



Marketing
Lancashire

Vikki Harris
Marketing & Partnerships Director

Focus areas for the LVEP



Tourism Growth Strategy Priorities

- Productivity
- Product Development
- Sustainability



Why is the Visitor Economy Important?

- Recent research published 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.
- Attractiveness of Lancashire as place to live.
- In Lancashire it is a sector which employs 57k people and is worth £5.4bn to the economy and welcomes 67 Million visitors a year.

Lancashire Growth Plan

PEOPLE, PLACES
AND POTENTIAL.

Sectoral Drivers of Growth

- A Strategic Role in National Security and Resilience
- Clean Growth and a Nuclear Renaissance
- Sustainable Digital and Artificial Intelligence
- Advanced Engineering and Manufacturing Excellence
- Culture and Tourism as Economic Catalysts

Culture and Tourism as Economic Catalysts

Culture and tourism are integral to Lancashire's identity and economic growth. These sectors attract talent, build community pride, and enhance quality of life.

Lancashire's tourism 'offer' spans vibrant towns, historic sites, and natural beauty. Since the launch of the Re(made) Cultural Strategy in 2020, the region has seen significant growth in cultural activity and infrastructure. The Growth Plan will build on this momentum, working with national partners such as the Department for Culture, Media and Sport to unlock the full potential of Lancashire's cultural and tourism assets



Some campaign successes

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

Lancashire welcomes **66.7M** visitors a 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



International Focus

Short Haul Markets: Germany, Netherlands, Nordics, France

Long Haul Markets: US, India, China

Current Campaign Activity:

- England Originals
- England's Coast

Supplemented by shows and dedicated travel trade liaison such as:

- ITB Berlin
- BIM
- DBNA

VisitBritain's 2026 Content Framework



Winter

January – March 2026

The spirit of British winter

Experience the warmth, wonder, and connection that makes Britain shine in winter.

The stories we'll be telling:

Rejuvenating breaks

Start your year with a revitalising dose of Britain. Relax and recharge with windswept coastal strolls, quintessentially British spa stays, and rural wellness retreats that will set you up for the year ahead.

Nights to remember

With shorter days and longer nights, Britain truly comes alive from dusk until dawn. From spying dark skies to memorable sunset adventures, experience our countryside's wild side and cultural hubs after nightfall.

★★★

Key moments we will focus on

- The Immortal Man film release
- Wuthering Heights film release (14 Feb)



Spring

April – June 2026

Spring tastes and trails

Slow down and savour spring – journey coast to coast and connect with Britain through local and seasonal flavours.

The stories we'll be telling:

Coast to coast exploration

Discover Britain's best coast-to-coast adventures by train, car, bike or on foot in under a week, along trails that deliver ever-changing landscapes and unmissable experiences at every turn.

Farm to fork flavours

Slow down and savour spring - journey via coast, city, countryside and connect with Britain through our local and seasonal flavours.

★★★

Key moments we will focus on

- Women's Cricket World Cup (12 June-5 July)
- Bridgerton Season 4 release (June/July)



Summer

July – September 2026

A grand British summer

Discover a different side of Britain this summer, from secret seaside escapes to intriguing regal settings.

The stories we'll be telling:

Seaside escapes

With one of Europe's longest and most accessible coastlines, Britain is perfect for a coolcation. These lesser-known spots put the spotlight on seaside adventures, coastal cuisine and our maritime past.

Your regal summer

Experience Britain's castles, stately homes and palaces at their finest this summer - when grand halls open, gardens bloom, and history comes to life through events and captivating tours.

★★★

Key moments we will focus on

- Commonwealth Games (23 Jul-2 Aug)
- Start of Premier League 26/27 (Aug)



Autumn

October – December 2026

The magic of autumn

Experience the magic of Britain in autumn, from misty landscapes filled with myths and legends to shared moments with locals.

The stories we'll be telling:

Enchanted Britain

As the leaves change colour and the mists rise over ancient stones, Britain's buildings and landscapes reveal enthralling tales of haunted places and stories of magical legends.

Life around the pub

A pub is the anchor for experiencing British culture and friendly locals – a base to explore surrounding areas, come together with communities and create shared stories.

★★★

Key moments we will focus on

- 25th anniversary of the first Harry Potter (Nov)
- Festive, holidays and cultural celebrations

Starring GREAT Britain narrative angles



Visit the real star...

Iconic cities. Striking buildings. Sweeping landscapes. Britain provides the setting for countless unforgettable stories as well as the backdrops for fictional worlds like Hogwarts and Westeros. Step into these real locations and immerse yourself in themed experiences that bring the magic of screen to life.



Journey through your favourite genre

From period dramas to action-adventure blockbusters, fan-favourite fantasy films to romcoms that we love to watch again and again – discover the places and experiences all over Britain that bring these on-screen themes to life.



Pack your main character energy

It's time to co-star with Britain. Enjoy unforgettable, only-in Britain experiences - from street art to off-grid wellness retreats - and capture the perfect shot at places even the location scouts haven't discovered yet. Whether it's luxury, adventure or quiet indulgence, this is your story - you write the script *and* star in your own British adventure.



Meet the locals

Get to know Brits like the ones you see on screen. Chat with warm, witty locals; learn accents; hear untold stories; or meet expert guides and costumed storytellers who bring history and places alive.

How VisitEngland tells your stories

VisitEngland reach, engage and inspire our domestic consumer audiences through our owned and earned channels, extending the reach of England's tourism stories and delivering a **drumbeat of seasonal, data and trend-led content** to inspire them to consider a break across regional England.

Social Media



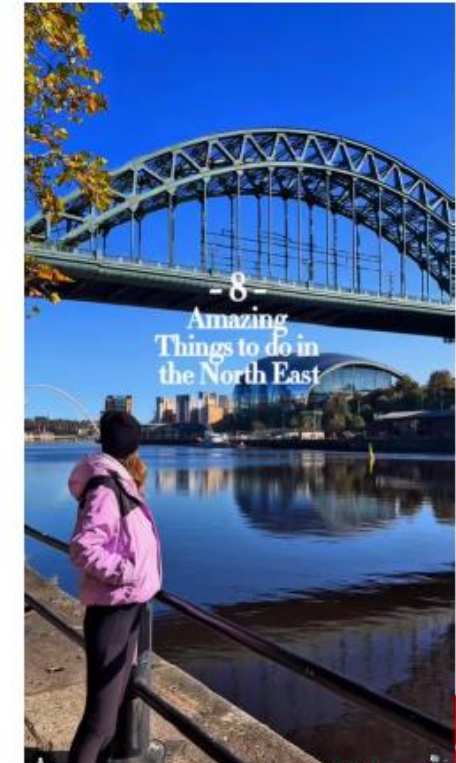
VisitEngland.com



PR



Influencer Marketing



Informed by insights and trends



Audience

Domestic pre-nester
(25-44)

Highest segment spend
per trip

Can travel year-round



Principles

Inclusive, welcoming and
diverse destination

Promote year-round travel

Responsible travel –
showing the benefits of off
season breaks



Motivations

Value for money

Time with loved ones

Escapism

Cultural trends and fandoms
Set-jetting/gig-tripping

Finding hidden gems and
quirky experiences



Interests

Experiential, immersive and
unique experiences

Food and drink experiences

Nature, outdoors and
walking

Wellness

Heritage, arts and culture
with a twist

LVEP key stories and products +
consumer and channel insights and trends

VisitEngland Autumn/Winter 25/26 Content Calendar

Autumn Escapes Late September – November



It's cosy season; time for embracing the autumn hues on bracing woodland walks and seaside foraging adventures with friends and family (don't forget the roaring pub fire); marvelling at our dark skies; ticking off that cultural bucket list moment on a city break and oohing and aahing as nationwide events light up the dark

Winter Cheer and What's new 2026 December – February



From memory-making festive outings and getting together with loved ones to celebrate or blow off the cobwebs; we'll be championing the benefits of a winter break in England and what to pop on the bucket list for the year ahead

Priorities/ Insights:

Support regions to extend the season by spotlighting ways to enjoy destinations without the crowds; tapping into leisure interests including food and drink & championing accessible & inclusive England

Promoting off season travel; tapping into motivations for friends & family celebrations; positioning England as the place to be in 2026 through positive collective storytelling of what's new across the regions

Key Seasonal Calendar Moments

Halloween (31 Oct); Diwali (21 Oct); Bonfire night (5 Nov)
Black History Month (Oct); Purple Tuesday (4 Nov)

Winter Solstice (21 Dec); Christmas (25 Dec); Valentine's Day (14 Feb); Lunar New Year (17 Feb)

Key Themes & Event Hooks

- **Immersive Food & Drink:** Autumn food festivals; fruit picking and wine harvests
- **Great Outdoors:** Noctourism (Dark Skies Festivals/ Lighting up the Dark events); Seaside without the crowds
- **Culture/Heritage with a twist:** New cultural exhibitions & openings incl Bradford 2025
- **Responsible & Inclusive:** 200th anniversary of modern Railway (27 Sept) which is also World Tourism Day
- **Film & TV:** Downton Abbey (12 Sept); Slow Horses S5 (24 Sept); Wicked for Good (21 Nov); Frankenstein (Nov)

- **Festive England experiences** (markets; shopping; stately homes; activities; light trails; film locations; free events)
- **Culture/Heritage with a twist:** Jane Austen 250 birthday (16 Dec); Romantic England experiences
- **Film & TV:** 100 years of Winnie the Pooh; 25 years Harry Potter; Immortal Man tbc (Peaky Blinders); Hamnet (Jan); Wuthering Heights (13 Feb)
- **What's New and trending for 2026**
- **Look ahead to Spring 2026**

COMING SOON.....



The content we're interested in

What's New

Tell us about England's newest openings, seasonal highlights, or reimagined visitor experiences, to help us spotlight what's new across the regions.



People Stories

We're looking for passionate individuals who embody what's great about Britain's tourism scene. If you know someone with a compelling story, we'd love to hear about them.



Starring GREAT Britain

Our global marketing campaign, celebrates Britain as the true star of the show in iconic films and TV. Help use the magic of the screen to inspire visitors with legendary filming locations to behind-the-scenes stories.



Marketing **Lancashire**

Awards



Lancashire Tourism Awards



TASTE

Lancashire

Producer Awards

In partnership with

BOOTH'S
THE GOOD GROCERS



TASTE Lancashire Producer Awards



- Celebrate Lancashire produce in all of its forms.
- Focus on celebrating the business itself and not just the taste profile of the products.
- Whether your product is grown, reared, fished, manufactured in Lancashire, created using Lancashire ingredients, or simply carries the Lancashire names, and champions Lancashire in some way, we want to hear from you.
- Shortlisted businesses will have the opportunity to 'meet the buyer' with Booths as part of the judging process.

Drinks

Recognises artisanal producers and manufacturers of beers, wines and spirits, cordials, soft drinks, all hot and cold beverages.

Pantry, preserved and ready to eat

Confectionery, condiments, preserves, prepared sweets and desserts, prepared spice mixes and pastes, ambient or frozen and ready to eat.

Bakery, Pies and Pastries

Bread, biscuits, pastries, cakes, savoury and sweet pies.

Fish, field and dairy produce

Fresh, cured and smoked meat, cooked meats, ice cream, cheese, yogurts and other dairy, fresh, cured or smoked fish, vegetables, herbs, fruits.

TASTE Lancashire Producer Awards

Eligibility & Key Dates



- Business must be based in Lancashire, use Lancashire ingredients or champion Lancashire food and drink in a prominent way.
- Applicants will demonstrate a dedicated promotion of Lancashire through their product and routes to market
- Applicants may or may not have a visitor, experience, education or retail element to their food business as well.
- The judges will be looking for creativity in the use of quality local ingredients, materials and/or methods
- Businesses of all sizes can apply as this category is judged within the context and style of the business.

What's Happening	When
Applications open	Early September 2025.
Application deadline	Early November.
Finalists announced	November.
Judging interviews	Mid January 2026 at Booths central office
All winners announced/ awards event	February 2026 (date TBC).

Industry Development & Resources

Coastal Tourism Regeneration Conference

Paradise Room, Pleasure Beach, Blackpool

Thursday, 23rd October 2025



Coastal Communities Roadshow
STR tourism: creating jobs, driving investment, regenerating the great British seaside
Bringing heads of tourism organisations together with MPs, Councils and Tourism Representatives to connect the dots and start working together.

Where: Paradise Room, Pleasure Beach, Blackpool
When: 23rd October from 9.30am
Lunch: Networking 2 course lunch* from 1.00pm – 2.30pm

STAA STAA
BRIGHT IDEAS FOR SUSTAINABLE RESPONSIBLE TOURISM

Patricia Yates
CEO, Visit England, Visit Britain

Andy Fenner
CEO, UK STAA

Graham Donoghue
UK STAA Chair, Group Chief Executive Officer, Forge Holiday Group and CEO, Sykes Cottages

Sally Henry
VP of Business Development, Key Data

Chris Webb MP
APPG for Hospitality and Tourism

Event Partners and Sponsors

airbnb BLACKPOOL TOURISM LTD EUREKA CAPITAL ALLIANCE KEYDATA™ VisitEngland

- **Data-driven booking strategies** that fill your rooms year-round (not just peak season)
- **Partnership opportunities** with local attractions that drive more guests to your door
- **Digital marketing secrets** from Airbnb, Booking.com and Expedia experts
- **Pricing strategies** that maximize your revenue without losing bookings
- **How to build repeat business** that keeps guests coming back

Your day includes:

- ☒ Expert-led sessions on driving more revenue and industry updates
- ☒ Round-table discussions on building partnerships and improving occupancy
- ☒ Direct access to tourism leaders and booking platform experts
- ☒ Networking lunch with fellow accommodation owners and industry leaders*
- ☒ Actionable strategies you can implement immediately

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.





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

Thank you
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Growing Places Fund

Marketing Lancashire Partners Meeting
Wednesday 1 October 2025

Sue Roberts
Commercial and Business Support Manager

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- Background
- How Growing Places Works
- Impact
- Questions / Contact details



Burnley Bridge during and after construction



Background

- £19.4 million grant provided by Government to the Lancashire Enterprise Partnership
- Use as a loan facility to kick start stalled sites
- Created a revolving fund with over £45m lent
- 13 schemes completed
- In process of moving to the Lancashire Combined County Authority
- Investment Strategy and approval processes being revised
- Marketing campaign to be launched



Langroyd Place, Pendle

How Growing Places Works

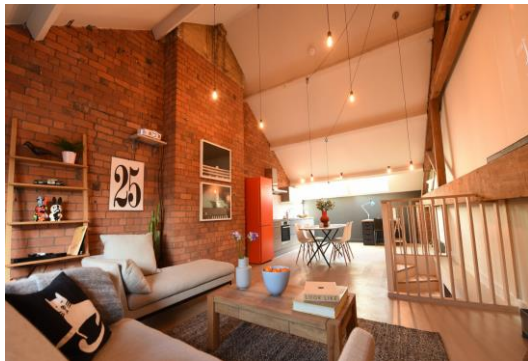
- Available for capital schemes in Lancashire
 - Leisure
 - Hotels
 - Housing
 - Commercial
 - Industrial
 - Infrastructure
- Borrowing is 70% of the overall cost of the scheme
- Security taken to cover the loan
- Interest rates are between 3.25% and 6.5% over the Bank of England base rate, dependant upon risk
- No Fees **BUT** borrower pays for lenders Legal, Monitoring Surveyor and Valuation fees
- Funds typically borrowed over 2 to 4 years, but can be extended
- Interest is paid on an annual basis
- Capital repaid in lump sum on sale or refinancing at agreed date
- No penalties for early repayment



Blackpool Pleasure Beach

Impact

- Growing Places has created the following impacts:-
- 13 Schemes completed
- Total Capital loaned £45,816,412
- Private sector leveraged £176,246,527
- Jobs created 2,135
- 260,838 sqm developed
- 829 housing units
- ETC Urban Union Lofts



Porsche Centre Workshop



Blackburn Cathedral Quarter
including Premier Inn



Questions?



Lomeshaye Industrial Estate Pendle

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Marketing **Lancashire**

Andrew Leeming / Anne Williamson
Boost / Retail Renaissance



Marketing **Lancashire**

Mark Gibbons
Rosebud



Marketing
Lancashire

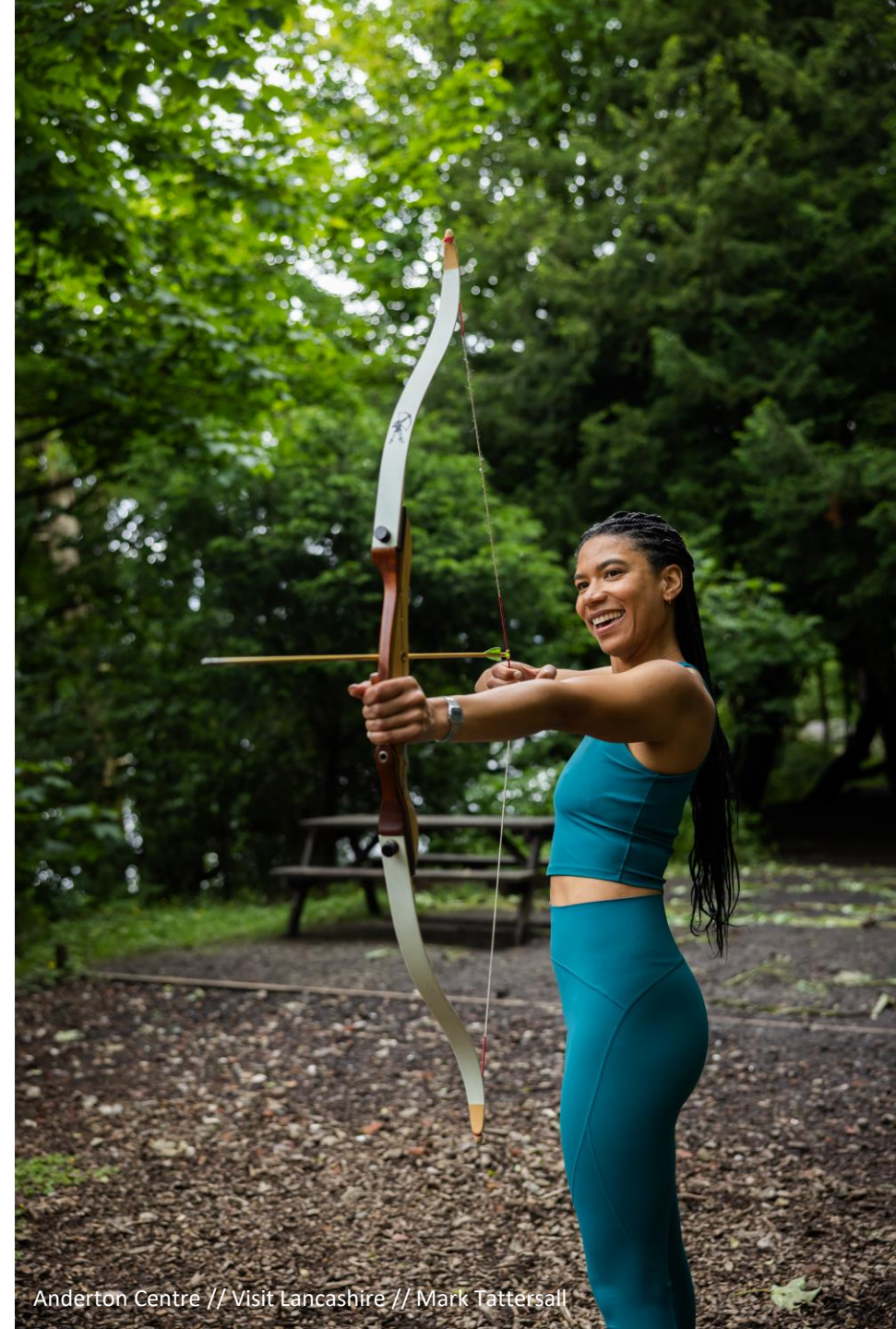
Ian Stackhouse
Partnerships Manager

Visit
Lancashire

Martin Mere // Visit Lancashire // Alfred and Co Photography

Maximising Partnership

- Update listings on [Visit Lancashire.com](https://www.visitlancashire.com)
- Add all your [Events](#)
- Add your [Special Offers](#)
- Media & PR – send us your news
- Tag us on your Social Media
- Get involved in Prize Draws
- Additional [Marketing Opportunities](#)





- Monthly Partnership Newsletter
- [Join us at our FREE events](#)
- Give us a call - Advice and Guidance
- Maximise the Visit Lancashire Logo
- Take advantage of research
- [Lancashire Tourism Awards](#)
- [TASTE Lancashire Producer Awards](#)
- Collaborate with our [Lancashire Supplier Partners](#)



**Want to discuss your Partnership?
Get in touch:
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