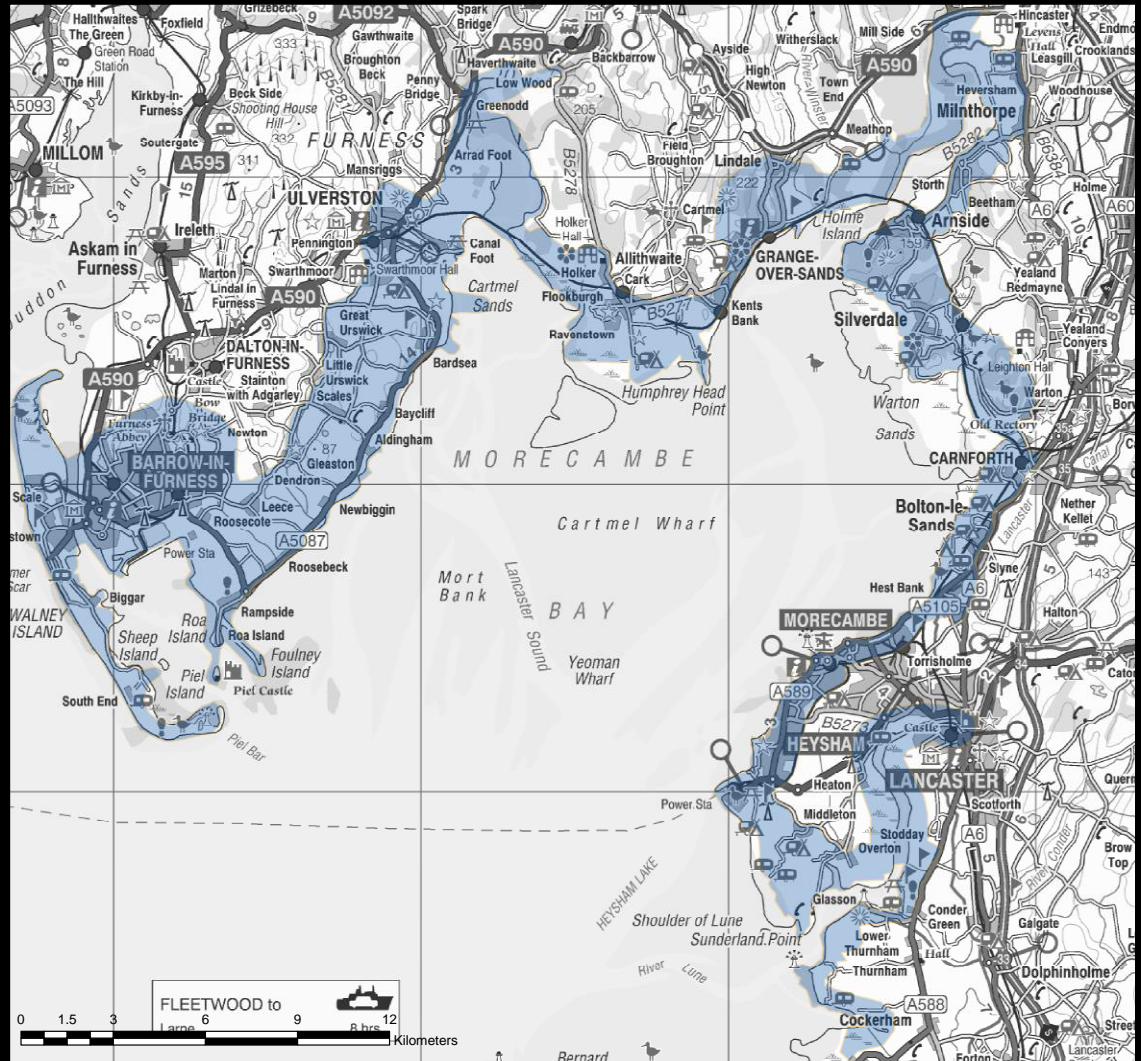
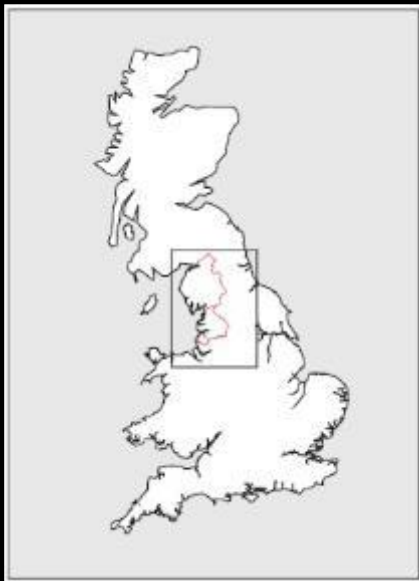


**MORECAMBE BAY
PARTNERSHIP**



Headlands to Headspace

Susannah Bleakley







Challenges 1 - Limited coordination

- Multiple local authorities
- 2 DMOs Destination Management Organisations
- Numerous websites



Challenges 2 – Poor image

- Cockling tragedy
- Morecambe – the town not the Bay
- Overshadowed by better known attractions



- Interpretation Strategy
- Visitor Brand



Brand Research

- What is special
- What is the no 1 thing to do
- Who would appreciate it

A word cloud featuring the word "Inspiring" in a large, bold, orange font at the center. Surrounding it are various adjectives in different sizes and colors (orange, red, black). The words are arranged in a circular pattern around the central word.

Wild
Magical
Friendly
Dramatic
Natural
Artistic
Intriguing
Multi-dimensional
Authentic
Reflective
Interesting
Contemplative
Mysterious
Rich
Bright
Moody
Historical
Growing
Sporty
Adventurous
Robust
Outdoorsy
Changing
Hidden
Warm



MORECAMBE BAY



MORECAMBE BAY



MORECAMBE BAY



MORECAMBE BAY



MORECAMBE BAY

MORECAMBE BAY



Morecambe Bay



EXPLORE NATURE'S AMPHITHEATRE

VISITMORECAMBEBAY.CO.UK



A scenic photograph of two people standing on a rocky cliff overlooking Morecambe Bay at sunset. The sky is a mix of deep blue and orange, with wispy clouds. A single, bare tree stands on the right side of the cliff. The people are silhouetted against the bright horizon.

WATCHING THE BIRDS, TIDE, SUNSET...



VISITMORECAMBEBAY.CO.UK

MORECAMBE BAY





MØRECAMBE BAY



MØRECAMBE BAY

EXPAND YOUR HORIZONS

Be inspired by natural beauty.
Be inspired by Morecambe Bay



MORECAMBE BAY

EXPLOREMORECAMBEBAY.ORG.UK

+MORECAMBEBAY



GET THE FEELING

Get up close and enjoy the real experience.
Get the feeling at Morecambe Bay.



MORECAMBE BAY

EXPLOREMORECAMBEBAY.ORG.UK

+MORECAMBEBAY





MØRECAMBE BAY

BRAND GUIDELINES

[exploremorecambebay.org.uk/visitor-info/
tourism-industry-page](https://exploremorecambebay.org.uk/visitor-info/tourism-industry-page)





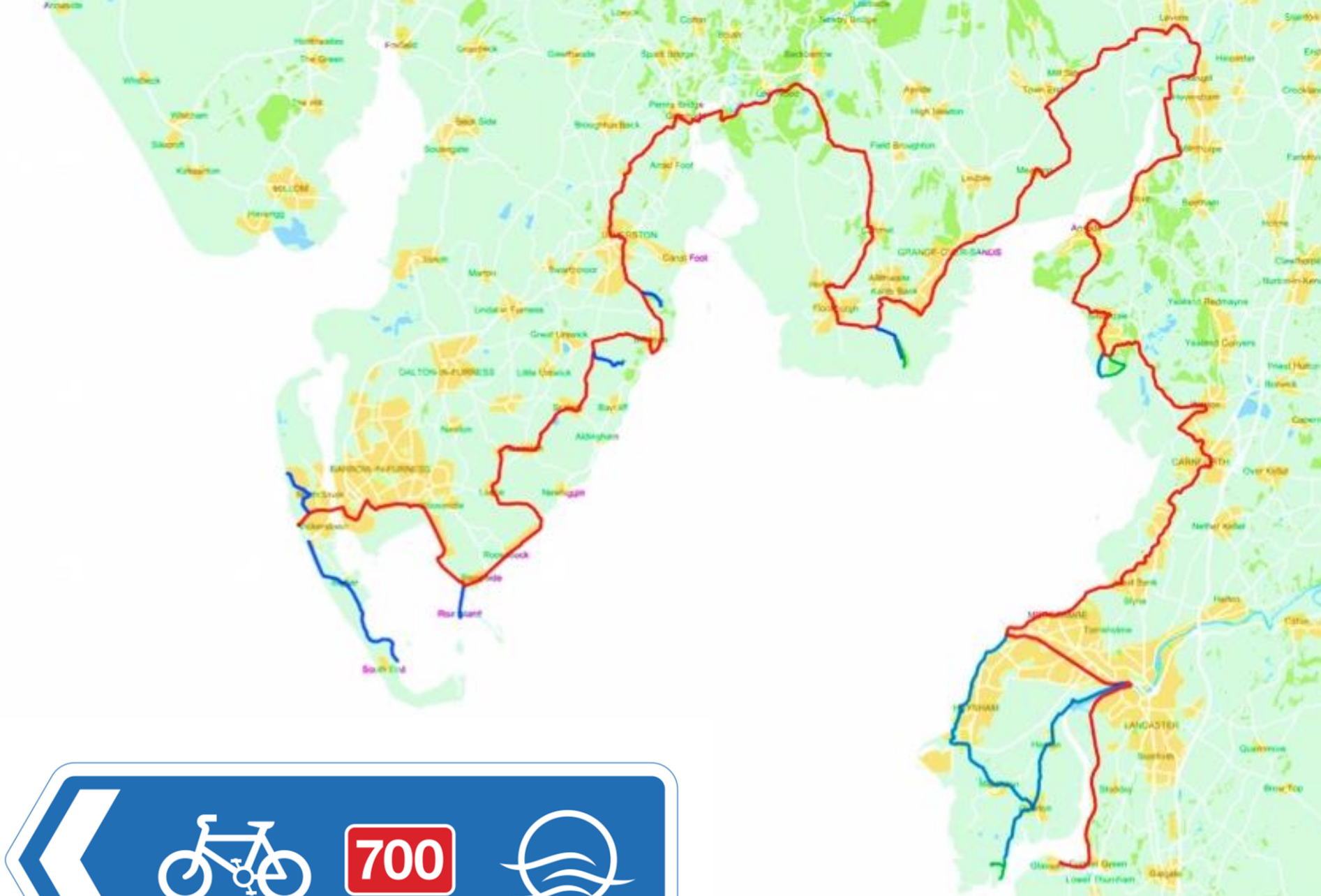
An inspiring coastal area

- Inspire – big views, landscape, nature
- Explore & discover – cultural heritage
- Engage – outdoor recreation



BAY CYCLE WAY





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Interpretation Strategy

- Audiences
- Themes
- Story-telling
- Entry points, primary and secondary sites



Central Theme

Morecambe Bay is made and remade by
tides



Sub-themes

- Sustains both people and wildlife
- Connects land, sea and wider world
- Is ever changing reflecting forces of nature



Brands

- Require significant investment
- Champions, persistence, implementation
- Not just a logo -



What makes a landscape brand?

- Place Name
- Strong images
- Personality

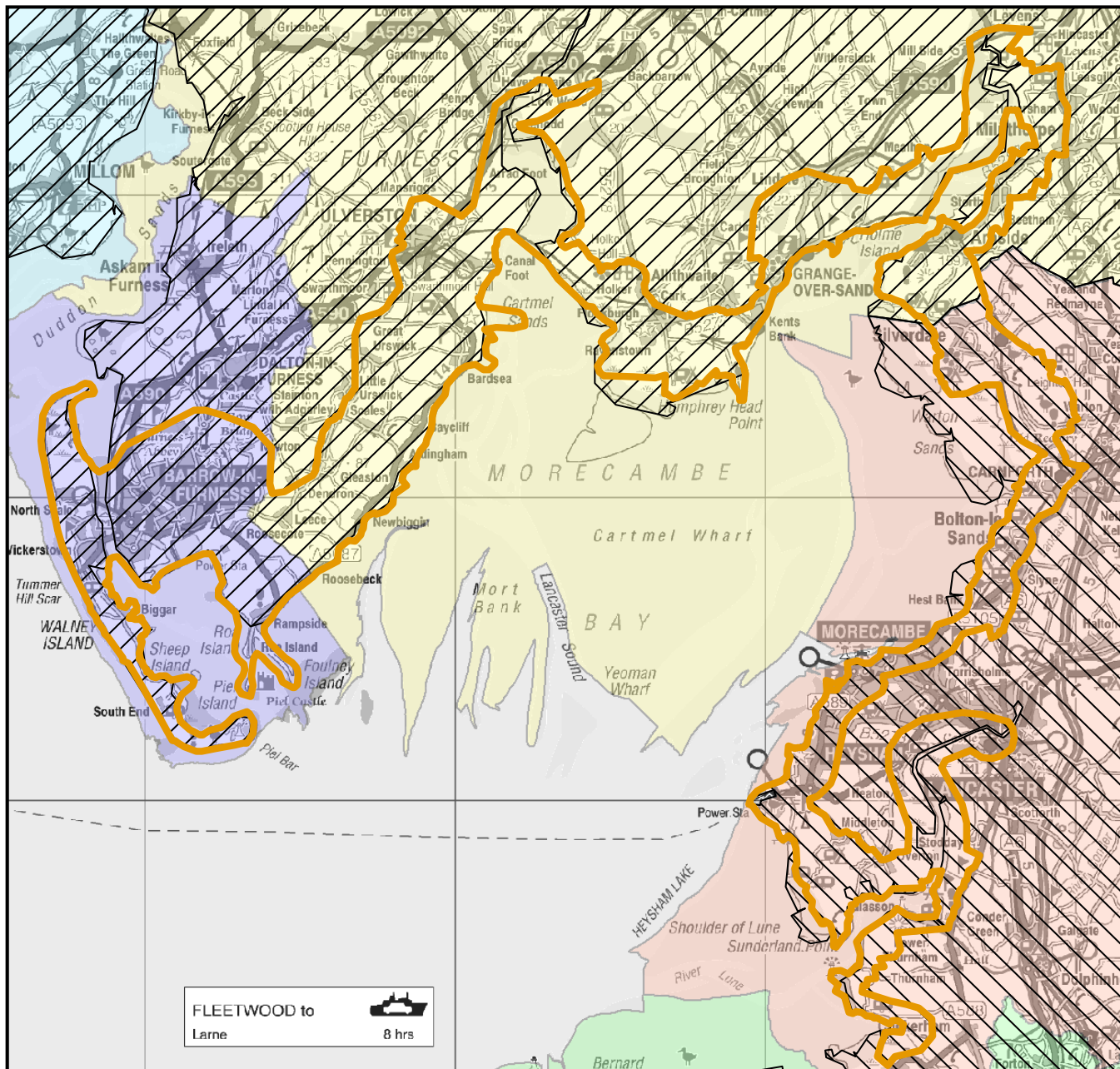
**100% PURE
NEW ZEALAND**



**LET OUR
LAND
RISE UP
AROUND YOU**

**EVERY DAY A
DIFFERENT
JOURNEY**





 Scheme area

County

 Cumbria

 Lancashire

Local Authorities

 Barrow-in-Furness

 Copeland

 Lancaster

 South Lakeland

 Wyre



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