

Tourism, Hospitality & Leisure Support and Recovery Plan for Greater Manchester

Leading the industry through crisis
and driving recovery

Introduction

The Covid-19 pandemic has had a massive impact on the people of Greater Manchester; as well as the devastating social impact, the economy is also suffering repeated shocks.

Of all sectors, tourism, hospitality and leisure has been amongst the most devastated: with 61% of the £9billion annual economic value of the sector estimated to be lost this year, the consequences for businesses and their 100,000 employees will be deep and long lasting.

Whilst much of Greater Manchester's economy is beginning to return to a new normal, recovery for the tourism, hospitality and leisure sector will take significantly longer, as operational capacity continues to be restricted and many of the key drivers for Greater Manchester's visitor markets remain closed. Without the return of the meetings and corporate business markets, of major concerts, events and sporting fixtures, of theatres, cultural venues and the night-time economy, and of high spending international markets, the sector faces a difficult and slow recovery.

National forecasts suggest that it will be 2022 before domestic tourism recovers to 2019 levels, with international tourism not returning to pre Covid-19 levels until 2023. In addition, we don't yet know what the impacts will be on the UK's visitor economy after leaving the EU. Across Greater Manchester there will be added urgency to rebuild and grow markets as quickly as possible to provide the additional visitors necessary for the new hotels, cultural venues and attractions currently under construction.

Set against this context, Marketing Manchester, part of the Growth Company, brought together a group of senior public and private leaders from across Greater Manchester to form the GM Tourism Industry Emergency Response Group (TIER). This group is leading the immediate response that is required to support the sector and will collaborate in partnership to deliver the Plan.



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This One Year Support and Recovery Plan has been developed within the context of the wider strategic and recovery ambitions for Greater Manchester:

- The GMS Living with Covid Resilience Plan – recognises that interventions will be required to heal the economic scar which the industry has suffered
- The Local Industrial Strategy – where tourism, in particular business conferences, is a foundational sector
- The International Strategy – which recognises the region’s vibrant cultural and sporting identity as a unique asset which gives a strong foundation to become a global city-region, not only raising our profile on a global stage but also using this profile to drive wider international collaboration. Tourism and the visitor economy sector keeps this cultural, music and sporting offer alive and is one of the Strategy’s five core priorities.

The Plan incorporates actions across the full extent of the visitor economy including hospitality, leisure, sport, culture and the night-time economy.





Eight Strategic Priorities:

At this current time with the region held in additional restrictions, we will focus activity on providing support and guidance for the sector.

- 1 We will support a network of tourism, hospitality and leisure businesses across GM** – working with our colleagues in the Growth Company to continue to provide a regular programme of business advice and information to support the sector.
- 2 We will lobby for continued Government support** – asking for extension of the business support arrangements put in place by Government, recognising the exceptional impact that the pandemic has had on GM.
- 3 We will ensure that GM's visitor economy is represented at a national level** – we will go further to make more noise at a national level and work more closely with our national partners to make sure that GM's voice is heard.

Then, when the time is right to move towards recovery, the Plan suggests an additional five areas of focus:
- 4 We will build consumer confidence and profile for GM** – our aim is to recover business to pre-Covid 19 levels by December 2022.
- 5 We will rebuild GM's international profile** – working in collaboration with Manchester Airport, VisitBritain and our global partners, we will maximise our impact in strategic markets to bring back business to GM and win new business from new markets.
- 6 We will build back business visits and events** – securing business in the short term and ensuring that measures are in place to maintain the medium-term business pipeline.
- 7 We will seek support for a more sustainable DMO structure** – Destination Management Organisations like Marketing Manchester are also vulnerable, representing a further risk to the businesses who benefit from their activity.
- 8 We will demonstrate how the visitor economy can support GM's wider strategic objectives** – ensuring that visitor needs are included in programmes which may have residents as the primary focus.



It is apparent that Greater Manchester's Tourism, Hospitality and Leisure Sector has been disproportionately affected by Covid-19. As infection rates across GM continue to rise; and the region continues to be held in additional restrictions, so too will the sector continue to suffer. We will therefore continue to provide ongoing support and guidance for the sector during this time.

1. Support for Tourism, Hospitality and Leisure businesses

- **Continue to provide a regular programme of business advice and information to support the sector. We will:**
 - In partnership with Business Growth Hub and in consultation with the sector, create a programme of business support services specifically tailored to the current critical needs of hospitality and tourism businesses, including one to one business diagnostics, financial and business advice clinics and business coaching for self employed operators
 - Work with colleagues within the Growth Company including the Tourism Talent Hub to support the hospitality, leisure and cultural businesses to access employment programmes, training and careers advice
- Continue to provide regular updates to the sector and host a programme of business support webinars
- Continue to provide a comprehensive digital signpost to all relevant advice and Government guidance via www.marketingmanchester.com
- Use the current allocation of Discover England Funding to support businesses to develop new offers and to promote themselves to wider or different audiences
- Create and share case studies of best practice and spotlight innovative business operators



2. Lobby for continued government support

- **Extend the business support arrangements put in place by Government, recognising the exceptional impact that the pandemic has had on the tourism, hospitality and leisure sector across Greater Manchester. We will:**
 - Develop a new 'Eat Out to Help Out in GM' initiative
 - Request an extension to the reduced VAT period
 - Seek an extension and greater flexibility around furlough when the current scheme ceases in October, targeted specifically at sectors most impacted
 - Support Manchester Airport's call for a wider package of Government support for the aviation sector to ensure its recovery is as speedy and strong as possible, and that its role in enabling growth in the visitor economy is maximised



3. Ensure the visitor economy is represented at a national level

- **We will go further to make more noise at a national level and work more closely with our national partners to make sure that GM's voice is heard. We will:**
 - Initiate conversations with colleagues at DCMS and across Government
 - Ensure that national activity by VisitEngland/VisitBritain promotes Greater Manchester as a visitor destination
 - Work with national trade partners and bodies including Tourism Alliance, UKHospitality, UKinbound and others
 - Continue to lead and collaborate with our Destination Management Partners across the North to promote Manchester as a Gateway



As the UK emerges from the Covid-19 pandemic and faces a new global positioning outside the EU, the following elements of the plan will enable the sector across Greater Manchester to both recover to previous levels and be best placed to compete globally and rebuild sustainable growth.



4. Build consumer confidence and profile

- Our aim is to recover domestic business to pre-Covid 19 levels by December 2022 and international business by 2023, in line with VisitBritain estimates. We will:
 - Support Marketing Manchester to lead a series of co-ordinated marketing campaigns required to give confidence to residents and visitors locally, regionally and nationally
 - Deliver campaigns to encourage our workers back to the city and town centres, working with partners across the city region
 - Continue to build our marketing communications and extend our reach as the sector reopens, ensuring that messaging positions the diversity and strength of offer across all ten GM boroughs
 - Maintain the city region's national and international profile, promoting Greater Manchester's cultural, sporting and hospitality assets to gain further recognition as a vibrant global city-region
 - Support TfGM to encourage visitors to use public transport as restrictions permit



5. Rebuild international connectivity and profile

- Working in collaboration with Manchester Airport, Visit Britain and our global partners, we will maximise our impact in strategic markets to bring back business to GM and win new business from new markets. We will:
 - Implement the first stages of the refreshed International Strategy as markets permit
 - Ensure that Manchester Airport is well positioned against peer airports by developing a coordinated and clear proposition for Greater Manchester and the North including its surrounding business, leisure and student travel to ensure the city-region's route proposition remains competitive and that the Airport is able to win back and secure routes
 - Host the UKInbound Annual Conference in Spring 2021, providing a showcase to 400 international travel trade, tour operators, intermediaries and media
 - Work with our universities to engage with and attract more international students through creation and distribution of compelling content
 - Begin to resume our visiting media programme as travel restrictions permit, to ensure a visible international profile
 - Continue to lead the Northern Gateway DMO partnership to reengage international audiences
 - Build on the successes of Greater Manchester's devolved delivery contract with VisitBritain to secure a new sustainable structure focused on greater devolution and anchored around a new 10-year tourism strategy
 - Reignite international partnerships eg with NYC and Barcelona, working with partners to deliver the Greater Manchester Diplomacy Plan



6. Build back business visits and events

- **Secure business in the short term and ensure that measures are in place to maintain the medium-term business pipeline. We will:**
 - Support and sustain the business and conference sector as we live with Covid-19 and as we shift to rebuilding and recovery
 - Implement the GM 10 Point Plan for Business Tourism
 - Focus on our academic and key sector strengths to attract major international conferences that leave a legacy in the region long after their conference has been held
 - Create a programme to support the 2021/22 conference pipeline for our venues to mitigate possible future cancellations
 - Identify and attract major new sporting and cultural events to be held in the city-region as well as domestic and international business conferences and events that align with and reinforce Greater Manchester's priority sectors
 - Investigate new approaches to supporting/sponsoring/arranging our own events, working with organisers to build confidence and mitigate risks
 - Ensure that national activity by VisitEngland/VisitBritain supports Greater Manchester's priorities for BVE recovery

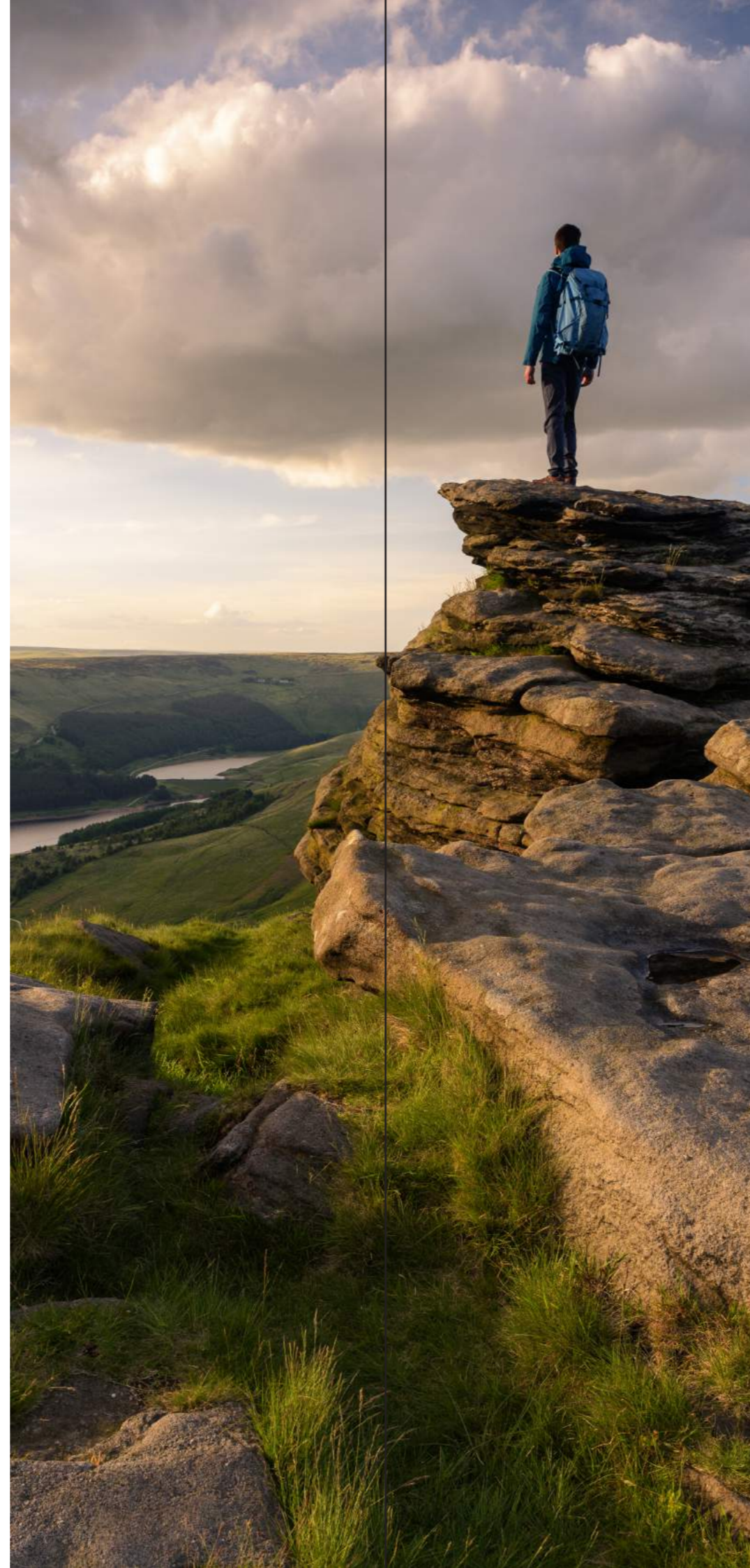


7. Support a more sustainable DMO Structure

- **Destination management organisations are also vulnerable, representing a further risk to the businesses who benefit from their activity. We will:**
 - Continue to work with DMO colleagues across England to encourage DCMS and VisitBritain to review local tourism support structures

8. Demonstrate how the visitor economy can support GM's wider strategic objectives

- **Ensure that visitor needs are included in programmes which may have residents as the primary focus. We will:**
 - Promote the developing cycling & walking infrastructure across GM to visitors and support the development of initiatives towards becoming recognised as a cycle city
 - Work with the new Manchester Productivity Institute to investigate ways to drive faster improvements to jobs and productivity in the Foundational Economy including hospitality and retail, in line with the Local Industrial Strategy
 - Renew efforts to encourage employers in the sector to raise standards through the GM Employment Charter in order to tackle inequality



GM TIER GROUP MEMBERS



bruntwood



HOME



marketingManchester



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Proud to be part of the Growth Company