

# North Lanarkshire Council Report

## Enterprise and Growth Committee

approval  noting

Ref PH/YW

Date 09/05/19

## Review of Tourism Lanarkshire 2020: Lanarkshire Area Tourism Strategy 2016-2020

**From** Pamela Humphries, Head of Planning and Regeneration

**Email** weiry@northlan.gov.uk

**Telephone** Yvonne Weir, Enterprise  
Manager  
01236 632864

---

### Executive Summary

The purpose of this report is to provide an update to Enterprise and Growth Committee on Tourism Lanarkshire 2020 which is the Lanarkshire Area Tourism Strategy (“the Strategy”) for the period 2016-2020, and to provide an outline of how the Strategy will be reviewed to ensure it continues to be aligned towards and achieve the shared ambition outlined in The Plan for North Lanarkshire in the short, medium and long-term.

The development of the Strategy was led by the Lanarkshire Area Tourism Partnership (LATP) which consists of private and public sector partners and supported by both North and South Lanarkshire Councils. North Lanarkshire Council is represented on the LATP by both elected members and officers. The strategy is underpinned by the VisitLanarkshire brand.

The Strategy sets out the aspirations for the Lanarkshire tourism industry over the 4-year period to 2020 and can be viewed at: <https://www.visitlanarkshire.com/media/3970/ltap-2020.pdf>. The overall aim of the strategy is to deliver an annual 2.5% increase in tourism expenditure in real terms (excluding inflation) by 2020 with a shared vision to achieve sustained economic growth in the tourism sector by growing its turnover, jobs and employment opportunities. The tourism revenue growth achieved in 2016 was 2% with a substantial 9.8% growth rate achieved in 2017.

During 2019, work will continue to ensure the aims of the Strategy are met, but at the same time the Council will investigate how tourism will be taken forward beyond 2020. This work will tie into the development of the Council’s forthcoming Communications and Events Strategies, and the emerging Economic Regeneration Delivery Plan, as well as ensuring ongoing alignment with regional and national tourism strategies.

---

### Recommendations

It is recommended that the Enterprise and Growth Committee:

1. Note the content of the report, and
  2. Note the plan and timetable for review of the Strategy.
-

## Supporting Documents

<b>The Plan for North Lanarkshire</b>	<p><b>Ambition Statement 4: Market and promote North Lanarkshire as the place to live, learn, work, invest and visit.</b></p> <p><b>Ambition Statement 5: Grow and improve the sustainability and diversity of North Lanarkshire's economy.</b></p> <p><b>Programme of Work: P023</b> - to review Visit Lanarkshire Strategy and investigate how tourism will be taken forward beyond 2020 (linking in with the new Events Strategy).</p> <p><b>Programme of Work: P007 - Communications Strategy</b> - Develop and publish a new Communications Strategy (including media policy) with associated annual communications plan.</p> <p><b>Programme of Work P008 - Events Strategy</b> - Develop and publish a new Events Strategy for North Lanarkshire and associated action plan.</p>
---------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### 1. Background

- 1.1 Tourism Lanarkshire 2020: Lanarkshire Area Tourism Strategy 2016-2020 (the Strategy) was prepared in 2015 to replace the Lanarkshire Tourism Action Plan 2009 – 2015. The Strategy was developed following an independent review of the existing plan by EKOS, in consultation with the tourism sector and in partnership with the Lanarkshire Area Tourism Partnership. The Strategy can be viewed in full at: <https://www.visitlanarkshire.com/media/3970/ltap-2020.pdf>
- 1.2 The Lanarkshire Area Tourism Partnership (LATP) consists of private and public sector partners and is supported by both North and South Lanarkshire Councils. North Lanarkshire Council is represented on the LATP by both elected members and officers. The LATP is chaired by an industry representative with further representation from local industry, New College Lanarkshire, South Lanarkshire College, the University of the West of Scotland, Visit Scotland, South Lanarkshire Leisure and Culture, North Lanarkshire Leisure and Culture NL.
- 1.3 At a national level, the Strategy was also developed with the support of the Scottish Tourism Alliance (STA). The STA is the representative body of the Scottish Tourism Industry and responsible for the national tourism strategy: Tourism 2020. The national tourism strategy can be found at: <https://scottishtourismalliance.co.uk/overview/>. The Lanarkshire Strategy adapted the 'rocket' infographic used in the National Strategy to show sector priorities.

- 1.4 The ultimate vision of the Strategy is “*By 2020 Lanarkshire will be a destination offering distinct authentic experiences, excellent quality, value for money and accessible for all.*” The Strategy is focused on capitalising on the various tourism assets across Lanarkshire, improving the customer journey, developing skills in the sector, building leadership and collaboration and the marketing of Lanarkshire as a must visit destination.
- 1.5 The Strategy has 15 Partnership priorities for the sector and a strategic target to grow tourism expenditure in Lanarkshire by 2.5% per annum in real terms (excluding inflation) by from 2016 to 2020.
- 1.6 Engagement with the tourism sector is primarily facilitated by regular meetings of the industry led Lanarkshire Tourism Association (LTA). The LTA is a business led membership group with approximately 50 members including Bed and Breakfasts, Attractions and Hotels. The LTA now has an online presence to further promote its membership and act as a communication point for members. This can be viewed at: [www.lanarkshiretourism.co.uk](http://www.lanarkshiretourism.co.uk)
- 1.7 Lanarkshire is an example of successful partnership working across North and South Lanarkshire Councils, VisitScotland and the tourism sector. This was recognised by VisitScotland who awarded the National Thistle Award for partnership working in 2013 to VisitLanarkshire.
- 1.8 VisitLanarkshire is the consumer facing brand for the work of the LATP. Through the brand, there is product based marketing activity, social media, topical blogs, itineraries, walking routes and other unique content which assists to keep the website fresh and relevant. The Visit Lanarkshire website can be viewed at: [www.visitlanarkshire.com](http://www.visitlanarkshire.com).
- 1.9 At a regional level, the Glasgow City Region Tourism and Destination Marketing Portfolio group was created in 2017. North Lanarkshire Council has actively contributed to the development of the Glasgow City Region Tourism Strategy 2018-2023 and associated Action Plan which was agreed by the 8 Leaders on 14<sup>th</sup> August 2018. The Council will continue to maximise the opportunities for area promotion in partnership with the Glasgow City Region partners. The Glasgow City Region Tourism Strategy and action plan can be viewed at: <http://www.glasgowcityregion.co.uk/article/9740/The-Glasgow-City-Region-tourism-strategy-launched>
- 1.10 As outlined in The Plan for North Lanarkshire, the Ambition is for North Lanarkshire to be the place to visit and play. North Lanarkshire already offers a range of distinct, authentic experiences which provide value for money and are accessible to all. North Lanarkshire has also demonstrated its ability to host local, regional and international events including the Commonwealth Games, Glasgow 2018 and the Tour Series supporting the needs of the event organisers, and visitors to these events. Expenditure through visitors to the area brings additional money into the local economy and supported jobs and businesses. The Strategy supports these aims by working closely with the tourism sector to grow the visitor economy.

---

## 2. Report

- 2.1 The following sections outline the progress that has been made through the implementation of the Strategy to-date and the forthcoming refresh of the Strategy to ensure it remains aligned with the Plan for North Lanarkshire as well as the Glasgow City Region Tourism Strategy and the national tourism strategy.

### Progress towards the Strategic Target

- 2.2 The aim to increase tourism expenditure by 2.5% annually in Lanarkshire was almost met in 2016 and exceeded in 2017. Data is provided by STEAM (Global Tourism Solutions). The 2018 statistics are not yet available, however, initial figures for the first 6 months of expenditure in North Lanarkshire indicate a very encouraging increase of 4.5% on the previous year.

Year	Spend-North Lan £M	Spend-South Lan £M	Spend-Lanarkshire £M	Percentage increase
2015	137.07	147.91	284.98	
2016	138.80 +1.3%	152.11 +2.8%	290.91	2.0%
2017	156.43 +12.7%	166.25 +9.3%	322.68	9.8%

Source: Global Tourism Solutions (STEAM Report)

- 2.3 Tourism is a key growth sector for North and South Lanarkshire and a cornerstone of the Scottish economy. The sector is a large employer across Lanarkshire and provides a variety of positions from entry level to managerial posts. Lanarkshire has seen a steady increase in the number of jobs in the tourism sector as evidenced in the table below:

Year	Direct Employment North Lan (FTE's)	Direct Employment South Lan (FTE's)	Direct Employment Lanarkshire (FTE's)
2015	2,257	2,593	4,850
2016	2,250	2,609	4,859
2017	2,408	2,750	5,158

Source: Global Tourism Solutions (STEAM Report)

- 2.4 In addition to the continued growth in expenditure, the number of people visiting Lanarkshire has also increased. The table below shows the number of visitors to the region including day visitors, overnight visitors, those staying with friends and relatives in all types of paid accommodation.

Year	Visitor Numbers (M) North Lan	Visitor Numbers (M) South Lan	Visitor Numbers (M) Lanarkshire
2015	1.648	1.358	3.006
2016	1.646	1.384	3.03
2017	1.743	1.436	3.179

Source: Global Tourism Solutions (STEAM Report)

### Supporting the Growth of the Sector

- 2.5 The sustained growth of the tourism sector is supported by work to improve the destination marketing of the area, improve the quality of the tourism product and active business engagement to ensure companies are aware of the range of support available to sustain and grow their businesses.

- 2.6 Through the Council's Enterprise Development Team within Enterprise and Communities, tourism has been identified as a key sector. The Council has a dedicated Enterprise Development Officer to support the development and growth of the sector, and to support the LAMP. The Council's Business Gateway service also provides free business advisory services to the sector.
- 2.7 Financial support to assist the sector is available through the Council's Business Transformation Fund and Business Loans Scotland. External funding has also been available and awarded through the LEADER programme that supports farm diversification projects, and additional sector-specific support is offered through VisitScotland and other key partners.
- 2.6 Skills and recruitment remain an area of concern for the tourism sector, especially given the large number of migrant workers who are employed in the hospitality industry. Businesses are encouraged to engage with Council-led employability support and are encouraged to take advantage of free training opportunities for staff via Business Gateway and the BeLanarkshire customer service module. The skills shortages identified in the sector and how these can be addressed are also being considered through the Council's Employability Review.

### **Accessible Tourism**

- 2.9 A key priority of the LAMP has been to make tourism accessible for all. The Lanarkshire Accessibility project has focused on providing full access statements for all Lanarkshire tourism attractions and hotels. These statements are linked to the venues listing on VisitLanarkshire and allow visitors with additional access needs to have all the information they require before travelling. The initiative included promoting training to inform staff about customer service for visitors with a range of disabilities and additional needs. Across Lanarkshire, the LAMP has been able to achieve almost 100% coverage of hotels and attractions and are committed to welcoming all visitors to Lanarkshire.
- 2.10 As relationships are developed with the local tourism businesses, the Council is able to link with supported employment and wider employability services to enable work trials and work placements for North Lanarkshire residents with a disability or other multiple barriers to employment.

### **Lanarkshire Tourism Conference**

- 2.11 The first Lanarkshire Tourism Conference was held on Tuesday 19<sup>th</sup> March at Hamilton Park Racecourse. The event was facilitated by Visit Scotland in partnership with VisitLanarkshire. The conference focused on Digital development and included a marketplace of business support agencies. The event was booked to capacity with over 100 Lanarkshire tourism businesses attending.
- 2.12 The conference also furthered sectoral engagement by promoting membership of the Lanarkshire Tourism Association (LTA).

### **Visit Lanarkshire Marketing**

- 2.13 The marketing elements of the Strategy and for tourism growth in Lanarkshire are led by North Lanarkshire Council's Corporate Communications team supported by the Enterprise teams in both North and South Lanarkshire Councils.

- 2.14 The current messaging and imagery is based around four themes: less travel time, more time to play, more time together, more time for yourself, and more family time. Marketing activities include:
- Development of the VisitLanarkshire website ([www.visitlanarkshire.com](http://www.visitlanarkshire.com)). The website receives over 700,000 annual users and provides an additional marketing opportunity for individual businesses as well as promoting Lanarkshire as a destination of choice. The site includes short promotional films, visitor day trip itineraries, events feed via the List and inclusion of venues.
  - The implementation of a professional photography contract for Lanarkshire images to be used in social media, website and advertising purposes.
  - The management of a Public Relations (PR) contract which is responsible for providing social media content, regular blogs, newsletters and press releases.
  - The delivery of seasonal campaign activity including digital advertising with VisitScotland and Clyde 1.
  - The production and distribution of 110,000 “Great Days Out in Lanarkshire” guides around central Scotland.
  - An outdoor marketing campaign in key locations with currently includes rear bus adverts, train passenger panels (Greater Glasgow and wider), Central Station Low level platform wall vinyl and Glasgow subway passenger panels.

### **Tourism Strategy Beyond 2020**

- 2.15 During 2019/2020 work will continue to implement the current Strategy with the Lanarkshire Area Tourism Partnership and the Lanarkshire Tourism Association.
- 2.16 The plans to take forward tourism development, marketing and promotion beyond 2020 will be set out in an updated Strategy which will be developed following the publication of the national strategy in October 2019.
- 2.17 A detailed plan is being put in place to set-out the timetable and actions required to review the current Strategy and the supporting consultation/engagement plan that will be required to undertake this review.
- 2.18 The updated Strategy will be aligned to the Council's emerging Communications and Events Strategies and the forthcoming Economic Regeneration Delivery Plan. The refreshed tourism strategy will form an integral component of the Plan for North Lanarkshire by promoting and growing the opportunities for tourism growth and visitors to the area.
- 2.19 The updated Strategy will also align with the Parks Masterplanning activity which is being undertaken and in particular with the key visitor locations of Strathclyde, Drumpellier, and Palacerigg Country Parks.
- 2.20 At a regional and national level, the updated Strategy will also reflect the Glasgow City Region Tourism Strategy 2018-2023 and the emerging post 2020 Scottish Tourism Alliance national strategy to ensure that the local Strategy remains aligned to regional and national tourism priorities.
- 2.21 The updated Strategy will be presented to Committee for approval in 2020.

---

### **3. Equality and Diversity**

#### **3.1 Fairer Scotland**

An assessment under the Fairer Scotland duty will be undertaken during the development of the new Strategy.

#### **3.2 Equality Impact Assessment**

An Equality impact assessment will be carried out in line with the development of the new Strategy as appropriate.

---

### **4. Implications**

#### **4.1 Financial Impact**

Tourism Development and Marketing activity is funded by North and South Lanarkshire Councils with budgets agreed on an annual basis. The current North Lanarkshire Council budget is £67,000 (£30,000 from Enterprise and Communities £37,000 from Corporate Communications existing revenue budgets).

#### **4.2 HR/Policy/Legislative Impact**

There are no HR/Policy or Legislative impacts

#### **4.3 Environmental Impact**

A Strategic Environmental Assessment was carried out by South Lanarkshire Council of the previous Lanarkshire Tourism Action Plan. The actions of the updated plan were not considered to create any significant anticipated environmental impacts.

#### **4.4 Risk Impact**

Risks are managed in accordance with the council's agreed Risk Management Strategy to ensure that risks are managed at the appropriate level. There are no significant organisational risks associated with this strategy.

---

### **5. Measures of success**

- 5.1 The key measure of success for Tourism 2020: Lanarkshire Area Tourism Strategy 2016-2020 is the delivery of an annual 2.5% increase in tourism expenditure in real terms (excluding inflation) by 2020.
- 



**Pamela Humphries**  
**Head of Planning and Regeneration**