

Business Support Update

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VistEngland Business Support

- Supporting tourism businesses (largely SMEs) to succeed and grow
- Government's Tourism Action Plan 2016 ambition
- VE supports this ambition by delivering specific business support activities



VisitEngland Business Advice Hub

- Resources to help businesses (and destinations) succeed and grow
- Free to use tools open to all businesses
- Sign-posting to quality external resources
- VE guides and case studies

Business advice hub

Find practical information on where to get help when starting up, as well as understand your legal obligations with The Pink Book Online, the guide to legislation for accommodation providers in England. Explore our Online Marketing Toolkit, a step-by-step guide to help you make the most of digital marketing, and gain an insight into what different target markets are looking for. Find out how to cater for the growing accessible tourism market and follow our easy to use Access Statement Tool. There is also information on the benefits of gaining a quality grading by participating in VisitEngland's National Quality Assessment Schemes for accommodation and visitor attractions and discover how to apply for the prestigious VisitEngland Awards for Excellence.



<p>Starting & growing your business</p> <p>If you want to start a business in this vibrant and growing sector, there are many things you may need to consider and organisations who can help.</p>	<p>Pink book of legislation</p> <p>Stay on the right side of the law and ensure your business runs efficiently with the Pink Book guide to legislation.</p>	<p>Quality Edge magazine</p> <p>Read the latest edition of our Quality Edge magazine and access past editions.</p>
<p>Providing access for all</p> <p>We provide a host of tips and advice to help you cater for visitors with access needs, a market worth £12.1 billion.</p>	<p>Writing an access statement</p> <p>Level entry access, Hearing loops, Designated parking. An access statement will help people understand what provisions you've made for people with accessibility requirements.</p>	<p>Maximising your sustainability</p> <p>Sustainability isn't about doing business differently, it's about doing business even better and in the process saving money and enhancing customer appeal.</p>
<p>Simple steps to promote your business</p> <p>There are many small and low-cost steps you can take to help promote your business, from working with other operators to identifying potential markets and tracking visits to your website.</p>	<p>Marketing, advertising & booking online</p> <p>This section of our Online Marketing Toolkit contains an overview to advertising and marketing online, email marketing and managing your reputation.</p>	<p>Building your website & maximising SEO</p> <p>This section of our Online Marketing Toolkit contains guidance on building a website and an overview of making the most of Google products.</p>
<p>Engaging customers through social media</p> <p>This section of our Online Marketing Toolkit contains guidance on using Facebook, Twitter, creating blogs and</p>	<p>Communication toolkits</p> <p>Follow the guidance in our three communication toolkits to widen your appeal, improve loyalty and increase revenue.</p>	<p>Employing & training staff</p> <p>Tourism thrives on customer service, so hiring enthusiastic staff who fit with your style of business is vital.</p>

www.visitengland.org/businessadvice

VisitEngland Business Advice Hub

- Links to external resources
- Sustainability guidance
- Accessibility Guides
- Fire Risk Assessment Tool
- Online Marketing Toolkit
- VisitEngland Awards for Excellence
- Quality Edge magazine
- Pink Book (legislation)



www.visitengland.org/businessadvice

Pink Book

- Legislation for tourist accommodation
- Ninth Edition out now
- Purchase online



VisitBritain VisitEngland

THE PINK BOOK ONLINE
Legislation
for tourist accommodation

Licences & consents - Marketing - Guests - Food & drink - Health & safety - Staff - Business management & tax - Latest updates

Latest legislative updates
Our legislation expert Kurt Janson gives an update on the latest regulatory changes affecting the hospitality industry.

Fire risk assessment tool
Our tool gives you step-by-step guidance through your assessment, helping you to identify risks, form an action plan and produce your written record.

Alcohol and entertainment licensing
If you provide alcohol for your guests, you will need a licence. Find out about the different types of licences and how they may apply to your business.

TV and copyright licences
Did you know that if you offer short-stay accommodation to overnight visitors and have installed television sets in the accommodation, you may need a 'Hotel and Mobile Units Television Licence' (hotel...)

Fire safety (general)
Read more about fire safety legislation, which applies to virtually all workplaces including hotels, B&Bs and self-catering properties.

www.visitengland.org/pinkbookonline

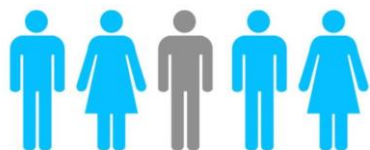


VisitEngland

Accessibility Guides

The Business Case

1 in 5
of the UK
population is
disabled¹



£12bn
The value of
accessible tourism
in England²



Only **9%**
of disabled
people are
wheelchair
users³



¹Family Resources Survey 2015/16, 21% (13.3 million)

²VisitEngland Purple Pound Infographic 2015

³NHS England estimates 1.2m wheelchair users in UK; Family Resources Survey 2015/16 - 13.3 disabled people in UK

Information is Key

- Strong demand for venue accessibility information
- “Real need for both information (facts) and reassurance”¹
- 54% avoid going to new places if they can’t find relevant access info.²

“We are often put off visiting a venue if there is no [access] information on their website”²



¹Measuring the Effectiveness of Access Statements for Consumers Dec 2014, VisitScotland and VisitEngland

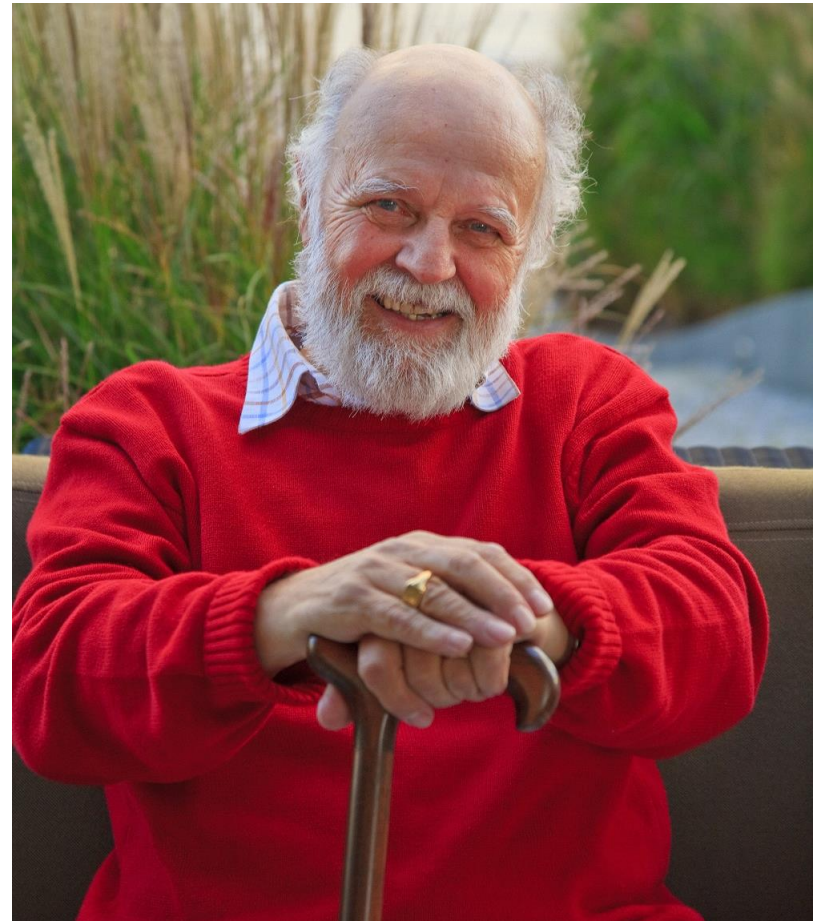
² The Access Survey 2015, Euan’s Guide

Recent Research

- 84% have found accessibility information on a venue's website to be misleading or inaccurate²
- 63% of businesses do not promote the fact they make provisions for guests with access needs³

² The Access Survey 2015, Euan's Guide

³ National Survey on Accessibility Provision 2015, VisitEngland



Accessibility Guides

- A guide to help you market your business to those with accessibility requirements (e.g. people with hearing loss, visual or mental impairment, wheelchair users, older people and families with young children)
- These replace Access Statements with a refreshed, simplified format
- Tourism venues complete a digital questionnaire to generate a guide
- Guide published in online format and alternative format – Word doc
- Each guide has unique URL for business to use on website and in marketing



Step 1
Prepare



Step 2
Produce



Step 3
Promote

Accessibility Guides

The official site to create and publish your guide

 [My Account](#) | [Log Out](#)

View published guides
from different types of businesses

Take a look at example guides >



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The benefits of having a guide


Why have an Accessibility Guide?
From Accessibility Guides

Francis McKee
Director
Galerie for Contemporary Arts




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Help to get you started



Start creating your guide now





VisitEngland

VisitEngland Awards for Excellence

Summary

- Annual national tourism awards
- 2018: 29th year
- Celebrating the very best in English tourism
- Championing excellence
- Winners from local/regional awards competitions
- Direct entries: no local awards or chosen category not carried



2017 Ceremony – High Tea at the Hilton Waldorf Hotel





Extra Categories

- Three extra categories for 2018
 - Direct entry only
- 1. Inbound Tourism Award**
 - 2. New Tourism Business Award**
 - 3. Innovation in Tourism Award**



Afternoon Tea of the Year
2017 Winner – Countess of York at the
National Railway Museum

Judging

- Focus on customer experience
- Emphasis on online reviews in first stage of judging
- Overnight stays and full show round debrief with owner/ manager (where possible)
- Reimbursement by shortlisted applicant of judges' overnight stays, meals and entrance fees
- Judges feedback for shortlisted



Timetable

- Open for online applications: 30th October 2017
- Closing date for applications: Fri 5th Jan 2018
- Judging: Mon 8th Jan 2018 - Fri 9th March 2018
- Judging panel meets: mid March 2018
- Awards ceremony: 23rd April 2018 at Bath Assembly Rooms
- Encourage your businesses to apply at:
<http://www.visitenglandawards.org/>



VisitEngland

Future activity

VE Business Support 2018

- Strategic Review of Business Support function by TEAM Tourism Consulting, completed April 2017
- Demand for business advice but market failure due to the complexity of the landscape and the type of tourism businesses involved
- VisitEngland is developing a Business Support function that:
 - drives the performance of new & established tourism businesses looking to grow and succeed; is
 - aligned with the Industrial Strategy
 - complements successful existing initiatives such the Awards for Excellence, Accessibility programme and Pink Book of legislation.
- Strategic partnerships to facilitate delivery at a local level (ie DMOs, LEP network, Enterprise Agencies, FE colleges)
- Views and input from DMOs welcomed