



Brighton & Hove Tourism Recovery Plan 2021-23



Strategic Priorities

1. Ensure the city's visitor economy is represented locally, regionally and nationally to ensure maximum support
2. Build back consumer confidence and awareness
3. Enhance 'look and feel' of city to encourage repeat, high value visits
4. Extend season to make the city a 'must visit' destination for high spend UK and international visitors all year round

1. Represent Brighton visitor economy locally, regionally and nationally

Action	Lead Partner
Locally	
Regular engagement with BHCC Councillors	DEG / BHCC Officers
Quarterly meetings of DEG to ensure Recovery Plan is reviewed and updated regularly	DEG
Representation at Brighton & Hove Economic Partnership	DEG Chair
Regionally	
Lead member on Sussex Tourism & Culture Recovery Group focusing on Sussex-wide rebuilding and market positioning	BHCC Officers
Collaboration with Tourism South East ensuring destination visibility	VisitBrighton (VB)
Representation on Gatwick Gateway Group to maximise leverage of partnership	Brilliant Brighton BID / VB

1. Represent Brighton visitor economy locally, regionally and nationally (cont.)

Action	Lead Partner
Regionally (cont.)	
Engagement with GTR ensuring maximum exposure and consideration in forward planning	VB / Tourism Alliance (TA local)
Nationally	
Membership and collaboration with National Coastal Tourism Academy, informing government strategy	VB
Membership and collaboration with Tourism Alliance (national), feeding in to DCMS consultations	VB and BHCC officers
Regular engagement with VisitBritain building a strategic relationship to maximise inclusion in future marketing campaigns and future grant funding initiatives	BHCC with regional partners

2. Build back consumer confidence and awareness

Action	Lead Partner
Encourage adopters of 'Good to Go' accreditation to recognise Brighton as having adopted UK standardised protocols	All businesses
Share 'Step by Step' comms plan to ensure clear and consistent messaging from all City businesses to visitors	VB with all businesses
UK PR programme, welcoming journalists and influencers from targeted media	VB with key partners
#nevernorbrighton campaign Apr-Dec2021 targeted at high spend off season visitors with toolkit to be amplified by city businesses	VB with all businesses
Engagement with English Tourism Week, 22-31 May to promote the innovation, quality and range of products and services on offer in the City to encourage more domestic breaks.	All businesses
New www.visitbrighton.com website by Jan 2022 to optimise potential visitor experience	VB

3. Enhance 'look and feel' of Brighton & Hove

Action	Lead Partner
Recruitment of a full lifeguard service, expansion of the COVID Marshalls team and additional Environmental Health Officer(s)	BHCC Teams
Removal of graffiti on public and private buildings etc.	BHCC City Clean and all businesses
Additional waste collection services along the seafront and busiest areas and the provision of extra waste bins in our heavy footfall areas	BHCC City Clean
Pop-up shops and window dressing to re-animate high streets	Brilliant Brighton BID with landlords
Local Place Making projects to include St James Area, Brighton Station, Trafalgar Street.	Tourism Alliance / VB

4. Extend season to make a year-round city

Action	Lead Partner
Year-round citywide events programme that is organised in accordance with the government Road Map and guidance on COVID-safe event management	BHCC Outdoor Events Team and event organisers
Establishment of Christmas market and Christmas Festival at Victoria Gardens and across the City.	E3 Productions with BHCC and partners
Focus on building back conference and events programme with Brighton presence at MICE events both UK and internationally and development of a MICE marketing campaign	VB with all conference venues and hotels
Royal Pavilion and Museums - Bowie/MacCormack 1973-76 and Royal Collection to end of Jan 2022.	Royal Pavilion and Museums Trust
Brighton Centre event programme restart September 2021, including Labour Party Conference and full events programme.	BHCC

4. Extend season to make a year-round City

Action	Lead Partner
Re-engage with Santa Monica Travel & Tourism via Hills Balfour and look to develop cross working partnership for Spring 2022 with events and activations across both Cities. Sister City Project with Santa Monica to be explored for Summer 2022.	VB
Sealife Centre - running evening events through 2021, leading up to their 150th anniversary celebrations in 2022 'The World's Oldest Aquarium'.	SeaLife and partners