

10. Economic Regeneration

Woodhall Spa's central position in the county means that it has always been a popular place to live for people working in Lincoln and the surrounding towns. RAF Coningsby is nearby and the Spa's own leisure and tourist industries also provide some types of employment. However, the Spa's demographic profile and the difficulties people in less skilled jobs have in finding affordable accommodation here mean that there is a shortage of labour in the retail and leisure sectors. Staff have to be attracted from the surrounding villages and towns. This also applies to a range of services such as gardening and window cleaning.

The pricing structure on the existing small number of business units means they often fall empty and there has never been any initiative to attract businesses to the area for the next generation. There is the opportunity to attract nonindustrial, but skilled /service types to move into the area. The survey revealed that 54% of residents would like to see a development of this kind if it would bring more jobs into the village.

51% of people of working age who completed the survey are in employment. Strikingly 54% of these are working in Woodhall Spa and 20% of those work from home. The rate for unemployment within the village is very good with only half of the national average out of work, results taken from the 2001 census. Residents actively seeking employment are mostly looking in the village itself (60%).



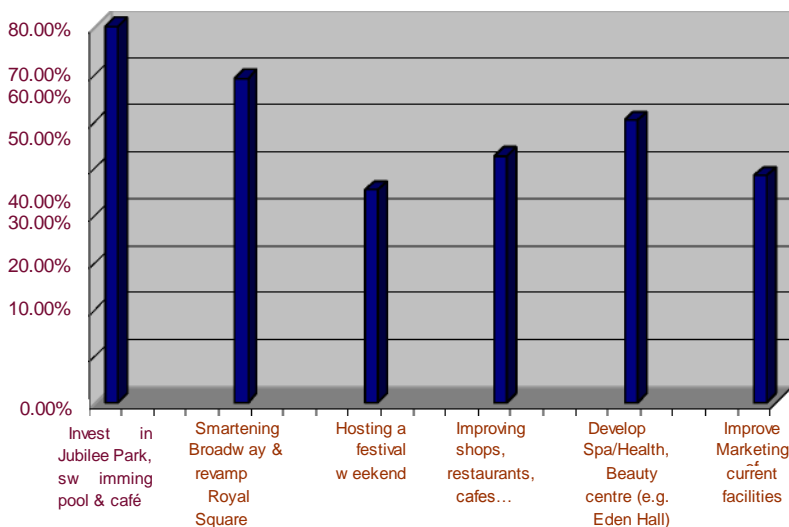
Local Furniture Maker and Restorer's Workshop

When discussing the economic future of the village most respondents, 89%, said that it was directly linked with tourism and that it is the largest focus economically for Woodhall Spa.

Parishioners would ideally like tourism linked strongly with the Spa, environment, walks and natural recreation such as fishing and golf. Golf is already quite well established but other areas of the village

tourism offering could further benefit the Golfing trade as part of a visitor package. The EGU has recently been bequeathed 250 acres of land. It has been suggested that the PC should work with the EGU on the development of this land to enhance both the EGU and the community.

Ways to attract more Visitors



The existing facilities within the village were seen to be of substantial importance to the economic viability of the village. Jubilee Park is certainly one of these. There was a great amount of passion generated whenever the park, swimming pool or café were talked about.

Some things are up for debate and for others the debate has been firmly closed. What is indisputable is that the Jubilee Park is seen as being essential for the economic and social progression of the village. The parishioners are tired of never ending discussions about the site and its future and feel very let down by ELDC in this respect. Residents are interested, quite emphatically, in seeing the whole site developed to become a greater source of pleasure for more people in Woodhall Spa and the surrounding area and in how the park could help generate more local tourism and boost the economy. Investment in this area is seen by 80% of the parish as the best way of increasing visitor numbers.

The Broadway and Royal Square were also highlighted as badly needing investment with around 70% of villagers saying that this would be beneficial for the economic development of the parish. Suggestions of a full refit, new signs and better lighting where all noted.

Additional ideas strongly supported are having a festival weekend, improving the shop fronts with planters and better marketing of all the existing facilities.

The response to the Business survey was disappointing. Further work needs to be done to engage with the business community.

What we want to achieve

What do we need to do

Investment in Jubilee Park - specifically the Pool, and associated facilities to bring in visitors	<i>See plans in Leisure & Tourism section</i>
The Broadway brightened up with planters and hanging baskets to encourage visitors to walk through Woodhall Spa, buy an ice cream, have a cup of tea or perhaps a meal and stay	• Annual sponsored display competition for shops/pubs/restaurants
	• Enter “Britain in Bloom” competition to drive forward the planting scheme idea
A refurbishment of Royal Square	• Needs a re-design - better lighting, opening up and a new planting scheme
An effective marketing strategy for Woodhall Spa as a visitor destination.	• We do need to tailor the marketing at the discerning visitor - one that would be attracted to what Woodhall Spa can offer
	<i>See plans in Leisure & Tourism section</i>
Increased involvement from the business community in the future of the village	• Increased involvement from the business community in the future of the village • Work the EGU on developing the land recently bequeathed to the EGU
Identify sites for both light industry units and office space to bring in jobs to Woodhall Spa	• Extension of Tattershall Road site needs to be considered for light industry
	• Office accommodation with shared facilities thereby appropriate for small businesses needs to be found
	• Promote conversion of over-large houses in Conservation Area to office accommodation for professional businesses such as architects, solicitors, accountants, etc. The recent creation of a private dental practice on The Broadway is a good example



