

**MINUTES OF THE INAUGURAL TOURISM ADVISORY COUNCIL MEETING –
THURSDAY 30th APRIL**

Present

Name	Title	Organisation
Grant Hearn	Chief Executive	Travelodge
Bob Cotton OBE	Chairman/Chief Executive	Tourism Alliance/ British Hospitality Association
Julie Hands	Chairman	Hand-Picked Hotels Limited
James Hervey Bathurst CBE	Director	Eastnor Castle Estates Company
Surinder Arora	Chairman	Arora International Hotels
Charles Prew	Chief Executive	Barcelo Hotels UK
Claire Smith		Number One Hotels Ltd
Juliet Williams	Chairman	Southwest Regional Development Agency
Christopher Rodrigues CBE	Chairman	VisitBritain
Penelope, Viscountess Cobham	Chairman	VisitEngland
Nick Mercer	Commercial Director	Eurostar
Jane Bentall	Group Finance Director	Bourne Leisure
Ally Shearer	Manager, Border Security & Facilitation Govt.& External Affairs Department	Virgin Atlantic
Andy Edge	Sales & Marketing Director	Park Resorts
Ken Kelling	Director of Public Affairs	VisitLondon

Apologies Sent

Name	Title	Organisation
Peter Lederer	Chairman	VisitScotland
Richard Carrick	Chief Executive	Hoeseasons
Ieuan Evans	Chair of the Ministerial Tourism Advisory Panel	Welsh Assembly Government
Tamara Ingram	Chairman	VisitLondon
Martin Dalby	CEO	Centre Parcs
Andrew Crawley	Sales & Marketing Director	British Airways

Department of Culture, Media & Sport

Name	Title
Barbara Follett MP	Minister for Culture, Creative Industries & Tourism Regional Minister for the East of England
Andrew Cunningham	Deputy Director, Leisure Sector Team
Zohir Uddin	Tourism 2012 Project Manager
Dan Pillay	Senior Policy Advisor, Tourism
Tim Crowhurst	Head of Leisure Business Relations
Emma Marsh	Press Officer
Aled Lewis	Assistant Private Secretary to Barbara Follett MP

1. Introductory Remarks – BF

- o TAC will mirror the Regional Economic Forum Barbara Follett chairs as Minister for the East of the England, which keeps her informed of all issues right across her region, which in turn, helps her to better represent the region in Whitehall.
- o Hoped the TAC would increase Industry access to Government; would become a vehicle to channel information between the two; and would also be a sounding board for Government for new policy initiatives.
- o Hoped the TAC would help to push Tourism further up the Government's agenda.
- o The TAC would help to set the agenda for the newly formed Inter Ministerial Group on Tourism (MGT), which will promote cross-Government understanding of the needs and requirements of the industry
- o Recognised that many members were concerned about the changes which had been made to the Furnished Holiday Letting Rules in the Budget, and Barbara Follett said that she would raise this issue at the inaugural MGT scheduled for Tuesday 5th June. Barbara Follett also asked members to feed to her and DCMS officials any intelligence they had on this matter.
- o Keen to see specific work streams developed by sub groups.

2. Terms of Reference

- a. The Group reviewed and agreed the Terms of Reference of the TAC.

3. Latest Status Report of the Industry

- a. DCMS officials provided the Council with a brief status report on the Industry. Barbara Follett then opened this up for wider group discussion.
- b. Juliet Williams spoke about a presentation on the proposed High Speed 2 (HS2) she had recently attended at the Department of Transport. Juliet Williams expressed concern that these proposals excluded Wales, West Country and the East of England, and that in general the plans concentrated on improving current links instead of creating new cross county links. Nick Mercer spoke of his experience of being involved in the 'High Speed' initiative and stressed that HS2 was the first of a number of 'High Speed' plans and there would be more which would cover different parts of the country.

[ACTION - It was agreed that DCMS would ask the Department for

Transport if this presentation could be given at the next TAC and Barbara Follett asked the Council to contact her if they attended presentations which they felt would have a detrimental impact on Tourism]

- c. Barbara Follett spoke about the outcomes of the recent meeting she had chaired with the Tourism leads from each RDA. Juliet Williams, who co-chaired this meeting, agreed that the presentation used at the meeting and any other papers would be shared with the group. **[ACTION]** Barbara Follett also noted that she would be presenting on Tourism to the Council of Regional Ministers on Tuesday 9th June.
- d. **[ACTION – Nick Mercer agreed to share with the Council a report published by Eurostar, titled *Travel Nation Report*]**

4. Tourism Industry Priorities “Five Asks” for Government

- a. Christopher Rodrigues was invited to summarise the ‘Top 5 Asks’ where Government had been asked to examine support for the industry, compiled by VisitBritain following the Tourism Summit in January. Barbara Follett asked the Council for their views on the list. Bob Cotton said that he would add regulatory burden and Ally Shearer concurred with this.
- b. Barbara Follett said that Government was keen to make progress on the ‘asks’ and that she would be discussing them with Ministers from other Government Departments at the MGT, and she would keep the TAC updated on progress.
- c. On Skills and Employment, Barbara Follett noted that there was a need to explore with the sector how it could link in with DWP’s 18-24 Job Guarantees and Job Fund initiatives, and encourage more businesses to take advantage of these schemes.

5. Close & AOB

- a. Grant Hearn raised the issue of Tourism 2012 legacy in order to ensure the Industry reaped maximum benefits from hosting the 2012 Olympics and Paralympic Games. He also cited the absence of welcome banner at Heathrow as a missed opportunity. Barbara Follett said that the TAC should consider the 2012 tourism legacy in more detail at a future meeting of the group.
- b. Barbara Follett suggested that the next meeting should take place in 6 – 8 weeks time and agreed that the minutes of the meetings with the RDA Chairs and MGT would also be made available to Council Members. **[ACTION]**