



Marketing
Lancashire

Marketing Lancashire Partner Meeting
June 2025



Marketing
Lancashire

Vikki Harris
Marketing & Partnerships Director



Marketing **Lancashire**

- Welcome
- Amy Jones – Holland Hall
- Dr Kamala Velayutham - UCLan
- Daisy Whitehouse – Down at the Social
- Natalie Clayton – AA Media Group
- Marketing Lancashire Update
- Lancashire Tourism Awards
- Arthur Phillips- Musique
- Networking



Marketing **Lancashire**

Amy Jones
Holland Hall



Marketing **Lancashire**

Dr Kamala Velayutham
UCLan

The Bread Waste Project UCLAN

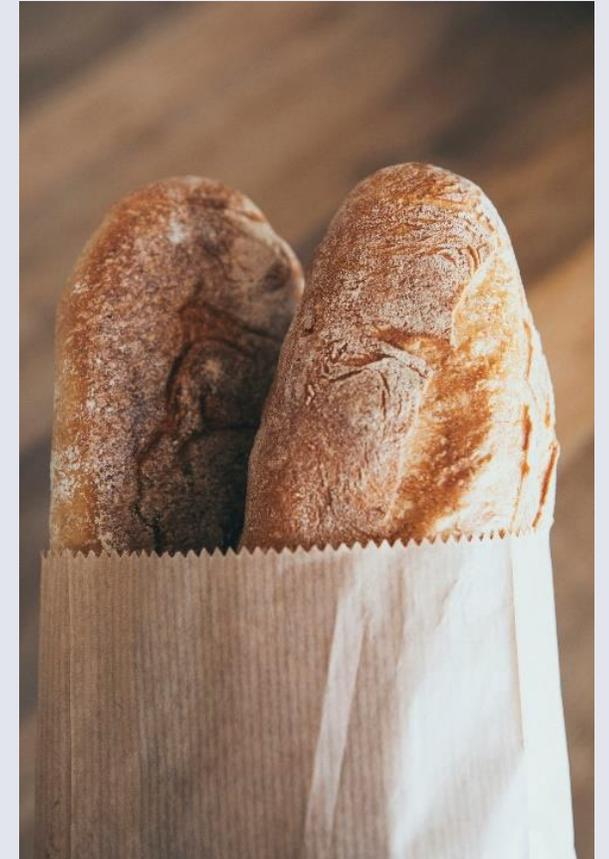


Photo by Markus Spiske on
Unsplash

The Bread Waste Project

- Bread is the UK's third most wasted food – 25 million slices are thrown away every day (WRAP, 2023).
- The **Bread Waste Project** is located within the School of Business at the University of Central Lancashire.
- **Project Team:** Dr Maria Sherrington (Principal Investigator), Prof Yahaya Yusuf, Dr Kamalavelu Velayutham, Dr.Muhammad Usman.
- **Study objectives:**
 1. To map out the bread supply chain end-to-end and identify existing waste reduction opportunities at key points in the supply chain.
 2. Develop an understanding of Generative AI in tackling bread waste and providing food sustainability solutions.

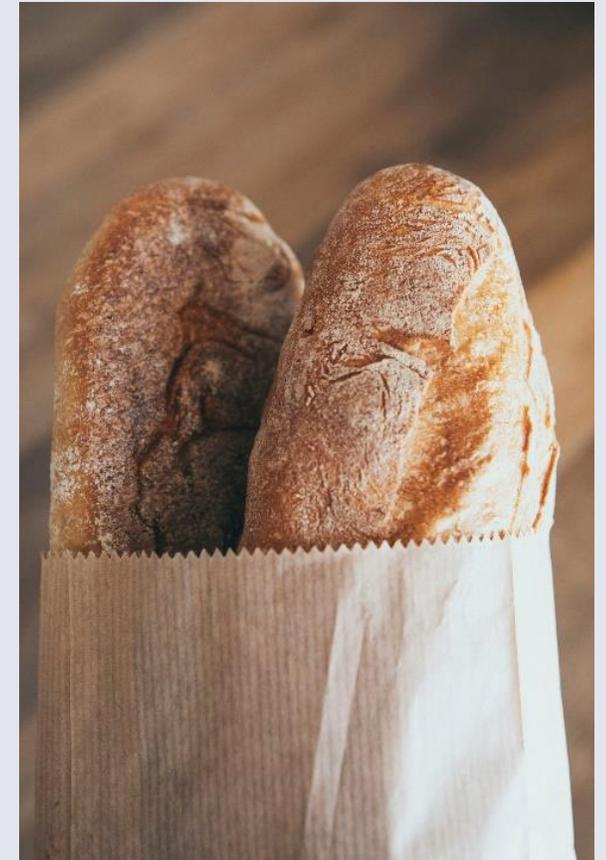


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The Bread Waste Project

- We are looking for **interview participants** from key stages of the bread and bakery supply chain: Cultivation – milling – baking – wholesaling – retailing.
- An interview lasts 1-2 hours and will help us understand the opportunities, challenges and good practices at each stage of the supply chain.
- Findings will be presented at a **Bread Waste Summit** at the University of Central Lancashire .
- To participate, please contact:
 - Dr Maria Sherrington amsherrington@uclan.ac.uk
 - Dr Kamalavelu Velayutham kvelayutham@uclan.ac.uk

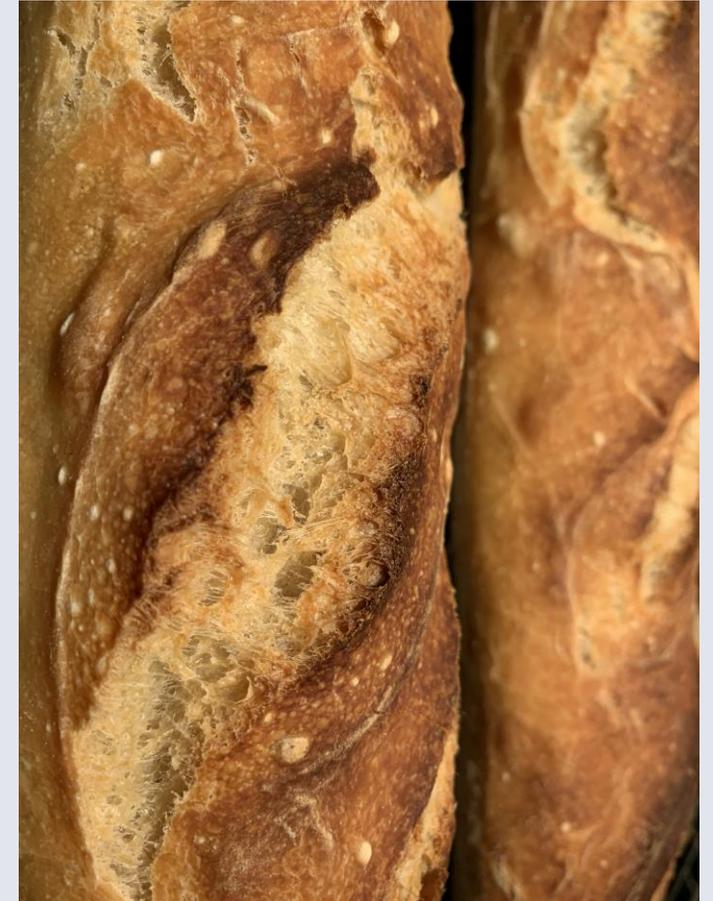


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What Next ?



<https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=gpn262sDxEyyAnrrGUxQZUPwWMtvhIVBtVznCffFDo9UOTYyWVZZRk5QQVFXUUhMVERROUQyVk8yRC4u&Token=7a537996bf7f47a0a09c3982b7628228>



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**Daisy Whitehouse
Down at The Social**



Marketing
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Natalie Clayton
AA Media Group / Visitor Ready

Natalie Clayton
**Partnership & Project Lead – AA Hotel and
Hospitality Services**



Scheme Modernisation

Your Benchmark
for Brilliance



New scheme structure

- Simplified and modernised approach
- Three simple levels
- Easy to understand, accessible and fit for purpose
- Quality in context approach

Quality Assessed



Quality Star Rated



Quality Schemes

- Quality assessed gives businesses the option to be fully inspected without a star rating
- Opportunity to achieve the various awards that the schemes offer
- Quality Star rating recalibrated to 3 to 5 Stars
- 3 Stars becomes the new minimum requirement at each level
- Promotes importance of sustainability and accessibility

Introducing Visitor Ready

Working in partnership with Marketing Lancashire

Visitor
Ready

Marketing
Lancashire





Visitor
Ready®

Brand New Scheme

- Accessible to the entire hospitality industry
- Free digital accreditation
- Completely online process
- Quick and easy
- Robust and credible
- Verifying key mandatory requirements
- Provides secure digital wallet, automatic renewal reminders, and legislation updates
- A trust mark for consumer confidence





Digital badge and credentials

Visitor Ready [Contact](#) [Find a local Visitor Ready](#) [Account](#)

Visitor Ready [Globe](#) [Envelope](#) **Temple Croft B&B**
Credential Owner | [Claimed Profile](#)



Temple Croft B&B

[Add to LinkedIn](#) [X](#) [f](#) [X](#) [...](#)

[Verify Credential](#) [Download Credential](#)

Issue Date
2025-Apr-08

Credential Description
This business has earned the Visitor Ready accreditation by providing evidence of compliance to mandatory legislation for hospitality, ensuring customer health and safety. Customers can visit with confidence.

Skills
[Regulatory Compliance](#)

Digital package

Visitor Ready Badge & Accreditation

Free

Free accreditation for any tourism, leisure, and hospitality business in the UK.

- ✔ Digital badge
- ✔ Digital wallet
- ✔ Industry-backed
- ✔ Get industry updates

Apply free today

Visitor Ready Digital Package

£12.99 per month (excl. VAT)

or £100.00 per year (excl. VAT)

Everything in the free package, plus...

- ✔ Page on AA RatedTrips.com
- ✔ Direct referrals to your site
- ✔ Access to in-depth advice
- ✔ Free industry magazine

Purchase and apply





Industry Supporters



**Apply now at
www.visitorready.com**

**Support Queries
Support@visitorready.com**



Marketing **Lancashire**



Vikki Harris
Marketing & Partnerships Director

Focus areas for the LVEP



Our Priorities

- Productivity
- Product Development
- Sustainability



66.7 M
VISITOR NUMBERS
+2.8%

£5.4BN
ECONOMIC IMPACT
-1.2%

Marketing
Lancashire

STEAM
ECONOMIC IMPACT

2023 V 2022

7.6M
STAYING VISITORS
-1.9%

83.4M
VISITOR DAYS
+1.3%

3.6M
STAYING VISITORS
(SERVICED)
-1.4%

59 M
DAY VISITS
+3.5%

46K
DIRECTLY EMPLOYED
+4.2%

1.4M
STAYING VISITORS
(NON-SERVICED)
-8%

57.3K
DIRECTLY & INDIRECTLY
EMPLOYED
+4.6%

2.6M
STAYING VISITORS
(VISITING FRIENDS OR RELATIVES)
+1.1%

INTERESTINGLY THIS IS STILL 0.6%
ABOVE PRE-PANDEMIC

Why is the Visitor Economy Important?

- New research published this week by VisitEngland demonstrates the positive cultural and social impacts that tourism has on local communities across the UK.
- The report - 'The Social Value of Tourism' – found significantly higher levels of community pride, sense of wellbeing and social cohesion amongst residents living and working in areas frequented by both domestic and international visitors.
- People living in tourism areas were 23% more connected to their communities. 58% of residents surveyed in these destinations felt connected to their community compared to 35% elsewhere. Those living and working in tourism areas (called 'host communities' in the report), were also more likely to be proud of their local area with sense of pride-in-place scoring 12% higher overall than in 'non-host communities.'
- Impact on the wider supply chain.



NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Cult

England | Local News | Lancashire

Michelin star hotspot outside of London 'not many people know about'



MOOR HALL

Chef Mark Birchall says it "takes so much work" to make high-quality food

Rumeana Jahangir and Jon Parker Lee

BBC News

15 February 2025

<p>300K CONSUMER NEWSLETTER READS</p>	 <p>93 FINALISTS TOURISM AWARDS</p>	<p>41K ENTRIES ADVENT CALENDAR</p>
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<p>3.7BN MEDIA REACH</p>	<p>Marketing Lancashire 24/25 HIGHLIGHTS</p>	<p>5M SOCIAL REACH LANCASHIRE DAY</p>
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<p>12M PAGE VIEWS VISIT LANCASHIRE</p>	 <p>2K NEW IMAGES COMMISSIONED</p>	<p>£5.4 BN VALUE VISITOR ECONOMY (SOURCE STEAM 2023)</p>
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<p>694 PRESS FEATURES</p>	 <p>3 PRODUCER AWARDS LAUNCHED IN PARTNERSHIP WITH BOOTH</p>	<p>37 INDUSTRY NEWSLETTERS</p>
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<p>22 DROP IN SESSIONS, PARTNER MEETINGS AND WORKSHOPS HELD</p>	 <p>70K CONSUMERS REACHED AT VAKANTIEBEURS</p>
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<p>5K SUMMER GUIDES PRINTED</p>	<p>70K CONSUMERS REACHED AT VAKANTIEBEURS</p>
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Some campaign successes

In 2024 Visitlancashire.com received almost **12million page views** – up **3mn** on the previous year.

Christmas Advent Calendar campaign had over **41,000 thousand entries** this year, which is an increase of **15 thousand** from Christmas 2023.

Our **#LancashireDay** campaign had a reach of **5.1mn** on our consumer channels which was the same value as if we had spent **£382k** on a campaign



Get Involved

Get your teams to sign up to receive our newsletter

Follow us on social media

Take part in our campaigns

Send us your events

Enter the Lancashire Tourism Awards and TASTE Lancashire Producer Awards

Come to our free workshops

Tell us what's new

THE KING'S AWARDS FOR ENTERPRISE

APPLY NOW ONLINE

Deadline: 1 pm, 9 September 2025

Categories: Innovation, International Trade, Sustainable Development, Promoting Opportunity

Why it matters: National recognition, global credibility, and the right to use the King's Awards emblem for five years

Link to Share: [gov.uk/kings-awards-for-enterprise](https://www.gov.uk/kings-awards-for-enterprise)

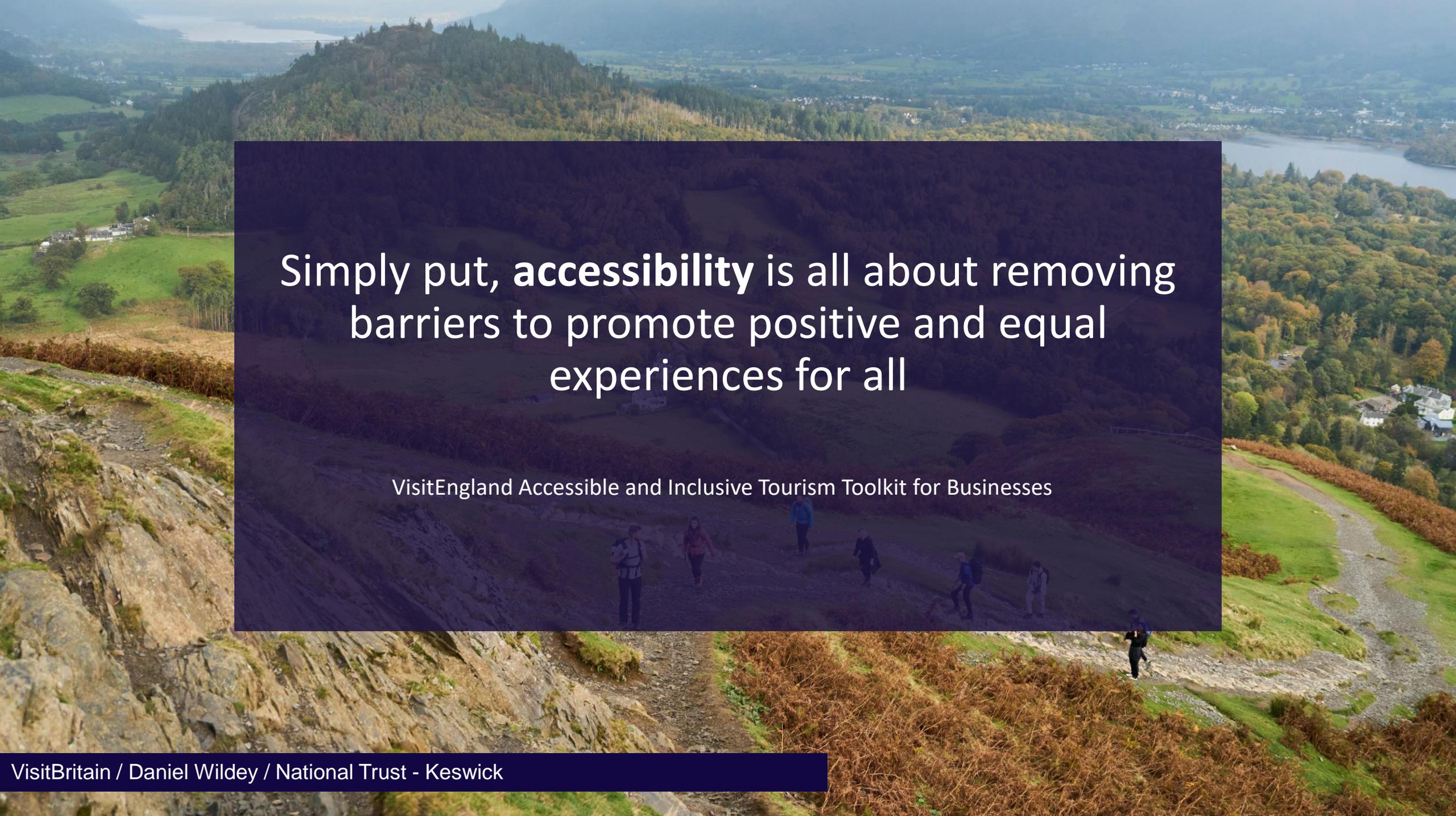




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Maria Moriarty Eames
Head of Partnerships

“Tourism experiences that can be enjoyed by people with physical, sensory and cognitive impairments and others with accessibility requirements”



Simply put, **accessibility** is all about removing barriers to promote positive and equal experiences for all

VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses

The information barrier

95%



95% **check accessibility** in advance of going to a new place.

90%



90% said it was important or extremely important to **know about accessibility before visiting a place for the first time.**

87%



87% **expect accessibility information** to be on a venue's website.

The information barrier (2)

77%



77% had not visited a venue because they **couldn't find out about accessibility.**

73%



73% said **they'd had to leave a venue as it wasn't accessible to them.** The top cause was that the facilities people had been told were there, weren't (75%).

96%



96% said having **accessibility information available in advance** would make them more likely to visit somewhere.

59% will assume somewhere is inaccessible if they cannot find the information they need

Euan's Guide Survey 2024



Robust consumer research - What information should we feature?

118 accessibility features tested with a diverse sample of **over 800 respondents** with accessibility requirements and/or those who travel with this group

Identified:

- The accessibility features that would be **most likely to increase bookings and visits**
- Additional features which are not deal-breakers for a sufficiently large market, but improve inclusivity for those with less common accessibility needs
- How to **optimise feature descriptions**
- **Variations** between the most important features for various **accommodation** types, **visitor attractions & experiences, events and food & beverage** businesses.

Next steps...

Key Accessibility Feature questionnaires and guidance for:

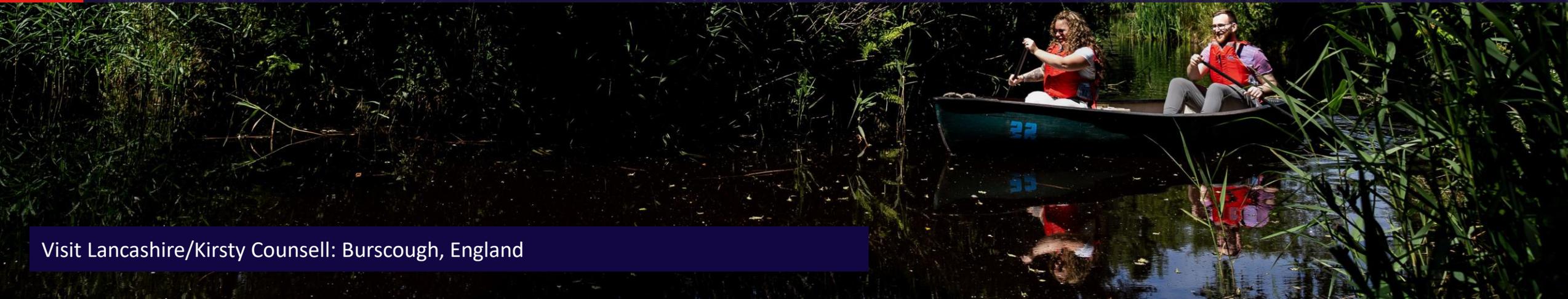
- Serviced accommodation
- Self-catering accommodation
- Camping, glamping and holiday parks
- Attractions & experiences
- Events, festivals & shows
- Food & drink

Guidance for businesses on how to identify and display information on their own websites

[VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses | VisitBritain.org](#)



Regenerative Tourism



Visit Lancashire/Kirsty Counsell: Burscough, England

Consumer views on sustainability – OTA research

84%

believe travelling sustainably remains important to them

73%

want their spending to go back to the local community

53%

are mindful of the impact of tourism on local communities, as well as the environment

**Nearly
4 in 10**

will avoid perceived overcrowding and seek advice on alternative destinations or avoid peak season

69%

rate their willingness to leave the places they visit better than when they arrived

77%

seek authentic experiences that are representative of local culture

Principles of Regenerative Tourism

Traditional
Corporate Social
Responsibility (CSR)

Maintain
Status Quo

Sustainability/
Environmental,
Social and
Governance (ESG)

Reduce
NEGATIVE
Impact

Regenerative
Tourism

Increase
POSITIVE
Impact

to

to

Regenerative Tourism Handbook (Guide online)



VisitEngland

THE REGENERATIVE TOURISM HANDBOOK

Sowing the seeds for long-term sustainable tourism



Featuring the PLANT Framework

The PLANT Framework

It's now time to introduce you to PLANT, the framework that will guide you through the process of becoming a more sustainable and regenerative tourism business.

Step 1: Prepare

Start here to note areas where you are already well-informed or have initiatives underway as well as identify areas where you would like to find out more. It guides you to bite-size learning that rounds out your knowledge and provides the framework for an action plan to make your business better.

Step 2: Learn

Sustainability is a complex and wide-ranging topic so it is no surprise that learning is the largest step of this framework. It covers background of key sustainability issues, core elements of environmental stewardship, what social responsibility involves, and how your business can contribute to tourism being a force for good.

Step 3: Act

It is easy to talk about regenerative tourism, but without action, nothing changes. In this step, we help you create an action plan, distinguish quick wins from longer-term strategic initiatives, establish realistic time frames, recognise financial and human resource requirements, identify obstacles, and agree on criteria for success.

Step 4: Nurture

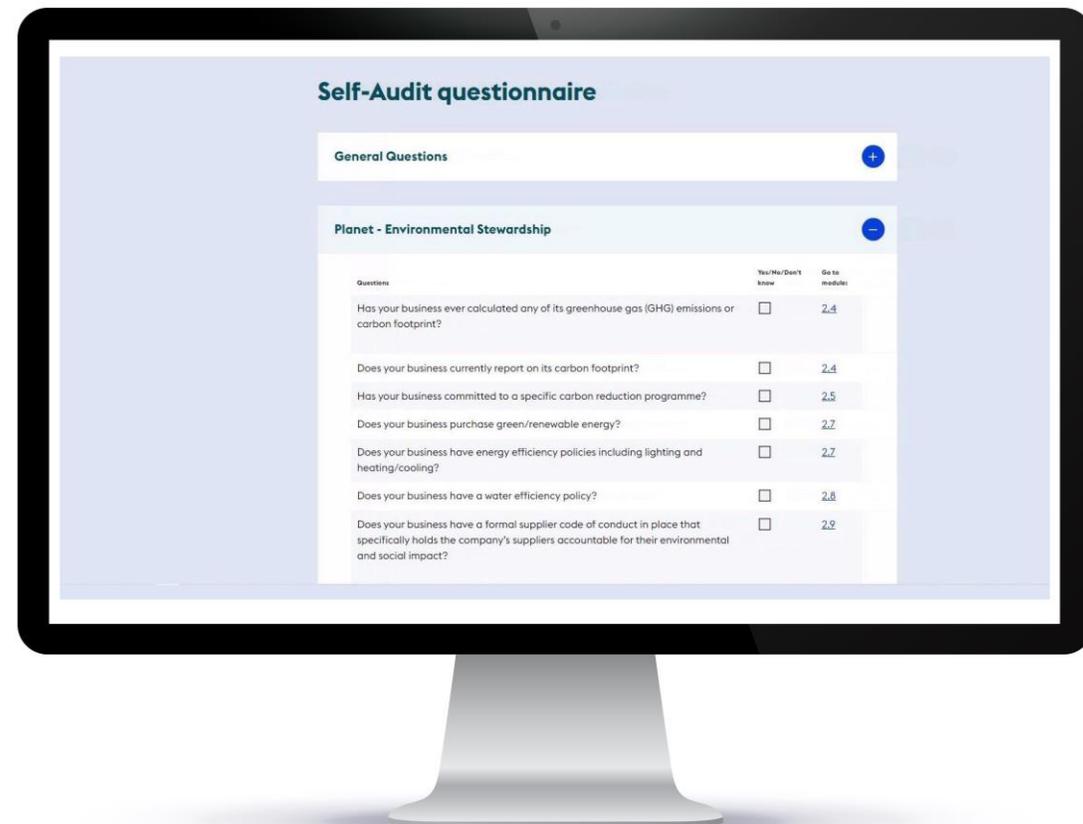
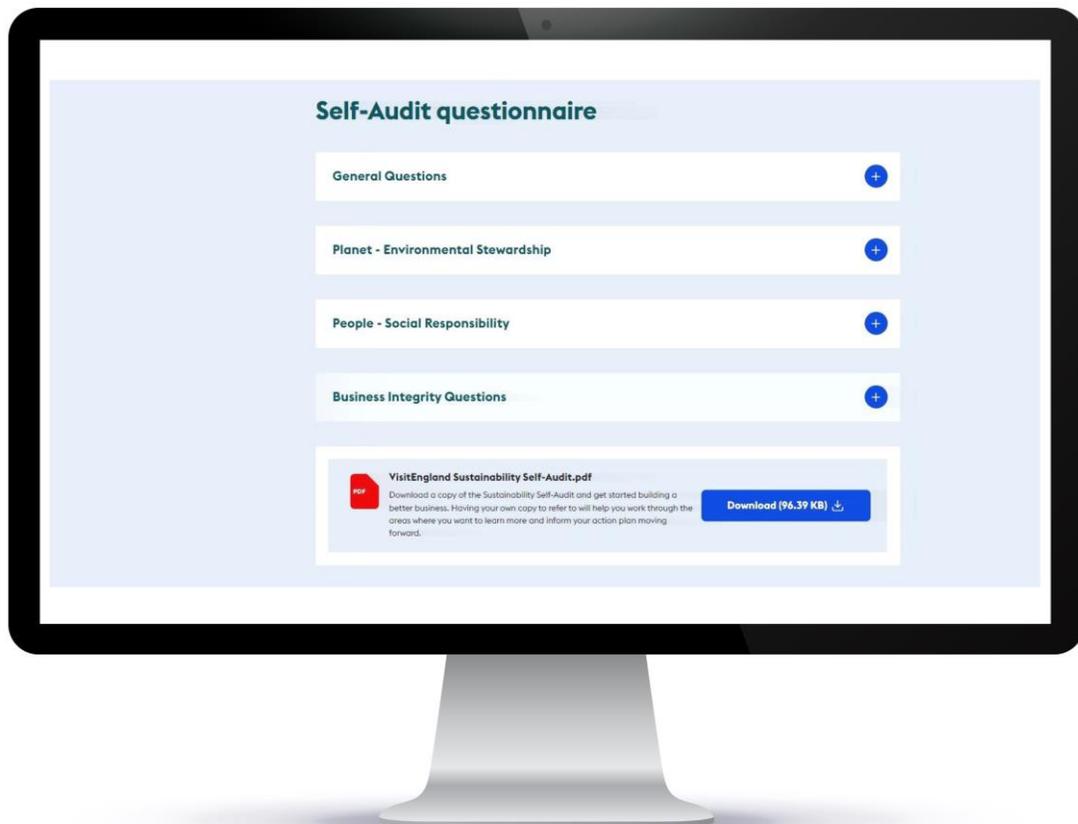
Without proper care and attention, even the best-intended initiatives can wither and die. So, your efforts need regular review, refinement and sustained enthusiasm and application. That can be hard to do on your own, so you need to engage persuasively with others who can help you keep delivering your plan.

Step 5: Transform

You've taken action and now it is time to publicise your efforts to whoever matters most to your business - staff, customers, potential customers, or even investors. Communicate with a high level of integrity, confidence and the positive attitude that comes with a desire to support and enact sustainable and regenerative tourism.



Regenerative Tourism Handbook (Guide online)



Our other key resources

VisitEngland Academy



Delivering our successful 'Taking England to the World' training that helps businesses become internationally ready and our bespoke, demand led webinars and online training.



Business Advice Hub



Supporting tourism businesses with essential information, advice and resources.

Access to **The Pink Book** – a guide consistently up-dated on legislation.



Insights and Trends



Access the latest consumer and industry insights on domestic and inbound tourism across the UK. Our expert research helps guide business decisions, deepen understanding, and highlight key growth opportunities.



The Social Value of Tourism Report



This report explores the wide-ranging social, cultural, and community value of tourism, particularly through the lens of local communities, whose lives it directly impacts.



Quality



Working to improve the visitor welcome through our modernised assessment schemes.

Use our quality schemes to give 1:1 advice and guidance on the customer journey of your business.



VisitEngland Awards for Excellence



21 regional heats driving finalists from 29 destinations to progress to judging that culminates in the national Awards.

2025 a record year for entrants - 1,835 businesses have entered.



Lancashire Tourism Awards



LTA26 Applications open next week!

Lancashiretourismawards.com

- Complete application form
- Shortlisted to a scoring framework set by Visit England.
- Each question has a score and are all weighted so make sure you answer every question to the best of your ability.
- Once the shortlist has been announced, mystery visits will take place before judging days.
- Winners announced in February and in core categories automatically entered into the Visit England Awards for Excellence.





PASC
www.pascuk.co.uk

ecclesiastical
Proudly part of the BENEFACT GROUP



Awards for Excellence 2025

RAWCHARGING
CONNECTING AMAZING PLACES

SYKES
HOLIDAY COTTAGES

Awards for Excellence 2025

SYKES
HOLIDAY COTTAGES

RAWCHARGING
CONNECTING AMAZING PLACES

Awards for Excellence 2025

ecclesiastical

PASC
www.pascuk.co.uk

Eight at Gaze Hill
by Doug Gramp Ltd
Lancashire
BRONZE
Awards for Excellence 2025
New Tourism Business of the Year

LTA24 Categories



#LTA26

Accessible and Inclusive tourism

Business events venue

Camping, Glamping and Holiday Park

Cultural venue / organisation

Dog friendly

Experience of the year

Family Owned / Run Business

Hospitality & Tourism Student

Hotel wedding venue

Lancashire Perfect Stay - Small Serviced Accommodation

Large event

Large Hotel

New Tourism Business

Pub of the year

Regenerative Tourism

Self-Catering Accommodation

Small event

Taste of Lancashire

Unsung Hero

Large Visitor Attraction

Small Visitor Attraction

Wedding Venue

What	When
Applications open	Week commencing June 16th 2025
Application masterclass	Tuesday 24th June, 10am.
Application deadline	Friday 18 July, 23:59 for all categories, unless listed below Friday 12 September, 23:59 for Small Event Award, Large Event Award and Hospitality & Tourism Student Award applications only.
Finalists announced	Early August. End of September for Small Event Award, Large Event Award and Hospitality & Tourism Student Award applications only.
Mystery visits take place	August – mid October
Judging interviews	Tuesday 11 & 12 November 2025 at Burnley Football Club
Awards event	TBC - Early February 2026



Camping Glamping + Holiday Park - Secret Garden Glamping



Ethical, Responsible and Sustainable - Martin Mere



Visitor Attraction Windmill Animal Farm



Hotel Wedding Venue Holland Hall



Unsung Hero Andrew Reid



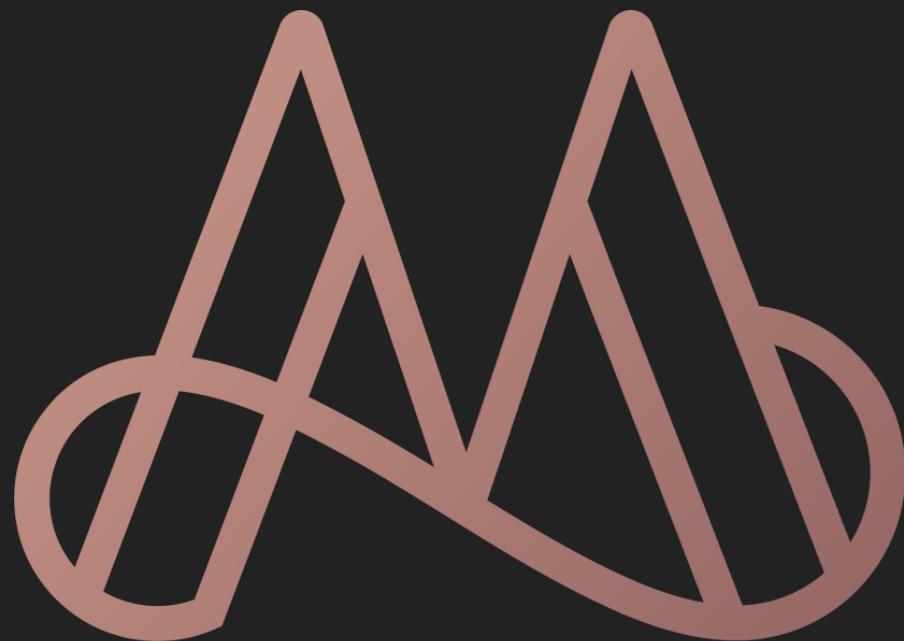
Business Event Venue Anderton Centre

Lancashire
Tourism Awards



Marketing
Lancashire

Arthur Phillips
Musique



MUSIQUE

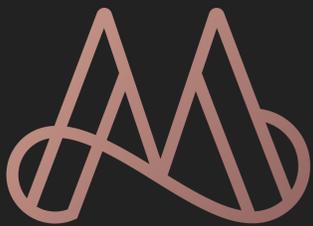


MUSIQUE

About Us

Musique is an exclusive collection of musicians, DJs & entertainers, providing exceptional entertainment for corporate and private events. Based in the heart of the Ribble Valley, our dedicated office team have decades of experience in the entertainment industry.





M U S I Q U E

The Importance of Music in the Workplace, Retail & Hospitality

Examples



MUSIQUE

Music within businesses

Influence both employee & customer behaviour:

- Increase in productivity
- Sales
- Dwell time
- Enhance the customer experience



Music within workplaces

Goal: To enhance productivity, focus & wellbeing.

- **Music boosts performance.**
90% of office workers perform better with music in the background. (*Mindlab, 2021*)
- **Happiness means more productive.**
Happy employees are 13% more productive. (*Oxford University, 2019*)
- **Stress relief.**
Low-tempo music reduces stress and cortisol levels. (*Journal of Music Therapy, 2013*)
- **Focus Enhancement.**
Instrumental/ambient music helps with concentration during repetitive tasks. (*Unsworth & Robison, 2021*)



Music within Retail

Goal: Increase Dwell Time, Spend, and Brand Loyalty

- **Music = More Sales.**
Appropriate music increases sales by up to 38%. (*Millman, 1982*)
- **Brand Alignment Matters.**
Curated music (as opposed to random music) increases sales by up to 9%. (*Soundtrack, 2017*)
- **Customers Stay Longer.**
Music increases dwell time and browsing behaviour.
- **Emotional Impact.**
93% of shoppers say the right music enhances their experience. (*Mood Media, 2017*)



Music within Hospitality

Goal: Shape Atmosphere, Influence Spend, and Manage Flow

- **Music affects pace.**
Loud or fast music means quicker consumption. Slower music means longer stays.
(*Guéguen, 2008*)
- **Higher perceived value.**
Well-matched music increases the customer value perception, therefore increases willingness to spend (*North et al, 2003*)
- **Emotional Enhancement.**
Music shapes the dining/drinking mood, improving satisfaction.
- **Operational Control.**
Adjusting tempo controls customer turnover and table pacing.



How can we help?

- Purpose & branding consultation
 - How do you want your music to impact your staff & customers?
 - How do you want your brand to sound?
- Advice (& installation/maintenance) for sound systems and room acoustics to suit your space
- Guidance on licensing & 'appropriate platforms'



Get In Touch

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MUSIQUE

Thank you
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