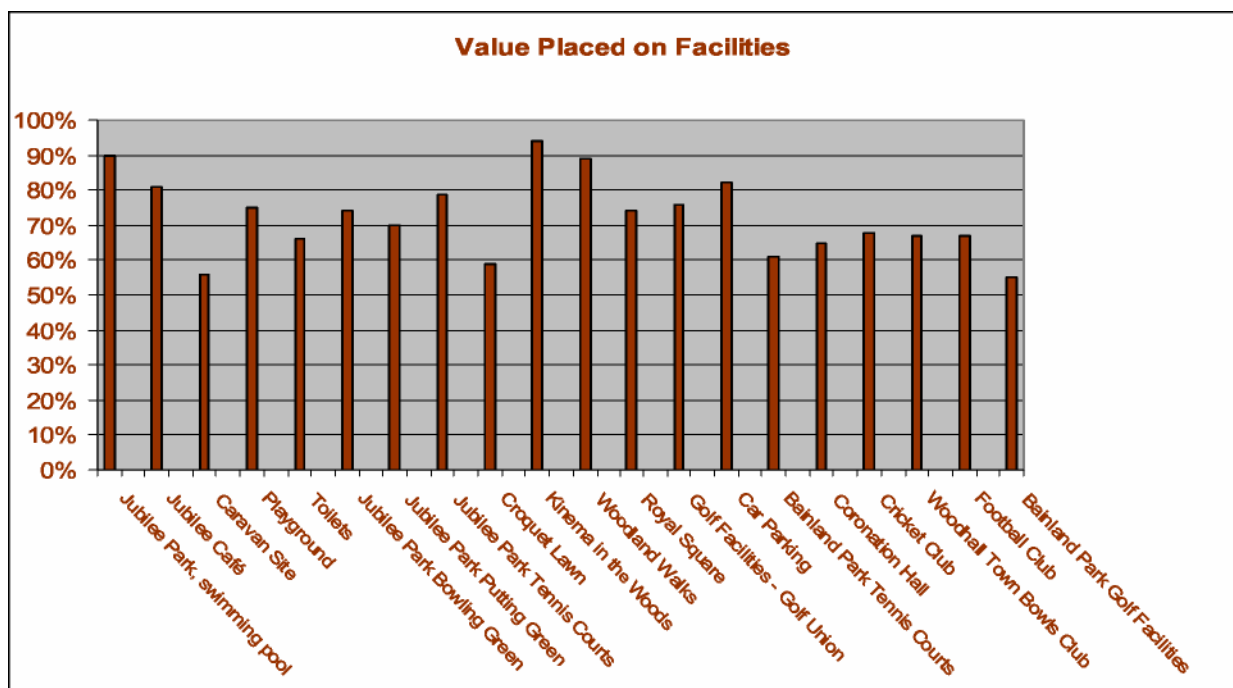


7. Leisure and Tourism

Woodhall Spa was conceived as a Spa resort and it still largely depends on visitors for its prosperity today. These range from day trippers from across the county and region, travelling by car or in organised coach parties, to golfers, conference delegates and those attending many of the social functions at the hotels and pubs or visiting on short break holidays.

The location of Woodhall Spa at the base of the Lincolnshire Wolds, an 'Area Of Outstanding Natural Beauty', can be used to further its image as a stepping stone into a much-missed and almost forgotten England.

Residents realise the Spa experience is really appreciated by the discerning visitor. The unique combination of attractions here stem from the special resort ambience of a garden Spa. It is a totally different type of offering from the coastal strip.



As mentioned in the 'Economic Regeneration' section, over 80% feel that Jubilee Park is essential to the attraction of visitors and Woodhall Spa's tourism. There is a lot to do in this area and, as talked about elsewhere in this document, the co-ordination of effort to cover all parts of the village development would certainly help, with a working group focused purely on the Jubilee Park to coordinate work with ELDC, as the owners and the responsible agency. It is recognised that external funding or grants may be needed and the community wish to work with ELDC to make this happen.

Every effort needs to be taken to persuade ELDC to reverse years of chronic under-funding and address the importance of Jubilee Park to the residents. It is clear that ELDC's own Mission Statement reflects their obligation to the Park:

- Number 3 in the Aims section - 'to encourage and develop healthy and active life styles'
- Number 2 in the Our Priorities section - 'to improve sport and leisure provision and usage'

We need to work with ELDC to recognise the unique nature of Jubilee Park, especially the swimming pool, and promote that uniqueness as part of Woodhall Spa's rich offerings to tourism.

The growing need for increased security in the Park is discussed further in ‘Crime and Community Safety’.

Since the household survey, the CEO and Leader of ELDC attended a packed public meeting about the future of Jubilee Park on 20th June 2005 where it was made clear that the District Council had no plans to close the Park or pool and would consult widely on its future. This message was reinforced at the final Steering Committee meeting by the representative of ELDC, and the Committee were encouraged and heartened by what was said.

There are several public houses, hotels, restaurants and a wine bar in the parish which are certainly social and recreational focal points. Unlike many of the above facilities, these are, of course, businesses and so have to continually balance providing good social and recreational services with sustainability and profitability.

People made it clear that that they valued the churches and their input and thought they played a valuable part in the leisure and social cohesion of the parish. While the buildings themselves are in satisfactory condition, it was felt that the area around St Peter’s Church could be made more attractive with garden planting.



The Kinema in the Woods

It is unusual, to say the least, that a village the size of Woodhall Spa has its very own Kinema (the name deriving from the kinematics rather than the cinematic projection technique) The local residents certainly do not take it for granted either, with 93% of the parish placing the value of the Kinema in the top two categories and 85% giving it the highest valued response. The Kinema itself is unique in

many ways, with its quirky and friendly style. It should be promoted as a part of the unique attractions of Woodhall Spa. Plans for future improvements include the addition of a third screen.

Golf is a focal point of the parish with two local courses, the Headquarters of the English Golf Union and several hotels with this as their main focus. The world class Golf Union courses are valued highly or very highly by 75% of local people; one must assume that they are not all members but appreciate what it brings to the village. Bainland Golf course is also highly thought of with 54% of people again putting it in their top two categories. Golf is already marketed strongly and local people would like to see more of it as it is a key part of local tourism. It might be worth using the strength of the existing Golf tourism to piggyback other tourist attractions and facilities.

Woodland walks are covered in more detail in ‘Environment & Countryside’, nevertheless it is worth saying under the heading of Tourism how very much the woods and the natural recreation is part of Woodhall Spa’s attraction to visitors. This also must be invested in further, with improved walks and better marketing.

The need to work with the owners of the Spa Baths to ensure there is future development of the site and that this development both supports and adds to the character of Woodhall Spa is seen as a priority. 76% of people want to see it restored as a Spa; this is thought to be by far the best way of improving the tourism and economic regeneration of the parish. There are many concerns that the building is sliding further into a state of disrepair. During

Quote
“The Spa baths is the heart of our heritage”

the consultation period, some have suggested that ELDC should also get involved to ensure the site is being maintained and to prevent the loss of this important symbol of the Spa heritage.

Existing boat owners have commented unfavourably on the moorings at Kirkstead Bridge, as an attraction for Woodhall Spa. Particularly, they pointed out the lack of any interpretation boards on the river bank, that the access to the road is in poor condition and that they are not allowed to moor for longer than 24 hours. Indeed, from the river it is impossible to even see any part of Woodhall Spa and the river user might be forgiven for asking why they should stop here. There are clearly actions that can be taken by the Parish Council, acting in conjunction with British Waterways, to increase the value of the moorings for both leisure and tourism in Woodhall Spa.

The re-introduction of the Woodhall Show was raised as a topic, and the need to protect the show field from housing development to accommodate this; the addition of themed Victorian/Edwardian weekends was also mentioned. These ideas would be a good foundation on which to build local tourism as well as providing superb community cohesion projects, helping to lower crime and improve social wellbeing. The themed idea was also put forward for the Christmas market to make things a little different.

What we want to achieve What do we need to do

Improve Jubilee Park	• Café building is awful - needs redeveloping to maximise its potential. We would like to see a new building café / restaurant with gym facilities. Becomes a year round facility
	• Croquet Lawn needs upgrading to encourage players / tournaments
	• Gardens need a make over to make the design more contemporary thereby encouraging visitors
	• More picnic benches in and around the play area
	• Establish a “Friends of Jubilee Park” group to make the changes happen and to ensure it’s what we all want
	• Recover the gate pillar tops from East Lindsey District Council
	• We’d like to see the band stand used for concerts again along with outdoor entertainment - the Park venue has great possibilities
Market Woodhall Spa as a tourist destination, capitalising on our unique facilities	• New leaflet to market Woodhall Spa more effectively
	• Upgrade the website to do a better job at attracting tourists
	• Encourage the annual events to build community spirit and bring in visitors. Specifically: <ul style="list-style-type: none"> • Re-introduce the Agricultural Show • Build on the Christmas market with an Edwardian theme • Sports Weekend: (10K Road Race and Triathlon already established)
	• Protect the show field from housing development for current recreational use
Invest in Jubilee Park Swimming Pool	• The pool complex needs a general refurbishment to bring it up to a standard that visitors expect
	• Revamp Swimming pricing structure to encourage locals in for shorter “dip” sessions
	• Re-introduce the book of season tickets system
	• Heat the children’s paddling pool
	• More effective marketing for quieter periods
	• We’d like a bubble cover on the swimming pool to give us a longer opening period each year

Re-development of Spa Baths	<i>See plans in Heritage section</i>
We need a gym/sports facility	<ul style="list-style-type: none"> • We need a local facility and could be based in a revamped Coronation Hall or Jubilee Park Café site
A better utilisation of the River Witham and	<i>See also plans in Environment and Countryside section</i>
	<ul style="list-style-type: none"> • Add interpretation boards on the river bank
	<ul style="list-style-type: none"> • Allow boats to moor for 48 hours • Improve access to moorings



