



VISITOR ECONOMY BOARD

15th December 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), , Mary Powell (LCC), Will Mason (Heritage) Charlotte Goy (Visit Lincoln) Emma Brealey (Petwood) Paul Learoyd (LWT), Sukhy Johal (Lincoln University); Dave Skepper (Stage Coach);; Jenny Couch (North Lincs) Helen Thompson (NE Lincs)

LEP Secretariat: Nicola Radford (LCC)

Guests: - Justin Pover Visit Lincoln; Gill Harvey (Business Lincolnshire)

Observers

Jade Elkington - Lincolnshire County Council

Apologies:

Bob Callison (Adelaide), Ruth Carver (GLLEP) Jayne Southall (Showground); David Norton (Springfields)

	Actions
<p><u>Minutes</u> Minutes of the 13th October 2020 were approved with the following amendments</p> <ul style="list-style-type: none"> • Tourism Sentiment Research - still awaiting results • Terms of Reference <p>A thank you was extended to Chris for his role as Chair on the Board</p> <p><u>Election of Chair / Vice Chair</u></p> <p>The Chair is appointed by the GLLEP Appointments Committee - Members wishing to be considered for this role to express their interest to NR by 15th January 2021</p> <p>Vice Chair is appointed by the Visitor Economy Board on appointment of the Chair.</p> <p>Circulate "job specification" Chair / Vice Chair</p> <p>Advert been sent for Visitor Economy Sector Board member for the wider GLLEP Board - no appropriate candidates received. Circulate details - deadline 30 Jan 2021</p> <p><u>Terms of Reference - Nicola Radford</u></p> <p>Draft Revised Terms of Reference were discussed: initial comments</p> <ul style="list-style-type: none"> • Terms need to be strategic not project specific • Add Unitary authorities, DMOs, Coastal BID, Discover Rutland • Rescue, Recovery, Rebuild - theme • Levelling up agenda needs to be include as a hook for future investment <p>Revised Terms of reference to be circulated</p>	<p>CG Agenda</p> <p>All</p> <p>NR</p> <p>NR</p> <p>NR</p> <p>NR</p>

<p><u>Peer Networks - Justin Pover</u></p>	
<p>Introduction to Visitor Economy Peer Network led by Visit Lincoln</p>	JP
<p>Details circulated - deadline to apply 8th January 2021</p>	
<p>Wilkin Chapman happy to provide Legal Advice - JP to link in with FB</p>	FB
<p><u>Visitor Economy Business Advisor - Gill Harvey</u></p>	
<p>Introduction to new business advisor for sector specific Visitor Economy.</p>	
<p>Discussed the need to demonstrate the value of a sector specific advisor instead of a generic advisor - Link in with University.</p>	SJ
<p><u>Tourism Commission - Mary Powell</u></p>	
<p>Two sub-groups already met - Marketing and Product Development - minutes to be circulated.</p>	Complete
<p>Two Further meetings - Investment and Skills to meet in January 2021 with a final joint meeting to bring all the recommendations and plans together.</p>	
<p><u>Tourism Action Plan - Mary Powell</u></p>	
<p>Revised action plan discussed: amendments requested. See chart at end.</p>	
<p>Need to include Tourism Commission Actions - who leads on delivery of the tourism commission? To be discussed at Tourism Commission wider meeting</p>	MP
<p>Confirmation that the Action plan is a working document and needs to be dynamic to fit with new Government priorities.</p>	
<p><u>Any other Business</u></p>	
<p>STEAM results now published - not appropriate to do Press Release due to COVID situation.</p>	LR
<p>Circulate latest figures</p>	MP
<p><u>Three Messages to Government that are Important and Urgent</u></p>	
<ul style="list-style-type: none"> • Reduction in VAT • Business Rate Relief extension • Joined up approach / discussion on extension tourism season on coast • Clarification on Travel Package regulations in line with BREXIT 	
<p>Visit Lincoln have done a briefing to MPs which will be updated and circulated</p>	CG
<p>Hildred's Centre a part of a campaign for national support</p>	LR
<p><u>Agenda Items for next meeting</u></p>	
<ul style="list-style-type: none"> • Towns Fund bids - links into Visitor Economy 	

<ul style="list-style-type: none"> • Digital agenda - online bookings / access to digital support • Accreditation Scheme for accessibility • Levelling Up Agenda - what projects should come forward <p><u>Dates of Future Meetings - On TEAMS in the interim</u></p> <ul style="list-style-type: none"> • 23rd March 2021 10:00-12:00 • 22nd June 2021 - 10:00 -12:00 • 21st September 2021- 10:00 -12:00 • 15th December 2021 - 10:00- 12:00 	
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Action Points - 15th December 2020

Circulate Tourism Sentiment Research	CG	Ongoing
Update Terms of Reference based on comments <ul style="list-style-type: none"> • Overarching themes not specific projects • P4/P9 add unitary authority, NE / N Lincs / Rutland • "preserving" too passive - "Build back" • Include Rescue, Recover, Rebuild • Levelling up agenda - hook for political priorities 	NR	Board 23 rd March
Minute vote of thanks to Chris in the notes	NR	Complete
Circulate advert / request for VE member for GLLEP Board	RC /NR	Complete
Peer Network - Legal advice joint working	JP / FB	Ongoing
Research into how demonstrate value of VE Specific business advisor not a generic advisor	GH / SJ	Ongoing
Circulate minutes / recordings of Tourism Commission mtgs	MP / JE	Complete
Action Plan additions / amends <ul style="list-style-type: none"> • Infrastructure / planning - Brown Signs • Nature Study - needs change name • Who leads on Tourism Commission Actions • P36 - Governance - who leads TAZ • Less emphasis TAZ more focus on Gov. direction • Incorporate University comments into plan • Purple Sector • Could GL become Accessibility Ambassadors? • Welcome packs for RAF families • Ambassador Program across attractions • Cross reference Towns Fund proposals into plan • More emphasis on digital - bookings etc. 	MP	Ongoing
Update and Circulate		
Any other business		
Circulate EL STEAM report	LR	Ongoing
Decision no press releases on figures due to current climate	MP	Ongoing
Update GL STEAM results / summaries and circulate 3 Messages to GLLEP / Ministers		

<ul style="list-style-type: none"> • VAT • Business Rates • Travel Packages • Season length extension <p>Circulate updated MP briefing paper</p> <p>Circulate National Campaign for Shopping Centres</p> <p>Levelling Up Agenda - what VE Projects should feed in</p>	<p>RC/CB</p> <p>CG</p> <p>LR</p> <p>All</p>	<p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Ongoing</p>
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