

SECOND TOURISM SUMMIT: 6 MARCH 2001

GOVERNMENT REPORT ON ACTIONS AGREED AT THE FIRST TOURISM SUMMIT ON 1 MARCH 2000

Paper by the Department for Culture, Media & Sport

Introduction

1. The Government's Tourism Strategy, *Tomorrow's Tourism*, was published on the 26 February 1999. The Strategy committed central Government to work closely with its partners in local government, regional agencies and the industry itself to ensure long-term growth of the tourism industry. One of the Strategy's key action points was to hold an annual Summit of Ministers whose responsibilities impact significantly on tourism, to review progress and agree priorities.
2. The first Tourism Summit was held on 1 March 2000 when Ministers agreed 31 action points to be taken forward by Departments. A 6 month progress report on these actions was published on 21 November 2000. The table below brings up to date progress on the action points and also reports on some related developments.
3. Progress by the tourism industry in implementing *Tomorrow's Tourism* is set out in separate reports to Summit 2001 from the English Tourism Council and the British Tourist Authority. Annex 1 of this report summarises progress so far in achieving the 15 key action points set out in *Tomorrow's Tourism*.

Economic background of the tourism industry

4. Total tourism expenditure in the UK in 1999 was estimated at around £64 billion. Complete figures for 2000 are not yet available. However, overseas visitors spent £12.76 billion in 2000, an increase of 2% on the amount they spent in 1999. Even in tough trading conditions, the number of North American visitors grew by 5% in 2000 and the number of other long haul visitors increased by 4%. There are an estimated 1.85 million jobs in UK tourism. Tourism accounts for approximately 7% of employee and self employed jobs in Great Britain. Tourism also accounts for 20% of the increase in employment in all sectors of the economy since 1989-90.

<u>ACTION POINT</u>	<u>CURRENT POSITION</u>
For all Departments:	
1. Set up a more formal network of official level contacts to ensure close working on policies affecting tourism. Network members will represent the full range of Departmental interests in support of Ministers (if necessary, requiring more than one official per Department to take part).	<i>The Tourism and Hospitality Contact Group was set up in May 2000 and has met twice. The Group's existence has been notified to Parliament through an arranged PQ and is being publicised through the DCMS website and the ETC.</i>

<p>2. Consider the report of the Better Regulation Task Force, to be published early Summer, on the cumulative impact of regulation and enforcement on the hotel and restaurant sector and how to improve co-ordination of regulation and enforcement in this area.</p>	<p><i>The BRTF report was published at the end of June. The Government's response to the report was published on 26 September. This welcomed the report and emphasised the Government's determination to improve the regulatory environment for hotels and restaurants and for business in general. The Government has launched reviews of several areas of law highlighted in the report. DCMS has set up an industry working group, which first met on 26 February, to monitor the pace of reform and ensure the interests of hotels and restaurants are taken into account.</i></p>
<p>3. Hold a further Summit in a year's time to monitor progress and decide on further action.</p>	<p><i>The second Summit will be held on 6 March 2001.</i></p>
<p>For Ministry of Agriculture, Fisheries and Food:</p>	
<p>4. Ensure that funds available to tourism projects under the Rural Enterprise Scheme are allocated with a knowledge of the regional tourism market.</p>	<p><i>The Rural Enterprise Scheme was launched on 3 October as part of the England Rural Development Programme (ERDP). By the end of January 2001, 38 tourism based applications had been received. Local tourist boards have been consulted where necessary for advice on the appropriateness of projects to the region.</i></p> <p><i>The Rural Enterprise Scheme is not available in Objective 1 areas. Here, farm tourism projects can apply for funding from the European Agricultural Guidance and Guarantee Fund (EAGGF) under the adaptation and development measure included in each of the Single Planning Documents for Merseyside, South Yorkshire, and Cornwall and the Isles of Scilly. Currently, two such applications have been received which are being assessed by MAFF.</i></p> <p><i>In addition, funds for local tourism initiatives will be available under the England LEADER+ Programme. LEADER+ will complement mainstream programmes by piloting integrated bottom-up rural development strategies developed and implemented by local action groups. The Programme aims to help rural communities to help themselves in developing a sustainable economy, which can include sustainable tourism based on local distinctiveness. England will receive around £35 million of EU funding from 2001 to 2006 under the Programme.</i></p>
<p>5. Develop a project to encourage greater links between local food producers and the tourism industry.</p>	<p><i>The report of a joint MAFF/Countryside Agency research project on tourists' attitudes towards regional and local foods was published on the MAFF website in February 2001. MAFF will be discussing with the Heart of England Tourist Board how the results can be used in the context of its food and drink 21 project to improve local distinctiveness through food and drink.</i></p>

<p>For Department of the Environment, Transport and the Regions:</p>	
<p>6. Launch a pilot internet site in Cumbria offering public transport information linked to local attractions and consider lessons for possible extension nationwide.</p>	<p><i>The Travel Cumbria website was launched formally on 18 May 2000. It integrates the BTA's Visit Britain site and Cumbria County Council's journey planner, offering maps plotting hotels, attractions, rail and coach stations and other information.</i></p>
<p>7. Review implementation of the 1995 guidance to local authorities and the Highways Agency on signing for tourist attractions and facilities in England.</p>	<p><i>Reports on the operation of the 1995 guidance on local roads and trunk roads have been prepared for discussion with focus groups (meeting held on 30 January 2001). These discussions will be followed by Ministerial decisions on the next stage of the review.</i></p>
<p>8. Publish soon a research report into the effects of planning on tourism and launch a wide debate on the findings.</p>	<p><i>The report is expected to be published in time for 2001 Summit.</i></p>
<p>9. Launch a pilot project on car-free leisure and prepare a good practice guide.</p>	<p><i>The pilots have progressed well, resulting in a travel plan for a single leisure site and an area-wide strategy for a tourism area. A good practice guide is due to be published in the Summer.</i></p>
<p>10. Ensure proper coverage of tourism in the forthcoming Rural and Urban White Papers.</p>	<p><i>The Rural and Urban White Papers were published in November 2000. There are references in both White Papers to tourism, cultural, sport and media activities. The Rural White Paper explained that a rural tourism strategy is being developed by the English Tourism Council and the Countryside Agency. The strategy will be published in the spring.</i></p>
<p>11. Provide more money over the next three years to improve public transport, including more through-ticketing, better information and better facilities at interchanges, which will boost tourism.</p>	<p><i>The Spending Review 2000 provided the Department with £22,893m to spend on transport over the next three years (2001/02 to 2003/04), as set out in the 10 Year Transport Plan published in July 2000. This represents a substantial increase in funding for all sectors of transport, including public transport. For example, the allocation of £6,056m for 2001/02 is an increase of nearly 20% on the money available in the current year.</i></p> <p><i>As part of the first instalment of £180bn announced in the 10 - Year Plan, we are providing £8.4bn over the next 5 years to enable English local authorities to implement their local transport plans. Of this, £4.4bn will be available for public transport, including 28 major projects, £3bn for maintaining local highways, and up to £1bn for investment in major road schemes, including 39 major projects.</i></p> <p><i>In December 2000, DETR also published a consultation document on air transport policy, "The future of Aviation". This is the first step towards a new White Paper on air transport looking 30 years ahead.</i></p>

<p>12. Continue to focus on regeneration of coastal resorts through the Single Regeneration Budget, working with the ETC Resorts Task Force and improving bathing water quality.</p>	<p><i>The SRB will be brought into the RDAs' Single Budget from April 2002. Detailed arrangements for the transitional year 2001/02 are being considered. The outcome of Round 6 of the Single Regeneration Budget announced in August 2000 provided £172m for 35 coastal areas, including £20m to improve Blackpool's top tourism facilities. We announced in December 2000 the best ever water quality results in England. More than 95% of coastal resorts passed the Bathing Water Directive's main tests. Compliance in the UK as a whole is also at a record high of 94%. The target is at least 97% compliance before 2005.</i></p> <p><i>In November 2000, the Local Government Association (LGA) and DCMS launched "A Change of Scene", a guide that explores the role, benefits and challenges of tourism in regeneration. The guide is based upon a survey of all local authorities in England and Wales and detailed consultation with towns, cities, seaside resorts and rural areas who have successfully used tourism to bring new life to their area. It offers ideas, inspiration and issues to consider on the role of tourism can play in a comprehensive regeneration strategy. The guide looks at both the benefits and challenges of tourism, making it clear that tourism can be a driver for regeneration or a key component for a regeneration strategy but is not the sole solution. It contains 27 case studies, which share good practice, good ideas and hard-earned experience.</i></p>
<p>13. Promote the potential of the inland waterways for leisure and tourism-related use.</p>	<p><i>Waterways for Tomorrow was published on 27 June 2000 setting out the Government's policy vision for inland waterways, in particular the potential for regeneration, for tourism and enhanced leisure facilities. The paper will be followed up by a national conference in March 2001.</i></p>

<p>For the Department for Education and Employment:</p>	
<p>14. Work closely with the hospitality industry to customise New Deal provision to the needs of the industry, challenge perceptions about the industry and address skill shortages, and provide practical support for the second Hospitality Careers Festival in October.</p>	<p><i>Phase 1 of the First Choice Working with New Deal was completed at the end of September 2000 with the achievement of 1,000 New Deal placements. The success was celebrated at a Ministerial Breakfast Event attended by Tessa Jowell where she asked the industry to help formulate future plans.</i></p> <p><i>Phase 2 of the pilot initiative, extended to a variety of other locations, commenced 1 October 2000 with an aim to place another 1,500 New Deal clients into the hospitality industry.</i></p> <p><i>A hospitality specific Gateway framework has been designed in partnership with the Hospitality Training Foundation. Pilots are planned for February/March in Birmingham and London. Following evaluation the framework will be available for wider use in the Summer.</i></p> <p><i>2000 Careers Festival activity was visible in over 750 Jobcentres. Evaluation shows that the Employment Service and Springboard need to work together earlier to ensure that Festival activity reflects local labour market needs. The 2001 Festival will comprise 3 strands, Hospitality, Leisure and Tourism and Travel.</i></p>
<p>15. Ensure greater coherence in delivering post 16 learning and training opportunities for the tourism industry through setting up the Learning and Skills Council next year.</p>	<p><i>The Learning and Skills Council came into being as a Non Departmental Public Body on 1 September 2000, and will become fully operational from April 2001, taking over the education and training functions of the FEFC and 72 Training and Enterprise Councils. Significant progress has been made to set up the new organisation, including establishing the premises for the national and local offices, and setting up the necessary IT infrastructure. Work has also been underway to complete all the senior appointments, including the national Chair and Chief Executive, and the chairs and Executive Directors of the 47 local LSCs, together with over 800 board members. The next few months will see the gradual wind down of both the FEFC and TECs, with the LSC taking over the training contracts and good practice that these organisations currently exercise. It will also see the establishment of much stronger links between the LSC Board members and National Training Organisations (NTOs). We actively encouraged employers to apply for membership of local LSCs and 40% of the Board members have recent business/ commercial experience. A number of people from the tourism sector have been appointed to local LSC Boards.</i></p>

<p>16. Continue to support National Training Organisations in hospitality and tourism, including the Hospitality Training Foundation's training initiative for micro-businesses.</p>	<p><i>All National Training Organisations (NTOs) have received support for their programme of work submitted to DfEE under their Enabling Agreements 2000-01.</i></p> <p><i>Hospitality Training Foundation (HtF) is one of the larger NTOs. DfEE is supporting a substantial programme of work under HtF's 2000-2001 Enabling Agreement. Projects which will have a particular impact on micro-businesses include:- a workforce development plan, which will pick up issues of particular relevance for micro-businesses, notably around funding for short courses;- further skills forecasting work, which will have a major focus on management skills, where it is clear that there are particular issues for small and medium-sized companies.</i></p> <p><i>In addition to the work programme supported by the Enabling Agreement, HtF have submitted a bid to develop a Graduate Apprenticeship, within which Higher Education Institutions will be looking to work with small businesses in the hospitality sector. HtF will also be conducting a review of occupational standards, aiming to broaden the standards to make them more useful and accessible to small businesses.</i></p>
<p>For the Foreign and Commonwealth Office:</p>	
<p>17. Review regularly overseas visa sections to ensure they are as welcoming and user-friendly as possible.</p>	<p><i>On-going. As part of the regular round of reviews of individual overseas posts, customer service standards continue to be scrutinised, under guidance from the FCO/Home Office Joint Entry Clearance Unit (JECU). A key aim is ensuring that visa applicants are always treated fairly and courteously.</i></p> <p><i>In October 2000, the Government introduced new entry clearance procedures which will allow Entry Clearance Officers at posts overseas to issue a visa which also confers leave to enter the UK. The change should benefit travellers by streamlining entry procedures at the port of entry and replacing the old single entry visa with a new visa that allows more than one entry. The Government has also introduced a right of appeal for applicants refused a visa for family visits.</i></p>
<p>18. Work with the British Tourist Authority and other bodies (including the Department of Trade and Industry) to provide a single channel of information about the UK to persons abroad.</p>	<p><i>Well on target. With support from the British Tourist Authority, British Council, Trade Partners UK and Invest UK, the FCO has led a successful bid for Capital Modernisation Funds to create a UK portal site and on-line access points at strategic locations overseas such as British Embassies. The portal site is to be delivered in October 2001 followed by the first roll-out of "information kiosks".</i></p>
<p>For the Home Office:</p>	

<p>19. Publish a White Paper proposing to modernise liquor and public entertainment licensing law (including the “two-in-a-bar rule”), allowing more consumer choice and increasing attractiveness to visitors.</p>	<p><i>The White Paper “Time for Reform: Proposals for the Modernisation of our Licensing Laws” was published on 10 April 2000. It set out proposals for the comprehensive modernisation of liquor and public entertainment licensing laws in England and Wales. When publicising the White Paper the Home Secretary invited comments by the end of July. Over 1200 were received, and the majority supported the Government’s proposals, although some had reservations on points of detail. These are being taken into account in the preparation of the necessary legislation. Home Office Ministers have confirmed publicly that a Bill will be presented in Parliament as quickly as possible. The Home Secretary hopes to announce final decisions on the content of the legislation shortly.</i></p>
<p>20. Decide on the outcome of consultations to de-regulate Sunday dancing and restaurant opening.</p>	<p><i>On 21 December 2000, Home Office Ministers made a deregulation order ending the 220 year-old prohibition on commercial dancing on Sundays. It became law on 28 December. A separate order providing extended drinking hours on Sunday nights, where music and dancing takes place under a public entertainment licence, has been approved by the House of Commons and now awaits similar approval of the House of Lords. The second order is therefore expected to become law very shortly.</i></p> <p><i>The Home Office completed a public consultation on a proposal to deregulate restaurant hours in January 2000. The proposal would exempt premises with restaurants from the need to obtain a supper hour certificate to serve alcohol with meals for an additional hour beyond permitted hours; and would end the requirement that licensing justices may only grant an extended hours order up to 1am if the restaurant provides live entertainment. The Home Office expects to present a draft deregulation order for Parliamentary scrutiny shortly.</i></p>
<p>21. Launch a review of gambling law which will take account of the desirability of maximising the economic benefits to the UK; and meanwhile consider any scope for interim deregulation.</p>	<p><i>An independent review of gambling law and regulation was set up in 2000 and began work immediately after Easter that year. The review body, chaired by Sir Alan Budd, will report in summer 2001. In November 2000, the Home Office also published a consultation document under the terms of the Deregulation and Contracting Out Act 1994 proposing the relaxation of various restrictions on the organisation of bingo. The consultation was completed in February this year, and the Home Office now expects to lay an appropriate draft deregulation order for Parliamentary scrutiny shortly. The Home Office also anticipates publishing a consultation document by the end of March this year proposing that a regulatory reform order be introduced to deregulate the ways in which gaming machines take payment.</i></p>

<p>22. Work with the tourist industry to ease entry procedures for genuine visitors, such as some tourist groups, and consider the need for “welcome” training for immigration officials.</p>	<p><i>All Immigration Officers and Entry Clearance Officers receive dedicated training on the professional standards and behaviour required when dealing with visa applicants and visitors to the UK and on equal opportunities, human rights and race relations legislation. The Immigration and Nationality Department continues to liaise closely with the British Tourist Authority regarding immigration service training courses.</i></p>
<p>23. Consider the scope for streamlining and improving the effectiveness of fire legislation affecting hotels and restaurants.</p>	<p><i>The Home Secretary remains committed to the rationalisation and simplification of fire safety legislation. Any new legislation would simplify the existing law, repealing and consolidating existing legislation where appropriate. So far, it has not been possible to secure Parliamentary time for a Bill. Last year, the Home Office established the Fire Safety Advisory Board which brings together representatives of business, the insurance industry and trade, as well as the fire service interests, to maintain a strategic overview of fire safety matters. A working group is also examining the scope for bringing forward the desired reforms by means of an order under the Regulatory Reform Bill which was presented in the House of Lords during the current Parliamentary session.</i></p>
<p>24. Discuss with interested parties how to exploit the tourism potential of the UK’s ethnic and cultural diversity.</p>	<p><i>Following correspondence between the Home Office and the English Tourism Council, the BTA has agreed to take this forward as part of their marketing and promotional role.</i></p>

For the Department of Trade and Industry:	
<p>25. Ensure the new Small Business Service is truly customer focussed and attuned to the needs of small tourism businesses, including micro-businesses.</p>	<p><i>The SBS now has in place a business support strategy 'Think Small First', aimed primarily at Government Departments and built on a detailed understanding of small businesses' needs, including those of start up and micro businesses who have less than 10 employees. The many small businesses in the Tourism sector can only benefit from the renewed focus on providing the right environment for small firms which this strategy introduces.</i></p> <p><i>In addition, a number of business plans of the Business Link Operators (BLOs) local network have identified tourism as a priority for their areas and will be tailor services accordingly. In the medium term, the SBS will be happy to facilitate meetings between such BLOs and relevant tourism contacts.</i></p> <p><i>SBS is currently in the process of establishing strategic relationships with other government departments and the private sector to ensure that the service provided to Small and Medium Enterprises (SME) is both relevant and of the highest quality. SBS is working with DCMS to ensure that the interests of SMEs in the creative industries, sports and tourism sectors are reflected in our service.</i></p> <p><i>SBS expects to launch the Business Link Information and Advisory Service (the Gateway) comprising both a website and a call centre, in early April. The service will evolve over time, learning from the feedback of customers.</i></p>
<p>26. Encourage the tourism industry to make full use of UK online for business (formerly known as the Information Society Initiative) to promote uptake of e-commerce amongst small firms including using the UK online for business network of advisers and marketing the e-commerce awards to the industry.</p>	<p><i>Now part of the wider 'UK online' campaign, UK on line for business has been backed with an extra £10 million this year and a further £15 million committed over the next 2 years. Extra finance is being focussed to support additional advisory capacity by recruiting 100 extra advisers into our advisory network, boost awareness and marketing activity including a multi-channelled Partnership Programme to enhance ways in which SMEs in all industry sectors can be reached.</i></p> <p><i>We have already placed a number of articles in the travel and tourism trade press and have made a series of award winning publications on a wide range of e-commerce issues, as well as a series of e-commerce case studies specifically in this sector.</i></p>

<p>27. Work closely with the tourism and hospitality industry under the Industry Forum Adaptation Scheme to develop a new bench-marking project to exchange information on good industry practice.</p>	<p><i>The Industry Forum programme aims to transfer best practice, through access to practical support, involving the training of company personnel in the working environment. Developed in the automotive industry, various sectors now have their own Industry Forum programme based on the automotive model. The proposals aim to improve quality, productivity and competitiveness in this sector. Officials in DCMS and DTI have worked closely on this with industry representatives and a final bid will be made shortly.</i></p> <p><i>Officials in DCMS are also working with the SBS, their contractors and representatives of the hospitality and leisure sector to develop the Benchmark Index and the CONNECT series of best practice CD-ROMS for the hospitality and leisure sector. A pilot will be launched in May.</i></p>
<p>For the Department for Culture, Media and Sport :</p>	
<p>28. Provide funds under round 2 of the Invest to Save Budget for a pilot project to help small tourism businesses to use new technology to communicate with central and local government and each other.</p>	<p><i>A business-to-business extranet has been developed for the Lizard Peninsula Tourism Association (LPTA). The extranet provides:</i></p> <ul style="list-style-type: none"> <i>· all tourism businesses in the area with access to government and regulatory information, and links to sources of local, regional and national expertise, plus the facility for businesses to join LPTA online.</i> <i>· LPTA members access to a range of services including a bulletin board, an image library, details of the Association's business and tools for LPTA members to maintain data on their business.</i> <i>· facilities to co-ordinate the content of the site and manage the membership database and activities.</i> <p><i>The programme to encourage tourism related businesses in the Lizard Peninsula to make full use of the facilities available on the extranet is now well underway.</i></p>
<p>29. With the Department of Trade and Industry discuss with relevant bodies implementation of the recommendations of the Tourism Consumer Group on improving price transparency in hotels, and in particular will consult on proposals to modernise the Tourism (Sleeping Accommodation Price Display) Order 1977.</p>	<p><i>Implementation by the hotels industry of recommendations on hotel telephone charges, handling complaints and cancellation charges is nearly completed. Initial consultation on review of the 1977 Price Display Order ended on 31 October 2000. The next stage will be a Ministerial decision on whether to propose to revise the Order.</i></p>

<p>30. Support the English Tourism Council, the AA and the RAC in bringing more properties within the voluntary inspection schemes to secure accommodation quality.</p>	<p><i>The ETC/AA/RAC quality assurance standards for hotels and guest accommodation have been strongly endorsed and widely promoted by DCMS Ministers, in order to increase awareness and take up of the scheme. Targets relating to this have also been included by DCMS in the ETC's Funding Agreement and the one being drawn up with the new London Mayor.</i></p> <p><i>In addition, the ETC has been supported by Ministers in its successful launch of 'Stepping Stones' (an interim inspection system aimed at encouraging establishments to raise standards to the basic entry point to the main scheme.) Ministers are also promoting the new schemes launched for holiday parks and self-catering establishments. Almost all of the accommodation sector now has new quality assurance standards.</i></p>
<p>31. Report on the outcome of the Summit to the Tourism Forum on 18 April and publish a report, subject to consulting other Departments.</p>	<p><i>Report made to Tourism Forum on 18 April 2000 and published. Summary leaflet published in June 2000 following clearance by Departments. Further progress report presented to the Tourism Forum on 21 November 2000.</i></p>

TOURISM STRATEGY

15 Action Points

ACTION	PROGRESS
* a blueprint for the sustainable development of tourism to safeguard our countryside, heritage and culture for future generations	ETC Action Plan and set of National Statistical Indicators to be published in first half of 2001. ETC 'one stop shop' web-site www.wisegrowth.org.uk went live in October 2000. Rural and Urban White Papers published in November 2000. ETC/CA Rural Tourism Strategy to be published in first half of 2001.
* initiatives to widen access to tourism for the 40% of people who do not take a long holiday	ETC research into holiday non participation has found that only 14% of adults do not take any holiday, for a wide variety of reasons. They will continue to publicise what is available and to develop new products for untapped markets. In November 2000 ETC published "Accessible Britain 2000/01", a practical travel guide for people with disabilities. They are currently developing a website to promote access within the tourism industry.
* more money for a more focussed and aggressive overseas promotion programme to bring in more overseas visitors	The Government has granted the BTA an extra £5 million over the period 1999-2000 to 2001-2002 and last year confirmed funding at the present, higher, level for the period 2001-02 to 2003-04. The BTA now has a target to increase from £27 in 1998-99 to £30 in 2000-01 its return on investment of each £1 of grant-in-aid.
* new Internet systems to deliver more worldwide tourist bookings for Britain and to provide information on attractions and travel options	The BTA is on course to launch 40 new websites - for countries where it is active or has an information service. 25 are already live. Some RTBs now have IT strategies and most regional websites now link to national product databases. Pilot project launched in Cumbria in May 2000. to integrate transport and accommodation data
* new computerised booking and information systems to make it easier for people to book accommodation and travel	The ETC is promoting <i>Impact Through IT</i> - guidelines for tourism organisations on the use of destination management systems. ETC is also working to secure compatibility of data between different systems. BTA's <i>VisitBritain</i> website now offers on line booking or e-mail enquiry facilities for some hotels and some local pilot schemes are underway
* a major careers festival and image campaign to raise the profile and promote the image of careers in the hospitality industry	Second Careers Festival held 2-8 October 2000. Over 700 organisations participated in the festival hosting over 1,000 events, reaching over 150,000 people. 3 rd Festival planned for October 2001.
* a hospitality industry programme to sign up 500 employers to work towards Investors in People standard to help raise the quality of training in the industry	The Hospitality Training Foundation led a successful Sector Challenge campaign to sign up 100 hospitality SMEs to Investors in People. 2300 hospitality organisations have signed up to Investors in People by 24 December 2000.

<p>* a new strategic national body for England to provide leadership to the English tourism industry</p>	<p>The English Tourism Council(ETC) was launched in July 1999 with a far more strategic remit, focussing mainly on research, quality issues, best practice and advocating sustainable tourism to the industry. It has reconstituted the industry Tourism Forum; set up Task Forces to report early in 2001 on key issues like: transport, sustainable tourism and resort regeneration (reported 27 February); introduced new outcome focussed funding agreements with the Regional Tourist Boards; introduced an England brand; and made progress on other issues including these Action Points.</p>
<p>* a new grading scheme for all hotels and guest houses to give holiday makers and business travellers consistent quality they can rely on</p>	<p>The ETC, together with the AA and the RAC, launched the new quality standards to consumers on 13 September 1999. The number of establishments participating in the scheme is now over 50% and continues to increase. The ETC has also launched grading schemes for caravan parks and self-catering accommodation, as well as a scheme called ‘Stepping Stones’ to help raise standards in areas with lower quality accommodation.</p>
<p>* new targets for hotel development in London and a further £4.5 million for marketing to exploit its potential as a premier location for business travellers and holiday makers and as a gateway to Britain</p>	<p>Having agreed to a further £1.5 million for the overseas promotion of London for 2001/02 the Government will have fulfilled the commitment to invest £4.5 million for the period 1999-2000 to 2001-02. Hotel targets are on schedule. The GLA takes over responsibility for the promotion of tourism in London from April 2001.</p>
<p>* more integrated promotion of our wonderful cultural, heritage and countryside attractions to enable visitors to enjoy the full range of what Britain has to offer</p>	<p>More integration taking place in regional & local destination marketing , and new BTA promotions will help meet this objective. RTBs supporting work on regional & local cultural strategies. BTA coordinates UK Culture and Tourism Group to share experiences and good practice in cultural tourism</p>
<p>* the development of innovative niche markets, such as film tourism and sports tourism, to unlock the full potential of Britain’s unique cultural and natural heritage</p>	<p>ETC has completed research on potential niche markets, and will be working on market development strategies for the best markets identified. BTA Movie map was launched in July 1999. “<i>Green Britain</i>” map launched in September 1999. BTA launched the sports tourism strategy in January 2000. Gardens map launched November 2000.</p>

<p>* encouraging the regeneration of traditional resorts to allow leisure and business visitors to enjoy high-quality amenities and services</p>	<p>The Government has reflected the needs of resort areas in the new Objective 2 Structural Fund and Assisted Areas maps and also in Single Regeneration Budget awards. Those resorts suffering from the worst deprivation are in a position to benefit from the Neighbourhood Renewal Fund and those in the poorest regions now have access to Objective 1 money. During her Seaside 2000 tour, Janet Anderson announced that Lottery grant distributors would be encouraged to find ways of improving the current low take-up in resort areas. The ETC is undertaking research, including on best practice; its report on resort regeneration was published on 27 February 2001 and recommended ways in which national, regional and local Government or agencies can help resorts to develop sensible, effective regeneration plans.</p>
<p>* more central government support for the regions to give each part of the country better resources to develop their own identity and strengths</p>	<p>Creation of ETC freed more money to go to RTBs. ETC introduced a new RTB funding system based on regions submitting bids; this allows allocations to be based on merit.</p>
<p>* a high profile annual Tourism Summit bringing together industry and government to monitor progress, plan future action and keep all sides working in partnership towards the same objectives</p>	<p>Held on 1 March 2000. Second Summit to be held on 6 March 2001.</p>