**VEE - Visitor Economy Skills Group**

**Meeting Notes**

**Tuesday 28th January 2025 at 2.00pm (online) on TEAMS**

**In attendance** (in order of appearance on TEAMS)

|  |  |
| --- | --- |
| Andrew Wheeler | andrew.wheeler@easterneducationgroup.ac.uk |
| Rachel Bunn | r.bunn@eastcoast.ac.uk |
| Sarah Anstiss | Sarah.Anstiss@cwa.ac.uk |
| Bev Wallman | Bev.Wallman@suffolk.gov.uk |
| Andrea Wilson | Andrea.Wilson@norfolkchambers.co.uk |
| Adelle Hunter | AdelleHunter@suffolk.ac.uk |
| Paul Gardner | paul.gardner@great-yarmouth.gov.uk |
| Phillip Eke | phillip.eke@West-Norfolk.gov.uk |
| Graham Peers | graham.peers@southnorfolkandbroadland.gov.uk |
| Karen Chapman | karen@oprconsulting.co.uk |
| Katy Dorman | katy.dorman@norfolk.gov.uk |
| Frances Bedding | Frances.Bedding@baberghmidsuffolk.gov.uk |
| Rachael Cozens | ZSEA Ltd | Rachael.Cozens@zsea.org |
| Mason Gill | GILL.MASON@DWP.GOV.UK |
| Jo Probitts | Jo.Probitts@eastsuffolk.gov.uk |
| Louisa Kiddell | louisa.kiddell@norfolk.gov.uk |
| Aimee Jay | Aimee.Jay@cwa.ac.uk |
| Lisa Taylor | lisa.taylor@ccn.ac.uk |
| Pete Waters - Visit East of England | pete@visiteastofengland.com |
| James Mellish | james@jmenvironmental.co.uk |
| Victoria Keen | victoria.keen@centerparcs.co.uk |
| Rachel Bunn | r.bunn@eastcoast.ac.uk |
| Sarah Anstiss | Sarah.Anstiss@cwa.ac.uk |

**Apologies:**

Valerie – Local Flavours and VENI Employer Engagement

**Headlines and Action Points**

1. Appointment of Vice Chair of Skills Group – Rachel Bunn from East Coast College
2. Apprenticeships – more case studies from colleges relating to visitor economy and continue the conversation.
3. Heritage Skills – keep the conversation going.
4. WorldHost training to be expanded across region; Eastern Education Group to set up a Training Centre to support capacity building. Further conversations with colleges to follow.
5. UK Hospitality Skills Passport – a useful framework which colleges will further develop and embed into sector based work academies (SWAPs) and Skills Bootcamps.

**Introduction and Agenda Overview**

* **Andrew Wheeler** opened the meeting, welcoming attendees and reviewing the agenda.
* **Previous Meeting Notes**: Discussion on heritage skills, apprenticeships (squaring the circle), and the elusive Skills Academy.

**Annual Review**: Karen Chapman suggested an annual review of the UKSPF work from April 2024 to March 2025 and this was attached to the meeting invitation.

**Apprenticeships and Skills Development**

* **Katie Dorman** presented on apprenticeships, highlighting growth in Norfolk and Suffolk, and the benefits of apprenticeships for businesses and individuals.
  + **Statistics**: Norfolk shows 11% growth in new starts, significantly higher than the national average.
  + **Benefits**: Reduced recruitment costs, high retention rates, increased employee engagement, and positive impacts on mental health.
  + **Levy Transfer Scheme**: Nearly £3 million transferred, supporting over 300 apprentices.
  + **Building Futures Incentive Grant**: £2000 incentive for employers in South Norfolk and Broadland.

**Discussion on Apprenticeships**

* **Sarah Anstiss** and **Aimee Jay** from College of West Anglia discussed the importance of employer engagement and promotional material.
* **Lisa Taylor** from City College Norwich emphasized the need for grant funding and face-to-face employer engagement.
* **Rachel Bunn** highlighted the challenges of salary increases and the importance of work experience.

**Visitor Economy and Skills Boot Camps**

* **Pete Waters** discussed the importance of Great Yarmouth in the visitor economy and seconded the proposal (proposed by Andrew) for Rachel Bunn to become the vice chair of the group.
* **Rachel Bunn** outlined plans for skills boot camps and the need for a skills pipeline to support recruitment and retention in the visitor economy.
* **Bev Wallman** provided an update on Skills Bootcamps, highlighting the increase in funding and the flexibility to offer level 2 programs.

**World Host Training and Place Making**

* **Andrew Wheeler** discussed the success of the WorldHost training program and plans to expand it.
* **Phillip Eke** talked about the local ambassadors program in Kings Lynn and the development of a digital e-learning module.

**Heritage Skills**

* **Lisa Taylor** and **Sarah Anstiss** expressed interest in heritage skills and the potential for collaboration across colleges.
* **James Mellish** mentioned ongoing work with English Heritage and Historic England on heritage skills.

**Local Authority Updates**

* **Louisa Kiddell** provided updates on district skills groups and various initiatives, including AI adoption and economic strategy.

**Next Steps**

* **Andrew Wheeler** outlined the next steps, including the focus on skills boot camps, pride in place initiatives, and the continuation of the World Host training program.

A transcript and video of the meeting is available on [www.veni.org.uk](http://www.veni.org.uk) together with these meeting notes, copies of presentations and the original agenda.

Date of Next Meeting: Tuesday 22nd July 2025 at 2.00pm (online – TEAMS)