

VisitEngland 2024/25 strategy and business plan



VisitEngland™



Monsal Dale, Derbyshire, England

VisitEngland's strategic priorities for 2024/25

Lead and enable a sustainable and resilient visitor economy in England

How we will measure success

EMBED THE NEW DESTINATION LANDSCAPE

- Accredit the **final group of Local Visitor Economy Partnerships (LVEPs)** to finalise the full England roll out.
- **Collaborate with LVEPs on identified growth priorities**, sharing best practice and capturing progress through annual review and a clear KPI framework.
- **Drive added value for Destination Development Partnership (DDP) pilots.** Prioritise DDPs in VisitBritain's Strategic Partner Framework for international promotion, and in VisitEngland's core activities to support domestic promotion, accessibility, sustainability, business support and bookable product in the pilot areas.
- Transition to **working with LVEPs and DDPs across England** to drive delivery of VisitBritain/VisitEngland priorities, Government's objectives for the DMO Review, including accessibility, sustainability and LVEPs' own commercial future.

DEVELOP & DELIVER A SUSTAINABLE VISITOR ECONOMY STRATEGY FOR ENGLAND

- Develop and launch a **visitor economy strategy** for England's tourism industry.
- Drive the **sustainable tourism agenda for England** with a clear strategy and umbrella framework. Develop and share best practice, guidance, training and tools for SMEs and improve the bookability of sustainable tourism product.
- **Achieve the Government ambition for accessible tourism** through driving business and LVEP engagement in new toolkits, training and transforming product accessibility information. Expand thought leadership and determine VisitEngland's role in the other strands of inclusion.
- Develop and launch the **England consumer brand** collaboratively with industry.
- Support English destinations to **win more international business events**, connecting with international buyers.
- **Support SME growth** through integrating the business support offer to include new training modules, a progressive Awards programme, modernised Quality Schemes and comprehensive Business Advice Hub.

- Local Visitor Economy Partnerships (LVEPs) accredited and growth plans reviewed.
- Launch sustainable visitor economy strategy.
- Business Events enquiries and wins for English destinations.
- VisitEngland industry support – participation and satisfaction.
- Domestic consumer marketing - PR messages and social media reach.
- Stakeholder engagement

VisitEngland Business Plan – new destination landscape

Strategic Priority	Objective	Business Plan
EMBED THE NEW DESTINATION LANDSCAPE	Accredit the final group of Local Visitor Economy Partnerships (LVEPs) to finalise the full England roll out.	<ul style="list-style-type: none"> • Circa.40 LVEPs created with growth action plans being implemented locally and supported nationally (tools, advice and expertise, best practice sharing and networking). • Annual Review of existing growth plans and continued strategic support, e.g. political engagement, Levelling Up and ALB engagement. • Build advocacy for the LVEP Programme through sharing examples of success and learnings, and a communication and engagement plan.
	Collaborate with LVEPs on identified growth priorities , sharing best practice and capturing progress through annual review and a clear KPI framework.	<ul style="list-style-type: none"> • Roll-out of LVEP Education Programme to support staff skills development including working with travel trade, e-commerce and digital skills. • Performance framework implemented to monitor progress and challenges. • Standardisation and simplification of data and insights, allowing for local benchmarking. Targeted support (inc. toolkits) to enable destination development and capacity building, e.g. sustainability, business events, commerciality, public affairs, place-making. • Enabling opportunities for LVEPs to engage with and maximise Levelling Up projects in their areas (incl. additional funded pilot projects).
	Drive added value for Destination Development Partnership (DDP) pilots. Prioritise DDPs in VisitBritain's Strategic Partner Framework for international promotion, and VisitEngland's core activities.	<ul style="list-style-type: none"> • Year 3 amplification plan delivered by VB/VE to support national and DDP ambitions. • Work with government and the DDP pilots to develop the evidence and the business case for wider roll-out and further funding.
	Transition to working with LVEPs and DDPs across England to drive delivery of VisitBritain/VisitEngland priorities, Government's objectives for the DMO Review, including accessibility, sustainability and LVEPs' own commercial future.	<ul style="list-style-type: none"> • Plan developed and implemented across VB/VE services/activity, informed by assessment of opportunities, challenges and requirements (for both VB/VE and LVEPs) • Inclusion of LVEPs and DDPs into VisitBritain activity via the Strategic Partner Framework, working with them on priority markets and products.

VisitEngland Business Plan – sustainable visitor economy strategy

Strategic Priority	Objective	Business Plan
DEVELOP & DELIVER A SUSTAINABLE VISITOR ECONOMY STRATEGY FOR ENGLAND	Develop and launch a visitor economy strategy for England’s tourism industry.	<ul style="list-style-type: none"> • Develop the evidence base to inform strategy priorities and outcomes (including research and data, DMP and national strategy analysis) • Deliver industry engagement and consultation to ensure buy-in to strategy • Draft strategy by summer 2024 and launch timetable this FY
	Drive the sustainable tourism agenda for England with a clear strategy and umbrella framework. Develop and share best practice, guidance, training and tools for SMEs and improve the bookability of sustainable tourism product.	<ul style="list-style-type: none"> • Create and drive focus on a strategic sustainable tourism narrative to underpin People; Place; Partnerships; Prosperity, bringing to life actions that LVEPs/SMEs can deliver to improve knowledge and support implementation. • Develop guidance and support resources for LVEPs, showcasing their SME best practice and driving bookable sustainable product to connect with TXGB/VB Shop. • Promote and maintain the SME advisory online resource on the Business Advice Hub. • Utilise research undertaken and work globally to ensure ‘umbrella brand’ concept on accreditation is feasible and if proven so, develop and launch. • Research opportunities for measuring tourism social and environmental impact (as well as traditional economic).

VisitEngland Business Plan – sustainable visitor economy strategy (cont.)

Strategic Priority	Objective	Business Plan
<p>DEVELOP & DELIVER A SUSTAINABLE VISITOR ECONOMY STRATEGY FOR ENGLAND</p>	<p>Achieve the Government ambition for accessible tourism through driving business and LVEP engagement in new toolkits, training and transforming product accessibility information. Expand thought leadership and determine VisitEngland's role in the other strands of inclusion.</p>	<ul style="list-style-type: none"> • Continue to fulfil role as Government appointed Disability & Access Ambassador for Tourism. • Deliver best-in-class guidance to enable tourism SMEs and destinations to become more accessible. • Deliver an LVEP accessibility training programme to build capacity and enhance destination accessibility. • Provide help and guidance that enables SMEs to identify and promote their key accessibility features and provide a Detailed Access Guide through the new partnership with AccessAble. • Embed accessibility and inclusivity messages and principles across the work of wider VE/VB teams. Feed into the England Brand and Strategy workstreams. • Expand thought leadership and determine VisitEngland's role in the inclusivity agenda.
	<p>Support SME growth through integrating the business support offer to include new training modules, a progressive Awards programme, modernised Quality Schemes and comprehensive Business Advice Hub.</p>	<ul style="list-style-type: none"> • Upweight impact of Business Advice Hub through tracking and capturing outcomes of use of guidance and building a clear picture of SME advice, support and training needs to inform activity and tactical partnerships i.e. commercial or government (e.g. WRAP/DEFRA). • Champion success, innovation and good practice through the Awards for Excellence Programme. • Increase sales and bookability of product by expanding TXGB connectivity and VBShop integration. • Grow the VisitEngland Academy programme to offer support, advice and training in person and via new Learning Management System for LVEPs/SMEs, promoted through holistic B2B marketing. • Support contractor (AA) in the awareness and use of the modernised quality schemes, ensuring assessors are empowered to connect SMEs to wider VE support activity.

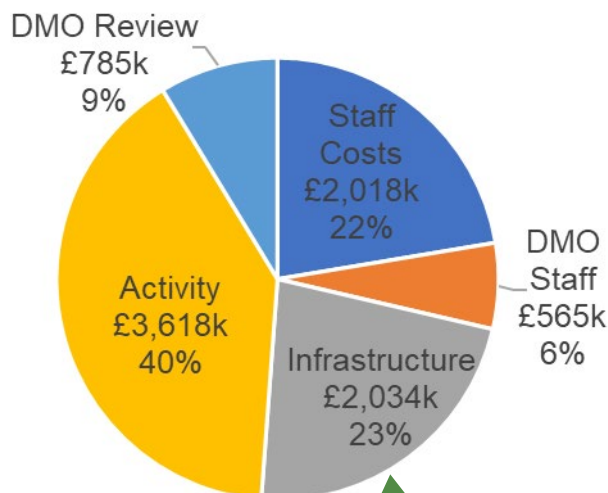
VisitEngland Business Plan – sustainable visitor economy strategy (cont.)

Strategic Priority	Objective	Business Plan
<p>DEVELOP & DELIVER A SUSTAINABLE VISITOR ECONOMY STRATEGY FOR ENGLAND</p>	<p>Support English destinations to win more international business events, connecting with international buyers.</p>	<ul style="list-style-type: none"> • Under the MeetEngland brand, support two levels of engagement with LVEP convention bureaus 1) enable meetings with international buyers and associations to generate new enquiries 2) promote and support through marketing, communications and client engagement. • Support LVEP convention bureau teams to leverage VisitBritain’s Business Events Growth Programme to win new events / grow confirmed events in priority sectors. • Create dedicated England business event strategy across each sub sector. • Manage stakeholder relationships with LVEPs to build capacity and capability to tackle transformation in key areas such as impact, sustainability, insights utilizing new resources created by VB business events.
	<p>Develop and launch the England consumer brand collaboratively with industry.</p>	<ul style="list-style-type: none"> • Launch and adoption of the England Brand with industry. • Develop England Brand engagement plan with LVEPs/DDPs e.g. PR activations, content, assets, influencers. Establish principles for prioritisation and representation on owned and earned channels. • Strategy development (VE Consumer Social Media, plus Content). • Owned and earned channel evolution and support for global content storytelling framework (through integration of England key stories and hooks). • Domestic VisitBritain Shop marketing, including domestic partnership opportunities and new products • Work with VB Marketing to identify how England Brand project supports international marketing objectives via Strategic Partner Framework. • Redevelopment of VE.com.

VisitEngland Budget 2024/25

The charts below show the planned breakdown of the expenditure and a table showing themes of activity expenditure

VisitEngland (VE) Budget Expenditure £9,019k



Includes £679k of Irrecoverable VAT and £1,308k shared allocation of Visit Britain Core Infrastructure costs

Work Area	2024/25 Budget	2023/24 Budget	Variance	Planned Activities
England	2,113	2,162	(50)	DDP Pilot funding £750k; Accessibility and inclusion activities £140k; North York Moors; £130k Micro & SME businesses; SME Education and Training £125k; VEAwards for Excellence 2024 event £163k; England Domestic Retail Shop Marketing £100k. Remaining budget allocated to Sustainability, LVEP support, partner engagement etc.
Events	920	797	123	ITBM World, IMEX Frankfurt, and IMEX America events £510k; Trade Missions in North America and Germany £50k Remaining budget allocated to marketing and TAG retainer
Marketing	729	723	7	Launch and development for the England Brand £225k; development of VE.com £135k and £51k for hosting and maintenance costs; £80k contribution toward TAG retainer fee etc.
Partnerships	634	654	(20)	Domestic Volume and Value statistics £442k; Attraction Survey, Domestic Consumer Sentiment tracker, and Occupancy Survey £82k etc.
Other	8	8	0	Licence fees and attendance at parliamentary events
Total	4,404	4,344	60	Increase due to reduced infrastructure costs year on year