



VISITOR ECONOMY BOARD

3rd October 2018

Wilkin Chapman, Cartergate House, 26
Chantry Lane, Grimsby, North East
Lincolnshire, DN31 2LJ

Minutes

Present: Board Members: Chris Baron - Chair (Butlins), Stuart Hardy (Coastal BID/Hardy's Animal Farm), Lydia Rusling (Visit Lincoln), Matt Corrigan (Lincoln BIG), Mary Powell (LCC), Nicky Barr (International Bomber Command Centre), James Gilbert (ELDC), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Sara Blair-Manning (National Trust), Claire Birch (Doddington Hall)

LEP Secretariat: Nicola Radford (LCC)

Guests: Kimberley Vickers (Lincoln Castle)

Apologies: Mark Hollingsworth - Vice Chair (Visit Lincoln/Doddington Hall), Sukhy Johal (University of Lincoln), Liz Parry (Discover NEL), Paul Learoyd (Lincolnshire Wildlife Trust), Ruth Carver (LEP), David Skepper (Stagecoach), Liz Parry (Abbey Gate), David Norton (Springfield), Andrew Norman (InvestSK), Jayne Southall (Epic Centre, Lincs Showground), Sam Mellows (Lincoln Cathedral), Clare Rylott (BBC)

	Actions
<p>Minutes and Matters Arising</p> <p>The minutes of the 17th May 2018 were approved, subject to amended attendee list, Sara Blair-Manning had sent apologies. These can now be published on the LEP website.</p>	NR
<p>There was a cyber-attack on the Visit Lincolnshire website, not Visit Lincoln - amend.</p>	NR
<p>James Gilbert (ELDC) is a member of the Visitor Economy Board, NR to obtain register of interest and update the website accordingly.</p>	NR
<p>Kimberley Vickers attended from Lincoln Castle and has been invited by the Chair to join the Visitor Economy Board, to cover Heritage and Culture. NR to obtain a register of interest and update the LEP website accordingly.</p>	NR
<p>Both of these appointments need to be confirmed through the Appointments Committee, and endorsed at the main LEP Board in November.</p>	KS/RC
<p>Action Points Update</p> <ul style="list-style-type: none"> • Business Rates Update - The Greater Lincolnshire LEP is receiving an update on the Lincolnshire Pilot for Business Rates at its November meeting and will ask about the involvement of a businesses' voice within the pilot. • Visit Lincolnshire Website - presentation on new site by Lydia Rusling: <ul style="list-style-type: none"> - VEB members need to put links into the sites to forward traffic - Funding is available for one year to monitor and maintain site and report back to the Tourism Officer Group - how is it going to be maintained in the future? - Relies on links being updated by members to ensure refresh - Thank you for Visit Lincoln for hard work in developing the site - Excursions will be added to the site next year. • Industrial Strategy - - Visitor Economy businesses have been interviewed about input into the LIS prospectus. It is anticipated that the Prospectus will be published in the autumn, and roundtables held with each sector to develop proposals further. • Hotel Study - The Hotel Study is to be sent to Local Authority Planning Officers by the end of October 2018. • Nicky Barr, Director of International Bomber Command Centre gave an 	<p>All</p> <p>RC CB LR</p> <p>MP</p> <p>NR</p>

<p>update on the centre:</p> <ul style="list-style-type: none"> - 13.5k visitors a month - Trip Advisor Excellence award after 3 months - 2-3 coaches a day with good repeat visitors - Good links with Australian/New Zealand "Backroads" travel company - booked 9 trips in 2019 - high end travel, staying in Lincoln around aviation theme 	
<p>Mayflower Mary Powell presented this item.</p> <p>Discover England funding is wider than just Mayflower, to cover all US links. There is pressure on securing match funding, delivery and reporting. Report circulated; addition to report at the end of the minutes.</p> <p>Lincolnshire has a genuine offer/product for the Mayflower history, has a visit impact forecast been undertaken for the County?</p> <ul style="list-style-type: none"> • Lincolnshire businesses need briefing on history/opportunities, are there opportunities around tourism guides at the Castle? What is the message that Lincolnshire wants to sell? • Guide conference, 9th November 2018: https://www.eventbrite.co.uk/e/the-national-tour-guiding-conference-2018-tickets-47512100973. • Links need to go onto Visit Lincolnshire Website <ul style="list-style-type: none"> - https://www.visitlincoln.com/blog/lincolnshire-and-the-mayflower-pilgrims - https://pilgrimroots.org/ - https://mayflower400uk.org/ • Ongoing campaign to wider 2030 Anniversary Boston • Discussion on impact of Exchange Rate on visitor numbers 	<p>Action</p> <p>MP</p> <p>LR</p> <p>KV/MP</p> <p>LR</p> <p>LR</p> <p>MP MP</p>
<p>Visitor Conference Mary Powell led on this item and she discussed the proposed theme of the Importance of Heritage to the Visitor Economy, not just the historic buildings, but the volunteering opportunities, the natural heritage and the streetscape. A new piece of work has been commissioned by LCC to understand the economic benefits of investing in heritage and this will report shortly. Alix Slater who wrote the report will present on the report; Lydia will report on Bringing History to Life through virtual augmentation/reality. Emma Tatlow will present on Mayflower 400 and Mary Powell will report on the promotional work being undertaken on the Natural Coast.</p> <ul style="list-style-type: none"> • Jonathan Foyle will be the keynote speaker; date: 27 March <p>Central location with parking - Bomber Command 120/140 Mondays Doddington Hall - 180/200 which is currently hosting augmentation event <u>Both offered their venues for the event.</u></p> <p>Future conferences - is there a way of collating events/joint sponsorship - Wilkin Chapman would like to sponsor an event, but felt that there was a confusing number of events. Mary Powell and James Gilbert both felt that each of the events had a very specific remit and would therefore appeal to different sectors. Mary Powell to investigate whether a leaflet swap could happen as part of the conference on 27th March.</p> <ul style="list-style-type: none"> • Be My Guest - 13th November 2018 	<p>MP</p> <p>GB/LR/MP</p>

<ul style="list-style-type: none"> • Love the Wolds - November 2018 • Business Expo - January 2019 • Visit Lincoln - March 2019 • LEP VEB - March 2019 	
<p><u>LEP Visitor Economy Sector Management Pathway Report</u> Report circulated for input and comment by 19th October 2018.</p>	All
<p><u>Creative Industries</u> (Paper Circulated) Sukhy Johal had tended his apologies, so Lydia Rusling updated on his behalf:</p> <ul style="list-style-type: none"> • Our Creative Lincoln - Mansions of the Future ACE funded facility • Creative Industries is mapping creative industries in Lincolnshire, looking at issues and opportunities, there is a lack of creative space in Lincoln. The University is looking for a creative hub/digital hub in Lincoln. • SO Festival/Magna Vitae need to involved in the research. • The paper will inform the LEP Strategy and Local Industrial Strategy and will sit along the Visitor Economy and Events. • Could the NSO gallery have a Mayflower event with local schools and communities? 	JG MP MP
<p><u>Update Work Programme</u></p> <ul style="list-style-type: none"> • Investment Plan - updated, keep adding to list. • Visitor Economy Conference - Conference in Skegness CoastalBID - Be my guest - November - need to avoid duplication. • Visit Lincoln event in March, over 300 attendees, maybe look to run in conjunction with Visitor Expo in 2019 with Stonebow • May not include Leaflet Swap • Boston Conference 7th June - with the College and Town Team • Need to collate all VE events into central point to avoid duplication • Mayflower - More partnership working needed around County. Collective branding. Need to develop produce to meet expectation. Using Lincoln as a hood with day trips. Spalding bulbs, for the Mayflower on display at Chelsea • Common themes - Broadband installation costs/roll out. <p><u>Recruitment</u> Chefs, solicitors - difficulty recruiting quality to Lincolnshire - Update needed on Place Marketing Group.</p>	NR NR LR DN MP MP/CR SH
<p><u>Tourism Officer Group</u> (Paper circulated) James Gilbert presented this item, and the paper was an update on the work of the Tourism Officers Group for Greater Lincolnshire</p> <ul style="list-style-type: none"> • Collaboration most important with the group, NKDC is leading on Group Travel. Discussion on bespoke itineraries and need for a single point of contact: <ul style="list-style-type: none"> - Visit Lincoln has database of itineraries available - NE and NKDC are contacts, but need to work together with Tourism Officer Group on joint promotion of whole County. - Working Group has been established. - Meeting with Tourism Coach Alliance in October to cover Discover England countries and local market. • Work Programme - priority was Visit Lincolnshire website. • Cycling - Tour of Wolds 2019 being investigated. • Festivals - is there a central list/co-ordination/marketing? <ul style="list-style-type: none"> - Report on festivals over 1500 people, should be held by Emergency Plan/events team - List to go on website/collaboration of festivals. 	JG JG

<ul style="list-style-type: none"> Relationship with Visit England, fewer staff, more agency workers. Although Lincolnshire was involved in many of the DEF funded projects, there was some concern on the way that Visit England were running these projects and the very short time that projects had to deliver within. Chef Pilot scheme through WOW - manage expectations, not everyone will be "Jamie Oliver". How will Universal Credit affect seasonal workers. Accommodation issues - caravans, no build on coast - to put this on Coastal Developers Forum Agenda. 	<p>CB</p> <p>CB NR</p>
<p>Skills Update (Paper circulated) This item was deferred until a future meeting.</p>	
<p>VE Statistics (Paper circulated with additional information) Main points around serviced/non-serviced stock and visitors from the latest STEAM data. It is important to remember that the data refers to the full year 2017. STEAM data is compiled via District returns (and where no return is provided, it is estimated by a model). Eventually, we will receive data which breaks down for each District - both East Lindsey and Lincoln have their local reports already, so it would be interesting to see how this data compares.</p> <p><u>Stock</u> Based on the District returns in Lincolnshire, the total number of beds in serviced accommodation was down by approximately 1.9%. This was primarily driven by a decline in the number of small (sub 10 room) hotels. It is estimated that over 30 small hotels/B&Bs closed in Lincolnshire between 2016 and 2017.</p> <p>In terms of non-serviced accommodation, the report suggests that there were around 1,000 fewer beds (1.5%) and 2017 than 2016. The report suggests this is primarily driven by a reduction in the stock of static caravans/chalets (although does not suggest there have been any site closures) and also provision of touring caravan/camping sites.</p> <p><u>Visitors</u> Despite the small drops in stock, visitor numbers rose across all types of accommodation. The rise in visitors staying in serviced accommodation were relatively small (1.7% increase in visitor numbers between 2016 and 2017), with the rise in non-serviced accommodation more pronounced (7.8% increase). What is interesting to me is that the decrease in stock, but the rise in visitor numbers points to potentially the impact of an increased use of AirBNB and similar room-lets which may not have been picked up particularly well.</p> <ul style="list-style-type: none"> Need to re-focus the VE headline to Double the Visitor Economy value in 10 years - only 2 years left to achieve outcome/how is it being measured? 	<p>NR</p>
<p>Recruitment Standing item - no update.</p>	
<p>Any Other Information</p> <ul style="list-style-type: none"> Energy Survey - paper circulated/emailed for partners to circulate and complete online survey of future energy needs. The link for the survey is XXXXXX and it closes on XXXXX. 	
<p>Next Agenda Items</p> <ul style="list-style-type: none"> Transport - to include coastal highway 	

- Accessibility - dementia/autism

Next meeting

To be confirmed.

Addition to Mayflower Report

October 2018



'Mayflower 400' - Daffodil

To commemorate the 400th anniversary of the sailing of the Mayflower, a special daffodil bulb 'Mayflower 400' is being made available to interested organisations in the USA and the UK by Springfields Horticultural Society, which is a registered charity. The Society, with its 15 acres of show gardens in Spalding, Lincolnshire (Springfields Festival Gardens) is dedicated to "the promotion, study and practice of horticulture and in particular the cultivation and development of flowers grown from bulbs and corms".

The named daffodil variety "Mayflower 400" has been registered with the Royal Horticultural Society. "Mayflower 400" daffodils will flower towards the end of March or early April (winter weather conditions dependant) providing a carpet of vibrant yellow and orange colour across the planting locations.

This is an opportunity to have the "Mayflower 400" daffodil flowering at all those destinations associated with the Mayflower celebrations in the spring of 2020. They could be planted in front of churches, civic buildings, parks or across various sites in a village, town or city with Mayflower connections.

PROCESS & TIMESCALES

The ordering and arranging for planting of the bulbs will be the responsibility of each destination, business, civic authority or Mayflower partner.

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| November 2017 | An indication of who is interested in the "Mayflower 400" daffodil and approximately what quantities. The cultivation of the required bulbs will be based on this information, so does require an actual intent to purchase by those interested in the promotion. |
| Spring 2019 | Final confirmation of numbers |
| Autumn 2019 | Bulbs to be delivered to destinations in USA and UK |
| October / Nov 2019 | Planting takes place |
| Spring 2020 | Daffodils in bloom |

Orders need to be placed directly with Springfields Horticultural Society (Springfields). One order per destination can be placed directly with Springfields, with each destination looking after any further orders within the destination area.

ORDERING BULBS FOR THE USA

Bulbs for exporting to the USA are being grown in Cornwall as the farmland in Cornwall is approved by the US Department of Agriculture (USDA). In June 2019 the bulbs will be lifted, brought back to Spalding for sorting (by size and quality), cleaning and packing ready for dispatch by sea in temperature controlled containers, along with other consignments (on pallets) of bulbs destined for wholesalers and

garden centres in the USA. Despatch will be during July/August to allow for planting by October.

Bulbs will be in nets of 250 so orders need to be in multiples of 250. Orders for all USA destinations will need to be consolidated by a single USA based “Nominated Destination Organisation” (NDO) with a single address to assist with import administration. All nets will be labelled and certified in accordance with USDA requirements

Springfields would need the NDO to collect all the orders and payments and then make one single payment to Springfields prior to the bulbs being packed. Deadline for orders and payment would be 30th April 2019.

Springfields will need to liaise with the NDO nearer the time on transport arrangements to get the bulbs from the port (or wholesaler) to them and to understand how they in turn would arrange delivery or collection with the organisations who have ordered bulbs.

Any organisation wishing to sell smaller quantities of bulbs will need to arrange their own re-packing into suitable nets, bags or gift containers. Springfields expects to have around 15,000 bulbs available (80 x nets of 250 bulbs) for export to the USA.

The price would be £300 per net of 250 bulbs delivered into the USA port/wholesaler. Invoicing would be in £ sterling for payment by bank transfer or credit card by the NDO.

Note: This will be the only opportunity to obtain this specially named variety in the USA as it is unlikely that any more bulbs would be shipped to Cornwall for growing in US Plant Health accredited soil.

ORDERING BULBS FOR THE UK

Bulbs for the UK are being grown in Lincolnshire and will be lifted, sorted, cleaned and packed ready for dispatch during August/September. Springfields expects to have around 30,000 bulbs available for sale.

One invoice will be issued per destination, with each destination then invoicing out as required to other interested locations within their area.

Prices will be as follows:

- x 10 bulbs: £12.50 + P&P
- x 50 bulbs: £50 + delivery or collect from Springfields
- x 100 bulbs: £85 + delivery or collect from Springfields
- x 500 bulbs: (2 x nets of 250) £350 + delivery or collect from Springfields
- x 1,000 bulbs: (4 x nets of 250) £625 + delivery or collect from Springfields

Bulb orders would need to be confirmed and paid for by 30th April 2019.

A mail order “special edition” could be included in the Walkers Bulbs catalogue in 2019 if any Mayflower organisation wanted to design a special celebration label/card/bag as a gift for. These could be sold with a £1 premium (or more) which would be returned as a donation to the Mayflower organisation.

PLACING YOUR INTENT TO ORDER

Please place one combined order per Mayflower destination (or one total order for the USA) to:

David Norton, Chief Executive, Springfields Horticultural Society
Email: david@springfields.net Tel: 00 44 (0)1775 724843

<p><u>Housing & Infrastructure Delivery across Greater Lincolnshire (Paper 6)</u> Ian Fytche and Phil Roberts (Chief Executive and Corporate Director at North Kesteven District Council) gave an update on housing delivery and recent changes to the planning and housing policy environment. They reported that in 2017/18 Greater Lincolnshire only delivered 65% of the homes which have been assessed as needed, and only 37% of the affordable housing required. They summarised the activities underway to address the housing delivery challenge and circulated the draft District Housing Network action plan.</p> <p>Board members noted the report and discussed:</p> <ul style="list-style-type: none"> • the need for housing to be more effectively aligned with other areas including health planning, energy strategy and infrastructure developments • potential gains from focusing more on SME builders rather than the Big 6. • opportunities to work on R&D with the university in modern methods of construction (MMC) and elder care • the need to explore a new approach to state aid • the link to Greater Lincolnshire's generally low land values • the need to think about how this is presented i.e. housing versus homes: housing can be an abstract concept whereas homes are things we live in, which we all need. Referring to homes rather than housing may help to overcome objections to new development • 	
<p><u>Growth Deal Quarterly Dashboard (Papers 7, 7.1 and 7.2)</u> The two growth deal dashboards for the LEP's SLGF were approved, namely Quarter 4 2017/2018 and Quarter 1 2018/19.</p>	
<p><u>AOB</u> None.</p>	
<p><u>The meeting was closed.</u></p>	