

**Knowsley Tourism Business Network Meeting  
15<sup>th</sup> December 2010**

**Present:** Edward Perry – Knowsley Hall & Safari Park, James Iball – Land Rover, Lesley Martin Wright – Knowsley Chamber, Lynsey Kendall - Village Hotel, Alison Riley – KMBC, Paula Williams – KMBC, Matt Dodd - Knowsley Safari Park, Carolyn Houghton - TMP, Alison Storer - National Wildflower Centre, Tina Ball - KMBC, Corinne Dowell - KMBC

**Apologies:**

1. Welcome	Actions
<p>Edward Perry (<b>EP</b>) welcomed all present</p>	
<p><b>2. Presentation by Knowsley Community College Creative Arts and Media Diploma Students (Visit Knowsley and Interactive map)</b> Edward thanked the students for their presentation and praised them for their ideas. The students were given some constructive feedback by the network and the network felt that many of their ideas would be useful for the Visit Knowsley Website.</p>	
<p><b>3. Minutes from Last Meeting and Matters Arising</b>  Minutes - agreed. Matters Arising - None.</p>	
<p><b>4. TMP Update</b></p> <p><b>Funding</b> At this stage budgets are not confirmed, changes are likely and there is likely to be some impact on delivery. Budgets should be confirmed by the end of January.</p> <p><b>Training</b> is now being offered to the sector via in-house training such as on-line marketing, travel trade workshops, press/PR workshops. TMP will run a new phase between January and March 2011.</p> <p><b>Marketing</b> – not anticipating too big a reduction in this budget. Looking at the website being more commercial. The 2011 Visitor Guide production is underway. Ongoing work is being undertaken on the Visit Liverpool site. Press/Journalists are still being engaged, Carolyn will pass on Erica Dillon's details with the minutes.</p> <p>There is a monthly MOST e-news, which not everyone gets. <b>AR</b> will send Carolyn the emails from the network to ensure they get future editions.</p> <p><b>Strategy</b> - <b>LMW</b> asked if there was a specific Knowsley Tourism Strategy. There is an overarching Liverpool City Region strategy, all districts were involved in devising this. Prescott is featured in the action plan.</p> <p><b>EP</b> mentioned that he has had input in ensuring tourism is embedded in the Local Development Framework for Knowsley.</p> <p>Discussions were had regarding mapping the amenity value of the sector in Knowsley. Carolyn can provide a digest of facts and figures. EP commented information on hotel visitors would also be valuable.</p> <p><b>EP</b> will find a copy of the tourism strategy that was written for the borough under David Moore's leadership (approx 2006).</p> <p><b>EP, PW</b> and <b>LMW</b> will meet separately to discuss strategies and would be useful to involve Pam Wilsher from TMP.</p>	<p>CH</p> <p>AR</p> <p>CH Hotels EP</p> <p>EP, PW, LMW</p>

<p><b>5. Local Authority Update</b>  Paula Williams gave an update on current leisure and cultural developments in the borough:  <b>£25m Leisure and Culture Park in Huyton</b> (to replace 2 existing leisure centres). Looking to secure a BMX facility and velodrome. The sports hall will have capacity for exhibition space and performance space.  <b>Stockbridge Village</b> - will have a small leisure centre with a warm pool which will attracts users with disabilities and young families.  <b>Prescot</b> - To develop the Prescot Leisure Centre site, also exploring moving Prescot Museum to co-locate with the library within the shopping centre.  <b>2012 Olympic/Paralympic programme</b> – have recently hosted the World Disability Challenge on the specialist track in Kirkby. This will be returning next year. Have secured the Romanian Paralympic Team to use the track and are talking to Namibia and other countries. PW asked about accommodation requirements and will share this information with the network.  <b>Shakespeare North</b> – theatre development still committed to developing a programme, looking at the business plan, funding and potential sponsorship.  <b>Culture Plan</b> - Planning to set up a cultural partnership, looking to the chair of the TBN to sit on this.  <b>Public Art</b> – is on display across the borough and a public art trail will be devised around the borough. There will be an Edward Lear themed trail from the new leisure and culture park.  <b>Active Workforce</b> programme has been extended to businesses.</p>	
<p><b>6. Report from Tourism Business Support</b>  Written report by AR</p>	
<p><b>7. Report from Members</b></p> <p><b>Village Hotel</b>  September’s occupancy levels were good. Had a downturn in October/ November but now up again for December. Bookings come mainly through Village’s website, and social media. Offering a December Friends/Family rate. Package with the Safari Park has worked well.  If businesses want to be featured in the Villages Attraction Listings please let Lynsey know.</p> <p><b>Land Rover Experience</b>  <b>Jl</b> reported that since the last meeting the situation has changed again. It looks as though the tours will continue with the ‘Evoque’. Potentially new Evoque may launch from Halewood, so would be opportunities for local hotels. This is yet to be confirmed.</p> <p><b>Knowsley Arts and Heritage Service</b>  Tina introduced herself. There are several exhibitions that could link in to the TBN.</p> <p><b>National Wildflower Centre</b>  Business picked up in July and August and half term activities were fully booked. The Flower Show next year will be 7<sup>th</sup> August. NWC events guide was passed around, if anyone wants copies please let Alison know.  NWC are offering free stalls and any of their events, events such as the Green Fayre attract 8 – 10,000 visitors. Please let Alison know.  NWC is 10 years old next year and will be hosting a Midsummer BBQ; can anyone offer any prizes?</p> <p><b>Knowsley Safari Park</b>  It has been a tough year, but has ended positively winning the Eden Wildlife</p>	<p>ALL</p> <p>ALL</p> <p>ALL</p>

