



Visit Isle of Man Executive Agency Minutes

Date: Thursday 18th May 2023 09:30-12:00

Venue: Castle Rushen, Castletown

Board Attendees:-

Agency Chair: Ranald Caldwell (RC)

Agency CEO: Deborah Heather (DH)

Political Member: Tim Crookall (TC)

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

In attendance: Mark Lewin (ML), Katy Ashwell (Secretariat) (KA)

	Agenda Item	Papers	Action
VM-25-23	<p>9.37 start. Chair thanked CL for the use of the venue.</p> <p>Standing Items:</p> <ul style="list-style-type: none"> • Apologies – JK, LM, BT • Conflicts of Interest - none • Hospitality / Gifts (by exception) – Chair participated in hosted trip to Scotland to value of approx. £250 • Previous Minutes – taken as read. Noting ML is now Chief Officer (CO) not CEO as previously stated. • Outstanding Actions: <ul style="list-style-type: none"> VM-08-22-1 Chair requested that date for head of UCM to attend be confirmed so action can be updated. VM-33-22-2 Need to escalate issue with parking permits was discussed. DH noting it will fall under plans for Visitor First. Concerns shared that the issue will be continually pushed back. TC to raise and DH to discuss during meeting with DOI CO. 		<p>TC to raise parking permits for self catering with DOI Minister, DH to raise with DOI CO.</p>
VM-26-23	<p>Revised Terms of Reference Changes approved</p>		
VM-27-23	<p>Updates:</p> <ul style="list-style-type: none"> • Chair Tynwald briefing last week was well received. Discussed project plans from Manx Birdlife and how Visit are not supporting financially but there will be practical support available including writing a business case. [REDACTED] [REDACTED]. DH advised she is working on a Department action to look at a wider pricing/positioning strategy, which this should feed into. Year of Sport – a joint paper from DfE & DESC is focused on school groups rather than visitor, Visit will support but will not be directly involved. RF voiced that it was left too late to host a signature event, and feels there is a missed opportunity. • Political Member TC - Southern 100 next week followed by TT. Asked for estimate on TT visitor numbers, DH – looks to be similar to 2022, noting frustration with lack of data and there will be a larger piece of work to address this. TC - at Tynwald this week there was talk of issues with footpaths 	V-024-23	<p>Contact DOI to request figures on number of open footpath tickets and age of these.</p>



<p>and heritage trails with DOI saying they have no budget to address. Chair requested data on the number of open footpath tickets and the age of these. Discussion followed around the bridges and heritage trails with RF suggesting Visit lead on a proposal to address multiple bridges on walking routes, with Visit presenting a Business case to the Economic Strategy Board.</p> <ul style="list-style-type: none"> • Airport GC - Attended Routes Europe trade show last week which went well. Provided update on potential new routes for 2024. Also mentioned new data analytical tools which will shortly be available. Ongoing issues with resources and limited budget at airport. TC has raised concerns politically previously, will do so again, suggesting Chief Minister is invited to a meeting and walk around with GC at the airport. <p><i>ML joined 10:30</i></p> <ul style="list-style-type: none"> • Chamber of Commerce, VEF BM – For serviced accommodation summer looks to be performing ahead of 2019. Non-Serviced also looking busy. Staffing issues not as prevalent as they were. ML – [REDACTED] have raised concerns with getting staff in the future. DH referenced workforce plans in place to be announced this autumn which will hopefully address this for 2024. DH will keep the board updated with progress. <p>BM – concerns continue regarding living wage. ML advised that as this is political the concerns need to be communicated to the ministers.</p> <p>BM, other issue is energy costs. ML recommended that Chamber put on pressure for a review of commercial rates.</p> <ul style="list-style-type: none"> • DfE CO ML - DfE Department plan for 23-24 received unanimous support in Tynwald this week. Focus largely on TT. [REDACTED]. Business Agency’s Local Economy Strategy going before their board next week, areas of this will be relevant to Visit. Island Infrastructure Scheme is now closed, of the applications received there are potential hotel development. More information to be available in coming months. <ul style="list-style-type: none"> • Steam Packet – not covered as BT not in attendance • Visit CEO update on 100 day plans <p>DH – Has met with many industry representatives including activity and attraction providers. Next focus is marketing budget and finances which the team restructure will influence. Business Development Partner has now started and already attending events.</p>	<p>DH/RF to develop “Project Bridge” and the possibility of DfE leading on a Business Case for ESB to improve infrastructure on footpaths.</p> <p>TC continue to raise concerns with airport resources and to facilitate Chief Minister attending a meeting and walk around at the airport.</p> <p>Branding tender decision to be advised to the board post review</p>
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	Currently reviewing new branding tender, input will be required from board members next week. This is to be in place next year, hoping to launch to coincide with Guild of Travel Writers event.		
VM-28-23	<i>KA left 10:50</i> Visit Team Structure DH presented proposed new structure to board members. <i>KA re-joined 10:55</i>	V-025-23 distributed on the day	
VM-29-23	Strategy Action Program/Visitor First ownership for board members DH gave overview and plans for how the board can support the action programs in the strategy. As part of this there is an intention to change the Visitor First committee to consist of more senior officers and representatives. Discussion followed around a suitable chairperson. GC suggested that the group also include a political member from Treasury. DCB – approved of the Strategy Overview document provided in the board pack and encouraged this is used in future to cut down on papers. Call for the board to be more strategically focused that was echoed by other board members. Possibility of Quarterly meetings interspersed with focus groups was discussed. DH bringing paper with new approach to meetings and focus groups to the board. BM recommended that a Risk section be included in the Board agenda	V-026-23 paper to follow	DH/RC to review delegated authorities & limits & process for paper submission RC/DH to review agenda
VM-30-23	RF left 11:10 Product Champions – DH spoke to paper. [REDACTED]. ML – supports use of local enthusiasm and knowledge but instead plan around specific projects. BM reiterated that the concept isn't being dropped but the approach is changing. DCB proposed a third option, to suspend the champions pending review of the team structure. Vote Yes – unanimous <i>Note: LM, BT, JK submitted votes for option 2 via email ahead of the meeting.</i> <i>RF re-joined 11:25</i>	V-027-23	
VM-31-23	Lorient Festival– Board unanimously voted against further involvement in the event. ML noted that the value of this proposal isn't strategic so in future needn't have come to the board. GC recommended there is a conversation around what value DH can agree without involving the board.	V-028-23	
VM-32-23	AOB • Mountain Bike Park RF – This was approved by the board but feels it is not progressing. Paper need to be submitted to Economic Recovery Board. ML – if		



	<p>paper is ready this week it can be reviewed at meeting next week. DH to review paper.</p> <ul style="list-style-type: none"> • Progressing our Green Proposition – Discussed under Chair’s update above • New Board Member <p>DH recommended finding a person with experience in Irish market. ML suggested that someone from the Lake District or Liverpool would also be an option. DH to pursue with existing contacts in Liverpool.</p> <p>Brief discussion around extending the season, the role of conferences in this, and the need for a longer-term plan.</p> <p>Close: 11:55</p>		<p>Mountain Bike Park Paper to be submitted to ESB week commencing 29/5/23 DH/ML</p> <p>RC/DH to draw up short list & recommendation for possible new Board membership & circulate to board for approval</p>
	<p>Next Meeting Date: Thursday 20th July 9:30-12:30</p> <p>Future Dates: Wed 27th Sept 14:00-17:00 Tues 14th Nov 9:30-12:30, following an Industry Day on Mon 13th</p>		
	<p>Close</p>		