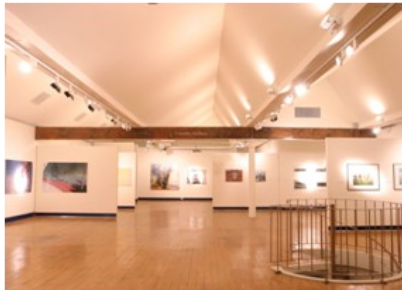


discover the essence of
Calderdale
tourismoutlook

WINTER 2009

NEW WEST YORKSHIRE GROUP TRAVEL CAMPAIGN



Under the West Yorkshire Tourism Partnership the local authorities are joining forces to promote the sub-region to the groups market. Yorkshire Forward have backed this new campaign, along with Visit Leeds, Calderdale, Wakefield, Bradford, and Kirklees local authorities. The campaign will see the West Yorkshire sub-region marketed under the new "Leeds and Pennine Yorkshire" brand for the first time, as part of a £100,000 project.

The Leeds and Pennine Yorkshire Group Travel Campaign aims to position the area as one of the top group travel destinations in the UK. Recent research suggests that there is significant potential to grow the value and volume of the groups market within West Yorkshire if partners work together across the sub-region to undertake a range of marketing and development activities. This campaign will provide Calderdale with a great opportunity to promote its group product and encourage groups to our area.

A comprehensive marketing plan has been developed, including a range of advertising in trade press, familiarisation visits, production of a new travel trade manual, direct mail, exhibitions and PR. Alongside this, specialist consultants are being commissioned to provide one to one consultancy visits for businesses, develop a training package and practical toolkit.

The project is being managed by Visit Leeds on behalf of the West Yorkshire Tourism Partnership. As such, you may be contacted for information to support the campaign by one of the following officers from Visit Leeds - James Anderson, Amanda Warburton-Bond or Karl McGrandle. Please help to promote Calderdale by providing the information they request.

LEEDS
& Pennine
Yorkshire

If you would like to contact the Visit Leeds team direct about the campaign, please call James on 0113 220 6350.



YORKSHIRE - THE PLACE TO BE

Yorkshire is an award winning county benefitting from more economic growth than any other English region, boasting more theatres and racecourses than Scotland and more pubs than London. Yorkshire has more universities than any other English region and more academic research is undertaken in the region than Oxford and Cambridge combined. Yorkshire offers the best shopping in the North and is second only to London within the UK, boasting Harvey Nichols in Leeds and Vivien Westwood in York.

Yorkshire accents have received high applaud too! In a recent Travelodge survey the nation placed Yorkshire as top of the league for trustworthy accents. 95% of visitors to Yorkshire say they will return, that's because they know they will find a destination which provides a high quality, innovative offer resulting in first class experiences.

"We want to reinforce people's positive perceptions of Yorkshire", says Yorkshire Tourist Board Chief Executive, Gary Verity.

"As the largest county in the UK you would expect us to lead the way in progressive and cutting edge thinking. We have leading edge ambassadors including the Kaiser Chiefs, Arctic Monkeys, The Pigeon Detectives, Corrine Bailey Rae, Damien Hirst and Marco Pierre White, to name but a few. We have also been chosen to host great sporting events such as the Tour of Britain and the Clipper Round the World Yacht Race and looking forward to our impact on 2012."

"We are a contemporary destination, attracting the highest quality businesses and still we succeed in instilling a sense of trust in people. Yorkshire is moving forward into a new age of tourism."

NEW TOURISM MINISTER

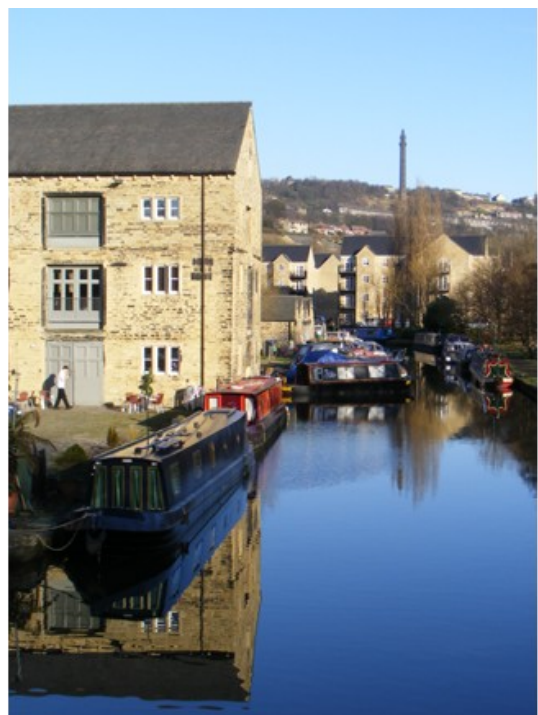
Barbara Follett MP has been appointed as the new Minister for Culture, the Creative Industries and Tourism at the Department for Culture, Media and Sport. During her time in parliament, Barbara has served as Parliamentary Private Secretary to both Tessa Jowell and Ruth Kelly as Minister for Women and to Tessa Jowell again as Secretary of State at the Department for Culture Media and Sport.

YOUR E-MAIL DETAILS

Following on from the request in the last edition of Tourism Outlook, to email the Tourism & Rural Development Team with your up to date email address, new email address books have been created and put into use to help keep you informed with news and events, both local, regional and national. Many of you will be reading this edition of Tourism Outlook as a PDF, sent via email.

Our thanks to everybody who took the time to confirm their email addresses. Please do keep us up to date with any future changes to your email address, so that we can update our information and continue to keep in touch with you.

Email or ring us with any changes to your details at the address or numbers given in the 'Contact Us' section on page four of this newsletter.



CONGRATULATIONS

To these newly assessed providers in Calderdale:

Ted's House

VisitBritain 3 Star Self-Catering Accommodation
1 Aspinall Street
Mytholmroyd
HX7 5NL

Halifax Apartments

VisitBritain 3 Star Self-Catering Accommodation
33 Bull Close Lane
Halifax
HX1 2EF

Woodleigh Hall

VisitBritain 4 Star Serviced Accommodation
Ewood Lane
Todmorden
OL14 7DF

OUTDATED QUALITY ASSESSMENT SIGNS

As reported in the last issue of Tourism Outlook, Trading Standards are now taking an increasingly hard line approach to lapsed providers who are still advertising or displaying previously held ratings.

If you decide to lapse from the quality assessment scheme, please remove all references to the star or diamond rating from any material, including signage, stationery, websites and advertising to comply with Trading Standards regulations.



DOUBLE FUNDING SUCCESS FOR SOUTH PENNINES

Approval has been given for an innovative rural development programme covering parts of the South Pennines from Rombalds Moor in the North to Saddleworth Moor in the South, including Calderdale's rural wards. The programme will run until 2013 and will see over £2.4m spent primarily on village renewal, basic services for rural communities and rural culture and heritage projects across the area. The core funding for the programme comes from a European Community initiative, LEADER, which seeks to assist communities to improve the quality of life and economic prosperity in their local area.

Pennine Prospects, a regeneration company formed in 2005 to support the regeneration of the South Pennines, made the initial bid for a LEADER programme to the Regional Development Agency Yorkshire Forward. Yorkshire Forward has sought the support and involvement of the North West Development Agency also, as the programme spans administrative boundaries.

The South Pennines programme has four main themes; To develop, promote and celebrate the South Pennines' distinctive cultural heritage and landscape; To develop and promote the strong "sense of place" felt by communities across the South Pennines; To assist in the promotion and development of the tourism and recreational economy in a sustainable manner; and To improve the quality of life of South Pennine communities by assisting in equitable access to services and allowing residents to benefit from sustainable community facilities.

The programme will be delivered through a Local Action Group made up of individuals from the community, public and private sectors, working with a wide range of community partners and projects on the ground. This newly formed South Pennines Local Action Group will arrange events and workshops across the area to publicise the LEADER programme's aims and objectives. The Group wishes to see as many communities engaged in the process as possible.

This news follows that of another recent announcement of £2m Heritage Lottery Funding for Pennine Prospects for the "Watershed Landscape" project, which will complement the LEADER programme and support community-led heritage projects in the area.

For more details please visit:
www.pennineprospects.co.uk

SPOTLIGHT ON...

LOCAL NATURE RESERVES

Local Nature Reserves (LNRs) offer special opportunities for people to study or learn more about nature, or to simply get out into the fresh air and enjoy it.

There are over 1050 LNRs in England, in total covering almost 40,000 hectares. They range from ancient woodlands and flower rich meadows to former inner city railways and long-abandoned industrial areas and landfill sites.

There are nine LNRs in Calderdale, located at Ogden Water, Jerusalem Farm, Scarr and Long Wood, Milner Royd, Cromwell Bottom, Shibden Park and Cunnery Wood, Gorpley Clough, Beechwood Park and Norland Moor.



Ogden Water is a 60 hectare area of mixed conifer and broadleaf woodland and currently holds the coveted Green Flag award for parks and open spaces. Facilities include a car park, visitor centre with small café, toilet and classroom facilities (the classroom is available for hire for community and business meetings, conferences etc) and staff and volunteers organise a range of annual activities for children, young people and adults, such as kite making and the popular Halloween parade. Many of the woodland and reservoir footpaths are suitable for disabled access.

Long Wood and Scarr Wood are areas of publicly owned woodland measuring 12 hectares, set within the urban fringe of Halifax at Copley. Both sites contain a rich floral diversity reminiscent of ancient woodland and Scarr Wood includes Woodhouse Scar, which is frequented by rock climbers from across the Yorkshire region.



Jerusalem Farm is a 13 hectare area situated between Halifax and Hebden Bridge in the heart of the picturesque Luddenden Valley. The surrounding landscape of woodland valleys and high moorland plateaux, which are largely protected as a Special Protection Area for its breeding bird population, is easily accessed on either foot or pushbike through an extensive and well waymarked network of public rights of way. Both Jerusalem Farm and the adjacent Wade Wood offer safe haven for woodpeckers, herons, deer and a profusion of insects.

For further information, please visit:
www.calderdale.gov.uk
www.english-nature.gov.uk
www.ogdenwater.org.uk
www.greenflagaward.org.uk

CONTACT US

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tourism@calderdale.gov.uk

Website
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