

Local Enterprise Partnership

01 July 2021

Welcome to Yorkshire Campaign

Is the paper exempt from the press and public?	No
Purpose of this report:	Discussion
Funding Stream:	Not applicable
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:

Stephen Batey, Director of Mayoral Office

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Executive Summary:

To deliver the Mayor's manifesto commitment to promote South Yorkshire's visitor economy and in support of a sector hit hard by the Covid-19 pandemic the MCA Executive is working with Welcome to Yorkshire and the four South Yorkshire councils on a re-opening of the visitor economy campaign which will help to promote the region's urban centres, major attractions and cultural and heritage offer to domestic and regional visitors.

This paper and presentation updates the LEP Board on this work.

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

South Yorkshire has a growing but underexploited visitor economy offer. This campaign will attract visitors to the region under a wider overarching narrative that promotes the strengths of South Yorkshire's individual and collective offer. This is intended to boost the economic gains from the visitor economy.

Recommendations:

That Board members note the content of the report and indicate their interest in supporting and engaging on programmes such as this in future meetings.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None

1. Background

- 1.1 Welcome to Yorkshire (WTY) is the Destination Marketing Organisation for Yorkshire and the official tourism agency, with a strong existing offer at a Yorkshire level and a good reputation in delivering campaigns with real impact. Individual councils in South Yorkshire are Destination Management Organisations for the visitor economy; working to support the marketing and sector offer locally.
- 1.2 In late summer 2020 the MCA/LEP engaged with Welcome to Yorkshire to develop a campaign to support the re-opening of the economy, and in particular the visitor destinations around the region. This work has been developed in full partnership with each local council area. The launch of the campaign has been delayed as a result of the national lockdown – but as the visitor economy opens up the campaign is set to go live in July.
- 1.3 Although three of the four councils in South Yorkshire are already member organisations and many South Yorkshire businesses are also members through a corporate membership programme, we have not previously worked with WTY at a LEP or MCA level.

2. Key Issues

2.1 Rationale for action:

- South Yorkshire has a **growing but underexploited visitor economy offer**. This offer includes large visitor experiences, attractions in our urban centres and heritage assets as well as a busy events schedule.
- There is a lack of a wider overarching narrative that promotes the strengths of South Yorkshire's individual and collective offer to either a domestic, national or international audience.
- The arts, culture, heritage and visitor economy in South Yorkshire has and continues to be impacted severely by Covid-19.

2.2 Approach being taken

- **Focus on the domestic audience:** to increase awareness of the offer, increase frequency of visits per person to local attractions across the region and to increase spend.
- **Amplifying and aligning assets and opportunities:** The approach draws together the strengths of our four distinct places and tie them together under **four key themes:** Outdoors, Heritage, Art & Culture and Food and Drink to make a more compelling wider case.
- **Story telling:** the campaign is called South Yorkshire Stories, designed to engage the audience and get them to tell their own 'story' about places they

love in South Yorkshire – ‘paid for influencers’ are part of the campaign approach.

- **Production of new content:** WtY are developing new video, imagery and marketing collateral set around these themes

3. Options Considered and Recommended Proposal

3.1 Option 1

Subject to a full evaluation of the campaign the LEP may wish to be more actively engaged in the promotion of South Yorkshire’s visitor economy. Upon completion of the campaign and the production of an evaluation report the LEP **may** wish to review this evaluation and contribute to the development of future visitor economy work.

3.2 Option 1 Risks and Mitigations

Full detailed evaluation of the campaign will be carried out. This will provide insight and a detailed platform for any future WTY and LEP / MCA collaboration.

3.3 Recommended Option

Option 1

4. Consultation on Proposal

- 4.1 The Executive Team have worked with the Destination Management / Marketing teams in the four South Yorkshire local authorities on the development of this campaign.

5. Timetable and Accountability for Implementing this Decision:

- 5.1 Not applicable.

6. Financial and Procurement Implications and Advice *(to be written by the relevant Finance Officer and the Head of Procurement on behalf of s73 Officer)*

- 6.1 Not applicable.

7. Legal Implications and Advice *(to be written by Legal Officer on behalf of the Monitoring Officer)*

- 7.1 Not applicable.

8. Human Resources Implications and Advice

- 8.1 Not applicable.

9. Equality and Diversity Implications and Advice

- 9.1 Not applicable.

10. Climate Change Implications and Advice

10.1 Not applicable.

11. Information and Communication Technology Implications and Advice

11.1 Not applicable.

12. Communications and Marketing Implications and Advice. Please also refer to consultation undertaken as per Section 4

12.2 There are no direct communications or marketing implications relating directly to the recommendations in this paper. More broadly the campaign is being developed in line with the wider work of the MCA and LEP communications and activity programme.

Background Papers:

Not applicable.