

Minutes of Visitor Economy Board Meeting

15th October 2019 – 2pm

Liverpool ONE

PRESENT

Laura Pye (Chair)

Edward Perry (EP)

Bill Addy (BA)

Claire McColgan (CM)

Lynn Ben-Yousef (LB)

Liz Chandler (LC)

Steven Connolly (SC)

Bob Prattey (BP)

IN ATTENDANCE

Peter Sandman (PS)

APOLOGIES

Mark Basnett (MB)

Stephen Roberts (SR)

Peter Hampson (PH)

Chris Brown (CBr)

John Irving (JI)

Paul Askew (PA)

1. Welcome and apologies

Actions

1.1 Welcome and apologies noted as above.

2. Minutes of meeting held on 23rd July and matters arising

2.1 There were no actions arising from the VEB on 23rd July.

3. VEB Priorities

3.1 PS talked through the Visitor Economy Board Priorities presentation. Included the Strategies and Investment from 2014 through to 2025. Progress to date around Strategy, Investment and Skills. Identifying the future priorities.

3.2 Discussion around 'Place' ensued, and whether the wording of 'Visitor Economy' describes our message. All agreed the strong connections between – Tourists, Community, Workforce and

Companies/Investors. Further conversation between LP, PS and Aileen Jones from the CA was needed to establish how the sector can be used to drive the 'Place' priorities within the Local Industrial Strategy (LIS).

- 3.3 The Board agreed there needs to be a clear narrative around how tourism and culture combine and contribute to 'Place' building in terms of developing and caring for local attractions/amenities/infrastructure, managing growth and broadening careers horizons/opportunities. This in turn will help to create opportunities for investment and enhancing the lives of residents as well as visitors.

PS, LP, Aileen

The draft LIS will be written for the first quarter 2020. LC and PS confirmed that work is ongoing with the CA to develop the relationship between the VE sector priorities & the LIS as per the above.

PS

It was agreed that Aileen will attend the next Board meeting in December to update.

- 3.4 The Board discussed eight priorities and actions (included in the presentation). The main areas of agreement and discussion were as follows:-

Point 3 - VE Board are advocating the approach to an independent marketing agency and having oversight of place and destination marketing more broadly. This will be picked up with Tony Reeves, LP and PS when they meet in November.

Point 4 - All agreed an oversight of DM and Business Tourism SIF. However, this also includes oversight of the Major/Transformational Events Group.

Point 5 - VE Board are advocating the need for a Visitor Charge as a means of sustaining funding over the long term. It also advocates the City wide bid pilot as the legislative vehicle for the collection of these funds with the appropriate oversight/influence from VEB. The SIF projects will help inform how these arrangements will work.

Point 7 - The board agreed to consider and come back with their top 5 priorities, which needs to in the context of where we need to exert influence to sustain growth – transport & digital infrastructure, hotels etc.

It was agreed that the presentation would be amended and shared with the board (see attached). The priorities under point 7 will be discussed at the next board meeting.

All Dec 17th

4. Tourism Sector Deal Update

- 4.1 As per the update, PS advised the group that implementation of the Tourism Sector Deal has been delayed due to the other the other priorities of Central Government and the interim spending review. There was no further update to the process for establishing Tourism Zones following the Visit Britain Conference in September.

PS advised that the likely timescale for development would be early in the New Year in advance of the next spending review planned for spring 2020. The advice being given by DCMS and Visit Britain was to proceed with initial planning as to how the City Region would establish itself as a Tourism Zone. A critical element of this will be inclusion in the Local Industrial Strategy based on the work PS is already progressing with the CA.

PS

5. KPI's Update

- 5.1 KPI update given to group, following discussion with BA, PS will advise how footfall data is collected. PS also advised that it was not possible to provide individual breakdown of hotel performance unless specific research was conducted.

PS

CM also agreed to send PS stats from Liverpool Occupancy based on the evaluation of major events in 2018.

CM

PS Confirmed Mills Media have been appointed to run the Tourism Awards 2020.

6. Local Industrial Strategy

- 6.1 This was covered within the Priorities presentation.

7. AOB

- 7.1 None.

8. Date & Time of Next Meeting

17th December 2pm at Merebrook House.