

## Cross Party Group on Tourism

### Meeting Minutes

Date: 27/06/17

Location: Conference Room D

In attendance:

<b>Name</b>	<b>Title</b>
Huw Irranca-Davies AM	Stand in Chair
Adrian Greason-Walker	WTA
David Chapman	BHA
Adrian Barsby	WTA
Paul Loveluck	WTA
Tim Brace	Welsh Agents
Peter Cole	Tourism Society
Merlin Tolley	BH & HPA
Jacqueline Janssen	WASCO
Jan Meulendijk	WASCO
Anthony Rosser	Lake Vyrnwy Hotel & Spa
Val Hawkins	Mid Wales Tourism
Terry Jackson	This Week Wales
Margaret Llewellyn	Tourism Advisory Board and Visit Wales
Robert Hall	Welsh Government and Visit Wales
Julie James AM	Welsh Government- Skills Minister
Craig Lawton	CPG Secretary

Apologies:

<b>Name</b>	<b>Title</b>
Suzy Davies AM	Chair

HID welcomed members and confirmed apologies of SD, CPG Chair, who is visiting Brussel with the External Affairs Committee.

JJ, Minister, attended and only able to stay for short period due to another meeting, so questions to Minister were taken first in place of original time of agenda.

David Chapman asked Minister whether she could attend the next launch of Big Hospitality Conversation in Bluestone and what more support could be given, such as visibility and PR

JJ answered that it is important that groups and organisations communicate with regional partnerships and all keep each other updated so that they do not clash.

JJ added that hospitality sector is doing well at present with the finalist of a business award for Wales currently works in the hospitality sector

In addition the idea and opportunities within the tourism sector need to be better communicated and “sold” to FE and HE

FE and HE also need to do more to attract their own levels of private income and finance. Welsh Government are encouraging and part funding but colleges also need to look for more themselves

AGW asked about the skills funding and the allocations of this funding

JJ answered that Welsh Government will use the Regional Skills Partnership to consult on this.

JJ pointed out however that if this is not happening on the ground, then groups like this and the WTA need to tell Welsh Government so they are fully aware of this

Welsh Government are producing a plan for skills however this is being led by employers

JJ added that Welsh Government can help to make sure that businesses get the right connections if they are not there at present

Added that Welsh Gov is currently talking to “Grow Mid Wales” to see if being linked with South Wales is the best link

AGW asked about recruitment and added that some feel there is a people shortage as opposed to a skills shortage and that the industry needs more people to see hospitality and tourism as an industry to go into. Asked how schools and careers advisers can be involved in this

JJ advised that Business Clusters have been set up around schools to allow employers to engage with pupils

Have also introduced Junior Apprenticeships for 14 years and above in Cardiff as a pilot as part of Welsh Government's Youth Engagement and Progression Strategy. This is partly to stop young people out of school and education.

SMEs can also "share" apprentices. This has been done for Agriculture but not for Tourism sector to date.

JJ advised that she is happy to look at producing shared apprentice schemes to fit with Tourism sector however there needs to be the option of those learners progressing to Level 3 as part of the programme

**Action: CPG to raise this with the Minister and her department to start further discussion about this**

JJ advised that the industry also needs to get more tourism and hospitality businesses at skills shows and fayres as well. Welsh Government communications team can help with this if needed

JJ advised that her department can also help feed information to WTA about how Welsh Government "Hwb" website can be used to help promote industry and jobs within it

**Action: Follow up on these proposals**

JJ advised that people, schools and sector need to know about apprenticeship options and possibilities earlier in the year as opposed to as and when needed. This is so that people can plan ahead as well as see that the sector is a viable one for them when they are looking for jobs in the future

Question was asked about the Apprenticeship Levy and whether those that pay the levy will get the best opportunities

JJ responded that the money from this will be redistributed via the Barnett Formula. JJ advised that Welsh Government will get £90 million from the Apprenticeship levy but that at the same time that amount they get via the Barnett Formula from the BEIS Department's budget has gone down.

JM from WASCO asked about access opportunities for apprentices into self catering industry

JJ advised that this would be good opportunity for the shared apprentice scheme. If businesses are able to put together a model to pay for, employ,

and train an apprentice with all required skills then Welsh Gov can work with them on this to support

JJ confirmed that some areas have done this with support of Local Authorities. Eg- Blaenau Gwent Council are the “host employer” in some cases and then work with other businesses who share the apprentice

JJ added that Welsh Gov focussing on more than just apprentices though, also traineeships and work based training programmes such as digital skills.

JJ advised that if businesses can work with a college to find the interest to teach a course and those people that wish to take part then Welsh Government can support this as well

JJ vacated meeting.

**Agreed that further questions would be forwarded to the Minister’s office for answering**

Minutes were agreed from last meeting

Updates from previous meeting provided

MLI from Visit Wales and Advisor confirmed that they have list of around 70 businesses and representative organisations and happy to assist with providing these to group

**Action point- obtain list from Visit Wales/MLI**

Guidance from Welsh Gov regards VOA criteria was circulated

**Agreed that members would respond to WTA by September as to whether the guidance and information provided was in fact how it was applied**

MLI advised that she is the Visit Britain rep for Wales and is happy to attend future meeting to discuss Visit Wales branding and how businesses can tap into this resource

**Agreed to invite MLI to future meeting regards this**

AGW advised that there is a new VOA Chief Valuations Officer for Wales

**Agreed will contact**

MLI advised that at present tourism is not seen by people as a valuable career option. Advised that need more high quality tourism brands and companies in Wales as these provide excellent training. These skills can then be used by those that have been training to expand businesses and set up their own in some cases

AGW advised that one issue raised previously is that many chains are not allowed to use localised/regional branding of Wales due to corporate brands that they have globally- this can mean they lose out in Welsh marketing somewhat

MLI advised as well that while universities are looked to for courses, in many cases the colleges are in fact providing excellent course and training for tourism sector

DC added that FE, HE and other levels often talk to themselves and each other but in fact need to be better connected to the industry

RH advised that it can at times be difficult to identify skills gaps

Added that more could be done by all to tell the “good news” stories from the industry and training.

DC suggested that the Big Hospitality Conversation would be a good opportunity to do this

Also added that interested in exploring the opportunities through shared apprenticeships further

HID suggested that one way on engaging with more AMs might be to introduce “Sector champions” to help show AMs the roles, opportunities, and variety of Welsh tourism and hospitality sector

**Agreed would address further**

Meeting closed