

Mayoral Combined Authority Board

Tuesday, 12 September 2023

South Yorkshire Local Visitor Economy Partnership Update

Is the paper exempt from the press and public?	No
Reason why exempt:	Not applicable
Purpose of this report:	Governance
Is this a Key Decision?	No
Has it been included on the Forward Plan of Key Decisions?	Not a Key Decision

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Executive Summary

The South Yorkshire Local Visitor Economy Partnership (LVEP) is now formally accredited by Visit England. This paper updates the MCA on the next steps of the LVEP implementation process.

What does this mean for businesses, people and places in South Yorkshire?

A stronger and more vibrant visitor economy offer creates more businesses, jobs and visitor spend in the region. Through the work being undertaken at the South Yorkshire and wider Yorkshire level, including securing accreditation of a South Yorkshire LVEP, we will position the region more effectively to secure and access funding and support from Visit England and Government.

Recommendations

The MCA Board is asked to agree the next steps to develop the South Yorkshire Local Visitor Economy Partnership.

1. Background

1.1 In July 2023 Sheffield City Council received confirmation from Visit England that the South Yorkshire Local Visitor Economy Partnership achieved accreditation.

1.2 The SYLVEP is a partnership between the MCA, Sheffield City Council, City of Doncaster Council, Barnsley MBC and Rotherham MBC working together on shared priorities and targets to grow the local visitor economy.

This approach was approved by the MCA Board in June 2023. Alongside signalling support for the development of the SYLVEP the Board were also advised that the LVEP would commission a Destination Management Plan for South Yorkshire.

1.3 Previous arrangements for destination management/marketing were a fragmented collection of public and private organisations with different functions. This included the Welcome to Yorkshire organisation which delivered national and international tourism campaigns and was a catalyst for attracting some major events with global significance (predominantly Grande Depart, Tour de France and the subsequent Tour de Yorkshire). This regional approach is being addressed via the Yorkshire Tourism Initiative (see 1.4).

The LVEP programme will initially focus on destination management, place-making and supporting businesses through developing skills/training and collecting data & insights.

The goals of the programme are to:

- Develop a strong national strategic relationship between LVEPs, VisitEngland, DCMS and wider government and national agencies.
- Ensure stability and resilience through increased income generation, diversifying funding streams, robust destination management and diverse governance.
- Join up local visitor economy growth priorities and activities with those at national level, setting clear targets and driving high performance. There will be a strong emphasis on embedding sustainability and accessibility, growing business support and working on approaches to data.
- Provide a significant role in place shaping and economic development, generating better outcomes for visitors, the environment, communities and businesses, through building influential relationships with local government and businesses.
- Develop skills and expertise in LVEP teams through access to training opportunities, and the wider sector and SMEs through a more targeted business support offer.

1.4 Yorkshire Tourism Initiative

The MCA and LVEP partners continue to work in a light touch partnership with local and combined authorities across Yorkshire on the Yorkshire Tourism Initiative which is focused on promoting Yorkshire as a visitor destination.

All sub-regions are applying for LVEP accreditation; at the time of this paper South Yorkshire, West Yorkshire and East Yorkshire have secured accreditation.

2. Key Issues

2.1

Next steps

The collaboration agreement now in place creates a number of joint obligations across the SYLVEP and Visit England.

The conditions of that collaboration agreement include:

- Establishing a Partnership Agreement which captures and explains the relationship and commitment between the constituent parts of the LVEP.
- Full completion of the Destination Management Plan (including consultation, governance, implementation of new advisory group and an implementation approach).
- Agree Year 1 of a Growth Action Plan and VE/VB support package.
- Development of joint staffing structure.

These conditions need to be met by December 2023. For full timetable and deadlines please see section 5.1.

Work has been commissioned to deliver each element of the work set out above. Having submitted and secured an application for LVEP status the next step is the production of a Partnership Agreement for submission to VisitEngland before the MCA meets formally again. The deadline for submitting the partnership agreement is 31st October 2023.

It is therefore proposed that the MCA delegate authority for submission of the Partnership Agreement (to be developed by the constituent councils comprising the LVEP and submitted by Sheffield City Council) in full consultation with the Lead Member and Lead Chief Executive.

2.2

Destination Management Plan (DMP)

One of the key milestones for the end of 2023 is the production of a South Yorkshire wide Destination Management Plan (DMP). The DMP will establish sub-regional priorities and inform future governance arrangements. The current DMO overview group, made up of Tourism Lead officers have commissioned this work.

2.3

Resourcing

The four South Yorkshire Councils invest in Visitor Economy support through a range of mechanisms, including promotion, capital and revenue investment in the sector and through place-making and regeneration programmes. The MCA has also allocated resources for the delivery of the year 1 programme of work. The DMO overview group are now developing a collective resourcing plan for 24/25 and beyond. This work will be informed by the development of the DMP.

2.4

Governance and working with the Visitor Economy Sector in South Yorkshire

As the LVEP develops the MCA will need to establish appropriate governance, including a board with strategic oversight of the LVEP. Feeding into the board will be an officer group to manage the board and direct its work programme – as well as supporting the engagement of stakeholder networks. The full governance structure will be developed through the Destination Management Plan work and the MCA will need to agree the structure.

The work of the LVEP also needs to be connected to the new governance model developed for the MCA and it is recommended that strategic oversight of the LVEP work be part of the Creative, Culture and Digital Portfolio.

The portfolio lead and lead CEX will work with the DMO overview group to agree a form of governance for the work that bridges both public and private sector representation.

3. Options Considered and Recommended Proposal

3.1 Option 1

It is recommended that: the LVEP be incorporated within the Culture, Creative and Digital Portfolio; that appropriate actions are taken to complete the requirements of the LVEP collaboration agreement with VisitEngland; that resourcing of activity be considered at an early stage; and that the development of the South Yorkshire DMP should continue to drive policy decisions around future governance and prioritisation.

3.2 Option 1 Risks and Mitigations

Establishing clear governance oversight and identifying resourcing implications early in the budget cycle presents a good opportunity, to mitigate issues relating to achieving the conditions set out in the SYLVEP and VisitEngland Collaboration Agreement.

3.3 Option 2

The MCA board could seek to establish an additional portfolio specifically for Local Visitor Economy Partnership work.

3.4 Option 2 Risks and Mitigations

Whilst this would satisfy the requirements of VisitEngland and DCMS it would limit the ability to bring together key elements of the work of SYMCA, in particular the cultural and creative offer that underpins much of the visitor economy offer in the region.

3.5 Recommended option

Option 1.

5. Timetable and Accountability for Implementing this Decision

5.1

Sheffield City Council are the formal accountable body (as lead partner for the LVEP programme). However, collective accountability will continue to be driven through the joint officer working group and new MCA portfolio lead.

Key decision / implementation points include:

Condition	Action	Timescale	Lead
Agree Year 1 Growth Action Plan and VE/VB support package		Agreement by 30 th November 2023	Sheffield City Council
Full completion of the DMP (including consultation, governance, implementation of new advisory group and an implementation approach) .	Report delivered to VE followed by quarterly updates.	Completion by 30 th December 2023	SYMCA will commission and overview of the work will be conducted by the current DMO overview group
A partnership agreement in place which captures and explains the relationship and commitment between the constituent parts of the LVEP.	Agreement to be signed by all LVEP partners as stipulated in the application.	Agreement signed by 31 st October 2023	Sheffield City Council
Development of joint staffing structure.	Aligned to DMP a joint staffing structure is made available which clearly outlines who is delivering what activity for the LVEP.	Agreed with all partners and VE by 30 th December 2023	Sheffield City Council

6. Financial and Procurement Implications and Advice

6.1

The MCA has made provision of £180,000 in its 2023/24 budget for this programme of work.

The appointment of external support to develop the South Yorkshire Destination Management Plan and any additional capacity to support the LVEP work will be delivered in line with established MCA and local council processes.

7. Legal Implications and Advice

7.1

The partnership agreement between SCC, the MCA, other constituent councils and Visit England will need to be developed in full sight of monitoring officer.

8. Human Resources Implications and Advice

8.1

n/a

9. Equality and Diversity Implications and Advice

9.1

None of this stage. The development of the Destination Management Plan may identify particular opportunities or challenges for the region.

10. Climate Change Implications and Advice

10.1

n/a

11. Information and Communication Technology Implications and Advice

11.1

n/a

12. Communications and Marketing Implications and Advice

12.1

n/a – there are no direct communications or marketing implications as a result of the proposals set out in this paper.