Blackpool’s bid to host
COUNCIL OF EUROPEAN MUNICIPALITIES AND REGIONS’ 25TH GENERAL ASSEMBLY
2012

Bid prepared by VisitBlackpool, January 2009
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I am delighted to introduce you to Blackpool and hope that you will consider our bid to host The 25th General Assembly of the Council of European Municipalities and Regions - 2012. Here in Blackpool, we have a team of professionals whose sole aim is to make your conference simply the best ever. We will provide you with a free and impartial service covering information on venues, accommodation, travel, communications, social programmes and other important services.

Blackpool is by far the most exciting Resort in the United Kingdom with an outstanding reputation for delivering successful conferences from the large national political conferences to the smallest trade or promotional meeting. We have the classic Winter Gardens and lots of new and exciting smaller venues. Just give us the opportunity to help you and I promise you will not be disappointed.

Blackpool is busy reinventing itself. Aside from the Business agenda, which it prides itself on, it is determined to become the European Capital of Leisure and Fun. Several new hotels have opened and a major new shopping complex will soon be completed just behind our famous Tower. Blackpool boasts ‘seven Golden Miles of Promenade’ and over £80 million is currently being invested to upgrade it for the 21st Century creating a seafront that is surreal and slightly mad...but definitely and defiantly Blackpool!! If you thought you knew Blackpool…be prepared for a pleasant surprise.

I look forward to welcoming you to the changing Blackpool!

Yours Sincerely

Councillor Maxine Callow (J.P)
Introducing Blackpool

With its superb location on the Lancashire coast of England’s Northwest region, Blackpool is one of Britain’s leading conference destinations, the perfect place to mix business with pleasure.

Spectacular, high capacity venues include the renowned Winter Gardens, which has hosted some of Britain’s most high-profile events. The resort offers over 1,600 hotels, guest houses and self-catering units providing the full range of accommodation to suit all budgets.

Of course Blackpool will always be best known as Britain’s favourite seaside resort. Its historic tramway runs along 12 miles of promenade connecting hotels, conference centres, the resort’s three piers and wall-to-wall attractions along the Golden Mile, including Blackpool Pleasure Beach and the world famous Blackpool Tower. Shops and shows, roller-coasters and restaurants, clubs and casinos provide endless entertainment, day and night, and Blackpool’s conference delegates have VIP status, with discounts and free admissions to many of the top attractions. For those seeking more serene relaxation, this westfacing coastline is also known for its spectacular sunsets, championship golf courses and internationally important bird reserves.

Lancashire’s breathtaking scenery lies nearby, within two designated Areas of Outstanding Natural Beauty, the Forest of Bowland and, on the coast, Silverdale and Arnside, where wildlife flourishes, villages remain unspoilt and tranquility reigns.

Blackpool boasts efficient and economical transport links, with its own airport and helicentre, a fast motorway link to the main M6 motorway, frequent train and coach services from towns and cities throughout the UK, and Manchester International Airport just an hour away.

With the Lake District, Manchester, Liverpool, Chester and the Yorkshire Dales right on Lancashire’s doorstep, and Scotland, Wales and York comfortably within two hours drive, Blackpool is an ideal base for visiting other parts of Britain for business and pleasure.
Soak up some culture, be swept away by a West End musical, stretch your legs on the sand, enjoy an exercise high or chill on lush green grass with a picnic - relax and be entertained.

Blackpool at Leisure

Pleasure Beach Blackpool
With more rollercoasters than any other amusement park, including the tallest and fastest in Europe, the Pepsi Max Big One, and Valhalla, the most thrilling dark ride ever dreamed-up by mankind, this is the perfect place for your delegates to let off steam after a hard day’s work. And there’s more to the Pleasure Beach than its 145 rides and attractions.

The Blackpool Experience
Apart from braving the rollercoasters, other essential activities for visitors to Blackpool include climbing 518ft to the top of Blackpool Tower, walking out to sea along the piers, buying plenty of Blackpool Rock to take home to the children and, of course, buying a kiss-me-quick hat on the promenade!

Evening entertainments
As the sun sets over the sea, the lights go up on the theatres, cabarets, casinos, clubs and bars that make up Blackpool’s legendary nightlife. For a cabaret show with a twist visit the burlesque showbar Funnygirls. The magnificent Tower Ballroom, with its golden tiered boxes and sparkling chandeliers, provides the perfect setting for a waltz to the mighty Wurlitzer, and Blackpool has more than 30 clubs and pubs including Britain’s biggest superclub, The Syndicate with a capacity of almost 5,000 and attracts top international DJs.

Or why not visit Septembers Blackpool’s newest, most stylish and impressive dining venue? Now occupying two extended floors this chic Champagne Bar and Restaurant is guaranteed to impress and delight the most discerning of diners. Devotees of good design will be seduced by the style. The decor is minimalist yet exudes quality and taste.

Surprising Blackpool
A peaceful stroll through Stanley Park, the fine collections of 20th century British art at the Grundy Art Gallery, the artworks along the New South Promenade and an exhilarating bike-ride along the National Cycle Network from the North Pier to the cliff tops for spectacular views, are just a few of the more unexpected pleasures of Blackpool.

Shopping in Blackpool
The shiny new Houndshill Shopping Centre offers all the big high street names under one roof from H&M to Debenhams, Primark and Next; while boutiques and speciality shops dotted around the centre offer designer labels, jewellery, art and of course, a cheeky postcard or two! Pedestrian shopping areas, conveniently situated close to the conference venues, allow delegates time to relax and browse for gifts to take home, treats for themselves or a special outfit for the post-conference party!

Sport
Blackpool boasts an impressive range of golf courses, including an 18-hole course in Stanley Park, and the famous courses of Lytham and St Annes are very nearby. The superbly equipped Sports Centre has an all-weather athletics track and multiple tennis courts as well as cricket, ice-skating and bowling facilities.
Blackpool is the classic conference destination, with a wide range of venues and accommodation, and a unique capacity for hosting conferences on a grand scale.

With a dazzling choice of entertainments, restaurants and recreational activities to choose from, Blackpool provides the perfect mix of business and pleasure to keep your delegates stimulated, motivated and refreshed throughout the conference.

The experience, efficiency and friendliness of our team will help to ensure that the planning and execution of your conference is as easy and enjoyable as possible. We look forward to working with you to create an event that exceeds all expectations.

Conference venue
One venue has been offered which can accommodate your conference requirements. This is the Winter Gardens.

Accommodation
Blackpool has over 1,600 hotels, guest houses and self catering units to suit all budgets. Excellent tram links along Blackpool’s sea front means you are never far away from the conference centre and attractions.

Social Programme
Blackpool’s conference delegates have VIP status, with discounts and free admissions to many of the top attractions. For those seeking more serene relaxation, this west facing coastline is also known for its spectacular sunsets, championship golf courses and internationally important bird reserves.

Excursions/Study Tours
We would be delighted to offer itinerary suggestions for pre- and post meeting tours and partner programmes, from leisurely visits to the region’s rich spread of stately homes and gardens, to the vibrancy of the city and town centres.

These proposals are described in greater depth over the following pages. Our extensive experience of conferences has made us aware of the need for flexibility and we would like to assure you that we will do all we can to accommodate any changes you would like to make in this preliminary planning stage.
Venue Proposal

Using our extensive knowledge of Blackpool and drawing on the specifications for your conference requirements, we are proud to submit the following ideas. However, we are committed to meeting all your needs and will be happy to provide alternative suggestions.

Winter Gardens
For more than a century, the Winter Gardens Blackpool has been welcoming visitors with its unequalled grandeur and undeniable uniqueness. To possess just one spectacular venue would be impressive enough. But the Winter Gardens has them in a veritable abundance. Hidden behind the elaborate Victorian façade is a collection of rooms, the like of which you will not find under one roof anywhere else. From the remarkable Empress Ballroom to the magical Spanish Hall, wherever you turn, you will happen upon inspirational architecture creating the ultimate environment for any event. Conferences, exhibitions, banquets, shows, concerts and special events have all benefited from the atmosphere which only the Winter Gardens can provide. Let us show you how the experience and expertise of the Winter Gardens management team can contribute to creating the perfect event you strive for.
Accommodation

Blackpool can offer a wide range of quality accommodation to suit every budget. Here is just a small sample.

Hilton Blackpool
Create a spectacular impression with a large banquet, event or conference in the grand Royal Suite, a pillar-free space for up to 900 delegates, or choose from our range of flexible suites and create the perfect space for your event. With 11 air-conditioned, purpose built conference and meeting rooms in four flexible suites.

Relax in one of our spacious bedrooms - most with sea views. Stay connected, with desks for a peaceful working environment in all rooms and high-speed internet access in many.

After a busy day, unwind in our Health Club. Enjoy a swim, work out in the cardio-vascular gym, indulge in a beauty treatment, or simply recharge in our sauna or steam room.

Barcelo Imperial Hotel
4 Star hotel, situated on the sea front, dating back to the 1800’s. 180 tastefully decorated bedrooms, including 9 gorgeous suites, and a great selection of premium and deluxe rooms, many with outstanding sea views.

15 meeting rooms available which can cater from 2 to 600 people. Palm Court Restaurant with stunning views of the Irish Sea. Wi fi internet access in all bedrooms. A colourful Bodysense Health and Leisure Club with fantastic Bodysensual beauty salons.

Close to all attractions including the Tower, Winter Gardens and Pleasure Beach, but located in the quieter area of the town.

The Big Blue Hotel
The Big Blue Hotel is a haven of calm and style among the thrills of Britain’s top free tourist attraction and is setting the new standard for business accommodation. This unique hotel consists of 157 beautifully designed bedrooms with oversized American space and totally contemporary feel.

A dedicated on-site Business Centre, fully designed with the business traveller in mind, offers speedy internet access, video conferencing, e-mail, typing, photocopying and fax services. Fully equipped conference facilities range from the small meeting/boardroom style, to large on-site Conference and Banqueting facilities.
Number One, South Beach

Stunning views, stylishly appointed rooms and suites, pristine en-suite bathrooms, every hi-tech and contemporary convenience. The Redcourt Bar and Restaurant, car parking, lift and low carbon footprint combine to create calm in a prime location designed for business and pleasure. Enjoy the ultimate boutique experience.

De Vere Heritage Herons’ Reach

Herons’ Reach offers a combination of superb facilities in an easily accessible location. Conference facilities include The Network Suite - meeting rooms suitable for up to 70 delegates or the flexible Herons’ Suite for larger conferences or formal banqueting.

172 bedrooms offer a range of accommodation, and various dining options are available for guests. The extensive leisure facilities at De Vere Herons’ Reach include, 21 metre pool, gymnasium, squash and tennis courts, steam room, sauna, Health and Beauty salon and a championship 18 hole golf course. With such an impressive range of facilities De Vere Herons’ Reach is one of the premier venues in the North.
Blackpool can provide a wide and exciting range of venues for conference receptions and gala dinners, making the most of its unique buildings and world-class attractions, as well as the many hotels which offer excellent banqueting facilities.

**Blackpool Tower**
There’s nowhere quite like Blackpool Tower. The unique character of the individual rooms as well as the Tower ‘top’ provide fantastic backdrops for events of all kinds, and the Victorian splendour of the Tower Ballroom makes a prestigious venue for receptions.

**Pleasure Beach Blackpool**
Britain’s no 1 visitor attraction offers a variety of impressive venues for receptions, dinner dances and presentations, including the award-winning White Tower, with its fine dining, panoramic views and stylish and romantic atmosphere. With its translucent, elliptical stage backed by a multi-coloured, fibre-optic star cloth, the Globe is ideal for presentations, product launches or theatrical productions, accommodating 200 guests for a reception in its foyer.

**Odeon**
Through a combination of state-of-the-art screens (ideal for those multi-media presentations) and the latest digital sound systems, ODEON can deliver an event experience unrivalled by more traditional venues. All our auditoria also have a stage or area at the front of the screen, ideal for a presenter or panel of speakers.

**Solaris**
The Solaris Centre offers a unique environmental friendly facility, the construction of the building by utilisation of solar power, wind energy and a combined heat and power unit make the building virtually energy self-sufficient. By bringing together partners from education, tourism, business, community and local authority with the vision and goal, the Solaris acts as a regional centre of excellence in environmental sustainability in the northwest.

5 meeting rooms, capacity from 8 - 80 people subject to layouts. IT equipment and catering requirements provided.
Blackpool Football Club
This newly built conference and banqueting facility can cater for up to 600 within the football ground consisting of fully accessible meeting rooms each housing state of the art equipment.

Louis Tussaud's Waxworks
Mingle with the celebrity A-list, curtsey before her Majesty the Queen or spot your sporting heroes whilst enjoying a drinks reception as part of your conference. You can learn how the wonderful models are created, take on the Mirror Maze, enter the Chamber of Horrors if you dare or have your photos taken with the likes of Indiana Jones, James Bond and even the mighty King Kong!

Sandcastle Waterpark
Slip into your swimsuit. The UK's premier indoor water park is a haven for aqua fans and thrill seekers alike with attractions to keep water babies and landlubbers entertained the whole day. A sub tropical 84 degrees keeps the chills at bay and try Hyperzone if you dare - a real adrenalin-soaked attraction with two thrilling rides; Masterblaster and Sidewinder.
Excursion Options

Visit Blackpool can offer a variety of suggestions for half-day excursions, pre- and post conference tours and partner programmes.

Lytham St Annes
Leafy Lytham and stately St Annes offer miles of sandy beaches perfect for a summer stroll or winter walk, boating on Fairhaven Lake, regular market days and acres of green space for picnics. Tea shops and curiosity shops abound, a real Windmill stands proud on the Promenade which is open for viewings and golfing fans can tee off at four of the country’s best golf courses here - including, of course, the famous Royal Lytham. St Annes is also home to comic legend Les Dawson’s memorial statue - Cissie and Ada would be so proud...

Morecambe & Lancaster
Seaside treasure Morecambe has recently enjoyed a huge revamp with the art deco masterpiece The Midland Hotel lovingly restored to its former glory and now open for cocktails and famous Morecambe Bay potted shrimps. The TERN Project brings an excitingly interactive programme of public art to the Promenade and the historic city of Lancaster has a medieval castle and priory to explore. Head north to Arnside & Silverdale an Area of Outstanding Natural Beauty renowned for its rare Orchids and stunning scenery.

Carnforth
Make a stop here for the famous railway station and heritage centre where David Lean’s Brief Encounter was filmed and sip tea where Celia Johnson and Trevor Howard held their romantic trysts. A must for train buffs and romantics alike! Carnforth is also famous for the UK’s largest second-hand book shop holding especially rare and old volumes. You could pick up a real treasure.

Pennine Lancashire
The West Pennine Moors, situated between Blackburn, Bury and Bolton, is an area of 90 square miles of uplands, valleys, farmland and reservoirs. Situated in this rugged countryside are the four award-winning Panopticon sculptures which provide panoramic viewpoints across the Pennine landscape, well worth a short climb. Gawthorpe Hall near Burnley is filled with paintings from the National Gallery and an exhibition of over 300 textiles from the famous Kay-Shuttleworth collection.

Garstang
Garstang is the UK’s first Fairtrade market town. A small and friendly place with a big history (it’s even mentioned in the Doomsday book!) it’s ideal for relaxed shopping trips, family picnics and leisurely pub and café lunches. Enjoy a lazy afternoon afloat a boat with a cold glass of wine on the Lancaster Canal, and don’t forget to try Garstang’s delicious local produce - the Garstang Blue Cheese is world-class. The weekly farmers’ market runs every Thursday.

Rossendale
Rawtenstall is home to the last temperance bar in England, so why not enjoy a refreshing glass of Sarsaparilla or Dandelion & Burdock while you explore this part of Lancashire. Step back in time with a trip on the East Lancashire Railway or head to Helmshore Mills Textile Museum to learn about the industrial revolution and see working textile looms in action.
Forest of Bowland
Breathe deep in an Area of Outstanding Natural Beauty.
The Forest of Bowland is a large open area of moorland, farmland and woodland which includes beautiful Beacon Fell Country Park. Look out for the rare and illusive Hen Harrier amongst the many other bird and wildlife to see. The market town of Clitheroe, with its recently renovated castle and museum, is a great place for browsing the shops and art galleries. For the more energetic Gisburn Forest is the place to be for mountain biking. There are cycle routes for all abilities and you’ll find cycle hire available if you book in advance.

Wyre
Wyre boasts many picturesque countryside villages, each with their own individual charm and character and the bustling sea port of Fleetwood with an elegant Promenade and the famous Fleetwood market. The ancient market town of Poulton-le-Fylde with its cobbled streets, market place, medieval stocks and historic church attracts visitors year after year. Take time to wander round antique shops, village stores and local craft fairs and choose between quaint cafes, restaurants and pubs or enjoy the contrast of modern and traditional shops.

The Lune Valley
The Lune Valley is an undiscovered gem of England’s North Country and represents one of the finest corners of our green and pleasant land. Turner painted it and the poet and artist John Ruskin said when he first saw it: “I do not know in all my country, still less France or Italy, a place more naturally divine...” Well that’s got be worth a look then...

Preston
Preston is a vibrant city of theatres, restaurants and great shopping opportunities. The Harris Museum and Art Gallery has a programme of changing exhibitions throughout the year and the National Football Museum is a must for fans of the beautiful game. Filled with interesting memorabilia and interactive exhibitions there is plenty to keep all ages entertained. The Guild Hall and Charter Theatre offers a varied programme of comedy, drama, music and dance, and you’ll find restaurants, pubs and cafes to suit all gastronomic tastes.
Shopping and Sight Seeing in Manchester

Manchester offers an excellent mix of serious shopping opportunities and cultural attractions. And more often than not, for every member of your party who wants to shop, there is another who would far rather be doing something else. In Manchester you can let them go as they please, and never be too far from each other. Free shuttle buses operate throughout the city between the main shopping areas and these provide a good introduction to the city for shoppers and sightseers alike.

Around the newly designed, open space of Exchange Square, while the shoppers will make a beeline for Manchester's most prestigious stores of Selfridges, Harvey Nichols and Heals, and the beautifully stylish Triangle, in the old Corn Exchange building, the sightseers can explore the medieval Manchester Cathedral and Visitor Centre and, by way of complete contrast, the extraordinary glass building that is Urbis, Museum of the Modern City.

Along Deansgate is Manchester's famous department store Kendals, very close to John Rylands Library, a fabulous building which contains the greatest collection of manuscripts and printed materials anywhere in the world. Across the road, the handsome historic buildings of King Street and St Ann's Square are home to the very best designer fashion shops and exclusive names, including Armani, DKNY, Diesel, Reiss, Hugo Boss, Vivienne Westwood and others. And here you will also find the amazing Royal Exchange Theatre, housed within the city's Cotton Exchange, where if you look up to magnificent domed ceiling you will see the trading prices for cotton on Manchester's last day of trading.

At the far end of Deansgate is the historic Castlefield area of Manchester, where the Museum of Science and Industry sprawls across the site of the world's first passenger railway station. Visitors could easily spend a whole day here and still not see everything.

The old market and wholesale area of the city is now the Northern Quarter. Every warehouse has been filled with new outlets for young, upcoming designers and independent boutiques, interior design shops and the famous Affleck's Palace, Manchester's hippest hang-out for everything from vintage clothing to tattoo parlours. Manchester Craft Centre is in this area too, and full of beautiful, original artworks of all kinds. And the old Daily Mirror Manchester headquarters has become a social hub, filled with bars, restaurants and cinemas and proudly named the Printworks.

Meanwhile, the culture vultures will go to Manchester Art Gallery to wander through the city's internationally acclaimed art collection, particularly its pre-Raphaelite paintings, 20th century portraits and works by the great Manchester painter and Lowry's teacher, Adolphe Valette. The superb new gallery on the top floor has a prestigious programme of changing exhibitions.

Stay into the evening to enjoy Manchester's legendary nightlife, go to a concert or show, and choose from hundreds of excellent restaurants.
**Excursion Options**

**Scenic Drive through the Lake District**

From South Lakeland, into the heart of the Lake District National Park and up to the North Pennines Area of Outstanding Natural Beauty, this is a truly magical journey through some of Britain’s most beautiful scenery, with plenty of attractions and gastronomic delights along the way. In fact, it would be difficult to complete this journey in one day if you stopped at all the attractions, but you can choose from these suggestions.

Begin your journey at Levens Hall in South Lakeland, in particular to see the gardens which contain the best, the oldest and the most extensive topiary garden in the world. From here it is a lovely drive through the Lyth Valley, stopping for lunch, and a glass of the local damson beer, at one of the excellent pubs, such as the Masons Arms, before going on to Blackwell House, just outside Bowness on Windermere. One of England’s most important houses of the Arts and Crafts movement, built by HM Baillie Scott, has opened to the public after major restoration and is now an important exhibition centre for the decorative arts. The house is superbly situated with panoramic views over Windermere, the biggest of the sixteen great lakes in this national park.

In Bowness, at the World of Beatrix Potter Attraction the stories of Peter Rabbit and all his friends, Mr McGregor’s garden and Mrs Tiggywinkle’s kitchen are brought to life in a magical indoor recreation of the Lakeland countryside which was so beloved by Beatrix Potter. Her Lakeland farm, Hilltop, is nearby and open to the public.

From Bowness follow the A591 around the shores of Windermere to Ambleside and Grasmere, William Wordsworth’s home and burial place. Visit the beautifully preserved Dove Cottage, where he and his literary friends lived, the Wordsworth Museum and his gravestone at St Oswald’s Church in the village. By now you will have succumbed to the mouthwatering aroma that floats through the air in Grasmere and comes from the tiny Gingerbread Shop next to the lychgate, where Sarah Nelson’s Original Grasmere Gingerbread is baked - a perfect souvenir of your visit.

Return to Ambleside and follow the steep little road up to the Kirkstone Pass, for the exhilarating drive down into Patterdale where the road hugs the tranquil shores of Ullswater. Stop to visit Aira Force, a beautiful waterfall, Dalemain Historic House and Gardens, and Rheged, where the National Mountaineering Exhibition has recently opened, a unique look at British mountaineering heritage, including displays of famous expeditions to the Matterhorn and Everest.

Crossing the M6 motorway, continue east on A686 for a lovely drive through the Eden Valley, passing picturesque villages including Melmerby, where the Village Bakery is an essential port of call for foodies! Nearby is Long Meg and Her Daughters, one of England’s largest neolithic stone circles.

From Melmerby the steep, dramatic drive up into the North Pennines Area of Outstanding Natural Beauty is rewarded by some of the most spectacular views of the entire journey, and brings you to Alston, England’s highest market town. Call into Gossipgate Gallery to see quality Northern art and crafts or take a ride on the scenic South Tynedale steam Railway.
Excursion Options

A Cultural Day in Chester
Ancient city walls, a Roman amphitheatre, Medieval shopping galleries, and a magnificent Cathedral. Chester is a city of timeless appeal, and there are many different ways to explore it.

Chester Visitor Centre is a good place to start, and has been designed specifically to help visitors explore the city. Frequent guided walking tours begin here and displays provide an overview of the city's history, as well as a video link to the excavations at the Roman amphitheatre.

The Roman Amphitheatre is the subject of one of Britain’s biggest archaeological excavations and a walkway over the site provides a unique view of the ongoing work. Look for the shrine to the Greek Goddess Nemesis and conjure up your own image of the scene on this very spot 2,000 years ago when 7,000 people packed the seats for some real Roman entertainment.

Visit the Cathedral, where Handel first rehearsed The Messiah. His original marked score is proudly displayed, and other highlights include the 200 year old Cobweb painting, 14th century Quire stalls, and the medieval shrine of St Werburgh, a Mercian princess with miraculous healing powers.

The Grosvenor Museum is devoted to narrating the Roman history of the city, and Cheshire Military Museum, on the historic Chester Castle site, tells of the life of the soldier and his family over the last 300 years, with moving individual stories of bravery.

You could take the new Secret Chester tour, which reveals historic treasures of the city which have been closed to the public for many years, including the King Charles Tower, the Water Tower on the City Walls, built to guard entry to the city's harbour in the Middle Ages and, older still, the Agricola Tower, the only surviving part of the original Chester Castle built by Hugh Lupus, William the Conqueror's nephew.

A walk around the most complete city walls in Britain is essential, and gives a bird’s eye view of the city on one side and the Welsh mountains on the other. You might even allow one of the city's Roman Soldiers to be your noble escort around the city!

Make sure you get someone to take your photo under the Victorian Eastgate Clock, the most photographed clock in the world after Big Ben. And listen for the Town Crier at midday as he booms out his daily news and welcome to visitors at the medieval Cross - but don't get too close - he is very loud!

Leave yourself plenty of time for shopping, along the beautifully preserved medieval walkways of The Rows, Chester’s unique two-tiered shopping galleries. And there are plenty of mouth-watering places to eat and drink ranging from cosy old-world teashops to chic brasseries and historic inns.
Access to Blackpool

Getting here from overseas
Fly into Blackpool International Airport situated only 2.5 miles from the town centre with a new terminal building capable of efficiently handling 350,000 passengers a year. Scheduled services include flights from Dublin, Malaga, Geneva and Alicante but the airport also accommodates executive light planes and helicopters.

An hour’s drive from Blackpool, Manchester Airport is the third largest airport in the UK, handling over 19 million passengers a year. Its world class facilities include three terminals, two runways, 200 check-in desks and 95 airline operators and it serves over 175 destinations worldwide. Its new £60 million Ground Transport Interchange offers frequent and direct road and rail transport services to Blackpool within 90 minutes. VisitBlackpool has an excellent relationship with train operators providing services from Manchester Airport to Blackpool North Station, making delegate travel stress free.

Liverpool John Lennon Airport also serves a growing number of overseas and domestic destinations and is also about an hour’s drive away.

Getting here from the rest of the UK
Between them, Manchester Airport, Liverpool John Lennon Airport and Blackpool Airport boast a comprehensive domestic route network.

The M55 motorway links the centre of Blackpool quickly and efficiently with the M6 and the country’s motorway network. There are Express coach network connects Blackpool with main tramway.

Rail links arrive from all directions with a number of direct rail routes from London, Edinburgh and Cardiff.
### Direct Flights

#### BLACKPOOL

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### LIVERPOOL

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<th>International Scheduled Flights</th>
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DOMESTIC SCHEDULED FLIGHTS

Aberdeen bmi, British Airways
Belfast (International) bmibaby
Belfast (City) British Airways, Flybe
Bristol Air Southwest
Cork bmibaby, British Airways
Dublin Aer Lingus, Luxair, Ryanair
Edinburgh bmi, British Airways, Jet2.com
Exeter Flybe
Galway Aer Arann
Glasgow bmi, British Airways
Guernsey Aurigny
Inverness Eastern Airways
Isle of Man A. A., British Airways, Euromanx
Jersey bmibaby, British Airways
Kerry Aer Arann
Knock bmibaby
London (City) VLM
London (Gatwick) British Airways, Jet2.com
London (Heathrow) bmi, British Airways
London (Stansted) Eastern Airways
Norwich Eastern Airways
Southampton British Airways, Flybe
Waterford Aer Arann

INTERNATIONAL SCHEDULED FLIGHTS

Alicante bmibaby, Jet2.com, Monarch Scheduled Monarch Scheduled
Almeria Jet2.com, KLM
Antalya Kibris Turkish Airlines
Antigua bmi
Athens Olympic Airways
Atlanta Delta Air Lines
Barbados bmi, BWIA, Virgin Atlantic
Barcelona Monarch Scheduled
Berlin British Airways
Billund British Airways
Bordeaux bmibaby
Boston American Airlines
Bratislava SkyEurope
Brussels British Airways, SN Brussels
Budapest Jet2.com
Calgary Zoom
Chambery Jet2.com
Chicago American Airlines, bmi
Cologne Hapag Lloyd Express
Copenhagen SAS
Damascus Syrian
Doha Qatar Airways
Dubai Emirates
Dusseldorf British Airways, Lufthansa
Faro Jet2.com, Monarch Scheduled
Frankfurt British Airways, Lufthansa
Fuerteventura First Choice Airways
Funchal First Choice Airways
Geneva bmibaby, British Airways, Jet2.com
Gibraltar Monarch Scheduled
Gothenburg City Airlines
Hamburg Air Berlin, Lufthansa
Hanover British Airways
Helsinki British Airways, Finnair
Houston Pakistan International Airlines
Islamabad Pakistan International Airlines
Istanbul Turkish Airlines
Karachi Pakistan International Airlines
Katra SkyEurope
Kuala Lumpur Malaysia Airlines
Lahore Pakistan International Airlines
Lanzarote British Airways, First Choice Airways
Larnaca Cyprus Airways, First Choice Airways
Las Vegas British Airways, First Choice Airways
Lisbon bmi
Luxembourg PGA Portugalia
Lyons
Madrid British Airways
Malaga British Airways
Malta Air Malta, Astra Eu Scheduled, British Airways
Marrakech British Airways
Miami American Airlines
Milan Alitalia, British Airways
Luxembourg Lufthansa
Murcia
Naples Monarch Scheduled
New York (Newark) Continental Airlines
New York (JFK) British Airways, Pakistan International Airlines, Delta
Oporto British Airways, Pakistan International Airlines
Orlando Virgin Atlantic
Oslo British Airways, SAS
Paderborn
Palma Mallorca British Airways
Paphos British Airways
Paris British Airways
Philadelphia British Airways
Port of Spain British Airways
Prague British Airways
Rome British Airways
Rejkjavik bmi
Riga SkyEurope
St Lucia
Salzburg
Singapore
Sofia
Stockholm British Airways
Stuttgart British Airways
Tallinn British Airways
Tenerife British Airways
Tobago
Toronto
Toulouse
Vancouver
Vienna
Warsaw
Zurich
Blackpool is just one piece of the jigsaw of Lancashire and England's Northwest, where urban chic is matched by rural splendour, where historic pride goes hand in hand with 21st century confidence, where artistic brilliance flourishes alongside scientific achievement.

If you can allow time to explore the rest of the region before, during or after your conference, here are just a few of the highlights in the rest of England's Northwest. We will be happy to arrange programmes and itineraries taking in any of these destinations, attractions and activities.

Lancashire
In Lancashire’s unspoilt countryside, waymarked walks and cycle routes combine history with stunning scenery. Follow the Bronte Way through the South Pennine hills, the Tolkien Trail in the Ribble Valley, or the Pendle Witches Trail through the Forest of Bowland Area of Outstanding Natural Beauty to the Georgian, maritime city of Lancaster, dominated by its historic castle. The coastline north of Blackpool changes completely, into the limestone landscapes, magical sunsets and silvery shoreline of Silverdale and Arnside, another designated Area of Outstanding Natural Beauty.

Among Lancashire’s treasures, Haworth Art Gallery holds the biggest collection of Tiffany Glass outside New York, Blackburn Cathedral has the UK’s finest collection of religious art, and the National Football Museum in Preston, England’s newest city, houses the world’s greatest collection of football memorabilia including the official FIFA collection.

Take a cruise along the Leeds-Liverpool canal, or board the steam train on the restored East Lancashire Railway line to Helmsley Textile Museums working water-powered mill. And the mill shops and markets of Lancashire are a must for dedicated bargain-hunters.

Sporting action includes Premiership football at Ewood Park, home of Blackburn Rovers FC, year-round skiing and snowboarding at Ski Rossendale, and golf at the Championship links courses along England’s Golf Coast, including Royal Lytham & St Annes.

Cumbria - the Lake District
Just north of Blackpool is Cumbria, and the Lake District National Park. Sixteen great lakes, England’s five highest mountains and almost 3,000 kms of footpaths and cycleways leading to majestic fells, tranquil shores, lakeland villages - these are the famous landscapes that captivated William Wordsworth, Beatrix Potter and John Ruskin. Their homes around Windermere, Coniston and Grasmere are open to the public and still exude an overwhelming passion for their surroundings.

In the north of Cumbria, the western section of Hadrian’s Wall World Heritage Site stretches from the coast to the border city of Carlisle and over the North Pennines on its 100 kms journey towards the east coast. Almost 2,000 years old, parts of the Wall are still intact, and its path is dotted with Roman forts, bath-houses, milestones and museums.

Visit the castles, gardens and historic houses of Cumbria, such as Holker Hall, Levens Hall, Sizergh, Munster and Dalemain. In the market towns of Appleby, Penrith, Kendal, Ulverston and Cockermouth, browse around markets, antique shops, art and craft galleries and individual boutiques selling clothes, crafts and gifts that you won’t find anywhere else.

Manchester
Discover the pre-Raphaelite collection at Manchester Art Gallery, the interactive exhibits at Urbis - Museum of the Modern City, and the Museum of Science and Industry in Manchester, housed within the buildings of the world’s first passenger railway station.
The Lowry, Britain’s National Landmark Millennium Project for the Arts, dominates the waterscape at the head of the Manchester Ship Canal, venue for major touring theatre, opera, comedy and dance productions and home to the world’s largest collection of LS Lowry works. And it is just a short walk over the footbridge to the stunning Imperial War Museum North, which explores the impact of war on the 20th and 21st centuries.

Nearby, Manchester United Football Club, the Theatre of Dreams, is the world’s richest and most famous football club. And the next best thing to going to the game is visiting the Museum, Tour and Megastore.

Liverpool

Newly designated World Heritage Site, Liverpool is home to more museums, theatres and galleries than any other UK city outside London, including Tate Liverpool, the largest gallery of modern art outside London, and the Walker, the ‘national gallery of the north’.

The Albert Dock, built to accommodate the biggest sailing ships in the world, is the largest group of Grade I listed buildings in the UK and is now a world-class visitor attraction, housing attractions including the Merseyside Maritime Museum, the Beatles Story, Fingerprints of Elvis and a wide range of bars and restaurants.

And in this “Pop Capital of the World” you can take a ferry across the Mersey, have your photo taken at the Wall of Fame outside the Cavern Pub, take a magical mystery tour to Penny Lane, Strawberry Fields and the childhood homes of John Lennon and Sir Paul McCartney.

Get a taste of Merseyside’s sporting action with a tour of Liverpool FC’s stadium and museum or a ride on the simulator at Aintree Racecourse, home to the world’s most famous steeplechase, the Grand National.

Chester and Cheshire

Step back in time over 2,000 years exploring Chester’s complete set of walls, Roman amphitheatre and splendid Norman cathedral. Edged by the beautiful River Dee, the city has developed around the Rows, medieval two-tiered galleries filled with fascinating shops.

Lovers of classic period TV productions may recognise some of Cheshire’s stately homes, such as Tatton Park, Lyme Park and 15th century Little Moreton Hall, near Congleton, the finest timber-framed manor house in the Country. And Cheshire is famous for its gardens, from the deep, tumbling borders of Cholmondeley Castle to Arley’s dazzling herbaceous borders and Tatton Park’s famous Japanese garden.

Explore Cheshire’s industrial heritage at the UK’s only Salt Museum, the Silk Museum in Macclesfield and at the Boat museum which houses the world’s largest collection of floating canal craft. Visit the Anderton Boat Lift, an extraordinary feat of Victorian engineering, now fully restored, or travel to mysterious corners of the galaxy at Jodrell Bank Science Centre, home of one of the world’s largest radio telescopes.

Southport

Tree-lined boulevards, pavement cafes and 22 miles of sandy coastline all add to the charm, elegance and continental atmosphere of Southport, on England’s Golf Coast. Stroll past the glass-canopied shops along the elegant arcade of Lord Street, and enjoy the culinary delights of locally harvested shrimps and fresh asparagus from the surrounding market gardens and you will soon see why Southport is known as the Paris of the North.

Within half an hour’s drive of Southport are six golf courses of championship standard - considered to be among the top 100 courses in the world. Royal Birkdale is the jewel among such gems as Hillside and Formby, and at Hoylake in the Wirral, the historic Royal Liverpool hosts the 2006 Open Championship. Add to this the championship courses of Lancashire, including Royal Lytham & St Annes, and it is clear why this is known as England’s Golf Coast.
VisitBlackpool is committed to helping you make the organisation of your conference as efficient as possible.

The following is a list of some of the ways we have been able to help other professional bodies in organising events. It is by no means exhaustive and we would welcome your suggestions as to how we can better facilitate you and your colleagues.

- Hosting site visits for committee members
- Providing images and copy for promotional literature to distribute to your colleagues in advance of your event
- Assistance with the sourcing and supply of visitor maps, city and regional guides and other information for delegate packs
- Help and advice in securing the right Conference Organiser for your event
- Making introductions to the best tour guides, transport providers, conference venue operators etc.
- Offering our expert knowledge of the region to plan social programmes, pre and post conference tours, entertainments etc.
- Attendance at your local organising meetings to provide immediate advice
- Subvention to help support hosting your event in Blackpool
- Civic reception
- Dedicated support team and website for your event

Who to contact
If you have any questions at all about the information we have provided, we are here to help you.

Your contacts are:

Natalie Wyatt
Head of Conference

t: +44(0)1253 478227
e: natalie.wyatt@blackpool.gov.uk
w: www.visitblackpoolconferences.com