



Greater Lincolnshire LEP Visitor Economy Committee

10th February 2020

Springfields Events & Conference Centre,
Marquee Suite, Springfields Festival
Gardens, Camel Gate, Spalding, PE12 6EU
Draft Minutes

Present - Committee Members: Chris Baron - Chair, Mary Powell, Bob Callison, Andrew Norman, Claire Birch, Dave Skepper, Flora Bennett, Kimbely Vickers, Lydia Rusling, Mark Hollingworth, Mike Timson, Nicky van der Drift, David Norton, Sara Blair-Manning, Will Mason

Apologies:

Ruth Carver, Nicola Radford, Stuart Hardy, Jayne Southall, Charlotte Goy, Sukhy Johal, Nicole Hilton, Cara Markham (on behalf of Samantha Mellows)

LEP Executive:

Nicola Shephard, Clare Hughes

The meeting opened with a presentation on Springfields by the Retail Director, in which he reported Springfields are looking to enhance the site with another 19 units in their Phase 3 development, with the ambition of attracting another half a million visitors.

Minutes

The minutes from the meeting held on 12th December 2019 were accepted as a true record.

Matters Arising:

- Pub Accommodation Development Programme - it was reported that the Development Guide had now been produced and that LCC would be hosting two development workshops on the 24th and 25th March 2020.
- Year of the England Coast - Update on Matthew Flinders - This will take place on the weekend of 18th July 2020, with a ceremony at Donington and followed by a service at Lincoln Cathedral.

Tourism Sector Deals

Feedback from Sub Group

At the end of the last Visitor Economy Board, it was decided to set up sub groups and the Tourism Officers (TO's) were asked to look at this. The TO's decided that we would need four sub groups:

- Skills
- Infrastructure
- Marketing
- Produce Development

These would be divided up amongst Committee members. Members of the Visitor Economy Committee would decide which sub groups they felt their skills matched. It was felt that there was a need for an overarching plan in a similar way one was developed for the Waterways project which worked very well. Another example which has worked well is the strategy developed by British Canoeing.

The sub groups would not necessarily deliver the actions; however, some of the members within the sub group may do? It should have a "pushing" role and needs to be kept track of the delivery. It was recommended that the objectives be generic as this would give more scope for change if required. There will be lots of cross-overs between the groups, so there is a need for one person to attend all. More admin resources will be required as well.

The groups should look at the challenges that we face and how we would use the TSD to help overcome these. It was agreed that we need evidence from the businesses to put a robust case together.

MP reported that the TO's are holding workshops around this. Need to identify evidence that we can deliver, such as our projects like the castle and the North Sea Observatory. It is important

that all local authorities are briefed and we work more closely with other departments, such as Highways etc. Need to be laterally connected across all departments.

Some of the sub groups have already developed a mandate and we need one for each of the groups. It is also important that we align and reflect the Town Deals as well.

Mike Timson offered to take on the role for the marketing sub group.

It was agreed that whether or not the TZ happens, the areas we identify in the sub groups need to be addressed and worked anyway. We still don't know the date of the bid, and will be unlikely to now until after the budget of 11th March. However, it was reported at the Conference in London that the tourism sector deal seems to have "leap frogged" the other sectors.

LR reiterated that the DM have the added strength of private sector engagement, and this is paramount to the success of the bid. We also need to ensure that all the town deals have the visitor economy as one of their priorities. LR raised this recently with Pete Holmes - how the two deals could bridge and show more value for money. Layering a tourism zone would be the perfect opportunity to bring these together. The CX's need to ensure this connection is made. One issue though is the Town Deals project is seen as a more competitive process.

It was asked how the other LEP Boards worked. Clare Hughes gave an example of the Employment & Skills Committee, which has been in existence for many years. They have a member of the Manufacturing Committee who sits on both, so there is always a "two way" conversation. For Committees to work well, Clare stated that there needs to be a practical connection. It was suggested that we need someone who has an advocacy role - that can also be a liaison with stakeholders, such as the Midlands Engine etc. The Agri-Tech Committee has Martin Collison who liaises with DIT etc, so why can't this Committee have something like this? We also need to make sure that tourism fits into any Place Marketing conversations - could the advocacy role do this?

The Terms of Reference needs to be looked at and this needs to be a priority for the next Committee. Ruth to be informed.

Productivity Presentation - James Baty (see attached presentation)

JB informed us that productivity is low within the visitor economy in Lincolnshire with some parts significantly below the average. It was questioned how we can raise productivity in the sector? Productivity in the visitor economy is not as tangible as other sectors. The measure the government works on does not work well for our sector and doesn't show much of the good stuff that goes on. How or can we re-measure this? There was also some questions as to whether extending the season is detrimental to improving the quality? Further discussion is needed around this. JB reported that BEIS (Business Environment & Industrial Strategy) struggle with the visitor economy in general. However, it was agreed that if we can demonstrate productivity gains to be made, this would be very beneficial to the TSD bid.

Skills in the Visitor Economy Sector - Clare Hughes (see attached presentation)

CH reported that there is lots of support for businesses in the skills world, but not many people know about this. At the moment, there are no specific schemes for the Visitor Economy within the GLLEP.

CH asked the Committee what are the gaps with skills? Do we need to train the supervisors as well as the more junior members of staff. We also need to understand the next generation better and what they are looking for from a career. It could be perceived that many of the qualities and benefits they are looking for in a career are not necessarily available in a career in hospitality. There are many barriers to training - such as accessibility, financial etc, do we need hospitality angels to overcome these barriers? People that can go into business and help with skills.

It was generally agreed that we need to provide more labour market information to schools. CH recommended attending the Skills Conference on the 19th March which is being organised by the LEP.

We didn't have time to look at the Local Industrial Strategy so this is being parked for now.

Visit Lincolnshire Website

It was reported that all finances are now from the Districts. We need some discussions on how we can populate this with more information from both the Districts and businesses alike.

Mayflower

MP reported that there was nothing new to report at this moment in time.

Tourism Officers

MP reported that their main topic of conversation is the Tourism Sector Deal and they are very engaged with this at the moment.

Date of Next Meeting

To be confirmed

Topics for the next meeting

- Terms of Reference
- LIS
- Sub groups
- Town Bids
- East Lindsey Destination Strategy
-