

# LCR VISITOR ECONOMY SUSTAINABILITY ACTION PLAN



# INTRODUCTION

**Liverpool City Region is a place like no other - a vibrant mix of world-class culture, areas of breathtaking natural beauty, and warm, welcoming communities. It is a place that embraces and inspires the world in equal measure.**

Tourism is a huge part of what makes our region special, but we know it's about more than just attracting visitors. It's about creating a visitor economy that works for everyone - our residents, our businesses, and our environment.

That's why we've developed the LCR Destination Management Plan: a shared vision for the future of tourism in the Liverpool City Region.

This sets out how we will grow our visitor economy in a way that is sustainable, inclusive, and regenerative- ensuring that the benefits of tourism are felt across all our communities, while protecting the places and culture that make our region unique. We've put sustainability at the heart of these ambitions, making it one of four core underpinning principals, embedding it throughout delivery.

This will ensure balance between economic growth and social responsibility, protecting the destination for residents, visitors and future generations, while also supporting ambitions to achieve net zero carbon emissions in the Liverpool City Region by 2040, ten years ahead of the national target.

Our goal is simple: to make Liverpool City Region the best place to visit and stay in the UK for a day, a week or a lifetime.

Whether you're a resident, a business owner, or a visitor, you have a role to play in shaping a visitor economy that is good for people, good for places, and good for the planet.

This is a plan that sets out our commitments and actions to ensure we meet the ambition to become a truly sustainable and regenerative destination.



# OUR COMMITMENTS

**To strengthen sustainability across the visitor economy, and deliver the vision set out in the DMP, we will deliver through ten key commitments.**

## **Collaborate**

- Address the climate crisis by supporting businesses to offer more sustainable products and services, including maximising sustainability certification across the sector.
- Support sector resilience by expanding organisational and sector knowledge on sustainable and regenerative tourism.

## **Measure**

- Commit to achieve internationally recognised sustainability certification for the Liverpool City Region as a visitor destination.
- Continue our commitment to participating in the Global Development Sustainability (GDS) Index, with the ambition for Liverpool City Region to feature in the top 3 English destinations by 2030.
- Decarbonise the Liverpool City Region Visitor Economy to meet local net zero targets.

## **Champion**

- Empower visitors to make more environmentally responsible choices when travelling.
- Promote the Liverpool City Region's reputation as a sustainable destination, attracting conscientious visitors who want to make environmentally positive choices.

## **Advocate**

- Develop the Liverpool City Region as an accessible, inclusive and welcoming destination for all.
- Ensure fair, inclusive and rewarding employment throughout the Liverpool City Region visitor economy, and supporting the next generation into positive employment.
- Ensure local residents are at the heart of our ambitions, fostering impacts that enhance quality of life, protect local character and deliver shared benefits across communities.



# OUR COMMITMENTS ARE ALIGNED TO 7 OF THE UN SUSTAINABLE DEVELOPMENT GOALS

The UN Sustainable Development Goals (SDGs) are a set of 17 goals adopted by global governments in 2015 as part of the 2030 Agenda for Sustainable Development. Together, they provide a shared blueprint for peace and prosperity for people and the planet,

recognising that ending poverty and other deprivations must go hand in hand with strategies that improve health and education, reduce inequality and spur economic growth, all while tackling climate change.

## 3 GOOD HEALTH AND WELLBEING



## 8 DECENT WORK AND ECONOMIC GROWTH



## 9 INDUSTRY INNOVATION AND INFRASTRUCTURE



## 10 REDUCED INEQUALITIES



## 11 SUSTAINABLE CITIES AND COMMUNITIES



## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



## 13 CLIMATE ACTION



# COLLABORATE

1) Address the climate crisis by supporting businesses to offer more sustainable products and services, including maximising sustainability certification across the sector.

2) Support sector resilience by expanding organisational and sector knowledge on sustainable and regenerative tourism.

**8** DECENT WORK AND ECONOMIC GROWTH



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## Deliver Sustainability Training

Deliver training to the tourism supply chain on sustainable and regenerative tourism at least bi-annually including in person and online events.

## Promote Certification

Incorporate the certification process into training for the tourism supply chain and provide tools on the LCRDP sustainability toolkit to support businesses through this process including recommended suppliers and best practice.

## Promote Sustainable Practices

Ensure online tools are available for businesses through the LCRDP sustainability toolkit, including programmes on carbon offsetting, circular economy and sustainable food practices to fully support the sector.

## Communicate Support and Success

Run marketing campaigns to promote the benefit of the LCRDP sustainability toolkit to businesses and highlight best practice in the sector.

## Maximise the Sustainable Legacy of Business Events and Conferences.

Promote societal and sector development as well as creating opportunities for inward investment and local supply chain networks.

## Support decarbonisation across tourism supply chain

Provide comprehensive guidance and tools for tourism supply chain to measure, monitor and report on their carbon footprint, and support in developing strategies to reduce emissions.



# MEASURE

- 3) Commit to achieve internationally recognised sustainability certification for the Liverpool City Region as a visitor destination.**
- 4) Continue our commitment to participate in the Global Development Sustainability (GDS) Index, with the ambition for Liverpool City Region to feature in the top 3 English destinations by 2030.**
- 5) Decarbonise the Liverpool City Region visitor economy to meet local net zero targets through measuring and reducing greenhouse gas emissions.**

## 11 SUSTAINABLE CITIES AND COMMUNITIES



## 13 CLIMATE ACTION



### Apply for Certification

Formally apply for Green Tourism accreditation for the Liverpool City Region as a visitor destination and begin the process of complying with all requirements.

### Action GDS Recommendations

Implement the recommendations of the GDS Performance Improvement Plan, by creating an annual 12-month action plan for delivery to ensure Liverpool City Region features in the top 3 English destinations on the index in the next 5 years.

### Measure Progress

Create a visitor economy dashboard, bringing all data sources together to drive marketing activity and decisions effectively. Establish an official reporting framework to measure and report on sustainable destination strategy and performance.

Establish a system to measure progress on the certification process and GDS-Index, as well as progress against key sustainability KPI's in the DMP.

### Share Success

Highlight and report progress on the certification process, GDS-index and DMP KPI's quarterly through LCRDP website, marketing campaigns and board meetings.

### Measure Greenhouse Gas Emissions

Assess the carbon footprint of tourism and events and identifying decarbonisation pathways for the visitor economy to achieve net zero targets.

### Assess Visitor Numbers and their Carbon Impacts

Conduct a carrying-capacity study to assess the environmental impacts of tourism, including monitoring growth and developing strategies to manage excessive visitor numbers and impacts.



# CHAMPION

6) Empower visitors to make more environmentally responsible choices when travelling.

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### Increase Visitor Awareness and Monitor Trends

Create a dedicated sustainable travel visitor guide for visitors on how they can reduce the environmental impact of their stay, encouraging the use of sustainable transport options including showcasing ease of use of public transport, bike/scooter rental and walking trails and promoting soft mobility options. Showcase these assets on VL and LCRDP sites and through marketing campaigns.

### Encourage Green Tourism Initiatives

Highlight the uniqueness of LCR's natural assets - coastal areas, parks, nature reserves, the health and wellbeing market and support the development of accessible and sustainable visitor guides at local beaches through National Lottery Funding.

### Maximise VL and LCRDP Pages

Ensure the sustainability page on VisitLiverpool is the go-to place for visitors looking to make positive choices during their stay, including sharing sustainable visitor travel guides, certified venues, carbon offsetting schemes and highlighting the very best practice in the region.

### Maximise Business Support and Funding

Consider investment required to ensure a safe, secure and clean environment to enhance the visitor experience and position LCR as a globally attractive destination. Including opportunities to support and secure funding for inclusive, accessible, sustainable local events and festivals.

### Secure Sustainable Events and Festivals

Develop the major events strategy on behalf of LCR: identifying major events that positively impact the local economy and increase sustainability, inclusivity, and accessibility and enhance LCR's reputation as a sustainable destination.

### Maximise Sustainable Transport Options.

Partner with Liverpool John Lennon Airport, Liverpool Cruise and rail operators to secure investment from carriers, bringing visitors to the city region, balancing the demands to meet sustainable and social impact targets.

Explore the potential to establish sustainable transport hubs (providing access to electric scooters, bike rental, public transport) at key visitor locations.



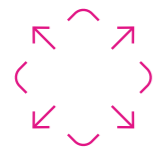
# ADVOCATE

- 8) **Develop the Liverpool City Region as an accessible, inclusive and welcoming destination for all.**
- 9) **Ensure local residents are at the heart of our ambitions, fostering impacts that enhance quality of life, protect local character and deliver shared benefits across communities.**
- 10) **Ensure fair, inclusive and rewarding employment throughout the Liverpool City Region Visitor Economy, and support the next generation into positive employment.**

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### Deliver DEI Training

Identify opportunities to tailor existing training / create new training that meets the demands of an evolving visitor economy for the tourism supply chain including combining themes like diversity, equality, inclusion and accessibility with sustainability, and deliver at least bi-annually.

### Support Staff Training

Support the development of a programme of staff training that can undertaken by visitor economy staff covering diversity, equality, inclusion themes as well as accessibility and sustainability, recommending this is reviewed every at least every 2 years'

### Drive Resident Engagement

Explore opportunities to drive resident engagement and consultation on sustainability plans and actions, using existing groups such as the LCR Sustainability Taskforce.

### Promote Inclusive and Accessible Experiences

Create a list of services and experiences that are accessible and inclusive to share with residents and visitors, highlighting best practice through marketing campaigns, and continue to leverage influencer visits and content.

### Drive Engagement with LCR Fair Employment Charter

Actively promote and encourage visitor economy organisations to engage and commit to the 'Aspiring Level' of the LCR Fair Employment Charter.

### Foster Cross Sector Collaboration

Facilitate partnerships between schools, colleges and employers to target bespoke career pathways and work experience programmes to ensure a sustainable and skilled workforce of the future.

Establish a Visitor Economy Workforce and Skills Working Group to provide advice and guidance for sector evaluation including working with Visit Britain and UK Hospitality to influence Skills England on new technical and vocational qualifications for the sector





[liverpoolcityregiondp.com](http://liverpoolcityregiondp.com)

