



Boston Borough Council

Delegated Decision Record

This records a key or other decision taken by the Cabinet in accordance with the Council's Scheme of Delegations (as set out in Section 3 of Part 3 of the Council's Constitution).

Unless the Leader and the Chairman of the relevant Overview and Scrutiny Committee certify that the matter is so urgent that the normal five-day scrutiny delay on action should not apply, then this decision will come into force and may then be implemented on the expiry of five clear working days after the publication of the decision, unless called in under the call-in procedures as set out in Section E of Part 4 of the Council's Constitution.

Decision Maker	Cabinet
Report Title	South & East Lincolnshire Destination Management Plan
Summary Background	To seek Cabinet approval of the South & East Lincolnshire Destination Management Plan and the Destination Management Action Plan for 2026 – 2030.
Author / Contact Officer	Service Director – Culture & Regeneration maria.cotton@e-lindsey.gov.uk
Ward(s) Affected	All Wards
Urgent?	No
Key Decision?	Yes
In Forward Plan?	Yes
Date of Decision	24 June 2026
Date Published	26 June 2026
Call-In Expiry	3 July 2026
Exempt Information?	No
Decision (Action Agreed)	<p>Resolved:</p> <ol style="list-style-type: none"> 1. That the South & East Lincolnshire Destination Management Plan 2026 – 2030, attached in Appendix A, be approved; 2. That the Destination Management Action Plan 2026 – 2030, attached within Appendix B, be approved; and 3. That authority be delegated to the Service Director – Culture & Regeneration, in

	<p>consultation with the relevant Portfolio Holder, to make minor amendments to the Action Plan and oversee delivery, monitoring and annual refreshes to ensure it remains aligned to local priorities, funding opportunities and partnership arrangements.</p>
Reason(s)	<ul style="list-style-type: none"> • Approval of the DMP and Action Plan will provide a clear strategic and delivery framework for developing Boston’s visitor economy between 2026 and 2030. • The plans provide a structured, evidence-based approach to strengthening place identity, improving quality, growing year-round visitation and aligning local delivery with the wider SELCP framework. • The delegated authority will support responsive delivery and allow minor updates to reflect changing opportunities, partnership arrangements and funding requirements without returning to Cabinet for operational amendments.
Options	<ul style="list-style-type: none"> • Do nothing: Rejected. This would result in fragmented activity, reduced competitiveness and missed opportunities for investment. • Generic SELCP-wide plan only: Rejected. Boston requires a place-specific programme reflecting its unique assets and opportunities. • Alternative prioritisation: Rejected. The current priorities reflect evidence, stakeholder engagement and alignment with the DMP.
Further Information	N/A