

Report of:	Meeting	Date	Item No.
Councillor Lady Atkins, Chairman of the Tourism Task Group and Philippa Davies, Corporate Director of Resources	Cabinet	16 January 2013	5

Tourism Task Group - Final Report
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1. Purpose of Report

- 1.1 To report the findings and recommendations of the Tourism Task Group to Cabinet.

2. Outcomes

- 2.1 A tourism service that reflects the tourism landscape in Wyre and is fit for purpose for the future.
- 2.2 A tourism service that delivers improved value for money.

3. Recommendations

3.1 Recommendation 1

The task group recommends that the council ceases its association with the WTA, both financial and otherwise.

3.2 Recommendation 2

The task group recommends that the council ceases its production of the Wyre Visitor Guide and encourages tourism businesses to explore the option of producing a guide on a more commercial basis (Lancaster provides a good example of where this has been achieved).

3.3 Recommendation 3

The task group recommends that Wyre Council forges closer links with Marketing Lancashire, which should become the council's primary focus for the promotion of tourism. The task group supports the council's involvement in the promotion of a Lancashire-wide tourist publication

and recommends that commitment is made to fully supporting the Visit Lancashire website in preference to Visit Wyre.

3.4 Recommendation 4

The task group recommends that the council concentrates on promoting Cleveleys, Fleetwood, Garstang and Poulton by name rather than using “Wyre”.

3.5 Recommendation 5

The task group recommends that the council considers supporting other local websites, with staff resource and/or finance, whose names are based on town names.

3.6 Recommendations 6

The task group recommends that the Fleetwood TIC remains in its current premises.

3.7 Recommendation 7

The task group recommends that the Cleveleys TIC be discontinued and replaced with a Tourist Information Point in a more central location.

3.8 Recommendation 8

The task group recommends that a review of the Garstang TIC is carried out to ensure improved value for money. The task group notes that there is provision for a break clause in the lease and options for alternative accommodation should be explored and analysed.

3.9 Recommendation 9

The task group recommends that the increased use of volunteers should be considered at all TICs in order to enhance the service provided and to ensure better value for money.

3.10 Recommendation 10

The task group recommends that the use of TIPs is expanded across the borough. Possible sites identified by the task group include Fleetwood Town Football Club, Freeport and Fleetwood Market, for example.

4. Background

4.1 The Overview and Scrutiny Committee agreed to commission a value for money review of tourism, which held its first meeting on 21 February 2012.

4.2 The task group's objectives were:

- To identify areas of good practice
- To identify possible areas for improvement and service development
- To identify how tourism can be promoted more effectively in the rural areas
- To review the number and location of Tourist Information Centres (TICs)
- To investigate alternative means of funding Tourist Information Centres
- To review the benefits of Tourist Information Points
- To compare cost inputs and outputs with other high performing organisations

5. Key Issues and Proposals

5.1 The task group has focused primarily on Tourist Information Centres and the Wyre Tourism Association. The related issues of the Wyre Tourism Guide and the Visit Wyre website have also been addressed.

5.2 The task group is aware of the changing nature of the tourism industry, particularly in the face of technological advances and the fact that the Internet is becoming more and more widely available and used by people of all ages. The task group believes that the way in which tourism services are delivered will have changed significantly by the year 2020 and their recommendations reflect this.

5.3 The task group's conclusions are as follows:

Tourist Information Centres (TICs)

The Garstang and Fleetwood TICs are situated in prime locations. The Cleveleys TIC, however, is not ideally located.

Councillors welcome the 'Community Hub' approach taken by the Garstang TIC, although they recognise that this is not a core TIC function.

The retail offer available at the TICs is not a source of substantial income to the council.

It is likely that there will be no TICs in Wyre by 2020 as tourism services become increasingly accessible via the internet.

Tourist Information Points are useful facilities, and the number could be increased.

The Wyre Tourism Association (WTA)

'Marketing Lancashire' is an organisation which works with the private sector to promote and market the county as a tourist destination, and should be supported.

The use of the name "Wyre" is not helpful in promotional literature as it is not as widely recognised as town names.

Membership of the Wyre Tourism Association has reduced significantly in recent years and is not a good representation of the large number of businesses involved in tourism in the borough

The Wyre Holiday Brochure, 'Wyre . . . Lancashire's Great Escape', is limited to WTA members and provides them with unrealistically cheap advertising. A commercially produced brochure is likely to provide a more effective vehicle for attracting visitors to Wyre.

IMPLICATIONS	
Finance	There are likely to be savings associated with Recommendations 1, 2, 7 and 8. There are likely to be additional costs associated with Recommendations 3, 5 and 10, which have not been quantified at this stage.
Legal	Legal advice will be required if Recommendations 7 and 8 are followed through to completion, and if the recommendations are adopted the necessary legal documentation will need to be put in place (i.e. to cover written notice, surrender of lease and removal of lease from HMLR register).
Community Safety	There are no community safety implications directly related to this report.
Equality and Diversity	It is noted that the current location of the Fleetwood TIC is described as "excellent" and is convenient for those using public transport. Moving the TIC to another location might make it less accessible to some members of the public.
Sustainability	The report makes recommendations that are intended to assist the council in delivering a sustainable tourism service up to the year 2020.
Health and Safety	There are no health and safety implications directly related to this report.
Risk Management	There are no risk management implications directly related to this report.
Asset Management	There are no asset management implications directly related to this report.
Climate Change	There are no climate change implications directly related to this report.

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LIST OF APPENDICES

APPENDIX 1 Tourism Task Group – Final Report

arm/ex/cab/cr/13/1601pf1

Summary of Benchmarking Data

Authority	Other Comments	Q1 Do you have any TICs / VICs? if yes please state how many?	Comments	Q2 Are they operated directly by the authority?	Comments2	Q3 Do the TICs / VICs occupy their own premises?	Comments3	Q4 Do the TICs / VICs share premises with another service or external organisation? If yes please can you give brief details?	Comments4	Q5 Do you have any shared provision of TICs / VICs with any other service or external organisation? If yes please can you give brief details?	Comments5	Q6 Do you have any managed / outsourced provision of TICs / VICs with any other external organisation? If yes please can you give brief details?	Comments6
Broadland		1		Yes		No	No we rent space	Yes	The property is operated by the Bure Valley Railway. Although our TIC is located on this site it runs independently from the Attraction.	No		No	
Eden DC		3		Yes	2 - Yes 1 - Shared	Yes	2 - Yes 1 - Shared	Yes	One TIC is shared with Cumbria County Council services such as library in a remote part of the district	Yes	One TIC is shared with Cumbria County Council services such as library in a remote part of the district	No	
Fylde B C Lancaster		1 and 1 2	One TIC and One TIP	Yes		Yes	Town Hall & Lytham Windmill	No		No		No	
Manchester City Council		1		No	This is not operated directly by the authority; we commission Visit Manchester to provide this service for us	Yes	The TIC/VIC rent premises in the City Centre	No	The TIC/VIC do not share premises with another service or external organisation, but we work in partnership with other bodies like cultural organisations, transport teams, etc	No	Although officially we do not have any shared provisions of TICs/VICs with other service or external organisations we do work collaboratively with relevant partners	Yes	We have a managed /outsourced provision with Visit Manchester.
North Devon D C Preston	No info returned	1		Yes		Yes		Yes	The VIC shares an outlet with the Guild Hall box office, although the expenditure shown above is purely relating to the VIC	No		No	
Ribble Valley		1	One TIC because we have only one main town	Yes		Yes	Yes currently located in the Council offices because of the prime town centre location		Adjacent to the Council Reception but soon to be relocated to another Council premises at the Platform Gallery	No	impartiality and independence of the service is key	No	
Rochford	This authority does not run any tourism services or visitors centres. I am sorry that we're not able to help with your benchmarking exercise	0											
Rossendale	I am not sure how useful our information will be as it would appear your focus relates to TIC/ VIC's and that is something we do not have within the borough. As of 2011/12 we will be commissioning a local shop to act as a tourist information shop for approximately £2k (the exact figure has not been determined).	0		No		No		No		No		No	
Sedgemoor South Staffs	We have a small racking area within a private business located in Kinver. They provide this service free of charge.	0		No		No		No		No		No	
Tendering D C		2	One all year round and one seasonal facility	Yes			The all year round facility is part of the Town Hall (Civic Building). The seasonal facility is 'stand alone.'		The Town Hall houses a Civic Theatre and is the main location for Council Offices	No		No	
West Lancashire B C	Our Council does not have any tourism information centres or visitor information centres and nor does it have any staff directly employed on tourism. Our spending in this area is nominal and consequently I don't think we can provide you with any useful comparative information	0											
Wirral	Wirral does not have and TIC or VIC either ran by us directly or indirectly through another entity.	0		No		No		No		No		No	
Wyre		3		Yes		Yes		No		No		No	

Authority	(10127) Tourism policy, marketing, and development	(10128) Visitor Information	(10129) Visitor Centres	(1039) Tourism	Notes
2012/13					
Broadland					No financial info returned
Eden				218,885.00	
Fylde B C				170,000.00	net expenditure / forecast for Fylde Borough Council for the following years – it is all under one heading as we closed our TIC.
Lancaster	378,500.00	0.00	253,400.00	631,900.00	
Manchester City Council				568,594.00	
North Devon D C	0.00	0.00	1,259.00	1,259.00	The figures relate to notional capital charges
Preston			187,000.00		
Ribble Valley	71,700.00	62,000.00			
Rochford	0.00	0.00	0.00	0.00	
Rossendale				59,190.00	
Sedgemoor				0.00	
South Staffs	73,400.00	0.00	0.00		
Tendering D C	80,390.00	0.00	85,120.00	165,510.00	
West Lancashire B C					Our spending in this area is nominal and consequently I don't think we can provide you with any useful comparative information
Wirral	532,400.00	0.00	0.00		
Wyre	220,200.00	0.00	188,720.00	408,920.00	

Info here is inconsistent with answers above - 1 TIC and 1 TIP????

minimal cost in relation to annual capital depreciation charge for Information Kiosk (Ilfracombe Cove Car Park)

APPENDIX 2

TOURIST INFORMATION CENTRES-TRADING PERFORMANCE 2011/12

	GRAND TOTAL SALES		Fleetwood T.I.C.		Garstang T.I.C.		Cleveleys T.I.C.	
Turnover:-								
Publications	2,082.57	16.95%	852.15	20.22%	1,188.43	15.32%	41.99	13.32%
Maps	994.22	8.09%	88.18	2.09%	852.19	10.98%	53.85	17.09%
Postcards	298.93	2.43%	147.52	3.50%	125.13	1.61%	26.28	8.34%
Greetings Cards	232.60	1.89%	3.37	0.08%	36.18	0.47%	193.05	61.25%
Souvenirs	7,821.32	63.65%	3,119.66	74.01%	4,701.66	60.60%	0.00	0.00%
Confectionery	859.25	6.99%	4.25	0.10%	855.00	11.02%	0.00	0.00%
TOTAL T.I.C. TURNOVER	12,288.89	100.00%	4,215.13	100.00%	7,758.59	100.00%	315.17	100.00%
	100.00%		34.30%		63.13%		2.56%	
Cost of Provisions	7,048.11	57.35%	1,973.42	46.82%	4,754.96	61.29%	319.73	101.45%
Gross Surplus/Loss(-)	5,240.78	42.65%	2,241.71	53.18%	3,003.63	38.71%	-4.56	-1.45%
NET INCOME from TICKET SALES	693.40		233.87		166.66		292.87	
TOTAL NET INCOME GENERATION	5,934.18		2,475.58		3,170.29		288.31	

Findings from Survey of TIC Visitor Enquiries

Summary of Visitor Enquiries for the Tourist Information Centres

More detailed information regarding the types of enquiries received is available for each TIC, showing each enquiry with comments. Please note that the enquiries received in our TIC's are diverse and the TIC's are very busy, the assistants on site have done their best to capture as much information as possible from each visitor but in all cases have only provided a very basic summary of the types of enquiries received.

Visit Fleetwood TIC

<u>Opening times</u>	7 days per week in summer (current)
<u>Dates data gathered</u>	17 th May 2012 to 14 th June 2012
<u>Visitors numbers</u>	During that period there were 982 enquiries to the TIC <ul style="list-style-type: none"> ▪ Local people 205 ▪ Visitors 777
<u>Method of enquiry</u>	Phone 52 Face to face 930

Types of enquiries

A diverse range of enquires during the period (If 2 people have come into the centre together they will have the asked questions together (as one), therefore these figures do not reflect the figures above, they are an indication of the range of enquiries)

Bus, Tram and Coach enquiries	124
General Tourism Enquiries/purchases	526
Citizens advice/Area Office	2
Show/Event/National Express Tickets	15

Visit Cleveleys TIC

<u>Opening times</u>	3 days per week in summer (current)
<u>Dates data gathered</u>	17 th May 2012 to 14 th June 2012
<u>Visitor numbers</u>	During that period there were 402 enquiries to the TIC <ul style="list-style-type: none">▪ Local people 230▪ Visitors 172
<u>Method of enquiry</u>	Phone 52 Face to face 350

Types of enquiries

A diverse range of enquires during the period (If 2 people have come into the centre together they will have the asked questions together (as one), therefore these figures do not reflect the figures above, they are an indication of the range of enquiries)

Bus, Tram and Coach enquiries	119
General Tourism Enquiries/purchases	162
Citizens advice/Area Office	15
Show/Event/National Express Tickets	13

Visit Garstang TIC

<u>Opening times</u>	7 days per week all year around
<u>Dates data gathered</u>	19 th May 2012 to 3rd June 2012
<u>Visitor numbers</u>	During that period there were 565 enquiries to the TIC <ul style="list-style-type: none">▪ Local people 262▪ Visitors 303
<u>Method of enquiry</u>	Phone 67 Face to face 490 Email/Letter 8

Types of enquiries

A diverse range of enquires during the period (If 2 people have come into the centre together they will have the asked questions together (as one), therefore these figures do not reflect the figures above, they are an indication of the range of enquiries)

Bus, Tram and Coach enquiries	25
General Tourism Enquiries/purchases	427
Citizens Advice/Area Office	18
Show/Event/National Express Tickets	28
Enquiries from International Visitors	16

TOURISM VFM REVIEW – 2012

Wyre Visitor Guide Questionnaire 2012 comment on analysis of completed questionnaires, August 2012.

1. The two page QUESTIONNAIRE is a loose sheet in each the guide published by the Council entitled “WYRELancashire’s Great Escape.”
2. The Questionnaire consists of 12 Q’s and offer the opportunity of winning £25 worth of vouchers if completed and returned.
3. The introduction announces that “At Wyre Council we constantly monitor the standards of our service and we would value any comment you might have about our visitor guide”.
4. It is clear that the Questionnaire intends to draw comment about the Guide and not about Wyre as a tourist destination.
5. I shall take each question in turn repeating verbatim the question and the factual response with additional comment where appropriate. The factual data is taken from information provided by officers.

Q1. Have you visited Wyre on a holiday previously? Please tick one box only.

A1. 654 answered yes and 316 no a total of 1070 responses.

Comments

- a) 60% of respondents have previously visited Wyre
- b) We did not ask any follow up about their experiences.

Q2. If yes, when was the last time you visited Wyre on a holiday? Tick one box only

A2.	a) in last 6 months	66
	b) in last 12 month	125
	c) in last 3 years	147
	d) over 3 years	195

Comments

536 of the 654 who said in answer to Q1 that they had visited Wyre previously responded with 341 in the last 3 years.

We could have asked them what made them return or not as the case maybe.

Q3. What is your age group? Tick one box.

A3.	a) under 18	nil
	b) 18 – 24	6
	c) 25 – 34	5
	d) 35 – 44	65
	e) 45 – 54	73
	f) 55+	681

a total of 930 responses

Comment

The response shows overwhelmingly that Wyre appeals to those over 55.

Q4. When do you usually take a holiday? Tick one box only.

A4.	a) Spring	255
	b) Summer	533
	c) Autumn	413
	d) Winter	71

a total of 1272 responses

Comments

Some respondents must have ticked more than one box which is not surprising.

There is no follow up question such as “when you last visited Wyre in what season did you visit”?

Q5. Who do you normally go on holiday with? Tick one box only.

A5.	a) alone	109
	b) couple	550
	c) family	251
	d) organised group	24

a total of 934 responses.

Comment

What does this information lead to? Couples and families are most popular with few organised groups unlike south coast resorts which feed on coach tours. The question is not specific to Wyre.

Q6. What is the normal duration of your visit? Tick one box only.

A6.	a) day	24
	b) 2 – 7 day	567
	c) 8 – 14 days	202
	d) more than 14 days	34

a total of 827 responses

Comment

2 – 7 days most popular.
The question is not specific to Wyre.

Q7. What type of accommodation do you normally stay in? Tick one box.

A7.	a) hotel	424
	b) camping/caravan	39
	c) B&B	75
	d) self catering	203
	e) Family	35
	f) Day visit	40
	g) Group	5

a total of 821 responses

Comment

The question is not specific to Wyre.
The figure of 424 would be high for Wyre with comparative lack of hotels particularly in the coastal area, but the question did not ask about Wyre. The response shows that respondents overwhelmingly book, wherever they holiday, hotel or self-catering accommodation.

Q8. Is there any information you wish to find in future editions of the Wyre Visitor Guide?

A8. See final page of this Appendix.

Q9. What are your main holiday interests (no limit to boxes to be ticked)

A9. There are 2,980 responses covering;

a) outdoor activities	318
b) family activities	192
c) food and drink	665
d) shopping	524
e) Arts and Crafts	103
f) Heritage Attraction	536

g) Festivals and events 642

Comments

- Food and drink, festivals, heritage and shopping are the leading interests
- The question is not specific to Wyre but, crucially, respondents were not asked whether, having visited Wyre, their experience met their expectations.

Q10. Have you booked a holiday/visit as a result of reading this guide.

A10. a) Yes 248
b) No 658

a total response of 906

Comments

- Over two thirds of respondents say they have not booked a holiday, presumably in Wyre although in the question does not specifically ask.
- We could have gone on and asked what their experience was of the holiday or why they did not book a holiday

Q11. Please indicate your expenditure for the duration of your stay in Wyre. Tick one box.

A11. a) less than £100 63
b) up to £300 383
c) up to £500 246
d) over £500 103

a total response of 795

Comments

- It is difficult to relate this response to other responses.
- It is not related to length of stay or number in family or group or accommodation.
- Taking the top figure in each band multiplied by no. of respondents a total spend of £195,700 is achieved.

Q12. How did you find out about this brochure? Tick one box.

A12. a) TIC 32
b) Advert 64

c) Website	48
d) Other	25
e) Word of mouth	156

a total of 325

Comments

- We sent out 60,000 guides but do not ask a question relating to this distribution
- We talk in this questionnaire of both “Guide” and “brochure”. We should be consistent.
- TIC’s as a source is bottom of the list. Which TIC is not asked.
- There is a low response to the question.
- Word of mouth is the most reliable source of information.

Q13. Where are you from?

This is not a specific question in the questionnaire; the information has presumably been gleaned from the name and address box.

A13. There are 1,340 responses which is surprising as only 1,070 questionnaires were returned according to Q1.

These were:-

Lancashire	652
South	198
Yorkshire	110

with the rest spread throughout the UK and one from South Africa.

The responses do not indicate where those who actually visit Wyre come from; only that they have seen a guide.

CONCLUSIONS

Respondents were overwhelmingly;

- 1
 - from Lancashire
 - over 55
 - take holidays of 7 days or less
 - holidays as a couple or with family
- 2 The Questionnaire seeks no opinion of Wyre as a holiday destination, the accommodation offered, attractions, food and drink.

3. It is not a satisfaction survey.
4. It would be helpful to see the breakdown of responses to questionnaires of previous years.
5. It is difficult to see how the Questionnaire helps to “monitor the standards of our services” or advise those in the tourist industry in Wyre how to attract visitors.
6. The questions are too general and do not help to identify which parts of the Borough perform better than others.

Responses to Question 8

8 Is there any information you may wish to find in future editions of the Wyre Visitor Guide?

Stately Homes
Art Galleries
Museums
Industrial Architecture
Short Walks
History of Old Churches
Camping more information on camp sites
More accessibility for the Hearing/Impairment
Wet weather ideas
Public Transport Information
Heritage attractions
Theatrical productions professional and amateur
Prices of accommodation
Tea dances and sequence dancing
Maps could do with showing more details, details of minor roads
Not enough bed and breakfast information
More about the windmills
Indicate dog friendly accommodation
Angling on Wyre
Daily listings on What on and What's on in an Evening
More information on Garstang
Disabled accommodation and facilities
Need prices in the brochure
Sample menus of restaurants, as I am a vegetarian
Gardens
More accommodation
Where is Fleetwood Football ground
Local Walks
More on Lytham St Annes and Wrea Green
Local information Gala's etc
Wildlife Reserves
Information about churches
Vouchers
Budget Accommodation
Information about churches
Vouchers
Budget Accommodation
Information on the canal
Garstangs Fig Tree Museum and Cafe
More information on Freeport
History, food and drink
CAMRA – Real Ale – Brewery – Pubs
Arsts, Crafts and Heritage
National Trust
Mileage scale on the map
Retirement Villages
Railways

Countryside drives with places of interest
Bus and timetable along with tram
Exhibitions
Premier Inn
Garden Centres
Karting Quads and Motor Sport
Classic Cars
Good restaurants
Days out to Southport
Forest of Bowland
Pictures of accommodation
Lighthouses
Horse racing
Shopping Villages
Food Festivals
Farmers Markets
More of your excellent walks
Cheese making farms
Bowling Festival & Brass Bands
Caravanning information
Adult only hotels
Cinemas/public leisure facilities
Public toilets
Information on car parks (charging)
Discount pass etc
Hotels that allow smoking in rooms
Roof tariff relative to B&B's
Agricultural shows in area
Single rooms and parking
Is the town or area suitable for wheel chairs
Please indicate when private parking is available
Tales of mystery/local history/murders and fables
National Trust Properties
Travel to locations on Public Transport/bus passes etc
Theatres and Cinemas
Car boots
Enlarge map of public transport
Amusement arcades
Excellent right level of variety
Accommodation for a family of 6 Adults and 4 children under 5 years with a safe play area
Impressed with current edition
I organise many golf trips and am interested in course information
Family entertainment in the area
Promotion on events and discounts would be very useful
Even travelling mid-week the level of congestion on the m5/M6 corridor is such as to put one of the NW of England as a holiday destination a fourth lane is desperately needed
Birmingham to Manchester
Average temperature conditions
Prices for family holidays, as we like to go away with your children and grandchildren
History and geography of Fleetwood and Wyre areas
Where is the Fylde Gallery in Booths supermarket, which town

arm/ex/cab/cr/13/1601pf1

Location	ACCOMMODATION			EATING OUT	ACTIVITIES/RETAIL
	SERVICED	SELF CATERING	HOLIDAY HOMES & PARKS		
RURAL	Best Western Hotel, Garstang; 32 rooms Ashdene, Nateby B&B Crofters Hotel, Cabus 37 rooms Grassendale, Preesall Guys Thatched Hamlet, Bilsborrow Little Stubbins, Cloughton B&B Middle Holly, Forton B & B Premier Inn, Bilsborrow ? rooms Pickering Hotel, Catterall 16 room Priory, Scorton B & B Shard Riverside Inn, Hambleton ? rooms	Bleasdale Cottages, Bleasdale Caldertop Cottage, Caldervale Cleveley Mere, Scorton The Garden Cottage, Inglewhite The Gardener's Cottage, Pilling *Higher Lee, Abbeystead Knotts Key Cottages, Myerscough *Lyndon Barn Lodges, Bay Horse Redwings Lodge, Pilling	Bridge House Marina & Car & Caravan Park, Nateby Claylands Caravan Park, Cabus Fold House Holiday Home & Lodge Park, Pilling Sunset Park, Hambleton Wyresdale Farm Park, St Michaels on Wyre	The Barn, Scorton Barton Grange, Bilsborrow Best Western, Garstang The Pickerings, Catterall The Crofters Brasserie, Cabus Guys Thatched, Bilsborrow The Old Holly, Cabus The Priory, Scorton The Weird Fish St Micahels Th'owd Tithe Barn, Garstang Shard Bridge Inn, Hambleton	Cobble Hey Tea Room, Cloughton Barton Grange, Bilsborrow The Barn, Scorton The Priory Outdoor, Scorton Braeden Pony Trecking, Cloughton Old Holly Farm, Cabus Jungle Queens Canal, Forton Briarcroft Fishery & Lodge, St Michaels on Wyre Cleveley Mere Fly Fishing, Scorton Garstang Golf Club Wyresdale Wheels, Scorton
BLACKPOOL POULTON THORNTON	*The Berwick, Blackpool	*Burbage Holiday Lodge, Bispham *Coast Apartments, Blackpool *Queen's Mansion Apartments, Blackpool Swans Rest Holiday Cottage, Poulton Hardhorn Breaks, Poulton *The Beach House, Bispham	Poulton Plaiz, Poulton Kneps Farm Holiday Park, Thornton	Seniors Fish & Chips, Thornton Thornton Fisheries, Thornton	Singleton Maze Four Seasons Fishing, Staining Thingamajigz, Poulton Wyre Estuary Country Park Out'n'About, Poulton
COAST CLEVELEYS FLEETWOOD	Briardene, Cleveleys	Garlands Holiday Apartments, Cleveleys Sea Hawk Holiday Apartments, Cleveleys	Cala Gran, Fleetwood	The Venue, Cleveleys	Farmer Parrs, Fleetwood Fleetwood Market Marsh Mill, Thornton Fleetwood Museum Fylde Country Life Museum Thornton Little Theatre

* = not in Wyre Borough

Location	ACCOMMODATION			EATING OUT	ACTIVITIES/RETAIL
	SERVICED	SELF CATERING	HOLIDAY HOMES & PARKS		
RURAL	Best Western Hotel, Garstang; 32 rooms	Bleasdale Cottages, Bleasdale	Bridge House Marina & Car & Caravan Park, Nateby	The Barn, Scorton	Cobble Hey Tea Room, Claughton
	Ashdene, Nateby B&B	Caldertop Cottage, Caldervale	Claylands Caravan Park, Cabus	Barton Grange, Bilsborrow	Barton Grange, Bilsborrow
	Crofters Hotel, Cabus 37 rooms Grassendale, Preesall	Cleveley Mere, Scorton The Garden Cottage, Inglewhite	Fold House Holiday Home & Lodge Park, Pilling	Best Western, Garstang The Pickerings, Catterall	The Barn, Scorton The Priory Outdoor, Scorton
	Guys Thatched Hamlet, Bilsborrow Rooms?	The Gardener's Cottage, Pilling		The Crofters Brasserie, Cabus	Braeden Pony Trecking, Claughton
	Little Stubbins, Claughton B&B	*Higher Lee, Abbeystead	Sunset Park, Hambleton	Guys Thatched, Bilsborrow	Old Holly Farm, Cabus
	Middle Holly, Forton B & B Premier Inn, rooms	Knotts Key Cottages, Myerscough *Lyndon Barn Lodges, Bay Horse	Wyresdale Farm Park, St Michaels on Wyre	The Old Holly, Cabus The Priory, Scorton	Jungle Queens Canal, Forton Briarcroft Fishery & Lodge, St Michaels on Wyre
	Pickering Hotel, Catterall 16 rooms	Redwings Lodge, Pilling		The Weird Fish St Michaels	Cleveley Mere Fly Fishing, Scorton
	Priory, Scorton B & B Shard Riverside Inn, Hambleton ? rooms	Patty's Farm Barn Cockerham		Th'owd Tithe Barn, Garstang Shard Bridge Inn, Hambleton	Garstang Golf Club Wyresdale Wheels, Scorton
BLACKPOOL	*The Berwick, Blackpool	*Burbage Holiday Lodge, Bispham	Poulton Plaiz, Poulton	Seniors Fish & Chips, Thornton	Singleton Maze
POULTON		*Coast Apartments, Blackpool	Kneps Farm Holiday Park, Thornton		Four Seasons Fishing, Staining
THORNTON		*Queen's Mansion Apartments, Blackpool		Thornton Fisheries, Thornton	Thingamajigz, Poulton
		Swans Rest Holiday Cottage, Poulton			Wyre Estuary Country Park
		Hardhorn Breaks, Poulton			Out'n'About, Poulton
		*The Beach House, Bispham			
COAST CLEVELEYS FLEETWOOD	Briardene, Cleveleys	Garlands Holiday Apartments, Cleveleys Sea Hawk Holiday Apartments, Cleveleys	Cala Gran, Fleetwood	The Venue, Cleveleys	Subzero - Cleveleys Farmer Parrs, Fleetwood Fleetwood Market Marsh Mill, Thornton Fleetwood Museum Fylde Country Life Museum Thornton Little Theatre

Wyre Tourism Association Membership May 2011 - May 2012

Organisation	address2	postcode	Paying Member 2011/12
Ashdene B&B	Nateby	PR3 0JA	Y
Barton Grange Garden Centre	Cloughton on Brock	PR3 0BT	Y
Bleasdale Cottages	Bleasdale	PR3 1UY	Y
Braedens Pony Trekking	Cloughton-on-Brock	PR3 1UR	Y
Briarcroft Fishery & Lodge	St Michaels on Wyre	PR3 0UE	Y
Bridge House Marina and Caravan Park	Nateby	PR3 0JJ	Y
Burbage Holiday Lodges		FY2 9JS	Y
Claylands Caravan Park	Cabus	PR3 1AJ	Y
Clevey Mere Fly Fishing & Five Star Lakeside Lodges	Forton	PR3 1BY	Y
Cala Gran Holiday Park	Fleetwood	FY7 8JY	Y
Coast Apartments	North Shore	FY2 9SE	Y
Cobble Hey Farm and Gardens	Cloughton on Brock	PR3 0QN	Y
Farmer Parrs Animal World and Fylde Coast Agricultural M	Rossall Lane	FY7 8JP	Y
Fleetwood Market	Adelaide Street	FY7 6AB	N
Fleetwood Museum		FY7 6BT	Y
Fold House Park Ltd	Pilling	PR3 6SJ	Y
Four Season Fisheries	Staining	FY3 0AY	Y
Garlands Holiday Apartments	Cleveleys	FY5 1BZ	Y
Garstang Chamber of Trade/visitgarstang.net	Garstang	PR3 1EP	Y
Best Westen Garstang Country Hotel and Golf Centre	Garstang	PR3 1YE	Y
Grassendale B & B	Presall	FY6 0NS	Y
Guys Thatched Hamlet	Bilsborrow	PR3 0RS	Y
Hardhorn Breaks	Fairfield Road	FY6 8DN	Y
Higher Landskill Farm (Caldertop Cottage)	Garstang	PR3 1SS	Y
Higher Lee	Abbeystead	LA2 9BT	Y
Kneps Farm Holiday Park	Stanah	FY5 5LR	Y
Knotts Hey Cottages	Stanzaker Hall Drive	PR3 0PB	Y
Lydon Barn Lodges	Bay Horse	LA2 0HW	Y
Little Stubbins B & B	Cloughton-on-Brock	PR3 0PL	Y
Marine Hall	Fleetwood	FY7 6HF	N
Marsh Mill in Wyre	Fleetwood Road North	FY5 4JZ	N
Middle Holly Cottage		PR3 1AH	Y
Old Holly Farm	Cabus	PR3 1AA	Y
Out 'n' About (Northwest) Ltd		FY6 7AA	Y
Poulton Plaiz Holiday Park		FY6 8AR	Y
Preston North Premier Inn	Bilsborrow	PR3 0RN	Y
Queens Mansions Apartments	Bispham	FY2 9HP	Y
Redwings Lodge	Pilling	PR3 6AL	Y
Seahawk Holiday Apartments		FY5 1DB	Y
Seniors Restaurant and Takeaway - Thornton	Marsh Mill	FY5 4AB	Y
Singleton Maize Maze	Carr Lane	FY6 8LG	Y
Sunset Park		FY6 9EQ	Y
Swans Rest Holiday Cottages	Singleton	FY6 8LX	Y
The Barn at Scorton		PR3 1AU	Y
The Beach House		FY2 9JS	Y
The Berwick Hotel	Blackpool	FY2 9TA	Y
The Briardene Hotel	Thornton Cleveleys	FY5 3JG	Y
The Crofters Hotel & Restaurant	Garstang	PR3 1PH	Y
The Garden Cottage	Inglewhite	PR3 2LJ	Y
The Gardeners Cottage at Growing with Nature	Pilling	PR3 6AX	Y
The Jungle Queen	Garstang Road	PR3 0RE	Y
The Pickerings Country House Hotel		PR3 0HD	Y
The Priory, Scorton	Scorton Village	PR3 1AU	Y
The Priory Outdoor Clothing & Bike Shop	Scorton Village	PR3 1AU	Y
The Shard Riverside Inn & Restaurant		FY6 9BT	Y
The Venue	Cleveleys	FY5 1LW	Y
The Weird Fish	St Michaels on Wyre	PR3 0TH	Y
Thingamajigz	Furness Drive	FY6 8JS	Y
Thornton Fisheries	Thornton Cleveleys	FY5 5HT	Y
Thornton Little Theatre	Victoria Road East	FY53SZ	N
Th'owd Tithebarn	Church Street	PR3 1PA	Y
Visit Cleveleys	2 Rossall Promenade	FY5 1LP	Y
Visit Poulton	as above	as above	Y
Wyre Estuary Country Park	River Road	FY5 5LR	N
Wyresdale Wheels for All (Tramper)	The Square	PR3 1AU	Y
Wyreside Farm Park	St Michaels on Wyre	PR3 0TZ	Y

Wyre Tourism Association Membership May 2012 - May 2013		
Name of Establishment	Address	PAID
Ashdene Bed and Breakfast	Nateby	Y
Barton Grange Garden Centre	Claughton on Brock	Y
Bleasdale Cottages	Bleasdale	Y
Briarcroft Fishery	St Michaels on Wyre	Y
Burbage Holiday Lodge		Y
Claylands Caravan Park	Cabus	Y
Cleveley Mere	Forton	Y
Cobble Hey Farm	Claughton on Brock	Y
Farmer Parris	Rossall Lane	Y
Fleetwood Museum		Y
Fold House Caravan Park	Pilling	Y
Garlands Holiday Flats	Cleveleys	Y
www.garstang.net	Garstang	Y
Garstang Country Hotel and Golf Club	Garstang	Y
Guys Thatched Hamlet	Bilsborrow	Y
Hardhorn Breaks	Fairfield Road	Y
Higher Landskill Farm/Caldertop Cottage	Garstang	Y
Higher Lee	Abbeystead	Y
Kneps Farm Holiday Park	Stanah	Y
Knotts Hey Cottage	Stanzaker Hall Drive	Y
Little Stubbins B&B	Claughton on Brock	Y
Middle Holly Cottage		Y
Old Holly Farm	Cabus	Y
Out N About		Y
Poulton Plaiz		Y
Priory Hotel	Scorton	Y
Redwings Lodge		Y
Seahawk Holiday Apartments		Y
Singleton Maize Maze	Carr Lane	Y
Sunset Park	Hambleton	Y
Subzero Leisure	Cleveleys	Y
Swans Rest Holiday Cottages	Singleton	Y
The Barn	Scorton	Y
The Beach House		Y
The Berwick Hotel	Blackpool	Y
The Crofters Hotel	Garstang	Y
The Garden Cottage	Inglewhite	Y
The Jungle Queen	Garstang Road	Y
The Pickerings		Y
The Venue	Cleveleys	Y
Thingamajigz	Furness Drive	Y
Th'owd Tithebarn	Church Street	Y
Thornton Fisheries	Thornton	Y
Visit Cleveleys/Visit Cleveleys and Visit Poulton		Y
Wyresdale Wheels		Y
Wyreside Farm Park	St Michaels on Wyre	Y
Braedens Pony Trekking		Y
Cala Gran	Fleetwood	Y
The Gardeners Cottage at Growing with Nature	Pilling	Y
The Briardene Hotel	Thornton Cleveleys	Y
Coast Apartments	North Shore	Y
Bridge House Marina and caravan Park	Nateby	Y
Patty's Farm Barn	Cockerham	Y
Marine Hall	Fleetwood	N
Thornton Little Theatre	Thornton	N
Marsh Mill	Thornton	N
YMCA's		N
Fleetwood Market	Fleetwood	N