



# LEP VISITOR ECONOMY BOARD

17<sup>TH</sup> MAY 2018

Epic Centre, Lincolnshire Showground

Minutes

# Minutes

Present:

Board Directors: Chris Baron - Chair (Butlins), Paul Learoyd (Lincolnshire Wildlife Trust), David Norton (Springfield), Dave Skepper (East Midlands Stagecoach), Stuart Hardy (Coastal BID/Hardy;s Animal Farm), Lydia Rusling (Visit Lincoln), Jayne Southall (Epic Centre/Showground), Matt Corrigan (Lincoln BIG), Bob Callison (Cleethorpes in Bloom/Adelaide Hotel), Mary Powell (Lincolnshire County Council), Andrew Norman (Tourism SKDC), Nicky Barr (International Bomber Command Centre), Cllr Claire Rylott (Boston Borough Council)

Secretariat: Nicole Radford (Lincolnshire County Council)

Guests: Cathy Jones (GL LEP), James Gilbert (Tourism Officer Group), Nigel Brough (Calderdale College)

Apologies: Mark Hollingsworth - Vice Chair (Visit Lincoln/Doddington Hall), Flora Bennett (Brackenborough Hall/Wilkin Chapman), Sukhy Johal (University of Lincoln), Liz Parry (Discover NEL), Claire Birch (Doddington Hall), Ruth Carver (GL LEP)

**Minutes and Matters Arising**

The minutes of 18<sup>th</sup> January were approved, subject to amended attendee list, Paul Learoyd was not in attendance, and can be published

NR

Retention of Business Rates - Consultation should be with businesses on what the monies should be spent on, however some Districts have predetermined spend, increase will be dependent on business growth but there is a formulae to even out uneven business growth 2/3<sup>rd</sup> to Districts 1/3<sup>rd</sup> County Council

MC

Visit Lincoln Website - proposal submitted and accepted verbally, transition onto a Micro - site, cyber-attack has caused delays

LR

Investment in Visitor Economy By District - how many staff employed in Tourism, Budget for Marketing and what investment / income - study through the Tourism Officers Group

MP/JG

**Skills**

Presentation by Nigel Borough, Calderdale College  
ESF Skills for Workforce £6m steered by the LEP and contracted through ESA. 30 Providers, 6 of which are local colleges. Cannot fund level 3 or above or mandatory training.

Ends July 2018 but an extension has been submitted to March 2019 with request for additional monies. Half the budget has been allocated

**Extension AGREED**

**Outputs**

800 businesses supported

3.5k employees through training

7.5k learning aims supported

Health and Social Care highest request for training followed by Visitor


NB/CH

Economy and Construction  
 The program does fund World Host but a barrier to take up is releasing part time staff into training and covering their roles whilst they are attending. To become a World Host Destination 25% employees have to be signed up.

Opportunities around customer care, safe guarding, autism and dementia awareness. - need to look at training outside of season, volunteers can access training if on a contract

**Marketing is needed around Extension - World Host Opportunities** especially with Visit Britain funding and need for customer care - need clear communication and connectivity around other schemes.

**Industrial Strategy**  
 LIS development timeline:

Phase	Timing	Stakeholder engagement (Government, local authorities, GLLEP Board / sub-committees, broader local stakeholders, LEPs)	
Phase 1: Research	Now - May		seeking input and testing assumptions identifying key areas of focus
Phase 2: Development / drafting	June - September		testing and developing solutions in key areas
Phase 3: Testing and adjusting near final draft	October - November		agree final draft
Phase 4: Agreement with National Government	March 2019: First wave of Strategies to be agreed - we don't expect to be in this		(not much is known at this stage about how this will work)

Paper Circulated  
 Report going to the GLLEP Board - 25<sup>th</sup> May 2018 - **Update needed**  
 Lincolnshire priorities looking at Future of Food Processing, National Centre for Rural Health, Future Skills needs, Rural Energy Pilots - with cross cutting themes of future proofing sectors through digitalisation.

It is difficult to raise productivity in the Visitor Economy - need to reference **Tourism sector deals** (developed through Tourism Alliance)

CJ

<p>There is a need to see Lincolnshire as a <b>PLACE</b> making it a more efficient, clean environment with facilities to support an ageing population</p> <p>Can Energy section include clean growth with energy being produced from grass verges- clean growth</p> <p>Place Marketing - recruitment issues in all sectors</p> <p>Vehicle movements - import / export of fresh produce to and from the South of the County, pressures with increase in food costs / labour costs</p> <p>Visitor Economy can't be replaced by robots - need to grow careers, need to influence artificial intelligence "Alexa, where shall I visit this weekend"</p> <p>Transport digitalised - manage real time bus times,</p> <p><b>Circulate report from LEP Board, members to send any comments and feed into paper, first draft end of September 2018.</b></p>	
<p><b><u>Tourism Officer Group</u></b>  <b>Tourism Officer Group</b>  Paper Circulated on District Activities - BBC additional information to be added.</p> <p>Agreed list useful and should be circulated at each VEB meeting</p> <p>Visit England Updates to be circulated</p> <p><b>Request from James Gilbert to join the VE Board as a Member</b></p>	<p>JG</p> <p>LR</p>
<p><b><u>Hotel Study Update</u></b>  Committee report with Action Plan is going to LCC committee end of May  Attending Hotel conference in Manchester in November.</p> <p>Debate about public sector selling land to private sector hotels and under cutting private sector - public sector should only intervene where there is market failure.</p> <p>Is there any help available to help current hotels develop / improve  Current level rate is not high enough to attract brands, but by supporting current stock and rates will get more figures - need grants and subsidies.  Some hotels should also close as not good enough and the Council should support this and encourage alternative usage.</p> <p><b>Need to disseminate hotel studies finding to all planning authorities to support planning applications</b></p>	<p>MP</p>

<p><b>E brochure needs to include fact file about Lincolnshire including Universities, visitors, events, infrastructure works etc. to provide a complete picture of area</b></p>	
<p><b><u>Update work Program</u></b>  Investment plan - updated, keep adding to list.</p> <p>Visitor Economy Conference - <b>Conference in Skegness Coastal BID - Be my guest - November - need to avoid duplication.</b></p> <p>Visit Lincoln event in March over 300 attendees, maybe look to run in conjunction with Visitor Expo in 2019 with Stonebow.</p> <p>May not include Leaflet Swap.</p> <p>Boston Conference 7<sup>th</sup> June - with the College and Town Team.</p> <p>Need to collate all VE events into central point to avoid duplication.</p> <p>Mayflower - More partnership working needed around County. Collective branding. Need to develop product to meet expectation. Using Lincoln as a hook with day trips. Spalding bulbs, for the mayflower on display at Chelsea.</p> <p>Common themes - Broadband installation costs / roll out.</p>	<p>NR</p> <p>NR</p> <p>LR</p> <p>DN</p> <p>MP</p> <p>MP</p> <p>SH</p>
<p><b><u>Recruitment</u></b>  Chefs, solicitors - difficulty recruiting quality to Lincoln -  <b>Update needed on Place Marketing Group</b></p>	<p>MP</p>
<p><b><u>Partner Update</u></b>  Visit Lincoln - became a Community Interest Company April 2018</p> <p>Lincoln BIG - RAF 100</p> <p>Bomber Command - opening 63million online hits, double what was forecast - had to double staff</p> <p>Stage Coach - went contactless nationally in May 2018</p>	
<p><b><u>Next meeting</u></b>  <b>20<sup>th</sup> September 2018 - 9:30 Refreshments, 10:00 start meeting - HUMBER ROYAL HOTEL, GRIMSBY</b></p>	

## Action Points

### Business Rates Feedback

*ELDC - Our response would be that our focus is delivering statutory services, protecting the vulnerable and supporting economic growth, which includes support for the visitor economy. We hold an economic growth reserve, which is largely built on retained business rates, and that fund can support projects that encourage economic development activity within this particular sector. The work we are already doing to support the visitor economy is funded in part through retained business rates.*

*West Lindsey - There has been no discussion regarding the reallocation of funding, it is not perceived there will be any additional funds, it is just been allocated in a different way. Any decisions regarding funding would take place in the usual way as part of our budget setting exercise.*

*South Holland - The Business Rates Pilot arrangement for 2018/19 is only in place for one year (under current government proposals).*

*As part of the submission to support the setting up of the Lincolnshire Pilot individual authorities had to identify schemes or areas where investment could be made from the additional funding that might be generated under this pilot arrangement.*

*In the case of most authorities the focus has been on the use of such business rates income to support the funding of larger scale initiatives aimed at economic growth, employment, housing, social care.*

*The priority areas identified for South Holland were:*

*Crease Drove - industrial units, Spalding town centre housing site assembly, Infrastructure for the Food Enterprise Zone and an extra care centre in Spalding.*

*Business rates income has not been specifically earmarked for investment in the visitor economy.*

*The question you pose presumes that at some point in the future we will be retaining business rates, that not being the case at the moment.*

*There is no mechanism in place that I am aware of to ensure some funding would be allocated to the visitor economy. Given the current priorities of SKDC it would be likely that monies would be allocated to economic development and in our case this includes the visitor economy team.*