



BOWLAND

Sustainable Tourism Bulletin

Issue No2 Autumn 2006



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Bowland Tourism Environment Fund • Training • Cycle Bowland Focus • Local Produce

Welcome

From the Editor

Dear Readers,

Welcome to the Autumn edition of the Bowland Sustainable Tourism Bulletin. It has been a busy summer with exciting developments across many project areas. The Bowland Festival in June was very successful with some excellent feedback from participants involved in a whole variety of activities including hen harrier tracking and badger encounters.

The website has been re-launched with some new and interesting information including our printer friendly walks. Look out for new features as the web site develops over the coming months.

The new Bowland Tourism Environment Fund has also seen a re-launch with promotional postcards and pin badges available at selected tourism businesses and information centres in and around the Forest of Bowland in return for a donation.

Please read on for details of developments across other project areas and thank you for your interest in the work of Forest of Bowland AONB team.

Best Wishes,
Hetty Pavey

Where are we?



This project is supported by the Forest of Bowland Area of Outstanding Natural Beauty (AONB), and has received funding from the following organisations



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Business News

Want to get involved in Green Tourism?

We are planning a meeting for tourism business operators in and around the AONB on January 30th 2007. A key part of the agenda will be looking at the marketing as well as environmental benefits of adopting a "Green Tourism" approach. Increasingly, consumers are becoming more aware and demanding of the standards adopted for energy conservation and waste management by their suppliers.

Mike Pugh, who is coordinating the planning of the forum, is also keen to have suggestions for issues or topics which local businesses would like to see covered. Please contact Mike with your ideas or requests.

Developing your "green" credentials

As part of our implementation of the Europarc Charter for Sustainable Tourism, in 2007 we shall be developing an advice and marketing package to help local businesses set their own goals for reducing their impact on the environment. Nowadays, not only oil companies but also the major supermarket groups are now jostling for leadership in their "green" credentials. We are looking at various schemes to see what is most workable and delivers the best value for the small business operator - from a humble B&B or teashop to the grandest hotel and restaurant. A key factor is how recognisable these will be to the consumer, so that businesses who do adopt the standard will have a real competitive advantage.

Look out for developments on our website, or you can register your interest by completing the enclosed form.

Bowland Tourism Environment Fund

A Chance to win a luxury short break at The Gibbon Bridge Hotel in the Forest of Bowland Area of Outstanding Natural Beauty (AONB). Enter our prize draw by making a donation to the Bowland Tourism & Environment Fund.

About the Fund

The BTEF is a visitor payback scheme operating within the Forest of Bowland AONB. The initiative encourages visitors to help protect the area by making a donation. All donations directly fund environmental projects within the AONB. It enables tourism businesses, visitors and local communities to work together to benefit and protect the AONB. To find out more contact Mike Pugh.

Promotional postcards and pin badges are available at selected tourism businesses and information centres in and around the Forest of Bowland in return for a donation. Simply fill in your details on the back of the postcard and return.

Village leaflets

Martin Charlesworth is developing village leaflets, promoting tourism businesses. Slaidburn's leaflet was distributed in April. The leaflets for Wray, Hornby and Chatburn are near completion. Bolton by Bowland and Chipping are well under way and ones for Calder Vale/Bleasdale and Scorton have just been started. All these are planned for distribution before Easter next year. A few further leaflets may be undertaken next year. Martin is taking a keen interest in getting new tenants/owners for pubs that have closed - in particular the Talbot in Chipping and the Castle Hotel in Hornby. Let him know if you have any information! The New Inn in Wray has closed for a while but is undergoing refurbishment under a new owner.



Training

Experiencing the uniqueness of the AONB

Two training and familiarisation days were conducted during the summer with tourist information centre staff across various parts of Bowland. The aim of the days was to provide a consistent message about the AONB and its special qualities, providing an insight into places to go and things to do, as well as giving an increased awareness of the area's landscape; wildlife; heritage; farming and game keepings traditions; and village services.



The days consisted of classroom training, a guided walk, and visits to a variety of tourism attractions such as the Wild Boar Park, Bashall Barn and Cobble Hey Farm and Gardens. Two further days are planned in the coming weeks in different areas of Bowland.

The participants thoroughly enjoyed the days and typical comments included: 'The places we visited were excellent and gave a good overview of the Forest of Bowland.... it is only by seeing these places that one is able to promote them to the visitor'.



Sense of Place Training Days

Over the winter period we are offering you the opportunity to attend a free training day based on our successful Sense of Place toolkit.

Sense of Place is all about valuing the place we are in and using its special qualities to encourage visitors to explore and enjoy the area. Our toolkit was distributed widely to businesses in July, but if you have not received a copy you can download it free from our website www.forestofbowland.com or contact us and we will mail one to you.

Courses will include the opportunity to find out more about what a sense of place is, what the Forest of Bowland is, and how these can help you to market the area more effectively to your visitors and customers. You will also be given the support and opportunity to develop your own sense of place action plan for your business, which you can take away and use. Lunch and refreshments (using local products of course!) will be provided. See below for dates:

Sense of Place Training Days: (10am to 4pm)

Tuesday 21st November
Chipping Memorial Hall

Thursday 30th November
Hornby Institute

Tuesday 13th February 2007
Barley Village Hall

Wednesday 14th February 2007
Tosside Community Link

To find out more contact Cathy Hopley or fill in and return the separate 'Interest in Projects' form enclosed.

Projects

Ideas for local projects?

There are now over a dozen 'Local distinctiveness' community projects where funding has been agreed. White railings will be repainted in several parishes, a dry stonewall will be reinstated at Tosside, some pottery workshops will be run for children in Slaidburn and hopefully the fountain will start flowing again in Hornby. If you know of any great ideas for local projects, discuss them locally and let Martin know what you would like to do.

Becoming a volunteer

Martin has been arranging conservation holidays in Bowland for 2007 onwards with Countryside officers and United Utilities. The tasks agreed so far are hedge laying and repairing dry stonewalls. Hungry and thirsty volunteers eating local produce and drinking local beer should be a boost to the local economy as well as helping maintain the landscape! Local people will be able to join in and be trained for free. Watch out for further details.

Produce, Arts and Crafts events

There was a successful Arts and Crafts trade event held at Alston Hall on 28th Sept. Artists and Craftspeople displayed their wares to outlets from Bowland and surrounding areas. Several people said they had new leads and we hope that in the following weeks the leads develop into orders and sales. In addition, over half the artists and craftspeople displaying expressed interest in further opportunities - Open Studios, Exhibitions, Workshops and Trails. By the time you read this, the first Bowland local produce event for Food producers, distributors and outlets will have been held. See the next issue for a report.



New Website Launch!

www.forestofbowland.com

The website has now been launched with a new look and information, including a web walks section, which has been specifically designed to be printer friendly. An example of one of the walks has been included in this issue, please explore the website for further walks. The website will be updated regularly, so visit it at your leisure to keep current with news and events.

Local produce



We have researched and compiled a database of local producers and retailers of food, arts and crafts across Bowland. This searchable database is soon to be made available on our website to encourage local people, retailers and services to utilise local products. We are also developing more in-depth profiles for a small number of businesses on the website, to include photographs and more detailed information.

If you are a producer or retailer and have not yet submitted your details for inclusion on the website, please contact Hetty.

Register your interest

If you wish to register interest in any of the AONB projects, please complete and return the feedback form enclosed.

Bowland in focus

Colin Clifford – Cycle Bowland:

Cycle Bowland has been in the planning for over twelve months and launched at Easter 2006.

The business offers visitors the chance to hire a bike, either for a day or as part of a pre booked holiday package, staying in the Forest of Bowland AONB, either following one of our detailed route sheets or exploring independently. Tag-along bikes and child trailers are available for hire so the whole family can enjoy a day out.

We have researched and prepared a series of easy to follow routes, of varying length, that point out places of interest, good spots for a picnic or pub lunch and also give the visitor a little background to the area.

Additionally, a range of 2 or 3 day tours is available with accommodation and luggage transfers included. These include the B&B Beano, the Pub Pedlar and the Gourmet Grand Tour.



Touring the area by bike means that visitors can get out of their cars and explore at a pace that gives them a chance to really get to know the area. Using local accommodation providers and encouraging visits to attractions along the route brings added benefits to other associated businesses.

Our web site has generated a large percentage of our bookings, with visitors from as far afield as Norway, New Zealand and Taiwan arriving in Settle to explore the Dales and the Forest of Bowland. A highly visible local presence also brings day hire customers from around the town.

Mountain Bike Taster Days, Learn to Mountain Bike Weekends and MTB Dirty Weekends with one of our

local trail guides are also on offer for the more adventurous, who want to explore the unrivalled breadth of tracks and trails in our area.



We are currently in discussion with a number of organisations and individuals with a view to creating a base for our Mountain Bike Training Weekends that would be located where suitable accommodation, challenging terrain and the availability of food and drink were all within easy reach.

Just a few months ago it would have been impossible for two young men from Taiwan to book a two day cycle tour in the Forest of Bowland via the internet; arrive by train from London; shelter under a tree from one of the heaviest cloudbursts of the summer; be taken home, dried out and given tea and cake by a passing stranger, and still be happy and smiling as they waved goodbye from the train next morning. Great. For more information visit www.cyclebowland.com

Cycle Bowland was funded partly by the AONB's Sustainable Tourism project. If you have ideas for similar projects and need some assistance, contact either Cathy or Mike or complete the enclosed feedback form.

Ogden Reservoir and Fell Wood

Start Point

Barley Green
Car Park
★ SD 823 402

Distance/Time

3.5 Miles
2 Hrs
15 Mins

Terrain

Roads, tracks and fields. Some stiles. Can be wet underfoot.

OS Explorer

OL41
'Forest of Bowland and Ribblesdale'

Walk Description

One or two steep gradients together with some relatively rough boggy moorland. A significant number of stiles need to be crossed over the course of the walk.

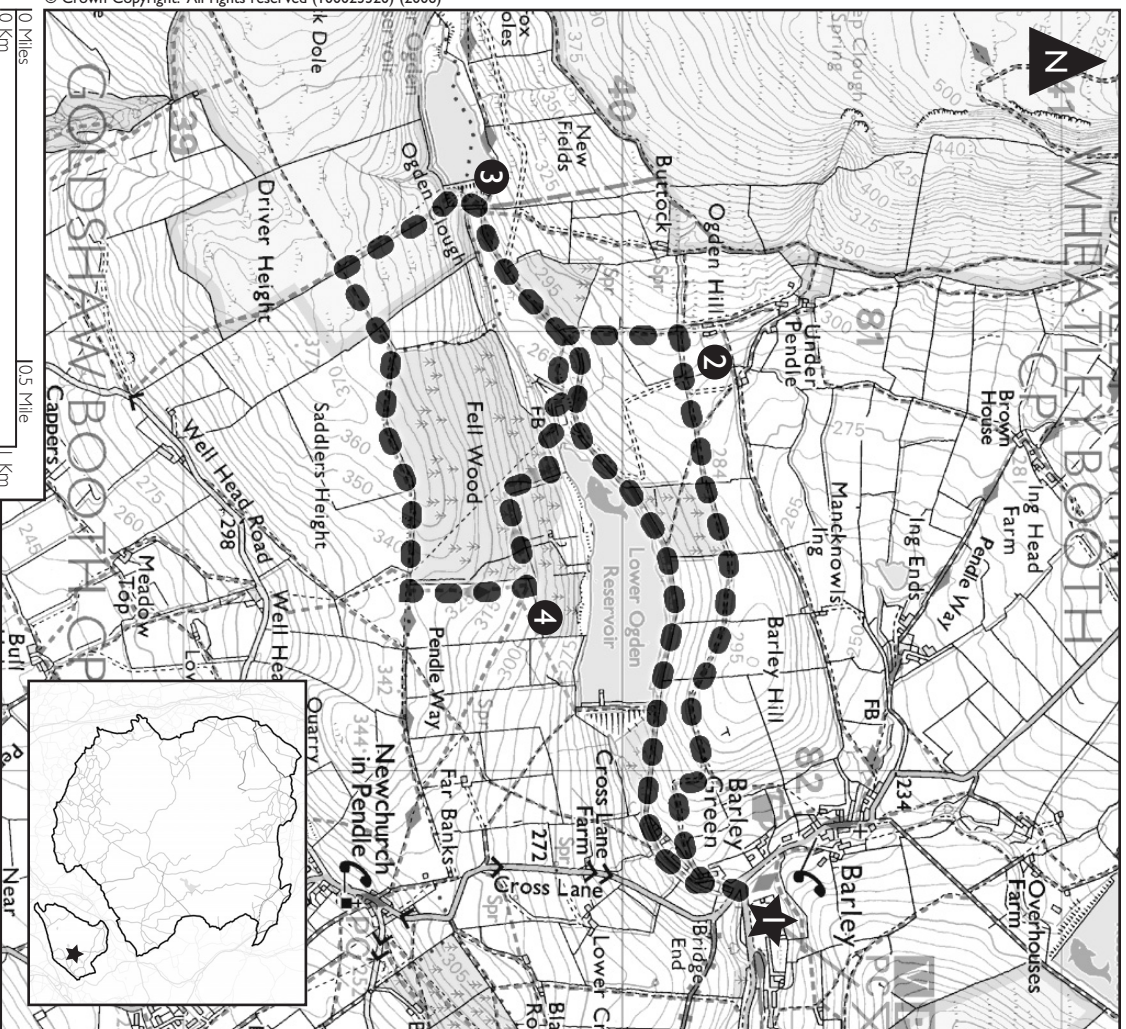
★ Leave the car park by the main entrance, turn right and then cross the road to pass the village hall on your left. Pass Barley Green

Farmhouse on your right and then take the first farm gate on your right hand side, taking care to fasten it securely behind you. Follow the old track way as it zig-zags over Barley Green, passing through two kissing gates whilst heading for the top of the plantation ahead.

2 Pass along the top side of the plantation and cross another stile to join the hard surfaced track and continue straight ahead. Where the track turns right towards the farm yard, ignore the stile straight ahead and turn left to follow the wall down towards Ogden Reservoir. On reaching the reservoir road, turn right and carry on towards Upper Ogden Reservoir.

3 Climb over the stone stile and carry on to the top of the dam wall, then turn left and cross to the stile at the far side of the dam. Follow the trodden path straight up (this section is quite steep and may be quite wet underfoot but rewards frequent rest stops with excellent views of Pendle). On nearing the top of the climb, take the stile on your left and follow the path, over the wall stile, towards the top of Fell Wood.

4 Cross the two wall stiles and on reaching the end of the wood, turn sharp left over another stile and descend the path down the side of the wood. Towards the corner of the wood you turn left over another stile and follow the path down through the woodland and towards Lower Ogden reservoir. At the bottom of the path cross two small bridges and turn right through a small gate onto the reservoir track once more and follow this down and back into Barley.



Ogden Reservoir and Fell Wood

About This Walk

The reservoir history

Both Lower and Upper Ogden Reservoirs supply drinking water to the Nelson area. Lower Ogden, completed in 1914, is the larger of the two with a surface area of 8.55 hectares (21.12 acres), holding 715,989 cubic meters (157.5 million gallons) of water. Upper Ogden, completed in 1906, has a surface area of 2.84 hectares (7.014 acres) and can hold 247,755 cubic meters (54.5 million gallons).

The plantations

Three forests covering more than 23 hectares (56.8 acres) are established around the reservoirs. Fell Wood, the largest, was planted in 1931 with Norway Spruce, Sitka Spruce, Scots Pine and Larch. Blue Wood, originally planted in 1935 with Scots Pine, Sitka Spruce and Larch was felled and replanted in 1981. Buttock Plantation, was planted in 1935 with Sitka Spruce and Larch.

Woodland birds

In the woodland look out for common birds such as blue tits, cooties, blackbirds and robins, whilst during the summer keep your eyes peeled for the migratory redstart and pied flycatcher, all of which prefer areas containing broad-leaved trees.

Sustainable Tourism

The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is a protected landscape that has international importance for its heather moorland, blanket bog and rare birds. In 2005 the AONB became the first protected area in England to be awarded the European Charter for Sustainable Tourism in Protected Areas, joining just 30 other areas across Europe. The Charter is awarded to protected areas that are delivering tourism that is both nature and landscape friendly and which contributes to the economic development of the region. The Charter approach ensures that organisations, local people and businesses are working together to protect the area, whilst at the same time increasing opportunities for visitors to discover and enjoy its special qualities. You can contribute to sustainable tourism by:

- Leaving the car at home and using public transport instead
- Purchasing local products, including food and drink
- Making a donation to the Bowland Tourism Environment Fund through donation boxes at participating businesses in the area.

Countryside / Moorland Code

From a gentle stroll or relaxing picnic, to a long-distance walk or heart-pumping adventure, the countryside provides every opportunity for enjoyment and relaxation. If you follow the Countryside Code wherever you go, you'll get the best enjoyment possible and you'll help to protect our open spaces now and for future generations.



1. Be safe - plan ahead and follow any signs
2. Leave gates and property as you find them
3. Protect plants and animals, and take your litter home
4. Keep dogs under close control
5. Consider other people
6. Prevent uncontrolled moorland fires

Safety

If you are going for a walk, it is strongly recommended that you:

- Dress appropriately - avoid wearing denim and any other clothing, which doesn't dry quickly. It is better to wear lots of lighter layers, which can be easily removed or added. Sturdy footwear and waterproofs are also a must.

- Carry the right equipment - including an Ordnance Survey Map (OS Explorer OL41); compass; small first aid kit; high energy snack; something to drink; mobile phone (be aware that coverage can be patchy); whistle.

- Always let someone know where you're going and what time you expect to be back.
- Do not take any unnecessary risks.

If you are in difficulty or see someone in difficulty, please dial **999** and ask for **Mountain Rescue**.

To report any other incident contact:

- **Countryside Service** -
01772 534 709, open 9am-5pm,
Monday to Friday
- **Lancashire Constabulary** -
0845 1 25 35 45
or **999** for emergencies