



# VISITOR ECONOMY BOARD

13<sup>th</sup> October 2020

TEAMS

Draft Minutes

**Present: Board Members:** Chris Baron - Chair (Butlins), Stuart Hardy (Hardy's Animal Farm), Lydia Rusling (East Lindsey), Flora Bennett (Wilkin Chapman/Brackenhorough Hall Coach House), Claire Birch (Doddington Hall), Nicky Van Der Drift (international Bomber Command), , Mary Powell (LCC), Will Mason (Heritage) Charlotte Goy (Visit Lincoln) Emma Brealey (Petwood) Paul Learoyd (LWT) Deborah Cooper (NELC), Sukhy Johal (Lincoln University); Dave Skepper (Stage Coach); David Norton (Springfields)

**LEP Secretariat:** Nicola Radford (LCC)

**Apologies:**

Bob Callison (Adelaide), Mark Hollingsworth (Visit Lincoln) Ruth Carver (GLLEP) Jayne Southall (Showground)

	Actions
<p><b>Minutes</b> Minutes of the 4<sup>th</sup> June 2020 were approved with the following amendments</p> <ul style="list-style-type: none"> <li>• Paul Learoyd, Nicky Van Der Drift and Charlotte Goy were in attendance</li> <li>• Local Industrial Strategy and Terms of Reference deferred to next meeting</li> </ul> <p><b>Tourism Commission - Mary Powell</b></p> <p>The Tourism Commission Group has been set up as a short term working group to meet up to six times before submitting recommendations, to undertake wider discussions with the Tourism Industry.</p> <p>The first meeting took place in September with the next in November. At the meeting they discussed the terms and reference of the group and what the concerns of the tourism industry and where it was going in the future.</p> <p>Over the next four months each meeting will have a theme - recruitment / Skills, Marketing and investment and product development. The final report will be produced in February.</p> <p>Need to acknowledge the level of funding and investment in the cultural sector- specifically through Cultural Development Fund and Heritage Lottery Funding. The Arts Council has announced Emergency Cultural Recovery Funding - to circulate (Annex)</p> <p>Comment that MP had provided a good summary of the Tourism Commission meeting at the variety of members and new ideas was welcome</p> <p>Visit England will be attending the next Tourism Commission meeting</p> <p>Is the Visitor Economy Board still needed? - There doesn't want to be duplication of effort and peoples time. MP - yes the Tourism Commission recommendations will help steer the future direction of the Board</p> <p>Will the minutes of the Tourism Commission be available to the Board - MP yes, she will circulate.</p> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>• Circulate Cultural Recovery Fund Information</li> </ul>	<p>Complete RC</p> <p>Complete NR</p> <p>MP</p>

- Circulate minutes of Tourism Commission

### Tourism Action Plan - Mary Powell

The Tourism Action Plan is linked to the opportunity to bid for a Tourism Action Zone but the timescales for this process has slipped due to Brexit and COVID.

Workshops for the Action Plan had been scheduled prior to lockdown but then consultation has had to be done remotely. The circulated action plan included all comments received up to 15<sup>th</sup> September and a supplementary document with subsequent comments was discussed. 80 responses to date

15<sup>th</sup> December deadline is a self-imposed deadline and we don't need to keep to this, as the Tourism Action Zone submissions are likely to slip into the New Year.

It would be best to have a full action plan encompassing all the tourism visions/ plans instead of based around one bid (TAZ) and then craft the narrative towards an individual proposal when needed.

Agreed, the document needs to drive tourism as a whole forward for future success not just focuses on one outcome.

Boston has raised a concern around the branding "City, Coast and Countryside" and asked we revisit Heritage instead of City, as this will encompass Stamford, the Market Towns and Boston - this was discussed at the Tourism Officer Group and all bar Boston was against changing it.

City works well as it makes sense geographically but do agree that Heritage does need pulling through - need to translate it through as a Theme.

Consumer testing is needed.

On the Visit England call there is an autumn, winter, spring campaign with City, Coast and Countryside as experiences so the Action Plan would tie into this.

Boston now agrees with the City, coast and countryside but need to ensure that heritage is included throughout.

Has there been any indication on the Comprehensive Spending Review dates, CG, her meeting with DCMS has also be cancelled - but she has requested a meeting with Patricia Yates on an update on Sector Deals.

Would Rutland be "happy" with Heritage? There needs to be wider focus on experiences for example food and drink.

The county needs a VISUAL identity - for aviation, heritage, churches, John Smith etc.

Has NEL / NL had a comment on the plan = yes

The consultant is meeting with Visit Lincoln 19<sup>th</sup> October and CG invited SJ to attend. The DMO work needs referencing and the Visit England projects.

At the VEB on the 15<sup>th</sup> December the latest version of the documents will be



- Circulate details of the Visitor Economy Peer to Peer works
- Circulate links to the NHS Recruitment Campaign

**Date and Time Next meeting**

**15<sup>th</sup> December - 14:00 -16:00**

**Proposed Agenda**

Tourism Action Plan  
 Chair and Vice Chair  
 Terms of Reference  
 Tourism Commission

Please find below a list of all successful applicants for the Cultural Recovery Fund in Lincolnshire & Rutland:

West Lindsey District Council
South Kesteven District Council
New Theatre Royal Lincoln
Jamie Marcus
Lincoln Students' Union trading Limited
soundLINCS
chapterhouse theatre company ltd
Zest Theatre
Lost Village Festival
BMP The Sound Recording Company Ltd
Magna Vitae
Stamford Shakespeare Company
Pinders Circus Limited
JRC Entertainments
Rutland County Council
Nevill Holt Opera
Pep Circus Productions Limited
European Circus
Planet Circus Equipment Limited
South Holland District Council
LUX Technical Ltd
Threshold Studios
Action it Theatre Company Ltd
Louth Playgoers Society Ltd
Polka Dot Pantomimes
The University of Lincoln

NE Lincs also received arts funding - Cultural Recovery Fund - Lincs Inspire 9£232k), Docks Academy (£56k) and Event Show Support (£67k) and Nat Lottery Heritage Fund for Time Trap (£60k) and Grimsby Minster (£182k)