

Subject:	Adrenaline Valley Partnership and Promotion		Status:	For Publication	
Report to:	Cabinet		Date:	30 th November 2016	
Report of:	Media and Engagement Officer		Portfolio Holder:	Leader of the Council	
Key Decision:	<input type="checkbox"/>	Forward Plan	<input type="checkbox"/>	General Exception	<input type="checkbox"/>
Equality Impact Assessment:	Required:		No	Attached:	No
Biodiversity Impact Assessment	Required:		No	Attached:	No
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1.	RECOMMENDATION(S)
1.1	To update Members on the Adrenaline Valley Strategy proposals and for Members to feed any comments and suggestions back to the Media and Engagement Officer.

2. PURPOSE OF REPORT

- 2.1 To update members on the Adrenaline Strategy work that the Council is developing alongside service providers and Marketing Lancashire.

3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **Regenerating Rossendale:** This priority focuses on regeneration in its broadest sense, so it mean supporting communities that get on well together, attracting sustainable investment, promoting Rossendale, as well as working as an enabler to promote the physical regeneration of Rossendale.

4. RISK ASSESSMENT IMPLICATIONS

- 4.1 There is the potential risk to the Council's reputation should one of the venue providers provide a substandard service to visitors, this could also impact on another providers reputation. However, discussions have taken place amongst the group around this and agreement has been made on all signing up to a customer service charter and guiding principles.
- 4.2 There is also risk in the Council promoting adrenaline sports which are often seen as dangerous sports; however, these are well established venue providers with the relevant procedures in place.
- 4.3 The group is aware of the risk noted in the future of Lee Quarry which is currently being considered by Lancashire County Council. Rossendale Council is playing an active part in discussions and is working to realise an outcome that keeps the quarry open to visitors as it is so vital in Rossendale's tourism offer.

5.1 BACKGROUND AND OPTIONS

- 5.2 Over the past few years Rossendale Council has been working hard to improve the tourism offer in the valley, and this has come with successes in recent tourism data from

Marketing Lancashire. Our aim is to continue in this vein, forming and maintaining strong relationships with partners and providers. Our overall aim is to set Rossendale apart as not only a key tourist destination in Lancashire but as *the* place to go for Adrenaline activities.

- 5.3 In 2014 a huge amount of work was undertaken, via the Promoting Rossendale Board to rebrand the tourism arm of the Council, to redevelop the Visit Rossendale site and to produce a new tourism brochure.
- 5.4 In March this year discussions took place between the Council and Marketing Lancashire around developing an Adrenaline Valley Strategy for Rossendale and how Marketing Lancashire can support and promote Rossendale as a key player in Lancashire's Great Outdoors offer, and be Lancashire's Adrenaline offer.
- 5.5 Since then a group of key partners (the Council, Marketing Lancashire and venue owners) has formed and met several times and is now well underway with developing a coordinated offer for Rossendale and will look at how we can all work together to promote Adrenaline sports in Rossendale. Our coordinated offer consists of; Lee Quarry, Grip and Go, Whitworth Water-Ski Academy, Ski Rossendale and Cowm Leisure.
- 5.6 **Lee Quarry**
This mountain biking venue attracts national and international visitors as well as a host of competitions. The site offers a variety of mountain bike courses with obstacles. The site is often used by filming crews for music videos or TV production.
- 5.7 **Grip and Go**
This is a relatively new addition to Rossendale's tourism offer and comprises of 17 climbing walls and a leap of faith feature. There is an onsite café as well as a District A Laser Tag on offer, for a further family experience.
- 5.8 **Whitworth Water-Ski Academy**
Situated in the picturesque surrounds of Cowm Reservoir this is a gem in Rossendale's crown, offering water-skiing training and facilities to all ages and abilities. It attracts users from all over as well as national competitors. It recently featured on Blue Peter when they taught the presenter how to water ski. Future ambitions aim to see jump equipment available on the reservoir.
- 5.9 **Ski Rossendale**
One of the original adrenaline offers in Rossendale, Ski Rossendale is going from strength to strength recently with skiing and snowboarding on offer for every age and ability. The site is also set to become a training centre for the British Park and Pipe Freestyle Squad. The nursery slope has just been renovated and new building works will be taking place soon to redevelop the site with new facilities both on and off the slopes.
- 5.10 **Cowm Leisure**
Perhaps the very definition of adrenaline can be found here at Cowm Leisure, they offer off-roading, motocross and 4x4 facilities to all ages and abilities. They have not only national visitors but also a host of international visitors. They host competitions that have been covered by Sky Sports and are a training venue for competitors. Future ambition is to host a national championship on the site.

- 5.11 This is the core offer and then general mountain biking, cycling and walking will likely benefit as a result of the Adrenaline Valley offer.
- 5.12 Currently the group is working on developing a web page for the Visit Lancashire website, as a central hub for the Adrenaline Valley, as well as any associated branding. This brand will act as a quality adrenaline stamp for all venues involved. Through this work we will then be able to develop an Adrenaline Strategy and improve tourism signage for the borough with Lancashire County Council.
- 5.13 The success of the '48 Hours' style of tourism promotion has been successful for Rossendale, and is now being taken on by industry leaders like Marketing Lancashire. As such, part of this Adrenaline Strategy work will see the group produce another set of various 48 hour packages based on Adrenaline, and Rossendale's wider tourism offer, linking in with accommodation providers and food establishments through the Promoting Rossendale Board and Marketing Lancashire.
- 5.14 The group are also working on ideas for the future to further promote the Adrenaline Valley to a national and international audience via an Adrenaline Strategy. The work that individual adrenaline sport providers are undertaking is all being shared at the group meetings and these will all feed in to the development of the strategy and strengthening the Adrenaline Valley offer.
- 5.15 Venue providers are attending a Marketing Lancashire Networking meeting at The Whitaker on November 16th 2016 to give a 10 minute presentation on the Adrenaline Valley and how we are developing our strategy.
- 5.16 Providers are also looking into market research of their customers to better understand their reason for visiting or their development in a sport which will go some way to helping providers apply for different funding streams to help their businesses develop and grow.
- 5.17 The group is working on an action plan of short, medium and long term actions which captures the quick wins we can make in this area and the long term ambitions. Including, but not exclusive to; developing another set of 48 hour packages around Adrenaline; developing customer surveys to measure satisfaction and development in sport; developing a web page on Visit Lancashire's site for the Adrenaline Valley; update tourism signs for these attractions, and support providers around their future ambitions.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

- 6.1 The success of the Adrenaline Valley Strategy will ultimately, amongst other things, aid and create growth in the economy, businesses, housing and therefore the financial benefits to Council.

7. MONITORING OFFICER

- 7.1 Liability for the Adrenaline offer will continue to rest with the individual owners.

8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT

- 8.1 Consultation is noted within the report.

8.2 An EIA would be recommended to support the development of the Strategy and Customer Service Standards for the Council's partners.

9. CONCLUSION

The Council is working hard to form and maintain strong partnerships around tourism and it is hoped that this work on the Adrenaline Valley strategy will put Rossendale on the map for tourism. It is hoped that this work will see success like the 48 Hours work did and that this will be reflected in future visitor/tourism data.

The Council hopes that Rossendale will be known for its adrenaline offer and this is unique to Lancashire and sets it apart from the rest of the North West. This will have a positive impact on general tourism and growth in the borough.

Background Papers	
Document	Place of Inspection
Visit Rossendale	www.visitrossendale.com
Marketing Lancashire	www.marketinglancashire.com
Visit Lancashire	www.visitlancashire.com