



Vikki Harris

Marketing Lancashire



# Lancashire 2025 update

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- Debbi Lander has been in post full time since July
- Initial priority focus on evaluating all the relevant research developed to date and a further scoping exercise with the cultural sector
- A vision for the bid itself is taking shape and needs further testing and engagement, but is meeting the challenge of a county wide bid
- In parallel a business case is in development which will allow stakeholder and potential funders to assess the value of the investment that will be required
- Headline ambition is to deliver £35 per head investment in culture in the year of 2025



Visit Lancashire updates



# Lancashire Tourism Awards — 2019 —

Thursday 7<sup>th</sup> November 2019

Blackpool Pleasure Beach Arena

#LTA19

# Lancashire Day - Wednesday 27 November

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In 2018 #LancashireDay was trending nationally for almost 2 days and had a potential reach of 173 million people worldwide.

Please share/add any Lancashire Day events for inclusion on the Lancashire Day section of VisitLancashire.com ASAP. We will be highlighting/promoting Lancashire Day events pages from early November to encourage engagement.

Marketing Lancashire is planning a series of high-profile events in London on the day. Focused on business investment/development (Breakfast), travel and food & drink media (lunch) and wider business networking with stakeholders, influencers (post work drinks).