

Holywell Grange Lodge Park

Initial statement on economic benefits of proposed lodge park development

West Lindsey's tourist economy suffers from a lack of overnight accommodation which results in a higher proportion of day visitors¹. This proposed development will seek to accommodate part of this shortfall in capacity by catering for the more sophisticated holiday lodge owner / letting market through the provision of high quality lodges located on a landscaped site on an edge of village setting in the Lincolnshire countryside.

In Greater Lincolnshire the visitor economy is worth over £1.9bn a year and supports over 39,000 jobs². The proposed development of 84 holiday lodges is expected to provide a number of financial benefits including providing both direct and indirect employment on the lodge park and in the local area.

According to respected industry sources, park owned holiday let lodges typically result in a gross value added (GVA) of around £7,000 per unit per annum³, with privately owned units attracting approximately half of that value. Accordingly, the proposed development would be expected to provide a combined GVA in the region of £430,000 each year.

It is anticipated that the lodge park will directly create at least 5 full-time equivalent jobs in park management, administration, cleaning, maintenance and landscaping etc. Other indirect jobs would be created within the lodge park industry supply chain. Further information on the employment impact of the proposed development will be made available in due course.

Many local businesses could expect to benefit through a boost in the number of potential customers and increased sales revenue. It is likely that in some cases this may lead to additional employment. In particular local shops and pubs can expect an increase in custom which can enhance their sustainability.

¹ West Lindsey Economic Growth Strategy 2014-2034.

² Greater Lincolnshire Strategic Economic Plan 2014-2030, Refresh Spring 2016.

³ British Holiday & Home Parks Association Journal, Issue 154, March-April 2012 adjusted to allow for inflation since the article was published.