



VISITOR ECONOMY BOARD

22nd June 2021

TEAMS

Draft Minutes

<p><u>Present: Board Members</u> Nicky Van-Der-Drift, Flora Bennett, Claire Birch, Paul Learoyd, Mary Powell, Jayne Southall, Jenny Couch, Charlotte Goy, Lydia Rusling, Stuart Hardy, Ruth Carver, Stuart Hardy, Ruth Carver</p> <p><u>LEP Secretariat:</u> Nicola Radford (LCC)</p> <p><u>Observers</u> Helen Thompson, Will Mason,</p> <p><u>Apologies:</u> Bob Callison, Samantha Mellows, Pete Holmes, David Norton, Sukhy Johal, Ginny Flack, Dave Skepper</p>	
	Actions
<p><u>Election Chair / Board Members</u></p> <p>Nicky van Der Drift has been confirmed as the interim Chair.</p> <p>All members to stand down and re-apply for positions as three year tenure expired.</p> <p>Advert circulated - deadline applications 30th July 2021</p>	
<p><u>Minutes</u></p> <p>Minutes of the 23rd March 2021 agreed</p> <p>Amend CJ to CG in action points</p> <p>CRF details are listed on LCC website</p>	
<p><u>Paper 2 DCMS Review - Mary Powell</u></p> <p>Need to ensure that Lincolnshire is on the DCMS list for Rail Vouchers</p> <p>How can DMOs add value to how accommodation and attractions interact with each other - Google destinations</p> <p>Role of the VEB is to lobby for the sector, to work with Ministers, MPs for the hospitality sector.</p> <p>Visit Lincoln to ask DCMS where money from Tourism Action Zones has gone</p> <p>Need to align current funding and future funding - for example Towns Fund</p> <p>Feedback required on DMO Review</p>	
<p><u>Paper 3 - DCMS Review - Mary Powell</u></p> <p>DMO pathfinders group will be launched in Sept / Oct</p> <p>Visit Lincoln - Launching marketing campaign with Susan Briggs and Ivan Annibal - to lead marketing, Visit Management Business support and delivery of role outreach (e.g NHS Campaign) Brand Values</p> <p>DMO review includes public sector funding including NHS</p>	

<p>Review covers Lincolnshire but the VEB is Greater Lincolnshire and Rutland</p> <p>Visit Lincoln has a three year MOU with North Lincolnshire</p> <p>NEL is part of Tastes Lincolnshire and Cycle Lincolnshire</p> <p>Visit Lincoln to share business plan. DMOs need core funding from central Government - proposals to go into CSR</p>	<p>CG</p>
<p><u>Towns Fund -</u></p> <p>Digital investment key - need to involve Matt Warman MP</p> <p>Paper to be circulated on VE sector proposals in Towns Fund applications</p> <p>Paper to be circulated on national picture - LR sits on working group</p>	<p>LR</p> <p>LR</p>
<p><u>Tourism Commission - Paper 5 Mary Powell</u></p> <p>Tourism commission report due at the end of June, 3 month timeline for comment</p> <p>Video content to discuss at Tourism Officers</p> <p>Green Master Plan / Toolkit out for procurement</p> <p>Huttoft Boat Shed opening in August</p> <p>Pub destination report to be rebranded - webinars taking place</p> <p>Air bnb research commissioned</p> <p>Digital Skills in VE Sector - report due</p> <p>All research to be uploaded onto GLLEP Website</p> <p>Derbyshire recruitment research - to circulate</p> <p>Cumbria letter on hospitality campaign</p> <p>What can the solutions be and what can we pilot</p>	<p>MP</p> <p>MP</p> <p>LR</p> <p>CG</p> <p>All</p>
<p><u>Any other business</u></p> <ul style="list-style-type: none"> • Digital Agenda - need to link into LEP digital board • Lord Taylor meeting - circulate details • Lord Ravendale - Midlands Engine - circulate details <p><u>Working Groups</u></p> <p>Recruitment</p> <p>Marketing / Skills</p> <p>Tourism Recovery Plan</p>	<p>RC</p> <p>MP</p> <p>KV</p>

<p>See list below</p> <p>Each group needs to identify three priorities</p> <p>New Board Members</p> <p>Need to include:</p> <ul style="list-style-type: none">• Night time economy• Events and festivals• Retail• Leisure <p>Flora Bennett has stood down as a Board Member - thanks extended</p>	
<p><u>Date and times Future meetings</u></p> <p>21st September</p> <p>15th December</p>	