

**Westminster Media Forum Keynote Seminar:
The UK tourism industry post-Brexit - skills, investment and the Industrial Strategy**

Timing: Morning, Tuesday, 30th January 2018

Venue: Central London



Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Inglewood, President, Cumbria Tourist Board
- 9.05 - 9.20 **Supporting long-term, sustainable growth for tourism in the UK: the policy outlook**
Giles Smith, Deputy Director, Heritage, Tourism and Cultural Diplomacy, DCMS
- 9.20 - 9.35 **Investment priorities and promoting wider sector collaboration**
Sally Balcombe, Chief Executive Officer, VisitBritain
- 9.35 - 9.55 Questions and comments from the floor
- 9.55 - 10.55 **Developing visitor economies across the UK: infrastructure, funding and new ways of working**
How well does UK tourism policy, particularly the Tourism Action Plan, support the development of the tourism sector across the UK; and how can government departments better co-ordinate on funding and other forms of support for destination management organisations and local authorities to enable them to implement policy proposals such as greater deregulation, cultivating cross-sector partnerships and improving transport links, facilities and access? What are the latest opportunities for service diversification and product development - including new ways of leveraging natural, cultural and historical assets, utilising Big Data, and through hosting major events - and how can the sector and its partners collaborate more effectively, including in learning and building on examples of best practice? How might possible reform to the way agricultural space is used post-Brexit provide opportunities for the tourism sector in rural communities? How well equipped are local economies for supporting sector growth - particularly rural and coastal areas - and what more can be done in terms of infrastructure, marketing and regeneration to improve productivity and attract new visitors?
Sir Gary Verity, Chief Executive, Welcome to Yorkshire and Regional Chair,
Yorkshire & Humberside Heritage Lottery Fund
Samantha Richardson, Academy Director, National Coastal Tourism Academy
Senior speaker, LEP
Senior speaker, cultural institution
Senior speaker, local authority
Questions and comments from the floor
- 10.55 - 11.00 **Chair's closing remarks**
Lord Inglewood, President, Cumbria Tourist Board
- 11.00 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**
Baroness Doocey, House of Lords Liberal Democrats Spokesperson for Tourism
- 11.30 - 11.40 **Key opportunities and challenges for the tourism sector after Brexit**
Kurt Janson, Policy Director, Tourism Alliance
- 11.40 - 12.55 **Fostering a resilient and internationally competitive sector post-Brexit: skills, immigration, and the Industrial Strategy**
As the UK withdraws from the EU, what does the sector need from policy in order to maintain sector growth and international competitiveness - particularly in terms of addressing current and future skills gaps and supporting new approaches to working with technology, and how can the sector work together to advocate a visa strategy which recognises soft skills and supports the positioning of the UK as a leading tourist destination? What preparation might businesses undertake to address concerns regarding the sector's ability to attract and retain talent during and after Brexit, such as investment in human resources teams, incentivisation schemes, and professional development? What are the key priorities in the development of a tourism sector deal for the UK's Industrial Strategy, particularly around regulation and connectivity, and what might the challenges be in terms of broad sector collaboration and SME engagement?
Deirdre Wells, Chief Executive Officer, UKinbound
Bernard Donoghue, Chief Executive Officer, Association of Leading Visitor Attractions
Lizzie Glithero-West, Chief Executive, The Heritage Alliance
Mark Essex, Director, Public Policy, KPMG
John Guthrie, Employment Policy Adviser, British Hospitality Association
Questions and comments from the floor with **Kurt Janson**, Policy Director, Tourism Alliance
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Baroness Doocey, House of Lords Liberal Democrats Spokesperson for Tourism
Peter van Gelder, Director, Westminster Media Forum