Day Trips

Tourism day trips are defined by the Department of Culture, Media and Sport as those day trips from home which are taken on an irregular basis and have a duration of 3 hours or more.

Using this definition, **it is estimated that there were 8 million tourism day trips with associated spending of some £233 million in 2003.** Town trips outnumbered countryside trips by three to one. Spending was divided roughly six to one between town and countryside trips. The majority of tourism day trips are likely to originate outside the district (and county).

Average spend per trip is estimated at £26.53, with tourism town trips spending on average £38.29 and tourism countryside trips around £26.32.

Tourism day trips to	Trips	Spend
Coast	4,893,665	£112,015,991
Town	1,554,996	£59,540,806
Countryside	2,349,761	£61,845,701
<b>All</b>	<b>8,798,422</b>	<b>£233,402,498</b>

## Seasonality of Coastal Visits

The seasonal pattern of staying tourist trips has been estimated from the seasonal distribution of trips undertaken for different purposes. Almost a third (31%) of all trips are taken in the summer season/shoulder season, with a peak in August. Secondary peaks occur in December and April popular months for visits to friends and relatives around Christmas and Easter time.

	UK tourists	Overseas tourists	All staying tourist trips	%
January	48,265	861	49,126	4%
February	84,953	695	85,648	8%
March	64,577	819	65,396	6%
April	104,604	880	105,484	9%
May	103,999	876	104,875	9%
June	83,368	1,161	84,529	7%
July	124,678	1,243	125,921	11%
August	147,298	1,328	148,627	13%
September	105,136	1,047	106,183	9%
October	85,391	1,042	86,433	8%
November	62,881	966	63,847	6%
December	104,419	952	105,372	9%

The seasonal pattern of visitor days is similar to that of trips, although the more even distribution of tourism day trips tends to flatten the curve outside the summer season.

Please see table overleaf for a breakdown of seasonal trips by overnight and day visitors.

Staying tourist days							
	UK tourists	Overseas tourists	All tourists	%	Tourism day visits	All visitor days	%
Jan	93,809	5,561	99,371	1%	434,445	533,816	5%
Feb	254,232	4,488	258,720	3%	262,354	521,073	5%
Mar	253,185	5,291	258,477	3%	509,376	767,852	8%
April	501,402	5,689	507,091	5%	189,723	696,814	7%
May	415,073	5,658	420,731	5%	190,490	611,221	6%
June	331,762	7,501	339,263	4%	723,434	1,062,697	11%
July	605,228	8,032	613,260	7%	874,828	1,488,088	15%
Aug	768,030	8,584	776,614	8%	804,497	1,581,112	16%
Sept	498,733	6,766	505,499	5%	575,107	1,080,606	11%
Oct	310,363	6,735	317,098	3%	188,956	506,054	5%
Nov	195,336	6,241	201,577	2%	193,556	395,133	4%
Dec	363,579	6,154	369,733	4%	454,376	824,109	8%

The peak of visits to coastal areas of East Lindsey was in August with 1,581,112 visitors this equates to 51,004 visitors per day during that month.

## Seasonality of Inland Visits

The seasonal pattern of staying tourist trips has been estimated from the seasonal distribution of trips undertaken for different purposes.

The pattern of trips throughout the year is similar to that of coastal visits although slightly more trips are taken to inland areas during the winter months.

	UK tourists	Overseas tourists	All staying tourist trips	%
January	20,734	1,331	22,065	7%
February	23,990	1,074	25,064	8%
March	19,652	1,267	20,919	6%
April	27,754	1,362	29,116	9%
May	26,506	1,354	27,861	9%
June	21,445	1,796	23,241	7%
July	31,998	1,923	33,921	10%
August	40,535	2,055	42,590	13%
September	27,907	1,620	29,527	9%
October	24,341	1,612	25,953	8%
November	16,836	1,494	18,330	6%
December	27,528	1,473	29,001	9%

The seasonal pattern of visitor days is similar to that of trips, although the more even distribution of tourism day trips tends to flatten the curve outside the summer season.

Please see table overleaf for a breakdown of seasonal trips by overnight and day visitors.

Staying tourist days							
	UK tourists	Overseas tourists	All tourists	%	Tourism day visits	All visitor days	%
Jan	33,189	10,068	43,257	2%	233,311	276,567	6%
Feb	57,624	8,124	65,748	3%	148,033	213,781	5%
Mar	56,515	9,579	66,094	3%	331,776	397,870	9%
April	105,512	10,298	115,810	5%	212,536	328,346	7%
May	82,336	10,242	92,578	4%	236,733	329,311	7%
June	65,701	13,579	79,280	4%	423,970	503,250	11%
July	115,946	14,540	130,487	6%	386,872	517,359	11%
Aug	188,250	15,540	203,790	9%	388,404	592,194	13%
Sept	98,211	12,248	110,459	5%	298,029	408,487	9%
Oct	68,989	12,192	81,181	4%	188,338	269,519	6%
Nov	41,741	11,298	53,039	2%	152,772	205,811	5%
Dec	78,646	11,141	89,787	4%	410,568	500,354	11%

The peak of visits to inland areas in East Lindsey was again in August with 592,194 visitors this equates to 19,103 visitors per day.

## Economic impact

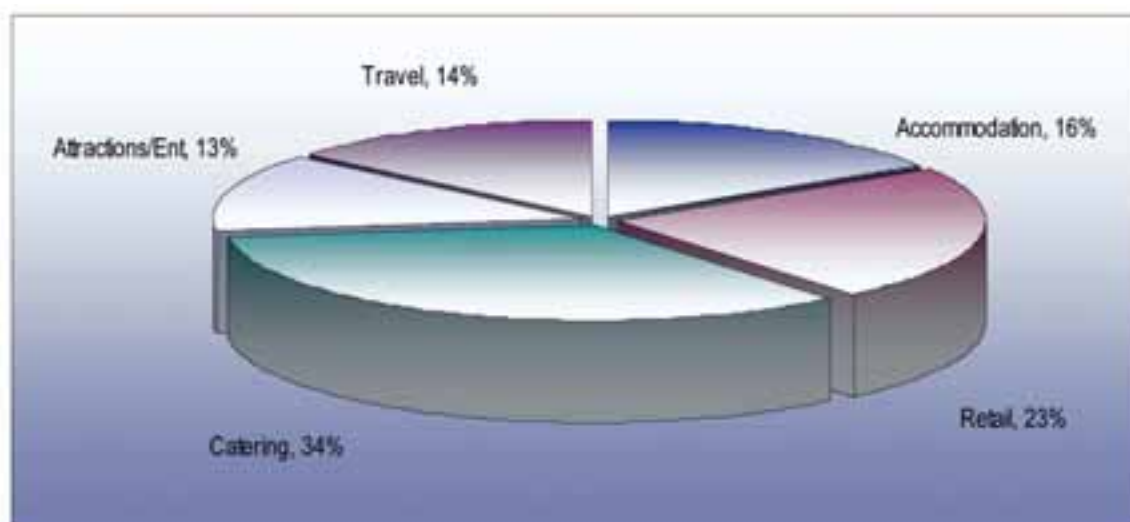
### Visitor expenditure – Coastal Areas

The total visitor spend in coastal areas of East Lindsey is estimated to be over £301million, of which staying tourists contribute £170 million and tourism day visitors £131.4 million. This expenditure falls into five main sectors, namely:

- Catering with an estimated £102.7 million
- Retail attracting £68.3 million
- Accommodation with £47.1 million
- Travel with £44 million
- Attractions and entertainment £39 million

£000	Accommodation	Retailing	Catering	Attractions/entertainment	Travel	Total
UK tourists	£46,025,649	£37,709,300	£42,779,784	£17,086,461	£23,452,806	£167,054,000
Overseas tourists	£1,114,164	£770,138	£719,342	£332,212	£336,144	£3,272,000
Tourism day visitors	£0	£29,830,151	£59,299,062	£22,032,559	£20,285,545	£131,447,318
<b>Total</b>	<b>£47,139,813</b>	<b>£68,309,589</b>	<b>£102,798,189</b>	<b>£39,451,232</b>	<b>£44,074,495</b>	<b>£301,773,318</b>
%	16%	23%	34%	13%	14%	100%

The chart below shows a breakdown of total visitor expenditure in coastal areas of East Lindsey.



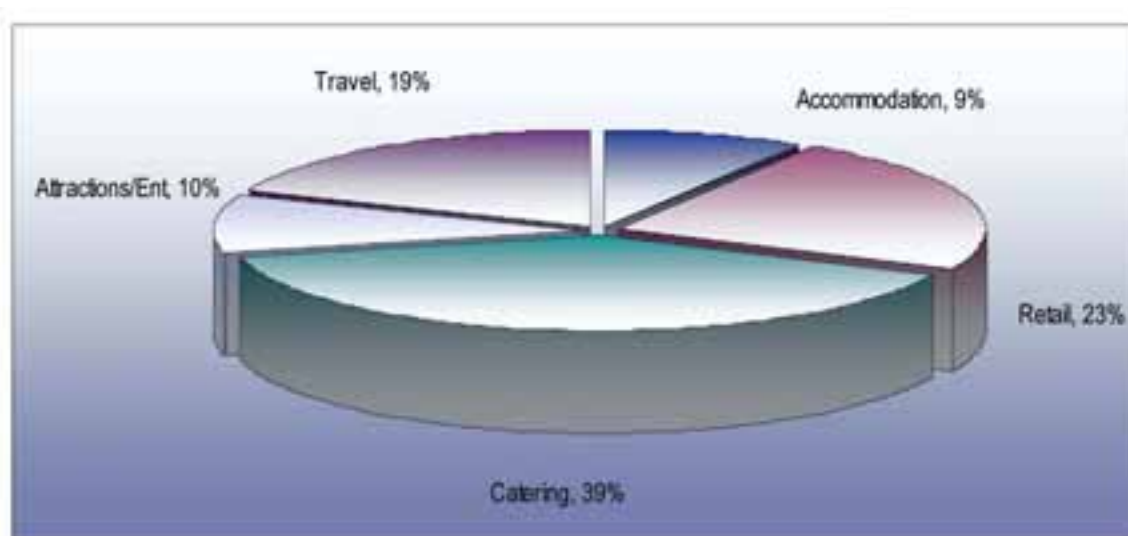
## Visitor expenditure – Inland Areas

The total visitor spend in inland areas of East Lindsey is estimated to be over £146million, of which staying tourists contribute £43 million and tourism day visitors £102.4 million. This expenditure falls into five main sectors, namely:

- Catering with an estimated £58.3million
- Retail attracting £33 million
- Travel with £27 million
- Attractions and entertainment £15 million
- Accommodation with £12.6 million

£000	Accommodation	Retailing	Catering	Attractions/ entertainment	Travel	Total
UK tourists	£10,943,375	£7,730,115	£9,922,782	£3,980,500	£6,302,228	£38,879,000
Overseas tourists	£1,729,178	£1,326,759	£1,176,618	£575,435	£545,010	£5,353,000
Tourism day visitors	£0	£24,098,641	£47,217,969	£10,475,773	£20,701,290	£102,493,673
<b>Total</b>	<b>£12,672,553</b>	<b>£33,155,515</b>	<b>£58,317,369</b>	<b>£15,031,708</b>	<b>£27,548,528</b>	<b>£146,725,673</b>
%	9%	23%	39%	10%	19%	100%

The chart below shows a breakdown of total visitor expenditure in inland areas of East Lindsey.



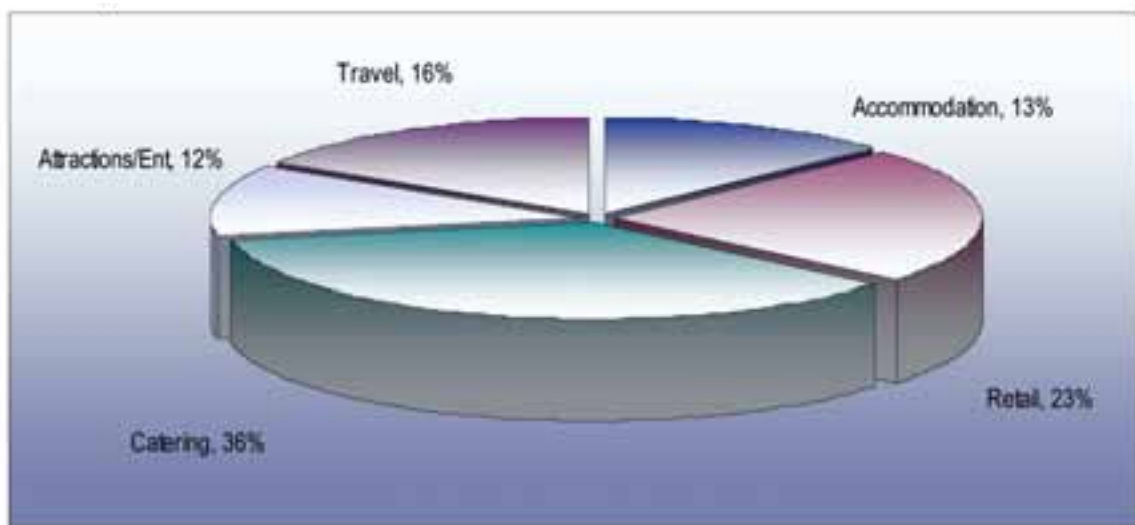
## Visitor expenditure – All Visitors

The total visitor spend in East Lindsey is estimated to be over **£448 million**, of which staying tourists contribute £214.5 million and tourism day visitors £233.9 million. This expenditure falls into five main sectors, namely:

- Catering with an estimated £161.1million
- Retail attracting £101.4million
- Travel with £71.6 million
- Accommodation with £59.8 million
- Attractions and entertainment £54.4 million

£000	Accommodation	Retailing	Catering	Attractions/ entertainment	Travel	Total
UK tourists	£56,969,023	£45,439,415	£52,702,566	£21,066,961	£29,755,034	£205,933,000
Overseas tourists	£2,843,342	£2,096,897	£1,895,960	£907,647	£881,154	£8,625,000
Tourism day visitors	£0	£53,928,792	£106,517,032	£32,508,331	£40,986,835	£233,940,991
<b>Total</b>	<b>£59,812,365</b>	<b>£101,465,104</b>	<b>£161,115,558</b>	<b>£54,482,940</b>	<b>£71,623,023</b>	<b>£448,498,991</b>
%	13%	23%	36%	12%	16%	100%

The chart below shows a breakdown of total visitor expenditure East Lindsey.



## TOTAL TOURISM EMPLOYMENT IN EAST LINDSEY

The total employment supported by visitor spending directly and indirectly is estimated at 10,545 full time equivalents, or 14,492 actual jobs.

It should be noted that additional construction employment will arise as a result of capital spending in improving existing establishments and/or investing in new capacity. There are also further jobs arising in the public sector concerned with marketing or managing visitors in the District. No estimates relating to such additional employment has been included in the above figures.

### Estimated income effects

Wages and salaries received by employees and owners of tourism related businesses, supply businesses and services benefiting from employee spending all contribute to the income of people living in East Lindsey.

	FTE jobs	Estimated wages
Direct employment in tourism related businesses	7,377	£100,691,000
Indirect employment in local supply and service businesses	2,209	£45,952,000
Induced employment by tourism employees wage expenditure	959	£19,939,000
<b>Total</b>	<b>10,545</b>	<b>£166,582,000</b>

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## List of Partners

- Boston Borough Council
- East Lindsey Primary Care Trust
- East Lindsey Coastal Ribbon Sure Start Partnership
- East Midlands Development Agency
- East Midlands Tourism
- English Nature
- Environment Agency
- First College
- Government Office for East Midlands
- Groundwork Lincolnshire
- Horncastle Local Learning Partnership
- Horncastle Town Council
- J R Associates
- Job Centre Plus
- Lincoln College
- Lincoln University
- Lincolnshire and Rutland Business Link
- Lincolnshire and Rutland Connexions
- Lincolnshire and Rutland Learning and Skills Council
- Lincolnshire and Rutland Learning Partnership
- Lincolnshire County Council
- Lincolnshire Development
- Lincolnshire Enterprise
- Lincolnshire Road Car Ltd
- Lincolnshire Research Observatory
- Lincolnshire Tourism
- Lincolnshire Wildlife Trust
- Lincolnshire Wolds Countryside Service
- Louth Local Learning Partnership
- Louth Navigation Trust
- Louth Playgoers
- Mablethorpe & Sutton on Sea Town Council
- Mid Lincolnshire Regeneration Partnership
- North East Lincolnshire Council
- North Kesteven Council
- Ramblers Association
- Shaw Trust
- Skegness Town Council
- South Holland District Council
- Team Parish of Louth



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