

### 3. LOCAL ECONOMY

#### VISION

**An economy with strong links to local landscape and communities, where the landscape is a key resource for local business identity; enhancing local markets, the tourism market and capitalising on the value of local products and services.**

- An increased number of environmentally responsible businesses.
- Strong links forged between businesses, both existing and emerging, in order to develop ‘clusters’ of such organisations.
- An increase in the number of businesses utilising local resources.
- A strong relationship existing between local businesses and local markets, together with pride in local produce.
- The identity of the area is more widely known with gateways established in all surrounding towns and information in key service centres.

#### OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<b>[3.1] Support training in traditional skills required by the rural economy</b>	<ul style="list-style-type: none"> <li>• <b>[3.1A]</b> Promote local training opportunities via existing WPM communication channels (where relevant); to include ‘signposting’ of enquiries to external training providers.</li> </ul>	Training opportunities promoted via WPM website	Ongoing; updated annually	WPM Partnership LWT Contracting, Training & Serves Team
	<ul style="list-style-type: none"> <li>• <b>[3.1B]</b> Identify and promote local apprenticeship, work experience and other vocational opportunities relevant to the rural economy, with emphasis on activities for young people.</li> </ul>	Promote existing work shadowing and other programmes via the WPM website and partners’ existing education programmes	Ongoing	Local Authority Countryside Services Bolton WISE Ltd.
	<ul style="list-style-type: none"> <li>• <b>[3.1C]</b> Support and promote traditional skills as part of vocational tourism packages.</li> </ul>	Information on opportunities for traditional skills training provided to relevant tourism businesses and organisations	Annual update and distribution of information	BTCV Natural Break working holidays. LWT Contracting, Training & Serves Team Local Authority Countryside Services

<b>[3.2] Support sustainable tourism* businesses</b>  <i>*businesses that are striving to improve their environmental performance, for example, through green procurement, minimising waste, reducing energy use and transport mileage.</i>	<ul style="list-style-type: none"> <li>• <b>[3.2A]</b> Promote the national Green Tourism Business Scheme (GTBS) among local enterprises.</li> </ul>	Increase update of GTBS among local businesses, aiming for 3 newly accredited businesses (1 per year)	2013	WPM Tourism Group GTBS
	<ul style="list-style-type: none"> <li>• <b>[3.2B]</b> Develop a 'sense of place toolkit' (e.g. a booklet or web resource) for local tourism businesses, containing clear, accessible and copyright-free information about the WPM and its special qualities, for use by businesses in their own publicity/marketing.</li> </ul>	Sense of Place Toolkit developed and promoted.	2011/12	WPM Tourism Group
	<ul style="list-style-type: none"> <li>• <b>[3.2C]</b> Promote existing local business networks (e.g. Rural Rossendale) and encourage their expansion to cover the WPM. Investigate potential to re-brand networks under the WPM banner, where viable.</li> </ul>	Business networks promoted via WPM communications.  Discussions held to determine potential for expanding/re-branding networks	Review of existing networks 2010/11  Ongoing promotion	WPM Tourism Group
	<ul style="list-style-type: none"> <li>• <b>[3.2D]</b> Include information on tourism businesses as part of WPM promotional materials, where relevant.</li> </ul>	Information on tourism business included in any new recreational leaflets and maps	Ongoing	WPM Working Groups
	<ul style="list-style-type: none"> <li>• <b>[3.2E]</b> Promote access to core skills training for tourism businesses – e.g. customer care training, such as the 'Welcome Walkers and Cyclists' course.</li> </ul>	Links to skills training providers included on WPM website.	Ongoing with annual review of links and information.	WPM Tourism Group LBTB
<b>[3.3] Encourage the tourism value of local food and drink.</b>	<ul style="list-style-type: none"> <li>• <b>[3.3A]</b> Promote and support local food events and farmers markets via WPM communication channels (e.g. website, leaflets).</li> </ul>	Events and markets promoted via the WPM website  Scope and if viable develop dedicated 'food & drink' web pages or publications	Ongoing  2011/12	LBTB WPM Tourism Group
	<ul style="list-style-type: none"> <li>• <b>[3.3B]</b> Assist LBTB in promoting the Taste Lancashire quality award scheme to local eating establishments.</li> </ul>	Information on Taste Lancashire incorporated in existing WPM communications,	2011/12	LBTB

		where relevant.		
<b>[3.4] Support and promote local accommodation providers.</b>	<ul style="list-style-type: none"> <li><b>[3.4A]</b> Promote local hotels, B&amp;Bs, campsites, hostels and other accommodation providers via WPM communication channels.</li> </ul>	Information on accommodation providers included in WPM communications, where relevant.	Ongoing	WPM Tourism Group LBTB
	<ul style="list-style-type: none"> <li><b>[3.4B]</b> Increase quality standards among local accommodation providers through promotion of relevant Quality Assurance schemes and awards.</li> </ul>	Information on QA schemes promoted via the WPM website	Ongoing with annual review of links and information.	LBTB
<b>[3.5] Raise awareness of the WPM in gateway towns and key service centres</b>	<ul style="list-style-type: none"> <li><b>[3.5A]</b> Improve coordination and distribution of existing WPM publicity materials in TICs and other information centres within gateway towns.</li> </ul>	Improved distribution service established  Annual review of coverage undertaken.	2011/12  Ongoing annually	WPM Tourism Group
	<ul style="list-style-type: none"> <li><b>[3.5B]</b> Identify and incorporate key 'gateway' tourism businesses as part of WPM promotional activity (i.e. businesses on the edge or just outside of the WPM boundary, yet which play a key role in inviting or welcoming people to the area).</li> </ul>	Key gateway businesses identified and included within WPM promotions	2011/12	WPM Tourism Group
<b>[3.6] Encourage and promote thematic business 'clusters', targeting specific visitor interests (or types of visitor).</b>	<ul style="list-style-type: none"> <li><b>[3.6A]</b> Support Lancashire and Blackpool Tourist Board (LBTB) to identify and establish thematic tourism business clusters, focussing on key areas of visitor interest.</li> </ul>	Business clusters identified and supported via WPM promotions	Ongoing	LBTB WPM Tourism Group
	<ul style="list-style-type: none"> <li><b>[3.6B]</b> Encourage businesses operating within tourism clusters to engage in joint promotional activities with other relevant businesses (e.g. joint discounts/special offers; website links; marketing/advertising; verbal or other recommendations).</li> </ul>	Facilitate joint working via existing business networks (see 3.2C).	Ongoing	WPM Tourism Group