

Minutes of Visitor Economy Board Meeting

20 March 2018 – 2pm

Tate Liverpool

PRESENT

Sara Wilde McKeown (SWM) – Chair

Bill Addy (BA)

Lynn Ben-Yousef (LB)

Chris Brown (CBr)

Miles Dunnett (MD)

Claire McColgan (CM)

Andrea Nixon (AN)

Mark Povall (MP)

Bob Prattey (BP)

Stephen Roberts (SR)

Lorna Tyson (LT)

IN ATTENDANCE

Gary Evans (GE)

Peter Hampson (PH)

Lesley Martin-Wright
(LMW)

Ruth Riley (RR)

Steve Sherlock (SS)

Rob Tabb (RT)

APOLOGIES

Mark Basnett (MB)

Liz Chandler (LC)

Edward Perry (EP)

Enda Rylands (ER)

Peter Sandman (PS)

1. Welcome and introductions

Actions

1.1 Welcome and apologies noted as above.

1.2 SWM introduced Eric Robinson, Rob Tabb and Ruth Riley to Board members.

1.3 SWM expressed thanks to AN for contributions to the VEB.

2. **Minutes of meeting held in March and matters arising**

2.1 The minutes of the last meeting were agreed by all.

2.2 **Matters arising**

2.3 SIF – Solicitors have been procured and outstanding state aid advice received. We are awaiting feedback from Sefton Council and the ACCL in terms of the supplementary information now required. Application will be resubmitted next week. Mark Basnett has also met the CA/Frank Rogers and confirmed this project is a priority.

2.4 Discover England Fund – phase one complete for the Northern Coastal Resorts project. The primary research will be available March/April.

2.5 Marketing Liverpool are working with Manchester as an International Gateway to the North and to support connectivity to US markets.

2.6 CB and PS to update members in June on next steps and approach for funding and projects post March 2019.

3.0 **Professional and Business services Board introduction**

3.1 RR gave members background and introduction to the PBS Board.

The main areas are:

- Skills - assessment, development, retention.
- Engagement - organisations, partners, sector promotion.

- Property - creation of A grade office space to attract organisations.
- 3.2 PBS are currently attending all boards to identify challenges and feedback within their sector.
- 3.3 There is potential for a channel to VE organisations through the VEB, however more detail on the aims, purpose and objectives of the PBS Board are required.
- 3.4 Some national issues identified around the level of compliance and regulations (particularly for accommodation providers) and improvements for business tourism. PBS to consider how we can engage with our partners such as professional institutes and encourage them to hold or bring events to the region.
- 3.5 PBS Board to share progress of feedback mapping exercise with VEB members.

4. Visitor Economy Report

- 4.1 ER is the executive portfolio lead for Economy and Culture Portfolio within the Combine Authority.
- 4.2 The VE report highlights work undertaken by Eric and Cllr Phil Davies against the priorities agreed within the LCR VE Strategy and Investment Plan for Growth. Key points as follows:
- Ensure VE is a City Region prioritisation as a key economic driver
 - Attract increased funding and investment to help drive domestic and international business to the wider LCR.
 - VEB to act as the delivery board for the strategy
 - “Single front door initiative” in early stages of progression.

- Explore LCR tourism levy initiative – discussions currently ongoing with Steve Rotheram for taking this forward.

4.3 Position the LCR as a creative and tourism development zone as part of the sector deal. All stressed the importance that LCR should be “project ready” in particular around the narrative, project coordination and required resources (marketing, strategy, leadership, commercial performance delivery). PS and SWM are currently discussing LCR enterprise zone opportunities.

4.4 BP stressed the importance of attracting mid-week visitors and competing with other UK cities for business tourism. A bedroom tax or voluntary bedroom tax could help to increase our competitiveness.

5. Visitor Economy Skills for Growth Action Plan

5.1 RT congratulated members on VE skills progress, in particular the VE week initiative and the VE Passport Scheme. VE SFGA is recognised as having the most implementation and is a model they are trying to replicate for other sectors.

5.2 Currently revising the VE SFG plans, with a focus on:

- What worked well
- Challenges and what didn't work well
- Next steps and improvements

5.3 LCR has a strong track record of delivering high quality apprenticeships however recent government reforms have made this difficult for businesses to continue. Employment and Skills team have launched a plan to further grow apprenticeships with a focus on higher/degree-level apprenticeships.

5.4 All agreed resources are tight and support for Passport and VE week

are already stretched, an improved structure is required for sustainability.

- 5.5 MD suggested giving apprentices work opportunities with other businesses to upskill individuals has been successful.
- 5.6 All agreed there should be more focus on innovation and digital skills across the sector to further enhance the digital experience for LCR visitors. RT informed members that the Employment and Skills team are currently exploring this.

6. KPI's

- 6.1 A decrease in conference accommodation bookings could be due to direct hotel bookings rather than through the Liverpool Convention Bureau.
- 6.2 All agreed additional time is required to review research and intelligence data.
- 6.3 It is important that as a sector we are strategically responsive to future horizons and ensure we capitalise on 2018 programme.
- 6.4 All agreed capturing feedback on research and intelligence data at the LCR members meeting would be beneficial and explore how we improve statistics by working with LCR partners.

*LEP to provide
explore potential
dashboard/ trend
analysis for future
KPI reporting*

7. AOB

- 7.1 LCR Tourism Awards takes place on May 24, reduced price tickets available until Apr 13.

