



Greater Lincolnshire Visitor Economy Board

Thursday, 3rd October 2019 - 1.30pm to
4.00pm

First Floor Suite, International Bomber
Command Centre, Canwick Hill, Lincoln,
LN4 2HQ

Paper 0 - Agenda

Item	Item and brief description	Lead	Access/Circulation
	Lunch		Please advise as to attendance and dietary requirements
1	Welcome and Introductions	Chris Baron	
2	Minutes/Update from 13th June 2019	Chris Baron	Paper attached
3	Tourism Sector Deals	Mary Powell	Presentation
4	Place Marketing	Nicola Shephard	Presentation
5	Discover England Report	Mary Powell	
6	Update discussions: <ul style="list-style-type: none"> • Visit Lincolnshire website • Skills • Mayflower • Tourism Officers 	TBC Nicola Radford Mary Powell Andrew Norman	
7	Forward Plan/Investment Plan	Chris Baron	
9	Recruitment Update (Standing Item)	Chris Baron	Discussion
10	Partner Update	All	Discussion
11	Date of Next Meeting <ul style="list-style-type: none"> • Potential Agenda Items 	Chris Baron	

Attendees: Andrew Norman, Chris Baron, Samantha Mellows, Claire Birch, Dave Skepper, Dave Watson, David Norton, Flora Bennett, Jayne Southall, Kimberley Vickers, Lydia Rusling, Nicky van der Drift, Paul Learoyd, Stuart Hardy, Sukhy Johal, Cllr Alistair Arundell

Apologies: Sarah Blair-Manning, Samantha Harrison

Officers: Clare Hughes, Mary Powell, Nicola Radford, Nicola Shephard,
Ruth Carver

Not responded: Bob Callison, Mark Hollingworth

Dates of Meetings 2019

12th December - Venue to be confirmed



VISITOR ECONOMY BOARD

13th June 2019

Doddington Hall, Lincoln

Draft Minutes

Present: Board Members: Chris Baron - Chair (Butlins), Stuart Hardy (Coastal BID/Hardy's Animal Farm), Lydia Rusling (Visit Lincoln), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Kimberley Vickers (Lincoln Castle), David Norton (Springfield), Andrew Norman (InvestSK), Bob Calliston (Cleethorpes in Bloom), Sukhy Johal (University of Lincoln), Jayne Southall (Epic Centre), Sam Mellows (Lincoln Cathedral), Claire Birch (Doddington Hall), Nick van der Drift (International Bomber Command Centre)

LEP Secretariat: Nicola Radford (LCC)

Apologies: Mark Hollingworth - Vice Chair (Visit Lincoln/Doddington Hall), Mary Powell (LCC), Ruth Carver (LEP), Dave Skepper (Stagecoach), Sara Blair-Manning (National Trust)

Guests:

Katya Bozukova - LORIC
Nicola Shephard - LCC
Karen Seal - LCC

	Actions
<p>Minutes and Matters Arising Minutes of the 7th February were approved.</p> <p>Matters Arising Terms of reference - agreed Code of Conduct/Terms of Reference - outstanding Mark Hollingworth</p> <p>Resignations Matthew Corrigan - retiring Liz Parry - new ole within Visitor Board of CoastNEL James Gilbert - new role within ELDC Cllr Rylott - No longer a Councillor at Boston BC</p>	NR
<p>Loric - Understanding Tourism Data - Katya Presentation by LORIC on benefits of robust evidence base / tourism statistics</p> <p>To circulate link to LORIC Website with STEAM, VE, Health and Well Being reports.</p> <p>The 2018 STEAM report will be produced shortly. The 2016 report highlights that accommodation numbers are down in Lincoln with small B&B closing, but an increase in hotel numbers.</p> <p>FTE Employment in VE is down across the GL area.</p> <p>Need consistency to data collection in order to compare across the GL area - EL have STEAM data. T stats are a better model but only Visit Lincoln using at the moment so need to keep STEAM also. TMI and Tourism Alliance are talking to Visit Britain about benchmark data - could use the data LORIC has produced to lobby Visit Britain about consistency across Country</p> <p>There are too many sites across Lincolnshire for accommodation - a central site is needed specifically for larger group bookings - could VE Board commission comprehensive report on accommodation?,</p> <p>Action: Commission research on impact of AirBnB on wider Lincolnshire</p>	Katya

<p><u>Visit Lincolnshire Website</u> Visit Lincolnshire website figures are the same as last quarter as there has been no marketing or social media - report is shared with Tourism Officers Group</p> <p>There is a functionality facility on the site for bookings through the Visit England funding - for cycling - Stay, Play Explore - accommodation must be ATOL protected</p> <p>Place Marketing - Visit Lincoln has funding through NHS Trust Funding = around why people don't want to work in NHS in Lincoln - market the area as a place to work and live - report to be finalised in July, this will link in with the University with the medical school.</p> <p>Action</p> <ul style="list-style-type: none"> • Identify other sectors that could be covered through Place Marketing - Board to look at the NHS report and see a roll out e.g Manufacturing. • Visit Lincoln to share Place Marketing Tool for NHS with Board 	<p>LR</p>
<p><u>Discover England</u> England Originals USA Market bookable section is live on the Visit London site</p> <p>Cycling - working with P&O and Visit Yorkshire with routes across Lincolnshire and how to transport luggage - could be replicated for walking holidays. Need Ground holders (potential new businesses)</p> <p>Challenges are working with accommodation providers specifically around quality needs of international visitors.</p>	<p>MP</p> <p>FB</p>
<p><u>Creative Industries - Sukhy Johal</u> Updated report circulated. Final report and study due at the end of July 2019 to feed into the LEP Local Industrial Strategy.</p> <p>Hub and spoke models for the sector, will require capital investment and generic support for bespoke hubs across the county.</p> <p>Using baseline studies from Liverpool, Hull City of Culture.</p> <p>Festival economy is vital for Lincolnshire.</p> <p>Action Research into the impact of Festivals on the economy of Lincolnshire</p>	<p>SJ</p>
<p><u>Tourism Zones/Sector Deals</u> Since this meeting Government has announced they will be creating five Tourism Zones.</p> <p>GLLEP, LCC and Visit Lincoln will work together to submit a proposal for Greater Lincolnshire</p> <p>The purpose of Tourism Zones are to address</p> <ul style="list-style-type: none"> • Skills • Accessibility • Sharing data • Increasing accommodation 	

<p>Zones need to be created around a transport hub and in areas that have the capacity to grow (some areas suffer from over tourism)</p> <p>LR - Visit Britain have said that DMOs have to lead the bids, and that LCC and the GLLEP cannot be the applicant</p> <p>The application should make sense geographically and should cover the whole of the Greater Lincolnshire area.</p> <p>SH -if Visit Lincoln is the lead, how will the Coastal BID fit into the partnership? FB - Tourism Zones a great opportunity but slight conflict with Visit Lincoln badge, may disengage wider Lincolnshire VE businesses. Could Visit Lincoln have a strap line - "Visit Lincoln, supporting Lincolnshire" but then wider members would need to resource the Board.</p> <p>If GLLEP VEB are strategic board for Tourism Zone bid then the Terms of Reference will need to be amended</p> <p>There seemed to be some sort of misunderstanding about Mary Powell's paper, submitted to the Board because she was unable to attend the meeting. The paper was reporting on a discussion with the Lincolnshire Tourism Officers on June 4 about the Tourism Sector Deal. The Tourism Officers were very committed to going for it and a far ranging discussion about the future of tourism ensued.</p> <p>Action Tourism Sector Deal Group to be convened to take forward the proposal</p>	
<p><u>Update discussions</u> Visit England Digital Hub - information circulated Skills - CCF update circulated Lincolnshire Pass - Paper circulated Autism and dementia course - advise NR if interested Tourism Officers - AN update</p>	
<p><u>Foreign Owned Companies - Karen Seal</u> Presentation and paper circulated.</p>	
<p><u>Forward Plan and Investment Plan</u> Circulated and agreed.</p>	
<p><u>Recruitment</u> Standing item - no update.</p>	
<p><u>Any Other Business</u></p> <ul style="list-style-type: none"> • NEL Council fully support the GLLEP and VEB and will bring portfolio holder to next meeting • Epic Centre - Mobile phone mast for events • Epic Centre - plans for 100 bed hotel moving forward, disability changing areas • New Board members - please send proposals to NR 	
<p><u>Next meeting</u></p> <ul style="list-style-type: none"> • 3rd October 2019 - International Bomber Command Centre 	

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

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<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>	