



**Liverpool Attractions Group Meeting
Monday 7 April 2008
Venue: Liverpool Metropolitan Cathedral**

In attendance:

Jemima Pyne (Chair), Tate Liverpool
Alan Smith, St George's Hall
Barry Noble, Liverpool Metropolitan Cathedral
Eryl Parry, Liverpool Anglican Cathedral
Elizabeth-Anne Williams, Sefton Park Palm House
Claire Rider, National Museums Liverpool
Kathryn Luke, Liverpool Culture Company
Alison Smith, Mersey Tunnel Tours
Carolyn Peacock, Merseytravel
Hilary Oxlade, Merseyguides Association
Shulah Jones, The Mersey Partnership
Claire Hamilton, The Mersey Partnership (student)
Andrew Elliot, The Mersey Partnership
Paul Gibney, City Sightseeing
Andy Butler, City Sightseeing
Jeff Wallace, Underwater Street
Janine Ross, The Beatles Story
Stephen Done, Liverpool Football Club Museum
Sarah Stamper, Victoria Gallery & Museum
Joe Edge, Albert Dock Company
Ruth Melville, Impacts 08
Colin Bordley, The Mersey Partnership/Liverpool Culture Company

Apologies:

Stephanie Swarbrick, British Waterways
Chris Lines, Parks & Environment
Keith Blundell, Liverpool Culture Company
David Armstrong, The National Trust

1.) Previous Minutes & Matters Arising

The minutes from the previous meeting were agreed and the following issues discussed:

- Bags – JP has looked into the cost of producing the same style bags as Tate Liverpool has but they are too expensive for our budget. However she is willing to provide bags for events that we attend, if we need them. Mandy Gaughan from City Sightseeing has sent CB costs on producing the same style of bag that they use.
- Day Visitor Guide – SJ said that TMP's conference team would like to distribute the day visitor guide in line with visitor enquiries they receive as it is more practical for conference delegates who are already coming and have sourced accommodation than the TMP visitor guide. We currently have more requests for the guide than we are able to furnish.



The conference team has offered to pay for the guides and CB provided them with the costs of a reprint and is waiting to hear back from them.

2.) Presentation: Impacts 08 – Ruth Melville

Ruth Melville gave a presentation on Impacts 08; a study into the long-term impacts of Capital of Culture on Liverpool, Merseyside and the North West. A copy of the presentation is distributed with these minutes.

Copies of the introduction leaflets on Impacts 08 were also handed out. Ruth would be interested to hear from LAG members who would like to take part in the study. Involvement can range from providing quantitative and qualitative information to offering suggestions for other data that the study could include.

Anyone interested should contact Ruth directly on the following details:

Ruth Melville, Research Fellow
Impacts 08
University of Liverpool
Eleanor Rathbone Building
Bedford Street South
Liverpool
L69 7ZA

Tel: 0151 794 2988

Email: ruth1@liv.ac.uk

3.) Presentation: Taste Liverpool – Andrew Elliot

Andrew Elliot gave a presentation on the new Taste Liverpool scheme, which will provide food establishments with an accreditation based on their use of local and regional produce.

Taste Liverpool is assessed by accreditors from Quality in Tourism (QiT) and assessments are carried out annually. There are a very limited number of places available for local attractions who server food to apply for the accreditation.

If anyone would like to apply for accreditation, they should contact Andrew Elliot at The Mersey Partnership on 0151 237 3522.

4.) Coach Parking

JP gave an update on the drive for improved coach parking facilities in Liverpool. The current TRO is proposing to introduce 46 new coach parking bays (including Upper Duke Street) and to change the current TRO on Crosshall Street from a medium stay bay to a Drop off/ Pick up location.

Medium stay parking spaces (Total of 46 spaces)

- Regent Road (26 spaces) (This will be an important site for the Tall Ships Race Event)
- Bankfield Street (8 spaces)



- Walter Street (8 spaces)
- Upper Duke Street (4 spaces)

Drop off/pick up spaces (Existing day time coach parking to be changed to a drop off/pick up)
Total of 2 spaces

- Crosshall Street (2 spaces)

There is a deadline of 14 April for any objections of declarations of support.

Note: Although at the time of the meeting there were no objections received, there have since been two objections received to one the parking spaces on Upper Duke Street. There have been declarations of support (from Tate Liverpool, Cavern City Tours, Liverpool Biennial, National Museums Liverpool and Liverpool Cathedral).

CB strongly encouraged members to write to the highways department to support the TROs.

A special meeting about how to promote the spaces to the coach market is scheduled for 28 April 2008, including representatives from Liverpool's tourism department, the Highways Department, Parking Services and the Liverpool Attractions. HO, EP and JP will attend to represent the attractions. SJ from TMP will also attend. The Confederation of Passenger Transport is also being invited. It was suggested that a representative from the evening venues should also be invited to attend.

SJ reported that TMP has produced the Groups and Coach Operators Resource Pack, which is being distributed to the industry. Fifty copies were given out to tour operators at the recent group travel showcase to Liverpool last weekend.

CB has been told that a private coach parking venue in North Liverpool applied for planning permission to install dedicated driver facilities. CB will report on any progress he hears about this.

CB suggested the group consider offering special incentives for drivers to encourage them to visit attractions. HO said that this has proven popular with coach drivers in the past as long as they bring the visitors with them. CB asked members to contact him if they have ideas for driver incentives that can be promoted to the industry.

ACTION: All to consider if they can offer a driver incentive and to contact CB with the details.

As reported in the previous minutes, CB has emailed details of the information attractions should to supply to help inform the highways department of the impact the group market has on the tourism industry locally. Members are encouraged to provide this data for submission to the highways department to increase pressure to put coach parking higher on the list of priorities. So far The Beatles Story has provided this information.

ACTION: Members to provide details on their group travel markets.



5.) Capital of Culture Visitor Marketing Update: Kathryn Luke, Liverpool Culture Company

KL provided an update on the marketing activity that the Culture Company is engaging in to promote Liverpool.

- A special Liverpool Capital of Culture supplement was published in the Guardian last weekend.
- There will be a special supplement in the Sunday Times (this is a much bigger circulation than the supplement we did in The Times in January)
- Liverpool, European Capital of Culture is currently being advertised 48-sheet billboard sites on the London Underground. Special new 48-sheet sites have also been booked at Hammersmith (near to the Visit Britain office) and Westminster (for the benefit of MPs) underground stations.
- The redesigned Liverpool08.com website will launch shortly (i.e. early April). The site will be more event focussed and easier to navigate. Content will be updated to include new media (e.g. video clips), blogs and forums.
- The marketing team is working on the promotional literature for the Tall Ships. If any LAG members have any special events planned (above and beyond what they would normally be doing) for the Tall Ships, there is an opportunity for these details to be included in the promotional literature. Anyone interested should contact Andrea Nix within the Liverpool Culture Company marketing team asap (via andrea.nix@liverpool.gov.uk).

Actions: Anyone who wishes to promote their Tall Ships event in the Capital of Culture literature should contact Andrea Nix at Liverpool Culture Company marketing team ASAP.

- The Look of the City banners are currently being taken down because they are not standing up to the poor weather conditions. A review is underway as to whether they will go back up once the weather has improved.
- A new version of the Liverpool city centre map is being produced and will be distributed by Take A Flyer. Mersey Tunnels Tour would like to get on the map if possible. CB said that he would raise it with the tourism team.

6.) Any Other Business

- Merseytravel is producing a special travel information publication especially for the Tall Ship/Open Golf period. This publication will also feature car travel information, including park & ride sites.
- LFC want to know details for travel regarding the Liverpool Sound concert in June. Car parking near the stadium will not be an option. CP is going to speak to Merseytravel to find out progress on this.
- The Beatles Story has been acquired by Merseytravel. A new special exhibition space for the attraction will be at the new Pier Head ferry terminal building. In addition, a new section of



the attraction, incorporating the Fab 4 Store and Starbucks coffee shop has opened at the Albert Dock. The Going Solo exhibition space opens this week, focussing on the solo careers of the individual Beatles members. The opening times are now going to be from 9am to 7pm.

- Sefton Park Palm House has been chosen for the Seabourne Selects Experience (shore excursion destination) in July. The attraction bid to host the excursion against venues from across the UK and was selected by the cruise company.
- Merseytravel has posted the latest edition of their Out & About publication on their website.
- Mersey Tunnel Tours is having a good year with bookings up by 200%. The tours are currently fully booked until July.
- Victoria Gallery is involved in the Mitchel and Kenyon film screenings at St George's Hall on 13 May. Tickets are available free by telephoning 0151 794 2650.

7.) Familiarisation Visit – Victoria Gallery & Museum

SS provided a tour of the University of Liverpool building that will house the Victoria Gallery & Museum. The building is the original "Red Brick University" The attraction will be free and opens to the public in July from 10am to 5pm, Tuesday - Saturday. The gallery will display numerous items from the University's own collection as well as external exhibitions. It will house an exhibition of work by Stuart Sutcliffe in August, to coincide with the International Beatle Week.

Date of Next Meeting: 2.00pm, Monday 2 June
Venue: TBC