

Board Members:

Chris Baron – Chair	Butlins
Mark Hollingworth	Visit Lincoln/Doddington Hall
Paul Learoyd	Lincolnshire Wildlife Trust
David Norton	Springfield's
Flora Bennett	Brackenborough Hall/Wilkin Chapman
Dave Skepper	East Midlands Stage Coach
Stuart Hardy	CoastalBID/Hardy's Animal Farm
Sukhy Johal	University of Lincoln
Lydia Rusling	Visit Lincoln
Ruth Carver	Greater Lincolnshire LEP
Jane Southall	Epic centre / Showground
Claire Birch	Doddington Hall

Secretariat:

Nicola Radford	Lincolnshire County Council
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Guests:

Jenny Bostock	World of Work Consultant
Melanie Sensicle	Tourism Consultant

Apologies

Jackie Croft	Lincoln Cathedral –left position at Lincoln Cathedral;
Matt Corrigan	Lincoln Big
Simon Beardsley	Lincolnshire Chamber Commerce – has stepped down
Richard Beason	Bishop Grosseteste University –left position at University
Liz Parry	Discover NEL
Bob Calliston	Cleethorpes in Bloom / Adelaide Hotel
Sarah Blair–Manning	National Trust
Nicky Barr	Bomber Command
Cllr Claire Rylott	Boston Borough Council
Mary Powell	Lincolnshire County Council

		Actions
Item 1	Minutes 4 th May 2017 – approved, (amend Matt Corrigan to Lincoln BIG) Nomination of Vice Chair – Mark Hollingworth, proposed by Dave Skepper and seconded by Lydia Rusling. Mark Hollingworth was selected as Vice Chair Person If you have not submitted your Declaration of Interest / Biography please forward send to GLLEPsecretariat@lincolnshire.gov.uk	NR All

<p>Item 2</p>	<p>Update on the Tourism Review – MS presented the None Visitor and Visitor Research, the report highlighted that interviewees lack of knowledge about what Lincolnshire had to offer was a barrier to visiting. Culture and Heritage were highlighted as areas that people did associate with Lincolnshire.</p> <p>Upload report to the GLLEP VEB Website https://www.greaterlincolnshirelep.co.uk/priorities-and-plans/sectors/visitor-economy/</p> <p>Agenda item for January – There is a need to tie these findings into the wider studies to look at VE programs / marketing</p>	<p>NR</p> <p>NR</p> <p>NR</p>
<p>Item 3</p>	<p>World of Work Presentation – Website funded by ESF being developed around showcasing career opportunities to work in Greater Lincolnshire, with case studies and videos highlighting companies</p> <p>VE Board members to send examples / studies to Jenny that could be included around Apprentices and young people in the Sector</p> <p>Butlins and Showground proposed that they would be able to work with WOW to showcase the website and recruitment opportunities – Chris and Jacqui to contact Pru to discuss</p> <p>Contact: Pru Day - prue.day@gmfi.co.uk</p>	<p>All</p> <p>CB / JS</p>
<p>Item 4</p>	<ul style="list-style-type: none"> • Work Program – Investment Plan was circulated, this is to provide a collaborative program of developments in Lincolnshire to help source funding, collaboration and highlight any gaps in development / investment across the County –Members were asked to update the table with their initiatives By 20th December 2017 • Visitor Economy Stats –the brief was discussed and whilst there is a need to expand the current data it was requested that links with STEAM/ T Stats needed to be made and that there need to be a purpose for the stats at the end. It seed some meaning and direction at the end, not just to be sat on a shelf – a report will be brought to the January meeting highlight current research and usage • Visitor Economy Conference – LR and NR to establish a task and finish group to deliver – meeting 16th October • May Flower 400 – the University to call a meeting to discuss opportunities of joint working and promotion • Hotel Study, the report's findings were circulated for members to read before the January presentation. The focus is seen as corporate and members felt the study needs to be wider and include alternative accommodation to fit with VE research, Air BnB etc. – Reports circulated Presentation in January • Branding Hierarchy – on hold 	<p>All</p> <p>NR</p> <p>NR/ LR</p> <p>SJ/ NR</p> <p>NR</p> <p>RC</p>

<u>Item 5</u>	Recruitment Update – Standing Item. CB discussed issues around recruitment of Chefs and the worry of further shortages through Brexit. Action -Members to bring examples of recruitment difficulties to future meetings / new ways of attracting staff, specifically around seasonal workers	All
<u>Item 6</u>	Visitor Economy Funding – event 27 th September details circulated	NR
<u>Item 7</u>	Partner Update – please send updates / information of events to be circulated and shared with Members	NR
<u>Item 8</u>	Dates of next meetings 18 th January 2018 – 9:00 Butlins, Roman Bank, Skegness 17 th May 2018 – 9:00 Epic centre, Show Ground, Lincoln 20 th September 2018 – 9:00, Wilkin and Chapman, Grimsby	