



VISITOR ECONOMY BOARD

7th February 2019

Butlins, Roman Bank, Skegness

Minutes

Present: Board Members: Chris Baron - Chair (Butlins), Stuart Hardy (Coastal BID/Hardy's Animal Farm), Lydia Rusling (Visit Lincoln), Mary Powell (LCC), James Gilbert (ELDC), Flora Bennett (Wilkin Chapman/Brackenborough Hall Coach House), Sara Blair-Manning (National Trust), ; Kimberley Vickers (Lincoln Castle), Paul Learoyd (Lincolnshire Wildlife Trust), David Skepper (Stagecoach), David Norton (Springfield), Andrew Norman (InvestSK) Bob Calliston (Cleethorpes in Bloom)

LEP Secretariat: Nicola Radford (LCC)

Apologies: Mark Hollingsworth - Vice Chair (Visit Lincoln/Doddington Hall), Sukhy Johal (University of Lincoln), Liz Parry (Discover NEL), , Ruth Carver (LEP), Liz Parry (Abbey Gate, Jayne Southall (Epic Centre, Lincs Showground), Sam Mellows (Lincoln Cathedral), Clare Rylott (BBC), Claire Birch (Doddington Hall), Nicky Van Der Drift (International Bomber Command)

	Actions
<p>Minutes Minutes of the 3rd October 2018 were approved</p> <p>Matters Arising</p> <ul style="list-style-type: none"> • Business Rates - Lincolnshire was not successful in its application to become a pilot area • Place Marketing Group - the Board requested an update at the next meeting from Nicky Shepherd 	NR
<p>Coastal Highway- Theresa James Presentation on the Coastal Highway - attached</p> <ul style="list-style-type: none"> • Board suggested that Lincoln City Football Club need to be invited to discussions with Highways about the Western Corridor links. • Could the plans include a cycle route / promote cycle routes OFF the A158 Lincoln to Skegness to highlight scenic routes and safe routes to the coast • Board requested updates as the plans progress / options developed 	NR
<p>Training / Skills - Nicola Radford</p> <ul style="list-style-type: none"> • Update of Coastal Communities Fund Coastal Skills Bid - attached appendix 1 • Dementia and Autism training - discussion on how to make Lincolnshire Accessibility friendly. Courses at Visit Lincoln and the Castle have been very successful, with autism days and the rise of doggy friendly events have seen the need to be more inclusive in the Visitor Economy Sector • Board discussed providing training courses in Skegness and Lincoln for businesses - Kimberly and Lydia to send information on providers to follow up • National Trust provide "safe places" in their venues and have mental health first aiders on site for staff and visitors - 1 in 4 families are affected. 	NR
<p>Visitor Economy Conference - Mary Powell</p> <ul style="list-style-type: none"> • 27th March at Doddington Hall with Jonathan Foyle the key note speaker. The theme is Heritage and there will also be a leaflet swap. • Potential additional Leaflet swap at the Brackenborough for Wolds Businesses 	MP FB
<p>Creative Industries - Sukhy Johal</p> <ul style="list-style-type: none"> • Sukhy had tendered his apologies - the Board requested an update paper be circulated at the report has been part funded via the GLLEP. • The Board questioned whether creative included culture - need clarification. 	SK
<p>Tourism Tax - Nicola Radford</p> <ul style="list-style-type: none"> • Discussion on Scotland / Edinburgh consultation on Tourism Tax, charging a £1 a night "tax" on visitor accommodation • Tourism Tax is being looked into areas with "over tourism" and the Board advised this wasn't the case in Lincolnshire • Chris Baron raised the issue of current VAT charges on Tourism businesses and 	

<p>said that if this was reduced and there was a level playing field for the sector then a discussion could take place</p> <ul style="list-style-type: none"> • Concern was raised that the onus of the charge would be placed on individual hotels and hostels (whatever size) to implement the charge and the administrative burden would be onerous. • Scotland is looking to retain the monies for maintained and upkeep of Edinburgh not for marketing - what would Lincolnshire ring fence it for - medical schemes / marketing? • It was felt that the scheme was just an opportunity for free money - farmers aren't charged a road tax for holding up visitors etc. • The Board felt the scheme sounded like a previously raised scheme "Caravan Tax" • There needs to be a scheme to manage sites, but without a tax - Chester have a voluntary scheme where visitors can pay by contactless payment at venues <p>Agreed the Board did not support progressing the scheme.</p>	
<p><u>Tourism Action Zones - Lydia Rusling</u></p> <ul style="list-style-type: none"> • Sally Balcome CX Visit Britain had attended an event in Lincolnshire. She had advised that 4 or 5 Tourism Zones would be piloted in England. • There is an opportunity for Lincolnshire to apply, but there is a need to build a relationship with Visit Britain as there is a "feeling" that tourism in Lincolnshire is delivered in scatter gun manner/no single point of contact and is too difficult to work with - there is a need for the GLLEP to take the lead • Visit Britain like working with DMOs with links into LEPS - they like one point of contact - Lydia to send good examples joint working eg. Chester / Cheshire • Could the whole of Lincolnshire be a Tourism Action Zone? Or is that too big a geography? The zones are looking at Cities as hubs with rural hinterlands and areas of growth. • Tourism Action Zones unlock wider funding sources • Is Visit Britain only interested in International Visitors? There should be more emphasis on promoting residents to stay in the country • Are DBIDS recognised by Visit Britain as DMOs • Lincolnshire needs central point of contact to pull everything together that is "already happening" <p>Agreed that Lincolnshire should respond to Visit Britain and apply for a sector deal, but we need a coordinated voice for Lincolnshire (also there is a need to acknowledge that the area is varied - City, Coast and Countryside)</p> <p>Flora - it would be a shame to miss an opportunity and this was ideal in bringing everyone together - if Yorkshire can do it so can Lincolnshire</p>	<p>LR</p> <p>LR</p> <p>LR / MP / RC</p>
<p><u>Mayflower - Mary Powell</u></p> <ul style="list-style-type: none"> • Update nationally delayed till March • PR Visits have gone very well and training to guides progressing • Is the message getting into schools? - Not really, this needs following up • Update needed from Boston BC • Mayflower Bulbs - David Norton advised there had been no interest in people buying them - only Universities for future storage • Need to tie Mayflower into wider tours - faith, ancestor tours - wider offers 	<p>MP CR</p>
<p><u>Visit Lincolnshire Website</u></p> <ul style="list-style-type: none"> • 11000 users since relaunch • There has been no social media / PR for the site and it needs to rise in the SEO search engines - businesses need to promote it to raise the profile 	<p>LR</p>
<p><u>Recruitment</u></p> <ul style="list-style-type: none"> • Butlins recruitment event - 500 attendees at February event 	

<ul style="list-style-type: none"> Lincoln not overly concerned with recruitment - stable At the Midlands Engine Tourism group they discussed money for shared Apprenticeships - circulate information Cleethorpes is very quiet at the minute with few visitors and businesses open Springfields - £6-8m investment with 16 new outlets opening in 18 months Skegness Premier Inn - opening in June 	LR
<p><u>Any other business</u></p> <ul style="list-style-type: none"> Tower Esplanade regeneration taking place in June - JG Rockery Gardens - Coastal revival fund - end of June - JG Boston Future High Street Bid - March Mablethorpe Future High Street Bid - March LORIC - Bishop Grosseteste University - have provided Visit Lincoln with breakdown of STEAM data - why is there a decline in bed spaces, they are looking at forming a data hub / one stop shop of VE data - AGREED to invite someone from LORIC to attend the next meeting BREXIT - no one knows what the impact is going to be for the Visitor Economy, it is more difficult to plan for than Manufacturing sector etc. Butlins planning first quarter but no further. Will more people stay in UK due to uncertainty. Some staff feeling unwelcome and uncertain. More people taking picnics than buying food / cheaper days out. Bookings on the coast are down for Easter - is that due to weather last year? Only one national half term this year, reduced bookings as last year the half term spread over 2 weeks. Government Website - have you prepared for BREXIT 	NR
<p><u>Next meeting</u></p> <ul style="list-style-type: none"> June 13th - Doddington Hall <p>Agenda ideas</p> <ul style="list-style-type: none"> Discover England Report Loric research Cleethorpes Regeneration 	
<p><u>Future meetings</u></p> <ul style="list-style-type: none"> 3rd October - International Bomber Command 	

Appendix One

Coastal Sustainability through Careers and Business Skills in Greater Lincolnshire

Background

The Greater Lincolnshire Local Enterprise Partnership has submitted a funding application for £370K, to the Coastal Communities Fund for a coastal careers and skills program on the Greater Lincolnshire Coast. (21st January 2019)

The proposal was endorsed, in writing, by the Mablethorpe and Sutton Coastal Community team, The Coastal BID and the Lincolnshire Heritage Coast Coastal Community Team, in line with funding guidance.

Timescales for announcements are due "winter 2019" with this timescale in mind the application runs October 2019 to March 2021.

Summary

Provide the resources and support, at the right times to communities to enable them to access employment and develop careers on the Lincolnshire Coast, working with businesses to retain staff and offer annual contracts through extending the season, improving skills and raising aspirations.

This is set against a context of a highly seasonal economy, with the aim of

- Supporting coastal visitor economy businesses to survive and thrive
- Supporting coastal communities to access employment, and develop their careers, through raising aspirations and up- skilling
- Provision will be for both employed and unemployed individuals

Focus

The primary focus of the bid is to fill skills gaps in the coastal community around seasonal needs, improve the quality of life of residents on the coast and provide a quality year round visitor economy, which allows local businesses to grow and become sustainable with a local supply of skilled reliable staff:

Aims

- Establish and run a Coastal Business / Provider Forum supporting strategic and collaborative work with local employers and providers developing a local skills offer. This forum will harness leadership of key anchor employers that already offer year-round employment to the benefit of the wider economy
- Developing a Coastal careers "brand" promoting the opportunities in the Visitor Economy as progressive and not "just a job"
- The opportunity to innovate where the national skills system provides challenges to coastal businesses and residents
- Develop and pilot a Coastal Escalator Skills Portfolio, where an individual (employed or unemployed) can gain locally-recognised skills and qualifications to access employment, and build a local career. This will focus on visitor economy skills, but also connect with other sectors of opportunity such as adult social care that the employee use to access employment, e.g., dementia care, customer care, that is endorsed/supported by the Coastal BID, so an employee doesn't need to retrain with each job and the employer doesn't need to retrain them each season
- Bite sized courses, relevant and easily delivered
- In partnership with DWP, build ownership and application of the local labour market data to enable the project to better understand seasonality employment trends, barriers and opportunities (especially in light of Universal Credit)-
- Potential pilot of 52 week employment working with DWP to test employment around Universal Credit
- Develop a Coastal Champions program– Inspirational role models – linking into the Greater Lincolnshire LEP Enterprise Advisors

Outcomes

Jobs Created	50
Indirect Jobs	50
Safeguarded Jobs	120
New learners	370
Apprenticeships	7
Businesses Supported	50
Social Enterprises Supported	5

Management

The project will be managed by Nicola Radford, Senior Commissioning Officer (Regeneration) who has previous experience of delivering a successful CCF Project (Coastal Business Modernisation) and other funding programs (SRB, ERDF, RDPE) related to 15 years on the Lincolnshire Coast, and built up working relationships with businesses and providers who will be involved in this program. This also includes direct liaison with all of the CCT partnerships based on the Greater Lincolnshire Coast.

Roy Harper (SkillsReach) will lead on the Business / Provider Forum through his experience and success of the East Lindsey Rural Skills Hub works with rural businesses, he has also delivered the contract for the CCF Business Modernisation Program, delivered strategic business and skills support for the visitor economy sector in Greater Lincolnshire and New Anglia LEP areas, plus established partnerships with national stakeholders such as the NCTA.

The team will report through to the Coastal Developers Forum, as it was from an original business interest that this initiative was instigated, and provide regular finance and performance reports to the GLLEP.

Partnership

A Business / Provider skills group has been established through the CCF process with the following partners who have worked on the proposal and will continue to work together to deliver this project

- Lincolnshire County Council
- Greater Lincolnshire LEP
- East Lindsey ITEC (First College) – East Lindsey (Louth and Skegness)
- Community Learning In Partnership – East Lindsey, (Mablethorpe)
- Boston College of Further Education
- Grimsby Institute/Skegness TEC
- Bishop Burton College, Lincoln
- DWP
- Butlins
- Lincolnshire Coastal BID
- Coastal Developers Forum
- East Lindsey District Council
- Visit East Lincolnshire
- Stage Coach
- Princes Trust
- Magna Vitae
- Hardys Animal Farm
- Coastfields Leisure
- Coastal Communities Alliance
- Skills Reach

The group is in discussion with What Works to establish a baseline and evaluation system if the bid is successful.

Next Steps

- Update Coastal Developers Forum 8th February 2019
- Business / Provider Forum update and next step discussions – March 2019
- DWP / MHCLG – update and next step discussions - April 2019