

# Chapter 11 - Economy & Employment

## 11.1. The Past

11.1.1. The history of Woodhall Spa's economic and employment base is described in detail in Chapter 2.

## 11.2. The Present

11.2.1. A detailed employment survey of Woodhall Spa was carried out for the 2005 Parish Plan. To summarise its findings the village was considered a popular place to live for people working in Lincoln and the surrounding towns because of its central position in the county. RAF Coningsby and the Spa's own leisure and tourist industries provide various 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. Business has to try and recruit new staff from the surrounding villages and towns. This also applies to a range of services such as gardening and window cleaning.

11.2.2. The pricing structure on the existing small number of business units means they often fall and remain empty for considerable time. There has never been any initiative to attract businesses to the area for the benefit of the next generation.

11.2.3. At no cost to the business, the WSPC sponsored community website ([www.woodhallspa.org](http://www.woodhallspa.org)) hosts advertisements for in excess of two hundred village based commercial enterprises. It also serves as a central hub for local business websites with the aim of increasing website visitors and electronic commerce.

11.2.4. A plan is also well advanced to resurrect the Woodhall Spa Chamber of Commerce.

## 11.3 The Future

11.3.1. **Tourism.** The locality offers great potential for quality tourism based on cycling, walking, angling, wildlife, aviation heritage and golf. Local business is keen to extend the holiday season and increase the number of short break visits. Residents will support the improvement of leisure facilities and proposals that will diversify the tourism offering and visitor facilities, particularly where they provide opportunities for the enjoyment of the local countryside, add to the local green and eco-tourism offering and capitalise on its environmental assets<sup>2</sup>. What residents will not support is further expansion of camping, caravanning or log cabin sites in the locality.

11.3.2. The village is the home of two top class 18-hole courses and the English Golf Union, therefore it is already well-established as a golf centre, but there is no doubt that other areas of the tourism offering could benefit with golf the central theme of a rounded visitor package.

### Local Economy



11.1. Light Industry  
Small Unit on Tattershall Road



11.2. Tourism  
Cyclists on the Water Rail Way



11.3. RAF, MOD, BAE & Serco  
employment at RAF Coningsby<sup>1</sup>



11.4. Tourism  
Barge on River Witham



11.5. High tech software  
company in old Methodist  
Chapel



11.6. Service industry jobs in  
local hotels, restaurants  
(Dower House Hotel)

<sup>1</sup> BAE Systems provides a range of support services to the Typhoon fleet at RAF Coningsby with a workforce that will number 450 by 2012

<sup>2</sup> SP21 - Tourism

11.3.3. The plan to take Jubilee Park into local community management at the end of the 2010 season can only be good for the village, ensuring that the park and its outdoor pool remains the focal point of community leisure activities. In accordance with the 2008 Conservation Area Appraisal the park should be incorporated in the Conservation Area. Future park development should abide by the covenant.

11.3.4. The ongoing work to extend the navigable waterways network south of Boston should be seen as an opportunity to develop boating holidays. The moorings at Kirkstead have been extended, but construction of a marina near Kirkstead Bridge must now be a realistic proposition.

11.3.5. The retention and improvement of public services such as public transport, health centres and the library is highly dependant on tourism. Tourism will also ensure that the broad, vibrant and active community is retained by attracting arts, sports or cultural events. It will support diversification of the rural economy, underpin the quality of the local environment and facilitate further enjoyment of it by residents and visitors<sup>3</sup>.

11.3.6. In the draft LDF, ELDC is committing to protect existing local and neighbourhood shopping areas which are important to the local community. They will also be encouraged to expand to keep pace with growing demand. ELDC will also require new shops to be provided as part of any new development that generates a local demand that cannot be met by existing shops<sup>4</sup>.

11.3.7. Where a development based on tourism is expected, it may be appropriate to prepare a Supplementary Planning Guidance document in order to provide design advice. This will help prospective developers to understand the type of development envisaged for the site and how it is expected to integrate physically and functionally with its surroundings.

11.3.8. Large-scale tourist proposals must be assessed against the whole range of sustainable development objectives. This includes not only their transport implications but also other sustainability considerations such as how they assist local economic regeneration and the well being of communities

11.3.9. The village should be served by a range of accessible key community services and facilities, sufficient to maintain a high quality of life. Additional services and facilities, especially where they reduce the need to travel, should be encouraged on a scale appropriate to the village and its position in the settlement hierarchy. Preference should be given to those proposals that will serve a cluster of rural communities. Unless there is an overwhelming justification for removal, services and facilities that are key to the well-being of the village should be retained<sup>5</sup>.

11.3.10. The village is well served by fast food outlets; any addition to this provision should not be at the expense of vacant retail outlets on Station Road, The Broadway, Tattershall Road or Witham Road.

## Economy Guidelines

### Encourage

- Small scale, high tech, non-industrial, but skilled service style businesses that;
  - utilise redundant buildings;
  - communicate primarily via electronic means;
  - value a high environmental quality and quality of life;
  - will widen employment opportunities in the agricultural and tourism sectors.
- More investment in and marketing of, Jubilee Park under local community management.
- Greater use of River Witham by pleasure craft to take advantage of newly opened fenland routes
- Short break tourism based outdoor leisure activities e.g. cycling, walking, boating, fishing, golf, nature conservation, spa treatments and local heritage.
- Development proposals for local farms and other rural businesses that will make a long term contribution to sustaining the business and can operate within environmental policy constraints.<sup>6</sup>
- Diversification of holiday, tourism and visitor facilities.

<sup>3</sup> Department for Communities and Local Government - Good practice Guide on Planning & Tourism: [www.communities.gov.uk/publications/planningandbuilding/goodpracticeguide](http://www.communities.gov.uk/publications/planningandbuilding/goodpracticeguide)

<sup>4</sup> SP20 - Local Shopping

<sup>5</sup> SP22 - Creating Inclusive Communities

<sup>6</sup> SP15 - Rural Diversification

- Additions and improvements to the existing visitor attractions and accommodation offering.
- Development of agricultural and commercial premises in line with Chapter 6 (Built Environment), and Chapter 3 (Landscapes).
- Development which has minimal impact on local roads and existing traffic calming measures.
- The scale and appearance of commercial and Industrial properties should be in keeping with village character.
- Tourist and visitor facilities housed in existing buildings (i.e. Spa Baths), particularly where they are located outside the village boundary.

### Discourage

- Commercial enterprises based on heavy industry, waste tipping, quarrying and/or excessive use of road transport.
- More national chain supermarkets
- Further development in the form of camping/caravanning sites and log cabins.
- Commercial development that will have a negative impact on the Conservation Area
- Increase in fast food outlets

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