

A TOURISM STRATEGY

for

NORTH LINCOLNSHIRE

2004–2007

This strategy sets out a vision and direction for tourism in North Lincolnshire, from 2004 to 2007.

It identifies strategic aims, strands for success and action plans.

CONTENTS

THE CURRENT PICTURE

1. Characteristics of the area
2. The marketing regions of North Lincolnshire and their attractions
 - ◆ Barton upon Humber and the Wolds
 - ◆ Brigg and the Ancholme Valley
 - ◆ Epworth and the Isle of Axholme
 - ◆ Scunthorpe
3. The value of tourism in North Lincolnshire
4. The visitor profile and local trends in tourism
5. National trends in tourism
6. The national picture – how this strategy fits in

THE FUTURE OF TOURISM IN NORTH LINCOLNSHIRE

7. Where do we want the economy of North Lincolnshire to go?
 8. The role tourism will play
 9. Resources to deliver the service
 10. How will we work towards our goals?
 - Developing the North Lincolnshire brand
 - Investing in attractors
 - Training the workforce and enhancing business skills
 - Grasping opportunities
 - Ensuring accessibility
 - Delivering what we promise
 - Measuring our performance
 11. Implementing the strategy
- Appendix 1 Visitor profiles
Appendix 2 The Strategic Fit
Appendix 3 North Lincolnshire Visitor Attractions

1. CHARACTERISTICS OF THE AREA

North Lincolnshire is a predominantly rural area, with diverse market towns and the urban area of Scunthorpe. Excellent north-south and east-west road links exist, convenient for the markets of south, east and west Yorkshire, Lincolnshire and the East Midlands.

North Lincolnshire cannot boast a Cathedral City or multi-million pound attraction. Instead it is characterised by small and medium sized, diverse and unique visitor attractions. These range from historic market towns, like Epworth, the birthplace of world Methodism to the contemporary art gallery 'Chink in the Wall' in the rural hamlet of Deepdale.

There is no coastline with traditional resorts, but the waterfront at Barton upon Humber, adjacent to the Humber Bridge is the focus of significant investment and opportunity.

The area currently has 1112 bed-spaces and occupancy levels are greatest Monday through to Thursday, with a high percentage of business tourism. Many coach operators plan their itineraries to include an overnight stay out of the area due to the lack of suitable hotel accommodation for groups.

Recent activity has focussed on bringing together the range of attractions, to extend the length of stay. This is achieved by working in partnership with local communities, through Tourism Partnerships, which bring together the town and parish councils, the voluntary sector and the business community. Over the past 12 months much work has been undertaken with the accommodation sector to improve customer services and marketing.

For tourism marketing purposes the area is currently divided into 4 regions:

2. THE MARKETING REGIONS OF NORTH LINCOLNSHIRE AND THEIR ATTRACTIONS

BARTON UPON HUMBER AND THE WOLDS

The historic town of Barton upon Humber has a number of attractions, including Ropewalk Contemporary Art & Craft, St Peter's Church (English Heritage 10th century church with remarkable Anglo-Saxon tower and baptistry) and Baysgarth House Museum.

Waterfront attractions include the Humber Bridge, Europe's longest single span suspension bridge, Waters' Edge Country Park (and the new visitor centre, currently under construction) Far Ings Nature Reserve, and Barton Claypits, (wildlife and water sports). The waterfront is also the starting point for two long distance footpaths, the Nev Cole Way and the Viking Way. The Sustrans 1 national cycle route travels south across the Humber Bridge and through the area.

Thornton Abbey in the care of English Heritage, has one of the most spectacular 14th century gatehouses in the country, with the Palm Farm specialist walled nursery and Abbots Garden farm shop nearby. Deepdale is the setting for the acclaimed contemporary art gallery 'Chink in the Wall'.

BRIGG AND THE ANCHOLME VALLEY

The traditional market town of Brigg has a good selection of local shops with a popular market and auction on Thursdays. A monthly Farmers' Market and programme of outdoor events are held in the Market Place. The Ancholme Valley is a magnet for walkers with routes of varying lengths along the river and through acres of woodland. Cycling is also popular and the river has some of the most prolific fishing in England.

There are two mills, Wrawby Postmill (1760; the last surviving postmill in the north of England) and the working Mount Pleasant Windmill in Kirton in Lindsey, with an organic bakery and tea-rooms.

The area also boasts the impressive Forest Pines golf, hotel and leisure complex, Scawby Gardens in the walled garden of Scawby Hall and the speciality ice cream parlour at Hibaldstow.

EPWORTH AND THE ISLE OF AXHOLME

Epworth is known internationally as the birthplace of world Methodism and is a place of pilgrimage for Methodists from around the world. The Wesley Trail visits the Wesley family home, now a museum, St Andrew's Church and the Wesley Memorial Methodist Church.

The town also has Ghost Walks and a good range of specialist shops, inns and cafes. The Trolleybus Museum at Sandtoft is home to the UK's largest preserved collection of trolleybuses. The accommodation sector in Epworth has seen growth in the last 12 months with small, high quality guesthouses opening.

SCUNTHORPE

Scunthorpe's attractions include 20-21 Visual Arts Centre, which is the first attraction in the area to receive national accreditation under the Visitor Attraction Quality Assurance Service (VAQAS); North Lincolnshire Museum and steam train rides around the Corus steel making plant.

The town has seen a £60 million investment creating The Parishes, a shopping and leisure development with a multi-screen cinema. Church Square is the setting for speciality markets.

Four miles north of Scunthorpe, is Normanby Hall Country Park with its award winning Victorian Walled Garden. Alkborough Turf Maze sits high on the Trent ridge and the only Michelin 2 star restaurant in the north of England, Winteringham Fields enjoys a superb village setting.

3. THE VALUE OF TOURISM IN NORTH LINCOLNSHIRE

Tourism is a growth industry, which contributes £46 million to the North Lincolnshire Economy. 1024 people are employed locally in the industry. (Yorkshire Tourist Board)

In 2003, the area attracted over 1.5 million day-visitors. Over the last 12 months, developments have been undertaken with a combined value of over £12 million. Developments worth £3.3 million are currently under construction, including the flagship Waters' Edge Country Park Visitor Centre, due to open in 2004. (NLC data collection) Brigg Tourist Information Centre receives in the region of 51,000 enquiries per annum. In 2003/4, 97% of users surveyed rated the service as very good or excellent.

Much work has been done over the last 5 years to raise awareness of the actual location of North Lincolnshire as a geographical area. However, its affinities to both Yorkshire and Lincolnshire confuse many potential visitors.

Some accommodation, for example the Reeds Hotel offers good facilities for people with disabilities.

North Lincolnshire enjoys a drier, sunnier climate than much of the UK due to its sheltered position in the East of England, making it ideal for enjoying outdoor activities and events. The Met Office yearly averages from 1977-2000 show 1521.9 hours of sunshine well above the UK average of 1352.5. Northern Lincolnshire had 108.6 days when the rainfall was greater than 1mm, making the area considerably drier than the UK average of 151.48 days. The summer of 2003 was the fifth warmest on record. (The Met Office)

4. THE VISITOR PROFILE AND LOCAL TRENDS IN TOURISM

Day visits are the main income for tourism sector businesses. The area's geographic position - within an hour's drive of major centres of population such as Leeds, Bradford, Sheffield and Hull makes it an easily accessible and attractive proposition.

The current socio-economic groupings and Wells & Gubar Life-Cycle Stages positions are shown in Appendix 1 together with the attitudinal types identified by the Yorkshire Tourist Board. Research shows that there is a predominance of C2 (Skilled Working Class), C1 (Lower middle Class), and a lesser amount of ABs (Upper Middle Class/Middle Class) currently attracted to the area, together with a predominance of Empty Nesters (where children have grown up and left home). (Yorkshire Forward & Yorkshire Tourist Board)

Recent developments such as the 20-21 Visual Arts Centre, Ropewalk Contemporary Art & Craft, Farmers' Markets and galleries have the potential to attract greater numbers of ABs. The two establishments of exceptional quality, Winteringham Fields and Forest Pines attract AB groupings.

Normanby Hall Country Park with its new facilities and excellent opportunities for future development has the potential to 'attract and disperse' a wide range of visitors across the area.

The vast majority of visitors are domestic, but there is the potential to attract the US markets (Methodists) and continental (Belgian, Dutch) via P&O North Sea Ferries.

5. NATIONAL TRENDS IN TOURISM

Tourism markets are changing rapidly. Key trends have been identified which are likely to continue for the medium to long term. This strategy has been designed to embrace these opportunities:

- **There is a trend towards taking several short breaks per year as opposed to the more traditional 'two weeks in the sun'**
The average duration of trips is 3.8 nights. (Yorkshire Forward – Yorkshire & the Humber Tourism Study)
- **There will be an increase in the ABC1 socio-economic group within the population**
This group currently comprises 50% of the UK population but are more inclined to travel, taking over 60% of domestic tourism trips. (Yorkshire Forward – Yorkshire & the Humber Tourism Study)
- **Most holidays now involve participation in a wide range of activities**
The most popular are walking (64%) visiting heritage sites (27%), swimming (22%) visiting artistic or heritage exhibits (19%). (English Tourism Council UK Tourist Statistics)
- **People are becoming cash rich, time poor**
*The leisure **spend** per head is increasing, but many people cannot increase the amount of leisure **time** they have. This makes consumers increasingly demanding - value for time is as important as value for money. Levels of Personal Disposable Income increased by one quarter between 1996 and 2001. (Yorkshire Forward – Yorkshire & the Humber Tourism Study)*
- **Leisure time is on the increase for the over 55s**
Many people are retiring earlier (East Midlands Tourism Strategy)
- **Consumers are demanding a broader range of experiences**
Many see a short break as the time to try out something new - outdoor pursuits; activity and educational breaks are on the increase. (East Midlands Tourism Strategy)
- **There is an increased awareness of a healthy lifestyle, matched by increased demand for sports related breaks and activities**
(English Tourism Council UK Tourist Statistics)
- **Consumers are using the internet more**
They expect to be able to check availability, order literature and make a booking on line. (Yorkshire Tourist Board)
- **More people will visit friends and family for day visits and short breaks**
This was the fastest growing market segment in the 1990s increasing by 138%. (Yorkshire Forward)

- **Day visits will continue to be the main income for tourism sector businesses**
The number of day leisure visits in the UK increased from 4.5 million in 1994 to 5.2 million in 1998, with a 48% increase in spend. The breakdown was 73% urban locations, 3% seaside and 24% countryside. (English Tourism Council UK Tourist Statistics)
- **Business tourism will increase, but with a trend towards smaller and shorter conferences**
Growth is more likely to come from the public sector and associations than from the corporate sector. (East Midlands Tourism Strategy)
- **The Licensing Act will change the nature of the night economy in towns and cities, leading to a more mature and welcoming ambience**
(Association of Town Centre Management)
- **More people are taking a holiday 'at home'**
A recent survey by Visit Britain indicated that three times as many UK residents took a break in England as have gone abroad in July and August and 5% more people are now planning to holiday 'at home'. This could generate an extra £600 million for the English Tourism industry. (Yorkshire Tourist Board Research Unit)
- **As congestion increases, so will the desire to escape it**
There will be an increasing premium placed on space, time to reflect, relax, and recharge batteries. (East Midlands Tourism Strategy)
- **The number of sporting and spa breaks is on the increase**
People are looking towards a healthier lifestyle and this sector is increasing by an estimated 7.4% each year. The English Tourism Council estimates that there is a growth potential of a further 11%, given greater levels of product development and marketing. (ETC)
- **More people are enjoying a sport as part of their holiday**
Sport activities are worth over £5 billion in England. Current forecasts show that the number of tourism trips containing at least one sporting activity is growing by 7.4% each year. (ETC)
- **There is a growing trend towards environmentally friendly holidays**
There is an increased awareness of the importance of environmental issues and green tourism. Environmentally friendly destinations and attractions, are on the increase. (ETC)

6. THE NATIONAL PICTURE - HOW THIS STRATEGY FITS IN

Tourism does not exist in isolation but heavily inter-relates with areas such as regeneration, inward investment, sustainability and culture. This strategy has been developed to ensure a good fit with the framework of national, regional and sub-regional strategies currently in place. [Appendix 2](#) shows the strategies and studies relevant to the preparation of this document.

This strategy is being prepared at a time when there are proposed changes to the regional delivery structure and the roles and responsibilities of Yorkshire Forward, the Yorkshire

Tourist Board and local authorities. Whilst these are not yet resolved, the strategy aims to be flexible so as to ensure a 'best fit' to benefit North Lincolnshire.

THE FUTURE OF TOURISM IN NORTH LINCOLNSHIRE

7. WHERE DO WE WANT THE ECONOMY OF NORTH LINCOLNSHIRE TO GO?

The Regeneration Strategy for North Lincolnshire aims for:

"The long term sustainable re-positioning of the North Lincolnshire economy to one more characterised by high value, high growth and entrepreneurial activity and competitive costs".

Through this re-positioning, it will establish North Lincolnshire as one of the leading economies in the North of England within the next 10 years.

8. THE ROLE TOURISM WILL PLAY

This strategy aims to reposition North Lincolnshire as a quality short break and day visit destination, focussing on:

- ◆ The natural environment
- ◆ The arts
- ◆ Culture and heritage

This will be achieved through:

- ◆ People development
- ◆ Product development
- ◆ Business development

This will enable tourism to make a significant contribution to the local economy in terms of both jobs and visitor spend.

Tourism currently supports 6.1% of Yorkshire and Northern Lincolnshire's total workforce. An additional job is created for every £40,000 spent by visitors. (Yorkshire Tourist Board)

9. RESOURCES TO DELIVER THE SERVICE

The tourism and town centres service is part of the Economic Development Team. Currently there are six staff (five full time and one part-time). Three are based at Brigg Tourist Information Centre (TIC) and three are based at Church Square House in Scunthorpe.

The 2003/2004 budget allocates £183,860 to provide this service, (including staff costs and TIC premises costs).

The delivery of the strategy will be made possible by working in partnership with a range of businesses and organisations within the sector. Key partners include attractions, accommodation providers, town and parish councils and the voluntary sector.

Whilst our staff resources are limited, we will work in partnership with colleagues in areas such as Arts Development to maximise the impact of projects and initiatives.

10. HOW WILL WE WORK TOWARDS OUR GOALS?

- **Developing the North Lincolnshire brand**

To define and build a powerful brand, making full use of new media techniques to focus marketing activity, and to appeal to clearly defined customer segments.

- **Investing in attractors**

To 'invest' in excellence in those products and experiences that relate to the lifestyles of contemporary visitors and are capable of attracting high value visitors.

- **Training the workforce and enhancing business skills**

To encourage and enable businesses to develop skills to meet changing customer needs.

- **Grasping opportunities**

To prioritise resources and focus on projects that will have a major impact on the performance of North Lincolnshire as a visitor destination.

- **Ensuring accessibility**

To work towards a destination that is truly accessible, in terms of visitor access (information services, special needs, transport) and in terms of the business community (networking, information services and social inclusion).

- **Delivering what we promise**

To establish the principles for mechanisms that will ensure the delivery of the strategy.

- **Measuring our performance**

To set up systems for comprehensively and reliably measuring and assessing the performance of the tourism industry to the benefit of both operators and public sector agencies.

11. IMPLEMENTING THE STRATEGY

We will work in partnership to implement the strategy as shown below.

Developing the North Lincolnshire Brand

Understanding visitors

- We will undertake research into the needs of existing and potential customers, gain a greater understanding of their expectations and focus future marketing and development activities.

Concentrating on key market segments

- We will identify key market segments to ensure best use of resources and to maximise the value to the local economy.

Making the best use of resources

- We will undertake a thorough evaluation of current marketing effectiveness and new media opportunities. Sponsorship opportunities will be sought and emphasis placed on partnership working.

Gathering information

- We will develop databases to encourage repeat visits, monitor visitor patterns and support the local tourism industry.

Developing linkages and sharing best practice

- We will evaluate and strengthen links within Yorkshire and Lincolnshire to develop and market each sector in such a way as to ensure a 'best fit'.

Investing in Attractors

Endorsing quality

- We will only promote Quality Inspected serviced accommodation and attractions will be encouraged to sign up to a quality charter, such as VAQAS.

Developing new facilities

- We will work with existing attractors to encourage them to develop new facilities and products to meet changing customer needs.

Perfecting standards

- We will enable and signpost tourism sector businesses to gain the skills, knowledge and expertise they need to exceed customer expectations.

Enhancing town and country

- We will work in partnership with attractors and local communities to make North Lincolnshire a more attractive place to visit.

Key sector action plans

Seven main areas where North Lincolnshire can achieve significant growth have been identified in the tourism sector. For each of these a sector action plan will be developed.

Nature's harvest

- We will raise the profile of quality local food through initiatives such as Farmers' Markets, local food on local menus and farm shops, developing local distinctiveness and retaining spend in the local economy.

Outstanding art

- We will encourage and promote North Lincolnshire's emergence as a centre for the arts, working closely with colleagues in Leisure Services.

A celebration of culture

- We will develop and celebrate the cultural diversity of North Lincolnshire through initiatives such as vibrant local events and church tourism. Our role will be to advise local communities on managing and developing sustainable events.

Rural tranquillity

- We will work with attractors to develop quality leisure breaks, positioning North Lincolnshire as a destination to escape the stresses of everyday life.

The great outdoors

- We will encourage and promote this sector to capitalise on its vast potential, developing strong links between accommodation and activities.

Stay the night

- We will place emphasis on overnight stays, developing linkages between attractions and accommodation to increase visitor value rather than volume. Visitor incentives will be developed to encourage longer stays.

Break out

- We will encourage the development of unusual, educational and activity theme breaks to capture 'young and affluent adventurers'.

Training the Workforce and Enhancing Business Skills

Competing with the best

- We will enable businesses to become more competitive by raising awareness and availability of skills training for the workforce.

Training the workforce

- We will help increase the quality of jobs in the sector by encouraging learning in the workplace.

Getting on line

- We will develop a visitor website and encourage attractors to embrace e-business opportunities. This will facilitate on-line bookings and improve the service for customers.

Grasping opportunities

Seeking private sector involvement

- We will seek private sector sponsorship for appropriate projects in order to maximise resources.

Maximising external funding

- We will capitalise on sources of funding from the government, ETC, regional agencies and the EU to enable tourism sector projects to go ahead.

Planning ahead

- We will examine current trends and opportunities within the industry, working with partners to develop new attractors to increase market share and visitor spend.
- **Encouraging Investment**

We will work closely with colleagues across the council and the private sector to encourage inward investment to support the new positioning of North Lincolnshire as a quality destination for ABC1s.

Ensuring accessibility – visitors

Excellence in information

- We will strengthen and encourage the performance of Tourist Information Centres (TICs), investing in new technology and meeting changing customer needs.

Sustainable Travel

- We will work with attractors and transport providers to seek new, sustainable ways of visitor travel within the area.

Consistency in signage

- We will work towards a more visitor-focussed tourism signing system from main routes, through a consistent approach.

Access for everyone

- We will work with attractors to increase the number of facilities that are accessible to people with special needs.

Ensuring Accessibility – businesses

Information highways

- We will create a positive climate of support through effective communication with the industry. This will include area partnerships, mail outs and company visits.

Working together

- We will work with voluntary organisations and individuals in the sector to enable them to build capacity and contribute to the local economy.

Delivering what we promise

In order to deliver the strategy, the service must continuously improve efficient processes. Team working is vital for its success.

The Tourism and Town Centre service has two distinct but inseparable elements – the ‘front office’ element interacting through the TICs and the ‘back office’ element maintaining the processes and working closely with the attractors. The staff must be focussed and work together as one unit.

- We will review the effectiveness of all existing partnerships. Partners will be encouraged and supported to build capacity and enable them to develop initiatives, which will increase the market share for the area.

The aim is for our processes to become more effective at meeting customer requirements, eliminating waste, being more flexible, quicker and more creative.

Risk analysis

A comprehensive tourism strategy is essential to ensure that the sector develops in such a way as to meet changing customer needs and expectations. There are many factors however that are outside of our control and could have a major impact on the direction and success of the sector.

In recent years, the industry has been affected by national crises such as the foot and mouth epidemic, war and the threat of terrorism. These cause visitor patterns and confidence to change overnight.

In North Lincolnshire, the beauty and quality of the natural environment attracts a high number of visitors. It also carries an increased risk that negative environmental issues, actual or perceived, can have a serious effect on visitor confidence.

By working closely with businesses in the sector there is the ability to minimise the resulting disruption and loss of earnings. It also enables new opportunities to be grasped from the most tragic of circumstances.

Measuring our Performance

In order to ensure that our services exceed customer expectations, we intend to monitor and review processes on a continuous basis. Staff will be effectively involved in examining their processes, establishing customer requirements and looking for ways to improve what they do.

Adding value

- We will undertake an audit of our services to ensure that they meet the needs of our customers and add value to the tourism product.

Ensuring a Quality Service

- We will introduce and adhere to a Customer Charter and a range of services that adds value, encouraging attractions to sign up to the VAQAS.

Benchmarking our service

- We will benchmark the services that we currently offer against those of our comparators.

Getting feedback

- We will hold an annual meeting to gain feedback from businesses in the sector, and will undertake regular surveys to gather the views of both visitors and businesses.

How will we know we have arrived?

We will measure our performance against the following:

- No. of new tourism business start-ups
- No. of tourism businesses visited & advised
- Increase in visitor numbers
- Increase in Quality Inspected bed-spaces
- Tourist Information Centre customer satisfaction surveys
- Value of investment in the sector
- Number of visitors advised by the Tourist Information Centres

Appendix 1

Wells & Gubar Life-cycle Stages position NOW

Bachelor Stage	Some facilities
Newly Married	Some facilities
Full Nest 1 (under 6 yrs)	Some facilities
Full Nest 2 (over 6 yrs)	Some facilities
Full Nest 3 (teenage +)	Good range of facilities, most outdoors
Empty Nest 1	Good range of facilities, high % of visitors
Empty Nest 2 (free-time)	Good range of facilities, high % of visitors
Solitary Survivor	Good range of facilities, high % of visitors

These are our main visitor groups:

Groups aged 55+ AB Low – medium penetration

Taking year round holidays and short breaks in quality accommodation. Tend to be English Heritage and National Trust members, interested in historic sites and activities such as walking.

Groups aged 55+ BC1 Numbers increasing

Taking year round longer holidays. Using a range of accommodation including caravan and coach tours. Looking for fun/green activities.

Groups aged 22-55 ABC1 Numbers increasing

Taking breaks from 2 to 10 days. Preference for countryside destinations along with short breaks in city destinations. Staying in a range of accommodation encompassing B & Bs to country hotels.

Groups 55+ C1/C2 & D Medium penetration

Preference for resort destinations, short breaks or week long holidays with or without the family. Staying in mid range hotels.

Groups aged 40+ C1 & C2 Medium penetration

Taking short breaks or week long holidays. Staying in B & Bs/1-2 Diamond guesthouses. Receptive to/interested in themed trails and tours such as TV and film and shopping.

North Lincolnshire Marketing

Socio-economic classification position FUTURE

E – Old Age Pensioners	<u>good opportunities</u>
D – Semi Skilled Working Class	<u>some opportunities</u>
C2 – Skilled Working Class	<u>some opportunities</u>
C1 – Lower Middle Class	<u>good opportunities</u>
B – Middle Class	<u>excellent opportunities</u>
A – Upper Middle Class	<u>excellent opportunities</u>

Wells & Gubar Life-cycle Stages position FUTURE

Bachelor Stage	<u>good opportunities</u>
Newly Married	<u>some opportunities</u>
Full Nest 1	<u>some opportunities</u>
Full Nest 2	<u>some opportunities</u>
Full Nest 3	<u>excellent opportunities</u>
Empty Nest 1*	<u>excellent opportunities</u>
Empty Nest 2**	<u>excellent opportunities</u>
Solitary Survivor	<u>excellent opportunities</u>

*Couples whose children have now left home often are both working with combined incomes that allows for more leisure spending.

**With many managerial people now taking early retirement, the age range of this group is getting younger. This group also has higher disposable earnings as well as the time and the energy to devote to their hobbies and interests.

Appendix 2

The Strategic Fit

◆ National strategies and working papers

Tomorrow's Tourism (Department for Culture, Media and Sport, 1999)
Working for the Countryside, a Strategy for Rural Tourism in England 2001-2005
(The Countryside Agency / English Tourism Council)
Time For Action, a Strategy for Sustainable Tourism in England (English Tourism
Council, 2001)
Success through Partnership – A Strategy for Tourism (Department of National
Heritage, 1977)
Tourism Without Traffic (Transport 2000 Trust, 2001)
Tourism and Traffic (English Tourism Council, 2001)
Health Benefits (English Tourism Council, 2001)
Attitudes to domestic and abroad holidays (English Tourism Council, 2001)
A Change of Scene: The Challenge of Tourism in Regeneration (Local Government
Association / Department for Culture, Media and Sport 2000)
Making the Connections – Tourism Management in Historic Towns (English Tourism
Council / English Heritage / English Historic Towns Forum, 2000)
Perspectives on English Tourism (English Tourism Council, 2000)
UK Tourist Statistics (English Tourism Council, 2000)
National Sustainable Tourism Indicators (English Tourism Council, 2001)

◆ Regional

Regional Planning Guidance
'Advancing Together' (Regional Assembly)
The Regional Economic Strategy for Yorkshire and the Humber 2000-2010
(Yorkshire Forward)
'Turning the Vision into Reality' - Regional Economic Strategy for Yorkshire and the
Humber (Yorkshire Forward)
East Midlands Tourism Strategy (2003)
Yorkshire & Humber Tourism Action Plan (Yorkshire Forward & Yorkshire Tourist
Board)
Roles and Responsibilities in Tourism Support and Promotion in the Yorkshire and
Humber Region (Travel Research International for Yorkshire Forward, December
2003)

◆ Sub-regional

Humber Economic Development Action Plan (Humber Forum 2003/2004)
Regional Economic Strategy Humber Action Plan (Humber Forum)
North Lincolnshire Council Regeneration Strategy
Humber Green Estuary Tourism Project (2001)
Lincolnshire Wolds Interpretation Strategy (Lincolnshire Wolds AONB 2000)

Appendix 3

North Lincolnshire Visitor Attractions

Abbots Garden	Thornton Abbey	Barton upon Humber & The Wolds
Barton ClayPits	Barton	
Barton Ghost Walks	Barton	
Baysgarth Museum	Barton	
Baysgarth Park	Barton	
Chink in the Wall	Deepdale, Barton	
Far Ings Nature Reserve	Barton	
Humber Bridge	Barton	
Pasture House Fisheries	Barton	
Pearson's Farm Shop	Kirmington	
Poplar Farm Shop	South Killingholme	
Ropewalk - Arts and Crafts	Barton	
St Peter's Church	Barton	
Sustrans Route	Barton	
The Humber Bridge & Viewing Area	Barton	
The Nev Cole Way	Burton upon Stather	
The Palm Farm	Ulceby	
Thornton Abbey	Ulceby	
Viking Way	Barton	
Waters' Edge Country Park	Barton	

Ancholme Valley	Brigg	Brigg
Broughton Woods	Broughton	
Elsham Golf Club	Elsham	
Elsham Hall Country & Wildlife Park	Elsham	
Farmers' Markets	Brigg	
Forest Pines Golf Course	Broughton	
Horkstow Bridge	Horkstow	
Newstead Priory	Cadney	
River Ancholme	Brigg	
Sergeants Ice Cream Parlour	Hibaldstow	
Scawby Gardens	Scawby	
Wrawby Postmill	Wrawby	

Crowle Church	Crowle	Epworth & The Isle
Epworth Old Rectory	Epworth	
St Andrew's Church	Epworth	
Stonecrop Herbs	Haxey	
The Old Smithy & Heritage Centre	Owston Ferry	

The Trolleybus Museum at Sandtoft	Sandtoft
Wesley Methodist Memorial Church	Epworth
Wesley Trail	Epworth

20-21 Visual Arts Centre	Scunthorpe	Scunthorpe
Ashby Decoy Golf Club	Scunthorpe	
Central Park	Scunthorpe	
Chidwicks Visitor Center	Winterton	
Grange Park Golf & Tennis Centre	Messingham	
JCS Extreme Limited	Elsham	
Julian's Bower Turf Maze	Alkborough	
Kingsway Golf Course	Scunthorpe	
Kirton Pottery	Kirton Lindsey	
Lincolnshire Organics	Holme	
Mount Pleasant Mill	Kirton Lindsey	
Normanby Hall Country Park	Normanby	
North Lincolnshire Museum	Scunthorpe	
Steam Railtours	Appleby Frodingham, Scunthorpe	
The Foundry	Scunthorpe	
The Lincolnshire Golf Course	Crowle	
The Parishes	Scunthorpe	
The Plowright Theatre	Scunthorpe	
Twigmoor Woods	Scunthorpe	
Vue Cinemas	Scunthorpe	

12th Night "Hood" Game	Haxey	Events
Appleby Country Fair	Scunthorpe	
Barton Arts Festival	Barton	
Barton Bike Night	Barton	
Barton Carnival	Barton	
Barton Christmas Festival	Barton	
Barton Town Trails	Barton	
Beltonaires Open Air Concert and Picnic in the Park	Belton	
Brigg Christmas Fair	Brigg	
Brigg Classic Vehicle Night	Brigg	
Brigg Fiddle Fest	Brigg	
Brigg Horse Fair	Brigg	
Broughton Agricultural Horse and Dog Show	Broughton	
Crowle Agricultural Show	Crowle	
Epworth Agricultural Show	Epworth	
Epworth Christmas Market	Epworth	
Epworth Festival of the Plough	Epworth	

Epworth Ghost Walk	Epworth
Messingham Show	Messingham
Normanby Hall Garden Show	Normanby
North Lincolnshire Christmas Market	Scunthorpe
Trolley Bus Museum Gathering	Sandtoft
Victorian Day - Normanby Hall	Normanby
Winterton Agricultural Show	Winterton
Wrawby Mill Open Days	Wrawby