

# FUTURE IN THE MAKING

## Inclusive and Accessible Visitor Legacy

Business & Tourism Programme

6<sup>th</sup> October 2021

Becky Frall  
Head of Visitor Attraction, WMGC

# Agenda

1. The Business & Tourism Programme
2. Practical delivery
3. Collaboration to improve visitor experience

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One region, many worlds





# TELLING OUR STORY...



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**BIRMINGHAM**



**COVENTRY**



**WOLVERHAMPTON**



**DUDLEY**



**SOLIHULL**



**SANDWELL & WALSALL**

**And right on our doorstep...**



**SHAKESPEARE'S ENGLAND**



**WORCESTERSHIRE**



**IRONBRIDGE SHROPSHIRE**





# We're spoilt for choice...



**Shakespeare Gin Distillery  
& River Cruise**



**Warwick Castle**



**Ironbridge Gorge UNESCO  
World Heritage Site**



**Jaguar Land Rover  
Driving Experience**



**All things  
Peaky Blinders!**

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# Discover Coventry



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# Uncover Shakespeare's England



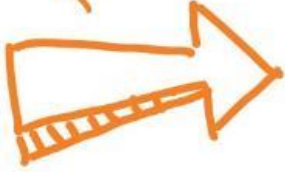
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# Business and Tourism Programme

## Overview

**£23.9m**

Successful bid to central Government for **£21.3m**, towards a **£23.9m** programme.



**Three year programme**, supporting the UK and West Midlands Industrial Strategy.

Games legacy programme, to help the region grow and **put the West Midlands on the map**.



## Objectives

To promote the West Midlands and the wider UK as a **world-class destination** for **tourism, trade and investment**.



Drive **long-term economic benefit** and **boost the UK's global reputation**.

To **increase inward and capital investment** from Commonwealth nations and other overseas markets.



**Increase positive perceptions** of the UK and the West Midlands.

**Boost Economic benefits** for the UK through exports, ODI and FDI.



**Maximise the economic legacy** from the Birmingham 2022 Commonwealth Games.

## Key Sectors



Future Mobility



Modern Business Services



Data-driven Health & Life Sciences



Creative Technologies



Sports Economy



E-Commerce



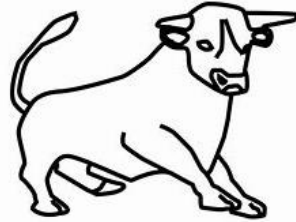


# TOURISM PROGRAMME AIMS



**Raise international awareness and improve domestic perceptions of the UK, Birmingham and the WM's destinations.**

Leisure and business tourism aligned with sector strengths and the cultural and sporting offer



**Generate visitors now, and for the future**

Irresistible bookable product in the right place for the right potential visitor



**Great experiences in the region's destinations**

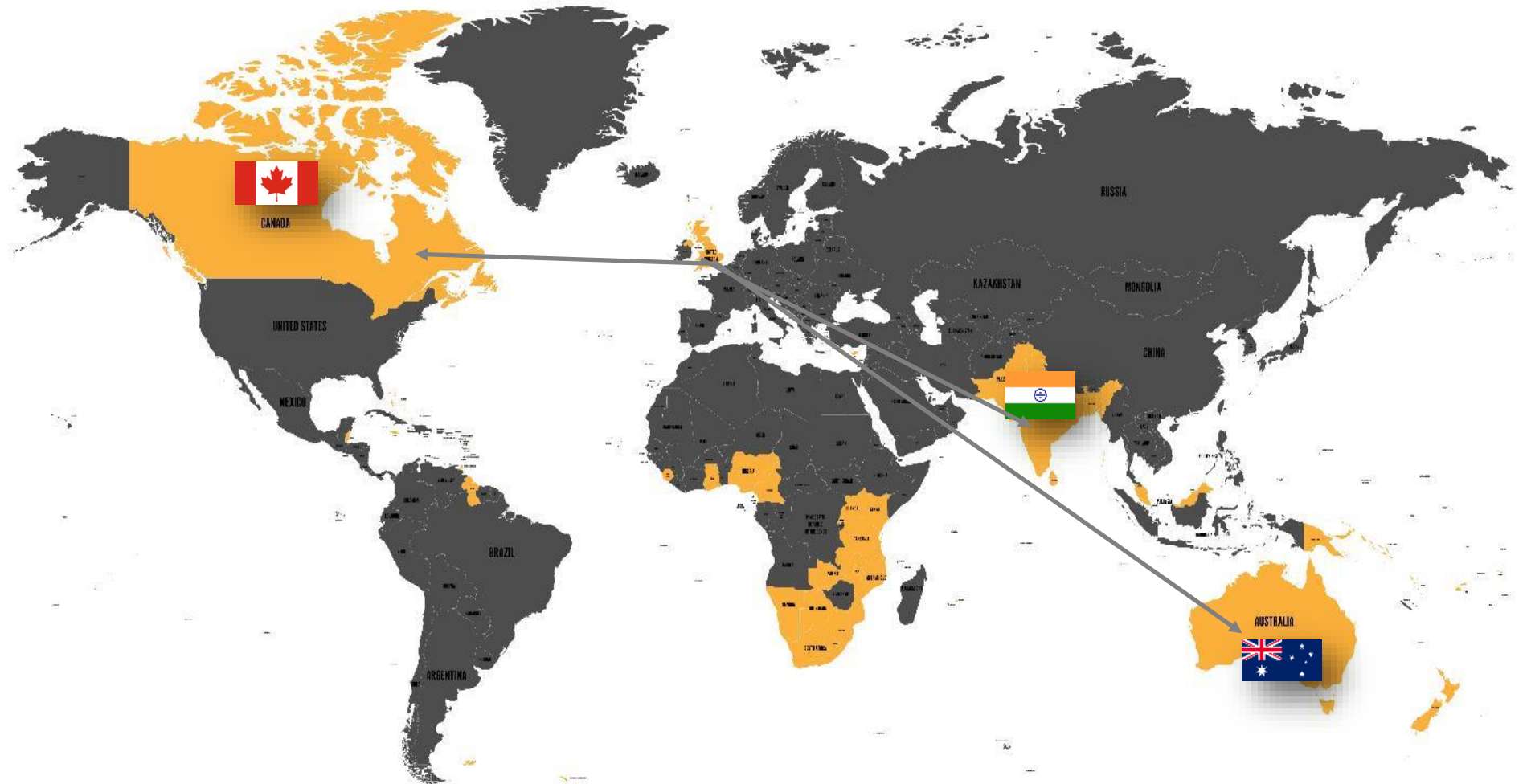
The warmest of welcomes, ease of visitor journey and great memories to share.



# GLOBAL REACH

Based on our largest Commonwealth inbound visitor markets

- Australia
- Canada
- India





# Tourism

IN 10



West Midlands  
Growth Company

# Tourism in 10



## Building Capacity

1	Research and insights	Baseline, evidence, analysis demonstrating success
2	New product and distribution channels	Supporting the growth of inbound tourism from domestic & international audiences with travel trade
3	West Midlands Welcome	Training for front-line tourism, transport and hospitality staff to ensure that our visitors have the very best experience during their time with us
4	Staffed visitor information points	Visitor information pop-ups across the region to support visitor experience and engage residents
5	Digital Visitor	New regional digital network that delivers timely & targeted visitor information, to retain visitors & support planning & evaluation of marketing campaigns
6	Major sporting events strategy	Pathway to winning major sporting events as a legacy for the CWG BAPT





# Tourism in 10

## Communications and Marketing

7	Ambassador programme and exhibitions	Building the meetings, incentive, exhibition and event pipeline supported by world class academic ambassadors, educational visits and trade shows
8	Domestic campaign offer	Driving awareness of & appetite for the region's visitor offer amongst UK audiences, now and in the future
9	International Cultural Campaign	The Games as a springboard for cultural tourism in the future, based on sport, driving into festival 2022 and celebrating the permanent cultural offer
10	International core market alignment	VB focus on core overseas markets for the UK and the West Midlands in trade, media and consumer activity and the Queen's Baton Relay



# Accessible & inclusive



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# The Digital Visitor



✓ ***New regional digital network that delivers timely & targeted visitor information, retains more visitors, and supports planning and evaluation of marketing campaigns***

## **Digital Visitor Information Network (DVIN)**

- Connect destinations and cultural and tourism partners across the WM with comprehensive listings of events
- Collaborative marketing campaigns to increase value for visitors and for ourselves.
- Connect the journeys that visitors can/want to take across the region
- Gain advantage over destinations whose visitor journeys are more fragmented, less efficient, less satisfying, and ultimately less valuable.

## **Integrated Digital Engagement Analytics (IDEA)**

- Destinations and industry partners can track and analyse visitor interaction through a new dashboard
- We can aggregate interaction data via connections to the Google Analytics API.
- Analyse and report visitor digital engagement across the region as a whole.
- Identify campaign success by monitoring navigation between connected venues / attractions.
- Standardise tracking for marketing campaigns and conversion goals to allow measurement

and conversion

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# Business Readiness and Welcome

✓ ***West Midlands welcome training for 6,000 front-line tourism, transport and hospitality staff to ensure that our visitors have the very best experience during their time with us***

- The training programme will cover the **Games**, the **regional tourism offer**, visitor welcome and customer service excellence, and **accessibility and inclusive visitor experience**.
- **Communications portal** to plan, manage and send timely information to all tourism and hospitality staff. This will ensure they can provide visitors with the most up-to-date information, e.g. the build up, what's on and when.
- Supports the creation of the 'Games time family'.

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# Inclusive Visitor Welcome



## [Accessibility - Visit Birmingham](#)

- In partnership with AccessAble, visitbirmingham has guides to top attractions in the CWG host city
- Campaigns with industry partners have encouraged tourism businesses to create access statements so that our disabled visitors can confirm accessibility for themselves before travelling
- We have worked with a disabled journalist and will be working with a disabled blogger to open up ideas for disabled visitors to the region.

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# Wayfinding

## Design-led solution

- Heads-up orientation
- Approved for inclusive design
- Overview and detailed map
- Locations based on audit of key accessible walking routes
- Pictograms and icons
- Integrated transport information

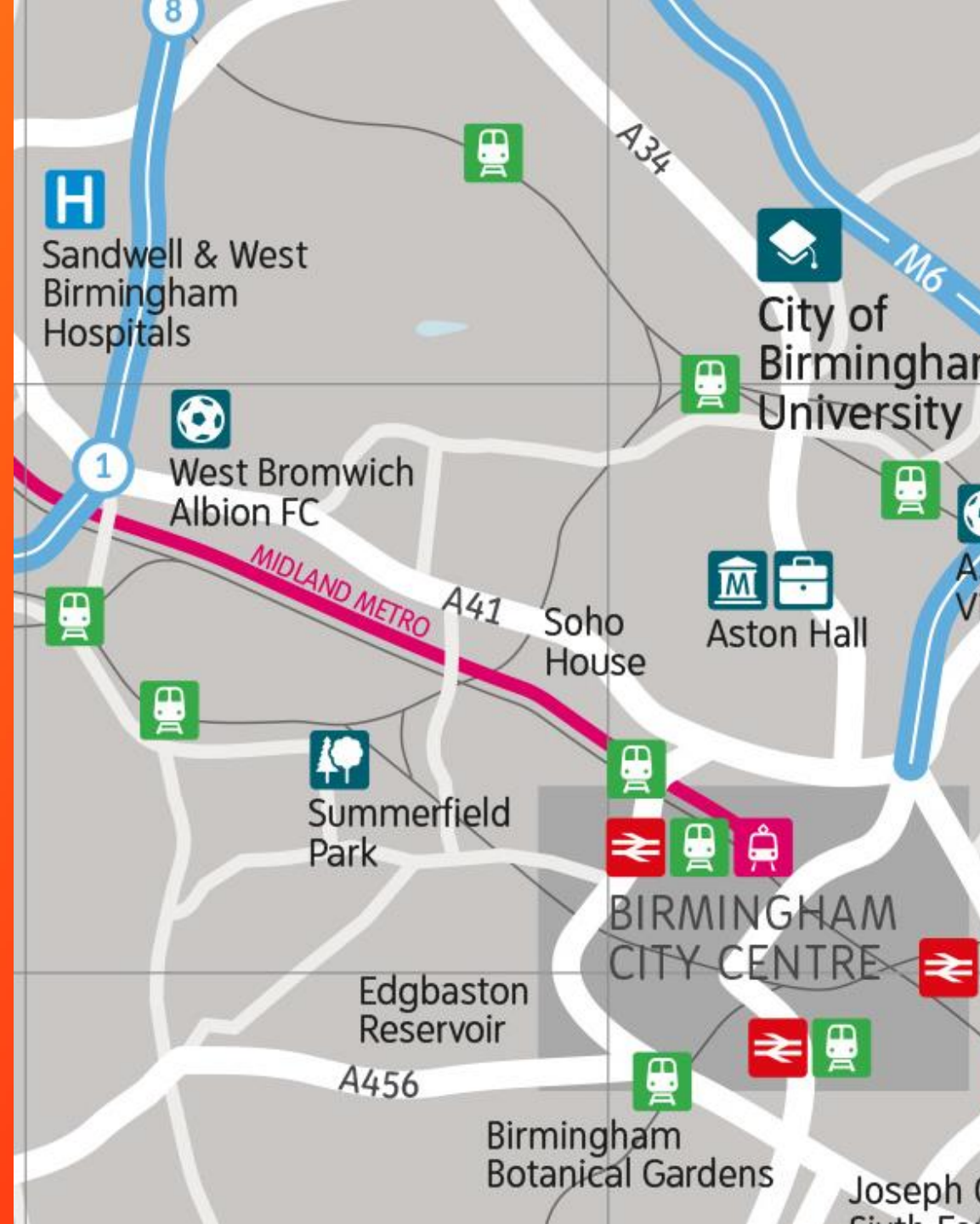
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# Regional visitor map

- The BATP will create a visitor map for Birmingham as host city for the Games, and a regional offer to extend visitors' stay
- Based on the high quality assets that have been developed, we will refresh and recreate mapping for visitors
- We will retain the key principles of legibility, user-focused design, integration of modes of transport

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# The Ask



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- **Planning for future use of digital visitor data for disabled visitors – is there an app waiting to hatch here?**
- **Accessible interactive pdf visitor map – what does best practice look like?**
- **Co-created training content so that our frontline staff are disability-confident, warm, kind and welcoming**
- **What does an accessible communications portal mean for our frontline staff?**





# Thank you

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