



VISITOR ECONOMY BOARD

13th June 2019

Doddington Hall - Lincoln

Draft Minutes

<p>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), Nicky Van Der Drift (international Bomber Command)</p> <p>LEP Secretariat: Nicola Radford (LCC)</p> <p>Apologies: Mark Hollingsworth - Vice Chair (Visit Lincoln/Doddington Hall), , , Ruth Carver (LEP), Dave Skepper (Stagecoach) Sara Blair - Manning (National Trust),</p> <p>Guests: Katya Bozukova - LORIC, Nicola Shepheard - LCC, Karen Seal - LCC</p>	
	Actions
<p>Minutes Minutes of the 7th February 2019 were approved</p> <p>Matters Arising Terms of reference - agreed Code of Conduct / Terms of References - outstanding Mark Hollingworth</p> <p>Resignations - Matthew Corrigan - retiring Liz Parry - new role within Visitor Board of CoastNEL James Gilbert - new role within ELDC Cllr Rylott - No longer a Councillor at Boston BC</p>	NR
<p><u>Loric - Understanding Tourism Data - Katya</u> 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><u>Action</u> 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><u>Action</u> 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><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>	MP FB
<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><u>Action</u> Research into the impact of Festivals on the economy of Lincolnshire</p>	SK
<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></p> <p>Visit England Digital Hub - information circulated Skills - CCF update circulated Lincolnshire Pass - Paper circulated Autism and dementia courses - 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> NEL Council fully support the GLLEP and VEB and will bring portfolio holder to next meeting</p> <p>EPIC Centre - Mobile phone mast for events</p> <p>EPIC Centre - plans for 100 bed hotel moving forward, disability changing areas</p> <p>New Board Members - please send proposals to NR</p>	

Next meeting

- 3rd October - International Bomber Command

