

visitgloucestershire



BACKTO
BUSINESS

DESTINATION RECOVERY

Introductions



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Non-Executive Director, Gloucestershire Community Rail Partnership CIC
Chair, Gfirst LEP Visitor Economy Business Group
Sales Director, The Hatton Hotel Collection

About Us

Community Interest Company

Visit Gloucestershire CIC

Educate Gloucestershire CIC

17 Member Advisory Board

<https://visit-gloucestershire.uk/advisory-board/>

Steering Group

LEP Visitor Economy Group Members

Our journey

January 2020

The Three Counties & Cotswolds Tourism Conference

February 2020

Inception

LEP Visitor Economy Group agree to take VGP forward

April – September 2020

VG contributes to LEP & GCC COVID recovery plans

(Sept) VGP announced as partner to lead on Visitor Economy sector recovery

January 2021

VG awarded seed funding to support the development of a 3-year Tourism Recovery Strategy for Gloucestershire from GCC

April 2021

VG delivers a 3-year Gloucestershire Tourism Recovery Strategy

VG activity plan to be delivered to co-inside with strategy delivery



Why Visit Gloucestershire?

We have cosmopolitan Cheltenham with its a vibrant food and drink scene, shopping opportunities comprising well-known brands as well as a wonderful range of independent and boutique delights and of course, a variety of festivals such as Racing, Literature and Jazz.

But there is also Bath, Oxford and London offering similar experiences.

We have the Cotswolds with its idyllic town & villages nestled in its iconic rural landscape.

But there is also Devon, Cornwall and The Lake District also offering beautiful landscapes featuring fantastic traditional villages.

We have Historic Gloucester, a post-industrial city forging a new future. A Quays development offering a multitude of different Food and Drink venues amongst a large Shopping centre, all wonderfully situated among the historic redevelopment of Gloucester Docks.

But there is also Cardiff, Bristol and Birmingham with similar offerings.

We have the Ancient Forest of Dean with its rugged landscape providing a wonderful environment of outdoor pursuits or just a place to get away from the noise and commotion of daily life.

But there is also the Scottish Highlands, The Brecon Beacons and The Yorkshire Dales providing an alternative sanctuary from the hustle and bustle.

There is Stroud, a market town with an artistic community proudly offering independent shops and Food and Drink venues. One of the Birthplaces of the organic food movement and home to the award-winning Stroud Farmers Market.

But there is also Hay-on-Wye, Oswestry and Llanidloes.

We have Medieval Tewkesbury, situated at the confluence of 2 rivers. The location of Tewkesbury Abbey, long walks along the river on a summers evening, and the Roses Theatre and the town hosts a variety of festivals and Fairs.

But there is also Newbury, Ludlow and Devizes.

So why “[visitgloucestershire](#)”?

Individually, Gloucestershire has a wealth of locations and attractions competing with similar places. “[gloucestershire](#)” **together** offers something you would be hard pressed to match elsewhere.

A Shared Agenda

Gloucestershire's answer to a collaboration in tourism that will accelerate a new county-wide initiative for the visitor economy





Places



Something for everyone in our vibrant, green county

Gloucestershire enjoys an abundance of natural beauty and heritage and a healthy tourism sector. The urban hearts of Cheltenham and Gloucester and the beautiful countryside, market towns and villages that surround them provide something for everyone.

We must exploit these advantages to be a 'magnet county' whilst ensuring that all communities, including those experiencing high unemployment and deprivation, have the chance to make a positive contribution to society.

To achieve Tourism Zone status as part of the Industrial Strategy Tourism Sector Deal.



Gloucestershire
2050



magnet



innovative



skilled



prosperous



inclusive



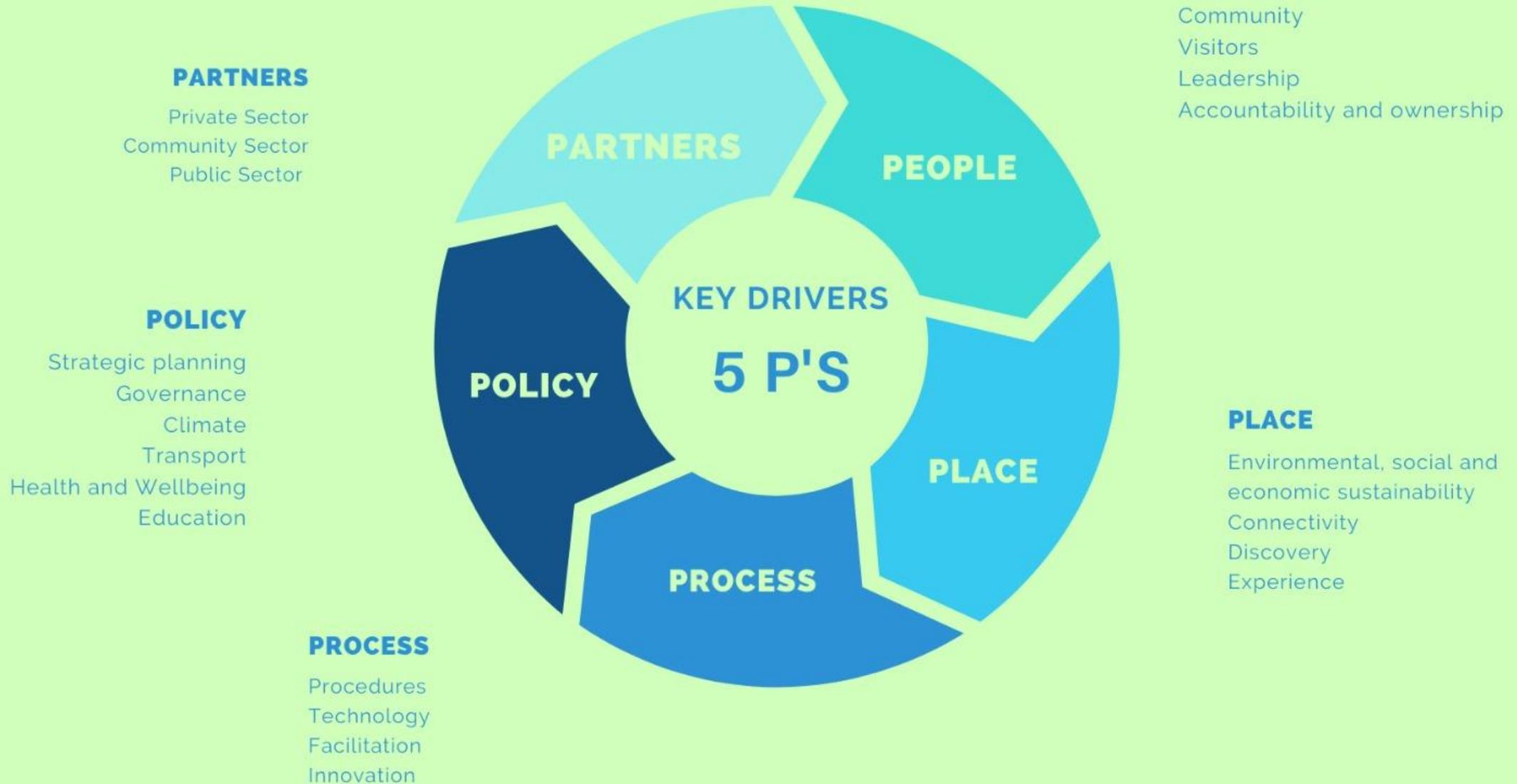
healthy,
happy



connected



sustainable



The **visitgloucestershire** Partnership



Find Out More

Cotswolds



Find Out More

Cheltenham



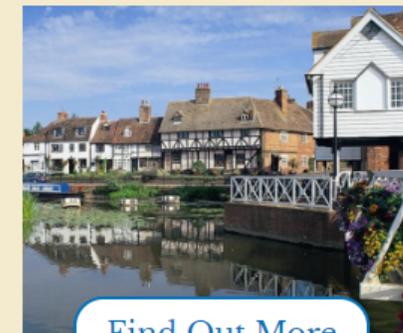
Find Out More

Gloucester



Find Out More

Forest Of Dean



Find Out More

Tewkesbury



Find Out More

Stroud



VisitBritain™

Find Out More

Visit Britain



VisitEngland™

Find Out More

Visit England



Cotswolds
Area of Outstanding
Natural Beauty

Find Out More

Cotswolds AONB



Find Out More

SoGlos



Our Vision

Our vision is of a **thriving visitor economy** across Gloucestershire, optimising the value of tourism by creating **great visitor experiences**, generating **local economic benefits**, protecting **environmental assets** and enhancing **communities**.



sustainablegloucestershire



Outcome 1:

The natural and cultural assets that make Gloucestershire a great place to live, work and visit are protected and enhanced

Outcome 2:

Products and services provide high quality and meaningful experiences for both hosts and guests

Outcome 3:

Innovation, and investment in digital and other skills across visitor economy businesses are prioritised



Outcome 4:

Businesses across the visitor economy in Gloucestershire are well connected with defined and active business clusters

Outcome 5:

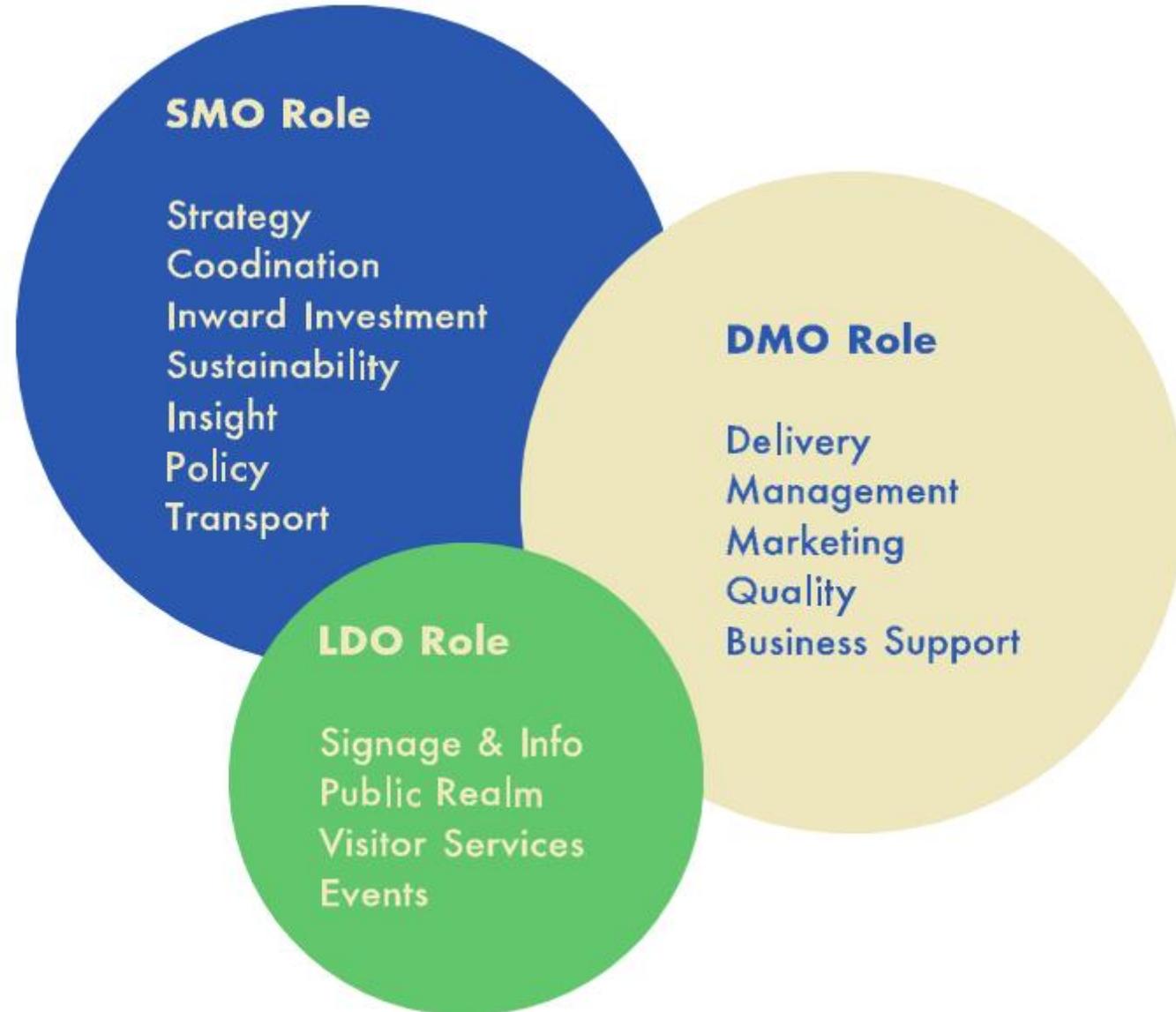
The value of the visitor economy for local people, communities and places is optimised

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1. **Strategic Activity** – to ensure the planning, infrastructure and tourism resources are in place – will be conducted by VisitGloucestershire as the **Strategic Management Organisation** for the County's visitor economy;
 2. **Delivery Activity** – of a range of tourism services to ensure that people know about the area, businesses are able to access support, training and maintain visibility via online booking platforms – will often be performed by **Destination Management Organisations** (where they exist) – usually at district level;
 3. **Welcome Activity** – ensuring a great visitor welcome on the ground – will often be led by **Local Destination Organisations**, working closely with their local authority, in towns, villages and local communities;
 4. **Collaborative activity** – that is where two or more bodies are involved in delivering particular activities that will run across all the outcome areas. In particular, shared themes underpinning the Roadmap are likely to include visitor management, supporting net zero commitments, transport, food and drink, and digital / skills development.
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'Top Level' Roles



Public Focus



The opportunities ahead

We want to use the post-COVID 'reset' as an opportunity, to:

- > Rethink the way the visitor economy is managed and delivered across the county, by providing a strategic framework for collaborative action on common priorities and objectives, with strong support and an enabling environment for effective delivery at local level;
- > Maximise the positive social, economic and environmental benefits of tourism for local communities;
- > Ensure that the current and potential benefits of the visitor economy are understood and shared equitably by those who live and work in Gloucestershire;
- > Continue to inspire and enthuse Gloucestershire residents about the gems to discover on their doorsteps;
- > Respond to increasing customer demand for high quality, authentic and memorable local experiences rooted in a strong sense of place;
- > Adjust and adapt to the new post-Brexit operating landscape and support visitor economy stakeholders to do so.

Visitor Experience



Next steps

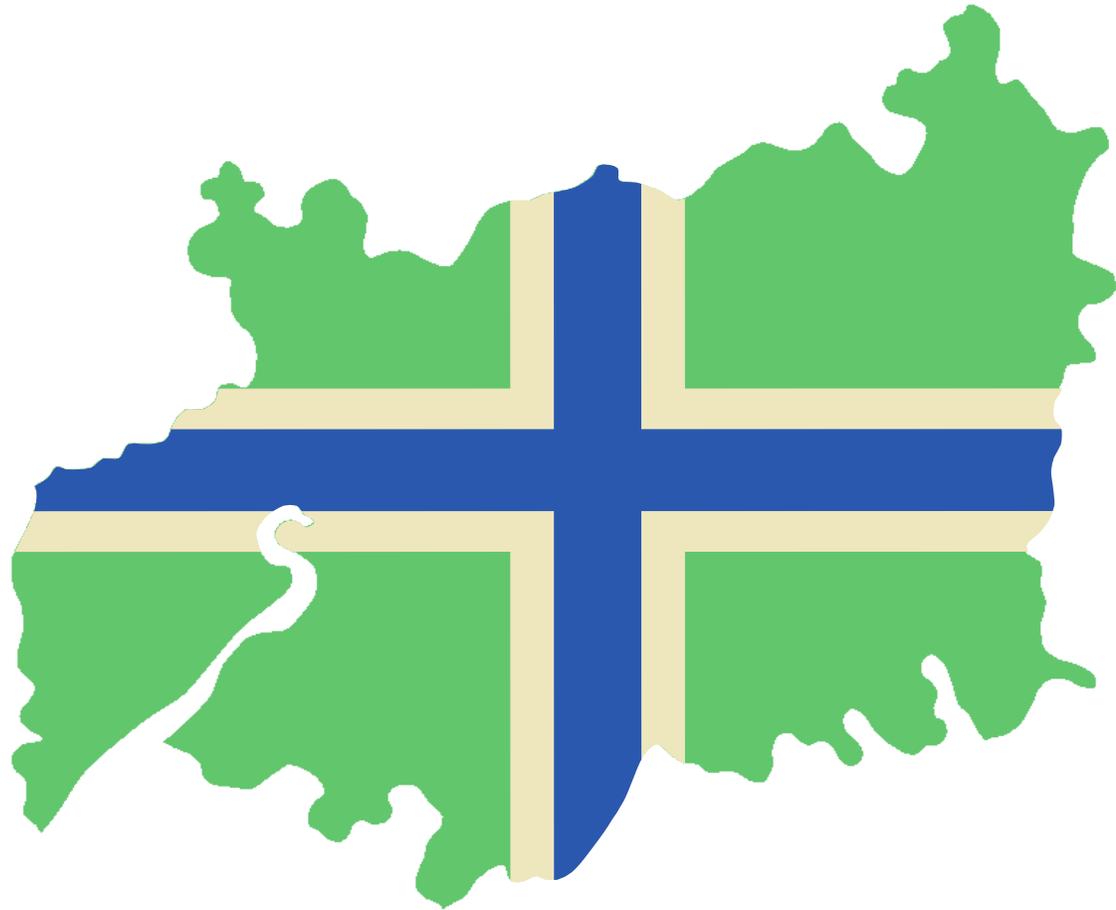
Preparation of this strategic framework has been conducted using participatory processes based on the Theory of Change model, which will be continued and built upon for action planning for the remainder of 2021. This process will involve:

- Engaging further with stakeholders from across the visitor economy, from all sectors including those indirectly related to tourism, at country and local level;
- Prioritising activity areas according to impact, urgency, deliverability in the short to medium term and contribution to achieving the strategic priorities set out in this framework;
- Identifying funding sources and other resources required;
- Setting of robust and measurable targets and indicators of success that include maximising the local economic impact of measures and reducing leakage away from the County.
- Identifying which actions should be led by the SMO, DMOs and LDOs respectively and which should be worked on collectively;
- Identifying connections within and outside the visitor economy and key partners for delivery;
- Strengthening economic linkages and reducing leakage;
- Preparing a comprehensive action plan to support delivery of the vision and outcomes in this Roadmap, incorporating clear milestones, risks, outputs and outcomes;
- Preparing detailed activity plans for specific areas of focus.

For a successful recovery we need longer stays, and higher spends. Gloucestershire needs to not just be a short break destination. To achieve this, we need week-long stays to encourage visitors to spend in many more parts of the county, uncovering all parts of Gloucestershire that will in turn benefit our town centres that will become hubs for entertainment and dining experiences, for visitors who stay longer, they will do more, see more and ultimately spend more.

For this to happen we need people to Visit Gloucestershire.

Thank you for listening...
Any Questions?



Download the Tourism Strategy @

www.visit-gloucestershire.uk