



# Visitor Economy and Destination Management Plan for Barnsley Update March 2024

Overview and Scrutiny Committee

# National Tourism Strategy

What does the de Bois review mean for Barnsley:

- Bring coherence to England's DMO landscape using an accreditation process to create a consistent national portfolio of Tourism bodies;
- Split into two tiers – a top tier of Destination Development Partnerships ('hubs') and a second tier of accredited Tourist Boards ('spokes')...Local Visitor Economy Partnerships (LVEPS);
- LVEPs expected to be of significant critical mass, and public/private partnerships;
- Pilot DDP launched in Northumberland during 2023, others to follow.
- Accreditation process for LVEPs started in spring 2023;

# National Tourism Strategy

LVEP Accreditation Process has resulted in LVEPs being developed during 2023 in:

- East Yorkshire
- West Yorkshire
- North Yorkshire and York
- South Yorkshire
  - SY LVEP accredited in July 2023 and is led by Sheffield City Council, along with BMBC, Doncaster and Rotherham, plus SYMCA.

# South Yorkshire LVEP

- SYMCA provided funding to support development of SYLVEP
- Four LAs and SYMCA working together to finalise Growth Plan and Governance Board
- Key area of progress has been development of SY Destination Management Plan
- Draft during late 2023/early 2024, involving consultation with wider sector
- Due to be launched later in the spring

# Yorkshire Tourism Initiative

- Welcome to Yorkshire went into administration in early 2022
- Yorkshire Leaders Board keen to ensure region's Visitor Economy continues to thrive
- Light touch regional partnership until March 2025 to enable development and ownership of robust Yorkshire brand;
- BMBC managing and co-ordinating partnership, hosting Project Manager;
- Building on LVEPs and local progress;
- Added value campaigns at the Yorkshire level;
- A focus on enabling emerging LVEPs to collaborate at a Yorkshire level creating an united front with Visit Britain;
- Supporting representation at international trade shows, assessing brand and major events across the region.

# Barnsley Visitor Economy – Areas of Focus 2023/24

- Town Centre Brand
- Culture and Heritage across the Borough
- Support for Principal Towns
- Visitor Economy Forum
- Visitor Economy Forum steering group
- Town Centre Events

# Barnsley Visitor Economy – Current Investment

- Website Development
- Social Media Channels
- An image library
- Information Provision
- Market Research
- Marketing Campaigns

Plus

- Appointment of senior member of staff in BMBC dedicated to the Visitor Economy

# Barnsley Visitor Economy Strategy Development

- Progress to be made on DMP for Barnsley during summer and autumn of 2024
- Working closely with the VEF and VEF steering group
- Mindful of the developments in National Strategy, ensuring there is a clear fit with Visit England priorities
- Building on the consultation undertaken with Barnsley's tourism sector during the last 10 months
- Linking closely to the emerging findings of the SY DMP
- Taking on board progress made by Yorkshire Tourism Initiative



# Barnsley Visitor Economy Strategy Development

- Strategy development to take place May to September 2024
- To cover period 2025 – 2028

## Draft Measures of Success:

- Increased number of day and overnight visits to the Borough;
- Increased levels of spend by Visitors to the Borough;
- Improved perception levels with local communities;
- Growth of local tourism sector;
- Improved reputation of Barnsley nationally and internationally.