

Appendix 1 - Progress on the six-point plan for collaborative activity across Sussex

	Outcome	Action	Progress
1	Provide leadership and advocacy for the sector across the county through the Sussex Resilience Forum, to include a lobbying role	Reflect in SRF sub-group Terms of Reference	<p>January 2021: SRF sub-group Terms of Reference agreed. The group's membership was extended to include the two East Sussex Destination Management Organisations and the South Downs National Park Authority. The group is meeting regularly to expedite the six point plan.</p> <p>April 2021 STCRG submitted a response to the national Destination Management Organisation review setting out the case for Sussex.</p> <p>6 July 2021 A meeting was convened with the CEO of Visit Britain through the Lord Lieutenant of East Sussex to advocate for Sussex and discuss the direction of travel.</p>
2	Build a recovery framework that can develop and deliver a pipeline of initiatives for 'Sussex' wide recovery activities. This framework will be designed to be inclusive and enable stakeholders to come together across the Sussex tourism sector. It will be key to engage and work with the private sector and potential advocates including Members of Parliament.	Build the case for Sussex and develop an engagement and communications plan as part of the work of the SRF sub-group.	February 2021: Blue Sail commissioned to develop the Sussex Visitor Economy baseline report commissioned and recommendations. Completed, providing the baseline position for the visitor economy in Sussex, the proposed vision and recommended actions. See key recommendations and next steps at section 3.
3	Collectively ensure Sussex and perhaps a wider region is ready to respond to Government opportunities to bid for tourism development funds such as Tourism Zone creations, Visit Britain Discover England funding, and specific sector recovery funds, and maximise the allocation and efficacy of any local authority or LEP funds.	Develop a brief for agreed work areas. Commission experts to work with us to progress preparatory work at pace.	<p>March 2021 A submission was made to the Coast to Capital LEP for funding as part of the LEPs 'regional pipeline' call. The position on this will be agreed in September.</p> <p>September 2021: Letting of a freelance contract is in progress to develop and act on an action plan for the next phase of work, including building capacity to develop and submit funding</p>

			<p>applications when the opportunity arises.</p> <p>The commissioned report by Blue Sail has considered and reflected where appropriate the national Tourism Recovery Plan priorities on which funding opportunities are likely to focus.</p> <p>Ongoing: ESCC is working with Sussex Modern, Visit Kent and Visit Essex on three SELEP funded initiatives: Gourmet Garden Trails (£25k), REVI-VE (£85k) and Rebuilding Confidence and Demand in the Visitor Economy (£30k).</p> <p>We now understand that the Tourism Zone concept has been dropped by DCMS.</p>
4	<p>Kick off a new programme of sector support across Sussex, building on the Experience West Sussex led webinar series focussing on resilience, sustainability and diversification for businesses during the winter months.</p>	<p>Progress to delivery with Experience West Sussex, Visit Brighton, East Sussex County Council and the South Downs National Park agreed as co-funders.</p>	<p>Ongoing: Grant programmes and business support programme information disseminated.</p> <p>Webinar programme focussing on environmental sustainability planned for autumn 2021.</p> <p>Destination organisations and partnerships are supporting businesses through individual place-based activity</p>
5	<p>Subject to national guidance and restrictions, focus a collective effort on winter survival around attractive winter product, linking to Visit Britain programmes and with potential for some joint PR.</p>	<p>Progress as a key focus for the SRF sub-group and the commissioned experts.</p>	<p>See recommendations below.</p>
6	<p>Ensure maximised leverage for the sector from wider opportunities including any Government support for businesses, Government's Plan for Jobs, Visit Britain/ Visit England programmes, and local economy recovery plans including SME digital adoption and digital skills.</p>	<p>Progress as a key focus for the SRF sub-group. and associated working group.</p>	<p>See recommendations below.</p>