

Event Programme

Mind the Gap – Addressing the Tourism Divide

10th June 2014

Museum of Liverpool

Welcome

1. 10.30 – 11:30 Registration – Tea/Coffee & Networking
2. 11.30 – 11:40 Welcome and Introduction
Penelope, Viscountess Cobham
Chairman, VisitEngland
3. 11.40 – 12.00 **The Lord Shipley OBE** Deputy Chair, Regional Growth Fund
Independent Advisory Panel

Challenges and Opportunities for Regional Growth

The following speakers will set the scene from three different perspectives and provide the context for the following two panel sessions.

4. 12.00 – 12.10 Overview – Challenges and Opportunities for Regional Growth
Evan Davis British Economist, Journalist and BBC Presenter (video presentation)
5. 12.10 – 12.25 London - The Thorn in England's Side or the Catalyst for Regional Growth?
Rita Beckwith OBE Chief Executive Officer, City Cruises Plc
6. 12.25 – 12.45 Addressing the Tourism Divide
James Berresford Chief Executive, VisitEngland

7. 12.45 – 13.45 **Lunch & Networking**
8. 13.45 – 13.55 **Helen Grant MP** Tourism Minister
9. 13.55 – 14.00 Introduction to Panel Discussions
Clr Wendy Simon Cabinet Member for Culture and Tourism - Liverpool Council

Generating Growth 1 – Product Development

Are we Proud of our Product?

The panellists will tackle questions such as: What makes a good visitor experience? Who gets it right, and who gets it wrong? How can we compete on the international stage? How can we improve to generate growth? Where are the key areas for development?

10. 14.00 – 15.00 Chair **Tom Jenkins** Executive Director, **ETOA**
 - **Deirdre Wells OBE** Chief Executive Officer, UKinbound
 - **Sarah Dunning** Chief Executive, Westmorland, Cumbria
 - **Nick Lancaster** Director of Operations, Langdale Hotel & Spa
 - **David Edwards** Head of Research & Forecasting, VisitBritain

Generating Growth 2 - Investing in Infrastructure

Access Infrastructure & Connectivity

The panellists will tackle questions such as: Is there enough investment in infrastructure outside of London? Does new infrastructure actually drive more growth into London rather than out of London? Will the growth of regional airports simply displace tourism traffic from other parts of the country, or will their growth stimulate more visitors from at home and overseas?

11. 15.00 – 16.00 Chair **Nigel Halkes** Board Member, VisitEngland

- **Graeme Mason** Planning & Corporate Affairs Director, Newcastle International
- **David Golding** Principal Strategic Planner, Network Rail
- **Nathan Marsh** Director, Advisory Services, Ernst &Young LLP
- **Brendan Dick** MD, BT Regions

Wrap-up

12. 16.00 – 16.10 Summary - Key Themes
Lady Cobham closes the event

13. 16.10 **Event Close**