

Boston Action Plan

Project	Description/Action	Priority	Lead	Year				Partners
				1	2	3	4+	
Action Priority 1: Great Places								
Place Identity	Explore destination identity and USPs.	1	SELCP	•				
Culture Quarter Development	Support Culture Quarter (Guildhall, Fydell House, St Botolph's, Blackfriars, Shodfriars).	1	SELCP	•	•	•		Culture Partners
Rosegarth Square	Progress Rosegarth Square as strategic site.	1	SELCP	•	•			
Rail Station Redevelopment	Support redevelopment and improved walking/cycling access.	1	SELCP	•	•			
Visitor Hub	Feasibility for centralised Boston Visitor Hub.	1	SELCP		•	•	•	
Sustainable Transport	Advocate for improved transport and connectivity.	1	SELCP	•	•	•	•	LCC/EA/Active Lincolnshire
Environmental Responsibility	Consider environmental impact on all activity	2	SELCP	•	•	•	•	
Public Realm	Audit of parking, EV, signage, toilets, accessibility.	1	SELCP		•			
Town Centre Regeneration	Consider Vital and Viable programmes	1	SELCP	•	•	•		
	Shopfront and upper-floor review.	2	SELCP	•				
	Consider High Street Retail Auction pilot	2	SELCP	•	•			
	Improve safety and perception, particularly for night time economy	1	SELCP	•	•			
Village Centres	Public realm improvements and grant access.	3	SELCP	•				

Access	Maintain and enhance rights of way network	2	LCC	●	●	●	●	
Action Priority 2: Quality Visitor Experiences								
Nature-Based Products	Develop year-round nature-based products.	1	SELCP	●	●	●	●	LCC; RSPB; NT
Heritage & Culture	Develop heritage-led proposals linked to Boston 2030, Town of Culture, Culture Compact.	1	SELCP	●	●	●	●	Culture Partners
Cycling	Continue cycling initiatives incl. signature route feasibility.	1	SELCP	●	●	●	●	LCC
Events	Support year-round events programme.	2	SELCP	●	●	●	●	Culture Partners /Community Groups
Interpretation	Digital trails, QR codes, itineraries.	2	SELCP	●	●	●	●	LCC/Culture Partners RSPB/NT
Accommodation	Gap analysis & investment prospectus.	1	SELCP		●			
Pet Welcome	Roll out Pet Welcome scheme.	3	SELCP	●	●			SELCP / WLDC
Market Intelligence	Develop market intelligence programme.	1	SELCP	●	●			LCC
Quality Standards	Training, accreditation, best practice.	2	SELCP	●	●	●	●	LCC / Business Lincolnshire
Nature & Wetlands	Strengthen nature-based tourism linked to RSPB, NT and the Wash.	1	SELCP	●	●	●		RSPB; NT
Water-Based Activity	Develop rowing, water-based leisure and riverside experiences.	1	SELCP	●	●	●		Clubs; LCC
Action Priority 3: Targeted Marketing								
Brand	Establish Boston visitor brand.	1	SELCP	●	●			
Campaigns	Year-round targeted campaigns.	1	SELCP	●	●	●	●	SELCP
Websites	Create Boston visitor website.	1	SELCP	●	●	●	●	
Social Media	PR, influencers, travel writers.	2	SELCP	●	●	●	●	
Product Development	Film, photography, leaflets.	2	SELCP	●	●	●	●	

Third-Party Content	Ensure Visit Lincolnshire content is on-brand.	2	SELCP	●	●	●	●	LCC
New Markets	Explore international, wedding, group travel, Wash tourism.	2	SELCP	●	●	●	●	LCC
Action Priority 4: An Engaged and Vibrant Sector								
Networking	Develop and support networking groups.	2	SELCP	●	●	●	●	
Business Support	Advice, training, workshops.	2	SELCP	●	●	●	●	LCC/Business Lincolnshire
Partnerships	Strengthen partnerships through Culture Compact.	2	SELCP	●	●	●	●	Culture Partners
Education	Promote tourism careers with Boston College and schools.	2	SELCP	●	●	●	●	LCC/Boston College / Schools
Sustainability	Promote sustainable business practice.	2	SELCP	●	●	●	●	LCC/Business Lincolnshire

SELCP Action Plan

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				1	2	3	4+	
Action Priority 1: Great Places								
Place Identity & Understanding	Develop and refine each district's destination identity and USPs; produce place-based identity guidance.	1	SELCP	●	●			LCC LCC; EA; Active Lincolnshire
Public Realm & Visitor Experience Fundamentals	Audits of wayfinding, signage, toilets, EV, parking, lighting, accessibility; create investment-ready priority lists.	1	SELCP	●	●	●		
Sustainable Transport & Connectivity	Improve public transport, active travel and integrated visitor mobility.	1	SELCP	●	●	●	●	

Environmental Responsibility	Embed responsible tourism principles in all projects.	2	SELCP	•	•	•	•	EA
Rights of Way & Access	Maintain and enhance rights of way network.	2	LCC	•	•	•	•	
Action Priority 2: Quality Visitor Experiences								
Nature & Outdoors	Develop year-round nature-based products; strengthen walking, cycling and outdoor recreation.	1	SELCP	•	•	•	•	LCC; NT; RSPB
Heritage & Culture	Develop heritage-led tourism proposals; support cultural programming and events.	1	SELCP	•	•	•	•	Culture Partners
Sport & Active Leisure	Develop cycling, walking and water-based activity; explore motorsport, rowing, golf.	1	SELCP	•	•	•		Active Lincolnshire
Food, Drink & Agritourism	Develop food trails, producer partnerships, agritourism experiences.	1	SELCP	•	•	•		Producers; NFU
Interpretation & Storytelling	Digital trails, QR codes, itineraries, innovative interpretation.	2	SELCP	•	•	•	•	LCC
Accommodation Development	Gap analysis and investment prospectus.	1	SELCP	•	•			Investors
Market Intelligence	Comprehensive market intelligence programme.	1	SELCP	•	•	•	•	LCC
Quality Standards	Training, accreditation, best practice support.	2	SELCP	•	•	•	•	Business Lincolnsh
Action Priority 3: Targeted Marketing								
Brand Identity	Develop and articulate district brand identities; share collateral.	1	SELCP	•	•			SELCP
Campaigns	Deliver year-round seasonal and targeted campaigns.	1	SELCP	•	•	•	•	

Websites & SEO	Develop and maintain district visitor websites with strong SEO/AEO.	1	SELCP	•	•	•	•	Creatives	
Social Media & PR	PR and social media programmes incl. influencers and travel writers.	2	SELCP	•	•	•	•		
Product Development	Film, photography, leaflets, itineraries.	2	SELCP	•	•	•	•		
Third-Party Content	Ensure Visit Lincolnshire and others are up-to-date and on-brand.	2	SELCP	•	•	•	•		LCC
New Markets	Explore international, group travel, wedding and niche markets.	2	SELCP	•	•	•	•		LCC
Action Priority 4: An Engaged and Vibrant Sector									
Networking	Develop and support networking groups and events.	2	SELCP	•	•	•	•	Business Lincolnsh	
Business Support	Training, workshops, business advice.	2	SELCP	•	•	•	•	Business Lincolnsh	
Partnerships	Strengthen partnerships locally, regionally and nationally.	2	SELCP	•	•	•	•	All	
Education & Workforce	Promote tourism careers with schools, FE and HE.	2	SELCP	•	•	•	•	LCC; Colleges	
Sustainability	Promote sustainable business practices.	2	SELCP	•	•	•	•	Business Lincolnsh	
Market Intelligence	Share insights and data with businesses.	2	SELCP	•	•	•	•	LCC	
Quality Standards	Support businesses to achieve accreditations.	2	SELCP	•	•	•	•	Business Lincolnsh	