



Tourism Sector Deal

Q1 2019 Industry Consultation Briefing

Context:

What is the Industrial Strategy?

Launched in 2017, the Government's Industrial Strategy aims to *"boost productivity by backing businesses to create good jobs and increase the earning power of people throughout the UK with investment in skills, industries and infrastructure."*

Much of the Industrial Strategy has a focus on solving UK productivity issues in order to create a *"skilled, innovative, and geographically-balanced economy"*. The Government has divided productivity into five themes which are present throughout the document and subsequent Government communications.

- Ideas: encouraging the UK to be the world's most innovative economy
- People: ensuring good jobs and greater earning power for all
- Infrastructure: driving a major upgrade to the UK's infrastructure
- Business environment: guaranteeing the best place to start and grow a business
- Places: creating prosperous communities across the UK

What are Sector Deals?

In addition to the wider strategy, the Government also outlined its intention to build long-term strategic partnerships with businesses through Sector Deals between government and industry. They intend these deals to present significant opportunities to tackle barriers to growth, boost productivity in specific sectors, further collaboration, and ensure high-quality jobs.

Final deals are formed of commitments from the industry and asks of Government. They are aimed at providing long term policy solutions, not proposing changes in taxation.

There are currently 8 sector deals in place; Life Sciences, Automotive, Creative Industries, Artificial Intelligence, Construction, Nuclear, Aerospace and Rail. Approximately 50-60 further deal bids (of various quality/progress) are said to have been submitted.



The Tourism Sector Deal:

What has happened so far?

Led by Steve Ridgway, the industry underwent an in-depth consultation to determine what a tourism sector deal would look like.

The process was facilitated by the British Tourist Authority (BTA) and 4 industry-led working groups were set up to propose ideas. Alongside this, a consultation of SMEs was held, with over 300 responses. 6 national and regional roundtables were held across the UK, in Scotland, Wales, Northern Ireland, the North of England, the Midlands and London to bring together different places and ideas.

The ideas were then presented to the Tourism Industry Council in September 2017 and formally agreed, before a submission document was prepared by the BTA and presented to Government.

Tourism Sector Deal Timeline

2017		2018		2019	
Consultation with Industry	Final Bid Submitted	Engagement with Government	Government Confirms it will enter negotiation with the industry	Additional Consultation with Industry	Final Negotiations Finished

Once the bid document has been submitted to Government, the BTA worked to gather support amongst Government, Political, and Industry stakeholders in order to encourage the Government to accept our bid.

What does the Sector Deal look like?

In line with the themes outlined in the Government's Industrial Strategy the Tourism Sector Deal has four key themes, which offer industry commitments and outline asks from Government to assist in delivery.

Place: Tourism Zones

- A new idea which would help bring together locations of real success, and areas that need more intervention.
- They concentrate on strong local leadership with LEPs, building product, extending the shoulder season, and fixing local transport issues with planning laws reflecting strong tourism economies.



Productivity: Expanding the Season

- A clear plan to extend the seasons, making British tourism product more efficient, for longer.
- A new plan for Business Visits and Events (a Sector already worth £42.3bn), help to boost areas across the country through long-term planning improvements and skills development to aid retention and help keep staff within the industry.

People: Skills Campaign

- A big, industry-led 10-year campaign to shift perceptions about tourism and hospitality jobs and to encourage more people to join the industry.
- It will also look to include tourism and hospitality in the Government's new T-Levels, apprenticeship schemes and to get many more industry figures out into schools and colleges to promote the industry.

Infrastructure: Connectivity

- A commitment to extending visas to key markets, a more intelligent ETA (Electronic Travel Authorisation) system, better surface access to airports, fixing the 'rail final mile' issue, better and improved rail ticketing processes, and a clear drive towards digital connectivity across the whole country for the tourism industry.

What are the next steps?

In November 2018, The Secretary of State, Jeremy Wright, confirmed that the Government will be entering into negotiations with the sector on an ambitious industrial strategy sector deal.

The Department for Digital, Culture, Media and Sport outlined four areas they wished for further clarification and commitment from industry on:

- Making tourism and hospitality a career for life
- Making the UK the most accessible tourism industry in the world
- Sharing industry data to identify growth opportunities in new and emerging markets
- Increasing accommodation capacity

On all of these points the Government require greater clarity on the industry's plans, including named companies willing to commit funds and resources, investment pipeline figures, and best practice case studies.

In order to address these issues the BTA is facilitating further regional roundtables and one-to-one meetings with industry stakeholders in order to establish additional commitments.



Regional Roundtables

The regional roundtables aim to collate industry leaders who are able to provide figures and commitments to support the Tourism Sector Deal. The following questions and discussion points should be used as a guide.

What are your priorities and investment plans for...?

- ...improving accessibility?
- ...improving skills and training?
- ...expanding accommodation capacity?

To what extent are you already...?

- ...investing in accessibility?
- ...investing in skills and training?
- ...investing in accommodation capacity?

Are you able to...?

- ...share your business' data with the British Tourist Authority?
- ...commit resources to a skills campaign?
- ...share best practice on accessibility?

Sample Agenda

1. Welcome and Introductions
2. Presentation from VisitBritain
 - a. Recap on the Industrial Strategy
 - b. Formal negotiations on the Sector Deal
 - c. Additional commitments sought
 - d. What happens next
3. Discussion with Members on the questions and themes raised in this briefing
4. Closing comments
5. Close