

Following the recent DMO roundtable sessions concerning the DMO review, VisitEngland are looking for expressions of interest from those DMOs who are looking to form an LVEP. Visit England is keen to get an understanding of those organisations who are interested in applying and any conversations that are being had locally about forming an LVEP. This information will help provide VE with details on any necessary support, and guidance needed, to ensure strategic conversations can be facilitated before a more formal application stage.

Please note that you will have to submit an Expression of Interest before being able to apply for LVEP status. Applications for this are likely to open in early 2023.

The submission of the EOI is online and consists of the following questions. Our anticipated responses are also below:-

Name of potential LVEP – Marketing Sheffield (Sheffield City Council)

Key contact for LVEP – Wendy Ulyett, Marketing Manager – Visitor Economy

Which geography do you represent and who are your local destination partners?

Predominantly Sheffield led but we are working closely with South Yorkshire Mayoral Combined Authority and Rotherham, Barnsley & Doncaster local authorities to ensure as the development of LVEPs and DDPs move forward in response to the pilot project being run in the North East England to ensure that the visitor economy across the sub-region benefits.

Other destination partners include Culture Consortium; Chamber of Commerce & Industry; SheffieldBID; City Region Hospitality Association.

Do you have their support? Yes

Which local authorities (incl. combined authorities) and LEAs will be supporting your application? Rotherham MBC; Doncaster MBC, Barnsley MBC, South Yorkshire Mayoral Combined Authority (SYMCA)

What is the size of the visitor economy for your proposed LVEP area (please provide pre-pandemic data) including:

Visitor numbers (day visitors): 16.1million

Visitor numbers (overnight visitors): 1.8million

Visitor spend (day visitors): £1.1billion (generated expenditure)

Visitor spend (overnight visitors): £2.67million (generated expenditure)

Number of tourism businesses: not calculated

Number of beds: +3,000

Jobs in visitor economy: 15,076

Comments (incl. the source(s) and timeframes of the above information)

Data is taken from STEAM 2019 (released April 2020) and from STR data. A new STEAM report is in commission to measure 2022 visitor economy volume and value.

Do you think you currently fulfil all the core criteria? Yes

If you don't, where do you foresee issues and areas you need to work on?

It should be noted that Sheffield's Destination Management Plan was usurped by the Economic Recovery Plan. A new DMP is currently in commission.

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