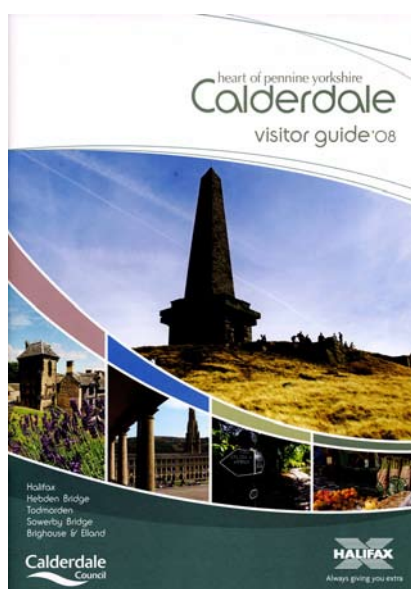


discover the essence of Calderdale

tourism outlook

Winter 2008

NEW LOOK, NEW GUIDE, NEW VISION, NEW GEM



Hopefully by now you'll all have received your copy of the 2008 Calderdale Visitor Guide, sponsored by the Halifax and produced by the Council. With a new contemporary design, new copy, images and style we're hoping the guide will be the best yet. National distribution is well underway, with 408 responses received for the guide from the regional Make Yorkshire Yours campaign already, making it the 5th most requested publication. Copies of the guide have been sent to all Tourist Information Centres nationwide and to over 5000 respondents to last year's guide who requested to be kept up to date with information.

Of the 30,000 printed (25,000 assessed only, 5,000 for local distribution) only 6,000 remain in storage at Calderdale. These will be distributed at regional events such as the Great Yorkshire Show and in response to other marketing that we hope to place in the spring. Here's to moving tourism forward in Calderdale.

The guide was officially launched to local and national press in February at the Holdsworth Hotel, Halifax. The local launch offers readers the chance to send photographs of their favourite events for inclusion in the 2008 Events and Attractions guide, with prizes of an overnight stay at Holdsworth House and a family ticket for 4 to the Victoria Theatre. For national press, the theme will be Calderdale's Gem's – in 2008, Calderdale celebrates 25 years of the Calderdale Way, Holdsworth House celebrates its sapphire anniversary, and Manor Heath celebrates a diamond 10 years. Here's hoping it will attract attention.

STOP PRESS - BREW ENERGY AUDIT SCHEME

The BREW Energy audit Scheme is a new FREE service provided by Yorkshire Forward through the Business Resource Efficiency and Waste Programme, to help hotels in Yorkshire and the Humber who have previously been unable to obtain free advice on cutting their energy expenditure and carbon dioxide emissions.

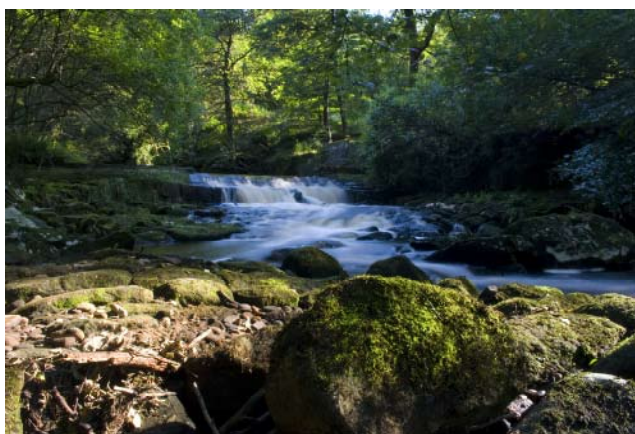
Audits are undertaken by engineers from Energy Management Systems (EMS), one of the North's largest energy consultants. After a visit to your property, a report is prepared identifying and quantifying what energy savings can be made for minimal investment. Capital grants and interest free loans towards any capital costs involved are currently available.

The Energy audit scheme runs until the end of March 2008. For more information, please contact - Stephanie Gascoyne at EMS on 01709 836200 or at Stephanie.gascoyne@ems-uk.org

£200K GRANT FOR DEVELOPMENT OF RURAL PENNINE YORKSHIRE

The West Yorkshire Tourism Partnership have supported a bid put together by Calderdale, Kirklees and Bradford Tourism and Public Rights of Way Officers to develop bridleways and promote the rural offering of Pennine Yorkshire. £200k of investment is guaranteed for 2008-2010, for developing new routes and upgrading existing routes so they are accessible to all. Alongside the works on the ground, a £30-£40k per year advertising campaign will be launched covering the Upper Calder Valley, Bronte Country, Colne Valley, Holme Valley, collectively known as the Pennine Yorkshire. This campaign will look at encouraging visitors to stay longer in the area and experience the delights of our local market towns, events and outdoor pursuits.

The West Yorkshire Tourism Partnership is a partnership of all 5 local authorities, with support from Yorkshire Forward and Yorkshire Tourist Board who are working from 2008-2010 to develop the tourism offer across the region. Yorkshire Forward have invested £1.5 million into the partnership and other projects include developing Business Tourism through Conference Leeds and the development of the new destination management system. West Yorkshire are also looking to develop an international sculpture trail festival linked to the opening of the Barbara Hepworth Gallery in Wakefield and to enhance the group travel offer across the sub-region. Alongside this activity, we are looking for ways to actively engage with local businesses through the provision of support and training opportunities.



£63 MILLION APPROVED TO INVEST IN YORKSHIRE AND HUMBER'S RURAL AREAS

A new funding programme for rural businesses in Yorkshire and the Humber, worth £9.5 million per year, is now up and running. The funding is being made available through the new Rural Development Programme for England which is jointly funded by Defra and the European Union, and is managed by Yorkshire Forward in the Yorkshire & Humber region.

Grants are available to rural entrepreneurs to support the start up of new businesses and the growth of existing enterprises. In terms of tourism, investments will be targeted on local food and drink, visitor products and services and public access, and leisure and recreation activities. Proposals should have a focus on innovation, quality, sustainability, added value and the development of improved business processes. The fund will also support skills development in rural areas. Any rural business in Calderdale interested in finding out more about the grants should contact Yorkshire Forward's Rural Business Facilitator for West Yorkshire - louise.marston@yorkshire-forward.com.

The fund will also help communities make the most of their local heritage and cultural assets through the Leader approach to delivering rural development, which is looking for innovative ways in which rural communities can play an active role in shaping their own future. In 2007 Pennine Prospects, a local regeneration company covering the South Pennines, submitted a Stage 1 bid to Yorkshire Forward for a Leader programme covering areas in West Yorkshire, Lancashire and Greater Manchester. Pennine Prospects is now producing a Local Development Strategy for Stage 2 of the bidding process for Leader. This strategy will set out how a Leader programme could be delivered in the South Pennines and the activities that could be funded through such a programme. The strategy must be submitted to Yorkshire Forward by 31st July 2008 and, if the bid is successful, a Leader programme will start in autumn 2008. Some of these projects may link and help develop the visitor economy and tourism businesses will shortly be contacted with information about the development of this strategy.

For more information on Leader, please contact Ruth Hair: ruth.hair@pennineprospects.co.uk or tel 07528 151911

VISITBRITAIN.COM THE BEST IN THE WORLD

VisitBritain was named the World's Leading Tourism Authority Internet Site at the World Travel Awards held on 12th December 2007, for its international consumer website, www.visitbritain.com. The voting was undertaken by more than 200,000 travel and tourism professionals worldwide, including more than 110,000 travel agents. Hundreds of pages of new content have been introduced to the website to cover interests such as shopping, sport, luxury & relaxation and history & heritage. This is the fourth time that the website has won the global award.

VisitBritain is responsible for promoting Britain as a world-class tourist destination and for developing England's visitor economy. It has representatives in 36 countries around the world and, in the last three years, has expanded into China, throughout Eastern Europe and Southeast Asia, and increased its presence in India with representatives in Bangalore and Mumbai.

HALIFAX - BEST MARKET HALL 2008

Halifax Borough Market has been given the prestigious title of Best Market Hall 2008 by the National Association of British Market Authorities. Beating off competition from around the country, judges found Halifax's market hall had the "extra ingredient", making them "worthy winners" of the award.



Photo by Susan Oakley



FIELDEN WHARF THROUGH TO FINALS

Fielden Wharf is through to the finals of the Waterways Renaissance Awards 2008. One of the first projects delivered as part of the Upper Calder Valley Rural Renaissance scheme, supported by Yorkshire Forward, Fielden Wharf has seen the purchase and demolition of a derelict building in the conservation area of Todmorden. The building has been replaced with a high quality landscaping scheme, designed and maintained by Calderdale Council and local volunteer groups, Todmorden Pride and Todmorden in Bloom. The Wharf, on the Rochdale Canal, includes moorings, a sanitary station and is enhanced by sculptures and decorative panels designed by the town artist, local children and produced by a local craftsman.

The Waterways Renaissance Awards, run by The Waterways Trust and the British Urban Regeneration Association, recognise best practise in sustainable waterway regeneration and development throughout the UK. Fielden Wharf is a finalist in the community category and the winner will be announced at a ceremony at the Imperial War Museum North on March 12th 2008. We'll keep you updated in the next issue of Tourism Outlook.

2008 REGIONAL LITERATURE EXCHANGE

The 2008 Regional Literature Exchange, organised by Yorkshire Tourist Board in association with the area tourism partnerships, will take place at Thirsk Auction and Business Centre from 11.00am to 1.30pm on Wednesday 5th March 2008. Attractions, activity providers, event organisers and tourism destinations may take part for free, but places are limited, and are being offered on a first come, first served basis.

For further information please contact Alison Ruddick, Events and Communications Executive - aruddick@ytb.org.uk

SPOTLIGHT ON...

THE VICTORIA THEATRE, HALIFAX



The Victoria Theatre, from its vantage point in the vibrant and historical town of Halifax, has been the premier venue for live entertainment in Calderdale for more than 100 years. In order to achieve this impressive track record and to merit its reputation for professional shows of the highest quality, the programme at the Victoria Theatre is constantly changing to bring stunning entertainment to today's audiences.

Indeed, residents of Calderdale and visitors to the area have no need to look elsewhere for the best in concerts and family shows. With an exciting programme of rock and pop music, classical concerts, comedy in all its forms, children's shows, drama, pantomime, ballet and opera: the Victoria Theatre has performances to suit everyone's tastes; all staged in this fascinating and heritage-rich building.

Comedy is always well featured at the Victoria Theatre. **Jimmy Carr, Russell Brand, Lenny Henry, The Chuckle Brothers** and **Billy Pearce** are just some of the celebrity names who have had audiences rolling in the aisles over the past few months. And not forgetting *Dick & Liddy's Comedy Club* which has established its name as a showcase for some of the best cutting edge stand-up humour on the circuit today.

For aficionados of fine opera, the Victoria Theatre has much to offer. Recent performances of **Puccini's Tosca, Verdi's Nabucco** and **Bizet's The Pearl Fishers** have all been received with critical acclaim. With its fine acoustics and unrestricted sightlines, the Victoria Theatre was designed with the demands of classical concerts in mind. Audiences appreciate that special experience as much today as when the building was first opened in 1901.

And keeping up with the times, audiences swell the auditorium for sensational rock and pop concerts. **Ian Brown, Ocean Colour Scene, Happy Mondays**, and **Status Quo** are legendary acts to have hit the stage recently and raised the roof.

For younger audiences, **The Tweenies, Noddy, Rainbow Live, Sooty, Mr Men and Little Miss** are a few of the shows that have caught the imagination and enchanted the little ones.

Musicals such as **Annie** are loved by everyone and the Theatre's annual pantomime-extravaganza attracts people from all over Calderdale and far beyond the borough.

The Victoria Theatre is conveniently located in the Theatre Quarter of Halifax, an area which has cultivated many excellent restaurants and cafés. Everything is on hand to make a perfect night out or matinee experience with the family.

Highlights at the Theatre in the coming months include a **Beauty & the Beast on Ice** spectacular, **David Gray, Dave Spikey, Jethro, Dara O'Briain, David Essex, Ken Dodd** and **Horrible Histories (The Terrible Tudors & The Vile Victorians)**.

And much more else besides! The Theatre's brochure is available from most Tourist Information Centres in West Yorkshire, from the Theatre Box Office – and from leaflet displays throughout the county. The Victoria Theatre Box Office is open six-days a week to offer advice and to take bookings. Alternatively, on-line reservations can be made via the internet.

Telephone the Box Office on 01422 351158 for more information or visit www.victoriatheatre.co.uk. A trip to the Theatre - it's an experience to remember.

CONTACT US

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