



# Greater Lincolnshire LEP Visitor Economy Board

Date: Thursday 24<sup>th</sup> February 2022

Time: 11.30am-1.30pm

via Microsoft Teams

*Draft Minutes*

## Draft Minutes

**Attendees:** Nicky Van Der Drift (Chair), Jo Hardy (Vice Chair), Pat Doody, Emma Brealey, Emma Olivier-Townrow, Kimberley Vickers, Alex Saul, Charlotte Goy, Sukhy Johal, Deborah Cooper (in attendance for Helen Thompson)

**Officers:** Mary Powell, Ruth Carver, Amy O'Sullivan (Note taker), Lydia Rusling

**Apologies:** Paul Robinson, Vincent Weavers, Charlotte Bennett, Emma Lowe, Helen Thompson, Paul Learoyd, Jenny Couch, Caroline Illingworth

DRAFT

Item	Item and brief description	Lead
1	<p><b><u>Welcome and Introductions</u></b></p> <p>The chair welcomed attendees to the meeting virtually, thanked Tom Marsden and Lincoln College for hosting and the tour of The Drill.</p> <p><b><u>Minutes and Matters arising</u></b></p> <p>Previous minutes were signed off with no amendments. Most of the points raised in the last minutes will be covered in the meeting today.</p> <p><b><u>HEARTS Agenda</u></b></p> <p>Gary Headland (CEO - Lincoln College) and team gave steer on The Drill updates as well as the HEARTS agenda which will involve the work which is being undertaken by the Board. Amelia Calow from Lincoln College to share summary with Board members</p>	Nicky Van Der Drift
2	<p><b><u>Overarching Strategy: Consultancy Bid</u></b></p> <ul style="list-style-type: none"> <li>• Inward investment</li> <li>• Stakeholder engagement</li> <li>• Two phases</li> </ul> <p>Creation of the bid is in early stages and conversations have started to take place, including what should that look like, what is it that we're trying to achieve by any funded research or work that needs to be done.</p> <p>How we could attract investment into our sector from external sources, however, it's also important within that to understand the potential for internal investment from organisations that have a stake in our sector within our county and region already. How can we work with those people to develop their offering? How and whom do we engage? Businesses through to end users. How are we going to structure that given that the County Council have already completed some research that is available through VisitLincolnshire, as well as other sources such as the University of Lincoln and the LEP. The research already taken place will be utilised to shape what can be delivered.</p> <p><b>Two Phases</b></p> <ol style="list-style-type: none"> <li>1. Looking at what research is readily available, resulting in creation of accessible repository for collated stakeholder research</li> <li>2. Identification of gaps - what do we do to fill those gaps and bring this research together? To build something that's going to enable us to engage with our stakeholders and also attract that investment</li> </ol> <p>The production of a series of documents that tells the Visitor Economy story within the county, creating a sense of pride and allows those businesses to become advocates for the sector. Creating more links to Visit England and promotional opportunity to share our successes to create levy for inward investment</p>	Nicky Van Der Drift

Met with sub-group (NVD, JH, SJ, CG) and potential consultation partners Tomorrow's Tourism, who have a fantastic track record in this sector, to create proposal which has been sent to RC for a literary review. Once feedback has been received from RC, PD and the Main Board, input from VE Board members would be greatly appreciated.

What other organisations should we be working with and how do we engage with them? Midlands Engine, Government Departments, organisations across the region etc

Identity issues with those working in the sector and we need to assist with highlighting the importance of all hospitality, events, arts, retailers, tourism and sport organisations that they play an extremely important part in the visitor's journey

Who are the national organisations that as a Board we should be connecting with under the HEARTS umbrella?

#### **Comments**

SJ - Chance to bring together a coherent piece of work that aligns some of the disparate policy that's around our county area around tourism and visitor economy. Could be shaped as a prospectus rather than a strategy, of which there are many, moving away from Tourism Action Zones. Input and feedback from everyone is key and will create a realistic timeline for delivery. We need to demonstrate that we have the depth of partnership across all aspects of our delivery plan.

CG - A strong narrative needs to be created as VE Board, to add weight to the conversations with DCMS, VisitEngland etc, with data that underpins this. This core document should be utilised as a cemented direction of travel. Guidance and suggested consultant information was received from VisitEngland for the project, which underpinned the 'what does good look like?' from the beginning of its proposal

EOT - Community profiling within the district areas. Social economy report has been created over 2 years, which highlights every third sector organisation within the county and its direct and indirect impact on the visitor economy

#### **Actions**

- EOT to share Social Economy Report with Board members
- NVD and CG to share Tourism Research Observatory information to James Baty to assist with organisation mapping within the sector  
<https://www.lincoln.ac.uk/lbs/research/lincolnshiretourismobservatory/>



	<ul style="list-style-type: none"> <li>• How do we kick start more investment into the innovative solutions by working across different partners? There is public sector money to match with private sector funds, but there is a lack of interest</li> </ul> <p><b>• Research</b></p> <ul style="list-style-type: none"> <li>• Updated STEAM data research was sent out before the meeting</li> <li>• CG and MP to discuss methodology from NGI Solutions</li> <li>• All information regarding this research is on Business.VisitLincolnshire and the Greater Lincolnshire LEP website</li> <li>• Meeting to take place with NVD and MP to ensure complete transparency on the work and programmes that are being undertaken at LCC</li> <li>• Concept of HEARTS to become a HEARTS Board?</li> </ul> <p><b>Comments</b></p> <ul style="list-style-type: none"> <li>• Communicative outlet to be decided in order to reach out to the small businesses who may not be aware that they are representing the HEARTS sector and their importance within building the pride of place - Microsite/separate website domain?</li> <li>• Can we work closer with Midlands Engine?</li> <li>• SJ - It would be good to see how we could generate a major public art programme on the back of the green infrastructure opportunities - the idea of major nationally significant trails along the east coast has been on the table for some time</li> <li>• Green Flag Award recognition could add profile to the local sector, however, there is a cost to apply</li> <li>• Flower Turbines - have a smaller output than traditional turbines but have three key advantages: <ul style="list-style-type: none"> <li>• They make no sound and so help with planning objections</li> <li>• They don't impact on airspace, something that has to be considered with so many RAF stations around</li> <li>• They can be coloured/branded to create visual art pieces</li> </ul> </li> </ul> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>• AS and PR to share case studies with AO</li> <li>• Update on labour market data, share Glass Door information from the Careers Hub on the HEARTS sector vacancy information</li> <li>• Summaries of the task and finish group actions being undertaken to be circulated to refrain from potential duplication of work</li> <li>• CG to send JH questions from NGI Solutions research regarding seasonality</li> <li>• MP to share Steam Data Research and update on LCC programmes</li> <li>• Flower Turbines prospectus to be shared with Board members</li> </ul>	<p>Mary Powell / Charlotte Goy</p>
<p>4</p>	<p><b>Skills Bootcamp</b></p> <ul style="list-style-type: none"> <li>• <b>Proposal development</b></li> </ul> <p>£1.7 million proposal submitted for Skills Bootcamp delivery programme, working with existing providers across Greater Lincolnshire to ask where do you think the employer demand is currently and what are the realistic timescales of delivery within the year</p>	<p>Nicky Van Der Drift / All</p>

	<p>Preliminary programme consists of 10-18 weeks of training programme delivery part time at level 3, 4 or 5 with guaranteed interview at the end of the programme for the participants</p> <p>Unsure on outcome as of yet, but if successful, delivery should be able to commence from September 2022 - December and December - March 2023</p> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>• RC to share outline proposal to Board Members</li> </ul>	
6	<p><b>Any Other Business</b></p> <p>NVD - has spoken to Tom Marsden and Amelia Calow from Lincoln College regarding holding a World Host intensive weeklong course to ensure our service across Lincolnshire is at top level.</p> <p>Levelling up white paper - Devolution may feature as a live issue over the next few months, whether that brings the benefits that it could do in terms of extra funding. This continues to be a positive time for Lincolnshire. Tourism has got a job to do, to galvanise what we have got, and the range of opportunities available.</p> <p>Defence Sector - connecting with those who relocate to the area to become advocates and formative alumni for positive promotion of Greater Lincolnshire.</p> <p>AS - For information, bookings this year are incredibly strong 19% up on 2019 levels, recruitment still a massive challenge, general and wage inflation worrying</p> <p>NVD - If there are any particular issues or presentations which you would like to present at upcoming meetings please do get in touch with the Chair or RC - LR has shared interest at presenting at May meeting</p>	All
9	<b>Date of Next Meeting - 24<sup>th</sup> May 2022 - 1-3pm - Venue TBC</b>	
10	<b>Meeting close</b>	