



Implementing the DMO review



Overview

- Purpose and recommendations of DMO review
- Government response
- The new DMO landscape
- Benefits of the new structure
- VisitEngland/VisitBritain support for the new structure



The purpose and recommendations of the de Bois review

Why was there a review into destination management in England?

- Obvious during the pandemic that the destination management structure in England is fragmented, fragile and not fully effective
- Tourism sector recovery will depend on having the right structures and partnerships in place
- De Bois review set out to examine structure, focussing on DMOs
- Widespread recognition among consultees that DMOs are needed and an important part of the visitor economy



VisitBritain/Paul Sampson: Marazion

What does the de Bois review recommend?

- Accreditation process to create a national portfolio of DMOs
- The national portfolio split into two tiers – a top tier of ‘Destination Development Partnerships’ and a second tier of accredited Tourist Boards acting as members
- Core funding from Government for each DDP
- DDP would develop and oversee the delivery of a Destination Development Plan
- DDP to lead on advocacy, partnership working, funding bids, major events, data and business support.



What does the de Bois review recommend? (2)

- VisitEngland responsible for new tiered structure
- DMOs should:
 - Be more collaborative and share best practice
 - Seek to diversify their income streams
 - Develop the skills of their staff
 - Have more diverse boards
- LEPs and local authorities to recognise the importance of visitor economy and DMOs
- LAs to recognise that DMOs need to be public-private partnerships



VisitBritain/Sam Barker: London

The Government response

What does the government response say?

- DMOs have an important role to play in recovery and Levelling Up
- Need to address long-running concerns about the structure
- Agrees with the tiering approach
- Accreditation process to be 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)

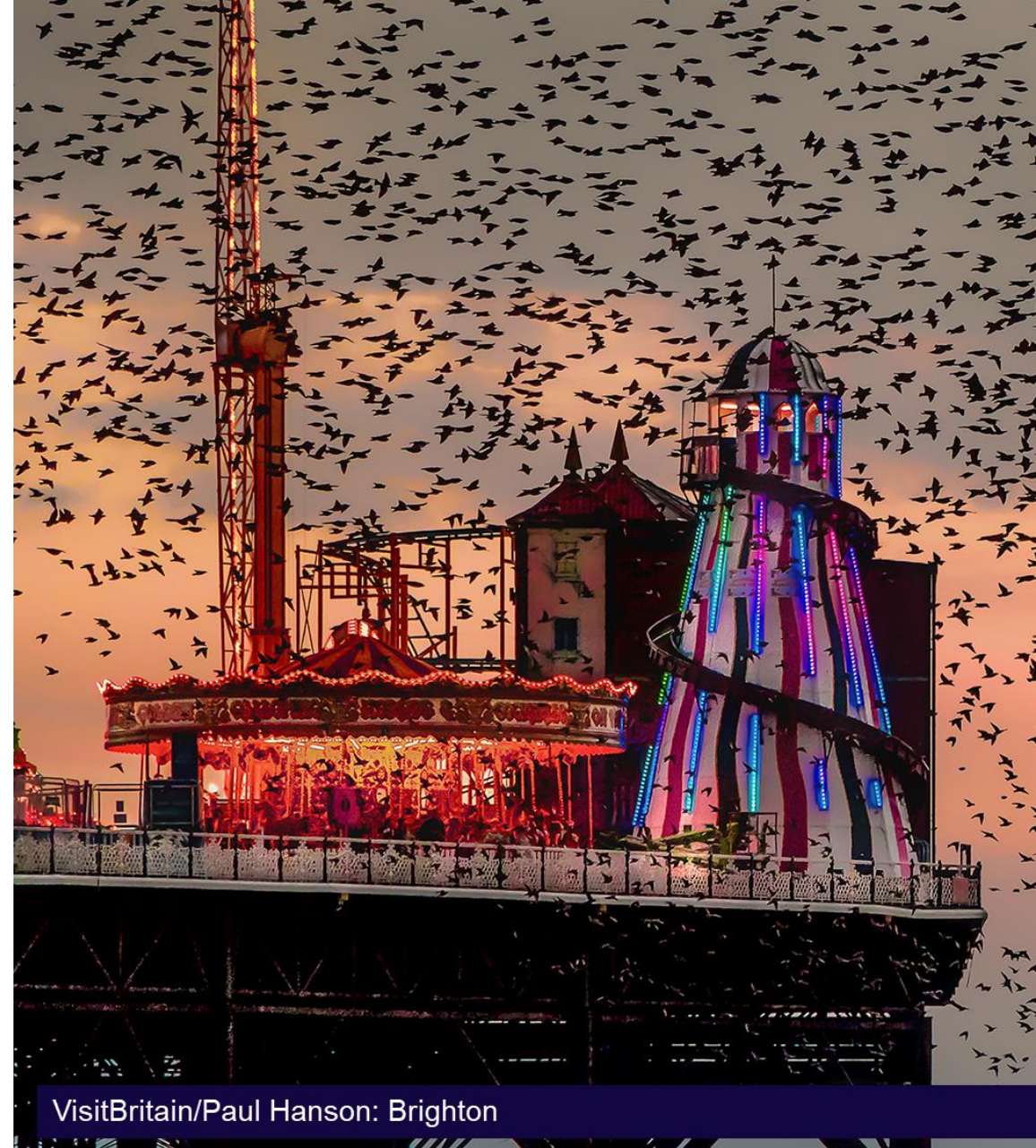


VisitBritain/Simon Palmer: Whitby



What does the government response say? (2)

- Pilot for multi-year core funding for one DDP
- Tourism Minister will decide
- Criteria for the pilot:
 - rural, urban, coastal tourism
 - Accredited LVEPs, but also gaps in coverage
 - Alignment with devolution deal
 - Growing business and events offer
 - Visitor economy growth potential
 - Proof of concept for a future national roll-out of DDP model



VisitBritain/Paul Hanson: Brighton

The new DMO landscape

What does the proposed future structure of the DMO landscape look like?

DDPs
Destination Development Partnerships (tier 1)

15-20 in total - eventually, but only 1 pilot DDP in current funding period (2022-25)

LVEPs
Local Visitor Economy Partnerships (tier 2)

c. 40 in total, accredited and supported by VE

Non-accredited DMOs (tier 3)

Limited support from VisitEngland

Timeline

- DMO roundtables throughout October to develop accreditation criteria and process in partnership
- Support to prospective and accredited LVEPs from our regional development team – from November onwards
- DDP pilot set-up and LVEP accreditation in DDP pilot area – November/ December
- LVEP Expressions of Interest – December/ January
- Launch of nationwide LVEP accreditation – February
- Ongoing assessment of LVEPs – from February onwards



Role of the Destination Development Partnership (DDP) pilot

- Government will be funding one DDP pilot for the 2022-25 CSR period to prove the case for wider public funding of the new DMO structure.
- This pilot will take place in the North East of England and be led by NewcastleGateshead Initiative.
- The pilot was not awarded as a result of a competitive bid-process, but was chosen by the Tourism Minister based on the criteria published in the government response:
 - a visitor offer that encompasses rural, urban, coastal tourism
 - includes a number of accredited LVEPs, but there should be gaps in coverage that need filling
 - alignment with devolution deal
 - able to demonstrate a growing business and events offer
 - able to evidence visitor economy growth potential, incl. opportunities for improvement in tourism products and increase in visitor numbers and spend
- The pilot will build an evidence base and learnings and develop tools and templates for LVEPs and future DDPs (bid writing, data and research, skills development, product development etc.).
- If the DDP pilot is successful, there is the potential of future funding for a national roll-out DDPs from 2025, with some of that funding potentially being devolved to LVEPs to deliver specific workstreams.

What does an LVEP have to demonstrate?

Covers an important geography (city region or county) and no overlap with others

Capacity of organisation reflective of size and importance of destination

Well integrated with local tourism businesses and local government

Recognition and funding from private and public sector

A destination management plan or tourism strategy

Works in partnership with other destinations in the region

What should an LVEP work towards?

Expansion of commercial and other funding streams

Staff skills development, incl. digital, international travel trade, distribution

Comprehensive business support offer

Governance and board impact- and outcome-focused and representative

Support of national priorities and government initiatives

Ongoing partnership with other LVEPs in the region

Benefits of the new LVEP structure

Benefits of the new LVEP structure for all stakeholders

- Reduced fragmentation in the DMO landscape and creation of a portfolio of strong sustainable LVEPs, working alongside VisitBritain/VisitEngland (VB/VE) to deliver local and national visitor economy priorities
- A clear opportunity for those organisations who demonstrate a capacity to deliver for their area to be accredited and able to work directly with VB/VE and DCMS
- Reduced confusion amongst national and local stakeholders on which local organisation to work with and support
- A range of additional support for LVEPs with bidding for government funding, training their staff and businesses, developing their commercial strategies and more.

For local government and LEPs – the new LVEP structure will bring ...

- Joined-up strategic thinking across the public and private sector on tourism development, and the local visitor economy, through robust destination management planning
- Clear strategic line of sight from local to national (Government, VE/VB and other important national bodies) on all tourism-related issues - giving you the confidence that your LVEP is *the* delivery partner for the visitor economy
- Basis for stable partnerships between Local Authorities/ Combined Authorities/ Mayoral Authorities/ Local Enterprise Partnerships and the local LVEP; supporting local visitor economy ambitions
- Capacity to demonstrate the evidence base for Local Authorities and LEPs to make the case for supporting their visitor economy and LVEP
- Support and a structure for smaller DMOs/ Local Tourism teams (not qualifying for LVEP status) to benefit from national initiatives (via the LVEP) while reducing fragmentation and duplication

VB/VE support for the new structure

VB/VE support for the new structure (DDP and LVEPs only)

- 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 and businesses e.g. Taking England to the World, digital and commercial skills, other identified priority gaps
- Opportunity to benefit from our Marketing and Travel trade activity: website, PR, trade missions and events





Questions