



Greater Lincolnshire LEP Visitor Economy Board

Date: Wednesday 15th December 2021

Time: 10am-12pm

via Microsoft Teams

Draft Minutes

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Attendees: Nicky Van Der Drift (Chair), Jo Hardy (Vice Chair), Charlotte Bennett, Emma Brealey, Emma Olivier-Townrow, Kimberley Vickers, Paul Learoyd, Paul Robinson, Alex Saul, Vincent Weavers, Clare Hughes (Presenter) Emma Lowe, Charlotte Goy, Sukhy Johal, Helen Thompson

Officers: Mary Powell, Ruth Carver, Amy O'Sullivan (Note taker), Jenny Couch, Lydia Rusling, Caroline Illingworth (Observer)

Apologies:

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Item	Item and brief description	Lead
1	<p>Welcome and Introductions</p> <p>The chair welcomed attendees to the meeting, the new attendees introduced themselves</p> <p>Chair stressed the importance of input from members on the Task & Finish working groups as well as linking in with their networks. From meeting with Pat Doody (Chair of LEP Board) it was clear from all chairs of the Strategic Advisory Boards that more collaborative and cross board working needs to happen to feed into the wider picture. Nicky was delighted to hear that there was an understanding of how the Visitor Economy sector is impacted and how this can impact on the work of each of the sector boards.</p>	Nicky Van Der Drift
2	<p>Direction setting for the Board</p> <p>To create synergy across all of the Strategic Advisory Boards, each have been tasked to create 3 key priorities. The chair asked for feedback and comments on the below priorities for the Visitor Economy Board:</p> <ul style="list-style-type: none"> • Three 3 S's <ul style="list-style-type: none"> - Sustainability - Seasonality - Skills <p style="margin-left: 150px;">} All board members were in favour of the power of 3</p> <p>Comments</p> <p>SJ - Product development - creating a succinct list of the Board's priorities, setting out 5-6 facts on the scale of employment and turnover number of visitors; highlighting impact and to be utilised when engaging networks and sharing successes. This can also be used to identify and strengthen potential opportunities for the Board.</p> <p>EL - In favour of the power of 3, however wanted to also focus on Service, which underpins all 3 of the current S's - delivery has to be done with style and assessing what level of service you can deliver to then work out how you can exceed customer expectations</p> <p>CG - define the tone, use of economic language/terminology and buzzwords to build strength in our business case to the LEP Board and to Government.</p>	Nicky Van Der Drift

	<p>PR & AS - share real life success stories in order market to those at University to come back to Lincolnshire, highlighting roles within the hospitality sector as a viable career</p> <p>Actions</p> <ul style="list-style-type: none"> • PR & AS - to share successful case study examples 	
3	<p>Greater Lincolnshire LEP: Skills - <i>Presentation by Clare Hughes - (Employment & Skills Executive Manager) Greater Lincolnshire LEP</i></p> <p>Clare Hughes presented an overview of the Employment and Skills Advisory Panel, formerly known as the Employment and Skills Board; highlighting the work that has been provided to support the visitor economy and what support we could collaborate on</p> <p>How do we as a Board feed into the intelligence?</p> <ul style="list-style-type: none"> - Strategic Advisory Board Coordinator role, compiles information from each of the Boards to find commonalities and shares relevant information and resources - Representation on the Employment and Skills Advisory Panel, recruitment in the new year - Policy and Research Executive Manager for the LEP feeds in local statistics - Disseminating core key messages to known businesses and utilising other groups and networks such as the East Lindsey Rural Skills Network to share/gather intelligence <p>Useful Links</p> <ul style="list-style-type: none"> • https://www.gov.uk/guidance/flexi-job-apprenticeship-offer • New Tourism Research Observatory: https://www.lincoln.ac.uk/lbs/research/lincolnshiretourismobservatory/ <p>Comments</p> <p>CG - tackling communication issues with local businesses who are more likely to utilise local networks vocally, such as members of the VE Board rather than emailing an outside party to ask for support/guidance</p> <p>PR - qualifications and seasonality does not fit into the apprenticeship model, businesses are unaware of where to access this information and the amount of commitment involved for a level 3 qualification</p> <p>Actions</p> <ul style="list-style-type: none"> • AO to share CH presentation slides with board members • Members to volunteer for seat on ESAP Board in the new year, email interest directly to Clare Hughes 	Clare Hughes

	<ul style="list-style-type: none"> CG to liaise with LR regarding contacting Laura Freer and VE research the DMO is doing as Destination Lincolnshire aligns to this, looping in with the University's Tourism Research Observatory AO to share James Baty email contact with Board Members Contact for the Tourism Minister to connect and share what the opportunities and challenges are 	
4	<p>Discussion: TAP Report</p> <p>Discussion has taken place outside of this forum. The TAP will be one of the Visitor Economy Board's resource documents to help create an overarching strategy, which will feed in nationally and into the Midlands Engine. However, it is recognised that the report is very tourism focused and the Board covers a wider remit, therefore the Board are not formally adopting it as its core strategic resource.</p>	Nicky Van Der Drift / All
5	<p>Task & Finish Working Group Feedback</p> <ul style="list-style-type: none"> Skills and Recruitment <ul style="list-style-type: none"> 2 meetings taken place - aware of roles having to be stretched and filled by middle management due to lack of filled vacancies therefore would like more volunteers for the group to gather wider intelligence from a range of establishments Sustainability & Seasonality <ul style="list-style-type: none"> 1 meeting taken place - Unaware of research with the Environment Agency links County Council, University of Lincoln and East Lindsey District Council. Therefore, meeting was held with Head of Sustainability, and Assistant Director of Growth to gather more information, particularly with a focus on seasonality and being in a flood risk area. This report is still being fleshed out so awaiting updates. Research <ul style="list-style-type: none"> Destination Lincolnshire is investing in a huge research piece over the next 12 months for the Visitor Economy. It will include a product audit of the entire sector (all business types) in Greater Lincolnshire, being delivered by NGI Solutions and Ian gave an update at the Tourism Office Group last week. New service level agreement with East Lindsey District Council, Boston Borough Council and Lincoln City Council, and currently in negotiations with the other Councils to split the bill, due to the significant investment and costing. The research will clearly define where we are in order set where we need to go. <p>Actions</p> <ul style="list-style-type: none"> All - Volunteers for the for Skills and Recruitment Task & Finish Working Group SJ to volunteer University of Lincoln staff member for Skills and Recruitment Task & Finish Working Group CG to circulate video presentation from Ian at NGI Solutions to Board Members 	Ruth Carver, Paul Robinson, Emma Olivier-Townrow, Jo Hardy, Mary Powell/Charlotte Goy

6	<p>Research & General Information Hub</p> <p>Dissemination of research - Utilising GL LEP VEB web page as depository for research and general information as well as integrating and signposting the work which is being produced by CG and MP. Other pages, newsletters and press releases such as Business Lincolnshire and Visit Lincoln to be utilised to signpost to other research/data.</p> <p>Comments were made by the board surrounding making this research/data more accessible for businesses and ensuring that it is purposeful; therefore, looking at Market Segmentations and what campaigns can fit in with this. Board discussed creation of information and communications group which all were in favour of.</p> <p>Transport research - EL happy to share Stagecoach data regarding transport, in order to help shape the overall data picture of visitors to the county. CG also commented on how data from rail companies will also help shape this, as well as data from other businesses within the transport sector</p> <p>Lincolnshire and Greater Lincolnshire steam data is currently held on the https://business.visitlincolnshire.com/ website however, this does not drill down into districts which could be more useful to outside networks and journalists</p> <p>Reception point for all segments of research data and pipeline projects to be created and compiled before each meeting moving forward so Board members are aware of what research is being done, where to find it, projects being delivered and identify the gaps.</p> <p>Actions</p> <ul style="list-style-type: none"> • MP to send Research report to AO, AO to share with Board Members • EL to share Stagecoach data with Board members • All - Board members to volunteer for Information & Communications group • All - Share with AO any other data sets to help shape research and any other pipeline projects • AO - to compile research data and projects to share with Board Members before each meeting 	Nicky van der Drift, Mary Powell
7	<p>Review of Minutes 21st September 2021</p> <p>Action Points</p> <p>Business.Visitlincolnshire has just launched as a result of consultation with businesses, however some businesses still need 1-2-1 support, but have been able to access simple resources/templates online.</p> <p>Green Tourism Toolkit to be ready in February 2022</p>	Nicky Van Der Drift / All
8	<p>Any Other Business</p> <p>AO to send out updated presentation slides with small text change on slide 11</p>	All

	Should any members have any suggestions for presentations at meetings, at the first instance speak to the chair, Nicky van der Drift	
9	Date of Next Meeting - The Drill & Sessions Restaurant - 24 th February 2022 - 11am-2.30pm	Nicky Van der Drift
10	Meeting close	

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