



The DMO Review & LVEPs

A New National Structure for English Tourism

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What does the DMO 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 DMOs
- All other Destination Organisations 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 else does the DMO Review recommend?

- A new national structure is needed to ensure Government tourism strategy and delivery is rolled-out effectively
- DMOs should be more collaborative and share best practice.
- DMOs should seek to diversify their income streams and 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



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
- VE receiving new funding to introduce accreditation scheme in 2022/23 and pilot the DDP concept in one area
- Accredited tier 2 DMOs to be called Local Visitor Economy Partnerships (LVEPs)
- Pilot for multi-year core funding for one DDP



What Does the Future structure of the DMO landscape look like?

DDPs
Destination Development Partnerships

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

LVEPs
Local Visitor Economy Partnerships

c. 40 in total, accredited and supported by VE

Non-accredited Destination Organisations

No direct support from VisitEngland

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

Strategic LVEP Benefits

- A more strategic relationship between LVEPs, VisitBritain/VisitEngland and Government
- Better engagement for LVEPs with local government, LEPs, Place Boards and other strategic bodies
- Demonstrating to LAs that functioning DMOs need to be true public-private-community partnerships
- DCMS to work with other government departments, incl. DLUHC, BEIS and DFT to ensure recognition of LVEP status
- Official status to be used when bidding for Government funding



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

- National networking and best-practice sharing opportunities for LVEPs
- Central thought leadership, expertise, support and tools, e.g. Accessibility, Sustainability
- Funding: ability to apply for grant programmes, income via DDPs, identifying funding streams, toolkits
- Training programme for LVEPs and businesses e.g. Taking England to the World, digital and commercial skills, other identified priority gaps
- Access to VisitBritain/VisitEngland Marketing and Travel trade activity: website, PR, trade missions and events



VisitWiltshire and LVEP Status

- VisitWiltshire submitted Expression of Interest December 2022
- VisitWiltshire EOI submission approved and invited to apply for 1st phase of LVEP application – deadline 28 Feb 2023.
- Wiltshire Council comms highlighting that from 1 April 2024 they will no longer fund VisitWiltshire – meaning VisitWiltshire no longer meets LVEP criteria.
- Current position is discussing with WC how this can be turned around so we can apply through a later application phase.



A red British telephone booth and a red pillar box are in the foreground. The telephone booth has a glass window with a grid pattern. The pillar box is on the left. In the background, a busy street with pedestrians and a red car is visible, but it is out of focus.

Any Questions?