



Greater Lincolnshire Visitor Economy Board

4th May 2017

Banovallum House, Horncastle

Paper 1

Attendees

Chris Baron – Chair	Butlins
Liz Parry	Discover NEL
Mark Hollingworth	Visit Lincoln/Doddington Hall
Sarah Blair-Manning	National Trust
Paul Learoyd	Lincolnshire Wildlife Trust
David Norton	Springfields
Bob Callison	Cleethorpes in Bloom/Adelaide Hotel
Flora Bennett	Brackenborough Hall/Wilkin Chapman
Dave Skepper	East Midlands Stagecoach
Richard Beason	Bishop Grosseteste University
Stuart Hardy	Coastal BID/Hardy's Animal Farm
Sukhy Johal	University of Lincoln
Lydia Rusling	Visit Lincoln
Nicky Barr	Bomber Command Centre
Ruth Carver	Greater Lincolnshire LEP
Nicola Radford	Lincolnshire County Council
Mary Powell	Lincolnshire County Council
James Gilbert – Observer	Tourism Officer Group/East Lindsey District Council
Melanie Sensicle	Consultant

Apologies

Jane Southall	Epic Centre/Showground
Jackie Croft	Lincoln Cathedral
Claire Birch	Doddington Hall
Matt Corrigan	Visit Lincoln
Simon Beardsley	Lincolnshire Chamber of Commerce

	Action Points	Lead
Aims of the Board Presentation – Chris Baron VEB Potential to lobby for "causes"	<ul style="list-style-type: none"> VAT Campaign – Circulate paper 	LR The www.cuttourismvat.co.uk
Election Vice Chair Tourism Officer attendance – 2 observers	<ul style="list-style-type: none"> Send nominations Circulate meeting notes/standing item on VEB agenda 	NR MP

<p>Overview of the LEP Presentation Ruth Carver Branding launch Optima – July, tool kit for businesses. Change Perception of locals / positive news</p>	<ul style="list-style-type: none"> • Circulate Presentation • Productivity measures for VEB, in comparison Midlands, National, International 	<p>NR NR</p>
<p>Tourism Review in Lincolnshire Presentation Melanie Sensicle No strategic projects for GL area, for VE fund - a longer term investment plan is needed Product development is needed before product promotion – need quality offer Skills is a priority across VE</p>	<ul style="list-style-type: none"> • Circulate presentation • Circulate Research Paper • Research AGENDA item • Gaps in marketing research <ul style="list-style-type: none"> ○ Countryside ○ South County ○ Large Towns • Circulate VE Bids submitted 	<p>NR MS LR (see below)</p>
<p>Outline Work Programme</p> <ul style="list-style-type: none"> • Do we need a VE Strategy or just a high level "to do list" of priorities – it was AGREED a list of priorities that can be updated and refreshed and delivered by partners • Who delivers priorities? • Don't want another level bureaucracy • To do list needs funding sources identified / solid practical delivery • Central repository for data needed / highlighting • Coordination of DMOs needed – who does what, where are gaps • ONE MESSAGE for County – "crack on and deliver" <ul style="list-style-type: none"> ○ Identify priority and deliver <ul style="list-style-type: none"> ▪ Festivals ▪ Cycling • Product Investment Plan needed 	<ul style="list-style-type: none"> • Draft priorities list • Identify funding for "to do" • Circulate link to research site / advertise where it is / access • Melanie report to be broken down into info graphics / facts / figures <p>http://www.research-lincs.org.uk/lep-home.aspx</p> <ul style="list-style-type: none"> • What is already available for VE businesses – Growth Hub / central portal 	<p>NR NR NR MS SH</p>
<p>May Flower Golden Opportunity to "deliver"</p>	<ul style="list-style-type: none"> • Identify opportunities / coordination 	<p>MP/SJ</p>
<p>Partnership Update</p>	<ul style="list-style-type: none"> • Board to send updates 	<p>NR – see below</p>

Date of next meeting	<ul style="list-style-type: none"> 13th September 2017 at 12.00noon at the University of Lincoln 	NR/SJ
-----------------------------	--	-------

Discover England Funding Round II

Option One: two-year large-scale collaborative projects

Aims to develop world-class bookable English tourism products, targeted at the right customers, at the right time and through the right channels.

- Join-up the product offering across large geographies or nationwide through a thematic approach for the benefit of the customer
- Drive a collaborative and partnership approach to delivery across Destination Organisations and LEP boundaries for the longer term

Lincolnshire, along with other destinations across the UK, features in the following projects:

- US connections
- Coastal Pass
- Cycling

Option Two: new one-year projects and pilots of up to £250k that test and trial approaches to product development, build knowledge and generate good practice to share widely across the tourism industry.

A new Lincolnshire focussed bid, named **High Flight**, has been brought together by International Bomber Command Centre, South Kesteven District Council, Aviation Heritage Lincolnshire and the lead body is Visit Lincoln. Additional partners include North Lincolnshire Council, Lincoln Business Improvement Group, RAF Scampton Airshow and The Petwood Hotel.

Please bear in mind that the larger projects are seeking funding from large geographical areas, whereas the High Flight project is predominantly based in Lincolnshire, with some connections to Newark, Doncaster and North/North East Lincolnshire.

Please let me know if you have any queries, or would like any further information on any of the 4 projects.
Kind regards, Lydia

Partner Update

Lincolnshire Wildlife Trust

Gibraltar Point Visitor Centre near Skegness opened one year ago this month, this gateway to an amazing part of Lincolnshire’s coast is proving very popular with visitors, c100,000 to date.
www.lincstrust.org.uk/gibraltar-point

This June, the Wildlife Trust challenge you to go wild! Can you do something wild every day throughout June? That’s 30 simple, fun and exciting Random Acts of Wildness. We’re giving you a free pack of goodies to help you plan your wild month, plus lots of ideas from your Wildlife Trust to inspire you to stay wild all throughout June (and beyond!). <http://action.wildlifetrusts.org/page/7184/petition/1>

Why not try the Living Landscape Cycle Route, a self-guided cycling route carefully designed to pass through up to four of the Wildlife Trusts Living Landscape project areas in

Lincolnshire. www.lincstrust.org.uk/cycling



nature tourism_guide
for businesses.pdf

Attached is a short nature tourism guide for businesses