

Tourism Industry Council

10th July 2014, 16:00-17:30

The Trafalgar Hotel, 2 Spring Gardens, Trafalgar Square, SW1A 2TS

<u>Chairs</u>	<u>Attending</u>	<u>Apologies</u>
Helen Grant, DCMS Matthew Hancock, BIS Simon Vincent, Hilton Worldwide	Dan Rogerson, Defra Christopher Rodrigues, VB James Berresford, VisitEngland Alan Clarke, NITB Manon Antoniazzi, Visit Wales Ufi Ibrahim- Tourism Alliance Stephen McCall, IHG Catherine Lynn, EasyJet Tim O'Toole, First Group Simon Berry, English Lakes Hotels Peter Suddock, Dudley Zoo Gary Morrison, Expedia Robin Frewer, Google John Waterworth, Parkdean Holidays Mario Bodini, JAC Travel Martin Cox, West Dorset Leisure Holidays Ltd Jonathan Neame, Shepherd Neame Juliana Delaney, Continuum Group	Andrew Murphy, John Lewis Peter Long, TUI Nicolas Petrovic, Eurostar Patrick Dempsey, Whitbread Malcolm Roughead, VisitScotland

Welcome and Introductions

1. Helen Grant welcomed members to the Council and emphasised the Government's support for Tourism and the Tourism Council. It was reiterated to the Council members that there are to be no deputies accepted for Council meetings.

BIS update

2. Matthew Hancock provided an update on his recent announcement - to make Government support to businesses clearer and simpler to understand by:
 - Enhancing the www.GREATbusiness.gov.uk website, where all Government advice, guidance and support are brought together into one place.
 - Providing a new online tool by the end of July, that will direct businesses to the most relevant support, based on their needs. MH raised the issue of ensuring Tourism businesses benefit.
 - Establishing local growth hubs, where businesses can access the advice they need.
 - Launching, in December, a simplified Government service to businesses with high growth potential. There are three broad strands making up the high growth service: Export support (UKTI), financial support (start-up loans) and business support.

- This is being brought together under the GREAT Business website. BIS would welcome feedback.

ACTION- BIS- to ensure the Tourism Industry is signposted on the new online tool.

ToR Ratification

3. The Terms of Reference were accepted by all present. It was agreed that skills and enterprise were the right focus for now, but it was acknowledged that there were other areas which the sector was interested in. Ministers Are happy to discuss these outside the council for the moment although Council's priorities would evolve over time. The immediate topics reflect the current ministerial sphere of influence and successful delivery will prove worth of the Tourism Council and its longevity.

Industry feedback and priorities

4. A breakdown of the feedback from the BHA Summit survey was provided to Council members. This feedback showed that developing a narrative to raise the profile of tourism was seen as important to the industry. Job creation was also seen as significant.
5. The Council agreed to focus on three key areas-
 - Developing a tourism narrative to raise the profile of the industry and the importance of tourism
 - Future workforce- looking at apprenticeships and broader career development, while changing perceptions to attract more people into the industry
 - Supporting tourism businesses across the country via skills development, innovation etc.
6. In order to deliver on these areas the Council agreed to establish 3 working groups:
 - Future Workforce- Skills, Qualifications and Apprenticeships
 - Changing Perceptions and Enhancing Communications
 - Support to Tourism Businesses across the Country
7. The groups will assess the issues, recommend focus, long and short term goals and define success criteria to be discussed at council meetings. All working groups should meet once or twice before November's Council meeting and be prepared to report findings and recommendations at the meeting.
8. The issue of funding was raised and the question asked as to whether any will be made available to the Council. It was noted that previous industry councils had made a strong case for policy intervention, which sometimes resulted in funding from both Government and industry being made available. By working in partnership these sectors had come together to effect significant changes in policy and spending decisions.

9. The Council discussed concerns around perceptions of the industry amongst potential employees and educators. The industry is often the first employer and trainer of people; however, it tends to be regarded as stop-gap work rather than a career of choice for able graduates. Nor is there enough information about the variety of jobs that exist in the sector, the skills required or the salaries those jobs command.
10. This is a people industry and there was agreement that more needs to be done to ensure the industry is attracting and retaining the brightest and the best. It also highlighted the need for greater recognition of life skills which many learn during their time in the industry, while also needing to target key careers advice influencers including parents plus those at both schools and colleges/universities.
11. In order to develop a common approach to people development and succession planning across the industry, a potential charter / code of conduct was discussed.
12. There was discussion around the seasonal nature of certain sections of the tourism industry. A lack of certainty, owing to seasonal fluctuations, can make jobs in the sector less appealing and it is a key issue for apprenticeships. Many businesses can take apprentices on but only during certain peak months. It was noted that the deregulation of school holidays could lead to greater staggering of school holidays, extending the seasons.
13. The manufacturing industry was highlighted as an industry that previously had a negative image for potential employees but has since turned this around. The Netherlands and Austria were also cited as examples of countries where the tourism industry is held in high regard- both countries have schools and colleges with excellent reputations that teach hospitality. The Council felt that more could be done to celebrate existing academies in England such as the National Coastal Tourism Academy in Bournemouth.
14. The Council then moved to agree on individuals to lead each of the three working groups and recommendations for supporting members.

Changing Perceptions and Enhancing Communications

15. Juliana Delaney put herself forward in partnership with James Berresford to lead the Perceptions and Comms working group. Robin Frewer, Jonathan Neame, Gary Morrison, Christopher Rodrigues/Sally Balcombe and Ufi Ibrahim will also feed in to this group. Representatives from BIS and DCMS comms team were recommended to be on the group, plus the communications team at Hilton Worldwide.

Future Workforce- Skills, Qualifications and Apprenticeships

16. For the Skills working group the suggestion was made that Patrick Dempsey from Whitbread may be keen to chair this group due to his work with the BHA's Big Hospitality initiative. It was also suggested that Andrew Murphy from John Lewis, may be approached as co-chair, given John Lewis is the lead Trailblazer employer for the retail sector.

Action: DCMS officials will contact PD and AM after the meeting to confirm their commitment.

17. DCMS officials have discussed the possibility of TUI Representatives being part of this group to offer the outbound perspective, while John Waterworth and Simon Berry also volunteered. It was also suggested that People 1st engage with the group.

Action: DCMS. Officials will contact TUI to confirm their commitment.

Support to Tourism Businesses across the Country

18. For the Business Support for the Regions working group Peter Suddock put himself forward for Chair. It was recommended that the industry's relationship with LEPs should form part of this group's discussion. Mario Bodini and Martin Cox also volunteered to be part of this group.

19. **The process of recruiting additional members for each working group will be down to the chair and they should look to coordinate and bring in whatever experts are deemed necessary.**

Action: DCMS to produce a template for the working groups, outlining remit and ways of working, including reporting back to the council.

Action: Working Group Chairs- to agree membership, including working with the Tourism Alliance to seek wider members beyond those on the Council itself.

Action: All- Council members to consider who from their organisation is best placed to sit on one of the groups. This may be the Council representative, or an expert from their firm. Recommendations should then go to the working group chair.

Raising Awareness- core narrative

20. A first draft of a core narrative was introduced. In the feedback from industry the top priority was raising Government awareness of the industry- what it delivers and what it means in terms of policy decisions.

21. There followed a discussion on the creation of a core narrative that could be tailored to different audiences – for example, Government, Industry and present/ future workforces. The narrative needs to be supported by a key fact sheet, but also wording/images that have emotion, vision, and ambition – communicating the sector's diversity and its future potential. It was also recognised that the industry needs high visibility ambassadors and role models to carry the message and have impact.

22. It was agreed the narrative should focus on:

- a. Inbound, outbound and domestic tourism
- b. Business and leisure tourism
- c. Emotional engagement
- d. People
- e. Economic value of the industry
- f. Innovation and entrepreneurship
- g. Diversity

23. The working group on Perceptions and Comms will lead on the development of this core narrative with input from all members, with a brief to recommend a method of tracking and measuring progress. The Council will review it at the next meeting.

AOB

24. The next Council meeting will take place on 11th November 2014 at 12:30-14:00. HG suggested that a future meeting could be hosted outside of London. It was agreed that the second meeting will take place in London but that we will revisit the idea of hosting the third meeting in a regional location.
25. Stephen McCall of IHG, Robin Frewer of Google and Catherine Lynne of EasyJet all offered to host the next meeting in London.
26. **Action: DCMS-** Officials will liaise with Council members and confirm the venue well in advance of the date of the next meeting. At that meeting all working groups should prepare to report back on progress and key decisions required.

Christopher McQuire
Tourism Team, DCMS