



2026

SOUTHPORT

Elegantly *eccentric*



Southport 2026: Elegantly Eccentric InvestSefton: Exclusively for Everyone

Our Workshop: Overview

- Southport 2026...*what's in store?*
- InvestSefton Business Support Programme...*workshop series*
- Calling All Businesses...*WE NEED YOU!*
- Maximising the Experience...*why?*
- Getting Creative...*Events & Inspiration*
- ****Break Out Session****
- Wrap Up...*next steps & helpful tools*
- Spotlight on Support...*InvestSefton & Visit Southport*
- Q&A and Close



SOUTHPORT



2026

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Elegantly eccentric

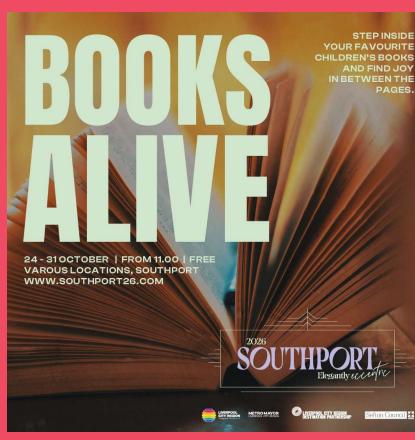
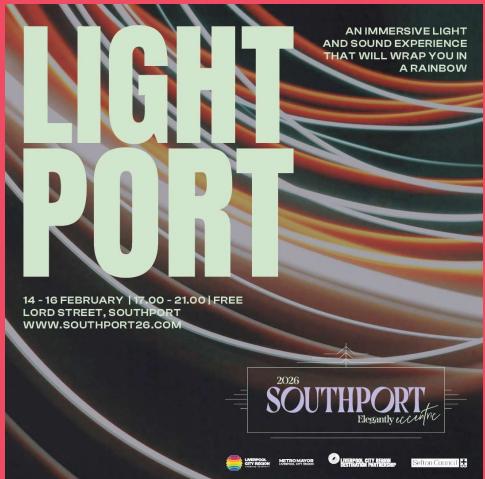




“In 2026 Southport will be unmissable.

A programme of *new live events and cultural content* will drive a *new family audience* to the renowned seaside town.

Designed in conjunction with Sefton Council to *recapture the incredible heritage of Southport as a playground for the north*, this programme will work alongside the Open Golf to *bring tens of thousands of visitors* from near and far to *rediscover one of the jewels of the UK coast*”





InvestSefton X Southport 2026: Exclusively for Everyone!

A series of **FREE** workshops designed to *boost your creativity, strengthen your marketing capabilities, and elevate your customer experience* – giving your business the *confidence to REALLY make the most of what is anticipated to be a never-before-experienced & exciting 12 months for Southport*.

Workshop 1 – Developing an Experience Monday 24th November 2025

Workshop 2 – Practical Social Media & Marketing Tuesday 13th January 2026

Workshop 3 – Delivering Next Level Customer Experience Monday 19th January 2026



Before we go any further...

what does Southport 2026 mean to You?



Our Southport Businesses are INTEGRAL to the success of Southport 2026.



Maximising the Experience: Southport 2026

Consumers are motivated into purchasing decisions by

"positive feelings, memories and social connections"

associated with experience

vs. the

"tangible aspects of a product or service"

GO VENUE ORDER

- Regardless of what your business does or sells, you are still creating an experience for Your Customers
- Feeling GOOD about a Brand or Business = More ENGAGEMENT with a Brand or Business.
- More Engagement = positive sentiment, purchasing influence, return visits and loyalty.

Through Elegantly Eccentric, we're about to welcome NEW visitors to our Town *and* re-engage local residents and regional visitors.

2026 is *the perfect opportunity* to get creative – and have some fun – with how Your Business engages with Your Customers.



Elegantly Eccentric: Oven Ready Ideas

Focus: LightPort February 2026

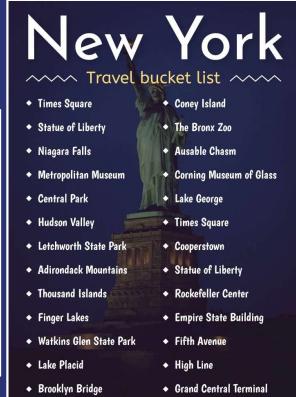


Food and Drink

Hotels & Accommodation

Experiences & Attractions

Retail





Elegantly Eccentric Ideas: Breakout Session



To keep in mind:

- Your Sector
- What your Business 'does' or 'offers' for customers
- How can you tap into the Lightport theme?
- Does your idea require budget, team resource, additional supplies...
- Timeline: planning to reality
- How can you promote what you want to do?





Groups

- Hospitality
- Accommodation
- Experiences & Attractions
- Retail

GO VENICE GO



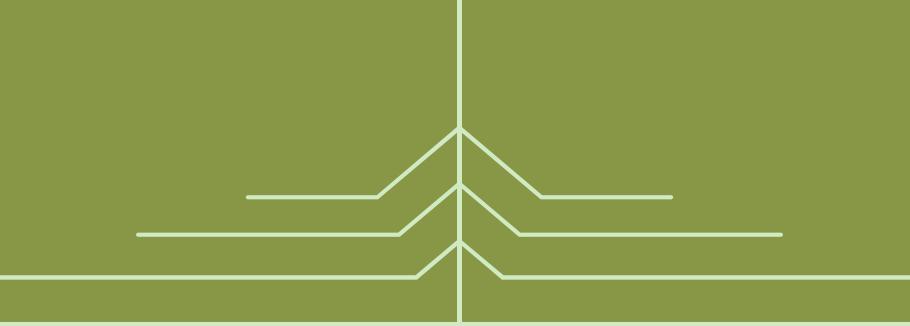
Little Helpers

- ChatGPT
- Pinterest
- Social Media: COMPETITORS
- Other Destinations: Steal and Build

GO VINTAGE ORDER



Elegantly Eccentric Ideas: Feedback



Our Next Steps: Getting Ready for Lightport.

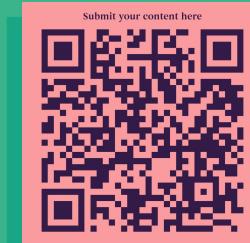
- Ideas Wrap Up: workshop notes & inspiration
- InvestSefton: 1-2-1 Support
- Collaborations & Partnerships: make those connections, now
- Timeline: Planning
- Workshops 2 & 3: take advantage of what is on offer.
- *Enjoy 2026!*

Planning Tool

Top 4 To Do List

InvestSefton

1-2-1 Business Support

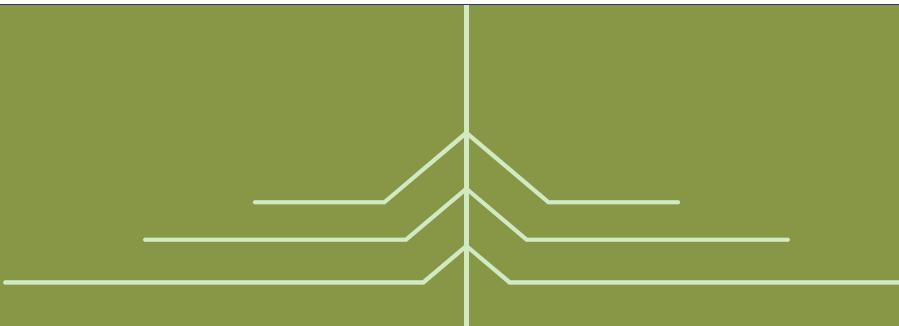


Visit Southport
Get Involved!



Top 4 To Do List: Planning Tool

To Do	
Creativity & Themes	<p>Refresh yourself on the <i>themes</i> of events coming to Southport in 2026, <i>including our foundational events (F&D Festival, SFS, AirShow, Fireworks)</i></p> <ul style="list-style-type: none">- Ideas can be inspired from Pinterest, TikTok/Instagram, LinkedIn, Spotify (Playlists!), ChatGP and looking at how other Destinations have maximised key events.- Think about <i>who is going to be in Southport</i>: families, couples, culture vultures, explorers.
Event Dates & Themes	<p>Make sure the Southport 2026 programme of events is scheduled in your business diary</p> <ul style="list-style-type: none">- Staff/Resource planning- Attend InvestSefton: Workshop 3 (customer service)- Ordering addition supplies/merchandise
Social Media & Website	<p>Review & Reflect: are you up to date?</p>  <ul style="list-style-type: none">- Attend Invest Sefton: Workshop 2 (social media, marketing, sales)- Access Visit Southport #elegantlyeccentric marketing portal for images & content ideas, to use on <i>your platforms</i>
Community & Collaboration	<p>Who can you work with in 2026, to deliver <i>memorable experiences and great ideas</i></p>  <ul style="list-style-type: none">- Make the connections, now- Get involved! Can you help Visit Southport with influencer and media visits?



Thank You



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#luminarythinking

www.luminareconsulting.co.uk