

Visitor Economy Data Futures Report

LORIC / The Data Place 05 June 2019

A half-day workshop to frame shared priorities and opportunities in the context of working better with data and information.



We gathered together
participants from local
government, business, and
sector organisations.

Objectives

- Collaborating on shared priorities for the participants.
- Agreeing achievable milestones and timescales.
- Understanding what data is relevant.
- Identifying steps and requirements to achieve the shared visions.

Agenda on the Day

1. Introductions.
2. Refining the themes identified at the previous Data Futures Day.
3. Agreeing the tangible outputs that will help us make progress on each theme.
4. Identifying what exists already, what we need to create, and what the blockers are.

Outputs

1. A list of resources that participants can offer.
2. New connections.
3. Immediate data challenges to work on, to feed into a Data Strategy.
4. An understanding of what help is needed.

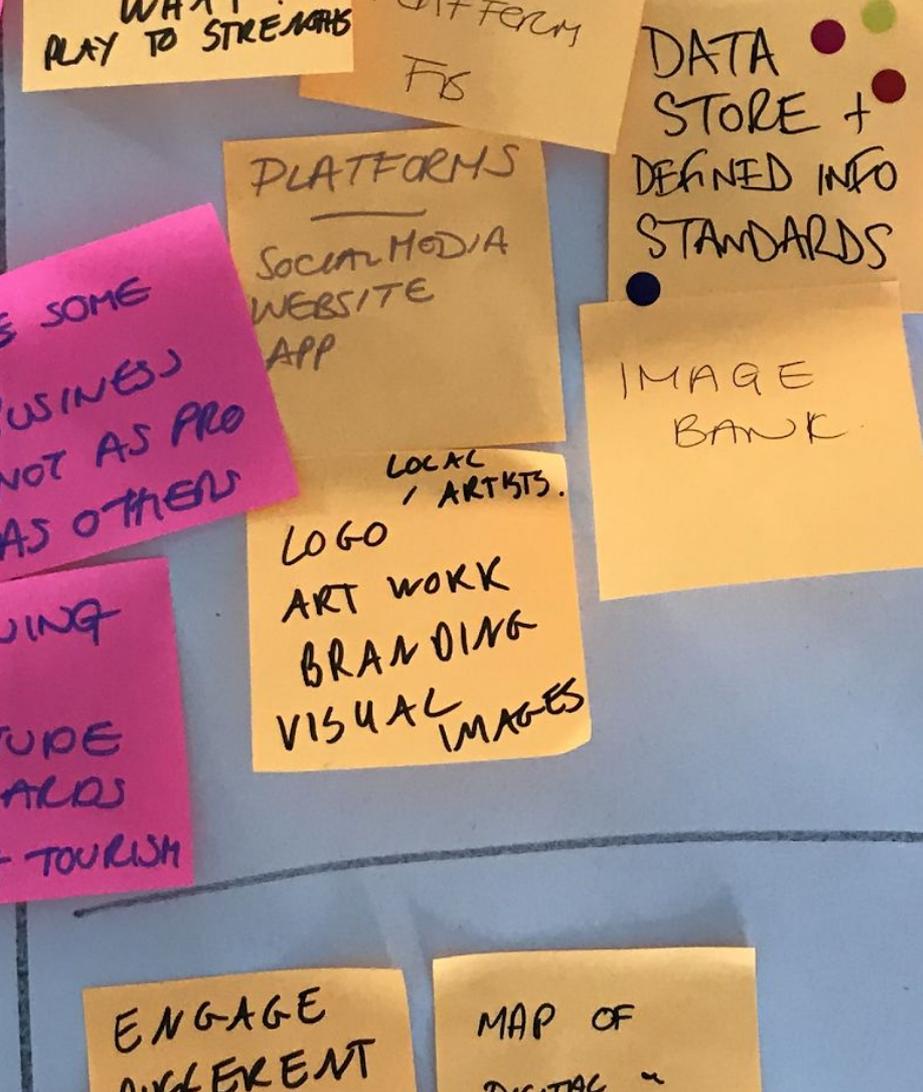
Framing

We asked participants to refine the seven themes arising from the previous event. They were able to boil them down to just three areas for action.

Show the real Lincolnshire.

A conversation, not a broadcast.

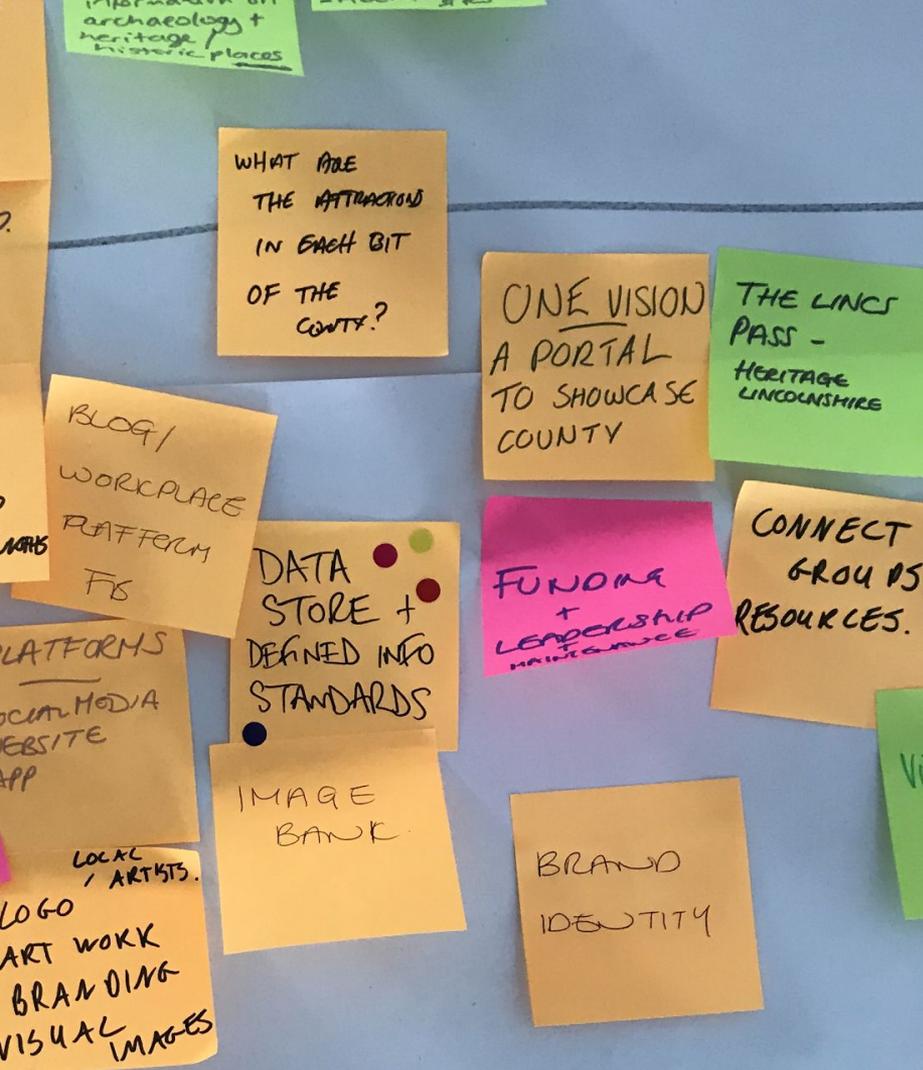
Make more of shared resources.



Show the real Lincolnshire.

Make sure the information we give to visitors is accurate, up to date and easy to find.

Correct misconceptions about what Lincolnshire is like and what it has to offer, showcasing the unexpected aspects that often surprise new visitors.



Make more of shared assets, resources and benefits.

Learn to appropriately share the information resources we've collected to support the things we all agree need to be done.

Identify the actions that will benefit everyone involved, so that we can focus on and contribute to.

to continue
building contacts
have conversations
with local business
The Lincoln
Hotel.

Supporting
businesses and
organisations as
Destination Management
organisation

Working together

- Removal of
Boundaries

DISTANCE

TIME

Make it a conversation, not a broadcast.

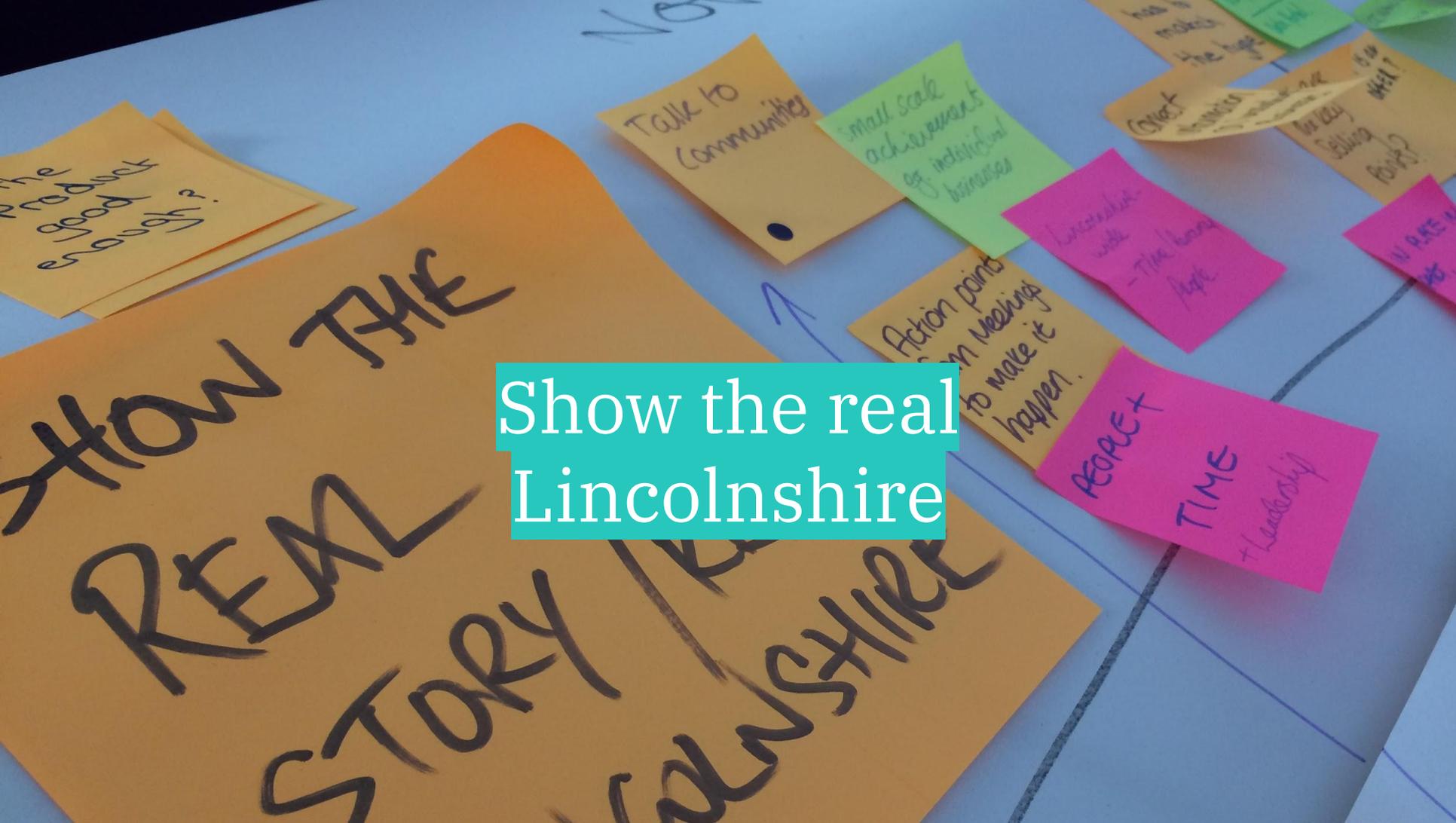
Using all the channels we can to invite feedback on what we're doing; and making sure we discover and include the views of communities.

Outcomes, Assets and Issues

We asked:

- What will we have, or what will we see, if we're on track?
- What do we need to make this happen?
- What assets already exist that we can use?
- What are the issues or blockers that might prevent this?

What are the outcomes we want to see for each of these key themes?



Show the real
Lincolnshire

Handwritten notes on yellow sticky paper, including the number '5' and some illegible text.

How the
REAL
STORY
of
Lincolnshire

Talk to
Community

small scale
achievement
of individual
businesses

Action points
from meetings
to make it
happen.

Successful
with
- Time based
Appt.

PEOPLE +
TIME
Leadership

Handwritten notes on yellow and green sticky paper, including the word 'Context' and other illegible text.

OUTCOMES

- The reality matches the hype; we know our key selling points and what's on offer.
- We have a reliable source of correct information about Lincolnshire, its businesses and its attractions.
- We have a store of good news stories about small-scale achievements to share.
- Visitors come to Lincoln for cultural events (e.g. exhibitions) and to experience the natural environment, just as much as for the heritage attractions.

Make the most of
shared assets,
resources and
benefits

How do
MAKE
SHARED
ASSETS
INFORMATION
ESTS

Some points
Community
Contracts
Project info
Group points
LCC cost cuts

DISTANCE
ATTRACTIVENESS
CHANGE
LEADERSHIP

To continue
building trust
I have learned
light

Talk to
Communities
Involve

OUTCOMES

- We have a single overarching vision for Lincolnshire, celebrating local flavour and strengths.
- We make full use of different platforms to spread the message.
- We connect groups and resources together.
- We have a coherent brand identity and shared assets - image banks, logos and artwork - sourced from local businesses and creators.
- We have a list of local characters, figureheads and ambassadors we can call on to promote Lincolnshire.

A conversation,
not a broadcast



OUTCOMES

- We have active, engaged conversations going on across Lincolnshire.
- We work together to remove boundaries.
- We know who to call on for different areas of expertise.
- We engage different groups in feedback.
- We understand better who we're targeting with which messages.

What assets do we already have, or what can we create and share, to support what needs to happen?

EXISTING INFORMATION ASSETS

- Lincolnshire County Council
 - Historic Places (Lincolnshire County Council)
 - Environment record, Lincs To The Past website, Lincolnshire Heritage Forum, MDEM Heritage sites
 - Some community contacts / project info / groups / events / LCC contacts
 - Open data portal
 - Published open datasets (see details at <https://lincolnshire.ckan.io/>)
 - Family Services Directory
 - Community groups and interest groups
- Visit Lincoln
 - Tourism data
 - Visit Lincoln.com/traveltools provides information to visitors on transport
 - County itineraries
 - Events
 - Businesses
 - Audience categories (in the business plan)

What issues can we
anticipate and address to
make sure these things
happen?

ISSUES

- Existing information assets are not always widely known or shared.
- There's a perceived lack of leadership, both within some organisations and as a whole county. Who will step up to drive what's needed?
- Information infrastructure requires skills, setup time and maintenance - whose role is that, and where will funding come from?
- It's not always easy to move between areas or across boundaries (physical and political) for collaborative working; how do we address the problems with getting everyone together?

Next Steps

Priorities

1. Identify a lead body or organisation to drive the work forward (must include governance arrangements)
2. Invite orgs to be part of the work, see what skills and resources they can bring to each theme
3. Find out what information and data already exists that can seed the resource bank
4. Set up something to share information assets and data between partners



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