



VISITOR ECONOMY BOARD

12th December 2019

Fairfield Enterprise Centre - Louth

Draft Minutes

Present: Board Members: Nicky Van De Drift (chair) (International Bomber Command) Phil Perry (Boston Borough Council), Andrew Norman (Visit NK), Mike Timson (Visit Lincoln), Sukhy Johal (University Lincoln), Kimberly Vickers (Lincoln Castle), Paul Learoyd (Lincolnshire Wildlife Trust), Stuart Hardy (Hardys Animal Farm), Bob Callison (Aderlaid), Helen Thompson (NELC), Mary Powell (LCC), David Norton (Springfields) Nikki Sheppherd (LCC)

LEP Secretariat: Nicola Radford (LCC)

Apologies:

Jane Southall (Epic Centre), Lydia Rusling (ELDC), Chris Baron (Butlins), Mark Hollingsworth (Visit Lincoln), Flora Bennett (Wilkin Chapman), Cara Markham (Cathedral), Nicole Hilton (LCC) Claire Birch (Doddington Hall), Dave Skepper (Stage Coach) Clare Hughes (GLLEP)

	Actions
<p>Minutes Minutes of the 3rd October 2019 were approved</p> <p>One amendment - Paul Learoyd WAS in attendance</p> <p>Matters Arising</p> <p>Clare Hughes will produce and present a visitor economy skills paper for the February meeting</p>	<p>CH</p>
<p>Tourism Sector Deal - Mary Powell</p> <p>MP presented a paper to the Board and a discussion took place on regarding current Board representation and how the Board could help lead a Tourism Sector Deal. Has the current board got the right skills set.</p> <p>SJ - the VEB needs to be a leaner strategic board with a decision making power, current terms of reference does not allude to this.</p> <p>Future agenda items need to be driven by key decisions and making the GLLEP work strategically - at the moment the board is an "update" meeting. The Board should be able to challenge the GLLEP and take a strong voice to the table.</p> <p>At conferences VEB members have a strong voice and presence with a lot to say, this needs to continue at Board meetings to steer and influence policy and decision making. The Tourism Sector Deal opportunity is a good time to review the Board structure and Terms of Reference, to include bidding for funding, and strategy development.</p> <p>It was proposed that the Board should provide the lead, provide the direction and be the decision maker for the TSD and that to cover the broad breadth of the sector deal it would be divided into sub-groups to follow the Tourism Sector Deal priorities -</p> <ul style="list-style-type: none"> • Skills • Infrastructure • Product Development • Marketing <p>Each Sub group would have a champion within the VEB but would have additional specialists from the priorities. It would be a good opportunity to map current</p>	

<p>partnerships and groups to pull people together and avoid duplication.</p> <p>MP = it could be structured similar to the Lincolnshire Waterways Partnership SJ - the servicing of the Board and Sub groups in terms of report writing is as important as the structure. The role of the secretariat becomes more onerous.</p> <p>The Board to request to the GLLEP that they receive additional resource.</p> <p>The VEB asked the Tourism Officers Group to work up more detail on how the structure/sub-groups might work. At the same time a working group from the VEB to be developed to discuss job descriptions, skills set and role for the Tourism Officers Group - Andrew, Nicki, Phil, Mike, Sukhy and Mary</p> <p>It was agreed that other GLLEP Boards should feed in - for example Clare Hughes the GLLEP Skills expert should be invited to the Skills Sub Group to drive collaboration and open up dialogue.</p> <p>When the Working group has met then the VEB will go back to the GLLEP Board with options.</p> <p>Market Failure should not be used as a measure - Greater Lincolnshire needs to think where we are exceptional and measure success as well as identifying challenges.</p> <p>Terms of reference for the Board needs to be reviewed in discussion with Chris Baron as Chair to include a sunset clause.</p> <p>.</p> <p>OUTCOMES</p> <ul style="list-style-type: none"> • MP to develop timeline of structure by 10th February 2020 • Tourism Officers to go into more detail on how the sub-groups might work • Request for Ruth Carver to attend next meeting to update on VE Priority in the Local Industrial Strategy • NR to organise a meeting with Chris Baron and Ruth Carver regarding the Terms of Reference for the group. • A communications plan to be developed for communities / businesses about the Tourism Deal • SJ to investigate how cultural events can feed into festivals for inclusive growth • National Trust Membership to Board on hold until new Terms Reference finalised. 	<p>MP to circulate</p> <p>MP</p> <p>MP</p> <p>MP / CH</p> <p>MP</p> <p>NR</p>
<p>Pub Accommodation Grants - Nicola Sheppard</p> <ul style="list-style-type: none"> • Lessons learned from work undertaken in South Kesteven pubs • Workshop being developed by LCC for pub owners to hear about grant opportunities • Members to feed into Nikki any activities they are aware of that could fit into the RDPE Growth Program • We are expecting the delivery of the Pub Audit of those offering 	<p>NS</p>

<p>accommodation and this will be followed by a Development Guide - delivery expected January 2020</p>	
<p>Year of the English Coast 2021 Nicola Radford Paper circulated and discussed</p> <p>Agreed that activities should be quality and with fewer quality anchor events and activities, know our audience and celebrate all that is wonderful about the Lincolnshire coast.</p>	
<p>Any other business</p> <p>Mayflower - Emma Tatlow, work in America is going well and feeding into Lincoln, Gainsborough and Boston. There needs to be a sustainability plan for Mayflower - not just about Plymouth, Lincolnshire needs to ensure it gets the publicity.</p> <ul style="list-style-type: none"> • It is vital to get the resources to promote the Mayflower post 2020, to include Boston, and Immingham up to 2030. To Edit Wikapedia and Apps for travel <p>Boston Bulbs - no take up</p> <p>Coastal Communities Fund - Skills Update</p> <p>Coastal Champions: We have some terrific nominations of people who will inspire others to embrace tourism and hospitality as a local career, Shooting Star have been out filming and the first set of short videos should be available early in the New Year. With interviews of the Champion, employer and filming of each business, with a wider coastal video. Each video can be stand alone or a feature film. In the New Year we will gauge if we need to add more.</p> <p>Framework Skills Commissioning: Procurement took place through the Lincolnshire County Council Adult Learning framework and we have procured</p> <p>Level 3 Food Safety : Professional Cookery (to Level 3) : Customer Service for All (with a diversity focus) : Equality and Diversity Champion : Hospitality Supervision and Leadership : 'Gateway Courses' for new entrants in Hospitality / Maintenance ; Mental Health First Aid</p> <p>We are seeing the successful providers early January with an aim to start courses in February.</p> <p>Other skills commissioning: We are also about to undertake a number of smaller more sector specific calls - again with a view to availability from February 2020.</p> <p>Our local evidence base: We are in discussions regarding the project evaluation framework - aiming to develop a piece that provides a stronger evidence base on the pretty unique Lincolnshire coastal labour market and the implications of acute seasonality for businesses and residents.</p> <p>Coastal BID: To ensure sustainability and local engagement we have been working with the Coastal BID and are looking to work with them to use their team, website and marketing to promote the training with all the local businesses instead of developing a new system.</p> <p>Visit Lincoln Website</p> <ul style="list-style-type: none"> • More videos are being uploaded to promote Greater Lincolnshire • Social media needs to be consistent 	<p>MP</p>

<ul style="list-style-type: none"> • All areas bar South Holland have signed up to visitlincolnshire website proposal from Visit Lincoln. Still to agree social media proposal • To link into bookable product by 2020 it will cost £12k investment in site and £100k to run the website <p>Matthew Flinders</p> <p>Will be re-buried in Donington next year. MP is working with the village and has developed some Fliders themed cycle rides in the area.</p>	
<p>Agenda items for next meeting</p> <ul style="list-style-type: none"> • Productivity • Local Industrial Strategy • Terms of reference for Board and Sub Groups • Skills <p>Next meeting - Monday 10th February 14:00 - Springfields</p>	<p>J.Baty RC MP CH</p>