

**Minutes of Visitor Economy Board Meeting**

**17<sup>th</sup> December – 2pm**

**Merebrook House**

<b>PRESENT</b>	<b>IN ATTENDANCE</b>	<b>APOLOGIES</b>
Laura Pye (Chair)	Peter Sandman (PS)	Mark Basnett (MB)
Bob Prattey (BP)	Steven Hesketh (SH)	Liz Chandler (LC)
Bill Addy (BA)	Adrian Nolan (AN)	Steven Connolly (SC)
Peter Hampson (PH)		Edward Perry (EP)
Lynn Ben-Yousef (LB)		John Irving (JI)
Chris Brown (CBr)		Paul Askew (PA)
Stephen Roberts (SR)		Claire McColgan (CM)

- |                                                                                                                                                                                                                                                           | <b>Actions</b> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>1. Welcome and apologies</b>                                                                                                                                                                                                                           |                |
| 1.1 Welcome and apologies noted as above.                                                                                                                                                                                                                 |                |
| <b>2. Minutes of meeting held on 15<sup>th</sup> October and matters arising</b>                                                                                                                                                                          |                |
| 2.1 Actions to be covered within the agenda                                                                                                                                                                                                               |                |
|                                                                                                                                                                                                                                                           |                |
| <b>3. VE Structures and flow charts</b>                                                                                                                                                                                                                   |                |
| 3.1 LP talked through the slide to articulate where the VE board sits in terms of influencing and decision-making across the workstreams and their accountability into the LEP board. All agreed with priorities as they are set out in the presentation. |                |

There was also agreement that through Laura, these priorities will form the basis for influencing thought the main LEP Board and in turn the

Combined Authority.

- 3.2 The group discussed the range of boards and work groups regarding the sector. While the majority had clear purpose in terms of governance of funded projects, or as result of district priorities, BP suggested that the Major Events Group should be dissolved. As such, the VEB would play a greater role in influencing the City Region's events strategy and funding (as per the agreed priorities) to secure transformational events.
- 3.3 PS advised that discussions around this were taking place with the Combined Authority's investment service. This could involve allocating an amount of Strategic Investment Funding to support the development of such events that align with the city region's wider growth objectives. Such investment would almost certainly need to be matched by other sources, leverage other sources of funding and establish a very clear commercial case.

The process also needed to be developed in conjunction with the City Region's cultural and sporting sectors and involve the Cultural Partnership. LP also confirmed that a criteria for funding would need to be agreed between VE board and Cultural Partnership, to provide more help with strategical planning for the city.

*LP & PS*

#### **4. Top 3 Priorities**

- 4.1 Each board member talked through their top priorities;  
EP – Clear and identifiable role for the sector within the Local Industrial Strategy. Also support for the Destination Marketing project being progressed through SIF and an independent marketing agency.

PH - Local Industrial Strategy, Tourism Zone and Destination Marketing & Business Tourism SIF projects. Greater focus on dispersal to the wider LCR and access to capital funding – private & public sector.

CB – Advancing the sector's role in supporting the City Region's wider Place and Place Making priorities over the next 10 years. Added to this was the need to consider the role of the sector in attracting/acquiring talent and improving transport and digital connectivity.

BA – As above, but with emphasis on sustaining funding/investment over the longer term and investment in connectivity and skills etc.

BP – Repurposing VE Strategy to align with emerging opportunities, continue to prioritise investment through the CA and BID, plus greater influence at national level to influence local competitiveness in international business events markets.

SH – Destination marketing, subvention, skills agenda, future proofing place and transport.

SR – Air bnb, potential threat to the City through negative PR. Creative & Digital, Tourism and BID.

LBY – Skills and greater involvement/support from St Helens Council.

## 5. Local Industrial Strategy/Sector Deal

- 5.1 Adrian Nolan presented the latest version of the LIS. He advised that following fresh direction from Government, it appeared the Local Industrial Strategies were no longer a priority. As such further guidance will be sought over the coming months. For the City Region, the alternative will be to repurpose the LIS into a new economic strategy for the LCR geared to delivering the Metro Mayors priorities.

The presentation is attached to these minutes and the VEB supported the inclusion of the Visitor Economy within the place section of the strategy. PS will work with AN/CA regarding revisions to content to ensure there is alignment with the tourism sector deal.

AN spoke about the key challenges around social deprivation and being the home of the most inclusive economy in the UK. LP raised that Liverpool is not unique, very similar to Bristol and that is actually a 'Labour policy' across the UK. Advised to be careful around claiming that Liverpool are the only place to have thought of this.

A clear narrative was also required to distinguish between 'Culture' and 'VE', and their overall contribution to place.

### Next steps;

- To continue the initial drafting process in conjunction with PS. PS/LP
- Share with Key Stakeholders on progress
- Await clarification from government
- Strategy to be launched in March

## 6. VE Projects Update & KPI's

- 6.1 PH to send through footfall data for Southport to be included as a measure on future KPI reports. PH

PS also reminded the group that the LCR Tourism Awards would be taking place on 17<sup>th</sup> January and Visitor Economy Week between the 3<sup>rd</sup> – 6<sup>th</sup> February 2020.

In terms of the destination marketing SIF project, the PS agreed to resend his email to Tony Reeves following a meeting with LP to discuss the role of Marketing Liverpool within the project. CB agreed to follow up as needed. PS/CB

## 7. LEP Board Feedback

LP talked through the last LEP Board meeting held at the end of November in St Helens and reported that:-

- The majority of SIF business growth funding has now been committed. LP
- The LIS was presented to the board, which in turn prompted discussion regarding the role and inclusion of VE and Culture.
- The LEP was recruiting new members for a skills and employment boards.
- The City Region's skill broker service will also be relocated to the Growth Platform.
- Good Business Festival will take place in October 2020. LP agreed to share the slide deck with board to provide greater detail on the event.
- LP is also meeting with the Digital & Creative sub board given the cross over with Skills and Place.
- LP will also consider how the VE board can formerly update the LEP board

## 8. AOB

- 8.1 SH confirmed Kate Nicholls (CEO of UK hospitality) will be attending the VE Week launch and a separate lunch event

## 9. Date & Time of Next Meeting

14<sup>th</sup> January 2pm - ACCL