

Report of the Strategic Director of Place to the meeting of Executive Committee to be held on June 6th 2023

D

Subject: Local Visitor Economy Partnership (LVEP) Progress Report

Summary statement:

The following report considers the need for a new organisation to represent tourism in Yorkshire. The recent De Bois Review sets the stage for Destination Management Organisations on a tiered format and a West Yorkshire consortium approach is recommended in order to establish a Local Visitor Economy Partnership (LVEP) to manage and promote the tourism offer going forward.

This supports our work to enhance Bradford's national and international profile and compliments the wider strategy on place promotion including the UK City of Culture 2025, the recently established Strategic Place Marketing & Investment Partnership and improvements to the Visit Bradford on-line presence.

The Mayor and Council Leaders will play a key role in championing the governance of a suitable support structure for tourism at a West Yorkshire level, reflecting on the Combined Authority and Local Authorities wider remit and ambitions around most effectively utilising the brand of Yorkshire and the delivery of business support, skills and culture activities.

EQUALITY & DIVERSITY:

The recommendation from the De Bois Review is to ensure that there is a diverse governance board established for the West Yorkshire LVEP with both the public and private sector.

The promotion and the programming of 2025 and the events programme of the district, will give the opportunity to attract new and diverse audiences and support our communities as a place to live and work.

David Shepherd
Strategic Director of Place

Portfolio: Healthy People and Place

Report Contact: Patricia Tillotson
Phone: (01274) 431274
E-mail: patricia.tillotson@bradford.gov.uk

Overview & Scrutiny Area: Regeneration & Environment

1. SUMMARY

- 1.1 Following the publication of the De Bois review it has been proposed that a West Yorkshire consortium should consider taking forward a Local Visitor Economy Partnership (LVEP).
- 1.2 The De Bois review was commissioned by DCMS and examined how Destination Management Organisations in England were structured and these were put into 3 categories.
- 1.3 Tier 1 are established Destination Development Partnerships (DDP'S) which are already established Destination Management Organisations.
- 1.4 Tier 2 is for existing Destination Management Organisations to move across to become accredited LVEP's.
- 1.5 Tier 3 are Destination Management Organisations that do not meet accreditation criteria and will be considered as part of a tier 3 and government will minimise its engagement with them.
- 1.6 The government response set out the criteria for the pilot and included 40 accredited LVEP's that should evidence visitor economy growth potential, including opportunities for improvement in tourism products, such as attractions and transport links, wider product development increasing visitor numbers and spend.
- 1.7. Visit England is responsible for creating, maintaining and supporting this new tiered structure and will introduce a Tourism Data Hub to allow for better decision-making.
- 1.8 There are currently five local authorities in the West Yorkshire Combined Authority area and five Local Authority funded DMOs with Visit Bradford, Visit Calderdale, Visit Leeds, Experience Wakefield and Kirklees Council.
- 1.9 Under Paragraph 8.7.4 of Part 3E of the Constitution, the report is marked exempt from call-in for the reason that there is a Visit England deadline to submit the Local Visitor Economy Partnership application in June. Failure to submit this could mean we would not be considered.

2. BACKGROUND

- 2.1 There has been joint informal West Yorkshire partnership working over the last 2 years and there is now an opportunity for us to become a tier 2 LVEP.
- 2.2 The 5 West Yorkshire Destination Management Organisations (DMO's) as individual DMO's have not previously met the criteria to apply to become an LVEP. However, they have worked collectively over the last two years and delivered West Yorkshire campaigns as a joint initiative with each sharing the cost of the campaigns.

- 2.3 The campaigns have been successful as Visitors do not see boundaries and seek the attractions and experiences within the destinations and as a collective there is a very rich offer across West Yorkshire.
- 2.4 The West Yorkshire Destination Management Organisations are looking to submit an application to become an LVEP in June this year and this is being supported by a Visit England advisor who is guiding the consortium through the process. A working group including key Bradford representatives is currently providing steers and momentum to the project with WY CEX's oversight. A on-going WY Leaders sub-group is also best considering how the Yorkshire brand can be most effectively used for the purposes of promoting West Yorkshire.
- 2.5 To steer the work required in the medium term a more formal governance board for the LVEP needs to be established with the West Yorkshire Combined Authority Mayor Tracey Brabin wishing to be the chair of the board. Representatives from the five Destination Management Organisations will sit on the governance board and Bradford Council will be represented on this board.
- 2.6 A West Yorkshire Destination Management Plan has been commissioned and takes into consideration the key Unique Selling Points for the 5 destinations.
- 2.7 RJS Associates, will lead on this plan and there will be consultation with both the public and private sector. Each destination will still continue to promote their destination as a priority and its proposed that there will be a Service Level Agreement. This would allow funding from Visit England which would allow joint campaigns and other activity.
- 2.8 Bradford is engaged with RJS and is already providing inputs to support the work of RJS.

3. OTHER CONSIDERATIONS

- 3.1 There will be a limit to how many LVEP's are established and it is important that we can submit our application in the next round of bids in June.
- 3.2 There is currently an ongoing 2-year pilot with the DCMS allocating Newcastle and Gateshead Initiative to lead the pilot and they will be the accountable body with support from Visit Northumberland and Visit County Durham.
- 3.3 The region will act as a potential blueprint for the rest of England, and we will help shape the future landscape of destination management organisations, delivering local economic growth through the visitor economy across all seven local authorities.
- 3.4 This pilot is an outcome of the independent review of Destination Management Organisations (DMOs) by Nick de Bois. It includes the local authorities in the North of Tyne Combined Authority (Northumberland, North Tyneside and Newcastle) and those in the North East Combined Authority area (Sunderland, Gateshead, South Tyneside and Durham).

- 3.5 The success or failure of this pilot will shape the future landscape of Destination Management Organisations.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 There are no current implications in relation to finance at this stage. However, there may be some financial commitment and media communication required in the future.
- 4.2 Partnership arrangements may need formalising via a legal agreement or Memorandum of Understanding in due course

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 5.1 A governance board will be established and the Strategic Director of Place will sit on this governance board.

6. LEGAL APPRAISAL

- 6.1 There are no known significant risks at this stage of the process.

7. OTHER IMPLICATIONS

7.1 SUSTAINABILITY IMPLICATIONS

- 7.1.1 Visit Bradford promotes cycle routes and public transport to visitors when travelling around the district

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

- 7.2.1 Visit Bradford promotes the clean Air Zone to visitors

7.3 COMMUNITY SAFETY IMPLICATIONS

- 7.3.1 There are no known issues.

7.4 HUMAN RIGHTS ACT

- 7.4.1 There are no known issues

7.5 TRADE UNION

- 7.5.1 There are no Trade Union issues in relation to this proposal

7.6 WARD IMPLICATIONS

6.6.1 There are no known issues.

7.7 AREA COMMITTEE LOCALITY PLAN IMPLICATIONS

7.7.1 There are no known issues

7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE

7.8.1 There are no known issues

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

7.9.1 There are no known issues

8. NOT FOR PUBLICATION DOCUMENTS

8.1 There are no known issues.

9. OPTIONS

9.1 To not apply for LVEP status and continue as a lone Local Authority DMO with very little budget for marketing and campaigns, and not meet the accreditation criteria. Visit Bradford would be considered as part of a 'third tier' where the government will minimise its engagement with the Visit Bradford DMO.

9.2 To apply for LVEP status with the other West Yorkshire Destination Management Organisations to become an accredited Local Visitor Economy Partnership, with greater levels of engagement with government departments and potentially greater access to regional and national funding streams.

10. RECOMMENDATIONS

10.1 To agree with option 2 to apply for LVEP status as part of a West Yorkshire Consortium and develop a Destination Management Plan as part of the bidding process to become an accredited Destination Management Organisation as a Local Visitor Economy Partnership.

11. APPENDICES

11.1 There are no Appendices at this stage

12. BACKGROUND DOCUMENTS

12.1 There are no background documents at this stage