

Visit Isle of Man Executive Agency Agenda

Date: Thursday 7th December 2023 9:30-12:30 & Lunch

Venue: Comis Hotel

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)

| | Agenda Item | Papers | Owner | Action |
|----------|---|--------|-------|--------|
| VM-38-23 | <p>Standing Items:</p> <ul style="list-style-type: none"> • Apologies – Leigh Morris, Minister Johnston, Brett Martin, Mark Lewin • Conflicts of Interest - DH/JK referenced that Island Escapes had been successful in being awarded the Homestay Contract – The Board were supportive providing the contract award was published early in the new year carefully. Also add to the Visit conflicts record. • Hospitality / Gifts (by exception) - None • Previous Minutes- approved • Outstanding Actions – update required RC to advise LA | | DH | |
| VM-39-23 | <p>Updates:</p> <p>Chair</p> <p>Warm greetings and Merry Christmas from the Chair and a thank you to all for the effort put in during the year.</p> <ul style="list-style-type: none"> • Congratulations to Island Escapes and the Steam Packets for their awards at the Isle of Man Awards for Excellence. • Congratulations to DCB re new role as Chair of Isle of Wight. No confusions or conflicts as of now but will be monitored. • Congratulations to Deborah & the team for an outstanding on Destination Day and engaging with the businesses. DCB enquired when the slido questions & answers will be shared with stakeholders. LA confirmed by year end • Great to see the collaboration with Business Agency regarding the formulation of a strategy for retail and hospitality. • We have received a request from DfE to include a decision log in report <p>Visit CEO</p> <ul style="list-style-type: none"> • Expressed gratitude to everyone for their support and collaboration in making Destination Day so successful. Would have hoped for more hoteliers to have been present at the event. Team event held on Monday (4/12/2023) during which targets for the upcoming the year were discussed, focusing on areas such as seasonality, digitalisation and marketing. | | RC | |
| | | | DH | |

- Highlighting the current status of the island not being fully prepared for travel trade and emphasising the plan to assist hoteliers in readiness through training in the upcoming year.
- Expressed the need to receive schedules and pricing in a timely manner from Steam Packet, MNH and Heritage Railways to effectively plan for the upcoming year, at least, given other destinations would be working now on 2025.

[REDACTED]

CL- Highlighted the challenge of committing to opening schedules, [REDACTED]

BT – Highlighted that setting timetables is dependent on various factors and is complex [REDACTED]

DH- Emphasised that achieving the targeted visitor numbers is contingent on the availability of essential services [REDACTED] therefore the component parts need to be working efficiently.

JK- Suggestion was made to enhance the information available on the Steam Packet's sites to better assist customers and address potential issues effectively.

BT- [REDACTED]

BT suggested that DH & RC should attend the DOI/Liverpool Terminal meetings.

RC - Suggested that we collect potential passenger numbers for the upcoming year from Steam Packet to better plan and address the needs of our customers.

Airport

CB- Pleased to announce the addition of three new non-executive airport directors to the team.

The airport's operating plan for the future will be presented at the Tynwald meeting on the 24th of March 2024.

There are challenges with the Belfast numbers, with travelers opting for Dublin instead.

Loganair's numbers are expected to remain constant, while EasyJet is going to experience an increase in passengers.

Expressed optimism about meeting close to the targets for the current year, the plan for the 2024 is to achieve growth in the range of 10 to 15%. DH suggested this should be included in the Visit targets by year end

CL – Acknowledged the potential impact of negative media coverage, there is concern that such negativity may deter individuals from off the island who are considering visiting. Discussion followed.

GC

| | | | | |
|----------|---|--|-------------------------------------|--|
| | DH – Suggested that a workshop approach should be organised in the New Year to discuss the issues and opportunities of a levy. | | | |
| VM 47-23 | <p>AOB</p> <ul style="list-style-type: none"> • A revised Visit Agency TOR was circulated and unanimously approved at the meeting • Welcome Centre paper and update provided by DH with unanimous approval received • FC Isle of Man <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p><i>Additionally, the Visit Agency Board consider that the support should be granted with conditions connected, including the club proactively attracting away fans from all relevant league clubs with which Visit Isle of Man would support, and with a view to the club becoming financially independent</i></p> <p>AOB Manx Heritage</p> <p>GC re the potential Manx Nautical Museum in Castletown suggested a statement <i>“The board is supportive of Manx National Heritage and have faith in their ability to deliver against plan and budget.”</i></p> <p>RC requested an updated copy of the Nautical Museum proposal to come to the Board, pointing out that the Board could only broadly support what was presented in terms of design, but had no view of the numbers in the proposal. CL suggested this would now go to the Department.</p> <p>CL – Currently MNH in discussions with Barry Gibb from the Bee Gees, establishing direct contact to secure a collection for exhibition. Additionally, exploring the potential collaboration with Liverpool for exhibits featuring the Beatles and Bee Gees on the Isle of Man. While it is still in the early stages, available space is being considered for the exhibition setup.</p> | | <p>ALL</p> <p>ALL</p> | |

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| | <p>Next Meeting Date: 9.30 – 12.30 Thursday 21st March 2024. <i>Conflict for board members DH to circulate doodle poll for dates.</i></p> <p>Proposed Future Dates: TBC</p> | | | |
| | Close | | | |

Action Summary

| Ref | Description | Owner | Due Date | Status |
|-------------------------|--|-------|----------|---------|
| <i>Brought forward-</i> | | | | |
| VM-33-22-4 | Engaged in conversations with Barry from the Bee Gees to explore the possibility of obtaining collections for an exhibition on the island. | CL | MAR 2024 | ongoing |
| New | | | | |
| VM-25-23-1 | The Public Rights of Way Group are currently preparing a paper in response to the Select Committee of Tynwald Recommendations to Tynwald in February 2024. It is hoped that once the paper is finalised and approved by DOI, MUA, DEFA, AGs and DfE that it will be shared with the Visit Board. | AB | FEB 24 | ongoing |
| New | | | | |
| VM-34-23-1 | Meeting cancelled due to Heysham sailing getting cancelled. Plans to reschedule. | RC/DH | JAN 2024 | ongoing |
| VM 36-23-1 | LA reached out to BT who assigned Richard Hird to provide additional data on more passenger information. | BT/LA | JAN 2024 | ongoing |
| VM-38-23-1 | DH fed into the Departmental review. Post political direction (COMIN/Tynwald), discussions will take place with Steam Packet. [REDACTED] | DH/BT | JAN 2024 | ongoing |
| WS-2 | The Board reviewed the booking curves/potential gap analysis to 100% occupancy provided by Brett and the equivalent availability from the occupancy report. Request to create a graph similar to the ones shown in the meeting to show the curve for types of visitor including groups. NB please note segmentation will be varied across the industry. | LA | MAR 2024 | ongoing |
| VM-39-23 | Board members are requested to provide their input on what the desired autonomy should entail. | RC | MAR 24 | |
| VM-39-23-1 | Respond to the Slido questions and share feedback from Destination Day. | DH/LA | YE 2023 | |
| VM-39-23-2 | DH/RC to schedule a meeting with BT and CL [REDACTED] | DH/RC | JAN 24 | |
| VM-39-23-3 | BT to provide a marketing plan for Steam Packet | BT | DEC 23 | |
| VM-40-23-1 | | MD | | |
| VM-40-23-2 | | DH | | |