

Visit Nottinghamshire Local Visitor Economy Partnership Growth Plan

Congratulations on being awarded LVEP status, which has made you part of a new portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs).

This new programme and national structure have been designed to enable and deliver closer collaboration between VisitEngland and destinations who are well integrated and delivering in partnership with all key public and private sector partners, and who clearly provide strong local leadership and governance in their destination.

This action plan is our first step in building a shared ambition for visitor economy growth in your destination. It will help facilitate collaboration between you and VisitEngland, plus identify and provide the required targeted support, advice and guidance to enable delivery.

Building Collaboration, Enabling Growth



VisitEngland

Nottingham, Nottinghamshire, England

Section A

Details and Overview

Growth Plan Details			
Name of LVEP	Visit Nottinghamshire	Destination(s) covered	Nottingham city and Nottinghamshire
Key Contact	Megan Powell Vreeswijk	Regional Development lead	Rachel Gillis
Date Plan Agreed	September 2024	Date of Plan Review	March 2025

Overarching LVEP Priorities for 2023/2024

- *Work with VisitEngland on the development of the new sustainable visitor economy strategy for England and the England brand.*
- *Supporting the new vision for Tourism in England embracing new initiatives for growth, development, and business support.*
- *This year's priority, above all else is to ensure the stability and resilience of Visitor Nottinghamshire. Using the LVEP accreditation and the national remit for tourism to leverage support, grow existing partnerships and create new opportunities.*
- *Build strong relationships between visitors, locals, businesses, and stakeholders, to support the development of a robust Destination Management Plan.*
- *Continue to nurture and develop stronger relationships with our District & Borough Councils. Join up local visitor economy growth priorities.*
- *Explore opportunities to increase income generation and diversifying funding streams.*
- *Review current staffing structure – strengths, weakness, opportunities, training and development.*
- *Deliver against current agreements, delivering to set targets and objectives (adding value where possible) – UKSPF – Nottinghamshire County Council.*
- *Support the newly formed East Midlands Combined Authority so that they can be more ambitious in their joint working and can take advantage of the huge potential for growth the Visitor Economy presents.*
- *Work closely with Visit Peak, Derbyshire & Derby to ensure alignment of our respective Destination Management Plan's.*
- *Support priority national initiatives, such as accessible and sustainable tourism.*
- *Work alongside VisitEngland and the wider LVEP community to help shape and support regional, national and international priorities.*

Section B

Growth Plan

DESTINATION MANAGEMENT PLAN			
LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Prepare an updated DMP for Nottinghamshire.</p> <p>Engage with all local authorities and delivery partners to gain their insight, understand their individual priorities for the visitor economy and map their feedback:</p> <p>Monthly meetings now in the diary to progress development of the DMP.</p> <p>Further roundtable discussions planned with key stakeholders and</p>	<p>VE/VB to assist with DMP Guidance and support with national policy information, where needed.</p> <p>VE/VB to support with data and insights required for DMP</p> <p>Regional Development Lead will be involved and support in Destination Management Plan going forward and capture progress in quarterly reviews</p> <p>Regional Development Lead will</p>	<p>Target date for development DMP (April 2025)</p> <p>Update on progress of developing and delivery in quarterly updates with Regional Development Lead.</p>	<p>On track - Consultants appointed (October 24)</p>

<p>operators to ensure we capture all feedback to inform and shape the DMP.</p> <p>Working closely with Visit Peak, Derbyshire & Derby to ensure whilst our regional assets and objectives may differ, we jointly explore regional issues, priorities and opportunities to work together</p> <p>EMCCA have confirmed the funding to appoint consultant to support developing Nottingham and Nottinghamshire's DMP.</p> <p>Desk top research and insights will commence mid-November. Followed by further roundtables and consultations taking place with stakeholders.</p> <p>We will ensure work closely with our Regional Development Lead.</p>	<p>identify and broker the required VE/VB expertise to help shape the DMP and to support delivery of priority area action plans (to be agreed).</p>		
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DESTINATION MANAGEMENT ACTIVITIES			
LVEP Action	VB/VE Action	Timescale/Measures	Progress

<p>Implementation of priority areas in the DMP, plus the following if not included in the DMP.</p> <p>East Midlands Airport</p> <p>Debenhams Building</p>	<p>Working with DCMS to support engagement with ALBs and other government departments.</p> <p>Introduction to Frameless Creative Ltd</p>	<p>Quarterly update on progress with Regional Development Lead, September, December and March.</p>	<p>East Midland's airport is keen to work on campaigns. Currently exploring options.</p> <p>Debenhams Building (NDA signed with Frameless)</p> <p>EMCCA continue to offer support and advice.</p>
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ENGAGEMENT WITH DESTINATION STAKEHOLDERS			
LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Working closely with VPD&D and EMCCA to help inform and shape future investment into the visitor economy.</p> <p>Supporting The Association of International Retail (AIR) with their campaign to restore tax-free shopping</p> <p>Working with Nottingham BID supporting city's ambition for an Accommodation BID. Next</p>	<p>RDL will support with specific engagement with key destination stakeholders, where required including attending wider meetings with LVEP partners / stakeholders.</p>	<p>Joint DMP, Tourism Awards and Conference – Spring 25</p> <p>Update on engagement and associated activity delivered and support given to Regional Development Lead in quarterly updates.</p>	<p>Established joint working approaches with VPDDD, e.g. joint DMP process, East Midlands Awards etc. (Oct 24)</p>

<p>meeting Friday 11th October – to discuss draft business plan.</p> <p>Visit Nottinghamshire are on the visitor economy steering group for the North Notts BID, supporting their future strategy and regional growth plans. Meetings are held bi-monthly</p> <p>Work closely with Mansfield DC – fed into brand development and brand testing – work ongoing</p>			

COMMERCIAL STRATEGY			
LVEP Action	VB/VE Action	Timescale/Measures	Quarterly Progress
<p>Explore how the LVEP may seek to develop a commercial strategy that diversifies and grows private sector commercial income.</p> <p>Actions for the next 12 months to include:</p> <p>Review of membership/commercial revenue currently.</p> <ul style="list-style-type: none"> - benchmarking against other LVEP's. Exploring opportunities to create additional revenue <p>Membership Growth / upselling promotional packages and</p>	<p>VE to provide support with Regional Development Lead facilitating meetings with relevant team members e.g. Suzy Faulkner</p> <p>VE will share best practice from other LVEPs where possible and provide introductions where relevant</p> <p>VE will provide access to relevant training opportunities e.g. Bid writing course</p> <p>Work with DCMS, ALBs and other funders to identify and maximize other funding opportunities.</p>	<p>March 2025</p>	<p>Awaiting confirmation from EMCCA as to the level of funding that will be allocated to MNN to continue any delivery.</p>

<p>retention (Target 10% growth 370 members to 407, dependent on core funding outcomes from EMCCA)</p> <p>Bespoke promotional opportunities</p> <ul style="list-style-type: none"> - refresh our advertising services and bespoke products in line with market trends, reach, and engagement helping businesses reach a wider audience. <p>Review: Social Media Website advertising Tourist Information Assets Bookable products/services (TXGB / affiliate links)</p> <p>Visitor Guide This year the guide was designed in-house. Resulting in a small profit from advertising sales</p> <p>Tourist Information Centre We are exploring opportunities to bring further income streams from the TIC. We currently work with Nottingham Forest FC who sell their merchandise in the store under a concession's agreement. This year the agreement value was increased by 15% to cover the increase in costs.</p> <p>Capitalise on large plasma screen – sell and design adverts.</p>			
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<p>Scope further promotional / advertising opportunities in the County. Conduct audit of available outlets/screens/ advertising platforms.</p> <p>Business Visit & Events B2B Marketing campaign to support this sector – targeting events that align with Nottingham's Key Sectors. Increase commission from confirmed business.</p> <p>Sporting Tab – Visit Nottingham website.</p> <p>Exploring opportunity working with Nottingham’s sporting venues to create a Sporting Tab at the top of the VN website. The clubs will contribute to its creation and will provide more opportunities for sponsorship/advertising and promotion.</p> <p>Currently exploring additional services that could generate revenue: Photography and Drone packages, for example.</p> <p>Stars Awards</p> <ul style="list-style-type: none"> - Re-named the Visit Nottinghamshire Tourism Awards – we launched 25th September 2024 – Hosting 13 of the VE categories – 2 of our own. <p><i>Applications close 18/10/24</i></p>			
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*Weeks grace for any late entries			
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LVEP TEAM SKILLS DEVELOPMENT			
LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>A full staff skills audit will be undertaken. This will determine how well resourced the organisation is to achieve its strategic plan and help identify resource and specific knowledge gaps. This will be used to create an action plan to support the team, working with your RDL.</p> <p>Some team training is currently taking place:</p> <p>Level 2 AAT Accounting course</p> <p>PowerBI</p>	<p>Rollout of VE Academy in 2024 with first three modules:</p> <ul style="list-style-type: none"> - E Commerce - Digital Marketing - Travel Trade <p>Bid-writing and funding tool kit launched autumn 2023 and accessibility LVEP toolkit launched February 24.</p> <p>Regional Lead to take note of Visit Nottinghamshire's identified priorities, such as Building Travel Trade partnerships and feed into LVEP Programme.</p>	<p>By March 25 plan to be agreed followed by quarterly updates to Regional Development Lead on who has taken part in what training and requests for further training subjects/resources and any outcomes and impacts on staff skills and organisational performance.</p>	

ORGANISATIONAL STRUCTURE

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Full review underway. Gaps identified:</p> <ul style="list-style-type: none"> - Executive Assistant - Market Insights & Data Analyst - Head of Visitor Economy 	<p>VE will share best practice from other LVEPs where possible and provide introductions if relevant</p>	<p>Agree actions, timescale and any developments through quarterly reporting with Regional Development Lead.</p>	<p>Recruiting Exec Asst in progress (Oct 25)</p>

DEVELOPING YOUR BUSINESS SUPPORT OFFER

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>In the short term deliver a series of in-house, on-line workshops:</p> <ul style="list-style-type: none"> - Social Media Masterclass - Continue 1-2-1 providing by the team on request. <p>In the medium to long term explore business training programme's that supports all visitor economy businesses across Nottinghamshire and Derbyshire, working in partnership with VPD&D and EMCCA.</p> <p>Signpost businesses to VisitBritain's Business Advise Hub : https://www.visitbritain.org/business-advicehub</p> <p>Re-introduce the regional Tourism Awards. Celebrate local business success, share insight and best practice whilst elevating the region both locally and nationally at the VE Awards for Excellence.</p> <p>Targeted campaign support for retail and F&B tourism businesses in district locations.</p>	<p>VE will coordinate meetings with relevant team members and keep you updated on what resources are available, e.g. Ross Calladine</p> <p>Share examples of best practice from other LVEPs including how it is funded/resourced and provide introductions where relevant.</p>	<p>Jan 25 for delivery of Masterclass</p> <p>Quarterly updates to RDL on progress – KPI measurement on number of businesses engaged.</p> <p>Can you track outputs and outcomes of businesses engaged in activity in your area?</p> <p>120 more local businesses supported by Mar 25</p>	<p>Awards open for 24/25 round (Sept 24)</p>

ALIGNMENT WITH GOVERNMENT PRIORITIES – ACCESSIBILITY AND INCLUSIVITY

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Review the LVEP Accessibility Toolkit and identify short and medium-term actions and update the Growth Plan with these actions.</p> <p>[NB. Marketing Manager will be VN point of contact for accessibility].</p>	<p>LVEP Accessibility toolkit launched in February 2024, RDL to provide ongoing support and signpost further areas of support.</p>	<p>LVEP toolkit to be reviewed and actions agreed. (This will align with the work with AbleAccess and the DMP. 8-10 month project</p>	

ALIGNMENT WITH GOVERNMENT PRIORITIES – SUSTAINABILITY

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Work with VisitEngland to review sustainability toolkit (when launched) and identify growth areas, see best practice examples and access resources.</p> <p>Next steps, to undertake a full audit of sustainable accreditations held by operators. (This will form part of our member survey - October 24).</p> <p>Build on GTS work done via the CVBs.</p>	<p>VE to produce sustainability toolkit for businesses and LVEPS in 24/25.</p>	<p>Review Jan 2025</p>	

ALIGNMENT WITH GOVERNMENT PRIORITIES – BUSINESS EVENTS (where relevant)

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Reinstating the Ambassador Scheme – Launch event November 24</p> <ul style="list-style-type: none"> - Planned Fam visit November 24 - Following up leads – The Meetings Show. - Membership of ICCA - Should future grants be considered? - _ The Meetings Show 2025 - CHS 2025 <p>Full review of past major events drawn to the city</p> <p>Full review of potential major event to attract to the city</p>	<p>Share Business Events Toolkit when available.</p>	<p>Agreed timescales and progress reported quarterly with Regional Development Lead.</p>	

ALIGNMENT WITH GOVERNMENT PRIORITIES – **INNOVATION**

Growth Area	VB/VE Action	Timescale/Measures	Progress
Consider opportunities within DMP process.	Share insights from other LVEPS	March 25 review position	

ALIGNMENT WITH GOVERNMENT PRIORITIES – **SKILLS**

LVEP Action	VB/VE Action	Timescale/Measures	Progress
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<p>Add relevant priority actions from DMP (presumably there will be actions relating to skilled workforce).</p> <p>Business and Consumer Survey October 24 - Review and data analysis will be support by University of Nottingham Student)</p>	<p>Share experience from the LVEP community, gathering skills data etc. to facilitate.</p>	<p>Agreed timescales and progress reported quarterly with Regional Development Lead.</p>	
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GOVERNANCE/MAKE-UP OF BOARD			
LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Complete full review of the Board, to ensure Visit Nottinghamshire and the LVEP partnership have clear governance structures in place.</p> <p>Add review recommendations (for implementation)?</p>	<p>Provide advice and guidance on best practice examples using national knowledge.</p> <p>Regional Lead to attend advisory board at least once a year to review LVEP.</p>	<p>Review complete by Mar 25</p> <p>Agree actions, timescale and any developments through quarterly reporting with Regional Development Lead.</p>	

RESEARCH/DATA AND INSIGHTS TO TRACK VISITOR ECONOMY GROWTH AND ORGANISATIONAL PERFORMANCE

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>Review VN's available data and research in order to support a data and insights led approach to managing the destination. Ensure that data and insights play a pivotal role in the management of the destination, informing future development and strategy continue with:</p> <ul style="list-style-type: none"> - commitment to a 2-year STEAM data agreement with County, City, Newark & Sherwood, and Mansfield District Councils (open to other districts to join). - purchase STR hotel occupancy data for the city region. - recruit an Insights & Data Analyst to support the economic growth and performance of both the organisation and the local visitor economy. 	<p>VisitEngland will share the outputs of the LVEP Data and Insights Working Group, priorities include:</p> <ul style="list-style-type: none"> - Standardised approach to business and visitor surveys - Audit of new data sources research being delivered currently by LVEPs to identify crossovers and quick wins. - Sharing of new VISA card data - Sharing of visitor and business survey question sets (July 24) 	<p>Update on application of research in insights developments through quarterly reporting with Regional Development Lead. (Mar 25)</p>	

MARKETING

LVEP Action	VB/VE Action	Timescale/Measures	Progress
<p>VN Marketing Team are currently in the process of developing VN's Marketing Strategy, taking into consideration the requirements of the LVEP, the DMP and the wider regional opportunities (combined authority).</p> <p>Both Visit Peak, Derbyshire and Derby/Visit Nottinghamshire are consulting with the combined authority exploring the opportunity to undertake a joint Visit East Midlands Marketing Campaign.</p> <p>The current marketing plan reflects seasonal/ confirmed events in Nottingham & Nottinghamshire, along with delivery against funding / outputs.</p> <p>Focus on organic approach to seasonal campaign, marketing and PR (working with very limited budgets). Running an annual plan of season campaigns relating to events.</p> <p>Review opportunities to take advantage of #Starring Great Britain, VB's campaign</p> <p>Meet Nottingham:</p>	<p>Regional development lead to act as an internal advocate for the LVEP area.</p> <p>VB/VE to support with outlining new process for content creation</p> <p>Facilitate audit identified travel trade-ready product to be included in VisitEngland and VisitBritain channels.</p>	<p>On-going review quarterly</p>	

<p>- Meetings Show. Nottinghamshire County Council along with five operators joined the stand this year. To date we have received 5 enquiries - securing 2 events.</p> <p>- Planning is underway for a business events familiarization visit – October 2024.</p> <p>Press & PR:</p> <p>*National & International Press coverage</p> <p>- Currently liaising with Italian Media and Forbes magazine in relation to securing a press visit. (Budget permitting).</p> <p>The organisation is currently finalising our annual review 2023-2024. A full copy will be provided on completion.</p> <p>Discussion underway with East Midlands Airport/ Eastern Airways – (Opportunity to capitalise connecting Air France global flights)</p> <p>Conversations underway with Nottingham Cultural venues – delivering in partnership a city Cultural Campaign.</p> <p>Opportunity to work collaborative across East Midlands LVEP’s</p> <p>Contributing to the ABID that is in development and trying to influence outcomes/deliverable and to deliver as a joined-up group not in silos.</p>			
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<p>Travel Trade activity:</p> <ul style="list-style-type: none">- Audit of Travel Trade ready businesses is underway with plans to target this area. Also liaising with local authority – coach parking (audit complete March 25)- 2024 Expressed interest in attending ITB Berlin			
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