

## Destination Lincolnshire DMO

(Visit Lincoln CIC)  
North Lodge  
Lincoln Castle  
Castle Hill  
Lincoln  
LN1 3AA

Cllr. Richard Austin BEM  
Boston Borough Council  
Municipal Buildings  
West Street  
Boston  
PE21 8QR  
7 December 2021

### Re: Boston bid for City Status

Dear Cllr. Austin

Following recent conversations with Boston Borough Council around tourism recovery and following the launch of DCMS's National Tourism Recovery Plan (Friday 11 June 2021), we recognise the significant role that Boston's bid for City Status will play in the future of the Visitor Economy, not only in Boston but in Lincolnshire as a whole.

As the DMO for Lincolnshire, we strongly feel that Boston's ambition for City Status is absolutely right and would support the visitor economy as it pulls together to recovery after covid.

Destination Lincolnshire is the Destination Management Organisation (DMO) for Greater Lincolnshire. We market Lincolnshire to visitor through projects that include 'Visit Lincoln', 'Taste Lincolnshire', 'Cycle Lincolnshire' and other distinctive tourism activities which drive spend in Greater Lincolnshire's visitor economy (worth £2.4bn 2019).

As a CIC, we work collaboratively with SME businesses through to Governmental departments to champion, drawn down funding, deliver business support, marketing and visitor management services.

There are several key themes highlighted in the bid which complement our work as a DMO, the tourism recovery strategy from Visit England and the recently announced National Tourism Recovery plan from DCMS.

Reading the presentation, I would also like to highlight how your bid support other Visitor Economy development programmes including the Discover England Funded projects:

- **US Connections – Visit England and DCMS**

US Connections is a +£1m 'Discover England Fund' project which was delivered during 2017 and 2020. It created new bookable tourism packages tailored for the USA market. The project highlights the cultural and historical links between our two nations. Research

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and testing have identified these two themes as the most appealing to US visitors. There are four themed itineraries and the ones that relate to Boston include *Old Stories of the New World* show - showcasing stories of migration from UK to the US, *Origins of Faith* and *Ancestral Services* which highlight places that US visitors can visit which connected to ancestral tourism market.

Your City Status bid supports the vision to attract and delight international visitors to Boston leveraging the work already delivered through US Connections programme.

Two forthcoming opportunities also need to be considered:

1. Making the UK an attractive destination to a US Market.
2. The 400<sup>th</sup> anniversary of the founding of Boston Massachusetts in 2030.

- **Mayflower 400 - Visit England and DCMS**

Mayflower 400 is a +£1m Discover England Fund programme which built new experiences, products and itineraries for the lucrative American Market. Pre-covid there was significant demand from US visitors to visit the key historical locations which played a key role in the lives of American resident ancestors.

St Botolph's Church is highly popular, as is Boston Guildhall, because many US visitors want to see the cells where the Pilgrim Fathers were held after being captured. Nearby is also the memorial at Scotia Creek from where they made their attempt to escape for the new world (America).

Investing in the leisure and heritage offer around these two significant landmarks through City Status will positively influence the ongoing work of the Mayflower 400 project. Improving the environment through regeneration will also encourage visitors (international and domestic) to stay longer and spend more in the local economy.

We welcome the chance to support Boston Borough Council and local businesses in this City Status bid. We believe that we can develop a local partnership model with yourselves which shows that Lincolnshire is listening to the advice of governments and the British Tourist Authority (Visit England) who are encouraging destinations to work together to bid for skills, innovation and place-based investment funds for tourism projects.

It has been highlighted that Destination Management Organisations will have an important role to play in this effort, and we welcome the opportunity to work with you and share our knowledge and insight so the best results can be achieved.

Through our DMO network and policy connections we recognise that government has made a firm commitment to levelling up the country which is being delivered across multiple policy portfolios; and City Status would be the icing on the cake for changing the place message / image of Boston. The tourism sector has an important part to play in this work given the distribution of tourism jobs and the relative importance of the visitor economy (and supply chain) to all parts of the country.

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Through the recent announced National Tourism Recovery Plan new cross cutting governmental work will take place. This includes collaborative working between DCMS and other government departments including MHCLG to ensure tourism in high on the government agenda.

We are firmly committed to supporting the development and growth of the visitor economy and welcome a variety of developments, including those outlined in your City Status bid which proposes investment in town centre regeneration.

We recognise that the bid will transform the image of Boston, enhance its Place DNA to local residents and visitors, as well as domestic and international visitors.

Alongside this bid, the incredible capital funding that has been secured through the Town Deal and the vision outlined in the Levelling Up Agenda demonstrates how far Boston has come – and I think Boston should be used as an exemplar for other areas.

We wish you every success in this bid and look forward to collaborating with you in the future.

Yours sincerely



Charlotte Goy  
Chief Executive  
Destination Lincolnshire

Visit Lincoln Community Interest Company  
Company number: 11178036