

Conference Chair:
Peter Hampson, CEO, British Destinations



Destination Coast!

3rd and 4th November, Grange-over-Sands

***The North West's Biennial Coastal Conference featuring the
North West Awards for Coastal Excellence 2014***

Why hold this conference?

In February 2014 the European Commission released a Communication on a European Strategy for more Growth and Jobs in Coastal and Maritime Tourism as part of the European Blue Growth agenda. Here in the UK there is an increasing focus on the 'staycation', and an effort to reverse the trend of recent years and encourage people to take longer breaks in the UK instead of going abroad, while short breaks, recreation-based or activity holidays and day visits continue to contribute strongly to within-UK tourism. The North West is one of the few areas of the country that has not seen growth in coastal tourism in the last few years and yet a wealth of opportunities exists here, from the traditional resort holiday to extreme sports. Accordingly the aims of this event are to:

- **Share information about tourism and leisure issues and opportunities** with direct relevance to the north west coast including key policy and legislative drivers and examples of innovative projects and best practice
- **Provide a launch pad for developing positive action** to safeguard and improve the North West's coastal visitor offer
- **Inspire North West businesses and other organisations**, small and large, to reap the economic benefits of our fantastic coastal resource by developing quality of offer, improving sustainability in business operations and making the most of opportunities to promote the value and benefits of recreation and leisure on the coast - the Big Ask!



It may be necessary for reasons beyond control of the North West Coastal Forum to change the venue, content, speakers or timing of the programme

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What will you get out of the conference?

You will gain a greater understanding of some of the key policy drivers for the coastal visitor economy and hear about inspirational examples of how to develop and maximise opportunities from within the region and elsewhere. On the morning of Tuesday 4th November there will be an optional field trip to Morecambe Bay to see and discuss some of the inspiring tourism and recreation work being done by the Morecambe Bay Partnership and their partners.

Who should attend?

All those with an interest in developing and maximising the value of the visitor offer of the North West coast: leading tourism and recreation businesses and business organisations, key decision makers such as politicians, local authority and Government Agency officers and others such as Local Enterprise Partnerships and those tasked with the day to day management of the coast and its visitor attractions.

Organised by the [North West Coastal Forum](#) a multi-sector non-profit partnership working together across boundaries to deliver economic, social and environmental benefits for coastal communities in North West England.

Costs

Traditionally NWCF events have always been free however with increasing costs and reducing income streams this is becoming more difficult. We really don't want to stop you from attending so if the amount suggested below is just not possible contact Caroline for one of the limited free places.

Member of the public/unwaged/student: free*; Non-profit organisation/Charity: £30; Public or private sector: £50

**£30 charge to anyone on a free place who cancels less than 7 working days before the event (substitutes accepted)*

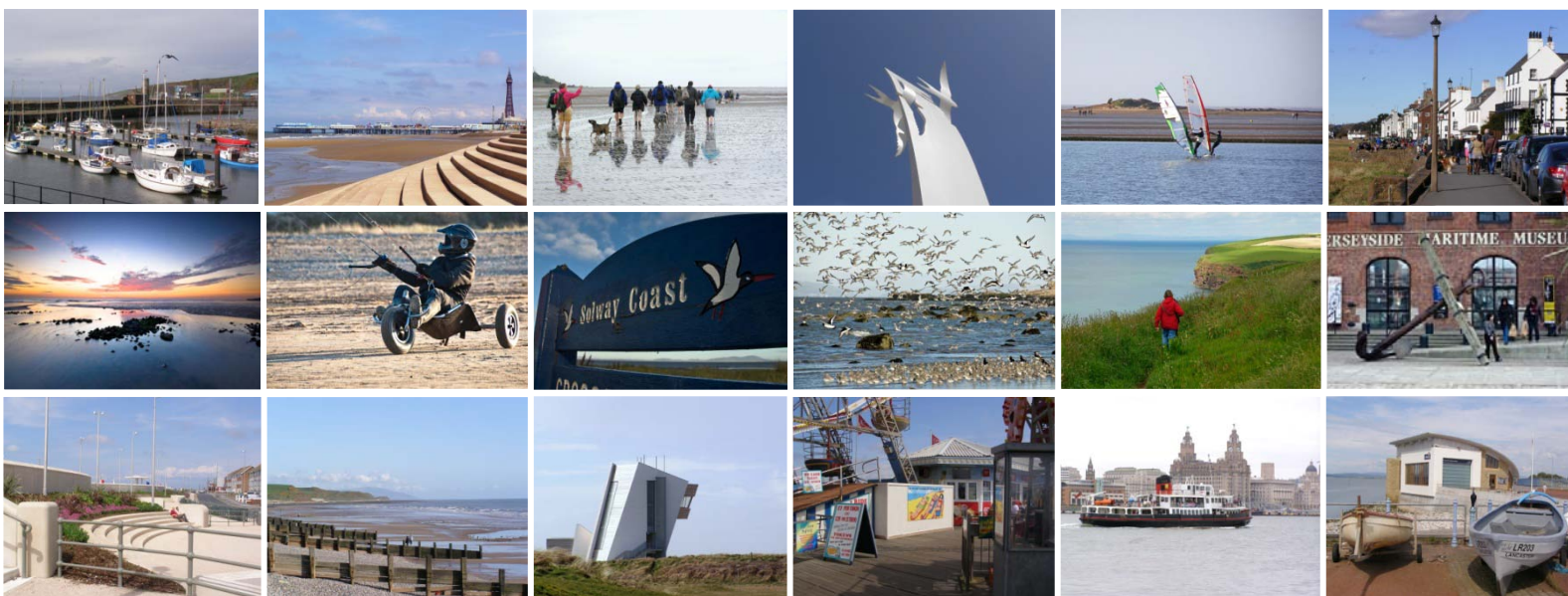
Venue & Accommodation: The conference venue – the 4* [Grange Hotel](#) - is situated just less than 5 minutes walk from Grange-over-Sands railway station. We have provisionally held a number of rooms at £74 single, £125 double/twin b&b for the nights of 2nd & 3rd November (this rate is also available on 4th for those also attending the Coastal Partnerships Network event). Please book direct with the hotel 01539 533666 quoting 'coastal conference' to get these rates. Alternative accommodation is available nearby – see [Visit Cumbria](#)

Sponsorship, Exhibitions and Delegate Pack inserts

Exhibition space is available but must be booked; fees apply for exhibitions and delegate pack inserts. Paying exhibitors get 1 free delegate place. Cost saving opportunities exist for organisations exhibiting at both events (see below). Sponsorship opportunities also exist - contact Caroline on 0151 934 2966.

Coastal Partnerships Network Annual Forum 2014 Tuesday and Wednesday 4th & 5th November

Why not make the most of your visit to Grange-over-Sands and register for the **Coastal Partnerships Network Annual Forum 2014**, a 2-day national coastal policy and networking event which shares the field trip and immediately follows **Destination Coast!** at the same venue. See [North West Coastal Forum](#) for details or contact Caroline on 0151 934 2966.



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Registration Form
Destination Coast!
3rd & 4th November 2014, Grange-over-Sands

Places are limited and will be allocated on a first come first served basis. Return your form early to ensure your place.

Please complete 1 form for each delegate in block capitals and return before 22nd October to:

Caroline Salthouse, North West Coastal Forum, Sefton Council, Magdalen House, 30 Trinity Road, Bootle L20 3NJ
Telephone: 0151 934 2966 Email: info@nwcoastalforum.org.uk

Confirmation and further details will be sent out 10 working days before the event.

Delegate Name:

Job title:

Organisation:

Address:

Telephone:

Email:

If not already on the NWCF mailing list do you want to be included on it?

Yes / No

(details held for non-commercial use and will never be shared with other organisations without first seeking your explicit consent)

Please indicate any special dietary or other requirements in the space below:

Field Trip: The field trip is included in the conference cost but because it is shared with the Annual Coastal Partnerships Network Annual Forum it would be helpful to know if you plan to join us on the morning of Tuesday 4th November to ensure we have enough transport.

Yes / No

Exhibition / delegate pack inserts (additional cost may apply): Please send me further details

Yes / No

Paying exhibitors will receive 1 delegate place free

Please invoice me for £

- ◆ Member of the public/unwaged/student: free; Non-profit organisation/Charity: £30; Public or private sector: £50
- ◆ *Exhibitors please call/email Caroline to discuss as exhibition charges include 1 free delegate place*
- ◆ *If you wish to pay for more than one delegate please call/email Caroline to discuss*
- ◆ *Please note there is no reduction for attending only part of the event (including the field trip)*
- ◆ *Refunds, minus a £10 administration charge, will only be issued to delegates cancelling more than 7 working days before the event; substitutes will be accepted but where possible 7 days advance notice should be given.*
- ◆ *There will be a £30 charge to anyone on a free place who cancels less than 7 working days before the event (substitutes accepted)*

Purchase order or reference number:

IMPORTANT: Purchase orders should be made out to Sefton Council who will issue the invoice on our behalf

Invoice name and address and contact person (including telephone) if different from above: