



In this issue:

In this issue: New interpretation for Bowland, Discovery Guide launch, Business Network developments

Welcome

Dear Readers,

Welcome to the seventh and final issue of the Sustainable Tourism Bulletin, which was launched at the commencement of the two year funded Sustainable Bowland project. Although the funding has come to an end the team will remain in place (in some form or other) working on a variety of new projects - we will keep you updated as developments unfold. Watch this space!

As ever there has been a strong commitment to making small developments within the villages, supported through Martin's work. Over the past few months there has been a focus on developing a variety of interpretation boards to highlight walks, history and wildlife in some of the very pretty villages in Bowland including Eldroth and Chatburn.

Additionally, the Network has seen a continued amount of interest with over 50 businesses now signed-up and with several recently being rewarded for their commitment to Sustainable Tourism through the Green Tourism Business Scheme. Mike has organised several meetings of this group to share ideas and good practice and it is hoped the Network will continue to grow and develop during 2008.

The website will continue to be updated with project developments and the work of the AONB, so please keep your eye on it in the future. On behalf of Cathy and the rest of the team can we take this opportunity to thank all the businesses for their enthusiasm and commitment to the Sustainable Bowland project over the past two years and we look forward to working with you in the future. We hope to remain in contact via a new e-news bulletin, so check your inbox!

Best wishes,

Hetty

Contents

| | |
|------------------|-----|
| Community News | 3 |
| Events | 4 |
| New Leaflets | 5 |
| Business News | 6-7 |
| Bowland in Focus | 7-8 |

Contact details

Please make note of our new email addresses:

Cathy Hopley, Communities & Funding Officer
cathy.hopley@lancashire.gov.uk

Hetty Byrne, Information Officer
hetty.byrne@lancashire.gov.uk

Martin Charlesworth, Community Projects Officer
martin.charlesworth@lancashire.gov.uk

Mike Pugh, Business Development Officer
mike.pugh@lancashire.gov.uk

c/o Lancashire Rural Futures

Tel: 01200 426433

1st Floor Waterloo Mill

Fax: 01200 426409

Waterloo Road

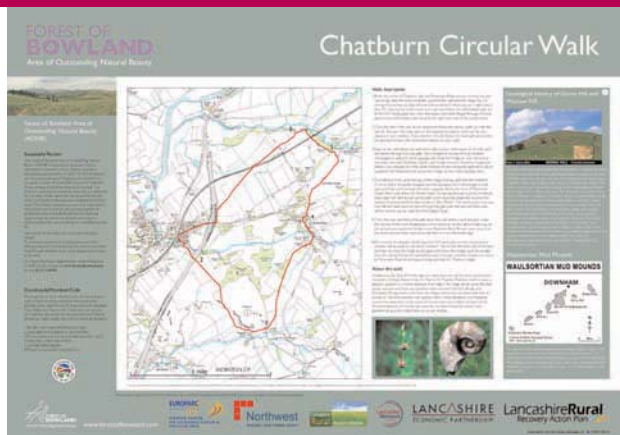
Clitheroe

BB7 1LR

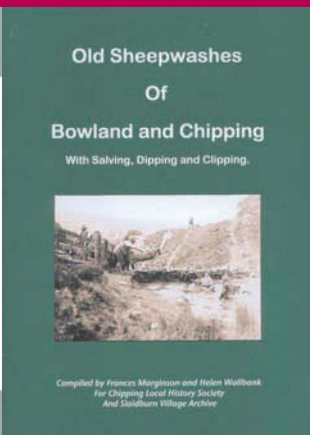


This project is supported by the Forest of Bowland Area of Outstanding Natural Beauty (AONB), and has received funding from the following organisations





Interpretation board at Chatburn



Sheepwashes publication



Conservation volunteers at Lower Lingart Farm

New interpretation for Bowland's villages

Martin first began discussions with Eldroth village to the north of the AONB, almost two years ago. He agreed to help the local community create two interpretation boards - one for Eldroth Village Hall and one for Dalesbridge (an accommodation provider near Austwick offering camping and group accommodation) that would feature a walk between the two taking in some great views and rare boggy habitats. Why not take a look at the new boards and enjoy a walk in this beautiful part of Bowland.

Linked to the Chatburn Village Leaflet produced last year which includes a wonderful circular walk starting there and heading over to Downham, are new interpretation boards. Look out for the boards promoting the walk at the start in Chatburn which highlight the geology of the Pendle area - this project couldn't have materialised without the commitment of John Ridgeway from the village hall.

Stone carving mark site of Quaker burial ground

Also in the Pendle Forest area look out for the Quaker burial ground at Twiston. A grant from the Sustainable Bowland fund has enabled them to buy a simple engraved stone stating that 50 burials took place there between 1667 and 1807.

Sheep washes publication

When Martin recently spent the day hedge laying near Stocks reservoir he was asked if he could assist in getting a book on sheep washes published. It had rained hard all morning and it struck Martin as odd that sheep could possibly need any further washing! but he felt it to be an interesting project. And so emerged the magnificent booklet 'Old Sheepwashes of Bowland and Chipping' written by Frances Marginson and Helen Walbank which explains it all, including some wonderful photography. Copies can be purchased from various Tourist Information Centres and book shops in the area.

Conservation volunteers undertake further hedge laying

Martin spent another wet day between Christmas and New Year hedge laying at Barnacre. The conservation holiday was fully booked with volunteers even working on Christmas Day. Jean and Robert Miller of Lower Lingart Farm were friendly hosts and the volunteers bade farewell (in a hail storm) vowing to return in better weather. Look out for other conservation holidays taking place in Bowland throughout the year via our website.

Other village improvements

One of the last projects to be funded by Sustainable Bowland was to help erect a war memorial at Sabden. This involved many volunteer hours, so take note of this when you next pass through the village.

Events



Walkers at the Bowland Festival



Bird watching at Bowland Festival

Bowland Festival 2008

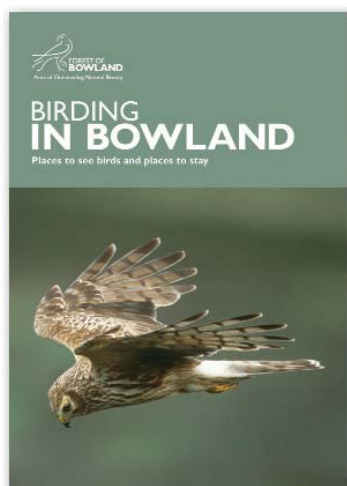
A festival to celebrate the birds, wildlife, landscape and culture of the Forest of Bowland AONB.

Events are taking place across the area and cover a wide range of interesting topics. Look out for new events for 2008!

The programme will be available on the website from early April www.bowlandfestival.co.uk or a printed brochure is available from Clitheroe Travel, **Tel: 01200 420301**

Birding

Birding in Bowland is a new leaflet which highlights places to see birds in Bowland and places to stay. Again, available from Tourist Information Centres or via Brochurelink the leaflet details information about the types of birds to see and where to see them (including a location map). It also highlights accommodation providers who are sympathetic to bird watching.



Bowland by Bus

Look out for a new leaflet, highlighting places to visit and walk in Bowland using the bus, which will be available from April. The leaflet produced by Dales and Bowland Community Interest Company and supported by the Sustainable Bowland project highlights bus services in the area along with linear walks that can be made from the bus.

Guided Walks in Bowland

RSPB walks & talks

On a variety of dates from April through to July why not inform your visitors or come along yourself to learn more about the wildlife of the Forest of Bowland AONB and how the land is managed for the benefit of biodiversity, by joining expert guides from RSPB, United Utilities and Natural England.

A charge of £3 per person will be made for all walks and talks, which must be booked in advance with Clitheroe Travel: 01200 420301. Maps of start locations will be provided upon confirmation of booking. Some walks cover steep, hilly terrain - so a reasonable degree of fitness is required. We also recommend waterproof clothing and a packed lunch on the longer walks.

For more information visit the events page of the website

www.forestofbowland.co.uk/news_events.asp

Public transport walks

Visit the events section of the website to view a programme of guided walks across Bowland organised by the Dales & Bowland Community Interest Company.

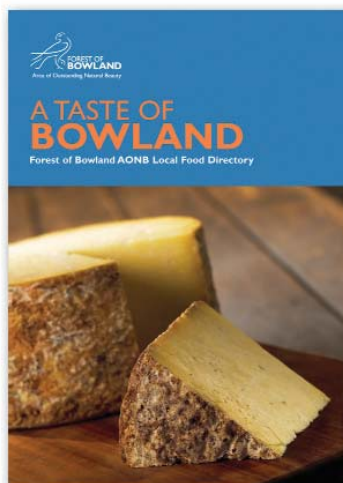
www.forestofbowland.com/news_events.asp

This varied programme of guided walks provides the ideal way for you to explore the Forest of Bowland Area of Outstanding Natural Beauty or is something you could tell your visitors about! All the walks are accessible by public transport from Clitheroe, and some from Settle too.

A Taste of Bowland

The popular food publication 'A Taste of Bowland' has also recently been updated and re-printed and is again available from Tourist Information Centres in the area. If you are an eating establishment or accommodation provider why not use the booklet or the online search facility on our website to find producers close to your business and source some of the very best local, fresh produce for your visitors and yourselves!

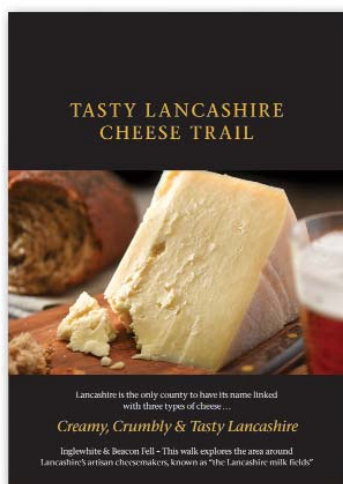
www.forestofbowland.com/prod_intro.asp



Creamy, Crumbly & Tasty Lancashire Cheese Trails

Lancashire's artisan cheesemakers are uniquely concentrated in a small geographical area on the edge of the Forest of Bowland. Andy Pickard of LEADER+ initiative has created three Lancashire Cheese trails. These are circular walks of 4-6 miles close to the dairies of Lancashire's cheesemakers. The aim is to celebrate this distinctive local product, and to look at its history and link to the landscape. The project results from a LEADER+ initiative working with Latvia, and the Forest of Bowland team.

Walks are at Chipping - Creamy, Garstang - Crumbly and Inglewhite - Tasty. The leaflets are available from Tourist Information Centres in the area and will be available soon to download from walking section of the website.

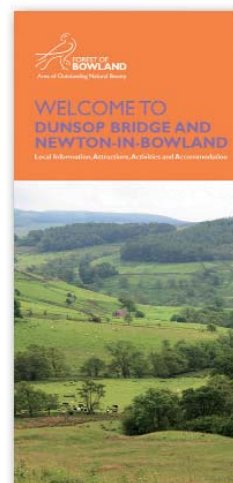


Village leaflets

The Dunsop Bridge and Newton-in-Bowland village leaflet has just hit the streets. The front cover is a typical scene, an excellent photo taken by Graham Cooper

www.forestofbowland

images.com. Our aim is to publicise businesses as well as tourism attractions to visitors, like the beautiful St Hubert's church and even Dunsop village hall Sunday teas! The final leaflet to be produced in the series of village leaflets will be Calder Vale, Bleasdale and Barnacre which will be available soon.

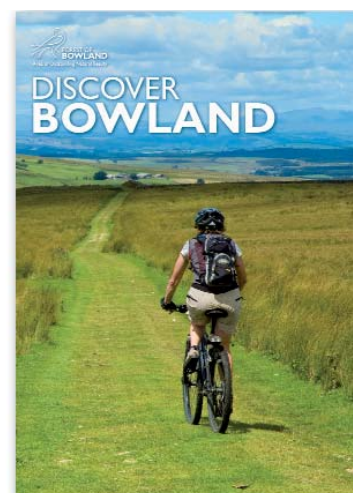


Discover Bowland

March saw the launch of the new Forest of Bowland AONB Visitor Guide - 'Discover Bowland' - a 40

page guide highlighting information about walking, cycling, horse riding, local produce, birds, arts & crafts, accommodation and much more. The guide references many of the businesses involved in sustainable

tourism in Bowland and provides a useful map and public transport information. Copies of the guide are being made available to Tourist Information Centres in the area and will also be available to order by businesses from Brochurelink, for those of you who are part of the Network.



Harvey map

A new Harvey map is currently being produced for the Forest of Bowland AONB which will be available from June. The publication includes a tourist map highlighting cycling and horse riding routes and facilities and a large-scale walker's map showing Access Land entry points in the Bowland fells. For further information visit

www.harveymaps.co.uk



Network Meeting

20 people attended the Sustainable Tourism Business Network meeting on March 5th at Barley Village Hall and 24 for the same meeting on March 17 at Cobble Hey Farm. The meeting included discussions about Visitor Payback schemes and a presentation to the website competition winner.

For Network members there is also a new proposed project to support further businesses in achieving Green Tourism Business Scheme Accreditation during 2008. This has not yet been finalised but the proposal is for funding to subsidise the fees to achieve the Green Tourism award. We are holding a training day on 20 May for anyone interested in achieving the Green Tourism accreditation, if this is something you are interested in learning more about, please contact Mike Pugh.



Want to become a Business Network member?

The objective of the Network is for tourism businesses to work with the AONB to improve the sustainable development and management of tourism in protected areas which takes account of the needs of the environment, local residents, local businesses and visitors. We now have over 50 businesses in the Network, so if you are not already a member and you are interested in becoming one or would like further information please contact **Mike Pugh**.

European Charter Business

The Forest of Bowland AONB gained the European Charter for Sustainable Tourism in Protected Areas in 2005 and has been



working to develop a way to enable individual businesses to be recognised as being committed to the objectives of sustainable tourism. Several tourism businesses in Bowland have now gained this recognition and have become a European Charter Business so well done to them!

The businesses that have recently received European Charter Business status are those that have also recently achieved a Green Tourism Business Scheme Award and are as follows:

- Bleasdale Cottages, self-catering - Lower Fairsnape Farm
- Bowland Wild Boar Park - Chipping
- Bridge House Farm Tea Rooms - Wray
- Clough Bottom, self-catering - Bashall Eaves
- Cobble Hey Farm & Gardens - Cloughton on Brock
- Dalesbridge, B&B/Hostel/Campsite - Austwick
- Waddow Hall, Activity Centre - Waddington
- Higher Gills, self-catering - Rimington
- Holden Clough Nursery - Bolton-by-Bowland
- Hornby Village Institute - Hornby
- Malkin Tower Farm, self-catering - Blacko
- Mansergh Farm, self-catering - Borwick
- Off the Rails, cycle hire - Settle
- Parkfoot Holiday Homes, holiday park - Ingleton
- Spring Head Farm Cottages, self catering - Bolton-by-Bowland
- The Priory Inn - Scorton
- Wolfen Mill Country Retreats, self-catering - Chipping

For more detailed information about these businesses visit

www.forestofbowland.co.uk/BusinessNetwork/

Website Competition

A website competition was launched in the New Year to encourage businesses in the Network to develop their websites to show their commitments to sustainable tourism in the Forest of Bowland AONB. There were some excellent entries and good examples of how businesses are working towards a more sustainable approach. These included: Bleasdale Cottages, www.bleasdalecottages.co.uk, Calderbank Country Lodge www.calderbankcountrylodge.co.uk, Off the Rails, www.cyclebowland.com, Parkers Arms www.parkersarms.co.uk, and Wolfen Mill Country Retreats, www.wolfenmill.co.uk. The winner was Bleasdale Cottages which was selected because of the incorporation of key messages about the AONB that run through the whole of their web site; In particular useful information relating to walking, wildlife and sustainable tourism, so well done to them! Why not have a look at these websites, all of them make good use of the Sense of Place toolkit to incorporate important messages and images about the AONB and highlight their commitment to sustainable tourism.

Creative marketing and a sense of place

Training Day, 27 February at Hornby Institute

We held the last of our current series of training days at Hornby, focussing on creative marketing and Sense of Place, and were lucky to have Wendy Davison as our trainer for the day, brought in by the Tourism Centre team from Lancaster University.

Twelve people attended, mostly accommodation providers but also including one or two local producers.

Wendy provided lots of practical tips on how to make your business stand out from the rest - how to find your 'purple cow' or unique selling point, and how to make sure your website is optimised by search engines. This advice was backed up by the AONB Sense of Place toolkit, which helps businesses to sell themselves as a part of the Forest of Bowland, and its special qualities.

Feedback from participants was excellent, so we hope to run this course as a regular event in the future. If you are interested in attending, please get in touch!



Greenhall Riding Centre

Greenhall Riding Centre is owned by mother and daughter team Jean and Rachael Easterby. Both have had a passion for riding for many years and recently decided to expand their livery yard to a business which includes a riding centre, to make full use of the 18 stables and outdoor arena. This is an exciting venture as this will be the first trekking centre to be set-up within the Forest of Bowland AONB. The Centre is in the north of the AONB set in a spectacular and remote location in the midst of the fells surrounded by heather moorland. With riding that offers panoramic views over the Bowland countryside there is no better way to experience all the area has to offer than the peace and tranquillity offered by horse back!

Greenhall Riding Centre offers a full range of facilities for the general public and visitors to the area including riding lessons, hacking, children's rides and a livery service. Take advantage of their beautiful rural location by hacking through fields, fells and moorland.

Jean and Rachael pride themselves on a friendly, informal yet professional attitude. Their horses have been especially selected for their temperaments and they will have one to suit all needs and abilities.

For further information visit

www.greenhallridingcentre.co.uk/

Image Credits

LCC Cover & P4; Charlie Hedley P2; Martin Charlesworth, Forest of Bowland AONB P3; Jon Sparks P6 & P8; Greenhall Riding Centre P7; Cycle Adventure P8.

Bowland in Focus



Cycle Adventure

Cycling enthusiast Stuart Jones has recently embarked on a new business venture, offering cycle hire, tours and guiding across the Forest of Bowland AONB. Stuart's business developed from the realisation that the Forest of Bowland offers a diverse range of stunning landscapes including quiet lanes and forest ways, to exciting tracks and trails in a peaceful undiscovered part of the countryside, with routes to cater for a whole range of abilities:

'The Forest of Bowland offers a great opportunity for cyclists of all ages and abilities to enjoy a fun and healthy day out in tranquil surroundings, with spectacular views around every corner.'

Cycle Adventure is offering a variety of cycling options including an inclusive flexible cycle hire service with free delivery and collection to any location in the Forest of Bowland, with a choice of route sheets for all abilities including helmet, lock, puncture resistant tyres, map holder, pump and expert route advice. Cycle hire includes Trek front suspension mountain bikes with disc brakes and a choice of children's bikes and equipment.

For those wanting to stay longer, Cycle Adventure offers a variety of tours staying in quality Farm House or luxury Country House Hotel accommodation. With luggage transfer, vehicle support and all the equipment and accessories you'll need, all you'll have to do is pedal! You can also hire a qualified guide to take you straight to the

heart of best cycling in Bowland with skills coaching and bespoke guiding packages available.

Stuart acknowledges the obvious benefits of cycling over other forms of transport, particularly the contribution made to help reduce carbon emissions. To help further demonstrate their commitment towards helping reduce their carbon footprint, Cycle Adventure has made the following commitments to a more sustainable approach to tourism:

- Every journey made to collect cycles from Cycle Adventure using car or public transport will have its carbon production off-set. A contribution for each journey will be made to a certified carbon off-set scheme. For more details visit www.carbon-clear.com
- They will also reduce the hire price by £1 for each customer who arrives by public transport to encourage use of more carbon efficient modes of transport.

For further details of Cycle Adventure please contact Stuart Jones on 07518 373 007, text 'ca' for call back or visit www.cycle-adventure.co.uk for bookings and more information.

Both of these new businesses: Greenhall Riding Centre and Cycle Adventure are an excellent offer to visitors staying in the area. Why not publicise cycle hire and horse riding to visitors when they book your accommodation? These projects have been part-funded by the AONB's sustainable tourism project.