



WESTMINSTER  
MEDIA FORUM

# The UK tourism industry post-Brexit - skills, investment and the Industrial Strategy

## 30<sup>th</sup> January 2018

### **CONDITIONS FOR USE OF TRANSCRIPTS:**

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

# Contents

<b><u>About this Publication</u></b>	<b>3</b>
<b><u>Agenda</u></b>	<b>4</b>
<b><u>Chair's opening remarks</u></b>	
Lord Inglewood, President, Cumbria Tourist Board ( <i>transcript</i> )	6
<b><u>Supporting long-term, sustainable growth for tourism in the UK: the policy outlook</u></b>	
Rebecca Stewart, Senior Policy Advisor, Tourism, DCMS ( <i>transcript</i> )	7
<b><u>Investment priorities and promoting wider sector collaboration</u></b>	
Anthony Pickles, Head of Tourism Affairs, VisitBritain ( <i>transcript</i> )	10
Questions and comments from the floor ( <i>transcript</i> )	13
<b><u>Developing visitor economies across the UK: infrastructure, funding and new ways of working</u></b>	
Samantha Richardson, Academy Director, National Coastal Tourism Academy ( <i>transcript</i> )	23
David Anderson, Director General, National Museum Wales ( <i>transcript</i> )	26
Chris Starkie, Chief Executive Officer, New Anglia Local Enterprise Partnership ( <i>transcript</i> )	29
John McGrillen, Chief Executive Officer, Tourism Northern Ireland ( <i>transcript</i> )	32
Sir Gary Verity, Chief Executive, Welcome to Yorkshire and Former Regional Chair, Yorkshire & Humberside Heritage Lottery Fund ( <i>transcript</i> )	35
Questions and comments from the floor ( <i>transcript</i> )	38
<b><u>Chair's closing remarks</u></b>	
Kurt Janson, Director, Tourism Alliance ( <i>transcript</i> )	45
<b><u>Chair's opening remarks</u></b>	
David Anderson, Director General, National Museum Wales ( <i>transcript</i> )	46
<b><u>Key opportunities and challenges for the tourism sector after Brexit</u></b>	
Kurt Janson, Director, Tourism Alliance ( <i>transcript</i> )	47
<b><u>Fostering a resilient and internationally competitive sector post-Brexit: skills, immigration, and the Industrial Strategy</u></b>	
Deirdre Wells, Chief Executive Officer, UKinbound ( <i>transcript</i> )	50
Lizzie Glithero-West, Chief Executive, The Heritage Alliance ( <i>transcript</i> )	53
Mark Essex, Director, Public Policy, KPMG ( <i>transcript</i> )	56
John Guthrie, Employment Policy Adviser, British Hospitality Association ( <i>transcript</i> )	59
Questions and comments from the floor with Kurt Janson, Director, Tourism Alliance ( <i>transcript</i> )	61
<b><u>Chair's and Westminster Media Forum closing remarks</u></b>	
David Anderson, Director General, National Museum Wales ( <i>transcript</i> )	67
Emily Darling, Associate Forum Lead, Westminster Media Forum ( <i>transcript</i> )	68
<b><u>Press Links</u></b>	<b>69</b>
<b><u>List of Delegates Registered for Seminar</u></b>	<b>70</b>
<b><u>Contributor Biographies</u></b>	<b>74</b>
<b><u>About the Core Sponsors of the Westminster Media Forum</u></b>	<b>77</b>

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

## About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: The UK tourism industry post-Brexit - skills, investment and the Industrial Strategy held on 30<sup>th</sup> January 2018. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

### **Westminster Media Forum**

UK Headquarters  
4 Bracknell Beeches  
Old Bracknell Lane West  
Bracknell  
Berkshire RG12 7BW

T: 01344 864796

F: 01344 420121

[publications@westminsterforumprojects.co.uk](mailto:publications@westminsterforumprojects.co.uk)

### **Directors**

Peter van Gelder

Chris Whitehouse