

Session 3

REGENERATIVE GROWTH

Neil Carney
Head of Destination



#VNConf25



Funded by
UK Government



Destination
North East England

The North East Regenerative Visitor Economy Framework

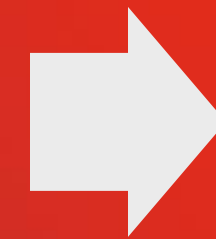
Visit Northumberland Board
October 2024

The purpose of the framework

Set out a shared understanding and vision for regenerative tourism in North East England



Guide and align destination strategy development



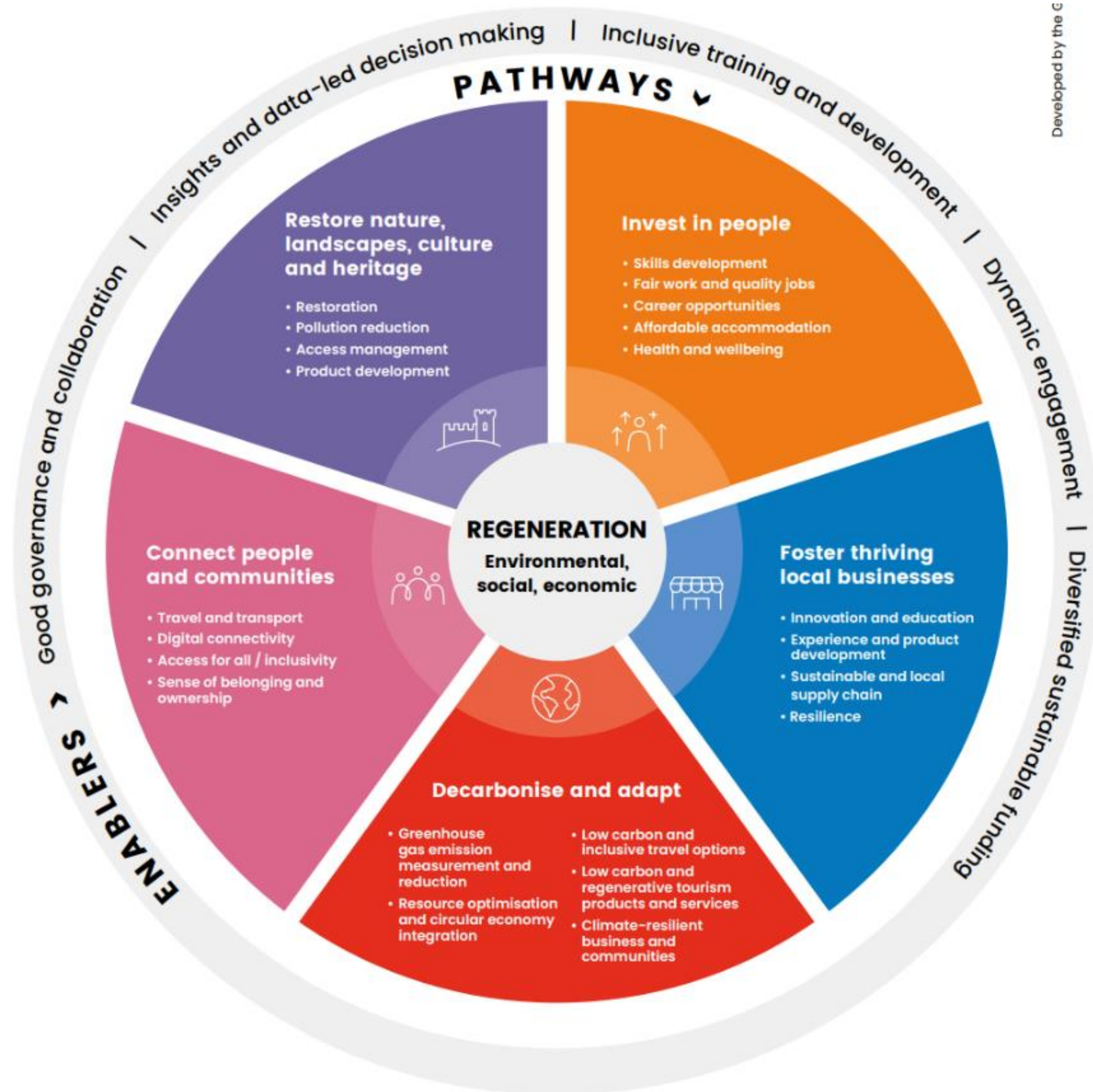
Serve as a tool for Destination North East England, Local Visitor Economy Partnerships (LVEPs), local authorities and the North East Combined Authority



Promote collaboration



Framework Overview



Developed by the C



Decarbonise and Adapt

Goal: Decarbonise the North East visitor economy to create a greener, fairer and more sustainable region; achieving net-zero carbon emissions by 2050 (with an interim target of 50% reduction by 2030).

GHG emissions measurement and reductions	Resource optimisation and circular economy integration	Low-carbon and inclusive travel options	Low-carbon and regenerative tourism products and services	Climate-resilient businesses and communities
<ul style="list-style-type: none">• Assess carbon footprint• Develop decarbonisation strategies• Decouple growth from emissions• Define thresholds for visitor numbers• Supply chain measurement and monitoring• Support supply chain reduction strategies	<ul style="list-style-type: none">• Promote circular economy• Encourage the use of more sustainable materials• Build local partnerships	<ul style="list-style-type: none">• Advance low carbon transportation• Improve public transport provision• Facilitate modal shift	<ul style="list-style-type: none">• Develop and promote regenerative tourism experiences• Promote sustainable and local food• Boost certification and labelling• Increase visitor awareness	<ul style="list-style-type: none">• Model climate impacts• Deliver resilience training• Enhance collaboration and knowledge sharing• Facilitate access to funding• Support a just transition



Foster Thriving Local Businesses

Goal: Cultivate a vibrant visitor economy by supporting resilient local businesses to develop innovative, inclusive and impactful products and experiences, underpinned by sustainable and local supply chains.

Innovation and education

- Establish visitor economy innovation hubs
- Provide learning and development programmes
- Encourage collaboration with educational institutions

Experience and product development

- Conduct market research
- Catalyse and enable experience development and promotion
- Facilitate partnerships between business and creative sector
- Decision for inclusion

Sustainable local supply chain

- Apply a 'local first' principle
- Tell the local food story
- Connect businesses and local producers
- Engage with non-tourism businesses
- Preserve and enhance city center authenticity
- Promote sustainable practices in supply chain

Resilience to seasonality

- Diversify offerings
- Support adaptation to market conditions
- Build resistance to market conditions
- Market inclusively



Invest in People

Goal: Foster inclusive and prosperous employment opportunities in the North East visitor economy.

Skills development

- Support training programs for sector
- Partner to increase apprenticeships and internships
- Prioritise lifelong learning

Fair work and quality jobs

- Advocate for fair labour practices
- Promote inclusive hiring practices
- Recruit talent from outside the region
- Promote certification programs and recognition schemes

Career opportunities

- Engage with schools
- Partner to increase apprenticeships and internships
- Develop career pathways
- Support entrepreneurship
- Promote careers and role models
- Support training programmes
- Prioritise lifelong learning

Health & wellbeing

- Promote workplace wellness programs
- Provide access to mental health support
- Foster work-life balance
- Integrate social prescribing with regenerative tourism
- Tackle food poverty

Affordable accommodation

- Advocate for affordable accommodation for worker



Connect People and Communities

Goal: Foster integrated infrastructure and services in the North East visitor economy to enhance mobility and community wellbeing, supporting inclusive experiences and community connection.

Travel and transport

- Advocate for transport infrastructure investment
- Implement accessibility standards
- Expand and enhance travel options
- Develop interconnected active travel routes
- Streamline ticketing processes

Digital connectivity

- Improve digital accessibility
- Provide digital literacy training and support
- Foster partnerships with technology companies

Access for all / Inclusivity

- Design and promote accessible infrastructure and visitor experiences
- Provide inclusivity, accessibility and diversity training
- Promote diversity and accessibility in tourism

Sense of belonging and ownership

- Foster community engagement
- Create engagement opportunities
- Establish ongoing dialogue



Restore Nature, Landscapes, Culture and Heritage

Goal: Promote sustainable practices to restore nature, and enhance landscapes, culture and heritage, while fostering resilient communities and creating accessible, innovative products.

Restoration

- Collaborate with conservation organisations
- Support tourism investment in restoration projects
- Engage residents, businesses and visitors in restoration activities

Pollution reduction

- Implement pollution reduction measures
- Advocate for surge waste management provision
- Educate on pollution impact
- Enforce pollution regulations

Access management

- Develop sustainable access management plans
- Create visitor education programmes
- Establish and monitor carry capacities and thresholds
- Advocate for Public Rights Of Way maintenance

Product development

- Catalyse tourism product development based
- Support local entrepreneurs
- Promote collaborative innovation



Enablers: Cross-cutting guidance



So, what can YOU do?

1. Adopt Renewable Energy Solutions
2. Implement Waste Reduction Initiatives
3. Support Sustainable Water Management
4. Enhance Local Community Engagement
5. Adopt Ethical Supply Chain Practices
6. Educate Guests and Staff on Sustainability

By implementing some simple actions, businesses can actively contribute to regenerative tourism, ensuring sustainable growth while preserving the environment and supporting local communities.

#VNConf25

Workshop – 10minutes of thinking...

On your tables - or individually - generate a list of up to 10 regenerative actions you could implement in your business using these prompts:

1. Adopt Renewable Energy Solutions
2. Implement Waste Reduction Initiatives
3. Support Sustainable Water Management
4. Enhance Local Community Engagement
5. Adopt Ethical Supply Chain Practices
6. Educate Guests and Staff on Sustainability
7. Support Biodiversity and Ecosystem Protection

Opportunity to feedback

#VNConf25



Funded by
UK Government



Destination
North East England

The North East Regenerative Visitor Economy Framework

