

About LVEPs

VisitEngland is leading a transformation in the English tourism sector to grow sustainable local visitor economies by implementing the recommendations of the DMO Review.

LVEPs are local tourist boards that have been accredited by VisitEngland to deliver regional growth in the visitor economy.

LVEPs lead, manage and market destinations, setting out a strategic path to improve the tourism offer in their area, attract inward investment, and ensure positive contributions to their communities.

LVEPs receive support, training and resources from VisitEngland as well as opportunities to access funding and be part of VisitBritain's international marketing campaigns.

The LVEP programme aims to simplify and strengthen the tourism landscape across England, transitioning from over 200 Destination Management Organisations to 40 high performing LVEPs.

When was the LCR LVEP established?

In April 2023, VisitEngland approved the Liverpool City Region to be one of the first LVEPs in the country. Since then, Growth Platform, LCR Combined Authority (LCR CA) and Liverpool City Council have been working with key stakeholders within the visitor economy to establish the LVEP board, alongside the governance and financial arrangements to deliver the LVEP.

What sub sectors are represented on the LVEP board?

The LVEP Board has 16 members representing the LCR visitor economy sector comprising both public representatives and co-opted members to include additional areas of expertise. The sub-sectors include Business Events, Sport, Retail, Major Attractions, Film, Music and TV, Culture, Accommodation, Culinary Arts and Night-time economy. Board members also reflect the geographic spread of the clusters across LCR.

Is there an LVEP strategy?

The LCR Destination Management Plan is currently being developed, and VE stakeholders, in collaboration with the LVEP board, will be instrumental in harnessing and shaping the strategic direction, key priorities and ambitions for the city region as we begin our journey to deliver the region's Destination Management Plan.

What is the Liverpool City Region Growth Plan

As well as overseeing progress against the priorities set out in the LCR Destination Management Plan, each LVEP has a growth plan which articulates priorities for the year, and plans around key areas of destination development, including:

- Destination Development Plan
- Governance and Organisational structure
- Stakeholder engagement
- Business Support
- Commercial Strategy
- Research, Data and Insight
- Staff Skills
- Business Events
- Sustainability
- Accessibility
- Marketing and Travel Trade

What are the priorities for the Liverpool City Region Growth plan?

The priorities for Liverpool City Region Growth plan for 2023/24 were:

- Develop a new structure and governance for the LVEP, with a supporting business plan for the next two years.

- Develop a business events framework to maximise inward investment opportunities through place making.
- Lead and oversee the creation of a new Destination Management Plan for Liverpool City Region which underlines the role of the LVEP.
- Building on the key events for the city region such as Eurovision and The Open, develop a major events legacy strategy
- Maximising the impact of existing Destination Marketing & Growing Business Events projects
- Explore additional funding options to support a future sustainable LVEP model
- Work with VisitEngland on the development of the new sustainable visitor economy strategy for England and the England brand.

As part of the bringing together of the new LVEP team structure, we will evolve these priorities for this year and look at activities we will deliver over the next year as part of the growth plan.

How can Visit Britian/ Visit England support for the new structure?

Support and advice from Visit England and Visit Britain will continue for the following areas:

- National networking and best-practice sharing opportunities for LVEPS
- Continued support of Regional Development Lead, including development of Growth Action Plan
- Central thought leadership, expertise, support and tools, e.g. Accessibility, Sustainability
- Bid support: identifying funding streams, toolkit and training
- Training programme for LVEPs and businesses
- Enhanced destination insights and intelligence
- Opportunity to benefit from marketing and travel trade activity, website, PR, trade missions and events
- Recognised status
- Working with DCMS to raise the profile of LVEPs amongst ALBs and other government departments



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How can I get involved?

The LVEP board will meet every quarter to discuss the key priority areas within the VE sector and how well it is performing. Board members will act as advocates for the sector as well as supporting the growth ambitions of Liverpool City Region.