

Appendix 4: Local Authority Activity

Bolton Council Local authority Visitor Economy 'Champion': Nick White Cabinet/Elected Member Lead for Visitor Economy: Cllr John Byrne Local Authority Visitor Economy Director/Officer: Keith Davies.	
Visitor Economy/ tourism strategy	Bolton 2011 – a five year tourism development plan
Cultural Strategy	No discrete cultural strategy exists for Bolton. The Bolton Plan 2008 to 2011 contains themes which relate to culture
Other relevant strategies	Sustainable Community Strategy (Bolton; Our Vision 2007 - 2017) Unitary Development Plan 2005 (to be replaced by the Bolton Local Development Framework, March 2011) Bolton Town Centre Action Framework 2005-2008 Building Bolton SPD Sustainable Design and Construction SPD Coming to Bolton: Town Centre Transport Strategy 2006-2011 Bolton Public Realm Improvement Framework 2007-2012 Development and Regeneration Position Statement (2007) Bolton Retail and Leisure Study (2008) Bolton Town Centre Planning Obligations 2008 – 2013
Continuing Provision	Forward Programme
Visitor Information	
Provision of visitor information to a high standard, working in partnership where necessary.	Provision of excellent visitor information for visitors and potential visitors to Bolton. Continue to use LateRooms.com as accommodation booking agents. Development of the visitbolton.com website, using the Manchester DMS and links with www.visitmanchester.com
Promotion	
Groups and Travel Trade. Short breaks and day visits.	Targeted campaign for group travel organisers, focussing on attendance at Great Days Out Fair, Manchester Groups Guide and direct marketing. On-line marketing campaign to promote visitbolton.com and visitbolton.com/grouptravel. Implement campaigns to effectively promote and distribute the annual Visit Bolton guide. Remain an active partner in the Manchester's Countryside partnership. Work with Visit Manchester to increase participation of Bolton venues in the Industrial Powerhouse Campaign.
Visitor Attractions	
Ongoing support / management of attractions (e.g. Bolton Museum, Smithill's Hall, Hall i'th' Wood Museum).	Continue to raise the profile of Bolton's heritage attractions within key partner organisations such as Visit Manchester, Lancashire and Blackpool Tourist Board, NWDA, Culture NW etc.
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
	Installation of visitor information signage at new multi-storey car parks in Bolton town centre and at the Bolton bus and rail Interchange. Maintenance of visitor signage throughout Bolton. Contribute towards the progress of key development areas such as Church Wharf and Bolton's Innovation Zone, offering tourism expertise. Work with other Council Officers to increase provision of coach parking at key locations.
Events	
Using events as a destination marketing tool for Bolton	Continue to deliver key 'destination' events including the Ironman UK Triathlon and Bolton Food and Drink Festival. Support external events which raise the profile of Bolton and attract additional visitors such as Horwich Carnival Races.

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	Development and promotion of the events portal website www.boltonlife.org , also maximising opportunities arising from the redevelopment of www.visitmanchester.com
Cluster development and local business support	
<p>Implementation of aims and actions within 'Bolton 2011 – a five year tourism development plan'.</p> <p>Business Clusters.</p> <p>Participation / support – AGMA tourism forum.</p> <p>Food and drink.</p>	<p>Review the Bolton 2011 Tourism Development Plan by April 2011, looking at progress against original targets (June 2006). Drawing on this review and other relevant feedback e.g. partnership groups, draft a Tourism Development Plan 2011 – 2013 for consultation.</p> <p>Support the Bolton Accommodation Group and Bolton Attractions and Venues Group, working with the chairs of each group to ensure that agendas are focussed and relevant to all attendees. Obtain feedback from members on the effectiveness of both groups by April 2011.</p> <p>Participation in joint projects with AGMA officers including 'Industrial Powerhouse' and 'Manchester's Countryside'.</p> <p>Work with food and drink businesses and other partners through the annual Bolton Food and Drink Festival.</p>
Other visitor economy activity (retail sporting etc.)	
<p>Ensure effective communication with the retail sector in Bolton.</p>	<p>Maintain close working relationships with the Central Bolton Partnership which represents key town centre retailers.</p> <p>Continue to work with Middlebrook Retail and Leisure Park on Visit Bolton promotional campaigns.</p>

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Bury MBC Local authority Visitor Economy 'Champion': Jill Youlton Cabinet/Elected Member Lead for Visitor Economy: Cllr Sharon Briggs Local Authority Visitor Economy Director/Officer: Graham Atkinson, Director EDS	
Visitor Economy Strategy / tourism strategy	Visitor Economy Action Plan Bury Economic Strategy Cultural Strategy
Continuing Provision	Forward Programme
Visitor Information	
Ongoing provision of Bury Tourist Information Centre (TIC). Visitor Guide, events publications. Collection and management of Bury information on nisitmanchester.com database. Ongoing development of The Fusilier Museum and Bury TIC. Provision of site information via web, leaflets and interpretation panels.	Development of new business opportunities to support the operation of Bury TIC. VisitBury website development. Review of information points/map panels at strategic points. Provision of Brown and White signs on the M66. Review and update of town centre signage scheme in partnership with retail/leisure developments.
Promotion	
Joint marketing activity with attractions ELR and accommodation providers. Short breaks campaigns and day visit market based campaigns targeting the group travel sector. Partner in Manchester's Countryside Campaign. Partner in Food and Drink Cluster project. Industrial Powerhouse campaign.	Bury Town Centre Attractions Guide. Bury Events Guide. Bury Branding Campaign. West Pennine Moors Partnership. Development of themed walks and trails e.g. Manchester Countryside Campaign. Group Travel Guides and newsletters. Attendance at exhibitions.
Visitor Attractions	
Ongoing support for: ELR including Bury Transport Museum (opening spring 2010). Continued support for the new Fusilier Museum. Management and ongoing development of visitor attractions including Burrs Country Park, Bury Art Gallery, Museum and Archive, Bury Market.	Development Buckley Wells Engine Sheds at ELR. Proposed Development of ELR Halt at Burrs Country Park. Development of Philips Park as outdoor activities hub in Irwell Regional Park. Development as Peel Tower as focus for National Trust Holcombe Moor and Stubbins estates. Irwell Sculpture Trail.
Events	
Developing a comprehensive programme of events to create local distinctiveness and create repeat visits.	ELR's 1940's Weekend, Ramsbottom Blues Festival, Ramsbottom Chocolate Festival, The World Black Pudding Throwing Championships, Bury Food and Drink product. 'Bury Fest' events programme 2010. Ramsbottom Christmas Markets, Heritage Open Days. Development of existing countryside crafts courses.
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
Maintenance of Interpretation at key arrival points	Further Development of caravan and camping facilities across the borough. Development of Bury town centre hotel. Ramsbottom Development Strategy and Destination Plan. Development of additional visitor/events parking in Ramsbottom town centre.
Cluster development and local business support	
Ongoing support for Quality Schemes for accommodation businesses. Support for Tourism Businesses to increase competitiveness. Support for Tourism Businesses in identifying key marketing opportunities. Support for skills based initiatives. Ongoing support for quality, business competitiveness and training schemes organised	Lead on Bury Attractions Group- which represents the cluster of Bury town centre heritage /cultural attractions, including ELR, Fusiliers Museum Transport Museum, Bury Art Gallery & Museum and The Met, Bury Market. Bury Attractions Group 3 year Development Plan. Development of East Lancashire Railway Joint Marketing Group and Joint Marketing Strategy

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by Visit Manchester and regional bodies. Support local businesses by working with Town Centres Manager and Bury Town Centre Manager.	Development of premises for outdoor activities, catering, and crafts businesses at Philips Park for Irwell Valley Park.
Other visitor economy activity (retail sporting etc.)	
Research and Development.	Ramsbottom Destination Strategy and Development Plan.

Manchester City Council Local Authority Visitor Economy 'Champion': Victoria Braddock (Visit Manchester) Cabinet/Elected Member Lead for Visitor Economy: Local Authority Visitor Economy Director/Officer: Vicky Rosin	
Visitor Economy/ tourism strategy	Tourism Strategy for Greater Manchester 2008-13
Cultural Strategy	Manchester's Cultural Strategy –2002-2012
Other relevant strategies	Greater Manchester Strategy (2009) Manchester Independent Economic Review (2009) Manchester Communities Strategy 2006-2015 City Centre Strategic Plan 2009-2012 Strategic Regeneration Frameworks x4: New East Manchester SRF North Manchester SRF South Manchester SRF Wythenshawe SRF Guide to Development 2007 (supplementary planning document) Airport Masterplan 2013 Manchester's Climate Change Call to Action Report (Jan 2009) Manchester: A Certain Future (2009)
Continuing Provision	Forward Programme
Visitor Information	
Continued provision of fully staffed TIC (Manchester Visitor Information Centre). Continued provision of visitor telephone and e-mail enquiry function. Distribution of visitor information print e.g. Pocket Map, Manchester Magazine, Guided Walks leaflet. Continued inputting of data into www.visitmanchester.com Continued inputting and checking of date for STEAM. Development of a range of quality Manchester souvenirs/gifts.	Development of www.visitmanchester.com and Destination Management system. Working with Arts About Manchester the completion of an on-line ticketing/what's on portal. Relocation and development of (TIC) Manchester Visitor Information Centre.
Promotion	
Links through LA website to www.visitmanchester.com Promotion of Manchester in national and priority overseas markets (US, India, Germany, Ireland, Nordic, Middle East) via integrated marketing campaigns Development of relationships with key targeted travel trade representatives Working with City Co on domestic seasonal marketing campaigns	Increased content on www.visitmanchester.com Continued promotion of Manchester in national and priority overseas markets (US, India, Ireland, Nordic, Middle East) via the delivery integrated marketing campaigns Continued development of relationships with key targeted travel trade representatives Continue to work with City Co on domestic seasonal marketing campaigns
Visitor Attractions	
Continued tourism marketing support for all attractions. Support for attractions undergoing significant transformation e.g. Whitworth Art Gallery, MOSI and Manchester Peoples History Museum.	Support for significant new attractions e.g. National Football Museum and Chethams

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Events	
Promotion of a robust events programme, which includes events such as: Manchester Pride, Manchester Jazz Festival, Paralympics World Cup, AND festival	Continued support of the events programme and attraction of new events.
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
Support for the development of Manchester Airport Welcome Project	Oxford Road development and enhancement plans
Cluster development and local business support	
Support through VisitManchester's clusters. Support for Manchester Hoteliers Association eg research.	
Other visitor economy activity (retail sporting etc.)	
Supporting pillar events – promotion and information service	Support and promotion of events throughout the year

Oldham MBC Local authority Visitor Economy 'Champion': Shula Jones Cabinet/Elected Member Lead for Visitor Economy: Cllr John McCann Local Authority Visitor Economy Director/Officer: Director - Elaine McLean	
Visitor Economy/ tourism strategy	2004 Strategy – Needs updating and/or imbedding within wider strategies
Cultural Strategy	Yes
Other relevant strategies	Oldham Beyond Vision Regeneration Strategy Economy and Enterprise Strategy ORESAs Strategy South Pennine Heritage Strategy South Pennine LEADER programme delivery plan
Continuing Provision	Forward Programme
Visitor Information	
1 x TIC in Oldham. 2x Countryside Service visitor centres. 1 x Visitor Information Centre within Saddleworth Museum. Visit Oldham Website (www.visitoldham.com) – Major redesign and overhaul of website completed (Feb 2010). Visitor Information Publications - Major redesign of Visit Oldham mini-guide underway, due to be completed in March 2010. Support given for re-print of popular Huddersfield Canal visitor leaflet.	Continued provision of TIC, VIC and Countryside Service visitor centres. Potential enhancement of Brownhill Countryside Visitor Centre through South Pennines Watershed Landscape programme (Reservoir Trails project) if HLF funding bid successful (decision due March 2010). Continued development of Visit Oldham website content. Publications – Distribution of mini-guide to reviewed, and development of additional publications (to support the new mini-guide) to be considered.
Promotion	
Development of joint promotional activity with private sector, through the newly formed Oldham attractions group, (key shared target markets to be agreed). Involvement in joint promotional activity with other districts/regions, through the Manchester's Countryside initiative (e.g. new cycle routes promotional activity), and Pennine Prospect's walk and ride project (supporting the development and promotion of a new Walk Ride Cycle South Pennines website and continued promotion on the South Pennines Walk and Ride festival). Development of Go! Oldham campaign (http://www.gooldham.com). Town Centre Partnership Promotional Campaigns (May day bank holiday weekend and Christmas Shopping campaigns).	Continued development of joint promotional activity with private sector, through the Oldham attractions group and potentially other tourism/business partnerships. Taking full advantage of promotional opportunities provided through Marketing Manchester, through securing combined editorial and advertising coverage within MCR (the destination magazine for the Manchester City Region) and exploring other promotional opportunities available. Development of joint promotional activity with the Peak District National Park / Visit Peak District & Derbyshire Destination Management Partnership (DMP) to support the Peak Park Northern Gateway concept. Supporting the development of cross-regional promotional activity for the South Pennines

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<p>Production and distribution of promotional material for the new Visit Oldham website (bookmarks, web buttons/banners, pop-up banners).</p>	<p>(facilitated through Pennine Prospects and the development of stronger links between the 3 sub-regional Destination Management Partnerships (DMP) – Greater Manchester, West Yorkshire and Pennine Lancashire). Likely to focus on joined up campaign activity around ‘Pennines’ brand, food and drink, and outdoor activities.</p> <p>Supporting RSPB promotional activity for their new ‘nature reserve’ at Dove Stone Reservoir Working with Oldham Primary Care Trust (PCT) on the development of a Local Food project which would include the production and promotion of a Local Food Directory for Oldham (subject to securing Lottery funding).</p>
<p>Visitor Attractions</p>	
<p>Existing attractions include Gallery Oldham, Oldham Coliseum Theatre, Saddleworth Museum and Art Gallery, Spindles Town Square Shopping Centre, Boundary Park Stadium (Oldham Athletic FC and Oldham Roughyeds RLFC), Chadderton Town Hall (Licensed wedding/events venue – 200 people capacity), Talking Point conference and exhibition centre, Pennine Way Long Distance Footpath, Pennine Bridleway, Friezland Riding Arena, Oldham Way trail, Huddersfield Narrow Canal (including new Canal Marina and Pub development at Greenfield), Dovestone Reservoir (Peak District National Park), Saddleworth Villages, Saddleworth Moor, Crompton Moor, Tandle Hill and Daisy Nook Country Parks, Strinesdale and Brownhill Countryside Centres, Glodwick Lows and Jubilee Colliery Nature Reserves, Castleshaw Valley, Bishops Park (Pitch and Put, Kings Head pub, countryside area), Saddleworth Llama Trekking Centre and Animal Farm, Saddleworth Canal Cruises (Pennine Moonraker), Green Flag Parks.</p>	<p>Supporting the development of the newly formed Oldham Attractions Group.</p> <p>Potential redevelopment of Old Town Hall (mixed use, leisure and retail) – Basic structural repair/maintenance works to be carried out in 2010/11.</p> <p>Refurbishment/Relocation of Oldham Coliseum Theatre – currently under review</p> <p>Metrolink extension to Oldham.</p> <p>Potential new hotel developments include Pump Street, Hollingwood, Oldham Athletic stadium relocation, Oldham Town Centre (site unspecified).</p> <p>Crompton Moor - development of a masterplan to guide future development/improvement of this strategic countryside site.</p> <p>Connect 2 programme – development of new cycleway routes between Oldham and Rochdale (linking to a new Rochdale Canal route) underway, proposals being developed for new cycleway between Oldham and Ashton, including construction of a landmark bridge at Park Bridge Heritage Centre.</p> <p>Moston Brook Green Corridor – implementation of proposals within aspirational masterplan, such as the creation of Moston Brook Way footpath/cycleway, potential development of a new recreational facilities, and habitat improvements.</p> <p>Delivery of South Pennines Watershed Landscape Partnership projects at Castleshaw and Denshaw (subject to securing Heritage Lottery Funding – decision due March 2010).</p> <p>Development of business support programmes to provide support for tourism businesses on key issues e.g. online marketing.</p> <p>Support for, and development of, specialist independent shops and market stalls.</p>
<p>Events</p>	
<p>Existing events include Festival of Diversity, People’s Carnival Oldham, Saddleworth Brass Band Contest and Whitsun Weekend activities, Saddleworth Wartime Weekend, Festival Oldham, Saddleworth Show, Rochdale Canal Festival, Saddleworth Local Food Fayre, South Pennine Walk and Ride Festival, Saddleworth Festival of the Arts (2011, held every four years), Saddleworth Folk Festival, Saddleworth Rushcart Festival, Oldham Literary Festival, Oldham Town Centre Christmas shopping events programme, Oldham Way challenge, Saddleworth Museum Beer Festival, Saddleworth Farmers Markets (monthly), Continental Markets within Oldham Town Centre.</p>	<p>Consolidation and co-ordination of events activity through Go! Oldham website (http://www.gooldham.com).</p> <p>Continued improvement of events information and promotion, primarily through Visit Oldham website.</p> <p>Delivery of a new annual Huddersfield Canal Fun Day, and development of a wider events programme for Bicentenary celebrations in 2011.</p> <p>Further development of Local Food Fayre (at Brownhill Countryside Centre).</p> <p>Engagement of new partners to deliver events as part of the South Pennines Walk and Ride festival, focusing on engaging new audiences.</p> <p>Development of new outdoor markets within Oldham Town Centre, including development of new specialist markets (such as specialist Asian Markets - which could provide a starting point for a wider development of the visitor offer for related target groups, e.g. International/National Visiting Friends and Relations).</p>
<p>Infrastructure (Public Art, Car Parking, Public Realm, Toilets)</p>	
<p>Existing Infrastructure:</p>	<p>Forward programme for Infrastructure development:</p>

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<p>Greenfield Station – Improvements to station facilities (new waiting room and ticket office etc) and increase in Sunday train service (from every two hours to hourly). Oldham Town Centre Car parks (various). Uppermill car parks (Saddleworth Museum and Civic Hall). Countryside Centre car parks. Dove Stone Reservoir car parks (2). Toilets within Countryside Centres and within Gallery Oldham.</p>	<p>Oldham Town Centre Action Plan – Includes development of a co-ordinated approach to public realm improvement within the Town Centre Sustainable Transport Review for Oldham Town Centre – will include review of car parking provision and pedestrian links from other transport hubs (e.g. rail and bus station) Supporting the development of a pilot Tourist Bus service by Saddleworth Parish Council (to run from Uppermill to Dove Stone Reservoir via Greenfield Station on weekends and bank holidays during April - September) Development and delivery of improvements to key visitor car parks Development of a Community Toilet pilot for Saddleworth and Lees</p>
<p>Other visitor economy activity (retail, sporting etc.)</p>	
<p>Participation/support AGMA Tourism Forum. Development and delivery of Oldham Partnership (LSP) 'Perceptions' initiative. STEAM research funding/data collection. Participation and support of Oldham Town Centre Partnership. Sporting events include Race for Life events (held in Alexandra Park), Oldham Athletic Football Club matches, Oldham Rugby League Football Club matches, horse-riding events, mountain biking events.</p>	<p>Exploring joint working between Saddleworth Parish Council and Peak District National Park Authority in delivery of Visitor economy activity. Development of Oldham Town Centre Action Plan. Continued delivery, and further development, of the Supporting Tourism in Saddleworth programme. Securing resources to increase capacity for Visitor Economy / Tourism Development activity. Securing resources to improve local visitor economy evidence base.</p>

ROCHDALE

<p>Salford City Council Local authority Visitor Economy 'Champion': Lindsey Hebden Cabinet/Elected Member Lead for Visitor Economy: Cllr John Merry Local Authority Visitor Economy Director/Officer: Lindsey Hebden</p>	
Visitor Economy/ tourism strategy	Tourism Marketing Strategy 2010/11
Cultural Strategy	Culture & Heritage Marketing Plan 2010/11
Other relevant strategies	City Marketing Strategy 2010/11
Continuing Provision	Forward Programme
Visitor Information	
<p>Continued provision, maintenance and management of fully staffed 'destination' TIC in The Lowry. Production of appropriate new visitor collateral to support existing tourism marketing campaigns and populate the TIC. Full integration and roll out of www.visitsalford.info. Continued participation in STEAM, DPUK benchmarking and TIC mystery shopping. Retention of Visit Britain partner TIC status and city region's destination TIC accreditation.</p>	<p>Production and implementation of Visitor Services Business Development Plan 2010/11 (inc TIC business plan). Conduct a comprehensive review of the TIC and visitor services' provision across the city, specifically considering future re-location options and addressing the need for visitor services' provision in MediaCityUK's Open Centre. Production and delivery of City Merchandising Plan 2010/11 inc aim to develop and incorporate Made In Salford merchandise. Review and refine visitor data collection. Production of a new city guide to support key tourism and city marketing activities. Inception of local industry stakeholder group including a networking event as part of British Tourism week to develop structured support for local tourism businesses. Continued participation in STEAM and DPUK benchmarking plus other pertinent studies Review TIC mystery shopping.</p>

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	<p>Embark on collaborative working with city region stakeholders e.g. investigate options to share casual TIC workers with Visit Manchester.</p> <p>Review Salford's participation in CityBreaks group.</p> <p>Work with MediaCityUK Public Sector Partners to conduct a spatial accessibility analysis and visitor profiling research of The Quays.</p>
Promotion	
<p>Production and delivery of Salford's DMP.</p> <p>Participation in and strategic support for key destination marketing partnerships e.g. The Quays and Worsley Tourism Forum.</p> <p>Continued delivery of Visit Salford marketing plan and associated research.</p> <p>Continued delivery of culture and heritage marketing plan inc tourism marketing projects such as Year three of Salford Music project, Year two of Salford Heritage (was Industrial Heritage), Year two of Salford Countryside project (incorporating Walks and Waterways), Year two of Salford Food and Drink project.</p> <p>Marketing of cultural and heritage assets inc key visitor attractions and country parks.</p> <p>Continue to provide generic marketing support for the Heritage Services' team.</p> <p>Production of key tourism communications including ON IN Salford, bi-monthly listings magazine and Sundays IN Salford e-zine.</p> <p>Continue to develop and implement generic tourism PR activities</p> <p>Management, administration and development of citywide image bank</p> <p>Continued roll out of IN Salford brand.</p> <p>Continue to participate and enter/encourage entry of relevant tourism awards.</p>	<p>Support the implementation and roll out of The Quays' marketing events' programme.</p> <p>Produce and deliver annual marketing action plan to support the delivery of Destination Worsley Tourism Strategy.</p> <p>Provide strategic marketing support to and coordination of the Bridgewater Canal Corridor tourism task group including the inception and management of a product development and marketing group specifically focusing on planning activities for the Bridgewater Canal Corridor 250th anniversary celebrations.</p> <p>Continued delivery of Visit Salford marketing plan including the redevelopment, redesign and relaunch of www.visitsalford.info in conjunction with the new city region website www.visitmanchester.com.</p> <p>Review and update the culture and heritage marketing plan inc considering the development of pertinent new tourism marketing projects such as a Salford Film Tourism project in conjunction with local and city region activities such as Northwest Vision's Film Friendly Partnership.</p> <p>Develop appropriate communications and marketing activities to support the Salford Museum and Art Gallery redevelopment project particularly those which engage stakeholders, residents and potential funders.</p> <p>Produce and implement a marketing and communications plan for the re-opening of Ordsall Hall in 2011.</p> <p>Conduct a comprehensive review of all tourism marketing publications and communications including ON and Sundays in Salford.</p> <p>Review current tourism PR activities and delivery mechanisms and produce a new tourism PR plan in conjunction with planned 2010/11 projects.</p> <p>Review current membership and participation in national CityBreaks' group and ensure that all marketing and PR opportunities are fully exploited.</p> <p>Produce required tourism collateral in conjunction with visitor services' and local stakeholders' requirements.</p> <p>Produce marketing plan and activities for Salford's TIC inc implementation of new branding</p> <p>Deliver key city marketing strategy activities including MediaCityUK marketing support including the Public Sector.</p> <p>Partners' community engagement programme, promoting the area as a cohesive visitor destination, supporting the development of a brand for the destination and engaging with prospective new employees and residents.</p> <p>Promoting Salford as a place to do business in order to attract inward investment by producing a Locate in Salford marketing strategy, campaign and website.</p> <p>Conduct a reputation and city brand audit and review the IN Salford brand and plan a local city pride campaign accordingly.</p> <p>Manage and coordinate Salford's City Marketing Forum including the review and update of www.insalford.com.</p>
Visitor Attractions	
Continued tourism marketing support for the city's key visitor attractions	Continue implementation of the Destination Worsley Tourism Strategy action plan and produce

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<p>including Ordsall Hall, Salford Museum and Art Gallery, The Lowry, The Quays (and all key partners, attractions and venues), Worsley (and all key partners, attractions and venues), Bridgewater Canal Corridor, Parks and countryside eg Clifton, Buile Hill and Blackleach.</p>	<p>associated marketing action plan. Continue to develop and implement The Quays' marketing strategy. Develop appropriate communications and marketing activities to support the Salford Museum and Art Gallery redevelopment project particularly those which engage stakeholders, residents and potential funders. Produce and implement marketing and communications plan for the re-opening of Ordsall Hall in 2011. Continue to work with The Lowry to support the delivery of their My Lowry campaign and help local residents access a range of cultural activities during the recession. In addition support The Lowry with the promotion of their tenth anniversary celebrations. Specific marketing support of tourism product related to the Bridgewater Canal Corridor and for development of its HLF bid. Work with the Rangers' team to develop a marketing plan to support the delivery of key events and activities in the city's parks and green spaces. Specific tourism marketing planning support for future & potential new visitor attractions such as MediaCityUK and Salford Community Stadium. Work with Central Salford Urban Regeneration Company to ensure joint co-ordination and integrated marketing activities of shared cultural project developments e.g. Chapel Street cultural visitor attractions and venues such as the King's Arms, the New Oxford, Islington Mill, St Phillips and Sacred Trinity churches, Salford Cathedral etc. Ensure representation of the diverse range of Salford's smaller tourism attractions, such as City Airport Manchester, Weaste Cemetery trail, Irwell Sculpture trail, The Cliff, Robert Powell theatre and the Working Class Movement Library in pertinent tourism marketing activities and campaigns.</p>
<p>Events</p>	
<p>Continued development and implementation of an annual cultural programme of events. Continued production of a fully integrated generic marketing campaign to support the delivery of above Continued delivery and support of key community events and festivals to help ensure a proportional range of quality and safe events across the city</p>	<p>Conduct a comprehensive review of events delivery in the city including its current delivery role in the Tourism Marketing team and required corporate input. Set up and participate in a citywide operational officers' safety advisory group. Draft and implement an events delivery support framework for the city. Identify potential events and resources for major events delivery in 2010/11. Development, implementation and delivery/commissioning of the delivery of a calendar of major cultural events in 2010/1. Development, implementation and delivery/delivery support for a programme of community events including community festivals and other outdoor community engagement events such as bonfire and firework events. Produce and implement an integrated generic events marketing campaign for 2010/11. Produce individual marketing campaigns in association with above for potential key events such as BBC Proms in the Park, Salford Music Festival, Salford Food and Drink Festival, Salford Film Festival and Salford Ice Rink. Provide marketing and some infrastructure support for specific externally organised cultural events such as Two Cities Boat Race, Dragon Boat Race, Sounds From the other City, Unconvention, the Salford 10k run and Night of Neon. Ensure all key stakeholders and potential partners are engaged and informed of pertinent event opportunities e.g. local food and drink businesses and Food and Drink Festival. Identify and explore potential future event development opportunities and bid for major sporting and cultural events as appropriate. Ensure representation in city region and regional events' development opportunities e.g. Manchester</p>

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	World of Sport, FIFA World Cup bid and 2012 Cultural Olympiad events. Link into events strategy for MediaCityUK piazza (BBC, university, Peel) and cultural strategy for Quays area, led by Quays cultural consortium.
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
MediaCityUK including: 2200 space car park, 300 cycle bays, new Metrolink tram stop, new footbridge, Piazza for 4000 people and waterside park, including big screen. Continue to lobby for adequate and accessible coach parking on The Quays. Continue to lobby for and suggest alternative options for public toilet provision in Worsley.	Specific tourism marketing support for key tourism developments as and when required: Bridgewater Canal Corridor (ensure appropriate infrastructure is included in all development plans), Irwell City Park, MediaCityUK – specifically Piazza developments and wayfinding signage strategy linking to Irwell River Park, Salford Reds, Ordsall Hall, Salford Museum & Art Gallery, Irwell River Park, Chapel Street, Greengate, Manchester, Bolton and Bury Canal restoration, Irwell Sculpture Trail. Link into key infrastructure development projects such as art in the public realm and Unlocking Salford Quays.
Cluster development and local business support	
Continued participation in AGMA Tourism Forum Continued participation in Industrial Powerhouse regional slipstream project. Continued participation in Manchester's Countryside slipstream project. Full participation in The Quays partnership. Full participation and membership in Destination Worsley Tourism Forum. Continued Visitor Services' support for local tourism businesses including TIC and website presence Continued participation in regional TIC network and TIC managers' meetings	Manage, coordinate and participate in Salford's city marketing forum Continued participation and representation of local tourism businesses in national tourism networks such as Destination Performance UK and CityBreaks as appropriate Make stronger links to Tourism Society and actively participate in national activities linked to Visit England and Visit Britain Participate in key MediaCityUK groups such as visitor destination development and environment issues Continue to work with Central Salford Urban Regeneration Company (CSURC) to support events and effectively animate the central Salford area Conduct collaborative research with key partners such as MediaCityUK PSP, CSURC and The Quays group partners Set up and participate in an operational events safety advisory group Produce CRM plan to help communicate and engage effectively with key tourism stakeholders, starting with a stakeholder events in association with British Tourism Week Participate in Chapel Street marketing group Support Salford City Council's Business Investment team and produce Locate IN Salford marketing strategy and supporting campaign and website www.locateinsalford.com to attract inward investment and engender business cluster development work
Other visitor economy activity (retail sporting etc.)	
Continued provision of tourism data for benchmarking and visitor research e.g. STEAM and DPUK. Continued development and commissioning of key economic impact studies as and when required. Continue to monitor, research and produce comprehensive post evaluations for all tourism marketing campaigns and major events (including participation in Mori's The Big Listening). Arts about Manchester 18 month visitor research study for Visit Salford campaign specifically www.visitsalford.info and key events.	Production and implementation of Tourism Marketing Strategy 2010/11. Production and implementation of City Marketing Strategy 2010/11. Implement specific tourism marketing activities to support local businesses through the recession and support the delivery of Salford's 2010/11 cabinet work plan. Continued participation and subscription to STEAM, Destination Performance UK, TIC mystery shopping and Tourism Society (TMI). Production of relevant economic and tourism impact studies as and when required. Extend Arts about Manchester visitor research study and embark on new research in partnership with other key stakeholders. Consider working jointly with Visit Manchester on a conference and events' subvention policy.

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Stockport MBC Local authority Visitor Economy 'Champion': Alison Farthing Cabinet/Elected Member Lead for Visitor Economy: Cllr Kevin Hogg Local Authority Visitor Economy Director/Officer: Alison Farthing/Peter Ashworth	
Continuing Provision	Forward Programme
Visitor Information	
<p>Consolidated the re-located TIC to refurbished accommodation in Staircase House in Stockport Market Place and based alongside two heritage attractions and a café. Appointment of new TIC Manager and re-structuring of front line staff.</p> <p>Reviewed but continuing 7 day a week opening including Sundays and Bank Holidays to coincide with opening hours of adjoining museums.</p> <p>Implementation of TIC business plan.</p> <p>Locate visitor information at transport interchanges, positioning of new branded Stockport dispensers at 30 key sites. Appointed new distribution agency.</p> <p>New information boards, TIC leaflet, ticket wallet, out of hours board, commercial advertising.</p> <p>New Stockport branded merchandise and high end souvenirs and gifts</p> <p>Mixed results for Greater Manchester TIC in 2009.</p>	<p>Satellite information points, e.g. touchscreen technology and kiosks.</p> <p>Identified new income streams including other holiday companies, day trips, ticket sales at other leisure venues, e.g. ticket vouchers.</p> <p>Supporting town centre events and cultural activity with help as information points, booking agency, prize draws and leaflet distribution.</p> <p>Aiming for 92% average score in National Mystery Shopper Survey.</p> <p>Promotion of TIC on Pure FM - local community radio station.</p> <p>Manage new display boards and areas to promote events activity for community groups.</p> <p>Participation in Stockport Tourism Partnership.</p> <p>Established rota for use of TIC 'browse area' desk for book signings, Sale Sharks mascots, chocolate promotions, beer tasting.</p> <p>Themed events in TIC such as Festive Friday, St. Georges Day to thank loyal customers and encourage repeat business.</p> <p>National Holidays 10% days held twice a year to boost holiday sales income.</p> <p>2009/10 sales figures about 2-5% up on same period last year.</p> <p>New staff uniforms at TIC introduced.</p>
Promotion	
<p>Launched 5 year Visitor Strategy Action Plan 2007-12.</p> <p>Launch of 3 new Heritage Events Guide.</p> <p>Launch of 2 new Events Guide.</p> <p>Launch of Town Centre Ale Trail publication.</p> <p>Launch of phase 3 of Visitstockport.com.</p> <p>Successful Stockport Easter, May Day and Christmas campaign.</p> <p>European Translation of welcome page on VisitStockport.com.</p> <p>Production of Ambassador packs.</p> <p>Attendance at Great Days out Fair in Bolton, February 2009.</p> <p>Attendance for 10th year at RHS Show at Tatton Park with local authority flower bed and 5 day exhibition in Arts & Heritage marquee.</p> <p>Produced new 8 Visitor Attraction site guide.</p> <p>Damson nominated as Best Newcomer in Restaurant category in Manchester Food & Drink awards 2009.</p> <p>Production of short breaks flyer incorporating itineraries for visitors and accommodation. Launched at Great Days Out Fair in February 2009.</p>	<p>Production of Year 3 Visitor Strategy Action Plan monitoring.</p> <p>Translation of summary of Visitor Guide into European languages and launched on home pages of website.</p> <p>Launch of new Ambassador packs for companies/individuals going around the country or abroad on Stockport business. Translated these into French, German, Spanish and Chinese.</p> <p>New shopping Guide still planned for 2010?</p> <p>2 New Events Guide for 2010.</p> <p>Working with Visit Manchester on development of district pages on Visit Manchester website and also style guidance on improvements to www.visit-stockport.com</p> <p>Launch of Twitter and Facebook sites for Stockport.gov.uk and developing use of other social media and networking sites to support on-line marketing campaigns.</p> <p>Developed 'Ning' site for Stockport Tourism Partnership.</p> <p>Developed use of Bluetooth technology for use in campaigns. Launched at Easter 2009.</p> <p>Planning to attend RHS Show at Tatton Park to support flower bed celebrating Stockport Market 750 anniversary.</p> <p>Launching major Shop Local campaign across 8 Stockport district centres in April 2010.</p> <p>Developing new on-line events website to support Stockport What's on Diary.</p>
Visitor Attractions	
<p>Launched and supported opening of Stockport Story attraction.</p> <p>Improvements to Vernon Park Museum.</p> <p>Opening of Phase 1 and Phase 2 of Victorian covered Market Hall. Successful opening in November 2008</p> <p>Supported bid for refurbishment and upgrading Stockport Plaza. Successful opening in</p>	<p>Successful £3 million funding for Stockport Plaza.</p> <p>Entering Stockport Air Raid Shelters in category of Small Visitor Attraction at Manchester Tourism Awards.</p> <p>Introduction of Kids Go Free initiatives over half terms.</p> <p>Introduced new combined ticket entry for 3 visitor attractions.</p>

Appendix 4: Local Authority Activity

December 2009. Phase 3 of development now in operation. Supported bid for investment and development proposals of Bramall Hall. Stockport Air Raid Shelters; marked 70 th anniversary of end of WW11 with high profile 'Standing Together; Remembering the homefront' event.	10 th anniversary of Hat Works Museum with 'Decade Parade'. High profile exhibition of Alan Lowndes (Lowry contemporary) at Stockport Art Gallery. Series of temporary exhibitions - Treasure from Trash.
Events	
Heritage Open Days campaign 2009 most successful ever and used as a national exemplar model with over 30 projects participating in various in heritage attractions, theatres, churches, shopping centres. Third Stockport Food & Drink Festival held to coincide with Heritage Open Days. Opening of Covered Market Hall with civic event and public Victorian Extravaganza. Third successful Culturefeast event. First Easterfeast event.	Continuing with continental themed markets. Second Easterfeast event in April. Cultural events - Culturefeast live music and dance festival in May. Fourth Stockport Food & Drink Festival. Planning fourth Heritage Open Days campaign. Stockport Christmas campaign. Preparations for 750 Anniversary of Stockport Market in 2010. Preparations for Chinese New Year Spectacular at Stockport Plaza in 2010.
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
Identification of Coach drop-off/lay over points. Production of Group Travel publication. Opening of St. Peter's Square. Launch in December 2009 of town centre shuttle bus, operated by Metro and dropping off at key leisure sites every 8 -12 minutes, 6 days a week.	Improvements to Merseyway and other town centre Car Parks. New town centre/signage. Support commercial bids for development of town centre hotels.
Cluster development and local business support	
Meet the Buyer campaigns. New business as members of Stockport Tourism Partnership.	Food & Drink. Industrial Heritage. Working with Economic Development on several Meet the Buyer events. Launch of Market First initiative - new scheme to promote first time traders at Stockport Market with reduced grants, loans, setting up of an enterprise zone.
Other visitor economy activity (retail sporting etc.)	
Joint promotion with Merseyway Shopping Centre. New promotional campaign to support independent traders in the historic Underbanks and Hillgate area with leaflets, bags, coupons and launch of new website. Promotion of STEAM activity. Membership of Destination Performance UK and participation in annual Baseline Questionnaire.	Support of Sale Sharks and Stockport County activity. Development of private sector support on Stockport Tourism Partnership.

TAMESIDE

Trafford Local authority Visitor Economy 'Champion': Kay Harwood Cabinet/Elected Member Lead for Visitor Economy: Cllr Michael Cornes Local Authority Visitor Economy Director/Officer: Suzanne Hilton	
Trafford Tourism Framework:	Trafford Tourism & The Visitor Economy 2009 - 2021
Cultural Strategy	Live Life Trafford – A Cultural Strategy 2004-2009/10 revision currently happening
Other relevant strategies	Trafford Community Strategy, Trafford Economic Development Plan, Town Centres Plan, Local Development Framework, Trafford Park Masterplan, Trafford LDF.

Appendix 4: Local Authority Activity

Continuing Provision	Forward Programme
Visitor Information	
Provision of Tourist Information Centre. Provision of information via following council led websites: www.visittrafford.info; www.atasteoftrafford.com; www.trafford.gov.uk/events	Continued support for Tourist Information Provision Expansion of website to support cultural industries
Promotion	
Annual Visitor Guide to merge with Town Centres Guide 2011. All Things Bright & Beautiful - A Gardener's Guide to Trafford. Explore Dunham & Warburton. Downloadable Groups guide to Trafford. Participation in Great Days Out Fair > Groups. MP3 walking tour of Old Trafford and The Quays.	Altrincham Heritage Trail led by community. Exploring Development of Hale Village Shopping guide possible linked to rural product.
Visitor Attractions	
Participation in and support for The Quays marketing partnership Council venues Managed externally on behalf of TMBC by:- Trans Pennine Trail } Bollin Valley Partnership Bollin Valley } Mersey Valley } Mersey Valley Wardens Golf Courses x 2 } Now part of Trafford Leisure Trust Trafford Ecology Park } Red Rose Forest The Quays	Development of Altrincham Historic Market Quarter to enhance visitor appeal Irwell River Park
Events	
A Taste of Trafford (food & drink festival) Support for Great Manchester Run Support for Salford Triathlon	
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
	A56 quality bus corridor Support for Bridgewater Way Maintenance Programme for Irwell River Park Improved coach parking provision
Cluster development and local business support	
The Quays Partnership Tourism Newsletter Industrial Powerhouse	Ongoing support for Quays Marketing Partnership Keeping tourism businesses in Touch with opportunities and new developments
Other visitor economy activity (retail sporting etc.)	
AGMA Tourism Forum STEAM Representation for tourism businesses at The Trafford Economic Alliance Tourism participation in Trafford Cultural Partnership DPUK	

Appendix 4: Local Authority Activity

Wigan MBC	
Cabinet/Elected Member Lead for Visitor Economy: Cllr Eunice Smethurst (Tourism Champion) Local Authority Visitor Economy Director/Officer: Rodney F Hill (Chief Exec Wigan Culture and Leisure Trust) Keith Bergman Tourism and Commercial Projects Manager (Wigan Leisure and Culture Trust)	
Visitor Economy/ tourism strategy	Visit Wigan Tourism Strategy 2010 - 15
Cultural Strategy	Wigan Cultural Manifesto
Other relevant strategies	Wigan MBC Unitary Development Plan and Local Area Agreement
Continuing Provision	Forward Programme
Visitor Information	
Consolidate services of Wigan TIC at existing location. Develop and exploit Visit Wigan Website (marketing and e-commerce) Continue to work to Charter Mark programme	Prepare Wigan TIC to relocate in November 2011 to purpose built facility within Joint Service Centre.
Promotion	
Marketing Focus on: Manchester Countryside campaign. Attractions campaign (Haigh Hall, History Shop and countryside sites). Sporting attractions campaign (as part of Manchester Sport City).	Continue to work on developing Brand Wigan strategy. Look to develop visitwigan site
Visitor Attractions	
Management and development support of: Haigh Hall, History Shop, Astley Green Colliery, Countryside Sites, sporting attractions.	Support for Wigan Pier Quarter development.
Events	
Support the ongoing management of the Wigan International Jazz Festival. Lead on the development and management of Wigan Food and Drink Festival.	Input into local cultural Olympiad activity Wigan Food and Drink Festival 2011. 25 th Anniversary of Wigan International Jazz Festival 2010. Tuned – In Concerts. Haigh Hall. 35,000 visitors across 5 events in July 2010
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
Support key developments: Wigan Pier Quarter Wigan Town Centre (Retail and Commercial Leisure) Bickershaw Colliery Site Leigh Sports Village Continue to invest in research: STEAM DPUK Sports Tourism	Develop new tourism development partnership with Wigan Council. Lead on the development of the LL Canal Tourism Corridor. Write and publish new Visitor Strategy for Wigan Borough (2009 – 2012).
Cluster development and local business support	
Encourage participation by private sector in Welcome to Excellence Programme.	Encourage 3 X new accommodation providers per year to sign up to QAS. Re-establish Wigan Tourism Network Creation of Restaurant Cluster
Other visitor economy activity (retail sporting etc.)	
Work with Wigan Council on procuring development funds for local tourism.	