

## Annex One: The Lancashire and Blackpool Tourist Board Destination Management Plan Local Authority Activity

Local Authority Activity Blackburn with Darwen Borough Council Proposed Tourism Support Activity	
	<a href="http://www.blackburn.gov.uk">www.blackburn.gov.uk</a> ; <a href="http://www.visitblackburn.co.uk">www.visitblackburn.co.uk</a>
<b>Blackburn Town Centre Strategy (Inc Leisure and Evening Economy Strategy)</b>	2010-2115
<b>Blackburn town Centre Marketing Strategy</b>	2008 – 15
<b>Darwen Town Centre Strategy</b>	2004 -2010
<b>Blackburn and Darwen Town Centre Business Plans</b>	2010-2011
<b>LSP LAA and Corporate Performance Agreement</b>	
<b>Developing Vision for 2030 for Blackburn with Darwen</b>	
<b>Other relevant local strategies/frameworks</b>	
Cathedral Quarter SPD Great goals – Local Enterprise Growth Initiative Elevate – Housing Regeneration Strategy Pennine Lancashire Transformational Agenda Lancashire Economic Strategy Regional Economic Strategy Pennine Lancs Integrated Economic Strategy Pennine Lancs MAA	

Continuing Provision	Forward Programme
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Providing 1 fully staffed Visitor Centre, 1 information center in Darwen and 2 countryside Visitor Centres.</li> <li>• Continue to equality proof the service to ensure widest accessibility</li> <li>• Continue exhibitions programme at Blackburn Visitor Centre to support visitor economy and town centre masterplan scheme.</li> <li>• Partner in LBTB Taste Lancashire promotions.</li> <li>• Produce annual visitor guide.</li> <li>• Maximize opportunities in partner publications and websites.</li> <li>• Support visit websites and regularly update BwD product and services through visitlancashire.com</li> <li>• Compile annual and monthly Borough events diary.</li> <li>• Continue to Increase income generation opportunities through Visitor Centre retail for sustainability of visitor services.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate LBTB Marketing Strategy into the Visitor Centre Offer, promoting themes, events and initiatives in the 'shop window', and supporting with the retail strategy</li> <li>• Improve communications with VE businesses to promote opportunities and initiatives.</li> <li>• Develop a 3 year business plan for the development, delivery and sustainability of visitor services.</li> <li>• Continue to look at opportunities for wider visitor information, eg Turton Tower, Darwen, Museum etc</li> <li>• Relaunch improved visitblackburn website after merging with visitblackburnwithdarwen,</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Focus on quality and 'Top tens' for Blackburn and Darwen</li> <li>• Continue to establish visit website and create linkages with Lancashire, regional and national websites.</li> <li>• Participation in themed LBTB campaigns as appropriate.</li> <li>• Promote local food offer and link into regional and national incentives,</li> <li>• Deliver 2010/11 B &amp; D town centre campaigns as art of the delivery of the Business Plans.</li> <li>• Update visitor maps and orientation signage in Blackburn Town Centre as necessary.</li> <li>• Support the PLFF and other PL initiatives</li> <li>• Continue to support the development of the West Pennine Moors</li> <li>• Continue to work corporately across the council and private sector to ensure promotions are as integrated and as effective as possible</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Work more closely with the private sector to support initiatives, particularly around clusters and themes, eg for night time economy.</li> <li>• Deliver MLA artists project in Blackburn Town Centre, public art initiatives and the Empty Shops Initiative in Blackburn and Darwen Town Centres</li> <li>• Work with NW Film Partnership to encourage the location for filming.</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Maintaining support for 135 local tourism businesses and organizations.</li> <li>• Continue to explore ways to develop Blackburn Museum and Art Gallery</li> <li>• Develop key venues, increase attendance, profile and reach of the Pennine</li> </ul>	<ul style="list-style-type: none"> <li>• Witton Park Masterplan Implementation <ul style="list-style-type: none"> <li>• Lottery funded (£600k) large adventure playground with play rangers for 8-12 years opening March 2010</li> </ul> </li> </ul>

<p>Lancs Food Festival and local food products for Blackburn and Darwen attractions and venues.</p> <ul style="list-style-type: none"> <li>• Promote Whalley Range Bazaar as a new and exciting visitor destination.</li> <li>• Promote enhanced West Pennine Moors bridleway links and continued development of Bolton Feeder Route.</li> <li>• Promote the wide range of parks in Blackburn and Darwen</li> <li>• Work to develop a programme for Turton Tower linked with WPM group and footpath improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Car Park improvements undertaken</li> <li>• Visitor Centre Development in partnership with Myerscough College completed Easter 2010</li> <li>• New All weather Pavillion replaced</li> <li>• New Athletics facilities including spectator stand and facilities planned 2012</li> </ul> <ul style="list-style-type: none"> <li>• Work to support attractions and businesses through the recession .</li> <li>• Develop WPM Walking and Riding Festival</li> <li>• Support the promotion and development of the independent shopping sectors in both town centres</li> </ul>
<ul style="list-style-type: none"> <li>• Celebrate Blackburn Festival</li> <li>• Pennine Lancs Festival of Food and Culture</li> <li>• Town center Christmas events</li> <li>• West Pennine Walking and Riding Festival</li> <li>• Work on improving and extending corporate programme</li> <li>• Outdoor promenade theatre season</li> <li>• King George's Hall major opera/ballet and classical music seasons</li> <li>• Comedy Festival</li> <li>• Promote high quality programme of events for Blackburn Cathedral.</li> <li>• Support developing events programme for Witton Park and Turton Tower</li> </ul>	<ul style="list-style-type: none"> <li>• 10k Jane Tomlinson Pennine Lancashire Race</li> <li>• Continue to develop comedy festival and widen to whole Borough participation across the private sector and outside venues.</li> <li>• Continue to develop a strong events programme for Blackburn and Darwen Town Centres</li> <li>• Support WPM event development with LCC and other partners</li> <li>• Support new Pennine Lancs events and look for opportunities for joint working across the patch</li> <li>• Potential Soap Box Derby in Darwen</li> </ul>
<p><b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b></p>	
<ul style="list-style-type: none"> <li>• New gateway signage including brown signs for Blackburn Town Centre in place</li> <li>• Continue to implement the town centre movement strategy to improve visitor experience in Blackburn Town Centre</li> <li>• Continue to support the development of West Pennine Moors infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• New multi storey car park in Blackburn Town Centre – open March 2010</li> <li>• Start to deliver £70 million Cathedral Quarter development in Blackburn Town Centre including Cathedral precinct and new hotel(s) development in 2010.</li> <li>• New public realm improvements on King William Street, Blackburn Town Centre to create a family friendly area.</li> <li>• Public realm improvements to the Bus Interchange in front of Blackburn Rail Station to create a welcoming gateway</li> <li>• New Blackburn Town Centre pedestrian signage strategy to be implemented.</li> <li>• New Blackburn Town Centre Strategy April 2010.</li> <li>• 3 year business plans for Blackburn and Darwen Town Centre</li> </ul>

	<ul style="list-style-type: none"> <li>• New £13 million Leisure Centre opening in Darwen January 2010.</li> <li>• New Farm attraction opening on the West Pennine Moors</li> <li>• Implement new Childsafe Initiative in Blackburn Town Centre</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Continue to support and promote local and regional tourism incentives for business</li> <li>• Support and encourage Taste Food and Drink accreditation scheme – focus on geographical clusters</li> <li>• Develop links between creative industries and tourism.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Assist product and business development in Blackburn and Darwen.</li> <li>• Support development of Turton Tower as a visitor attraction and look at visitor destination potential to link with existing and new developments in the West Pennine Moors, , eg Go ape.</li> <li>•</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Develop the 5k race and cycle race in Blackburn Town Centre as important regional events</li> </ul>	<ul style="list-style-type: none"> <li>• Work with JJB Soccerdome to look at joint opportunities and promotional activity</li> </ul>

**Local Authority Visitor Economy ‘Champion’:** *Clare Turner, Town Centre Regeneration Manager*

Cabinet/Elected Member Lead for Visitor Economy: Councillor Alan Cottam, Executive Member - Regeneration

Local Authority Visitor Economy Director/Officer: Andrew Lightfoot, Deputy Chief Executive

<b>Local Authority Activity</b>		
<b>Blackpool Council Proposed Tourism Support Activity</b>		
<b>Visitor Economy/Tourism Strategy</b>	2006-2010	www.visitblackpool.com
<b>Cultural Strategy</b>	2006-2012	www.blackpool.gov.uk
<b>Other relevant local strategies/frameworks</b>		
Regeneration Framework Marketing Strategy Heritage Strategy Events Strategy Conference Feasibility Study Skills Strategy Town Centre Strategy LEGI Report Local Development Framework Blackpool Airport Development Plan Sustainable Communities Strategy Local Area Agreement Multi Area Agreement	Establishment of a new Marketing Company for Blackpool in 2010	

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Provision of one fully staffed TIC (Clifton Street) open 6 days a week all year and a 7-day operation in place between May and November.</li> <li>• All visitBlackpool staff attended the Welcome to Blackpool course.</li> <li>• Destination Guide, will be developed, this is a refreshed Holiday Guide and will contain tailored advertorial to Lancashire, Blackpool and the Fylde Coast.</li> <li>• A new style Short Breaks Guide to be published called 48hrs guide to Blackpool and an online version to be available.</li> <li>• Conference Guide</li> <li>• E-commerce via visitblackpool.com</li> <li>• Development of new visitBlackpool website to increase social media, blogging activity etc.</li> <li>• Public holiday exhibitions and shopping centre promotions</li> </ul>	<ul style="list-style-type: none"> <li>• The TIC will eventually relocate as part of the new Tower Festival Headland in 2011.</li> <li>• Development of 'new' thematic brochures in addition to the Destination and 48hrs guides.</li> <li>• Development of new merchandise for the TIC</li> <li>• Continual development of the website and e-campaigns.</li> <li>• Mini Guides, in a range of languages, to be priced and produced.</li> </ul>

<ul style="list-style-type: none"> <li>• Access Guide “Disabled Go” website</li> <li>• Greater emphasis on the visitblackpool.com brand</li> <li>• Implementation of an Ambassador scheme – enhancing the visitor welcome</li> <li>• Dressing the town with banners</li> <li>• Welcome to Blackpool</li> <li>• Development of free WiFi in key areas of the resort</li> <li>• Investigation of Bluetooth technology</li> </ul>	
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Production and launch of new style Destination Guide</li> <li>• 48hrs Guide</li> <li>• Marketing Opportunities developed to attract more stakeholder engagement and increase revenue</li> <li>• Bedroom Browser for Hotels to be developed in conjunction with external partner</li> <li>• Partnership Marketing</li> <li>• Greater emphasis on proactive PR Radio advertising to promote the events.</li> <li>• Greater promotion of events programme</li> <li>• Continuation of Theatre Liaison Group and BAFA (Blackpool Association of Family Attractions).</li> <li>• A coordinated approach to the promotion of ‘Blackpool’ and the ‘visitBlackpool’ brand to be implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to explore links with Tourist Board where possible</li> <li>• Further exploration to take place in relation to software packages, which are used to generate bookings for businesses in the town.</li> <li>• To support the existing events schedule.</li> <li>• Blackpool Marketing Consortium consisting of public and private sector partners; Blackpool Theatre Liaison Group; Blackpool Association of Family Attractions group; “</li> <li>• Production of a ‘better’ press pack for media use</li> <li>• Development of Heritage trails</li> <li>• Development of a bars/ restaurant group</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Utilising small visitor attraction forum and Tourism Forum for standard promotional messaging.</li> </ul>	<ul style="list-style-type: none"> <li>• Assist and facilitate attraction involvement via BAFA.</li> </ul>
<b>Events</b>	

NWDA funding comes to an end in March 2010. The year round programme will still see the following themes being delivered.

- **Comedy** - Building on Blackpool's rich and diverse roots in comedy and as a breeding ground for a national talent, plus Blackpool is home to the National Theatre of Variety.
- **Dance** - Blackpool has two of the finest ballrooms in the world and plays host to a number of national and international championships. Coupled with the huge success of Strictly Come Dancing, Blackpool plans to capitalise on this and truly earn the title "Dance Capital of the World". The festival 'out2dance' was launched in May 2009 and will return in 2010 (albeit a smaller version due to lack of space available as part of the regeneration works). United Dance Organisation will also continue with its event in August time.
- **Beach Sports** – Kite Surfing to continue, though possibly not in August. The organizers are looking to move this to the beginning of October for 2010.
- **Gay Pride** - A Celebration of Diversity – event to celebrate Blackpool's reputation as the gay entertainment capital in the UK.
- **Showzam** - A Festival of Magic, Wizardry, Illusion and Cirque. Building on the well established International Magicians' Convention and broadening the event to capitalise on Blackpool's heritage and culture of circus. Showzam is approaching its 3<sup>rd</sup> year and is proving to be hugely popular with residents and visitors alike
- **Fire & Light** - Blackpool Festival of Fire and Light/Return of the Sun – a programme of events commencing with Ride the Lights followed by the big Switch-on weekend, but also to include World Fireworks Championships, Festival of Light and a series of multi-cultural events.
- **Armed Forces Week** – This event will also continue.
- **Air Show** – The ever popular Air Show will continue in August. A proven success, this event saw approximately 100,000 spectators witness the fantastic display from the new promenade.
- **Cycling Events** – Due to Blackpool's new found cycling status, a number of events have been welcomed to Blackpools calendar. These include British Cycling Week in June, engaging visitors and residents and also the Tour of Britain in September.

- A new bid to the NWDA for continued funding has been declined. Blackpool Council will therefore look to continue the programme developed as much as possible.
- The aim is to build on the current events programme utilising the new Tower Festival Headland, due to be ready for use in 2010.
- Development of two new events themes one being Food and Drink and the other Music.

**Infrastructure (Public Art, Car Parking, Public Realm, Toilets)**

<ul style="list-style-type: none"> <li>• <b>Remodelling of the Seafront</b> - links to, and is driven by, the timing of a major Sea Defence replacement project. Projects within the plan, therefore, include: <ul style="list-style-type: none"> <li>➢ Seafront substantially complete</li> <li>➢ Works continue to dress the parades, St Chad's and Waterloo Headlands and of course the Tower Festival Headland.</li> <li>➢ The introduction of attractions onto the headlands to give the promenade the "wow" factor.</li> </ul> </li> <li>• <b>Talbot Gateway</b> will be a mixed development of a major access point to the north of the town centre incorporating a major transport interchange (including the main railway station), together with offices, residential, leisure and retail linking into the core town centre. The scheme will be predominantly led and funded by the private sector and the development agreement has now been signed with building due to commence in 2011. The planning application was submitted in Dec 2009</li> <li>• The <b>Central Station</b> development is based on the Southern edge of the town centre, with a promenade frontage is expected to house high quality leisure attractions with associated retail. This is a key driver of the regeneration process and, like the Talbot Gateway, will be predominantly private sector led in accordance with the regeneration framework. The council is currently considering a proposal for a large scale snow based attraction. This feasibility study will be completed by the end of 2010.</li> <li>• The <b>Town Centre Schemes</b> will improve the physical appearance of key town centre locations, linking into the developments at Talbot Gateway and Central Station. A Town Centre strategy will determine this work. St John's and Brilliance have now been completed and further phases will be determined by the Town Centre Strategy.</li> <li>• Illuminations – The illuminations collection will move to a new depot early 2010. This will allow access to the archive for the first time. 'Brilliance' is now completed and operational and has been augmented building projections and an enhanced Christmas lighting show.</li> <li>• <b>Central Corridor Phase 2</b> scheme has been developed and is open for use</li> </ul>	<ul style="list-style-type: none"> <li>• Renewing the Tramways</li> <li>• Highway Improvement</li> <li>• A new State of the Art TIC</li> <li>• Coach operator research</li> <li>• Coach host scheme to be developed</li> </ul>
<p><b>Cluster development and local business support</b></p>	

<ul style="list-style-type: none"> <li>• Implement Visitor Economy Strategy Action Plan</li> <li>• Continue to work with LBTB on the LEGI business first initiative to offer business support, personal development and relevant services in the tourism, hospitality and creative industries sectors</li> <li>• Further cluster development and joint cluster activity</li> <li>• Work with Tourist Board and VisitBritain to increase number of businesses in national accreditation quality scheme</li> <li>• Production of a New Beginnings and Exit Strategy booklets for those new and leaving the sector.</li> <li>• Workshops with Lancaster University incorporating all financial aspects, including break-even analysis and benchmarking tool.</li> <li>• Introduction of software to assist with food costings and tariff calculations.</li> <li>• Closer working relationships with Blackpool Airport.</li> <li>• Tie in to business simplification through Business Link</li> <li>• BlackpoolUnlimited.com brand and website has been launched</li> <li>• Development of new VE approach to business support under LEGI</li> <li>• Customer Care project leading to seaside ambassador programme has been implemented and will continue</li> </ul>	<ul style="list-style-type: none"> <li>• £3m loan fund available for qualifying leisure businesses</li> <li>• Welcome to Blackpool</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• <b>Retail</b> – The opening of Hounds Hill Shopping Centre in 2008 has proven to be a great success</li> <li>• Continuation of work with Business Improvement Districts (BID)</li> </ul>	

**Local Authority Visitor Economy ‘Champion’:**

Cabinet/Elected Member Lead for Visitor Economy:

Local Authority Visitor Economy Director/Officer:

***Alan Cavill, Asst. Director of Enterprise and Business Development***

Councillor Maxine Callow, Cabinet Member for T&R

Helen France, Executive Director of Tourism & Regeneration

<b>Local Authority Activity</b>		
<b>Burnley Borough Council Proposed Tourism Support Activity</b>		
<b>Visitor Economy/Tourism Strategy</b>	2006 to 2016	www.burnleytourism.co.uk
<b>Burnley Arts and Cultural Action Plan</b>	2009 to 2012	www.burnley.gov.uk
<b>Other relevant local strategies/frameworks</b>		
Burnley's Future – The Community Plan 2007 - 2017 Economic Development Strategy Sports Strategy 2004 – 2009 Weavers' Triangle Masterplan Elevate – Housing Renewal Strategy Great Goals Local Enterprise Growth Initiative Town Centre Public Realm Strategy Town Centre Masterplan Burnley Branding Strategy		

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Providing one member of staff for Burnley Information Centre, which is open six days a week (Monday – Saturday).</li> <li>• Sales of bus and coach tickets</li> <li>• Sales of gifts and souvenirs and looking at other opportunities for income generation.</li> <li>• Distribution of local guides and leaflets</li> <li>• Update of Burnley website <a href="http://www.visitburnley.com">www.visitburnley.com</a></li> <li>• Update of Burnley information on LOIS</li> <li>• Maintaining regular contact with the attraction and accommodation sectors.</li> <li>• Production of annual visitor and accommodation guide.</li> <li>• Production of annual events guide.</li> <li>• Production of Walking, Cycling and Riding Guide</li> <li>• Updating of groups guide</li> <li>• Production of other relevant promotional print</li> </ul>	<ul style="list-style-type: none"> <li>• Refurbishment of the TIC with the help of funding from the Visitor Information Infrastructure Scheme and Lancashire and Blackpool Tourist Board.</li> <li>• Review the role of the TIC and make any changes necessary to improve the service offered to customers.</li> <li>• Installation of TIP's at various locations throughout Burnley and Padiham – 3 year programme.</li> </ul>

<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Production of various brochure and guides including the Burnley Visitor and Accommodation Guide and the Burnley Events Guide.</li> <li>• Continuing to update and develop the Burnley tourism website <a href="http://www.visitburnley.com">www.visitburnley.com</a> .</li> <li>• Work with Burnley Tourism Group to promote and market Burnley.</li> <li>• Work with tourism partners within East Lancashire on the re-branding of the area as Pennine Lancashire.</li> <li>• Work with LBTB on the relevant thematic promotions especially Living Legends, Country Escapes and Taste Lancashire.</li> <li>• Attendance at exhibitions and trade shows including GDOF and OS Outdoor Show.</li> <li>• Ensuring a presence for Burnley and Padiham on the Industrial Powerhouse website and continued working with the Lancashire Heritage Attractions Network.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing to develop <a href="http://www.visitburnley.com">www.visitburnley.com</a> and links with LOIS</li> <li>• Promoting the Burnley Way and other walks in the borough and continuing to support the work of the Woodlands Officer in developing Burnley's countryside.</li> <li>• Working on the Visitor and Accommodation Guide and Events Guide etc., for 2010.</li> <li>• Working with events organisers to support and promote their events locally, regionally and nationally .</li> <li>• Organising familiarisation visits for groups and TIC staff during spring / autumn 2009.</li> <li>• Working with other Pennine Lancashire Authorities to ensure the Food and Drink Festival is successful across the whole area.</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Continue to work with the Burnley Tourism Group - meetings held quarterly - including linking with the LBTB in their support for tourism groups.</li> <li>• Work with individual attractions on promotions, events and new developments.</li> <li>• Development of further packages for the groups market.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing support for private, public and voluntary sector attractions.</li> <li>• Promotion of the Burnley Panopticon 'The Singing Ringing Tree' and other public art projects and events.</li> <li>• Work on promoting the countryside attractions of Burnley including the new walking and cycling routes, the Heritage and Woodland Festival and the South Pennines Heritage Area.</li> <li>• Continuing to support the Blue Plaque scheme in Burnley to include walking trails around the sites.</li> <li>• Supporting the Weavers' Triangle Masterplan and the redevelopment of this historically important area of the town.</li> <li>• Work with Padiham town council on developing the tourism offer of Padiham.</li> <li>• Work with Burnley Football Club on developing their tourism offer and supporting the re-development of the ground.</li> <li>• Support for and promotion of any new developments in the area including the re-development of Moorhouses Brewery (opening 2010), the Burnley Forest Park and the re-development of the town centre.</li> <li>• Support for and promotion of the new Padiham Linear Park.</li> </ul>

<b>Events</b>	
<ul style="list-style-type: none"> <li>• Burnley Balloon Festival</li> <li>• Burnley Walking Festival</li> <li>• Burnley Community Festival</li> <li>• Heritage Open Days</li> <li>• Heritage and Woodland Festival</li> <li>• Burnley Blues Festival</li> <li>• Classic Car Show</li> <li>• Pennine Lancashire Festival of Food and Culture</li> <li>• Burnley and Padiham Town Centres Christmas Lights Switch-On</li> <li>• Maintaining and updating the events pages on both the Burnley website and LOIS</li> <li>• Production of an annual events guide – a full listing of all of the major events in the town.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to develop existing events and to help with the development and promotion of new events in 2009.</li> <li>• Offer ticket sales through the TIC whenever possible.</li> <li>• Work with Town Centre Management on the promotion of the town centre events including the development of the continental market and the return of the Pot Fair.</li> <li>• Work with Towneley Hall to develop a classical music concert in the park</li> <li>• Marketing support for a number of horse riding events in the borough</li> <li>• Work with Green Spaces and Amenities to promote the events in the borough's parks from brass band concerts to outdoor theatre.</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Towneley Hall</li> <li>• Burnley Mechanics</li> <li>• Burnley Tourist Information Centre</li> <li>• Digital Technology Park including conference and meeting rooms</li> <li>• St. Peter's Health and Leisure Centre</li> <li>• The Singing-Ringing Tree and other public works of art</li> <li>• UCLAN/ Burnley College - includes conference and meeting facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing work on the Forest of Burnley including new walking and cycling routes, continual improvements to existing walks and trails and further forestry works.</li> <li>• Supporting the Weavers' Triangle Masterplan and the Pennine Squared project.</li> <li>• The Curzon Square town centre development due to begin in 2010.</li> <li>• Support for each stage of the Towneley Park Restoration project (a Heritage Lottery funded project) to be completed in 2010.</li> <li>• Review the tourism signage across the borough.</li> <li>• Implementing a 'coaches welcome' scheme throughout Burnley.</li> <li>• Supporting the work being carried out on developing and promoting Padiham Linear Park.</li> <li>• Supporting and promoting the 'Big Art Project' and other new public art schemes.</li> <li>• Newlands – Burnley Forest Park, a 120 hectare forest park extending for 3km in length.</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Implement the Burnley Visitor Economy Strategy 2006 – 2016</li> <li>• Offer advice and support to local tourism businesses</li> <li>• Close working relationship with Burnley Tourism Group</li> <li>• Work with and support Burnley Hoteliers Group</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing to support local tourism businesses</li> <li>• Use of STEAM and other market research to inform the direction of tourism in Burnley</li> <li>• Weavers' Triangle Masterplan</li> </ul>

	<ul style="list-style-type: none"> <li>• Town Centre Masterplan</li> <li>• Work with the new Holiday Inn Express and existing accommodation providers to attract visitors to stay in Burnley.</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Work on signposting and interpretation in the town centre.</li> <li>• Joint working with sports marketing to promote St. Peter's Centre, Spirit of Sports Centre and other sporting initiatives in Burnley to visitors.</li> <li>• Working with Arts Development to market arts activity in the borough</li> </ul>	<ul style="list-style-type: none"> <li>• Offer advice and support on tourism issues involving the new Curzon Square shopping centre development.</li> <li>• Encourage the food and drinks sector to take part in the 'Taste Lancashire' accreditation scheme.</li> </ul>

**Local Authority Visitor Economy 'Champion':**

Cabinet/Elected Member Lead for Visitor Economy:

Local Authority Visitor Economy Director/Officer:

***Jacqueline Whitaker, Tourism Officer***

Councillor Martin Smith, Portfolio Holder for Regeneration and Housing

Kate Ingram, Development Manager

<b>Local Authority Activity Chorley Borough Council Proposed Tourism Support Activity</b>	
<b>Other relevant local strategies/frameworks</b>	
Town Centre Strategy 2006-2015 Economic Regeneration Strategy Sustainable Community Strategy	www.chorley.gov.uk (for all)

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Visitor information through various mediums</li> <li>• New visitor guide produced with continuing distribution to tourist information centres, Lancashire caravan parks and coach companies.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to review visitor guide.</li> <li>• Maintaining and developing the tourism section of Chorley Council website</li> <li>• A range of leaflets including circular walks, town centre heritage trail etc.</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Support Tourist Board promotions, as appropriate.</li> <li>• Production of the Chorley Smile magazine and events guide, distributed across the Chorley borough.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue involvement with LBTB activities</li> <li>• Further populate the Chorley section of the visitlancashire website</li> <li>• Promote those areas applicable to the campaigns</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Partnership support to Astley Hall, Hoghton Tower, Camelot, Heskin Hall, Cedar Farm Galleries, Rockin' River Outdoor Pursuit Centre, Go Ape – Rivington, Anderton Centre, various golf clubs, refurbished Covered Market, Flat Iron Market and country parks</li> </ul>	<ul style="list-style-type: none"> <li>• New marketing material and strategy for Astley Hall, Park and Coach House following the completion of the Heritage Lottery Project.</li> <li>• Continued improvements at Duxbury Park</li> <li>• £Multimillion improvements to the Town Centre</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>• Chorley Smile Picnic In The Park</li> <li>• Chorley Smile Christmas Celebration</li> <li>• Continental Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Continue provision of these events for both Chorley residents and visitors from throughout Lancashire and the rest of the UK.</li> </ul>

<ul style="list-style-type: none"> <li>• Monthly farmers markets</li> <li>• Astley Hall, Park and Coach House events programme including outdoor theatre performances, exhibitions and family fun days.</li> <li>• Yarrow Valley Country Park activity and events programme throughout the year</li> <li>• August Annual Play Day event on Devonshire Road Recreation Ground.</li> </ul>	
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Low car park rates</li> <li>• Free parking after 6pm on Mon-Sat, all day Sunday and Bank Holidays (Flat Iron Car Park), and also after 4pm throughout December</li> <li>• Maintain CCTV coverage at Chorley Town centre, other prominent village centres and now surrounding Astley Hall and the Coach House.</li> <li>• Maintain high quality street furniture and pavings in the pedestrianised areas of Chorley town centre based on the Chorley River Chor/Cornflower design scheme.</li> <li>• Redeveloped conveniences in Astley Park including new café, toilets, changing facilities and play area.</li> <li>• Green Flags for Yarrow Valley Country Park, Withnell Local Nature Reserve and Tatton Recreation Ground.</li> <li>• Street pavement café design policy</li> <li>• Fully licensed town centre for entertainment</li> <li>• Award winning adshell toilet (town centre based)</li> </ul>	<ul style="list-style-type: none"> <li>• Seek Green Flag status for Astley Park following the completion of the Heritage Lottery Project</li> <li>• Maintain Green Flag status at Yarrow Valley Country Park, Withnell Local Nature Reserve and Tatton Recreation Ground.</li> <li>• Implement a package of user friendly improvements and tariff changes to popularise town centre shopping visits</li> <li>• Delivery of town centre masterplan</li> <li>• Town Centre audit and Design Strategy</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Town Centre Manager now in position</li> <li>• Tourism transferred to the Communications team to create a dedicated Communications, Marketing and Tourism section</li> <li>• Business start up support</li> <li>• Programme of niche work space</li> </ul>	
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Implement Town Centre Strategy and Economic Regeneration Strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Development opportunities at Market St./Gillibrand St.</li> <li>• Continued support and investment in the covered and Flat Iron markets</li> <li>• Public realm improvements including development opportunities at end of Market Street</li> <li>• Reinvigorating Market Walk phase II development</li> </ul>

**Key contacts: Louise Finch, Events and Marketing Manager, email: [louise.finch@chorley.gov.uk](mailto:louise.finch@chorley.gov.uk), tel: 01257 515062**

Local Authority Activity Fylde Borough Council Proposed Tourism Support Activity	
Visitor Economy Strategy	www.visitlythamstannes.co.uk
Cultural Strategy	Fylde Coast Cultural Strategy (MAA)
Other relevant local strategies/frameworks	Lytham St Annes 2020 Vision (incl Public Realm Action Plan 2012 & Develop of the Classic Resort Hallmark concept)
Visitor Economy Pilot	
Continuing Provision	Forward Programme
Visitor Information	
<ul style="list-style-type: none"> <li>• Visitor information TIC open 5 days (Monday to Friday 8.30 to 5pm)</li> <li>• Lytham Windmill (Seasonal TIP)</li> <li>• Annual Accommodation Guide</li> <li>• Events Guide</li> <li>• Provision of literature to Blackpool Airport</li> <li>• Box Office Lowther Pavilion</li> </ul>	<ul style="list-style-type: none"> <li>• Training in TIC Services (NWRDA)</li> <li>• Increase revenue to fund additional staff</li> <li>• 2012 Open (attendance 200K+)</li> </ul>
Promotion	
<ul style="list-style-type: none"> <li>• Supporting Tourist Board thematic promotions .</li> <li>• Continue partnership in 'England's Golf Coast'</li> <li>• lancashiretourism.com continuance of partnership</li> <li>• <a href="http://www.visitlythamstannes.co.uk">www.visitlythamstannes.co.uk</a></li> <li>• 2012 Open Golf Championship</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in development of Classic Resort Hallmark (Coastal Gem)</li> <li>• Increase awareness of LBTB/Visit Britain Quality Awards</li> <li>• 2012 Open Golf (attendance at St Andrews 2010, St Georges 2011)</li> </ul>
Visitor attractions	
<ul style="list-style-type: none"> <li>• Maintain Lytham Windmill as a Museum</li> <li>• RNLI Lifeboat Museum</li> <li>• Support for Glasform</li> <li>• Support for Lytham Hall</li> <li>• Support of Lowther Pavilion</li> <li>• Support of RSPB Discovery Centre</li> <li>• Les Dawson Statue (raise public awareness)</li> <li>• Windsport Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in development of Ribble Coast &amp; Wetlands</li> <li>• Participate in the development of Lytham Hall Country Park</li> <li>• Participate in the development of Ashton Gardens</li> <li>• Participate in the development of Fairhaven Lake to increase the visitor numbers and raise the awareness of the site to tie in with the coastal way development 'Cultural Coast'</li> <li>• Participate in the development of St Annes sea front (The Island)</li> </ul>

<b>Events</b>	
<ul style="list-style-type: none"> <li>• Feast for Ten Plus Food and Drink Festival</li> <li>• Blackpool Dog Show</li> <li>• BVPG Vehicle Rally</li> <li>• Club Days &amp; Galas</li> <li>• Support R&amp;A for 212 Open Golf</li> <li>• Rolls Royce Rally</li> <li>• Dragon Boat Race</li> <li>• Support the monthly Farmers Market</li> <li>• Sport Relief Mile</li> <li>• Motorcycle weekly meet</li> <li>• William Rainford Golf Tournament</li> <li>• Beach Rugby</li> </ul>	<ul style="list-style-type: none"> <li>• To support the area as Lancashire's Golf Coast to encourage use of golf facilities within the Borough of Fylde</li> <li>• Establish Classic Proms Concert – (audience 5K)</li> <li>• Promote area for international golf events</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Regeneration of St Annes Town Centre</li> <li>• Green Flag Award Status, Fairhaven Lake/Lowther Gardens/Ashton Gardens/Promenade Gardens</li> <li>• Fylde in Bloom initiative (Britian in Bloom)</li> <li>• Quality Coast Award</li> <li>• Provision of Car Parks</li> <li>• Promenade Lighting Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing regeneration of St Annes-on-Sea</li> <li>• Regeneration of Promenade Gardens</li> <li>• Continuance of Green Flag Awards</li> <li>• Development of Beach Patrol Service</li> <li>• Safer Sands Report</li> <li>• Investment in Public Toilets</li> <li>• To support the 'Cultural Coast' (MAA)</li> <li>• Participate in the development of St Annes sea front (The Island)</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Officer time to attend local chambers of trade meetings</li> <li>• Support HALSA</li> <li>• Support local Golf Courses through development and awareness raising</li> <li>• Fylde Coast intensive business start up service (MAA)</li> </ul>	<ul style="list-style-type: none"> <li>• To work in partnership with local traders to develop the Classic Resort Hallmark (Coastal Gem) for involvement with the initiative</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Multi Area Agreement with LCC, Blackpool, Wyre &amp; Fylde Borough Council</li> <li>• Pulbic Realm regeneration</li> </ul>	<ul style="list-style-type: none"> <li>• Project Manager for 2012 Open</li> <li>• Creation of a resort project board to take forward the Lytham St Annes 2020 Vision (2012 Action Plan and Development of the Classic Resort Hallmark)</li> </ul>

**Local Authority Visitor Economy 'Champion':**

Cabinet/Elected Member Lead for Visitor Economy:

Councillor Susan Fazackerley, Portfolio Holder for Tourism and Cultural Services

Local Authority Visitor Economy Director/Officer:

Paul Drinnan/Vivien Wood

<b>Local Authority Activity</b>	
<b>Hyndburn Borough Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	<a href="http://www.hyndburnbc.gov.uk">www.hyndburnbc.gov.uk</a>
<b>Cultural Strategy</b>	<a href="http://www.hyndburnbc.gov.uk">www.hyndburnbc.gov.uk</a>
<b>Other relevant local strategies/frameworks</b>	
Sustainable Community Strategy Regeneration and Economic Strategy Corporate Plan Masterplanning Exercises Elevate – Housing Renewal Strategy Great Goals Local Enterprise Growth Initiative Arts Strategy (under review/revision)	

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Visitor information through relevant medium</li> <li>• Council website</li> <li>• LCC Information Service(Accrington Library)</li> <li>• Visitor Guide</li> <li>• Information Centre located in Accrington Town Hall</li> <li>• Oswaldtwistle Mills website</li> <li>• Acorn Trail leaflet</li> </ul>	Leisure in Hyndburn website
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Work through Press Officer and Retail PR/Managing Agents</li> </ul>	
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Haworth Art Gallery – largest collection of Tiffany Glass in Europe</li> <li>• Accrington Town Centre – heritage town</li> <li>• Leeds/Liverpool canal</li> <li>• Oswaldtwistle Mills/Stockleys Sweets</li> <li>• Accrington Pals memorabilia – Accrington Town Hall, Accrington Library and Haworth Art Gallery</li> <li>• Hyndburn Sports Centre</li> <li>• Accrington Market</li> <li>• Accrington Stanley FC</li> </ul>	As per Continuing Provision

<ul style="list-style-type: none"> <li>• Foxhill Bank Nature Reserve</li> </ul>	
<b>Events</b>	
<ul style="list-style-type: none"> <li>• Lancashire Food Festival</li> <li>• Christmas lights switch-on and fireworks display event</li> <li>• Continental and Specialist Markets</li> <li>• Music/ Art Events – entertainment programme</li> </ul>	As per Continuing Provision
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Acorn Trail in Accrington Town Centre</li> <li>• Free Town Centre parking</li> <li>• New toilets/ baby changing facilities at Arndale Centre</li> </ul>	
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Work to develop as part of Masterplanning</li> <li>• Great Goals Local Employment Growth Initiative (LEGI)</li> </ul>	
<ul style="list-style-type: none"> <li>• Continued representation and work with the Town Centre Regeneration Group</li> <li>• Arndale Centre and other retailers promote leisure shopping</li> </ul>	

**Local Authority Visitor Economy ‘Champion’:**

Cabinet/Elected Member Lead for Visitor Economy:

**Steve Tanti, Director of Community Services**

Councillor Mrs L Wilson (Portfolio Holder for Culture and Leisure)

<b>Local Authority Activity</b>	
<b>Lancashire County Council Proposed Tourism Support Activity</b>	
Lancashire Visitor Economy Strategy	2006 - 2016
Other relevant local strategies/frameworks:	
Ambition Lancashire	2005 - 2025
Lancashire Economic Strategy	2006 - 2009
Forest of Bowland Area of Outstanding Natural Beauty (AONB) Management Plan	2009 - 2014 <a href="http://www.forestofbowland.com">www.forestofbowland.com</a>
Strategy for Sustainable Tourism in the Forest of Bowland AONB	2005 - 2010 <a href="http://www.forestofbowland.com">www.forestofbowland.com</a>
European Charter for Sustainable Tourism in Protected Areas	2005 - 2010
West Pennine Moors Statement of Intent	2000 - 2010
West Pennine Moors Bridleway Strategy	2006 - 2013 <a href="http://www.westpenninemoors.com">www.westpenninemoors.com</a>
Pennine Prospects Business Plan	2006 - 2009 <a href="http://www.pennineprospects.co.uk">www.pennineprospects.co.uk</a>
Arnsdale / Silverdale AONB Sustainable and Recreation Strategy	

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>Disseminate museums visitor information through relevant media</li> <li>Provide local and Lancashire visitor information at all Lancashire Museum sites</li> <li>Forest of Bowland AONB visitor information and interpretive materials to be disseminated to Lancashire TICs and tourism businesses within the AONB area including leaflets and 'bedroom browser'</li> <li>Information about sustainable tourism including Forest of Bowland AONB '5 ways to be a great visitor' card to promote responsible behaviour</li> <li>Improved information and interpretation at Bowland Visitor Centre, Beacon Fell</li> <li>Publication of new wildlife information, events calendar, Festival Bowland,</li> </ul>	<ul style="list-style-type: none"> <li>Produce museums print, distribution (physical and by information request system), merchandise (where necessary) at Lancashire TIC, CIC, and attractions and Northwest wide eg Historic Wonders</li> <li>Maintenance, updating and development of <a href="http://www.lancashire.gov.uk/museums">www.lancashire.gov.uk/museums</a></li> <li>Updating of LOIS for all 12 Museum sites</li> <li>Preston Museums Hands on Gang promotional campaign planned for 2008 - 10 (part of Preston Consortium Development) including content updates for Museum of Lancashire on Hands on Gang website</li> <li>Training of staff</li> </ul>

<p>Bowland Festival Arts, downloadable walks, rides and trails at relaunched website <a href="http://www.forestofbowland.com">www.forestofbowland.com</a></p> <ul style="list-style-type: none"> <li>• Reprinting of village leaflets, Forest of Bowland discovery guide, and general information leaflet as demand requires</li> <li>• Programme of sense of place training and familiarisation visits for businesses and TIC staff to improve their face to face information for visitors</li> <li>• West Pennine Moors promotional material –General Information Leaflet, Open Access Walks Leaflet and a series of Heritage Trails Leaflets</li> <li>• Visitor information on Ribble Estuary through leaflets, booklets and banners, displays in libraries etc.</li> <li>• Ribble Coast and Wetlands Regional Park website under development</li> <li>• A/S AONB Leaflets: Portrait of Estuary leaflet reprint / Visit Bittern / Arnside / Silverdale AONB leaflets, web site, interpretation panels, conferences</li> <li>• Arnside / Silverdale AONB Keer to Kent magazine</li> <li>• Lancaster Bridges Heritage Trail leaflet</li> <li>• Historic Bridges of Ribble Valley and Bowland leaflet</li> <li>• Public transport, cycling and walking information provided for both residents and visitors</li> <li>• The Traveline local public transport phone enquiry service with network links nationwide helps visitors to travel the county by public transport</li> <li>• Updating Public Transport in Lancashire leaflet which is produced in multiple languages</li> <li>• Records Centres - comprehensive records of archaeological and ecological information</li> </ul>	<ul style="list-style-type: none"> <li>• Further review and development of visitor information for Forest of Bowland AONB</li> <li>• Enhancement of West Pennine Moors website (<a href="http://www.westpenninemoores.com">www.westpenninemoores.com</a>) to include better information on attractions, activities and new accommodation search (using Regional Hub)</li> <li>• Ribble Coast and Wetlands website</li> <li>• Redevelopment of Arnside / Silverdale AONB website</li> <li>• Development of A/S AONB Limestone Heritage Project website</li> <li>• Arnside / Silverdale AONB Keer to Kent magazine</li> <li>• The Bittern Almanac</li> </ul>
<p><b>Promotion</b></p> <ul style="list-style-type: none"> <li>• Museums support for LBTB thematic promotions especially for “Family Fun”, “Living Legends” and “Industrial Powerhouse”</li> <li>• Museums work with local tourism officers and LBTB to raise the profile of Lancashire by supporting other related initiatives and national / international campaigns</li> <li>• Continue to develop the Lancashire Museums Xplorer ticket</li> <li>• Cycling route leaflets</li> <li>• Cycling websites</li> <li>• Cycling articles in Outdoors publications</li> <li>• Attendance at shows eg York Cycle Rally, Great Outdoors Show</li> <li>• Attendance at Outdoors Show and various agricultural shows on behalf of Forest of Bowland AONB</li> <li>• Promotion of leaflets, downloadable walks, rides and trails at <a href="http://www.forestofbowland.com">www.forestofbowland.com</a></li> </ul>	<ul style="list-style-type: none"> <li>• Continue to produce museums product for, and promote, 2x annual family friendly events leaflets including content for LOIS</li> <li>• Develop the Lancashire Museums “product” in line with “Living Legends” and “Industrial Powerhouse”</li> <li>• Plan and delivery of a re - launch for Helmshore Mills Textile Museum ( in 2009)</li> <li>• Create and promote a new identity for the Museum of Lancashire in line with tourist board agendas and redevelopment plans for a unique museum / visitor centre which provides visitors with a springboard from which to develop their knowledge of the county and explore its rich heritage.</li> <li>• Museums support for local and LBTB tourism promotions and publications with advertising and editorial (England’s North Country, Lancashire Mini Guide)</li> </ul>

<ul style="list-style-type: none"> <li>Continued media promotion of Forest of Bowland AONB</li> <li>Funding support and officer time from the Forest of Bowland AONB for the LBTB Country Escapes thematic promotion</li> <li>Promotion of businesses awarded 'Green Tourism Business Scheme' in Forest of Bowland AONB</li> <li>Promotion of 'Green Tourism' throughout Lancashire by LCDL, Forest of Bowland and LBTB</li> <li>Promotion of Forest of Bowland AONB through European-wide network of protected areas awarded the European Charter for Sustainable Tourism in Protected Areas, including opportunity to promote at international sustainable tourism fairs</li> <li>Arnside / Silverdale AONB leaflets including cycling leaflet &amp; heritage trail, web site, interpretation panels, conferences</li> <li>Support by LCDL for St Annes Marketing, Taste Lancashire Food and Drink Promotion, Outdoor Show, Overseas Marketing, Heritage Campaign, Short Breaks Campaign / Research</li> <li>Promotion of the quality initiative, jointly funded by LCDL, LBTB and Blackpool Council</li> <li>Ribble Valley Day Ranger bus services ticket</li> <li>Dalesrail service on scenic Settle to Carlisle Line from Blackpool and Preston</li> </ul>	<ul style="list-style-type: none"> <li>Museums special offer – 10% off in cafes and shops January to July 2009</li> <li>Annual events: Museums Month, Heritage Open Days, National Mills Weekend etc.</li> <li>New Roman gallery at Lancaster City Museum focussing on the 2000 year old Roman Tombstone, to include new family friendly interpretation – March 2009</li> <li>Promotional communication ( web, print, advertising, point of sale) to package a "historic" offer county-wide</li> <li>Museums to offer tickets in support in of LBTB campaigns</li> <li>Expand cycling leaflets series and website coverage</li> <li>Continue providing cycling articles in specialist and travel publications and attending promotional shows</li> <li>Develop new leaflets on Discover Pennine Lancashire's Heritage by bicycle and Family Cycling in Central Lancashire</li> <li>Continue to produce leaflets on Mountain Biking in Lancashire and cycling in Arnside and Silverdale, Bowland and Lancaster aimed at tourism market.</li> <li>Update Cycling in Lancashire guide and website</li> <li>Promote cycling on seaside promenades</li> <li>Maximise further promotional opportunities arising from Europarc Charter marketing and communications plan</li> <li>Promotion of Lancashire as a Green Tourism destination by LCDL, LBTB and FoB</li> <li>West Pennine Moors/South Pennines – Development of co-ordinated promotion and marketing of mountain biking and horse riding for these areas</li> <li>Engagement of Ribble Coast and Wetlands with Regional hub initiative and visitlancashire.com</li> <li>Arnside / Silverdale AONB - extend bedroom packs</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>12 Lancashire Museums</li> <li>Lancashire Conservation Studios</li> <li>Improved interpretation at Bowland Visitor Centre, Beacon Fell</li> <li>Hesketh Outmarsh flagship project for Ribble Coast and Wetlands under development</li> <li>Lancashire Record Office : Local History</li> <li>Lancashire Record Office: Tracing Ancestors</li> <li>Adrenaline Gateway Centre, Lee Quarry, Bacup, Rossendale - 8km of technical</li> </ul>	<ul style="list-style-type: none"> <li>Continue to provide and staff 12 key museums / visitor attractions</li> <li>Develop the Group and Conference Markets at Lancashire Conservation Studios</li> <li>2009 re – launch of nationally acclaimed Helmshore Mills Textile Museum after major re-furbishment of display, shop and café. Aiming for Taste Lancashire accreditation in 2009</li> <li>Sustain Taste Lancashire Accreditation at Turton Tower</li> <li>Approximately £1.5 million capital development for phase 1 renovation</li> </ul>

<p>mountain bike trails opened in 2008</p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p>and reinterpretation of interior and exterior of Museum of Lancashire. (£700k bid to HLF pending, £600k commitment from LCC funding ). This will create a regional hub museum which presents 2000 years of Lancashire, with family audiences, in particular at its heart. New galleries to include themes of: historic and modern Lancashire, Lancashire landscapes, geology and archaeology, Lancashire at play, Lancashire at work, Lancashire through the eyes of its inhabitants (community AV facility), Lancashire people and identity, migration and traditions, the history of the museum as a court house and its architectural significance, regimental collections will be used to tell the story of Lancashire regiments in WW1. Visitors will be signposted to other heritage venues and attractions across Lancashire which they can then explore according to themes or areas of interest. These works to support the 2012 Guild celebrations and to complement other cultural and regeneration works in the locality in line with Preston City Council's strategy to become 3<sup>rd</sup> City of North West by 2012.</p> <ul style="list-style-type: none"> <li>• Continued development of Preston Museum Group partnerships in development of Hands on Gang resources and family friendly resources, events and activities</li> <li>• Maintain VAQAS accreditation at Museum of Lancashire, Lancaster Maritime Museum and Lancaster Castle</li> <li>• Museums Partnership with Ribble Valley (and tourism team) to reinterpret, manage and market the redeveloped Clitheroe Castle as a major museum and attraction which re-opened in May 2009</li> <li>• Development of mountain biking and cycling trails at Gisburn Forest</li> <li>• Continued development of North Lancashire Bridleway as a long distance riding and cycling route</li> <li>• Development and promotion of Roses Cycle Route</li> <li>• St Anne's Town Centre 'Classic Resort'</li> <li>• Environmental enhancement schemes across a range of resorts and market towns</li> <li>• Development of Oswaldtwistle Mills</li> <li>• Further development of Adrenaline Gateway Centre, Lee Quarry, Bacup, Rossendale</li> <li>• Development of TSB building, Preston</li> </ul>
<p><b>Events</b></p>	

<ul style="list-style-type: none"> <li>• Annual programme of family events and activities at all 12 Lancashire museums sites</li> <li>• Local support to tourism events e.g. Lancaster firework display at the Castle</li> <li>• Offer regionally attractive exhibitions at museums sites and locations throughout Lancashire</li> <li>• Museums support and participation in the Lancaster Maritime Festival</li> <li>• Tour of Britain</li> <li>• Festival Bowland 2009 (year round programme of events)</li> <li>• Bowland Festival Arts 2009 (May-June)</li> <li>• Bowland Bus walks – 2009 promotion and events</li> <li>• Pennine Lancashire Food and Drink Festival</li> <li>• West Pennine Moors Walking Festival</li> <li>• West Pennine Moors Countryside Events Programme</li> <li>• Ribble Coast and Wetlands presence at Bird Fair, Martin Mere</li> <li>• Arnside / Silverdale AONB Tramper day</li> <li>• Range of talks, competitions, walks throughout year</li> <li>• Walkpast – 16 annual organised heritage walks throughout Lancashire</li> <li>• Dayschool annual heritage conference, in conjunction with UCLan</li> <li>• M6 50 years; The dawn of the motorway age i) Museum of Lancashire 29 November 2008 – 11 April 2009 ii) Lancaster City Museum 2 May 2009 – 29 August 2009</li> </ul>	<ul style="list-style-type: none"> <li>• Museums continue to offer and develop thematic and annual events :Easter, Half – terms, Summer holidays, Halloween, Christmas</li> <li>• Special Schools weeks throughout 2009 across County e.g. Castles and Castle Life, Sea-side holiday, linked to family weekend events</li> <li>• Maritime Museum to offer events and activities linked with “2009 the Year of Astronomy – 400yr since Galileo invented the telescope”</li> <li>• 150<sup>th</sup> Anniversary of Lancaster Cathedral at Lancaster City Museum with activities</li> <li>• Further theatrical opera at Lancaster Castle</li> <li>• Lancaster Unlocked event planned for 2009 supported by LBTB after success in 2008 (Museums and other Lancaster Heritage Attractions – linked to Heritage Open Days)</li> <li>• Heritage Open Days</li> <li>• Lancaster 2009 cycling exhibition Museums and LCC</li> <li>• New Guided Walks developed with Lancaster City Council and Lancashire Museums</li> <li>• Their Past Your Future intergenerational project with Museum of Lancashire in Preston, Queen’s Lancashire Regiment Museum, Age Concern Preston &amp; South Ribble and local primary and secondary schools, culminating in an exhibition and family event in November 2009.</li> <li>• Bike racks at Castle, Maritime and City Museum, Lancaster</li> <li>• Cycle events in Lancaster and Preston</li> <li>• Forward planning for 2010 Bowland Festival</li> <li>• Development of a programme of heritage activities as part of Forest of Bowland Landscape Stories project 2009-10</li> <li>• South Pennines Heritage Festival to be developed by Pennine Prospects</li> <li>• Further Tramper days 09/10</li> <li>• Continued programme of events for Arnside / Silverdale AONB</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Maintenance of car parks at Helmshore Mills Textile Museum, Queen Street Mill Textile Museum, Museum of Lancashire, Lancashire Conservation Studios, Rossendale Museum, Gawthorpe Hall, Turton Tower</li> <li>• Lancaster - Cycling Demonstration Town</li> <li>• Canal towpaths - improvements for cycling</li> <li>• Morecambe Bay cycle route</li> <li>• Pennine Bridleway and Mary Towneley Loop</li> <li>• Brun Valley Greenway, linking the Weavers’ Triangle with Queen Street Mill</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to maintain museums car parks</li> <li>• Landscaping and improvements to grounds of Museum of Lancashire (inc. public walkways) as part of redevelopment scheme</li> <li>• New toilet facilities, café and retail space to be created at Museum of Lancashire</li> <li>• Continue to support local artists and producers by allowing them to put on exhibitions, sell Lancashire food and product in our shops and cafes (supporting Taste Lancashire and the Made in Lancashire initiatives)</li> </ul>

and surrounding countryside opened

- Hyndburn Greenway
- Restoration of traditional Forest of Bowland landscape features, including heritage signposts, through jointly funded Forest of Bowland AONB programme
- Providing new and improved access opportunities through jointly funded Forest of Bowland AONB programme, for walking, cycling and horse riding and disabled users
- Development of improved mountain biking provision in Gisburn Forest
- Development of the North Lancashire Bridleway loop, a long-distance multi-use route and facilitating links to Pennine Bridleway and local bridleway networks
- Development of Trumper routes and other multi user routes in the Forest of Bowland AONB
- Provision of small grants for community and environmental projects through Bowland Tourism Environment Fund
- Development of the West Pennine Moors Bridleway Loop, a 56 mile multi-use route
- Development of other routes in the West Pennine Moors local bridleway network
- Development of all-ability access "Trumper" routes in West Pennine Moors
- Mountain bike trails at Healey Nab (Chorley, West Pennine Moors)
- Car park improvements at White Coppice Cricket Club (West Pennine Moors)
- Maintenance of rights of way network, country parks and facilities throughout the County
- Providing and coordinating public transport services countywide
- Promotion of rural bus services including Bowland Transit, which gives access from Clitheroe to the Forest of Bowland
- Partnership funded rural public transport eg Sunday Bittern Bus service in the Arnsdale / Silverdale AONB and the Sunday Pendle Witch Hopper bus service in the Pendle Hill area
- Other market town based rural bus services eg Garstang Super 8, Carnforth Connect and weekday Pendle Witch Hopper plus Lune Villager, Fylde Villager and Wyre Villager
- December 2008: new Nelson Interchange opened to improve accessibility by bus and rail services in Pendle
- 2009/10 Construction of new eco railway station at Accrington
- 2009/10 Construction of new Buckshaw railway station and Park & Ride at Chorley
- Environmental improvement projects with visitor end uses including REMADE in Lancashire – reclamation schemes, Small Sites Scheme, Green Partnership Awards etc

- Free admission to museum shops, cafes, and toilets
- LCC feasibility study into the tourism potential of Lancaster Castle if the Court Service leaves the Castle
- Extension of Blackpool promenade cycle route to Fleetwood
- Wyre estuary path
- Pennine Lancashire Loop – Burnley to Great Harwood
- Lower Rossendale Valley cycle route
- River Douglas crossing – consultation carried out
- Mountain biking improvements at Gisburn Forest
- Extension of North Lancashire Bridleway to Glasson Dock
- Development of Roses Cycle Route (Morecambe to Bridlington)
- Further development of mountain biking provision in Gisburn Forest
- Development of a signage strategy for Forest of Bowland to reduce roadside clutter and improve the area's sense of place
- Further extension of North Lancashire Bridleway
- Continued development of new and improved access opportunities through jointly funded Forest of Bowland AONB programme, for walking, cycling and horse riding and disabled users
- United Utilities-led Improvements to car parking provision on their land, funded by the implementation of charging at various West Pennine Moors sites.
- Further development of mountain bike trails at other selected West Pennine Moors sites
- The Watersheds Landscape Project: Development of the Pennine Prospects-led landscape restoration project being funded by Heritage Lottery Fund to improve moorland landscapes. access and visitor facilities, environmental education, local natural and cultural heritage information for water catchment land in the South Pennines
- Delivery of Lancashire Rights of Way Improvement Plan
- Providing and coordinating public transport services countywide
- Refurbishment of Blackpool-Fleetwood tramway plus 16 new, fully accessible tramcars costing £85 million. Works are expected to take from November 2009 to Easter 2012 and will obviously cause interruption to the service. The tramway is an important transport system along the Fylde Coast and a tourist attraction itself.
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<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Museums work on a local level with other attractions and local agencies</li> <li>• Steering support and attendance at the Lancashire Heritage Consortium from museums</li> <li>• Museums support to NW Museum Hub Development (Manchester to Carlisle)</li> <li>• Museums working as a key partner in the development of Preston Museums cluster (improving the appeal of Preston as a cultural destination product and promotion)</li> <li>• Museums support for LBTB Marketing Steering group, ICT Visitor Services Group, Powerhouse Development</li> <li>• Museums support to Burnley Visitor Economy Strategy and The Burnley Tourism group meetings and Lancaster and District Attractions Group</li> <li>• Museums support and co-operation with Arts/ Creative Industries e.g. LACI (Lancashire Arts and Craft Initiative) Lancashire Arts and Crafts Graduates</li> <li>• Business support to develop clusters in Forest of Bowland AONB based around bird watching, fishing, mountain biking, walking tours and North Lancashire Bridleway</li> <li>• Green Tourism Business Scheme – continued business advice and marketing support for tourism businesses within Lancashire, aiming for 20+ businesses gaining accreditation in 2009/10</li> <li>• Forest of Bowland AONB STEAM research</li> <li>• Forest of Bowland Natural Tourism demonstration project to be completed and promoted 2009/10</li> <li>• Continued development of Forest of Bowland AONB sustainable tourism network including online forum and facilitation of Business Network meetings and training</li> <li>• Business development workshops in the West Pennine Moors to advise local businesses/accommodation providers</li> <li>• A/S AONB Business Forum</li> <li>• LCDL provides STEAM volume &amp; value research</li> <li>• LCDL increases participation in quality initiatives e.g. NQAS, NAS &amp; VAQAS</li> <li>• LCDL continues to work in partnership to develop and implement schemes to improve the skills base in the tourism industry at all levels</li> <li>• LCDL supports the Forest of Bowland team on Lancashire Green Tourism project</li> </ul>	<ul style="list-style-type: none"> <li>• Financial and “in kind” contribution from museums to the Morecambe and Lancaster Vision Board</li> <li>• Tourism potential of the Castle</li> <li>• Museums working together with partners to develop the Lancashire offering</li> <li>• Museums working with North West Hub Museums and consultants to ensure Lancashire Museums are a key part of the Northwest offer</li> <li>• Museums providing direction, steering and contribution to the development and operation of the Preston Museums cluster</li> <li>• Museums continue to ensure their marketing activity dovetails and develops in accordance with strategic tourism development</li> <li>• Museums attendance at meetings and product development of Burnley Museums to help deliver this strategy</li> <li>• Museums involvement in PAD development (Preston), Storey Gallery Lancaster, Local Artists (working on VIVA Mexico)</li> <li>• Seminars on Rose Routes for tourism operators in Lancaster area</li> <li>• Continued development of Forest of Bowland AONB sustainable tourism network</li> <li>• Continued development of GTBS accreditation across Lancashire aiming for 20+ businesses in 2010/11, together with mentoring, training and promotion provided by Lancs Green Tourism Project (FoB/LBTB/LCDL)</li> <li>• Continued business cluster development within the Forest of Bowland AONB, focussing on walking, mountain biking, and horse riding clusters into 2010/11</li> <li>• LCDL continues with STEAM, quality initiatives, skills development, support for Lancashire Green Tourism Project, which is a sustainable tourism scheme for the County, following the pilot in the Forest of Bowland area</li> <li>• LCDL develops creative industries infrastructure over the next 3 years</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Provide and develop 10 museum shops and 5 cafes</li> <li>• Re-furbished shop and café facilities at Helmshore Mills Textile Museum</li> </ul>	<ul style="list-style-type: none"> <li>• Turton Tower actively involved with the Pennine Food Festival</li> <li>• Aim to stock local Lancashire produce and merchandise in new</li> </ul>

<ul style="list-style-type: none"> <li>• A 'Taste of Bowland' local produce guide and continued development of online local produce database</li> <li>• Partnership delivery and review of Forest of Bowland AONB Sustainable Tourism Strategy by joint sustainable tourism working group and forum</li> <li>• Monitoring of visitor numbers and visitor satisfaction in Forest of Bowland AONB</li> <li>• A/S AONB Sunday service the Bittern Bus</li> </ul>	<p>Museum of Lancashire café and retail spaces.</p> <ul style="list-style-type: none"> <li>• With Lancashire Sports Partnership develop Cycle Sports Strategy including section on cycle sports tourism and 2012 Olympic Legacy</li> <li>• Forest of Bowland sustainable tourism forum working towards renewal of European Charter Mark for sustainable tourism in protected areas in 2010</li> <li>• Seeking continuation of Bittern Bus service</li> </ul>
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**Local authority Visitor Economy 'Champion':** Steve Dean, Managing Director, Lancashire County Developments Limited

**Cabinet/Elected Member Lead for Visitor Economy:** County Councillor Niki Penney, Chair, Lancashire County Developments Limited

**Local Authority Visitor Economy Director/Officer:** Rob Wilsher, Tourism Projects Manager, Lancashire County Developments Limited

(Lancashire County Developments Limited is the economic development department of Lancashire County Council)

<b>Local Authority Activity Lancaster City Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	2006 – 2010 and Tourism Strategy Update Dec '08 <a href="http://www.citycoastcountryside.co.uk">www. citycoastcountryside.co.uk</a>
<b>Cultural Strategy</b>	2004 - 2007 <a href="http://www.lancaster.gov.uk">www.lancaster.gov.uk</a>
<b>Other relevant local strategies/frameworks</b>	Lancaster District LSP Economy Theme Action Plan
<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Provide 2 fully staffed TICs, one in partnership with Lancashire County Council, open for 6/7 days per week, year round.</li> <li>• Support 5 local information points in rural shops and Carnforth Station.</li> <li>• Maintenance of fewer, improved TIPs across the district.</li> <li>• Print and distribute annual accommodation guide, attractions guide and group travel guide.</li> </ul>	<ul style="list-style-type: none"> <li>• The refurbished Morecambe VIC reopened in 2007, and the new Lancaster strategic VIC in The Storey CIC opened in March 2009.</li> <li>• 6 local information points will be supported incl. Carnforth station.</li> <li>• Continued provision of local destination information through a detailed Visitor Guide, based on LOIS, plus re-launching the tourism website and developing more on-line bookings and merchandise.</li> <li>• Provision of a new motivational Accommodation Guide to attract visitors. This will fit with sub regional themes and priorities.</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Support LBTB thematic marketing campaigns, where appropriate, including print promotions and exhibitions..</li> <li>• Support business tourism, groups and IT partnerships where feasible.</li> <li>• Support partnership promotions including the Pendle Witches and transport destinations.</li> <li>• Support further development of destination photography</li> <li>• Support for travel journalists and media visits.</li> <li>• Provide statistical information on the volume and value of local tourism.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to support Taste of Lancashire theme and thematic marketing by LBTB.</li> <li>• Attend tourism cluster meetings and develop further partnership work with private sector operators. Make further use of LOIS to improve monitoring and to improve CRM.</li> <li>• Undertake expanded electronic marketing and evaluate benefits of contributions to local and LBTB themed campaigns.</li> <li>• Commission a dedicated tourism photographer for year round work.</li> <li>• Expand travel trade contacts and media coverage of the wider Bay area.</li> <li>• Use of STEAM and Destination Benchmarking research.</li> </ul>

<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Maintain Promenade and gardens/open spaces.</li> <li>• Maintain Happy Mount Park and Williamson Park as visitor attractions.</li> <li>• Liaise with the County Council regarding operation of the Museums and Castle.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing support for public/private sector attractions.</li> <li>• (subject to NWDA funding approval) Develop a Lancaster cultural heritage investment strategy</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>• Promotional support for a range of public/private sector local events.</li> <li>• Closer integration of marketing with Cultural Services</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage the development tourism related events by the private and public sector.</li> <li>• Develop integrated marketing of the destination during 2010 for full implementation in 2011.</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Maintain/enhance coastal defenses, amenity beaches and slipways and the promenade.</li> <li>• Provide coach and car parks, refurbished toilets, cycle ways, etc.</li> <li>• Maintain and promote the redesigned West End Gardens in Morecambe.</li> <li>• Maintain and expand the network of cycle ways, cycle parking and cycling information as part of the Cycle Demonstration Towns initiative.</li> <li>• Redevelopment of Morecambe Winter Gardens</li> </ul>	<ul style="list-style-type: none"> <li>• Support for the Midland Hotel, Winter Gardens, Bubbles site and former Frontierland site developments. Maintain beach award status.</li> <li>• Implementation of the Morecambe Regeneration plans.</li> <li>• Support the redevelopment of the former Bubbles site in Morecambe and further implementation of public art schemes.</li> <li>• Develop a programme of public realm improvements in Lancaster through the Lancaster Square Routes project and expansion of cycling routes.</li> <li>• Support the Winter Gardens Trust in their efforts to identify alternative uses/funding sources following rejection of the Sea Change bid.</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Liaison with local tourism associations (LDTA and MHTA) and the Chamber of Commerce.</li> <li>• Business advice/signposting for tourism businesses incl. accommodation providers and attractions.</li> <li>• Supporting quality standards and policy development through national bodies incl. BRADA, TMI, TS, EHTF and ACoRP.</li> </ul>	<ul style="list-style-type: none"> <li>• Support for the BRAVE alliance of local tourism associations and the Chamber of Commerce.</li> <li>• Continued support for local tourism businesses and sourcing business advice.</li> <li>• Continued support for professional and national tourism bodies for policy development especially with regard to quality standards, training and transport.</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Support for Integrated Destination Management in Lancaster and Morecambe.</li> <li>• Support for retail development in Lancaster centre and on sites in Morecambe</li> </ul>	<ul style="list-style-type: none"> <li>• Continued support for town centre management proposals.</li> <li>• Support emerging plans for Morecambe Bay Regional Park and explore opportunities for joint working and promotions with neighbouring authorities in south Cumbria</li> </ul>

**Local Authority Visitor Economy 'Champion':**

Cabinet/Elected Members Lead for Visitor Economy:

***Heather McManus, Corporate Director of Regeneration.***

Councillor Evelyn Archer, Cabinet Member for Tourism and Events.

<b>Local Authority Activity</b>	
<b>Pendle Borough Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	2009 - 2014
<b>Cultural Strategy</b>	2009 - 2013
<b>Other relevant local strategies/frameworks</b>	
Canal Corridor Strategic Framework Nelson Town Centre Plan West Craven MIT Investment Plan Elevate – Housing Renewal Strategy Great Goals Local Enterprise Growth Initiative	

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Providing TWO staffed TICs directly funded by the Borough of Pendle</li> <li>• Providing funding support to another TIC (open 7 days a week)</li> <li>• Purchase of Earby Youth Hostel and Leaseback to YHA</li> <li>• Supporting Barley TIP</li> <li>• Local information materials available in public libraries</li> <li>• Annual visitor and accommodation guide</li> <li>• The development of a new guide (“Discover Pendle”) to showcase all of our visitor publications in one (replied-paid) guide (done)</li> </ul>	<ul style="list-style-type: none"> <li>• Linkages to DMS and training for TIC staff</li> <li>• Development of a Tourist Information Centre at the new Boundary Mill site (done)</li> <li>• Links to Visitor Info Strategy and project development funding</li> <li>• Earby Youth Hostel: Develop a ‘Friends of...’ Group and assist YHA with med/long term marketing plan. Develop a winter programme to optimise income, and links with other organizations such as Naturefriends in UK and abroad</li> <li>• New Pendle Tourism website powered by LOIS</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Supporting Tourist Board thematic promotions especially for “Country Escapes” and “Heritage Revealed”</li> <li>• Development and promotion of new walking and cycling routes, eg. West craven way, Grand Cycle Tour of Pendle, and the “Foulridge Beating The Bounds Walk”</li> <li>• Targeted promotion of Pendle’s countryside, including the borough’s walking cycling, and horse-riding routes</li> <li>• Promotion of L &amp; L canal through partnerships with British Waterways, IWA, and local Canal Group</li> </ul>	<ul style="list-style-type: none"> <li>• Development of a new dedicated Tourism website (see above)</li> <li>• Streamlining of Website addresses to enable greater customer accessibility.</li> <li>• Development of a NEW Pendle Trail (The Eric Knowles Trail – done)</li> <li>• Development of new promotional vehicles, such as a new Mini-guide (done)</li> <li>• Development of a new Pendle Witches DVD (done)</li> </ul>

<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Support for Pendle Heritage Centre</li> <li>• Support to other tourist attractions, such as Bancroft Mill, Wycoller Country Park, Witches Galore etc.</li> <li>• Supporting the L &amp; L Canal in assisting in the development of two new “offline” canal marinas with visitor moorings.</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting the Town Centre Manager in the promotion of Pendle’s town centres</li> <li>• Supporting MTI in Colne</li> <li>• Supporting the development and promotion of Higherford Mill</li> <li>• Investigate, with LCC a borough wide ‘brown signs’ strategy, with particular emphasis on access from the M65.</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>• Organisation and funding of Pendle Walking Festival</li> <li>• Supporting Lancashire’s largest cycling Festival</li> <li>• Supporting other events, such as the Canal Festival, “The Festival of Flight”</li> <li>• Keeping events information for Pendle up-to-date by inputting data to the Lancashire DMS (LOIS)</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting a new Riding Festival (done)</li> <li>• Continued grant support to events (ongoing)</li> <li>• Colne Heritage Trail</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Development and financing of tourism signage for West Craven (done)</li> <li>• Council maintenance of public footpaths (ongoing)</li> <li>• Dedicated Tourism Team now in place.</li> <li>• Advise &amp; support Developer of a major new Marina on the L &amp; L Canal (done)</li> </ul>	<ul style="list-style-type: none"> <li>• Working with local transport operators on a new Pendle Witches Tour (done)</li> <li>• Investigate the possibility of acquisition of the (former) British Waterways Campsite at Greenberfield Locks</li> <li>• ACE Centre Development, Nelson</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Officer and financial support to Pendle Tourism Forum – a new multi-sectoral approach to business support.</li> </ul>	<ul style="list-style-type: none"> <li>• Development of the Food &amp; Drink Sector in Pendle – assisting with getting Taste of Lancs accreditation, and the promotion of Pendle businesses in this sector by specific marketing campaigns, including buy-in to LBTB’s Food &amp; Drink Campaigns</li> <li>• Assistance in the development of Colne Restaurant Quarter</li> <li>• More promotion of the area as the First Fairtrade Borough in the country</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Assistance in the development and promotion of the new multi-million pound retail development at Boundary Mill</li> </ul>	

**Local Authority Visitor Economy 'Champion':**

Cabinet/Elected Member Lead for Visitor Economy:

Local Authority Visitor Economy Director / Officer:

***Mike Williams, Tourism Team Leader***

Councillor Buck, Portfolio Holder for Tourism

Dorothy Morris, Economic Development and Tourism Manager

Vaughan Jones, Tourism & Community Initiatives Manager

<b>Local Authority Activity</b> <b>Preston City Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	www.visitpreston.com
<b>Cultural Strategy</b>	2003 - 2012 www.preston.gov.uk
<b>Other relevant local strategies/frameworks</b>	
Regeneration Strategy 2005-2008 Preston Vision Arts Development and Events strategies 2008-2012 City Centre Lighting strategy Public Art strategy Gateway strategy Public Realm strategy	

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Visitor information provision via a city council operated TIC</li> <li>• Development of printed visitor information for leisure, conference and travel trade markets</li> <li>• Continued development of visitpreston.com</li> <li>• Strategic review of TIC</li> </ul>	<ul style="list-style-type: none"> <li>• Preston highlighted as a potential location for a regional hub TIC in NWDA visitor information strategy. Following a consultation event in September PCC to submit funding bid to LBTB.</li> <li>• Phase I of parks restoration project completed to include new visitor services provision in new Avenham Park Pavilion, café, interpretation boards and use of wireless hotspots to create wireless visitor trail. Improvements to TIC displays and merchandising.</li> <li>• LBTB agreed to 50% funding of telephone info point at railway station, additional provision to be included in Visitor Information Bid. Awaiting approval from railway station.</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Supporting Tourist Board thematic promotions especially for Night Time Buzz, Industrial Power House and Living Legends,</li> <li>• Submit applications in to LBTB tourism awards and encourage tourism business to do the same</li> <li>• Continued support of the Great Days Out fair</li> <li>• Continuation of joint working between heritage attractions.</li> </ul>	<ul style="list-style-type: none"> <li>• CCMC responsibility transferred to Chamber of Commerce April 2007. Chamber of Trade and City Council to facilitate joint working with licensees and food and drink sector to promote Preston's night time economy.</li> <li>• New conference venue guide for Preston &amp; South Ribble for 2007/8</li> <li>• New website for Preston Guild Hall &amp; Charter Theatre has been launched. Online booking future development for 2008 –</li> </ul>

	<ul style="list-style-type: none"> <li>• Preston participating in LBTB food and drink thematic campaign</li> <li>•</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Maintaining and enhancing Harris Museum &amp; Art Gallery</li> <li>• Continued development of Guild Hall &amp; Charter Theatre</li> <li>• Continued liaison with existing attractions</li> <li>• Continued joint promotion of Heritage attractions via Heritage attractions working group.</li> </ul>	<ul style="list-style-type: none"> <li>• £8m restoration of Avenham &amp; Miller Parks. Phase 1 complete. With Phase 2 to come on stream in 2009 - includes visitor services, conference facilities, exhibition space, café with toilets, major events infrastructure, seven parks walk and national cycle route.</li> <li>• £650m Riverworks project highlights opportunities for water based leisure/culture development inc canal link to the city centre, use of marina/dock basin, and a new central park. Consultation in to viability continue.</li> <li>• Mitchell &amp; Kenyon art house cinema within UCLan opened June 2005 but requires increased promotion to ensure survival</li> <li>• 2007/8 Family learning programme across Preston Museums to increase family museum visits</li> <li>• A 2007/8 £50k strategic audience development programme for the Preston museum consortium - through partnership working, experimenting with new product and communication for new audience groups. Research element in progress, marketing campaign to be developed for Easter 2008</li> <li>• Summer 2008 £400k redisplay of Harris Museum's collection of decorative art collection. Potential links with LBTB year of Food &amp; drink as most of this ceramic and glass collection is tableware.</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>• FREE advertising of Preston events, public or private sector led in the Lancashire DMS called LOIS (Lancashire online information service)</li> <li>• Regular events include Caribbean Carnival, Riversway Festival, Programme of Guided Walks in asc with Blue Badge Guides, Mela, Chinese New Year, Easter Egg Rolling and On The Move Festival.</li> </ul>	<ul style="list-style-type: none"> <li>• A draft version of the Preston Arts Development and Events Strategies was published in April 2008. One of the aims will be to contribute to development of leisure, tourism, environmental improvement and economic development objective linked to corporate priorities. Events team in place developing the events agenda in the run up to the Preston Guild 2012.</li> <li>• Consultancy work being carried out via Culture NW to establish the value and potential of the Guild and to inform on delivery structure by late 2008. Guild Committee in place; Council budget of £1m projected..</li> <li>• 2008 events underway for the new outdoor events facility created as part of the developments at Avenham &amp; Miller parks is being finalised,</li> <li>• Sept – Mar 07 Harris Museum exhibition re 200<sup>th</sup> anniversary of the abolition of the slave trade. Part of a national programme of events with media coverage</li> </ul>

	<ul style="list-style-type: none"> <li>• Mar – June 07 Digital Aesthetics exhibition, conference and website with international speakers, artists and delegates and media coverage. – Daily regional radio broadcasts from Preston by the BBC for 5 days. Media links gained national coverage including the Guardian Guide.</li> <li>• Develop the potential of a new Preston Arts festival and explore opportunities to link to a new youth arts festival building up to a new European Arts Festival by 2012.</li> <li>• Caribbean Carnival now a regular funded organisation by Arts Council.</li> <li>• Mela festival developing into a strong sustainable event with good visitor potential.</li> <li>• Riversway festival and Easter Egg Rolling festival now key events with the programme attracting increased visitor numbers.</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Here and Now – in certain places’ programme of temporary art installations to run until 2009</li> <li>• City Centre Lighting strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of ‘virtual tour guide’ using existing and some new wireless hotspots around the city and hand held computer devices.</li> <li>• Expansion of Barton Grange Hotel has commenced, following relocation of existing Preston garden centre facilities to new site at Brock.</li> <li>• Planning awarded for 130 roomed hotel on Corporation Street and Ringway., also a 126 bed hotel at Fox Street / Corporation Street.</li> <li>• New 75-bed hotel on Marsh Lane opening Oct 2008.</li> <li>• ‘Flare’ lighting project for the Harris Museum completed.</li> <li>• Phase 1 of gateway improvements to begin opposite Centenary Mill, New Hall Lane incorporated in the Lancashire Economic Partnership Action Plan</li> <li>• National design competition for redevelopment of Winkley Square gardens postponed, now due to be launched early 2008</li> <li>• LCC leading on consultation work for a pedestrianised ‘Clear Zone’ in Prestons retail centre as part of EU Civitas initiative.</li> <li>• 3 new sets of city centre public toilets which will be introduced by 31<sup>st</sup> March 2008</li> <li>• Preston Public Realm Strategy 2007-2012 to be released Jan 2007. This will set broad visions and principles for the city centre and identify where further work is required. This will link with the LCC Civitas Clear Zone Strategy.</li> <li>• Feasibility study for the development of 50m pool identified Preston as the location in the NW Sports Facilities strategy.</li> <li>• Development of the Guild Wheel cycle/walkway project with partners.</li> <li>• Improvement plans for increased carparking facilities at the Fishergate</li> </ul>

	Centre.
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Officer and financial support to LBTB</li> <li>• Continued involvement in the Lancashire STEAM programme</li> </ul>	<ul style="list-style-type: none"> <li>• Explore links between creative industries and the visitor economy in Preston</li> <li>• Night time economy marketing / working group established, chaired by Chamber of Trade</li> <li>• A 2007 strategic review of formal education service delivery by museums in Preston will be led by the Harris but in partnership with the NFM and Museum of Lancashire with aim of maximising educational groups visits to Preston museums</li> <li>• Exploration of a wider area tourism association.</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
	<ul style="list-style-type: none"> <li>• Develop Sports based package with Preston North End and a major hotel to package short breaks around fixtures.</li> <li>• Expansion works at The Mall St Georges shopping centre now complete.</li> <li>• 2007/8 continued expansion work at Fishergate shopping centre</li> <li>• John Lewis announced as anchor store for the tithebarn city centre development.</li> </ul>

**Local Authority Visitor Economy 'Champion':**

***Derek White, Assistant Director of Regeneration, Preston City Council***

Cabinet/Elected Member Lead for Visitor Economy:

Councillor Anthony Gornall, Executive Member for Leisure Services

<b>Local Authority Activity</b>	
<b>Ribble Valley Borough Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	2009 – 2011 action plan to be written.
<b>Cultural Strategy</b>	
<b>Other relevant local strategies/frameworks</b>	Ribble Valley Strategic Partnership Community Strategy 2007-13
	Ribble Valley Economic Strategy

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>Continue to provide a Enjoy England Official Partner Destination TIC in Clitheroe town centre, opening from 9am to 5pm 6 days a week, within Ribble Valley Borough Council offices, following move from Market Place offices in summer 2008. Offer full TIC services, accommodation, ticket booking service etc.</li> <li>Improve Information Points (using Parish Council links where possible) and better cross marketing between cultural facilities within the council.</li> <li>Provision of annual visitor guide (25,000 copies) with distribution plan.</li> <li>Collate 'What's On' events listing for council website, LOIS and Ribble Valley Arts Alliance websites.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate future options for future visitor information provision in Clitheroe and Ribble Valley. Potential application to be made to Visitor Information Framework fund.</li> <li>Evaluate options for improved linkages to LOIS DMS, e.g. accommodation bookings, display and distribution of printed material.</li> <li>Evaluate council website <a href="http://www.ribblevalley.gov.uk">www.ribblevalley.gov.uk</a> tourism section for providing local destination information and possibilities of developing dedicated tourism website, retaining LOIS links where possible.</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>Supporting Tourist Board thematic promotions especially for Country Escapes, Living Legends and Taste Lancashire.</li> <li>Support selected local/regional/national outdoor and group exhibitions and district profile rising at agricultural shows, garden fairs and food festivals.</li> <li>Continue with selected niche advertising and providing editorial in outdoor/walking/cycling magazines.</li> <li>Continue to develop direct response marketing initiatives for the Ribble Valley visitor guide and walking packs.</li> <li>Continue to promote public art projects in conjunction with LAND Panopticon arts group.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to develop Ribble Valley Food Trail project in 2009 in conjunction with Taste Lancashire</li> <li>Support group/short breaks/PR promotions through LBTB.</li> <li>Further development of partnership working with compatible products (e.g Pendle Witches, Forest of Bowland).</li> <li>Assess potential for developing Clitheroe Public Arts Trail.</li> <li>Develop and market potential for attracting coach trips/groups market making linkages to heritage attraction where possible.</li> </ul>

<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Continue to develop Clitheroe Castle Museum to create premier all weather visitor attraction. Fits in well with 'Polishing Gems' initiative.</li> <li>• Continued development of the Platform Gallery to raise the profile of exhibitions, education programmes and workshops.</li> <li>• Continue to promote local attractions where appropriate and involve in familiarisation trips/PR/advertising where possible.</li> </ul>	<ul style="list-style-type: none"> <li>• Launch Clitheroe Castle Museum in May 2009 and follow the marketing and audience development plan for the new museum.</li> <li>• Develop good working relationship with Lancashire Museum Service.</li> <li>• Promote Clitheroe and Ribble Valley arts visitor attractions.</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>• Continue local authority recreation grant support for high profile events in the district and provide marketing support.</li> <li>• Update LOIS with key Ribble Valley events and collate local events information for magazine 'What's On' sections.</li> <li>• Continue to promote Festival Bowland and provide support opportunities for events.</li> <li>• Continue to provide marketing support for heritage/arts event weekend in Clitheroe, working with community organisations and departments of the council.</li> </ul>	<ul style="list-style-type: none"> <li>• Assess potential for district food festival in conjunction with and to support the Ribble Valley food trail project.</li> <li>• Assess potential for Ribble Valley walking festival.</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• To maintain and improve areas of Clitheroe Castle including the Keep, its walls, railings and landscaping, interpretation, lighting and access, in addition to the wider scheme.</li> <li>• Ongoing improvements to WCs and Car parks in capital programme.</li> <li>• Improvements to car park maps now completed &amp; information panels across the district to be reviewed.</li> <li>• Ongoing town enhancement scheme to improve visual aspects and open spaces and street signage.</li> <li>• Progressing the Pennine Lancashire Squared Project</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism signage to be reviewed across district including brown signs.</li> <li>• Develop Clitheroe Castle and ground's management plan to improve, maintain the entire site including gardens and signage – Green Flag Award to be applied for.</li> <li>• Installation of waymarkers and interpretation to Ribble Valley Sculpture Trail, Brungerley Park, Clitheroe in 09.</li> <li>• Investigate the potential to improve the current status of Clitheroe Market and surrounding area.</li> <li>• Ribble Valley Local Development Framework to address key issues and inform future tourism development.</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Officer and council support to Ribble Valley Tourism Association in developing and implementing their new strategy and increasing membership and benefits.</li> <li>• One joint funded promotional initiative per annum with RVTA.</li> <li>• Support provided to local accommodation and tourism businesses, promoting Visit Britain accreditation schemes, tourist board and tourism association</li> </ul>	<ul style="list-style-type: none"> <li>• Develop partnership with heritage attractions as part of the Heritage Attractions Network – encouraging group market.</li> <li>• Further involvement with the Ribble Valley Arts Alliance for creative businesses and arts organisations, including further development of the website.</li> </ul>

<p>membership, Taste Lancashire Quality Awards for catering establishments.</p> <ul style="list-style-type: none"> <li>• Continue partnership working with Forest of Bowland Sustainable Tourism Group and developing the Bowland Tourism Environment Fund.</li> <li>• Continue to work with 'food' related businesses as part of Ribble Valley Food Trail development, production and promotion.</li> </ul>	
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Continued representation and work with Chambers of Trades and business groups in ensuring that visitors needs are met.</li> <li>• Continue to support The Grand, Clitheroe - a state-of-the-art youth, music and arts centre that also offers a variety of services and resources to the wider community.</li> <li>• Rural Development Programme for England – £Multi-million investment programme to safeguard and enhance the rural environment. Due to be rolled out in April 2009. Opportunities for tourism projects and business support projects.</li> </ul>	<ul style="list-style-type: none"> <li>• To update the Ribble Valley Arts / Culture Strategy</li> <li>• Play England – projects to improve public play areas for children including a woodland play area in Whalley, an adventure play area in Longridge and mobile skateparks to rural villages.</li> <li>• Sports, Physical Activity Alliance (SPAA) projects to develop a Gisburn Forest Improvement Scheme and community focused walking and cycling events.</li> </ul>

***Local Authority Visitor Economy 'Champion':***

Cabinet/Elected Member Lead for Visitor Economy:

Local Authority Visitor Economy Officer:

***Rebecca Kay, Tourism & Arts Officer***

Councillor Robert Thompson, Chairman Community Committee

Chris Hughes, Community Development Officer

<b>Local Authority Activity</b> <b>Rossendale Borough Council Proposed Tourism Support Activity</b>	
<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Provision of user friendly visitor information including Visitor Guide &amp; website</li> <li>• Provision of dedicated Visit Rossendale enquiry hotline for both visitors and tourism businesses</li> <li>• Continuing to develop public / private sector relationships</li> <li>• Establishing an effective flow / dissemination of information between public / private sector</li> <li>• Events leaflet</li> <li>• Brochure Swap Shop and networking event</li> <li>• Quarterly e-newsletter to tourism businesses</li> <li>• Monthly targeted e-blasts to consumer database</li> <li>• New Visit Rossendale tourism website using LOIS DMS – expected launch end of April 2010</li> <li>• How's Business Surveys every 6 months</li> <li>• Development of Rossendale business database/directory</li> <li>• Future publications for 2010 using LBTB thematic champions – Taste Foodie Destination Map, Countryside and Heritage/Culture</li> </ul>	<ul style="list-style-type: none"> <li>• New visitor guide publication in 2011</li> <li>• Adrenaline Gateway promotional material</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Commissioning of a Rossendale Tourism Study – expected delivery end of April 2010</li> <li>• Rossendale Tourism Strategy – June 2010</li> <li>• Supporting LBTB Marketing activity including thematic promotions i.e. Country Escapes, Family Fun, Living Legends and Taste Lancashire</li> <li>• Delivery and distribution of new Rossendale Visitor Guide 2009/10</li> <li>• Complete redesign and functionality of Visit Rossendale website - accessing LBTB VIIF Funding for LOIS integration (Lancashire Online Information Service); Online Booking; Searchability and Single source of data</li> <li>• Appointment of Sales &amp; Marketing Officer at East Lancashire Railway – end of February 2010</li> <li>• Continuing joint marketing activity with ELR, Bury &amp; Rochdale</li> <li>• Launch of Taste International scheme took place October 2009</li> <li>• Increasing Taste Lancashire accreditation participation – 27 establishments in</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing campaign to promote Adrenaline Gateway</li> </ul>

<ul style="list-style-type: none"> <li>• membership scheme</li> <li>• Practical support to local food producers / supply chain</li> <li>• Increasing portfolio of local producers</li> <li>• Promotional banners – one for each of the LBTB winning themes including retail and events</li> <li>• Ongoing commission of photography</li> <li>• Pennine Lancashire familiarisation visit</li> <li>• Town maps for Rawtenstall, Haslingden &amp; Helmshore, Bacup and Whitworth</li> </ul>	
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Adrenaline Gateway at Lee Quarry, phase II complete in May 2010, marketing activity / package being developed</li> <li>• ELR carrying out joint promotional activity with Bury and Rochdale council's</li> <li>• Helmshore Mills Textile Museum continued partnership working on projects</li> <li>• Rossendale Way waymarking project planned April 2010</li> <li>• Farmers' Markets</li> <li>• Ski Rossendale and Trust facilities being developed, exploring public / private partnership</li> <li>• On-going promotion of the Halo</li> <li>• Irwell Sculpture Trail launch expected September 2011</li> </ul>	<ul style="list-style-type: none"> <li>• Additional funding for Adrenaline Gateway for developments ongoing</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>• Pennine Lancashire Festival of Food &amp; Culture</li> <li>• Singletrack Classic Weekender – an Adrenaline Live event at Lee Quarry</li> <li>• Halo-ween</li> <li>• World Gravy Wrestling Championships</li> <li>• Clogs on't Cobbles Christmas Weekend</li> <li>• Rural Rossendale Walking Festival</li> <li>• 5 Local Heroes, Waterfoot</li> </ul>	<ul style="list-style-type: none"> <li>• Rossendale Tourism Awards</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Haslingden Public Realm – Action plans for funding sent to NWDA</li> <li>• Rawtenstall Public Realm – Action plans for funding sent to NWDA</li> <li>• Bacup Pennine Squared (Public Realm) – project has been postponed due to lack of funding</li> <li>• East Lancashire Railway signposting to town centre including information boards and way-marking</li> <li>• Signage Programme to improve all signage in Rossendale including gateway, town, brown tourism signs and waymarking is awaiting approval</li> <li>• Lee Quarry – 3 new sculptures installed</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Area Action Plans for Rawtenstall and Bacup Town Centre as part of the Council's Local Development Framework</li> <li>• East Lancashire Railway commuter line to Manchester</li> </ul>

<ul style="list-style-type: none"> <li>• Shoe Trail ongoing</li> <li>• Irwell Sculpture Trail as above</li> <li>• Identify locations for coach parking to encourage group travel</li> </ul>	
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Business support through establishment of Rossendale's Neighbourhood Area Forums</li> <li>• Rural Rossendale Group</li> <li>• Whitworth Tourism Group</li> <li>• Accommodation Forum (virtual)</li> <li>• Food &amp; Drink Group</li> <li>• East Lancashire Railway (Bury, Rochdale &amp; Rossendale)</li> <li>• Irwell Sculpture Trail (Salford, Bury &amp; Rossendale)</li> <li>• Pennine Lancashire (Ribble Valley, Burnley, Pendle, Blackburn with Darwen &amp; Rossendale)</li> <li>• West Pennine Moors (Bury, Bolton, Blackburn with Darwen, Chorley &amp; Rossendale)</li> <li>• South Pennines (Calderdale &amp; Yorkshire, Burnley, Pendle &amp; Rossendale)</li> <li>• Valley at Work</li> </ul>	<ul style="list-style-type: none"> <li>• Additional cluster brands to be developed</li> <li>• New Hall Hey Business Park (office &amp; retail park) negotiations with NWDA / LCDL regarding funding to complete project</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>• Adrenaline Gateway</li> <li>• Feasibility Study for the indoor extreme sports – expected delivery end of April 2010</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment of the Valley Centre, Rawtenstall</li> <li>• Targeted events to encourage traders to open Sundays</li> </ul>

**Local authority Visitor Economy 'Champion':** Michelle Gray – Town Centre and Tourism Officer

Member Champion – Cllr Peter Steen

<b>Local Authority Activity</b>	
<b>South Ribble Borough Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	<a href="http://www.visitsouthribble.com">www.visitsouthribble.com</a>
<b>Cultural Strategy</b>	<a href="http://www.southribbble.gov.uk">www.southribbble.gov.uk</a>
New Arts Strategy 2008	
<b>Other relevant local strategies/frameworks</b>	
South Ribble Economic Regeneration Strategy 2018 Leyland Town Centre Masterplan South Ribble Economic Partnership 2009-10 Action Plan	<a href="http://www.gosouthribble.com">www.gosouthribble.com</a>

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Welcome Guide</li> <li>• Local information available at Civic Centre</li> <li>• Visitor enquiry service</li> <li>• Visitor websites <a href="http://visitsouthribble.gov.uk">visitsouthribble.gov.uk</a> &amp; <a href="http://visitleyland.co.uk">visitleyland.co.uk</a> (linked to LOIS)</li> </ul>	<ul style="list-style-type: none"> <li>• Develop further links between <a href="http://www.visitsouthribble.gov.uk">www.visitsouthribble.gov.uk</a> <a href="http://www.visitleyland.co.uk">www.visitleyland.co.uk</a> and LOIS, including e-commerce modules</li> <li>• Work with Lancashire &amp; Blackpool Tourist Board to implement the Visitor Economy Strategy</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Support relevant LBTB initiatives in partnership with Preston including Living Legends, Coastal Contrasts, Country Escapes and Family Fun.</li> <li>• Support the Ribble Coast and Wetlands promotional activity</li> <li>• Preston &amp; South Ribble Conference Guide</li> <li>• Attendance at Great Days Out Fair 2010</li> <li>• Targeted promotion to relevant markets</li> <li>• Joint working on promotion with local attractions</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="http://www.visitleyland.co.uk">www.visitleyland.co.uk</a> website</li> <li>• Improvements and links to <a href="http://www.visitsouthribble.gov.uk">www.visitsouthribble.gov.uk</a></li> <li>• New Leyland brand and promotional activity</li> <li>• Development of new Ribble Coast &amp; Wetlands promotion</li> <li>• On-going support for LBTB initiatives</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Worden Park</li> <li>• Worden Arts and Crafts Centre</li> <li>• Longton Brickcroft Nature Reserve</li> <li>• Hurst Grange Park</li> <li>• Withy Grove Park</li> <li>• South Ribble Museum and Exhibition Centre</li> <li>• Samlesbury Hall</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining Green Flag Award status for Worden Park, Longton Brickcroft Nature Reserve and Hurst Grange Park</li> <li>• Production and implementation of Development Plans for Worden Park, Withy Grove Park and Hurst Grange Park including a new "Super Play Area" in Withy Grove Park</li> <li>• Heritage development in Leyland, including Worden Park, through the Leyland Masterplan</li> </ul>

<ul style="list-style-type: none"> <li>British Commercial Vehicle Museum</li> <li>Support for attractions as required</li> </ul>	<ul style="list-style-type: none"> <li>Leyland Heritage Trail</li> </ul>
<b>Events</b>	
<ul style="list-style-type: none"> <li>Parks Events Programme including guided walks</li> <li>Leyland Speciality Market/ events project</li> <li>South Ribble Museum / Arts Events</li> <li>Maintenance of events on LOIS and www.visitsouthribble.gov.uk and www.visitleyland.co.uk</li> </ul>	<ul style="list-style-type: none"> <li>Parks Events Programme 2010</li> <li>Ribble Coast &amp; Wetlands event programme 2010 including South Ribble Walking Week</li> <li>Development of Leyland speciality events including Homecoming in July</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>Maintaining parks</li> <li>Maintaining public car parks</li> <li>Management of Community Woodland along River Lostock</li> </ul>	<ul style="list-style-type: none"> <li>Ribble Coast &amp; Wetlands Regional Park – support for Marketing Group and for new product development</li> <li>Production of updated pack of self-guided walks including health walks in partnership with PCT</li> <li>Leyland Masterplan projects including creation of a heritage trail and improvements to the public realm and accessibility to and within Leyland town centre.</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>Officer support to local attractions, facilitating joint working</li> <li>Business support through promotion of standards and dissemination of training/development/marketing information to local businesses</li> <li>Financial support for Lancashire and Blackpool Tourist Board</li> <li>Continued commitment to use of STEAM statistics to measure economic benefit – including communication with business to request information.</li> </ul>	<ul style="list-style-type: none"> <li>Review opportunities for increased joint working with attractions and with Lancashire &amp; Blackpool Tourist Board, including through the Heart of Lancashire Tourism Association</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>Regeneration area projects in Leyland</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of regeneration projects in Leyland</li> </ul>

**Local authority Visitor Economy ‘Champion’:**  
Cabinet/Elected Member Lead for Visitor Economy:

***Jennifer Clough, Principal Economic Development Officer***  
Councillor JC Hughes, Portfolio Holder for Planning & Regeneration

<b>Local Authority Activity</b> <b>Wyre Borough Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	www.wyrebc.gov.uk
A Framework for Tourism and Destination Management in Wyre 2007-09	
<b>Cultural Strategy – “Livewyre”</b>	www.wyrebc.gov.uk
<b>Other relevant local strategies/frameworks</b>	
Wyre Borough Council Local Plan 2000-2010 Fleetwood Masterplan Garstang Market Town Initiative Poulton Market Town Initiative A Community Plan for Wyre Corporate Plan (WBC)	

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• To provide visitor information points and centres at key locations throughout the Borough, including basic provision at halls, theatres and tourist attractions.</li> <li>• To develop a new Tourist information centre within Garstang centre, as part of the Garstang Town Centre Uplift Plan, in line with Branding Guidelines assisted by the Visitor Information Infrastructure Scheme.</li> <li>• To continue to develop the Wyre information on visitlancashire.com.</li> <li>• To continue to develop the visitwyre.co.uk website with the Wyre Tourism Association</li> <li>• To develop visitor information provision within the new Cleveleys Seafront Development</li> <li>• To assist the Poulton MTI in visitor information provision opportunities within the town.</li> <li>• To develop the visitor information provision through the Tourist Information Centre at Fleetwood.</li> </ul>	<ul style="list-style-type: none"> <li>• To ensure access to information for all, through Wyre’s Equality and Diversity Strategy</li> <li>• Increase awareness of services throughout the Borough.</li> <li>• To extend the integration of visitor information services into other aspects of Wyre towns (projects, events and visitor attractions).</li> <li>• To link with proposals for the Duke of Lancaster Park for access to information at the gateway to the Fylde Coast and the Lakes.</li> </ul>

<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Participate in promotional programmes including Country Escapes and Taste Lancashire</li> <li>• Develop e-marketing campaigns at a local level in conjunction with the Wyre Tourism Association.</li> <li>• To promote the Borough through Wyre's Annual Tourism Marketing Plan.</li> <li>• To continue to promote graded only accommodation within Wyre</li> <li>• To promote the key themes of Wyre's market towns (retail strengthening, fair trade, visitor facilities and events) as a regional destination.</li> <li>• To promote Wyre's Waterfront (including Fleetwood and Cleveleys in the context of the Fylde Coast and the Lancashire Coastal offer.</li> <li>• To work with the Wyre Tourism Association to develop a coordinated marketing approach.</li> <li>• Work closely with the Wyre Tourism Association to develop their customer focused services, particularly on-line booking.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop overseas interest by participation in ENC promotions and marketing activity</li> <li>• To promote the outcomes of the Fleetwood Masterplan (heritage, maritime, fishing and waterfront offer) as a regional destination.</li> <li>• To support and promote the development of the Duke of Lancaster Park and the A6 Corridor.</li> <li>• To support the heritage rail proposals for Poulton/Fleetwood</li> <li>• Encourage Wyre Tourism Association members to actively participate in local and sub-regional promotional campaigns.</li> <li>• Improve business networking geared to the visitor economy (through Wyred Up for Business).</li> <li>• Work with the Wyre Tourism Association Businesses to develop and action their three year development plan.</li> </ul>
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• To continue to develop the Wyre Estuary Country Park in line with VAQAS and Green Flag recommendations and to pursue investment in the Visitor Centre.</li> <li>• To promote and support the proposals for the Poulton/Fleetwood heritage rail project.</li> <li>• To develop a programme of events, supporting Wyre's market towns (Seasonal festivals and events).</li> <li>• To develop partnership arrangements for the establishment of a "markets" culture.</li> <li>• To establish and develop proposals for events promoting locally grown produce, cheeses and other goods (Made in Lancashire and Cheese Festival).</li> <li>• To support the development of the Fleetwood Waterfront offer as a regional destination</li> <li>• To support the development of Cleveleys promenade as a regional destination</li> </ul>	<ul style="list-style-type: none"> <li>• To support and encourage the take up of VAQAS schemes within the Visitor Attraction sector of Wyre.</li> <li>• Support and encourage familiarisation trips to the region.</li> <li>• To support a programme of ad-hoc and regular market trading, around the market towns.</li> <li>• To support and promote the development of the Duke of Lancaster Park and the A6 Corridor.</li> <li>• To support and promote the development of water-based recreation and waterbus services in the Garstang/Bilsborrow area.</li> <li>• To support the heritage rail proposals for Poulton/Fleetwood</li> <li>• To develop the outcomes of the Fleetwood Masterplan in relation to heritage, maritime, fishing and waterfront offers.</li> </ul>

<b>Events</b>	
<ul style="list-style-type: none"> <li>• Contribute promotional support to key Wyre events.</li> <li>• Support the establishment and ongoing development of events and promotions highlighted as outcomes of the Fleetwood Masterplan, Garstang and Poulton MTI's , Duke of Lancaster Park.</li> <li>• Continued promotion and support to local events through publication of What's On material, Website updates and populating visitlancashire.com.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with cluster groups to develop food and drink events in Wyre.</li> <li>• Develop a wider programme of events and seasonal activities in support of Wyre's market towns.</li> <li>• To consider events proposals for heritage rail services developed by the Poulton and Wyre Rail Society.</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Support the planned provision of additional coach parking facilities at both Garstang and Cleveleys</li> <li>• To promote and support the new Cleveleys seafront development, including the provision of visitor information within the new café development.</li> <li>• To implement the District-wide Public Conveniences Renewal Programme.</li> <li>• To support the development of Wyre's Waterfront particularly Fleetwood and Cleveleys.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing implementation of the Poulton Town Centre Investment Strategy.</li> <li>• Ongoing implementation of the Garstang Town Centre Uplift.</li> <li>• To consider any proposals for a Fleetwood terminal and heritage link, arising from the Poulton/Fleetwood Rail Study.</li> </ul>
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Continue to work closely with the Wyre Tourism Association and the LBTB through the partnership action plan.</li> <li>• Provide support and information to local tourism businesses and to increase participation in the Wyre Tourism Association.</li> <li>• Support local businesses through participation in national quality schemes, increasing participation across accommodation, Taste Lancashire and VAQAS.</li> <li>• Support the development of Stena Lines proposed investment in improved passenger services at Fleetwood.</li> <li>• Consider proposals for the development of a fishing industry/maritime/waterfront heritage offer, with appropriate private/public partners.</li> </ul>	<ul style="list-style-type: none"> <li>• To implement information packs for local tourism businesses to provide advice and assistance.</li> <li>• Working with the Wyre Tourism Association, explore opportunities for town/area based-drop in tourism surgeries.</li> <li>• Continue to source and promote opportunities for business development and training for Wyre Tourism Businesses.</li> </ul>

Other Visitor Economy activity (Retail, Sporting, etc)	
<ul style="list-style-type: none"> <li>• Work with the Poulton MTI to support the development of visitor facilities and attractions, with specific reference to the Rail Study.</li> <li>• Work with Barton Grange to develop visitor information and promotion of new developments within the A6 corridor and Duke of Lancaster Park.</li> <li>• Retail strengthening within the Garstang and Poulton MTI areas, Fleetwood and Cleveleys, to provide a complementary retail/seaside offer.</li> </ul>	

**Local Authority Visitor Economy ‘Champion’:**

**Tom Pridmore, Head of Leisure, Cultural and Tourist Services**

**Cabinet/Elected Member Lead for Visitor Economy:**

Cllr Peter Hawley, Living Economy Portfolio Holder

**Cabinet/Elected Member Lead for Tourism Liaison:**

Cllr Peter Hawley, Living Economy Portfolio Holder

**Local Authority Visitor Economy Director/Officer:**

<b>Local Authority Activity</b> <b>West Lancashire District Council Proposed Tourism Support Activity</b>	
<b>Visitor Economy/Tourism Strategy</b>	N/A
<b>Cultural Strategy</b>	2004 <a href="http://www.westlancsdc.gov.uk/strategies">www.westlancsdc.gov.uk/strategies</a>
<b>Other relevant local strategies/frameworks</b>	
Skelmersdale Town Centre Vision (in development)  Burscough and Ormskirk Market Towns Initiative (consultation phase) A Sustainable Community Strategy for West Lancashire 2007-2017 Rural Economy Study West Lancashire Economy Study (Feb 09)	15 year regeneration project up to 2023 <a href="http://www.westlancs.gov.uk/skelmersdale">http://www.westlancs.gov.uk/skelmersdale</a> <a href="http://www.westlancs.gov.uk/mti">www.westlancs.gov.uk/mti</a> <a href="http://www.westlancs.gov.uk/yourcouncil">www.westlancs.gov.uk/yourcouncil</a> <a href="http://www.westlancs.gov.uk/regeneration">www.westlancs.gov.uk/regeneration</a>

<b>Continuing Provision</b>	<b>Forward Programme</b>
<b>Visitor Information</b>	
<ul style="list-style-type: none"> <li>• Visitor Guide (including eating out guide)- Dateless</li> <li>• West Lancashire Canal pub/restaurant guide</li> <li>• Up to date website information</li> <li>• Ormskirk Market Leaflet</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution of Visitor Guide</li> <li>• Up to date website information</li> </ul>
<b>Promotion</b>	
<ul style="list-style-type: none"> <li>• Up to date website information</li> </ul>	Up to date website information
<b>Visitor attractions</b>	
<ul style="list-style-type: none"> <li>• Promote major attractions on website</li> </ul>	Promote major attractions on website
<b>Events</b>	
<ul style="list-style-type: none"> <li>• WL Green Fayre &amp; Woodland Festival 2009</li> <li>• WL Kite &amp; Outdoor Festival 2009</li> <li>• West Lancashire Open Exhibition – Chapel Gallery</li> </ul>	<ul style="list-style-type: none"> <li>• WL Green Fayre &amp; Woodland Festival 2010</li> <li>• WL Kite &amp; Outdoor Festival 2010</li> <li>• West Lancashire Open Exhibition – Chapel Gallery</li> </ul>

<ul style="list-style-type: none"> <li>• West Lancashire Objects of Desire Show – Chapel Gallery</li> </ul>	<ul style="list-style-type: none"> <li>• West Lancashire Objects of Desire Show – Chapel Gallery</li> </ul>
<b>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</b>	
<ul style="list-style-type: none"> <li>• Co-ordinate and collate information in response to enquiries</li> <li>• Gateway signs into the District (WL Inspire)</li> </ul>	
<b>Cluster development and local business support</b>	
<ul style="list-style-type: none"> <li>• Ribble Coast &amp; Wetlands</li> <li>• Skelmersdale Town Centre Redevelopment</li> </ul>	<ul style="list-style-type: none"> <li>• Assist with supplying information about tourism activity to support the Ribble Coast &amp; Wetlands development</li> <li>• Coordinated marketing activity in connection to the Skelmersdale Town Centre redevelopment and the resulting extensive Leisure opportunities</li> </ul>
<b>Other Visitor Economy activity (Retail, Sporting, etc)</b>	
<ul style="list-style-type: none"> <li>▪ Ormskirk Town Centre Business Forum</li> <li>▪ Market Towns Initiative</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assist with supplying information about tourism activity to support the action plans</li> </ul>

**Local Authority Visitor Economy ‘Champion’:**

Cabinet/Elected Member Lead for Visitor Economy:

Local Authority Visitor Economy Director/Officer:

***Victoria Brindle, Marketing and Inward Investment Officer***

Councilor Adrian Owens, Portfolio Holder Regeneration & Estates

Jayne Traverse, Executive Manager Regeneration & Estates