



Report to Policy Committee

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Report of: Diana Buckley (Director of Economic Development, Skills and Culture)

Report to: Economic Development & Skills Policy Committee

Date of Decision: 18/01/23

Subject: Marketing Sheffield's EOI for LVEP status (Local Visitor Economy Partnership)

Has an Equality Impact Assessment (EIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, what EIA reference number has it been given? Awaiting this				
Has appropriate consultation taken place?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Does the report contain confidential or exempt information?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-				
<i>Appendix 3 is not for publication because it contains exempt information under Paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended).</i>				

Purpose of Report:

This report proposes that Marketing Sheffield submits an EOI/applies for Local Visitor Economy Partnership (LVEP) accreditation in January 2023 via the Visit Britain formal process and undertakes any additional work to ensure we meet the eligibility criteria.

LVEP status will

- Not formally change the nature of Marketing Sheffield's remit.
- Help us capitalise on Marketing Sheffield's current successful work for the benefit of the Sheffield visitor economy for 2023 and beyond.
- Be the starting point for more significant private sector engagement around visitor economy promotion.
- Allow Sheffield to apply for national funding schemes administered via Visit

England as and when they become available.

- Allow strategic support from Visit England, involvement in national strategy development and involvement in Visit Britain/Visit England marketing and other activity.
- Allow Sheffield to lead the way in South Yorkshire on developing national and international audiences and reputation.
- Strengthen SCC's relationship with SYMCA in this area by providing expertise and access to the national framework.
- Take the first step to addressing the challenges within the current Marketing Sheffield structure (financial and capacity)

Recommendations:

That the Economic Development and Skills Policy Committee approve that:

Marketing Sheffield submit an EOI for LVEP accreditation in January 23 via the Visit Britain formal process and undertake any additional work to ensure it meets the eligibility criteria.

Background Papers:

DMO review LVEP accreditation scheme Guidance & Criteria.pdf

Expression of Interest draft completed.pdf

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: <i>James Lyons</i>
		Legal: <i>Patrick Chisholm</i>
		Equalities & Consultation: <i>Bashir Khan</i>
		Climate: <i>Jessica Rick</i>
	<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>	
2	SLB member who approved submission:	<i>Kate Martin</i>
3	Committee Chair consulted:	<i>Martin Smith</i>
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the SLB member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	

Lead Officer Name: <i>Diana Buckley</i>	Job Title: Director of Economic Development, Skills and Culture
Date: 09/01/2023	

1. PROPOSAL

1.1 Background

The visitor economy is hugely important to Sheffield.

Sheffield is already a successful visitor destination but there is an opportunity to attract more visitors to benefit local businesses, residents and communities.

Sheffield's visitor economy already makes a valuable contribution to the success and prosperity of the wider economy. In 2019, Sheffield attracted 17.92 million leisure and business tourism visits. In total, £1.37 billion was estimated to have been generated directly and indirectly within Sheffield's economy through visitor and tourism business expenditure. This activity and expenditure supported 15,076 full-time equivalent ('FTE') jobs in Sheffield. The number of FTE jobs supported by the visitor economy is estimated to be c. 7% of total FTE jobs in Sheffield.

Attracting more leisure and business day visitors and staying visitors, and their spending, to Sheffield should generate additional income for local businesses, support business productivity and profitability, create, support and safeguard local employment, and generate other positive economic and social impacts.

As the local Destination Management Organisation ('DMO'), Marketing Sheffield plays a key role in supporting the visitor economy. Marketing Sheffield is part of Sheffield City Council's City Futures' portfolio. Its tourism-related activities include place management, product development, branding and promotion and bidding for conferences and events.

The visitor economy landscape is changing locally and nationally.

The UK Government recently published its response to an independent review of DMOs ('the de Bois Review'), which presents opportunities for Sheffield, and other UK destinations, to improve visitor destination management and marketing arrangements and activities. We now know that this creation of a tiered, accredited approach to the national DMO landscape suggested by the de Bois Review has been accepted by Government. Sheffield has a huge opportunity to apply to be an official Local Visitor Economy Partnership (LVEP) as part of this new structure.

As part of this review (and the end of Welcome to Yorkshire) SYMCA have a renewed interest in the visitor economy sector and the potential economic benefits it presents to the sub region. Sheffield has an opportunity with LVEP status to trail blaze the way for a long-term South Yorkshire solution for the visitor economy.

The UK tourism industry has also experienced many difficulties due to (1) the legacy of the Covid-19 pandemic and (2) the current challenging economic environment. Covid changed the entire landscape for the visitor economy. Income models for DMOs are challenging as private sector support in some areas of the hospitality sector is challenging.

In Sheffield, like many other visitor destinations, the Council has taken a leading role in visitor destination management and marketing. However, local authorities have faced severe financial pressures over recent years. This has created challenges in relation to funding. Across the UK, destinations are looking at ways to fund the growth of their visitor economies in the future.

In response to this and against this background of change, SCC is undertaking a formal Review of Destination Management and Marketing which identifies and analyses viable, bespoke options for the future funding of visitor destination marketing and management in Sheffield (in consultation with local and national stakeholders) Sheffield City Council is keen to examine future funding options that will help grow Sheffield's visitor economy, so that it further supports the growth and prosperity of the City's overall economy. **Achieving LVEP accreditation is the first step towards this.**

What do we know about the LVEP and the EOI?

Local Visitor Economy Partnerships" (LVEPs) will be tier 2 of the national structure and will enable Sheffield to be recognised by VisitBritain/VisitEngland and Department for Digital, Culture, Media & Sport (DCMS) within the national structure of destination management organisations. The accreditation as an LVEP will formalise, rather than change, the nature of Marketing Sheffield's remit and provide additional opportunity to access funding and support from private sector and central government sources.

Visit England want to see LVEPs capturing a wider strategic focus on the visitor economy. They want the breadth of activity and relationships they will establish to support the local visitor economy.

The information we need to submit for the EOI at this stage includes the geography we represent, which local authorities and LEPs will support our application, what private sector support we have, what the size of our visitor economy is (numbers, spend, businesses, jobs) as well as a statement on whether we fulfil the core criteria (see appendix)

2. HOW DOES THIS DECISION CONTRIBUTE?

- 2.1 As an accredited LVEP, Marketing Sheffield will be in a better position to grow the volume and value of visitors to Sheffield. This would further enhance the visitor economy's contribution to the wider economy, as well as open-up opportunities for enhancing sub-regional partnerships

focusing on growing the visitor economy, including the SYMCA.

It would provide a platform for Sheffield to look to a revised long-term structure, funding and governance arrangement for visitor destination management and marketing to build on the great work already done.

Should Marketing Sheffield not apply for LVEP status Sheffield 'loses its seat' at the table within the new national framework. Sheffield will disappear from the national agenda for tourism.

3. HAS THERE BEEN ANY CONSULTATION?

As part of our SCC review of destination management and marketing arrangements we have consulted both internally and with external partners (local and national). We have expressed the intention for Sheffield to move towards a more public private sector arrangement and to apply for the LVEP during that consultation. Feedback has been extremely positive.

3.1

4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

4.1 Decisions need to consider the requirements of the Public Sector Equality Duty contained in Section 149 of the Equality Act 2010.

This is the duty to have due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The Equality Act 2010 identifies the following groups as a protected characteristic: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation.

An Equality Impact Assessment has been carried out and highlights that the work of Marketing Sheffield promotes the city as a diverse and inclusive destination. It also brings additional campaign opportunities to work with services such as 'AccessAble Sheffield' to identify Sheffield as an accessible destination.

4.2 Financial and Commercial Implications

- 4.2.1 There is no cost related to the submission of the EOI or to proceed through the accreditation process with Visit England and DCMS. Officer time from within existing duties will be used to complete the process. The true opportunity costs are the potential loss of opportunity to work in collaboration with Visit Britain Visit England (the national tourist board) to promote Sheffield as a city break destination and the loss of opportunity to apply to Visit England for funding streams to create effective marketing campaigns for domestic and international audiences.

4.3 Legal Implications

- 4.3.1 There is no legal requirement to apply for Local Visitor Economy Partnership (LVEP) accreditation. However the Authority has the power under section 144 to promote tourism and encourage visitors and this step would fall within that power. Legal advice can be provided as required as the application progresses.

4.4 Climate Implications

- 4.4.1 Whilst this specific decision does not have any direct climate implications it does present some opportunities to enable us to embed some key impacts on the city's Visitor Economy. Having LVEP status will allow us to access to Visit Britain's Sustainable Business and Net Zero Toolkit, Training and Advice hub. This will allow us to align to the national strategies and complement localised campaigns. This will include us focussing on key categories including Transport - encouraging visitor economy businesses to promote active travel options to customers; Economy - supporting our local green economy, encouraging venues and attractions to promote their green credentials; Influence – promoting Net Zero guidance with partners/venues; Resources – food & drink impacts as specific issues for events and at visitor attractions.

4.4 Other Implications

5. ALTERNATIVE OPTIONS CONSIDERED

- 5.1 Should Marketing Sheffield not apply for LVEP status Sheffield 'loses its seat' at the table within the new national framework. Sheffield will disappear from the national agenda for tourism. Inclusion in the national and regional tourism agenda, and opportunities to access match-funded or grant-funded tourism campaigns will be lost. Sheffield will not be able to achieve its aspiration to be recognised as a European City Break destination without support of the national tourist board. We would lose strategic support from Visit England, involvement in national strategy development or involvement in Visit Britain/Visit England marketing and

other activity. There would be no lead LVEP for South Yorkshire thus the subregion would not be part of the new national framework.

6. REASONS FOR RECOMMENDATIONS

- 6.1
- Marketing Sheffield has achieved much success even within tight budgets. The small but highly experienced team has achieved many successes through creative work with partners which could be scaled up with the right support. LVEP status will help us capitalise on this work for the benefit of the Sheffield visitor economy for 2023 and beyond.
 - It should be a catalyst for more significant private sector engagement.
 - It will allow Sheffield to apply for national funding schemes administered via Visit England as and when they become available.
 - It will allow strategic support from Visit England, involvement in national strategy development and involvement in Visit Britain/Visit England marketing and other activity.
 - It allows Sheffield to lead the way in South Yorkshire on developing national and international audiences and reputation.
 - It will strengthen SCC's relationship with SYMCA in this area by providing expertise and access to the national framework.
 - It is the first step to addressing the challenges within the current Marketing Sheffield structure (financial and capacity)