

## VISITOR ECONOMY BOARD 13<sup>th</sup> October 2020 TEAMS Draft Minutes

**Present:** Board Members: Chris Baron - Chair (Butlins), Stuart Hardy (Hardy's Animal Farm), Lydia Rusling (East Lindsey), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Claire Birch (Doddington Hall), Nicky Van Der Drift (international Bomber Command), , Mary Powell (LCC), Will Mason (Heritage) Charlotte Goy (Visit Lincoln) Emma Brealey (Petwood) Paul Learoyd (LWT) Deborah Cooper (NELC), Sukhy Johal (Lincoln University); Dave Skepper (Stage Coach); David Norton (Springfields)

LEP Secretariat: Nicola Radford (LCC)

Apologies:

Bob Callison (Adelaide), Mark Hollingsworth (Visit Lincoln) Ruth Carver (GLLEP) Jayne Southall (Showground)

	Actions
<u>Minutes</u> Minutes of the 4 <sup>th</sup> June 2020 were approved with the following amendments	
<ul> <li>Paul Learoyd, Nicky Van Der Drift and Charlotte Goy were in attendance</li> <li>Local Industrial Strategy and Terms of Reference deferred to next meeting</li> </ul>	Complete RC
Tourism Commission - Mary Powell	
The Tourism Commission Group has been set up as a short term working group to meet up to six times before submitting recommendations, to undertake wider discussions with the Tourism Industry.	
The first meeting took place in September with the next in November. At the meeting they discussed the terms and reference of the group and what the concerns of the tourism industry and where it was going in the future.	
Over the next four months each meeting will have a theme - recruitment / Skills, Marketing and investment and product development. The final report will be produced in February.	
Need to acknowledge the level of funding and investment in the cultural sector- specifically through Cultural Development Fund and Heritage Lottery Funding. The Arts Council has announced Emergency Cultural Recovery Funding - to circulate (Annex)	Complete NR
Comment that MP had provided a good summary of the Tourism Commission meeting at the variety of members and new ideas was welcome	
Visit England will be attending the next Tourism Commission meeting	
Is the Visitor Economy Board still needed? - There doesn't want to be duplication of effort and peoples time. MP - yes the Tourism Commission recommendations will help steer the future direction of the Board	
Will the minutes of the Tourism Commission be available to the Board - MP yes, she will circulate.	MP
Actions     Circulate Cultural Recovery Fund Information	

## • Circulate minutes of Tourism Commission

## Tourism Action Plan - Mary Powell

The Tourism Action Plan is linked to the opportunity to bid for a Tourism Action Zone but the timescales for this process has slipped due to Brexit and COVID.

Workshops for the Action Plan had been scheduled prior to lockdown but then consultation has had to be done remotely. The circulated action plan included all comments received up to 15<sup>th</sup> September and a supplementary document with subsequent comments was discussed. 80 responses to date

15<sup>th</sup> December deadline is a self-imposed deadline and we don't need to keep to this, as the Tourism Action Zone submissions are likely to slip into the New Year.

It would be best to have a full action plan encompassing all the tourism visions/ plans instead of based around one bid (TAZ) and then craft the narrative towards an individual proposal when needed.

Agreed, the document needs to drive tourism as a whole forward for future success not just focuses on one outcome.

Boston has raised a concern around the branding "City, Coast and Countryside" and asked we revisit Heritage instead of City, as this will encompass Stamford, the Market Towns and Boston - this was discussed at the Tourism Officer Group and all bar Boston was against changing it.

City works well as it makes sense geographically but do agree that Heritage does need pulling through - need to translate it through as a Theme.

Consumer testing is needed.

On the Visit England call there is an autumn, winter, spring campaign with City, Coast and Countryside as experiences so the Action Plan would tie into this.

Boston now agrees with the City, coast and countryside but need to ensure that heritage is included throughout.

Has there been any indication on the Comprehensive Spending Review dates, **CG**, her meeting with DCMS has also be cancelled - but she has requested a meeting with Patricia Yates on an update on Sector Deals.

Would Rutland be "happy" with Heritage? There needs to be wider focus on experiences for example food and drink.

The county needs a VISUAL identity - for aviation, heritage, churches, John Smith etc.

Has NEL / NL had a comment on the plan = yes

The consultant is meeting with Visit Lincoln 19<sup>th</sup> October and CG invited SJ to attend. The DMO work needs referencing and the Visit England projects.

At the VEB on the 15<sup>th</sup> December the latest version of the documents will be

discussed with wider comments again supplementary if still a working document. The Action Plan will also go to the Tourism Commission group. Also need to feed in Towns Fund consultation.	MP
Question - should it be a 5 or 10 year plan?	
Answer - 5yrs is correct amount for measurable and deliverable outcomes but a 10year vision is needed.	
To confirm the document will not come to the 15 <sup>th</sup> December meeting to be "signed" off as it will be a working document.	
Action Points	
• Circulate revised Action Plan and amendments 15 <sup>th</sup> December	
Nominations for Chair and Vice Chair	
Action Points	
• Circulate job descriptions for Chair and Vice Chair (attached)	Complete NR
Nominations to be sent through to NR	All
Any other business	
Connectivity along the coast - Skegness to Boston, via Spalding bus routes from $30^{\text{th}}$ August	
Cultural Investment Fund - list attached	SJ
Tourism Sentiment research - how people feel, is being commissioned and will circulate	CG
Visit Lincoln won the Business Lincolnshire Visitor Economy peer to peer contact across GL area. To circulate detail	CG
NHS recruitment campaign - was paused, now to be launched - send links	CG
Lincoln Castle doing okay post lockdown due to opening as a green safe space got 40-60% of last years figures	
Donna Nook is installing a booking system for the seals. Usually have 7000 people a day, will now only be able to have 600.	
More locals visiting who haven't visited before visiting Doddington - need to do more to attract and retain the local market.	
International Bomber Command Locals visiting who have never been before. Limited capacity of 60%. Main decline in hospitality and corporate events.	
Action Points	
Circulate details on Tourism Sentiment Research	

<ul> <li>Circulate details of the Visitor Economy Peer to Peer works</li> <li>Circulate links to the NHS Recruitment Campaign</li> </ul>	
Date and Time Next meeting	
15 <sup>th</sup> December - 14:00 -16:00	
Proposed Agenda	
Tourism Action Plan	
Chair and Vice Chair Terms of Reference	
Tourism Commission	

Please find below a list of all successful applicants for the Cultural Recovery Fund in Lincolnshire & Rutland:

West Lindsey District Council
South Kesteven District Council
New Theatre Royal Lincoln
Jamie Marcus
Lincoln Students' Union trading Limited
soundLINCS
chapterhouse theatre company ltd
Zest Theatre
Lost Village Festival
BMP The Sound Recording Company Ltd
Magna Vitae
Stamford Shakespeare Company
Pinders Circus Limited
JRC Entertainments
Rutland County Council
Nevill Holt Opera
Pep Circus Productions Limited
European Circus
Planet Circus Equipment Limited
South Holland District Council
LUX Technical Ltd
Threshold Studios
Action it Theatre Company Ltd
Louth Playgoers Society Ltd
Polka Dot Pantomimes
The University of Lincoln

NE Lincs also received arts funding - Cultural Recovery Fund - Lincs Inspire 9£232k), Docks Academy (£56k) and Event Show Support (£67k) and Nat Lottery Heritage Fund for Time Trap (£60k) and Grimsby Minster (£182k)