

STRATEGIC FRAMEWORK ACTION PLANS – PROGRESS HIGHLIGHTS (JUN - OCT 2011)

ACTION PLAN	VISION	PROGRESS
<p>Accessibility</p>	<p>To harness the growing, high value accessible tourism market to become internationally recognised as a leading destination for people with access needs. This will contribute to 5% growth, year on year, in the England tourism market by 2020.</p>	<ul style="list-style-type: none"> • Access statement templates for a wide range of sectors being developed. VisitEngland (VE) has worked with RSPB on the reserve template launched in September, British Beer and Pub Association on the pub template launched end of October 2011 and the restaurant template is underway working with the BHA. A feature in caterer in October promoted the online tool. • Thomas Cook and Cooperative now signed up to the 'Accessible Travel Made Easy' online programme for travel agents to ensure they understand the requirements of disabled customers. Second module launched. • 54 out of 148 stations now have accessible routes into their stations and between each platform as part of the DfT Access for All rail programme. All stations will be completed by April 2015. • The new, fit for purpose, Assisted Passenger Reservation System for booking and assistance for disabled rail passengers is now being rolled out by the Association of Train Operating Companies for completion by end of 2011. • At Your Service booklet is being promoted by VisitEngland and other partners including the Camping and Caravanning Club, Visit Kent, Association of Leading Visitor Attractions. The booklet has received 700 downloads since the action plan was launched.
<p>Business Tourism</p>	<p>To increase the value of England's business tourism market by 5% year on year.</p>	<ul style="list-style-type: none"> • VE carrying out significant sales and marketing activity offering English partners cost effective routes to international event planners e.g. sales missions, exhibitions, familiarisation trips and workshops. English Business Tourism Group (English destinations) to be set up in early 2012 to look at developing this activity further, both more strategically and more targeted to objectives of destination partners. • Destination Marketing Company (DMCs) Group now set up and met once to look at how to grow the international corporate events market to England and

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		<p>improve communication between English destinations and DMCs and improving/packaging product.</p> <ul style="list-style-type: none"> • English Large Congress Group now established and met once to look at growing large congress sector (largely Association congresses), identifying the need for national subvention programme, national ambassador programme and national research programme and how these would be implemented and managed. Also how best to support local programmes. • Meeting with UKTI has taken place and next one scheduled for November to look at how to work together to target specific sectors. • Consultation to take place with Meetings Industry Association destinations group in January 2012 to look at how to best progress creation of Destination 'Best Practice' toolkit and promotion of the AIM quality programme. • Launch of Britain for Events campaign end of October. VE supported with an 'England for Events' message. Aimed at raising profile of 'live events' as a marketing tool and England as destination to hold those events. • Discussions with Business Visits and Events Partnership to take place to move forward the local government engagement strategy in December 2011.
<p>Destination Management</p>	<p>To deliver authentic and distinctive destination experiences, with a clear focus on the needs of residents, visitors and the environment, which will contribute to a 5% growth, year on year, in the England tourism market by 2020.</p>	<ul style="list-style-type: none"> • Destination Management Forum established by VisitEngland and has met twice in 2011 - 14 July and 20 October. • Criteria has been developed which is helping to build a broader understanding of what Destination Management Organisations should encompass. • Part of the criteria is the development of Destination Management Plans and a number of well-established DMOs are now working towards the establishment of a DMP where it doesn't already exist. • A group is being pulled together to consider the development of the online destination management resource. The group will involve TMI/TS and British Destinations and will meet in December 2011. • Association of Town Centre Management have drafted a paper on the night time economy and growth opportunities which will be published on the online resource. British Beer and Pub Association have agreed to produce a paper on growth and the contribution pubs can make.

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<p>Marketing Strategy</p>	<p>Increase the value of English tourism; improve brand penetration; and deliver long-term growth through a more cohesive and better co-ordinated All England Marketing Strategy.</p>	<ul style="list-style-type: none"> • VisitEngland has engaged with DMOs across the country and there is general buy in to a more cohesive and collaborative approach to marketing. • VisitEngland has recently launched its media planning and buying service which several DMOs are looking to use. • Attract Brands have been identified and Attract and Disperse is being implemented via enjoyengland.com and eCRM. • VisitEngland has engaged with commercial partners to deliver match funded campaigns highlighting Attract Brands. VE will shortly be announcing current partners. These campaigns are focussing on targeting the consumers before they have decided on their choice of destination. The campaigns are focussed on providing a platform for advocacy via owned and earned channels and will feature price messaging from commercial partners to encourage bookings. • VisitEngland has developed a new brand England that focuses on the key themes that motivate our audience to take additional breaks or switch from overseas short breaks. • VisitEngland is developing a Word of Mouth strategy that will be shared with destinations and tourism partners. • VisitEngland is working with GOE, DCMS, LOCOG and Mother advertising agency in developing a domestic GREAT campaign. Working with the other nations (VisitScotland, VisitWales, Northern Ireland Tourist Board) VisitEngland will deliver a UK campaign. Destinations are engaged and some will deliver co-funded ads to promote individual destinations. Industry engagement will begin to source a wide range of offers to support events through 2012 and shoulder seasons where business might suffer throughout 2012. • VisitEngland's bid to the Regional Growth Fund was successful and announced by DBIS on 31 October. The money will be used on a three-year project entitled, Growing Tourism Locally which has been designed to stimulate economic growth and employment locally. A key part of the project will be a national campaign aimed at inspiring Britons to take more short breaks and holidays at home and in doing so create the equivalent of 9,500 full time jobs across the country.
<p>Modernising Visitor Information</p>	<p>To ensure the availability of world class, tailored information at every stage of the visitor journey, which will</p>	<ul style="list-style-type: none"> • Partnerships being developed with national players, in both the public and private sector, to extend the virtual service network for acquisition of content and for information distribution through third party channels, in England and abroad.

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	<p>contribute to 5% growth, year on year, in the England tourism market by 2020.</p>	<p>VisitEngland has delivered the iPhone App in April 2011; Android App in August 2011; QR Code Pilot started June 2011 and will be completed in December 2011.</p> <ul style="list-style-type: none"> • Meetings taking place with partners to explore the potential for extending the physical service network e.g. British Beer and Pub Association; Gatwick Airport. • Case studies developed to assist the existing network of partners to sustain, remodel and develop their services. These will be published by December 2012. • TIC assessment statement has been consulted on and finalised and will be rolled out in January 2012. This will encourage businesses to provide quality accessible information through TICs.
<p>Research and Intelligence</p>	<p>Maximise the use of tourism market intelligence and performance data to inform the investment and planning decisions of businesses and public sector partners, which will contribute to 5 % growth, year on year, in the England tourism market by 2020.</p>	<ul style="list-style-type: none"> • Brigid Simmonds, CEO of British Beer and Pub Association has been appointed the new Chairman of English Tourism Research and Intelligence Partnership (ETRIP) and partners being approached to join the partnership. • First meeting of ETRIP on 14 November to discuss implementation of the Action Plan and the development of ETRIPs business plan. • Industry user needs survey completed to understand partner requirements and in particular destinations and sub national partners. The results will be used to shape ETRIPs future work programme and the research programme being developed as part of the action plan. • National visitor satisfaction measure has been established which includes brand engagement and perceptions. Working to engage destinations on destination level data.
<p>Rural Tourism</p>	<p>To maximise the potential of the rural tourism offer, which will bring substantial benefits to local economies and communities and contribute to 5% growth, year on year, in the England tourism market by 2020.</p>	<ul style="list-style-type: none"> • Meeting with the British Beer and Pub Association and Pub is the Hub to explore the role of pubs in rural areas and how they can support implementation of the action plan. Examples include providing visitor information and other vital local services including shops and encouraging the use of local produce and supply chains. • Rural tourism messages featuring in forthcoming national marketing campaigns with partners e.g. Holiday Cottages Group. • Roundtable held with Defra and rural tourism stakeholders to discuss the growth opportunities and potential barriers and solutions. This will feed into the Government's Growth Review.

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Seaside Resorts	To maximise the potential of seaside resorts and contribute to 5 % growth, year on year, in the England tourism market by 2020.	<ul style="list-style-type: none"> • VE attended and presented update on Coastal Towns and wider VE role at the British Destinations Conference in Rhyl in June. • VE has met with the Director of British Destinations to agree priorities, lead responsibilities and timescale of actions. • Following lobbying from British Destinations (formerly BRADA), money (£27m in total with £18.2m for England) is going to be set aside for a Coastal Communities Fund (announced in July). • The seaside is going to be one of the marketing themes agreed by VE - more details to follow in spring 2012.
Welcome	To provide a consistently warm welcome to England before, during and after the London 2012 Olympic and Paralympic Games.	<ul style="list-style-type: none"> • Currently scoping locations for Welcome to England imagery at Manchester and Stansted Airports. Some measurements and locations have been provided. Design to commence shortly. Digital advertising screens live at Stansted, Manchester and Gatwick. • South Eastern Trains to act as a Champion for improving welcome at priority rail stations with rail partners. • Scoping the options for a “Convivial England” award to celebrate the most convivial, welcoming individuals across English destinations as part of English Tourism Week.
Wise Growth	Grow tourism responsibly in a finite world, creating resilience and prosperity for all, balancing the growth aspirations of the Strategic Framework with the principles of sustainability.	<ul style="list-style-type: none"> • Sustainability tourism indicators draft report prepared by the Tourism Intelligence Unit. • Visit Manchester progressing work as the wise growth pilot along with the New Forest. • BHA are taking forward the business case action and looking to produce a business case for the hospitality sector that can be more broadly applied. This will be scheduled for delivery in January 2012.