

Report of Haydon Parish Tourism Development Workshop held on 29th September 2010

1. Aim of the workshop and who it was for

The workshop brought together tourism bodies in Northumberland and local tourism, shops and other related businesses in Haydon Parish together with the Library/Visitor Information Point (VIP) volunteers at The Bridge. A list of attendees is in Appendix 1.

The aim was to report on progress in developing Haydon Parish as a Tourism Gateway and to share ideas for tourism development in the future.

2. Presentations

Presentations were made by:

- Haydon Bridge Development Trust*
- Northumberland Tourism
- Northumberland National Park Authority
- Hadrian's Wall Heritage*
- North Pennines Area of Outstanding Natural Beauty*
- Chain Events*

Presentations marked * can be viewed on the Haydon Bridge Development Trust website www.haydon-bridge.co.uk

A summary of key messages from the presentations is provided below:

Haydon Bridge Development Trust

- Considerable progress has been made with tourism development, including VIP, new website, new tourism leaflet, lighting old bridge at Christmas, tourism information poster, tourism advertising
- New funding has been secured and applied for to include new leaflets for walks and trails, including cycling, lighting the old bridge all year round and support for tourism businesses
- A major new John Martin exhibition will be held in Newcastle, Sheffield and London in 2011 and a range of John Martin related events and activities will be held in Haydon Parish over the same period

Northumberland Tourism (NT)

- NT is the tourist board for the county. Its main aim is to market Northumberland as a tourism destination and get as many visitors as possible via advertising and promotion
- NT works closely with Northumberland County Council (NCC) and its 11 Tourist Information Centres, and other tourism partners
- NT can help Haydon Bridge tell and promote its own tourism story

- NT has an online marketing toolkit for local tourism businesses
<http://www.tourismnortheast.co.uk/northumberland-tourism/toolkit>

Northumberland National Park Authority (NNPA)

- NNPA has statutory responsibility for the park, including planning
- It provides bottom up support for local tourism businesses to develop
- Haydon Bridge is recognised by NNPA as a Gateway to the Park
- NNPA has recently provided funding for leaflets for new walks and trails

Hadrian's Wall Heritage (HWH)

- The role of HWH is to maximise the potential of this world heritage site for tourism
- In 2011 the Vindolanda Writing Tablets are returning to Vindolanda – this is a big marketing opportunity
- HWH is aiming to improve the story Hadrian's Wall has to tell in order to improve the offer to visitors
- Haydon Bridge can feed into and build on the Hadrian's Wall brand
- HWH can support businesses as acting as ambassadors through programmes such as Know your Hadrian's Wall Country and the Locally Produced programme

North Pennines Area of Outstanding Natural Beauty (AONB)

- The main purpose of the AONB is conservation
- A key aim is to get people acting as ambassadors for the N Pennines
- The AONB produces a number of identification guides – hay meadows, birds etc and has leaflets on walks and cycle routes – some of these could link with Haydon Bridge
- The AONB also supports Green Tourism and Farmers Markets
- Haydon Bridge can get in the Allen Valley section of the AONB pocket guide

Chain Events

- Chain Events is a company that sets up mass participation cycle challenge rides and provides logistical support to cycle groups
- Cycling is a very popular activity with great growth potential
- There is potential for HB to become a cycling hub town in its own right or link to the Haltwhistle Cycling Hub
- Haydon Bridge should consider getting a spur link to the National Cycle Network routes

3. Questions and discussion

Theme 1 – Getting the best out of the John Martin Exhibition opportunity

- Businesses interested to get involved and promote it – e.g. Garden Station day courses
- Develop a John Martin Ale
- NT, NCC and HWH keen to get involved to promote John Martin exhibition and local events/activities; can help with press launch
- Develop John Martin postcards and calendar for sale by local outlets
- Engage local artists – know your John Martin – and develop painting courses
- Need to link the exhibition with what HB has to offer by putting together a JM itinerary for visitors

Theme 2 – promoting Haydon Bridge as tourism gateway

- Get Haydon Bridge on NT website and recognised as a tourism gateway, using the tourist information symbol. NT to support HB to tell the HB story
- Promote and publicise the Haydon Bridge Visitor Information Point (VIP), and website on NT, HWH, NCC and AONB tourism literature
- Need to open the Haydon Bridge VIP more often in 2011; can we open the foyer with the VIP on its own, even when the library is closed?
- NCC is circulating the HB tourism leaflet around the Tourist Information Centres (TICs) in the county
- Get brown sign off A69 promoting Haydon bridge as an access point to the National Park and Hadrian's Wall (there is a brown sign to AONB)
- HB needs to provide:
 - Better parking
 - Greater variety of places to eat; open for longer hours and not all closed on same day

Theme 3 – cycling

- Get Haydon Bridge as a spur linked to the National Cycle Network (NCN) routes in Northumberland (Hadrian's Cycleway – NCN 72; and Pennines Cycleway NCN 68)
- Cyclists could be big opportunity for HB – come all year round and can provide an alternative to John Martin
- Provide cyclist information noticeboard at entrance to Haydon Bridge
- Parking not a major issue as lots do not bring cars – a farmer could let a field for a mass cycling event
- B & Bs said they already get cyclists and keen to build on this
- David Gray could help prepare an action plan document
- Could be an annual cycle event linked to Haydon Bridge – David Gray had an event recently that went via Haydon bridge
- Need to provide cycle racks/parking

Appendix 1 Workshop attendees

Name	Organisation
Claire Mason	Northumberland County Council (NCC)
James Fell	NCC
Lynne Turner	NCC
Julie Sloane	Hadrian's Wall Heritage (HWH)
Neil Carney	HWH
Peter Samson	North Pennines AONB
Sandy Duncan	Northumbria Larder
Giles Ingram	Northumberland Tourism
David Gray	Chain Events
Nicola Fletcher	Haydon Bridge Co-op
Peter Telfer	
Barbara Wardle	Tyne Rivers Trust/HB Nature Club
Annabelle Moorshead	Farmer
Robert Ford	Artist
Cynthia Bradley	Holiday Cottage
Dennis Bradley	Holiday Cottage
John Wardle	Farmer
Claire Wardle	Farmer
Dave Armstrong	B & B
Pauline Wallis	Scotch Corner
John Wallis	Scotch Corner
Joanna Thompson	General Havelock Inn
Lindsey Sands	Shaftoes
Gill Valentine	The Reading Rooms
Mike Winstanley	Garden Station
David Charlton	Haydon Parish Council
Robert Ford	Artist
Will Rutherford	Haydon Bridge Development Trust (HBDT)
Henry Swaddle	HBDT
Sheila Adams	HBDT
John Harrison	HBDT
Sally Gill	HBDT
Eileen Charlton	HBDT
Averil Harrison	HBDT
Peter Fletcher	HBDT
Ian Foster	HBDT
Bill Nicholson	HBDT
Ian McKirkle	HBDT