

Board Members:

Chris Baron – Chair (Butlins), Paul Learoyd, Lincolnshire Wildlife Trust, David Norton Springfield, Dave Skepper , East Midlands Stage Coach, Stuart Hardy, Coastal BID / Hardy's Animal Farm, Lydia Rusling, Visit Lincoln, Ruth Carver, Greater Lincolnshire LEP, Jane Southall, Epic centre / Showground, Claire Birch, Doddington Hall, Matt Corrigan, Lincoln Big , Bob Calliston, Cleethorpes in Bloom / Adelaide Hotel, Sarah Blair – Manning , National Trust, Mary Powell , Lincolnshire County Council

Secretariat:

Nicola Radford , Lincolnshire County Council

Guests:

Andrew Keeling – Hotel Solutions

Apologies

Mark Hollingworth – Vice Chair , Visit Lincoln / Doddington Hall, Flora Bennett , Brackenborough Hall / Wilkin Chapman , Sukhy Johal, University of Lincoln , Liz Parry, Discover NEL, Nicky Barr, International Bomber Command, Cllr Claire Rylott , Boston Borough Council

Item	Notes	Actions
Item 1	<p>The minutes of 13th September 2017 were approved and can be published</p> <p>A link is needed from the research page to the Visitor Economy Board https://www.greaterlincolnshirelep.co.uk/about/boards/visitor-economy-board/</p> <p>World of Work site needs Visitor Economy Page Lincoln Cathedral to be invited Andrew Norman (Head of Tourism SKDC) to be invited If you have not submitted your Declaration of Interest / Biography please forward send to GLLEPsecretariat@lincolnshire.gov.uk</p>	<p>NR</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>Complete</p> <p>All</p>
Item 2	<p>Hotel Study – presentation by Andrew Keeling of Hotel Solutions</p> <p>Andrew presented the hotel study at a Greater Lincolnshire Level. Additionally, a deep dive into Lincoln was undertaken by Lincoln City, and Scunthorpe by North Lincolnshire Council</p> <p>There were discussions around the definition of a hotel for the study, and the evidence that we have on self catering accommodation. For the purpose of the study into hotel accommodation, the definition was above 15 rooms and star rated with a "brand" – there is a blur between accommodation and hotels. It would be useful to understand the accommodation capacity and provision, if additional resources could be found.</p> <p>Does the Public sector "need" to intervene in the discussions – not</p>	

	<p>necessarily, but there is some evidence of market failures where could accelerate investment – the main issue is room rates don't stack up.</p> <ul style="list-style-type: none"> • Need to promote RDPE tourism funding for upgrading current accommodation – (update, attending Expo 14 March) <p>How can we link the Hotel Study works into the VE research findings, currently attracting Traditionals / Functionals but not attracting Generation Y the younger market or families – hotel chains not about family brands, brands like Butlins are looking at hotels and some Country Homes are looking to develop into hotels.</p> <p>ACTION VEB needs to own the Hotel Study Action Plan and receive updates and monitor delivery at each meeting</p> <p>Agreed that the Fact File could be circulated and added to the LEP website, and the Action Plan once agreed is not confidential so once adopted it can be circulated The sites assessment to REMAIN confidential Lincoln Hotel Strategy confidential until adopted and then can go on website</p> <p>ACTION Mary Powell to take report to Tourism Officers Group</p> <p>OUTCOME Visitor Economy Board AGREED to adopt the Hotel Study Action Plan and would be added to the LEP Board in May 2018 for discussion.</p>	<p>SL</p> <p>NR/lead at LCC</p> <p>NR to action</p> <p>MP</p> <p>RC</p>
<p>Item 3</p>	<p>Industrial Strategy – Ruth Carver, LEP presented this item</p> <p>The importance of the Industrial Strategy will grow as a Local Industrial Strategy is produced across the LEP area by March 2019. The five foundations are</p> <ul style="list-style-type: none"> • Place • Innovation • People • Business Environment • Infrastructure <p>The document will be a "DEAL" for the place with the Government and not just BEIS</p> <p>ACTION The VEB will have an input into the development of the Strategy through a workshop on how to raise productivity in the VE, the impact of Brexit and inclusive growth / social mobility.</p> <p>Three things were discussed</p> <p>What are the 3 things that could increase productivity in the VEB in Greater Lincolnshire – for example piloting a VAT scheme on the Lincolnshire coast, Skills program etc. – Careers and skills</p>	<p>NR</p> <p>ALL</p>

	<p>How will success be measured? = Extending season good, but productivity will always be low due to peaks and troughs in delivery - Innovation</p> <p>Need a strategy for the area, looking at attractions, conferences, marketing and festivals (Coastal BID?) -</p> <p>Careers and Skills, Extension of the Season – what could this look like The proposed Tourism Sector Deals was discussed and a paper circulated to brief members ? Circulate People First Chef Study = need to be more Industry lead and not generalist, there is a need to grow the number of Chefs Nationally, potential Coastal Communities Fund pilot at subsidised rates</p> <p>OUTCOME Next meeting to get into allow members to discuss the Sector, and its future growth</p>	<p>NR</p> <p>NR</p> <p>NR to arrange with Liz/cathy and James</p>
<p>Item 4</p>	<p>Visitor Economy Board National Level = Lydia Rusling</p> <p>There is a need for clear representation from the GLLEP on national tourism boards – Tourism Alliance, Visit England / Britain, etc. would this be a LEP rep or DMO rep</p> <p>Action Chris Baron is going to the LEP Board 31st January to ask for some small resource for a VE Champion at a National Level</p>	<p>Complete</p>
<p>Item 5</p>	<p>Work Programme Update and Mayflower</p> <p>Nicola Radford led on this item Mayflower There is a need to ensure that all the funding nationally doesn't go to Plymouth as the story is wider than just Plymouth. Visit England has made funding available up to Sept 2020 for Mayflower projects. LCC is making monies available for American Connections</p> <p>Visit Lincoln is working on the Mayflower, but also wider American schemes with the RAF, Magna Carter, and Tennyson – there is already a PR contract let selling Lincolnshire to America.</p> <p>The University is exploring connections with students and Investment Opportunities.</p> <p>Spalding – Horticulture connections, 2020 bulbs from Holbeach being shipped to America – Needs PR message</p> <p>Shared Artistic Experiences – ACE funded event, with regional bid in at EOI stage – does this link with the SO Festival (Anna Stock Manager)</p> <p>Investment Plan The investment plan is an attempt to capture past and planned</p>	<p>MP / DN</p> <p>MP</p> <p>MP</p>

	<p>investment in the sector. This will us allow us to say that VE sector has invested x in its product over the last few year, and look at way of maximising investment and funding in the future. Important that this is kept up to date .Circulate to Tourism Officers to add initiatives and bring back the VEB in may</p> <p>To add the Discover England Fund 4 Projects To add National Trust Schemes To add CCF proposals – Chefs / skills Add Jump Warriors £750k</p> <p>Visitor Economy Conference None Visitor Research conference and funding event to be developed Visit Lincoln / Mayflower / Leaflet Swap event 14 March</p> <p>AirBnB and digital event in November</p>	<p>LR / NR</p> <p>SB/ NR</p> <p>NR</p> <p>NR</p> <p>MP</p> <p>LR</p> <p>LR/ MP</p>
Item 6	<p>Skills, funding, recruitment – standing ITEM Action</p> <p>Calderdale College to be invited to March meeting for a skills discussion on courses and funding available to business for training. Business Support – Growth Hub to produce a guide on guide on business support SPECIFICALLY for the Visitor Economy</p> <p>Recruitment – 620 people attended Butlins jobs fair for 120 jobs, 50 people applied for 2 jobs at Hardy Farm – there is a lot of interest in Grounds maintenance, park management. 17 applications for 1 job at the Epic Centre</p>	<p>NR</p> <p>NR</p>
Item 7	<p>Partner Update</p> <p>Guide for "local issues" to the Sector Can a guide / list similar to the Investment Plan be developed for the VE of common themes / issues to identify threads – for example, broadband, mobile phone coverage, utilities</p> <p>Visit Lincolnshire Website Update – Options for developing existing and a new website were discussed, with a recommendation to seek resource from the LEP to ensure that a Greater Lincolnshire on line presence is maintained, along with support from the other local authorities.</p> <p>Business rates pilot for Greater Lincolnshire – VE board asked about the involvement from business in prioritising expenditure. Being discussed at LEP, and RC will feedback the response</p> <p>Any other business How much does each District invest in the VE and what do they get out of it?</p>	<p>All NR to keep the register</p> <p>LR</p> <p>MC</p> <p>MP/NR to gather intelligence</p>
Item 8	<p>Dates of next meetings 17th May 2018 – 9:30 coffee start 10:00 Epic centre, Show Ground, 20th Sept 2018 – 9:30 coffee, start 10:00 Wilkin and Chapman, Grimsby</p>	