

FOREST OF BOWLAND SUSTAINABLE TOURISM STRATEGY ACTION PLAN 2010-2015

I. Develop a strong brand identity for the Forest of Bowland as a destination	Priority	Lead partner(s)	Budget amount & source
Headline indicator: Increase in visitor's recognition of the brand			
I.1 Develop a strong identity for the Forest of Bowland			
<ul style="list-style-type: none"> Raise awareness of the purposes of the Forest of Bowland AONB and the reasons for its designation as a protected landscape via publications and web information 	2	AONB	£5k Core budget pa + staff time
<ul style="list-style-type: none"> Develop promotional items such as postcards, clothing, gifts and artwork to be retailed via Bowland Experience members 	2	BEx	BTEF/B Ex to raise project funding
<ul style="list-style-type: none"> Continue to use Sense of Place themes and FoB branding 	2	AONB	£5k pa Core budget + staff
<ul style="list-style-type: none"> Continue the promotion of the Visitor Code 	2	LGTP B Ex	Core budget+ LGTP staff time
<ul style="list-style-type: none"> Continue interlinked development of Green Tourism pages on the Visit Lancashire website and work on campaigns and promotions with LBTB where Forest of Bowland can benefit directly as a partner 	2	LGTP	staff time
<ul style="list-style-type: none"> Provide resources and web pages on the AONB website to provide information about the unique qualities of the Forest of Bowland for businesses, partners and visitors 	3	LGTP AONB	staff time

1.2 Continue to develop the Forest of Bowland website as a brand leader for information, interactivity and interest			
<ul style="list-style-type: none"> • Improve links and reciprocal links to other websites to reduce duplication of information • Improve weblinks with Visit Lancashire to enable online packaging of services • Provide suggested itineraries to help planning a visit online – link with public transport • Investigate the potential for a visitor e-news, to subscribe or download • Develop resources for businesses to download, including a good practice resource containing case studies of successful rural enterprise etc. • Evaluate the scope for translating the website into European languages • Investigate the potential to get more web 2.0 technologies on the AONB website • Develop further web pages to enhance interactive information about landscape, wildlife and habitats, heritage and culture 	<p>2</p> <p>2</p> <p>3</p> <p>3</p> <p>3</p> <p>2</p> <p>3</p> <p>3</p>	<p>AONB</p> <p>AONB/LBTB</p> <p>AONB</p> <p>AONB</p> <p>LGTP</p> <p>AONB</p> <p>AONB</p> <p>AONB</p>	<p>staff time</p> <p>staff time</p> <p>Staff time</p> <p>Staff time</p> <p>LGTP</p> <p>Staff time + to raise £10k</p> <p>Staff time</p> <p>Staff time + to raise £2k for resources</p>
1.3 Develop scope for visitor information centres and Gateways to the AONB			
<ul style="list-style-type: none"> • Increase the use of Beacon Fell as a key information point for the AONB • Develop gateway sites in market town TICs and key business sites • Continue to offer Sense of Place training and familiarisation days to TIC staff and volunteers • Ensure TICs receive AONB E-news • Encourage promotion of the AONB by Gateway Town TICs and businesses (and Gateway businesses such as Forrest Hills and Dalesbridge); and in return actively promote these places as service centres to AONB visitors 	<p>3</p> <p>4</p> <p>2</p> <p>2</p> <p>3</p>	<p>AONB LCC CS</p> <p>AONB</p> <p>AONB</p> <p>AONB</p> <p>AONB</p>	<p>Staff time</p> <p>Staff time</p> <p>Staff time + £1,000 core pa</p> <p>Staff time</p> <p>Staff time</p>

1.4 Provide visitor publications to encourage quiet and sustainable enjoyment of the AONB			
<ul style="list-style-type: none"> • Develop a strategy for prioritising the printing and reprinting of AONB visitor publications • Develop new publications based on walking and riding – in the style of Bowland by Bike/Fishing in Bowland, as funding becomes available 	1	AONB	Staff time + core costs £5k pa
	3	AONB	Project costs to raise £5k pa
1.5 Support initiatives which engage with groups that don't traditionally visit the AONB			
<ul style="list-style-type: none"> • Encourage families and younger visitors by offering events and activities which are suitable and attractive to them • Produce a 'rainy day activity guide' in conjunction with the Gateway Towns, district tourism associations and tourist boards so that visitors with young families don't need to travel too far from Bowland to enjoy indoor activities • Develop links with neighbouring urban areas via public transport initiatives, Junior Rangers etc. • Promote the AONB to the Pennine Bridleway and Way of the Roses cycleway, encouraging users to visit the Forest of Bowland as part of their journey 	3	AONB/BEx	Project costs to raise £2k pa Project costs to raise £2k
	3	AONB/LBTB / YDHTP	Staff time + project costs £5k
	2	AONB LCC CS	Staff time + project costs £2k pa
	4	AONB	Staff time
1.6 Develop and promote tourism products and events to encourage out of season visits to the AONB			
<ul style="list-style-type: none"> • Continue to promote the year-round Festival Bowland • Encourage businesses and communities to contribute events to the local events calendar on the website • Consider the potential for focussed events, such as Hen Harrier weekends and heritage open days, to extend the season into early spring and late summer 	1	AONB	Core staff + budget £5k pa
	3	AONB/B Ex	Staff time
	3	AONB/LBTB / LGTP	Staff + project costs to raise £2k pa

1.7 Ensure that promotion of public transport is embedded as part of all other promotional and media activity			
<ul style="list-style-type: none"> • Provide businesses and TICs with local transport information linked to local attractions and offer familiarisation days showing how local buses can offer a green alternative to the private cars 	2	AONB	Staff and £1000 To raise project costs
<ul style="list-style-type: none"> • Promote walking routes with good public transport access and provide accurate bus information to support this 	3	AONB	
<ul style="list-style-type: none"> • Ensure that, wherever possible, events, recreational facilities and services are linked with public transport provision and information is provided to encourage its use 	2	AONB BEx LBTB YDHTP	Staff time web based Staff time

2. Develop and promote tourism products which reflect and celebrate the Forest of Bowland's sense of place Headline indicator: Increase the number and range of products on offer	Priority	Lead Partner(s)	Budget amount & source
2.1 Continue to develop and promote the AONB as a 'Place to Enjoy and Keep Special'			
<ul style="list-style-type: none"> • Continue to co-ordinate the successful Festival Bowland as a year-round calendar of events • Continue to actively promote events and festivals organised by Districts and other organisations within the AONB • Encourage more local people to lead walks or share their local knowledge • Encourage walk leaders to become 'Blue' or 'Green badge guides' • Develop links with local Healthy Walking Initiatives to promote Bowland as a resource for them to access and enjoy 	<p>1</p> <p>3</p> <p>4</p> <p>4</p> <p>3</p>	<p>AONB</p> <p>AONB</p> <p>AONB</p> <p>AONB LBTB</p> <p>AONB CS</p>	<p>Core staff +£5k pa (see 1.6)</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time LBTB Staff time Project costs to raise c £5000</p> <p>Staff time + £500 pa to raise</p>
2.2 Support and encourage markets for 'Delicious Local Food and Drink' produced in the AONB using sustainable land management practices			
<ul style="list-style-type: none"> • Encourage local retailers, pubs and restaurants to source, stock, utilise and promote local product • Promote Taste Lancashire accredited businesses and encourage uptake of the scheme • Develop projects which raise awareness of the benefits of farming and local produce • Foster relationships with external networks and organisations to promote Bowland produce 	<p>3</p> <p>3</p> <p>4</p> <p>4</p>	<p>AONB MiL</p> <p>LBTB BEx</p> <p>AONB</p> <p>AONB</p>	<p>Staff time</p> <p>LBTB Staff time</p> <p>To raise £5000</p> <p>Staff time</p>

2.3 Develop and promote products which celebrate 'A Landscape Rich in Heritage'			
<ul style="list-style-type: none"> Promote country houses and gardens, and encourage their engagement and involvement with AONB activity via Festival Bowland, GTBS, etc Consider a heritage 'cluster' bringing together a group of heritage based businesses to offer tours, joint promotion etc. Promote access and understanding of the historic environment via projects, such as Landscape Stories and Bowland Arts Festival Promote arts and cultural heritage as connected to the environment 	3	AONB/BEx	Staff time
	2	LGTP	LGTP
	2	AONB BFA	Staff time
	4	AONB BFA	AONB + BFA staff £5k to raise pa
2.4 Raise awareness of traditional skills and features seen in Bowland and promote these as a 'Living Landscape'			
<ul style="list-style-type: none"> Continue to support conservation working holidays and employee volunteering in the AONB Promote 'open farms' and those providing educational access Develop and deliver events, such as hedge laying and dry stone walling competitions and awards Explore how best to interpret the Landscape Character Assessment of the AONB for local residents and visitors 	3	AONB	AONB projects £2k pa
	2	LGTP	LGTP
	2	AONB CS	AONB core + project £2000pa
	4	AONB	AONB staff
2.5 Develop and promote the AONB as 'A Special Place for Wildlife'			
<ul style="list-style-type: none"> Undertake an ecological assessment to ensure that the biodiversity of Bowland is not threatened by visitor pressure Protect sensitive and remote areas and habitats through the provision of well publicised access points Continue to promote bird watching and other wildlife watching events as part of Festival Bowland 	3	AONB to commission	to raise £5k
	2	LCC CS	staff time
	2	AONB	Staff time

2.6 Ensure the sustainability of 'Wild Open Spaces			
<ul style="list-style-type: none"> Promote access land in the Forest of Bowland via the reprinting of the Access Land leaflet as a Walking in Bowland leaflet, plus download access land routes 	2	AONB LCC CS	AONB core £3k
<ul style="list-style-type: none"> Identify and define quiet areas and protect the tranquillity and relative wildness experience they offer 	4	AONB LCC CS	Staff time
<ul style="list-style-type: none"> Investigate the potential to create recreational management zones in order to spread visitor pressure and protect sensitive areas 	4	AONB LCC CS	AONB and LCC CS staff

3. Develop and promote products which encourage quiet, accessible and quality enjoyment of the Forest of Bowland Headline indicator: Increase in levels of visitor satisfaction	Priority	Lead partner(s)	Budget amount & source
3.1 Continue the development and promotion of a network of routeways to enable good quality easy access to the country side			
<ul style="list-style-type: none"> • Carry out an assessment of promoted routes, to ensure geographical, type and ability spread, and ensure those selected continue to meet high access standards • Develop more cross-boundary routes • Support and inform the development of new and planned bridleway networks and Trumper Trails • Continue to identify and facilitate the development of access routes linking the AONB to neighbouring urban areas • Identify businesses linked to routeways as stop off points, and encourage those businesses to market themselves and the routes co-operatively • Continue to produce and promote downloadable routes for the website, as appropriate 	<p>2</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p>	<p>LCC CS</p> <p>LCC CS</p> <p>LCC CS</p> <p>LCC CS</p> <p>LGTP</p> <p>AONB</p>	<p>LCC CS staff time</p> <p>} LCC CS staff</p> <p>} AONB and other project funds £20k pa to be raised via LCC and elsewhere</p> <p>LGTP</p> <p>AONB staff + project costs £500 pa</p>
3.2 Develop new and existing cycling and horse riding opportunities			
<ul style="list-style-type: none"> • Work with LCC and NYCC to facilitate the development and promotion of safe cycle routes • Continue to develop and improve the network of off-road cycling and horse riding routes • Work with Sustrans and partners on developing the Way of the Roses coast to coast cycle route and opportunities for Bowland businesses 	<p>4</p> <p>3</p> <p>2</p>	<p>AONB NYCC LCC</p> <p>LCC CS</p> <p>LBTB AONB Districts</p>	<p>Staff time</p> <p>Project costs to raise £5k pa + agri-envt grants to landowners</p> <p>Staff time + £2000 project costs to raise</p>

<ul style="list-style-type: none"> • Work with Cycling England to promote Lancaster as the cycle gateway to Bowland • Support opportunities to develop and promote Gisburn Forest as a cycling, walking and riding destination • Promote horse riding opportunities via downloadable rides and a Riding in Bowland leaflet featuring routes, facilities and information 	<p>4</p> <p>1</p> <p>3</p>	<p>AONB</p> <p>LGTP LCC CS FE UU</p> <p>AONB LGTP LCC CS</p>	<p>staff time</p> <p>Staff time + project costs £2000 to raise</p> <p>Staff time + £3000 AONB project costs</p>
<p>3.3 Provide 'Access for All' wherever possible</p>			
<ul style="list-style-type: none"> • Continue public rights of way and access surveys to identify, and act upon opportunities to improve all ability access • Continue to develop and promote accessible walks for the mobility impaired and pushchair users • Negotiate and promote the use of shooting tracks for access by Trampers and pushchairs • Seek to develop one or more Trumper clusters similar to Wyresdale Wheels Access for All • Investigate the potential to introduce audio trails for targeted routes • Seek to provide disability training and familiarisation visits for businesses and TIC staff • Encourage businesses to promote 'access for all' alongside accommodation and other facilities suitable for visitors with disabilities 	<p>3</p> <p>3</p> <p>4</p> <p>2</p> <p>5</p> <p>3</p> <p>3</p>	<p>LCC CS</p> <p>LCC CS</p> <p>LCC CS</p> <p>LGTP</p> <p>CS AONB</p> <p>AONB LBTB YDHTP</p> <p>AONB LBTB YDHTP</p>	<p>CS staff time</p> <p>CS staff + project costs £5k pa to raise</p> <p>CS Staff time</p> <p>LGTP + match £5k to raise</p> <p>Staff time + raise £3k project costs</p> <p>Staff time + raise £2k project costs</p> <p>Staff time + £2k to raise</p>

3.4 Ensure good visitor management exists in order to provide sustainable, recreational use of the area			
<ul style="list-style-type: none"> • Ensure good visitor management at Beacon Fell, Stocks Reservoir and Gisburn Forest – aiming to maintain these places as high quality destinations • Promote attractions away from honeypot sites in order to spread visitor pressure – via download walking routes, Festival events etc • Investigate the potential to tap into the growing activity tourism market and encourage these visitors to stay in the area • Work with outdoor activity leaders based in Lancashire and Yorkshire to encourage them to 'use' the area for more activities 	2	AONB LCC CS	Staff time
	4	AONB LCC CS	Staff time
	3	AONB LBTB YDHTP	Staff time
	4	AONB LBTB YDHTP	Staff time
3.5 Continue to provide opportunities for 'quiet' and less active enjoyment of the area			
<ul style="list-style-type: none"> • Continue to promote activities such as bird watching and fishing via work with RSPB and Rivers Trusts, via provision of website information, on line passports for fishing, Festival events etc 	3	AONB	Staff time
<ul style="list-style-type: none"> • Provide opportunities to engage in arts based activities via the continued support of Bowland Arts Festival and other arts activities 	3	AONB BFA	Staff time £5k pa to raise (see 2.3)

4. Support the area's tourism businesses to develop high quality and sustainable business practices, and to maintain a sustainable network of businesses Headline indicator: Increase in membership and turnover of Bowland Experience	Priority	Lead partner(s)	Budget amount & source
4.1 Support and extend the Forest of Bowland AONB sustainable tourism business network			
<ul style="list-style-type: none"> • Establish the Bowland Experience company as a sustainable body to ensure the future of the business network in Bowland • Ensure the Network is represented at JAC level within the AONB partnership • Co-ordinate and support annual meetings of the Forest of Bowland AONB sustainable tourism forum • Continue the AONB's role in supporting tourism enterprises • Involve established businesses in providing support to new businesses • Use the network to share information, news and innovative approaches relating to sustainable tourism in the AONB • Actively recruit and promote Charter Business Partners • Disseminate e-bulletin quarterly 	<p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>3</p> <p>2</p> <p>1</p> <p>2</p>	<p>LGTP BEx</p> <p>AONB</p> <p>AONB</p> <p>AONB LGTP</p> <p>AONB</p> <p>BEx AONB</p> <p>LGTP AONB</p>	<p>LGTP</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p>
4.2 Support 'Cluster' developments			
<ul style="list-style-type: none"> • Develop targeted tourism packages which can develop new products and market them co-operatively • Facilitate links between businesses, attractions, events and transport providers • Where appropriate, encourage the development of campsites and 'green camping' and serviced overnight accommodation, especially on promoted routes 	<p>2</p> <p>2</p> <p>3</p>	<p>LGTP</p> <p>AONB</p> <p>LGTP AONB</p>	<p>} Staff time +</p> <p>} projects</p> <p>} costs from</p> <p>} LGTP</p> <p>}</p>

4.3 Offer training and information to businesses and partners to increase their sustainability and marketing potential			
<ul style="list-style-type: none"> Encourage training and take-up of Welcome Walkers and Cyclists and other Welcome to Excellence schemes Investigate the potential to organise study tours to view one another's businesses, including Charter partners in Europe Continue to provide Sense of Place training Provide one-to-one website support, Marketing training, and resources through the Lancashire Green Tourism Project Continue to organise familiarisation days Promote new grants coming on stream to businesses and other partners 	<p>3</p> <p>3</p> <p>2</p> <p>1</p> <p>2</p> <p>2</p>	<p>AONB LBTB YDHTP</p> <p>AONB</p> <p>AONB</p> <p>LGTP</p> <p>AONB</p> <p>AONB</p>	<p>Staff costs Project costs £2k pa to raise</p> <p>To raise project costs £2k pa</p> <p>£1000 pa core projects</p> <p>LGTP</p> <p>£1000 pa + staff time to raise</p> <p>Staff time</p>
4.4 Promote GTBS awards			
<ul style="list-style-type: none"> Continue to offer the opportunity and support to businesses to enter a green accreditation scheme (GTBS), and to maximise the benefits this brings through preferential marketing to Charter Businesses and links with LBTB and YDHTP 	1	LGTP	LGTP LBTB YDHTP
4.5 Develop BTEF as a visitor payback scheme			
<ul style="list-style-type: none"> Use BTEF to raise awareness of the AONB and its special qualities Continue to offer grants to community and business projects supporting tourism and the environment Support individual and business clusters who want to develop BTEF payback schemes locally – eg for local walks promotion or waymarking 	<p>4</p> <p>1</p> <p>4</p>	<p>AONB</p> <p>BTEF panel</p> <p>AONB</p>	<p>Staff time + project costs via BEx</p> <p>Staff time</p> <p>Staff time</p>

4.6 Support initiatives which seek to manage and reduce the demand for car use within the AONB			
<ul style="list-style-type: none"> Investigate the potential for the provision of bus services offering guided day trips from neighbouring urban areas to key attractions within the AONB 	3	AONB	Staff time Project costs to raise £5000
<ul style="list-style-type: none"> Support and encourage cycle hire linked to public transport 	3	AONB LBTB YDHTP	Staff time
<ul style="list-style-type: none"> Encourage businesses to promote car free activities, packages and other incentives 	3	AONB	Staff time

5. Support local communities and volunteers to ensure engagement in tourism planning, and to generate community benefit from tourism activity in the AONB Headline indicator: Increase in number of volunteers and communities engaged in AONB activities	Priority	Lead partner(s)	Budget amount & source
5.1 Support communities in identifying and celebrating their local distinctiveness and developing projects to promote this to locals and visitors alike			
<ul style="list-style-type: none"> • Work with communities and businesses to reprint the village leaflets where required • Assist communities with training to record and celebrate local history • Support and promote community led activities that promote a sense of place • Seek to develop a 'Friends of Bowland' group made up of local residents and explore how this might link with BTEF • Link up with community newsletters to ensure AONB news and AONB messages are relayed to local people as well as visitors • Raise the profile of community projects, especially where they are of interest to visitors • Encourage and support communities engaging in AONB decision making and consultation events, particularly relating to sustainable tourism • Promote and administer BTEF as a mechanism for funding local activity via a visitor payback scheme 	<p>2</p> <p>2</p> <p>3</p> <p>4</p> <p>2</p> <p>2</p> <p>2</p> <p>2</p>	<p>AONB BEx</p> <p>AONB</p> <p>AONB</p> <p>AONB BTEF</p> <p>AONB</p> <p>AONB</p> <p>AONB</p> <p>BTEF</p>	<p>Staff time + project costs £3k pa to raise</p> <p>HLF Staff time</p> <p>Staff time + AONB project £3k pa</p> <p>Staff time + set up costs £2k to raise</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p>

5.2 Support volunteering opportunities linked with tourism in the AONB			
<ul style="list-style-type: none"> Identify new local experts, especially land managers and offer them training and support to lead events and guided walks 	3	AONB LCC CS	Staff time + AONB project costs £1000 pa
<ul style="list-style-type: none"> Increase the use of volunteer rangers in managing recreational facilities 	3	LCC CS	Staff time Staff time + project costs
<ul style="list-style-type: none"> Offer 'Welcome Host' to volunteer guides, village halls, post offices and churches 	4	AONB LBTB YDHTP	£2000 to raise
<ul style="list-style-type: none"> Raise the profile of volunteering opportunities via website and press 	2	AONB	Staff time

6. Develop and maintain partnerships supporting the development and management of sustainable tourism in the AONB Headline indicator: Increase in number of partners embedding principles of sustainable tourism in their own strategies	Priority	Lead partner(s)	Budget amount & source
6.1 Forge stronger links with local authorities within the AONB			
<ul style="list-style-type: none"> • Inform officers and elected members from both Lancashire and Yorkshire district and county councils (eg via e-bulletin) about the work of the AONB • Encourage local authority staff from other departments to get more involved in sustainable tourism work in the area • Forge stronger links with the district and area tourism associations 	<p>3</p> <p>3</p> <p>2</p>	<p>AONB</p> <p>AONB</p> <p>AONB LBTB BEx</p>	<p>Staff time</p> <p>Staff time</p> <p>AONB and other staff time</p>
6.2 Raise the profile of sustainable tourism in the Forest of Bowland AONB with regional and national bodies			
<ul style="list-style-type: none"> • Work more closely with Visit Britain and Visit England, promoting the Forest of Bowland as a sustainable destination and as an example of good practice • Investigate how the Forest of Bowland AONB might be used as a case study for sustainable tourism by further and higher education establishments • Investigate the potential for university led research into sustainable tourism issues in the AONB • Improve working links with Business Link so they are aware of our priorities • Collaborate with other Charter Parks in the Region and Atlantic Isles • Investigate the opportunities provided by the development of Green Infrastructure plans for the North West and Yorkshire and Humber regions • Seek to organise a Sustainable Tourism conference, to showcase best practice in the Forest of Bowland AONB, promoted regionally and nationally 	<p>3</p> <p>4</p> <p>3</p> <p>2</p> <p>3</p> <p>2</p> <p>3</p>	<p>AONB</p> <p>AONB</p> <p>AONB</p> <p>LGTP</p> <p>AONB</p> <p>AONB LBTB YDHTP</p> <p>AONB</p>	<p>staff time</p> <p>staff time AONB/LGTP Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff time + £5k to raise</p>

7. Develop a framework to improve the collection and analysis of tourism related data so that informed decisions can be made by all partners Headline indicator: Milestones to be developed to generate a framework for data collection and information sharing with partners	Priority	Lead Partner(s)	Budget amount & source
7.1 Carry out regular surveys and feedback results			
<ul style="list-style-type: none"> • Devise an annual survey of business experience for easy collection and analysis • Include occupancy data in business surveys • Consider a staying visitor survey to be carried out by businesses • Continue to carry out visitor surveys in the AONB every 2 years • Encourage visitor satisfaction feedback via the website • Develop AONB visitor satisfaction comment cards in conjunction with businesses 	<p>1</p> <p>1</p> <p>4</p> <p>2</p> <p>3</p> <p>3</p>	<p>AONB</p> <p>AONB</p> <p>AONB BEx</p> <p>LGTP AONB</p> <p>AONB</p> <p>AONB BEx</p>	<p>Staff time</p> <p>Staff time</p> <p>Staff time</p> <p>Staff /volunteer time</p> <p>Staff time</p> <p>Staff £2k to raise</p>
7.2 Assess the impact of products and promotions within the AONB			
<ul style="list-style-type: none"> • Assess the impact of GTBS awards on the businesses involved in the scheme • Assess the impact of the FOB and SOP brands • Use website data to assist with web development work and to feedback to partners • Investigate the actual related usage of promoted routes which are downloaded, via surveys and counters 	<p>2</p> <p>4</p> <p>2</p> <p>3</p>	<p>LGTP</p> <p>AONB</p> <p>AONB</p> <p>AONB LCC CS</p>	<p>Staff time</p> <p>£5k commission to raise</p> <p>Staff time</p> <p>£5k commission to raise</p>

7.3 Obtain reliable data on visitor numbers, revenue generated, visitor profiles, needs and future markets			
<ul style="list-style-type: none"> Develop a framework with key partners to improve the collection and analysis of visitor information, occupancy data, trends, future markets etc to provide excellent intelligence for all partners to share and use 	2	AONB LBTB YDHTP	Staff time
<ul style="list-style-type: none"> Define visitor profiles and target markets in conjunction with LBTB and YDHTP and share this information with partners and businesses 	3	LBTB YDHTP	Staff time
<ul style="list-style-type: none"> Assess the success of the current target marketing and explore the potential for new markets, such as families, via development of an audience development plan 	3	AONB LBTB YDHTP	Staff time + £5k commission to raise
<ul style="list-style-type: none"> Continue to use, but investigate an alternative to, STEAM data 	3	AONB	Staff time + AONB £3k pa
<ul style="list-style-type: none"> Bowland Experience to hold a seminar focussing on business intelligence 	4	BEx	Staff time

Priority:

(1) Immediate	2009/10
(2) Essential	by 2011
(3) High	by 2012
(4) Medium	by 2013
(5) Low	by 2015

Key:

- AONB – staff unit
- BEx – Bowland Experience (business network)
- BTEF – Bowland Tourism Environment Fund
- LBTB – Lancashire & Blackpool Tourist Board
- LCC CS – Lancashire Countryside Service (and others as appropriate)
- LCDL – Lancashire County Developments Ltd
- LGTP – Lancashire Green Tourism Project
- YDHTP – Yorkshire Dales & Harrogate Tourist Partnership

RESOURCES:

AONB to fund a total of £153,500

To raise a total of £317,500 externally