

Marketing Lancashire Activity Update December 2023

Local Visitor Economy Partnership

Marketing Lancashire has been awarded Local Visitor Economy Partnership (LVEP) status by VisitEngland, placing them among the country's leading organisations for destination management.

The new Lancashire LVEP is a partnership between Marketing Lancashire and VisitBlackpool with the support of all the county's 15 councils.

This new national portfolio of strategic and high-performing LVEPs will work in collaboration locally, regionally and nationally on shared priorities and targets to support and grow the visitor economy.

As well as achieving a nationally recognised official status, LVEPs will provide strong leadership and management of their destinations. Working collaboratively with the public and private sector, they will help to shape and deliver national strategy and activities to promote sustainable growth.

As an LVEP, the Marketing Lancashire and VisitBlackpool partnership will also have access to resources and guidance from VisitEngland on product distribution, business support and the opportunity to bid for funding and marketing.

Cyber Conference

The Lancashire Cyber Festival took place across two days in November, Marketing Lancashire supported the creation and delivery of the industry day event which took place at Stanley House.

The event garnered significant success, attracting key industry figures who engaged in impactful discussions. Despite strict security measures required by the National CyberForce (NCF), the event received widespread media coverage, including television and print.

Collaborating with the National CyberForce, Marketing Lancashire developed a half-day program showcasing Lancashire's quality of life aspects. This session was aimed at existing NCF employees, contemplating potential relocation upon the establishment of the NCF headquarters.

Devolution activity

Marketing Lancashire resource has been key to supporting the devolution consultation activity, including the planning and delivery of a Lancashire Day event in London which then evolved into a ministerial visit to the county that culminated in a devolution signing event which took place in Lancaster Castle on the 26th November. The event was attended by over 100 stakeholders including Jacob Young - Parliamentary Under Secretary of State in the Department for Levelling Up, MPs, Local Authority Leaders and prominent business stakeholders from across a number of sectors. The event was well received and gained coverage across a number of media channels including TV, radio and print.

Staff continue to support the consultation activity for the Lancashire Devolution Deal which launched on the 1st December and will run until the 26th January. Multiple public consultation events, business networks and business engagement events have been leveraged to promote the devolution agenda and encourage participation in the survey throughout December and January, various digital channels are also being utilised to amplify the message.

UKREiiF May 2024

The Lancashire stand has been booked for UKREiiF with a cross section of private sector partners, education and Local Authorities already taking up sponsorship opportunities, conversations are continuing to bring more on board.

Lancashire Day

Lancashire Day took place on Monday 27th November. Marketing Lancashire once again used this day to push out the message of Lancashire being a fantastic place to live, work and visit, through #LancashireDay.

Utilising the increased visibility of both Marketing and Visit Lancashire social channels, we promoted local businesses, encouraged the sharing of Lancashire memories and promoted the Lancashire Day prize. The prize included items from LANX Shoes, Lancashire Life and Good Intent Gifts.

38.6M potential reach

Trending on Twitter/ X from 10am to 8.20pm (the longest period we have done from memory)

41 countries

Most influential

Department of Levelling Up

Northern Rail

The Lancashire Hotpots

Lancashire County Council

Tatler Magazine

Lancashire Fire & Rescue Service

NickBuckleyMBE

Stanley Villa Farm Fishing & Camping

Lancashire Cricket

BBC Lancashire

Around the world

United Kingdom

United States

Canada

Austria

Germany

Qatar

France

Switzerland

Ukraine

Argentina

Visit Lancashire Marketing Campaigns

Marketing Lancashire continue to push out regular seasonal campaigns to promote Lancashire as a tourism destination.

This has included the three month long campaigns for both summer and Christmas, encouraging visits and spend at these key times within the county. These campaigns, supported by partner buy-in, consist of online guides, which you can see [here](#) and [here](#), dedicated website pages, social media and newsletters.

These campaigns continue to be popular with both potential visitors and business partners alike, with the guides getting around 3,000 reads and average read time of 2 minutes.

Alongside the Christmas campaign we also run the **Visit Lancashire Advent Calendar** - which offers 24 days of prizes from Lancashire partners. This year has seen a fantastic response with over 14,000 entries already, and over 51,000 page views.

In between the main campaigns we run seasonal mini campaigns around key holidays. These include October Half Term, Bonfire Night and Halloween. The Bonfire Night event page on VisitLancashire.com received 16,000 page views, with Pumpkin Picking in Lancashire getting 11,000 page views.

Looking into the new year these seasonal campaigns will start again with February Half Term and Easter.

Visit Lancashire Events Guide

Alongside the seasonal campaigns, Marketing Lancashire produce an events guide. Now in their second year, these quarterly guides (Apr-Jun, Jul-Sept, Oct-Dec) are filled with events happening across the county and are by far visitors most utilised guide.

So far, this years guides have received 61,011 impressions and 15,054 reads. This added to the 145,000 page views the What's On landing page on Visit Lancashire have received, we can safely position ourselves as one of the top places for Lancashire businesses to promote their events.

Marketing Lancashire continues to support partners with bespoke marketing packages outside of the seasonal opportunities.

Media and PR

Since our previous report we have started using a media request platform which has enabled us to have more of an instant connection with journalists which may not be familiar with Marketing Lancashire. This has resulted in coverage in a number of publications including iNews Weekend two weekends in a row, one for [cosy pre-christmas breaks](#) and another for [free christmas days out](#).

We have sent out a number of press releases including:

[LTA Student of the Year Shortlist](#)

Halloween Events in Lancashire

[LVEP Status Announcement](#)

Christmas events in Lancashire

[Lancashire Day giveaway](#)

Advent Calendar Launch

[STEAM Results](#)

The Christmas events in Lancashire coverage prompted a number of fam trip opportunities, with a piece expected on Santa Visits in Lancashire and a piece about Celebrating Christmas in Lancaster expected in the next week.

November saw us work with travel author Ben Aitken for content which will be used in his next book. The book will champion a number of Britain's unsung destinations and visited Preston for the weekend to dedicate a chapter of the book to the city. While in Preston Ben visited a number of our

partners including The Continental for a gig, Flowerbowl for a curling session, Aven Restaurant for lunch and Leisure Lakes Bikes for bike hire to ride the Guild Wheel. Ben also visited a number of pubs and food and drink establishments during his visit, including Preston's historic Hot Potato Tram, and has been put in touch with key individuals to speak to about Preston's heritage and future, including Tim Joel from the Harris.

Currently, 28 pitches are in circulation, with ongoing discussions for familiarisation visits (FAM visits).

Furthermore, Marketing Lancashire has provided location suggestions for a number of filming enquiries, additionally, support was extended to the Brassic production team for accessing an area on the Darwen Moors for filming purposes.

We've also provided support and content to the producers of the Hotel Inspector and Celebrity Escape To The Country (due to air next week).

STEAM

We have just completed and disseminated the annual economic impact report to districts which continues to show strong signs of recovery. The County's visitors rose to 64.8 million in 2022

The latest tourism figures released (2022) have revealed that the Lancashire tourism sector continues to show a strong recovery post-pandemic with 17 million more visitor days and nights in 2022 than 2021.

The county's annual STEAM report, which evaluates the volume and value of visitors to Lancashire, has been released by Marketing Lancashire. The report analyses data from tourism and hospitality businesses gathered for 2022 and shows continued growth as the county recovers steadily from the impact of the Covid pandemic.

Visitor numbers rose from 51.5m to 64.8m in 2022 and the economic impact generated in 2022 increased to £4.8bn from £3.51bn in 2021, a growth of £1.29bn.

- **Visitor numbers grew to 94.3% of pre-pandemic levels.**
- **Economic impact was at 94.9% of pre-pandemic levels (when indexed against inflation)**

All areas of Lancashire have shown an increase on total visitor numbers measured in 2021 figures but the county as a whole is still not back at pre-covid levels yet. Coastal areas of the county are performing particularly well, and Blackpool has seen an increase in total visitor numbers which are over 10% higher than the last recorded pre-pandemic year in 2019, which has been achieved by extending its traditional Summer season well into the Autumn and Winter months.

The full report can be viewed at [STEAM REPORT](#)

Partner Update

We have 434 partners in partnership at the end of November. There has been a drop since our last reported figures from the end of September (442). We have acquired 7 new partners in that time but lost 14.

The breakdown of the reasons of those that are not continuing in partnership are:

No reason given	2
New ownership	2
Cancelled partnership due to unpaid invoice	2
Budget restraints	1
Don't see the value of being partners	4
Business closed or due to close imminently.	3

A series of drop in meetings has been held across the county and allowed opportunity to engage with lots of businesses, either directly at the meeting, or via subsequent communications and meetings following the invite to attend.

A new series of partner drop in meetings are being planned to roll out between January and summer as well as a programme of activity focused on delivering added value workshops to partners, utilising our supplier partnerships to deliver, also giving them benefit of getting in front of those businesses.

A partnership survey is currently live to collect thoughts from partners on the benefits partnership currently offers, what they value and would like to see more of. We have only had 13 responses to the survey, with overall positive comments some good constructive feedback which we are looking to put into practice. We will leave the survey open through January which is traditionally a quieter period for our partners, and will encourage participation at the conference in January, to hopefully collect more responses.

Ambassador Update

We currently have 11 Ambassadors with GA Pet Food Partners joining recently, represented by Roger Bracewell.

Of the 10 renewing Ambassadors, invoices have been sent out to 7 of them who continue to support, and meetings // follow up arranged with the remaining 3 to try and secure ongoing support – all 3 have expressed concerns about where their investment is being spent and our new relationships with LCC.

A meeting with Ambassadors is tentatively reserved for Jan 23rd, pending a good level of availability from Ambassadors.

All Ambassadors have been invited to attend the Lancashire Tourism Awards and to date 6 have confirmed their attendance.

Tourism Awards

We received 122 applications which was shortlisted to 96 finalists across 74 businesses. To date 211 tickets have been sold / allocated for 21 finalist businesses. Which is half of our forecasted capacity for less than a third of our finalist businesses. Comfortable capacity at the venue is 450 with a stretch capacity of 500.

Judging days were held at Burnley Football club in mid-November with 9 panels running interviews over the two days. We had great feedback from finalists and judges alike. With many new judges involved this year, panels were mixed up compared to previous years and there was a fresh viewpoint on finalists.

Sponsorship income stands at £24,500 plus an additional value of £16,500 in contra services sponsorship. A new sponsorship with BAE Systems is soon to be announced with a press release as they have come on board as Trophy Sponsor, utilising their apprentices to create 24 bespoke metal rose trophies for this year's award winners.

Winners of 13 categories will automatically be entered into the national Visit England Awards for Excellence.

Maria now also sits on the Steering group for Visit England Awards for Excellence and to date has attended 3 steering group meetings focused on future awards cycles. She is also due to attend a meeting in London at the end of January.

Transition // Finance

Following the TUPE process, which saw the ML team being brought into LCC from 1 August, the financial integration project is ongoing, with the ambition that the financial transition will be complete early 2024 to allow the Limited company to be liquidated by the end of the financial year.

Upcoming Event - Marketing Lancashire Partners Tourism Conference

Ribby Hall – Woodland Suite

16 January 2024

9 am – 1pm

Join Marketing Lancashire, partners and tourism stakeholders for an event focused on the future of tourism in Lancashire.

Marketing Lancashire opens 2024 with a new Tourism Growth Strategy for the county. Join us for this morning conference to find out what the new LVEP (Local Visitor Economy Partnership) status means for the county and how you can work collaboratively with us to grow Lancashire's visitor economy.

Indicator	FY23/24 Target	FY23/24 actuals 1 April – 13 December
Activities		
No. of consumer engagements	150k	188,193
No. of media engagements (fam visits)	6	8
No. of B2B engagements	30k	21,302
Outputs		
No. of unique visitors to visitlancashire.com	1m	805,115
Amount of Government funding streams leveraged	£0k	
No. of Marketing Lancashire partners	450	434
No. of Lancashire Business Ambassadors	10	11
No. of Corporate Sponsorships	2	0
No. of unique visitors to investinlancashire.com	3k	not available, Emma to query with developer
No. of inward investment leads generated	4	6
Reach of media coverage secured	200m	84m
No. of contacts engaged via social media (B2B and B2C)	350k	218,165
No. of unique visits to marketinglancashire.com	30k	21,963
Amount of commercial income generated	£170k	

Exceeded

Exceeded

On track to exceed

On track to exceed

None available

We have a steady pipeline of
new partner acquisition.

See report

Exceeded

On track to exceed

On track to exceed

On track to meet this target