



VISITOR ECONOMY BOARD

4th June 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/Brackenhorough Hall Coach House), Claire Birch (Doddington Hall), Nicky Van Der Drift (international Bomber Command), Ruth Carver (GLLEP), Mary Powell (LCC), Nicola Sheppard (LCC), Sukhy Johal (University) Jane Southall (Epic Centre) Samantha Mellow (Cathedral), Will Mason (Heritage), , Kimberly Vickers (Castle)

LEP Secretariat: Nicola Radford (LCC)

Apologies:

Bob Callison (Adelaide), Dave Skepper (Stage Coach) Mark Hollingsworth (Visit Lincoln)

	Actions
<p><u>Minutes</u> Minutes of the 10th February 2020 were approved with the following amendments</p> <ul style="list-style-type: none"> • Paul Leayrod was in attendance • Nicky Van Der Drift wasn't in attendance • Typo "Product" development not produce <p><u>Matters Arising for 13th October 2020 Agenda</u></p> <ul style="list-style-type: none"> • Terms of Reference • Local Industrial Strategy <p><u>From survival to recovery - Mary Powell</u></p> <ul style="list-style-type: none"> • Papers Circulated <p>Research is needed at a National, Regional and Local level on business confidence.</p> <p>Visit Lincoln are sending out regular national updates - if you would like to receive them please email Charlotte - Charlotte@visitlincoln.com</p> <p>A long lead in time will be needed for hotels to open - to include supply chains (e.g. laundries) More research is needed into supply chain reach and collaboration needed between sectors. Ruth to speak to James Baty to circulate his research to the Visitor Economy Board. Members need to identify supply sector that is crucial to the Visitor Economy Sector and gather intelligence - types sector e.g. food and people e.g. furloughed staff, gas engineers</p> <p>A Kite Mark for Hospitality businesses reopening has been developed by Visit England and is due to launch shortly. -</p> <p>Links needed with the University with the Business and Tourism Team - Sukhy to work with Charlotte</p> <p>There is a potential extension to the furlough scheme for Visitor Economy jobs with Visit Britain looking at funding to advertise "Britain" as a future holiday destination</p> <p><i>Today, The Secretary of State for Digital, Culture, Media and Sport appointed the Rt Hon Sir Patrick McLoughlin CH as Chair of the British Tourist Authority and Nick de Bois as Chair of the VisitEngland Advisory Board.</i></p>	<p>Complete</p> <p>NR RC</p> <p>MP / NS</p> <p>RC/ CG SJ / CG</p> <p>CG</p>

Rt Hon Sir Patrick McLoughlin CH has been appointed as Chair of the British Tourist Authority for three years from 1 June 2020 to 31 May 2023.

Patrick McLoughlin was the Member of Parliament for Derbyshire Dales from 1986 to 2019. Nick de Bois was Member of Parliament for Enfield North from 2010 - 2015

Lydia has been speaking to Georgia and Ruchi at the University and will update Sukhy and Charlotte

Suggested a portal was needed to collate all the information and evidence
Numerous sites already exist - businesslincolnshire.com visitlincoln.com

A letter needs to be pulled together from the BOARD about "the ask" for the Visitor Economy specifically for Lincolnshire. Members to send "ask" to Nikki to collate

Financial Packages - Lydia Rusling
Papers Circulated

if businesses have received a grant they will still struggle to survive till next season, so assets as well as people will be lost - less attractions to attract visitors

Some businesses fall between the cracks that are solely dependent on the hospitality industry but don't fulfil the criteria, could fit the discretionary grant scheme, but not enough money to go round.

Restoration and Recovery Report Lydia Rusling
Papers circulated

Butlins normally have 8,000 guests on site, with current proposals they will have a maximum of 2,000. There is a need to appoint additional staff to deal with social distancing but businesses can't have full cohort of visitors

Businesses haven't been investing in Capital build so construction businesses have suffered also - economic productivity is going to be poor.

Apprenticeships are suffering as businesses aren't able to open

Track and Trace system could be major issue - if staffs have to isolate, need to split into teams, but there is no grants to cover the costs.

Members need to provide ongoing evidence / issues log through to the GLLEP to feed into Government asks - what are the 4/5 key asks specifically around coastal and towns - Lincolnshire specific

Tourism Sector Deals - Mary Powell
Papers circulated

A draft Tourism Action Plan plan will be circulated on the 7th July by Mary. There will be gaps in the plan at this first draft stage due to COVID and unavailability of people to consult with, but nothing that causes any problems and we will use the consultation period to make sure that we've covered everything.

Consultation will be extended until the 7th August 2020 to allow that longer

LR

NS

All / NR

<p>consultation</p> <p>Final report end of August</p> <p>The brief has been extended to include Rutland</p> <p>There are themes around service delivery, not just skills but around a connected offer around the whole of Lincolnshire.</p> <p>CG advised there is a need to engage DCMS and Visit Britain as they will be assessing the bids, based on engagement and consultation and communication.</p> <p>What next? NVDD??</p> <p>MP</p> <ul style="list-style-type: none"> • Next level of detail around structure • How manage the work that needs to be done • Identify what is coming forward • Identifying gaps <p>What is the Boards role? Does it have the right structure / resources? NVDD</p> <p>MP</p> <p>The Tourism Officers are meeting every Tuesday, and their partnership working is going well and can be successfully built on.</p> <p><u>Any other business</u></p> <ul style="list-style-type: none"> • PL - hidden consequences of the coast being "Open" no toilets, car parks • CG - High Street Grant funding will be significant on Destination Marketing • CG - looking to pull together a digital library around re-opening of the high streets, with a marketing campaign - to share info • RC - needs to tie into PromoteLincolnshire.com platform and capture assets • DN - practicalities of opening shops and centres around cleaning and social distancing - weddings and conferences have been a wipe out • RC - informal catch up meetings between board meetings to share intelligence. • RC - Rutland have joined the GLLEP so need to identify new members from North, North East and Rutland <p>CATCH UP MEETING - 25th June 2020 9am</p> <p>NEXT Board meeting - 13th October 14:00 - 16:00 TEAMS</p>	<p>CG</p> <p>NR</p> <p>MP</p>
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