

# Report of the Director of Place to the meeting of Executive Committee to be held on 7th November 2023

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**Subject: Local Visitor Economy Partnership (LVEP) Update Progress Report**

## **Summary statement:**

The following report considers the need for a new organisation to represent tourism in Yorkshire. The recent De Bois Review set the stage for Destination Management Organisations on a tiered format and a West Yorkshire consortium approach has now been established as 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.

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**Overview & Scrutiny Area: Place**

## **1. SUMMARY**

- 1.1 Following the publication of the De Bois review it was proposed that West Yorkshire Destination Management Organisations 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.

## **2. BACKGROUND**

- 2.1 There has been joint informal West Yorkshire partnership working over the last 2 years.
- 2.2 The 5 West Yorkshire Destination Management Organisations (DMO's) as individual DMO's had 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 A formal governance board for the LVEP is being established with the West Yorkshire Combined Authority Mayor Tracey Brabin, who will 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.
- 2.5 A West Yorkshire Destination Management Plan has now been commissioned and takes into consideration the key Unique Selling Points for the 5 destinations.

This Destination Management Plan (DMP) provides a galvanising framework for the whole of West Yorkshire to move forward together, building on our collective and individual strengths. This plan focuses on the priorities and collaborative activities that, at a West Yorkshire level, will build a better and more productive visitor economy sector.

The vision is to develop a strong and proactive LVEP that brings together the West Yorkshire visitor economy into a compelling and successful partnership.

A Place Marketing and Investment Partnership Board has been established. The DCMS de Bois Review of destination marketing agencies identified the need to strengthen and join up its collective work in place, investment, and destination marketing.

There has been a full consultation process across Bradford District and this has included key partners from the Place Marketing and Investment Partnership Board. Workshops have been also held across West Yorkshire and Bradford hospitality and Tourism business partners have attended.

The DMP and the work of the West Yorkshire LVEP has two primary aims

- To use the visitor economy to continue to develop and enhance the appeal and image of places in West Yorkshire to a range of audiences.
- To generate more and longer overnight stays to benefit the economy and support jobs.

- 2.7 There will be a Service Level Agreement between the West Yorkshire Local Authorities. This agreement formalises a way of working in the short and medium term. The SLA would make it clear that the LVEP would allow retention of their city or town and their city or town branding of Bradford, Calderdale, Leeds & Wakefield Local Authorities. There will not be any financial implications for Bradford entering into an SLA.
- 2.8 Visit Bradford has fully engaged with RJS Associates in the development of a West Yorkshire Destination Management Plan. This plan highlights West Yorkshire's Unique Selling Points, strengthen international connections and business tourism.
- 2.9 As an official Local Visitor Economy Partnership (LVEP), we will work with Visit Britain and Visit England on national (and international) promotional activities and development.

- 2.10 The LVEP status and the opportunity to develop stronger partnerships and co-ordination across the area will lead to better co-ordination of events, cross-selling products or stronger economies of scale for certain activities including consumer marketing, research, product development, ambassador programmes.
- 2.11 Bradford UK City of Culture 2025, and the build years, represents a huge opportunity to raise our profile. There is also the exciting opportunity to learn from the experience and develop legacy events.
- 2.12 Major new developments coming on stream include Bradford Live, Tileyard North, and will increase capacity and appeal at a West Yorkshire destination level.
- 2.13 Developing a private sector/attractions consortium across the area, will bring together the most outstanding products, experiences and potential cross cutting themes/itineraries in e.g film /location tourism, food and culture.
- 2.14 The Destination Management Plan and the investment that goes with it, has two primary aims:
  - To use the visitor economy to continue to develop the appeal and image of places in West Yorkshire and enhance the appeal to a range of audiences.
  - To generate more and longer overnight stays to benefit the economy and support jobs.

## **OTHER CONSIDERATIONS**

- 3 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.
  - 3.1 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.
  - 3.2 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).
  - 3.3 The success or failure of this pilot will not impact the future LVEP 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.

#### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

- 5.1 A governance board has established and will be chaired by the West Yorkshire Mayor Tracy Brabin. Bradford will be represented by Visit Bradford who 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 TACKLING THE CLIMATE EMERGENCY IMPLICATIONS**

- 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**

- 7.6.1 There are no known issues.

##### **7.7 AREA COMMITTEE LOCALITY PLAN IMPLICATIONS (for reports to Area Committees only)**

- 7.7.1 Include details of contribution to priorities within the Area Committee's Locality Plan.

For further guidance contact the relevant Area Co-ordinator.

## **7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE**

- 7.8.1 There are many family attractions across Bradford district that have a strong family appeal, especially for children of all ages. These include many Parks that have play areas, children's Libraries, swimming pools and attractions such as Ilkley Toy museum, Industrial Museum, Cliffe Castle, Cartwright Hall, Bradford Ice Arena, Police Museum, Keighley Worth Valley Railway and East Riddlesden Hall. There are also numerous indoor play areas across the district.

The LVEP will bring new opportunities and further enhance future enrichment and activity for children, young people and families.

## **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 Not to support the West Yorkshire Destination Management Plan and continue with a Visit Bradford Destination Management Organisation.

To support the West Yorkshire Destination Management Plan and realignment to LVEP status contributing to WYCA inclusive growth engaging businesses with skills initiatives.

## **10. RECOMMENDATIONS**

- 10.1 That the West Yorkshire Destination Management Plan as detailed in appendix 1 of this report is approved, which will ensure that Visit Bradford has LVEP status with West Yorkshire Destination Management organisations.
- 10.2 That the Council Officers represented on the West Yorkshire LVEP Consortium meetings report updates and future actions to the Bradford Place Marketing and Investment Partnership Board.

## **11. APPENDICES**

- 11.1 The West Yorkshire Destination Management Plan

## **12. BACKGROUND DOCUMENTS**

12.1 There are no Background Documents