

# National Coastal Tourism Academy

## About us

Leading organisation on Coastal Tourism – understand coastal issues, opportunities for growth and how to overcome challenges that are exaggerated on the coast

- ✓ Supporting industry
- ✓ Bridging gaps in coastal tourism research
- ✓ Sharing lessons learnt and best practice
- ✓ Development projects to make change happen
- ✓ Vision, leadership and advocacy for coast

Bring together Government, Industry and Academia

Lead international and national UK marketing on the whole of England's Coast

[www.englishcoast.com](http://www.englishcoast.com) working with over 2,000 businesses and 35 DMOs

Addressing seasonality

Economic Growth

Best practice

Leadership



Get inspired:  
[englishcoast.com](http://englishcoast.com)

# National Coastal Tourism Academy

## About us – project team

**Samantha Richardson**, Director –20+ years' experience working in the tourism industry leading large-scale projects, research, strategic planning, stakeholder engagement and communication.

**Jo Edom**, Research and Evaluation Support – 20+ years' experience working in tourism across the South West. Jo's expertise includes research, data analysis and reporting.

**Sheron Crossman** and **Alex Catt** will support the design and dissemination of the report and findings

Main contact for project Management and liaison – Sam Richardson



# Coastal Sustainability through Careers and Business Skills in Greater Lincolnshire – research project



This research is focused on the Lincolnshire Coast from Skegness to Mablethorpe and will cover the core research themes:

- **ASPIRATION:** Greater Lincolnshire's Coastal Communities and perceived 'low aspirations.'
- **INVESTMENT:** Perceptions of low private and public sector investment in Lincolnshire's coastal areas, and, also, perceptions of low take-up of national or locally channelled funded employment, skills, and business support.
- **SEASONALITY:** How seasonal is the Lincolnshire coast? What is the impact of seasonality on residents and businesses?
- **COMPARISONS WITH OTHER COASTAL COMMUNITIES:** How unique is the Lincolnshire coastal strip?
- **NATIONAL AND LOCAL POLICY IMPLICATIONS:** What are the implications for national and local stakeholders in respect of policy priorities such as 'Levelling Up' and Local Economic Growth
- **DISSEMINATION** comprehensive (national and local), innovative dissemination of the findings, implications, and recommendations of the research.

# Methodology – Literature and data review

Complete by end of August



Review all existing national and local data relating to:

- Aspiration
- Seasonality
- Investment

For Lincolnshire and other coastal locations.

The process will include (but not limited to) analysis of:

- STEAM economic impact data for E.Lincs
- ONS and NOMIS data on businesses and employment
- GBTS / GBDVS / IPS and Cambridge / steam economic impact model data for wide range of coastal locations as well as the national seaside data

Outcome: Recommendation for three comparator locations and format for business and resident surveys



# Methodology – Business Survey and focus groups

Survey live during September, focus groups complete in October



## Online survey:

- different collectors for Lincolnshire, each of three comparator destination as well as a national coastal sample distributed the NCTA business and DMO network.
- Focussed on gaps in knowledge

## Focus groups:

- 3 business focus groups will be held across the Lincolnshire coast in October (avoiding half term) to explore themes from survey results and build the qualitative input into the key areas of aspiration, investment and tackling seasonality.

# Methodology – Resident Survey and focus groups

Survey live during September, focus groups complete in October



Online survey:

- targeted at Lincolnshire coastal residents to explore the aspiration and skills themes in more detail.
- Focussed on gaps in knowledge

Focus groups:

- 3 qualitative resident / community focus groups will be held across the Lincolnshire coast in October to explore the aspiration and skills themes from survey results

# Methodology – Stakeholder interviews

Undertaken in September and October



6 stakeholder interviews will be undertaken in September and October covering:

- 3 Lincolnshire coast stakeholders
- and a key stakeholder (most likely the Destination Management Organisation) from each of the three comparator destinations to further explore themes from the data, explore best practice and lessons learnt.



# Report and dissemination

Draft report December and final February, dissemination February-March



A draft report with policy recommendations will be prepared once all the primary and secondary data has been completed in time for Milestone 2 at the end of December.

Once feedback has been received in January the final report will be designed and prepared for dissemination.

Dissemination:

- a series of webinars
  - Distribute the report to key contacts locally and within national government, and the wider visitor economy and coastal industry
- Detail of this dissemination plan to be finalised once we understand the nature of the findings and recommendations.



# Project delivery



## Key dates are as follows:

- Project set up meeting w/c 21 June 2021
- Methodology report by 31 July 2021 including Risk Register
- Data and literature review complete by w/c 16<sup>th</sup> August 2021
- Agree comparator destinations w/c 23<sup>rd</sup> August
- Business and resident surveys live 9<sup>th</sup> - 27<sup>th</sup> September 2021
- Focus groups w/c 11<sup>th</sup> and 18<sup>th</sup> October 2021
- Stakeholder Interviews – September and October
- Draft report delivered w/c 20<sup>th</sup> December 2021
- Final report 28<sup>th</sup> February 2022
- Dissemination complete 31<sup>st</sup> March 2022