

VISITOR ECONOMY BOARD 23rd March 2021 TEAMS Draft Minutes

<u>Present:</u> Board Members Nicky Van-Der-Drift, Flora Bennett, Claire Birch, Paul Learoyd, Mary Powell, Jayne Southall, Jenny Couch, Charlotte Goy, Lydia Rusling, Stuart Hardy, Ginny Flack, David Skepper, Sukhy Johal, Ruth Carver, David Norton

LEP Secretariat: Nicola Radford (LCC)

Observers Kimberly Vickers, Helen Thompson, Will Mason,

Apologies: Bob Callison, Samantha Mellows, Pete Holmes

	Actions
Election Chair / Vice Chair No nominations were received / agreed at the GLLEP Board so discussions are on - going to find both a Chair for the Visitor Economy Board and a Visitor Economy Champion for the GLLEP Board.	RC
An interim Chair will be appointed.	
Minutes	
Minutes of the 15 th December 2020 agreed	NR
Outstanding = wider discussion needed on repository of intelligence	SJ
Terms of Reference	
Timescale for refresh and approval is GLLEP May Board meeting Page 2 needs to include reference to coordination of Tourism Action Plan Needs to be responsive to National Agenda and not project specific	NR
Economic Revival -reports circulated	
There is a need to ensure that plans / discussions are strategic and that partner's work together strategically in responses to Government and recovery plans. It is the role of the board to co-ordinate activity but not necessarily lead.	
Cycling - paths need to link up outside of the County boundaries (Along the Trent) A meeting will be arranged with the Cycling Officer at LCC	MP/CG
Data is needed to drive decisions around investment - to identify spend to benefit profile across Greater Lincolnshire	SJ
VEB should lead on flagship / demo projects to prove proof of concept and champion these through the Midlands Engine Investment Fund.	
Community Renewal Fund - the VEB to hold workshop on proposals 7th May 2021 the lead LCC Officer will present the prospectus and then discussion on opportunities	NR
Levelling Up Fund has Cycling proposals in discussions on MPs, need to also include Bus walks in Partnership with StageCoach	LR

Case studies to be developed and workshopsAll CGDetails on Visitor Economy specific grants to be circulatedCGOne off Facilitated Session on ambition and strategy to be held with the BoardRCTowns Fund - Paper circulatedRCVisitor Economy Focus - collaboration, skills, place marketing - now need to develop a business case based on audience research.LR£131m for Greater Lincolnshire area, £300m Towns Deal, Freeports, Levelling Up, Off shore wind and Community Renewal Fund.CGDMO Review - Paper CirculatedCGRecommendation that the Board shares a collective response to the DMO - response due Summer 2021.CGVisit Lincoln is holding a meeting with DCMS and will form a working group including the VEB members to form the response around the 5 key recommendations Place Marketing, Place Development, Product Development, Skills DevelopmentMP/CGVisit Lincoln in May to businessesCGCGTourism Commission - Paper CirculatedMP/CGSoft launch in May to businessesCGCommunity Renewal Fund - workshopNRDate and times Future meetingsNR22nd June at 10.00am • Vision • Action PlanNR		
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15th December	15th December	

Action Points - 23rd March 2021

Chair / Vice Chair		
To go back to wider GLLEP Board for nominations	RC	complete
Terms of Reference		
Need action point about coordination /lead of Tourism		complete
Action Plan	NR	
Tourism Action Plan		
 Needs to be generic and responsive National Agenda – 		

	remove references specific projects – e.g. Tourism Action Zones	MP			
•	Need to widen sectors to attract wider audiences				
•	Proof of concept projects / flagship / demo projects				
Peer N	Peer Network				
•	Wilkin Chapman offered legal support	JP/FB	complete		
Resear	ch/intelligence on sector specific business advice				
•	Repository of information / research Visitor economy	SJ			
•	Link in research				
•	Use students				
•	Need data to drive investment / decision making				
•	Cost benefits research needed				
Community Renewal Fund					
•	Share specification	RC	7 th May		
•	Board to discuss proposals to submit / lead- cycling?				
Ambiti	on and strategy-facilitated session for Board	RC			
DMOr	eview				
•	Working Group to be established to develop collective	CJ			
	response				