

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	Community Strategy Unitary Development Plan 2005 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 Improve the provision of coach parking within Bolton Town Centre	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. Maintain the profile of coach parking within the emerging 'Innovation Zone/Cultural Quarter'. Work with other Council Officers to increase provision of coach parking at key locations.
Promotion	
Create and implement targeted campaigns for key markets Internet marketing Short breaks and day visits Attracting more Black Minority and Ethnic (BME) visitors to Bolton	Business and Conference Tourism (through the M61 Group). Groups and coach parties. On-line marketing campaign to promote the visitbolton.com, visitbolton.com/grouptravel and m61group.com websites. Implement campaigns to effectively promote and distribute the annual Visit Bolton guide. Participate in partner campaigns such as Manchester's Countryside and Industrial Powerhouse. Work with the West Pennine Moors Group. Work with key partners such as the Bolton Tourism Forum to effectively implement opportunities around attracting additional BME visitors to Bolton.
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)	
Signage Key development areas in Bolton	Installation of new signage at points of entry including Bolton bus and rail Interchange. Maintenance of existing signage throughout Bolton. Contribute towards the progress of key development areas such as Church Wharf and Bolton's Innovation Zone, offering tourism expertise.

Events	
Using events as a destination marketing tool for Bolton	<p>Continue to deliver key events including Bolton Food and Drink Festival, 'Festive Bolton' and regular Farmers Markets.</p> <p>Work with the NWDA and other partners to successfully host the 2009, 2010 and 2011 Ironman UK Triathlon.</p> <p>Support and review Bolton Arena's partnership arrangements with the SMG Group, in order to attract new events to Bolton and build Bolton Arena's reputation as an excellent venue for events.</p> <p>Development and promotion of the events portal website www.boltonlife.org</p>
Cluster development and local business support	
<p>Implementation of aims and actions within 'Bolton 2011 – a five year tourism development plan'</p> <p>Business tourism</p> <p>Participation / support – AGMA tourism forum</p> <p>Food and drink</p> <p>Bed and Breakfast / Guesthouses</p>	<p>Create and monitor annual implementation plans from the 'Bolton 2011 document.</p> <p>Leadership of a representative Tourism Forum for Bolton. The Forum will carry out key aims within the 'Bolton 2011' document and improve communication across the industry.</p> <p>Management and development of the M61 Group.</p> <p>Participation in joint projects with AGMA officers including 'Industrial Powerhouse', 'Manchester's Countryside' and the Food and Drink Clusters Project</p> <p>Work with food and drink businesses and other partners through the annual Bolton Food and Drink Festival.</p> <p>Maintain close working relationships and information exchange with Bed and Breakfasts and Guesthouse businesses, encouraging participation in quality inspection schemes.</p>
Other visitor economy activity (retail sporting etc.)	
Ensure effective communication with the retail and sporting sector in Bolton	<p>Maintain adequate representation of these sectors on the Bolton Tourism Forum</p> <p>Engage with the retail sector through <i>Bolton Town Centre Management</i>.</p>

Bury MBC	
Local authority Visitor Economy 'Champion': Adrian Frost Cabinet/Elected Member Lead for Visitor Economy: Cllr Sharon Briggs Local Authority Visitor Economy Director/Officer: Graham Atkinson, Director EDS	
Visitor Economy/ tourism strategy	Tourism Strategy (planned)
Cultural Strategy	
Other relevant strategies	Heritage Strategy, Cultural Strategy, Croal Irwell development Plan, Bury But Better Town Centre Development Strategy, Ramsbottom Development Strategy and Destination Plan.
Continuing Provision	Forward Programme
Visitor Information	
Provision of Tourist Information Centre including transfer of centre to new operation within The Fusilier Museum (opening June 2009). Visitor Guide, events publications, Food and Drink Festival brochure. Collection and management of Bury information on Visitmanchester.com database.	Visitbury website development. Ongoing development of The Fusilier Museum and Bury Tourist Information Centre Town centre signage improvements Review of information points/map panels at strategic points.
Promotion	
Joint marketing activity with attractions ELR and accommodation providers. Short breaks campaigns/ group travel. Partner in Manchester's Countryside Campaign. Partner in Food and Drink Cluster project. Industrial Powerhouse campaign.	Development of ELR Joint Marketing Group. Group Travel Guide.
Visitor Attractions	
Ongoing support for: ELR including Bury Transport Museum (opening autumn 2009) Fusilier Museum (opening June 2009). 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 East Lancashire Railway. Proposed Development of ELR Halt at Burrs Country Park. Development of Philips Park as outdoor activity hub in Irwell Regional Park.
Events	
ELR's 1940's Weekend, Ramsbottom Blues Festival, Ramsbottom Chocolate Festival, The World Black Pudding Throwing Championships, Bury Food and Drink Festival , 'Bury Fest' events programme 2009-2011.	
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. Expansion of coach parking provision.
Cluster development and local business support	
Lead on Bury Attractions Group- Cluster of Bury town centre heritage /cultural attractions, including ELR, Fusiliers Museum Transport Museum, Bury Art Gallery & Museum and The Met. 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.	BAG 3 year Development Plan. Ongoing support for quality, business competitiveness and training schemes organised by Visit Manchester and regional bodies.
Other visitor economy activity (retail sporting etc.)	
Participation/ support – AGMA tourism forum. Tourism Development Post. Research and Development.	Development of new Tourism Strategy. Ramsbottom Destination Strategy and Development Plan

Manchester City Council Local Authority Visitor Economy 'Champion': Victoria Braddock (VisitManchester) Cabinet/Elected Member Lead for Visitor Economy: Local Authority Visitor Economy Director/Officer: Vicky Rosin	
Visitor Economy/ tourism strategy	
Cultural Strategy	Manchester's Cultural Strategy –2002-2012
Other relevant strategies	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) Principles of tackling climate change in Manchester (Feb 07)
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 on a proposal for the development 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	
Visitor Attractions	
Continued tourism marketing support for all attractions. Support for attractions undergoing significant transformation e.g. MOSI and Manchester Peoples History Museum, Chethams.	
Events	
Manchester Food and Drink Festival Manchester Pride	
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 "Raising the Game", Museums and Galleries Project. 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': Michele Carr Cabinet/Elected Member Lead for Visitor Economy: Cllr Mohib Uddin Local Authority Visitor Economy Director/Officer: Director - Elaine McLean	
Visitor Economy/ tourism strategy	2004 Strategy – Needs updating
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 Visitor Guide has been discontinued and replaced with interim 'information sheets'. Alternative publications under discussion. Website – site under reconstruction. 2x Countryside Service visitor centres. 1 x Visitor Information Centre within Saddleworth Museum.	Continuing
Promotion	
Partnership working with private sector and other districts/regions. Development of themed promotions. Promotion to targeted markets. Town Centre Partnership Promotional Campaigns.	Manchester's Countryside Pennine Prospects Food and Drink offer promotion in development Joint promotion initiatives: Peak Park Northern Gateway – joint promotion in development with Peak Park Proposals for joint promotion of RSPB's new 'nature reserve' at Dovestone Reservoir
Visitor Attractions	
Gallery Oldham Oldham Coliseum Theatre Saddleworth Museum Pennine Way Long Distance Footpath Pennine Bridleway Oldham Way trail Huddersfield Narrow Canal Canal Marina and Pub development at Greenfield Dovestone Reservoir (Peak District National Park) Saddleworth Villages and moor Tandle Hill and Daisy Nook Country Parks Castleshaw Valley – Reservoir, Roman fort and road, literary connections Friezland Arena Bishops Park (Pitch and Put, Kings Head pub, countryside area) Saddleworth Llama Trekking Centre and Animal Farm Green Flag Parks: Alexandra Park Brownhill Centre Nature Garden	Oldham Beyond - Oldham Town Centre Masterplan activity, including: Redevelopment of Old Town Hall (mixed use, leisure and retail) Relocation of Oldham Coliseum Theatre Cultural Quarter development New West End – Mixed development including Theatre and education Metrolink extension to Oldham New hotel developments: Pump Street, Hollingwood – part of Hollinwood Masterplan Oldham Athletic stadium redevelopment Lancaster Club, Broadway, Failsworth – potential hotel development (pre-planning application proposal) Crompton Moor, development of masterplan for new outdoor activity hub (includes development of new Mountain bike trails and skills areas) 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. Moston Brook Green Corridor – development of proposals within aspirational masterplan,

Chadderton Hall Park Coalshaw Green Park Foxdenton Park High Crompton Park Stoneleigh Park	including creation of Moston Brook Way, development of a new recreational cluster around Lower Memorial Park, and habitat improvements.
Events	
Festival of Diversity & Oldham Mela Saddleworth Brass Band Contest and Whitsun Weekend activities Yanks Weekend Festival Oldham Saddleworth Show Rochdale Canal Festival 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 Oldham Woodland Festival Saddleworth Farmers Markets Continental Markets within Oldham Town Centre	Events audit underway. Due for completion March '09.
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
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 Dovestone Reservoir car parks (2) Toilets: <ul style="list-style-type: none"> • Within Countryside Centres • Within Gallery Oldham 	Oldham Town Centre masterplan – 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) Wider Tourism Infrastructure review to be undertaken (subject to resources) as part of the improvement of Visit Oldham website content
Other visitor economy activity (retail sporting etc.)	
Participation/support AGMA Tourism Forum STEAM research funding/data collection Participation and support of Oldham Town Centre Partnership Sporting events, including: Saddleworth Triathlon 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	Continuing Exploring role of Saddleworth Parish Council in delivery of Tourism Services– Discussions initiated with Saddleworth Parish Council and Peak District National Park, regarding potential delivery by the Parish Council under Quality Parish Council status. Oldham Partnership (LSP) Marketing and Communications Strategy under development, and will focus on promoting a positive image of the borough externally (due to be completed summer 2009). Fundamental review of Oldham Town Centre Strategy underway (due to be completed by December 2009). Review needs to be undertaken (subject to resources) of role and potential impact of the local sporting sector on visitor economy activity

Rochdale MBC

Local authority Visitor Economy 'Champion': Tim Nuttall
 Cabinet/Elected Member Lead for Visitor Economy: Cllr Keith Swift
 Local Authority Visitor Economy Director/Officer: Penny Sharp – Head of Regeneration

Visitor Economy/ tourism strategy	Rochdale Borough Visitor Strategy 2008-2012.
Other relevant strategies	Rochdale Economic Development Strategy Rochdale Borough Masterplan 4 x Township Plans
Continuing Provision	Forward Programme
Visitor Information	
Provision of fully staffed TIC – open 7 days a week Annual visitor guide Quarterly events publication Website – www.visitrochdale.com Rochdale Mini Guide	Development of satellite Tourist Information Points in other Townships Littleborough Mini Guide East Lancashire Railway joint towns information guide. www.visitrochdale.com to be reviewed/renewed in 2009
Promotion	
Joint Manchester's Countryside campaign with AGMA partners. Attendance at travel trade shows. Joint working with East Lancashire Railway marketing group. Working with Town Centre Management Companies in Rochdale and Middleton on various promotional events and guides.	Raise awareness of Littleborough as a visitor destination – to include the development of mini guide for the area. Joint work with Northern Rail and South Pennines Rail Project. Develop Heywood tourism group to promote the town to East Lancs Railway travellers. Production of DVD to promote attractions to residents (via school pupils to BME community in particular) and visitors (via accommodation).
Visitor Attractions	
On going support for East Lancashire Railway through ELR Marketing Group. 5 Green Flag parks now achieved. Aim to achieve annual renewal. Middleton Arena development – new leisure facility to include leisure facilities, swimming pool and CivicTheatre due to open Jan 09 – ongoing support to develop facilities and raise awareness in wider geographical area.	Feasibility study into Ellen Road Mill steam museum completed Nov 08 – next stage to work on implementation. Development of Kingsway Business Park. Building of de Vere hotel delayed but still in company's forward plan, with additional planning for a budget hotel on Kingsway. Heywood Sports and Culture Village – due to open 2009/10. Proposed development of the area next to the East Lancashire Railway, to encourage visitors to get off the train. Ongoing improvements and extension to Middleton Shopping Centre. First UK TESCO Eco-store due for completion 2010 with associated public realm artworks. Plans for Hollingworth Lake Country Park to be Green Flag accredited. Plans for more parks within the borough to achieve Green Flag status. Eales canal side development in Littleborough to potentially include new restaurants and retail facilities. Feasibility study into the development of a new 'gateway' project in the Wardle area now completed; further work to put project into action. Increasing the number of attractions which are VAQAS Accredited. Township funding agreed for projects in Pennines area. 'Area of Opportunity' identified in Castleton to regenerate through tourism led canalside infrastructure, possibly linked to rail link to Heywood. Investigate importance of suggested boroughwide commemorative plaque scheme. Ongoing development of Connect2 Cycle Project and other cycle route upgrades. Hollingworth Lake Activity Centre proposal to operate mountain bike facilities and link with new day rides on Pennine Bridleway.

	<p>Development of trail in Middleton to highlight the international importance of Edgar Wood designed buildings.</p> <p>Pioneers' Museum – Phase 2 of bid to refurbish and extend the museum due to start 2009.</p> <p>Greater Manchester Fire Service Museum search for new premises or re-use of Rochdale Fire Station as a museum of national importance.</p>
Events	
<p>Annual Food & Drink Festival to run in conjunction with Manchester.</p> <p>Littleborough Rushbearing</p> <p>Littleborough Arts Week</p> <p>Mega Mela</p> <p>Rochdale town centre bike race event ('Grand Prix')</p>	<p>Plans for development of an events cluster with the responsibility of developing a new Events Strategy to improve Rochdale's calendar of events</p> <p>Continuation of Rochdale Canal Festival expanded to include Oldham and Manchester districts.</p> <p>Rochdale 'Feel Good' week July 2009.</p> <p>Joint working on 2009 S Pennine Walk & Ride Festival with possibility of mini-cluster of events in Pennines Township.</p>
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
	<p>Redevelopment of the Rochdale Bus Station.</p> <p>Metrolink tram system Oldham loop to Rochdale – work scheduled October 2009-11.</p> <p>Work to promote Metrolink link from station to Rochdale town centre.</p> <p>New visitor interpretation boards for Rochdale Canal.</p> <p>New interpretation boards at Littleborough and Smithy Bridge stations.</p> <p>Replacement and new information boards at East Lancs Railway Heywood station and Heywood town centre.</p> <p>Redevelopment of Rochdale Town Centre East with retail, arts, evening economy and car parking and new flagship municipal offices.</p> <p>Middleton town centre public art project in conjunction with TESCO development 2009/10.</p> <p>Rochdale Town Centre Heritage Initiative bid.</p> <p>Natural Signposting project continuing.</p> <p>Green Infrastructure programme continuing.</p> <p>Pennine Prospects LEADER and HLF bids moving to next stage (including Watershed Landscape project).</p> <p>New use and new management of Rochdale Town Hall when new municipal offices open and municipal use of building ceases.</p> <p>Revitalising and refreshing Heywood town centre.</p> <p>Possibility of bus link from Heywood ELR station to town centre and Queen's Park.</p> <p>Events spaces along Rochdale Canal.</p> <p>Commuter rail line using ELR route with connection to Manchester via Castleton.</p>
Cluster development and local business support	
<p>Continue work on Manchester's Countryside Group.</p> <p>Promotion of Skills training and local business start-up support.</p> <p>Food & Drink Trail in Pennines.</p> <p>Accommodation group meetings with Visit Manchester.</p> <p>Other visitor economy activity (retail sporting etc.)</p>	<p>Food & Drink Festival with associated year-round local food events.</p> <p>Facilitate accommodation providers' group to aid promotion of accredited only accommodation and walkers and cyclists friendly accreditation in Pennines.</p> <p>New walking, cycling, and heritage trails across borough.</p>
<p>Tourism development function.</p> <p>Participation and support of AGMA forum.</p> <p>Business Support.</p> <p>Research and development.</p> <p>Participation in Industrial Powerhouse campaign.</p>	<p>'Marketing the Borough' perception study due to finish Jan 2009 followed by tender request for development of borough brand.</p> <p>Code of Practice for sustainable travel to attractions in the borough.</p> <p>Promotion of Caldervale Line rail corridor to increase off-peak use.</p> <p>Town Centre Ambassadors pilot scheme in Rochdale and Middleton.</p>

Salford	
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	
Visitor Economy/ tourism strategy	Tourism Marketing Strategy 2009/10
Cultural Strategy	Culture & Heritage Marketing Strategy 2009/10
Other relevant strategies	City Marketing Strategy 2009/10
Continuing Provision	Forward Programme
Visitor Information	
Continued provision of fully staffed TIC in The Lowry inc the recruitment of a new TIC manager. Production of appropriate new visitor collateral to support the existing Visit Salford campaign. Full integration and roll out of visitsalford.info Continued participation in STEAM, DPUK benchmarking and TIC mystery shopping.	Production and implementation of TIC Business Plan 2009/10. Production and implementation of Visitor Services Business Development Plan 2009/10. Production and delivery of City Merchandising Plan 2009/10. Review and refine visitor data collection. Production of new visitor/city guide in conjunction with Visit Salford campaign and city pride campaign. Development and support of local industry stakeholder group. Continued participation in STEAM and DPUK benchmarking plus review of TIC mystery shopping.
Promotion	
Participation in and strategic support for The Quays marketing partnership. Promotion of a branded programme of cultural events. Promote Salford as a world class venue for events, sports and culture. Fifth year of Industrial Heritage campaign. Year two of Musical Heritage campaign. Year two of Visit Salford campaign. Marketing of cultural and heritage assets inc key visitor attractions and country parks. Tourism Communications including ON IN Salford, bi-monthly magazine and Sundays IN Salford e-zine. Generic tourism PR. Management, administration and development of citywide image bank. Delivery of Tourism PR plan inc targeted events and attractions' PR. Delivery of Destination Worsley Marketing Plan. Continued roll out of IN Salford brand.	The Quays' marketing events' programme. Industrial Heritage campaign phase 5 (in conjunction with Musical Heritage project, Industrial Powerhouse and developing Salford West product). Film tourism development (in conjunction with Salford Film Festival & As seen in Salford events). Continued development of Tourism PR Strategy. Produce Culture and Heritage marketing plan and deliver year one. Specific PR support including delivery of PR plan for Ordsall Hall closure during HLF building works (inc week of closure events). Marketing & PR support for key Salford Museum and Art Gallery strategic activities specifically the redevelopment project. Strategic marketing support for key Salford West developments specifically the Bridgewater Canal Corridor project including production and promotion of a new heritage trail. Participation in Manchester's Countryside project with specific reference to Salford West product. Key city marketing strategy activities including marketing to the city to prospective BBC and other Media City employees and potential new residents, development and roll out of www.insalford.com and a local 'pride' campaign. Continue to develop thematic approach to Salford's tourism marketing and integration with the Visit Salford campaign - specific focus for 2009/10 on music, countryside and heritage. Review membership and participation in national City Breaks' group.
Visitor Attractions	
Continued tourism marketing support for: Ordsall Hall Salford Museum and Art Gallery The Lowry The Quays	Continue implementation of Destination Worsley Tourism Strategy. Specific PR support including delivery of PR plan for Ordsall Hall closure during HLF building works (inc week of closure events). Marketing & PR support for key Salford Museum and Art Gallery strategic activities specifically the redevelopment project.

	Specific marketing & PR support for future & potential visitor attractions such as Bridgewater Canal Corridor, Media City and Salford City Reds.
Events	
Continued development and implementation of a cultural programme of events.	<p>Review current Events Team delivery structure in the Tourism Marketing team, specifically segmenting into tourism, city, community and corporate events.</p> <p>Review events' working practices including the implementation of a citywide Events Steering Group and associated collective processes and procedures.</p> <p>Review and refine all events delivery mechanisms including administration of equipment hire and events' maintenance</p> <p>Continue bidding for major sporting and cultural events, e.g. the Salford Triathlon World Cup.</p> <p>Consider and instigate the delivery of key cultural events such as the British Fireworks Championships, 10k run, Cycling Nocturne, Proms in the Park, Field of Films and Great Open Water Swim in 2009/10.</p> <p>Development, implementation, delivery and marketing of a programme of tourism cultural events in 2009/2010 including Manchester International Festival event at The Lowry, Biathle National Championships, Heritage Open Days, Salford Food and Drink Festival, As Seen IN Salford, Bonfires and Salford Film Festival and events and marketing support for BHF Jog, Queer up North, Sounds of the Other City, Salford/Manchester University Boat Race, Dragon Boat Race and Night of Neon</p> <p>Development, implementation and delivery of a programme of community events including community festivals and other outdoor community engagement events such as Ice Skating IN Salford and associated festive activities.</p>
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
Media City. Salford City Reds.	<p>Specific tourism marketing support for other development work and potential new projects including Bridgewater Canal Corridor, Buile Hill Park regeneration inc new hotel, Manchester, Bolton and Bury Canal, Irwell Sculpture Trail.</p> <p>Continued support for: Media City, Salford Reds, Ordsall Hall, Salford Museum & Art Gallery. Country parks – Clifton & Blackleach.</p>
Cluster development and local business support	
Continued participation in Food Clusters Project in conjunction with AGMA. Continued participation in Industrial Powerhouse. Full participation in The Quays partnership. Full participation and membership in Destination Worsley Tourism Forum. Continued participation in AGMA Tourism Forum. Continued Visitor Services' support for local tourism businesses.	<p>Continued participation in Food Clusters Project in conjunction with AGMA.</p> <p>Continued participation in Industrial Powerhouse.</p> <p>Continued participation in and membership of The Quays partnership.</p> <p>Full participation and membership in Destination Worsley Tourism Forum.</p> <p>Continued participation in AGMA Tourism Forum.</p> <p>Continued Visitor Services' support for local tourism businesses.</p> <p>Join and participate in Manchester's Countryside project.</p>
Other visitor economy activity (retail sporting etc.)	
Provision of tourism data inc STEAM. Continued participation in DPUK National Tourism Benchmarking. Continued development and commissioning of key economic impact studies as and when required. Comprehensive research and evaluation for all tourism marketing campaigns (inc participation in Mori's The Big Listening for Salford).	<p>Production and implementation of Tourism Marketing Strategy 2009/10.</p> <p>Production and implementation of City Marketing Strategy 2009/10.</p> <p>Continued participation and subscription to STEAM, Destination Performance UK and Tourism Management Institute.</p> <p>Production of relevant economic and tourism impact studies</p> <p>Arts about Manchester 18 month visitor research study for Visit Salford campaign specifically www.visitsalford.info and key events.</p>

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/Steve Burns

Continuing Provision	Forward Programme
Visitor Information	
Re-located TIC from Chestergate to refurbished accommodation in Staircase House TIC Manager left on ill health retirement. 7 day a week opening including Sundays and Bank Holidays. Implementation of TIC business plan. Locate visitor information at transport interchanges. New information boards, TIC leaflet, ticket wallet, commercial advertising New Stockport branded merchandise. Voted best TIC in Greater Manchester in 2008 and second in the NW in National Mystery Shopper Survey.	Satellite information points. Eg touchscreen technology and kiosks. Recruiting new TIC Manager post. Identifying new income streams including holiday companies, day trips and ticket sales, e.g. theatre vouchers. Aiming for 90% average score in National Mystery Shopper Survey.
Promotion	
Launch of new 5 year Visitor Strategy Action Plan. Launch of new Food & Drink Guide and new Heritage Events Guide. Launch of phase 2 of Visitstockport.com. Successful Stockport Christmas campaign. European Translation of welcome page on VisitStockport.com Production of Ambassador packs.	Production of Year 2 Visitor Strategy Action Plan monitoring. Translation of summary of Visitor Guide into European languages. New shopping Guide. New Events Guide.
Visitor Attractions	
Launched and supported opening of Stockport Story attraction. Improvements to Vernon Park Museum. Upgrade/refurbishment of covered Market Hall. Support bid for refurbishment/upgrade Stockport Plaza.	Support Tourism Awards bids for Staircase House and Hat Works Museum. Successful £3 million funding for Stockport Plaza.
Events	
Heritage Open Days campaign. Various in heritage attractions. First Stockport Food & Drink Festival. Stockport Town Hall centenary celebrations. Opening of Covered Market Hall with civic event and public Victorian Extravaganza. High profile exhibitions at Stockport Art Gallery, e.g. Life on Mars and Anne Frank.	Continuing with continental themed markets. Cultural events - Culturefeast live music and dance festival in May. Second Stockport Food & Drink Festival. 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	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	
	Food & Drink Industrial Heritage
Other visitor economy activity (retail sporting etc.)	
Munster Muster - hosting of 3,000 Munster fans in Heineken cup game against Sale Sharks Promotion of STEAM activity Support Peoples Millions Giveaway - Sustrans 2	Support of Sale Sharks and Stockport County activity Development of private sector support on Stockport Tourism Partnership

Trafford	
Local authority Visitor Economy 'Champion': Kay Harwood Cabinet/Elected Member Lead for Visitor Economy: Local Authority Visitor Economy Director/Officer: Suzanne Hilton	
Visitor Economy/ tourism strategy	New Visitor Economy Strategy in preparation due to launch 2009
Cultural Strategy	Live Life Trafford – A Cultural Strategy 2004-2009/10
Other relevant strategies	Trafford Community Strategy, Trafford Economic Development Plan 2006-2009, Town Centres Plan, Local Development Framework, Trafford Park Masterplan
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 2009/10 will see the addition of meeting/conference facilities to visittrafford.info
Promotion	
Annual Visitor Guide produced in conjunction with local paper. All Things Bright & Beautiful - A Gardener's Guide to Trafford. Downloadable Groups guide to Trafford. Participation in Great Days Out Fair > Groups. MP3 walking tour of Old Trafford and The Quays.	Explore Dunham & Warburton launch delayed to spring 2009. Altrincham Town Centre Trail. Exploring Development of Hale Village Shopping guide 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	Ongoing
Events	
A Taste of Trafford (food & drink festival including Taste Sensation as headline event) Support for Great Manchester Run Support for Salford Triathlon	
Infrastructure (Public Art, Car Parking, Public Realm, Toilets)	
	A56 quality bus corridor Sustrans Connect 2 bid for Bridgewater Canal Towpath
Cluster development and local business support	
The Quays Partnership Tourism Newsletter Potentially development of countryside cluster in 2009	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	Ongoing support for delivery of sub-regional projects Ongoing Support for Economic Impact Assessment Trafford will join DPUK in 2009/10

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	Destination Wigan Tourism Strategy 2004 - 2009
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 2011 to purpose built facility within Joint Service Centre
Promotion	
Work in partnership with Wigan and Leigh College to promote tourism as a career. 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
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. Lead on Wigan Tourism Forum. Re-establish Wigan Hotel Network.	Encourage 3 X new accommodation providers per year to sign up to QAS.
Other visitor economy activity (retail sporting etc.)	
Work with Wigan Council on procuring development funds for local tourism. Introduce annual tourism industry seminar.	