

NCC Visitor Economy Framework

12 Month Review



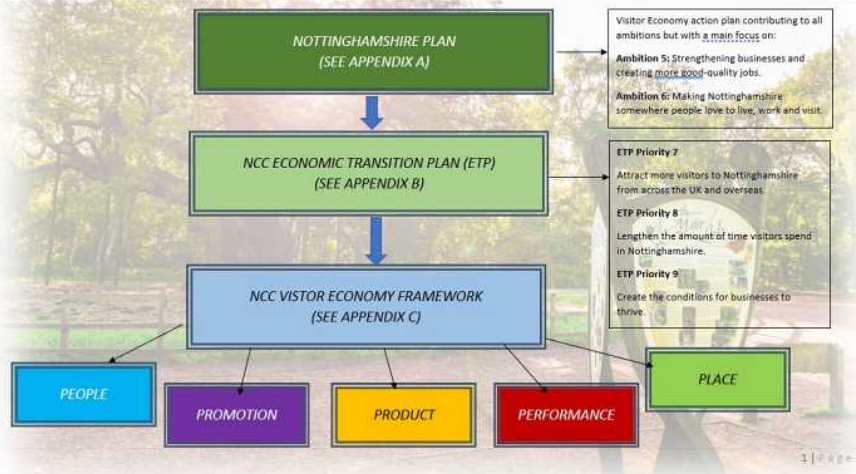
**Nottinghamshire
County Council**

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VEF and Action Plan

NCC Visitor Economy Action Plan 2023

Purpose of this document: This action plan has been produced in conjunction with the revised Visitor Economy Framework 2022. Its purpose is to outline the actions NCC will take to accomplish the aims and ambitions set out in the NCC Visitor Economy Framework 2022.



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County Council**

VEF 12-month Review

Agreement With Marketing Nottingham & Nottinghamshire (Visit Notts)



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VEF 12-month Review

Collaborative Relationships



Mansfield
District Council



Bassetlaw
DISTRICT COUNCIL
— North Nottinghamshire —



Broxtowe
Borough
COUNCIL



Ashfield
DISTRICT COUNCIL



Nottingham
City Council



Rushcliffe
Borough Council



**NEWARK &
SHERWOOD**
DISTRICT COUNCIL

Gedling
Borough Council



Nottinghamshire
County Council



Nottinghamshire
County Council

VEF 12-month Review

Local Visitor Economy Partnership



A photograph of a forest scene with sunlight filtering through the trees, creating a warm, golden glow. The sun is positioned in the upper center, casting long, soft rays across the forest floor and through the branches. The trees are tall and slender, with green foliage. The ground is covered in a dense layer of green ferns and other forest floor vegetation. A semi-transparent white rectangular box is centered over the image, containing the text "Forest Corner".

Forest Corner



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VEF 12-month Review

Business Support/Training



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VEF 12-month Review

Sport as a Spectacle



Event	Sport	Date	Location
UK Inter Cross Country Championships	Running	March	Wollaton
EIHL Playoff Finals Weekend	Ice Hockey	April	Motorpoint Arena
Rothesay Nottingham Open	Tennis	June	Nottingham Tennis Centre
Touch Rugby World Cup	Touch Rugby	July	University of Nottingham Trent Bridge Cricket Ground
Test Cricket	Cricket	July	National Water Sports Centre
British Rowing Club Championships	Rowing	July	University of Nottingham
British Transplant Games	Athletics	August	Nottingham
Robin Hood Half Marathon	Running	September	Wollaton
Archery GB Nationals at Wollaton	Archery	September	



Visitor Economy Data

Nottinghamshire Visitor Economy	2019(pre-pandemic)	2021	2022
Value	£1.97billion	£1.7 Billion	£2.05billion
Volume (Visitor numbers)	33 million	28.3 million	32.97million
FTE Jobs	23,179	18,224	20,522

Source: STEAM data