

## Partnership Statement

### Supporting and creating economic growth through the creative industries and tourism

VisitEngland and Creative England aim to drive economic growth, create jobs, support businesses and increase the profile of England. Through partnership working and alignment of their activities at local and national level, greater benefits can be realised for the economy, as well as increasing the effectiveness and impact of their funded activity.

Both organisations recognise there are opportunities to strengthen the important links between the creative and tourism industries in support of future growth. VisitEngland and Creative England share common goals and objectives which are embedded throughout this partnership statement, including:

- To encourage the integration of creative industry and tourism outputs, leading to the development of new products for consumers and enhancing the attractiveness of places and the quality of the visitor experience; in turn generating increased consumer demand and business growth.
- Both industries rely upon innovation, skills and knowledge development. Both organisations aim to facilitate the sharing of expertise nationally and locally through tailored support and advice to the large number of SMEs that make up the tourism and creative industries and therefore benefit future growth.

Both the tourism and creative industries are facing similar funding challenges. The organisational and support landscape has changed significantly as a result, and provides an imperative to seek greater partnership working and collaboration at national and local level, with the national organisations leading the way through this partnership statement.

This statement outlines the strategic priority areas that we will work together on over the next three years. These are the areas that we believe will have the biggest impact on sustainable economic growth. Delivery will be reviewed after three years and future priorities for the partnership will be established. A separate Action Plan sets our agreed specific activities.

#### **Creative England** [www.creativeengland.co.uk](http://www.creativeengland.co.uk)

Creative England invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. As a not-for-profit organisation, Creative England mobilises public and private resources to garner as much support and investment for the creative industries as possible. It works with a range of partners and investors from commercial brands and companies such as Google, Facebook and KPMG to local authorities, cultural bodies and universities, national government, and the European Commission.

A large area of Creative England's output is production services, which provides assistance, information and guidance to domestic and international production companies to encourage, increase and support production taking place in England, outside London. It does this to grow the economy, create jobs and businesses, and increase the profile of England. It also has resources on the website such as research reports and guides about how to access funding and information about environmental sustainability.

**VisitEngland** [www.visitengland.org](http://www.visitengland.org)

VisitEngland is the national tourist board for England, responsible for leading and driving forward the quality, competitiveness and sustainable growth of England Visitor Economy by providing strategic direction, intelligence and coordinated marketing for the sector.

Tourism presents a key opportunity for sustainable economic growth, contributing to employment and business creation and contributing to quality of life for the population.

The organisation is the custodian of the [National Strategic Framework for Tourism 2010 – 2020](#) and is responsible for driving its implementation through partnership with stakeholders at the national and local levels.

### **Priority 1: Building partnerships and collaborating at the national/local level**

We will facilitate partnership working and collaboration at the national and local level between the creative industries and the tourism sector. Information will be shared between organisations and individuals, supporting cross-agency working at national and local level.

We will do this by:

- Deepening collaboration, facilitating networking and exchanging tourism and creative knowledge at the local level. This will be achieved through building strong relationships between national bodies, Destination Organisations and Creative England's regional teams through, for example, engagement and communication with Destinations.
- Sharing research and insights on topics of interest for both organisations and our stakeholders.
- Showcasing case studies where closer collaboration has achieved results so that local areas can learn from each other.
- Seek advice and consult each other when developing funding programmes of mutual interest to ensure the criteria supports our shared growth ambitions and encourages collaboration between the creative and tourism industries.

### **Priority 2: Maximise the visitor economy growth potential through investment from the creative industries**

England is abundant with talent and creativity and has ideal locations and facilities for the creative industries to operate in. VisitEngland and Creative England will work in partnership to ensure that the investment from creative industry organisations in this country is maximised and further growth achieved through joining up with the visitor economy.

We will do this by:

- Attracting and targeting creative industry exhibitions and events to maximise business tourism opportunities – and the potential to link up with Local Enterprise Partnership inward investment strategies.
- Promoting English destinations to the creative industries internationally (e.g. familiarisation trips).
- Promoting the talent and creativity of England working with Government, other national agencies, city regions and LEPs.

### **Priority 3: Business development**

There is an opportunity for both organisations to support and increase the capability of creative and tourism businesses to work in partnership, drive productivity and future business growth.

We will do this by:

- Developing guidance for destinations and tourism businesses on how to unlock the growth potential of the creative industries.
- Facilitating and supporting business opportunities between the tourism and creative industries (e.g. utilising digital technology in the visitor economy).
- Identifying where creative industries and their outputs can help to generate new and engaging tourism experiences.
- Ensure that creative industries and tourism are considered in Creative England and VisitEngland's business support resources.
- Supporting regional supply chain businesses, including those servicing the tourism industry to access opportunities from film and TV production and long term promotional benefits to support businesses growth.
- Providing support and information about destinations for film and TV production when in English locations.

### **Priority 4: Increase consumer awareness of England's visitor offer through film, TV, media, digital and other creative industries**

VisitEngland and Creative England will work to ensure that the creative industries' outputs (i.e. TV/film sets/production) can be used as a lever for consumer (tourist) facing promotion and inspiration.

We will do this by:

- Maintaining a strong relationship between both organisations PR teams.
- Using film and TV as a hook for encouraging leisure visits in PR and campaign activity as appropriate.
- Exploring new joint initiatives to exploit opportunities from screen tourism.



**This is a partnership agreed on 20<sup>th</sup> January 2015**

**between: Creative England**

**and: VisitEngland**

**REVIEW DATE: 19<sup>th</sup> January 2018**