



VISITOR ECONOMY BOARD

3rd October 2019

International Bomber Command Centre,
Canwick, Lincoln

Draft Minutes

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| <p>Present: Board Members: Chris Baron - Chair (Butlins), Mark Hollingworth (Vice Chair), Stuart Hardy (Coastal BID/Hardy's Animal Farm), Lydia Rusling (East Lindsey District Council), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Claire Birch (Doddington Hall), Nicky Van Der Drift (International Bomber Command Centre), Dave Skepper (Stagecoach), Ruth Carver (GLLEP), Mary Powell (LCC), Nicole Hilton (LCC), Nicola Shephard (LCC), Jo Sharples (Heritage), Jenny Couch (North Lincs Council)</p> <p>LEP Secretariat: Nicola Radford (LCC)</p> <p>Apologies: Sukhy Johal (University of Lincoln), Andrew Norman (InvestSK), Jayne Southall (Epic Centre), Bob Callison (Adelaide), Samantha Mellows (Cathedral), Kimberly Vickers (Lincoln Castle), David Norton (Springfields) Sarah Blair- Manning (National Trust)</p> | |
| | Actions |
| <p>Minutes Minutes of the 13 June 2019 were approved</p> <p>Matters Arising LORIC - Attached, STEAM Data and Analysis</p> <p>ACTION</p> <ul style="list-style-type: none"> • Air BnB - research to tie into wider accommodation study for GL area - stats are available for Lincoln via Visit Lincoln. • May Flower - new evidence discovered in Boston on how long pilgrims stayed in the County. West Lindsey has received additional monies through US Tour operators. Gainsborough 4 events. | <p>Complete</p> <p>NS</p> |
| <p>Tourism Sector Deals</p> <p>DCMS conference key points</p> <ul style="list-style-type: none"> • Timescale delayed - no prospectus published • There will be 5 Tourism Zones selected competitively • GL area in a strong position • Needs to link into Industrial Strategy - GL recognises Tourism as key sector • Needs to centre around a Transport Hub • Zone needs to be a recognised geographic entity (not themed) - Nottinghamshire has approached about joint bid, this is not viable as geography not recognised, but links in with the airport is important • Must link to seasonality and skills • Needs to include residents <ul style="list-style-type: none"> ○ Lincolnshire less than 50% residents visit the Countryside through an Engagement with Natural England Report <p>https://www.gov.uk/government/statistics/monitor-of-engagement-with-the-natural-environment-headline-report-and-technical-reports-2018-to-2019</p> <p>A query was raised as to whether a single DMO was needed for Lincolnshire and as to whether a BID was recognised as a DMO?</p> <p>Actions</p> <ul style="list-style-type: none"> ➤ Proposed that Visitor Economy Board Steers the bid due to existing collaboration | <p>MP</p> |

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| <ul style="list-style-type: none"> ➤ Mapping exercise to take place of partnerships in GL area to enable partnerships to work smarter together / less silos ➤ VEB to research what a single DMO could look like and make recommendations to the GL Board ➤ Tourism Officers meeting 6 weekly to feed into proposal and will feed back into December meeting ➤ Current data / research is needed - the new Tourism Strategy highlights what data is needed - specifically on Value of Tourism v Value of Manufacturing data ➤ Road show for the Visitor Economy to highlight Tourism Sector Deal to businesses / residents when more work has been undertaken - benefits of Robots / innovation / links into Local Industrial Strategy. ➤ East Lindsey have commissioned consultant to look at DMO Strategy for East Lindsey - report due 6 November. To feedback at December meeting ➤ Communications strategy needed to ensure on all agendas, events, conferences - on-going narrative and story | <p>MP</p> <p>MP</p> <p>MP</p> <p>MP</p> <p>MP</p> <p>LR</p> <p>MP</p> |
| <p>Hotel Study - Nicola Shephard</p> <ul style="list-style-type: none"> • Three sites in Lincoln identified by boutique hotels as viable • Grantham and Stamford still looking for developers • Feasibility study into 120 bed hotel on showground • Hotel solutions are working on a report about accommodation in pubs across the GL area to help pubs diversify <p>ACTIONS</p> <ul style="list-style-type: none"> ➤ Agenda items for December - workshops for pubs and venues ➤ Link in Air B&B impact into the research | <p>NS</p> <p>NS</p> |
| <p>Discover England - Mark Hollingworth</p> <p>ACTION</p> <ul style="list-style-type: none"> ➤ Report attached | |
| <p>Update Website</p> <p>Proposal from Visit Lincoln discussed at Tourism Officer Group.</p> <ul style="list-style-type: none"> • LCC to be banker • Visit Lincoln has been asked to re-quote for 11 areas instead of 10 • Key is social media - need to ensure that all linked sites are up to date with links to Visit Lincolnshire. <p>ACTION</p> <ul style="list-style-type: none"> ➤ Need to remind partners to update links to visitlincolnshire.com | <p>MP</p> |
| <p>FORWARD PLAN</p> <p>It is time to refresh the Forward Plan for the Visitor Board, to target key issues of members</p> <p>Initial ideas:</p> <ul style="list-style-type: none"> • Family market • Green Economy / Tourism • England Coastal Path • Bio Fuels in Rural areas - transport • Year of the Coast 2021 | |

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| ACTIONS <ul style="list-style-type: none"> ➤ Members to send proposals of themes to NR ➤ Create working groups to take themes forward | All NR |
| RECRUITMENT Document circulated, currently in draft format ACTIONS <ul style="list-style-type: none"> ➤ Send Comments to NR ➤ Breakdown of area specific data requested - this will follow <p>Visit Lincoln NHS Video for promoting sector to Lincoln have been produced by Visit Lincoln and will be used as part of a national campaign.</p> | All |
| Any other Business Victoria and Albert Exhibition at the Collection | |
| Date of next meeting Thursday 12 th December 2019 - 10am To be confirmed | |

Tourism Sector Deals - Follow up note from Lydia Rusling
Tourism Alliance has circulated their notes from the meeting with Helen Whately, the new Tourism Minister. I thought it would be helpful to circulate these to our LEP Visitor Economy Board, particularly in light of our ambition to bid for a tourism zone.
It was a very good and productive meeting, where she was very engaged and keen to support the sector. Here are a few notes:

- The Minister pointed out that the development of “place” was a big theme with Government policy at the moment and that she thought that this was to the advantage of the tourism industry.
- She also pointed out that tourism was very good at delivering benefits to the regions and that this was another key strand of Government policy that could be leveraged by the industry.
- She was interested in developing high value markets and made a number of comments along the lines that value rather than volume was key. This tied in with the point that was made that bed taxes encouraged people to change from overnight visitors to day visitors. Her view was that as tourists in the UK were already highly taxed, she thought further taxation would cause more harm than good.
- The point was made that the Governments messaging to potential visitors to the UK from Europe was overly aggressive, highlighting the post-Brexit difficulties rather than starting from a position of reassurance to travel to and from the UK would not be interrupted. The Minister took to see what could be done to modify the messaging.
- She was attracted to the idea that seed funding should be given to destinations to develop Tourism Zone Plans over the next year which could be used to bid for Tourism Zone status in the same way that the Coastal Community Fund provided communities with seed funding to produce Coastal Economic Plans.
- She agreed that Safe and Legal issue regarding sharing economy accommodation needed to be addressed. After the meeting she told me that hosting a meeting to find a solution was one of the things she wanted to do before Parliament was dissolved.
- Tourism development in seaside and rural areas was something she was very interested in and the point was made that their needed to be joined-up policies

across Govt to achieve this on things like the provision of charging points for electric vehicles in rural and seaside areas - especially in relation to targets to remove fossil fuel vehicles from the roads by 2050

- A significant subject of the discussion was the impact of Brexit on the ability of the tourism industry to gain people with the right language and soft skills required. The highlights of the new UKInbound report that will be released on Friday were highlighted, with the emphasis being that the £30k threshold was a very blunt instrument that did not recognise the needs of the industry. She was very keen to see the report and to assess what measures or policies could be implemented to support the industry.

DRAFT