

Coastal Tourism Leadership Forum - One

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| Location: | VisitEngland, Sanctuary Buildings, 20 Great Smith Street, London SW1P 3BT | | | | | | | | | | | | | | | | | | | | | | | | |
| Date & Time: | Tuesday, 1 st August 2-4pm | | | | | | | | | | | | | | | | | | | | | | | | |
| Attendees: | <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Alan Denby (AD)</td> <td style="width: 50%;">Torbay Development Co. / Heart of SW LEP</td> </tr> <tr> <td>Andrew Stokes (AS)</td> <td>VisitEngland</td> </tr> <tr> <td>Anya Chapman (AC)</td> <td>National Piers Society / Bournemouth University</td> </tr> <tr> <td>Carolyn Custerson (CC)</td> <td>English Riviera (Chair of Coastal Destinations Advisory Group)</td> </tr> <tr> <td>Fernanda Balata (FB)</td> <td>New Economics Foundation</td> </tr> <tr> <td>Jason Freezer (JF)</td> <td>NCTA / Bright Side Tourism consulting</td> </tr> <tr> <td>Jude Leitch (JL)</td> <td>Northumberland Tourism (Chair of Rural Destinations group)</td> </tr> <tr> <td>Mark Wileman (MW)</td> <td>Hertz</td> </tr> <tr> <td>Dru Bryan (DB)</td> <td>Gosh PR</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>Anna Adrien (AA)</td> <td>VisitEngland</td> </tr> </table> <p><i>This initial meeting was coordinated by Jason Freezer, NCTA</i></p> | Alan Denby (AD) | Torbay Development Co. / Heart of SW LEP | Andrew Stokes (AS) | VisitEngland | Anya Chapman (AC) | National Piers Society / Bournemouth University | Carolyn Custerson (CC) | English Riviera (Chair of Coastal Destinations Advisory Group) | Fernanda Balata (FB) | New Economics Foundation | Jason Freezer (JF) | NCTA / Bright Side Tourism consulting | Jude Leitch (JL) | Northumberland Tourism (Chair of Rural Destinations group) | Mark Wileman (MW) | Hertz | Dru Bryan (DB) | Gosh PR | Sally Shallam (SS) | Journalist | Samantha Richardson (SR) | National Coastal Tourism Academy | Anna Adrien (AA) | VisitEngland |
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| Samantha Richardson (SR) | National Coastal Tourism Academy | | | | | | | | | | | | | | | | | | | | | | | | |
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| Apologies: | <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Denis Wormwell (DW)</td> <td style="width: 50%;">Chair, VisitEngland</td> </tr> <tr> <td>Ellen Mackrill (EM)</td> <td>DCMS</td> </tr> <tr> <td>Nicola Radford (NR)</td> <td>Coastal Communities Alliance</td> </tr> <tr> <td>Martin-Christian Kent (MCK)</td> <td>People 1st</td> </tr> <tr> <td>Matthew Thompson (MT)</td> <td>Fifteen Cornwall</td> </tr> <tr> <td>Phil Evans (PE)</td> <td>Eastbourne</td> </tr> <tr> <td>Vince Flower (VF)</td> <td>Bays Hotels / Shearings</td> </tr> </table> | Denis Wormwell (DW) | Chair, VisitEngland | Ellen Mackrill (EM) | DCMS | Nicola Radford (NR) | Coastal Communities Alliance | Martin-Christian Kent (MCK) | People 1 st | Matthew Thompson (MT) | Fifteen Cornwall | Phil Evans (PE) | Eastbourne | Vince Flower (VF) | Bays Hotels / Shearings | | | | | | | | | | |
| Denis Wormwell (DW) | Chair, VisitEngland | | | | | | | | | | | | | | | | | | | | | | | | |
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Action Points

| Action | Responsible for delivery | By When |
|---|-------------------------------|--------------------------|
| Regular agenda item to be added to CTLF going forward for an update from the Coastal/Rural Advisory Groups | NCTA | On-going |
| Please send all suggestions / contacts to SR samantha.richardson@coastaltourismacademy.co.uk | ALL | ASAP |
| Nominations for Chair person of the CTLF to be sent to SR | ALL | ASAP |
| <i>Prepare insight for next CTLF on how it can help make Coastal Enterprise Zones a reality.</i> | AD/FB/AC | Next meeting |
| Agenda item for next meeting for People 1st / DCMS to share update on skills initiatives currently underway (e.g. #mytourismjob and apprenticeship changes). In particular to reflect on how the CTLF could support their work. | People 1 st / DCMS | Next meeting |
| <i>VisitEngland to provide update on changed to business support destination advisory groups to review what destinations need to shape and encourage investment and change</i> | AS | Next meeting if possible |
| <i>Share NCTA perceptions report as soon as it's available and present research at destination groups to start discussions in destination groups of how to address the issue – which can be presented at next CTLF</i> | CC/JL | Next meeting |
| <i>Share NCTA perceptions report as soon as it's available and present research at destination groups to start discussions in destination groups of how to address the issue – which can be presented at next CTLF</i> | SR | ASAP |
| <i>Present an update on CCF and CCTs as well as the current work of CCA at next meeting. This was also requested as a standing item on the agenda.</i> | NR | Next meeting |
| <i>Review the action on Press activity and the communications toolkit action with a view to report back on what these actions mean in reality (i.e. what needs to happen) and what the CTLF can do</i> | SS/DB | Next meeting |
| Share doodle poll and all to respond ASAP. | SR | With meeting notes |
| Send 50 word bio and colour headshot to sheron.crossman@coastaltourismacademy.co.uk | ALL | ASAP |
| Disseminate boilerplate text for use on LinkedIn | SC | ASAP |

MINUTES NOTES TUESDAY 1 AUGUST 2017

1. Welcome and introductions

JF welcomed everyone and set out the meeting's objectives

2. Terms of reference and membership (document attached)

JF described the purpose of the group and emphasised the potential of the CTLF group to feed into the Tourism Industry Council and possible future ministerial groups or inquiries.

CC queried the possibility of duplication with VE's Coastal Destinations Group. SR explained the need for a wider group with public and private sector representation and how the destinations group(s) can feed into the CTLF. The VE group's membership is destinations only and focuses on collaborative agenda between VE and the local bodies on the group. The CTLF has a broader remit, membership and scope. They are complementary and the group agreed they should strive to work together and not repeat work.

FB said NEF will be creating a Centre for Coastal Economies so this group was timely to feed into their group as well.

Actions: Regular agenda item to be added to CTLF going forward for an update from the Coastal/Rural Advisory Groups

Terms of Reference (ToR) agreed

Membership

It was acknowledged that there are gaps in member representation particularly from Attractions sector, accommodation and activities.

Representation from British Association of Leisure Piers and Parks Associations (BALPPA), Outdoor Industries Association suggested

JL and AA offered to send contacts on National Trust, English Heritage, RSPB and AONB.

It was agreed that representation was needed from accommodation providers investing in the coast at the present time e.g. Hilton, Harbour Hotels Group, Premier Inn, Travelodge. It was suggested that an independent "home-grown" business might be better to represent the wider needs on the coast (ref the representation of corporate brands on coast). MW offered to send contacts.

Actions: Please send all suggestions / contacts to samantha.richardson@coastaltourismacademy.co.uk

Actions: Going forward the CTLF needs a chair person. JD to be sent out with minutes and JF requested nominations from the group

3. Overview of current state of coastal tourism and Vision (Sam Richardson, NCTA Director)

Overview presented and attached to minutes

4. Discussion: [Coastal Visitor Economy Vision](#):

JF introduced each of the objectives and then opened out to discussion from the group on activity that is already underway and/or key areas of focus

Objective 1. Improving the Visitor Economy to support wider sustainable growth

AD spoke about Coastal Enterprise Zones that he has been exploring – in particular what policies were needed to improve investment on the coast, how do we address town centre challenges? Enterprise Zones in other areas have been revived and some have been successful, but how could these be developed to encourage growth on the coast?

AD agreed to share the work of a report looking at a proposal for the Coastal Enterprise Zone concept at the next meeting.

Action: AD to discuss with FB with a view to presenting back to the CTLF on how it can help make Coastal Enterprise Zones a reality.

SR highlighted the work of the Industrial Strategy consultation which is being coordinated by VisitBritain and will inform a proposal for a Tourism sector deal – the consultation closes on 7th August and proposals will be put forward at the next Tourism Industry Council meeting.

Action: Agenda item for next meeting for VisitEngland / SR to share update on Industrial Strategy proposals.

Objective 2. A quality of experience, distinctive activities and places to visit

SR suggested a skills update is provided by People 1st and DCMS at the next meeting

Action: Agenda item for next meeting for People 1st / DCMS to share update on skills initiatives currently underway (e.g. #mytourismjob and apprenticeship changes.) In particular they should be asked to reflect on how the CTLF could support their work.

CC spoke about improving competitiveness – how can we encourage SMEs to escape their business to see what others do? Cross pollination of ideas

SS: there are lots of great examples in south west, but poorer in north west. We need to ensure cream rises to top, promote best examples and encourage entrepreneurialism.

CC: Too many SMEs sign No Vacancies when they hit VAT threshold.

AS spoke about VisitEngland's change to business inspiration and focusing on those who want to grow and improve.

Action: AS to update on changed to business support from VE at next meeting if changes approved at BTA board in September

JF posed question to the group of how you start that investment and change in a destination, what are the catalysts/ what is required to make a change and can this group help?

Action: CC/JL to have discussion in the destination advisory groups about what destinations need to shape and encourage investment and change

SR highlighted that the NCTA's Discover England Fund application will support many of the actions on this part of the vision.

Post meeting update that the England's Coast DEF project has been approved by VisitEngland.

Objective 3. Working together

JF highlighted that the CTLF was a key deliverable for this part of the vision and combined with the new destination advisory groups could really start to improve collaboration on the coast.

JL requested an update on Coastal Communities Fund (CCF) projects and Coastal Communities Teams (CCT) from the Coastal Communities Alliance (CCA) to understand where were the examples of best practice that could be shared or stories for media

Action: NR to be asked to present an update on CCF and CCTs as well as the current work of CCA at next meeting. This was also requested as a standing item on the agenda.

Objective 4. Presenting a positive image of the coast

SS: the coast needs to be seen as 'open' year round. Weather can be addressed, we do indoor attractions extremely well – museums, art galleries etc and winter coast can be lovely, but we need to change perceptions.

CC cited how useful perceptions research for English Riviera had been to understand why people don't come

SR highlighted NCTA research into Perceptions of non-visitors to the coast currently underway and results due imminently

All agreed this research should be considered to guide future efforts.

Action: SR to share report as soon as it's available and present research at destination groups to start discussions in destination groups of how to address the issue – which can be presented at next CTLF

SR: There's a need for co-ordination of stories around the coast so media space is shared and spread across the year as much as possible

CC/JL: Could we do a mini coast campaign – wildlife/heritage/fishing – outdoor activities?

DB: Rather than long-term, big scale campaign, an immediate quick campaign based on press releases and social media activity could deliver timely and cost effectively

Action: SS/DB were asked if they could review the action on Press activity and the communications toolkit action with a view to report back on what these actions mean in reality (i.e. what needs to happen) and what the CTLF can do.

5. Agree actions, next steps and next meeting date

JF ran through actions agreed and that following presentations at the next meeting of the CTLF the group to identify which ones to focus on.

Agreed that CTLF meetings should happen a few weeks after Coastal and Rural Destination Advisory Groups – therefore next meeting likely to be October – doodle poll to follow once destination groups have confirmed date of next meeting.

Action: SR to share doodle poll and all to respond ASAP.

6. AOB and close

Members agreed to send a picture and short bio for a CTLF page on NCTA website. Members agreed to support the wider communication of the group and its purpose. Suggestions to achieve this included use of Twitter, LinkedIn and any blogs that may be appropriate to use. Boilerplate text will be prepared for CTLF members to use on their LinkedIn profiles will be circulated.

Action: ALL please send 50 word bio and colour headshot to sheron.crossman@coastaltourismacademy.co.uk

SR/SC to disseminate boilerplate text.

Hashtag agreed post meeting was #coastalforum

Meeting closed at 4pm