

Appendix B - Action Plan

Priority 1 - Must Do

Priority 2 - High Priority

Priority 3 - Medium Priority

Year 1 - 2026/27

Year 2 - 2027/28

Year 3 - 2028/29

Year 4 - 2029/30

SELCP Action Plan

Project	Description/Action	Priority	Lead	Year				Partners
				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 EA
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	•	•	•	•	
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 Lincolnshire
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	•	•	•	•	
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 Lincolnshire
Business Support	Training, workshops, business advice.	2	SELCP	•	•	•	•	Business Lincolnshire
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 Lincolnshire
Market Intelligence	Share insights and data with businesses.	2	SELCP	•	•	•	•	LCC
Quality Standards	Support businesses to achieve accreditations.	2	SELCP	•	•	•	•	Business Lincolnshire

Boston Action Plan

Project	Description/Action	Priority	Lead	Year				Partners
				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
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	•	•	•	•	LCC; EA; Active Lincolnshire
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 Lincolnshire
Action Priority 3: Targeted Marketing								
Brand Identity	Develop and articulate district brand identities; share collateral.	1	SELCP	•	•			
Campaigns	Deliver year-round seasonal and targeted campaigns.	1	SELCP	•	•	•	•	SELCP

Websites & SEO	Develop and maintain district visitor websites with strong SEO/AEO.	1	SELCP	•	•	•	•	Creatives LCC LCC
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	•	•	•	•	
New Markets	Explore international, group travel, wedding and niche markets.	2	SELCP	•	•	•	•	
Action Priority 4: An Engaged and Vibrant Sector								
Networking	Develop and support networking groups and events.	2	SELCP	•	•	•	•	Business Lincolnshire
Business Support	Training, workshops, business advice.	2	SELCP	•	•	•	•	Business Lincolnshire
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 Lincolnshire
Market Intelligence	Share insights and data with businesses.	2	SELCP	•	•	•	•	LCC
Quality Standards	Support businesses to achieve accreditations.	2	SELCP	•	•	•	•	Business Lincolnshire

East Lindsey Action Plan

Project	Description/Action	Priority	Lead	Year				Partners
				1	2	3	4+	
Action Priority 1: Great Places								
Understand the Place	Explore the destinations identities and USPs	1	SELCP	•				
Capital Heritage Investment	Continue improvements to Alford Manor House	1	SELCP	•				
	Conversion of Spilsby Session House	2	SELCP	•	•			
	Options for Alford Windmill	3	Town Council	•	•			LCC, ELDC
Coastal Development	Develop Sandilands Visitor Hub	1	National Trust	•				ELDC
	Maximise Seaview Colonnade & Pleasure Gardens	1	SELCP	•	•	•		
	Support Embassy Theatre & Pier transformation.	1	SELCP	•	•			
Wolds Visitor Hub	Explore Wolds dark skies / visitor centre feasibility	1	SELCP	•				
Sustainable Transport	Advocate and improve sustainable 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		•			

Distinctive visitor anchors	Market Town Action Plans	1	SELCP	•	•	•		
Experience-led high streets	Shopfront and upper-floor review	1	SELCP	•				
Access	Maintain and enhance rights of way network	2	LCC	•	•	•	•	
Action Priority 2: Quality Visitor Experiences								
Year Round Offer	Develop year-round nature-based products.	1	SELCP	•	•	•	•	LCC/WLDC
	Develop arts, culture and heritage-led tourism proposals	1	SELCP	•	•	•	•	LCC/WLDC
	Continue cycling initiatives incl. signature route feasibility.	1	SELCP	•	•	•	•	LCC
	Support year-round events programme with signature events	1	SELCP	•	•	•	•	MV/Community Groups
Interpretation and Storytelling	Digital trails, QR codes, itineraries.	2	SELCP	•	•	•	•	
Accommodation Development	Gap analysis & investment prospectus.	1	SELCP		•			
Pet Welcome	Roll out Pet Welcome scheme.	3	SELCP	•	•			WLDC
Market Intelligence	Develop market intelligence programme.	1	SELCP	•	•			LCC
Quality Standards	Training, accreditation, best practice.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire
Action Priority 3: Targeted Marketing								
Brands	Articulate Coast & Wolds brand.	1	SELCP	•	•			WLDC

Campaigns	Year-round targeted campaigns.	1	SELCP	•	•	•	•	SELCP
Websites	Continuous development of Coast & Wolds websites.	1	SELCP	•	•	•	•	WLDC
Social Media/PR	PR, influencers, travel writers.	2	SELCP	•	•	•	•	WLDC
Product development	Develop marketing collateral - Film, photography, leaflets.	2	SELCP	•	•	•	•	
3rd Party Content	Consistent brand architecture across SELCP and Visit Lincolnshire	2	SELCP	•	•	•	•	LCC
New Markets	Explore new markets e.g. International, wedding, group travel	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	Develop and strengthen partnerships - locally, regionally and nationally	2	SELCP	•	•	•	•	
Education	Promote tourism careers.	2	SELCP	•	•	•	•	LCC
Sustainability	Promote sustainable business practice.	2	SELCP	•	•	•	•	LCC/Business Lincolnshire

South Holland 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	•				
Place Identity	Deliver 'Four Towns Four Stories' identity programme - Spalding, Holbeach, Long Sutton and Crowland	2	SELCP	•	•			Culture Partners
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 & Viable programme.	1	SELCP	•	•	•		
	Shopfront and upper-floor review.	2	SELCP	•				
	Consider High Street Retail Auction pilot	2	SELCP	•	•			
Safety & Perception	Improve safety and perception for evening economy.	1	SELCP	•	•			
Village Centres	Support public realm improvements	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
Waterways & Nature	Develop waterways-based activity.	1	SELCP	•	•	•		LCC
Heritage & Culture	Develop arts, culture and heritage-led proposals.	1	SELCP	•	•	•	•	LCC
Stories of the Fens	Deliver hertiage interpretation programme	2	SELCP	•	•			Local History Groups
Cycling	Continue cycling initiatives incl. signature route feasibility.	1	SELCP	•	•	•	•	LCC
Events	Support year-round events programme.	2	SELCP	•	•	•	•	Community Groups
Interpretation	Digital trails, QR codes, itineraries.	2	SELCP	•	•	•	•	—
Accommodation	Gap analysis & investment prospectus.	1	SELCP		•			—
Pet Welcome	Roll out Pet Welcome scheme.	2	SELCP		•	•		SELCP
Market Intelligence	Develop market intelligence programme.	2	SELCP	•	•			LCC
Quality Standards	Training, accreditation, best practice.	1	SELCP	•	•	•	•	LCC/Business Lincolnshire
Food & Agritourism	Develop food trails, producer partnerships, farm experiences.	1	SELCP	•	•	•	•	Producers
Taste of South Holland	Create district-wide food identity	1	SELCP	•	•	•		Producers. FEZ Partners
Market Town Culture	Heritage and culture-led experiences in Spalding, Holbeach, Long Sutton and Crowland	1	SELCP	•	•	•		Culture Partners

Action Priority 3: Targeted Marketing							
Brand	Establish South Holland visitor brand.		SELCP	•	•		
Campaigns	Year-round targeted campaigns.		SELCP	•	•	•	•
Websites	Create new visitor website.		SELCP	•	•	•	•
Social Media	PR, influencers, travel writers.		SELCP	•	•	•	•
Product Development	Film, photography, leaflets.		SELCP	•	•	•	•
Third-Party Content	Ensure Visit Lincolnshire content is on-brand.		SELCP	•	•	•	•
New Markets	Explore international, wedding, group travel.		SELCP	•	•	•	•
Action Priority 4: An Engaged and Vibrant Sector							
Networking	Establish networking groups.		SELCP	•	•	•	•
Business Support	Advice, training, workshops.		SELCP	•	•	•	•
Partnerships	Strengthen partnerships.		SELCP	•	•	•	•
Education	Promote tourism careers.		SELCP	•	•	•	•
Sustainability	Promote sustainable business practice.		SELCP	•	•	•	•