



Visit Isle of Man Executive Agency Minutes

Date: Thursday 15 h March 2023 09:30 -12:30 **Venue:** DfE Boardroom, St George's Court

Board Attendees:-

In attendance:

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), Mark Lewin (ML), Laura Dalton (LD)

Katy Ashwell (Secretariat) (KA)

	Agenda Item	Papers	Action
VM-12-23	Standing Items:	- apara	
	Apologies – DCB, LM		
	Conflicts of Interest - none		
	 Hospitality / Gifts (by exception) - none 		
	 Previous Minutes – taken as read 		
	Outstanding Actions		
	VM-20-22-1 US visitors. Chair noted there has been some movement with Peter Duke working with the Blue Badge Guides putting together a genealogy package for the North American Manx Association. Will be available for review within 2-3 weeks.		YH/Chair – Review Duke travel Genealogy Package for American market
	VM-33-22-2 Parking Permits. NW spoke to this, requires a legislation change. ML noted that it impacts more than just visitor accommodation, people moving house or new to the island also have issues. Work on-going to find an interim solution including application forms moving to online.		
	VM-33-22-5 LD has received an early marketing plan & requested further documentation from IOMSPCo which is pending.		
	VM-10-23-1 LD working with Head of TT marketing on extending stays around TT and focusing on the Irish market. Year round will be using TT visitor data for destination marketing.		
	Year of Sport Budget has got approval at DFE Department, now with DESC for approval as requested by the Minister. It will then go to Economic Strategy Board, aiming for sign off by the end of March. RF concerned that if not approved then Visit should step away as it will be too late to secure signature events for 2024.		
	Performance Update – Chair noted that air and sea departure		
	figures for January are up significantly from last year		





V-010-23 V-011-23

	Air	Sea	Total
Jan-19	29504	6297	35801
Jan-22	13770	6430	20200
Jan-23	22800	7349	30149

Chair spoke to the OKRs and budget updates included in the board pack and remarked that more work was required to track actual months/ YTD performance. AB noted that the budget is very tight for this year with Treasury covering the over-allocation on payroll.

Remainder of Chair's update will be covered through the remaining agenda.

CEO Update

ML – Appointment of Tim Johnston as new DfE Minister. Following the publication of 2023 plans by all 4 agencies there are plans for a public facing event, tying these into the Economic Strategy, on April 5 ^h.

Updated on planned work permit changes, essentially replacing it with a registration process, with the ability to "switch them back on "for specific roles/sectors if and when required. Stressed need for positive support from businesses to counter potential public negativity. Skills remains the single biggest issue, but good progress with Locate's Talent Portal.

GC confirmed that air services to London Heathrow and City would continue to operate until at least March 24 following agreement with Loganair.

ML – Review of Enterprise Support schemes nearly complete. Business Agency board discussing review of LovelOM card. Final month of Planning Infrastructure Scheme – confirmed they have received applications and does include visitor accommodation interest.

Finance Agency working on a South African event on island. Digital Agency working on Data with event being held today. Business Agency also focussing on export and apprenticeship levels are back to pre-pandemic levels. They are working on a retail/hospitality strategy and ML is keen for the Visit Agency to be involved with this.

Political Member Update

Mostly covered above by ML. TC noted success of recent Darts event, and organiser is looking at additional shoulder season events

Observed that imminent rise in electric costs will be a concern for businesses and the board need to monitor.

CoC Update

BM – bookings for first quarter are up on last year and experiencing a wider season with March/April busier.





Discussed that visiting coaches have already been seen on Island,	
concern raised about restrictions on coaches over 13.5m. NW clarified that the restrictions are in the legislation but that is being reviewed and permits have been issued for those coaches in the meantime. CL added that with recent coach visitors to MNH sites, anecdotal evidence suggests that many of the visitor bookings were last minute.	
VM-13-23 Product Champions	
NW gave introduction, explained the Champions have produced Product Development plans and will be working to agreed OKRs. They will be monitored and managed jointly by NW and YH.	
AN joined 10:15 Andy North – Active & Adventure AN delivered update presentation. Discussion held around the need to ensure businesses promoted on visitisleofman.com are meeting their legal and duty or care requirements.	YH – While new additions to website need to self-declare that all relevant insurances etc. are in place, piece of work to be done to contact the older listings to ensure
JK spoke of frustrations finding available activities for staying guests. NW advised the need for activities and attractions to be visible online is recognised and being addressed. AN left 10:45	these requirements are being met.
RF delivered presentation. Discussion was held on the topic of bicycles on public transport and on IOMSPCo. Advised there is a paper of MTB Trail Park due to go to Economic Strategy Board Discussion around opportunity for community eBike rental as seen in many other destinations. Action to go out for "expressions of interest" to see if a company would be interested in setting up here.	YH/NW -Action to go out for expressions of interest to see if an eBike rental company would be interested in setting up here
KH joined 11:15 Ken Harding - Walking KH delivered presentation. CL asked the question of working with global market and companies such as Exodus, HF and Ramblers who mostly bring their own guides to a destination. RF noted the correlation with Cycling. Chair noted the opportunity here for the new UK based Visit Travel Trade Partner. KH left 11:40	
JK added the need for the infrastructure to be right, ensuring walks and routes being promoted and sold are safe and complete. GC suggested a focus on joined up locations that can be signposted too, for example a car park with toilet facilities that provides a starting point for walking and cycle routes.	
VM-14-23	





VM-15-23	The potential implications of the Living wage on the Visitor &		
	hospitality sectors		
	BM spoke to his presentation detailing his concerns of the	V-022-23	
	challenge to industry the change to living wage could cause.		
	GC observing that businesses are already finding they need to pay		BM to contact
	at this rate to look after and keep their staff. There is also a		at
	consideration of ethics.		CoC regarding terms
	BM suggested there needs to be an Economic impact assessment		of reference for a
			potential impact
	undertaken. ML advised the decision is a political one based on		assessment on
	discussions and external input. AB suggested CoC undertake this		change to living wage, ML to take this to
	assessment. ML will speak to Treasury in line with the economic		Treasury.
	strategy, but requires CoC to the provide terms of reference.		
VM-16-23	Strategy Update		
	 2023 Visit Programme & Budget & decimation to individual 		
	OKRs – covered in standing items		
	Government's Performance management work stream and		
	Visit leading and Business development skills training		
	prioritised by OHR – not covered due to time restraints		
	 Appointment of Visit CEO – discussed above 		
	' '		
	Appointment UK Business Development – Individual identified and table of formation.		
\	identified and role offered & accepted		
VM-17-23	Air and Sea Access Improvement		
	 Liverpool Sea terminal & Manxman updates - not covered 		
	due to time restraints		
	IOM Air & sea terminal upgrade updates		
	Request for Funding CX Improvements V2 – for decision	V-012-23	
	GC spoke to paper describing issues with limited budget at Airport	V-012-23	
	which has to be dedicated to safety and compliance,		
	which has to be dedicated to carety and compliance,		
	. Board agreed to support request with proposed		
	customer feedback system. Discussion was held around the need		
	for improvements to the airport in terms of the visitor experience,		
	but also Visit not paying for work that should be covered by other		
	budgets. AB also reminded the board of the tight budget for the		
	coming year.		
	Solutions for the need for more and better trollies were considered,		
	with funding secured after meeting from DfE for 50 new trollies.		
	 Air routes existing & development update - not covered due 		
	to time restraints		
VM-18-23	Quality Improvement (inc Visitor First)		
	Board Action VM-06-23 - Welcome Centre Opening Times	V-013-23	
	2023 – taken as read	V-U13-23	
	Parking Permit update for self-catering accommodation –		
	covered in standing items		
VM-19-23	Visitor Accommodation Transformation		
	Accommodation Pipeline Report – included in board pack	V-014-23	
	and taken as read	V-014-23 V-015-23	
	Occupancy survey- not covered due to time restraints	1 223 23	
VM-20-23			
V IVI 20 20	Visitor Product Development		
	MNH Peggy update		





	CL gave update on planned improvements for the Nautical		
	Museum, ensuring the end result is a stand out attraction with a		
	broad appeal.		
	New TT Gallery due to open shortly.		
VM-21-23	Events Development		
	 2024 Year of Sport update – covered in standing items 		
	 MTB cycle route development update – Covered in Cycling 		
	Product Champion update		
	 Cycle park update - Covered in Cycling Product Champion 		
	update		
VM-22-23	Market Development		
	 Marketing update - not covered due to time restraints 	V-016-23	
	 Cruise ship update – taken as read 	V-016-23 V-018-23	
	 Extended Openings Paper – for decision. Paper held for 		
	further review		
	 Love IOM Card - covered in standing items 		
	 Meeting with Scottish Tourism Alliance and Hospitality in 		
	Tourism – Chair attending 22 nd – 24 th March.		
	 Northern Power House Meeting – Press release due to be 		
	issued today.		
VM-23-23	Talent Development		
	 Update on Workforce Bank as discussed with Department & 		Chair/AB to progress Workforce bank with
	Chamber of Commerce - not covered due to time restraints		CoC
	 Update on UCM - not covered due to time restraints 		
VM-24-23	AOB – none discussed		
	Next Meeting Date: Thursday 18 th May 2023 9:30-12:30		
	Venue TBC.		
	Close		
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