

# Rossendale Tourism Study

Rossendale Borough Council

## Brief

BE Group was appointed by Rossendale Borough Council and Lancashire County Developments Ltd to produce a tourism strategy for Rossendale.

The aims of the project were to:

- Identify the current direct and indirect benefits of tourism to Rossendale, highlighting the best performing sectors
- Investigate current and future opportunities and constraints for tourism
- Analyse the potential of high performing sectors in Rossendale
- Develop an action plan for the management of future growth.

The study provides advice to the Borough's new Local Development Framework (LDF) on the likely growth of tourism through to 2027.

BE Group's Director of Regeneration Peter Crompton, who is leading the study said *"The tourism sector in Rossendale is one of the smallest of any local authority area in the North West, yet there are iconic facilities such as Ski Rossendale, Helmshore Mills Textile Museum (winner of Lancashire & Blackpool Tourist Board's best small visitor attraction in 2009/2010), Halo Panopticon and East Lancashire Steam Railway. Rossendale dominates the provision of outdoor sports activity under the Pennine Lancashire Adrenaline Gateway brand. And last year it hosted, for the first time, the World Gravy Wrestling Championship."*

## Activities

- Review of national, regional and local policy documents and strategies
- Research into the regional and sub-regional profile of tourism, together with the particular strengths and weaknesses of tourism in Rossendale
- Audit of the Borough's attractions, accommodation, retail, leisure and food provision as well as annual events
- Extensive consultation with local stakeholders including a questionnaire survey of 103 tourist businesses/event managers and a workshop.



## Outcome

The outputs of the study included:

- Audit of visitor facilities
- Analysis of the comparative performance of Rossendale's tourist industry
- Sectoral growth forecasts
- Policy recommendations.

An Action Plan was also produced which made a substantial number of recommendations including: amendments to Core Strategy tourism policies, establishment of a Tourism/Visitor Economy Forum, promotion of the East Lancashire Railway as a commuter rail link, supporting the expansion of the 'Adrenaline Gateway', improved marketing and a review of district and sub-regional branding.



**BE**group