

Visit Isle of Man Executive Agency Agenda

Date: Wednesday 27th September 2023 2:00-4:00

Venue: St Georges Court

Board Attendees:-

Agency Chair: Ranald Caldwell (RC)

Agency CEO: Deborah Heather (DH)

Political Member: Minister Johnston (TJ)

Board Members: David Curtis- Brignell (DCB), Richard Fletcher (RF), John Keggin (JK),
Connie Lovel (CL), Brett Martin (BM), Leigh Morris (LM), Brian Thomson
(BT), Gary Cobb (GC),

In attendance: Mark Lewin (ML), Lukman Alhassan (Secretariat) (LA) Matthew Gardner (MG)

	Agenda Item	Papers	Owner	Action
VM-33-23	<p>Standing Items:</p> <ul style="list-style-type: none"> • Apologies – LM, JK, BM • Conflicts of Interest - None • Hospitality / Gifts (by exception) - None • Previous Minutes – Agreed • Outstanding Actions - RC conducted a review of the outstanding actions from the previous meeting and the workshop of 20/7/23. 		Chair	
VM-34-23	<p>Updates:</p> <ul style="list-style-type: none"> • Chair <p>RC – On behalf of the Visit Isle of Man agency Board. [REDACTED]</p> <p>[REDACTED]</p> <p>Welcomed Minister Tim Johnston and the new Research and Business Analyst Lukman Alhassan.</p> <p>Made reference to World Tourism Day.</p> <p>Acknowledged Tim Crookall leaving VIoM and now Minister of the Department of Infrastructure. Meeting has already taken place and strong working partnership clearly evident.</p> <p>Acknowledged that until a new VIOM MHK is assigned, Minister Johnston will take on the responsibility as the political member for Tourism & Motorsport.</p> <ul style="list-style-type: none"> • Report and summary on the government conference. • Conversation regarding strategies to enhance retail options around the sea terminal. • Acknowledged and expressed satisfaction that the approval for the Mountain Bike Trail has been granted, with plans and further discussions already in scope • Acknowledged the anticipation of significant developments arising from the Island Infrastructure Scheme. 	Verbal	Chair DH ML BM BT GC	

Pleased to report that discussions are underway with the Department of Infrastructure (DOI) concerning Heritage Rail and Cabinet Office, in connection with the Welcome Center.

- Visit CEO update

Displayed the Government conference video.

Strategies on a new method of managing the 7 key focus areas.

Notification of the upcoming Industry Day scheduled for November 13th at the Villa Marina.

- DfE CEO

ML – Working on strategies to increase Cruise fees.

CL discussed the Heritage Rail review and identified the need for input from Manx Heritage that had not yet been included in the review.

ML recommended that this input should indeed be incorporated into the review process.

Provided update from the government conference.

Digital has seen record levels in gaming.

Digital currently working around the potential for AI.

Collaborating with Business to identify and address visitor preferences for enhancing their experiences on the island.

Treasury will furnish a report in the coming weeks addressing concerns related to the minimum wage.

- Chamber of Commerce, VEF

Not covered as BM was absent.

- Steam Packet

BT – Plan to retain the Mananan vessel in service until the year 2030.

Scheduled a meeting with wind farm consultants to ensure future wind farm installations do not impact sea routes.

- Airport

Not covered as GC was delayed

VM 35-23

Town Centre Strategy

- Hospitality/Retail/Leisure

MG – Presented the survey taken and plans for the local economy strategy.

GC Joined.

RC – Challenges with parking of coaches.

Discussion regarding the leadership of the hospitality sector: ML suggested that the Visit Agency could look at the Jersey model. DH explained DCB and DH had worked with Jersey [REDACTED]

[REDACTED] DH expressed that Hotels are Hospitality as well as restaurants etc.

Presentation

Discussion

MG

Chair

DH

VM 36-23	<p>Business Analyst Review</p> <p>LA – introduced himself and presented a vision for VIoM and the Isle of Man as a whole.</p> <p>Presented the performance dashboard, which clearly indicates that we are on course to surpass our annual visitor target.</p> <p>RC – Pleased to note that the performance dashboard is now under the ownership and management of LA, and it is designed to provide information at both industry and individual levels.</p>	Presentation	LA	BT to provide more data from the steam packet
VM 37-23	<p>Events Review</p> <p>DCB – Challenge of not being able to differentiate between event attendees who are visitors and those who are residents.</p> <p>Currently in the process of developing a new strategy to restructure events.</p> <p>ML – Consider the possibility of hiring a conference representative to assist in attracting and organizing conferences on the island.</p>	Paper	DCB	
VM 38-23	<p>AOB</p> <ul style="list-style-type: none"> • Mountain Bike Trail <p>Agreement secured. Budget has been approved. Currently waiting for the minutes to check for any feedback</p> <p>Next steps being discussed including an expression of Interest (EOI) to leisure and accommodation businesses, encouraging them to explore opportunities associated with South Barrule Plantations.</p> <ul style="list-style-type: none"> • Environmental Levy <p>DH – The levy solution will continue to be developed, with a view to launch next year, however fundamentals are in place in order to ensure we are operationally ready.</p> <ul style="list-style-type: none"> • Sea Services Agreement/VIoM & SPC relationship <p>Impending sea services agreement review and note that VIoM will be inputting into this and it represents a real opportunity to explore growth potential.</p> <p>DH confirmed that there had been a marketing meeting however no plan had been reviewed.</p> <p>DfE and VIoM to discuss what should form the sea agreement.</p> <p>DH and BT to discuss in advance to review VIoM requirements for Steam Packet</p>		DH DH Chair/DH	DH and BT on VIoM requirements for Steam Packet
	<p>Next Meeting Date: Tuesday 14th November 9.30-12:30</p> <p>Proposed Future Dates: January 25th 2024 9.30 -12.30 April 25th 2024 9.30 – 12.30</p>			
	Close			

Additional Papers for information/noting

- **Operational & Strategy Update (including July Visit Workshop)**
- **Performance Management DASH Board**
- **Q4 Activity Plan**
- **Q2 Passenger Survey**
- **DRAFT TOR**