



2026

SOUTHPORT

Elegantly *eccentric*



A decorative street lamp with a white ornate metal pole and a red-painted arm. It features two black, dome-shaped light fixtures. The background is a clear blue sky.

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

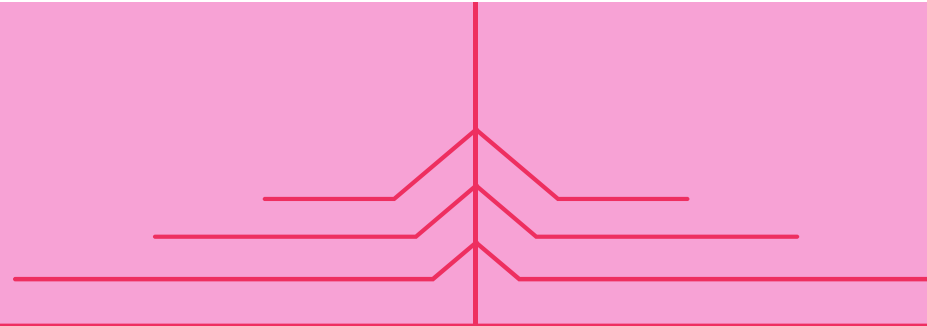


2026

SOUTHPORT

Elegantly eccentric

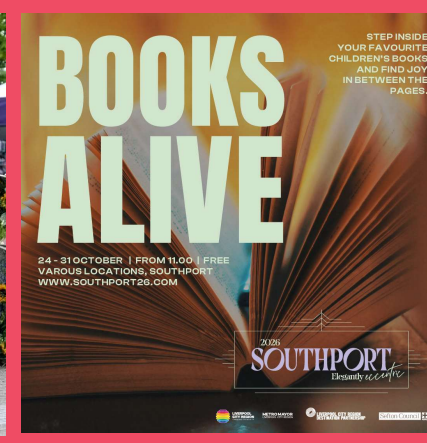
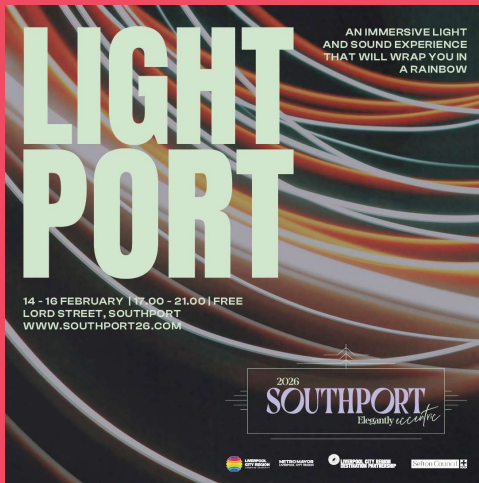




“In 2026 Southport will be unmissable.

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*.

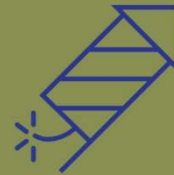
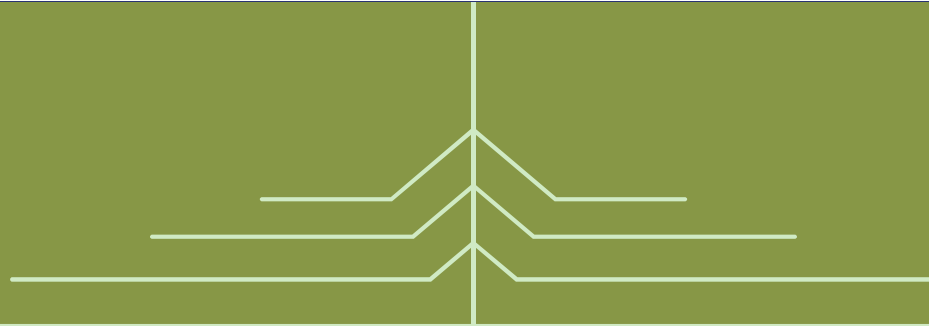
Workshop 1 – Developing an Experience Monday 24th November 2025

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

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

The background is a solid teal color. At the top center, there is a white line graphic consisting of a vertical line with three horizontal branches on each side, resembling a stylized tree or a network diagram. Below this, a large white rectangular frame is centered. Inside this frame, there is a smaller, solid teal rectangle. The text is centered within this teal rectangle. On the left and right sides of the white frame, there are several short, horizontal white lines of varying lengths, suggesting a list or a series of points. At the bottom of the frame, there are two long, horizontal white lines.

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

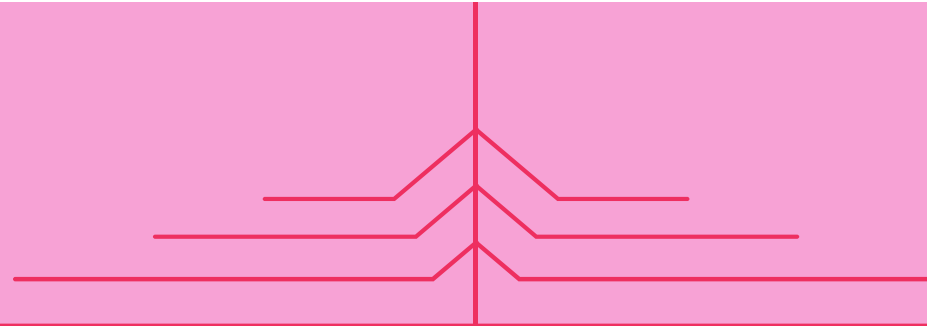
Consumers are motivated into purchasing decisions by

"positive feelings, memories and social connections"

associated with experience

vs. the

"tangible aspects of a product or service"



- 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.

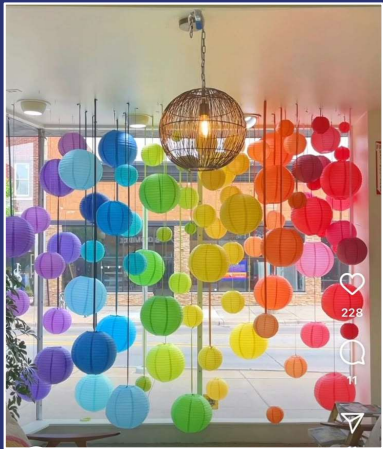
Through Elegantly Eccentric, we're about to welcome NEW visitors to our Town *and* re-engage local residents and regional visitors.

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

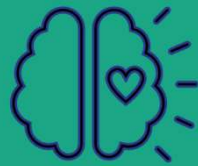
Experiences & Attractions

Retail

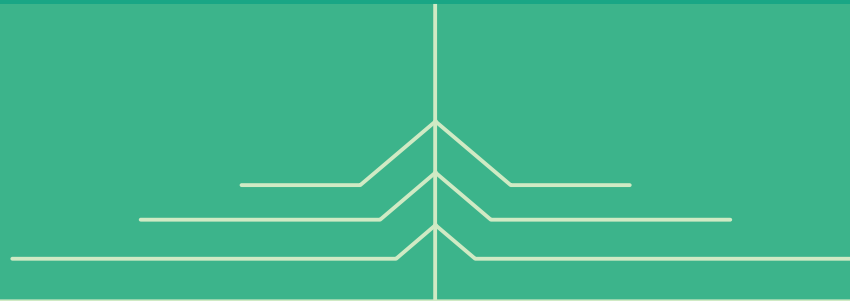


- ### New York
- Travel bucket list
- Times Square
 - Statue of Liberty
 - Niagara Falls
 - Metropolitan Museum
 - Central Park
 - Hudson Valley
 - Letchworth State Park
 - Adirondack Mountains
 - Thousand Islands
 - Finger Lakes
 - Watkins Glen State Park
 - Lake Placid
 - Brooklyn Bridge
 - Coney Island
 - The Bronx Zoo
 - Ausable Chasm
 - Corning Museum of Glass
 - Lake George
 - Times Square
 - Cooperstown
 - Statue of Liberty
 - Rockefeller Center
 - Empire State Building
 - Fifth Avenue
 - High Line
 - Grand Central Terminal





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?



A decorative street lamp with a white ornate metal pole and a red arm holding a black lamp fixture with a glass globe. The background is a clear blue sky.

Groups

- Hospitality
- Accommodation
- Experiences & Attractions
- Retail

A decorative street lamp with a white ornate metal arm and a black lamp housing, set against a light blue sky. The lamp is positioned on the left side of the frame, with its arm extending towards the center. The background is a clear, light blue sky.

Little Helpers


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



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

Submit your content here





Visit Southport

Get Involved!

2026
SOUTHPORT
Elegantly eccentric

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



Lisa Pearson

Founder, Luminare Consulting Ltd

#luminarythinking

www.luminareconsulting.co.uk

