



VisitEngland™

# VisitEngland update Visitor & Cultural Economy Task Group

Claire Ford, Regional Development Lead - London & South East, VisitEngland

VisitBritain/Mark Tierney: Bamford, Peak District, England



# VisitEngland overview: Who we are

**Supporting the English tourism industry and landscape and encouraging domestic trips.**

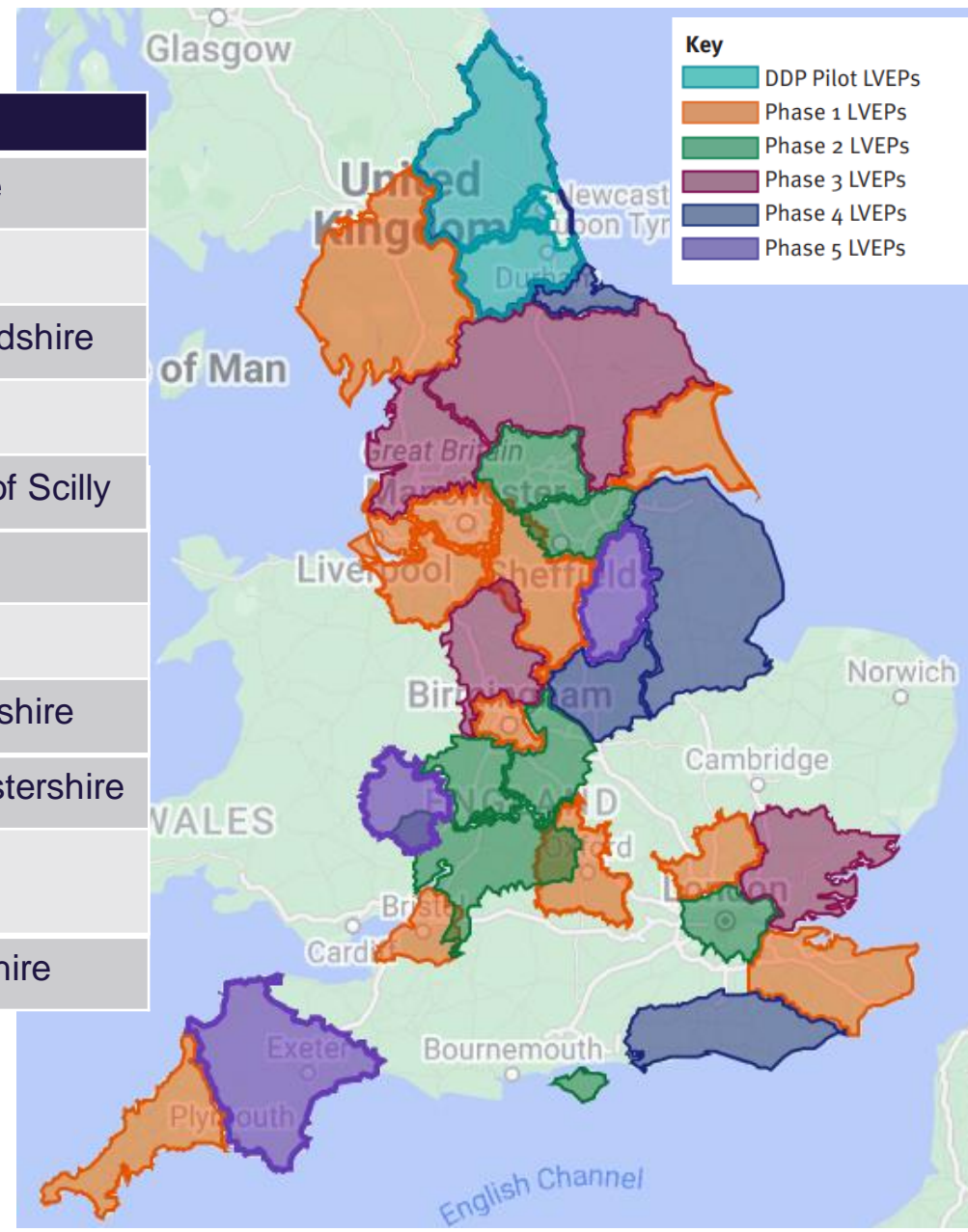
- Support for tourism businesses across the country and to build digital skills
- Sustainability, Accessibility, Quality schemes and Welcome advice and guidance
- Win business events
- Development of a destination brand for England
- Restructuring the destination landscape with the implementation of the new accreditation of Local Visitor Economy Partnerships (LVEPs) and the delivery of our Destination Development Partnership (DDP) Pilot





# LVEP implementation to date – 33 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





A photograph of a man and a woman walking through a vineyard. The man is on the left, wearing a grey zip-up sweater and dark pants, looking towards the woman. The woman is on the right, wearing a light-colored top and dark pants, looking back at the man. They are walking on a path between rows of grapevines. The vines are lush green with some clusters of grapes visible. The background shows more trees and a cloudy sky. A dark blue horizontal bar is overlaid across the middle of the image, with a red vertical bar on the left side.

# Skills

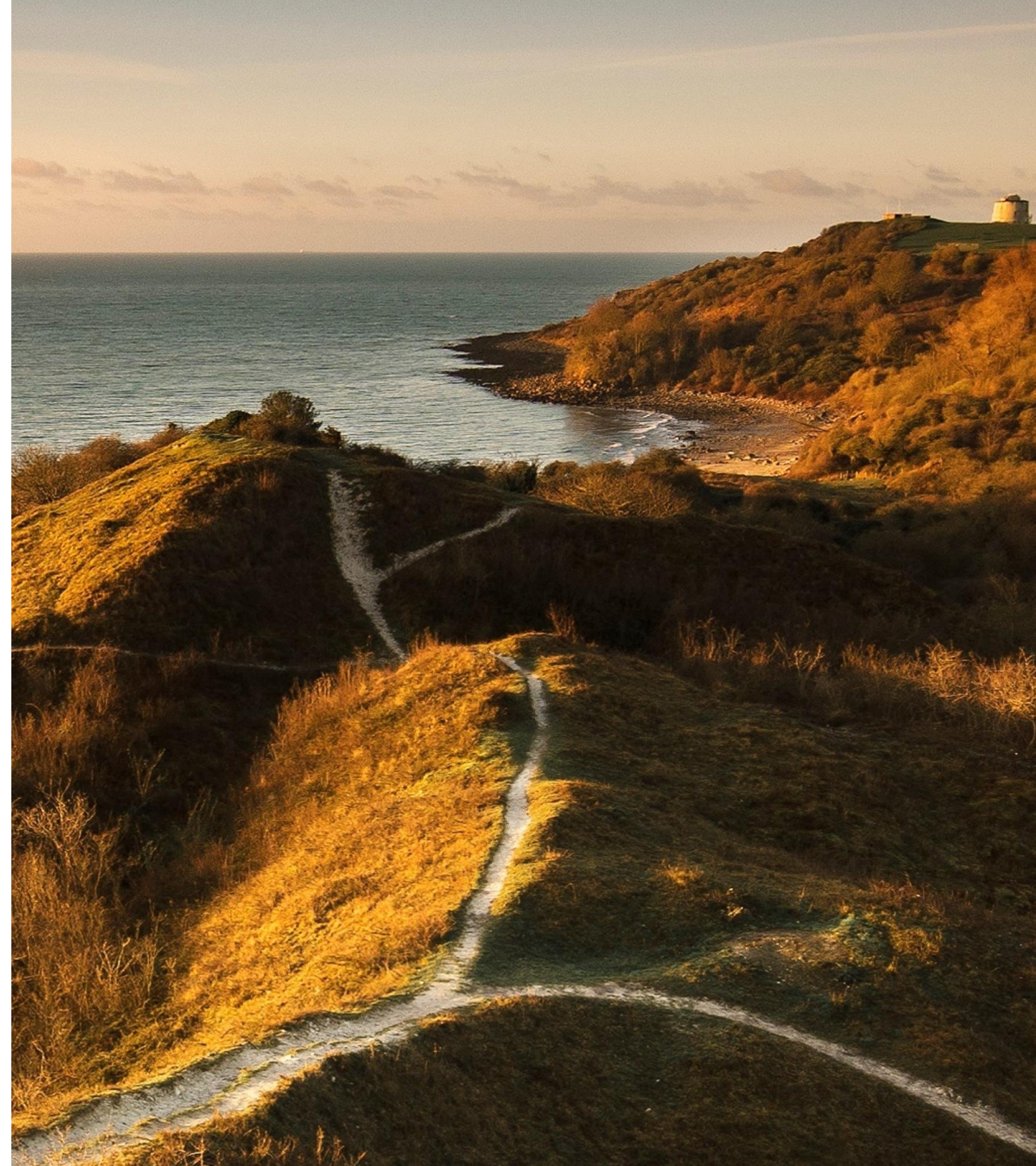
Getty Images/ Mark Easement Photography



# Our role:

To work collaboratively with the tourism industry to foster a skilled and motivated workforce that can deliver exceptional experiences to visitors, drive growth in the tourism sector, and contribute to England's reputation as a world-class destination.

- Development of an **England-wide Visitor Economy Strategy**
  - Developed in partnership with LVEPs
  - Consultation underway / roundtables
  - Likely launch Q1 2025
- Support skills development by **shaping policy and providing insights** as a trusted partner with industry and Government
- Provision of various supporting **resources and initiatives**



# VisitEngland Initiatives

**Training  
programmes /  
workshops /  
VisitEngland  
Academy**

**Promotion of  
Professionalism  
in the Sector**

**Recognition &  
Awards**

**Business  
Support /  
Business  
Advice Hub**

**Working with  
Educational  
Institutions**

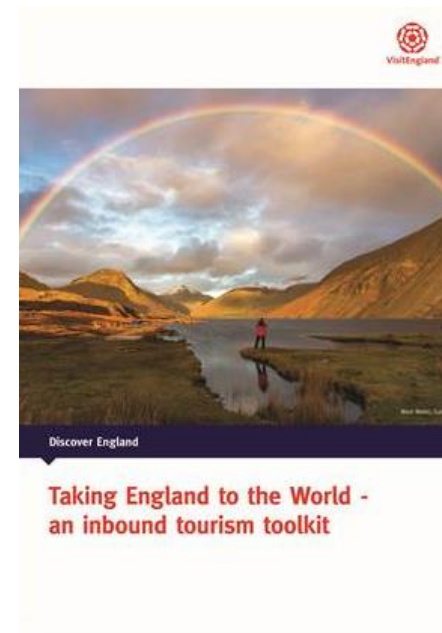
**Research &  
Insights**



# Taking England to the World-Trade Education Programme

Helping businesses become “international ready”

- Developed as part of the government’s £40M Discover England Fund
- Designed to equip tourism businesses with the skills and foundations to develop and promote their product for sale in international markets - reach new customers and grow their revenue.
- The **free to attend** programme offered virtually as well as in person
- Virtual sessions are supported by our **VisitEngland Academy portal** where learners have access to the live online sessions and a lot of additional resources





# Our work with LVEPs

- There is an expectation for LVEPs (and especially DDPs) to consider how they might work locally to support and develops the skills agenda
- It formed part of the LVEP growth criteria in application – so mostly an area of development and will be different depending on the set up in each destination
- Our strategy will provide a national framework, and we will also have a key role to play in providing platforms i.e. LVEP networking/co-operation and sharing best practice
- VE will work closely with LVEPs on an ongoing basis providing links, tools and support
- As a government priority area we would expect to see this reflected in local DMPs (Destination Management Plans)





# Some Examples / Best Practice from LVEPs:

- **Experience Oxfordshire LVEP** & Oxford Brooks University – capitalising on govt funding to launch the fully funded ‘Help to Grow-Management’ course (2023)
- **Cumbria Tourism LVEP** have various skills initiatives including the development of a ‘Perfect place to work’ brand, working with transport infrastructure to support visitor economy business staff, and setting up a Tourism Talent Hub
- **Marketing Peak District & Derbyshire LVEP:** [Hospitality Charter](#). Improving perceptions and helping businesses to promote the sector more positively





# North East DDP

- **Development of virtual skills portal** – Developed in partnership with Northumbria University, this will be a virtual tourism high street that will include video content, links to training opportunities and job vacancies.
- **HITS Expo** – Hospitality, Innovation, Tourism and Supply Chain Expo. Building on the successful event in 2023
- **Feasibility study for Tourism Centre for Excellence** – Developing a partnership approach with UK Hospitality, UK Government and KSA Ministry of Tourism
- **Workforce Audit** – Creating an evidence base of who is working in the industry, where the gaps are and what are the pathways in





# Celebrity chefs supporting tourism

- **Raymond Blanc** – Experience Oxfordshire LVEP ambassador

*“So I would say to these people who want to go to America, no, come to Oxford, come to UK, because there are so many fantastic colleges and facilities, like Le Manoir aux Quat Saisons. We will welcome you and create a great career for you”*

- **Rick & Jack Stein** – Cornwall
- **Tom Kerridge** – Various
- **Simon Rogan** – Cumbria
- **Simon Rimmer** – Cheshire / Manchester





# Final questions...

## Key areas to consider to inform the England strategy

### 1. Financial stability of businesses affects the stability and therefore attractiveness of jobs

How do skills and jobs programmes form part of a wider comprehensive programme to support business resilience in the visitor economy?

### 2. Appeal and profile of the sector

How do we profile the wide range of careers and opportunities within the sector?

### 3. Education and Training

Delay in T level for catering and hospitality - Tourism Management training in decline, how can and indeed should we influence?

What is needed in terms of the apprenticeship programmes to support the sector?

Could we upweight the sector better nationally via DfE to cascade out to schools/colleges/universities

### 4. Jobs and Skills – consideration to wider context

eg: Immigration / Housing / Transport – what is the role of the national strategy in these areas?

### 5. Roles and Responsibilities What is the role of LVEPs in jobs and skills programmes?

What needs to happen on a national basis?





VisitEngland™

# Thank You



Claire.Ford@VisitEngland.org

For latest updates,  
subscribe to our  
industry newsletter here:



Connect to our socials:



VisitBritain/Thomas Heaton: Tyne and Wear, England