

Programme

North Pennines Tourism Seminar

14 March 2016, Melmerby Village Hall, Cumbria



Time	What	Time allowed	Notes
09.40	Arrival, registration, coffee/tea	20mins	
10.00	Welcome	10mins	Chris Woodley-Stewart
10.10	International marketing – working through the Northern Tourism Growth Fund	40mins	Colette Walker – Blue Sail Marketing
10.50	Roof of England: Developing and promoting tourism activity in the North Pennines	20mins	Cameron Gordon – Roof of England
11.10	Product development for the Fellfoot Forward Landscape Partnership Scheme	15mins	Katharine Birdsall
11.20	Questions	10mins	
11.30	Tea	15mins	
11.45	The importance of asset mapping in the North Pennines (the building blocks to product development) -intro to break out groups	10mins	Chris Woodley-Stewart
12.05	Break out groups	40mins	Group work on specific questions
12.35	Brief discussion	10mins	
12.45	Networking lunch	1hour	
13.45	Presenting the Nine Standards Rigg crowdfunding campaign	15mins	Alistair Lockett/ Sarah Tooze
14.00	How can the LEADER programme support tourism opportunities in the North Pennines AONB	30 mins	Pamela-Jane Harding Sam Bramwell
14.35	Questions (including any further questions from the morning session)	15mins	
14.45	Round up, thanks, and close	5mins	Chris Woodley-Stewart
14.50	Close	-	