

**Minutes of Visitor Economy Board Meeting
12 December 2017 – 2pm
The Lyceum, Port Sunlight Village**

PRESENT

Sara Wilde McKeown (SWM) – Chair

Bill Addy (BA)

Lynn Ben-Yousef (LB)

Chris Brown (CBr)

Liz Chandler (LC)

Edward Perry (EP)

Mark Povall (MP)

Bob Pratley (BP)

Stephen Roberts (SR)

Lorna Tyson (LT)

IN ATTENDANCE

Mark Basnett (MB)

Peter Sandman (PS)

APOLOGIES

Miles Dunnett (MD)

Claire McColgan (CM)

Andrea Nixon (AN)

Enda Rylands (ER)

1. Welcome and introductions

1.1 Welcome and apologies noted as above.

2. Minutes of meeting held in March and matters arising

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

Actions

3. **Port Sunlight Village Trust (PSVT) presentation**

3.1 Paul Harris gave members an overview of PSVT strategic planning, new operating and financial model and future themes.

3.2 Key points are as follows:

- 300k visitors per year
- £3.5m turnover
- 5 year strategy in place from April 2018
- North West Research commissioned to undertake research project including benchmarking, customer spend and visitor demographics
- PSVT are reviewing new income streams
- Planning approved for 12 new townhouses

4. **Funding update**

4.1 PS presented VE funding matrix as requested at VEB meeting in September.

4.2 PS highlighted the SIF applications is due to be resubmitted in January/February due to queries from appraiser.

4.3 Delay in progressing may be due to availability of revenue fund. MB to raise concerns to CEX's and endeavour to speed up the process.

4.4 All felt there is a currently a resource issue in tracking and converting funding opportunities across the City Region. It is also unclear which organisations are linked to specific funds/projects.

4.5 MB noted that the CA have identified this issue and will be acquiring additional resources.

4.6 SWM noted this issue is forming part of the discussions she is having with Steve Rotheram in her role as special advisor for the sector. To progress this, the LEP are also working with a range of LA partners to identify projects that can be prioritised as and when the funding opportunities arise. This is likely to cover SIF as well as the various strands of Government, Trans National and Lottery Funding.

4.7 CB reported that ML have been successful in securing £1m from Visit England's Discover England Fund. The project application was approved on 11.12.17 and will centre on the collective promotion of the cultural offers of Liverpool, Leeds, Manchester, Newcastle and Hull to the Nordic countries.

A paper detailing how this project will be progressed will be circulated.

5. **VE Investment strategy update**

- 5.1 A meeting in Newcastle will take place in January 2018 to review NGI's.
- 5.2 The LEP and ML are working through LVEN to produce a new destination marketing strategy for Liverpool. The focus will be on developing domestic and overseas staying visitor markets following a detailed programme of market appraisal. The intention is to use this as the catalyst to secure greater investment from the private sector and short-term investment from the public sector (through SIF). It will also provide the basis for new delivery arrangements given that the existing destination marketing contract with ML is due to expire in June 2018.
- 5.3 CA have appointed a Commercial Investment Director.
- 5.4 Tourism has been prioritised by Central Government for a sector deal that is linked to the industry strategy. As such the LEP and Sara are speaking to the Metro mayor re the creation of a tourism zone across the City Region.

6 **KPI's**

- 6.1 All to send comments on KPI's to PS.

7. **AOB**

- 7.1 VEB 2018 dates – Tuesdays at 2pm
 - March 20
 - June 12
 - September 18
 - December 11