

101249554
Revision 01

TOURISM WORKING GROUP

NOT PROTECTIVELY MARKED

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| Meeting: | Tourism Working Group (TWG) |
| Date: | 19 th December 2023, 13:00-14:00 |
| Location: | MS Teams |
| Chair: | Paul Wood (ESC) |
| Attendees: | Paul Wood (ESC), Marie Webster-Fitch (ESC), Matt Jones (SCC), Harry Young (The Suffolk Coast DMO), Simon Amstutz (Suffolk & Essex Coast and Heaths National Landscape), Julian Munson (New Anglia), Rebecca Calder (SZC), Mike Humphrey (Quod), Annie Willey (The Suffolk Coast DMO), Paula Bartholomew (Suffolk & Essex National Landscape) |
| Apologies: | Pete Waters (Visit Suffolk), Isaac Nunn (SCC) |
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Meeting Notes:

1 INTRODUCTION AND ROLES

Paul Wood (ESC) (Chair - once ESC appoint the Tourism Programme Manager, they will take over on chairing the TWG) / Marie Webster-Fitch (Economic Development Manager at ESC)

Rebecca Calder (SZC) / Mike Humphrey (Director at Quod, on behalf of SZC)

Harry Young (Chair of Suffolk Coast DMO) / Annie Willey (The Suffolk Coast DMO) [one observer]

Julian Munson (New Anglia LEP, Head of Enterprise Zones and Innovation)

Simon Amstutz (Lead Officer at Suffolk & Essex Coast and Heaths National Landscape) / Paula Bartholomew (Landscaping Enhancement Officer at Suffolk & Essex Coast and Heaths National Landscape) [one observer]

Matt Jones (Economic Development Officer at SCC)

2 TERMS OF REFERENCE

- RC outlined ToR, noted document reflects what is stated in Deed of Obligation (DoO). Clarified that the TWG reports to the Economic Review Group – this will feed across into Social Review Group where there are links (specifically the Accommodation Working Group for this group).

Membership

- RC explained role of members / observers.
- SA queried if there is flexibility in attendance and questioned procedure on a TWG vote if a member is not present at that meeting. Group agreed that it is important for people to be present for discussion if voting so only members present should vote. However, members will be able to send a deputy who can be nominated to vote on their behalf.
- SA also noted that Suffolk & Essex Coast and Heaths National Landscape have not formally confirmed who is going to be their representative.
- JM flagged that NALEP will cease to exist in March 2024 and queried how this will impact number of members of the TWG. RC clarified that, at present, if NALEP ceases to exist then that member role drops off the TWG. JM flagged

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there may be a risk if this representation is lost – PB suggested nominations through existing membership if it is deemed that expertise and knowledge is missing once that role ceases. Suggestion for amend to ToR to reflect this.

Post-meeting note: Economic Review Group set an action for all sub-groups to consider the role the LEP would have played in the group and decide a) whether a successor is needed and b) propose which organisation this should be from.

Post-meeting note: Economic Review Group requested ToR be expanded to provide further detail on reporting / any KPIs.

ACTION: TWG to review draft ToR and propose any suggested amendments.

Meetings

- Working group to agree meeting frequency (must be at least six-monthly) - meetings may be in-person / virtual / hybrid going forward. PW outlined ESC preference – quarterly meetings that are ideally held in-person.
- Next meeting will be in person at ESC's Melton offices, with a Teams link for those that cannot attend in person.
- Group will meet quarterly initially.

Next meeting date to be held 13th March 2024 (hybrid). RC to send a hold, ESC to sort out meeting logistics.

ACTION: ESC to coordinate meeting on 13th March (meeting room, Teams invite etc).

Tourism Monitoring

- Group noted that money is ringfenced for tourism monitoring in the DoO – TWG to decide in due course what this should comprise, including longitudinal monitoring to tie into Tourism Implementation Plan.

See also discussion below.

Tourism Programme Manager

- PW explained ESC have readvertised for a Tourism Programme Manager role who will lead on the Annual Tourism Fund Implementation Plan. However this means deadline of plan stated in ToR will be challenging to meet.
- Some positive responses so far - anticipate interviews end of Jan 2024 (advert on until 14th Jan 2024). Aim to appoint someone within 3 months of commencement.
- Recruitment of Tourism Marketing Manager role to be progressed in due course, once Tourism Programme Manager is in place (not job description yet available).

ACTION: PW to circulate job adverts to TWG - TWG to share with relevant networks.

Annual Tourism Fund Implementation Plan

- DoO requires first draft for the approval of the TWG no later than three months following Commencement [post-meeting note: this is 15 April 24].
- Discussed that the Tourism Programme Manager is needed to produce this so a request for extension of deadline for Tourism Implementation Plan is to be raised with Economic Review Group.
- ESC to set out draft / interim plan within 3 months, which should include some initial spending such as on monitoring / summer events, with a more detailed plan at 6 months [by 15 July 24].

ACTION: RC to raise with Economic Review Group.

ACTION: ESC to produce interim plan for discussion at next TWG meeting.

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3 DCO FIRST COMMENCEMENT UPDATE

- RC confirmed first commencement is anticipated January 2024 but that this will be a soft start, with earthworks not starting until at least Q2 on the main development site and beyond that for the associated development sites (noting archaeological and ecological mitigation is needed in advance).
- SA requested confirmation of communications / publicity on this - RC confirmed first commencement plans have been shared with councils and stakeholders, project will roll out communications to the public in due course.
- AW explained the assumption that there will be significant PR and press involvement around any decisions regarding commencement date. Flagged need to be prepared for amount of potential attraction that start of commencement may get in terms of overall perception from potential tourists.
- RC confirmed this this will be low key and – as above – the ramp up of works will be slow. Noted that there have been a number of announcements related to government investment in the last year and first commencement is unlikely to receive any wider publicity than this.

4 OTHER STAKEHOLDER UPDATES

National Landscapes

- PB discussed opportunities for the TWG to feed into the Environment Group with regard to the monitoring and requested clarification on formal channels for this to happen coherently. RC confirmed this will likely be through informal relationships between groups and the working group reps that sit across both groups but that this is something that needs proper consideration.
- SA reminded the TWG that AONB are now branded as National Landscapes and as a stakeholder update, amendment to LURB now requires statutory bodies to further the purpose of the AONB (implemented 26th December 2023 – guidance to be issued early 2024).
- SA flagged there is a National Landscapes Partnership meeting in June 2024 and would be useful to have update on project. Would benefit from having something closer to the site (SA to raise with Steve Mannings).

DMO

- AW discussed broader picture on overall marketing – opportunity to reach audiences that have not engaged with this area to help raise profile of the area. Create relationships with new audiences before main construction begins.
- HY reiterated importance of collecting baseline monitoring information - PW emphasised that collecting baseline data will be a priority area with the Tourism Implementation Plan so needs to be established asap.
- MWF discussed that T-Stat had secured some funding from Suffolk Growth and ESC – obtaining footfall, car parking, accommodation stats etc. Allows changes in the industry to be monitored and analysed.
- AW confirmed the DMO are already working on T-Stat but will require significant resource. Need to capitalise on the resource early next year. Useful to have face-to-face and online perception surveys to capture audience insights also.

Suffolk Coast Tourism Conference

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- AW noted that The Suffolk Coast Tourism Conference will be held on 7 March 2024 – would be useful to include information on SZC project. RC confirmed that SZC would welcome this opportunity.

Post-meeting note: SZC slot at conference confirmed.

5 AOB - None.

Actions raised during the meeting:

| Date Raised | Ref. | Description | Lead | Date Due |
|---------------------------|------|---|------|---|
| 19 th Dec 2023 | 1 | TWG to review draft ToR and advise on any amendments. | TWG | To discuss at next meeting |
| 19 th Dec 2023 | 2 | ESC to coordinate meeting on 13 th March (meeting room, Teams invite etc). | ESC | Complete |
| 19 th Dec 2023 | 3 | PW to circulate job adverts to TWG. TWG to share with relevant networks. | PW | When advertised |
| 19 th Dec 2023 | 4 | Request for extension of deadline for Tourism Implementation Plan is to be raised with Economic Review Group. | RC | Agreed subject to provision of interim plan within 3 months |
| 19 th Dec 2023 | 5 | ESC to set out draft / interim Annual Tourism Implementation Plan within 3 months, which should include some initial spending such as on monitoring / summer events, with a more detailed plan at 6 months [by 15 July 24]. | MWF | Interim plan circulated for discussion at 13-3-24 |

Author: Eleanor Wright (Quod)