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The LVEP Programme – Creating a more effective tourism landscape across England

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What did the de Bois review recommend?

- **Accreditation** process to create a national portfolio of Destination Management Organisations (DMOs) and minimise fragmentation
- The national portfolio split into two tiers – a top tier of **Destination Development Partnerships (DDPs)** and a second tier of accredited Tourist Boards acting as members
- All other DMOs part of 3rd tier, **no direct relationship** with government/ VisitBritain/ VisitEngland and served by one-to-many approach
- VisitEngland responsible for **new tiered accreditation** structure



What does the government response say?

- DMOs have an **important role to play** in recovery and concerns about their structure need to be addressed
- Agrees with the tiering approach
- Accreditation process introduced in 2022-23
- VisitEngland receiving new funding to administer accreditation scheme and **pilot the DDP concept** in one area
- Provision for VisitEngland to establish a **regional team** to support
- Accredited tier 2 DMOs to be called **Local Visitor Economy Partnerships (LVEPs)**



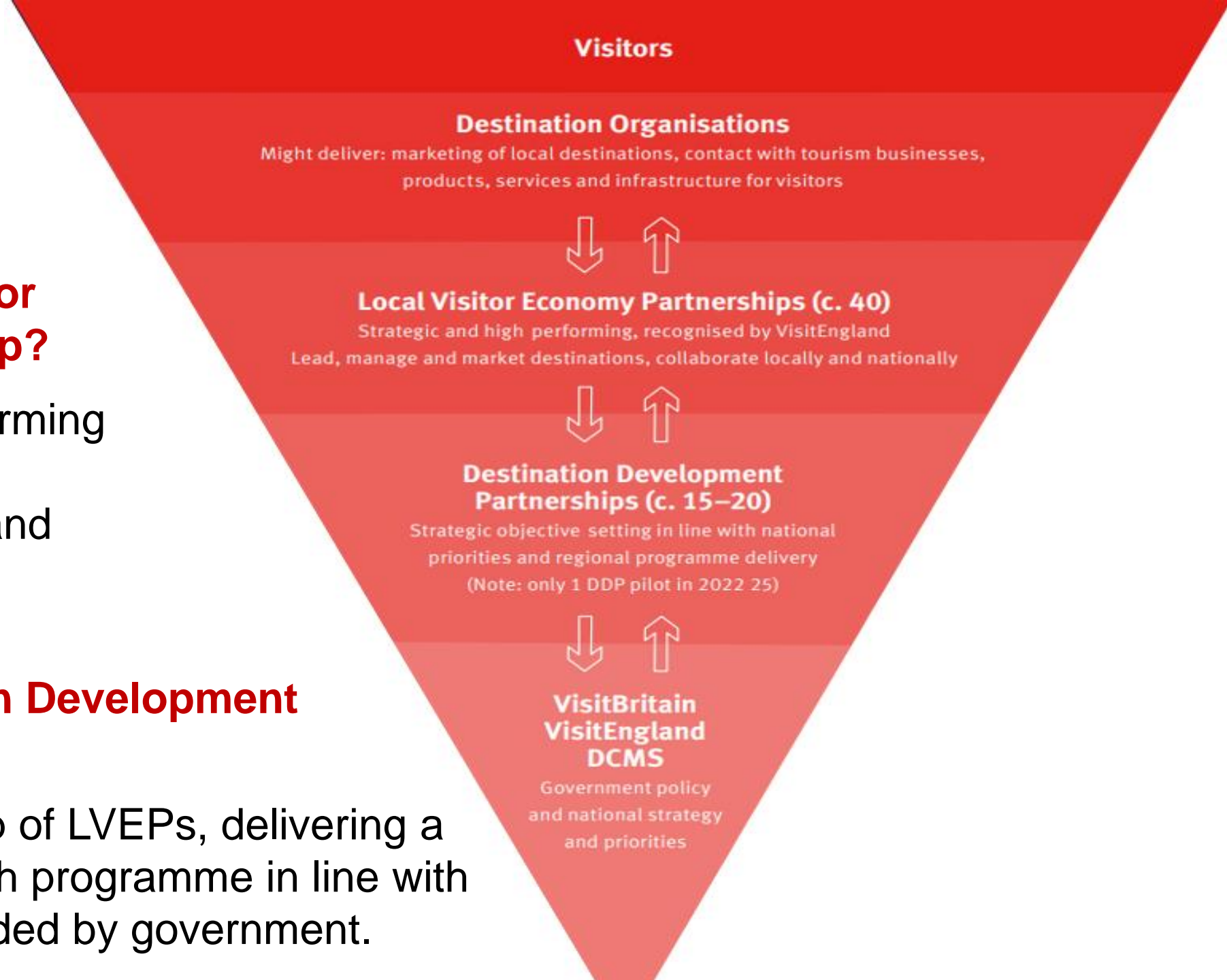
The New Structure

What is a Local Visitor Economy Partnership?

A strategic, high-performing DMO recognised by VisitEngland, DCMS and wider government.

What is a Destination Development Partnership?

A strategic partnership of LVEPs, delivering a visitor economy growth programme in line with national priorities, funded by government.



What does an LVEP do?

**Covers an important geography
(city region or county)**

**Has a
tourism strategy/
DMP
and a growth plan**

**Works with local
tourism businesses
and local
government**

**Delivers on national
priorities
(sustainability/
accessibility/
business events)**

**Product development
and marketing**

**Has a comprehensive
business support
offer**

Destination Development Partnership (DDP) pilot

- Government will be funding one DDP pilot for 2022-25 in the **North East of England**, led by: **NewcastleGateshead Initiative LVEP** working in collaboration with:
Visit Northumberland, and
Visit County Durham LVEPs
- The pilot will build the evidence base and learnings to prove the case for funding of the new structure
- Enable development of tools and templates to support LVEPs and future DDPs
- If successful, potential for future funding for a 2025 national roll-out, with some of that funding potentially being devolved to LVEPs to deliver specific workstreams



Additional DDP pilot

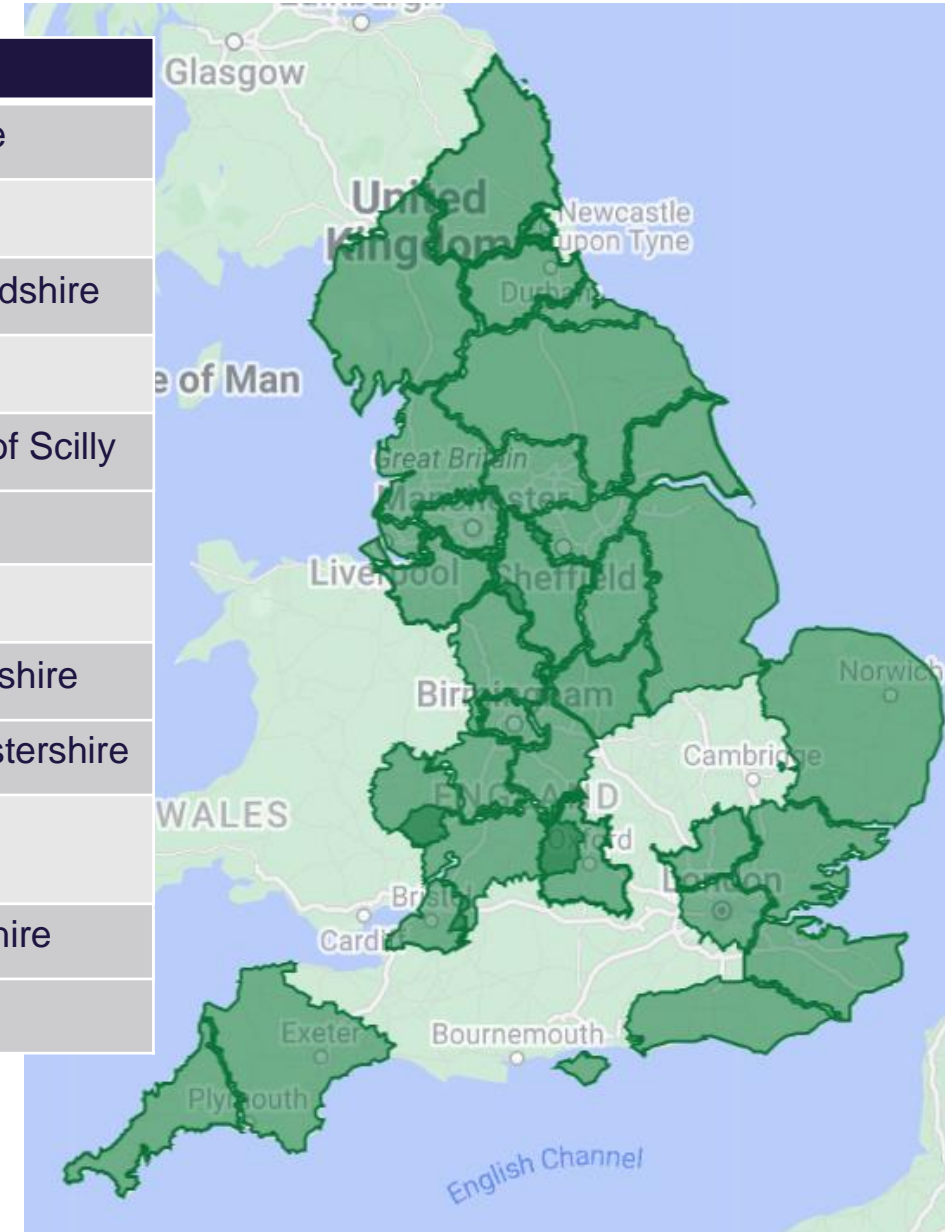
- Commonwealth Games Legacy funding is enabling a second pilot in the **Heart of England**, led by:
West Midlands Growth Company
working in collaboration with:
Birmingham, Solihull and Black Country, and
Coventry and Warwickshire LVEPs



VB/VE will be amplifying both pilots, using our channels to support their success

LVEP implementation to date – 34 LVEPs

Accredited LVEPs		
Cumbria Tourism	NewcastleGateshead Initiative	Visit Hertfordshire
Marketing Manchester	Visit Northumberland	Visit Kent
Liverpool City Region	Visit County Durham	Experience Oxfordshire
Marketing Cheshire	Visit Peak District, Derbyshire & Derby	Visit West
Visit Hull & East Yorkshire	Birmingham, Solihull & Black Country	Cornwall & Isles of Scilly
London & Partners	Cotswolds Plus	Isle of Wight
Coventry & Warwickshire	Visit Worcestershire	South Yorkshire
West Yorkshire	Visit Essex	York & North Yorkshire
Stoke & Staffordshire	Marketing Lancashire (with Blackpool)	Leicester & Leicestershire
Lincolnshire & Rutland	West Sussex, Brighton & Hove, East Sussex	Tees Valley
Visit Devon	Visit Herefordshire	Visit Nottinghamshire
Norfolk and Suffolk		



Regional Development Leads



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VB/VE support for LVEPs and DDPs

- Strategic and development support via Regional Development Leads
- Implement DDP pilot and LVEP accreditation programme including sharing learnings
- National networking and best-practice sharing opportunities for LVEPs
- Central thought leadership, expertise, support and tools, e.g. Accessibility, Sustainability
- Bid support: identifying funding streams, toolkit and training
- Training programme for LVEPs
- Benefit from VB/VE Marketing /Travel trade activity: website, PR, trade missions, events



Visitor Economy LUPS projects 2024

Connected Canterbury: Unlocking the Tales of England – Visit Kent LVEP (Spring 2024)

- Targeted increased footfall and longer visitor stays via new Travel Trade Strategy and new Trade assets

Weston-Super-Mare Project – Visit West LVEP (Spring 2024)

- Explored the potential of Weston as a destination for international visitors via local business engagement

Colchester Cycle Routes – Visit Essex LVEP (Spring 2024)

- Created new accessible itineraries that address identified gaps and final mile opportunities for Colchester

Stoke-on-Trent Town Centre Heritage – Stoke & Staffordshire LVEP (Spring 2024)

- Delivered new itineraries combining new place development schemes with cultural heritage product

Gateshead Quays and The Sage – NewcastleGateshead LVEP (Spring 2024)

- Identified business event opportunities and developed a Conference Ambassador Programme

Sussex Coast LUF Projects - East Sussex, Brighton & Hove and West Sussex LVEP (Summer 2024)

- A coastal product audit will lead to new itinerary and asset creation, as well as a business toolkit

Gloucester City Centre – Cotswolds Plus LVEP (Summer 2024)

- Usage of city centre to be researched, leading to new signage/wayfinding strategy and new trade itineraries

Grainger Market - NewcastleGateshead LVEP (Summer 2024)

- Increasing visibility of and footfall in the market by working with journalists and influencers

Benefits of working with LVEPs

- A joined-up and targeted approach to the development of the Visitor Economy through the LVEP
- A clear strategic link for the region from the local to the national level on all visitor economy related issues incl. the development of the England Visitor Economy Strategy and England Brand
- Opportunities to collaborate with, and learn from, other destinations, businesses and organisations across the local and national visitor economy.
- Access via the LVEP to national initiatives, and a clear port of call via the LVEP as the delivery partner for visitor economy
- Participation in Data Hub initiative to generate more and richer data for LVEP destinations, in partnership with VisitEngland research team, using a data hub.
- Please engage with and support your local LVEP to deliver for your local visitor economy!





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Thank You



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