

Gavin Grant
Mayor of Malmesbury

Campbell Ritchie
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21 June 2023

Dear Mr Grant, Dear Mr Ritchie

Thank you so much for taking the time to write to me and outline your concerns.

As you will be aware, VisitBritain and VisitEngland are very reliant on our tourism delivery partners, including VisitWiltshire, across the country to help support tourism promotion and delivery nationally and internationally.

VisitWiltshire is a well-established Destination Management Organisation with a strong track record of working with us, incl. the delivery of a major project as part of our recent Discover England Fund, and we are fully supportive of them. We are in close contact with VisitWiltshire to understand the situation locally and see how we can help them at this time.

The DMO review and subsequent government response were clear that VisitBritain/VisitEngland should only work directly with high-performing and strategic accredited Local Visitor Economy Partnerships (LVEPs) in order that communities such as yours could have a clearer and stronger relationship with VisitEngland/VisitBritain through their LVEP. As you have mentioned, there are numerous benefits of becoming a LVEP and we are concerned that without sufficient financial and strategic support, VisitWiltshire will no longer meet the qualifying criteria and may miss opportunities to collaborate with VisitBritain/VisitEngland.

The opportunities for LVEPs to engage with VisitBritain/VisitEngland include the following:

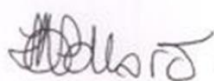
- Travel trade work, incl. trade missions
- PR activity, incl. press trips
- Wiltshire destination content and direct links to DMO website from VisitBritain
- Involvement in VisitBritain/VisitEngland campaigns
- Strategic support and involvement in national programmes
- Support and advice on data and insights
- Training programmes such as Taking England to the World and new training modules for LVEP staff
- Grant funding programmes

Sadly, without the support of the local authorities and other partners VisitWiltshire would not meet the qualifying criteria to become an LVEP and this direct link could be missed.

We are in discussions with VisitWiltshire to understand the local situation and ensure that they can continue to support the local businesses and visitor economy across the region.

As for the next steps, can I suggest that the various local partners are brought together to discuss how tourism provision across the region can be supported and a plan implemented for post April 2024. We would be happy to support these discussions.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Fiona Pollard', written over a light pink rectangular background.

Fiona Pollard
Chairman
VisitEngland Advisory Board