

Tourism Sector Deal

External BTA Briefing – July 2019



The **Industrial Strategy** outlines the UK Government's vision for the shape of the post-Brexit economy, by setting out the challenges and policy priorities to be tackled in order to prepare Britain for the future - such as improving productivity. The strategy focuses on five key themes: Ideas, People, Infrastructure, Business Environment, Places.

As part of the Industrial Strategy the Government has sought sector specific partnerships with industry via **Sector Deals**. These deals involve policy commitments from both Government departments and specific sectors, who will work together in order to boost productivity, skills, and innovation across their industry.

Only 9 Sector Deals have been announced to date (Aerospace, Artificial Intelligence, Automotive, Construction, Creative industries, Life sciences, Nuclear, Offshore wind, and Rail).

Led by Steve Ridgway, and co-ordinated by the BTA, representatives of the industry took part in a wide-ranging consultation to formulate a pitch a Tourism Sector Deal to Government.

Content of the Tourism Sector Deal:

The Tourism Sector Deal aligns to the five key pillars of the industrial strategy, with an overall aim to improve productivity by tackling issues in skills, place making, and infrastructure. Commitments include;

Ideas: encouraging the UK to be the world's most innovative economy	<ul style="list-style-type: none">• Creation of a Tourism Data Hub, collating information from across the industry to help us better understand visitor preferences.
People: ensuring good jobs and greater earning power for all	<ul style="list-style-type: none">• An additional 10,000 apprenticeships starts in England a year by 2025• £1m recruitment and retraining programme to improve pipeline• Increase in in work training and development of new T-Levels
Infrastructure: driving a major upgrade to the UK's infrastructure	<ul style="list-style-type: none">• Support tourism via Government's transport strategies.• Industry to develop an additional 130,000 bedrooms by 2025.
Business Environment: guaranteeing the best place to start and grow a business	<ul style="list-style-type: none">• Launch of the Business Events Action Plan 2019-25, which aims to make the UK the leading destination for business events in Europe.• UK Government will organise a conference on accessible tourism.
Places: creating prosperous communities across the UK	<ul style="list-style-type: none">• Pilot up to five new Tourism Zones, supported by central government and a biddable process. (Bidding process announced in late 2019)• Increasing Britain's image as an accessible destination.

BTA's Role in the delivery and implementation of the Tourism Sector Deal

The British Tourist Authority (BTA) will project manage Sector Deal's implementation, working with the devolved bodies, businesses and trade associations to manage the delivery of these commitments and targets. The BTA will also continue to work in partnership with DCMS who will lead on cross-government delivery.

In addition to project management the BTA will gain specific delivery responsibilities to:

- Develop and support the delivery of Tourism Zones.
- Host and develop the Tourism Data Hub.
- Promote and maintain Britain's position as an accessible destination with new consumer webpages, business support, and increased visibility in global marketing.
- Commit to the inclusion of gardens and garden imagery in VisitBritain marketing.
- Deliver on the new UK Business Events Plan, including supporting appropriate bids with advocacy, financial backing, destination marketing and promotion.
- Spread best-practice and engagement on key productivity targets.
- Produce annual reports on progress for the Tourism Industry Council (TIC) and Government departments
- Launch TXGB.

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Wider industry deliver and implementation

The newly created Hospitality and Tourism Skills Board, chaired by Grant Hearn (former CEO of Travelodge), will oversee the apprenticeship starts, mentoring schemes, and the retention and recruitment campaign.

Industry actors will also be responsible for ensuring the success of the Sector Deal by continuing constructive engagement with Government and the BTA and delivery of;

- World class experiences and destinations
- Investment in new and existing bed stock
- Improvements in accessible facilities, and increased visibility of accessible imagery and information
- Big data sharing with the Tourism Data Hub
- Engagement with local authorities, LEPS, and DMOs to deliver successful Tourism Zones

Tourism Zone delivery

As part of the Tourism Sector Deal, we have committed to piloting up to five new Tourism Zones across the country. Tourism Zones will be designated via competitive bidding process. Successful Zones will receive targeted support from Government in order to help develop their visitor economy and boost productivity.

Criteria

- Bidders will need to propose strategies to solve the challenges they face in attracting more domestic and international tourists, with a focus on market failure.
- Our aim is to get local government, local businesses and local enterprise partnerships to come together to develop these strategies.
- Strategies will vary from Zone to Zone depending on specific, even unique market challenges, but we envisage that they might include:
 - Developing an events programme that extends the traditional visitor season;
 - Upskilling employees of local tourism businesses through training schemes;
 - Creating exciting experiences that are easy to book online in advance;
 - Making visitor attractions more accessible to increase the number of disabled visitors;
 - Developing marketing campaigns targeting specific markets;
 - Investing in small-scale infrastructure development - for example, extending bus routes to cover local attractions.
- Tourism Zones represent a place-based, ground-up approach to solving local market challenges.
- Bidders must also commit to Measuring job quality within the Zone and providing a clear plan for reporting on the metrics chosen, and how this information will be used to increase the provision of good work, and developing and adopting a sustainable development plan to reduce environmental impacts within the Zone and to report on progress in order to drive positive change.

Bidding Process

- We will be announcing further details on Tourism Zones and the bidding process later this year, including more information on what we are looking for from prospective Zones and what the central Government's support offer will be.
- We expect that the bidding process for Tourism Zones will be open by December 2019. We are considering whether an expression of interest stage might be needed.
- Successful Tourism Zone bids are likely to be announced in 2020.
- The British Tourist Authority will be responsible for running the Tourism Zone bidding process and providing ongoing support.