



Greater Lincolnshire Visitor Economy Board

Thursday, 7th February 2019 - 1.30pm to
3.30pm

Beachcomber Restaurant, Butlins, Roman
Way, Ingoldmells, Skegness, Lincs, PE25
1NJ

Paper 0 - Agenda

Item	Item and brief description	Lead	Access/Circulation
	Refreshments		
1	Welcome and Introductions <ul style="list-style-type: none"> New Members/nominations 	Chris Baron	
2	Minutes/Update from 3 October 2018	Chris Baron	Paper 1
3	Accesses Ability <ul style="list-style-type: none"> Coastal Highway Stagecoach Course 	Theresa James Dave Skepper	Presentation Verbal Update
4	Visitor Economy Conference	Mary Powell	Paper 2
5	Local Industrial Strategy Consultation	Nicola Radford	Verbal
6	Creative Industries	Sukhy Johal	Paper 3 to follow
7	Tourism Officer Update	James Gilbert	Paper 4
8	Update discussions <ul style="list-style-type: none"> Skills Tourism Tax Tourism Zones Mayflower Visit Lincolnshire Website 	Nicola Radford Nicola Radford Lydia Rusling Mary Powell Lydia Rusling	Discussion
9	Recruitment Update (Standing Item)	Chris Baron	Discussion
10	Partner Update	All	Discussion
11	AOB and close of meeting	All	

Attendees: Andrew Norman, Chris Baron, Samantha Mellows, Claire Birch, Dave Skepper, David Norton, Flora Bennett, James Gilbert, Kimberley Vickers, Lydia Rusling, Mark Hollingworth, Nicky van der Drift, Paul Learoyd, **Sarah Blair-Manning, Stuart Hardy**

Apologies: Cllr Claire Rylott, Jayne Southall, Ruth Carver, Samatha Harrison

Tentative: Sukhy Johal

Officers: Nicola Radford, Samantha Harrison, Clare Hughes, Mary Powell

Not responded: Bob Callison, Liz Parry

Dates of Meetings 2019

13th June - Doddington Hall

3rd October - International Bomber Command Centre

12th December - Venue to be confirmed



VISITOR ECONOMY BOARD

3rd October 2018

Wilkin Chapman, Cartergate House, 26
Chantry Lane, Grimsby, North East
Lincolnshire, DN31 2LJ

Draft Minutes

Present: Board Members: Chris Baron - Chair (Butlins), Stuart Hardy (Coastal BID/Hardy's Animal Farm), Lydia Rusling (Visit Lincoln), Matt Corrigan (Lincoln BIG), Mary Powell (LCC), Nicky Barr (International Bomber Command Centre), James Gilbert (ELDC), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Sara Blair-Manning (National Trust), Claire Birch (Doddington Hall)

LEP Secretariat: Nicola Radford (LCC)

Guests: Kimberley Vickers (Lincoln Castle)

Apologies: Mark Hollingsworth - Vice Chair (Visit Lincoln/Doddington Hall), Sukhy Johal (University of Lincoln), Liz Parry (Discover NEL), Paul Learoyd (Lincolnshire Wildlife Trust), Ruth Carver (LEP), David Skepper (Stagecoach), Liz Parry (Abbey Gate), David Norton (Springfield), Andrew Norman (InvestSK), Jayne Southall (Epic Centre, Lincs Showground), Sam Mellows (Lincoln Cathedral), Clare Rylott (BBC)

	Actions
<p>Minutes and Matters Arising</p> <p>The minutes of the 17th May 2018 were approved, subject to amended attendee list, Sara Blair-Manning had sent apologies. These can now be published on the LEP website.</p>	NR
<p>There was a cyber-attack on the Visit Lincolnshire website, not Visit Lincoln - amend.</p>	NR
<p>James Gilbert (ELDC) is a member of the Visitor Economy Board, NR to obtain register of interest and update the website accordingly.</p>	NR
<p>Kimberley Vickers attended from Lincoln Castle and has been invited by the Chair to join the Visitor Economy Board, to cover Heritage and Culture. NR to obtain a register of interest and update the LEP website accordingly.</p>	NR
<p>Both of these appointments need to be confirmed through the Appointments Committee, and endorsed at the main LEP Board in November.</p>	KS/RC
<p>Action Points Update</p> <ul style="list-style-type: none"> • Business Rates Update - The Greater Lincolnshire LEP is receiving an update on the Lincolnshire Pilot for Business Rates at its November meeting and will ask about the involvement of a businesses' voice within the pilot. • Visit Lincolnshire Website - presentation on new site by Lydia Rusling: <ul style="list-style-type: none"> - VEB members need to put links into the sites to forward traffic - Funding is available for one year to monitor and maintain site and report back to the Tourism Officer Group - how is it going to be maintained in the future? - Relies on links being updated by members to ensure refresh - Thank you for Visit Lincoln for hard work in developing the site - Excursions will be added to the site next year. • Industrial Strategy - - Visitor Economy businesses have been interviewed about input into the LIS prospectus. It is anticipated that the Prospectus will be published in the autumn, and roundtables held with each sector to develop proposals further. • Hotel Study - The Hotel Study is to be sent to Local Authority Planning Officers by the end of October 2018. • Nicky Barr, Director of International Bomber Command Centre gave an 	<p>All</p> <p>RC CB LR</p> <p>MP</p> <p>NR</p>

<p>update on the centre:</p> <ul style="list-style-type: none"> - 13.5k visitors a month - Trip Advisor Excellence award after 3 months - 2-3 coaches a day with good repeat visitors - Good links with Australian/New Zealand "Backroads" travel company - booked 9 trips in 2019 - high end travel, staying in Lincoln around aviation theme 	
<p><u>Mayflower</u> Mary Powell presented this item.</p> <p>Discover England funding is wider than just Mayflower, to cover all US links. There is pressure on securing match funding, delivery and reporting. Report circulated; addition to report at the end of the minutes.</p> <p>Lincolnshire has a genuine offer/product for the Mayflower history, has a visit impact forecast been undertaken for the County?</p> <ul style="list-style-type: none"> • Lincolnshire businesses need briefing on history/opportunities, are there opportunities around tourism guides at the Castle? What is the message that Lincolnshire wants to sell? • Guide conference, 9th November 2018: https://www.eventbrite.co.uk/e/the-national-tour-guiding-conference-2018-tickets-47512100973. • Links need to go onto Visit Lincolnshire Website <ul style="list-style-type: none"> - https://www.visitlincoln.com/blog/lincolnshire-and-the-mayflower-pilgrims - https://pilgrimroots.org/ - https://mayflower400uk.org/ • Ongoing campaign to wider 2030 Anniversary Boston • Discussion on impact of Exchange Rate on visitor numbers 	<p><u>Action</u></p> <p>MP</p> <p>LR</p> <p>KV/MP</p> <p>LR</p> <p>LR</p> <p>MP MP</p>
<p><u>Visitor Conference</u> Mary Powell led on this item and she discussed the proposed theme of the Importance of Heritage to the Visitor Economy, not just the historic buildings, but the volunteering opportunities, the natural heritage and the streetscape. A new piece of work has been commissioned by LCC to understand the economic benefits of investing in heritage and this will report shortly. Alix Slater who wrote the report will present on the report; Lydia will report on Bringing History to Life through virtual augmentation/reality. Emma Tatlow will present on Mayflower 400 and Mary Powell will report on the promotional work being undertaken on the Natural Coast.</p> <ul style="list-style-type: none"> • Jonathan Foyle will be the keynote speaker; date: 27 March <p>Central location with parking - Bomber Command 120/140 Mondays Doddington Hall - 180/200 which is currently hosting augmentation event <u>Both offered their venues for the event.</u></p> <p>Future conferences - is there a way of collating events/joint sponsorship - Wilkin Chapman would like to sponsor an event, but felt that there was a confusing number of events. Mary Powell and James Gilbert both felt that each of the events had a very specific remit and would therefore appeal to different sectors. Mary Powell to investigate whether a leaflet swap could happen as part of the conference on 27th March.</p> <ul style="list-style-type: none"> • Be My Guest - 13th November 2018 	<p>MP</p> <p>GB/LR/MP</p>

<ul style="list-style-type: none"> • Love the Wolds - November 2018 • Business Expo - January 2019 • Visit Lincoln - March 2019 • LEP VEB - March 2019 	
<p><u>LEP Visitor Economy Sector Management Pathway Report</u> Report circulated for input and comment by 19th October 2018.</p>	All
<p><u>Creative Industries</u> (Paper Circulated) Sukhy Johal had tended his apologies, so Lydia Rusling updated on his behalf:</p> <ul style="list-style-type: none"> • Our Creative Lincoln - Mansions of the Future ACE funded facility • Creative Industries is mapping creative industries in Lincolnshire, looking at issues and opportunities, there is a lack of creative space in Lincoln. The University is looking for a creative hub/digital hub in Lincoln. • SO Festival/Magna Vitae need to involved in the research. • The paper will inform the LEP Strategy and Local Industrial Strategy and will sit along the Visitor Economy and Events. • Could the NSO gallery have a Mayflower event with local schools and communities? 	JG MP MP
<p><u>Update Work Programme</u></p> <ul style="list-style-type: none"> • Investment Plan - updated, keep adding to list. • Visitor Economy Conference - Conference in Skegness CoastalBID - Be my guest - November - need to avoid duplication. • Visit Lincoln event in March, over 300 attendees, maybe look to run in conjunction with Visitor Expo in 2019 with Stonebow • May not include Leaflet Swap • Boston Conference 7th June - with the College and Town Team • Need to collate all VE events into central point to avoid duplication • Mayflower - More partnership working needed around County. Collective branding. Need to develop produce to meet expectation. Using Lincoln as a hood with day trips. Spalding bulbs, for the Mayflower on display at Chelsea • Common themes - Broadband installation costs/roll out. <p><u>Recruitment</u> Chefs, solicitors - difficulty recruiting quality to Lincolnshire - Update needed on Place Marketing Group.</p>	NR NR LR DN MP MP/CR SH
<p><u>Tourism Officer Group</u> (Paper circulated) James Gilbert presented this item, and the paper was an update on the work of the Tourism Officers Group for Greater Lincolnshire</p> <ul style="list-style-type: none"> • Collaboration most important with the group, NKDC is leading on Group Travel. Discussion on bespoke itineraries and need for a single point of contact: <ul style="list-style-type: none"> - Visit Lincoln has database of itineraries available - NE and NKDC are contacts, but need to work together with Tourism Officer Group on joint promotion of whole County. - Working Group has been established. - Meeting with Tourism Coach Alliance in October to cover Discover England countries and local market. • Work Programme - priority was Visit Lincolnshire website. • Cycling - Tour of Wolds 2019 being investigated. • Festivals - is there a central list/co-ordination/marketing? <ul style="list-style-type: none"> - Report on festivals over 1500 people, should be held by Emergency Plan/events team - List to go on website/collaboration of festivals. 	JG JG

<ul style="list-style-type: none"> Relationship with Visit England, fewer staff, more agency workers. Although Lincolnshire was involved in many of the DEF funded projects, there was some concern on the way that Visit England were running these projects and the very short time that projects had to deliver within. Chef Pilot scheme through WOW - manage expectations, not everyone will be "Jamie Oliver". How will Universal Credit affect seasonal workers. Accommodation issues - caravans, no build on coast - to put this on Coastal Developers Forum Agenda. 	<p>CB</p> <p>CB NR</p>
<p>Skills Update (Paper circulated) This item was deferred until a future meeting.</p>	
<p>VE Statistics (Paper circulated with additional information) Main points around serviced/non-serviced stock and visitors from the latest STEAM data. It is important to remember that the data refers to the full year 2017. STEAM data is compiled via District returns (and where no return is provided, it is estimated by a model). Eventually, we will receive data which breaks down for each District - both East Lindsey and Lincoln have their local reports already, so it would be interesting to see how this data compares.</p> <p><u>Stock</u> Based on the District returns in Lincolnshire, the total number of beds in serviced accommodation was down by approximately 1.9%. This was primarily driven by a decline in the number of small (sub 10 room) hotels. It is estimated that over 30 small hotels/B&Bs closed in Lincolnshire between 2016 and 2017.</p> <p>In terms of non-serviced accommodation, the report suggests that there were around 1,000 fewer beds (1.5%) and 2017 than 2016. The report suggests this is primarily driven by a reduction in the stock of static caravans/chalets (although does not suggest there have been any site closures) and also provision of touring caravan/camping sites.</p> <p><u>Visitors</u> Despite the small drops in stock, visitor numbers rose across all types of accommodation. The rise in visitors staying in serviced accommodation were relatively small (1.7% increase in visitor numbers between 2016 and 2017), with the rise in non-serviced accommodation more pronounced (7.8% increase). What is interesting to me is that the decrease in stock, but the rise in visitor numbers points to potentially the impact of an increased use of AirBNB and similar room-lets which may not have been picked up particularly well.</p> <ul style="list-style-type: none"> Need to re-focus the VE headline to Double the Visitor Economy value in 10 years - only 2 years left to achieve outcome/how is it being measured? 	<p>NR</p>
<p>Recruitment Standing item - no update.</p>	
<p>Any Other Information</p> <ul style="list-style-type: none"> Energy Survey - paper circulated/emailed for partners to circulate and complete online survey of future energy needs. The link for the survey is XXXXXX and it closes on XXXXX. 	
<p>Next Agenda Items</p> <ul style="list-style-type: none"> Transport - to include coastal highway 	

- Accessibility - dementia/autism

Next meeting

To be confirmed.

Addition to Mayflower Report

October 2018



'Mayflower 400' - Daffodil

To commemorate the 400th anniversary of the sailing of the Mayflower, a special daffodil bulb 'Mayflower 400' is being made available to interested organisations in the USA and the UK by Springfields Horticultural Society, which is a registered charity. The Society, with its 15 acres of show gardens in Spalding, Lincolnshire (Springfields Festival Gardens) is dedicated to "the promotion, study and practice of horticulture and in particular the cultivation and development of flowers grown from bulbs and corms".

The named daffodil variety "Mayflower 400" has been registered with the Royal Horticultural Society. "Mayflower 400" daffodils will flower towards the end of March or early April (winter weather conditions dependant) providing a carpet of vibrant yellow and orange colour across the planting locations.

This is an opportunity to have the "Mayflower 400" daffodil flowering at all those destinations associated with the Mayflower celebrations in the spring of 2020. They could be planted in front of churches, civic buildings, parks or across various sites in a village, town or city with Mayflower connections.

PROCESS & TIMESCALES

The ordering and arranging for planting of the bulbs will be the responsibility of each destination, business, civic authority or Mayflower partner.

- | | |
|--------------------|---|
| November 2017 | An indication of who is interested in the "Mayflower 400" daffodil and approximately what quantities. The cultivation of the required bulbs will be based on this information, so does require an actual intent to purchase by those interested in the promotion. |
| Spring 2019 | Final confirmation of numbers |
| Autumn 2019 | Bulbs to be delivered to destinations in USA and UK |
| October / Nov 2019 | Planting takes place |
| Spring 2020 | Daffodils in bloom |

Orders need to be placed directly with Springfields Horticultural Society (Springfields). One order per destination can be placed directly with Springfields, with each destination looking after any further orders within the destination area.

ORDERING BULBS FOR THE USA

Bulbs for exporting to the USA are being grown in Cornwall as the farmland in Cornwall is approved by the US Department of Agriculture (USDA). In June 2019 the bulbs will be lifted, brought back to Spalding for sorting (by size and quality), cleaning and packing ready for dispatch by sea in temperature controlled containers, along with other consignments (on pallets) of bulbs destined for wholesalers and

garden centres in the USA. Despatch will be during July/August to allow for planting by October.

Bulbs will be in nets of 250 so orders need to be in multiples of 250. Orders for all USA destinations will need to be consolidated by a single USA based “Nominated Destination Organisation” (NDO) with a single address to assist with import administration. All nets will be labelled and certified in accordance with USDA requirements

Springfields would need the NDO to collect all the orders and payments and then make one single payment to Springfields prior to the bulbs being packed. Deadline for orders and payment would be 30th April 2019.

Springfields will need to liaise with the NDO nearer the time on transport arrangements to get the bulbs from the port (or wholesaler) to them and to understand how they in turn would arrange delivery or collection with the organisations who have ordered bulbs.

Any organisation wishing to sell smaller quantities of bulbs will need to arrange their own re-packing into suitable nets, bags or gift containers. Springfields expects to have around 15,000 bulbs available (80 x nets of 250 bulbs) for export to the USA.

The price would be £300 per net of 250 bulbs delivered into the USA port/wholesaler. Invoicing would be in £ sterling for payment by bank transfer or credit card by the NDO.

Note: This will be the only opportunity to obtain this specially named variety in the USA as it is unlikely that any more bulbs would be shipped to Cornwall for growing in US Plant Health accredited soil.

ORDERING BULBS FOR THE UK

Bulbs for the UK are being grown in Lincolnshire and will be lifted, sorted, cleaned and packed ready for dispatch during August/September. Springfields expects to have around 30,000 bulbs available for sale.

One invoice will be issued per destination, with each destination then invoicing out as required to other interested locations within their area.

Prices will be as follows:

- x 10 bulbs: £12.50 + P&P
- x 50 bulbs: £50 + delivery or collect from Springfields
- x 100 bulbs: £85 + delivery or collect from Springfields
- x 500 bulbs: (2 x nets of 250) £350 + delivery or collect from Springfields
- x 1,000 bulbs: (4 x nets of 250) £625 + delivery or collect from Springfields

Bulb orders would need to be confirmed and paid for by 30th April 2019.

A mail order “special edition” could be included in the Walkers Bulbs catalogue in 2019 if any Mayflower organisation wanted to design a special celebration label/card/bag as a gift for. These could be sold with a £1 premium (or more) which would be returned as a donation to the Mayflower organisation.

PLACING YOUR INTENT TO ORDER

Please place one combined order per Mayflower destination (or one total order for the USA) to:

David Norton, Chief Executive, Springfields Horticultural Society
Email: david@springfields.net Tel: 00 44 (0)1775 724843

<p><u>Housing & Infrastructure Delivery across Greater Lincolnshire (Paper 6)</u> Ian Fytche and Phil Roberts (Chief Executive and Corporate Director at North Kesteven District Council) gave an update on housing delivery and recent changes to the planning and housing policy environment. They reported that in 2017/18 Greater Lincolnshire only delivered 65% of the homes which have been assessed as needed, and only 37% of the affordable housing required. They summarised the activities underway to address the housing delivery challenge and circulated the draft District Housing Network action plan.</p> <p>Board members noted the report and discussed:</p> <ul style="list-style-type: none"> • the need for housing to be more effectively aligned with other areas including health planning, energy strategy and infrastructure developments • potential gains from focusing more on SME builders rather than the Big 6. • opportunities to work on R&D with the university in modern methods of construction (MMC) and elder care • the need to explore a new approach to state aid • the link to Greater Lincolnshire's generally low land values • the need to think about how this is presented i.e. housing versus homes: housing can be an abstract concept whereas homes are things we live in, which we all need. Referring to homes rather than housing may help to overcome objections to new development • 	
<p><u>Growth Deal Quarterly Dashboard (Papers 7, 7.1 and 7.2)</u> The two growth deal dashboards for the LEP's SLGF were approved, namely Quarter 4 2017/2018 and Quarter 1 2018/19.</p>	
<p><u>AOB</u> None.</p>	
<p><u>The meeting was closed.</u></p>	

Paper 2

Business Lincolnshire Growth Hub Visitor Economy Work

Business Lincolnshire Growth Hub (the business support arm of the LEP) has developed and funded the following conference:

Heritage Works for Lincolnshire Conference 27 March 2019- [Find out more](#)

The 'Heritage Works for Lincolnshire' Conference will take place on the morning of Wednesday 27th March at Doddington Hall and will include a tourism sector leaflet swap. The theme of the conference is Heritage and our keynote speaker is Dr Jonathan Foyle, BBC presenter of Climbing Great Buildings. We will look at Heritage in its widest sense and the venue was chosen because it perfectly fitted our theme.

Claire Birch has kindly offered tours of Doddington Hall at the end of the event. Speakers will cover the natural coast, the Mayflower 400 anniversary, the economic impact of investing in heritage and the Discover England Funding. A light lunch will be provided. Space is limited so early booking recommended.

Agenda

09:30 Registration, Refreshments, Networking and Leaflet Swap

10:00 Welcome & Introduction

Chris Baron, Resort Director, Skegness Butlins Resort and Board Director, Greater Lincolnshire LEP

10:05 Natural Coast: Forgotten Lincolnshire Asset

Mary Powell, Tourism Development Manager, Lincolnshire County Council

10:15 Digital Marketing Essentials - Tools to Attract New and Repeat Customers
TBC

10:45 Heritage is a Driver not a Drain on the Economy

Alix Slater, Museum, Heritage and Arts Sector Consultant

11:15 Discover England Fund Update

Lydia Rusling, Head of Visit Lincoln, Visit Lincoln Partnership

11:30 Refreshment Break

11:45 Mayflower 400 Celebrations: Preparing for US Visitors

Emma Tatlow, US Connections Project Manager, Destination Plymouth

12:00 Keynote Speech - Making the Journey: Lincolnshire's Outstanding Historic Places

Dr Jonathan Foyle, Architectural Historian, Author and Broadcaster

12:45 Closing Remarks

13:00 Lunch, Networking and Leaflet Swap

Paper 2

Business Lincolnshire Growth Hub Visitor Economy Work

14:00

Close

Secure your place

Attendance is free of charge and places are limited so be sure to book yours today. Please note we are only able to offer up to 2 places per company. To qualify for this funded support, your business must be a small to medium enterprise (SME) based in Greater Lincolnshire. Apologies, no support intermediaries.

Am I eligible?

These events are available for businesses, partnerships, sole traders, and registered charities, with a trading address located within Greater Lincolnshire (North Lincolnshire, North East Lincolnshire & Lincolnshire).

Research and Support Programme

Following on from the 2017 Hotel Study, Business Lincolnshire has commissioned 2 studies, 1) Reviewing the existing pub accommodation, creating a development guide and running 2 pub accommodation develop workshops. 2) Greater Lincolnshire Pubs - Sites & Premises Study- including redundant pubs and disused historic buildings and investigation into heritage funding models.

Both pieces of work are being delivered by Hotel Solutions- Andrew Keeling and Lynn Thomason

1) Lincolnshire Pub Accommodation Research & Development Programme

Business Lincolnshire (the business support arm of GLLEP) is interested in looking at the potential to encourage the development of high-quality pub accommodation across Greater Lincolnshire, as a means of expanding the visitor accommodation offer and helping to retain pubs, particularly in rural areas and market towns. A piece of research has been commissioned to assess the opportunities for pub accommodation development in Greater Lincolnshire.

There are four modules of work:

a) **An Audit of Greater Lincolnshire Pub Accommodation** - review online accommodation booking and marketing sites, identifying examples of best practice, room rates, online presence trip adviser review etc. Local authorities will be asked to highlight any recently developed or best practice examples of high-quality pub accommodation in their area to provide any information that they have on current pub accommodation development proposals.

b) **Consultations with Greater Lincolnshire Pub Owners, and Pub Accommodation Developers**

Contact will be made with the main pub owners and pub accommodation operators and developers in Greater Lincolnshire to understand more about their performance and markets; their interest in further developing pub accommodation in Greater Lincolnshire; eg their location, site and property requirements; and what support they need to move forward.

Paper 2

Business Lincolnshire Growth Hub Visitor Economy Work

c) A Lincolnshire Pub Accommodation Development Guide

A practical guide will be produced for pub landlords and tenants that are considering adding accommodation to their pub. This will include information on the market for pub accommodation in Greater Lincolnshire; accommodation quality and design considerations, including best practice examples in the county and further afield; information on achievable occupancies and room rates; likely income, costs and profits; marketing tips; and sources of funding.

d) Two Pub Accommodation Development Workshops

Two pub accommodation development workshops will be delivered in different parts of the county for pub owners, landlords and tenants that are interested in looking at offering accommodation. The workshops will utilise and build on the material included in the Pub Accommodation Development Guide.

Timescale

To work will be undertaken between March and April 2019, with a view to running the workshops in June 2019.

2) Greater Lincolnshire Pubs - Sites & Premises Study - by Hotel Solutions

Following on from the initial research the Business Lincolnshire Growth Hub seeks to pro-actively facilitate the development of pub accommodation across Greater Lincolnshire. Central to this is a programme of work around identifying suitable sites and properties for development.

The Market Opportunity

The success of the current pub accommodation operators evidences the growing market appeal of this niche offer.

Approach

The core Pub Accommodation Development Programme that has been commissioned will provide the basic demand and supply evidence for Greater Lincolnshire and begin to disseminate findings about development potential. Some of the target audience will already have their pub and be looking at developing upper floors, outbuildings or extensions to provide letting accommodation.

There is an opportunity to attract some of the small pub company groups to acquire additional properties and sites, as well some of the national operators who are looking for new build sites for their pub/restaurants that they will develop lodges alongside. The regional pub companies are more likely to be interested in acquiring existing pubs with development potential that they can re-position, but also characterful properties that can be converted into pubs with dining and accommodation.

Paper 2

Business Lincolnshire Growth Hub Visitor Economy Work

This could present a new future for some locally important buildings in market towns, for example, something that we know is of concern from our liaison with Greater Lincolnshire local authorities as part of the earlier Greater Lincolnshire Hotel Study.

Work strands :

- Liaison with local authority officers across Greater Lincolnshire to get their suggestions of properties and sites that could offer potential
- Consultation with local and specialist commercial property agents for their suggestions of sites, characterful properties for conversion (including redundant historic buildings) and existing pubs with development potential (including closed up properties).
- Site visits will be undertaken to those felt to have potential
- Finally, a matching exercise to the requirements identified as the basis for some targeted contact and an opportunity to invite pub accommodation companies to visit the site and area and be hosted by the County Council and their local authority partners.
- In support of moving projects forward, there will be a review of public funding and other interventions in pub accommodation projects, including heritage funding models. This might be anything from grant aid or contributing a site or property, to a joint venture or fully funding a development through a separate special development vehicle.

Timescale -May - June 2019

EVENTS

<u>January</u>	<u>Name/Type of Event</u>	<u>Location</u>
Tuesday, 1 st January	Land, City & Sea; British Masters from the David Ross Collection	The Collection, Lincoln
Friday, 4 th January	The Snowman	Lincoln Cathedral
Friday, 12 th January	High Street Farmers' Market	Lincoln High Street
Saturday, 19 th January	Farmers' Market	Castle Hill, Lincoln
Wednesday, 23 rd January	University of Lincoln Graduation	Lincoln Cathedral
Saturday, 26 th January	Health & Wellbeing Event	Waterside Shopping Centre, Lincoln
Saturday, 27 th January	Burton Hunt Ball	Lincolnshire Showground
Sunday, 28 th January	Toy Collectors Fair	Lincolnshire Showground
Monday, 29 th to Tuesday, 30 th January	Arthur Swallow Antiques & Home Show	Lincolnshire Showground
<u>February</u>		
Sunday, 11 th February	Stamford Striders, St Valentines 30k	Stamford Welland Academy (Start & Finish)
Saturday, 16 th February	Prisons Worst Jobs	Lincoln Castle
Saturday, 23 rd February	Craft Fair	Waterside Shopping Centre, Lincoln
Sunday, 24 th February	Spring Wedding Fair	Doddington Hall, Lincoln
Tuesday, 26 th February	Lincolnshire Farming Conference	Lincolnshire Showground
<u>March</u>		
Friday, 1 st March	Joules Sale	Lincolnshire Showground
Saturday, 2 nd March	Makers' Market	Castle Hill, Lincoln
Saturday, 2 nd March	Artists Fair	Waterside Shopping Centre, Lincoln
Saturday, 9 th March	Makers' Market	Cornhill, Lincoln
Sunday, 10 th March	Bailgate Wedding Fayre	Cathedral Quarter, Lincoln
Sunday, 10 th March	Lincolnshire County Wedding Show	Lincolnshire Showground
Friday, 15 th to Sunday 17 th March	Lincolnshire Horse Trials	Lincolnshire Showground
Saturday, 16 th March	Farmers' Market	Castle Hill, Lincoln
Sunday, 17 th March	Antiques Market	Castle Hill, Lincoln
Monday, 25 th March	YMCA Sleep Easy	Lincoln Cathedral
Thursday, 28 th March to Sunday, 31 st March	Street Food Festival	High Street, Lincoln
Saturday, 30 th March	Discover Lincolnshire Weekend	Countywide

April	Name/Type of Event	Location
Saturday, 6 th April	Alice in Wonderland	Lincoln Castle
Saturday, 6 th April	Makers' Market	Castle Hill, Lincoln
Saturday, 6 th April	BeVox: Elemental	Lincolnshire Showground
Sunday, 7 th April	City of Lincoln 10k	Cathedral Quarter, Lincoln
Wednesday, 10 th April	Luminarium	LPAC
Thursday, 11 th April	Lincolnshire Rurals Charity Dinner	Lincolnshire Showground
Saturday, 13 th April	Maker's Market	Cornhill, Lincoln
Sunday, 14 th April	MINI Day	Brayford Waterfront, Lincoln
Sunday, 14 th April	Countryside Lincs	Lincolnshire Showground
Saturday, 20 th April	Makers' Market	High Street, Lincoln
Saturday, 20 th April	Farmers' Market	Castle Hill, Lincoln
Sunday, 21 st April	Classic Cars	Brayford Wharf North, Lincoln
Friday, 26 th April	RAD Waddington & Scampton Freedom Parade	City Centre, Lincoln
Sunday, 28 th April	St George's Day Parade with Lincoln District Scouts	Lincoln Cathedral
May		
Friday, 3 rd May	SPARK! Festival	Lincoln Cathedral
Friday, 3 rd May	Lincoln Fashion Week	Citywide, Lincoln
Saturday, 4 th May	Makers' Market	Castle Hill, Lincoln
Saturday, 4 th May	Victoria Gymkhana	Lincoln Castle
Friday, 10 th May to Friday, 17 th May	Fashion Week	Citywide, Lincoln
Saturday, 11 th May	Makers' Market	Cornhill, Lincoln
Saturday, 11 th May	St Barnabas Colour Dash	Lincolnshire Showground
Saturday, 18 th May	Farmers' Market	Castle Hill, Lincoln
Thursday, 23 rd May	Beer Festival	Drill Hall, Lincoln
Friday, 24 th May to Saturday, 26 th May	Call of the Wild Music Festival	Lincolnshire Showground
Saturday, 25 th May	The Show Comes to Town	City Square, Lincoln
Saturday, 25 th May to Monday, 27 th May	Comedy Feast	Lincoln Castle
Saturday, 25 th May to Monday, 27 th May	Spring Market	Castle Hill, Lincoln
Monday, 27 th May	Castle Classics: Fighting Knights	Lincoln Castle

<u>June</u>	<u>Name/Type of Event</u>	<u>Location</u>
Saturday, 1 st June	Makers' Market	Castle Hill, Lincoln
Sunday, 2 nd June	GIANT Lincoln Sportive	
Friday, 7 th June	Madness Music Concert	Market Rasen Racecourse
Saturday, 8 th June	Makers' Market	Cornhill, Lincoln
Sunday, 9 th June	Bike Fest	Brayford Waterfront, Lincoln
Saturday, 15 th June	50 Year Celebration of the Lincolnshire Pre-War Austin Seven Club	Brayford Pool, Lincoln
Saturday, 15 th June	Farmers' Market	Castle Hill, Lincoln
Sunday, 16 th June	Tractors to Town	Castle Hill, Brayford Pool, Cornhill, Lower High Street & City Square, Lincoln
Sunday, 16 th June	Classic Cars	Lincoln Castle
Wednesday, 19 th June to Thursday, 20 th June	Lincolnshire Show	Lincolnshire Showground
Saturday, 22 nd June	Music in the Garden	St Mark's, Lincoln
Saturday, 22 nd June	Medieval Clash	Lincoln Castle
Wednesday, 26 th June	Boden Clothing Sale	Lincolnshire Showground
Saturday, 29 th June	Liz Hobbs Concert	Lincoln Castle
<u>July</u>		
Monday, 1 st July	Children's Festival	Citywide
Friday, 5 th July	Open Day	University of Lincoln
Saturday, 6 th July	Bailgate Busking Festival	Cathedral Quarter, Lincoln
Saturday, 6 th July	Maker's Market	Castle Hill, Lincoln
Saturday, 6 th July	Magic Motown Concert	Lincoln Castle
Saturday, 13 th July	Makers' Market	Cornhill, Lincoln
Saturday, 13 th July	Victorian Garden Party	Lincoln Castle
Saturday, 13 th July	Scoot on the Waterfront	Brayford Wharf North, Lincoln
Saturday, 20 th July	Ladies Day	Market Rasen Racecourse
Saturday, 20 th July	Farmers' Market	Castle Hill, Lincoln
Saturday, 20 th July	Dragon Boat Race	Brayford Wharf North, Lincoln
Saturday, 20 th July	Liz Hobbs Concert	Lincoln Castle
Monday, 20 th July to Saturday, 31 st August	Lincoln by the Sea	Cornhill, Lincoln
Wednesday, 24 th July	RAF Association Duck Race	City Square, Lincoln

<u>August</u>	<u>Name/Type of Event</u>	<u>Location</u>
Saturday, 3 rd August	Makers' Market	Castle Hill, Lincoln
Saturday, 3 rd August	Joust	Lincoln Castle
Saturday, 10 th August to Sunday, 11 th August	1940's Weekend	Uphill, Lincoln
Saturday, 17 th August	Farmers' Market	Castle Hill, Lincoln
Saturday, 17 th August	Craig David Music Concert	Market Rasen Racecourse
Saturday, 17 th August	Victorian Circus	Lincoln Castle
Friday, 23 rd August to Sunday, 26 th August	Steampunk Festival	Cathedral Quarter, Lincoln
Friday, 23 rd August to Tuesday, 27 th August	ONE Event	Lincolnshire Showground
<u>September</u>		
Saturday, 7 th September	Makers' Market	Castle Hill, Lincoln
Saturday, 7 th September	Music in the Garden	St Marks, Lincoln
Saturday, 7 th September	Morris Dancing Festival	Citywide, Lincoln
Saturday, 7 th September	Canine Carnival	The Lawn, Lincoln
Monday, 9 th September	University of Lincoln Graduation	Lincoln Cathedral
Saturday, 14 th September	Makers' Market	Cornhill, Lincoln
Thursday, 19 th September to Sunday, 22 nd September	Street Food Festival	High Street, Lincoln
Friday, 20 th September to Sunday, 22 nd September	Warners Motorhome Show	Lincolnshire Showground
Saturday, 21 st September	Farmers' Market	Castle Hill, Lincoln
Friday, 27 th September	Outdoor Cinema	Lincoln Castle
Saturday, 28 th September	PopOut Festival	LPAC
Saturday, 28 th September	Open Day	University of Lincoln
<u>October</u>		
Tuesday, 1 st October	Exhibition with the Victoria & Albert Museum	The Collection, Lincoln
Saturday, 5 th October	Makers' Market	Castle Hill, Lincoln
Sunday, 6 th October	Bailgate Wedding Fayre	Cathedral Quarter, Lincoln
Saturday, 12 th October	Makers' Market	Cornhill, Lincoln
Saturday, 12 th October	Sausage Festival	Lincoln Castle
Saturday, 12 th October	Race for Life	Lincolnshire Showground

<u>October</u>	<u>Name/Type of Event</u>	<u>Location</u>
Friday, 18 th October	Frequency Festival	Lincoln
Saturday, 19 th October	Winter Ladies Day	Market Rasen Racecourse
Friday, 25 th October to Sunday, 27 th October	Oktoberfest	Castle Hill, Lincoln
Saturday, 26 th October	Maker's Market	High Street, Lincoln
Saturday, 26 th October	Open Day	University of Lincoln
Monday, 28 th October to Thursday, 31 st October	Psychp Path	Lincoln Castle
<u>November</u>		
Friday, 1 st November	Fireworks at the Showground	Lincolnshire Showground
Saturday, 2 nd November	Makers' Market	Castle Hill, Lincoln
Sunday, 3 rd November	Lincolnshire County Wedding Show	Lincolnshire Showground
Saturday, 9 th November	Makers' Market	Cornhill, Lincoln
Saturday, 16 th November	Makers' Market	High Street, Lincoln
Saturday, 16 th November	Farmers' Market	Castle Hill, Lincoln
Saturday, 16 th November	Open Day	University of Lincoln
Saturday, 23 rd November	Makers' Day	High Street, Lincoln
Tuesday, 26 th November	Light Up a Life Parade	Cathedral Quarter, Lincoln
Saturday, 30 th November	Makers' Market	High Street, Lincoln
Saturday, 30 th November to Sunday, 1 st December	Lincolnshire Food & Gift Fair	Lincolnshire Showground
Saturday, 30 th November	Open Day	University of Lincoln
<u>December</u>		
Thursday, 5 th December to Sunday, 8 th December	Lincoln Christmas Market	Cathedral Quarter
Friday, 6 th December	Christmas Makers' Market	Castle Hill, Lincoln
Wednesday, 11 th December	Open Day	University of Lincoln
Saturday, 14 th December	Makers' Market	Castle Hill, Lincoln
Saturday, 14 th December	An Audience with Father Christmas	Lincoln Castle
Saturday, 14 th December to Sunday, 22 nd December	Christmas Emporium	Lincoln Castle

<u>December</u>	<u>Name/Type of Event</u>	<u>Location</u>
Sunday, 15 th December	Santa Fun Run	Cathedral Quarter, Lincoln
Monday, 16 th December	Studio Christmas Show (Title tbc)	LPAC
Wednesday, 18 th December	Carols by Candlelight	Lincoln Cathedral
Thursday, 19 th December	An Audience with Father Christmas & Ghost Stories	Lincoln Castle
Saturday, 21 st December	Farmers' Market	Castle Hill, Lincoln
Saturday, 21 st December	Makers' Market	High Street, Lincoln

Paper 4 Visitor Economy Updates

Updates provided by the various organisations involved in the Tourism Officers Group - January 2019 - *Content provided by respective organisations.*

Collaboration

- Website stats - visitlincolnshire.com - Dec = 1,905 users
- Discussions ongoing about how VisitLincolnshire social media can be resourced.

Boston Borough Council

- Boston had a very successful, well attended and popular 'Illuminate' event, Christmas lights switch on and Christmas market which took place in November 2018. 'Illuminate' is part of the national 2020 ('Mayflower 400') commemorations of the Pilgrims reaching America in 1620. All destinations involved in their story have been developing light themed events which all take place in November each year. A large parade of fabulous, artist inspired lanterns, made with schools and the local community, was a highlight of this year's 'Illuminate' event.
- Boston and 'Transported' have submitted a bid to Arts Council England to support a significant public realm arts project within Boston town centre. The project will have nationally and internationally known artists repurpose and reinterpret a number of historic navigation buoys from the Port of Boston. The artists will engage with local communities during the project and, if funding is successful, work will commence in late spring 2019 and be installed and unveiled during 2020.
- A bid is being developed with Transported and LCC for a 'Structures on the Edge' project at Scotia Creek close to the Pilgrim Memorial site.
- Continuing improvements in the public realm of the town centre have been delivered. New benches and new bins, fitting in with the place brand design scheme of the town, are now installed, increasing the quality of the street scene.
- A funding bid has been submitted to deliver a project that will focus on looking at developing interpretation and stories in and around the town including the Pilgrims in 2020 but looking towards Boston's wider American connections and maritime history as well. The project will consult and engage with our communities during its development and delivery and help leave a legacy that has the potential to benefit the visitor economy locally and to enhance and compliment the wider offer of the town. It will also provide long term benefit within the public realm, the local communities as well as enhancing Boston's profile as a destination.
- An innovative and vibrant programme of events within the town centre, market place and Central Park has been planned for 2019 which continue to be developed and which build on the success of the events that took place during 2018. Ahead of 2020 we will be looking to incorporate American and Pilgrim themes that lead into and through that anniversary year.

East Lindsey District Council

- The Love Lincolnshire Wolds Conference took place on 27th November. It was very well attended (approx. 90 delegates) and received some really good feedback. The main purpose of the event was to help identify a series of actions/activities that businesses and organisations would like the area to work towards over the next few years. These actions will be included in the updated Destination Management Plan.

Paper 4 Visitor Economy Updates

- The new Events guide for the Lincolnshire Wolds is now available and will be distributed to accommodation providers, attractions and TIC's within Lincolnshire and also to various locations in the border counties. There are over 150 events included.
- Rockery Gardens - An ELDC application to the Coastal Revival Fund was approved on the 23rd January 2019 which will secure a funding package of £75K to provide a restoration of Skegness's 'Rockery Gardens'. Agreed works will include the reinstatement of historical features and sympathetic modernisation to ensure the garden's long-term future, providing a catalyst for the wider regeneration of Skegness' Foreshore by increasing local footfall to improve the viability of emerging commercial sites/economic opportunities. Programme of works is now subject to tender but the aim is to complete all restoration works by the end of September 2019.
- Signage improvements -In partnership with the Visit Lincs Coast BID, the Council will progress the installation of up to six new monolith signs around Skegness to provide better visitor information and orientation around the resort. Exact installation points to be confirmed but targeted locations to be railway station, Lumley Road (close to Hildred's Shopping Centre), Tower Esplanade, Grand Parade, South Parade, Embassy Centre. Existing finger point signs to be removed to reduce clutter and improve the overall street scene. Works to be complete by the end of June 2019.
- Masterplan status - The new Skegness and Foreshore Masterplan and Design Manual are now published online at <https://www.e-lindsey.gov.uk/SkegnessForeshore>. The Masterplan identifies a number of potential projects and uses for underused areas of the Foreshore, including the bowling greens on South Parade as an outdoor flexible event space; the disused Beach Huts near the Pier as pop-up restaurants and the former Festival Pavilion site as a location for a landmark structure. The Design Code aims to ensure the Council, businesses and partners, have a set template of materials to create a more consistent and appealing appearance to the Foreshore.
- Tower Esplanade improvements and wider foreshore public realm (painting) improvements. - An initial investment of £300K has been approved by the Council's Executive Board to provide new LED lighting features, stainless steel bins and granite benches along Tower Esplanade as the main visitor gateway to the resort. Works will also include new railing planters along Grand and South Parade and a new secure waste compound on North Bracing. At the same time, the Council will also be undertaking a redecoration of all existing railings, weather shelters and other features along the Foreshore to effectively paint out the dated light blue colour and replace with a moss green and cream palette, which is more in keeping with the recent Grade II Heritage Parks and Gardens Listing. All works to be complete by the end of July 2019

North Kesteven District Council

- The Mrs Smith's Cottage Heritage Lottery Fund project has been successful in securing Stage 2 funding, thereby allowing the repairs to the Cottage to be undertaken. The plans involve repairing the fabric of the Cottage, integrating the new visitor centre neighbouring the site and reinterpreting the site. These major works will be the first on this scale at the Cottage and make the venue fit for the 21st Century. The works are starting to be tendered for with work commencing on site within the next couple of months. It is anticipated that the Cottage will reopen in the late autumn for taster sessions before a grand reopening in December. This will then be the fourth site still owned and operated by NKDC. Information about the project will be found at www.mrssmithscottage.com.

Paper 4 Visitor Economy Updates

- Plans for the Cranwell Aviation Heritage Museum move are underway and NKDC will be in the new building in 2020, and Cogglesford Watermill is currently going through the Museum Accreditation process which NKDC hope to apply for this year.

James Gilbert
Chairman of Tourism Officer's Group
Growth and Promotions Service Manager, East Lindsey District Council