

## APPENDIX C

# Destination Branding Stakeholders

### Stage 2: Creative Brand Development

#### Morecambe Bay Stakeholders

Arndale Centre, Morecambe  
Barrow Borough Council  
Bay Tourism  
Boosting Barrow  
Carnforth Brief Encounter Visitor Centre  
Carnforth Tourism Committee  
Carnforth Town Council  
Cumbria Community Rail Partnership  
Cumbria Tourism  
EDF Energy  
English Lakes Hotels  
Lancashire County Council  
Lancaster and District Chamber of  
Commerce  
Lancaster and Morecambe Vision Board  
Leighton Hall  
Marketing Lancashire  
More Music  
Morecambe Bay Partnership  
Morecambe Town Council  
Morecambe Town Team  
RSPB  
Sea Lynn Guest House, Morecambe  
South Lakeland District Council  
Stagecoach Bus  
Ulverston Town Council

#### Lancaster Stakeholders

Atkinsons of Lancaster  
Bay Tourism  
British Land  
Canal and Rivers Trust  
Duchy of Lancaster  
English Lakes Hotels  
Lancashire County Council  
Lancaster 20:20 Vision  
Lancaster and District Chamber of  
Commerce  
Lancaster and Morecambe Vision Board  
Lancaster BID  
Lancaster Castle  
Lancaster City Council  
Lancaster Institute of Contemporary Arts  
Lancaster University  
Lancaster University Students Union  
Marketgate Shopping Centre  
Marketing Lancashire  
St Nicholas Arcades Shopping Centre  
Stagecoach Bus  
Storey Gallery  
Virgin Trains