

Delivering England's DMO Review

Panel



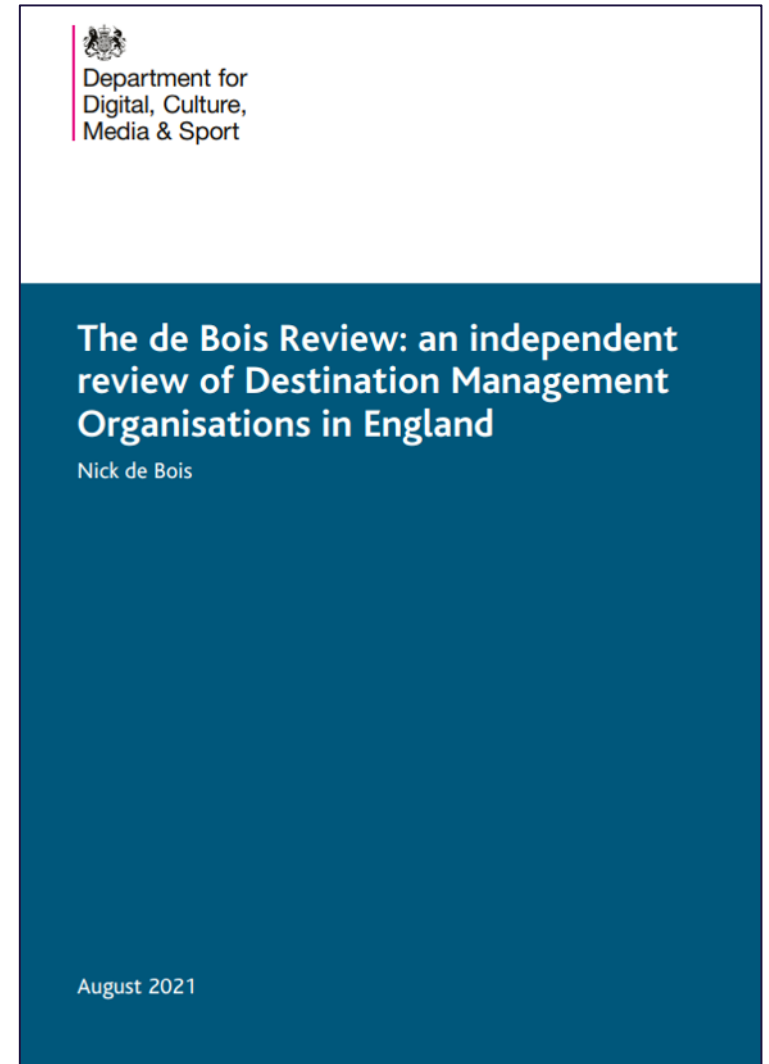
The image is a composite landscape. The top half shows a sunset over a mountain range, with the sun low on the horizon, creating a lens flare and casting a golden glow on the clouds. The bottom half shows a person with a red cap and a blue jacket sitting on a grassy hill, looking out over a valley. The valley is filled with green fields, a winding river, and a small village. The sky is a mix of blue and orange from the sunset.

Implementing the DMO Review

Andrew Stokes, England Director, VisitEngland

What did the de Bois review recommend?

- Accreditation process to create a national portfolio of DMOs and minimise fragmentation
- 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
- All other DMOs part of 3rd tier, no direct relationship with government/VB/VE and served by one-to-many approach
- VisitEngland responsible for new tiered structure



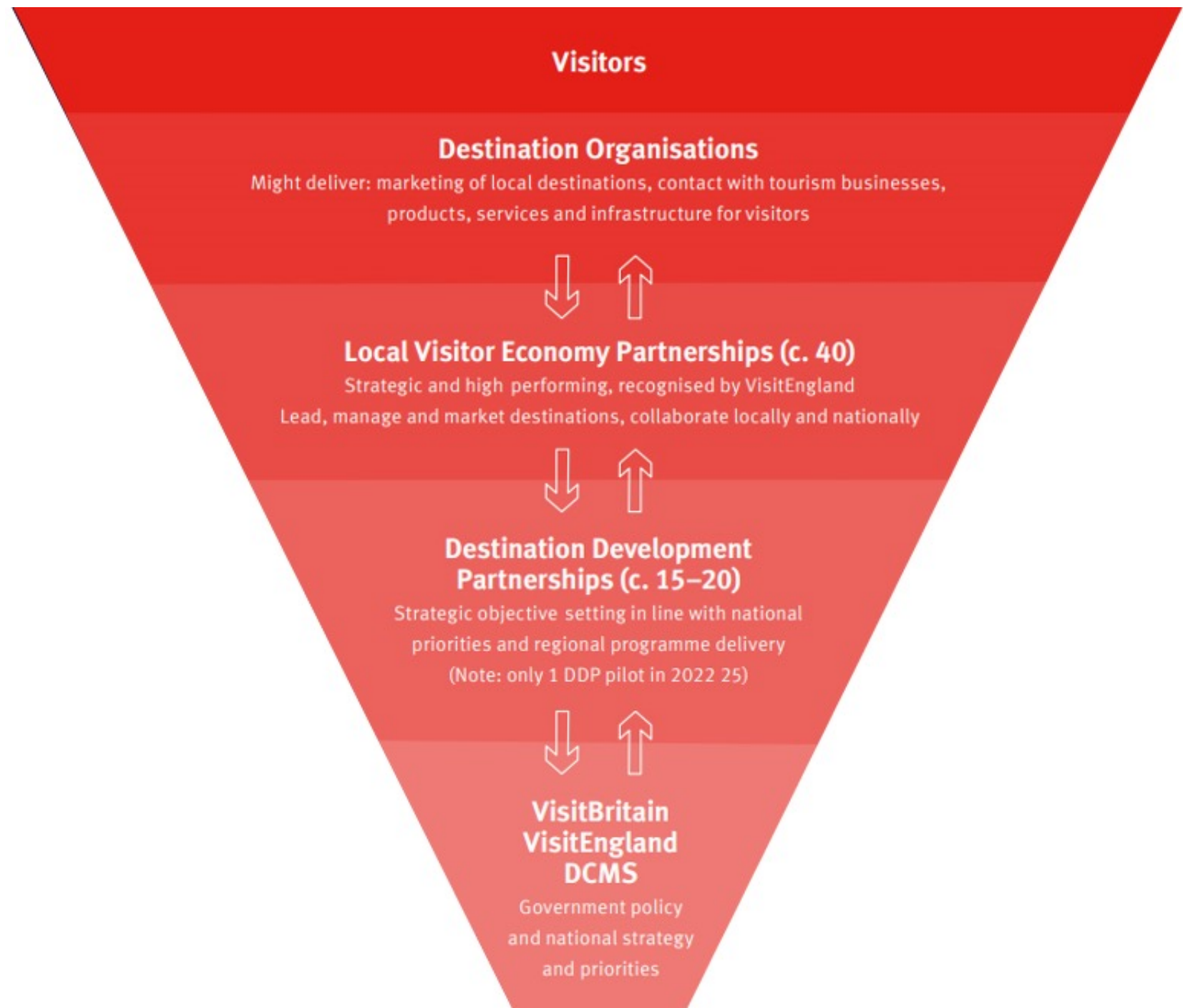
What does the government response say?

- 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 to be introduced in 2022-23
- VE 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

The New Structure



What does an LVEP have to demonstrate? (core criteria)

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? (growth criteria)

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 for all stakeholders

- **Reduced fragmentation** in the DMO landscape and creation of a portfolio of strong sustainable LVEPs,
- **A clear strategic link from the local to the national level** - working alongside VisitBritain/VisitEngland (VB/VE) to deliver local and national visitor economy priorities
- **Nationally recognised** status and therefore **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.

The Journey so far

Aug 2021	De Bois review of DMOs in England published
Jul 2022	Government response to the review published
Oct 2022	5 regional roundtables with DMOs
Nov 2022	Feedback integrated into criteria/guidance Recruitment of regional team
Dec 2022	Expressions of Interest open to DMOs DDP pilot announced as North East of England
Feb 2023	1 st Application window open
Apr 2023	First 15 LVEPs announced
Jul 2023	Next 7 LVEPs announced



VisitBritain: Croyde Bay

LVEP Programme Implementation Update

Local Visitor
Economy
Partnership

Recognised by



VisitEngland

First 15 LVEP awards – April 2023

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 and Derbyshire	Visit West
Visit Hull/ East Yorkshire	Birmingham, Solihull & Black Country	Cornwall/ Isles of Scilly

Second 7 LVEP awards – July 2023

London and Partners	Cotswolds Plus	Isle of Wight
Coventry & Warwickshire	Visit Worcestershire	South Yorkshire
West Yorkshire		

Next applications and awards:

- Round 3 – application deadline September; announcement October (estimated)
- Round 4 – application deadline December; announcement January/ February (estimated)



VisitEngland

Learnings / Challenges

- The emergence of Partnership LVEPs
- Political landscape, with impacts from devolution and the demise of LEPs
- Geographical gaps
- Diversity of DMO models
- Currently no funding attached to the LVEP tier



VB/VE support for the new structure

- National networking and best-practice sharing opportunities for DDP and LVEPs
- Continued support of Regional Development Lead, including development of Growth Action Plan
- 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
- Enhanced destination insights and intelligence
- Opportunity to benefit from our marketing and travel trade activity, website, PR, trade missions and events
- Recognised status
- Working with DCMS to raise the profile of LVEPs amongst ALBs and other government departments

**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland

Coming next

From Oct 2023

West Midlands DDP pilot

October 2023

4th LVEP Awards Panel

Oct – Dec 2023

Launch of toolkits (incl. accessibility, bid-writing) **and training programmes** (e-commerce, travel trade, digital marketing)

November 2023

First LVEP conference

January 2024

5th LVEP Awards Panel



VisitBritain/Kamal Muhsin: Botany Bay

**Thank you –
any questions?**





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North East Destination Development Partnership

What have we learned? | 12 September 2023



Programme of activity linked to TRP theme

- **To recover visitor volume & spend:**
 - Enhanced research – volume, value, perceptions
 - Product development – sport, food & drink, active travel, night-time economy, Winter, Sunday-Wednesday
 - Travel trade strategy
- **To ensure tourism benefits every region & nation:**
 - Work across government – tackling market failure re. lack of awareness of VE offer outside London
 - DDP extension to all seven LAs with pilot project in each LA
- **To build back better – productivity, resilience, innovation:**
 - Digital strategy
 - Business support hub
 - Skills strategy
 - Accommodation strategy
- **Contributes to enhancements of natural, historic and cultural environments and does not damage:**
 - Sustainable Destinations Index leading to sustainability plans
 - Part of Our Culture NE Mayoral Authority workstream with interdependencies defined
 - Hadrian's Wall
- **Deliver accessibility and inclusivity:**
 - EDI strategy – accessibility adaptation, inclusivity training
- **Leading European nation for delivering business events through business events strategy**

All to be incorporated into 10-year North East Visitor Economy Plan securing devolution funding with projects cross-referenced in skills, regeneration, economy, transport and investment portfolios.



Learnings on the DDP

- Governance
- Timing
- Timeframe
- LVEP recognition
- Seat at the table
- Funding
- Evaluation



Delivery of the DDP

Complex and time consuming!

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Delivery partners



Seven local authorities



Two combined authorities



Timing

- **Positive** – DDP granted at same time as devolution conversations
 - Seen as a case study of how regional delivery can be done.
 - Follows the same geography as new devolved authority – this proven key!
- **Positive** – Covid highlighted fragility of supply, particularly skills and domestic demand
 - Created coalition of willing that recognises importance of visitor economy to creating vibrant places.
 - Demonstrated potential domestic demand if product is strong enough.
- **Challenge** – introducing LVEPs at same time as DDP led to confusion
 -]Confusion between the terms – lots of “partnerships”.



Timescales

- Changes on supply side take time to implement.
- Three years is challenging to see the impact of supply-side activity.
- Particular challenge as year one truncated.



Seat at table and convening power

- DDP supported recognition for VisitEngland at regional level – ensured funding and recognition in devolution deal and allowed regional conversations.
- Having been granted the DDP has presented a number of new opportunities:
 - DLUHC, DBT, DCMS
 - Transport
 - International bodies
- Legitimacy to have conversations nationally and internationally.
- Key learning: power of sprint approach to share evidence base and get common understanding up front.



Funding

- Internal and external understanding of what £2.25 million can actually deliver.
- Confusion about why marketing is excluded.
- Can only act as a base – using this to attract other support and to open doors.
- Control vs. flex – as a relatively small fund, could it be single pot funding devolved to region in the future with strategic objectives, i.e. outcomes rather than defined outputs.



Evaluation

There are three key outcomes of the pilot:

- To unlock the potential in the North East visitor economy delivering 6% growth per annum for the period of the DDP.
- To create a pilot that disseminates best practice and learning on overcoming fragmentation and creates a co-ordinating framework for the regional visitor economy that is easily replicated by other LVEPs.
- To ensure that through work with VisitBritain and DCMS we can demonstrate clear evidence of the success of this approach resulting in the roll-out of the DDP structure nationally. Effectively we need to work with LVEPs, VisitEngland and industry to ensure success for all.



Conclusions

Good progress but needs collaboration

- Good progress but cannot do this alone – decades of market failure.
- Needs continued amplification across government.
- Needs industry buy-in – what are large industry players' contribution to Levelling Up and tackling market failure – great potential if delivered.
- Need to consider how we use soft diplomacy reach of government (Ministers etc), physical reach of government (embassies etc) and existing spend, such as GREAT, to maximise DDP in absence of marketing spend.
- Need help overcoming structural barriers, such as relationship with Visit Scotland.



Supporting programmes

Some specific bonuses of the DDP:

- Strengthened regional dialogue about the importance of the visitor economy, including referencing in devolution deal.
- Engaged DBT, DHLUC, DCMS in discussions about hospitality lead regeneration projects in the region with visits to Grainger Market, Sunderland Fire Station and South Tyneside.
- Supported South Tyneside's Levelling Up partnership discussions.
- Facilitated the development of a mentoring programme between Sunderland University tourism and North East Hoteliers Association.
- Initiated a dialogue with English Heritage on Hadrian's Wall.
- Developed profile for the region with conference speaker slots at Westminster Policy Forum, City Nation Place conference and UK BID conference, as well as presentations to DCMS Interministerial Government Group on Visitor Economy and involvement in the Tourism Industry Council.
- Supported £700,000 direct and indirect funding for regional promotion in GCC via VisitEngland GREAT Gateway project.
- Created further dialogue with cultural sector including Durham meeting Sir Nick Serota, NGCV discussions, NE Cultural Partnership collaboration with Newcastle University Cultural House discussion on how culture and the visitor economy interact.





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Package Travel Regulations

David Weston, Chair TA Policy Working Group on PTRs

Craig Belsham, Department for Business and Trade



TA Paper on PTR reform

- Currently **2 of 4 elements** make a package
 - “Carriage of passengers” (including flights, trains and coaches)
 - “Accommodation”
 - “Motor vehicle hire” and
 - “Any other tourist service”
- One simple but important change suggested.
- A domestic package should include **either** ‘carriage of passengers’ **or** ‘motor vehicle hire’ **plus** one of the others
- This would free up tourism businesses and DMOs to offer innovative packages in their area with no discernable impact on consumers.
- Full paper available on our website via the Publications tab

DMO survey on PTRs

- **85% strongly agree** with our policy proposal. A total of 90% agree.
- **90% say the current rules are hampering** the ability of businesses in their area to offer value-added products to consumers. 45% said it was hampering it a **great deal**.
- **90% say our proposal would benefit their DMO** in being able to market products and services in their area. 55% say it would benefit them a great deal.





Department for
Business & Trade

Package Travel Regulations: Reform Update

19th September 2023

An Update from Dept for Business and Trade on plans for reform of Package Travel

Introduction

Current Context

DMCC Bill

Drip Pricing

PTR Reform

Next Steps

Questions

Craig Belsham, Head of Partnerships & International, Consumer Team, Department for Business and Trade

Andrew Powell, Package Travel Advisor, Department for Business and Trade

Current Context

- **Covid:** Covid-19 and the response to it has been a major challenge for businesses and consumers, and highlighted inconsistencies between the obligations on agents, operators, airlines, and other travel businesses.
- **Consumer behaviour:** Increasingly shrewd about what they buy and how they are protected. However, many remain unaware of rules that govern how they are protected. Many consumers have had their confidence in the industry damaged due to late or missing refunds.
- **Introduction of 2018 regulations:** Many businesses were still adjusting to the changes to the scope of packages and LTAs when Covid disruption hit.
- **REUL Act 2023:** Prompts Government to review, reform and retain or revoke EU-derived law, including package travel rules.

DMCC Bill Update

The DMCC Bill has three parts:

- Digital reforms that give the CMA new powers to **boost competition in digital markets**
- Competition reforms that give the CMA **stronger tools to investigate competition problems** and take faster action
- Consumer reforms that will **strengthen enforcement of consumer law** and **protect consumers from rip-offs** such as fake reviews and subscription traps

The Bill has passed committee stage in the House of Commons but on 4th September the government launched further consultation work including on how to address fake reviews and drip pricing. Further stages will be after the Kings Speech.

Drip Pricing

- Drip pricing occurs when consumers are shown an initial price for a product and additional fees are introduced as consumers proceed with a purchase or transaction: e.g. booking fees that are added before a customer finalises an online payment.
- Government research estimates that drip pricing causes consumers to spend an additional £0.6 billion to £3.5 billion online each year.
- We are currently consulting on whether and how the Government should approach the issue, and to identify drip pricing that may be grounds for future Government intervention or stronger guidance.
- The consultation ends on 15 October 2023 with a response due before the end of the year.
- <https://www.gov.uk/government/consultations/smarter-regulation-improving-price-transparency-and-product-information-for-consumers>
- Please contact Sarah.Window@businessandtrade.gov.uk or Bikram.Chaggar2@businessandtrade.gov.uk if you have any questions.

PTR Reform

- Will not be making changes to Package Travel rules through the DMCC bill.
- We will be publishing a call for evidence to help us review the regulations.
- Recognise that consumer protection and confidence is important to the industry.
- Our Call for Evidence forms part of the Government's Smarter Regulation programme of regulatory reform announcements that began in May with publication of Smarter Regulation to Grow the Economy. Smarter regulation is about improving regulation across the board, ensuring it is clear and only used where necessary and proportionate.

PTR Reform Cont..

We expect to ask for reflections on: the scope of the regime, including how it applies to domestic arrangements, the inclusion of Linked Travel Arrangements (LTA's), flexibility over insolvency cover, the role of 'other tourist services' amongst other areas that intend to mirror back what the sector have asked us to consider.

Potential options:

- Remove all domestic only arrangements.
- Remove arrangements that do not include travel.
- Remove packages below a certain cost threshold
- Remove LTA's
- Incorporate LTA's into the definition of a package
- Increased flexibility around insolvency cover.
- Simplifying and clarifying the definition and scope of other tourist services.

What to expect next

- Expect a call for Evidence shortly!
- Increased focus on securing the right balance between regulatory freedoms and consumer protections.
- DBT continue to work with DfT on the interface between Package Travel Regulations on ATOL Reform and consumer protections in EU 261 etc
- Tell us your views and do please share any evidence!
- Call for Evidence Response and detailed draft of revised regulations in due course

What do we want from you?

- **ANY QUESTIONS?**
- Make your voices heard to us, whether directly or through the Tourism Alliance
- Get in touch:
- Andrew.Powell@businessandtrade.gov.uk
- Erika.Miller@businessandtrade.gov.uk
- The call for evidence will have specific questions but also scope for your wider feedback!

Thank You



Department for
Business & Trade

FBIS Delivery Update: What's next for the UK's borders, visas and ETAs?

Philippa Rouse, Director, Migration & Citizenship, Home Office



UK Borders and Immigration System

**Philippa Rouse, Director of Migration & Citizenship,
Home Office.**



Digital vision

Planning
to come



Simpler guidance
and **transformed**
customer
contact channels

Applying
to come



Streamlined
and **seamless** digital
application processes

Transformed
sponsorship system

Travelling
to the UK



**Permission
to Travel** including
Electronic Travel
Authorisation (ETA)
scheme and eVisas

Crossing the
Border



Innovative technology
increasing automation
for everyone

Living in the
UK



Simple online services
to demonstrate
rights and entitlements

**Increased data
sharing** within
government

Achievements



**Planning
to come**

**Applying
to come**

**Travelling
to the UK**

**Crossing the
Border**

**Living in the
UK**

Simplified Immigration Rules – clearer, consistent and accessible

Points based immigration system implemented along side routes for Ukraine and Hong Kong BN(O)s

e-Visas rollout – digital evidence of immigration status via online account

Visa findability tool
to help people find the
right product

**Skilled Worker
Eligibility Checker** -
new intuitive,
interactive tool

Overhaul of **gov.uk**
guidance

**A digital application
form** for the majority of
our customers

**Facial biometrics
uploaded using a
smartphone**, removing
the need to visit a VAC

**Evidence uploaded
digitally**

**Automating
messages** to carriers.

Extending the use
of **e-gates** to
under 12s

**Trialling new
technology**

**View and Prove
service** individuals can
update and share
immigration status online
at any time.

**Data sharing with
service providers** (e,g
NHS)

Next Steps

Simplification of business visitor rules: expanding the range of short-term business activities

New travel arrangements for school groups: making changes to documentary requirements for schoolchildren on organised trips from France.

Biometric self-enrolment feasibility trials : with the ambition is that all visitors and migrants will provide their biometric facial images and fingerprints under a single global immigration system

ETAs

E-Visas

E-Gates



Electronic Travel Authorisation (ETA)



To strengthen the security of the UK border enhance our ability to screen travellers and stop those who pose a threat from travelling to the UK.



ETAs will fill the current gap in advance permissions for non-visa nationals.



An ETA will be valid for **2 years or until passport expires, whichever sooner** and for **multiple journeys** to the UK within that period.



The application process will be **light touch, low cost and online.**



If successful, an ETA - **digital permission to travel** - will be granted.



Thank you