

Autumn 2007



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Success in
Yorkshire &
Britain in
Bloom

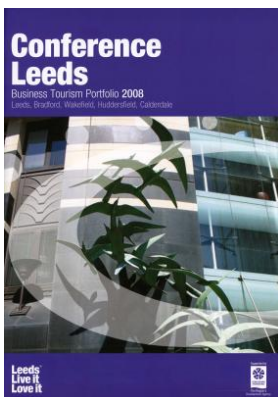


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RIP Bed Tax



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Spotlight on
The
Square
Chapel

LAUNCH OF NEW CONFERENCE LEEDS GUIDE



Thanks to investment from Yorkshire Forward; Calderdale, Kirklees, Bradford, Wakefield and Leeds are combining their conference activity under the banner of Conference Leeds and an additional £300k will be spent on promoting venues across West Yorkshire.

The new Conference Leeds guide was launched in September at the National Venues Show at the NEC, with details of Calderdale and its venues. 15,000 copies will be distributed at national trade shows including the National Venues Show and the Yorkshire Corporate Hospitality Show and also through a marketing programme including direct mail and advertising.

All Calderdale quality assessed residential venues as well as non-residential venues are entitled to a FREE web entry on the Conference Leeds website – www.conference-leeds.com - where buyers can search for venues in specific locations or by the size of event or type of venue they are looking for.

Other activity will include PR to enhance the knowledge of venues across West Yorkshire, new research, including how to encourage business visitors to visit for leisure, and forecasting trends in the conference market.

For Calderdale this is a huge step forward for our conference venues, a page in the Yorkshire Conference Guide, information in the Conference Leeds brochure and attending national shows is activity we could only have ever dreamed of. If you would like further information about how your conference venue could get involved, please contact Nicola Lockwood, Business Tourism Manager on 0113 220 6351 or by email at info@conference-leeds.com

STOP PRESS – CALDERDALE TOURISM FORUM

The Regional Occupancy Survey, West Yorkshire Destination Management System and the Calderdale Visitor Guide for 2008 will be topics for discussion at the Calderdale Tourism Forum being held at The White Swan Hotel in Halifax on Friday 19th October. The Forum will start at 10.00am and tea, coffee and pastries will be served before the forum closes at 1.00pm. For more information, please contact Chris on 01422 392240 or at tourism@calderdale.gov.uk



CALDERDALE VISITOR GUIDE 2008

Production of the 2008 Official Visitor Guide to Calderdale is well underway, following comments raised at the tourism forum in June. The guide for 2008 has been kindly sponsored by Halifax and 30,000 copies of the guide will be produced. The Guide will be distributed in response to national advertising, a database of contacts who have specifically requested information on the area, through the nationwide Tourist Information Centre network, in response to other direct marketing that we are looking to place and, as in previous years, to trade and media writers.

The guide will be produced by Worthington Brown design in time for campaign activity that will commence over Christmas. The guide will maintain its A4 format, but will include new copy, new photography and will link to the style of other town guides and the tourism banners produced, offering a fresh look for 2008!

With the support of Halifax and the Council, advertising rates for the guide will remain as per 2007. At a cost of £150 for 1/8th page, each guide will cost you less than 0.005p! With postage of the guide alone a minimum of 64p and the cost of advertising, design, print, photography and evaluation on top, I hope you will agree that this represents excellent value for money. We have allocated 15 pages for advertising in the guide, which will be allocated on the return of booking forms.

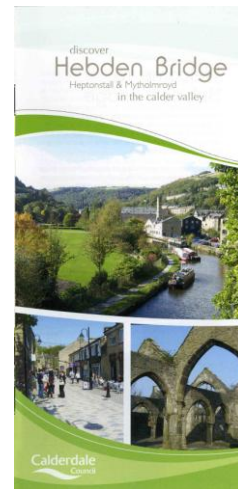
In terms of advertising - assessed accommodation providers will be able to advertise within the guide, and the guide will also include a section covering attractions/shops and restaurants. Non-assessed providers are entitled to a free listing that will appear in a maximum of 5000 guides for local

distribution. The information for this listing will be based on information you have provided us with. See the article on Quality Assessment on page 4 for further information.

Worthington Brown will be contacting all potential advertisers over the next few weeks. If you have not heard by the middle of October and you wish to be considered to advertise, please contact Chris.

STOP PRESS! If you are an accommodation provider who is not quality assessed and wants to find out more find out more about the process so you are eligible to advertise please contact Chris at: tourism@calderdale.gov.uk

In order to qualify for advertising within the guide, you must have agreed to become quality assessed and have sent your payment to the assessment agency. You will then appear as 'awaiting inspection' within the guide and on websites until your assessment has taken place. Assessment costs around £300 in year one.



NEW GUIDE FOR HEBDEN BRIDGE

16,000 copies of a new guide to Hebden Bridge, Mytholmroyd and Heptonstall have been produced, for distribution around Yorkshire and further afield.

The guide will help visitors find out the best of what Hebden Bridge has to offer, including information about places to stay, eat and shop! The guide was produced thanks to the support of local businesses and to the generous support of Northern Rail, Calderdale Council, Hebden Bridge Partnership and Heptonstall Parish Council.

BLOOMING MARVELLOUS!

Calderdale has done superbly well in the 2007 Yorkshire in Bloom and Britain in Bloom competitions. The competition looks at everything from flowers, litter and environmental quality through to community involvement, partnership working and promotion.

The Woolshops won a Gold award and came first in their category, beating competition from the White Rose Shopping Centre and the Piazza in Huddersfield. Luddenden also won a Gold award along with Ravenscliffe School. Halifax, Manor Park and Ferney Lee School Gardens won Silver Gilt awards, with Brighouse, Mill Bank and Ripponden & Villages also winning Silver awards. The RSPCA entered the competition for the first time this year, earning a bronze award, along with Sowerby Bridge.



Photo by Sean Wright, The Angel's Image Photography

Todmorden also represented the whole of Yorkshire in the Town category of Britain in Bloom against competition such as the City of London.

A fantastic effort saw groups of volunteers from Todmorden in Bloom, the Calderdale Skills Academy, the Probation Service and even National Lottery organisers Camelot, working alongside individual residents, groups, businesses

and churches to tirelessly weed, plant, paint, mulch and clear rubbish. All of this hard work was well rewarded with Todmorden winning a Silver Gilt award.

Congratulations to everybody who has been involved in such fantastic results for Calderdale!



WHITE ROSE AWARDS

Tourism providers in Calderdale made the finals of the coveted Yorkshire Tourist Board White Rose Awards for Tourism. Now in their 18th year, the White Rose awards are perhaps the largest tourism awards ceremony of its kind in the UK. Congratulations to The Dusty Miller and Coiners Restaurant, Mytholmroyd, finalists in the Best Newcomer to Tourism Category, and to The Duke William Inn, Shelf and The Travellers Rest in Sowerby, who were both finalists in the Yorkshire Pub of the Year category.

For more information about the White Rose Awards, visit Yorkshire Tourist Board's website at: www.yorkshiretouristboard.net/white-rose-awards-2007

Why not try entering next year's awards yourself?



WHITE ROSE AWARDS
FOR TOURISM
2007

RIP BED TAX

For many months, there has been concern that the long awaited Lyons Review of Local Government would recommend the introduction of a local authority tax on the price of hotel accommodation.

It was estimated that this tax could result in hotel prices having to rise by 5-10%, on top of the fact that the UK already has the third highest rate of tax in Europe. The introduction of this 'Bed Tax' was strongly opposed by national organizations such as VisitBritain and The Tourism Alliance, which worked together to lobby the Lyons Inquiry Team against recommending its introduction.

The Lyons Review did suggest further research into tourist taxes; however, this recommendation has been rejected by the Department for Communities and Local Government. The Treasury has also ruled out tourist taxes.



PINK BOOKLET RELAUNCHED

The Pink Booklet, the guide to legislation for accommodation operators, has been rebranded and relaunched as 'Accommodation Knowhow'. This publication contains guidance on all the legislation that impacts upon accommodation providers in England and is an essential resource.

Accommodation Knowhow is primarily being marketed as an annual subscription to a web based resource. This will allow for regular updates to be made as the legislation affecting tourism accommodation providers changes. A hard copy of the booklet is still available.

For more information or to order a copy of the booklet, please visit:
www.accommodationknowhow.co.uk

QUALITY ASSESSMENT - UPDATE

Enclosed with this newsletter you will find a letter detailing the results of a meeting discussing Quality Assessment Issues, held between the Council, Yorkshire Tourist Board (the regional marketing agency), Quality in Tourism (England's National Assessment Body) and Stephen Curry, who attended part of the meeting on behalf of the Upper Calder Valley Tourism Action Group.

Following the email sent to all providers, can I thank you for your comments that were fed into this meeting. The letter explains the outcomes of the main issues raised, which were:

1. The Calderdale Visitor Guide – this currently includes assessed and non-assessed properties
2. Issues that have been raised by providers with the assessment process
3. Marketing and other websites
4. Changes in the assessment criteria and processes over the last 2 years

In terms of the Visitor Guide, marketing and TIC's, we are delighted in the compromise solution that has been reached, which means that all accommodation providers will have some presence in a proportion of the guides for 2008. This provides us with a year for you to consider the value of assessment. The average cost for assessment in Calderdale is £160. Based on the figures above, this would mean for assessment and a 1/8th page advert each Visitor Guide would cost 0.01p. There is also the access to the regional and national web sites to consider with the marketing budgets behind them. New participants operating Serviced Accommodation will be assessed within 9 weeks of cleared payment and those operating Self-Catering will be assessed within 6 weeks of cleared payment. The initial set up fee is around £100 but this is paid on the first year only.

Responses are also included related to the changes in assessment criteria, aimed at creating a more consistent process across the whole of the UK, and confusions regarding overnight stays for businesses.

If you have any comments regarding the letter, please contact Helen.

REGIONAL OCCUPANCY SURVEY

The regional occupancy survey is an important tool for the benefit of Tourism in Calderdale.

The survey is free and helps you to assess your business performance compared to other establishments your size, type and rating band. Key confidential results for your establishment, as well as regional and sub regional averages for your type of establishment are provided.

A reliable and regular set of information allows us to help prove the demand for tourism product in Calderdale, identify monthly/seasonal trends and also forms the basis of establishing the volume and value of tourism at a local, sub-regional and regional level. The survey further helps Yorkshire Tourist Board (YTB) to tailor marketing activity to meet the needs of the region's tourism industry.

Without this information, we cannot prove the local demand for tourism product. Put simply, the more establishments that participate in the survey, the more accurate the information we have and the more we may be able to help you in the future. Currently, we only have five serviced accommodation providers who participate in the survey and absolutely NO self-catering providers. We would particularly like to increase the sample size in Calderdale. Please help us to help you by participating in the monthly survey.

The survey is free, simple to complete and open to all types of accommodation. Only a few minutes are needed to record the number of new guests each day (or each week, for self-catering establishments) and those guests that are staying over. There are two ways to participate; via a YTB monthly postal survey or the BDRC monthly online occupational survey.

Each participant in the YTB postal survey receives a blank form at the end of the month with regional and personal results for the previous month. The deadline for returning the forms (via freepost) is the 9th of each month. For the online survey, after completing an online registration form, you will receive an email informing you that on the first of each month you will receive a link to your own unique questionnaire. Unfortunately, there is no option for self-catering establishments to participate in the online survey, but YTB can send out forms by e-mail.

The information from *both* surveys will be of great

help to Calderdale MBC's Tourism & Rural Development Team as well as Yorkshire Tourist Board.

For more information about, or to participate in the YTB postal survey, please contact:

Megan Cadd
Yorkshire Tourist Board
312 Tadcaster Road
York
YO24 1GS
Tel: 01904 773331
Email: mcadd@ytb.org.uk

For more information about the online survey, please contact:

Louise Smith
Tel: 0207 4000 383
Email: louise.smith@BDRC.co.uk

The web address below will take you to the New Joiners Portal:

<http://www.fbsurveys.com/servicedoccupancysurvey>

GREEN TOURISM BUSINESS SCHEME

The Green Tourism Business Scheme is an accreditation scheme for tourism and tourism-related businesses relating to environmental good practice. With over 1,100 members it has become the largest and most successful scheme of its type in the world.

The scheme helps to reduce your environmental impact and to identify savings through efficiencies. Bronze, silver and gold accredited status can be awarded - you are measured against 120 criteria of best practice reflecting a balance of environmental, economic and social issues.

For more information, please ring 01738 632 162 or visit: www.green-business.co.uk





INCREASES IN STATUTORY ANNUAL LEAVE & MINIMUM WAGE

On the 1st October 2007 increases to both the national minimum wage and statutory annual leave entitlement came into effect.

In the last issue of *Tourism Outlook*, we reported that the planned increase in statutory annual leave, from 20 to 28 days, would be implemented over two years, from 1st October 2007. As a result of the last round of consultation, the Department of Trade and Industry has made changes to the draft regulations delaying the introduction of the second phase of the increase.

On the 1st October 2007, the statutory annual leave entitlement increased from 20 to 24 days per annum for full-time employees. The second stage of the process will come into effect on 1 April 2009 and will further increase the statutory entitlement for full-time employees from 24 to 28 days (inclusive of statutory holidays). For part-time employees, leave is calculated on a pro-rata basis.

The new minimum wage rate for adult workers (aged 22 and over) is now £5.52 per hour. Anyone working for you (including part-time and casual staff) is entitled to receive the minimum wage, except for those who are genuinely self-employed, apprentices under age of 19 and apprentices over 19 in their first year, voluntary workers and workers based permanently outside the UK or who are based in the Channel Islands for the Isle of Man.

For further information, please visit:
www.dti.gov.uk/employment/holidays

LEARN MORE ABOUT THE DELIVERY OF TOURISM IN WEST YORKSHIRE

Come along to the West Yorkshire tourism networking event. Take the opportunity to find out more about the newly formed West Yorkshire Tourism Partnership, how the delivery of tourism in the sub-region works and what opportunities are available to your business.

The event will take place on the 15th November at Healds Hall Hotel in Liversedge. Key personnel from both the Yorkshire Tourist Board and the West Yorkshire Tourism Partnership will be on hand to tell you more about the work that is going on to develop tourism in the region. You will also have the opportunity to speak to representatives on a one-to-one basis about specific issues affecting your business.

Further details including a full programme and booking form are included with this newsletter.

EASIER ACCESS TO BUSINESS ADVICE FOR SMALL FIRMS

Small Business Minister, Margaret Hodge, has announced a proposal to radically simplify the number of business support schemes from over 3000 to less than 100. This will address the wide concern among small firms over the confusing array of business support schemes currently available. The slim down would mean that over time, the costs of providing business support would drop, with a reduction in replicated marketing and administration work. This would free up resources to improve efficiency.

Under the proposals, the Government's small business information and advice service, Business Link, would be the first port of call for all of Government's business support. A 12 week consultation has been underway, drawing on the views of Regional Development Agencies, local authorities, chambers of commerce, and others. The consultation was due to close on the 14th September 2007 and further information will appear in future editions of this newsletter as it becomes available.

FUNDING OPPORTUNITY FOR TOURISM BUSINESSES

Yorkshire Forward's Rural Enterprise Investment Programme is a package of support for rural businesses wanting to start up or expand. The programme is aimed at larger scale projects with grants starting from £25,000.

Consultation with tourism partners in West Yorkshire has highlighted investment into rural tourist accommodation projects as a high priority opportunity for this fund, where the project aligns with the objectives and priorities of the visitor sector. This targeting of public investment will contribute to the aims of the West Yorkshire Tourism Partnership who wish to:

"...ensure that the visitor experience is second to none resulting in repeat visits and recommendations to friends, relatives, business visitors and others."

Accommodation projects should be connected with, or complement a separate, stand alone visitor facility (e.g. a tea room, ice cream parlour, craft centre etc) which has established turnover and visitor numbers. Projects should incorporate the principles of sustainable development within the accommodation, construction and enterprise operation. Any application should incorporate a staff training plan and where accommodation is situated within a walking/cycling area, 'walkers/cyclists are welcome' facilities must be provided.

If you think you have an accommodation project which might be eligible, please contact Yorkshire Forward's Rural Business Facilitator: Louise Marston, on 0779 227 476 or at Louise.Marston@Yorkshire-Forward.com

NEW GOVERNMENT TOURISM STRATEGY

The Government has launched '*Winning: A Tourism Strategy for 2012 and Beyond*', its strategy for maximising the tourism related benefits associated with hosting the Olympic Games. The strategy replaces the 2004 strategy *Tomorrow's Tourism Today*, which set a target of the UK tourism industry growing to £100bn by 2010.

The new strategy does not set a target but instead

addresses a series of core quality and service issues, fundamental to the future growth of the UK tourism industry.

For a full copy or executive summary of the strategy, please visit:
www.culture.gov.uk/what_we_do/Tourism/Tourism2012



BRITISH TOURISM WEEK 2008

The second annual British Tourism Week (BTW) will take place from the 10th – 18th March 2008. Following the success of British Tourism Week 2007, which featured over 50 events across the country, BTW 2008 will highlight the valuable contribution made to the UK tourism industry by businesses large and small, public and commercial. Key events of BTW include British Travel Trade Fair, Ukinbound's annual conference, the Tourism Alliance reception and Scottish Tourism week.

There are many ways that you and your business can get involved. You might organise your own event under the BTW banner or choose to register an event you are already planning. Involvement will not only mean that you contribute to the profile of both Calderdale and the BTW, but will also increase awareness of your own business or organisation.

All events must be accredited by BTW to be included in their list of events. As such, there is an application form to submit, which can be downloaded from the BTW website. To find out more information on BTW 2008 and how you can get involved, please visit:
www.britishtourismweek.co.uk

SPOTLIGHT ON...

SQUARE CHAPEL CENTRE FOR THE ARTS



Halifax is proud of its beautiful architecture, and in the midst of all the stone stands an 18th century gem of a building – Square Chapel Centre for the Arts.

One of only a handful of red brick buildings in Halifax, Square Chapel stands proudly overlooking the railway station. If you go and see one of the many classical music performances that take place there, you can enjoy fine views of the hillside from the Venetian windows. Look up and you'll also see the original sixty-foot beams in Baltic pine, shipped over and transported in days before canals and railroads. Hard to imagine!

Built in 1772, Square Chapel is an exceptional example of non-conformist architecture with a unique square plan. For the greater part of its history, the chapel was home to Sunday schools, boys brigade and its own orchestra before falling into a state of dereliction and standing empty from 1969. Then in 1988 a group of local people saw a future for the chapel that would bring its residents and visitors back through its doors once again. The work to save the building was funded by a number of organisations including English Heritage, for whom this was one of the most important & urgent buildings at risk. It is now a Grade 2* Listed Building and there are plans in place to add a much needed extension, which would improve its services and facilities immensely.

The last 19 years have not been easy, but today Square Chapel can boast a position of vital importance in Calderdale – thanks to funders and the commitment and hard work of trustees, staff, volunteers and Friends organisation. Survival would have been impossible without them.

Performances at Square Chapel include top classical ensembles, folk musicians, taiko drummers, professional touring theatre and dance companies. Part of Square Chapel's remit is to provide a platform for new work, which means emerging artists and theatre companies are given an opportunity to perform in an established arts venue. In 2006/2007, Square Chapel was used for 637 different types of event and attracted nearly 33,000 visitors through its doors.

Square Chapel is also proud of its links with the local community. Dance and theatre academies, voluntary organisations and businesses from across the region use the venue for conferences, rehearsals and events throughout the year. Square Chapel has also made great strides too with its outreach work. Known as Artreach, the team have developed a thriving programme of workshops in art, crafts, music, dance and drama for teenagers, people with disabilities, older people, ethnic minorities and refugees.



For more information about Square Chapel, please telephone Linda Franklin, Marketing Manager on 01422 353073.

CONTACT US

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