

## **WEST YORKSHIRE COMBINED AUTHORITY**

**MEETING TO BE HELD AT 11.00 AM ON THURSDAY, 22 JUNE 2023  
IN COMMITTEE ROOM 1, WELLINGTON HOUSE, 40-50 WELLINGTON  
STREET, LEEDS**

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### **A G E N D A**

Please note that this meeting will be filmed for live or subsequent broadcast via the Combined Authority's internet site. At the start of the meeting the Chair will confirm if all or part of the meeting is being filmed. Generally, the public seating areas will not be filmed; however, by entering the meeting room and using the public seating area, you are consenting to being filmed and to the possible use of those images and sound recordings for webcasting. If you have any queries regarding this, please contact Governance Services on 0113 251 7220.

#### **1. LOCAL VISITOR ECONOMY PARTNERSHIP**

(Lead Member: The Mayor, Director: Phil Witcherley)

(Pages 1 - 16)

**Signed:**



**Chief Executive  
West Yorkshire Combined Authority**

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VisitEngland Administration use only

Our Ref: LVEP

Date received:

# Local Visitor Economy Partnership Programme Application

Please refer to the prospectus and full guidance document which details the core and growth criteria before completing your application to become an LVEP.

Please include the necessary supporting documentation (detailed in the guidance) to ensure your application can be dealt with speedily.

Your VisitEngland Regional Development Lead is available to support you if you have any questions when completing your application.

## Building Collaboration, Enabling Growth



VisitBritain/Sam Barker



VisitEngland

# Section A

# Applicant details

<b>A1)</b> Name of applicant organisation	
<b>A2)</b> Name of proposed LVEP (if different)	
<b>A3)</b> Other destination organisation partners (only if jointly forming the LVEP)	
<b>A4)</b> Full postal address	
<b>A5)</b> Company registration number or VAT number	
<b>A6)</b> Key contact name and job title (Day-to-day contact of the applicant organisation)	
<b>A7)</b> Email	
<b>A8)</b> Telephone	
<b>A9)</b> Secondary contact name and job title (if applicable)	
<b>A10)</b> Secondary email	

**A11)** Company registration number(s) of any dormant or subsidiary companies associated with the number given above in your answer to Question A5:

Full Company Name	Registration Number

**A12) Please tick the legal status of the lead applicant organisation (tick all that apply):**

Limited company limited by guarantee or shares

Community interest company

Local authority tourism services department

Tourism business improvement district (TBID)

Other, please specify:

**A13) Please tick the region in which the LVEP is located:**

East of England

South East

London

South West

East Midlands

West Midlands

North East

Yorkshire

North West

**A14) Please outline the local government structure and tourism bodies in your proposed LVEP geography:**

LVEP partnership DMOs (only if applicable):	Local authorities incl. combined authorities:	Other DMOs/ BIDs/tourism bodies:	LEPs:	National Parks:


**A15)** Please use this box to describe the relationships with the organisations outlined in box A14 above:

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**A16)** Please attach a basic map or visual representation as separate document of your proposed LVEP geography showing which local authority areas/key towns/cities and National Parks are included.

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## Section B and C

# Fulfilment of Criteria

Please refer to the core and growth criteria contained in the Prospectus when completing this section.

### Section B: Core Criteria

**B1)** What is the size of the visitor economy for your proposed LVEP area (please use the most recent pre-covid data):

Visitor numbers (day visits)	
Visitor numbers (overnights)	
Visitor spend (day visits)	
Visitor spend (overnights)	
Number of beds (serviced accommodation)	
Number of tourism businesses (total)	
Number of tourism businesses (members)	
Number of tourism jobs (direct/indirect)	

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**Additional comments – including timeframe and source of the above data**

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**B2)** Do you have a destination management plan or tourism strategy? If so please attach. In addition provide the following details (max words 250):

- What is its status and timeframe?
- Who are the key stakeholders and how did you engage with them in the its development?
- Demonstrate how you will ensure successful ongoing implementation and engagement with partners.



**B3)** Please indicate which destination management activities or support you are currently engaged in:

<b>Activity</b>	<b>Directly engaged Yes/No</b>	<b>Delivered by partner organisation (specify who)</b>
Destination marketing/comms (domestic)		
Destination marketing/comms (international)		
Business Support / training		
Product Development activity		
Commercial – membership scheme		
Commercial – online product distribution		
Commercial – consultation services		
Commercial – other (please specify below)		
Convention Bureau		
Business Events		
Advocacy		
Research		
Tourism Awards		
Travel trade		
Visitor Information provision		
Visitor Management (please specify below)		
Transport planning/infrastructure/promotion		
Public realm management		
Visitor economy inward investment consultation		
Any additional services (please specify below)		

**B4)** Please provide your staffing structure/chart as a separate document, including a count of FTEs, and demonstrate your capacity to deliver your destination management and marketing activities.

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**B5)** Please describe your relationship with key local and regional economic actors across both the private and public sector and provide evidence of how you are engaged:

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**B6)** Please specify the commitment and support from the local authority/ies, elected mayors, devolution deals (as relevant) that your proposed LVEP will be the lead body in the area. Please attach letters of support as evidence (see guidance document for details):

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**B7)** Please demonstrate the financial stability and resilience of your organisation by providing the following:

- a) Monthly financial management accounts for the current financial year until year-end, highlighting income from the private and public sector, and detailing all expenditure including staffing costs
- b) Description of your medium-term financial position (over a three-year horizon)

**B8)** Please provide details of any significant non-VB/VE grants/funds received from UK public authorities and organisations over the past two financial years to help us assess your experience and ability to administer public funding with probity:

Name of scheme	Name of funder	Date secured (DD/MM/YYYY)	Amount £ secured	Description of what funding delivered

**B9)** Describe how you currently work in partnership with other DMOs and tourism bodies in your proposed LVEP geography and how you will support them moving forward as an LVEP. Please also detail any experience working across DMOs regionally/nationally:

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# Section C: Growth Criteria

**C1)** Please outline your commercial strategy including how you are looking to expand your income, such as growing your membership, and diversifying funding streams:

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**C2)** Please set out any plans for staff skills development within your LVEP. Please also highlight any subject gaps where VisitEngland might support (e.g. digital marketing, international travel trade, bid writing and distribution):

**C3)** Please describe your current business support offer and any plans you have for developing this:

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**C4)** Please provide a brief overview of any current activities to support the government and national priorities, in particular: accessibility / social inclusion, sustainability, Levelling Up, business events, innovation and skills:

**C5)** Please give an overview of your governance structure (i.e. boards and related advisory panels) including any plans for improving visitor economy representation and diversity and inclusion:

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**C6)** Please outline briefly your approach to collecting and using data to track visitor economy growth and organisational performance. Please also include details of your current data model:

## Section D

# Other Supporting Information/Priorities

**D1)** Please outline here any additional priorities or achievements that lie outside of the criteria but are important to you as a destination. This could include for example; your destination brands, major events and international marketing (max words 300):



## Section E

# Submitting Your Application

Please send your completed application form as a **Word file** or as an **edited PDF**, along with your supporting documentation by email to [destination@visitengland.org](mailto:destination@visitengland.org).

**Have you remembered everything? Please tick!**

### MANDATORY

Letters of support

Destination Management Plan / Tourism Strategy

Map / visual representation of your proposed LVEP area

Staff structure chart

Monthly management accounts incl. expenditure and income for FY 22/23

Financial plan for the next three FY, detailing expected levels of income and expenditure

### OPTIONAL

Evidence to show integration with other important local and regional actors

Commercial Strategy

Evidence of any current support for government and national priorities

Evidence of any current governance structures, including any plans for improving visitor economy representation and diversity and inclusion

## Section F

# Declaration

The following statement must be signed by the chief executive officer (or equivalent) of the lead applicant organisation.

By submitting this application I declare that:

- a) The information contained in this application and supporting documents is accurate and true.

Signature	Name and Title	Date (DD/MM/YYYY)

