



VISITOR ECONOMY BOARD

23rd March 2021

TEAMS

Draft Minutes

<p>Present: Board Members Nicky Van-Der-Drift, Flora Bennett, Claire Birch, Paul Learoyd, Mary Powell, Jayne Southall, Jenny Couch, Charlotte Goy, Lydia Rusling, Stuart Hardy, Ginny Flack, David Skepper, Sukhy Johal, Ruth Carver, David Norton</p> <p><u>LEP Secretariat:</u> Nicola Radford (LCC)</p> <p><u>Observers</u> Kimberly Vickers, Helen Thompson, Will Mason,</p> <p><u>Apologies:</u> Bob Callison, Samantha Mellows, Pete Holmes</p>	
	Actions
<p><u>Election Chair / Vice Chair</u></p> <p>No nominations were received / agreed at the GLLEP Board so discussions are on-going to find both a Chair for the Visitor Economy Board and a Visitor Economy Champion for the GLLEP Board.</p> <p>An interim Chair will be appointed.</p>	RC
<p><u>Minutes</u></p> <p>Minutes of the 15th December 2020 agreed</p> <p>Outstanding = wider discussion needed on repository of intelligence</p>	NR SJ
<p><u>Terms of Reference</u></p> <p>Timescale for refresh and approval is GLLEP May Board meeting Page 2 needs to include reference to coordination of Tourism Action Plan Needs to be responsive to National Agenda and not project specific</p>	NR
<p><u>Economic Revival -reports circulated</u></p> <p>There is a need to ensure that plans / discussions are strategic and that partner's work together strategically in responses to Government and recovery plans. It is the role of the board to co-ordinate activity but not necessarily lead.</p> <p>Cycling - paths need to link up outside of the County boundaries (Along the Trent) A meeting will be arranged with the Cycling Officer at LCC</p> <p>Data is needed to drive decisions around investment - to identify spend to benefit profile across Greater Lincolnshire</p> <p>VEB should lead on flagship / demo projects to prove proof of concept and champion these through the Midlands Engine Investment Fund.</p> <p>Community Renewal Fund - the VEB to hold workshop on proposals 7th May 2021 the lead LCC Officer will present the prospectus and then discussion on opportunities</p> <p>Levelling Up Fund has Cycling proposals in discussions on MPs, need to also include Bus walks in Partnership with StageCoach</p>	MP/CG SJ NR LR

Peer to Peer support - sharing best practice / championing good practice ideas Case studies to be developed and workshops Details on Visitor Economy specific grants to be circulated	CB All CG
One off Facilitated Session on ambition and strategy to be held with the Board	RC
<u>Towns Fund - Paper circulated</u>	
Visitor Economy Focus - collaboration, skills, place marketing - now need to develop a business case based on audience research. £131m for Greater Lincolnshire area, £300m Towns Deal, Freeports, Levelling Up, Off shore wind and Community Renewal Fund.	LR
<u>DMO Review - Paper Circulated</u>	
Recommendation that the Board shares a collective response to the DMO - response due Summer 2021. Visit Lincoln is holding a meeting with DCMS and will form a working group including the VEB members to form the response around the 5 key recommendations Place Marketing, Place Development, Product Development, Skills Development	CG
<u>Visit Lincoln Transformation - Paper Circulated</u>	
Soft launch in May to businesses	CG
<u>Tourism Commission - Paper circulated</u>	
Visit Lincolnshire website needs to collaborate with Visit Lincoln website	MP/CG
<u>Recovery Planning - Paper Circulated</u>	
Strategy planning session in the summer	RC
Community Renewal Fund - workshop	NR
<u>Date and times Future meetings</u>	
22nd June at 10.00am <ul style="list-style-type: none"> • Vision • Action Plan 21st September 15th December	

Action Points - 23rd March 2021

Chair / Vice Chair <ul style="list-style-type: none"> • To go back to wider GLLEP Board for nominations 	RC	complete
Terms of Reference <ul style="list-style-type: none"> • Need action point about coordination /lead of Tourism Action Plan 	NR	complete
Tourism Action Plan <ul style="list-style-type: none"> • Needs to be generic and responsive National Agenda – 		

<p>remove references specific projects – e.g. Tourism Action Zones</p> <ul style="list-style-type: none"> • Need to widen sectors to attract wider audiences • Proof of concept projects / flagship / demo projects 	MP	
<p>Peer Network</p> <ul style="list-style-type: none"> • Wilkin Chapman offered legal support 	JP/FB	complete
<p>Research / intelligence on sector specific business advice</p> <ul style="list-style-type: none"> • Repository of information / research Visitor economy • Link in research • Use students • Need data to drive investment / decision making • Cost benefits research needed 	SJ	
<p>Community Renewal Fund</p> <ul style="list-style-type: none"> • Share specification • Board to discuss proposals to submit / lead- cycling? 	RC	7 th May
<p>Ambition and strategy – facilitated session for Board</p>	RC	
<p>DMO review</p> <ul style="list-style-type: none"> • Working Group to be established to develop collective response 	CG	