

Visit Isle of Man Executive Agency Minutes

Date: Monday 16th January 2023 14:00 – 17:00

Venue: DfE Boardroom, St George’s Court

Board Attendees:-

Agency Chair: Ranald Caldwell (RC)

Agency Head: Angela Byrne (AB)

Political Member: Tim Crookall (TC)

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

In attendance: Mark Lewin (ML), Laura Dalton (LD)

Katy Ashwell (Secretariat) (KA)

Minister Lawrie Hooper (LH)

Paul Phillips (PP)

	Agenda Item	Papers	Action
VM-01-23	<p>Standing Items:</p> <ul style="list-style-type: none"> • Apologies – BM <i>ML to join later in meeting</i> • Conflicts of Interest - none • Hospitality / Gifts (by exception) - none • Previous Minutes – taken as read • Outstanding Actions – updated below • Performance Dashboard & Budget Updates Draft 2022 Review to be shared with the board. <p>Chair’s update:</p> <p>Key updates from Chair raised throughout the agenda across the seven strategic programmes The importance of engagement was raised and a highlight given on activity in this area– Referred to the four coffee & cake sessions at the end of 2022 and ensuring to follow up with “you said, we did”. This will be passed to the Visitor First team for investigation and delivery. Ahead of this meeting, members of the renamed CoC Visitor Economy Forum joined the Visit board members for lunch. Our Agency TOR states that the chair of the Visitor Economy Committee has a mandate seat on the board .Our TOR will be amended accordingly, BMis fulfilling the Chair role until a replacement is found. Lunch held with cruise welcomers. 2023 promises to be a record year for visiting cruise ships. Discussion around whether to include crew in visitor numbers with agreement to do so Working with the COMIS on the development of relationship with Scottish Tourism Alliance and Hospitality in Tourism Product Champions - Walking and Active & Adventure appointed, Cycling to be confirmed this month. Chair referenced BT and LM reagrding previous discussions Discussion around the need for their KPIs and management to be clearly visible. They will be expected to produce a quarterly report, and initially will be managed by AB and NW.</p>	V-001-23	<p>AB - Share draft 2022 review with board members</p> <p>NW - Coffee and Cake “your said, we did” to be included in Visitor First’s remit.</p> <p>KA to share 2023 cruise schedule with the board.</p> <p>OKRs for Product Champions to be agreed & discussed with product champions AB/NW</p>



	<p>Planning applications around three significant sites in Douglas discussed, with the question of how to ensure a coordinated approach. LH advised the Island Infrastructure Scheme has now been launched and the hope is the applications will come via that process so they can be reviewed together and ultimately complement each other. Manx Development Corporation also has plans. Chair to contact MDC to present to the board when in a position to do so.</p> <p>COC Update: BM not present but provided notes ahead of meeting. Noted '23 bookings are looking strong. JK agreed. Stated that there has not been enough notice of changes to minimum wage. LH advised this should be announced in the next couple of weeks, and there should have been an indicator in the consultation. TC noted that within two years minimum wage and living wage will be the same which will simplify things.</p>		<p>Chair to contact MDC to present to the board when is a position to do so.</p>
VM-02-23	<p>Strategy Update 2022 report to be shared this week, comments by Monday 23rd please. AB noted future board minutes and annual reports will be published on the Visit Trade site.</p> <p>Program and targets for 2023 and 2024 to follow. Along with budget allocation. Interim Visit Team structure to be agreed and implemented as a matter of priority with additional resource sought as agreed. Meeting regarding team structure with ML/AB/RC on 17 Jan</p>		
VM-03-23	<p>Air and Sea Access Improvement Air: GC - 2022 figures around 500k-550k passengers, hoping to be up to 700k in 2023. No new routes imminent but increased timetable on existing. New Belfast route in 2024, and discussions on-going around a possible Jersey route. Hoping to arrange for AB to join strategic air group. Discussion around joined up marketing. Chair referenced successful meeting with Airport management and that AB will now be on circulation for flight information as well as sitting on strategic airport group(SAG)</p> <p>Sea: BT feels 2023 figures may be skewed by the introduction of the new boat and there are concerns with how cost of living crisis may affect numbers. Steam Packet Holidays are no longer “dormant” and now putting more packages together. Chair praised SP for their efforts in this area. BT noted Dublin could be at risk due to increasing climate charges.</p> <p><i>14:45 LH left, ML joined</i></p>		
VM-04-23	<p>Quality Improvement (inc Visitor First) ML advised that conversations are still on-going about improvements/ repairs at the sea terminal. Board should have sight of the general maintenance plans for the ports. GC described issues the airport is experiencing now due to lack of maintenance</p>		<p>ML to bring update on sea terminal plans/repairs to March board meeting.</p>



	<p>planning ion the past (gave the example of lack of trollies). ML in talks with public estates and housing and will bring update to next board meeting. Ahead of this AB to provide the short/medium/long term plan that was previously prepared.</p>		
VM-05-23	<p>Visitor Accommodation Transformation AB gave update providing new registration stats during 2022. Renewals currently taking place for 23-34, expect there to be some drop off of existing stock. Final numbers to be shared with the board at next meeting. Some properties in Douglas are looking to repurpose their use. Chair requested to view more of a pipeline of what is coming online/at risk. ML agreed stating this has to be at high level. This will be shared with the board as part of the 2023 plan.</p> <p>AB – ██████████ visited Island last September and viewed two sites. Follow up meeting is scheduled but suspect this will be to say they are not progressing on island. DH encouraged that there will be better opportunities</p>		<p>Accommodation pipeline report to be available to the board form March – AB</p> <p>2023-2024 renewals totals to be shared with the board in March.</p>
VM-06-23	<p>Visitor Product Development Cruise proposal and plan was discussed. CL stated they need more help, the report needs measurable targets and with more consideration of pre-visit engagement. CL to share feedback with YH. Chair requested that CL provide figures for the KPIs. ML is in contact with DOI to allow coaches to stay on island for more than 30 days, will feed back to the board on this. DH observed that the new Travel Trade partner will be able to help with cruise and provide more support. TC raised issue of Welcome Centre being closed on Sundays. Chair will pass this to Visitor First. Discussion followed around cruise welcoming volunteers.</p>	<p>V-002-23 V-003-23</p>	<p>CL to share feedback on cruise proposal with YH and set out KPIs</p> <p>Visit First Review on Welcome centre opening - NW.</p>
VM-07-23	<p>Events Development RF gave overview of the paper that is now with ML and covers an 18 month period. Stated there is a risk with being too focused on local participation and a major focus should be events that attract visitors. There is a need for more private sector sponsorship. Latest version of the paper to be shared with the board.</p> <p>LM asked about the possibility of a sailing event. AB to consider how water sports can feature with the Active and Adventure champion. AB also reminded that Marine Tourism is included in the Visit Strategy as part of a Product Development Plan.</p>		<p>RF to share latest version of Year of Sport paper with the board. & ML to progress to Ecominc Strategy Board</p>
VM-08-23	<p>Market Development Shoulder season PIR- Chair gave overview of paper, noting the return was insubstantial but serves as proof of potential. Acknowledged that in future Travel Trade need more notice. CL added that local feedback for extended opening was positive and popular with VFR market. MNH only have budget to open for March – Oct, need to know soon if to extend. Discussion followed around the options set out in the paper including the benefits of opening in February. AB noted that Feb 2019 was positive and events have helped bolster November in the past. GC recommended that any plan is for 3-4 years to show</p>	<p>V-005-23</p>	



	<p>consistency. Decision – to combine options 2 and 3 and a plan to be brought to the board.</p> <p>Marketing Campaign Update – LD gave presentation to the board following the launch of the new campaign earlier in the day.</p> <p>BT questioned IOMSPCo involvement & sight of campaign. ML advised on need for IOMSPCo to share their marketing plan.</p> <p><i>JK left 16:05</i></p> <p>It was discussed how to get across the USPs of the Isle of Man. and content marketing to showcase the various products and the vast array of activities that can be accessed during a short break. DH praised the recent article in National Geographic.</p> <p>Brief discussion held around the need for a joined up brand strategy across departments for IOM similar to there have been in the past. Some work has been produced by Lexington around the theme of “Island of Opportunity”</p> <p>Chair thanked LD for all the effort put in by the marketing team with long hours and weekend working</p> <p><i>16:25 PP joined</i></p>		
<p>VM-10-23</p>	<p>TT Update (moved up the agenda due to time restraints)</p> <p>PP Shared TT presentation. Slides to be shared with the board.</p> <p>Chair asked about potential for tourism advertising during TT. Cross marketing options briefly discussed with ML suggesting a joined up piece of work to get visitors to last weekend of TT to stay on.</p> <p><i>17:00 PP, CL, LM left</i></p>		<p>Investigation of how Visit can us TT digital data based to market the IOM as a year round destinations with offers as appropriate- LD</p>
<p>VM-09-23</p>	<p>Talent Development Seasonal Worker Incentive - Expand Criteria to include Skilled Casino Roles. AB spoke to paper.</p> <p>Board agreed to remove job descriptions from the policy and instead have it open to all relevant positions over £20k.</p> <p>Concerns were expressed about lower salary staff, ML advised there is a separate population policy in progress which will address this.</p>	<p>V-004-23</p>	
<p>VM-02-23 cont.</p>	<p>Strategy Update continued.</p> <p>CEO & Business Development Manager update. Chair advised there have been 15 applications for the CEO role along with 4 additional enquiries. There have been 10 applications for the Development Manager.</p>		



	Applications close end of January.		
	Next Meeting Date: Thursday 16th March 2023 9:30-12:30, DfE Board Room, St George's Court, Douglas		
	Close 17:10		