

Minutes of Visitor Economy Board Meeting

12 June 2018 – 2pm

Marketing Liverpool

PRESENT	IN ATTENDANCE	APOLOGIES
Sara Wilde McKeown (SWM) – Chair	Professor Alan McGregor	Mark Basnett (MB)
Bill Addy (BA)	Peter Sandman (PS)	Chris Brown (CBr)
Lynn Ben-Yousef (LB)	Steve Sherlock (SS)	Liz Chandler (LC)
Stephen Roberts (SR)		Miles Dunnett (MD)
Lorna Tyson (LT)		Claire McColgan (CM)
Edward Perry (EP)		Mark Povall (MP)
Ben Williams (BW)		Bob Prattey (BP)
		Enda Rylands (ER)

- | 1. Welcome and introductions | Actions |
|--|----------------|
| 1.1 Welcome and apologies noted as above. | |
| 1.2 SWM introduced Professor Alan McGregor. | |
|
2. Minutes of meeting held in March and matters arising | |
| 2.1 The minutes of the last meeting were agreed by all. | |

3.0 Visitor Economy Skills for Growth Agreement

3.1 AM presented findings for the revised Skills for Growth Agreement strategy based on workshops with VE Skills Strategy Group (18 interviews), review of data and documents.

3.2 Main points were as follows:

- Need to grow numbers entering VE relevant education + skills provision.
- Proportion of young people leaving education and skills provision who are work-ready and sector-aware must grow.
- More school's engagement by more high-profile VE employers.
- Map and market different learning pathways into VE employment to grow and diversify workforce.
- Develop with employers more shared apprenticeship and traineeship provision, + source funding.

3.3 Develop Implementation Plan which:

- Scopes out and expand number of actions.
- Designs detail of actions with small joint employer/provider teams.
- Put in place appropriately funded Project Management resource

3.4 VEB members gave AM feedback on findings. Main points as follows:

- All agreed pre- degree level age is a problem for employers in recruiting young people with the right skills and attitude.
- Recruitment of high quality chefs remains an issue and many chefs within LCR are being promoted to levels beyond their capabilities.
- Both employers and young people are unsure what pathways are available with regards to traineeships, apprenticeships etc. Employers are also being approached by an overwhelming number of skills providers. Employers need one organisation to approach for all skills related activity - such as a skills hub.

3.5 Employers are beginning to develop their own traineeships as a way of investing in young people and this helps drive down recruitment costs and retains staff.

3.6 It is imperative that we use the good practice businesses as examples to all employers as negative experience can defer young people from entering the industry altogether.

3.7 **Next steps**

- 3.8 Identify resource available at Combined Authority to support the implementation for the SfGA priorities
- 3.9 Identify existing employers and institutions with a significant interest in skills and training for young people.
- 3.10 Submit recommendations to the Combined Authority.

4. KPI's

- 4.1 SS gave an overview of KPI's and noted accommodation data did not include Knowsley or Liverpool.
- 4.2 Key points were as follows:
- 4.3 Seasonality trend data could help identify when to increase destination marketing campaigns.
- 4.4 BA noted Bold Street visitor numbers have decreased due to the increase in popularity of the Baltic area.
- 4.5 SWM suggested more information on website traffic would be beneficial including where consumers are being directed from – webpages or social media, articles, third party sites.
- 4.6 High visitor numbers to the Terracotta Warrior exhibition have been positive for the City in general
- 4.7 Additional research on visitor postcode data would be beneficial to compare general profile of visitors.
- 4.8 Monthly KPI's would enable us to demonstrate value of using data and articulate our performance as a sector.
- 4.9 Attractions data are largely City based – not City Region.

*PS to liaise with Paul
Smith to include
Cathedral in data*

5. Visit Britain official visit

- 5.1 SWM noted a very successful visit from VB. A letter of thanks has been written to Steve Rotheram from VB.
- 5.2 LCR stakeholders took the opportunity to volunteer what a sector deal presents and its benefits to the local region. A case study will be submitted to VB outlining this in more detail such as seasonality,

*PS to write a brief for
feasibility study.*

intervention, LCR's approach to skills, dispersal, governance and structure and our internationalisation strategy.

- 5.3 VB raised their concerns regarding a tourism levy within LCR as this could negatively affect competitiveness. All agreed extensive consultation and debate within the region will take place first and a public and private governance was required to ensure a united approach.
- 5.4 PS is liaising with VB on actions resulting from the meetings.

6. Marketing agency review

6.1 Key points were as follows:

Share presentation to VEB members.

6.2 Centralised marketing function for VE & the wider 'place' proposition is the desired delivery model.

Circulate Destination marketing paper

6.3 The funding model would be predicated on an SLA with Liverpool (and other LAs) whereby it would invest in a central LCR function.

6.4 A new VE destination marketing strategy has been developed for Liverpool (and the wider LCR). Increased private sector funds will be forthcoming if we move to an agency based approach and delivery arrangements are fit for purpose

6.5 As endorsed by the CA in April 2018, VEB priorities include: -

- Creation of LCR VE/Place marketing agency using SIF Investment
- Recommended governance arrangements
- Development of a new commercial model to deliver the LCR destination marketing strategy within 3 years.

6.6 Next steps

- Feedback to CA and LEP based on VEB endorsement
- Establish CA progress on wider place marketing agency for the LCR and creation of LEP/CA joint venture
- Consultation with Liverpool City Council & LCR LAs
- HR implications need to be established.

6.7 All agreed benchmarking against European/ international DMO structures would be beneficial.

6.8 SWM to engage the LEP regarding marketing contract and engage with CA with option for creating a JV for a destination marketing agency. Once established, dialogue with LCC is required.

7. Major Events update

7.1 The Major Events Group meetings has resumed after a period of absence. Key points are as follows: *Circulate MEG minutes*

- BW from ACC will chair of the Major Event Group
- The catalyst for this was to review events calendar post 2018 and identify seasonality trends and address any gaps
- The MEG will act as an Advisory group to the VEB
- The group aims to develop cultural partnerships.
- MEG to assist in the development of bids – both domestically and internationally
- Resurrect the events calendar to 2024 and include bids

7.2 All approved resurrecting the MEG and suggested the group should be representative of the City Region.

7.3 A rugby world cup Liverpool bid has been submitted – St Helens will bid separately

8. AOB

None.