

## Coastal Tourism Leadership Forum

<b>Location:</b>	VisitEngland, 1 Victoria St, Westminster, London SW1H 0ET																													
<b>Date &amp; Time:</b>	Tuesday, 17 <sup>th</sup> October 1-3.30pm																													
<b>Attendees:</b>	<table border="1"> <tr> <td>Alan Denby (AD)</td> <td>Torbay Development Co. / Heart of SW LEP</td> </tr> <tr> <td>Carolyn Custerson (CC)</td> <td>English Riviera (Chair of Coastal Destinations Advisory Group)</td> </tr> <tr> <td>Andrew Stokes (AS)</td> <td>VisitEngland</td> </tr> <tr> <td>Karoline Andrew (KA)</td> <td>DCMS</td> </tr> <tr> <td>Jude Leitch (JL)</td> <td>Northumberland Tourism (Chair of Rural Destinations group)</td> </tr> <tr> <td>Nicola Radford (NR)</td> <td>Coastal Communities Alliance</td> </tr> <tr> <td>Sheron Crossman (SC)</td> <td>National Coastal Tourism Academy</td> </tr> <tr> <td>Dru Bryan (DB)</td> <td>Gosh PR</td> </tr> <tr> <td>Martin-Christian Kent (MCK)</td> <td>People 1<sup>st</sup></td> </tr> <tr> <td>Sally Shallam (SS)</td> <td>Journalist</td> </tr> <tr> <td>Samantha Richardson (SR)</td> <td>National Coastal Tourism Academy</td> </tr> <tr> <td>Tim Wardley (TW)</td> <td>National Piers Society</td> </tr> <tr> <td>Anke Monestel (AM)</td> <td>VisitEngland</td> </tr> <tr> <td>Jason Freezer (JF)</td> <td>Facilitator</td> </tr> </table>		Alan Denby (AD)	Torbay Development Co. / Heart of SW LEP	Carolyn Custerson (CC)	English Riviera (Chair of Coastal Destinations Advisory Group)	Andrew Stokes (AS)	VisitEngland	Karoline Andrew (KA)	DCMS	Jude Leitch (JL)	Northumberland Tourism (Chair of Rural Destinations group)	Nicola Radford (NR)	Coastal Communities Alliance	Sheron Crossman (SC)	National Coastal Tourism Academy	Dru Bryan (DB)	Gosh PR	Martin-Christian Kent (MCK)	People 1 <sup>st</sup>	Sally Shallam (SS)	Journalist	Samantha Richardson (SR)	National Coastal Tourism Academy	Tim Wardley (TW)	National Piers Society	Anke Monestel (AM)	VisitEngland	Jason Freezer (JF)	Facilitator
Alan Denby (AD)	Torbay Development Co. / Heart of SW LEP																													
Carolyn Custerson (CC)	English Riviera (Chair of Coastal Destinations Advisory Group)																													
Andrew Stokes (AS)	VisitEngland																													
Karoline Andrew (KA)	DCMS																													
Jude Leitch (JL)	Northumberland Tourism (Chair of Rural Destinations group)																													
Nicola Radford (NR)	Coastal Communities Alliance																													
Sheron Crossman (SC)	National Coastal Tourism Academy																													
Dru Bryan (DB)	Gosh PR																													
Martin-Christian Kent (MCK)	People 1 <sup>st</sup>																													
Sally Shallam (SS)	Journalist																													
Samantha Richardson (SR)	National Coastal Tourism Academy																													
Tim Wardley (TW)	National Piers Society																													
Anke Monestel (AM)	VisitEngland																													
Jason Freezer (JF)	Facilitator																													
<b>Apologies:</b>	<table border="1"> <tr> <td>Anya Chapman (AC)</td> <td>Bournemouth University / National Piers Society</td> </tr> <tr> <td>Denis Wormwell (DW)</td> <td>Chair, VisitEngland</td> </tr> <tr> <td>Fernanda Balata (FB)</td> <td>New Economics Foundation</td> </tr> <tr> <td>Mark Wileman (MW)</td> <td>Hertz</td> </tr> </table>		Anya Chapman (AC)	Bournemouth University / National Piers Society	Denis Wormwell (DW)	Chair, VisitEngland	Fernanda Balata (FB)	New Economics Foundation	Mark Wileman (MW)	Hertz																				
Anya Chapman (AC)	Bournemouth University / National Piers Society																													
Denis Wormwell (DW)	Chair, VisitEngland																													
Fernanda Balata (FB)	New Economics Foundation																													
Mark Wileman (MW)	Hertz																													

### Summary of Actions

Action	Who	By when
*** Carried over - VisitEngland to provide update on changed to business support	AS	Next meeting
*** Carried over - Destination advisory groups to review what destinations need to shape and encourage investment and change	CC/JL	Next meeting
*** Carried over - Send 50 word bio and colour headshot to <a href="mailto:sheron.crossman@coastaltourismacademy.co.uk">sheron.crossman@coastaltourismacademy.co.uk</a>	ALL	ASAP
Provide contact Jason Parry	CC	ASAP
Forward Whitbread and Weatherspoons contacts	MCK	ASAP
Provide update at a future meeting on VE customer work	AM	Future meeting
VE to report back on VB marketing campaign and the coastal content	AS	Next Meeting
Circulate a paper of CCA priorities when signed off	NR	When ready

#### Contact

01202 962 566

admin@coastaltourismacademy.co.uk

coastaltourismacademy.co.uk

#### Location

EB604 Executive Business Centre

89 Holdenhurst Road

Bournemouth BH8 8EB

Circulate dates for cultural events on the coast	NR	
Introduce AD to Anthony Pickles from VisitBritain	AM	ASAP
AD to update SR / JF after discussions and DCLG and MPs	AD	
Arrange discussion with Stephen Darke (DCMS) about AD's work to date and Tourism Sector deal proposal	SR	ASAP
Arrange conference call on next steps with AD/FB/ AC	SR	
Depending on outcomes of above CTLF to draft a letter of support to minister	JF	
Circulate NCTA research to VisitBritain marketing and research teams	SR/SC	ASAP
Arrange a meeting with VB and with destinations group(s) to discuss PR and Comms work	SR	ASAP
Review the Heritage Cities model and present back to the group next meeting.	JF	Next Meeting
Provide further information about the WIRE and the college accreditation scheme. <i>Post meeting note: MCK updated his presentation with further information as attached</i>	MCK	Done
Circulate doodle poll for a date in January	SR	ASAP

**Contact**

01202 962 566

admin@coastaltourismacademy.co.uk

coastaltourismacademy.co.uk

**Location**

EB604 Executive Business Centre

89 Holdenhurst Road

Bournemouth BH8 8EB

## Notes

### 1. Welcome, minutes and actions previous meeting

JF opened the meeting with a reminder of the purpose of the Coastal Tourism Leadership Forum (CTLF) to drive forward the Coastal Visitor Economy Vision.

The following actions were agreed to be carried forward to the next meeting

<i>VisitEngland to provide update on changed to business support</i>	AS
<i>Destination advisory groups to review what destinations need to shape and encourage investment and change</i>	CC/JL
<i>Send 50 word bio and colour headshot to <a href="mailto:sheron.crossman@coastaltourismacademy.co.uk">sheron.crossman@coastaltourismacademy.co.uk</a></i>	ALL

#### Outstanding actions were discussed:

*CTLF members* – identified the need for more private sector representation on the CTLF, in particular representation from hospitality businesses

### Regular agenda items

#### 2. National update

##### *Discover England Fund (DEF)*

SR gave Discover England Fund England's Coast project update.

AS said there was likely to be another round of test and learn projects next year.

He pointed out the coast had done well from DEF projects and suggested relevant projects worked together for maximum outputs

AS said another call for research was likely

##### *Tourism Council*

Tourism Council has been reduced in size and the NCTA is no longer a member. SR, however, now has regular conversations with DCMS Head of Tourism Stephen Darke.

##### *Industrial Strategy*

Tourism Sector deal paper has been published by VisitBritain and is with DCMS ministers for review and support. It would then be presented to BEIS for discussion.

AS said the priority areas were broad which would give plenty of scope when developed in detail

MCK said there was a need for trade associations to feed in.

##### *VisitEngland*

AM said VE was looking at the customer journey and would update the group at a future meeting

#### **Actions:**

AM to provide update at a future meeting.

#### 3. Update from Coastal and Rural Destinations Group(s)

Rural Group (JL) the focus at last meeting was purely on content, there was a possible lack of understanding of the rural offer. There is not the same understanding of rural issues as there is for the coast, due to the lack of dedicated rural tourism research.

Coastal Group (CC) also focused on content. CC had also attended the content meeting organised by VB where different destinations were represented (rural, coastal, city, heritage).

#### Contact

01202 962 566

admin@coastaltourismacademy.co.uk

coastaltourismacademy.co.uk

#### Location

EB604 Executive Business Centre

89 Holdenhurst Road

Bournemouth BH8 8EB

CC voiced concern on behalf of the Coastal Destinations Group over the lack of emphasis on the coast in VB's three-year Marketing Strategy. CC has been in contact with Claire Mullen who said although coast was not one of the 'buckets' these were not the marketing titles and coast would fit within the broad themes of the strategy

AS in response to CC's concerns said strategy would evolve and the buckets did not reflect the campaigns and there could well be a consumer coast campaign (but no guarantees)

CC believes coast has world-class product that continues to receive investment, so should not be diluted by lack of dedicated communications.

JF highlighted the lack of product knowledge amongst those developing the campaigns and if "coast" was missing then there was a higher likelihood of the coast not being featured. The coast will cut across a lot of segments but could be lost if not front-of-mind.

AS said CC had made good points and he would discuss with Clare Mullen and he will give an update at next meeting

**Actions:**

AS to report back on VB marketing campaign and the coastal content.

**4. Update on Coastal Communities Alliance, CCTs and CCF**

NR provided an update on the work of the Coastal Communities Alliance (CCA), which included work on a Policy paper on the focus of the CCA and a Networks and connections paper, detailing how the CCA works with other groups involved in the coast.

NR advised that the CCTs are updating their economic plans and there is work to create a virtual forum for them all to connect and collaborate. An event is being considered to bring CCTs together to work more strategically.

Coastal Communities Fund will continue to 2022 and will open for applications next year with projects that can commence in 2019. The focus of the next round will be economic development and connection to the CCTs plans.

DCLG team are due to have a meeting with Jake Berry MP, Coastal Communities Minister to update him on coastal issues. NR also advised that Ben Pledger, Deputy Director at BEIS is supportive of the coast.

The Coastal Culture Network (CCN) is reviewing how culture can support coastal regeneration, and has a number of events coming up across the country.

**Actions:**

NR will circulate a paper of CCA priorities when signed off

NR will circulate dates for cultural events on the coast

**5. Enterprise Zones**

***See AD's presentation attached separately***

Torbay work has been developing a proposal focusing on coastal resort regeneration. Evidence suggests that in comparison to cities that there is a concern that coastal towns are considered to be more peripheral. The work undertaken has identified areas where growth is limited; there's a need to work with partners to get coast on the agenda.

**Contact**

01202 962 566

admin@coastaltourismacademy.co.uk

coastaltourismacademy.co.uk

**Location**

EB604 Executive Business Centre

89 Holdenhurst Road

Bournemouth BH8 8EB

AD still needs to have further conversations with Fernanda (Blue New Deal) and Anya (Bournemouth University) to assess the benefits to the coast of the proposal and potential ROI for the scheme.

AD gave the background the background to the initiative – there are issues in Torbay with national relevance; business rates discounting, reduce borrowing interest rate for coastal authorities, LEP involvement. AD felt a conversation was needed with government, and that CCTs should be involved.

Discussion in the group about other potential Coastal EZ, which could include Bournemouth, Sefton or Great Yarmouth. Group felt that this initiative should be locally driven and a scheme that coastal communities can apply to be part of in order to demonstrate the local commitment to change.

SR and AS spoke about the Tourism Sector deal proposal, as part of the Industrial strategy, which has proposed Tourism Enterprise Zones. These could be in any part of the country and should focus on partnerships with LEPs, DMOs etc.

AD is meeting with MPs, DCLG, CCF to drive the coastal enterprise proposal forward and requires additional support, in particular in calculating the potential ROI for the scheme.

It was agreed that the CTLF believe that coastal enterprise zones could significantly enhance the visitor economy on the coast and therefore should continue to support AD with this initiative, however further consideration was needed on the alignment to the Tourism Enterprise Zones proposal as part of the Tourism Sector deal – the group agreed that enterprise zones supports the objectives of the industrial strategy and Coastal Visitor Economy vision and action plan, what was now needed was to establish what would be most receptive by government and how to present the proposal.

Agreed AD should update SR / JF after his meetings with Coastal contacts and SR should follow up with DCMS on Tourism Enterprise Zones.

**Actions:**

AM to introduce AD to Anthony Pickles from VisitBritain

AD to update SR / JF after discussions and DCLG and MPs

SR to have discussion with Stephen Darke (DCMS) about AD's work to date and Tourism Sector deal proposal

SR / AD / AC / FB to have conference call on next steps

Depending on outcomes of above CTLF to draft a letter of support to minister (JF to lead)

**6. NCTA Perceptions Report supported by Hertz UK**

A paper was circulated on key findings. There was general support for the findings.

SR encouraged the CTLF to share the research and confirmed that the highlights would be shared through social media. It was suggested that VB/VE marketing teams should have an overview of the research.

**Actions:**

SR / SC to check that VisitBritain marketing and research teams have received the report

**7. Media Activity and Comms toolkit**

**Contact**

01202 962 566

admin@coastaltourismacademy.co.uk

coastaltourismacademy.co.uk

**Location**

EB604 Executive Business Centre

89 Holdenhurst Road

Bournemouth BH8 8EB

SS and DB tabled papers – proposed press release and a suggested approach.

It was suggested by SS and DB that action rather than spending time on developing complicated strategy was important. SS suggested sending out a press release to the media to get the ball rolling. There could be a round-up of events in the Spring around the coast giving a reason to visit. But event content sent to VB is not necessarily the best content.

SS and DB highlighted that a key issue for any release relates to who takes ownership of media/comms – who will journalists contact for press trips, releases etc. There is also a potential issue of state aid and political fallout - mentioning one particular hotel opening could cause backlash.

The NCTA's role is B2B not B2C, DMOs work with media and NCTA's job to support and empower them.

It was suggested to develop the press release shared with the group into a template for destinations to use, which might avoid the issues discussed and provide greater local engagement. This should be a point of discussion at the next destination group meetings.

There was a suggestion that CTLF could look to the Heritage Cities model where partners contribute a small amount that together becomes a more significant pot for marketing and PR.

**Actions:**

SR to arrange a meeting with VB and with destinations group(s) to discuss the best way forward for this.

JF to review the Heritage Cities model and present back to the group next meeting.

**8. Skills and Career Agenda**

*See MCK's presentation attached separately*

MCK presented a short overview. There was a discussion on the presentation and a number of ideas for the group to take forward

- Hotel take-over could be a good story for the coast during Tourism Week.
- Sector deal is an opportunity and in particular for the NCTA/ coast demonstrating the importance of educating employers, disseminating best practice, colleges to work more closely with industry

Discussion about the number of good quality colleges situated on the coast and their relationships with local businesses e.g. Adnam's sponsors Norfolk College – could more be done to enhance this further

**Actions:**

MCK to provide further information about the WIRE and the college accreditation scheme.

*Post meeting note: MCK updated his presentation with further information as attached*

**9. Next meeting**

SR to circulate doodle poll for a date in January. It was suggested we should meet in a coastal resort (Bournemouth proposed by group) but it was agreed to test this via the doodle poll as attendance of each participant was paramount.

**Contact**

01202 962 566

admin@coastaltourismacademy.co.uk

coastaltourismacademy.co.uk

**Location**

EB604 Executive Business Centre

89 Holdenhurst Road

Bournemouth BH8 8EB