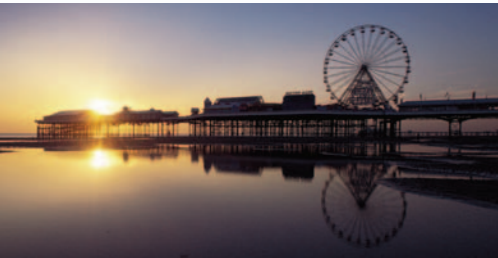




Lancashire and Blackpool Tourist Board Annual Report 2004 - 2005



DISCOVER
englandsnorthwest



Foreword by
Mike Wilkinson,
Chief Executive
Pages 4-5



Marketing by
Tony Openshaw,
Head of Marketing
Pages 6-9



Business Support,
Skills and Training
by Steve Partington,
Head of Business Support
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A very successful transformation

From a new business start up to a fully functioning tourist board, in year one

by Lesley Lloyd, Chair

In Lancashire and Blackpool Tourist Board's (LBTB) first year, we have successfully managed to 'hit the ground running':

- We appointed an impressive Board of Directors with good geographic and sectoral spread
- We established a very modern tourist board, capable of pursuing the considerable opportunities we will face in the coming years
- We developed good working relationships with our extensive range of stakeholders
- We provided support, development and promotional skills to our business and commercial partners

And in so doing, helped our Visitor Economy, worth £2.5 billion and employing over 51,000 people, to grow.

(Source: STEAM economic activity data 2003).

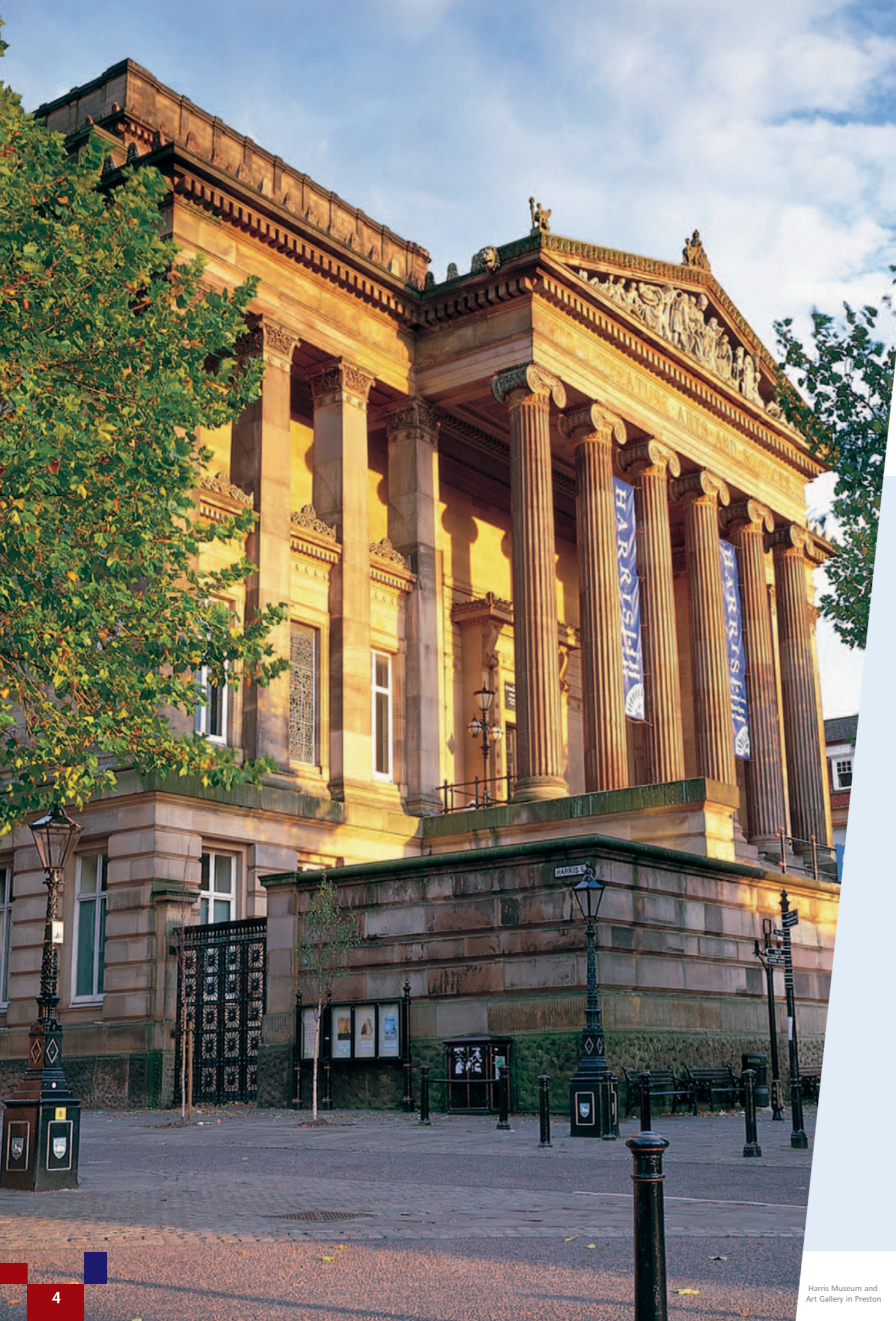
We are very fortunate in Lancashire and Blackpool to have such a wealth and diversity of quality attractions and facilities to offer visitors.

This is due to the significant effort and investments made by our 'beacon' businesses and councils, for which we are very grateful. During the year, LBTB played an active role in marketing these attractions to our target audiences, both at home and overseas.

To facilitate this, we have formed close working relationships with a number of organisations including VisitBritain, North West Regional Development Agency, the four sub-regional tourist boards, all of our local authorities, our local MP/MEPs, and the region's cultural agencies: from museums, libraries and archives, to sport.

LBTB also launched a number of projects aimed at focusing on quality and eradicating the duplication of effort in our industry. During the year, we were able to achieve some 'quick wins' in this respect, but it will take some time to complete.

To conclude, I would like to thank our Chief Executive and his front line support teams and LBTB's Board of Directors for their dedication, time and professionalism and the North West Regional Development Agency for their support and vision.



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Establishing structures, building teams

by Mike Wilkinson, Chief Executive

The last twelve months have seen the creation of the Lancashire and Blackpool Tourist Board as a new public/private sector partnership for the sub-region of Lancashire and Blackpool. As its Chief Executive I have tried, together with the Board and staff, to ensure that the transition from the former North West Tourist Board to the new structure has been as seamless as possible.

Our focus has been clearly on partnership working with our key stakeholders and commercial members. Building the team to be an effective organisation has been my role since I came into the post in July 2004. I would personally like to thank the Board, particularly the Chair, Lesley Lloyd, and all the staff for their unwavering support and commitment in what has been our first fully operational year.

When the Northwest Regional Development Agency (NWDA) set up the new regional tourism framework, their vision was that within ten years England's Northwest would become the best tourism destination in Britain, with a tourism

industry that is second to none. New money was put on the table to achieve this ambition and a more targeted approach was identified.

Lancashire and Blackpool Tourist Board has embraced this philosophy and we are endeavouring to be more evidence based, customer focused and market led. We are trying to be more business-like in our working practices and reach out to more local tourism operators. Our vision is for Lancashire and Blackpool to be the number one visitor destination in the region.

While marketing is at the heart of what we do, developing the visitor economy through quality and business excellence is the Board's overall goal. The inaugural Tourism Awards in September 2004, held at Farington Lodge in Leyland, demonstrated the diversity and range of our tourism offer. The event was about celebrating success and showcasing all that is good about the Lancashire and Blackpool product and we certainly achieved that.

Having established the structure, it is now time to concentrate on delivery. The new Visitor Economy Strategy consultation draft, currently being prepared, will identify the way forward and together with our partners and stakeholders, we can move forward in fusion.

The next twelve months offer real opportunities for Lancashire and Blackpool, and we will continue to support Blackpool's ambitious revival plans to create a 21st Century, world class resort and win the race for the first "resort casino" licence. The impact this will have on the sub-region specifically and the Northwest's regional economy generally cannot be overstated and this fact has already been recognised in the Central Lancashire City Region Development Programme published by the Lancashire Economic Partnership. The Board's relationship with this new sub-regional partnership is crucial to ensure tourism continues to develop as a growth sector and everyone here at the Lancashire and Blackpool Tourist Board is very much up for the challenge.



The glitter ball on Blackpool's South Shore

LBTB has made many advances in marketing in 2004/2005. From developing the brand positioning of the sub-region to enabling businesses to offer online booking through the central hub of the LBTB website, the benefits to tourism businesses in the area of activities in the year are many.

Tony Openshaw
HEAD OF MARKETING

Short Breaks / Five Winning Ways

In 2004/2005, LBTB rolled out its five Winning Ways for the short breaks market. The five Winning Ways were established to form a strong branding strategy to promote the key strengths for short breaks promotion of the Lancashire and Blackpool area: Country Escapes, Family Fun, Coastal Contrasts, Living Legends and Night Time Buzz. Work commenced on two themes. Planning for family fun saw our attack brand, Blackpool, as the theme champion. An e-marketing campaign was created to drive traffic to the website.

Outputs

- Thematic marketing approach established

Country Escapes

The first of the five thematic campaigns, Country Escapes, promoting the delights of rural Lancashire was undertaken during Autumn 2004 and again in Spring 2005. Country Escapes aims to attract high spending visitors to the countryside for short breaks. Campaign activity during the year included direct marketing, advertising in specialist press and e-marketing to target walkers in particular. Country Escapes web pages were created with walking and cycling routes able to be downloaded.

Outputs

- 6% response to postal direct mail campaigns and 21% response to direct email campaigns
- 40,000 unique visitors to Country Escapes section of the website

Conferences

LBTB targeted the conference market with attendance at three national exhibitions throughout the year. Two of these were jointly promoted with Blackpool Tourism and other conference venues. Together with development of the conference section of the website and proactive enquiry handling, this generated £2.5 million worth of enquiries with a conversion from enquiry to booking rate of 30%. Through continued membership of BACD (British Association of Conference Destinations), LBTB benefited from joint promotions and also worked with the North West Conference Bidding Unit in seeking to attract overseas conference business to the region.

Outputs

- 3 exhibitions attended
- 483 brochure requests
- £2.5 million worth of enquiries (80 enquiries in total)
- 30% conversion rate from enquiry booking

Groups

As part of promoting the area to the groups market, LBTB undertook the first of a number of familiarisation visits in February 2005. The weekend covered attractions and accommodation in Lancaster, Preston and East Lancashire. Ten thousand copies of the Lancashire & Blackpool Travel Guide were also distributed in the February edition of Group Travel Organiser Magazine. Five thousand run on copies were distributed via the database of 3,000 coach operators and group organisers. The guide was well received at two travel trade exhibitions, the British Travel Trade Fair, NEC, Birmingham and the Great Days Out Fair in Bolton. The guide was also sent out in response to advertising, PR and on-line activity.

Outputs

- 1 Familiarisation Visit undertaken
- 15,000 copies of Lancashire & Blackpool Group Travel Guide strategically targeted to key audiences
- Presence at the Great Days Out Fair, Bolton, and British Travel Trade Fair, Birmingham

Marketing

Overseas Marketing

Targeting the key overseas market of Ireland and secondary markets in Europe, a number of activities were undertaken during the year. The promotional print for England's North Country's Touring Campaign published by Haymarket in the popular style of the Rough Guide series featured Lancashire and Blackpool places of interest and venues. The area also featured in England's North Country Guide – the official overseas print for the North of England, with 300,000 copies distributed worldwide via VisitBritain offices and England's North Country marketing campaigns. Lancaster/Morecambe, Lune Valley and Blackpool took space within the Lancashire feature. Evaluation of participation in Britain Holiday Ideas – Ireland 2003 also took place this year showing that 1,695 specific requests for Lancashire and Blackpool were received from the publication.

Outputs

- Feature in England's North Country Rough Guide
- Double page spread in England's North Country Guide

Marketing



Turton Tower



Tourism Awards held at Farington Lodge, Leyland



Group visit to Queen Street Mill, Burnley



Tourism Awards

Nearly 100 guests attended the inaugural Lancashire and Blackpool Tourism Awards Lunch to celebrate and recognise outstanding performers from across the sub-region's tourism industry. Organised by LBTB with the support of the North West Regional Development Agency, the award ceremony was hosted by BBC Northwest presenter Nigel Jay. Winners received an engraved glass trophy, a framed certificate and exclusive use of the winners' logo to acknowledge their achievement in future publicity. Ten of the winners were also entered into the Northwest regional awards organised by the NWDA, at which Seabreeze Guest House Blackpool, won the regional Bed & Breakfast of the Year Award.

Outputs

- Tourism Awards organised and awards ceremony held

Website

A great deal of time and investment has gone into further developing www.lancashiretourism.com. The website has been developed to reflect the five winning themes and great progress has been made in terms of functionality. Now operating on a database platform, the site allows online booking in real time, with special offers able to be promoted. Search engine optimisation techniques have also been employed, boosting unique visitors to the site by 57% over the previous year.

Outputs

- Website developed in line with five winning themes
- Real time online booking enabled for serviced accommodation
- 57% increase in unique visitors to website

ICT and LOIS

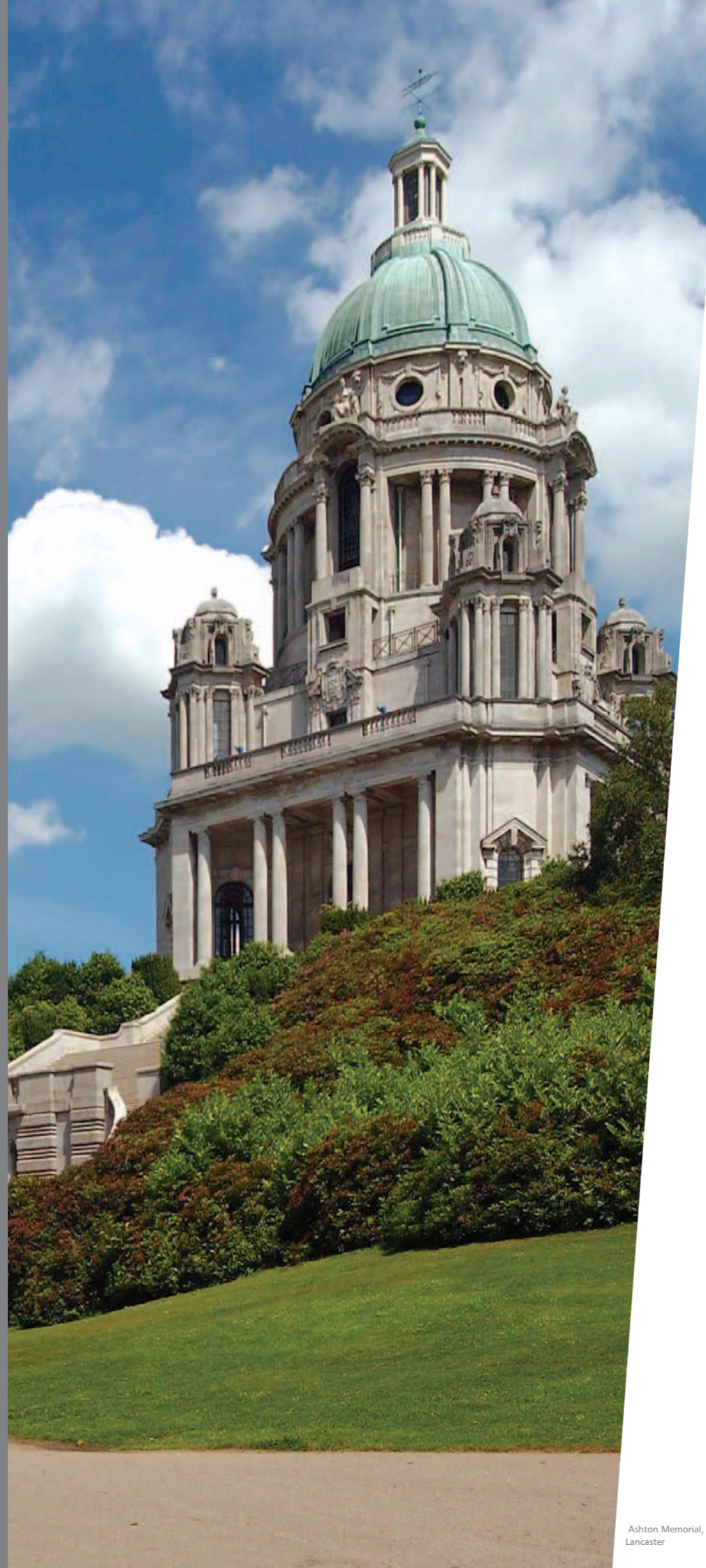
The Lancashire Online Information Service (LOIS) was developed this year to provide up-to-date data on accommodation, attractions, events, activities, eating and drinking throughout the sub-region. Accessible 24 hours a day via www.lancashiretourism.com and distributed through a variety of media, businesses are able to be promoted across relevant partner sites and through associated marketing channels. Support to tourist information centre staff, tourism officers and businesses was provided in using LOIS and inputting data.



The Marketing Team

The year has seen many steps forward in business support, skills and training, impacting across the sub-region. Working in partnership with a wide variety of organisations, LBTB is proud to have been involved in supporting and delivering programmes ranging from QAI and HOAST to Welcome to Excellence.

Steve Partington
HEAD OF BUSINESS SUPPORT



Business Support, Skills and Training

QAI (Quality Assurance Initiative)

In the third quarter of the year, a contract was agreed for Lancashire County Developments Ltd to deliver the QAI (Quality Assurance Initiative) on behalf of LBTB. The initiative offered operators not participating in the ETC (English Tourism Council) harmonised quality scheme (stars/diamonds) a free advisory visit and 50% subsidy on the scheme participation fee. The initiative also extended to the National Accessible Scheme and VAQAS (Visitor Attraction Quality Assurance Service). The initiative was promoted by all members of the LBTB team and their advisor networks.

Outputs

- 1 Quality Assurance Awareness Day – 35 operators attended
- 25 new operators received financial assistance into the scheme
- 31 advisory visits completed

HOAST Accommodation Standards Scheme

In the second half of the year, LBTB agreed to support the further development of the HOAST serviced accommodation standards scheme in Blackpool. The assistance has been directed at businesses outside of the SRB (Single Regeneration Budget) area unable to receive support from the Blackpool Challenge Partnership, and the new self-catering entry-level scheme. The assistance given to HOAST had a three fold impact: encouraging new participants into the HOAST scheme from outside the SRB area where there is no funding available to subsidise the fees, encouraging higher level HOAST participants to move into the ETC national grading scheme, and 'kick-starting' the new self-catering entry-level scheme.

Outputs

- 2 Self-catering entry-level scheme awareness days – 90 attendees overall
- 8 Self-catering entry-level scheme advisory visits made with conditional awards offered
- 1 HOAST lunch to encourage movement into the ETC scheme – 273 operators attended. All the operators took away details of the ETC scheme and the event attracted local and regional media coverage
- 1 mailshot to 33 operators outside of the SRB6 area led to 4 HOAST advisory visits being made



Lancaster City Council staff receive an award at the 2004 Lancashire Excellence in Tourism Skills Awards



Working in partnership to improve St. Annes



Welcome to Excellence training at Oswaldtwistle Mills

Major Projects

Lancashire Rural Tourism Initiative

In the second quarter of the year, LBTB was appointed to provide delivery of the LRTi (Lancashire Rural Tourism Initiative) for the sub-region. LRTi is a three-year coordinated funding programme designed to renew and strengthen the recreation and tourism offer across the sub-region.

In January 2005, LBTB completed appointments of a three strong rural tourism team to handle delivery of the initiative and encourage collaborative working between businesses in the sub-region.

Businesses in the sub-region were encouraged to begin applying for funding from the LRTi fund for activities under the banners of Group Marketing and Business Support, Event Fund, Product Development. Strategic marketing was delivered directly by LBTB with the Country Escapes campaign.

Outputs

- 3 jobs created
- Delivery of strategic marketing commenced
- Funding made available to businesses throughout the sub-region

Business Support, Skills and Training

Welcome to Excellence

The Welcome to Excellence training programme of open and in-house courses was launched in October 2004. The training team promoted the training with telesales throughout the year and attendance at events such as LBTB Members' Seminar and a Marketing Manchester event for small businesses. Two Trainer Briefings were organised to train new trainers to deliver Welcome Host on an in-house basis.

LBTB continued to act as lead Destination Management Organisation (DMO) with regard to the organisation and delivery of Welcome to Excellence in Lancashire, Greater Manchester, Merseyside and Cheshire.

In order to review the effectiveness of Welcome to Excellence, LBTB analysed all feedback forms from delegates on Welcome to Excellence courses from January 2004 – March 2004. Over 97% of all delegates gave Welcome Host a score of between 7 and 10.

Outputs

- 986 delegates attended Welcome to Excellence courses in Lancashire
- 1 appraisal of effectiveness
- 2 Trainer Briefings delivered
- 11 corporate trainers trained to deliver Welcome Host within their organisations.
- 4 trainers were trained to deliver Welcome Host Plus

Partnership Working

LBTB initiated partnership working with the fourteen local authorities in the sub-region. Contact was also made with local businesses through membership and via a partnership with Business Link.



The Business Support Team



Cobble Hey, supported through the Lancashire Rural Tourism Initiative

Financial Information

Lancashire and Blackpool Tourist Board Limited

The financial information below has been extracted from the audited financial statements for the period ended 31 March 2005

Incorporation

The company was incorporated on the 10 February 2004 and commenced trading on 1 April 2004.

Principal activities

The principal activity of the company is the development and promotion of tourism.

Results

The profit for the period before taxation amounted to £32,830. The profit for the period after taxation amounted to £25,935 which has been transferred to reserves.

Capital funding

Lancashire and Blackpool Tourist Board Limited is a company limited by guarantee and therefore, does not have a share capital.

Profit and loss account

Continuing activities	Note	2005 £
Operating income	1	1,229,545
Expenditure		(1,079,398)
Operating profit		150,147
Administrative expenses		(117,317)
Profit on ordinary activities before taxation	1	32,830
Taxation	3	6,895
Profit transferred to reserves	8	25,935

There were no recognised gains or losses other than the result for the period. *

Balance sheet

	Note	2005 £
Fixed assets		
Tangible assets	4	37,279
		37,279
Current assets		
Debtors	5	544,864
		544,864
Creditors: amounts falling due within one year	6	(554,208)
Net current liabilities		(9,344)
Total assets less current liabilities		27,935
Provisions for liabilities and charges	7	(2,000)
		25,935
Capital and reserves		
Profit and loss account	8	25,935
Members' funds	9	25,935

Dated 3 August 2005 and signed on their behalf by :
Mrs L Lloyd Chair

Notes to the financial information

1. Income and profit on ordinary activities before taxation

Income and profit on ordinary activities before taxation are attributable to the company's principal activities, which were carried out entirely within the United Kingdom.

The profit on ordinary activities before taxation is stated after charging:

Auditors' remuneration – audit services

2005
£
1,500

2. Directors' emoluments

None of the directors received any emoluments from the company during the period.

3. Taxation

The taxation charge is based on the profit for the period and represents:

Corporation tax at 30%

– Current year
– Deferred taxation

2005
£
4,895
2,000
6,895

Factors affecting the tax charge for the period

The tax assessed for the period is lower than the standard rate of corporation tax in the United Kingdom of 30%. The differences are explained as follows:

Profit on ordinary activities before taxation

Profit on ordinary activities before taxation multiplied by standard rate of corporation tax in the United Kingdom of 30%

Effect of :

Capital allowances in excess of depreciation
Other short term timing differences

2005
£
32,830
9,849
(2,796)
(2,158)
4,895

4. Tangible fixed assets

Cost

Additions

At 31 March 2005

Depreciation

Provided in the period

At 31 March 2005

Net book value

At 31 March 2005

Computer
equipment
£
55,918
55,918
18,639
18,639
37,279

Financial Information

Lancashire and Blackpool Tourist Board Limited

The financial information below has been extracted from the audited financial statements for the period ended 31 March 2005

5. Debtors	2005
	£
Trade debtors	69,468
Amounts owed by related undertakings	38,193
Social security and other taxes	76,467
Prepayments and accrued income	15,693
Other debtors	345,043
	544,864
6. Creditors: amounts falling due within one year	2005
	£
Bank overdraft	34,598
Trade creditors	2,950
Amounts owed to related undertakings	455,312
Social security and other taxes	5,974
Corporation tax	4,895
Accruals and deferred income	50,479
	554,208
7. Provisions for liabilities and charges	Profit and loss account
	£
Deferred taxation	
On incorporation	–
Charge for the period	2,000
At 31 March 2005	2,000
Deferred taxation provided for in the financial statements is set out below :	2005
	£
Accelerated capital allowances	3,000
Other timing differences	(1,000)
	2,000
8. Reserves	Profit and loss account
	£
At incorporation	–
Profit for period	25,935
At 31 March 2005	25,935
9. Reconciliation of movements in members' funds	2005
	£
Profit for period	25,935
Opening shareholders' funds	–
Closing shareholders' funds	25,935
10. Capital commitments	
There were no capital commitments at 31 March 2005.	
11. Constitution	
The company is limited by guarantee. At 31 March 2005, there were 3 members each of whom on winding up has undertaken to contribute an amount not exceeding £1.	



Board Directors pictured with the Chief Executive in August 2004

Board Directors

(by date appointed)

County Cllr Ms ND Penney (appointed 10 February 2004) (Vice Chair)

Cllr E G Collett (appointed 10 February 2004) (Vice Chair)

Cllr R P O'Keefe (appointed 10 February 2004)

A S Goldstone (appointed 9 March 2004, resigned 30 June 2004) (Chair)

County Cllr Mrs W B Dwyer (appointed 5 April 2004)

County Cllr B M Johnson (appointed 5 April 2004, deceased 16 February 2005)

Cllr Mrs M Callow (appointed 8 June 2004)

Mrs J Seddon (appointed 8 June 2004)

B M Hargreaves (appointed 1 July 2004)

M Taylor (appointed 1 July 2004)

S J Alcock (appointed 1 July 2004)

ND Turner (appointed 1 July 2004)

NWR Thompson (appointed 1 July 2004)

JD Sheehy (appointed 1 July 2004)

A Darcy (appointed 1 July 2004, resigned 2 February 2005)

Mrs L Lloyd (appointed 14 January 2005) (Chair)

S Dean (appointed 27 May 2005)

N Hall (appointed 15 June 2005)

Lancashire and Blackpool Tourism Award Winners 2004/2005



Bed and Breakfast of the Year Seabreeze Guest House, Blackpool	Caravan Holiday Park of the Year Fold House Caravan Park, Pilling	Best Tourism Website The Beach House, Blackpool
Small Hotel of the Year The Millstone Hotel, Mellor	Small Visitor Attraction Cobble Hey Gardens, Claughton on Brock, Garstang	Tourist Information Centre of the Year Morecambe TIC, Morecambe
Large Hotel of the Year The Big Blue Hotel Pleasure Beach, Blackpool	Large Visitor Attraction Blackpool Pleasure Beach, Blackpool	Outstanding Customer Service Liam Clark Seaview Guest House, Blackpool
Self Catering Holiday of the Year Barnacre Cottages, Barnacre, Garstang	Business Tourism Award Winter Gardens, Blackpool	

Members (as at 31 March 2005)

The Alma Inn, Laneshawbridge • The Apartment, Nether Kellet • Ashdene, Garstang • Ashley Hotel, Morecambe • The Avenue Hotel, Restaurant & Conference Centre, Blackburn • The Balmoral Hotel, Morecambe • Barnacre Cottages, Barnacre • The Beach House, Blackpool • Beachcliffe Holiday Flats, Blackpool • Beacon Fell View Holiday Park, Longridge • Beauchief Hotel, Blackpool • Beverley Hotel, Blackpool • Blackburn Cathedral, Blackburn • The Blackpool, Fylde & Wyre Society for the Blind, Blackpool • Blackpool Pleasure Beach, Blackpool • Blackpool Tower, Blackpool • Blackpool Transport Services Limited, Blackpool • Borwick Hall, Borwick • Bosanko Marketing Communciations, Poynton • Bowland Country Cottages, Bilsborrow • Bowland Wild Boar Park, Chipping • BPS Insure, Grantham • Bridle Lodge Superior Apartments, Blackpool • Briny View Hotel, Blackpool • British Waterways, Birchwood • Burbage Holiday Lodge, Blackpool • Calderbank Country Lodge, Garstang • Calf's Head, Worston • Camelot Theme Park, Charnock Richard • Capernwray House, Capernwray • Carlton Hotel, Lytham St Annes • The Chadwick Hotel, Lytham St Annes • The Clarendon Hotel, Morecambe • Cleveley Mere Fishing, Forton • Clifton Court Hotel, Blackpool • Clifton Park Hotel, Lytham St Annes • Coachmans Cottage, Bickerstaff • Cobble Hey Farm & Gardens, Garstang • Cornubia Guest House, Lytham St Annes • The County Hotel & Lodge, Carnforth • The Crofters Hotel, Garstang • Crystal Lodge Holiday Flats, Blackpool • Dalmeny Hotel, Lytham St Annes • Donange, Blackpool • The Dukes Theatre, Lancaster • East Lancashire Railway, Bury • Eastham Hall Caravan Park, Lytham St Annes • Eden Vale Luxury Holiday Flats, Morecambe • Elgin Hotel, Blackpool • The Elms Hotel, Morecambe • Farington Lodge Hotel, Farington • Fold House Park, Pilling • Forton Bank Farm, Forton • Galley Hall Farm, Carnforth • Garstang Country Hotel & Golf Club, Garstang • GDR Public Relations Limited, Poulton-le-Fylde • The George Washington, Warton • The Gibbon Bridge Hotel, Chipping • Grand Hotel, Blackpool • Grand Hotel Holiday Flats, Blackpool • The Greaves Hotel, Lancaster • Greenbank Farmhouse, Lancaster • Guys Thatchet Hamlet, Bilsborrow • Hardhorn Breaks, Hardhorn • Heritage Trust for the North West, Barrowford • Higher Cockden Farm, Briercliffe • Hill Top Barn, Barnoldswick • Hoghton Tower, Hoghton • Holmsdale Hotel, Blackpool • Hotel Elizabeth - North Euston, Fleetwood • Hunters Rest, Hurst Green • Huntley's of Samlesbury, Samlesbury • Imperial Hotel, Blackpool • The Inn at Whitewell, Clitheroe • Lake Design, Hale • Lancaster House Hotel, Ellel • Langthwaite Farm Cottage, Lancaster • Langwood Hotel, Bispham • Leighton Hall, Carnforth • Lindum Hotel, Lytham St Annes • Lodge View, Quernmore • Louis Tussaud's, Blackpool • Lynbar Hotel, Blackpool • Martin Lane Farmhouse Holiday Cottages, Burscough • Mawdsleys Hotel, Mawdsley • Mitchell's of Lancaster (Brewers) Limited, Lancaster • Myerscough College, Bilsborrow • Mytton Fold Hotel & Golf Complex, Langho • New Mayfair Hotel, Blackpool • Norbreck Castle Hotel, Blackpool • North & Western Lancashire Chambers of Commerce, Fulwood • Northcote Manor, Langho • Number One, Blackpool • Ocean Edge Caravan Park, Heysham • The Old Coach House, Blackpool • The Old White Horse, Goodshaw • Oswaldtwistle Mills Shopping Village, Oswaldtwistle • The Pines Hotel, Clayton-le-Woods • Poldhu Hotel, Blackpool • The Preston Marriott Hotel, Broughton • Raffles Hotel, Blackpool • Regent Leisure Park, Morecambe • Ribble Valley Chauffeur Company Limited, Langho • Richmond Hill Caravan Park, Blackpool • Royal National Institute for the Deaf, Orton Southgate • Rourke's Forge, Burnley • Roxbury Private Hotel, Morecambe • The Royal station Hotel, Carnforth • The Royal Venue, Blackpool • St Mary's Centre, Clitheroe • Samlesbury Hall, Samlesbury • Sandcastle Waterworld, Blackpool • Seabreeze, Blackpool • Selborne House, Clitheroe • Shard Riverside Inn, Hambleton • The Shireburn Arms Hotel, Hurst Green • SJA Change Consulting, Morecambe • Smithfield Wine, Manchester • Spectrum Plastics, Stockport • Spring Head Farm, Bolton-by-Bowland • Stanley House, Mellor • Stonyhurst College, Stonyhurst • Stratford Apartments, Blackpool • Sunset Park, Poulton-le-Fylde • Swallow Hotel, Samlesbury • The Swan & Royal Hotel, Clitheroe • Swans Rest, Singleton • Thurnham Mill, Conder Green • Travellers Protection Services Limited, Norwich • Tricon IPA, Claygate • Tristams Farm, Halsall • Tudor Rose Original, Blackpool • University of Central Lancashire, Preston • Valentine Private Hotel, Blackpool • The Villa Country House Hotel, Wrea Green • Welcome Folders Limited, Windermere • West Lancashire Investment Centre, Skelmersdale • Westfield Contributory Health Scheme Limited, Sheffield • White Moss Gate, Goosnargh • Whitehall Hotel & Restaurant, Whitehall • Williamson Park, Lancaster • Wilton Hotel, Blackpool • Windsor Insurance Brokers (UK) Limited, Wakefield • Wolfen Mill Country Retreats, Chipping • WWT Martin Mere, Burscough • Wycoller Craft Centre, Wycoller

Lancashire and Blackpool Facts and Figures

Geography and History

- Lancashire was established in 1183
- It has a population of approximately 1,134,974 (2001 Census)
- Lancashire covers an area of 3,075 sq km – making it one of the largest shire counties
- Dunsop Bridge in the Ribble Valley is the centre of the British Isles
- The highest point in the county is Green Hill near Whernside at 687 metres high
- Preston is England's newest city
- The Leeds Liverpool Canal - Britain's longest - flows through large parts of the county
- The mill towns of Blackburn and Burnley were the birthplace of the Industrial Revolution in the 18th century
- You can see Blackburn and Burnley from Pendle Hill. The hill is only 165ft shy of being called a mountain
- The largely `undiscovered` Forest of Bowland Area of Outstanding Beauty covers 802 square km – making it the same size as New York City
- Bashall Town near Clitheroe is England's smallest town
- The Forest of Bowland is the first protected area in England to be awarded the European Charter for Sustainable Tourism in Protected Areas, joining just 30 other protected areas across Europe

Did you know?

- Blackpool Illuminations comprise an amazing one million lamps in various types and styles and cost £2.4 million to stage
- More multi-million pound lottery winners choose Blackpool as their favourite over any other British destination (source: Camelot)
- Lancaster Castle belongs to the Queen and still has prisoners and a sitting court
- In her official biography, by Sarah Bradford, the Queen expressed a desire to retire to the Ribble Valley
- And Morecambe's potted shrimps have a Royal seal of approval
- Miles Standish, the captain of America's first settlers, the Pilgrim Fathers, came from Chorley
- Lancaster born scientist Richard Owen created the word 'dinosaur'
- It takes 7 years to paint Blackpool Tower from top to bottom and the tower's lifts travel 3,500 miles every year
- The post office and craft shop in Chipping is the country's oldest continuously trading shop. A shop has been in existence here since the 1600s

Famous Lancastrians

- Among those born in Lancashire: Eric Morecambe (entertainer), Nick Park (creator of Wallace and Gromit), Andrew Flintoff (cricketer), Bill Beaumont (rugby player), Kathleen Ferrier (opera singer), Sir Tom Finney (football player), Richard Arkwright (invented spinning machine), James Hargreaves (invented spinning jenny), Josef Locke (Irish tenor)

Famous Lancashire and Blackpool

- Forget Wembley and Old Trafford... football's real home is Lancashire where the professional game began and which now hosts the National Football Museum in Preston
- Stonyhurst College and the surrounding Ribble Valley is said to be the inspiration for Tolkein's Middle Earth from `Lord of the Rings` - his son boarded at the college which he visited regularly
- Pendle Hill is where George Fox is believed to have had his vision in 1640 prior to founding the Quaker Movement
- The trial of the Pendle Witches in Lancaster 1612 is perhaps the most famous of its kind in Britain
- Squires Gate, now known as Blackpool International Airport, was the UK's first airport
- The National Football Museum has the world's six most important football collections
- Blackpool's permanent electric street tramway was the world's first when it opened in 1885
- Martin Mere, Lancashire's largest lake, is said to be the last known home of King Arthur's sword `Excalibur`
- Roger Bannister, the first person to break the four minute mile, lived at what is now Pendle Heritage Centre

Tourism statistics

- There are 79 million visitor days to Lancashire each year
- In 2003 there were 60.5 million visitors, contributing £2.5 billion to the Lancashire and Blackpool economy and helping to support 51,000 jobs
- In 2008 there are projected to be 70 million visitors, spending £2.6 billion and helping to support 57,000 jobs
- Blackpool Pleasure Beach is the UK's number one visitor attraction, welcoming over 6.2 million visitors during a season
- The Pepsi Max opened in 1994. At 235ft high it is the tallest rollercoaster in Europe. It is just over a mile in length and reaches 85 mph, making it the fastest roller coaster in Europe.


The Lancashire and Blackpool Tourist Board

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Chorley PR7 2AA

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www.lancashireandblackpool.com



 Welcome to Excellence
Welcome Host
Welcome All
Welcome Management
Welcome Line
Welcome International
Welcome Host Plus
Welcome E-business