Dorset LVEP FAQs

What is an LVEP and why do we need this status?

VisitEngland, the national body for tourism, has created a portfolio of 38 nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs) across the country. LVEPs provide strong leadership and governance in tourism for their destination and work in collaboration locally, regionally and nationally on shared priorities and targets. The LVEPs' mission is to support and grow the visitor economy through robust destination management and strong stakeholder relationships.

LVEP status enables Dorset to access support from VisitEngland. Dorset would be unable to participate in national and international marketing opportunities, training, research or be involved or have a voice on key industry developments.

More details about the LVEP programme can be found here:

Local Visitor Economy Partnership (LVEP) Programme | VisitBritain.org

How many LVEPs are there in England?

There are currently 38 LVEPs across England. They can be found here:

Local Visitor Economy Partnership (LVEP) Programme | VisitBritain.org

What is the benefit of forming an LVEP?

LVEPS work closely with VisitEngland, with ongoing support from a team of Regional Development Leads.

As well as having nationally recognised status, LVEPs provide strong leadership and management of their destinations. They help to shape and deliver national strategy and activities. Their important role is promoted across government and national agencies, ensuring the local visitor economy is an active and valued contributor to regional growth and the wider economy.

LVEPs are able to access expert advice, specialist toolkits and training programmes from VisitEngland in areas ranging from commercialisation, distribution, accessibility and sustainability to business support and marketing.

An important strand of support is highlighting available funding streams.

Who is involved in the Dorset LVEP?

Dorset Council is proud to be the accountable body for the Dorset LVEP and its tourism team, Visit Dorset, acts as the main delivery body for LVEP work alongside its principal remit to support tourism in the Dorset Council area.

Dorset Council led the application for LVEP status, supported by Bournemouth, Christchurch and Poole Council and the Dorset Tourism Association.

The Dorset Tourism Association become the LVEP Advisory Board for the Dorset LVEP and has representation from all sectors of the visitor economy across Dorset. A list of representative organisations can be found here: Dorset LVEP The LVEP Advisory Board supports and guides the work of the LVEP and supports the Visit Dorset team with delivery.

Can I join the Dorset LVEP Advisory Board?

If you are interested in representing a sector of the Dorset visitor economy you can contact the Chair of the Dorset LVEP. Email the Dorset LVEP inbox to express your interest: dorsetlvep@dorsetcouncil.gov.uk

How was tourism supported before this plan?

Support for the Visitor Economy across Dorset is not new, but this is the first time that a Dorset-wide tourism plan has been produced, supported by both Dorset Council and BCP Council and a Dorset LVEP Advisory Board made up of private and public sector organisations from across Dorset.

Both Dorset Council and Bournemouth, Christchurch and Poole Council have invested many years of support into the visitor economy and have established successful destination websites, social media profiles, Press and PR networks and partnership working across the county.

We have a solid foundation of many years of successful destination marketing to build on. This new ten-year plan for Dorset will help to focus that work while also addressing other key issues affecting the visitor economy across Dorset. The Dorset LVEP is not a new marketing body, it's more than that. It's a partnership of existing councils, stakeholders and businesses who together, aim to tackle some of the key issues affecting the visitor economy across Dorset with support from VisitEngland.

What does the Dorset LVEP Advisory Board do and how often do they meet?

The Dorset LVEP advisory board meets quarterly.

A smaller Executive working group meets more frequently and when workload demands.

Most recent meetings have involved discussions on the development of the Destination Management Plan. The Board regularly discusses the current state of the visitor economy, issues affecting the sector and current VisitEngland workstreams and opportunities.

Can I read the minutes of the LVEP Advisory Board meetings?

Minutes will be available on the new Dorset LVEP Microsite soon.

Does LVEP status mean that Dorset will receive funding from VisitEngland?

There is currently no funding available to LVEPs from VisitEngland. However, LVEP status enables us to bid for funding to take part in activity as this becomes available. We would be unable to bid for this funding without LVEP status.

LVEP status enables us to take part and benefit from a wide range of VisitEngland funded activity.

Does LVEP status mean that Dorset will be implementing a Tourism Levy?

At the moment the proposed visitor levy is only applicable to areas which are devolved and have a mayor. This currently doesn't apply to Dorset, so we don't have any plans to introduce a visitor levy at this point.

Where can I see the Destination Management Plan?

The Dorset LVEP Plan can be found on this page: Dorset LVEP

How can I find out more?

An LVEP microsite will be available soon. We will announce when this is available.

We will be launching the next series of Destination Management Plan workshops soon. Please look out for invitations and join us to share your views and help shape delivery of the Destination Management Plan over the next few years.