

# APPENDIX 1

## Forest of Bowland Sustainable Tourism Strategy – Review of Action Plan 2009

	Develop structures that enable all those involved with tourism in and around the Forest of Bowland AONB to be engaged with its development and management	Priority	Achieved? Or more to do and comments
1	<p>1.1 Maintain structures for working together in partnership to implement the strategy. <i>Links to TR2</i></p> <p>1.2 Enable tourism enterprises to play an active role in the appropriate development and management of tourism within the AONB, establishing an effective two-way communication system with enterprises.</p>	<p>Essential</p> <p>New Essential</p> <p>EC requires</p> <p>High</p> <p>Private sector to decide with LAs, LBTB</p> <p>New essential</p>	<p>Yes – Sustainable Tourism Working Group meets regularly, need to maintain attendance of officers, and pursue business representation via the Network</p> <p>Yes – AONB Unit active in North Yorks and Lancs, improving links with Welcome to Yorkshire</p> <p>Yes - Forum is established, not meeting regularly (April 2005, October 2007, April 2009)</p> <p>Yes – Sustainable Tourism Business Network established Jan 07, now has 90 members. Needs to become more actively involved. Communication is good</p> <p>Partly – Bowland Experience established, needs to broaden membership</p> <p>Yes – sense of Place Toolkit and training established, Familiarisation trips, Lancs Green Tourism Project resources, and marketing training have all been delivered to date</p>

2	<b>Strengthen the identity of the Forest of Bowland AONB as a sustainable tourism destination, recognised and promoted in partnership by all those involved with tourism service delivery in the wider area</b>		<b>Priority</b>	<b>Achieved? Or more to do and comments</b>
2.1	Develop a distinctive and appropriate brand definition for the Forest of Bowland, that is consumer facing and attractive to visitors.	Identify the USP of the Forest of Bowland as a sustainable tourism destination. Agree a core description that includes key AONB messages and images, reflecting the value and special qualities of the AONB (quietness, landscape, wildlife, heritage). Present in the new FOB AONB housestyle	Increase activity  Increase activity	Yes - Sense of Place toolkit and training, and work of Lancs Green Tourism Project linking with LBTB's promotion of the area as a 'green' destination  Yes – Sense of Place toolkit and training
2.2	Promote the Forest of Bowland as a sustainable tourism destination, associated with the special values and character of the AONB <i>Links to TR5</i>	Promote primarily through partner destinations. Support promotions with AONB material and wherever possible with additional resources. Make clearer links to Yorkshire and the Dales that will enhance the product. Manage and monitor use of the brand by partner destinations, ensuring that it is sensitive to needs and capacity at different times and in different locations, and always associated with quality provision. Ensure that the special values and character of the AONB are promoted in all relevant destination print, information material, websites, audio-visual or display material.	New - essential  Increase activity  New - essential  Increase activity  New - essential	Yes – branding now well recognised, see publications and website <a href="http://www.forestofbowland.com">www.forestofbowland.com</a>  Yes – largely via LBTB Country Escapes campaign, and new eco-escapes on LBTB website  Yes  <b>Partly – more still to do with the developing Tourism Partnership for Harrogate and Yorkshire Dales and Welcome to Yorkshire</b>  No – use of AONB brand and logo has been restricted to work of AONB alone
2.3	Encourage tourism businesses in and	Conduct an awareness programme amongst businesses.	Increase activity  New - essential	Yes – Sense of Place has helped to develop consistent messages, partner's signposting to AONB website has improved, village leaflets etc carry consistent messages  Yes – on going programme of familiarisation trips

	around the Forest of Bowland to use the special qualities of the AONB as their USP	Develop a 'sense of place' toolkit, as a pack of ideas and information for businesses to use.	New activity	Yes – toolkit and training provided
2.4	Manage use of the Forest of Bowland brand by those engaged with tourism in the area	Provide simplified brand definition.	New activity	Yes – guidelines are now available
		Agree terms of use, including tourism enterprises, TICs, activities and events.	New activity	No – use of brand is limited to the AONB Unit. Currently partners do not have ability to use the brand or logo – perhaps Charter Partners may be permitted to use logo in future?
		Develop a training and resource package to access and use the brand effectively.	New activity	No, apart from Sense of Place

3	Deliver visitor experiences of the highest quality, that aim to exceed visitor expectations		Priority	Achieved? Or more to do and comments
3.1	Encourage excellence in all tourism enterprises	<p>LBTB to introduce 'graded only' policy, to be mirrored in North Yorkshire.</p> <p>Increase the number and proportion of tourism enterprises in the AONB that achieve recognized quality assurance standards.</p> <p>Invest to raise quality to match market requirements.</p> <p>Aspire to 'best of its kind' where no quality assurance exists.</p> <p>Support take up of Welcome to Excellence</p>	Essential	Yes – quality assured through 'graded only' policy in Lancashire and North Yorkshire
3.2	Strengthen the enterprise base and quality of offer of the area through measures to boost performance.	<p>Offer Welcome Host to all service providers, including non-tourism.</p> <p>Simplify and strengthen delivery of support to tourism enterprises, considering the need for an SLA with Yorkshire Forward.</p> <p>Exchange visits to other protected areas to share best practice.</p>	High	<p>No – how can this be achieved?</p> <p>No – aspire for some sort of quality assurance in all cases</p> <p>Yes – in Lancashire this has been possible, especially Welcome Walkers &amp; Cyclists, no similar programme sponsored in Yorks, so need to encourage this in future (some work to do with new long distance 'Way of the Roses' cycle route)</p> <p>No</p>
3.3	Sustain high quality management of the access resource	<p>Maintain investment in walking, riding and cycling experiences in the Forest of Bowland through excellent and regular maintenance of footpaths, bridleways, open access and other access routes and associated signage.</p>	Medium	<p>No – SLA not seen as necessary</p> <p>No – to be pursued in 2010 and beyond</p> <p>Yes – investment in new routeways, Trumper Trails, bridleways and cyclepaths, and new mountain bike routes at Gisburn Forest. Led by LCC with input from Wyre BC, United Utilities, Forest Enterprise, Natural England, Sport England etc</p>
3.4	Maintain the public realm and facilities	<p>Design and maintain basic services, such as car parking, toilets, picnic sites, litter bins, to a consistently high standard</p>	Medium	<p>Yes – facilities largely maintained by LCC and District Councils</p>

3.5	Ensure that wherever practical the Forest of Bowland is accessible to all <i>Links to RE7</i>	Programme access audits for all key visitor sites and facilities within the AONB, introducing improvements wherever possible. Continue to implement least restrictive access for selected rights of way. Investigate possible use of shooting tracks for easy access for those with a disability or young children in pushchairs. Offer accessibility training (e.g. Welcome All) for enterprises within the AONB. Provide advice and information on grants for access improvements. Ensure that key information and interpretive material is provided in formats suitable for use by all. Support projects that will engage with groups that traditionally do not visit the AONB.	Increase activity  Increase activity  Medium  High  Medium  High  Medium	No – still to do  Yes – 'access for all' in some areas, Trumper Trails, and introduction of kissing gates to replace stiles - LCC  No – only on limited use, still to investigate  No – not on a large scale  Not pursued, except through LCC Countryside Service advice to landowners about Stewardship etc Yes – website and AONB publications are checked for use by LCC  Yes – limited via Wyresdale Wheels for All, Arts events, more still to do
3.6	Base improvements on an understanding of visitor aspirations and satisfaction through continuous monitoring	Develop an AONB comment card scheme, in partnership with local enterprises. Co-ordinate visitor satisfaction surveys within a regular programme, sharing results.	Medium  High	No – still to do  Yes – visitor survey and enterprise survey incorporate satisfaction ratings

4	<b>Develop and promote a visitor product that enables discovery and exploration of the special qualities of the AONB</b>		<b>Priority</b>	<b>Achieved? Or more to do and comments</b>
4.1	Develop a menu of activities and experiences that promote quiet enjoyment of the AONB, suitable for a range of abilities and ages. <i>Links to AM3, RE1</i>	Offer opportunities for visitors to sample from a range of sustainable activities during their stay, including: <ul style="list-style-type: none"> <li>• active experiences - walking, cycling, riding.</li> <li>• less active experiences - birdwatching, local food and drink, art and craft, heritage.</li> </ul>	High	Yes – downloadable webwalks and cycle maps available on website, continuation of Bowland Festival / Festival Bowland, website and print information improved (see Discover Bowland) Less active experiences promoted via 'Fishing in Bowland' and 'Bird in Bowland' leaflets and information on website. Heritage and food also promoted – see below
4.2	Review the portfolio of existing published walking routes <i>Links to AM6</i>	Consolidate and actively manage the network, including cross-boundary opportunities, identifying gaps (geographic, distance, challenge).	High	Yes – additional promoted routes have been added to the network, probably now at maximum level due to limits on maintenance costs. Good mix of 'types' of routes and geographical spread. Cross boundary to be tackled with Gisburn Forest to Settle link still to be completed
4.3	Complete and consolidate the opening of Access Land, and actively develop the new opportunities offered. <i>Links to AM11</i>	Encourage wide use of AONB Access Land leaflet.	Maintain activity	Yes - Access Land leaflet is still in print. Plans to develop a 'Walking in Bowland' leaflet to promote footpaths and open access land in the future
4.4	Consider the scope for further cycle route development.	Offer progression from existing family cycle routes.  Consider demand for further mountain bike routes.	Maintain activity  Maintain activity	Yes – Gisburn Forest routes include beginners/family routes as well as more 'extreme' routes. Also future development of 'Way of the Roses' long distance route through AONB Yes – Gisburn Forest trails as above, this will continue to be the focus for MTB activity
4.5	Encourage local enterprises to include a variety of local produce in their food offer. <i>Links to AG1, AG5</i>	Develop USP for area based on theme of excellent local foods. AONB, Leader+ (Bowland Charter Mark) and Made in Lancashire to agree criteria that identify food producers that conserve and enhance the landscape and environment of the AONB.  Recognise and promote food and drink establishments that make use of local foods.	New - high  New - high	Yes - 'Delicious Local Food and Drink' is the Sense of Place theme relating to local produce. LBTB and Made in Lancashire developed 'Taste Lancashire' accreditation of food establishments, which includes local provenance in the criteria. Ribbles Valley Food Trail developed by RVBC Cheese Trails developed by Leader+ and LBTB and AONB  Yes – via 'Taste Lancashire' as above

		Encourage signature dishes that promote local foods.	New – medium	Yes – via 'Taste Lancashire' as above
		Publish a <i>Forest of Bowland Food Guide</i> (farm and specialist shops, tourism establishments sourcing local foods, markets, local recipes, links to landscape (Eat the View)).	New – high	Yes – Taste of Bowland directory published, also available as a searchable database on the website
		Establish roving Bowland produce market – at key events and at least once a year in each gateway town.	New – medium	No – but local produce is always promoted at events, eg conferences, training days, by the AONB Wyre- Garstang banquet occurred, sporadic Several local food festivals – eg Longridge June 09 Gateway town Farmers Markets are promoted well by all partners
4.6	Encourage small enterprises to add value by working together.	Identify sets of similar, small enterprises that can be linked to create trails or other visit opportunities.	Medium	Yes – Village leaflets produced (eg 'Welcome to Slaidburn/Chatburn/Bentham/Wray/ Hornby') to promote local businesses and facilities, including a walking route Further work to be done here
4.7	Establish a managed facility where the public can encounter and enjoy wildlife, understanding the international, national and regional importance of the area.	Provide a managed facility that offers a permanent interface between the public and the wildlife of the area. Explore options for a high quality, high profile nature reserve, including Stocks Reservoir/Gisburn Forest as a strong candidate.	New – essential	No – proposed visitor centre at Gisburn Forest did not develop due to planning/funding restraints
			New essential	No – not pursued, education, understanding and awareness of wildlife is promoted across the AONB at a number of sites, events and in publications
4.8	Encourage the packaging of accommodation with experiences based on walking, cycling, riding, birdwatching and heritage. <i>Links to AG1, AM10, AM11</i>	Work with accommodation operators to identify special short break opportunities. Develop a B&B (Birds, Bed and Breakfast) wildlife offer, with overnight stays supported by RSPB advice on bird friendly gardens, RSPB 'Birds of Bowland' info and itineraries suggesting good places to see birds, including webcam links.	High	Yes – 2 cycle hire/holiday businesses supported More work to be done here, possibly via 'Bowland Experience'
			New - very high	Yes – 'Birding in Bowland' was an attempt to do this, linking accommodation, events and places to birdwatch.

			Promote the Ribble Way as a cross-boundary, multi-day walking route supported by accommodation (current operators include Brigantes Walking Holidays and Baggage Couriers). Consolidate the launch of the North Lancashire Bridleway. Renew efforts to complete remaining phases of the Bridleway, and to link with other riding routes especially the Pennine Bridleway. Work with specialist operator Country Lanes to develop Bowland itineraries for their new franchise in Settle. Develop 'Breath-taking Bowland' packages featuring self-guided routes on new Access Land. Encourage the development of packages based on fishing, and possibly shooting.	New – very high  Maintain activity Increase activity  New – high  New – high  Medium  Medium  Medium  Medium	No – not pursued as a priority, some problems with sections of the route  Yes – NLB has been extended in some parts, still more to do here  Yes – NLB has been extended in some parts, still more to do here  Partly – Country Lanes has folded, although we have supported 2 new cycle hire businesses, one of which is the ex country Lanes franchisee  No – still to do  Partly – some work done here on producing leaflets 'Fishing in Bowland' and Birding in Bowland'. More still to do  Yes – Festival Bowland is now a year round calendar of events  Yes – district events and Festivals are promoted via the Forest of Bowland website, possibly more still to do here. Businesses are also encouraged to promote events local to them  Partly – via LBTB
4.9	Use festivals to celebrate and raise awareness of opportunities to discover the special qualities of the AONB		Highlight year round opportunities in all programming and publicity. Review Garstang and Pendle Walking Festivals, and Pendle Bike Fest, identifying opportunities to build on their achievements to date. Co-operate in the planning and scheduling of festivals and events.		

5	Present well connected opportunities for people to develop a greater understanding of, and respect for, the natural, cultural and built environment of the AONB		Priority	Achieved? Or more to do and comments
5.1	Develop an interpretation strategy for the AONB that is based on the special qualities of the Forest of Bowland. <i>Links to I11</i>	Agree a set of AONB interpretive themes and delivery mechanisms, ensuring that interpretation takes into account opportunities for the passive as well as active engagement of visitors.	Essential	Yes – Sense of Place 'themes' now used in all interpretation – reflect both active and passive enjoyment (eg delicious local food and drink, a place to enjoy)
5.2	Develop the role of Bowland Visitor Centre with respect to the AONB.	Enable the BVC to fulfil its potential to present a Bowland experience.	High	Partly – Bowland Visitor Centre recently achieved Gold GTBS and is now a Charter Partner. Still more to do to fulfil potential. Other Gateway Towns need to promote AONB more
5.3	Share AONB interpretive themes amongst the gateway towns, with each focusing on a different speciality.	Build partnerships with each gateway information centre. Raise the profile of the Forest of Bowland at each centre. Identify a suitable space (within existing information centre or alternative building) for simple introductory interpretive facility, making clear links to further opportunities within AONB.	Dependent on outcome of interpretation strategy	Partly – familiarisation visits, better distribution of publicity Partly – familiarisation visits, better distribution of publicity Partly – familiarisation visits, better distribution of publicity
5.4	Increase opportunities for people to find out about the special qualities of the AONB <i>Links to I11, I14, AG1</i>	Build on the early success of the Bowland Festival, retaining its ambition to share and interpret the special qualities of the AONB to the highest possible standard. Recruit, train and support a team of high calibre volunteer 'explainers' to release and redistribute expert skills. Identify new experts, especially land managers, to lead events. Develop mid-week opportunities aimed at staying visitors.	Maintain activity - very high High High High	Yes – continuation of Bowland Festival and Festival Bowland  Partly – volunteers being recruited  No – need to work more with farmers, gamekeepers etc  Yes – events database, Bowland transit walks and Festival Bowland events are often mid week

				Yes – development of Festival Bowland, a year round calendar of events
	Develop a regular, better promoted, year round programme of guided walks, nature experiences and interpretive events such as the RSPB Moorland Safaris.	Increase activity		Partly – support for 2 businesses to do this, plus promotion of events from Lancaster Cycle Demo Town, Pendle and Clitheroe Cycling Festivals. RSPB not involved as originally envisaged
	Extend programme of guided cycle rides, perhaps in association with RSPB.	Increase activity		Partly – not via David Bellamy scheme, but with individual parks involved in the Network and GTBS
	Work with David Bellamy Conservation Award caravan parks to promote AONB interpretive events to their visitors, supported by offers of transport, developing additional on-site and off-site events especially for them.	New – very high		
	Develop a personal audio commentary for selected Bowland Transit journeys.	High		No – due to changes with the bus service
	Time events around Bowland Transit timetable, with joint promotion.	Increase activity		Partly – some events link with buses. Specific 'bus walks' promoted to encourage use of buses on self guided walks
	Incorporate simple AONB messages into visitor information leaflets (North Lancashire Bridleway leaflet provides an excellent example).	Increase activity		Yes – messages now incorporated in all publications and website
	Design an AONB 'special qualities' itinerary to add to those offered by guiding service for visiting coaches to the Ribble Valley.	Increase activity		No – not pursued
	Develop display material that tells the AONB story, for use with Lancashire, Hodder Valley, Longridge and Chipping Shows.	Maintain activity		Partly – regular attendance at Hodder Valley Show using various display materials (hedgelaying, Sense of Place etc)

6	Protect and enhance the natural, cultural and historic environment of the Forest of Bowland, strengthening support for this wherever possible through tourism	Priority	Achieved? Or more to do and comments
6.1	Support land management practices that maintain and where necessary improve the qualities of the landscape and biodiversity of the AONB <i>Links to AG1, AG2</i>	Maintain activity Maintain activity Very high	Yes – via LCC and work with Lancashire Rural Futures to 2008 Yes – via LCC, RSPB and work with Lancashire Rural Futures to 2008 No – tourism not a priority within the SCaMP project
6.2	Maintain planning and development control policies that promote positive management, ensuring that any new development contributes to the environment and historic heritage that visitors come to enjoy.	Increase activity Increase activity	No – Design Guide is a priority for 2010/11 Not achieved
6.3	Encourage the development of new and existing visitor locations and attractions that provide sustainable facilities for visitors and promote the sustainable use of the environment. <i>Links to TR1</i>	Very high Very high Very high	No – visitor centre proposal did not proceed due to planning/funding problems Infrastructure at the Forest and Reservoir has been improved, there is potential to do more at Stephen Park in the future Yes – grants were provided via the Sustainable Bowland programme to several businesses to improve the sustainability abgle of their businesses Also via GTBS and the Lancs Green Tourism Project GTBS and Charter Partner businesses receive preferential marketing on the Forest of Bowland website

		Offer active promotion to attractions that provide innovative, sustainable solutions	Very high	
6.4	Encourage tourism enterprises to engage with the environmental management of their businesses <i>Links to TR1</i>	<p>Provide advice and assistance, building on Green Lantern.</p> <p>Integrate environmental advice with business advice for tourism product or accommodation development through LRF where possible.</p> <p>Build on progress with accreditation schemes, supporting any that emerge at county/regional/national level.</p> <p>Identify accredited businesses in promotional and information material.</p> <p>Support accredited businesses – eg offer interpretation opportunities to caravan sites holding David Bellamy Conservation Awards.</p>	<p>Increase activity</p> <p>Increase activity</p> <p>Very high</p> <p>Very high</p> <p>Very high</p>	<p>Yes – this was succeeded by GTBS</p> <p>Yes – via LRF and AONB Business Development Officer</p> <p>Yes – Visit Britain, VAQUAS, GTBS and 'Taste' supported by all partners</p> <p>Yes – GTBS winners receive preferential marketing by Forest of Bowland and LBTB on websites</p> <p>Yes – additional resources and training offered via Lancs Green Tourism Project, much wider than just to David Bellamy Award winners</p>
6.5	Support specific development projects that will help to enhance or regenerate the natural, cultural and historic landscape of the AONB	<p>Refurbish or restore historic buildings and built landscape features (eg Clitheroe Castle, through Market Towns Initiative).</p> <p>Support training programmes that develop traditional skills required within the AONB eg drystone walling, hedgelaying.</p>	<p>Maintain activity</p> <p>Maintain activity</p>	<p>Yes – ongoing by many partners including LCC, District councils (eg Clitheroe Castle and Museum reopened June 2009), Traditional Boundaries project in AONB</p> <p>Yes – volunteer training programme and working holidays run in conjunction with RSPB, LCC and Wyre. Also annual Walling and hedgelaying competitions supported</p>
6.6	Strengthen the Bowland Tourism and Environment Fund as a way of supporting such projects. <i>Links to TR2</i>	<p>Significantly upgrade and promote the existing fund, agreeing criteria for beneficiary projects, and select examples that can be promoted.</p> <p>Review experience of Lake District and Yorkshire Dales NPs, and consider building a relationship with 'Donate to the Dales'</p>	<p>Increase activity</p> <p>High</p>	<p>Yes – BTEF improvements are ongoing</p> <p>Yes – met to discuss potential of more ambitious visitor payback schemes, not yet implemented</p>

7	<b>Strengthen the performance of the local tourism economy and identify new opportunities for tourism to deliver economic benefit</b>		<b>Priority</b>	<b>Achieved? Or more to do and comments</b>
7.1	Encourage increased length of stay, mid-week and repeat visits	Provide tourism enterprises with information about opportunities to enjoy the AONB that will support their promotion of overnight stays and short breaks. Link to appropriate product from surrounding areas (eg YDNP) to add to offer. Provide on-line events info and email to tourism enterprises. Support off-season short breaks campaigns, eg Country Escapes. Create opportunities based on seasonal product eg birdwatching, identifying features and places at best in off-season and reviewing opportunities for off-season events Create seasonal trails eg craft trail aimed at pre-Christmas market. Prepare material for possible seasonal calendar for NW natural environment.	Essential	Yes – via Sense of Place and Discover Bowland and website, e news and newsletter
7.2	Identify opportunities to address seasonality issues	Link to appropriate product from surrounding areas (eg YDNP) to add to offer. Provide on-line events info and email to tourism enterprises. Support off-season short breaks campaigns, eg Country Escapes. Create opportunities based on seasonal product eg birdwatching, identifying features and places at best in off-season and reviewing opportunities for off-season events Create seasonal trails eg craft trail aimed at pre-Christmas market. Prepare material for possible seasonal calendar for NW natural environment.	Very high	Partly – in Lancs via 'Country Escapes' campaign, good local promotion of Bowland in Settle, N Yorks
7.3	Make it easy to book accommodation in connection with things to do	Provide accessible information on walking, cycling and riding opportunities, include downloadable maps. Develop facility to build web based packages through <a href="http://www.lancashiretourism.com">www.lancashiretourism.com</a> and LOIS.	Very high	Yes – newsletter, email and paper communications improved Yes – Country Escapes supported Yes – promotion of birdwatching, Festival Bowland and on line event database
7.4	Offer selective and sensitive encouragement for the development of appropriate new	Design website for pre-visit planning, linked to DMO site Provide accessible information on walking, cycling and riding opportunities, include downloadable maps. Develop facility to build web based packages through <a href="http://www.lancashiretourism.com">www.lancashiretourism.com</a> and LOIS. Maintain the strong interest of Lancashire Rural Futures and Rural Sustainable Marketing Programme in diversification and new business development.	High	No – potential to promote Whalley Pickwick, and Garstang Victorian events Yes – wildlife calendar developed on Forest of Bowland website Yes – website now incorporates accommodation search facility, plus other pre visit planning information Yes – nearly 50 download walks, cycle and Tramper Trails now available Yes – via links to <a href="http://www.visitlancashire.com">www.visitlancashire.com</a> Yes – until these agencies folded in 2008, now reliant on Business Link Northwest

	tourism enterprises, based on market opportunity.	Support sound business decisions based on market demand. Prepare open and well-documented guidance. Investigate possible opportunities for good quality camp-sites, pub based accommodation. Ensure that any further provision for self-catering can demonstrate market need.	Maintain activity	Yes – businesses supported via Sustainable Bowland and other funding schemes available <b>Partly – case studies of successful businesses are promoted (eg GTBS)</b> No – not a priority
7.5	Support the development of enterprises within the Forest of Bowland that are based on local foods, art and craft skills etc. that reflect the special qualities of the AONB and add to the tourism offer. <i>Links to AG3</i>	Encourage the promotion of new and existing product developments through appropriate established infrastructure eg Made in Lancashire, North West Fine Foods, Yorkshire Regional Food Group	Increase activity	Yes – new products supported by Sustainable Bowland include Outdoor reared Pork, Dolphinholme Goats Cheese, and Uncle Bobs Ice cream. Also supported via signposting to other agencies
7.6	Encourage tourism enterprises to manage supply chains in favour of local products <i>Links to AG3</i>	Create a database of local suppliers that can be promoted to tourism enterprises in the Forest of Bowland. Investigate options to encourage local sourcing through delivery schemes or collection points.	Very high	Yes – Taste Bowland and on line searchable database created
7.7	Maintain and promote business support and advisory services to tourism enterprises.	Simplify and strengthen delivery wherever possible. Review remit and role of existing providers eg Lancashire Rural Futures, LBTB, BusinessLink; review situation in Yorkshire. Strengthen communication with businesses through regular e-mail newsletter.	Increase activity Increase activity Increase activity	Yes – local producers meet the suppliers event held to investigate a delivery/collection scheme Yes – via Business link NW and Yorkshire, and Forest of Bowland AONB Business Development Officer Yes – this is now Business Link Northwest and Yorkshire
			Increase activity	Yes – newsletter and e-news published regularly

8	Provide good quality visitor information, readily available in and around the area	Priority	Achieved? Or more to do and comments
8.1	Agree a clear strategy for distribution of information	Essential	Yes – website is now well recognised as main information resource
	Ensure consistency of response, regardless of point of entry.	Essential	Yes – as above, and leaflets now commercially distributed on demand
	Investigate single point of entry for information about the AONB, including web portal.	Essential	Yes – leaflets are available in N Yorks
	Support arrangements across Lancashire/Yorkshire border.	Medium	Yes – but no longer promoted in Lancs
	Consider role of Lancashire Link touchscreens.	Essential	Yes – Discover Bowland (will need reprinting)
8.2	Produce a single piece of information print about sustainable tourism opportunities within the AONB	Essential	Yes – as above
	Include map and listings of what to see and do.	Essential	Yes – better links from LBTB, Districts and Businesses
	Design for use by all partners to service enquiries and to fulfil campaigns in conjunction with partners' own destination print.	Essential	Yes – many more features and interactivity (eg download walks, searchable databases, blog, calendar of events, bird sounds)
8.3	Develop the function and interactivity of the AONB website as a visitor information service	Essential	No – still to do
	Improve signposting to Forest of Bowland website.	Essential	Partly – staff and volunteers from TICs involved in familiarisation days and Sense of Place training, but no joint planning
	Investigate good practice (eg some South East AONBs)	Essential	Partly – via increased publications, Bowland Boxes etc
	Create links to major tourism websites.	Essential	Yes – via newsletter, enews and fam trips
8.4	Develop the role of existing visitor information centres and information points as gateways to the AONB.	Essential	Yes – all Network members carry AONB publications and can order via the Brochurelink service. Key sites have a Bowland Box
8.5	Ensure that all public visitor	Very high	

	facilities in and around the AONB carry generic Forest of Bowland literature.	Identify cost effective distribution service.	Very high	Yes – Brochure link service now established and funded via AONB
8.6	Provide those engaged with tourism in and around the AONB with selected information that they can share with their visitors about the special qualities of the AONB, visitor facilities and special opportunities within the Forest of Bowland	Support with familiarisation trips and workshops. Circulate seasonal newsletter. Provide a regular web-based information service, including events. Offer tourism enterprises a single point of contact for information about the AONB.	Essential Essential Essential Essential	Yes – 2-4 familiarisation days held per year Yes – printed newsletter for 2006-8, now replaced with e-news (possibly monitor reading of this?) Yes – website is up to date, events database and festival calendar are available, can also book online in many cases Possibly consider e-news for visitors to subscribe to? Yes – Website and AONB team (especially Business Development Officer and Sustainable Tourism officer) are well known and accessible via telephone, in person, email and website. Potential for more technology based solutions – Facebook, You Tube, twitter etc?
8.7	Integrate visitor information with public transport timetables <i>Links to T5</i>	Suggest 'Don't miss' places to visit for each public transport route.	Increase activity	Yes – Bowland by Bus leaflet produced, also support for Bowland Transit Walks, and increased promotion of public transport, also web based bus information on travelgoer.com

9	Ensure that tourism supports the quality of life of local communities, offering them opportunities to play a special part in the creation and delivery of tourism experiences and visitor services		Priority	Achieved? Or more to do and comments
9.1	Encourage visitor activity and spending that strengthens the viability of services and enterprises that are important to local communities <i>Links to T6</i>	Encourage use of local shops and pubs. Support sustainable transport schemes. Promote cycle routes that highlight pubs and shops. Highlight pubs that are accessible by public transport.	Increase activity Increase activity Increase activity Increase activity	Yes – via Village Leaflets and local produce directory Yes – support for Bowland Transit Club and web based 'bus walks' Yes –via downloadable cycle routes and Harveys map and Bowland by Bike, but could do more <b>Partly</b>
9.2	Identify the different roles that individual communities might play in the development and delivery of a high quality visitor experience in the AONB <i>Links to TR3, TR4</i>	Define possible functions in relation to settlement size, strategic transport network and remoteness of location. Provide simple information about the AONB and its special qualities that emphasise the positive advantages of being in a designated area.	High High	Not achieved, is this feasible?  <b>Partly – via Sense of Place</b>
9.3	Involve local communities in the development of interpretive projects that reflect what they feel is special about the AONB, and which communicate their stories. <i>Links to I/1</i>	Prepare 'Undiscovered Bowland' scheme with local communities through Community Futures consultation. Submit HLF bid. Support project based on Dalehead Church	Maintain activity Maintain activity Very high	Not taken forward as bid to HLF  Yes – via new Landscape Stories project (2009-11) <b>Not achieved directly, although Slaidburn Archive work there was supported by AONB SDF</b>

9.4	Liaise with local communities to ensure that community projects that reflect the special qualities of the AONB are promoted to visitors in appropriate ways. Use local events to promote the special qualities of the AONB. <i>Links to //4</i>	Encourage communities to undertake projects that maintain traditional cultural traditions within the AONB, distributing information by agreement with individual communities.	Maintain activity	Yes – over 20 local distinctiveness projects achieved under Sustainable Bowland 2006-8. Continued support for communities since then via AONB Community Projects officer
9.5	Use local events to promote the special qualities of the AONB. <i>Links to //4</i>	Assemble list of community events including scarecrow festivals, agricultural shows, sheepdog trials, steam fairs, cuckoo festival. Produce an annual events calendar for the AONB. Provide an on-line events information service.	High	Yes – local events are promoted on website as part of events database
9.6	Support the involvement of local people in interactions that enhance the visitor experience	Recruit, train and support a team of volunteer guides and 'explainers'. Identify farmers, especially those involved with Countryside Stewardship, prepared to lead occasional farm visits. Support teams of volunteers manning popular churches, Slaidburn Heritage Centre etc., offering skills training, Welcome Host etc.	High	Yes – achieved via Festival Bowland Yes - achieved No – still to do No – still to do No – still to do

10	Manage the movement of visitors to minimize adverse impacts on communities and the environment		Priority	Achieved? Or more to do and comments
10.1	Relieve the visitor pressure at honeypot sites <i>Links to RE6</i>	Encourage exploration of a wider area by developing a menu of experiences for visitors to choose from and by providing better information about places to go and things to do in the AONB.	Increase activity	Yes – nearly 50 downloadable routes help to spread visitor pressure away from honeypot sites, also village leaflets and Discover Bowland offer advice on where to go and what to do
		Develop alternative simple recreation sites (e.g. picnic areas) in locations that have the capacity to carry high levels of visitors.	Increase activity	Not achieved
		Develop itineraries and guiding service for coach visits, including coffee/meal stops, building on Ribbles Valley success.	Increase activity	Not achieved
10.2	Work with selected local communities to identify and manage visitor issues that are having a detrimental impact on village life. <i>Links to TR4</i>	Monitor to pick up early signs of detrimental impact. Prepare and plan ahead where possible eg management of TV interest in Downham.	High	Not achieved – not seen as an issue
			Maintain activity	Not achieved
10.3	Improve the quality and effectiveness of signage within and around the AONB.	Encourage carefully planned visitor dispersal around key visitor areas through improved interpretation and signage. Provide or improve signing of sustainable routes, cycleways etc. Review first stage of Quiet Roads scheme and incorporate lessons learned into future plans.	Increase activity	Yes – signage strategy planned for 2009/10
		Secure a long-term future for the Bowland Transit.	Maintain activity	Yes – signage strategy planned for 2009/10
		Increase and integrate promotion of the Bowland Transit with other public transport opportunities, including cross boundary (eg Bentham Community Transport).	Maintain activity	Yes – LCC Highways role, no further stages are now planned due to resources
10.4	Provide and promote sustainable transport opportunities. <i>Links to T6</i>		Increase activity	Yes – more sustainable service now operates and use is encouraged by visitors Yes – Little Red Bus (was Bentham Community Transport) now operate shuttle bus linking Settle to Bowland Transit service at Slaidburn

					Yes – via Bowland By Bus leaflet
	Promote the Bowland Transit and other public transport services as a visit experience in their own right.	Maintain activity			
	Promote facility to carry bikes on buses and trains.	Maintain activity			No – not possible on buses, limited potential on trains
	Develop opportunities, including public/private partnerships, to promote cycle hire at point of use, eg Gisburn Forest, Dunsop Bridge.	Increase activity			Yes – 2 new cycle hire/holiday operators supported, including one who is a mobile service and can provide bikes at point of use to groups
	Offer opportunities to develop and promote cycle hire linked to public transport eg. Carnforth Interchange, Budgie Bikes in Lancaster, forthcoming Country Lanes in Settle).	Increase activity			Yes – other bike hire operator is based at Settle station
	Investigate further scope for ticketing promotions eg Clitheroe Combi or public transport links to community events.	Increase activity			Not investigated
	Ensure that appropriate messages are included in information material.	Essential			Yes – via Sense of Place
	Consider an AONB Visitor Code.	High			Yes – visitor code published and businesses are encouraged to adopt this, also on website
10.5	Promote messages to visitors that help to reduce the impact of their visit, while enhancing their experience. <i>Links to RE2</i>				

<b>11</b>	<b>Base decisions on accurate and current data,</b>		<b>Priority</b>	<b>Achieved? Or more to do and comments</b>
11.1	Develop a co-ordinated approach to data collection and monitoring, incorporating a commitment to share information.	Establish and maintain a good understanding of the needs of visitors, communities, businesses and the environment. Identify funding opportunities for data collection.	Essential	Partly – information could be improved
11.2	In conjunction with partner destinations, improve understanding of target markets and their needs.	Share any information that does exist. Fund regular research on visitors.	Increase activity Essential	Partly – AONB has supported costs to date of purchasing STEAM data and carrying out AONB surveys
11.3	Improve data collection from tourism businesses within the AONB	Repeat 2004 enterprise survey, if possible on an annual basis Offer marketing opportunities that are conditional on provision of occupancy data. Recruit enterprises to repeat staying visitor survey, with extended coverage.	Very high High Very high	Yes – share STEAM data with Lancs and Yorks Dales Yes – Visitor surveys held in 2006, 2008 and 2009; use LBTB information on target markets although this could be increased Yes – enterprise survey took place in 2006, 2008 and 2009 and is proposed to be held annually from now on Not achieved except via LBTB and Districts, occupancy data is very hard to obtain Not achieved
11.4	Actively involve communities in the monitoring of the management of their visitors	Provide a clear contact point and procedure for communities to express concerns. Develop a programme of community and user group meetings within the AONB (e.g. Lune Valley Millennium Park).	High Maintain activity	Not achieved Not achieved
11.5	Monitor farm diversification performance and interest	Improve data sharing with North West Farm Tourism Initiative.	Increase activity	Not achieved – NW Farm Tourism has folded, work subsumed into LBTB
11.6	Establish programmes to monitor visitor impacts at sensitive sites and	Undertake regular and systematic counts of cars, walkers, cyclists and riders at key points, using automated counters wherever possible, and make information available.	Increase activity	Yes – LCC have automatic counters at several sites and data is shared, also Natural England surveys of access land

	key locations within the AONB. <i>Links to RE3</i>	Monitor litter and erosion at key visitor access points and routes. Liaise with conservation partners to monitor indicator species eg RSPB hen harrier monitoring programme etc. Include changes in land-use and cover, landscape features, historic buildings and features.	Increase activity Increase activity Increase activity Essential	Not achieved Yes – via Hen Harrier and Bowland Wader projects with RSPB Yes – monitoring of landscape change will be carried out as part of new Landscape Character Assessment (2009) Yes
11.7	Monitor and communicate changes to the landscape			
11.8	Reflect on observations and feed into future action plans			

## **APPENDIX 2**

### **EUROPEAN CHARTER PRINCIPLES OF SUSTAINABLE TOURISM**

ECPI. To involve all those implicated by tourism in and around the protected area in its development and management

ECP2 To prepare and implement a sustainable tourism strategy and action plan for the protected area.

ECP3 To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development

ECP4 To provide all visitors with a high quality experience in all aspects of their visit,

ECP5 To communicate effectively to visitors about the special qualities of the area,

ECP6 To encourage specific tourism products which enable discovery and understanding of the area,

ECP7 To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism,

ECP8 To ensure that tourism supports and does not reduce the quality of life of local residents,

ECP9 To increase benefits from tourism to the local economy,

ECPI0 To monitor and influence visitor flows to reduce negative impacts,



# Sustainable Bowland project report 2006-08



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



## **SUSTAINABLE BOWLAND AN EVALUATION OF THE PROJECT 2006-2008**

### **FINAL REPORT ON ACTIVITIES**

#### **INTRODUCTION AND BACKGROUND**

Sustainable Bowland was a two year externally funded project, which aimed to implement the high priority actions identified in the Forest of Bowland's Area of Outstanding Natural Beauty (AONB) Strategy for Sustainable Tourism (Jan 2005). The project was delivered by the Forest of Bowland's AONB Unit, and funded through the NWDA programme Pathfinder in Practice, via the Lancashire Economic Partnership; together with grants from Lancashire County Developments Ltd and the Lancashire Rural Tourism Initiative (funded by the Lancashire Rural Recovery Programme). For financial and output reports please see appendix A – Final Project Report

The project employed a small team of 3, one full time and 2 part time staff taking on the roles of community projects, business development and information. The team was supervised and assisted by the AONB Unit's communities and funding officer and reported to the Sustainable Tourism Working Group. Some delivery was also provided by Lancashire County Council countryside officers. The team was based in Clitheroe in premises provided by Lancashire Rural Futures.

#### **DELIVERY OF ACTIVITIES**

Details of the project objectives can be found in appendix B – Review of AONB sustainable tourism strategy action plan.

In brief, the objectives were to:

1. Promote a range of sustainable activities and experiences, to promote quiet enjoyment of the AONB, and to increase opportunities for people to find out about the special qualities of the area
2. Involve the community in developing projects to promote and interpret the area's special qualities
3. Support the development of enterprises based on local products
4. Manage the movement of visitors to minimise adverse impacts on communities and the environment
5. Develop and improve communication and involvement between the AONB and tourism enterprises and tourism information staff

**1. Promote a range of sustainable activities and experiences, to promote quiet enjoyment of the AONB, and to increase opportunities for people to find out about the special qualities of the area**

1.1 This area of work focussed on delivering new infrastructure on the ground – ie new and improved bridleways, cycleways, and tramper trails. It also included interpretation and promotion of these routes, and of the AONB's sustainable tourism offer in general.

This objective also encompassed encouraging businesses to improve their environmental performance; supporting new and sustainable tourism businesses; developing packages of accommodation and activities and strengthening the visitor payback scheme

1.2 Nine new routes were developed in the course of the two year project at a cost of £59,607 (£39,607 NWDA matched with £20,000 from Lancashire County Council's local transport plan). These were:

- I. Scorton picnic site access for all route
- II. Wyresdale Park bridleway
- III. Nether Wyresdale access for all route
- IV. Grizedale tramper trail
- V. Lots House Farm bridleway
- VI. Cobble Hey Farm tramper trails
- VII. Landskill Farm tramper trails
- VIII. Broadgate Farm tramper trails
- IX. Gisburn Forest mountain bike trails

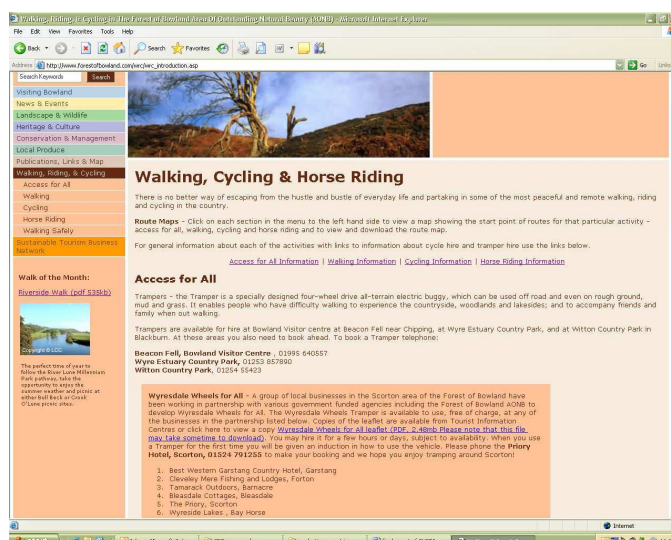


Grizedale tramper trail and bridleway



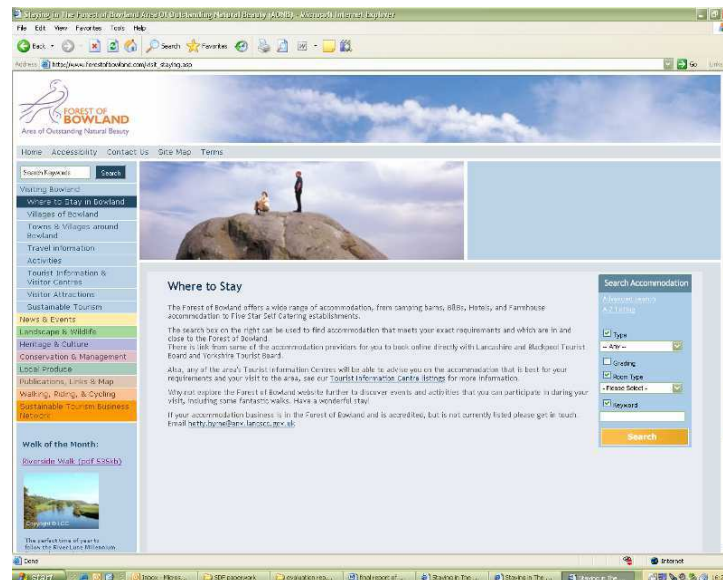
Testing out a tramper at Scorton picnic site

1.3 As part of our effort to improve the AONB website and to provide web based information and activities, we decided to create a section of downloadable maps for walking, riding and cycling. The webroutes were designed to be easily printable from a standard desktop black and white printer. Two templates were created – one for short walks and another for longer routes. These templates then enabled us to create 35 web routes, each of them providing a simple map and walking directions, together with information on length, terrain, time, public transport connections, local facilities (toilets, car parks, shops, cafes and pubs) and, on the longer walks, GPS co-ordinates. These web routes were extensively promoted to businesses and tourism information staff, and as a result are the most visited section of our website (eg 10,531 unique visits between July 07 and June 2008) For details visit: [http://www.forestofbowland.com/wrc/wrc\\_introduction.asp](http://www.forestofbowland.com/wrc/wrc_introduction.asp)

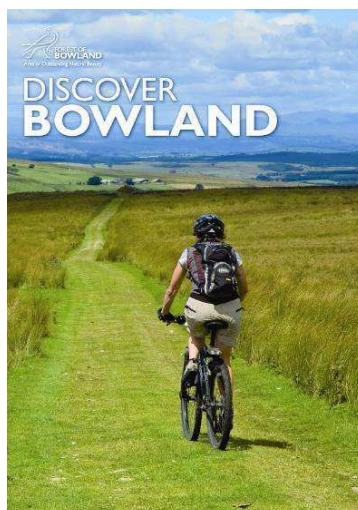


This project cost £6844. See also appendix C

1.4 As a concluding piece of work for the project we produced the first Visitor Guide for the AONB – Discover Bowland - in March 2008. This brought together information gathered throughout the project, and highlighted the new sustainable tourism offer of the area. The accommodation section is drawn from our online accommodation search, developed by New Mind in conjunction with LBTB and Yorkshire Dales & Harrogate Tourism Partnership, see [http://www.forestofbowland.com/visit\\_staying.asp](http://www.forestofbowland.com/visit_staying.asp)



The Visitor Guide was professionally designed and printed and distributed widely in the region via our ongoing distributors Brochurelink and through the Tourist Information Centres and tourism businesses around Bowland. This project cost £8750 to design and print 10,000 copies



The Visitor Guide

1.5 Whilst we had originally planned to create new visitor map guides to the AONB this plan was superseded by an effort to make more of our visitor information web based and sustainable. Thus towards the end of the programme we decided to deliver this element commercially via a partnership with Harvey Maps. We offered Harveys a grant of £10,000 (via our sustainable tourism grant support to businesses) and they were able to produce a first edition of 3000 copies of a 2-sided, cyclists and walkers map of the entire AONB. This is now available for sale at £9.99 to break even, and then a second edition will be produced at Harvey's expense. The map has been well received by retailers and users alike.



Launching the Harvey map of Bowland

1.6 Introducing a green accreditation scheme was always part of our planned activity, however this was delayed until the second year of the project as we wanted to ensure that any scheme adopted was acceptable both to the businesses and to the Europarc Federation. The Forest of Bowland AONB was awarded the European Charter for sustainable tourism in protected areas in 2005 as a result of our application and the development of a strategy for sustainable tourism. The Charter Partner award is given to businesses who operate within the protected area and who also fulfil several criteria, including a green tourism accreditation. The GTBS (Green Tourism Business Scheme) is now becoming the accepted standard throughout the UK (with nearly 2000 businesses now inspected), and in March 2007 we set up a contract with them, in partnership with LCDL and LBTB. This enabled us to enter 18 businesses for the award, and the participants were then trained, audited and inspected on their environmental performance. The participating businesses, which included a village hall, cycle hire, visitor attractions and accommodation providers, were presented with their awards in November 2007 by the Duke of Westminster, at the Forest of Bowland's sustainable tourism forum, held in Abbeystead village.



GTBS winners receive their awards from His Grace the Duke of Westminster

This project cost £5000 and brought in £15562 match funding, generated 13 training outputs and supported 16 businesses in corporate and social responsibility. The project also offered small grants to 6 of the participating businesses to enable them to improve environmental performance.

Due to the success of the scheme the Forest of Bowland AONB, in partnership with LBTB and LCDL, is planning to run the GTBS scheme throughout Lancashire from 2008-2011.

*'This programme really alerted us to our energy usage and measures have been taken to help us both reduce and control our costs'*

Michael & Marie Lawson, Wolfen Mill & Staffield Hall Country Retreats

1.7 The action plan prioritised the 'encouragement of provision of sustainable and low impact activities' in order to increase the tourism offer of the area. We decided to do this via a small grants scheme, offering businesses the opportunity of a grant to cover up to 40% of costs incurred in providing a new sustainable tourism resource, up to a maximum of £15,000. This grant support was funded by all 3 partners. The development work was largely carried out by our own business development officer, with significant input from Lancashire Rural Futures business advisers. All grants were appraised by the Sustainable Tourism Working Group. Businesses supported were:

- I. Backridge Farm – new website
- II. Bleasdale Cottages – information and facility barn
- III. Broadgate Farm – bird hide and accommodation
- IV. Cycle Adventure – new cycle hire business
- V. Dale House – new camping barn
- VI. Greenhall Farm – new pony trekking centre
- VII. Halls Arms – redeveloped public house
- VIII. Maidenbridge Gallery – art exhibition
- IX. Pye Nanny nursery – new refreshment kiosk and information
- X. Yorkshire Dales Guides – GPS trails

*'The Sustainable Bowland team has supported a wide range of projects and activities which have contributed to the enjoyment and preservation of the unique Bowland experience.'* Mark Carson, Lancashire County Developments Ltd.



Riding out from Greenhall Farm



Facing North – the exhibition at Maidenbridge Gallery

In total our grants to these businesses reached £57,939, bringing in £114,306 of private match funds. They also generated 8 businesses supported outputs, created 4 new businesses, and 4.5 new jobs

1.8 As part of the development of an improved offer of sustainable tourism within the AONB, the action plan had also identified a need for more accommodation and activity packages, whereby visitors could book the two elements in conjunction. This was felt to be important as it would enable visitors to gain a greater experience and understanding of the area. Activities were to be primarily 'quiet enjoyment' and included cycling, conservation volunteering and birdwatching. Again we supported this development via a small grants scheme, offering grants to businesses and organisations, and also by developing promotional packages ourselves, such as the Birding in Bowland leaflet and programme which brought together 'bird friendly' accommodation providers with an RSPB advertisement and programme of guided walks and talks.

Projects supported:

- I. Birding in Bowland – leaflet, posters, website pages, RSPB advert and programme of activities, central bookings taken by Clitheroe Travel
- II. BTCV – a series of conservation working holidays, our grants supported the costs of experienced trainers to support the volunteers
- III. Clitheroe Travel – setting up of a computerised booking system for packages and for Bowland Festival events
- IV. Fishing in Bowland – marketing leaflet promoting places to fish and local accommodation, and website pages
- V. Wyresdale wheels for all – promotional leaflet for a business led scheme providing an off road vehicle for people with mobility problems and linking to places to stay and trails to use in the area
- VI. Off the Rails – set up costs for new cycle hire and holiday business based in Settle using a variety of accommodation in Bowland



This project cost £12,736, and generated £11,785 match funds. It also generated 2 businesses supported outputs.

*'As the public's perception changes the "Sustainability Credentials" of tourist businesses will become increasingly important, and thanks to initiatives by the Forest of Bowland AONB we are now perfectly positioned to take advantage.'*  
Colin Clifford, Off the Rails

1.9 The Bowland Tourism and Environment Fund had been set up several years previously, but the action plan identified this as an area for development, whereby visitors to the area could contribute to projects which conserved and enhanced the AONB. The scheme was re launched in Summer 2006 with a new postcard and badge scheme – whereby donors gave £1 in return for an AONB pin badge and a postcard, giving entry to a free prize draw for a weekend break at a hotel. Our business development officer was responsible for this work, and he also streamlined the distribution and collection process and increased the number of collection boxes from 35 to 93 by the end of the project. In partnership with LBTB, and Ribble Valley district and Lancaster City Council the fund was also re launched and an increased number of applications and projects have been supported in the two years of operation.

## ***2. Involve the community in developing projects which promote and interpret the area's special qualities***

2.1 The action plan recognised the AONB's ambition to engage the local community more, and also to promote the local distinctiveness of the area. This work was largely undertaken by our community projects officer who worked with around 30 community groups during the two year project. This work area also included our Sense of Place project, and the publication of village leaflets which enhanced the sustainability of our small villages and the services they offer.

2.2 Local distinctiveness projects were held at:

- I. Tosside – re building a dry stone wall
- II. Length of Cheese - local food promotion at the Three Fishes
- III. Barley village hall – enhancing the exterior of this redeveloped community resource centre
- IV. Hornby – cat and rat fountain
- V. Slaidburn village archive – up grading their display and exhibition systems and improving their IT capacity
- VI. Bolton by Bowland – the village stocks and a signpost were improved
- VII. Roeburndale – a public toilet was installed at a remote Methodist chapel
- VIII. Slaidburn primary school – a potter worked with the children to create individual pot barns resembling those in their local landscape
- IX. Knowle Green – garden festival
- X. Chipping – numerous white railings have been repainted by volunteers around the village
- XI. Bleasdale village hall – improvements to the kitchen and development of a heritage room to interpret the local history of the area
- XII. Thorneyholme school in Dunsop Bridge – improved boundary walls and fences
- XIII. Chipping – improvements to the war memorial and garden
- XIV. Newchurch – improvements to the village centre – planting, pathways and walls.
- XV. Downham – support for the holding of the 'Great Milk debate' about the future of dairy farming in the area, hosted by the local Womens Institute
- XVI. Bentham – a photography project based around life in the town and surrounds on a single day in June 2007, culminating in a month long exhibition
- XVII. Eldroth – interpretation panel
- XVIII. Roughlee – village improvements alongside the river
- XIX. Roeburndale – further improvements to the Methodist chapel
- XX. Slaidburn – support for the village hall website

- XXI. Wennington – village improvements including a noticeboard and benches
- XXII. Gisburn – support for the redevelopment of the village playing fields
- XXIII. Slaidburn - repairs to the war memorial
- XXIV. Newton – replacement of modern signage with traditional style signposts
- XXV. Sabden – creation of a new war memorial for the village
- XXVI. Twiston – installation of a memorial stone at the Quaker burial ground
- XXVII. Caton – installation of a village noticeboard
- XXVIII. Chatburn – installation of a village noticeboard
- XXIX. Scorton – installation of a traditional style lamppost by the church
- XXX. Slaidburn and Chipping - historical project on researching sheepwashes



The improved war memorial gardens at Chipping



Roughlee village centre

*'Community actions delivered as part of the Sustainable Bowland programme have clearly demonstrated that there is a desire and a willingness amongst the communities of Bowland to be involved and participate in projects which both improve the environment and community life. Valuable lessons have been learned about how best to facilitate and support community action. These need to be considered by a number of organizations as they look to deliver on their commitments to community engagement.'*

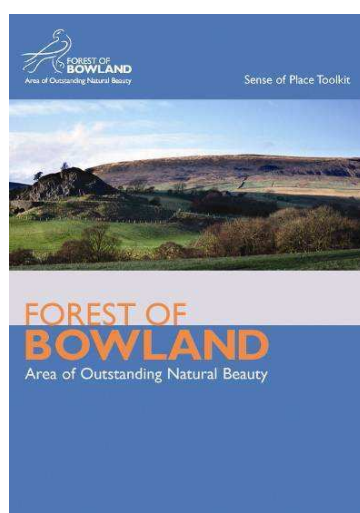
Aнды Ashcroft, Rural Policy and Projects, LCC

2.3 In all of these projects the idea for the work came from the local community and our officer acted as a facilitator – making enquiries, identifying funds, organising volunteers and so on. In order to help these projects deliver, we offered small grants or contributed to the costs, this came to £48,000 in total over the two years, with match funds of £106,000 being raised by the communities, and £8550 of volunteer time being input.

2.4 The Sense of Place project was instigated in the summer of 2005, with a large scale community consultation. This asked people what was special about the Forest of Bowland, and what they would encourage visitors to do and see on a trip to the area. The resulting information was put together as a 'toolkit' for businesses (as a publication, CD and web resources) – providing them with easy to understand information and messages about the AONB, plus lots of suggestions on how to build their own sense of place within their business. The toolkit was augmented by a series of training courses held throughout the two year project. The toolkit has gained a very good reputation and has been held up as an example of good practice both nationally and regionally by tourism experts and academics.

See also appendix C

This project cost £11,500 and trained 77 people



Sense of Place toolkit

2.5 Village leaflets combine interesting and attractive information about an area, together with a suggested local walk, and details of local businesses providing accommodation, food, retail opportunities and community services. The leaflets were produced in response to requests for support from small businesses, and provided a collaborative marketing vehicle which also encouraged local level sustainability. Leaflets were published by the AONB unit free of charge, but any subsequent reprints will be funded through the businesses. Leaflets are also available online, on our own and village websites. In total we published 10 leaflets at a cost of £16,975:

- I. Slaidburn
- II. Chatburn
- III. Hornby
- IV. Wray
- V. Bentham

- VI. Bolton by Bowland and Tosside
- VII. Chipping
- VIII. Dunsop Bridge and Newton
- IX. Calder Vale
- X. Pendle



Village leaflets in a Bowland Box

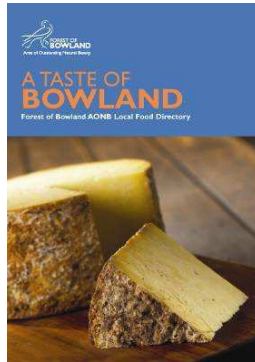
2.6 In order to encourage the display and distribution of publicity such as the village leaflets we entered into a contract with Brochurelink, who arrange supply of publicity to TICs and tourism businesses. This is on a demand basis, and has greatly improved our distribution system. We also invested in locally sourced and crafted wooden leaflet racks to display our literature, and put together 'bedroom browsers' for guests staying with accommodation providers. Both of these latter initiatives were only available to our Network members (see below).

### **3. Support the development of enterprises based on local products**

3.1 Supporting local producers means that money spent in the area is re-invested locally, and there are spin off benefits such as reduced food miles, congestion and pollution. In the Forest of Bowland, buying local produce also means a better return for local farmers and enables them to carry on farming in the traditional and sensitive manner required to conserve the special landscape. Promoting local products is seen as an important part of sustainable tourism as visitors are key consumers, and it is also beneficial to educate them about food and farming during their stay. We embarked on several local product initiatives in the first year of the project:

3.2 We compiled a data base of local artists and craft workers, and arranged an event at Alston Hall to bring them together with local retailers in order to encourage the sale of their products to visitors and local consumers. Over 70 people attended.

3.3 A detailed database was also compiled of food and drink producers and this was then published on line as a searchable database, [http://www.forestofbowland.com/producerprofiles/pp\\_search.asp](http://www.forestofbowland.com/producerprofiles/pp_search.asp) and in printed form as our 'Taste of Bowland' local food directory.



Again we held an evening event to bring the producers together with eating establishments and retailers, to encourage the development of local supply chains. Over 100 people attended this event at Samlesbury Hall, run in conjunction with LEADER+. It cost £9000 to design and print two editions of Taste Bowland. See also appendix C

3.4 We supported the development of new local products via another small grants scheme, offering businesses up to 50% of costs incurred in research and development, and production, of new local products. The producers supported were:

- I. Bowland Outdoor Reared Pork – building of a new cutting plant
- II. Dolphinholme House Farm – research into the production and branding of goats cheese
- III. Uncle Bobs Ice Cream – marketing costs associated with the launch of this award winning ice cream

In total we granted £15600 worth of support to local producers, raising £48,236 match funds, generating 2 new jobs and supporting 2 businesses into new markets.

#### ***4. Manage the movement of visitors to minimise adverse impacts on communities and the environment.***

4.1 Sustainable transport is essential to the development of sustainable tourism initiatives. In addition to encouraging visitors to walk, ride or cycle within the AONB, the sustainable tourism strategy also aimed to encourage visitors not to use cars at all wherever possible. This project consisted of research and implementation phases.

4.2 In mid 2006 we invited tenders for the creation of a sustainable transport study of the AONB. This was to investigate the current situation in terms of public transport provision, to look at good practice elsewhere in the UK and Europe, and to suggest actions which the AONB might take. The resulting report was produced by JMP and Transport for Leisure in March 2007. Download copies are available at:

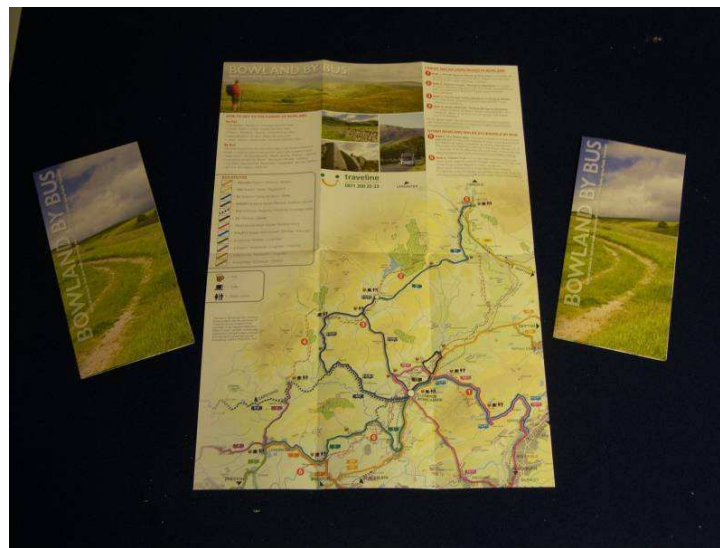
[http://www.forestofbowland.com/publ\\_plans.asp](http://www.forestofbowland.com/publ_plans.asp)

The key recommendations of the report were to:

- Deliver effective promotion and marketing of existing public transport
- Provide sustainable transport for the Bowland Festival and other public events
- Co-ordinate and develop cycling opportunities in the AONB
- Develop a Bowland Experience bus
- Support the development of the Dales & Bowland community interest company

4.3 As a result of the report we undertook the following projects:

- I. Creation of 5 bus walks as downloads on our website
- II. Integration of public transport information into all publications (eg village leaflets, webwalks, Discover Bowland etc)
- III. Grant support for the production of a new leaflet by Dales & Bowland community interest company 'Bowland by Bus' which details bus services available and walks and attractions accessible by bus in the AONB



Bowland by Bus leaflet

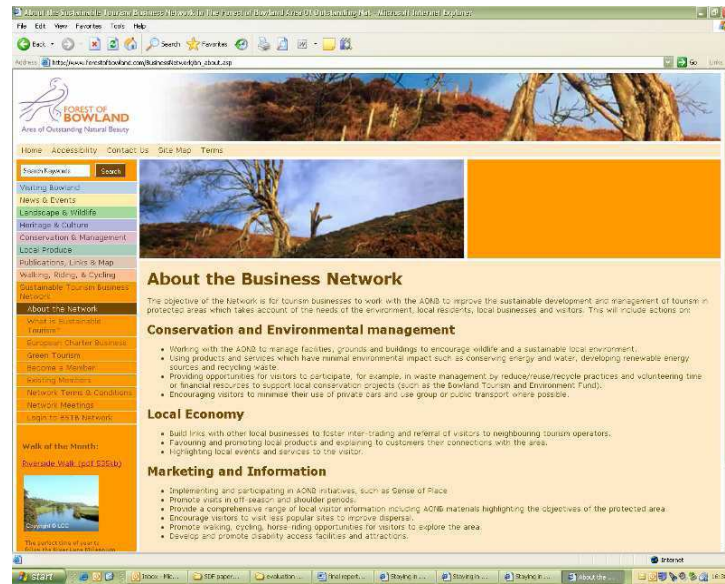
We are also actively offering support to the Bowland Transit Club and their weekly guided walks programme; to cycling development projects in north Bowland; and we will continue to support communities who lobby for the retention and development of public transport within the AONB.

In total this project area cost £17,300

## ***5. Develop and improve communication and involvement between the AONB and tourism enterprises and information staff***

5.1 Communication and the development of relationships were identified as key needs within the Forest of Bowland's strategy for sustainable tourism. This was in order to improve the understanding of the AONB and its special qualities, and to increase commitments to the principles of sustainable tourism throughout the industry.

5.2 Provision of printed and online information has increased substantially during the course of the project: we have produced 15 new publications and added several new features to the website – including searchable databases for accommodation and local products, downloadable webwalks and a section for sustainable tourism businesses. The latter is open to Network members and enables them to book on courses online, access resources and chat with other members.



5.3 Over the two years our information officer also published 7 seasonal newsletters for businesses and partners. These were high quality printed newsletters, distributed to over 200 contacts, informing people about the project, its activities, and supported businesses. The newsletters can also be downloaded from our website at [www.forestofbowland.co/cons\\_tourism\\_newsletter.asp](http://www.forestofbowland.co/cons_tourism_newsletter.asp) Feedback from the newsletter was consistently good. Total costs reached £6420

5.4 Our information officer was also responsible for organising training and familiarisation visits. Training included the Sense of Place workshops mentioned above, as well as day courses on Green Tourism and Marketing. Familiarisation visits were originally targeted at TIC staff, but widened to include tourism business operators in 2007. Six visits were held in total – each one focussing on a different area of the AONB and taking participants to view attractions, business partners, short walks and other activities. The aim was to help them gain an understanding and appreciation of the AONB and to pass this on to their visitors. We also ran a visit to meet businesses involved in the Mary Towneley Loop bridleway, in order to assist the development of our own bridleway work.



Familiarisation visit to Dalehead Chapel at Stocks Reservoir



Visiting Peers Clough Farm on the Mary Towneley Loop

Familiarisation visits generated 64 training outputs, other training days generated 30 outputs and total costs were just £2878

5.5 The Sustainable Tourism Business Network was launched in January 2007 at a business event held at Dalesbridge. The Network is a club for tourism businesses who are committed to sustainability within the AONB. Membership is free, although a signed commitment and agreed action plan is required. Members are eligible for free training and advice, they also receive publicity materials direct from the AONB and can use the business network section of our website.

<http://www.forestofbowland.com/BusinessNetwork/index.asp>

One other advantage of joining in 2007 was eligibility to join the pilot GTBS scheme, and the members who passed the scheme then automatically became 'European Charter Businesses' – the first in Europe. Charter businesses receive preferential marketing and promotion within the AONB. The Network now has over 65 members and meets 2 to 3 times a year to exchange views, develop collaborative projects and hear guest speakers.

*'We have found the Network useful as it offers networking at its best - a non competitive atmosphere where members can give and receive useful advice to or from fellow members.*

*Advice received has certainly helped our eco-development , has given us confidence to carry out projects already conceived, and provided plenty of ideas for the future.'*

*Ann Shaw, Parkfoot Holiday Homes*

See also Appendix C

## **EVALUATION OF THE SUSTAINABLE BOWLAND PROJECT**

The Sustainable Bowland project was delivered by the AONB Unit, with support from Lancashire County Council as responsible body. The project reported on activity and expenditure and made claims to the Lancashire Economic Partnership on a quarterly basis. The Partnership also carried out annual monitoring visits, and carried out a re-appraisal, or variation, of the project in year 2 to ensure targets and budgets were met.

As the information in Appendices A and B show, the Sustainable Bowland project was largely successful in meeting its planned objectives, spend, outputs and milestones. However, there were a few areas where work did not go to plan and these are detailed below, together with lessons learned and plans for the future.

### ***1. Meeting objectives and lessons learned***

#### *1.1 work with tourism associations*

There has been minimal direct input to tourism associations (although we have worked with Wyre, Pendle, and Ribble Valley) and their role in the working group stopped when their member fell ill. This work will be picked up on in the future by the working group, the AONB unit and LBTB.

#### *1.2 produce a map/menu/listings of activities/things to do*

We had originally planned to produce a new AONB map plus 4 area maps to illustrate places to visit, walks, rides, viewpoints etc. However, this was beset with problems of where to draw the boundaries, repetition of information for 4 areas, duplication with the village leaflets and the relatively small scale of our area to be divided into 4 parts.

This neighbourhood scale and locality working is favoured by local government and central government agencies, but does not seem as appropriate for the visitor agenda – visitors don't see the lines or the sense in dividing up the area. We therefore decided to concentrate on activities instead – fishing, birding, biking, and (still to do) walking – to tie into the accommodation and activity work – and we supplemented this with developments on the website and the production of a Discovery Guide for the whole AONB, plus the new Harvey Map.

#### *1.3 activity and accommodation packages*

We were lucky to be able to support both BTCV and Off the Rails in their work to provide a package of accommodation and activity within the AONB. However, developing other packages was not so easy. The birding work offered a package of accommodation and birdwatching, but in practice most participants did not stay in the area – despite us advertising it nationally via RSPB. We will continue to investigate the market for staying visitors and look at alternative booking arrangements – eg online or via the accommodation provider, and in conjunction with LBTB.

#### *1.4 Encourage provision of sustainable activities and facilities*

We had an aim of supporting 8 sustainable tourism projects, with no real understanding of how these would emerge. In reality these projects were initiated by the businesses themselves, with some support from us and much by LRF, and were not entirely due to our project driven agenda. We are very dependent on private enterprise and the state of the local and national economy, although our offer of funding support may have encouraged the sustainability angle of these projects. We

also found that the target number of new businesses and jobs was over optimistic, and we were working to too short a time scale (see 3.2 below). In fact, rather than see lots of new business start ups, existing enterprises were expanding to increase their profitability, or moving into sustainable tourism to take advantage of a new market. With LRF's role now having disappeared we will be more dependent on tourism officers, LBTB, and our own work on the ground to support new and expanding sustainable enterprises into the future.

#### *1.5 Visitor payback scheme: BTEF*

Although the prize draw scheme was not cost effective, the strength of the scheme has been to get 90+ businesses hosting the donation boxes, plus the personal contact this has provided via the business development officer to the AONB unit . Previously the scheme was serviced by Ribble Valley BC and we did not benefit from or build the relationships – but it is a very time consuming process and we are now experimenting with involving volunteers. The projects supported by the fund also need better promotion by all partners.

#### *1.6 local products work*

Despite the success of our database and directory, local producers are operating on a knife edge, partly due to rising feed and fuel prices. We had wanted to develop an original plan to involve village shops or a central carrier/distributor in local distribution, but this did not take off due to problems of storage, transport etc – and no business opportunity developed. We decided to leave this work to other agencies such as Made in Lancashire who may be better placed and working at a larger scale than us. LBTB also took on the quality agenda via Taste 08. The AONB will continue to promote and champion local producers wherever possible, through its own work, by encouraging businesses to buy local, and via updating the database online.

#### *1.7 provide information and training*

Although our official output figure for training days is just 113 (target was 160), this masks the fact that some enthusiasts came along to several familiarisation and training events but can only be counted once. We also provided training and familiarisation for businesses within the Yorkshire part of the AONB (10% of the AONB is outside of the NW region) – and again these could not be included in our claims. Actual attendance on training days therefore exceeded 190 places.

#### *1.8 strengthen viability of local services*

We have offered support wherever possible – eg to shops, post offices, producers, village halls, bus services – but our additional promotion has to be set against the general economic situation and its impact on rural areas – eg changes in funding to village halls, the closure of Post Offices and local shops, and bus service cuts. These impacts probably outweigh our positive work during the period of the project.

#### *1.9 support communities to undertake projects that reflect the special qualities of the AONB*

In reality communities have their own agenda which they wanted us to help them deliver before they would help us – eg one wanted a new village hall kitchen before a heritage room; others had priorities such as repairing the war memorial and tidying up the village. We offered support wherever possible and built up capacity and awareness of local distinctiveness, and this was often subsumed into the community projects. In reality a lot of the general village improvement projects have improved the tourism offer, and we also feel that attitudes to tourists are now much more positive than before.

## **2. Meeting spending targets**

2.1 Appendix A illustrates total project spend and compares this to the targets set in the 'variation' agreed in September 2007.

2.2 Figures are largely on target, the notable discrepancies being where we substantially over achieved in bringing in community match funding and private sector match, and so increased over all revenue spend by 21%.

2.3 The slight underspend in match funds from LCDL was due to late supply of an invoice from the GTBS project, which could not then be submitted in the final claim.

2.4 Staff costs were slightly higher than forecast, due to annual pay rises and increased hours for the part time staff not being foreseen.

## **3. Meeting output targets**

3.1 The variation to the project (see appendix A) in 2007 led to some changes in the NWDA output targets, and to the additional outputs. These new targets were then largely met by the project.

3.2 The major change was due to the fact that original forecasts for 'new businesses created' (output 3a-3d) were not achievable in the timescale of the project, as new businesses had to be trading for at least 12 months before they could be claimed – this meant all business creation work would have had to take place in the first 6-9 months of the project. In reality only one business met this definition (Halls Arms) and the other 4 were claimed as additional outputs 'businesses created but not yet trading for 12 months'.

3.3 We failed to meet the target of a new social enterprise being set up, as there were no viable projects or organisations in the tourism sector. A potential project, the Wyresdale Wheels for All did not wish to go down the route of setting up a new organisation when existing practice was suitable. We also worked closely with the Dales & Bowland Community Interest Company on transport projects.

3.4 The 'businesses supported with respect to corporate and social responsibility' output was not met as several businesses failed to produce the necessary evidence in time for the final claim.

3.5 As mentioned above (1.7), the training output (6c) was not met due the problem of not being able to count businesses attending several different courses more than once; and our Yorkshire clients not being eligible.

## **4. Plans for the future**

4.1 Now that the project has closed, the AONB unit is working hard to retain the valued and productive members of staff, and the relationships that they have built with businesses and communities over the last two years.

4.2 Our work with communities will now go a separate way from tourism, and we have submitted a bid to the Heritage Lottery Fund to work with four identified community groups on a 'Your Heritage' project entitled 'Landscape Stories'. This will largely build on the local distinctiveness projects developed by Sustainable Bowland and will still produce outcomes of benefit to visitors and to people who live in the AONB.

4.3 As part of our current AONB Management Plan Review, the Strategy for Sustainable Tourism will be incorporated into the Management Plan, and actions derived from it will become part of the plan also. This means that sustainable tourism work will be incorporated into the mainstream of activity for the AONB Partnership. The Strategy itself will be revisited and reviewed prior to 2010 when we have to re apply for our Charter from the Europarc Federation. This will also entail the demonstration of delivery of the action plan, and formation of a structure, partnerships and so on.

4.4 All of the above means that the AONB Unit needs to continue working with our partners and businesses in sustainable tourism, and so we are seeking funds to support a full time member of staff for the next 3 years. This will be split between two officers – business development and information – who will also carry out other duties for the AONB Unit. This externally funded work will focus on the ‘roll out’ of GTBS across Lancashire, the creation of new sustainable tourism business ‘clusters’ and improved promotion and marketing of the sustainable tourism offer of Bowland and Lancashire. We will also work to continue the development of the Business Network, the visitor payback scheme, the AONB website and communication with all partners.

4.5 Other areas of work we would like to deliver in the future include:

- Holding an annual Sustainable Tourism Forum (which is a requirement of the European Charter)
- Managing a bi annual visitor survey and enterprise survey
- Visitor satisfaction survey or comment card, in conjunction with businesses and TICs
- Exchange visits to other Charter parks
- Continued development of tramper and pushchair walks, and grading of promoted routes
- Investigate possible use of shooting tracks for tramper use
- Offer accessibility training to businesses and TICs
- Gisburn Forest mountain bike development, promotion and business cluster
- Liaise on listing/calendar of events – tie in with walking and cycling festivals
- Healthy walking and health agenda
- Joint planning with TICs to develop gateways – branding etc, Pendle and Wyre as priorities
- Further develop website – foreign languages, interactivity, business pages
- New routeways – links to Pennine Bridleway, local networks, accommodation, promotion
- Develop climate change angle – low carbon holidays etc
- Support work of BTCV and LWT as conservation holiday and volunteering opportunities
- Continue familiarisation visits
- Continue to develop links with Yorks Dales National Park as a new Charter Park and neighbour
- Support improvement of visitor experience at Beacon Fell
- Seek to develop walking and horse riding holiday opportunities
- Support Bowland Festival and Arts
- Work with HLF project to recruit and train volunteer guides and interpreters
- Seek to develop web based information on ‘open farms’ and those providing educational opportunities as part of the European Year of Food and Farming

- Continue to support projects providing information and activities for bus users in the AONB, and integrate public transport information into events, walks information and other AONB activities
- Further promote the Visitor Code
- Support the production of a buildings and highways design guide for the AONB to encourage enhancement of special features
- Continue to develop the BTEF, looking at ways individual businesses can contribute. Promote the fund more widely to communities and consider its future without Leader + charter mark income
- Create seasonal trails to extend the season
- Investigate possible opportunities for good quality campsite and pub accommodation to improve the availability of overnight and short break accommodation
- Seek to promote the Bowland product (quiet enjoyment) to specialist outdoors press

## APPENDIX 4

### CASE STUDY I SUSTAINABLE TOURISM BUSINESS NETWORK AND GREEN TOURISM BUSINESS SCHEME ACCREDITATION

**The Forest of Bowland AONB's Sustainable Tourism Business Network** was created as part of the process of developing the European Charter Mark for sustainable tourism businesses, originally called Part 2 of the Charter.

Setting up a network was the idea and responsibility of the AONB Business Development Officer, although the 2005 Sustainable Tourism Strategy had suggested the need for *'tourism enterprises to play an active role in the development and management of tourism within the AONB'* (point 1.2).

The aim of developing a network was:

- a. an opportunity to bring committed businesses together
- b. to provide them with an easy 'first step' into a green accreditation scheme and European Charter Business status
- c. to support the workings of the sustainable tourism working group and forum

The Network was launched at a business event at Dalesbridge in January 2007. Membership is free, although businesses have to 'sign a pledge' to demonstrate their planned and existing sustainable activities. The action plan they sign up to is based around the Europarc Charter Principles:

- Supporting the local economy – eg buying local produce, working with other local businesses
- Conservation and environmental management – eg creating wildlife areas, reducing energy and water use
- Marketing and visitor information – eg using sense of place, providing AONB information

In return, Network members can receive several benefits. These include:

- Support from the business development officer
- Opportunity to attend Network meetings, held 3-4 times a year and build relationships with other members
- Free training courses
- Bedroom browsers and wooden leaflet racks to promote the AONB
- Free use of 'Brochurelink' services to re order free promotional materials
- Free use of the Network web pages
- Promotion of their business activities and events via AONB website
- Opportunity to join the GTBS scheme at a reduced rate, and if successful, to become a European Charter Business.

The Network acts as a springboard to European Charter Business status, which is achieved when businesses actively participate in the Network, support the Bowland Tourism Environment Fund and achieve GTBS accreditation, see below. Currently there are 33 Charter Businesses in the Forest of Bowland AONB, view them at: [http://www.forestofbowland.com/visit\\_european\\_charter\\_business](http://www.forestofbowland.com/visit_european_charter_business)

The Network has 102 members and is currently reforming into the Bowland Experience – a company limited by guarantee. The aim of this social enterprise is to become independent and sustainable. Three business owners have become Directors of the company, and a further three have become trustees of a second group, the Bowland Tourism Environment Fund, which will eventually become a registered charity and will receive any profits generated by the Bowland Experience Ltd.

**Green Tourism Business Scheme (GTBS)** is the only green accreditation scheme currently recognised by Visit Britain. The company offers both advisory and inspection visits to businesses enrolling in the scheme, and assesses their performance against 60 measures. The criteria is based on undertaking sustainable practices across the whole business including energy, water purchasing, waste, travel, natural and cultural heritage, social involvement and communication, and management and marketing. For more information see [www.green-business.co.uk](http://www.green-business.co.uk)

In the Forest of Bowland 33 businesses now hold GTBS awards, an impressive 10 Golds, 15 Silver and 8 Bronze awards. Due to the popularity of the scheme and Lancashire and Blackpool Tourist Board's commitment to extending it across Lancashire, further funds were secured to deliver a 3 year project – **the Lancashire Green Tourism Project** - supported by the AONB via its Sustainable Development Fund, Lancashire and Blackpool Tourist Board and Lancashire County Developments Limited.

The Lancashire Green Tourism Project aims to:

- Offer support to 50 businesses wanting to achieve GTBS awards
- Offer support to help those business market themselves as 'green' and sustainable
- Support the development of 6 new sustainable business clusters within the Forest of Bowland AONB

To date the project has:

- Supported 18 businesses in achieving GTBS accreditation across Lancashire, with a further 13 to be accredited by March 2010, in the form of development of resources and one-to-one advice
- Worked closely with Lancashire and Blackpool Tourist Board to actively promote and market businesses with GTBS accreditation [www.lancashiregreentourism.com](http://www.lancashiregreentourism.com)
- Developed a website dedicated to businesses reporting wildlife sightings across the Forest of Bowland AONB. Each business updates their individual blog which aggregates on a central website

[www.bowlandwildlife.org.uk](http://www.bowlandwildlife.org.uk) Currently 14 businesses are contributing to the aggregate blog providing an excellent resource for visitors.

- Provided marketing training and individual web consultation to encourage businesses to market their green credentials, examples include [www.lowergill.co.uk](http://www.lowergill.co.uk) and [www.cobdenfarm.co.uk](http://www.cobdenfarm.co.uk)
- Early stage development of several tourism clusters including a heritage cluster, a mountain biking cluster for Gisburn Forest and a Trammer cluster
- Generated press coverage for GTBS accredited businesses in local and national press to promote Lancashire as a green tourism destination.

### **Economic benefits**

Businesses can extract cost savings from good practice shared with other members and by undergoing GTBS accreditation. The process of the accreditation provides businesses with a thorough audit including suggestions for energy savings. It is hoped that in the future Bowland Experience will develop opportunities to trade, secure grants, and generate income for BTEF.

### **Environmental benefits**

Improving a business's environmental performance can lead to financial savings, but also reduces the environmental impact of a business: its carbon footprint, amount of waste sent to landfill, water usage and so on. Positive measures such as tree planting and meadow management can also lead to environmental benefits. The scheme also encourages businesses to pass the messages onto their visitors via the use of the Visitor Code, thereby encouraging more sustainable and responsible visitors.

### **Social benefits**

Network members have found the opportunity to meet, socialise and do business with other members invaluable. The AONB has also found the network to be a beneficial vehicle for circulating information to interested and active partners.

Businesses presented with their GTBS and European Charter Business awards by the Duke of Westminster, 2007



## **CASE STUDY 2**

### **WYRESDALE WHEELS: ACCESS FOR ALL**

**Wyresdale Wheels: Access for All** is an innovative collaboration, built around a desire to provide accommodation and outdoor experiences for people with mobility problems.

Having attended an open day held at Beacon Fell Country Park, Jonty Collinson, owner of the Priory at Scorton, joined forces with a number of other businesses in the area to:

- a. purchase a Trampler vehicle and trailer
- b. support the development of accessible routes between the businesses
- c. promote the package of Trampler, trails and accommodation and attractions

The Trampler is a specially designed all terrain electric buggy which can be used off road and even on rough ground, mud and grass. It is used and promoted by both Lancashire and Wyre countryside services at council owned sites such as Stannah and Beacon Fell. This project was innovative because it took trampers onto the wider public rights of way network crossing private land, plus the vehicle itself was owned and managed by private business, not a local authority.

The project was supported by Lancashire and Wyre countryside staff, plus Lancashire and Blackpool Tourist Board, through their Lancashire Rural Tourism Initiative, and Wyre Tourism Association, Garstang Partnership and the business partners. The Forest of Bowland AONB Unit provided publicity support through their website and a specially produced leaflet highlighting the Trampler trails and accommodation providers. Four downloadable Trampler Trails are also available at [http://www.forestofbowland.com/wrc\\_access\\_for\\_all](http://www.forestofbowland.com/wrc_access_for_all)

The business partnership now includes 12 private businesses, and has created 25km of Trampler usable trails, including 17km of off road routes. Up until April 2009 the project had received 98 bookings over 145 days, this includes nine accommodation stays in the area for more than one day. An online booking service now exists linking the accommodation and the trampler bookings, together with other activities such as fishing and guided walks.

The Trampler friendly routes were created as part of the North Lancashire bridleway developments in the Scorton area. Routes around the village, plus sections across farmland at Cobble Hey, Bleasdale and Broadgate, all participating partners, and at Higher Landskill farm were negotiated. New gates installed as necessary, by LCC countryside officer Tarja Wilson. Three new accessible bird hides have also been installed along the route, at key 'wader hotspots' to enable easy viewing of lapwing, curlew, redshank and snipe in the Spring breeding season.

The project has been promoted widely as an example of good practice and recently received an equality and diversity award from the North West Employers Organisation.

LBTB, Wyre Borough Council, LCC and the Forest of Bowland AONB all intend to develop further Trampler projects incorporating trails and accommodation – possibly at Chipping Wild Boar Park and in Gisburn Forest.

Total costs of the project were £20,600, excluding the trail developments.



### CASE STUDY 3

#### NATURAL TOURISM WEB RESOURCE

Through Natural Economy Northwest Funding, the Forest of Bowland was identified as one of five iconic natural tourism projects to receive a small best practice grant in 2008. <http://www.naturaleconomynorthwest.co.uk/natural+tourism+demos.php>

Through the funding web based resources were developed to highlight the wonderful bird watching and wildlife opportunities in the AONB:

- **10 new downloadable, wildlife themed walks were created.** They are highlighted in the main walking section by a wildlife symbol [www.forestofbowland.com/walking](http://www.forestofbowland.com/walking) and are also linked as a featured walk of the month in the interactive calendar, for example: [www.forestofbowland.com/wildlifecalendar/july](http://www.forestofbowland.com/wildlifecalendar/july) The walks include specially commissioned pencil sketches of the wildlife, GPS points, OS map, route description and information of the wildlife to look out for on the route. They have been designed in the Forest of Bowland walks template which enables them to be printed easily on a standard black & white printer.
- The wildlife walks also feature as '**walk of the month**' on the home page, this is one of the most popular and frequently visited features of the website [www.forestofbowland.com](http://www.forestofbowland.com)
- **12 bird profile pages** have been created to highlight the key birds of Bowland. They include text on the key characteristics of each bird and how to identify them, produced in partnership with colleagues at RSPB. Additionally, the profiles link to video footage on RSPB's website and include **embedded sound files**, sourced from the British Sound Archive. This enables visitors to learn about the birds that they may encounter whilst visiting the area, providing an enhanced experience [www.forestofbowland.com/wild\\_birds](http://www.forestofbowland.com/wild_birds)
- 4 new pages were developed about wildlife (in addition to the bird information pages) on moths, brown hares, bats and habitats [www.forestofbowland.com/wild\\_hares](http://www.forestofbowland.com/wild_hares)
- A **Bowland Wildlife Blog** has been created by web consultant Barrie Tyrer through the Lancashire Green Tourism project [www.bowlandwildlife.org.uk](http://www.bowlandwildlife.org.uk) This is an aggregate blog bringing together postings from individual tourism business's blogs. This blog has contributed a valuable wildlife resource for visitors and has also fostered an enthusiastic

community of businesses 'blogging' their sightings of wildlife in the AONB  
[www.forestofbowland.com/aggregator](http://www.forestofbowland.com/aggregator)

- The **interactive wildlife calendar** highlights wildlife to see at different times of the year as well as linking to a walk of the month and highlighting Festival Bowland events (events organised by the Forest of Bowland which celebrate the birds, wildlife, landscape and culture of the AONB)  
[www.forestofbowland.com/wildlifecalendar](http://www.forestofbowland.com/wildlifecalendar)

### **Economic Benefits**

Through the AONB Sustainable Tourism Business Network and Lancashire Green Tourism project tourism businesses are encouraged to utilise the resources on the website - including promoting the downloadable walks close to their business to encourage visitors to engage in car free activities.

14 tourism businesses are contributing to the Bowland Wildlife aggregate blog and are utilising it as an additional marketing opportunity.


### **Environmental Benefits**

This project broadens the concept of Natural Tourism to that of sustainable tourism, by looking at all assets of the local area, not just natural features (ie footpaths linking bird hides; development and promotion of walks to view wildlife).

The development of a web based resource encourages visitors to access informative and interactive information online, without the need to print. Additionally, tourism businesses are linking to the resources and in some instances utilising the resources on their own websites to encourage visitors to engage in car-free activities during their visit.

### **Social Benefits**

Social benefits via the downloadable walks include encouraging visitors to use local services – buses, post offices, shops and pubs – which create a more viable community for residents in the long term.


[Home](#) » [Discovering](#) » [Wildlife](#) » [Birds](#)


[Discovering](#) | [Enjoying](#) | [Living in](#) | [Looking after](#)


**Landscape**  
**Towns & Villages**  
**Wildlife**  
 Wildlife Blog  
 Birds  
 Curlew  
 Golden Plover  
**Hen Harrier**  
 Lapwing  
 Merlin  
 Oyster Catcher  
 Peregrine  
 Red Grouse  
 Redshank  
 Ring Ouzel  
 Snipe  
 Stonechat  
 Water Cuckoo

**Hen Harrier**  
**Habitat & Behaviour:**  
 Only one word can describe watching a Hen Harrier over moorland in spring - breathtaking. The graceful mastery of the air it displays as it quarters the ground hunting and the tumbling; its 'sky-dancing' display flight are a joy to watch.

The United Utilities' Bowland estate is the single most important site for breeding hen harriers in England and United Utilities has been working with the RSPB since the early 1990's to conserve this hugely important population. The estate now regularly holds between six and ten pairs every year which can be anywhere between 50 and 90 percent of the English breeding population. Most year, 1-2 pairs of hen harrier also nest on moorland elsewhere in Bowland, away from the UU estate.

**Identification & Voice:**




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[Discovering](#) | [Enjoying](#) | [Living in](#) | [Looking after](#)



**Landscape**  
**Towns & Villages**  
**Wildlife**  
 Wildlife Blog  
 Birds  
 Bats  
 Brown Hares  
 Moths  
 Habitats  
**Wildlife Calendar**  
 January  
 February  
 March  
 April  
 May  
 June  
 July

**Wildlife Calendar**  
**November**  
 Autumn is fading and winter is beginning to creep in, leading to misty mornings.

**December**  
 December is a month when all you want to do is stay in-doors in the warmth.

**January**  
 Frosty winter days and early dusks make January a great time to see some impressive flocks of birds.

**February**  
 The first hopeful signs of spring begin to show in the plant world.




**Wildlife in the Forest of Bowland A.O.N.B.**  
 This site aims to bring together information about the wildlife of the Forest of Bowland A.O.N.B. (Area of Outstanding Natural Beauty) and surrounding area.


[Bowland Wildlife Blogs](#) | [Blog Locations](#) | [Blog Details](#) | [Wildlife Hot Spots](#) | [Wildlife Habitats](#) | [Photo Galleries](#)  
[Identification Guides](#) | [Bowland wildlife Groups](#) | [Leaflets and Information](#) | [Help Wildlife](#) | [Conservation](#) | [Events](#) | [Contact](#)

Below are aggregated posts from various wildlife blogs created by people within the Forest of Bowland (bowlandwildlife.org.uk accept no responsibility for any content not created directly by bowlandwildlife.org.uk)

**autumn nature** Post Origin "ginny Blog" added here on October 28th, 2009



More unusual than the average earthworm is this green

Contact [bowlandwildlife.org.uk](mailto:bowlandwildlife.org.uk)  
 SHARE   
 Search for:

**Bowland Wildlife Blogs**  
[Bleasdale Cottages](#) (15)  
[Bowland Hen Harrier Project](#) (10)  
[bowlandwildlife](#) (3)  
[Broadgate Farm R & B](#) (25)  
[Caldertop Cottage](#) (9)  
[Clough Bottom](#) (2)  
[Elizabeth Mills](#) (11)  
[Forrest Hills](#) (19)  
[Foxhill Barn](#) (8)  
[Greasdale Farm R & B](#) (11)

## **CASE STUDY 4**

### **A SENSE OF PLACE TOOLKIT**

Developing a Sense of Place toolkit was a direct recommendation of the Forest of Bowland's Strategy for Sustainable Tourism (Jan 2005) – action plan point 2: *'Strengthen the identity of the Forest of Bowland AONB as a sustainable tourism destination, recognised and promoted in partnership by all those involved with tourism service delivery in the wider area.'* And point 2.3 *'encourage tourism businesses in and around the Forest of Bowland to use the special qualities of the AONB as their USP.'*

The aims of the project were therefore to

- a. Identify the special qualities of the area
- b. Educate businesses about these special qualities
- c. Encourage businesses to use these messages in their marketing of the area and of their own business

The project began with a summer-long consultation process carried out by Pathways Consultancy. This engaged over 300 people in a variety of focus groups and culminated with a stall at the Hodder Valley Show in September 2005. Information gathered included childhood memories; best places to shop, eat or walk; folk tales; favourite places to picnic or paddle; and wildlife to look out for. Results of this consultation were then merged with the AONB's own interpretive themes:

- A place to enjoy and keep special
- Delicious local food and drink
- A landscape rich in heritage
- A living landscape
- Wild open spaces
- A special place for wildlife

A toolkit was developed by the AONB Unit with graphic design from Countryside. The resulting publication was then distributed to all known tourism businesses within and around the AONB together with all our main partners. It is also available as a download from our website.

<http://www.forestofbowland.com/publications/strategies/FOBSenseofPlaceLoRes1.pdf>

The toolkit sets out the special qualities of the AONB, and provides some 'set text' on each theme which can be cut and pasted, together with images, from a free CD Rom and into a business's own marketing materials. This assists with the generation of a consistent set of messages about the AONB and what it has to offer to tourists.

The toolkit also encourages businesses to examine the special qualities of their own area, community or business – and gives advice on how to promote this to visitors in order to generate loyalty and repeat visits.

The toolkit was then supplemented with the provision of 6 free training days, attended by over 70 businesses over a period of 12 months. Training was provided by the AONB staff, with input from Paul Mahony of Countryside who focussed on marketing and how big businesses use a sense of place to sell their goods and services.

The project has been used as an example of best practice by Natural Economy North west, and by English Heritage and the Tourism Centre. It is being replicated by several other AONBs and tourism destinations around the UK.

### **Economic benefits**

The sense of place toolkit has enabled local businesses to find out more about the AONB and to trade on its reputation as a quality destination. Businesses developing their own 'sense of place' have also seen the impact in terms of repeat visits and customer loyalty and recommendation. We are already seeing 'our messages' replicated and used on partners and businesses websites and other publicity materials, and we see this as a positive development as it helps to promote the AONB.

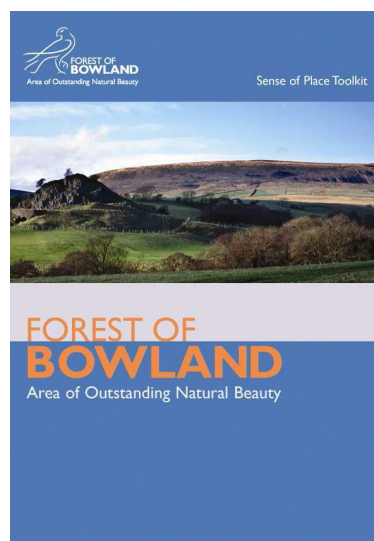
### **Environmental benefits**

The sense of place project has sought to educate and raise awareness of the area's special qualities, which are primarily environmental. Issues such as ground nesting birds; local food and other products; dispersal of visitors away from honeypots; and so on are all covered in the agenda. We seek to celebrate the area's wildlife, heritage and grandeur – promoting these as things of beauty and worthy of protection – and encourage our business partners to do the same.

### **Social benefits**

Much of the sense of place consultation focussed on people's feelings and memories of the area – elements of visitor loyalty that make a place special and which make you want to return. Aspects such as 'a living landscape' also focus on the special way of life found in Bowland – farming, village life, housing styles – and 'a place rich in heritage' links this to traditions, culture, dialect and so on.

Social benefits also include encouraging visitors to use local services – buses, post offices, shops and pubs – which create a more viable community for residents in the long term.



## **CASE STUDY 5**

### **LANCASHIRE & BLACKPOOL TOURIST BOARD: COUNTRY ESCAPES CAMPAIGN**

Country Escapes was a short breaks marketing campaign run by the Lancashire and Blackpool Tourist Board (LBTB) between 2005 and 2009. The campaign had an annual budget in the region of £70,000.

The campaign aimed to:

- a. promote short breaks in rural Lancashire
- b. attract high spending visitors '50+ empty nester Cosmopolitans'
- c. encourage new business during the quieter periods of September to May

The campaign consisted of several initiatives:

- **Direct mail** - over 150,000 pieces of mail were posted out over the 5 years to people on LBTB databases who had expressed an interest in 'country escapes'. This culminated with a Country Escapes magazine in April 2009, distributed to over 30,000 contacts during 2009.
- **On line activity** – new web pages and products were produced – e.g. walking and cycling pages, Forest of Bowland information, mountain biking trails, walking festivals and bird watching events. The campaign pages generated between 60,000 and 100,000 unique web visits per campaign year.
- **Prize draws** – competitions featuring businesses, including accommodation, eating out and cycle hire, were promoted via direct mail and online. Typically these would generate several thousand entries, and data collected would then be used for future mail shots and e newsletters.
- **E-newsletters** – 20 editions were produced and over 150,000 copies were emailed over the 5 years of the campaign. These often featured a district or area, including the Forest of Bowland in March 2008 (see below). Recipients were encouraged to 'click through' to the Visit Lancashire website, with 5-10% of recipients recorded as doing so for this example.
- **Advertising** – advertising was secured in publications such as Radio Times, Country Walking magazine, Walk magazine, BBC Countryfile magazine and Enjoy England's rural escapes campaign.
- **Print** – a range of publications: Lancashire's Countryside Collection, Welcome Walkers & Cyclists accommodation guide, Lancashire Outdoor Guide, Lancashire's Country Escapes magazine, were produced and distributed 2006-09.
- **National media** – articles generated by press releases produced coverage in a variety of national and regional titles.

Research was undertaken annually by an independent company to evaluate the success of the campaigns. The campaign evaluation for 07/08 included the following headline results: 24% of those surveyed recognised receiving an e-newsletter from LBTB; 66% claimed to have visited the website – [www.visitlancashire.com](http://www.visitlancashire.com)

Overall the campaign was estimated to be responsible for generating over 35,000 visits to Lancashire, equating to a potential visitor spend of £5,089,771.

### **E Newsletter March 2008**



### **Walk on the Wild side in the Forest of Bowland**

If you are looking for undiscovered and unspoilt countryside then look no further than the stunning landscape of the **Forest of Bowland**. This Area of Outstanding Natural Beauty is home to a variety of rare wildlife and protected plant life that can be spotted and admired from a distance via the countless walking and cycling routes through the area.

#### **[Download walks in the Forest of Bowland and other areas of Lancashire](#)**

Bowland's moors are home to many threatened species of birdlife including merlin, golden plover, curlew, ring ouzel and of course the rare hen harrier. Head over to **Stocks Reservoir**, in the northeast of Bowland to see wildfowl, waders and the occasional osprey! Or why not visit the upland pastures around **Abbeystead** to see lapwing, redshank and oystercatchers.

For more information on **bird watching in Lancashire** and to download **Birding in Bowland** [click here](#)

---

### **Bowland Festival**

**1-8 June 08**

Whether you're already familiar with the special qualities of the Forest of Bowland or are visiting for the first time, the **Bowland Festival** offers a unique opportunity to learn more about its exceptional birds and wildlife, explore its heritage, enjoy its landscape and sample its delicious food and drink through a series of events and activities led by experts. For more information on the Bowland Festival visit [www.bowlandfestival.co.uk](http://www.bowlandfestival.co.uk)

### **Win Bowland Festival Tickets**

Enter this free prize draw to **win a pair of tickets to the Bowland Festival**. Simply email [bowland@lancashire.gov.uk](mailto:bowland@lancashire.gov.uk) with your name, address and contact telephone number. There are two pairs of tickets on offer which will give you free entry to an event of your choice, subject to availability. *The closing date for entries is 31 March 08.*

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**Why not take a short break in this beautiful area of Lancashire.....**

### **Treat yourself to a relaxing Champagne Spring Break during March and April at the Gibbon Bridge Hotel**

For £175 enjoy a half bottle of champagne on arrival, a delicious dinner, accommodation and breakfast for two people in the beautiful Forest of Bowland. *(This offer is available during March & April 08, excluding Saturdays and Easter – based on two people sharing & subject to availability).*

For contact details and more information on the **Gibbon Bridge Hotel** [click here](#)

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### **Last chance to Win!**

Your last chance to enter on-line competitions to **win a gourmet break and Lancashire walking guides**.

[Click here to enter](#)

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We are celebrating **Taste Lancashire 08** - a year of great food & drink in Lancashire. For awarding winning restaurants, producers and farmers markets go to [www.tastelancashire08.com](http://www.tastelancashire08.com)

This email has been sent by Lancashire and Blackpool Tourist Board - [visitLancashire.com](http://visitLancashire.com)

[Click here to unsubscribe from the Visit Lancashire mailing list](#)

# Forest of Bowland AONB Visitor Survey Report Summer 2009



*Prepared by Hannah Snowden September 2009*



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## 1. Visitor Survey for the Forest of Bowland AONB

### a. Aims of the visitor survey

1. To carry out a survey of visitors, as part of ongoing monitoring of tourism in the Forest of Bowland AONB

### b. Background

A visitor and enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. The resulting strategy (action point 5.2.11) recommends that this survey is repeated at regular intervals in order to better understand our target markets and their needs. A visitor and enterprise survey with relevant updates was repeated in summer 2006 and 2008 and again summer 2009 to assist in the preparation of the Forest of Bowland sustainable tourism strategy 2010-2015.

Increasing opportunities to enjoy the Forest of Bowland AONB by providing excellent access opportunities is a key remit for the AONB partnership and access projects have received public funding from organisations such as NWDA and Natural England as well as the AONB partnership.

### c. Methodology

The following methods were used in achieving the above aim:

- A survey was devised (*Appendix 1*) which was administered face to face with 123 visitors in allocated sites across the Forest of Bowland AONB including Gisburn Forest, Beacon Fell, Slaidburn, Dunsop Bridge, Newton, Downham, Barley, Scorton, Crook O' Lune and Wray.
- The survey was made available online and linked from the Forest of Bowland home page; however, only 1 response was completed online.

## 2. Survey Results

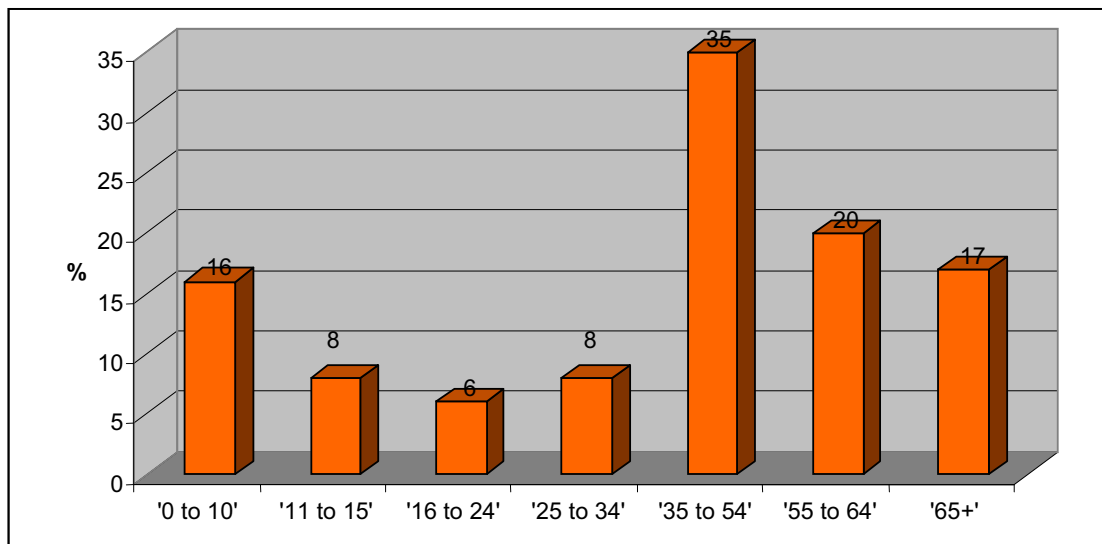
*Appendix 1* shows the questions and results from the survey, a total of 123 visitors responded to the survey. A response of 197 was gained in 2008, (however, this included 37 surveys administered by accommodation providers, which was not done for the 2009 survey).

The majority of questions were designed to elicit closed responses; however there were opportunities for visitors to offer more qualitative type responses. The qualitative responses to questions 10, 11, 13, 14b, 14d, 16, 18a, 19 and 20 can also be found in *Appendix 1*.

Comparisons to the data from 2006 and 2008 are made in the results section however, the questionnaire in 2009 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last year, therefore some of the less relevant questions from 2006 and 2008 were omitted and comparisons are not always possible.

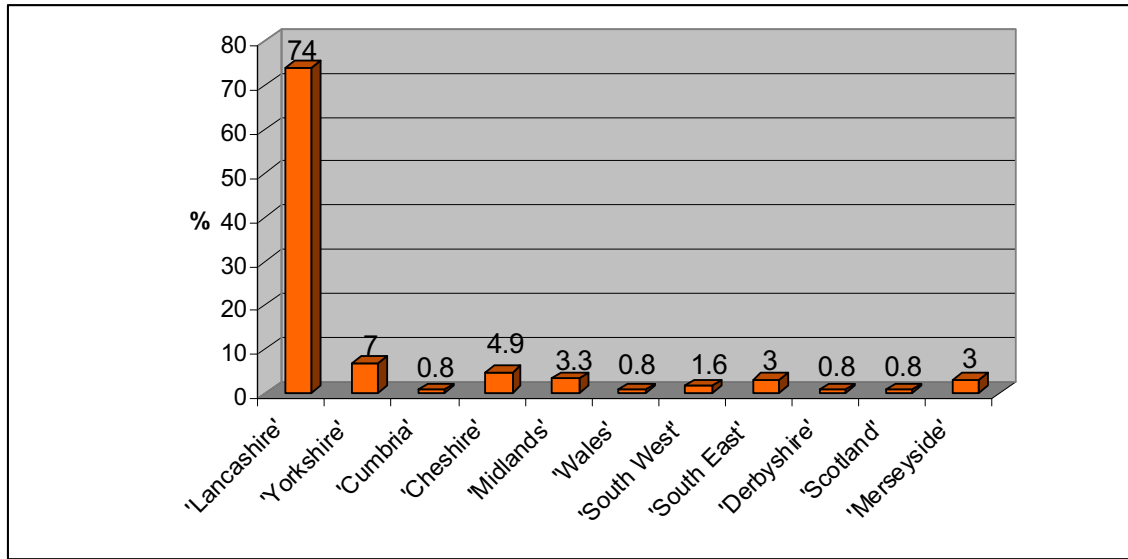
## 2.1 Visitor Profile (Q1 – 4)

**Figure 1 – Response by age**



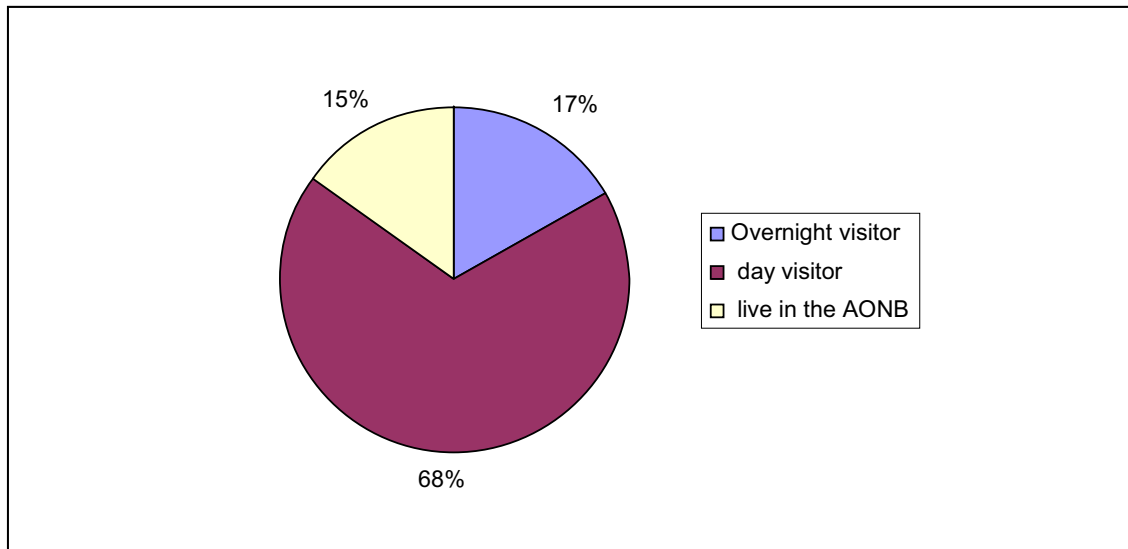
123 surveys were conducted face to face with visitors during the summer of 2009, there were many surveys that were completed with groups of people and families, so overall the number of visitors that undertook the survey totalled 234. The respondents were broken down into age categories to enable a more in depth view of the visitors that come to the Forest of Bowland. The highest number of respondents were aged between 35 and 54, followed by 55 to 64 and then the 0 to 10 group, this is a reflection of the 2008 and 2006 results with the higher age categories accounting for 62% of the total respondents. Although, there was a higher response in the 11 to 14 and 16 to 24 categories which may be due to recommendations carried out from last year and certain events in the area such as the Tour of Britain that brought a different demographic into the area that might not normally choose to visit the Forest of Bowland.

**Figure 2 - Where visitors have come from (Q3)**



The visitors were asked to state which area of the country they had come from. As in 2008 Lancashire is where the majority of visitors come from, followed by Yorkshire and then Cheshire. However, some of the other regions are represented differently for 2009, such as Cheshire which shows the third highest representation and Yorkshire as the second. Some counties from last year were not represented this year (North East) and there were also visitors from new regions, such as Derbyshire, Merseyside and Scotland.

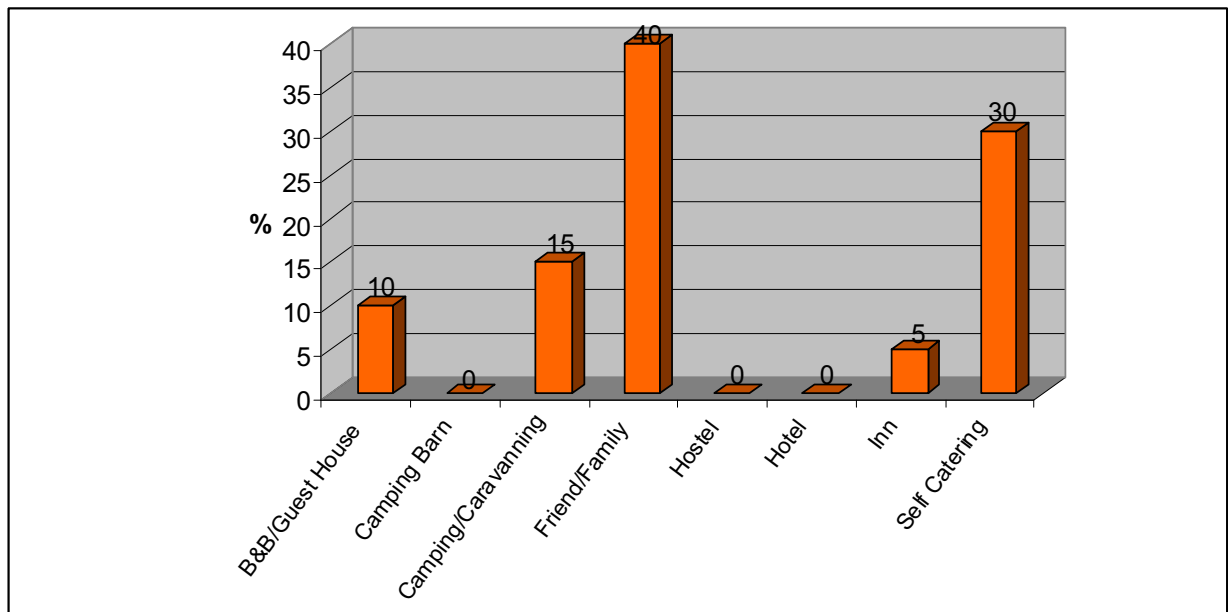
**Figure 3 – Type of visitor (Q4)**



## 2.2 Accommodation (Q5)

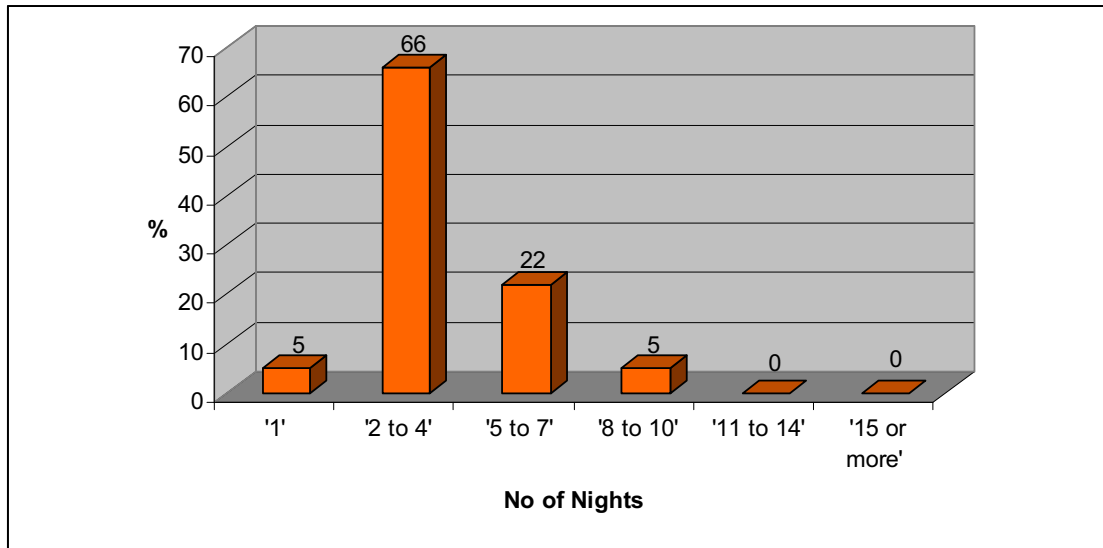
There was a reduction in the number of overnight visitors from 2008 (12% reduction, see Figure 3). Day visitors account for the highest number – 68%. Of the 17% that were overnight visitors a high percentage were staying with friends and family and self catering accommodation was the second highest response. In 2008 the most favourable accommodation was B&B/Guesthouses. This may be due to visitors wanting to spend less money on short breaks due to the economic climate so they are choosing to stay with friends and family.

Figure 4 – Types of accommodation (Q5)



The staying visitors were asked how long they would be staying in the Forest of Bowland; answers are shown in figure 5. Compared to 2008 there is a significant increase in the number of visitors staying for 2 to 4 nights (increased from 36% to 66%) and also a major reduction in the number of visitors staying for just one night, it now stands at 5% compared to 18% in 2008. A decrease in the number of one night visitors and an increase in longer lengths of stay can only be viewed as positive; this means more visitors to the area and more money into the local economy. However, a significant number of overnight visitors are staying with friends and family so this will reduce the amount of income from the visitors to the accommodation providers.

**Figure 5 – Length of stay (Q5a)**



Visitors staying in the area were also asked how they had found their accommodation of which the majority responded that it was via a search on "Google" (37.5%) which is an increase on the responses from last year (just 26%). 25% of respondents had stayed at their accommodation before or had been recommended to stay there.

**Figure 6 – Searching for accommodation (Q5b)**

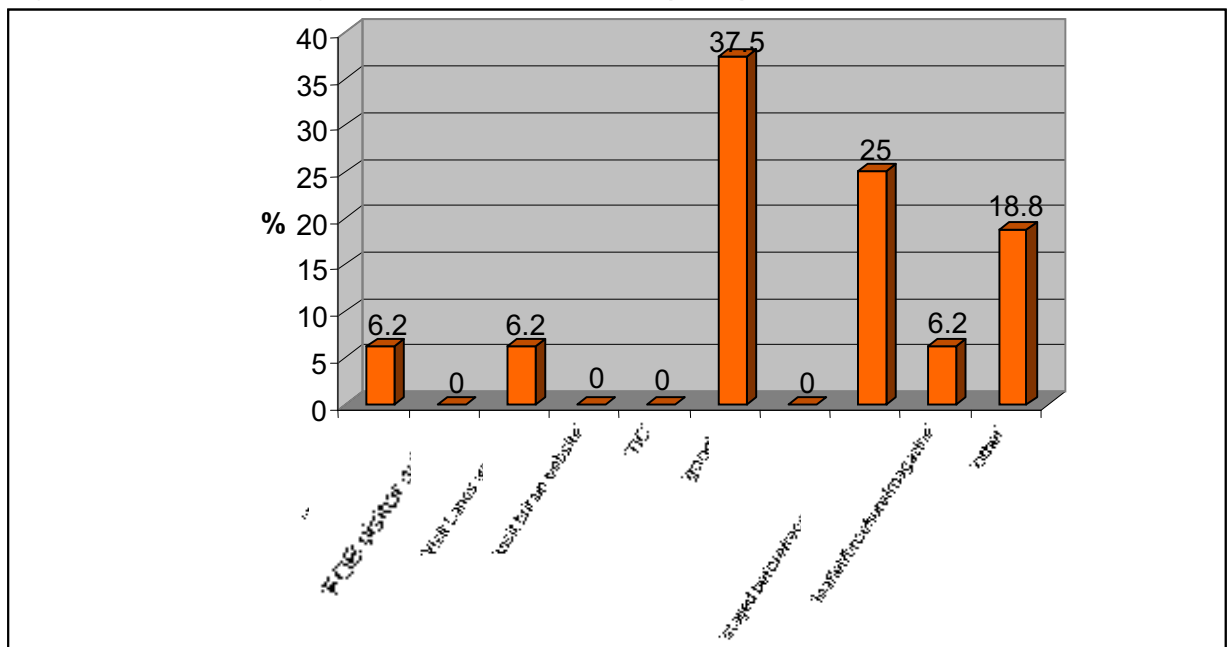
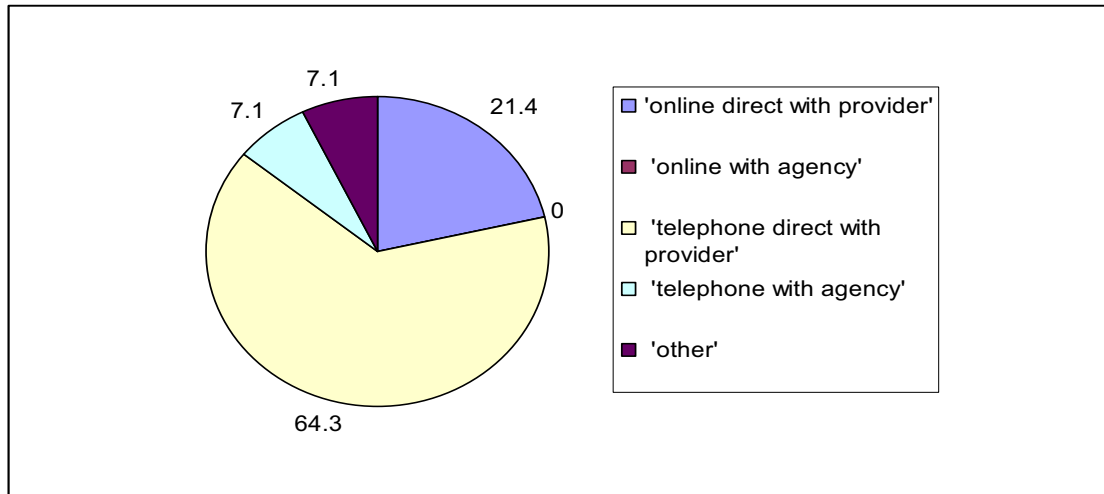


Figure 7 shows how the staying visitors booked their accommodation, the results almost mirror those of last year, with 64% booking direct with the accommodation

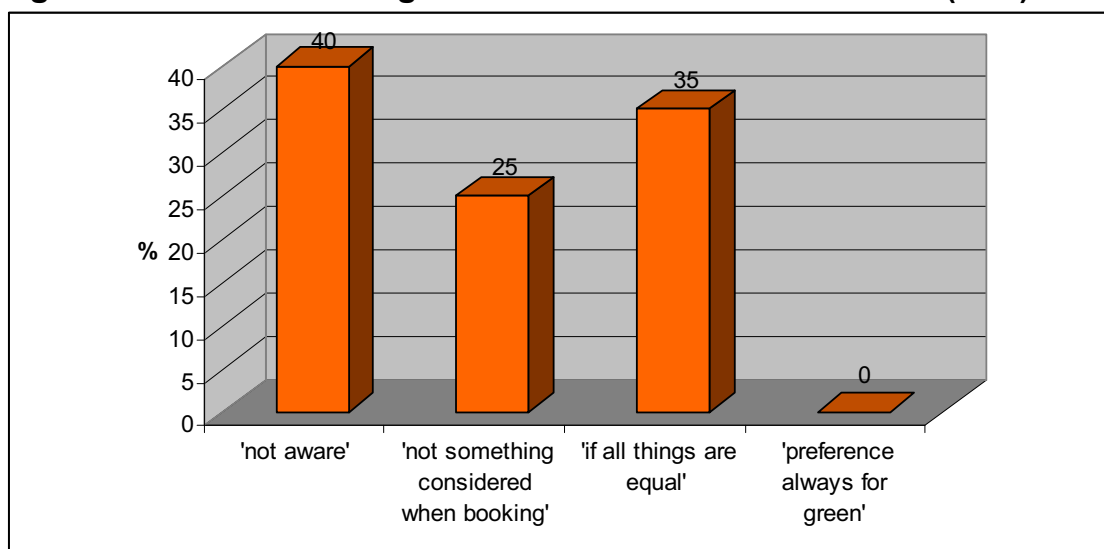
provider via the telephone and 21% booking online direct with the accommodation provider.

**Figure 7 – Booking accommodation (Q5d)**



The awareness of Green accredited accommodation question was changed slightly from that of last year, as many of the respondents were not aware of it so they had no opinion on whether it was important or not. This year over 40% of respondents were not aware of Green accredited accommodation but a promising 35% said if all things were equal they would choose Green accredited over none accredited, although a significant 25% said it was not something they would consider when booking. No visitors stated a preference for always choosing green when they booked their accommodation. Similar results emerged in 2008.

**Figure 8 – Awareness of green accredited accommodation (Q5e)**



### **2.3 Trumper routes (Q6)**

The responses in this year's survey show a major decline in the awareness of trumper routes. In 2008 64% of the respondents that used a trumper or a pushchair were aware of the routes, whether they had used them or not. This year 0% of visitors used a trumper and only 6% used a pushchair, of those respondents none of them were aware of the trumper routes and had ever used them. This is mainly due to the fact of poor weather and a very low response at the main site in the Forest of Bowland – Beacon Fell, where visitors might hire and use a trumper.

### **2.4 Transport (Q7)**

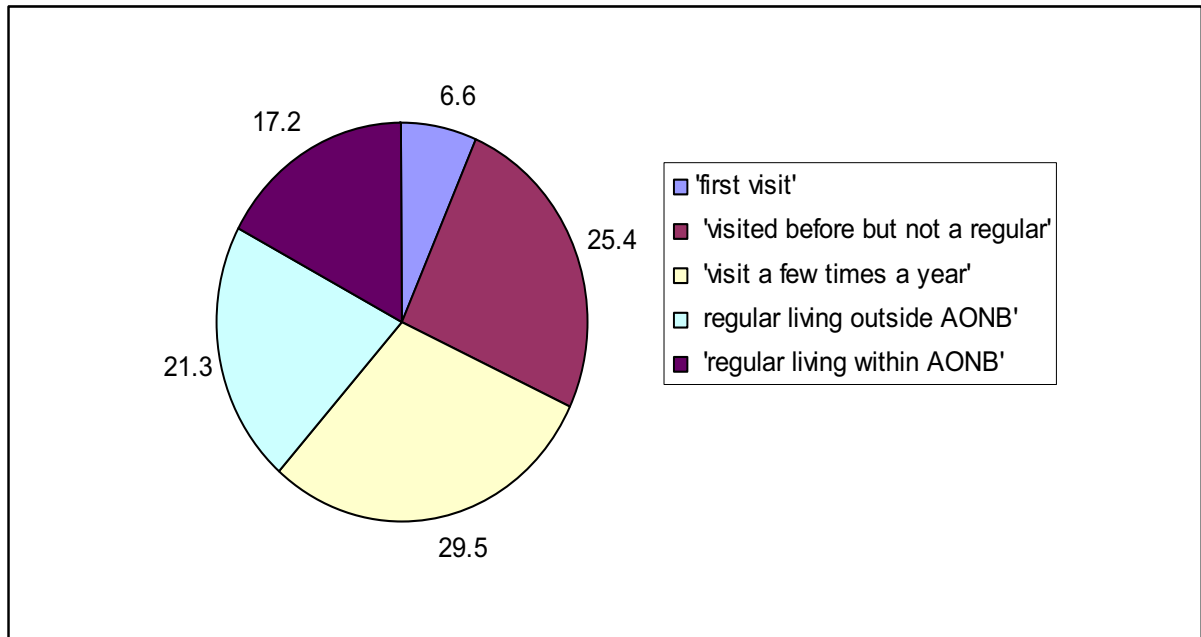
Mirroring the results from the survey in 2008 the most favourable mode of transport that was used to travel to the Forest of Bowland was the car, with 82% of respondents using a car this year. Unlike previous years, 11% of respondents had travelled to the area on push bike, this higher figure is possibly due to the Tour of Britain cycle race that took place through the Forest of Bowland, as many respondents had travelled on bicycle to the race. Other modes of transport had increased since last year, such as motorbike/moped, coach party and by horse.

## **3 Frequency of visits (Q8)**

When questioned about their frequency of visits to the area, the most popular responses were "Visited before but not a regular visitor", "Visit a few times a year" and "Regular visitor living outside the AONB" 29%, 25% and 21% of the respondents. This reflects the answers given to where the visitors came from, as the majority of the visitors are from Lancashire so would be local enough to be regular day visitors.

Only 6% of respondents were here on their first visit, of which 75% of them stated they would return and the other 25% were undecided.

**Figure 9 – Frequency of visits to the Forest of Bowland**



#### **4 Visitor Spend (Q9)**

This year more visitors were open to discussing their spending in the Forest of Bowland, 85% of respondents completed this question, and under half completed it in 2008. The areas that the visitors would spend the most on a day out were "cafes/restaurants/pubs" and "take away food and drink" with 60% spending between £1 and £15 on cafes/restaurants/pubs and 45% spending between £1 and £15 on take away food and drink. The other areas did not receive as much spend as the food and drink categories, with only 28% of visitors spending between £1 and £5 on car parking, 14% spending between £1 and £5 on gifts/crafts/produce and 13% spending between £1 and £15 on petrol and garage services.

#### **5 Reasons for visiting the Forest of Bowland (Q10)**

From the following list, visitors were asked to select the 3 main reasons why they were visiting the Forest of Bowland:

Visit the Forest of Bowland as a destination:
Walking:
Cycling:
Horse riding:
Bird watching:
Fishing:
Using trampers:

Visit a particular attraction:
Visit a particular shop:
Visit a particular eating establishment:
Visit family/friends:
Pleasure visit/general sight seeing:
For Business:
I live here:
Other ( <i>please specify</i> ):

Extra options were added to the list this year due to a high number of respondents from 2008 stating other reasons for visiting the area. An option that was not on the list was dog walking and this seems to be the main reason for quite a few visitors who lived within the Forest of Bowland.

The majority of the visitors that had come to the Forest of Bowland were here for walking or for pleasure visit/sightseeing (54% and 59%), followed by 34% visiting the Forest of Bowland as a destination.

There was an increase in the percentage of visitors choosing other reasons for visiting, which means that the area is attracting a more diverse range of visitors with more interests.

21% of visitors stated they came to cycle, 15% were visiting family/friends and 18% stated other reasons that were not on the list. From the "other" category, there were 3 predominant reasons for coming to the area; these were dog walking, for a picnic and to either watch or follow the Tour of Britain.

Visitors were asked to state their favourite place in the Forest of Bowland and why; Beacon Fell came out as the favourite place to visit this year with the main reasons being: 'it's a great day out', 'its close to home/easy to get to', 'it's a free area to take the children and it has great views'.

The Trough of Bowland was the second favourite because of the scenery and the walks. Gisburn Forest, Slaidburn and Dunsop Bridge were also favourites, as in 2008, Gisburn Forest was a favourite for those who liked to cycle, Slaidburn and Dunsop Bridge were favoured for days with the children, feeding the ducks and because they are quiet peaceful villages to spend the day in. There were a lot of visitors that did not state their favourite place, they said that they either like all of the area or as it is their first visit they do not have a favourite. The full list of visitor answers is in *appendix 1, question 11*.

The visitors were asked if they were aware that the Forest of Bowland was an Area of Outstanding Natural Beauty; in 2008 94% were aware that it was, but this year it reduced slightly to 88%. This decline in the awareness of the AONB could be due to the 6% of visitors this year being on their first visit, they may not be fully aware of the area they are visiting yet.

Visitors were also asked to select what they liked about the Forest of Bowland from the following list:

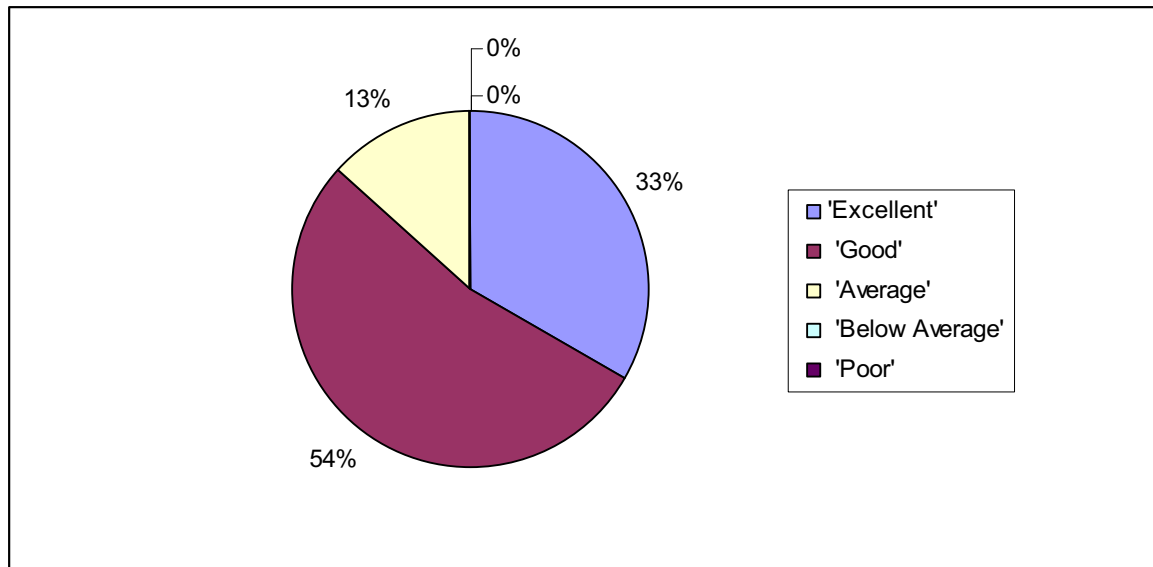
Peace and quiet:
Scenery/landscape:
Attractive villages/towns:
Cycling:
Walking:
Horse riding:
Bird watching:
Wildlife:
Food:
Easy to get to:
Good base for visiting other areas:
Other ( <i>please specify</i> )

80% of visitors stated the peace and quiet is what they liked most, 79% stated the scenery/landscape, 67% said it was easy to get to, and 52% said they liked the attractive villages/towns the most. These results are similar to those in 2008, where the scenery/landscape was what visitors liked most, followed by the peace and quiet.

## **6 Forest of Bowland website (Q14)**

There was a significant decrease in the number of visitors that had visited the Forest of Bowland website compared to 2008; this year only 12.4% of visitors had visited the website, with 86% of those who had, visiting the site since May which was the time of the re-launch. The visitors that had viewed the website were asked what parts of the website they had found most useful, the question was worded differently than in 2008, so it cannot be compared directly. The main responses given by the visitors were that they had visited the "what's on/what to do" section, bridleways and maps for walking.

**Figure 8 – Usefulness of web information**



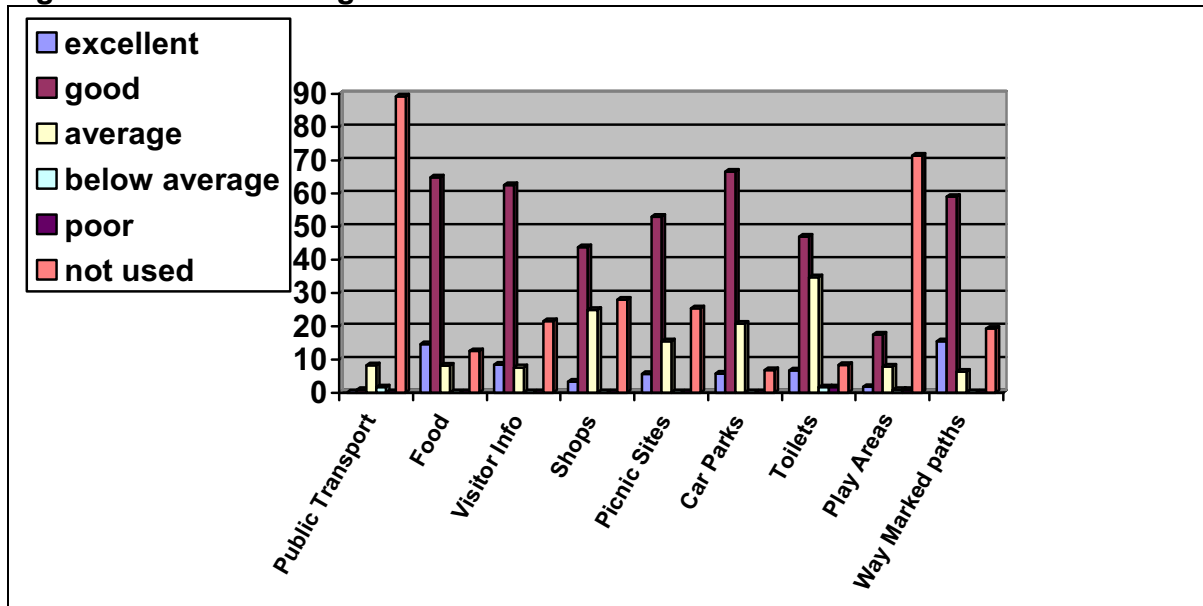
83% of those that had visited the website thought the information they had viewed was either excellent or good. In regards to any improvements or changes to the website, only 1 visitor stated they would like to see more child friendly ideas and events online.

## **7 Local facilities and services (Q15)**

As in 2008 the local facilities/services that were least used by the visitors were public transport and the children's play areas. The facilities that were rated the most highly amongst the visitors were the car parks, food, visitor information and way marked paths, which is similar to 2008. In the good/excellent categories, the highest rated facilities obtained the following percentages; car parks 72%, food 79%, visitor information 71% and way marked paths 74%. In 2008 very few respondents rated the facilities poor or below average, this is mirrored in the results from this year's survey.

With regards to any improvements to the facilities the visitor's main suggestions were to improve the cleanliness and tidiness of the toilets that exist already. Other suggestions were to have more seating on long walks that are along rivers, to increase the frequency of local buses to avoid lots of traffic on busy days and also to put notices in car parks and local villages when certain foot paths are closed.

**Figure 9 – Visitor rating of local facilities and services**



## **8 Forest of Bowland leaflets (Q17)**

The visitors were asked if they had used any of the Forest of Bowland leaflets, 46% of visitors had used at least one of the leaflets; an increase from 2008. The leaflets that have been most popular with the visitors in 2009 are: Access Land, Village Leaflets (Welcome to), Bowland by Bike, Discover Bowland-Visitor Guide and the General Leaflet. 95% of those who had used the leaflets rated them as either good or excellent, the other 5% rated them as average; in 2008 99% of those who had used the leaflets rated them as good or excellent. 44% of visitors had obtained the leaflets from an information centre within the Forest of Bowland and 42% had obtained from an eating establishment/shop/attraction.

## **9 Bowland Branded Products (Q18)**

In this year's survey, a question was added about Bowland branded products, to find out if there was much interest in products that might be sold under the Bowland name and which products might be of interest.

Of the visitors asked, 48% stated they would be interested in buying Bowland branded products, so there is a fairly substantial market interested, though over 50% of the visitors asked were not interested in the products.

The majority of the suggestions by the visitors related to local food produce (wine, cheese, meats etc) as well as other things such as local crafts and gifts and souvenir style items such as mugs, pencils, sweets etc. All suggestions can be read in *Appendix 1, question 18a*.

## **10 Events (Q19)**

The visitors were also asked if they had attended any organised events or guided walks in Bowland, 93% of the visitors had not attended any events, of those that had attended some, most stated that they were organised walks but could not remember specific names. Other events attended were some from Festival Bowland, including the Hen Harrier walk and Pendle Witch events at Halloween. They were also asked if there would be any events that they would like to see in the future, the full list of answers can be read in *appendix 1, question 19b*. The most popular responses were children's events during the holidays, events in villages such as craft days and village fates, badger watching, otter spotting and longer guided walks such as weekend walks around the whole of Bowland staying at different places along the way. This are similar responses to what emerged in 2008.

At the end of the survey the visitors were given the opportunity to give any other comments on the Forest of Bowland, the majority of the responses were positive about the area, saying how lovely it is and how unspoilt it is, and how much they enjoy the area. There were a few comments in regards to some suggestions to advertise the area and the local activities more, and for extra signage in certain areas such as on the way to Beacon Fell. The full list of responses is listed in *appendix 1, question 20*.

## **11 Conclusions and Recommendations**

### **11.1 Key Findings**

- The majority of visitors to the area in 2009 fall into the 35 to 54 age group and the 55 to 64 age group; the same pattern emerged in 2008, although there was a higher representation in the 11 to 15 and 16 to 24 age group from 2008.
- The majority of visitors to the Forest of Bowland come from within Lancashire, again a similar pattern to what emerged in 2008. However, in 2009 there was some representation from different areas such as Derbyshire, Merseyside and Scotland.
- There was an increase in the number of day visitors from 2008 (+9%), and a decrease in overnight visitors (-12%), the amount of visitors that actually live in the AONB did not differ that much from 2008.
- In 2009 the majority of overnight visitors stayed between 2 to 4 nights, with a significant reduction in visitors staying for just one night compared to 2008. In turn the number of visitors staying for 2 to 4 nights increased from 36 to 66%.

- In 2008 the most popular type of accommodation was B&B followed by camping & caravanning and self catering. This changed significantly in 2009 with a high percentage of visitors staying with friends and family, followed by self catering, camping & caravanning and then B&B.
- As in 2008 the most popular way of finding accommodation in the Forest of Bowland was by using a Google search and the majority of visitors still prefer to book their accommodation direct with the provider on the telephone.
- With regards to green accredited accommodation, 40% of the overnight visitors were not aware of it at all (in 2008 it was over 50% of visitors), and 25% would not consider it when booking accommodation. As in 2008 a significant number of visitors would choose green accredited accommodation if all things were equal. No visitors in 2009 would always have a preference for green accredited accommodation.
- There was a disappointing response relating to the awareness of tramper trails for pushchairs and trampers, of the 6% that had come to the area with a pushchair, none of them were aware of the trails. In 2008 there was an encouraging level of awareness for the tramper trails; this however can be attributed to the low response rate at the Beacon Fell site where the trampers are normally hired and utilised.
- As in previous years the majority of visitors arrive to the area via car, however, there was an increase for travelling to the area on pushbike compared to previous years, which in part can be attributed to the visitors who had arrived by bike for the Tour of Britain Cycle Race through Bowland.
- In 2009 the area that received the most spending from visitors was café/pubs/restaurants with 60% spending between £1 and £5, in 2008 the same pattern emerged, however the amount of spend was higher with the majority spending between £6 and £15. The other areas with significant spending were car parks, gifts/crafts and petrol.
- As in 2008 the majority of visitors to the area are regular visitors living outside the AONB followed by people who visit a few times a year.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right.
- Beacon Fell, Gisburn Forest, Trough of Bowland and Slaidburn were the visitor's favourite places to visit in 2009. Dunsop Bridge featured as a favourite place in 2008.
- With regards to what visitors like best about the area, peace and quiet and the scenery were the most popular options again the same result that emerged in 2008. Also a high percentage liked the fact that it was easy to get to.
- In 2009 there was a reduction in the amount of visitors that had visited the website from 2008, of the 12% that had, 83% had found the information good or excellent. This isn't however reflected in the

website statistics, which actually shows an increase in visitors since 2008.

- Mirroring last years findings, the local facilities and services were rated almost the same, with children's play areas and public transport being the least used services.
- There was a positive change in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at least one of the leaflets (compared to less than 25% in 2008). The most popular leaflets as in 2008 were the Discovery Guide, general leaflet and village leaflets, with the Bowland by Bike leaflet becoming more popular this year.
- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009). Most suggestions related to local food and drink.
- 93% of visitors had not attended any guided walks or events, and as in 2008 of those that had, the majority had attended Festival Bowland events.
- General comments from the visitors were similar to those that emerged in 2008; requests for more advertising and publicity on events and the area, and more events held for children.

## **11.2 Conclusions**

In some areas there have been some differences in the results from the 2008 survey. A key finding from last year was that there was a low representation of visitors aged between 11 and 24; this year there has been an increase, though small, of visitors in this age range.

There has been a significant increase in visitors travelling to the area on a pushbike and an increase of visitors that only visit the area a few times a year. This year there was a decrease in the number of visitors staying overnight in the Forest of Bowland.

One of the major differences from last year's survey was the decrease in the number of visitors that have viewed the website. Awareness of the website seems to have reduced, even after the new launch in May. This figure isn't reflected however in the web statistics which have seen an increase since the new launch, therefore this might be an unrepresentative sample of the population as a whole.

From the results of the survey a considerable number of visitors would be interested in buying Bowland branded products with the majority suggesting food produce from the local area or souvenir style gifts.

### 11.3 Recommendations

- Results from 2009 have highlighted an increase in the number of younger age groups visiting the Forest of Bowland. There is scope to further promote activities and events for younger people via the website or for family activities and walks.
- While 2008 highlighted a high awareness of the Trammer routes in the Forest of Bowland, 2009 showed a significant reduction. This can be partly attributed to the weather and the fact that a low response was gained at Beacon Fell where the majority of visitors would hire a Trammer. However, there is scope to further promote and highlight the routes on the website, especially for visitors with pushchairs who were particularly unaware of them. Awareness raising could also be implemented with the Sustainable Tourism Business Network so that businesses can pass such information directly to their visitors.
- Length of stay of visitors has gradually increased since 2006 in the Forest of Bowland with a significant reduction in visitors staying just for one night. In 2009 however a high percentage of staying visitors were staying with friends and family, which could be attributed to the current economic climate. Businesses could be encouraged to act on the recent 'stay-cation' trend to encourage visitors to spend their annual holiday in the area. This might include putting together suggestions for a week's itinerary, promoting possible activities and events for different types of visitors to inspire them to stay longer.
- Visitor's experience or understanding of Green accredited businesses is still limited. It is envisaged that as further businesses undertake GTBS accreditation and the marketing and promotion undertaken through the Lancashire Green Tourism project, it might be a trend that changes in future years. A continued partnership with Lancashire and Tourist Board will assist in promoting businesses with GTBS accreditation.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right. Development of promoted downloadable walks on the website should continue, and encouragement of businesses to utilise these walks, especially if there are ones close to their business. Also, Sense of Place training and encouraging businesses to market themselves as being in a protected area have contributed to an increase in the number of visitors specifically visiting Bowland as a destination. Continued support for businesses in this way will ensure that the right messages about the Forest of Bowland reach the visitor.
- There was an increase in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at least one of the leaflets (compared to less than 25% in 2008). Because of limited resources continued printing of leaflets is an issue, therefore new ways of funding













the print will need to be identified for the future. Charging for businesses to be featured in a leaflet might be one way.

- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009), therefore there is certainly scope to introduce sale of such products via businesses and tourist information centres.. Most suggestions related to local food and drink.

## Appendix 1

### Section 1: Questionnaire













#### 1. The main location that you have most recently visited:




Barley:		5.7%	7
Beacon Fell:		11.5%	14
Crook O'Lune:		13.1%	16
Downham:		8.2%	10
Dunsop Bridge:		9.0%	11
Gisburn Forest - School Lane car park:		11.5%	14
Gisburn Forest - Cocklett Hill car park:		5.7%	7
Scorton:		4.9%	6
Slaidburn:		9.0%	11
Trough of Bowland:		0.8%	1
Wray:		6.6%	8
Other ( <i>please specify</i> ):		13.9%	17

Newton x 14

Wild Boar Park x 3




#### 1.a. Date of visit

28 Jul 2009:		9.0%	11
31 Jul 2009:		9.0%	11
03 Aug 2009:		5.7%	7
06 Aug 2009:		1.6%	2
07 Aug 2009:		15.6%	19
08 Aug 2009:		9.0%	11
09 Aug 2009:		0.8%	1
11 Aug 2009:		8.2%	10
13 Aug 2009:		3.3%	4
14 Aug 2009:		4.1%	5
25 Aug 2009:		12.3%	15
28 Aug 2009:		2.5%	3




04 Sep 2009:		6.6%	8
15 Sep 2009:		11.5%	14
25 Sep 2009:		0.8%	1

## 2. How many people are in your group and which age bracket do they fit into?



### 2.a. No in group -- 0-10

1:		52.6%	20
2:		36.8%	14
3:		10.5%	4
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0




### 2.a.i. No in group -- 11-15

1:		89.5%	17
2:		5.3%	1
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		5.3%	1

### 2.a.ii. No in group -- 16-24











1:		76.9%	10
2:		23.1%	3
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

### 2.a.iii. No in group -- AGE 25-34

1:		57.9%	11
2:		36.8%	7
3:		5.3%	1
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

### 2.a.iv. No in group -- 35-54

1:		50.0%	36
----	---	-------	----

2:		43.1%	31
3:		5.6%	4
4:		1.4%	1
5:		0.0%	0
6+:		0.0%	0
<b>2.a.v. No in group -- 55-64</b>			
1:		45.7%	21
2:		47.8%	22
3:		4.3%	2
4:		2.2%	1
5:		0.0%	0
6+:		0.0%	0
<b>2.a.vi. No in group -- 65+</b>			
1:		52.9%	9
2:		41.2%	7
3:		0.0%	0
4:		5.9%	1
5:		0.0%	0
6+:		0.0%	0

### 3. Your postcode:

Accrington
Barley
Barton
BB2 7EX
Bingley
Birmingham x 3
Blackburn
Blackpool x 6
Bolton
Bromley Cross
Carlisle
Carnforth
Caton
Cheshire x 4

Claughton
Clitheroe x 11
Derbyshire
Downham
Essex x 2
Farnworth
Fleetwood
fulwood
FY5
FY8
Garstang x 2
Glasgow
Gloucestershire
Lancashire x 9
Leeds x 3
Liverpool x 2
Longridge x 5
Manchester x 4
Middlesex
Morecombe
Nelson
Newcastle
Newton, Lancashire
North Wales
Nottingham
PR1
PR1 and PR2
PR2
PR2
PR25 5TE
PR3
PR3
PR3
PR4
PR4
Preston x 10

Rossendale
Sawley, Lancashire
Skipton
Slaidburn x 3
Southampton
st annes
St Helens
Thornton-Cleveleys x 4
tosside
Waddington x 3
Westhoughton
Wirral, Cheshire
York
Yorkshire x 2

**4. Which of the following is correct for this visit?**

Overnight visitor (go to Q5):		17.2%	21
Day visitor (go to Q6):		68.0%	83
I live in the Forest of Bowland (go to Q6):		14.8%	18

**4.a. Where in the Forest of Bowland do you live?**

Barley
Barton
Caton
Downham
Halton
Hothersall
Nelson
Newton x 2
Sawley
Scorton
Slaidburn x 3
tosside
Waddington x 3

<b>5. What accommodation are you staying in for this visit?</b>			
B&B/Guest House:		10.0%	2
Camping barn:		0.0%	0
Camping/caravanning:		15.0%	3
Friend/family:		40.0%	8
Hostel:		0.0%	0
Hotel:		0.0%	0
Inn:		5.0%	1
Self catering:		30.0%	6
<b>5.a. For how many nights are you staying?</b>			
One night:		4.8%	1
2 to 4:		66.7%	14
5 to 7:		23.8%	5
8 to 10:		4.8%	1
11 to 14:		0.0%	0
15 +:		0.0%	0
<b>5.b. How did you find your accommodation?</b>			
Forest of Bowland website:		6.2%	1
Forest of Bowland visitor guide:		0.0%	0
Visit Lancashire website:		6.2%	1
Visit Britain website:		0.0%	0
Tourist Information Centre:		0.0%	0
Google search:		37.5%	6
Other website:		0.0%	0
Stayed before/recommendation:		25.0%	4
Leaflet/brochure/magazine article:		6.2%	1
Other (please specify):		18.8%	3
<b>5.c. How would you rate the quality of accommodation in the Forest of Bowland?</b>			
Excellent:		35.7%	5
Good:		42.9%	6

Average:		21.4%	3
Below Average:		0.0%	0
Poor:		0.0%	0

#### 5.d. How did you book your accommodation?

Online - direct with accommodation provider:		21.4%	3
Online - via an agency or organisation:		0.0%	0
Telephone - direct with accommodation provider:		64.3%	9
Telephone - via an agency or organisation:		7.1%	1
Other (please specify):		7.1%	1

On arrival

#### 5.e. How aware are you of 'Green' accredited accommodation?

Not Aware:		40.0%	8
Not something I would consider when booking:		25.0%	5
If all things are equal, I will choose a Green accommodation provider over one that is not:		35.0%	7
Irrelevant of cost or other facilities, my preference is always to opt for a Green accommodation provider.:		0.0%	0

#### 6. Does anyone in your party use the following?

Pushchair/pram:		6%	7
Wheelchair:		0%	0
No, (go to Q7):		64%	114

#### 6.a. If yes, are you aware of trampers and trails for wheelchair and pushchair users in the Forest of Bowland?

Not aware:		100.0%	7
Aware, but never used:		0.0%	0
Aware and have used:		0.0%	0

#### 7. By which mode of transport have you reached the FoB for this visit?

Car:		82.0%	100
Motor bike/moped:		4.1%	5

Organised coach party:		1.6%	2
Push bike:		10.7%	13
Public transport:		0.0%	0
Walked:		0.8%	1
Horse:		0.8%	1

### 8. How often do you visit the FoB?

First visit:		6.6%	8
Visited before, but not a regular visitor:		25.4%	31
Visit a few times a year:		29.5%	36
Regular visitor (living outside the Forest of Bowland):		21.3%	26
Regular visitor (living within the Forest of Bowland):		17.2%	21

### 8.a. a. If it is your first visit will you return?

Yes:		75.0%	6
No:		0.0%	0
Undecided:		25.0%	2

### 9. Please indicate your total spend per person per day under each of the following headings.

#### 9.a. Accommodation -- Amount













0:		88.5%	92
£1 to £5:		0.0%	0
£6 to £15:		3.8%	4
£16 to £25:		1.9%	2
£26 to £50:		4.8%	5
£51 to £100:		1.0%	1
£100+:		0.0%	0

#### 9.b. Attractions/entertainment/events -- Amount

0:		92.2%	94
£1 to £5:		2.9%	3
£6 to £15:		4.9%	5
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0

£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.c. Car parking -- Amount</b>			
0:		72.0%	77
£1 to £5:		28.0%	30
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.d. Cafés/restaurants/pubs -- Amount</b>			
0:		32.2%	39
£1 to £5:		23.1%	28
£6 to £15:		36.4%	44
£16 to £25:		8.3%	10
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.e. Food &amp; drink (take out) -- Amount</b>			
0:		54.5%	61
£1 to £5:		32.1%	36
£6 to £15:		13.4%	15
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.f. Gifts/crafts/produce -- Amount</b>			
0:		84.9%	90
£1 to £5:		14.2%	15
£6 to £15:		0.9%	1
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0

<b>9.g. Petrol/garage services -- Amount</b>			
0:		76.8%	86
£1 to £5:		13.4%	15
£6 to £15:		7.1%	8
£16 to £25:		0.9%	1
£26 to £50:		1.8%	2
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.h. Shopping -- Amount</b>			
0:		92.3%	96
£1 to £5:		2.9%	3
£6 to £15:		4.8%	5
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.i. Local transportation (buses, trains, taxis, bike hire) -- Amount</b>			
0:		99.0%	100
£1 to £5:		1.0%	1
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.j. Other -- Amount</b>			
0:		99.0%	99
£1 to £5:		1.0%	1
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>10. What are your main reasons for visiting the FoB? Select up to 3 responses:</b>			
Visit the Forest of		33.3%	41



Bowland as a destination:			
Walking:		53.6%	66
Cycling:		21.1%	26
Horse riding:		1.6%	2
Bird watching:		9.7%	12
Fishing:		1.6%	2
Using trampers:		0%	0
Visit a particular attraction:		6.5%	8
Visit a particular shop:		1.6%	2
Visit a particular eating establishment:		7.3%	9
Visit family/friends:		15.4%	19
Pleasure visit/general sight seeing:		59.3%	73
For business:		0%	0
I live here:		12.1%	15
Other ( <i>please specify</i> ):		17.8%	22
<p>Dog Walking x 6</p> <p>follow the tour of Britain x 13</p> <p>Peace &amp; Quiet away from the noise of traffic</p> <p>Picnic x 2</p>			













#### 11. Which is your favourite place to visit in the Forest of Bowland and why?



all child friendly places
all of it x 7
Backridge and Beacon Fell, nothing to buy or pay for, nice walks, children like to get muddy.
barley and beacon fell, nice areas
barley as it is peaceful and quiet
Barley as it is quiet
Barley, as it is close by and has nice walks
Barley, as its a lovely quiet village
Barton etc, for walks
Beacon Fell x 2 + 6
beacon fell and downham, easy to get to and peaceful



Beacon Fell as close to home
Beacon fell as it is easy to get to Wray as the tea rooms are nice
Beacon Fell as it is the nearest to get to.
Beacon Fell, close to family for day out, lots to keep children entertained
Beacon Fell, good area close to home
Boar Park and Hodder as they are good for children
Crook O'Lune x 4 + 2
Crook O'Lune and Catshaw
Crook O'Lune, Wray and Silversdale, good for walking the dog and close to home
don't have a favourite x 6
Downham - good walks from here
Downham and Beacon fell, easy to get to and peaceful
Downham as it is easy to get to and enjoyable day out
Dunsop and Slaidburn
Dunsop Bridge x 4 + 10
Dunsop bridge and Slaidburn, close to family and enjoyable for the children
Dunsop Bridge because it is a good starting point for walks in the AONB
Dunsop Bridge for the children and Downham as it is a nice village
Dunsop Bridge in the summer, nice and relaxing to feed the ducks.
Dunsop Bridge, as it is quiet and the children love it
Dunsop Bridge, for the children
Dunsop Bridge, good memories
Dunsop Bridge, peaceful with nice walks and nice scenery.
Dunsop for walking and Gisburn Forest for cycling
Dunsop, Slaidburn, Downham as they are nice villages and good food
everywhere is nice, don't have a favourite
gisburn forest x 4 + 7
Gisburn Forest and Trough of Bowland for the Bird Watching
Gisburn Forest for cycling
Gisburn Forest for cycling
gisburn forest, cycling routes
Gisburn Forest, Slaidburn and Bolton by Bowland as easily accessible
Gisburn Forest, The Trough, Slaidburn and Beacon Fell, all for walking
Gisburn Forest, to cycle
Grizedale
Haven't got one

Hodder valley, as it is beautiful
Langden Castle
Mainly visit Beacon Fell as it is a nice day out and not to far to travel.
most of it
not been often enough to have a favourite
Not been often enough to know
Not sure as it is only the first visit
Not sure, maybe Beacon Fell, don't visit the area that often
not visited enough to have a favourite place
Pendle
Scorton as it is where the family live and also Beacon Fell
Slaidburn x 2 + 7
Slaidburn and Dunsop Bridge, quiet enough to just sit in a nice village
Slaidburn and trough of bowlands for the walks
Slaidburn area for the good walks
Slaidburn to picnic on the green
Slaidburn, Beacon Fell and Dunsop for the grandchildren
Slaidburn, nice village green
slaidburn, nice village to take the grandchildren
The walk from Sykes past the water works, enjoying the high level track to the point where the track ends, according to my o/s land ranger 102 ling pits moss. Why? I and my 7 year old son find it a beautiful and tranquil walk, the valley looks better the higher we get. A bonus today was sighting a deer near the water works; it jumped a wire fence and ran into the bracken as I was reading the notice near the gate of the water works, heading back to the car.
the whole thing, especially dunsop bridge
trough of bowland x 4 + 8
Trough of Bowland and Gisburn Forest, for cycling
Trough of Bowland and Scorton, close to home
Trough of Bowland and Wooding
Trough of Bowland for the walks
Trough of Bowland for walking
trough of bowland, fantastic scenery beacon fell, close to home
Trough of Bowland, nice area
Trough of Bowland, Whitewell
Wild Boar Park
Wild Boar park and Bashall Farm
wray- nice quiet day out, nice tea rooms

12. Did you know the Forest of Bowland is an Area of Outstanding Natural Beauty?			
Yes:		88.4%	107
No:		11.6%	14

13. What do you like about the Forest of Bowland? (tick any that apply)			
Peace and quiet:		80.4%	99
Scenery/landscape:		79.6%	98
Attractive villages/towns:		52%	64
Cycling:		21.1%	26
Walking:		52%	64
Horse riding:		2.4%	3
Bird watching:		12.1%	15
Wildlife:		26%	32
Food:		11.3%	14
Easy to get to:		66.6%	82
Good base for visiting other areas:		23.5%	29
Other (please specify):		2.4%	3
en route to the Lake District			
Good for motor biking as quiet lanes			
Undiscovered			




14. Have you visited the FoB website?			
Yes:		12.4%	15
No (Go to Q15):		87.6%	106

14.a. Have you visited the site since May when it was newly launched?			
Yes:		86.7%	13
No:		13.3%	2

14.b. What are the most useful parts of the website?			
Background information and Events			
Bridleways			
Children's activities			
map - location to wild boar park			
Only visited it today, but the events calendar looks interesting.			

parts about what to do
the what's on/what to do section
things to do x 2
Walking
what's on area/things to do
where to go
Wildlife and walking

**14.c. Overall how do you rate the website?**

Excellent:		33.3%	5
Good:		53.3%	8
Average:		13.3%	2
Below average:		0.0%	0
Poor:		0.0%	0

**14.d. Do you have any suggestions for changes or additions to the website?**

More child friendly ideas and activities
--

**15. How would you rate the local facilities and services that you have used in the FoB?**

**15.a. Public transport**

Excellent:		0%	0
------------	--	----	---


**15.a.i. Public transport**

Good:		0.8%	1
-------	---	------	---

**15.a.ii. Public transport -- RATING**

Average:		8.2%	10
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**15.a.iii. Public transport**

Below average:		1.6%	2
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
**15.a.iv. Public transport**

Poor:		0%	0
-------	--	----	---

**15.a.v. Public transport**

Not used:		89.2%	108
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**15.b. Food**














Excellent:		14.6%	18
------------	---	-------	----

**15.b.i. Food**

Good:		64.8%	80
-------	---	-------	----

**15.b.ii. Food -- RATING**

Average:		7.6%	10
<b>15.b.iii. Food</b>			
Below average:		0%	0
<b>15.b.iv. Food</b>			
Poor:		0%	0
<b>15.b.v. Food</b>			
Not used:		12.5%	15
<b>15.c. Visitor information-- RATING</b>			
Excellent:		8.4%	10
<b>15.c.i. Visitor information</b>			
Good:		62.5%	76
<b>15.c.ii. Visitor information</b>			
Average:		7.6%	9
<b>15.c.iii. Visitor information</b>			
Below average:		0%	0
<b>15.c.iv. Visitor information</b>			
Poor:		0%	0
<b>15.c.v. Visitor information</b>			
Not used:		21.5%	26
<b>15.d. Shops</b>			
Excellent:		3.3%	4
<b>15.d.i. Shops</b>			
Good:		43.8%	53
<b>15.d.ii. Shops -- RATING</b>			
Average:		24.9%	30
<b>15.d.iii. Shops</b>			
Below average:		0%	0
<b>15.d.iv. Shops</b>			
Poor:		0%	0
<b>15.d.v. Shops</b>			
Not used:		28%	34
<b>15.e. Picnic sites</b>			
Excellent:		5.7%	7
<b>15.e.i. Picnic sites</b>			
Good:		53%	64

<b>15.e.ii. Picnic sites -- RATING</b>			
Average:		15.4%	19
<b>15.e.iii. Picnic sites</b>			
Below average:		0%	0
<b>15.e.iv. Picnic sites</b>			
Poor:		0%	0
<b>15.e.v. Picnic sites</b>			
Not used:		25.4%	31
<b>15.f. Car parks</b>			
Excellent:		5.8%	7
<b>15.f.i. Car parks</b>			
Good:		66.6%	80
<b>15.f.ii. Car parks -- RATING</b>			
Average:		20.8%	25
<b>15.f.iii. Car parks</b>			
Below average:		0%	0
<b>15.f.iv. Car parks</b>			
Poor:		0%	0
<b>15.f.v. Car parks</b>			
Not used:		6.8%	8
<b>15.g. Toilets</b>			
Excellent:		6.7%	8
<b>15.g.i. Toilets</b>			
Good:		47%	58
<b>15.g.ii. Toilets -- RATING</b>			
Average:		34.8%	43
<b>15.g.iii. Toilets</b>			
Below average:		1.6%	2
<b>15.g.iv. Toilets</b>			
Poor:		1.6%	2
<b>15.g.v. Toilets</b>			
Not used:		8.3%	9
<b>15.h. Children's play areas</b>			
Excellent:		1.7%	2
<b>15.h.i. Children's play areas</b>			











Good:		17.5%	21
<b>15.h.ii. Children's play areas -- RATING</b>			
Average:		7.8%	9
<b>15.h.iii. Children's play areas</b>			
Below average:		0.8%	1
<b>15.h.iv. Children's play areas</b>			
Poor:		0.8%	1
<b>15.h.v. Children's play areas</b>			
Not used:		71.4%	87
<b>15.i. Way marked paths/trails</b>			
Excellent:		15.4%	19
<b>15.i.i. Way marked paths/trails</b>			
Good:		59%	72
<b>15.i.ii. Way marked paths/trails -- RATING</b>			
Average:		6.3%	8
<b>15.i.iii. Way marked paths/trails</b>			
Below average:		0%	0
<b>15.i.iv. Way marked paths/trails</b>			
Poor:		0%	0
<b>15.i.v. Way marked paths/trails</b>			
Not used:		19.3%	24

**16. Do you have any suggestions for improvements to any of the local facilities and services?**

beacon fell toilets could be cleaner/tidier
better play areas for children
bit busy on footpaths and some footpaths need improving
boat hire in crook o'lune or something on the river
cleaner toilets in barley
Cleanliness of toilets
Covered seating areas
Horse riding etc
increase the frequency of the local buses, would reduce the traffic
make the gates easier to open for horse riding
maybe more benches on walks, or some place to sit etc

Maybe toilets could be tidier
More bridal ways
more bus timetables around the villages
More buses to some of the remote places.
more information or directions to remote places, e.g. hard to get directions to Gisburn Forest via Google etc
More toilet facilities needed e.g. Gisburn Forest
more toilets and facilities at some car parks e.g. scorton picnic area
more toilets in certain areas
more toilets like the ones in Downham, clean and tidy
no, local facilities are good
prices of food in cafes are a bit high
some styles around the area need a little improvement
Toilets at Barley could be updated
Toilets at Dunsop Bridge could be cleaner, but this may reflect the attitude of some of the less considerate users.
Toilets could be better/cleaner x 7
toilets in Barley could be updated
when some footpaths are closed maybe some notification at car parks etc so visitors know in advance

**17. Which of the following FoB leaflets have you used? (tick any that apply) -- if none go to Q18**



Access land:		18.6%	23
Birding in Bowland:		4.8%	6
Bowland by Bike:		13%	16
Bowland by Bus:		0.8%	1
Discover Bowland -- visitor guide:		11.3%	14
Fishing in Bowland:		3.2%	4
General leaflet:		9.7%	12
North Lancashire Bridleway:		2.4%	3
Taste of Bowland -- food directory:		6.5%	8
Treading carefully:		1.6%	2
Village leaflets, eg Welcome to Slaidburn:		17.8%	22

5 ways to be a good visitor:		0.81%	1		
Wyresdale Wheels for All -- trampers:		0%	0		
Downloadable Walks from the website:		4.06%	5		
<b>17.a. How do you rate the quality/usefulness of the FoB leaflets?</b>					
Excellent:		57.9%	33		
Good:		36.8%	21		
Average:		5.3%	3		
Below average:		0.0%	0		
Poor:		0.0%	0		
<b>17.b. How have you received the FoB leaflets?</b>					
Downloaded from the FoB website:		1.8%	1		
Picked up from an Information Centre within the FoB:		43.9%	25		
Picked up from an Information Centre outside the FoB:		0.0%	0		
Picked up in a shop/eating establishment/attraction:		42.1%	24		
Given by an accommodation provider:		7.0%	4		
Other (please specify):		5.3%	3		
<table border="1"> <tr> <td>given by family x 2</td> </tr> <tr> <td>North lincs bridleway</td> </tr> </table>				given by family x 2	North lincs bridleway
given by family x 2					
North lincs bridleway					

<b>18. Would you be interested in buying Bowland branded products?</b>					
Yes:		47.9%	58		
No:		52.1%	63		
<b>18.a. Please give any suggestions:</b>					
<table border="1"> <tr> <td>any</td> </tr> <tr> <td>any local crafts or foods</td> </tr> </table>				any	any local crafts or foods
any					
any local crafts or foods					

any local produce
any natural products such as soaps etc made locally
any products
any products
Be readily available in most shops.
Local food products x 24
gifts and souvenirs
interested in any products
Key rings maybe
maybe biscuits and meat
maybe biscuits as places like the wild boar park
maybe souvenir type products x 6
wine, cheese etc. maybe dog treats or things like that for people who bring their dogs

**19. Have you ever attended any organised events/guided walks in Bowland? (e.g. Festival Bowland)**

Yes:		7.4%	9
No:		92.6%	112

**19.a. If yes, which?**

an organised walk, not sure of specific name
cross bay walk
Festival Bowland - various
Festival Bowland Hen Harrier Walk
Pendle witches at Halloween, Farm days with the children
Ranger events, craft events in Chipping village
some guided walks and bird watching
some walks
some walks, don't remember specific ones

**19.b. Do you have any ideas for future events that you would like to attend in the Forest of Bowland?**

activities with rangers for the children at beacon fell would be good
any bird watching events
any carnivals or village fates
Any children's events in villages.
any cycling events

any events x 2
any events that are near to the Yorkshire border
any family events
any local events would be great
any organised walks would be of interest that aren't along the normal routes
any walking events or village events would be appealing
Any walking events, longer trails around the F.O.B, maybe a week long trail stopping at different places through the area. circular walks with overnight stops
any walks or activities for children
badger watching
children orientated events during holidays x 5
county fairs
cycle rides x 4
day activities for the children, involving them in the villages etc
dog events maybe
food events, and local food tasters
Guided walks
maybe children orientated events
maybe otter walks for children in crook o'lune, children's activities
Maybe ranger days with schools, nature trails for children etc.
More bird watching events
More craft orientated events in villages.
more outside performances would be nice
more things for the children
mostly do our own thing
no, like to walk alone
open to any events
open to any events, would like more information on them so we know when they are happening
open to any local events really
open to try most new events
some children orientated things in the villages during the holidays
Things more for the children, possibly more events in the holidays
village events
would be interested in any

**20. Any other comments:**

Advertise facilities and areas more, the events aren't publicised enough.
Beautiful area
Beautiful area to live in
Beautiful countryside
Can't fault it.
cyclists around crook o'lune seem to be on the footpaths not intended for cyclists,
definitely come back again
Don't spoil it
enjoyed the day
Food is delicious
great area x 5
Help it remain unspoilt.
keep advertising, not enough awareness or information on the area
keep it an unspoilt area
keep it beautiful
Keep it the way it is.
keep up the good work
lovely and peaceful x 9
lucky to live so close x 2
More advertisements about the Forest of Bowlands, maybe in the school magazines to encourage free day trips with schools for the children
nice area, will probably visit again
nice trip and friendly people
Nice unspoilt area to visit, when it is nice weather!
people are very friendly
Please ensure that when engineering work is taking place across the line of a footpath, the footpath diversion is clearly signposted by the contractor. We had great difficulty about a month ago when we encountered work by the Hodder in the region of GR SD674503, blocking the path from Dunsop to Boarsden. We had to find our own way around through waterlogged meadows, and had to complete our walk with wet feet & socks. In fact we cut short our day out as a result.
pleasure to live here
The puddle duck cafe is lovely.
The signages along the roads to get to places, such as Beacon Fell are not easy to follow, mostly guess work.
Unspoilt, beautiful place
very impressed with the cycling and friendliness of everyone
very nice questionnaire
Very satisfactory.

We are lucky to live here, but biking trails, for BMX'ing and mud bikes, would be good.

we love it x 2

We will visit again.

## **APPENDIX 5b**

### **Visitor Survey**

#### **Key Findings – changes between 2004 and 2009**

The results reveal some marked differences in the responses between 2006 and 2008. In general these differences have highlighted positive change through such things as an increase in the length of stay of visitors, a higher preference for camping and caravanning, an increase in visitor spend and an increase in general awareness of the Forest of Bowland as a 'destination' and a greater understanding that Bowland is an Area of Outstanding Natural Beauty. There has also been an increase in the number of visits to the website and a change in the variety of information that people are visiting. There has been increased website developmental work undertaken by the AONB during 2008 and 2009, including linking of accommodation and events to Lancashire and Blackpool Tourist Board's website. This has had impact on the visitor experience with 10% of visitors finding their accommodation via the searchable database on the Forest of Bowland website.

It is difficult to draw direct comparisons between the 4 years that the survey has been implemented due to the way in which the questionnaire has evolved. The majority of questions have changed from 2004 to 2009 however; direct comparison can be highlighted between 2008 and 2009 and are highlighted below:

- The majority of visitors to the area in 2009 fall into the 35 to 54 age group and the 55 to 64 age group; the same pattern emerged in 2008, although there was a higher representation in the 11 to 15 and 16 to 24 age group from 2008.
- The majority of visitors to the Forest of Bowland come from within Lancashire, again a similar pattern to what emerged in 2008. However, in 2009 there was some representation from different areas such as Derbyshire, Merseyside and Scotland.
- There was an increase in the number of day visitors from 2008 (+9%), and a decrease in overnight visitors (-12%), the amount of visitors that actually live in the AONB did not differ that much from 2008.
- In 2009 the majority of overnight visitors stayed between 2 to 4 nights, with a significant reduction in visitors staying for just one night compared to 2008. In turn the number of visitors staying for 2 to 4 nights increased from 36 to 66%.
- In 2008 the most popular type of accommodation was B&B followed by camping & caravanning and self catering. This changed significantly in 2009 with a high percentage of visitors staying with friends and family, followed by self catering, camping & caravanning and then B&B.
- As in 2008 the most popular way of finding accommodation in the Forest of Bowland was by using a Google search and the majority of visitors still prefer to book their accommodation direct with the provider on the telephone.

- With regards to green accredited accommodation, 40% of the overnight visitors were not aware of it at all (in 2008 it was over 50% of visitors), and 25% would not consider it when booking accommodation. As in 2008 a significant number of visitors would choose green accredited accommodation if all things were equal. No visitors in 2009 would always have a preference for green accredited accommodation.
- There was a disappointing response relating to the awareness of tramper trails for pushchairs and trampers, of the 6% that had come to the area with a pushchair, none of them were aware of the trails. In 2008 there was an encouraging level of awareness for the tramper trails; this however can be attributed to the low response rate at the Beacon Fell site where the trampers are normally hired and utilised.
- As in previous years the majority of visitors arrive to the area via car, however, there was an increase for travelling to the area on pushbike compared to previous years, which in part can be attributed to the visitors who had arrived by bike for the Tour of Britain Cycle Race through Bowland.
- In 2009 the area that received the most spending from visitors was café/pubs/restaurants with 60% spending between £1 and £5, in 2008 the same pattern emerged, however the amount of spend was higher with the majority spending between £6 and £15. The other areas with significant spending were car parks, gifts/crafts and petrol.
- As in 2008 the majority of visitors to the area are regular visitors living outside the AONB followed by people who visit a few times a year.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right.
- Beacon Fell, Gisburn Forest, Trough of Bowland and Slaidburn were the visitor's favourite places to visit in 2009. Dunsop Bridge featured as a favourite place in 2008.
- With regards to what visitors like best about the area, peace and quiet and the scenery were the most popular options again the same result that emerged in 2008. Also a high percentage liked the fact that it was easy to get to.
- In 2009 there was a reduction in the amount of visitors that had visited the website from 2008, of the 12% that had, 83% had found the information good or excellent. This isn't however reflected in the website statistics, which actually shows an increase in visitors since 2008.
- Mirroring last years findings, the local facilities and services were rated almost the same, with children's play areas and public transport being the least used services.
- There was a positive change in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at

least one of the leaflets (compared to less than 25% in 2008). The most popular leaflets as in 2008 were the Discovery Guide, general leaflet and village leaflets, with the Bowland by Bike leaflet becoming more popular this year.

- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009). Most suggestions related to local food and drink.
- 93% of visitors had not attended any guided walks or events, and as in 2008 of those that had, the majority had attended Festival Bowland events.
- General comments from the visitors were similar to those that emerged in 2008; requests for more advertising and publicity on events and the area, and more events held for children.

# Forest of Bowland AONB Business Enterprise Survey Report Summer 2009



*Prepared by Hannah Snowden September 2009*



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## 1. Business Enterprise Survey for the Forest of Bowland AONB

### a. Aims of the enterprise survey

1. To carry out a survey of tourism enterprises operating in and around the AONB, as part of strategic monitoring.

### b. Background

A visitor and enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. The resulting strategy (action point 5.2.11) recommends that this survey is repeated at regular intervals in order to better understand our target markets and their needs. A visitor and enterprise survey with relevant updates was repeated in summer 2006 and 2008 and again summer 2009 to assist in the preparation of the Forest of Bowland sustainable tourism strategy 2010-2015.

Increasing opportunities to enjoy the Forest of Bowland AONB by providing excellent access opportunities is a key remit for the AONB partnership and access projects have received public funding from organisations such as NWDA and Natural England as well as the AONB partnership.

### c. Methodology

The following methods were used in achieving the above aim:

A survey was devised (*Appendix 1*) which was administered online to 120 businesses with email addresses obtained from the Forest of Bowland database.

## 2. Survey Results

*Appendix 1* shows the questions and results from the survey; 47 businesses responded which gives a response rate of 39%.

Of the 120 businesses with email addresses over half are members of the Sustainable Tourism Business Network and have made a commitment to sustainable tourism in the Forest of Bowland. This group are active in participating in events organised by the AONB and networking with each other, therefore this could have contributed to the good response rate.

A cross-section of businesses was surveyed including accommodation providers, cafes/restaurants and outdoor activity providers.

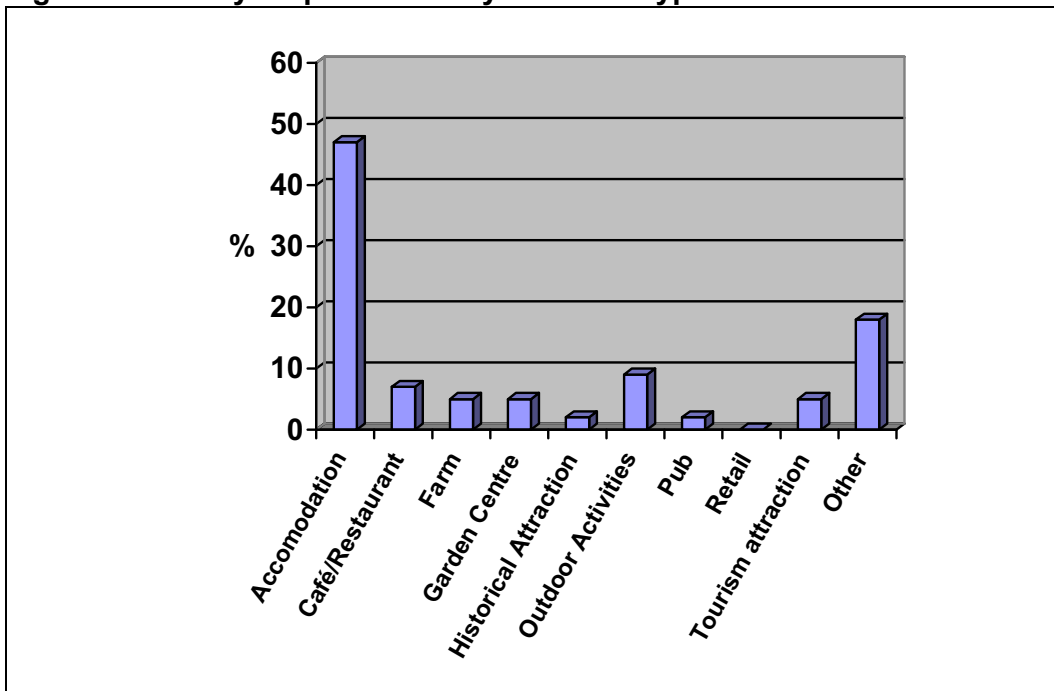
The majority of questions were designed to elicit closed responses; however there were opportunities for businesses to offer more qualitative type responses. The qualitative responses to questions 11a.i, 15, 17 and 24b, can be found in *Appendix 1*.

Comparisons to the data from 2006 and 2008 are made in the results section, however, the questionnaire in 2009 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last year, some questions from 2008 have been removed and also some questions have been added to obtain a greater insight to some areas involving the AONB and the businesses.

## **2.1 Response Rate (Q2)**

The highest response was from accommodation providers accounting for 48% of the total with 9% for outdoor activity providers and 7% for cafes/restaurants. There was also a slight increase in the number of respondents from the 'other' categories compared to the 2008 survey, but there were no representatives from the retail sector. 18% responded in the 'other' category, including an arts organisation, renewable energy biomass provider, a village hall and a web designer, these businesses mirror those of the 2008 survey but also included a couple of new business types as well. There was a 16% decrease in the percentage of accommodation providers that responded to the survey compared to 2008, this can be justified by the range and the number of respondents the survey received this year compared to last year.

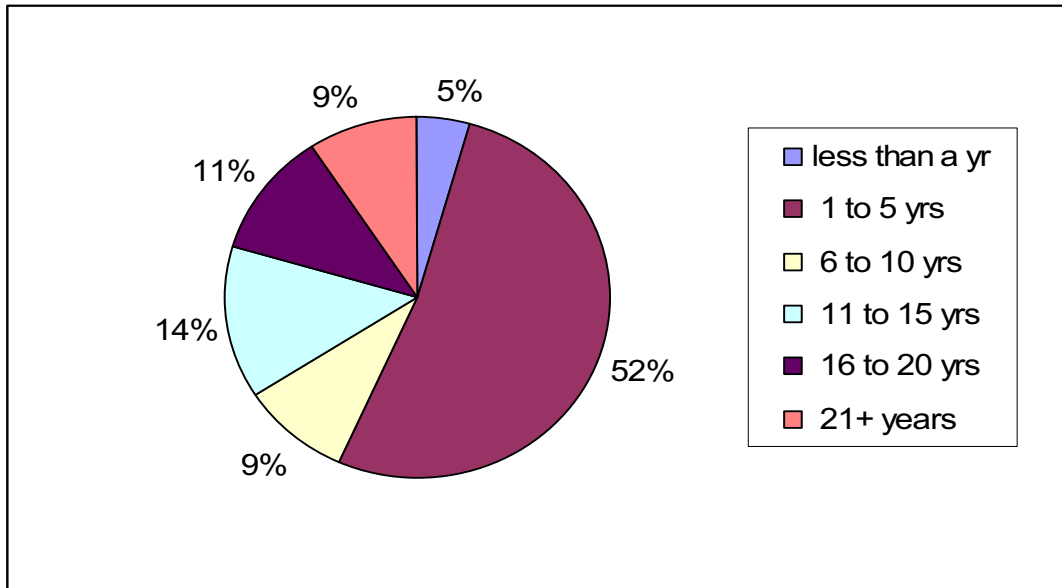
**Figure 1 - Survey response rate by business type**



## **2.2 About the Business (Q3, Q4, Q5, Q6)**

Figure 2 shows that 52% of the businesses have been operating for between 1 and 5 years and 14% operating for between 11 and 15 years, 11% between 16-20 years and 9% for 21+ years and also 6 and 10 years, so overall a fairly even distribution across all the categories. 66% have been operating for less than 10 years, which shows a slight decrease in new businesses, compared to the 70% in the 2008 survey results.

**Figure 2 - Number of years businesses have been in operation**



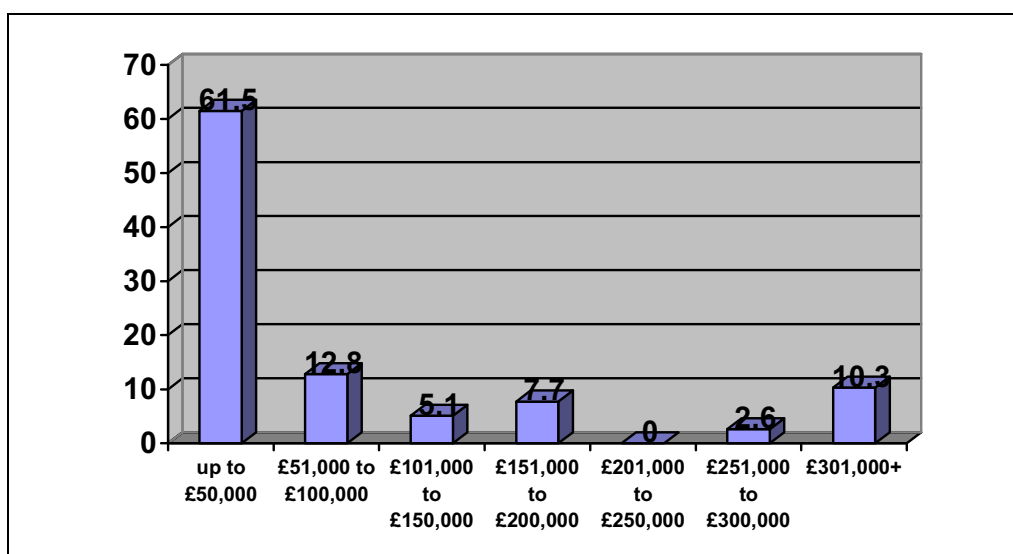
Most businesses within the AONB are small businesses with 84% employing between 1 and 5 full time staff and 78% between 1 and 5 part time staff.

There are however a few larger businesses which employ 21+ full time and part time staff, accounting for 4% and 5% of the overall respondents.

The number of businesses that employ full time staff has not decreased since the survey was undertaken in 2008; the number of businesses that employ part time staff has increased significantly since 2008. 38 businesses reported they employ part time staff compared to 23 businesses in 2008.

Figure 2 shows annual turnover, the majority of businesses (61%) are turning over up to £50,000 per annum and 13% are turning over between £51,000 and £100,000 with little representation in the other categories apart from the higher end of the scale with 10% in excess of £300,000 per annum. These figures highlight that there are a higher percentage of smaller businesses but also larger businesses but there are not many businesses within the Bowland area that fall in to the medium business category. These trends mirror those of 2008.

**Figure 3 – Annual turnover**



76% state that their business is operating better this year than last year – of those 35% stated they had seen an increase of between 1 and 10% and 22% an increase of between 21% and 30%. Only 24% of respondents stated that their business was operating worse than last year, and only 11% of businesses reported a decrease in business of between -1 and -40%. Compared to the results of the 2008 survey, 21% of the businesses had reported a decrease in business since 2006, the number of businesses recording a decline in business has reduced by nearly 50% this is a vast improvement and positive finding for the businesses within the AONB.

### **2.3 Visitor profile (Q7, Q8, Q9, Q10, Q11, Q12, Q13, Q14, Q15)**

In terms of business's opinion of visitor spend per person per visit; the highest figures occurred in the £0-£5 and the £26-£50 bracket, each with responses of 22% with the smallest percentage appearing in the £16-£25 bracket. In the 2008 survey, that highest percentage came from the largest spending bracket (£100+), this bracket is nearly 10% smaller than last year; also the largest change in the spending of the visitors is within the £51-£100 bracket, with only 10% of visitors spending this much at businesses per visit. The significant decrease in the higher spending categories is possibly due to the diverse range of businesses that responded to this year's survey and also the decrease in the number of accommodation providers that completed the survey compared to 2008, which would account for higher spend.

**Figure 4 – Visitor spend**

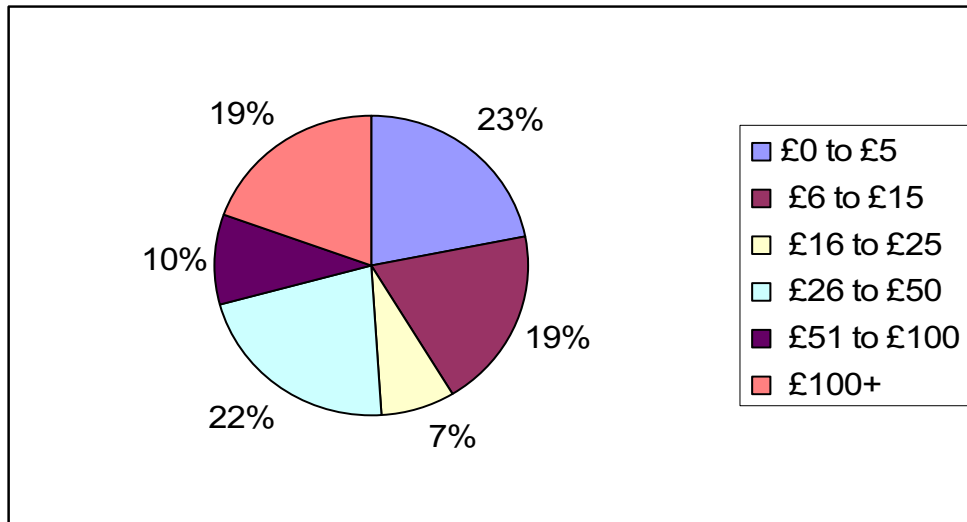
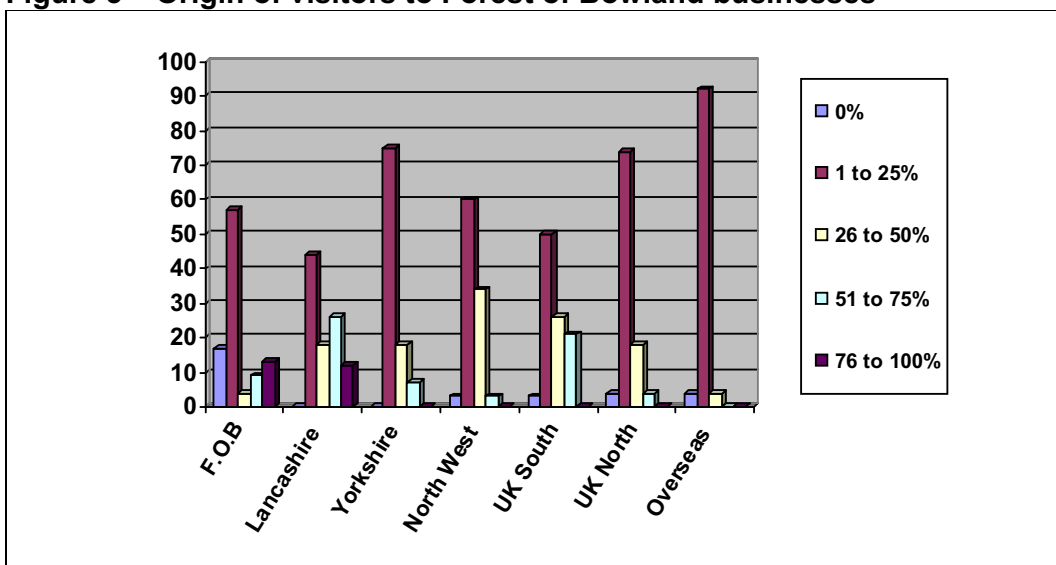


Figure 5 shows where the businesses think their visitors have come from to visit the area. 13% of businesses reported that 76-100% of their visitors came from within the Forest of Bowland, therefore a perceived increase in the number of visitors from within the AONB from 2008. However, there was also an increase of visitors from outside the area which might relate to increased marketing of the AONB through the website and leaflets and also by partners and businesses.

With regards to overseas visitors, there has not been much change in the percentage of visitors that come to the businesses within the Forest of Bowland. There also has not been a significant change in visitors from the South or the North from 2008, the only recordable difference is that 21% of businesses reported this year 51-75% of visitors came from the South, compared to 16% of businesses last year.

**Figure 5 – Origin of visitors to Forest of Bowland businesses**

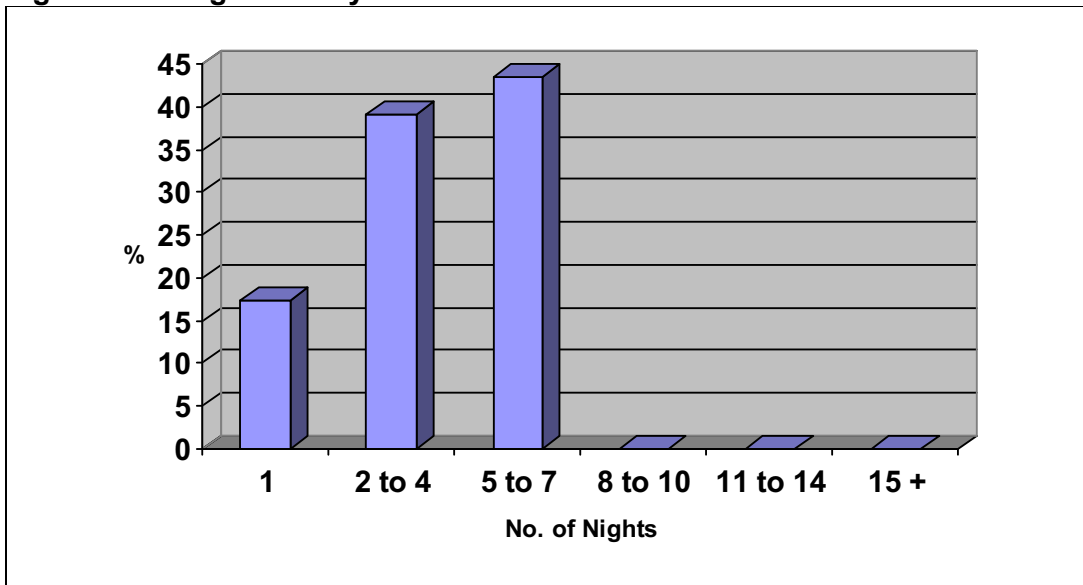


The survey asked the accommodation providers how long the majority of their visitors stay with them, there was not a major difference in the percentages from the 2008 results, only that the number of visitors staying for just one night has decreased by 5% and the number of visitors staying between 5 to 7 nights has increased by 5%. This trend also emerged in the 2009 Visitor Survey. This can only be taken as a positive change due to visitors spending more time in the area and adding to the local economy.

Accommodation providers were also asked to note what type of visitors they attract, from long stay visitors to repeat visitors. Comparing the survey results to those of 2008, there is not a significant amount of change to the types of visitors that stay at the accommodation but there was a 13% increase in high numbers of new visitors which is an encouraging percentage to the accommodation providers.

This year, there were extra categories added to the "types of visitors" question to try and gain a deeper insight in to the types of visitors. There were generally high percentages represented in the low to medium numbers of families, groups and young couples. 83% of accommodation providers recorded medium to high numbers of middle aged couples and 77% recorded the same of 65+ couples.

**Figure 6 – Length of Stay**



The survey asked the businesses to state the main reasons why their visitors came to the Forest of Bowland. In this question two more options were added to the answers from the 2008 survey; using trampers and for business, these were added as a reflection of the feedback from last year's enterprise and visitor surveys.

From 2008 there has not been much change to the percentages and numbers, there was a slight increase in the percentage of low numbers visiting for sight seeing and pleasure visit, and also bird watching, there was also a percentage increase in low to medium numbers of visitors here for horse riding specifically. Compared to 2008, 60% of businesses recorded no visitors to the area specifically for horse riding, and only 40% were low

number, this year more than half the businesses stated significant numbers for horse riding, also an increased percentage of medium to high number of visitors for cycling. The most significant change to the percentages recorded was in regards to the "visit your business in particular" option, 58% of businesses recorded medium numbers of visitors for this reason, compared to 34% in 2008. In regards to the new reasons added, only 19% stated that none of their visitors were visiting solely for business, whilst 54% concluded none of their visitors were solely here for using trampers.

When asked about membership to various organisations, there was a decrease from the results of 2008 survey, Lancashire and Blackpool Tourist Board, Yorkshire Tourist Board, and District Tourism Association all had a decrease in memberships from the respondents to the survey, whilst still 77% were a member of the Forest of Bowland Sustainable Tourism Business Network. In order to gain a more realistic picture actual membership numbers will need to be examined rather than basing it on a sample.

An extra question was added to address any conflict between the local community and tourism in the area, and if the businesses thought there were any. 81% of the businesses stated no, they did not think there were any conflicts between the two; this is a very positive response as most businesses are either run by people within the local community or at least situated in the local communities, and conflict between the two could affect both parties.

#### **2.4 Marketing (Q16, Q17, Q18, Q19, Q20, Q21, Q22)**

Again, a significant number of businesses have been involved with various Forest of Bowland marketing initiatives, though some of the businesses have become less involved in some areas and more involved in others compared to last year:

- 30% were involved in the village leaflets
- 23% involved in the Discovery Guide
- 21% were involved in the Birding leaflets.
- 19% involved themselves in Taste of Bowland and Bowland Festival
- 10% and less for fishing, wyresdale wheels for all and north
- Lancashire bridleway leaflets.

Out of all the businesses that were involved with any of the marketing initiatives with Forest of Bowland, 78% of them thought they were either useful or very useful to their business, which is a positive increase on the results from last year.

The businesses stated what advice and support they would like in the future from the AONB unit, the areas that were most popular were business support and advice, funding advice and marketing. The number of businesses that require the support in these areas has decreased since 2008; this is probably due to the support and advice given over the past year by the AONB.

With regards to the European Charter for Sustainable Tourism, this year 88% state they are aware it has been awarded to the AONB, a 14% increase on last year's awareness.

Also, there has been an increase in the number of businesses that market themselves as being part of the Forest of Bowland AONB, the percentage is now 88%. This will create a stronger awareness to visitors about the AONB, and also reflects the increase in number of visitors visiting the Forest of Bowland specifically as a destination, a trend that wasn't present a few years ago (Visitor Survey Report 2009).

There has been a slight reduction in the amount of businesses that have used the sense of place toolkit (46% compared to 55% in 2008), but of the 46% that have used it, 86% of them claimed it as useful or very useful, with 60% of those who haven't used it wanting to find out more.

There has been a 23% increase in those who have been on a Sense of Place training course from last year, with 89% of those businesses regarding the training as either useful or very useful.

Compared to the 2008 survey, 45% of the businesses are now accredited through the Green Tourism Business Scheme (GTBS); in 2008 there were only 26%. This is a reflection of the continued support within the AONB for those undergoing GTBS accreditation. Of those that are not accredited 57% of businesses stated they would like to learn more about it

There has been a very positive change with regards to the Sustainable Tourism Business Network and how useful the businesses found it, in 2008 72% of the businesses who were members found it useful or very useful, in 2009 80% of those members now believe it to be useful or very useful.

93% of businesses have visited the Forest of Bowland website, but only 62% of those have visited since May when it was newly launched. The parts of the website that the businesses found most useful can be found in appendix 1.

70% of respondents said they would be interested in selling Bowland branded products.

The businesses were also asked if any of them would be interested in marketing their business with certain activities, such as walking, cycling, fishing etc. The activities that mostly appealed to the businesses to market themselves along side with were cycling, walking and bird watching.

### 3 Conclusions and Recommendations

#### 3.1 Key Findings

- Compared to 2008 the different types of businesses that responded to the survey have changed, although the majority of the businesses were still accommodation providers.
- The number of new businesses has declined significantly since the 2008 survey, with only 5% of the businesses being less than 1 year old. This could be due to the current economic climate and that new businesses are reluctant to start up but also that current businesses over a year old are sustaining in the economy.
- Employment within the businesses has increased since 2008 in both full and part time employment. The increase has stemmed from the smaller businesses that employ between 1 and 5 part and full time staff with many more businesses reporting part time employment than in 2008. As in 2008, over half of the businesses recorded less than £50,000 turnover per annum.
- As in 2008 a significant number of businesses stated that their business was operating better this year than last year; over half of the respondents stated this. 70% of businesses recorded an increase of up to 30% since last year. This is very positive given the current economic climate.
- With regards to visitor spending, there was a significant decrease since 2008 in the amount that visitors are spending per person, per visit. This could be partly due to the increase in the diverse range of businesses that responded and lower numbers of accommodation providers.
- In 2009 there was an increase of 13% of businesses stating that a high percentage of their visitors came from within the Forest of Bowland, 0% of businesses reported this in 2008. This could be partly related to the lower numbers of accommodation providers that responded and a higher number of businesses that might attract day visitors. There was an increase in the number of recorded visitors from Lancashire, Yorkshire and the North West, as well as an increase in visitors from the South; there was no change in the percentage of visitors coming from overseas.
- The number of nights that the visitors stay in the Forest of Bowland has not increased, the maximum length of stay is still 7 nights, although the percentages have increased for 2 to 4 nights and also 5 to 7 nights, the amount of visitors staying for only 1 night has declined. 13% of accommodation providers stated that they attracted high numbers of new visitors. This trend also emerged in the 2009 Visitor Survey.
- In terms of why visitors are coming to the Forest of Bowland, there is little difference between 2008 and 2009, there was a

percentage increase in low to medium numbers of visitors here for horse riding specifically. Also there has been an increased percentage from medium to high number of visitors for cycling. The most significant change to the percentages recorded was in regards to the "visit your business in particular" option, 58% of businesses recorded medium numbers of visitors for this reason, compared to 34% in 2008.

- One of the key findings from 2008 was that the businesses seemed to have a lack of understanding as to the reason for their visitors coming to the area. From the results of this year, the businesses seem to have a better understanding and are engaging more in to why the visitors are here.
- 88% of the businesses now market themselves as being part of the AONB; a slight increase to the numbers from 2008, which is beneficial for both the businesses and the AONB.
- A significant number of businesses have been involved with various Forest of Bowland marketing initiatives, though some of the businesses have become less involved in some areas and more involved in others compared to last year:
- With regards to the European Charter for Sustainable Tourism, this year 88% stated they are aware it has been awarded to the AONB, a 14% increase from 2008.
- There has been a 23% increase in those who have been on a Sense of Place training course from last year, with 89% of those businesses regarding the training as either useful or very useful.
- There has been a very positive change with regards to the Sustainable Tourism Business Network and how useful the businesses found it, in 2008 72% of the businesses who were members found it useful or very useful, in 2009 80% of those members now believe it to be useful or very useful.
- 70% of respondents said they would be interested in selling Bowland branded products. The businesses were also asked if any of them would be interested in marketing their business with certain activities, such as walking, cycling, fishing etc. The activities that mostly appealed to the businesses to market themselves along side with were cycling, walking and bird watching.

### **3.2 Conclusions**

The results from this year's survey show some positive and also some negative changes. Some of the differences may be due to a more diverse range of businesses responding to the survey. By having a wider range of businesses responding more in depth findings and recommendations can be drawn from the results.

There was a reduction in the number of businesses that had been operating for less than a year and a higher representation of businesses in the longer operating periods compared to 2008. This

shows that there are less new businesses in the area and the existing businesses are sustaining in an unstable economic climate. Both full time and part time employment has increased in the smaller business sector from 2008; this could be due to the different businesses that have responded this year or because business is growing in the area so more staff are needed. From the results it seems that the businesses now gain a better understanding of why their visitors come to the area compared to previous years. The increase of businesses that market themselves as being part of the AONB is a very positive change in regards to awareness for the visitors and the AONB.

### **3.3 Recommendations**

Some of the recommendations stated in 2008 are also included below because of their ongoing importance and relevance:

- Continue to support businesses through GTBS, the Business Network and through a joined approach with other organisations such as the Lancashire and Blackpool and Yorkshire Tourist Boards.
- Continue to provide training through Sense of Place, familiarisation visits to increase understanding and awareness of the AONB and signpost businesses to other training and funding available in the region.
- Continue to provide information via the Forest of Bowland website and highlight the key messages of the AONB through sections such as Walking, Riding & Cycling, Local Produce and News and Events. Encourage signposting by the businesses and provide regular statistics about what elements of the Forest of Bowland are visited most often.
- Support businesses to increase the offer to encourage visitors to stay longer rather than for short breaks and to take advantage of the 'stay-cation' trend. Again this could be achieved in part through cluster work and also through 'Bowland Experience Ltd' where business network members can market themselves under certain packages and themes.
- Encourage businesses to carry out visitor surveys of their own customers to gain a better understanding of their needs and the types of activities they are engaging in during in their stay.










## Appendix 1

### Section 1: About your business

#### 1. Business name:

Alden Cottage, Bashall Barn, Bleasdale Cottages, Bowland Atlantic Ltd, Bowland Bioenergy Ltd, Bowland Visitor Centre, Bridge House Farm Tea Rooms, Broadgate Farm B & B, Cobden Farm Bed and Breakfast, Cycle Adventure, Cycle Bowland, Dalesbridge, Easter Cottage, Forrest Hills, Freda M. Pilkington, Green Close Studios, Halsteads Barn B&B, Height Top Farm, Holden Clough Nursery Ltd, J.R.Gorst / Dolphinholme Goat's Cheese, Laythams Farm Cottages, Little Stubbins B&B, malkin tower farm holiday cottages, Malkin Tower Farm Holiday Cottages, Old Earth House, Peter Foley of Holden Clough Nursery, Pinfold Farm, Slaidburn Village Hall, The Ashton, the old post house hotel, THE STORK INN, To Inspire, Town End Farm B&B, uncle bobs icecream

#### 2. What is your main business type?

Accommodation provider:		47.7%	21
Café/Restaurant:		6.8%	3
Farm:		4.5%	2
Garden centre/Nursery:		4.5%	2
Historical attraction:		2.3%	1
Outdoor activity provider:		9.1%	4
Pub:		2.3%	1
Retail:		0.0%	0
Tourism attraction:		4.5%	2
Other (please specify):		18.2%	8

Arts Organisation

Business Services

Garden and speaking appts.

Holiday Homes owned by our clients

renewable biomass energy provider

veg bax scheme

Village Hall

Web Designer websites about the AONB

3. How long have you been operating?			
Less than 1 yr:		4.5%	2
1 to 5 yrs:		52.3%	23
6 to 10 yrs:		9.1%	4
11 to 15 yrs:		13.6%	6
16 to 20 yrs:		11.4%	5
21+ years:		9.1%	4

4. How many people do you employ?			
4.a. Full time			
1 to 5:		84.0%	21
6 to 10:		12.0%	3
11 to 15:		0.0%	0
16 to 20:		0.0%	0
21+:		4.0%	1
4.b. Part time			
1 to 5:		78.9%	30
6 to 10:		7.9%	3
11 to 15:		2.6%	1
16 to 20:		5.3%	2
21+:		5.3%	2

5. What is your annual turnover? (excluding VAT)			
up to £50,000:		61.5%	24
£51,000 to £100,000:		12.8%	5
£101,000 to £150,000:		5.1%	2
£151,000 to £200,000:		7.7%	3
£201,000 to £250,000:		0.0%	0
£251,000 to £300,000:		2.6%	1
£301,000 +:		10.3%	4

6. Is your business operating better this year than last year?			
Better:		76.2%	32
Worse:		23.8%	10

6.a. Percentage increase or decrease:			
+ 1 to 10%:		35.1%	13
+ 11 to 20%:		21.6%	8
+ 21 to 30%:		13.5%	5
+ 31 to 40%:		5.4%	2
+ 41 to 50%:		2.7%	1
+ 51%+:		10.8%	4
- 1 to 10%:		2.7%	1
- 11 to 20%:		2.7%	1
- 21 to 30%:		2.7%	1
- 31 to 40%:		2.7%	1
- 41 to 50%:		0.0%	0
- 51%+:		0.0%	0

## Section 2: Visitor profile

### 7. How much do your visitors spend (per person) at your business (on average) per visit?

£0 to £5:		22.0%	9
£6 to £15:		19.5%	8
£16 to £25:		7.3%	3
£26 to £50:		22.0%	9
£51 to £100:		9.8%	4
£100 +:		19.5%	8

### 8. Do you know your yearly visitor figures?

Yes:		12.8%	5
Yes, as an approximation:		20.5%	8
No:		66.7%	26

#### 8.a. 2008 figures:

1,200
130
20
20,000
2253

25,000 visitor nights
2500
30 weeks booked
489
560
800
97
£4973.50

**8.b. 2009 figures to date:**

12
15,000
150
18,000 visitor nights
2000+
28 weeks booked
56
600
600
690
900
967
£4155.00

**9. Do you know where the majority of your visitors come from? (please estimate a percentage for each one)**

**9.a. Within the FOB**

0%:		17%	4
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**9.a.i. Within the FOB**

1 to 25%:		57%	13
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**9.a.ii. Within the FOB**














26 to 50%:		4%	1
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**9.a.iii. Within the FOB**




51 to 75%:		9%	2
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**9.a.iv. Within the FOB**







76 to 100%:		13%	3
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<b>9.b. Within Lancashire</b>			
0%:		0%	0
<b>9.b.i. Within Lancashire</b>			
1 to 25%:		44%	15
<b>9.b.ii. Within Lancashire</b>			
26 to 50%:		18%	6
<b>9.b.iii. Within Lancashire</b>			
51 to 75%:		26%	9
<b>9.b.iv. Within Lancashire</b>			
76 to 100%:		12%	4
<b>9.c. Within Yorkshire</b>			
0%:		0%	0
<b>9.c.i. Within Yorkshire</b>			
1 to 25%:		75%	21
<b>9.c.ii. Within Yorkshire</b>			
26 to 50%:		18%	5
<b>9.c.iii. Within Yorkshire</b>			
51 to 75%:		7%	2
<b>9.c.iv. Within Yorkshire</b>			
76 to 100%:		0%	0
<b>9.d. Elsewhere within the North West</b>			
0%:		3%	1
<b>9.d.i. Elsewhere within the North West</b>			
1 to 25%:		60%	18
<b>9.d.ii. Elsewhere within the North West</b>			
26 to 50%:		34%	10
<b>9.d.iii. Elsewhere within the North West</b>			
51 to 75%:		3%	1
<b>9.d.iv. Elsewhere within the North West</b>			
76 to 100%:		0%	0
<b>9.e. Elsewhere in UK (South)</b>			
0%:		3%	1
<b>9.e.i. Elsewhere in UK (South)</b>			
1 to 25%:		50%	17








<b>9.e.ii. Elsewhere in UK (South)</b>			
26 to 50%:		26%	9
<b>9.e.iii. Elsewhere in UK (South)</b>			
51 to 75%:		21%	7
<b>9.e.iv. Elsewhere in UK (South)</b>			
76 to 100%:		0%	0
<b>9.f. Elsewhere in UK (North)</b>			
0%:		4%	1
<b>9.f.i. Elsewhere in UK (North)</b>			
1 to 25%:		74%	21
<b>9.f.ii. Elsewhere in UK (North)</b>			
26 to 50%:		18%	5
<b>9.f.iii. Elsewhere in UK (North)</b>			
51 to 75%:		4%	1
<b>9.f.iv. Elsewhere in UK (North)</b>			
76 to 100%:		0%	0
<b>9.g. Overseas</b>			
0%:		4%	1
<b>9.g.i. Overseas</b>			
1 to 25%:		92%	26
<b>9.g.ii. Overseas</b>			
26 to 50%:		4%	1
<b>9.g.iii. Overseas</b>			
51 to 75%:		0%	0
<b>9.g.iv. Overseas</b>			
76 to 100%:		0%	0

<b>10. How long do the majority of visitors stay with you? (accommodation providers only - other businesses go to Q13)</b>			
1 night:		17.4%	4
2 to 4 nights:		39.1%	9
5 to 7 nights:		43.5%	10
8 to 10 nights:		0.0%	0












11 to 14 nights:		0.0%	0
15 + nights:		0.0%	0
<b>10. a. Please estimate your occupancy levels as a percentage:</b>			
22%			
35%			
35%			
35%			
40%			
50%			
50%			
58%			
60%			
60%			
62%			
65%			
70-75%			




<b>11. What is your star rating?</b>			
Awaiting grading:		0.0%	0
1:		0.0%	0
2:		4.5%	1
3:		22.7%	5
4:		63.6%	14
5:		9.1%	2
<b>11. a. a. Do you plan to improve this?</b>			
Yes:		27.3%	6
No:		72.7%	16
<b>11. a. i. Please give your reasons:</b>			
4 star silver awarded in May missed gold by 1%,done the recommenations suggested awaiting another vist			
Always room for improvement. able to interpret visitor needs as I gain experience.			
As children are welcome not an option			
Because we got 5*Gold award from Visit Britain, our plan is to maintain this rating, whilst continuing to provide the best possible customer care.			
Hostel star system does not appear to be applicable to our business and gives no marketing			

<b>IMPROVE STANDARDS, CUSTOMER PERCEPTION</b>
It often seems to attract guests who have little or no idea how to look after cott. At moment guests treat the property well & leave it undamaged and tidy
maintaining 4 stars is hard enough
not possible to acheive
plans have been passed for a new conservatory/breakfast room and porch to the front of the house. this will allow for a larger hall/reception area and the current breakfast room will become a tv/quiet lounge
Refuse to put curtains in our upstairs living space which is completely remote and not overlooked!
The building does not lend itself to major changes which would be too costly with no return
to provide a better standard, and attract more customers
Unable to extend property further
We aim to consolidate and improve our grading points. We are a working farm, and the accommodation is in our farmhouse home so there is a limit to what we can do.
We do not meet the gold rating due to the size of bedrooms but we are already a silver award
We do not want to be a hotel. We pride ourselves for what we offer. A lovely environment and atmosphere, lovely room, sitting room and garden and serving fantastic local food. We thing the judging to be trying to make every place the same is somewhat boring and misses the point of B&B in somebody'e home to be a different experience to a hotel experience.
















<b>12. What type of visitor do you attract? (accommodation providers only) - (select approximate numbers for each type of visitor)</b>			
<b>12.a. Long stay visitors</b>			
None:		25%	5
<b>12.a.i. Long stay visitors</b>			
Low numbers:		50%	10
<b>12.a.ii. Long stay visitors</b>			
Medium numbers:		20%	4
<b>12.a.iii. Long stay visitors</b>			
High numbers:		5%	1
<b>12.b. Short breaks visitors</b>			
None:		0%	0
<b>12.b.i. Short breaks visitors</b>			
Low numbers:		14%	3
<b>12.b.ii. Short breaks visitors</b>			
Medium numbers:		43%	9
<b>12.b.iii. Short breaks visitors</b>			
High numbers:		43%	9

<b>12.c. Repeat visitors</b>			
None:		0%	0
<b>12.c.i. Repeat visitors</b>			
Low numbers:		16%	4
<b>12.c.ii. Repeat visitors</b>			
Medium numbers:		52%	13
<b>12.c.iii. Repeat visitors</b>			
High numbers:		32%	8
<b>12.d. New visitors</b>			
None:		0%	0
<b>12.d.i. New visitors</b>			
Low numbers:		0%	0
<b>12.d.ii. New visitors</b>			
Medium numbers:		56%	13
<b>12.d.iii. New visitors</b>			
High numbers:		44%	10
<b>12.e. Families</b>			
None:		21%	5
<b>12.e.i. Families</b>			
Low numbers:		33%	8
<b>12.e.ii. Families</b>			
Medium numbers:		29%	7
<b>12.e.iii. Families</b>			
High numbers:		17%	4
<b>12.f. Groups</b>			
None:		30%	6
<b>12.f.i. Groups</b>			
Low numbers:		40%	8
<b>12.f.ii. Groups</b>			
Medium numbers:		10%	2
<b>12.f.iii. Groups</b>			
High numbers:		20%	4
<b>12.g. Young couples</b>			
None:		5%	1

<b>12.g.i. Young couples</b>			
Low numbers:		71%	15
<b>12.g.ii. Young couples</b>			
Medium numbers:		10%	2
<b>12.g.iii. Young couples</b>			
High numbers:		14%	3
<b>12.h. Middle-aged couples</b>			
None:		4%	1
<b>12.h.i. Middle-aged couples</b>			
Low numbers:		13%	3
<b>12.h.ii. Middle-aged couples</b>			
Medium numbers:		44%	10
<b>12.h.iii. Middle-aged couples</b>			
High numbers:		39%	9
<b>12.i. 65+ couples</b>			
None:		6%	1
<b>12.i.i. 65+ couples</b>			
Low numbers:		17%	3
<b>12.i.ii. 65+ couples</b>			
Medium numbers:		55%	10
<b>12.i.iii. 65+ couples</b>			
High numbers:		22%	4

<b>13. What are your visitor's main reasons for visiting the Forest of Bowland? ( select approximate numbers for each reason for visiting)</b>			
<b>13.a. Visit the Forest of Bowland AONB as a destination</b>			
None:		0%	0
<b>13.a.i. Visit the Forest of Bowland AONB as a destination</b>			
Low numbers:		54%	15
<b>13.a.ii. Visit the Forest of Bowland AONB as a destination</b>			
Medium numbers:		43%	12
<b>13.a.iii. Visit the Forest of Bowland AONB as a destination</b>			
High numbers:		3%	1
<b>13.b. Bird watching</b>			

None:		15%	4
<b>13.b.i. Bird watching</b>			
Low numbers:		70%	19
<b>13.b.ii. Bird watching</b>			
Medium numbers:		15%	4
<b>13.b.iii. Bird watching</b>			
High numbers:		0%	0
<b>13.c. Cycling</b>			
None:		7%	2
<b>13.c.i. Cycling</b>			
Low numbers:		52%	14
<b>13.c.ii. Cycling</b>			
Medium numbers:		30%	8
<b>13.c.iii. Cycling</b>			
High numbers:		11%	3
<b>13.d. Horse riding</b>			
None:		48%	14
<b>13.d.i. Horse riding</b>			
Low numbers:		45%	13
<b>13.d.ii. Horse riding</b>			
Medium numbers:		7%	2
<b>13.d.iii. Horse riding</b>			
High numbers:		0%	0
<b>13.e. Walking</b>			
None:		6%	2
<b>13.e.i. Walking</b>			
Low numbers:		25%	8
<b>13.e.ii. Walking</b>			
Medium numbers:		44%	14
<b>13.e.iii. Walking</b>			
High numbers:		25%	8
<b>13.f. Using Trampers</b>			
None:		54%	14
<b>13.f.i. Using Trampers</b>			

Low numbers:		42%	11
<b>13.f.ii. Using Trampers</b>			
Medium numbers:		4%	1
<b>13.f.iii. Using Trampers</b>			
High numbers:		0%	0
<b>13.g. Fishing</b>			
None:		33%	10
<b>13.g.i. Fishing</b>			
Low numbers:		53%	16
<b>13.g.ii. Fishing</b>			
Medium numbers:		7%	2
<b>13.g.iii. Fishing</b>			
High numbers:		7%	2
<b>13.h. Visit family/friends</b>			
None:		6%	2
<b>13.h.i. Visit family/friends</b>			
Low numbers:		24%	10
<b>13.h.ii. Visit family/friends</b>			
Medium numbers:		45%	13
<b>13.h.iii. Visit family/friends</b>			
High numbers:		31%	6
<b>13.i. Pleasure visit/general sight seeing</b>			
None:		0%	0
<b>13.i.i. Pleasure visit/general sight seeing</b>			
Low numbers:		24%	8
<b>13.i.ii. Pleasure visit/general sight seeing</b>			
Medium numbers:		45%	15
<b>13.i.iii. Pleasure visit/general sight seeing</b>			
High numbers:		31%	10
<b>13.j. Visit your business in particular</b>			
None:		3%	1
<b>13.j.i. Visit your business in particular</b>			
Low numbers:		24%	8
<b>13.j.ii. Visit your business in particular</b>			

Medium numbers:		58%	19
<b>13.j.iii. Visit your business in particular</b>			
High numbers:		15%	5
<b>13.k. For Business</b>			
None:		19%	6
<b>13.k.i. For Business</b>			
Low numbers:		47%	15
<b>13.k.ii. For Business</b>			
Medium numbers:		21%	7
<b>13.k.iii. For Business</b>			
High numbers:		13%	4

<b>14. Are you a member of?</b>			
Lancashire and Blackpool Tourist Board:		46.8%	22
Yorkshire Tourist Board:		4.2%	2
District Tourism Association:		23.4%	11
Forest of Bowland Sustainable Tourism Business Network:		76.5%	36
Other ( <i>please specify</i> ):		17%	8
<p>Farm Stay</p> <p>Farm Stay Member</p> <p>green tourism business scheme</p> <p>GTBS</p> <p>Horticultural Exhibitors Association</p> <p>ICAEW</p> <p>Stay on a Farm</p> <p>YTB now Welcome Yorkshire</p>			
<b>14. a. If you are a member of a District Tourism Association, please state which one:</b>			
<p>BAY TOURISM x 2</p> <p>Pendle tourism</p> <p>ribble valley x 5</p> <p>Ribble valley &amp; Pendle x 2</p>			

Wyre x 3
Yorkshire Dales & Harrogate

**15. Do you see any conflicts between tourism in the area and the needs of the local community?**

Yes:		18.6%	8
No:		81.4%	35

**15. a. Any Comments**

Congestion in country lanes and parking too in these areas
Destruction of the natural environment
Only that some are opposing Centros Millers plans which would bring jobs, visitors and tourism to Lancaster. None with Forest of Bowland
Visitor parking in villages, especially Clapham and Austwick in YDNP
We are a new venture at this site to start in 2010. We aim to employ and train local people within our team, any conflict could come from stretching the local people resource
Would prefer our holiday cottage to be our main residence but unable to change planning permission at present

**Section 3: Marketing**

**16. Have you been involved in joint marketing initiatives with the Forest of Bowland AONB?**





Village leaflet:		29.7%	14
Fishing leaflet:		10.6%	5
Birding leaflet:		21.2%	10
Wyresdale Wheels for All:		6.3%	3
Taste of Bowland:		19.1%	9
Discovery Guide:		23.4%	11
Festival Bowland:		19.1%	9
North Lancs Bridleway:		6.3%	3

**16.a. Or involvement with joint initiatives with other organisations e.g. LBTB/District Tourism Associations? (please state)**







Bowland Arts Festival
Bridle Link in West Lancashire
Green Tourism

LBTB x 4
Picnic hamper promotion
ribble valley food trail
Ribble Valley Tourism Association
Tourism exhibitions

**16.b. If you have been involved in any joint initiatives how useful have they been to your business?**

Very useful:		24.1%	7
Useful:		51.7%	15
No opinion:		13.8%	4
Not useful:		10.3%	3

**17. What type of future support would you like from the AONB unit?**

business support and advice:		24%	27
familiarisation visits:		14%	16
funding advice:		20%	22
marketing advice:		21%	24
training:		15%	16
Other (please specify):		6%	5

business networking
Everything is useful
Grant aid
Joint marketing
Sustainable Network

**18. Are you aware of the European Charter for Sustainable Tourism which has been awarded to the AONB?**

Yes:		87.8%	36
No:		12.2%	5

**19. Do you market your business as being part of the Forest of Bowland AONB?**

Yes:		88.1%	37
No:		11.9%	5

**19.a. If not, why not?**

AS A FRIEND OF THE FOREST DUE TO LOCATION
Don't seem to need to

**20. Have you used the Forest of Bowland's Sense of Place toolkit?**

Yes:		46.5%	20
No:		53.5%	23

**20.a. If yes, how useful was the information?**

Very useful:		28.6%	6
Useful:		57.1%	12
Average:		9.5%	2
Not useful:		4.8%	1

**20.b. If you have not used the toolkit, would you like to find out more?**

Yes:		60.0%	9
No:		40.0%	6

**21. Have you been on a Sense of Place training course?**

Yes:		48.8%	20
No:		51.2%	21

**21.a. If yes, how useful was the training?**

Very useful:		27.8%	5
Useful:		61.1%	11
Average:		5.6%	1
Not useful:		5.6%	1

**22. Are you aware of the Green Tourism Business Scheme?**

Yes, I am accredited:		45.2%	19
Yes, I have heard about it:		52.4%	22
No:		2.4%	1

**22.a. Would you like to learn more about the Green Tourism Business Scheme?**

Yes:		57.1%	12
No:		42.9%	9

**23. If you are currently a member of the Sustainable Tourism Business Network, how useful have you found this?**

Very useful:		53.3%	16
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Useful:		26.7%	8
Average:		13.3%	4
Not useful:		3.3%	1
Other (please specify):		3.3%	1
Only just joined			

#### Section 4: Forest of Bowland website

##### 24. Have you visited the Forest of Bowland website?

Yes:		93.0%	40
No (go to Q25):		7.0%	3

##### 24. a. Have you visited the site since May when it was newly launched?

Yes:		62.5%	25
No:		37.5%	15

##### 24. b. What are the most useful parts of the website?

Access to info on what is available in the AONB.
all of the website is extremely useful and visitors enjoy looking at it as well
Downloadable leaflets and resources
footpaths and local attractions
links
Maps and walks - would like to input more cultural services on offer in the area
Walking maps
Walking maps particularly, but everything is useful.
walking maps.
Walks in a specific area and details are Wildlife walks



##### 24.c. Overall, how do you rate the website?


Excellent:		41.2%	14
Good:		52.9%	18
Average:		5.9%	2
Below average:		0.0%	0
Poor:		0.0%	0

##### 24.d. Do you have any suggestions for changes or additions to the website?

More profiling of arts activities and things to do

##### 25. Would you be interested in selling Bowland branded products in the future?

Yes:		70.0%	28
No:		30.0%	12

<b>26. Would you be interested in packaging/marketing your business with any of the following: (tick any that apply)</b>			
Walking:		68%	32
Cycling:		57.4%	27
Horse Riding:		34%	16
Trampers:		21.2%	10
Bird Watching:		46.8%	22
Fishing:		34%	16

## **APPENDIX 5d**

### **Business Enterprise Survey**

#### **Key Findings – changes between 2004 and 2009**

The results show some marked differences in responses between 2006 and 2008. In general these differences have highlighted positive change through such factors as higher visitor spend, increased numbers of visitors staying from areas outside of the region, an increase in the number of new businesses and evidence of a more linked approach to marketing between the Tourist Boards, the AONB and the businesses and also an increase in the number of businesses who market themselves as being part of the AONB. These for the majority succeed in responding to the recommendations highlighted in the 2006 report, which highlighted recommended action points. There are a number of reasons why there has been evidence of positive change over the past few years, these include:

- The 2 year Sustainable Tourism project - which was able to assist businesses and community groups both financially for specific projects and to assist in generating a more linked approach to marketing and networking between the AONB and businesses. Initiatives included: joint marketing through various leaflets, the setting up of the Sustainable Tourism Business Network, supporting businesses through GTBS, website developments and promotion of the businesses via the website, training and familiarisation days and newsletters.
- A high number of accommodation providers responded in 2008 in comparison to 2006, therefore the results may be skewed slightly in terms of visitor spend.

It is difficult to draw direct comparisons between the 4 years that the survey has been implemented due to the way in which the questionnaire has evolved. The majority of questions have changed from 2004 to 2009, however direct comparison can be drawn between 2008 and 2009 and are highlighted below:

- The number of new businesses has declined significantly since the 2008 survey, with only 5% of the businesses being less than 1 year old. This could be due to the current economic climate and that new businesses are reluctant to start up but also that current businesses over a year old are sustaining in the economy.
- Employment within the businesses has increased since 2008 in both full and part time employment. The increase has stemmed from the smaller businesses that employ between 1 and 5 part and full time staff with many more businesses reporting part time employment than in 2008. As in 2008, over half of the businesses recorded less than £50,000 turnover per annum.
- As in 2008 a significant number of businesses stated that their business was operating better this year than last year (over 50%). 70% of businesses recorded an increase of up to 30% since last year. This is very positive given the current economic climate.
- With regards to visitor spending, there was a significant decrease since 2008 in the amount that visitors are spending per person, per visit. This could be partly due to the increase in the diverse range of

businesses that responded and lower numbers of accommodation providers.

- In 2009 there was an increase of 13% of businesses stating that a high percentage of their visitors came from within the Forest of Bowland, 0% of businesses reported this in 2008. This could be partly related to the lower numbers of accommodation providers that responded and a higher number of businesses that might attract day visitors. There was an increase in the number of recorded visitors from Lancashire, Yorkshire and the North West, as well as an increase in visitors from the South; there was no change in the percentage of visitors coming from overseas.
- The number of nights that the visitors stay in the Forest of Bowland has not increased, the maximum length of stay is still 7 nights, although the percentages have increased for 2 to 4 nights and also 5 to 7 nights, the amount of visitors staying for only 1 night has declined. 13% of accommodation providers stated that they attracted high numbers of new visitors. This trend also emerged in the 2009 Visitor Survey.
- In terms of why visitors are coming to the Forest of Bowland, there is little difference between 2008 and 2009; there was a percentage increase in low to medium numbers of visitors visiting for horse riding specifically. Also there has been an increased percentage from medium to high number of visitors for cycling. The most significant change to the percentages recorded was for "visit your business in particular" option, 58% of businesses recorded medium numbers of visitors for this reason, compared to 34% in 2008.
- One of the key findings from 2008 was that the businesses seemed to have a lack of understanding as to the reason for their visitors coming to the area. From the results of this year, the businesses seem to have a better understanding and are engaging more in to why the visitors are here.
- 88% of the businesses now market themselves as being part of the AONB; a slight increase to the numbers from 2008, which is beneficial for both the businesses and the AONB.
- A significant number of businesses have been involved with various Forest of Bowland marketing initiatives, though some of the businesses have become less involved in some areas and more involved in others compared to last year:
- With regards to the European Charter for Sustainable Tourism, this year 88% stated they are aware it has been awarded to the AONB, a 14% increase from 2008.
- There has been a 23% increase in those who have been on a Sense of Place training course from last year, with 89% of those businesses regarding the training as either useful or very useful.
- There has been a positive change with regards to the Sustainable Tourism Business Network and how useful the businesses found it, in 2008 72% of the businesses who were members found it useful or very useful, in 2009 80% of those members now believe it to be useful or very useful.

## **APPENDIX 6 THE FOREST OF BOWLAND AONB PARTNERSHIP**

### **Constitution and Terms of Reference of the Forest of Bowland AONB Joint Advisory Committee**

A range of organisations with interests in the AONB is eligible for membership. Members include local authorities and the key organisations and interests, including representatives of local people, whose involvement will assist in implementing the Management Plan. Membership is kept under review and is at the discretion of the local authorities. Ideally there should be between 10 and 20 members and, where it is not practicable to include all of the represented interests, regular consultation mechanisms should be established.

NB: Unless otherwise stated each organisation has one member and each member has one vote.

Lancashire County Council (3 members)	Ribble Valley Borough Council
North Yorkshire County Council	Preston City Council
Craven District Council	Pendle Borough Council
Lancaster City Council	Lancashire Association of Parish and Town Councils
Wyre Borough Council	Yorkshire Local Councils Association

Natural England

Forest of Bowland Landowning and Farming Advisory Group (3 members)

United Utilities

Environment Agency (North West Region)

The North West Federation for Sport, Recreation and Conservation

Royal Society for the Protection of Birds (RSPB)

Ramblers Association

### **The role of the Committee and its Terms of Reference, are as follows:-**

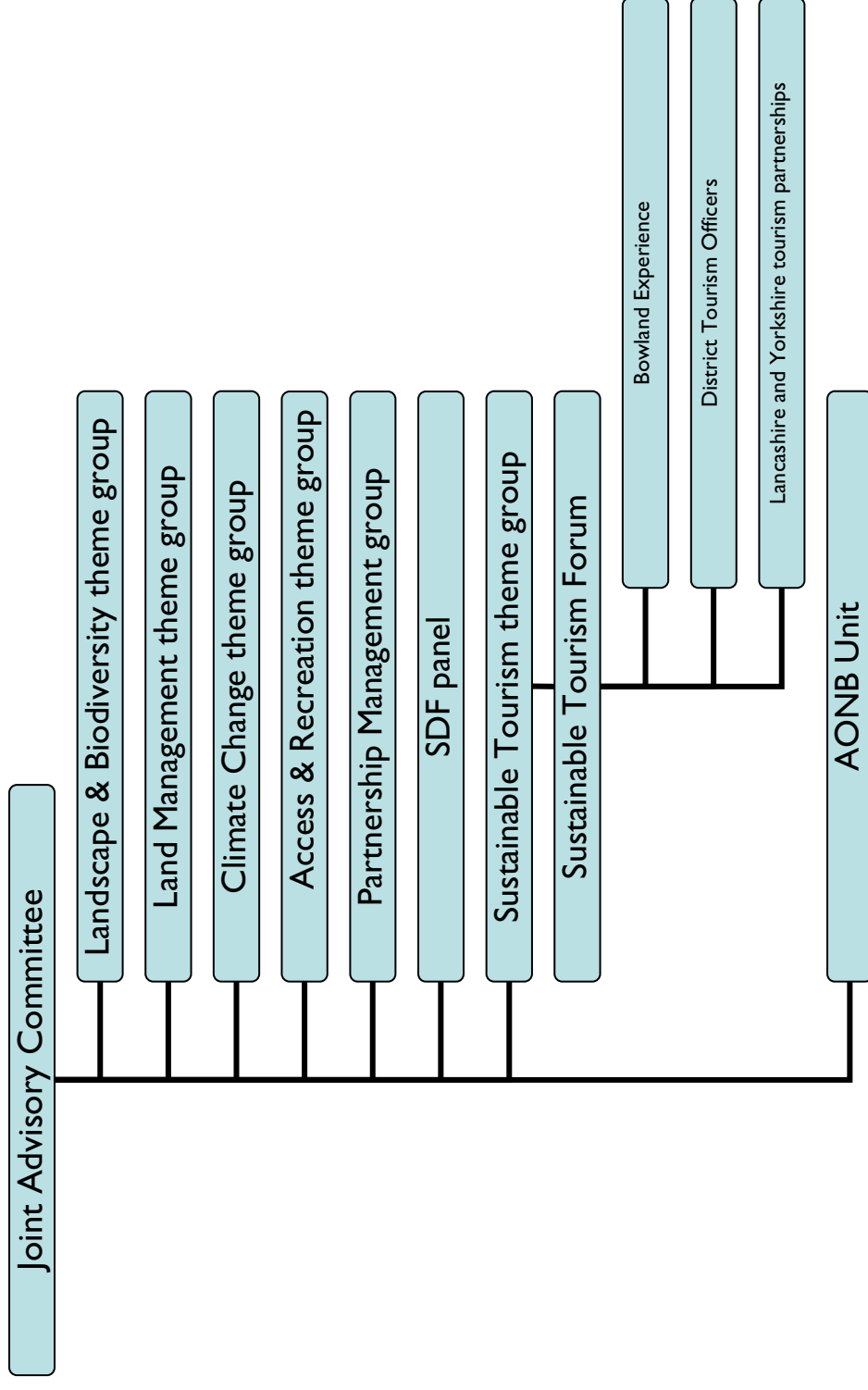
The Joint Advisory Committee supports and encourages and active partnership between all of the agencies involved and co-ordinates management over the whole of the AONB. The aim is to:

- promote the AONB at national, regional and local level
- ensure that the AONB is conserved and managed effectively
- work to assist the social and economic well being of the AONB commensurate with the conservation of its special qualities
- provide a forum for the exchange of information and ideas
- consider any issues likely to affect the area adversely and agree action
- make recommendations for new initiatives

### Brief for the Joint Advisory Committee:

- co-ordinate the preparation and implementation of strategic plans for the AONB, including the preparation of the statutory Management Plan
- advise local authorities preparing structure plans, local plans or other plans covering all or part of the AONB, to ensure that policies and practices (including those for development control) are co-ordinated and consistent with the statement of commitment and AONB Management Plan
- advise local authorities and other agencies on the level of resources required for effective AONB management
- lobby to influence organisations that are not members of the JAC in the delivery of their services and programmes in order to benefit Bowland communities, businesses and the environment
- advise on, and co-ordinate the actions of the constituent organisations to achieve the objectives of the AONB and, in particular, ensure that the Management Plan is implemented and reviewed. This includes:-
  - receiving monitoring reports from the partners on progress and achievements in implementing the Management Plan, reviewing the Management Plan every five years and producing an annual report,
  - agreeing an annual work programme for the AONB to be delivered by the partners and the AONB Staff Unit,
  - carrying out special studies of key issues, as they arise, for example by setting up working parties or conducting research
  - advising the appropriate local planning authority about any developments within or adjacent to the AONB that are likely to affect significantly the landscape character of the area,
  - acting as forum for the discussion of major issues affecting the character of the AONB
  - promoting other action that is necessary to further the objectives of the AONB designation

# AONB Partnership structure



## **Membership and remit of the Sustainable Tourism Theme Group and Forum**

### **Membership and remit of theme group**

An initial meeting of the sustainable tourism theme group held on 10 November 2009 agreed that membership should be limited to:

The 6 district council tourism officers  
The 2 tourism partnerships (LBTB and YDHTP)  
Lancashire County Developments Ltd tourism officer  
Representatives from Bowland Tourism and Environment Fund  
Representatives from Bowland Experience

The remit of the theme group is to oversee delivery of the sections of the AONB Management Plan which refer to sustainable tourism, and also to oversee and monitor delivery of the current Strategy for Sustainable Tourism. The group will also organise the Sustainable Tourism Forum meetings, and the requirements of the European Charter for Sustainable Tourism

## **Membership of the Sustainable Tourism Forum**

AONB Unit

All members of Bowland Experience/Business Network

All members of Forest of Bowland JAC

Craven District Council

Harrogate & Yorkshire Dales Tourism Partnership

Lancashire County Council

Lancashire County Development Ltd

Lancaster City Council

North West Development Agency

North Yorkshire County Council

Pendle Borough Council

Preston City Council

Ribble Valley Borough Council

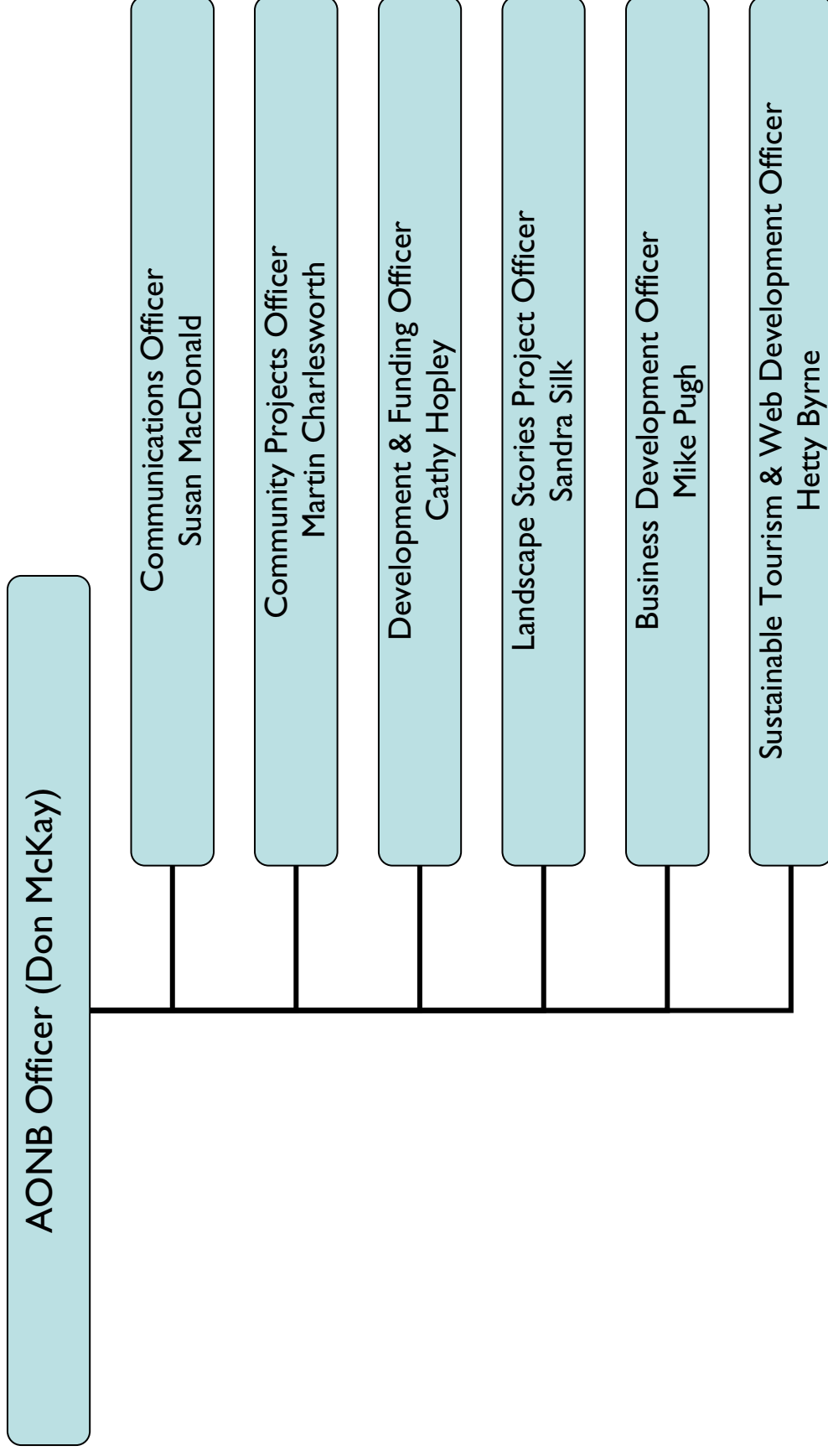
Welcome to Yorkshire

Wyre Borough Council

## **Remit of the Forest of Bowland AONB Unit**

- developing a vision and strategy for AONB management
- preparing with constituent local authorities, an AONB management plan and reviewing this as required by the Countryside & Rights of Way Act 2000
- promoting the vision and strategy to help distinguish the AONB from adjacent countryside
- implementing and coordinating implementation by others of the AONB management plan
- coordinating or advising on local authority services in the AONB to go beyond the normal level of service in countryside management
- monitoring and reporting on progress against management plan targets
- accessing resources for undertaking management activities, including external funding, project development and proposals and providing matching funding for special projects
- tapping into advice and liaison with areas of Outstanding Natural Beauty and other protected areas at a national and international level
- providing an internal (within Lancashire County Council) management role to coordinate AONB protection
- developing an involvement by the community in the management of the AONB
- providing planning advice and related activities as deemed by the JAC to be appropriate

## Structure of the AONB Unit



## **APPENDIX 2**

### **EUROPEAN CHARTER PRINCIPLES OF SUSTAINABLE TOURISM**

ECPI. To involve all those implicated by tourism in and around the protected area in its development and management

ECP2 To prepare and implement a sustainable tourism strategy and action plan for the protected area.

ECP3 To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development

ECP4 To provide all visitors with a high quality experience in all aspects of their visit,

ECP5 To communicate effectively to visitors about the special qualities of the area,

ECP6 To encourage specific tourism products which enable discovery and understanding of the area,

ECP7 To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism,

ECP8 To ensure that tourism supports and does not reduce the quality of life of local residents,

ECP9 To increase benefits from tourism to the local economy,

ECPI0 To monitor and influence visitor flows to reduce negative impacts,



# Sustainable Bowland project report 2006-08



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



## **SUSTAINABLE BOWLAND AN EVALUATION OF THE PROJECT 2006-2008**

### **FINAL REPORT ON ACTIVITIES**

#### **INTRODUCTION AND BACKGROUND**

Sustainable Bowland was a two year externally funded project, which aimed to implement the high priority actions identified in the Forest of Bowland's Area of Outstanding Natural Beauty (AONB) Strategy for Sustainable Tourism (Jan 2005). The project was delivered by the Forest of Bowland's AONB Unit, and funded through the NWDA programme Pathfinder in Practice, via the Lancashire Economic Partnership; together with grants from Lancashire County Developments Ltd and the Lancashire Rural Tourism Initiative (funded by the Lancashire Rural Recovery Programme). For financial and output reports please see appendix A – Final Project Report

The project employed a small team of 3, one full time and 2 part time staff taking on the roles of community projects, business development and information. The team was supervised and assisted by the AONB Unit's communities and funding officer and reported to the Sustainable Tourism Working Group. Some delivery was also provided by Lancashire County Council countryside officers. The team was based in Clitheroe in premises provided by Lancashire Rural Futures.

#### **DELIVERY OF ACTIVITIES**

Details of the project objectives can be found in appendix B – Review of AONB sustainable tourism strategy action plan.

In brief, the objectives were to:

1. Promote a range of sustainable activities and experiences, to promote quiet enjoyment of the AONB, and to increase opportunities for people to find out about the special qualities of the area
2. Involve the community in developing projects to promote and interpret the area's special qualities
3. Support the development of enterprises based on local products
4. Manage the movement of visitors to minimise adverse impacts on communities and the environment
5. Develop and improve communication and involvement between the AONB and tourism enterprises and tourism information staff

**1. Promote a range of sustainable activities and experiences, to promote quiet enjoyment of the AONB, and to increase opportunities for people to find out about the special qualities of the area**

1.1 This area of work focussed on delivering new infrastructure on the ground – ie new and improved bridleways, cycleways, and tramper trails. It also included interpretation and promotion of these routes, and of the AONB's sustainable tourism offer in general.

This objective also encompassed encouraging businesses to improve their environmental performance; supporting new and sustainable tourism businesses; developing packages of accommodation and activities and strengthening the visitor payback scheme

1.2 Nine new routes were developed in the course of the two year project at a cost of £59,607 (£39,607 NWDA matched with £20,000 from Lancashire County Council's local transport plan). These were:

- I. Scorton picnic site access for all route
- II. Wyresdale Park bridleway
- III. Nether Wyresdale access for all route
- IV. Grizedale tramper trail
- V. Lots House Farm bridleway
- VI. Cobble Hey Farm tramper trails
- VII. Landskill Farm tramper trails
- VIII. Broadgate Farm tramper trails
- IX. Gisburn Forest mountain bike trails

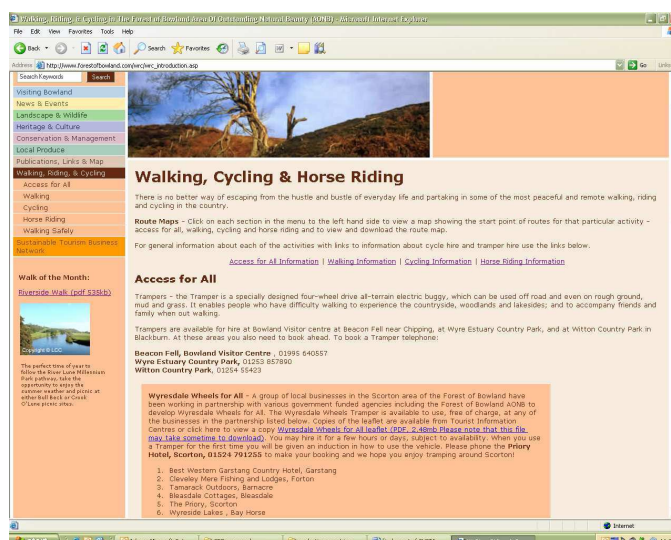


Grizedale tramper trail and bridleway



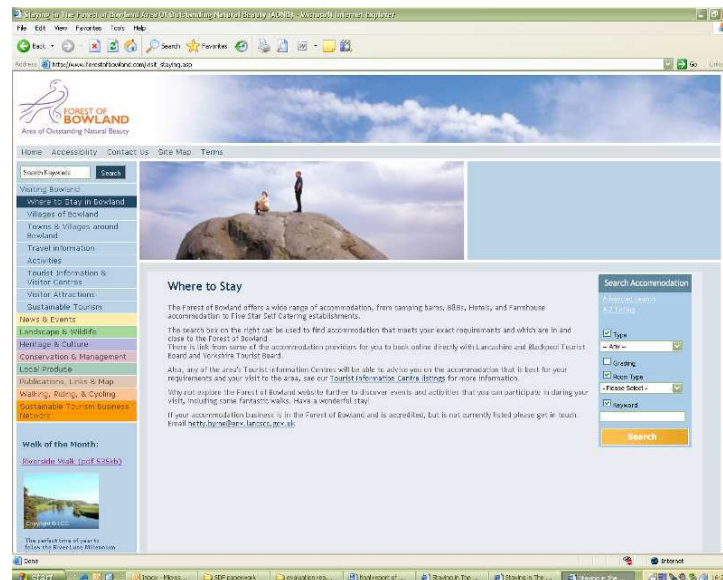
Testing out a tramper at Scorton picnic site

1.3 As part of our effort to improve the AONB website and to provide web based information and activities, we decided to create a section of downloadable maps for walking, riding and cycling. The webroutes were designed to be easily printable from a standard desktop black and white printer. Two templates were created – one for short walks and another for longer routes. These templates then enabled us to create 35 web routes, each of them providing a simple map and walking directions, together with information on length, terrain, time, public transport connections, local facilities (toilets, car parks, shops, cafes and pubs) and, on the longer walks, GPS co-ordinates. These web routes were extensively promoted to businesses and tourism information staff, and as a result are the most visited section of our website (eg 10,531 unique visits between July 07 and June 2008) For details visit: [http://www.forestofbowland.com/wrc/wrc\\_introduction.asp](http://www.forestofbowland.com/wrc/wrc_introduction.asp)

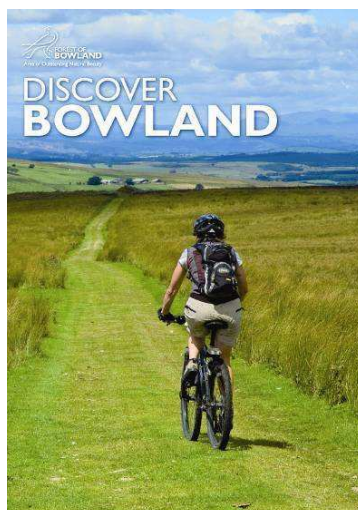


This project cost £6844. See also appendix C

1.4 As a concluding piece of work for the project we produced the first Visitor Guide for the AONB – Discover Bowland - in March 2008. This brought together information gathered throughout the project, and highlighted the new sustainable tourism offer of the area. The accommodation section is drawn from our online accommodation search, developed by New Mind in conjunction with LBTB and Yorkshire Dales & Harrogate Tourism Partnership, see [http://www.forestofbowland.com/visit\\_staying.asp](http://www.forestofbowland.com/visit_staying.asp)



The Visitor Guide was professionally designed and printed and distributed widely in the region via our ongoing distributors Brochurelink and through the Tourist Information Centres and tourism businesses around Bowland. This project cost £8750 to design and print 10,000 copies



The Visitor Guide

1.5 Whilst we had originally planned to create new visitor map guides to the AONB this plan was superseded by an effort to make more of our visitor information web based and sustainable. Thus towards the end of the programme we decided to deliver this element commercially via a partnership with Harvey Maps. We offered Harveys a grant of £10,000 (via our sustainable tourism grant support to businesses) and they were able to produce a first edition of 3000 copies of a 2-sided, cyclists and walkers map of the entire AONB. This is now available for sale at £9.99 to break even, and then a second edition will be produced at Harvey's expense. The map has been well received by retailers and users alike.



Launching the Harvey map of Bowland

1.6 Introducing a green accreditation scheme was always part of our planned activity, however this was delayed until the second year of the project as we wanted to ensure that any scheme adopted was acceptable both to the businesses and to the Europarc Federation. The Forest of Bowland AONB was awarded the European Charter for sustainable tourism in protected areas in 2005 as a result of our application and the development of a strategy for sustainable tourism. The Charter Partner award is given to businesses who operate within the protected area and who also fulfil several criteria, including a green tourism accreditation. The GTBS (Green Tourism Business Scheme) is now becoming the accepted standard throughout the UK (with nearly 2000 businesses now inspected), and in March 2007 we set up a contract with them, in partnership with LCDL and LBTB. This enabled us to enter 18 businesses for the award, and the participants were then trained, audited and inspected on their environmental performance. The participating businesses, which included a village hall, cycle hire, visitor attractions and accommodation providers, were presented with their awards in November 2007 by the Duke of Westminster, at the Forest of Bowland's sustainable tourism forum, held in Abbeystead village.



GTBS winners receive their awards from His Grace the Duke of Westminster

This project cost £5000 and brought in £15562 match funding, generated 13 training outputs and supported 16 businesses in corporate and social responsibility. The project also offered small grants to 6 of the participating businesses to enable them to improve environmental performance.

Due to the success of the scheme the Forest of Bowland AONB, in partnership with LBTB and LCDL, is planning to run the GTBS scheme throughout Lancashire from 2008-2011.

*'This programme really alerted us to our energy usage and measures have been taken to help us both reduce and control our costs'*

Michael & Marie Lawson, Wolfen Mill & Staffield Hall Country Retreats

1.7 The action plan prioritised the 'encouragement of provision of sustainable and low impact activities' in order to increase the tourism offer of the area. We decided to do this via a small grants scheme, offering businesses the opportunity of a grant to cover up to 40% of costs incurred in providing a new sustainable tourism resource, up to a maximum of £15,000. This grant support was funded by all 3 partners. The development work was largely carried out by our own business development officer, with significant input from Lancashire Rural Futures business advisers. All grants were appraised by the Sustainable Tourism Working Group. Businesses supported were:

- I. Backridge Farm – new website
- II. Bleasdale Cottages – information and facility barn
- III. Broadgate Farm – bird hide and accommodation
- IV. Cycle Adventure – new cycle hire business
- V. Dale House – new camping barn
- VI. Greenhall Farm – new pony trekking centre
- VII. Halls Arms – redeveloped public house
- VIII. Maidenbridge Gallery – art exhibition
- IX. Pye Nanny nursery – new refreshment kiosk and information
- X. Yorkshire Dales Guides – GPS trails

*'The Sustainable Bowland team has supported a wide range of projects and activities which have contributed to the enjoyment and preservation of the unique Bowland experience.'* Mark Carson, Lancashire County Developments Ltd.



Riding out from Greenhall Farm



Facing North – the exhibition at Maidenbridge Gallery

In total our grants to these businesses reached £57,939, bringing in £114,306 of private match funds. They also generated 8 businesses supported outputs, created 4 new businesses, and 4.5 new jobs

1.8 As part of the development of an improved offer of sustainable tourism within the AONB, the action plan had also identified a need for more accommodation and activity packages, whereby visitors could book the two elements in conjunction. This was felt to be important as it would enable visitors to gain a greater experience and understanding of the area. Activities were to be primarily 'quiet enjoyment' and included cycling, conservation volunteering and birdwatching. Again we supported this development via a small grants scheme, offering grants to businesses and organisations, and also by developing promotional packages ourselves, such as the Birding in Bowland leaflet and programme which brought together 'bird friendly' accommodation providers with an RSPB advertisement and programme of guided walks and talks.

Projects supported:

- I. Birding in Bowland – leaflet, posters, website pages, RSPB advert and programme of activities, central bookings taken by Clitheroe Travel
- II. BTCV – a series of conservation working holidays, our grants supported the costs of experienced trainers to support the volunteers
- III. Clitheroe Travel – setting up of a computerised booking system for packages and for Bowland Festival events
- IV. Fishing in Bowland – marketing leaflet promoting places to fish and local accommodation, and website pages
- V. Wyresdale wheels for all – promotional leaflet for a business led scheme providing an off road vehicle for people with mobility problems and linking to places to stay and trails to use in the area
- VI. Off the Rails – set up costs for new cycle hire and holiday business based in Settle using a variety of accommodation in Bowland



This project cost £12,736, and generated £11,785 match funds. It also generated 2 businesses supported outputs.

*'As the public's perception changes the "Sustainability Credentials" of tourist businesses will become increasingly important, and thanks to initiatives by the Forest of Bowland AONB we are now perfectly positioned to take advantage.'*  
Colin Clifford, Off the Rails

1.9 The Bowland Tourism and Environment Fund had been set up several years previously, but the action plan identified this as an area for development, whereby visitors to the area could contribute to projects which conserved and enhanced the AONB. The scheme was re launched in Summer 2006 with a new postcard and badge scheme – whereby donors gave £1 in return for an AONB pin badge and a postcard, giving entry to a free prize draw for a weekend break at a hotel. Our business development officer was responsible for this work, and he also streamlined the distribution and collection process and increased the number of collection boxes from 35 to 93 by the end of the project. In partnership with LBTB, and Ribble Valley district and Lancaster City Council the fund was also re launched and an increased number of applications and projects have been supported in the two years of operation.

## ***2. Involve the community in developing projects which promote and interpret the area's special qualities***

2.1 The action plan recognised the AONB's ambition to engage the local community more, and also to promote the local distinctiveness of the area. This work was largely undertaken by our community projects officer who worked with around 30 community groups during the two year project. This work area also included our Sense of Place project, and the publication of village leaflets which enhanced the sustainability of our small villages and the services they offer.

2.2 Local distinctiveness projects were held at:

- I. Tosside – re building a dry stone wall
- II. Length of Cheese - local food promotion at the Three Fishes
- III. Barley village hall – enhancing the exterior of this redeveloped community resource centre
- IV. Hornby – cat and rat fountain
- V. Slaidburn village archive – up grading their display and exhibition systems and improving their IT capacity
- VI. Bolton by Bowland – the village stocks and a signpost were improved
- VII. Roeburndale – a public toilet was installed at a remote Methodist chapel
- VIII. Slaidburn primary school – a potter worked with the children to create individual pot barns resembling those in their local landscape
- IX. Knowle Green – garden festival
- X. Chipping – numerous white railings have been repainted by volunteers around the village
- XI. Bleasdale village hall – improvements to the kitchen and development of a heritage room to interpret the local history of the area
- XII. Thorneyholme school in Dunsop Bridge – improved boundary walls and fences
- XIII. Chipping – improvements to the war memorial and garden
- XIV. Newchurch – improvements to the village centre – planting, pathways and walls.
- XV. Downham – support for the holding of the 'Great Milk debate' about the future of dairy farming in the area, hosted by the local Womens Institute
- XVI. Bentham – a photography project based around life in the town and surrounds on a single day in June 2007, culminating in a month long exhibition
- XVII. Eldroth – interpretation panel
- XVIII. Roughlee – village improvements alongside the river
- XIX. Roeburndale – further improvements to the Methodist chapel
- XX. Slaidburn – support for the village hall website

- XXI. Wennington – village improvements including a noticeboard and benches
- XXII. Gisburn – support for the redevelopment of the village playing fields
- XXIII. Slaidburn - repairs to the war memorial
- XXIV. Newton – replacement of modern signage with traditional style signposts
- XXV. Sabden – creation of a new war memorial for the village
- XXVI. Twiston – installation of a memorial stone at the Quaker burial ground
- XXVII. Caton – installation of a village noticeboard
- XXVIII. Chatburn – installation of a village noticeboard
- XXIX. Scorton – installation of a traditional style lamppost by the church
- XXX. Slaidburn and Chipping - historical project on researching sheepwashes



The improved war memorial gardens at Chipping



Roughlee village centre

*'Community actions delivered as part of the Sustainable Bowland programme have clearly demonstrated that there is a desire and a willingness amongst the communities of Bowland to be involved and participate in projects which both improve the environment and community life. Valuable lessons have been learned about how best to facilitate and support community action. These need to be considered by a number of organizations as they look to deliver on their commitments to community engagement.'*

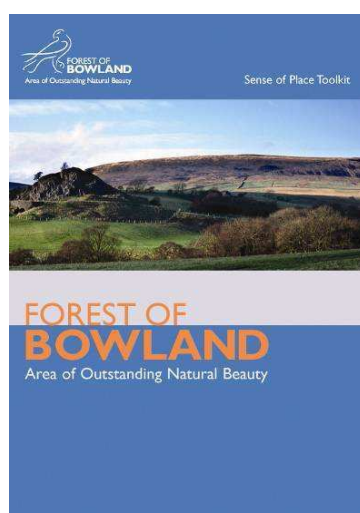
Aнды Ashcroft, Rural Policy and Projects, LCC

2.3 In all of these projects the idea for the work came from the local community and our officer acted as a facilitator – making enquiries, identifying funds, organising volunteers and so on. In order to help these projects deliver, we offered small grants or contributed to the costs, this came to £48,000 in total over the two years, with match funds of £106,000 being raised by the communities, and £8550 of volunteer time being input.

2.4 The Sense of Place project was instigated in the summer of 2005, with a large scale community consultation. This asked people what was special about the Forest of Bowland, and what they would encourage visitors to do and see on a trip to the area. The resulting information was put together as a 'toolkit' for businesses (as a publication, CD and web resources) – providing them with easy to understand information and messages about the AONB, plus lots of suggestions on how to build their own sense of place within their business. The toolkit was augmented by a series of training courses held throughout the two year project. The toolkit has gained a very good reputation and has been held up as an example of good practice both nationally and regionally by tourism experts and academics.

See also appendix C

This project cost £11,500 and trained 77 people



Sense of Place toolkit

2.5 Village leaflets combine interesting and attractive information about an area, together with a suggested local walk, and details of local businesses providing accommodation, food, retail opportunities and community services. The leaflets were produced in response to requests for support from small businesses, and provided a collaborative marketing vehicle which also encouraged local level sustainability. Leaflets were published by the AONB unit free of charge, but any subsequent reprints will be funded through the businesses. Leaflets are also available online, on our own and village websites. In total we published 10 leaflets at a cost of £16,975:

- I. Slaidburn
- II. Chatburn
- III. Hornby
- IV. Wray
- V. Bentham

- VI. Bolton by Bowland and Tosside
- VII. Chipping
- VIII. Dunsop Bridge and Newton
- IX. Calder Vale
- X. Pendle



Village leaflets in a Bowland Box

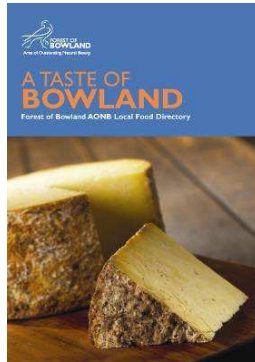
2.6 In order to encourage the display and distribution of publicity such as the village leaflets we entered into a contract with Brochurelink, who arrange supply of publicity to TICs and tourism businesses. This is on a demand basis, and has greatly improved our distribution system. We also invested in locally sourced and crafted wooden leaflet racks to display our literature, and put together 'bedroom browsers' for guests staying with accommodation providers. Both of these latter initiatives were only available to our Network members (see below).

### **3. Support the development of enterprises based on local products**

3.1 Supporting local producers means that money spent in the area is re-invested locally, and there are spin off benefits such as reduced food miles, congestion and pollution. In the Forest of Bowland, buying local produce also means a better return for local farmers and enables them to carry on farming in the traditional and sensitive manner required to conserve the special landscape. Promoting local products is seen as an important part of sustainable tourism as visitors are key consumers, and it is also beneficial to educate them about food and farming during their stay. We embarked on several local product initiatives in the first year of the project:

3.2 We compiled a data base of local artists and craft workers, and arranged an event at Alston Hall to bring them together with local retailers in order to encourage the sale of their products to visitors and local consumers. Over 70 people attended.

3.3 A detailed database was also compiled of food and drink producers and this was then published on line as a searchable database, [http://www.forestofbowland.com/producerprofiles/pp\\_search.asp](http://www.forestofbowland.com/producerprofiles/pp_search.asp) and in printed form as our 'Taste of Bowland' local food directory.



Again we held an evening event to bring the producers together with eating establishments and retailers, to encourage the development of local supply chains. Over 100 people attended this event at Samlesbury Hall, run in conjunction with LEADER+. It cost £9000 to design and print two editions of Taste Bowland. See also appendix C

3.4 We supported the development of new local products via another small grants scheme, offering businesses up to 50% of costs incurred in research and development, and production, of new local products. The producers supported were:

- I. Bowland Outdoor Reared Pork – building of a new cutting plant
- II. Dolphinholme House Farm – research into the production and branding of goats cheese
- III. Uncle Bobs Ice Cream – marketing costs associated with the launch of this award winning ice cream

In total we granted £15600 worth of support to local producers, raising £48,236 match funds, generating 2 new jobs and supporting 2 businesses into new markets.

#### ***4. Manage the movement of visitors to minimise adverse impacts on communities and the environment.***

4.1 Sustainable transport is essential to the development of sustainable tourism initiatives. In addition to encouraging visitors to walk, ride or cycle within the AONB, the sustainable tourism strategy also aimed to encourage visitors not to use cars at all wherever possible. This project consisted of research and implementation phases.

4.2 In mid 2006 we invited tenders for the creation of a sustainable transport study of the AONB. This was to investigate the current situation in terms of public transport provision, to look at good practice elsewhere in the UK and Europe, and to suggest actions which the AONB might take. The resulting report was produced by JMP and Transport for Leisure in March 2007. Download copies are available at:

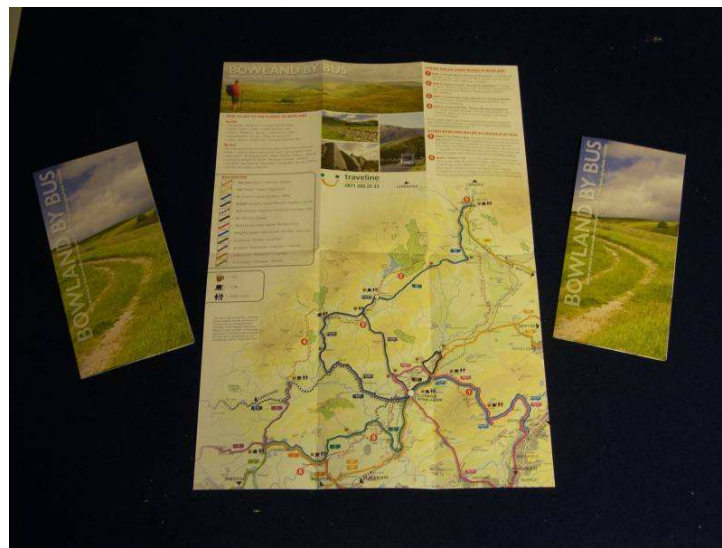
[http://www.forestofbowland.com/publ\\_plans.asp](http://www.forestofbowland.com/publ_plans.asp)

The key recommendations of the report were to:

- Deliver effective promotion and marketing of existing public transport
- Provide sustainable transport for the Bowland Festival and other public events
- Co-ordinate and develop cycling opportunities in the AONB
- Develop a Bowland Experience bus
- Support the development of the Dales & Bowland community interest company

4.3 As a result of the report we undertook the following projects:

- I. Creation of 5 bus walks as downloads on our website
- II. Integration of public transport information into all publications (eg village leaflets, webwalks, Discover Bowland etc)
- III. Grant support for the production of a new leaflet by Dales & Bowland community interest company 'Bowland by Bus' which details bus services available and walks and attractions accessible by bus in the AONB



Bowland by Bus leaflet

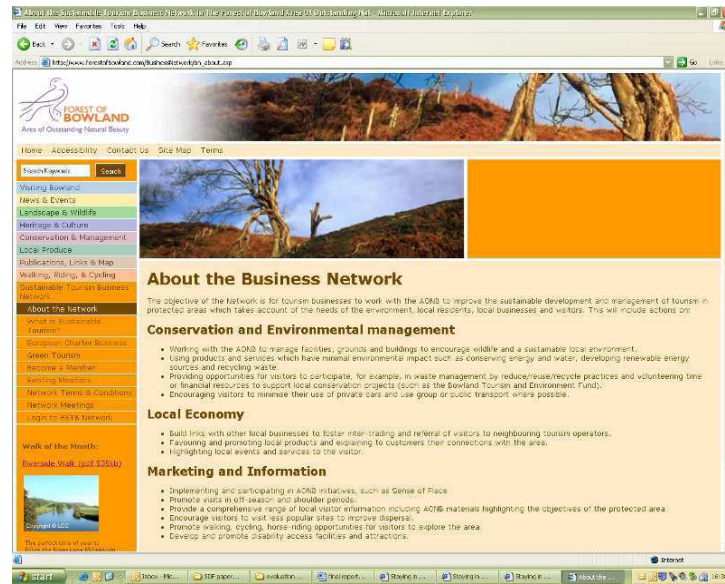
We are also actively offering support to the Bowland Transit Club and their weekly guided walks programme; to cycling development projects in north Bowland; and we will continue to support communities who lobby for the retention and development of public transport within the AONB.

In total this project area cost £17,300

## ***5. Develop and improve communication and involvement between the AONB and tourism enterprises and information staff***

5.1 Communication and the development of relationships were identified as key needs within the Forest of Bowland's strategy for sustainable tourism. This was in order to improve the understanding of the AONB and its special qualities, and to increase commitments to the principles of sustainable tourism throughout the industry.

5.2 Provision of printed and online information has increased substantially during the course of the project: we have produced 15 new publications and added several new features to the website – including searchable databases for accommodation and local products, downloadable webwalks and a section for sustainable tourism businesses. The latter is open to Network members and enables them to book on courses online, access resources and chat with other members.



5.3 Over the two years our information officer also published 7 seasonal newsletters for businesses and partners. These were high quality printed newsletters, distributed to over 200 contacts, informing people about the project, its activities, and supported businesses. The newsletters can also be downloaded from our website at [www.forestofbowland.co/cons\\_tourism\\_newsletter.asp](http://www.forestofbowland.co/cons_tourism_newsletter.asp) Feedback from the newsletter was consistently good. Total costs reached £6420

5.4 Our information officer was also responsible for organising training and familiarisation visits. Training included the Sense of Place workshops mentioned above, as well as day courses on Green Tourism and Marketing. Familiarisation visits were originally targeted at TIC staff, but widened to include tourism business operators in 2007. Six visits were held in total – each one focussing on a different area of the AONB and taking participants to view attractions, business partners, short walks and other activities. The aim was to help them gain an understanding and appreciation of the AONB and to pass this on to their visitors. We also ran a visit to meet businesses involved in the Mary Towneley Loop bridleway, in order to assist the development of our own bridleway work.



Familiarisation visit to Dalehead Chapel at Stocks Reservoir



Visiting Peers Clough Farm on the Mary Towneley Loop

Familiarisation visits generated 64 training outputs, other training days generated 30 outputs and total costs were just £2878

5.5 The Sustainable Tourism Business Network was launched in January 2007 at a business event held at Dalesbridge. The Network is a club for tourism businesses who are committed to sustainability within the AONB. Membership is free, although a signed commitment and agreed action plan is required. Members are eligible for free training and advice, they also receive publicity materials direct from the AONB and can use the business network section of our website.

<http://www.forestofbowland.com/BusinessNetwork/index.asp>

One other advantage of joining in 2007 was eligibility to join the pilot GTBS scheme, and the members who passed the scheme then automatically became 'European Charter Businesses' – the first in Europe. Charter businesses receive preferential marketing and promotion within the AONB. The Network now has over 65 members and meets 2 to 3 times a year to exchange views, develop collaborative projects and hear guest speakers.

*'We have found the Network useful as it offers networking at its best - a non competitive atmosphere where members can give and receive useful advice to or from fellow members.*

*Advice received has certainly helped our eco-development , has given us confidence to carry out projects already conceived, and provided plenty of ideas for the future.'*

*Ann Shaw, Parkfoot Holiday Homes*

See also Appendix C

## **EVALUATION OF THE SUSTAINABLE BOWLAND PROJECT**

The Sustainable Bowland project was delivered by the AONB Unit, with support from Lancashire County Council as responsible body. The project reported on activity and expenditure and made claims to the Lancashire Economic Partnership on a quarterly basis. The Partnership also carried out annual monitoring visits, and carried out a re-appraisal, or variation, of the project in year 2 to ensure targets and budgets were met.

As the information in Appendices A and B show, the Sustainable Bowland project was largely successful in meeting its planned objectives, spend, outputs and milestones. However, there were a few areas where work did not go to plan and these are detailed below, together with lessons learned and plans for the future.

### ***1. Meeting objectives and lessons learned***

#### *1.1 work with tourism associations*

There has been minimal direct input to tourism associations (although we have worked with Wyre, Pendle, and Ribble Valley) and their role in the working group stopped when their member fell ill. This work will be picked up on in the future by the working group, the AONB unit and LBTB.

#### *1.2 produce a map/menu/listings of activities/things to do*

We had originally planned to produce a new AONB map plus 4 area maps to illustrate places to visit, walks, rides, viewpoints etc. However, this was beset with problems of where to draw the boundaries, repetition of information for 4 areas, duplication with the village leaflets and the relatively small scale of our area to be divided into 4 parts.

This neighbourhood scale and locality working is favoured by local government and central government agencies, but does not seem as appropriate for the visitor agenda – visitors don't see the lines or the sense in dividing up the area. We therefore decided to concentrate on activities instead – fishing, birding, biking, and (still to do) walking – to tie into the accommodation and activity work – and we supplemented this with developments on the website and the production of a Discovery Guide for the whole AONB, plus the new Harvey Map.

#### *1.3 activity and accommodation packages*

We were lucky to be able to support both BTCV and Off the Rails in their work to provide a package of accommodation and activity within the AONB. However, developing other packages was not so easy. The birding work offered a package of accommodation and birdwatching, but in practice most participants did not stay in the area – despite us advertising it nationally via RSPB. We will continue to investigate the market for staying visitors and look at alternative booking arrangements – eg online or via the accommodation provider, and in conjunction with LBTB.

#### *1.4 Encourage provision of sustainable activities and facilities*

We had an aim of supporting 8 sustainable tourism projects, with no real understanding of how these would emerge. In reality these projects were initiated by the businesses themselves, with some support from us and much by LRF, and were not entirely due to our project driven agenda. We are very dependent on private enterprise and the state of the local and national economy, although our offer of funding support may have encouraged the sustainability angle of these projects. We

also found that the target number of new businesses and jobs was over optimistic, and we were working to too short a time scale (see 3.2 below). In fact, rather than see lots of new business start ups, existing enterprises were expanding to increase their profitability, or moving into sustainable tourism to take advantage of a new market. With LRF's role now having disappeared we will be more dependent on tourism officers, LBTB, and our own work on the ground to support new and expanding sustainable enterprises into the future.

#### *1.5 Visitor payback scheme: BTEF*

Although the prize draw scheme was not cost effective, the strength of the scheme has been to get 90+ businesses hosting the donation boxes, plus the personal contact this has provided via the business development officer to the AONB unit . Previously the scheme was serviced by Ribble Valley BC and we did not benefit from or build the relationships – but it is a very time consuming process and we are now experimenting with involving volunteers. The projects supported by the fund also need better promotion by all partners.

#### *1.6 local products work*

Despite the success of our database and directory, local producers are operating on a knife edge, partly due to rising feed and fuel prices. We had wanted to develop an original plan to involve village shops or a central carrier/distributor in local distribution, but this did not take off due to problems of storage, transport etc – and no business opportunity developed. We decided to leave this work to other agencies such as Made in Lancashire who may be better placed and working at a larger scale than us. LBTB also took on the quality agenda via Taste 08. The AONB will continue to promote and champion local producers wherever possible, through its own work, by encouraging businesses to buy local, and via updating the database online.

#### *1.7 provide information and training*

Although our official output figure for training days is just 113 (target was 160), this masks the fact that some enthusiasts came along to several familiarisation and training events but can only be counted once. We also provided training and familiarisation for businesses within the Yorkshire part of the AONB (10% of the AONB is outside of the NW region) – and again these could not be included in our claims. Actual attendance on training days therefore exceeded 190 places.

#### *1.8 strengthen viability of local services*

We have offered support wherever possible – eg to shops, post offices, producers, village halls, bus services – but our additional promotion has to be set against the general economic situation and its impact on rural areas – eg changes in funding to village halls, the closure of Post Offices and local shops, and bus service cuts. These impacts probably outweigh our positive work during the period of the project.

#### *1.9 support communities to undertake projects that reflect the special qualities of the AONB*

In reality communities have their own agenda which they wanted us to help them deliver before they would help us – eg one wanted a new village hall kitchen before a heritage room; others had priorities such as repairing the war memorial and tidying up the village. We offered support wherever possible and built up capacity and awareness of local distinctiveness, and this was often subsumed into the community projects. In reality a lot of the general village improvement projects have improved the tourism offer, and we also feel that attitudes to tourists are now much more positive than before.

## **2. Meeting spending targets**

2.1 Appendix A illustrates total project spend and compares this to the targets set in the 'variation' agreed in September 2007.

2.2 Figures are largely on target, the notable discrepancies being where we substantially over achieved in bringing in community match funding and private sector match, and so increased over all revenue spend by 21%.

2.3 The slight underspend in match funds from LCDL was due to late supply of an invoice from the GTBS project, which could not then be submitted in the final claim.

2.4 Staff costs were slightly higher than forecast, due to annual pay rises and increased hours for the part time staff not being foreseen.

## **3. Meeting output targets**

3.1 The variation to the project (see appendix A) in 2007 led to some changes in the NWDA output targets, and to the additional outputs. These new targets were then largely met by the project.

3.2 The major change was due to the fact that original forecasts for 'new businesses created' (output 3a-3d) were not achievable in the timescale of the project, as new businesses had to be trading for at least 12 months before they could be claimed – this meant all business creation work would have had to take place in the first 6-9 months of the project. In reality only one business met this definition (Halls Arms) and the other 4 were claimed as additional outputs 'businesses created but not yet trading for 12 months'.

3.3 We failed to meet the target of a new social enterprise being set up, as there were no viable projects or organisations in the tourism sector. A potential project, the Wyresdale Wheels for All did not wish to go down the route of setting up a new organisation when existing practice was suitable. We also worked closely with the Dales & Bowland Community Interest Company on transport projects.

3.4 The 'businesses supported with respect to corporate and social responsibility' output was not met as several businesses failed to produce the necessary evidence in time for the final claim.

3.5 As mentioned above (1.7), the training output (6c) was not met due the problem of not being able to count businesses attending several different courses more than once; and our Yorkshire clients not being eligible.

## **4. Plans for the future**

4.1 Now that the project has closed, the AONB unit is working hard to retain the valued and productive members of staff, and the relationships that they have built with businesses and communities over the last two years.

4.2 Our work with communities will now go a separate way from tourism, and we have submitted a bid to the Heritage Lottery Fund to work with four identified community groups on a 'Your Heritage' project entitled 'Landscape Stories'. This will largely build on the local distinctiveness projects developed by Sustainable Bowland and will still produce outcomes of benefit to visitors and to people who live in the AONB.

4.3 As part of our current AONB Management Plan Review, the Strategy for Sustainable Tourism will be incorporated into the Management Plan, and actions derived from it will become part of the plan also. This means that sustainable tourism work will be incorporated into the mainstream of activity for the AONB Partnership. The Strategy itself will be revisited and reviewed prior to 2010 when we have to re apply for our Charter from the Europarc Federation. This will also entail the demonstration of delivery of the action plan, and formation of a structure, partnerships and so on.

4.4 All of the above means that the AONB Unit needs to continue working with our partners and businesses in sustainable tourism, and so we are seeking funds to support a full time member of staff for the next 3 years. This will be split between two officers – business development and information – who will also carry out other duties for the AONB Unit. This externally funded work will focus on the ‘roll out’ of GTBS across Lancashire, the creation of new sustainable tourism business ‘clusters’ and improved promotion and marketing of the sustainable tourism offer of Bowland and Lancashire. We will also work to continue the development of the Business Network, the visitor payback scheme, the AONB website and communication with all partners.

4.5 Other areas of work we would like to deliver in the future include:

- Holding an annual Sustainable Tourism Forum (which is a requirement of the European Charter)
- Managing a bi annual visitor survey and enterprise survey
- Visitor satisfaction survey or comment card, in conjunction with businesses and TICs
- Exchange visits to other Charter parks
- Continued development of tramper and pushchair walks, and grading of promoted routes
- Investigate possible use of shooting tracks for tramper use
- Offer accessibility training to businesses and TICs
- Gisburn Forest mountain bike development, promotion and business cluster
- Liaise on listing/calendar of events – tie in with walking and cycling festivals
- Healthy walking and health agenda
- Joint planning with TICs to develop gateways – branding etc, Pendle and Wyre as priorities
- Further develop website – foreign languages, interactivity, business pages
- New routeways – links to Pennine Bridleway, local networks, accommodation, promotion
- Develop climate change angle – low carbon holidays etc
- Support work of BTCV and LWT as conservation holiday and volunteering opportunities
- Continue familiarisation visits
- Continue to develop links with Yorks Dales National Park as a new Charter Park and neighbour
- Support improvement of visitor experience at Beacon Fell
- Seek to develop walking and horse riding holiday opportunities
- Support Bowland Festival and Arts
- Work with HLF project to recruit and train volunteer guides and interpreters
- Seek to develop web based information on ‘open farms’ and those providing educational opportunities as part of the European Year of Food and Farming

- Continue to support projects providing information and activities for bus users in the AONB, and integrate public transport information into events, walks information and other AONB activities
- Further promote the Visitor Code
- Support the production of a buildings and highways design guide for the AONB to encourage enhancement of special features
- Continue to develop the BTEF, looking at ways individual businesses can contribute. Promote the fund more widely to communities and consider its future without Leader + charter mark income
- Create seasonal trails to extend the season
- Investigate possible opportunities for good quality campsite and pub accommodation to improve the availability of overnight and short break accommodation
- Seek to promote the Bowland product (quiet enjoyment) to specialist outdoors press

## APPENDIX 4

### CASE STUDY I SUSTAINABLE TOURISM BUSINESS NETWORK AND GREEN TOURISM BUSINESS SCHEME ACCREDITATION

**The Forest of Bowland AONB's Sustainable Tourism Business Network** was created as part of the process of developing the European Charter Mark for sustainable tourism businesses, originally called Part 2 of the Charter.

Setting up a network was the idea and responsibility of the AONB Business Development Officer, although the 2005 Sustainable Tourism Strategy had suggested the need for *'tourism enterprises to play an active role in the development and management of tourism within the AONB'* (point 1.2).

The aim of developing a network was:

- a. an opportunity to bring committed businesses together
- b. to provide them with an easy 'first step' into a green accreditation scheme and European Charter Business status
- c. to support the workings of the sustainable tourism working group and forum

The Network was launched at a business event at Dalesbridge in January 2007. Membership is free, although businesses have to 'sign a pledge' to demonstrate their planned and existing sustainable activities. The action plan they sign up to is based around the Europarc Charter Principles:

- Supporting the local economy – eg buying local produce, working with other local businesses
- Conservation and environmental management – eg creating wildlife areas, reducing energy and water use
- Marketing and visitor information – eg using sense of place, providing AONB information

In return, Network members can receive several benefits. These include:

- Support from the business development officer
- Opportunity to attend Network meetings, held 3-4 times a year and build relationships with other members
- Free training courses
- Bedroom browsers and wooden leaflet racks to promote the AONB
- Free use of 'Brochurelink' services to re order free promotional materials
- Free use of the Network web pages
- Promotion of their business activities and events via AONB website
- Opportunity to join the GTBS scheme at a reduced rate, and if successful, to become a European Charter Business.

The Network acts as a springboard to European Charter Business status, which is achieved when businesses actively participate in the Network, support the Bowland Tourism Environment Fund and achieve GTBS accreditation, see below. Currently there are 33 Charter Businesses in the Forest of Bowland AONB, view them at: [http://www.forestofbowland.com/visit\\_european\\_charter\\_business](http://www.forestofbowland.com/visit_european_charter_business)

The Network has 102 members and is currently reforming into the Bowland Experience – a company limited by guarantee. The aim of this social enterprise is to become independent and sustainable. Three business owners have become Directors of the company, and a further three have become trustees of a second group, the Bowland Tourism Environment Fund, which will eventually become a registered charity and will receive any profits generated by the Bowland Experience Ltd.

**Green Tourism Business Scheme (GTBS)** is the only green accreditation scheme currently recognised by Visit Britain. The company offers both advisory and inspection visits to businesses enrolling in the scheme, and assesses their performance against 60 measures. The criteria is based on undertaking sustainable practices across the whole business including energy, water purchasing, waste, travel, natural and cultural heritage, social involvement and communication, and management and marketing. For more information see [www.green-business.co.uk](http://www.green-business.co.uk)

In the Forest of Bowland 33 businesses now hold GTBS awards, an impressive 10 Golds, 15 Silver and 8 Bronze awards. Due to the popularity of the scheme and Lancashire and Blackpool Tourist Board's commitment to extending it across Lancashire, further funds were secured to deliver a 3 year project – **the Lancashire Green Tourism Project** - supported by the AONB via its Sustainable Development Fund, Lancashire and Blackpool Tourist Board and Lancashire County Developments Limited.

The Lancashire Green Tourism Project aims to:

- Offer support to 50 businesses wanting to achieve GTBS awards
- Offer support to help those business market themselves as 'green' and sustainable
- Support the development of 6 new sustainable business clusters within the Forest of Bowland AONB

To date the project has:

- Supported 18 businesses in achieving GTBS accreditation across Lancashire, with a further 13 to be accredited by March 2010, in the form of development of resources and one-to-one advice
- Worked closely with Lancashire and Blackpool Tourist Board to actively promote and market businesses with GTBS accreditation [www.lancashiregreentourism.com](http://www.lancashiregreentourism.com)
- Developed a website dedicated to businesses reporting wildlife sightings across the Forest of Bowland AONB. Each business updates their individual blog which aggregates on a central website

[www.bowlandwildlife.org.uk](http://www.bowlandwildlife.org.uk) Currently 14 businesses are contributing to the aggregate blog providing an excellent resource for visitors.

- Provided marketing training and individual web consultation to encourage businesses to market their green credentials, examples include [www.lowergill.co.uk](http://www.lowergill.co.uk) and [www.cobdenfarm.co.uk](http://www.cobdenfarm.co.uk)
- Early stage development of several tourism clusters including a heritage cluster, a mountain biking cluster for Gisburn Forest and a Trumper cluster
- Generated press coverage for GTBS accredited businesses in local and national press to promote Lancashire as a green tourism destination.

### **Economic benefits**

Businesses can extract cost savings from good practice shared with other members and by undergoing GTBS accreditation. The process of the accreditation provides businesses with a thorough audit including suggestions for energy savings. It is hoped that in the future Bowland Experience will develop opportunities to trade, secure grants, and generate income for BTEF.

### **Environmental benefits**

Improving a business's environmental performance can lead to financial savings, but also reduces the environmental impact of a business: its carbon footprint, amount of waste sent to landfill, water usage and so on. Positive measures such as tree planting and meadow management can also lead to environmental benefits. The scheme also encourages businesses to pass the messages onto their visitors via the use of the Visitor Code, thereby encouraging more sustainable and responsible visitors.

### **Social benefits**

Network members have found the opportunity to meet, socialise and do business with other members invaluable. The AONB has also found the network to be a beneficial vehicle for circulating information to interested and active partners.

Businesses presented with their GTBS and European Charter Business awards by the Duke of Westminster, 2007



## **CASE STUDY 2**

### **WYRESDALE WHEELS: ACCESS FOR ALL**

**Wyresdale Wheels: Access for All** is an innovative collaboration, built around a desire to provide accommodation and outdoor experiences for people with mobility problems.

Having attended an open day held at Beacon Fell Country Park, Jonty Collinson, owner of the Priory at Scorton, joined forces with a number of other businesses in the area to:

- a. purchase a Trampler vehicle and trailer
- b. support the development of accessible routes between the businesses
- c. promote the package of Trampler, trails and accommodation and attractions

The Trampler is a specially designed all terrain electric buggy which can be used off road and even on rough ground, mud and grass. It is used and promoted by both Lancashire and Wyre countryside services at council owned sites such as Stannah and Beacon Fell. This project was innovative because it took trampers onto the wider public rights of way network crossing private land, plus the vehicle itself was owned and managed by private business, not a local authority.

The project was supported by Lancashire and Wyre countryside staff, plus Lancashire and Blackpool Tourist Board, through their Lancashire Rural Tourism Initiative, and Wyre Tourism Association, Garstang Partnership and the business partners. The Forest of Bowland AONB Unit provided publicity support through their website and a specially produced leaflet highlighting the Trampler trails and accommodation providers. Four downloadable Trampler Trails are also available at [http://www.forestofbowland.com/wrc\\_access\\_for\\_all](http://www.forestofbowland.com/wrc_access_for_all)

The business partnership now includes 12 private businesses, and has created 25km of Trampler usable trails, including 17km of off road routes. Up until April 2009 the project had received 98 bookings over 145 days, this includes nine accommodation stays in the area for more than one day. An online booking service now exists linking the accommodation and the trampler bookings, together with other activities such as fishing and guided walks.

The Trampler friendly routes were created as part of the North Lancashire bridleway developments in the Scorton area. Routes around the village, plus sections across farmland at Cobble Hey, Bleasdale and Broadgate, all participating partners, and at Higher Landskill farm were negotiated. New gates installed as necessary, by LCC countryside officer Tarja Wilson. Three new accessible bird hides have also been installed along the route, at key 'wader hotspots' to enable easy viewing of lapwing, curlew, redshank and snipe in the Spring breeding season.

The project has been promoted widely as an example of good practice and recently received an equality and diversity award from the North West Employers Organisation.

LBTB, Wyre Borough Council, LCC and the Forest of Bowland AONB all intend to develop further Trampler projects incorporating trails and accommodation – possibly at Chipping Wild Boar Park and in Gisburn Forest.

Total costs of the project were £20,600, excluding the trail developments.



### CASE STUDY 3

#### NATURAL TOURISM WEB RESOURCE

Through Natural Economy Northwest Funding, the Forest of Bowland was identified as one of five iconic natural tourism projects to receive a small best practice grant in 2008. <http://www.naturaleconomynorthwest.co.uk/natural+tourism+demos.php>

Through the funding web based resources were developed to highlight the wonderful bird watching and wildlife opportunities in the AONB:

- **10 new downloadable, wildlife themed walks were created.** They are highlighted in the main walking section by a wildlife symbol [www.forestofbowland.com/walking](http://www.forestofbowland.com/walking) and are also linked as a featured walk of the month in the interactive calendar, for example: [www.forestofbowland.com/wildlifecalendar/july](http://www.forestofbowland.com/wildlifecalendar/july) The walks include specially commissioned pencil sketches of the wildlife, GPS points, OS map, route description and information of the wildlife to look out for on the route. They have been designed in the Forest of Bowland walks template which enables them to be printed easily on a standard black & white printer.
- The wildlife walks also feature as '**walk of the month**' on the home page, this is one of the most popular and frequently visited features of the website [www.forestofbowland.com](http://www.forestofbowland.com)
- **12 bird profile pages** have been created to highlight the key birds of Bowland. They include text on the key characteristics of each bird and how to identify them, produced in partnership with colleagues at RSPB. Additionally, the profiles link to video footage on RSPB's website and include **embedded sound files**, sourced from the British Sound Archive. This enables visitors to learn about the birds that they may encounter whilst visiting the area, providing an enhanced experience [www.forestofbowland.com/wild\\_birds](http://www.forestofbowland.com/wild_birds)
- 4 new pages were developed about wildlife (in addition to the bird information pages) on moths, brown hares, bats and habitats [www.forestofbowland.com/wild\\_hares](http://www.forestofbowland.com/wild_hares)
- A **Bowland Wildlife Blog** has been created by web consultant Barrie Tyrer through the Lancashire Green Tourism project [www.bowlandwildlife.org.uk](http://www.bowlandwildlife.org.uk) This is an aggregate blog bringing together postings from individual tourism business's blogs. This blog has contributed a valuable wildlife resource for visitors and has also fostered an enthusiastic

community of businesses 'blogging' their sightings of wildlife in the AONB  
[www.forestofbowland.com/aggregator](http://www.forestofbowland.com/aggregator)

- The **interactive wildlife calendar** highlights wildlife to see at different times of the year as well as linking to a walk of the month and highlighting Festival Bowland events (events organised by the Forest of Bowland which celebrate the birds, wildlife, landscape and culture of the AONB)  
[www.forestofbowland.com/wildlifecalendar](http://www.forestofbowland.com/wildlifecalendar)

### **Economic Benefits**

Through the AONB Sustainable Tourism Business Network and Lancashire Green Tourism project tourism businesses are encouraged to utilise the resources on the website - including promoting the downloadable walks close to their business to encourage visitors to engage in car free activities.

14 tourism businesses are contributing to the Bowland Wildlife aggregate blog and are utilising it as an additional marketing opportunity.


### **Environmental Benefits**

This project broadens the concept of Natural Tourism to that of sustainable tourism, by looking at all assets of the local area, not just natural features (ie footpaths linking bird hides; development and promotion of walks to view wildlife).

The development of a web based resource encourages visitors to access informative and interactive information online, without the need to print. Additionally, tourism businesses are linking to the resources and in some instances utilising the resources on their own websites to encourage visitors to engage in car-free activities during their visit.

### **Social Benefits**

Social benefits via the downloadable walks include encouraging visitors to use local services – buses, post offices, shops and pubs – which create a more viable community for residents in the long term.


[Home](#) » [Discovering](#) » [Wildlife](#) » [Birds](#)


[Discovering](#) | [Enjoying](#) | [Living in](#) | [Looking after](#)


**Landscape**  
**Towns & Villages**  
**Wildlife**  
 Wildlife Blog  
 Birds  
 Curlew  
 Golden Plover  
**Hen Harrier**  
 Lapwing  
 Merlin  
 Oyster Catcher  
 Peregrine  
 Red Grouse  
 Redshank  
 Ring Ouzel  
 Snipe  
 Stonechat  
 Water Cuckoo

**Hen Harrier**  
**Habitat & Behaviour:**  
 Only one word can describe watching a Hen Harrier over moorland in spring - breathtaking. The graceful mastery of the air it displays as it quarters the ground hunting and the tumbling; its 'sky-dancing' display flight are a joy to watch.

The United Utilities' Bowland estate is the single most important site for breeding hen harriers in England and United Utilities has been working with the RSPB since the early 1990's to conserve this hugely important population. The estate now regularly holds between six and ten pairs every year which can be anywhere between 50 and 90 percent of the English breeding population. Most year, 1-2 pairs of hen harrier also nest on moorland elsewhere in Bowland, away from the UU estate.

**Identification & Voice:**




[Home](#) » [Discovering](#) » [Wildlife](#)

[Discovering](#) | [Enjoying](#) | [Living in](#) | [Looking after](#)




**Landscape**  
**Towns & Villages**  
**Wildlife**  
 Wildlife Blog  
 Birds  
 Bats  
 Brown Hares  
 Moths  
 Habitats  
**Wildlife Calendar**  
 January  
 February  
 March  
 April  
 May  
 June  
 July

**Wildlife Calendar**  
**November**  
 Autumn is fading and winter is beginning to creep in, leading to misty mornings.

**December**  
 December is a month when all you want to do is stay in-doors in the warmth.

**January**  
 Frosty winter days and early dusks make January a great time to see some impressive flocks of birds.

**February**  
 The first hopeful signs of spring begin to show in the plant world.







**Wildlife in the Forest of Bowland A.O.N.B.**  
 This site aims to bring together information about the wildlife of the Forest of Bowland A.O.N.B. (Area of Outstanding Natural Beauty) and surrounding area.


[Bowland Wildlife Blogs](#) | [Blog Locations](#) | [Blog Details](#) | [Wildlife Hot Spots](#) | [Wildlife Habitats](#) | [Photo Galleries](#)  
[Identification Guides](#) | [Bowland wildlife Groups](#) | [Leaflets and Information](#) | [Help Wildlife](#) | [Conservation](#) | [Events](#) | [Contact](#)

Below are aggregated posts from various wildlife blogs created by people within the Forest of Bowland (bowlandwildlife.org.uk accept no responsibility for any content not created directly by bowlandwildlife.org.uk)

**autumn nature** Post Origin "ginny Blog" added here on October 28th, 2009



More unusual than the average earthworm is this green

Contact [bowlandwildlife.org.uk](mailto:bowlandwildlife.org.uk)  
 SHARE   
 Search for:

**Bowland Wildlife Blogs**  
[Bleasdale Cottages](#) (15)  
[Bowland Hen Harrier Project](#) (10)  
[bowlandwildlife](#) (3)  
[Broadgate Farm R & B](#) (25)  
[Caldertop Cottage](#) (9)  
[Clough Bottom](#) (2)  
[Elizabeth Mills](#) (11)  
[Forrest Hills](#) (19)  
[Foxhill Barn](#) (8)  
[Greasdale Farm R & B](#) (11)

## **CASE STUDY 4**

### **A SENSE OF PLACE TOOLKIT**

Developing a Sense of Place toolkit was a direct recommendation of the Forest of Bowland's Strategy for Sustainable Tourism (Jan 2005) – action plan point 2: *'Strengthen the identity of the Forest of Bowland AONB as a sustainable tourism destination, recognised and promoted in partnership by all those involved with tourism service delivery in the wider area.'* And point 2.3 *'encourage tourism businesses in and around the Forest of Bowland to use the special qualities of the AONB as their USP.'*

The aims of the project were therefore to

- a. Identify the special qualities of the area
- b. Educate businesses about these special qualities
- c. Encourage businesses to use these messages in their marketing of the area and of their own business

The project began with a summer-long consultation process carried out by Pathways Consultancy. This engaged over 300 people in a variety of focus groups and culminated with a stall at the Hodder Valley Show in September 2005. Information gathered included childhood memories; best places to shop, eat or walk; folk tales; favourite places to picnic or paddle; and wildlife to look out for. Results of this consultation were then merged with the AONB's own interpretive themes:

- A place to enjoy and keep special
- Delicious local food and drink
- A landscape rich in heritage
- A living landscape
- Wild open spaces
- A special place for wildlife

A toolkit was developed by the AONB Unit with graphic design from Countryside. The resulting publication was then distributed to all known tourism businesses within and around the AONB together with all our main partners. It is also available as a download from our website.

<http://www.forestofbowland.com/publications/strategies/FOBSenseofPlaceLoRes1.pdf>

The toolkit sets out the special qualities of the AONB, and provides some 'set text' on each theme which can be cut and pasted, together with images, from a free CD Rom and into a business's own marketing materials. This assists with the generation of a consistent set of messages about the AONB and what it has to offer to tourists.

The toolkit also encourages businesses to examine the special qualities of their own area, community or business – and gives advice on how to promote this to visitors in order to generate loyalty and repeat visits.

The toolkit was then supplemented with the provision of 6 free training days, attended by over 70 businesses over a period of 12 months. Training was provided by the AONB staff, with input from Paul Mahony of Countryside who focussed on marketing and how big businesses use a sense of place to sell their goods and services.

The project has been used as an example of best practice by Natural Economy North west, and by English Heritage and the Tourism Centre. It is being replicated by several other AONBs and tourism destinations around the UK.

### **Economic benefits**

The sense of place toolkit has enabled local businesses to find out more about the AONB and to trade on its reputation as a quality destination. Businesses developing their own 'sense of place' have also seen the impact in terms of repeat visits and customer loyalty and recommendation. We are already seeing 'our messages' replicated and used on partners and businesses websites and other publicity materials, and we see this as a positive development as it helps to promote the AONB.

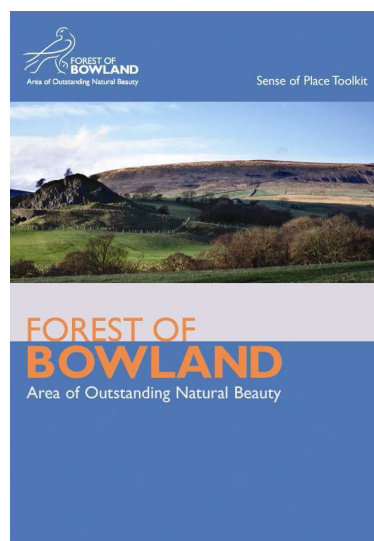
### **Environmental benefits**

The sense of place project has sought to educate and raise awareness of the area's special qualities, which are primarily environmental. Issues such as ground nesting birds; local food and other products; dispersal of visitors away from honeypots; and so on are all covered in the agenda. We seek to celebrate the area's wildlife, heritage and grandeur – promoting these as things of beauty and worthy of protection – and encourage our business partners to do the same.

### **Social benefits**

Much of the sense of place consultation focussed on people's feelings and memories of the area – elements of visitor loyalty that make a place special and which make you want to return. Aspects such as 'a living landscape' also focus on the special way of life found in Bowland – farming, village life, housing styles – and 'a place rich in heritage' links this to traditions, culture, dialect and so on.

Social benefits also include encouraging visitors to use local services – buses, post offices, shops and pubs – which create a more viable community for residents in the long term.



## **CASE STUDY 5**

### **LANCASHIRE & BLACKPOOL TOURIST BOARD: COUNTRY ESCAPES CAMPAIGN**

Country Escapes was a short breaks marketing campaign run by the Lancashire and Blackpool Tourist Board (LBTB) between 2005 and 2009. The campaign had an annual budget in the region of £70,000.

The campaign aimed to:

- a. promote short breaks in rural Lancashire
- b. attract high spending visitors '50+ empty nester Cosmopolitans'
- c. encourage new business during the quieter periods of September to May

The campaign consisted of several initiatives:

- **Direct mail** - over 150,000 pieces of mail were posted out over the 5 years to people on LBTB databases who had expressed an interest in 'country escapes'. This culminated with a Country Escapes magazine in April 2009, distributed to over 30,000 contacts during 2009.
- **On line activity** – new web pages and products were produced – e.g. walking and cycling pages, Forest of Bowland information, mountain biking trails, walking festivals and bird watching events. The campaign pages generated between 60,000 and 100,000 unique web visits per campaign year.
- **Prize draws** – competitions featuring businesses, including accommodation, eating out and cycle hire, were promoted via direct mail and online. Typically these would generate several thousand entries, and data collected would then be used for future mail shots and e newsletters.
- **E-newsletters** – 20 editions were produced and over 150,000 copies were emailed over the 5 years of the campaign. These often featured a district or area, including the Forest of Bowland in March 2008 (see below). Recipients were encouraged to 'click through' to the Visit Lancashire website, with 5-10% of recipients recorded as doing so for this example.
- **Advertising** – advertising was secured in publications such as Radio Times, Country Walking magazine, Walk magazine, BBC Countryfile magazine and Enjoy England's rural escapes campaign.
- **Print** – a range of publications: Lancashire's Countryside Collection, Welcome Walkers & Cyclists accommodation guide, Lancashire Outdoor Guide, Lancashire's Country Escapes magazine, were produced and distributed 2006-09.
- **National media** – articles generated by press releases produced coverage in a variety of national and regional titles.

Research was undertaken annually by an independent company to evaluate the success of the campaigns. The campaign evaluation for 07/08 included the following headline results: 24% of those surveyed recognised receiving an e-newsletter from LBTB; 66% claimed to have visited the website – [www.visitlancashire.com](http://www.visitlancashire.com)

Overall the campaign was estimated to be responsible for generating over 35,000 visits to Lancashire, equating to a potential visitor spend of £5,089,771.

### **E Newsletter March 2008**



### **Walk on the Wild side in the Forest of Bowland**

If you are looking for undiscovered and unspoilt countryside then look no further than the stunning landscape of the **Forest of Bowland**. This Area of Outstanding Natural Beauty is home to a variety of rare wildlife and protected plant life that can be spotted and admired from a distance via the countless walking and cycling routes through the area.

#### **[Download walks in the Forest of Bowland and other areas of Lancashire](#)**

Bowland's moors are home to many threatened species of birdlife including merlin, golden plover, curlew, ring ouzel and of course the rare hen harrier. Head over to **Stocks Reservoir**, in the northeast of Bowland to see wildfowl, waders and the occasional osprey! Or why not visit the upland pastures around **Abbeystead** to see lapwing, redshank and oystercatchers.

For more information on **bird watching in Lancashire** and to download **Birding in Bowland** [click here](#)

---

### **Bowland Festival**

**1-8 June 08**

Whether you're already familiar with the special qualities of the Forest of Bowland or are visiting for the first time, the **Bowland Festival** offers a unique opportunity to learn more about its exceptional birds and wildlife, explore its heritage, enjoy its landscape and sample its delicious food and drink through a series of events and activities led by experts. For more information on the Bowland Festival visit [www.bowlandfestival.co.uk](http://www.bowlandfestival.co.uk)

### **Win Bowland Festival Tickets**

Enter this free prize draw to **win a pair of tickets to the Bowland Festival**. Simply email [bowland@lancashire.gov.uk](mailto:bowland@lancashire.gov.uk) with your name, address and contact telephone number. There are two pairs of tickets on offer which will give you free entry to an event of your choice, subject to availability. *The closing date for entries is 31 March 08.*

---

**Why not take a short break in this beautiful area of Lancashire.....**

### **Treat yourself to a relaxing Champagne Spring Break during March and April at the Gibbon Bridge Hotel**

For £175 enjoy a half bottle of champagne on arrival, a delicious dinner, accommodation and breakfast for two people in the beautiful Forest of Bowland. *(This offer is available during March & April 08, excluding Saturdays and Easter – based on two people sharing & subject to availability).*

For contact details and more information on the **Gibbon Bridge Hotel** [click here](#)

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### **Last chance to Win!**

Your last chance to enter on-line competitions to **win a gourmet break and Lancashire walking guides**.

[Click here to enter](#)

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We are celebrating **Taste Lancashire 08** - a year of great food & drink in Lancashire. For awarding winning restaurants, producers and farmers markets go to [www.tastelancashire08.com](http://www.tastelancashire08.com)

This email has been sent by Lancashire and Blackpool Tourist Board - [visitLancashire.com](http://visitLancashire.com)

[Click here to unsubscribe from the Visit Lancashire mailing list](#)

# Forest of Bowland AONB Visitor Survey Report Summer 2009



*Prepared by Hannah Snowden September 2009*



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## 1. Visitor Survey for the Forest of Bowland AONB

### a. Aims of the visitor survey

1. To carry out a survey of visitors, as part of ongoing monitoring of tourism in the Forest of Bowland AONB

### b. Background

A visitor and enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. The resulting strategy (action point 5.2.11) recommends that this survey is repeated at regular intervals in order to better understand our target markets and their needs. A visitor and enterprise survey with relevant updates was repeated in summer 2006 and 2008 and again summer 2009 to assist in the preparation of the Forest of Bowland sustainable tourism strategy 2010-2015.

Increasing opportunities to enjoy the Forest of Bowland AONB by providing excellent access opportunities is a key remit for the AONB partnership and access projects have received public funding from organisations such as NWDA and Natural England as well as the AONB partnership.

### c. Methodology

The following methods were used in achieving the above aim:

- A survey was devised (*Appendix 1*) which was administered face to face with 123 visitors in allocated sites across the Forest of Bowland AONB including Gisburn Forest, Beacon Fell, Slaidburn, Dunsop Bridge, Newton, Downham, Barley, Scorton, Crook O' Lune and Wray.
- The survey was made available online and linked from the Forest of Bowland home page; however, only 1 response was completed online.

## 2. Survey Results

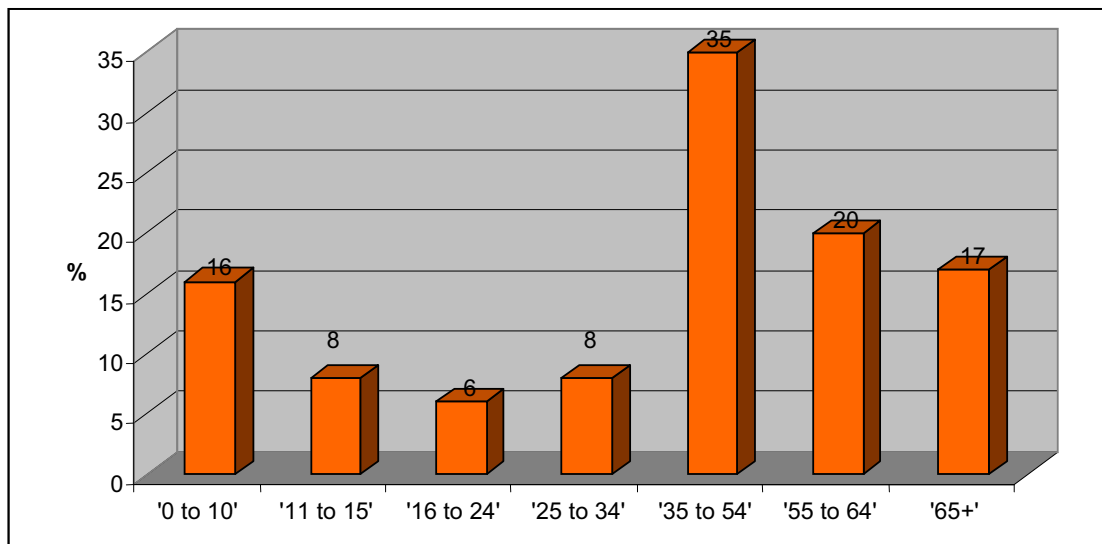
*Appendix 1* shows the questions and results from the survey, a total of 123 visitors responded to the survey. A response of 197 was gained in 2008, (however, this included 37 surveys administered by accommodation providers, which was not done for the 2009 survey).

The majority of questions were designed to elicit closed responses; however there were opportunities for visitors to offer more qualitative type responses. The qualitative responses to questions 10, 11, 13, 14b, 14d, 16, 18a, 19 and 20 can also be found in *Appendix 1*.

Comparisons to the data from 2006 and 2008 are made in the results section however, the questionnaire in 2009 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last year, therefore some of the less relevant questions from 2006 and 2008 were omitted and comparisons are not always possible.

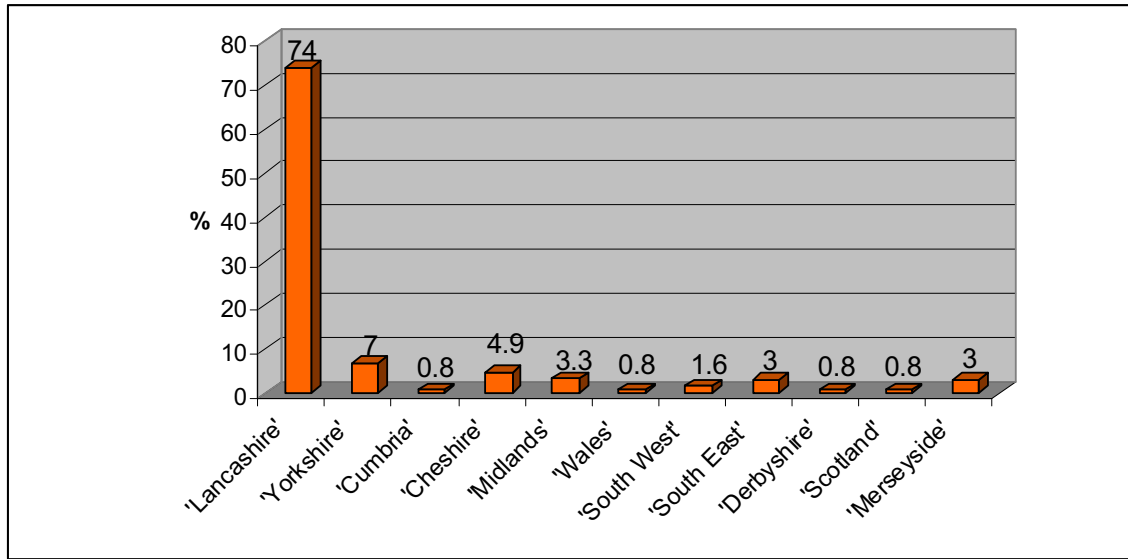
## 2.1 Visitor Profile (Q1 – 4)

**Figure 1 – Response by age**



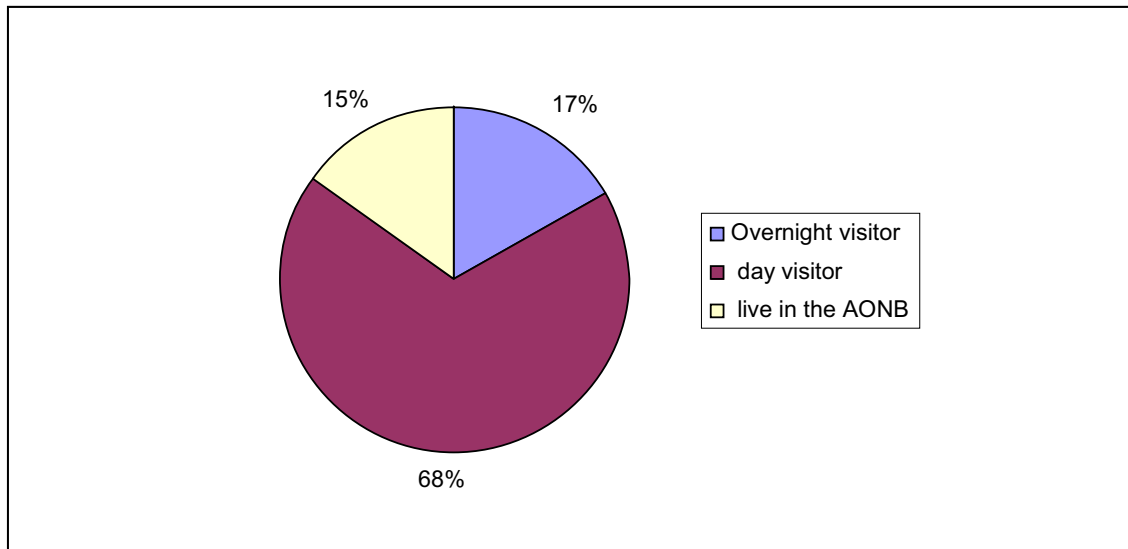
123 surveys were conducted face to face with visitors during the summer of 2009, there were many surveys that were completed with groups of people and families, so overall the number of visitors that undertook the survey totalled 234. The respondents were broken down into age categories to enable a more in depth view of the visitors that come to the Forest of Bowland. The highest number of respondents were aged between 35 and 54, followed by 55 to 64 and then the 0 to 10 group, this is a reflection of the 2008 and 2006 results with the higher age categories accounting for 62% of the total respondents. Although, there was a higher response in the 11 to 14 and 16 to 24 categories which may be due to recommendations carried out from last year and certain events in the area such as the Tour of Britain that brought a different demographic into the area that might not normally choose to visit the Forest of Bowland.

**Figure 2 - Where visitors have come from (Q3)**



The visitors were asked to state which area of the country they had come from. As in 2008 Lancashire is where the majority of visitors come from, followed by Yorkshire and then Cheshire. However, some of the other regions are represented differently for 2009, such as Cheshire which shows the third highest representation and Yorkshire as the second. Some counties from last year were not represented this year (North East) and there were also visitors from new regions, such as Derbyshire, Merseyside and Scotland.

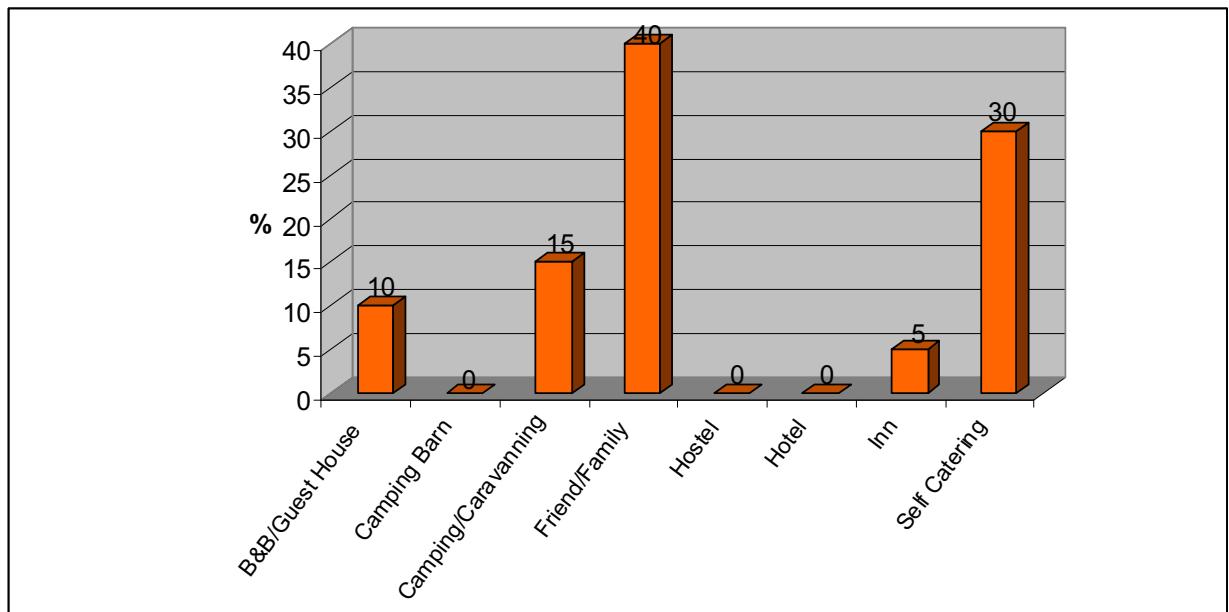
**Figure 3 – Type of visitor (Q4)**



## 2.2 Accommodation (Q5)

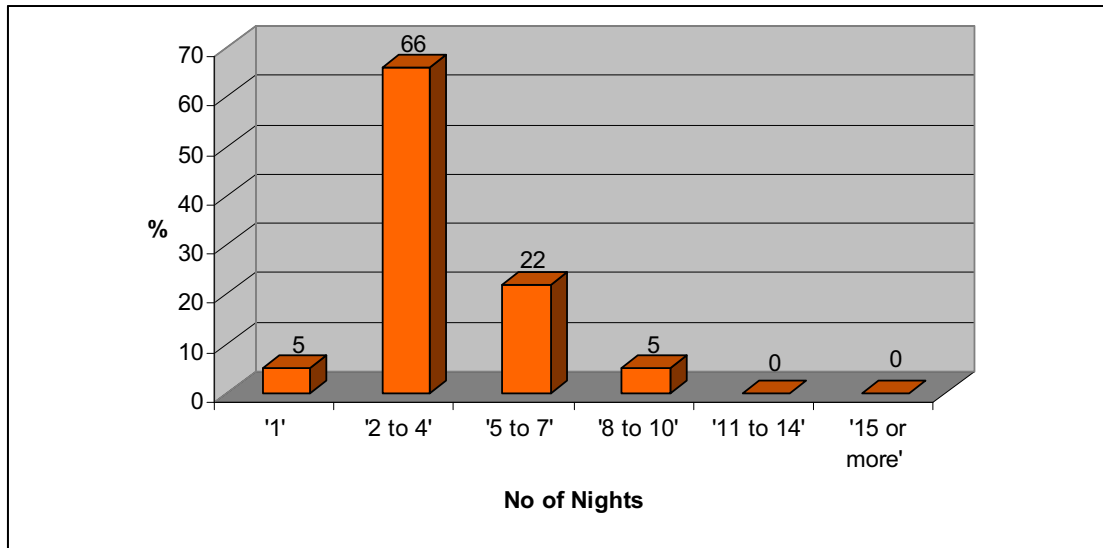
There was a reduction in the number of overnight visitors from 2008 (12% reduction, see Figure 3). Day visitors account for the highest number – 68%. Of the 17% that were overnight visitors a high percentage were staying with friends and family and self catering accommodation was the second highest response. In 2008 the most favourable accommodation was B&B/Guesthouses. This may be due to visitors wanting to spend less money on short breaks due to the economic climate so they are choosing to stay with friends and family.

Figure 4 – Types of accommodation (Q5)



The staying visitors were asked how long they would be staying in the Forest of Bowland; answers are shown in figure 5. Compared to 2008 there is a significant increase in the number of visitors staying for 2 to 4 nights (increased from 36% to 66%) and also a major reduction in the number of visitors staying for just one night, it now stands at 5% compared to 18% in 2008. A decrease in the number of one night visitors and an increase in longer lengths of stay can only be viewed as positive; this means more visitors to the area and more money into the local economy. However, a significant number of overnight visitors are staying with friends and family so this will reduce the amount of income from the visitors to the accommodation providers.

**Figure 5 – Length of stay (Q5a)**



Visitors staying in the area were also asked how they had found their accommodation of which the majority responded that it was via a search on "Google" (37.5%) which is an increase on the responses from last year (just 26%). 25% of respondents had stayed at their accommodation before or had been recommended to stay there.

**Figure 6 – Searching for accommodation (Q5b)**

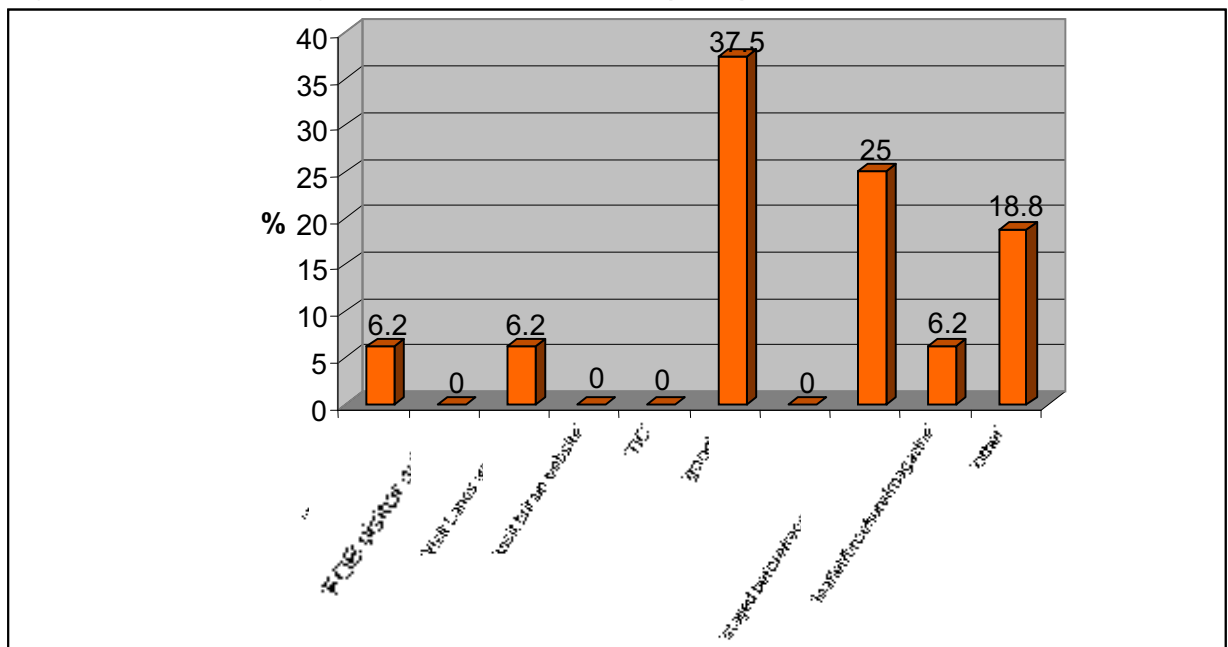
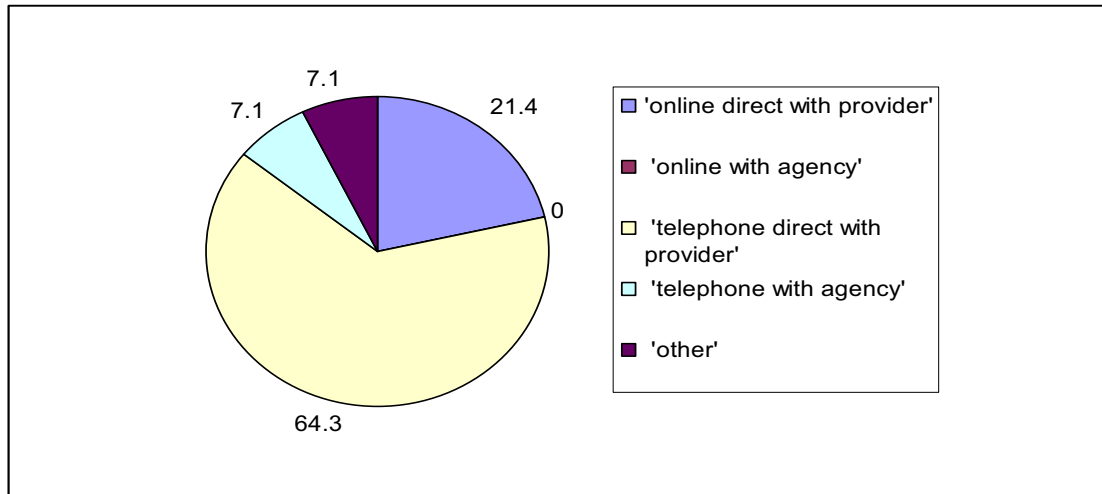


Figure 7 shows how the staying visitors booked their accommodation, the results almost mirror those of last year, with 64% booking direct with the accommodation

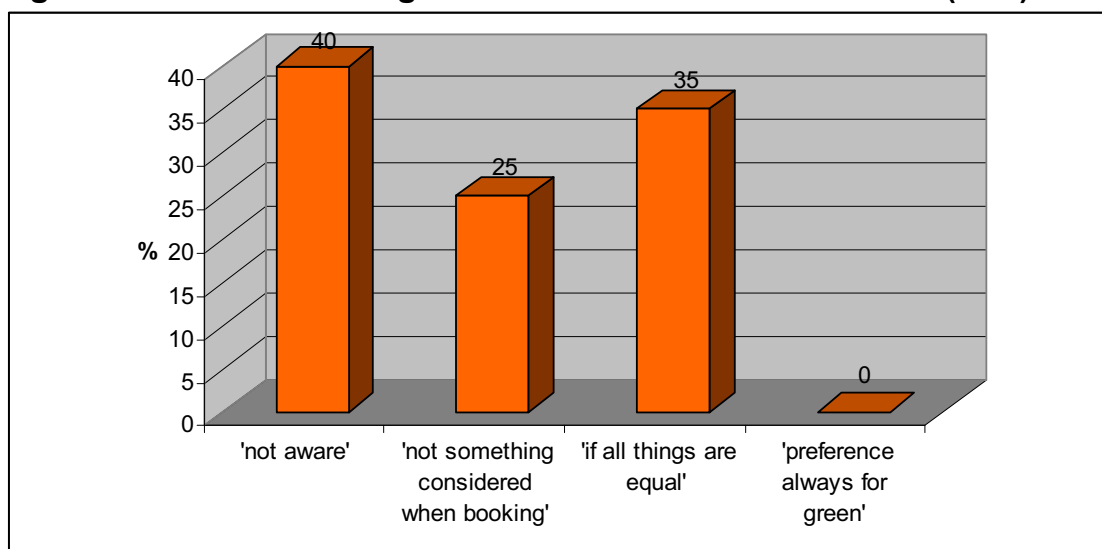
provider via the telephone and 21% booking online direct with the accommodation provider.

**Figure 7 – Booking accommodation (Q5d)**



The awareness of Green accredited accommodation question was changed slightly from that of last year, as many of the respondents were not aware of it so they had no opinion on whether it was important or not. This year over 40% of respondents were not aware of Green accredited accommodation but a promising 35% said if all things were equal they would choose Green accredited over none accredited, although a significant 25% said it was not something they would consider when booking. No visitors stated a preference for always choosing green when they booked their accommodation. Similar results emerged in 2008.

**Figure 8 – Awareness of green accredited accommodation (Q5e)**



### **2.3 Trumper routes (Q6)**

The responses in this year's survey show a major decline in the awareness of trumper routes. In 2008 64% of the respondents that used a trumper or a pushchair were aware of the routes, whether they had used them or not. This year 0% of visitors used a trumper and only 6% used a pushchair, of those respondents none of them were aware of the trumper routes and had ever used them. This is mainly due to the fact of poor weather and a very low response at the main site in the Forest of Bowland – Beacon Fell, where visitors might hire and use a trumper.

### **2.4 Transport (Q7)**

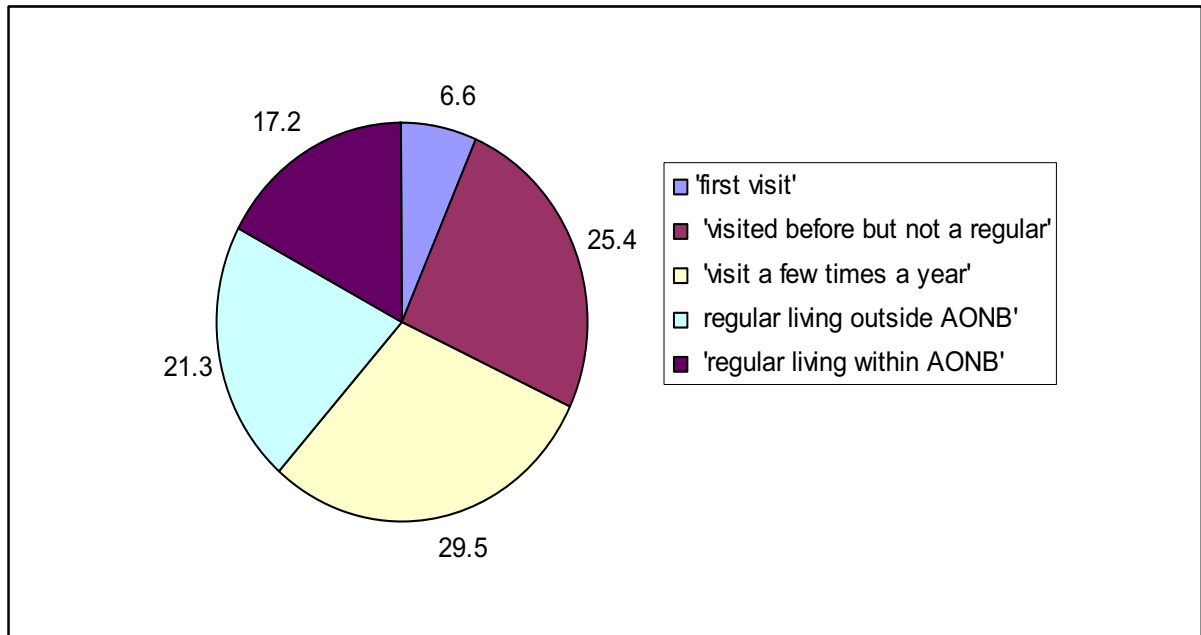
Mirroring the results from the survey in 2008 the most favourable mode of transport that was used to travel to the Forest of Bowland was the car, with 82% of respondents using a car this year. Unlike previous years, 11% of respondents had travelled to the area on push bike, this higher figure is possibly due to the Tour of Britain cycle race that took place through the Forest of Bowland, as many respondents had travelled on bicycle to the race. Other modes of transport had increased since last year, such as motorbike/moped, coach party and by horse.

## **3 Frequency of visits (Q8)**

When questioned about their frequency of visits to the area, the most popular responses were "Visited before but not a regular visitor", "Visit a few times a year" and "Regular visitor living outside the AONB" 29%, 25% and 21% of the respondents. This reflects the answers given to where the visitors came from, as the majority of the visitors are from Lancashire so would be local enough to be regular day visitors.

Only 6% of respondents were here on their first visit, of which 75% of them stated they would return and the other 25% were undecided.

**Figure 9 – Frequency of visits to the Forest of Bowland**



#### **4 Visitor Spend (Q9)**

This year more visitors were open to discussing their spending in the Forest of Bowland, 85% of respondents completed this question, and under half completed it in 2008. The areas that the visitors would spend the most on a day out were "cafes/restaurants/pubs" and "take away food and drink" with 60% spending between £1 and £15 on cafes/restaurants/pubs and 45% spending between £1 and £15 on take away food and drink. The other areas did not receive as much spend as the food and drink categories, with only 28% of visitors spending between £1 and £5 on car parking, 14% spending between £1 and £5 on gifts/crafts/produce and 13% spending between £1 and £15 on petrol and garage services.

#### **5 Reasons for visiting the Forest of Bowland (Q10)**

From the following list, visitors were asked to select the 3 main reasons why they were visiting the Forest of Bowland:

Visit the Forest of Bowland as a destination:
Walking:
Cycling:
Horse riding:
Bird watching:
Fishing:
Using trampers:

Visit a particular attraction:
Visit a particular shop:
Visit a particular eating establishment:
Visit family/friends:
Pleasure visit/general sight seeing:
For Business:
I live here:
Other ( <i>please specify</i> ):

Extra options were added to the list this year due to a high number of respondents from 2008 stating other reasons for visiting the area. An option that was not on the list was dog walking and this seems to be the main reason for quite a few visitors who lived within the Forest of Bowland.

The majority of the visitors that had come to the Forest of Bowland were here for walking or for pleasure visit/sightseeing (54% and 59%), followed by 34% visiting the Forest of Bowland as a destination.

There was an increase in the percentage of visitors choosing other reasons for visiting, which means that the area is attracting a more diverse range of visitors with more interests.

21% of visitors stated they came to cycle, 15% were visiting family/friends and 18% stated other reasons that were not on the list. From the "other" category, there were 3 predominant reasons for coming to the area; these were dog walking, for a picnic and to either watch or follow the Tour of Britain.

Visitors were asked to state their favourite place in the Forest of Bowland and why; Beacon Fell came out as the favourite place to visit this year with the main reasons being: 'it's a great day out', 'its close to home/easy to get to', 'it's a free area to take the children and it has great views'.

The Trough of Bowland was the second favourite because of the scenery and the walks. Gisburn Forest, Slaidburn and Dunsop Bridge were also favourites, as in 2008, Gisburn Forest was a favourite for those who liked to cycle, Slaidburn and Dunsop Bridge were favoured for days with the children, feeding the ducks and because they are quiet peaceful villages to spend the day in. There were a lot of visitors that did not state their favourite place, they said that they either like all of the area or as it is their first visit they do not have a favourite. The full list of visitor answers is in *appendix 1, question 11*.

The visitors were asked if they were aware that the Forest of Bowland was an Area of Outstanding Natural Beauty; in 2008 94% were aware that it was, but this year it reduced slightly to 88%. This decline in the awareness of the AONB could be due to the 6% of visitors this year being on their first visit, they may not be fully aware of the area they are visiting yet.

Visitors were also asked to select what they liked about the Forest of Bowland from the following list:

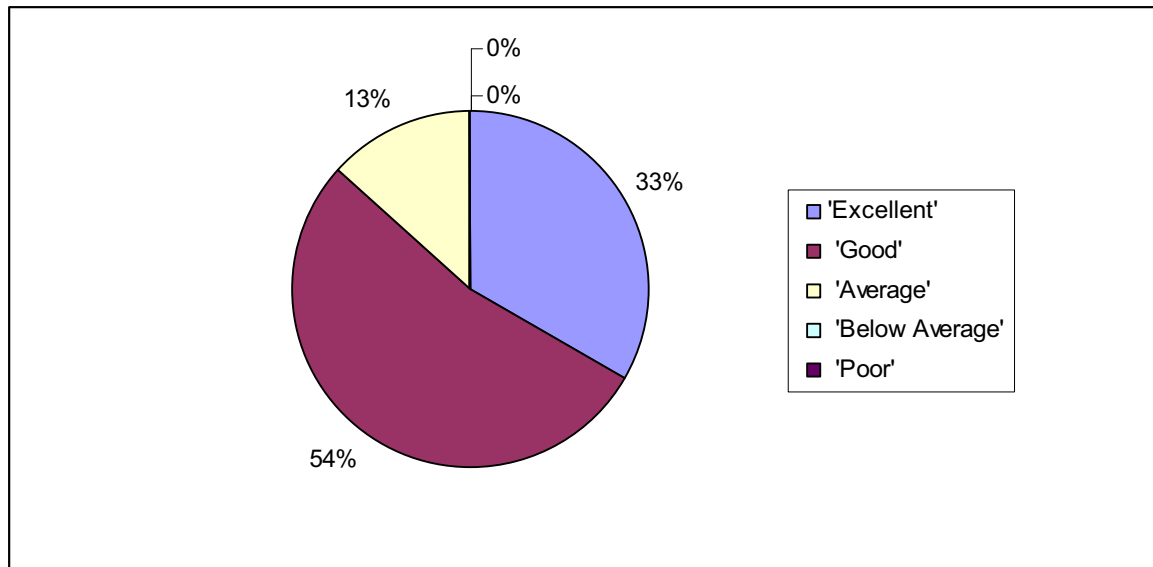
Peace and quiet:
Scenery/landscape:
Attractive villages/towns:
Cycling:
Walking:
Horse riding:
Bird watching:
Wildlife:
Food:
Easy to get to:
Good base for visiting other areas:
Other ( <i>please specify</i> )

80% of visitors stated the peace and quiet is what they liked most, 79% stated the scenery/landscape, 67% said it was easy to get to, and 52% said they liked the attractive villages/towns the most. These results are similar to those in 2008, where the scenery/landscape was what visitors liked most, followed by the peace and quiet.

## **6 Forest of Bowland website (Q14)**

There was a significant decrease in the number of visitors that had visited the Forest of Bowland website compared to 2008; this year only 12.4% of visitors had visited the website, with 86% of those who had, visiting the site since May which was the time of the re-launch. The visitors that had viewed the website were asked what parts of the website they had found most useful, the question was worded differently than in 2008, so it cannot be compared directly. The main responses given by the visitors were that they had visited the "what's on/what to do" section, bridleways and maps for walking.

**Figure 8 – Usefulness of web information**



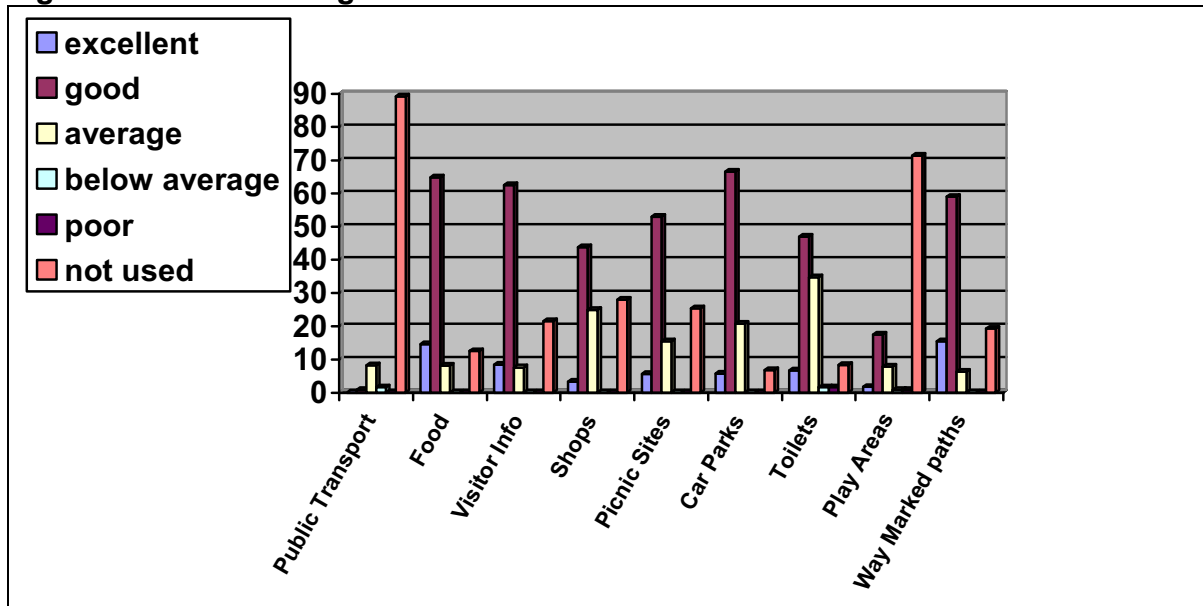
83% of those that had visited the website thought the information they had viewed was either excellent or good. In regards to any improvements or changes to the website, only 1 visitor stated they would like to see more child friendly ideas and events online.

## **7 Local facilities and services (Q15)**

As in 2008 the local facilities/services that were least used by the visitors were public transport and the children's play areas. The facilities that were rated the most highly amongst the visitors were the car parks, food, visitor information and way marked paths, which is similar to 2008. In the good/excellent categories, the highest rated facilities obtained the following percentages; car parks 72%, food 79%, visitor information 71% and way marked paths 74%. In 2008 very few respondents rated the facilities poor or below average, this is mirrored in the results from this year's survey.

With regards to any improvements to the facilities the visitor's main suggestions were to improve the cleanliness and tidiness of the toilets that exist already. Other suggestions were to have more seating on long walks that are along rivers, to increase the frequency of local buses to avoid lots of traffic on busy days and also to put notices in car parks and local villages when certain foot paths are closed.

**Figure 9 – Visitor rating of local facilities and services**



## **8 Forest of Bowland leaflets (Q17)**

The visitors were asked if they had used any of the Forest of Bowland leaflets, 46% of visitors had used at least one of the leaflets; an increase from 2008. The leaflets that have been most popular with the visitors in 2009 are: Access Land, Village Leaflets (Welcome to), Bowland by Bike, Discover Bowland-Visitor Guide and the General Leaflet. 95% of those who had used the leaflets rated them as either good or excellent, the other 5% rated them as average; in 2008 99% of those who had used the leaflets rated them as good or excellent. 44% of visitors had obtained the leaflets from an information centre within the Forest of Bowland and 42% had obtained from an eating establishment/shop/attraction.

## **9 Bowland Branded Products (Q18)**

In this year's survey, a question was added about Bowland branded products, to find out if there was much interest in products that might be sold under the Bowland name and which products might be of interest.

Of the visitors asked, 48% stated they would be interested in buying Bowland branded products, so there is a fairly substantial market interested, though over 50% of the visitors asked were not interested in the products.

The majority of the suggestions by the visitors related to local food produce (wine, cheese, meats etc) as well as other things such as local crafts and gifts and souvenir style items such as mugs, pencils, sweets etc. All suggestions can be read in *Appendix 1, question 18a*.

## **10 Events (Q19)**

The visitors were also asked if they had attended any organised events or guided walks in Bowland, 93% of the visitors had not attended any events, of those that had attended some, most stated that they were organised walks but could not remember specific names. Other events attended were some from Festival Bowland, including the Hen Harrier walk and Pendle Witch events at Halloween. They were also asked if there would be any events that they would like to see in the future, the full list of answers can be read in *appendix 1, question 19b*. The most popular responses were children's events during the holidays, events in villages such as craft days and village fates, badger watching, otter spotting and longer guided walks such as weekend walks around the whole of Bowland staying at different places along the way. This are similar responses to what emerged in 2008.

At the end of the survey the visitors were given the opportunity to give any other comments on the Forest of Bowland, the majority of the responses were positive about the area, saying how lovely it is and how unspoilt it is, and how much they enjoy the area. There were a few comments in regards to some suggestions to advertise the area and the local activities more, and for extra signage in certain areas such as on the way to Beacon Fell. The full list of responses is listed in *appendix 1, question 20*.

## **11 Conclusions and Recommendations**

### **11.1 Key Findings**

- The majority of visitors to the area in 2009 fall into the 35 to 54 age group and the 55 to 64 age group; the same pattern emerged in 2008, although there was a higher representation in the 11 to 15 and 16 to 24 age group from 2008.
- The majority of visitors to the Forest of Bowland come from within Lancashire, again a similar pattern to what emerged in 2008. However, in 2009 there was some representation from different areas such as Derbyshire, Merseyside and Scotland.
- There was an increase in the number of day visitors from 2008 (+9%), and a decrease in overnight visitors (-12%), the amount of visitors that actually live in the AONB did not differ that much from 2008.
- In 2009 the majority of overnight visitors stayed between 2 to 4 nights, with a significant reduction in visitors staying for just one night compared to 2008. In turn the number of visitors staying for 2 to 4 nights increased from 36 to 66%.

- In 2008 the most popular type of accommodation was B&B followed by camping & caravanning and self catering. This changed significantly in 2009 with a high percentage of visitors staying with friends and family, followed by self catering, camping & caravanning and then B&B.
- As in 2008 the most popular way of finding accommodation in the Forest of Bowland was by using a Google search and the majority of visitors still prefer to book their accommodation direct with the provider on the telephone.
- With regards to green accredited accommodation, 40% of the overnight visitors were not aware of it at all (in 2008 it was over 50% of visitors), and 25% would not consider it when booking accommodation. As in 2008 a significant number of visitors would choose green accredited accommodation if all things were equal. No visitors in 2009 would always have a preference for green accredited accommodation.
- There was a disappointing response relating to the awareness of tramper trails for pushchairs and trampers, of the 6% that had come to the area with a pushchair, none of them were aware of the trails. In 2008 there was an encouraging level of awareness for the tramper trails; this however can be attributed to the low response rate at the Beacon Fell site where the trampers are normally hired and utilised.
- As in previous years the majority of visitors arrive to the area via car, however, there was an increase for travelling to the area on pushbike compared to previous years, which in part can be attributed to the visitors who had arrived by bike for the Tour of Britain Cycle Race through Bowland.
- In 2009 the area that received the most spending from visitors was café/pubs/restaurants with 60% spending between £1 and £5, in 2008 the same pattern emerged, however the amount of spend was higher with the majority spending between £6 and £15. The other areas with significant spending were car parks, gifts/crafts and petrol.
- As in 2008 the majority of visitors to the area are regular visitors living outside the AONB followed by people who visit a few times a year.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right.
- Beacon Fell, Gisburn Forest, Trough of Bowland and Slaidburn were the visitor's favourite places to visit in 2009. Dunsop Bridge featured as a favourite place in 2008.
- With regards to what visitors like best about the area, peace and quiet and the scenery were the most popular options again the same result that emerged in 2008. Also a high percentage liked the fact that it was easy to get to.
- In 2009 there was a reduction in the amount of visitors that had visited the website from 2008, of the 12% that had, 83% had found the information good or excellent. This isn't however reflected in the

website statistics, which actually shows an increase in visitors since 2008.

- Mirroring last years findings, the local facilities and services were rated almost the same, with children's play areas and public transport being the least used services.
- There was a positive change in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at least one of the leaflets (compared to less than 25% in 2008). The most popular leaflets as in 2008 were the Discovery Guide, general leaflet and village leaflets, with the Bowland by Bike leaflet becoming more popular this year.
- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009). Most suggestions related to local food and drink.
- 93% of visitors had not attended any guided walks or events, and as in 2008 of those that had, the majority had attended Festival Bowland events.
- General comments from the visitors were similar to those that emerged in 2008; requests for more advertising and publicity on events and the area, and more events held for children.

## **11.2 Conclusions**

In some areas there have been some differences in the results from the 2008 survey. A key finding from last year was that there was a low representation of visitors aged between 11 and 24; this year there has been an increase, though small, of visitors in this age range.

There has been a significant increase in visitors travelling to the area on a pushbike and an increase of visitors that only visit the area a few times a year. This year there was a decrease in the number of visitors staying overnight in the Forest of Bowland.

One of the major differences from last year's survey was the decrease in the number of visitors that have viewed the website. Awareness of the website seems to have reduced, even after the new launch in May. This figure isn't reflected however in the web statistics which have seen an increase since the new launch, therefore this might be an unrepresentative sample of the population as a whole.

From the results of the survey a considerable number of visitors would be interested in buying Bowland branded products with the majority suggesting food produce from the local area or souvenir style gifts.

### 11.3 **Recommendations**

- Results from 2009 have highlighted an increase in the number of younger age groups visiting the Forest of Bowland. There is scope to further promote activities and events for younger people via the website or for family activities and walks.
- While 2008 highlighted a high awareness of the Trammer routes in the Forest of Bowland, 2009 showed a significant reduction. This can be partly attributed to the weather and the fact that a low response was gained at Beacon Fell where the majority of visitors would hire a Trammer. However, there is scope to further promote and highlight the routes on the website, especially for visitors with pushchairs who were particularly unaware of them. Awareness raising could also be implemented with the Sustainable Tourism Business Network so that businesses can pass such information directly to their visitors.
- Length of stay of visitors has gradually increased since 2006 in the Forest of Bowland with a significant reduction in visitors staying just for one night. In 2009 however a high percentage of staying visitors were staying with friends and family, which could be attributed to the current economic climate. Businesses could be encouraged to act on the recent 'stay-cation' trend to encourage visitors to spend their annual holiday in the area. This might include putting together suggestions for a week's itinerary, promoting possible activities and events for different types of visitors to inspire them to stay longer.
- Visitor's experience or understanding of Green accredited businesses is still limited. It is envisaged that as further businesses undertake GTBS accreditation and the marketing and promotion undertaken through the Lancashire Green Tourism project, it might be a trend that changes in future years. A continued partnership with Lancashire and Tourist Board will assist in promoting businesses with GTBS accreditation.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right. Development of promoted downloadable walks on the website should continue, and encouragement of businesses to utilise these walks, especially if there are ones close to their business. Also, Sense of Place training and encouraging businesses to market themselves as being in a protected area have contributed to an increase in the number of visitors specifically visiting Bowland as a destination. Continued support for businesses in this way will ensure that the right messages about the Forest of Bowland reach the visitor.
- There was an increase in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at least one of the leaflets (compared to less than 25% in 2008). Because of limited resources continued printing of leaflets is an issue, therefore new ways of funding

the print will need to be identified for the future. Charging for businesses to be featured in a leaflet might be one way.

- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009), therefore there is certainly scope to introduce sale of such products via businesses and tourist information centres.. Most suggestions related to local food and drink.

## Appendix 1

### Section 1: Questionnaire

#### 1. The main location that you have most recently visited:

Barley:		5.7%	7
Beacon Fell:		11.5%	14
Crook O'Lune:		13.1%	16
Downham:		8.2%	10
Dunsop Bridge:		9.0%	11
Gisburn Forest - School Lane car park:		11.5%	14
Gisburn Forest - Cocklett Hill car park:		5.7%	7
Scorton:		4.9%	6
Slaidburn:		9.0%	11
Trough of Bowland:		0.8%	1
Wray:		6.6%	8
Other ( <i>please specify</i> ):		13.9%	17

Newton x 14

Wild Boar Park x 3

#### 1.a. Date of visit

28 Jul 2009:		9.0%	11
31 Jul 2009:		9.0%	11
03 Aug 2009:		5.7%	7
06 Aug 2009:		1.6%	2
07 Aug 2009:		15.6%	19
08 Aug 2009:		9.0%	11
09 Aug 2009:		0.8%	1
11 Aug 2009:		8.2%	10
13 Aug 2009:		3.3%	4
14 Aug 2009:		4.1%	5
25 Aug 2009:		12.3%	15
28 Aug 2009:		2.5%	3

04 Sep 2009:		6.6%	8
15 Sep 2009:		11.5%	14
25 Sep 2009:		0.8%	1

**2. How many people are in your group and which age bracket do they fit into?**

**2.a. No in group -- 0-10**

1:		52.6%	20
2:		36.8%	14
3:		10.5%	4
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

**2.a.i. No in group -- 11-15**

1:		89.5%	17
2:		5.3%	1
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		5.3%	1

**2.a.ii. No in group -- 16-24**











1:		76.9%	10
2:		23.1%	3
3:		0.0%	0
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

**2.a.iii. No in group -- AGE 25-34**

1:		57.9%	11
2:		36.8%	7
3:		5.3%	1
4:		0.0%	0
5:		0.0%	0
6+:		0.0%	0

**2.a.iv. No in group -- 35-54**

1:		50.0%	36
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2:		43.1%	31
3:		5.6%	4
4:		1.4%	1
5:		0.0%	0
6+:		0.0%	0
<b>2.a.v. No in group -- 55-64</b>			
1:		45.7%	21
2:		47.8%	22
3:		4.3%	2
4:		2.2%	1
5:		0.0%	0
6+:		0.0%	0
<b>2.a.vi. No in group -- 65+</b>			
1:		52.9%	9
2:		41.2%	7
3:		0.0%	0
4:		5.9%	1
5:		0.0%	0
6+:		0.0%	0

### 3. Your postcode:

Accrington
Barley
Barton
BB2 7EX
Bingley
Birmingham x 3
Blackburn
Blackpool x 6
Bolton
Bromley Cross
Carlisle
Carnforth
Caton
Cheshire x 4

Claughton
Clitheroe x 11
Derbyshire
Downham
Essex x 2
Farnworth
Fleetwood
fulwood
FY5
FY8
Garstang x 2
Glasgow
Gloucestershire
Lancashire x 9
Leeds x 3
Liverpool x 2
Longridge x 5
Manchester x 4
Middlesex
Morecombe
Nelson
Newcastle
Newton, Lancashire
North Wales
Nottingham
PR1
PR1 and PR2
PR2
PR2
PR25 5TE
PR3
PR3
PR3
PR4
PR4
Preston x 10

Rossendale
Sawley, Lancashire
Skipton
Slaidburn x 3
Southampton
st annes
St Helens
Thornton-Cleveleys x 4
tosside
Waddington x 3
Westhoughton
Wirral, Cheshire
York
Yorkshire x 2

**4. Which of the following is correct for this visit?**

Overnight visitor (go to Q5):		17.2%	21
Day visitor (go to Q6):		68.0%	83
I live in the Forest of Bowland (go to Q6):		14.8%	18

**4.a. Where in the Forest of Bowland do you live?**

Barley
Barton
Caton
Downham
Halton
Hothersall
Nelson
Newton x 2
Sawley
Scorton
Slaidburn x 3
tosside
Waddington x 3

<b>5. What accommodation are you staying in for this visit?</b>			
B&B/Guest House:		10.0%	2
Camping barn:		0.0%	0
Camping/caravanning:		15.0%	3
Friend/family:		40.0%	8
Hostel:		0.0%	0
Hotel:		0.0%	0
Inn:		5.0%	1
Self catering:		30.0%	6
<b>5.a. For how many nights are you staying?</b>			
One night:		4.8%	1
2 to 4:		66.7%	14
5 to 7:		23.8%	5
8 to 10:		4.8%	1
11 to 14:		0.0%	0
15 +:		0.0%	0
<b>5.b. How did you find your accommodation?</b>			
Forest of Bowland website:		6.2%	1
Forest of Bowland visitor guide:		0.0%	0
Visit Lancashire website:		6.2%	1
Visit Britain website:		0.0%	0
Tourist Information Centre:		0.0%	0
Google search:		37.5%	6
Other website:		0.0%	0
Stayed before/recommendation:		25.0%	4
Leaflet/brochure/magazine article:		6.2%	1
Other ( <i>please specify</i> ):		18.8%	3
<b>5.c. How would you rate the quality of accommodation in the Forest of Bowland?</b>			
Excellent:		35.7%	5
Good:		42.9%	6

Average:		21.4%	3
Below Average:		0.0%	0
Poor:		0.0%	0

#### 5.d. How did you book your accommodation?

Online - direct with accommodation provider:		21.4%	3
Online - via an agency or organisation:		0.0%	0
Telephone - direct with accommodation provider:		64.3%	9
Telephone - via an agency or organisation:		7.1%	1
Other (please specify):		7.1%	1

On arrival

#### 5.e. How aware are you of 'Green' accredited accommodation?

Not Aware:		40.0%	8
Not something I would consider when booking:		25.0%	5
If all things are equal, I will choose a Green accommodation provider over one that is not:		35.0%	7
Irrelevant of cost or other facilities, my preference is always to opt for a Green accommodation provider.:		0.0%	0

#### 6. Does anyone in your party use the following?

Pushchair/pram:		6%	7
Wheelchair:		0%	0
No, (go to Q7):		64%	114

#### 6.a. If yes, are you aware of trampers and trails for wheelchair and pushchair users in the Forest of Bowland?

Not aware:		100.0%	7
Aware, but never used:		0.0%	0
Aware and have used:		0.0%	0

#### 7. By which mode of transport have you reached the FoB for this visit?

Car:		82.0%	100
Motor bike/moped:		4.1%	5

Organised coach party:		1.6%	2
Push bike:		10.7%	13
Public transport:		0.0%	0
Walked:		0.8%	1
Horse:		0.8%	1

### 8. How often do you visit the FoB?

First visit:		6.6%	8
Visited before, but not a regular visitor:		25.4%	31
Visit a few times a year:		29.5%	36
Regular visitor (living outside the Forest of Bowland):		21.3%	26
Regular visitor (living within the Forest of Bowland):		17.2%	21

### 8.a. a. If it is your first visit will you return?

Yes:		75.0%	6
No:		0.0%	0
Undecided:		25.0%	2

### 9. Please indicate your total spend per person per day under each of the following headings.

#### 9.a. Accommodation -- Amount













0:		88.5%	92
£1 to £5:		0.0%	0
£6 to £15:		3.8%	4
£16 to £25:		1.9%	2
£26 to £50:		4.8%	5
£51 to £100:		1.0%	1
£100+:		0.0%	0

#### 9.b. Attractions/entertainment/events -- Amount

0:		92.2%	94
£1 to £5:		2.9%	3
£6 to £15:		4.9%	5
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0

£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.c. Car parking -- Amount</b>			
0:		72.0%	77
£1 to £5:		28.0%	30
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.d. Cafés/restaurants/pubs -- Amount</b>			
0:		32.2%	39
£1 to £5:		23.1%	28
£6 to £15:		36.4%	44
£16 to £25:		8.3%	10
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.e. Food &amp; drink (take out) -- Amount</b>			
0:		54.5%	61
£1 to £5:		32.1%	36
£6 to £15:		13.4%	15
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.f. Gifts/crafts/produce -- Amount</b>			
0:		84.9%	90
£1 to £5:		14.2%	15
£6 to £15:		0.9%	1
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0

<b>9.g. Petrol/garage services -- Amount</b>			
0:		76.8%	86
£1 to £5:		13.4%	15
£6 to £15:		7.1%	8
£16 to £25:		0.9%	1
£26 to £50:		1.8%	2
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.h. Shopping -- Amount</b>			
0:		92.3%	96
£1 to £5:		2.9%	3
£6 to £15:		4.8%	5
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.i. Local transportation (buses, trains, taxis, bike hire) -- Amount</b>			
0:		99.0%	100
£1 to £5:		1.0%	1
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>9.j. Other -- Amount</b>			
0:		99.0%	99
£1 to £5:		1.0%	1
£6 to £15:		0.0%	0
£16 to £25:		0.0%	0
£26 to £50:		0.0%	0
£51 to £100:		0.0%	0
£100+:		0.0%	0
<b>10. What are your main reasons for visiting the FoB? Select up to 3 responses:</b>			
Visit the Forest of		33.3%	41



Bowland as a destination:			
Walking:		53.6%	66
Cycling:		21.1%	26
Horse riding:		1.6%	2
Bird watching:		9.7%	12
Fishing:		1.6%	2
Using trampers:		0%	0
Visit a particular attraction:		6.5%	8
Visit a particular shop:		1.6%	2
Visit a particular eating establishment:		7.3%	9
Visit family/friends:		15.4%	19
Pleasure visit/general sight seeing:		59.3%	73
For business:		0%	0
I live here:		12.1%	15
Other ( <i>please specify</i> ):		17.8%	22
Dog Walking x 6			
follow the tour of Britain x 13			
Peace & Quiet away from the noise of traffic			
Picnic x 2			













#### 11. Which is your favourite place to visit in the Forest of Bowland and why?



all child friendly places
all of it x 7
Backridge and Beacon Fell, nothing to buy or pay for, nice walks, children like to get muddy.
barley and beacon fell, nice areas
barley as it is peaceful and quiet
Barley as it is quiet
Barley, as it is close by and has nice walks
Barley, as its a lovely quiet village
Barton etc, for walks
Beacon Fell x 2 + 6
beacon fell and downham, easy to get to and peaceful



Beacon Fell as close to home
Beacon fell as it is easy to get to Wray as the tea rooms are nice
Beacon Fell as it is the nearest to get to.
Beacon Fell, close to family for day out, lots to keep children entertained
Beacon Fell, good area close to home
Boar Park and Hodder as they are good for children
Crook O'Lune x 4 + 2
Crook O'Lune and Catshaw
Crook O'Lune, Wray and Silversdale, good for walking the dog and close to home
don't have a favourite x 6
Downham - good walks from here
Downham and Beacon fell, easy to get to and peaceful
Downham as it is easy to get to and enjoyable day out
Dunsop and Slaidburn
Dunsop Bridge x 4 + 10
Dunsop bridge and Slaidburn, close to family and enjoyable for the children
Dunsop Bridge because it is a good starting point for walks in the AONB
Dunsop Bridge for the children and Downham as it is a nice village
Dunsop Bridge in the summer, nice and relaxing to feed the ducks.
Dunsop Bridge, as it is quiet and the children love it
Dunsop Bridge, for the children
Dunsop Bridge, good memories
Dunsop Bridge, peaceful with nice walks and nice scenery.
Dunsop for walking and Gisburn Forest for cycling
Dunsop, Slaidburn, Downham as they are nice villages and good food
everywhere is nice, don't have a favourite
gisburn forest x 4 + 7
Gisburn Forest and Trough of Bowland for the Bird Watching
Gisburn Forest for cycling
Gisburn Forest for cycling
gisburn forest, cycling routes
Gisburn Forest, Slaidburn and Bolton by Bowland as easily accessible
Gisburn Forest, The Trough, Slaidburn and Beacon Fell, all for walking
Gisburn Forest, to cycle
Grizedale
Haven't got one

Hodder valley, as it is beautiful
Langden Castle
Mainly visit Beacon Fell as it is a nice day out and not to far to travel.
most of it
not been often enough to have a favourite
Not been often enough to know
Not sure as it is only the first visit
Not sure, maybe Beacon Fell, don't visit the area that often
not visited enough to have a favourite place
Pendle
Scorton as it is where the family live and also Beacon Fell
Slaidburn x 2 + 7
Slaidburn and Dunsop Bridge, quiet enough to just sit in a nice village
Slaidburn and trough of bowlands for the walks
Slaidburn area for the good walks
Slaidburn to picnic on the green
Slaidburn, Beacon Fell and Dunsop for the grandchildren
Slaidburn, nice village green
slaidburn, nice village to take the grandchildren
The walk from Sykes past the water works, enjoying the high level track to the point where the track ends, according to my o/s land ranger 102 ling pits moss. Why? I and my 7 year old son find it a beautiful and tranquil walk, the valley looks better the higher we get. A bonus today was sighting a deer near the water works; it jumped a wire fence and ran into the bracken as I was reading the notice near the gate of the water works, heading back to the car.
the whole thing, especially dunsop bridge
trough of bowland x 4 + 8
Trough of Bowland and Gisburn Forest, for cycling
Trough of Bowland and Scorton, close to home
Trough of Bowland and Wooding
Trough of Bowland for the walks
Trough of Bowland for walking
trough of bowland, fantastic scenery beacon fell, close to home
Trough of Bowland, nice area
Trough of Bowland, Whitewell
Wild Boar Park
Wild Boar park and Bashall Farm
wray- nice quiet day out, nice tea rooms

12. Did you know the Forest of Bowland is an Area of Outstanding Natural Beauty?			
Yes:		88.4%	107
No:		11.6%	14

13. What do you like about the Forest of Bowland? (tick any that apply)			
Peace and quiet:		80.4%	99
Scenery/landscape:		79.6%	98
Attractive villages/towns:		52%	64
Cycling:		21.1%	26
Walking:		52%	64
Horse riding:		2.4%	3
Bird watching:		12.1%	15
Wildlife:		26%	32
Food:		11.3%	14
Easy to get to:		66.6%	82
Good base for visiting other areas:		23.5%	29
Other ( <i>please specify</i> ):		2.4%	3
en route to the Lake District			
Good for motor biking as quiet lanes			
Undiscovered			

14. Have you visited the FoB website?			
Yes:		12.4%	15
No (Go to Q15):		87.6%	106

14.a. Have you visited the site since May when it was newly launched?			
Yes:		86.7%	13
No:		13.3%	2

14.b. What are the most useful parts of the website?			
Background information and Events			
Bridleways			
Children's activities			
map - location to wild boar park			
Only visited it today, but the events calendar looks interesting.			

parts about what to do
the what's on/what to do section
things to do x 2
Walking
what's on area/things to do
where to go
Wildlife and walking

**14.c. Overall how do you rate the website?**

Excellent:		33.3%	5
Good:		53.3%	8
Average:		13.3%	2
Below average:		0.0%	0
Poor:		0.0%	0

**14.d. Do you have any suggestions for changes or additions to the website?**

More child friendly ideas and activities
--

**15. How would you rate the local facilities and services that you have used in the FoB?**

**15.a. Public transport**

Excellent:		0%	0
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**15.a.i. Public transport**

Good:		0.8%	1
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**15.a.ii. Public transport -- RATING**

Average:		8.2%	10
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**15.a.iii. Public transport**

Below average:		1.6%	2
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**15.a.iv. Public transport**

Poor:		0%	0
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**15.a.v. Public transport**

Not used:		89.2%	108
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**15.b. Food**














Excellent:		14.6%	18
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**15.b.i. Food**

Good:		64.8%	80
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**15.b.ii. Food -- RATING**

Average:		7.6%	10
<b>15.b.iii. Food</b>			
Below average:		0%	0
<b>15.b.iv. Food</b>			
Poor:		0%	0
<b>15.b.v. Food</b>			
Not used:		12.5%	15
<b>15.c. Visitor information-- RATING</b>			
Excellent:		8.4%	10
<b>15.c.i. Visitor information</b>			
Good:		62.5%	76
<b>15.c.ii. Visitor information</b>			
Average:		7.6%	9
<b>15.c.iii. Visitor information</b>			
Below average:		0%	0
<b>15.c.iv. Visitor information</b>			
Poor:		0%	0
<b>15.c.v. Visitor information</b>			
Not used:		21.5%	26
<b>15.d. Shops</b>			
Excellent:		3.3%	4
<b>15.d.i. Shops</b>			
Good:		43.8%	53
<b>15.d.ii. Shops -- RATING</b>			
Average:		24.9%	30
<b>15.d.iii. Shops</b>			
Below average:		0%	0
<b>15.d.iv. Shops</b>			
Poor:		0%	0
<b>15.d.v. Shops</b>			
Not used:		28%	34
<b>15.e. Picnic sites</b>			
Excellent:		5.7%	7
<b>15.e.i. Picnic sites</b>			
Good:		53%	64

<b>15.e.ii. Picnic sites -- RATING</b>			
Average:		15.4%	19
<b>15.e.iii. Picnic sites</b>			
Below average:		0%	0
<b>15.e.iv. Picnic sites</b>			
Poor:		0%	0
<b>15.e.v. Picnic sites</b>			
Not used:		25.4%	31
<b>15.f. Car parks</b>			
Excellent:		5.8%	7
<b>15.f.i. Car parks</b>			
Good:		66.6%	80
<b>15.f.ii. Car parks -- RATING</b>			
Average:		20.8%	25
<b>15.f.iii. Car parks</b>			
Below average:		0%	0
<b>15.f.iv. Car parks</b>			
Poor:		0%	0
<b>15.f.v. Car parks</b>			
Not used:		6.8%	8
<b>15.g. Toilets</b>			
Excellent:		6.7%	8
<b>15.g.i. Toilets</b>			
Good:		47%	58
<b>15.g.ii. Toilets -- RATING</b>			
Average:		34.8%	43
<b>15.g.iii. Toilets</b>			
Below average:		1.6%	2
<b>15.g.iv. Toilets</b>			
Poor:		1.6%	2
<b>15.g.v. Toilets</b>			
Not used:		8.3%	9
<b>15.h. Children's play areas</b>			
Excellent:		1.7%	2
<b>15.h.i. Children's play areas</b>			

Good:		17.5%	21
<b>15.h.ii. Children's play areas -- RATING</b>			
Average:		7.8%	9
<b>15.h.iii. Children's play areas</b>			
Below average:		0.8%	1
<b>15.h.iv. Children's play areas</b>			
Poor:		0.8%	1
<b>15.h.v. Children's play areas</b>			
Not used:		71.4%	87
<b>15.i. Way marked paths/trails</b>			
Excellent:		15.4%	19
<b>15.i.i. Way marked paths/trails</b>			
Good:		59%	72
<b>15.i.ii. Way marked paths/trails -- RATING</b>			
Average:		6.3%	8
<b>15.i.iii. Way marked paths/trails</b>			
Below average:		0%	0
<b>15.i.iv. Way marked paths/trails</b>			
Poor:		0%	0
<b>15.i.v. Way marked paths/trails</b>			
Not used:		19.3%	24

**16. Do you have any suggestions for improvements to any of the local facilities and services?**

beacon fell toilets could be cleaner/tidier
better play areas for children
bit busy on footpaths and some footpaths need improving
boat hire in crook o'lune or something on the river
cleaner toilets in barley
Cleanliness of toilets
Covered seating areas
Horse riding etc
increase the frequency of the local buses, would reduce the traffic
make the gates easier to open for horse riding
maybe more benches on walks, or some place to sit etc

Maybe toilets could be tidier
More bridal ways
more bus timetables around the villages
More buses to some of the remote places.
more information or directions to remote places, e.g. hard to get directions to Gisburn Forest via Google etc
More toilet facilities needed e.g. Gisburn Forest
more toilets and facilities at some car parks e.g. scorton picnic area
more toilets in certain areas
more toilets like the ones in Downham, clean and tidy
no, local facilities are good
prices of food in cafes are a bit high
some styles around the area need a little improvement
Toilets at Barley could be updated
Toilets at Dunsop Bridge could be cleaner, but this may reflect the attitude of some of the less considerate users.
Toilets could be better/cleaner x 7
toilets in Barley could be updated
when some footpaths are closed maybe some notification at car parks etc so visitors know in advance



17. Which of the following FoB leaflets have you used? (tick any that apply) -- if none go to Q18			
Access land:		18.6%	23
Birding in Bowland:		4.8%	6
Bowland by Bike:		13%	16
Bowland by Bus:		0.8%	1
Discover Bowland -- visitor guide:		11.3%	14
Fishing in Bowland:		3.2%	4
General leaflet:		9.7%	12
North Lancashire Bridleway:		2.4%	3
Taste of Bowland -- food directory:		6.5%	8
Treading carefully:		1.6%	2
Village leaflets, eg Welcome to Slaidburn:		17.8%	22

5 ways to be a good visitor:		0.81%	1		
Wyresdale Wheels for All -- trampers:		0%	0		
Downloadable Walks from the website:		4.06%	5		
<b>17.a. How do you rate the quality/usefulness of the FoB leaflets?</b>					
Excellent:		57.9%	33		
Good:		36.8%	21		
Average:		5.3%	3		
Below average:		0.0%	0		
Poor:		0.0%	0		
<b>17.b. How have you received the FoB leaflets?</b>					
Downloaded from the FoB website:		1.8%	1		
Picked up from an Information Centre within the FoB:		43.9%	25		
Picked up from an Information Centre outside the FoB:		0.0%	0		
Picked up in a shop/eating establishment/attraction:		42.1%	24		
Given by an accommodation provider:		7.0%	4		
Other (please specify):		5.3%	3		
<table border="1"> <tr> <td>given by family x 2</td> </tr> <tr> <td>North lincs bridleway</td> </tr> </table>				given by family x 2	North lincs bridleway
given by family x 2					
North lincs bridleway					

<b>18. Would you be interested in buying Bowland branded products?</b>					
Yes:		47.9%	58		
No:		52.1%	63		
<b>18.a. Please give any suggestions:</b>					
<table border="1"> <tr> <td>any</td> </tr> <tr> <td>any local crafts or foods</td> </tr> </table>				any	any local crafts or foods
any					
any local crafts or foods					

any local produce
any natural products such as soaps etc made locally
any products
any products
Be readily available in most shops.
Local food products x 24
gifts and souvenirs
interested in any products
Key rings maybe
maybe biscuits and meat
maybe biscuits as places like the wild boar park
maybe souvenir type products x 6
wine, cheese etc. maybe dog treats or things like that for people who bring their dogs

**19. Have you ever attended any organised events/guided walks in Bowland? (e.g. Festival Bowland)**

Yes:		7.4%	9
No:		92.6%	112

**19.a. If yes, which?**

an organised walk, not sure of specific name
cross bay walk
Festival Bowland - various
Festival Bowland Hen Harrier Walk
Pendle witches at Halloween, Farm days with the children
Ranger events, craft events in Chipping village
some guided walks and bird watching
some walks
some walks, don't remember specific ones

**19.b. Do you have any ideas for future events that you would like to attend in the Forest of Bowland?**

activities with rangers for the children at beacon fell would be good
any bird watching events
any carnivals or village fates
Any children's events in villages.
any cycling events

any events x 2
any events that are near to the Yorkshire border
any family events
any local events would be great
any organised walks would be of interest that aren't along the normal routes
any walking events or village events would be appealing
Any walking events, longer trails around the F.O.B, maybe a week long trail stopping at different places through the area. circular walks with overnight stops
any walks or activities for children
badger watching
children orientated events during holidays x 5
county fairs
cycle rides x 4
day activities for the children, involving them in the villages etc
dog events maybe
food events, and local food tasters
Guided walks
maybe children orientated events
maybe otter walks for children in crook o'lune, children's activities
Maybe ranger days with schools, nature trails for children etc.
More bird watching events
More craft orientated events in villages.
more outside performances would be nice
more things for the children
mostly do our own thing
no, like to walk alone
open to any events
open to any events, would like more information on them so we know when they are happening
open to any local events really
open to try most new events
some children orientated things in the villages during the holidays
Things more for the children, possibly more events in the holidays
village events
would be interested in any

**20. Any other comments:**

Advertise facilities and areas more, the events aren't publicised enough.
Beautiful area
Beautiful area to live in
Beautiful countryside
Can't fault it.
cyclists around crook o'lune seem to be on the footpaths not intended for cyclists,
definitely come back again
Don't spoil it
enjoyed the day
Food is delicious
great area x 5
Help it remain unspoilt.
keep advertising, not enough awareness or information on the area
keep it an unspoilt area
keep it beautiful
Keep it the way it is.
keep up the good work
lovely and peaceful x 9
lucky to live so close x 2
More advertisements about the Forest of Bowlands, maybe in the school magazines to encourage free day trips with schools for the children
nice area, will probably visit again
nice trip and friendly people
Nice unspoilt area to visit, when it is nice weather!
people are very friendly
Please ensure that when engineering work is taking place across the line of a footpath, the footpath diversion is clearly signposted by the contractor. We had great difficulty about a month ago when we encountered work by the Hodder in the region of GR SD674503, blocking the path from Dunsop to Boarsden. We had to find our own way around through waterlogged meadows, and had to complete our walk with wet feet & socks. In fact we cut short our day out as a result.
pleasure to live here
The puddle duck cafe is lovely.
The signages along the roads to get to places, such as Beacon Fell are not easy to follow, mostly guess work.
Unspoilt, beautiful place
very impressed with the cycling and friendliness of everyone
very nice questionnaire
Very satisfactory.

We are lucky to live here, but biking trails, for BMX'ing and mud bikes, would be good.

we love it x 2

We will visit again.

## **APPENDIX 5b**

### **Visitor Survey**

#### **Key Findings – changes between 2004 and 2009**

The results reveal some marked differences in the responses between 2006 and 2008. In general these differences have highlighted positive change through such things as an increase in the length of stay of visitors, a higher preference for camping and caravanning, an increase in visitor spend and an increase in general awareness of the Forest of Bowland as a 'destination' and a greater understanding that Bowland is an Area of Outstanding Natural Beauty. There has also been an increase in the number of visits to the website and a change in the variety of information that people are visiting. There has been increased website developmental work undertaken by the AONB during 2008 and 2009, including linking of accommodation and events to Lancashire and Blackpool Tourist Board's website. This has had impact on the visitor experience with 10% of visitors finding their accommodation via the searchable database on the Forest of Bowland website.

It is difficult to draw direct comparisons between the 4 years that the survey has been implemented due to the way in which the questionnaire has evolved. The majority of questions have changed from 2004 to 2009 however; direct comparison can be highlighted between 2008 and 2009 and are highlighted below:

- The majority of visitors to the area in 2009 fall into the 35 to 54 age group and the 55 to 64 age group; the same pattern emerged in 2008, although there was a higher representation in the 11 to 15 and 16 to 24 age group from 2008.
- The majority of visitors to the Forest of Bowland come from within Lancashire, again a similar pattern to what emerged in 2008. However, in 2009 there was some representation from different areas such as Derbyshire, Merseyside and Scotland.
- There was an increase in the number of day visitors from 2008 (+9%), and a decrease in overnight visitors (-12%), the amount of visitors that actually live in the AONB did not differ that much from 2008.
- In 2009 the majority of overnight visitors stayed between 2 to 4 nights, with a significant reduction in visitors staying for just one night compared to 2008. In turn the number of visitors staying for 2 to 4 nights increased from 36 to 66%.
- In 2008 the most popular type of accommodation was B&B followed by camping & caravanning and self catering. This changed significantly in 2009 with a high percentage of visitors staying with friends and family, followed by self catering, camping & caravanning and then B&B.
- As in 2008 the most popular way of finding accommodation in the Forest of Bowland was by using a Google search and the majority of visitors still prefer to book their accommodation direct with the provider on the telephone.

- With regards to green accredited accommodation, 40% of the overnight visitors were not aware of it at all (in 2008 it was over 50% of visitors), and 25% would not consider it when booking accommodation. As in 2008 a significant number of visitors would choose green accredited accommodation if all things were equal. No visitors in 2009 would always have a preference for green accredited accommodation.
- There was a disappointing response relating to the awareness of tramper trails for pushchairs and trampers, of the 6% that had come to the area with a pushchair, none of them were aware of the trails. In 2008 there was an encouraging level of awareness for the tramper trails; this however can be attributed to the low response rate at the Beacon Fell site where the trampers are normally hired and utilised.
- As in previous years the majority of visitors arrive to the area via car, however, there was an increase for travelling to the area on pushbike compared to previous years, which in part can be attributed to the visitors who had arrived by bike for the Tour of Britain Cycle Race through Bowland.
- In 2009 the area that received the most spending from visitors was café/pubs/restaurants with 60% spending between £1 and £5, in 2008 the same pattern emerged, however the amount of spend was higher with the majority spending between £6 and £15. The other areas with significant spending were car parks, gifts/crafts and petrol.
- As in 2008 the majority of visitors to the area are regular visitors living outside the AONB followed by people who visit a few times a year.
- The three main reasons why people visit the Forest of Bowland have not changed since the 2008 survey; the majority of visitors still visit the area for walking, pleasure visit and for visiting the Forest of Bowland as a 'destination' in its own right.
- Beacon Fell, Gisburn Forest, Trough of Bowland and Slaidburn were the visitor's favourite places to visit in 2009. Dunsop Bridge featured as a favourite place in 2008.
- With regards to what visitors like best about the area, peace and quiet and the scenery were the most popular options again the same result that emerged in 2008. Also a high percentage liked the fact that it was easy to get to.
- In 2009 there was a reduction in the amount of visitors that had visited the website from 2008, of the 12% that had, 83% had found the information good or excellent. This isn't however reflected in the website statistics, which actually shows an increase in visitors since 2008.
- Mirroring last years findings, the local facilities and services were rated almost the same, with children's play areas and public transport being the least used services.
- There was a positive change in the number of visitors using Bowland leaflets this year, nearly 50% of the visitors had used at

least one of the leaflets (compared to less than 25% in 2008). The most popular leaflets as in 2008 were the Discovery Guide, general leaflet and village leaflets, with the Bowland by Bike leaflet becoming more popular this year.

- 48% of visitors would be interested in buying Bowland branded products (this was a new question for 2009). Most suggestions related to local food and drink.
- 93% of visitors had not attended any guided walks or events, and as in 2008 of those that had, the majority had attended Festival Bowland events.
- General comments from the visitors were similar to those that emerged in 2008; requests for more advertising and publicity on events and the area, and more events held for children.

# Forest of Bowland AONB Business Enterprise Survey Report Summer 2009



*Prepared by Hannah Snowden September 2009*



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## 1. Business Enterprise Survey for the Forest of Bowland AONB

### a. Aims of the enterprise survey

1. To carry out a survey of tourism enterprises operating in and around the AONB, as part of strategic monitoring.

### b. Background

A visitor and enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. The resulting strategy (action point 5.2.11) recommends that this survey is repeated at regular intervals in order to better understand our target markets and their needs. A visitor and enterprise survey with relevant updates was repeated in summer 2006 and 2008 and again summer 2009 to assist in the preparation of the Forest of Bowland sustainable tourism strategy 2010-2015.

Increasing opportunities to enjoy the Forest of Bowland AONB by providing excellent access opportunities is a key remit for the AONB partnership and access projects have received public funding from organisations such as NWDA and Natural England as well as the AONB partnership.

### c. Methodology

The following methods were used in achieving the above aim:

A survey was devised (*Appendix 1*) which was administered online to 120 businesses with email addresses obtained from the Forest of Bowland database.

## 2. Survey Results

*Appendix 1* shows the questions and results from the survey; 47 businesses responded which gives a response rate of 39%.

Of the 120 businesses with email addresses over half are members of the Sustainable Tourism Business Network and have made a commitment to sustainable tourism in the Forest of Bowland. This group are active in participating in events organised by the AONB and networking with each other, therefore this could have contributed to the good response rate.

A cross-section of businesses was surveyed including accommodation providers, cafes/restaurants and outdoor activity providers.

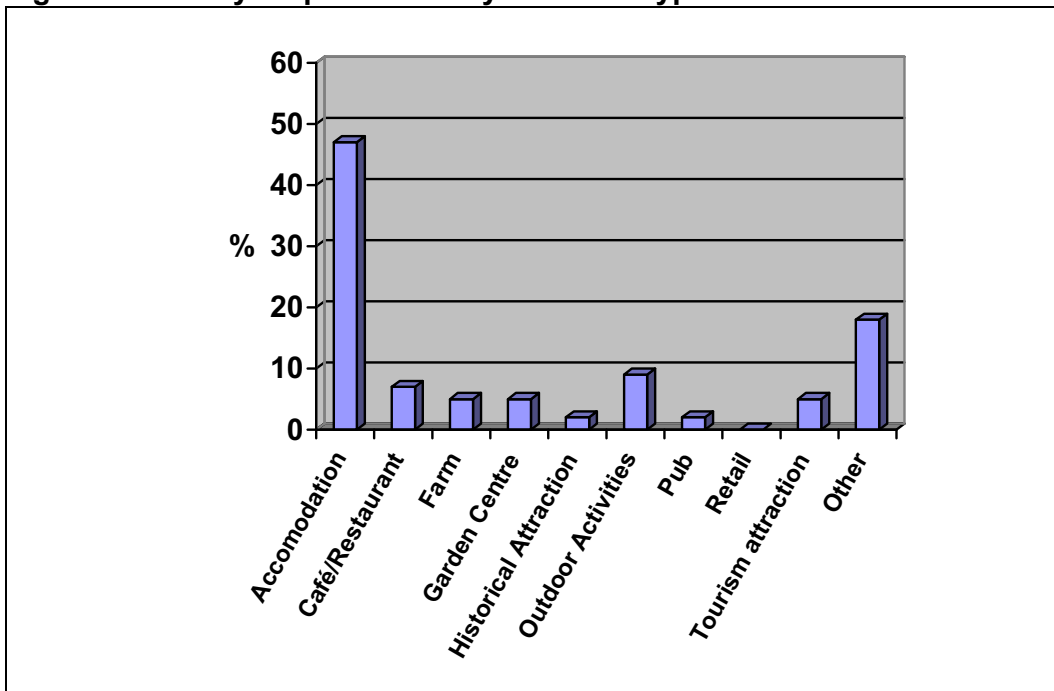
The majority of questions were designed to elicit closed responses; however there were opportunities for businesses to offer more qualitative type responses. The qualitative responses to questions 11a.i, 15, 17 and 24b, can be found in *Appendix 1*.

Comparisons to the data from 2006 and 2008 are made in the results section, however, the questionnaire in 2009 was redesigned to take into consideration development of projects and work undertaken by the AONB over the last year, some questions from 2008 have been removed and also some questions have been added to obtain a greater insight to some areas involving the AONB and the businesses.

## **2.1 Response Rate (Q2)**

The highest response was from accommodation providers accounting for 48% of the total with 9% for outdoor activity providers and 7% for cafes/restaurants. There was also a slight increase in the number of respondents from the 'other' categories compared to the 2008 survey, but there were no representatives from the retail sector. 18% responded in the 'other' category, including an arts organisation, renewable energy biomass provider, a village hall and a web designer, these businesses mirror those of the 2008 survey but also included a couple of new business types as well. There was a 16% decrease in the percentage of accommodation providers that responded to the survey compared to 2008, this can be justified by the range and the number of respondents the survey received this year compared to last year.

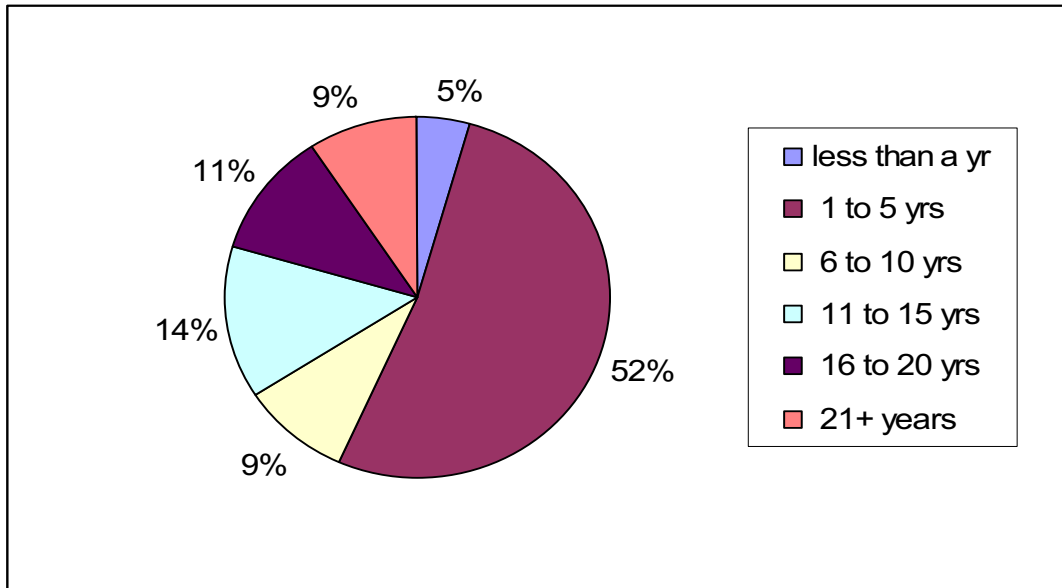
**Figure 1 - Survey response rate by business type**



## **2.2 About the Business (Q3, Q4, Q5, Q6)**

Figure 2 shows that 52% of the businesses have been operating for between 1 and 5 years and 14% operating for between 11 and 15 years, 11% between 16-20 years and 9% for 21+ years and also 6 and 10 years, so overall a fairly even distribution across all the categories. 66% have been operating for less than 10 years, which shows a slight decrease in new businesses, compared to the 70% in the 2008 survey results.

**Figure 2 - Number of years businesses have been in operation**



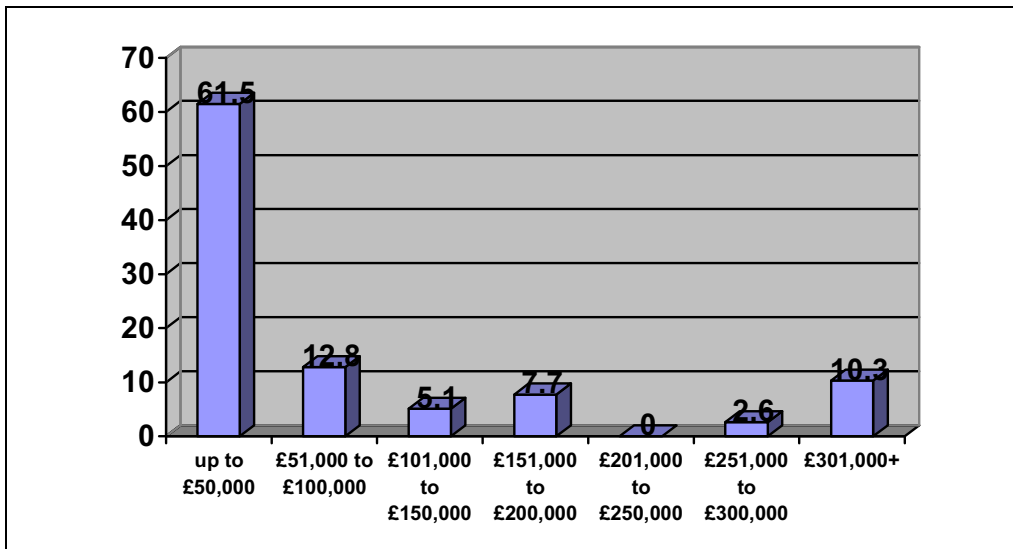
Most businesses within the AONB are small businesses with 84% employing between 1 and 5 full time staff and 78% between 1 and 5 part time staff.

There are however a few larger businesses which employ 21+ full time and part time staff, accounting for 4% and 5% of the overall respondents.

The number of businesses that employ full time staff has not decreased since the survey was undertaken in 2008; the number of businesses that employ part time staff has increased significantly since 2008. 38 businesses reported they employ part time staff compared to 23 businesses in 2008.

Figure 2 shows annual turnover, the majority of businesses (61%) are turning over up to £50,000 per annum and 13% are turning over between £51,000 and £100,000 with little representation in the other categories apart from the higher end of the scale with 10% in excess of £300,000 per annum. These figures highlight that there are a higher percentage of smaller businesses but also larger businesses but there are not many businesses within the Bowland area that fall in to the medium business category. These trends mirror those of 2008.

**Figure 3 – Annual turnover**



76% state that their business is operating better this year than last year – of those 35% stated they had seen an increase of between 1 and 10% and 22% an increase of between 21% and 30%. Only 24% of respondents stated that their business was operating worse than last year, and only 11% of businesses reported a decrease in business of between -1 and -40%. Compared to the results of the 2008 survey, 21% of the businesses had reported a decrease in business since 2006, the number of businesses recording a decline in business has reduced by nearly 50% this is a vast improvement and positive finding for the businesses within the AONB.

**2.3 Visitor profile (Q7, Q8, Q9, Q10, Q11, Q12, Q13, Q14, Q15)**

In terms of business’s opinion of visitor spend per person per visit; the highest figures occurred in the £0-£5 and the £26-£50 bracket, each with responses of 22% with the smallest percentage appearing in the £16-£25 bracket. In the 2008 survey, that highest percentage came from the largest spending bracket (£100+), this bracket is nearly 10% smaller than last year; also the largest change in the spending of the visitors is within the £51-£100 bracket, with only 10% of visitors spending this much at businesses per visit. The significant decrease in the higher spending categories is possibly due to the diverse range of businesses that responded to this year’s survey and also the decrease in the number of accommodation providers that completed the survey compared to 2008, which would account for higher spend.

**Figure 4 – Visitor spend**

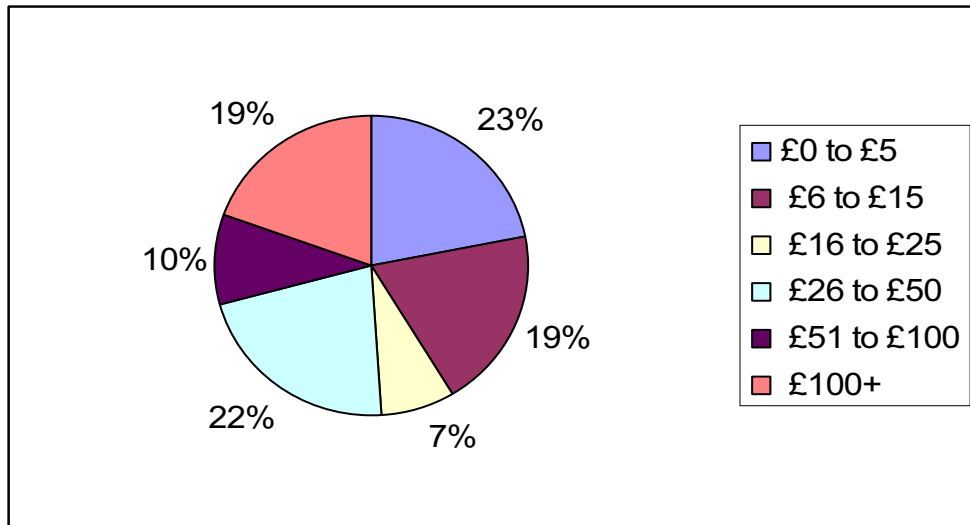
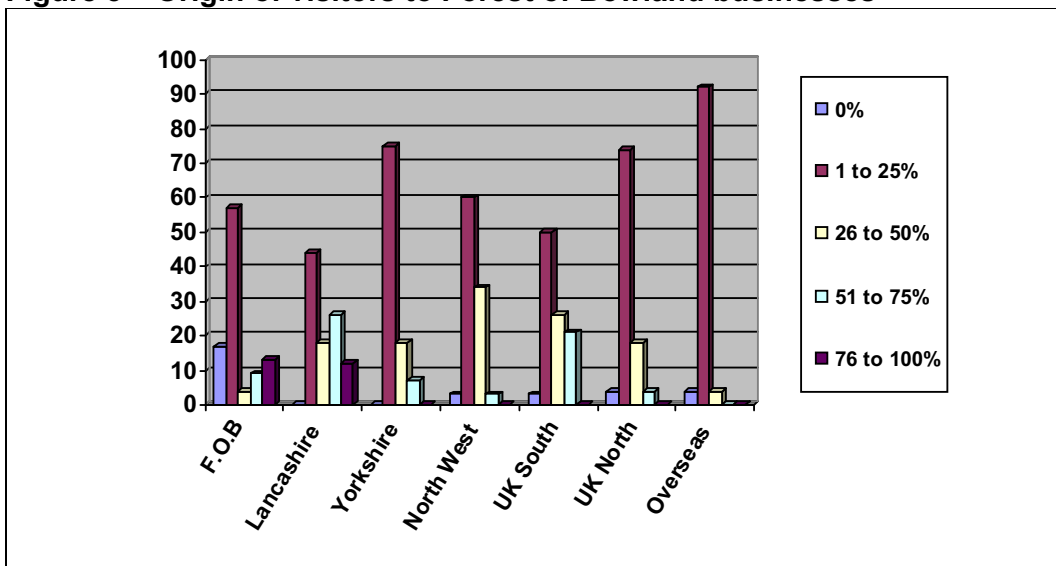


Figure 5 shows where the businesses think their visitors have come from to visit the area. 13% of businesses reported that 76-100% of their visitors came from within the Forest of Bowland, therefore a perceived increase in the number of visitors from within the AONB from 2008. However, there was also an increase of visitors from outside the area which might relate to increased marketing of the AONB through the website and leaflets and also by partners and businesses.

With regards to overseas visitors, there has not been much change in the percentage of visitors that come to the businesses within the Forest of Bowland. There also has not been a significant change in visitors from the South or the North from 2008, the only recordable difference is that 21% of businesses reported this year 51-75% of visitors came from the South, compared to 16% of businesses last year.

**Figure 5 – Origin of visitors to Forest of Bowland businesses**

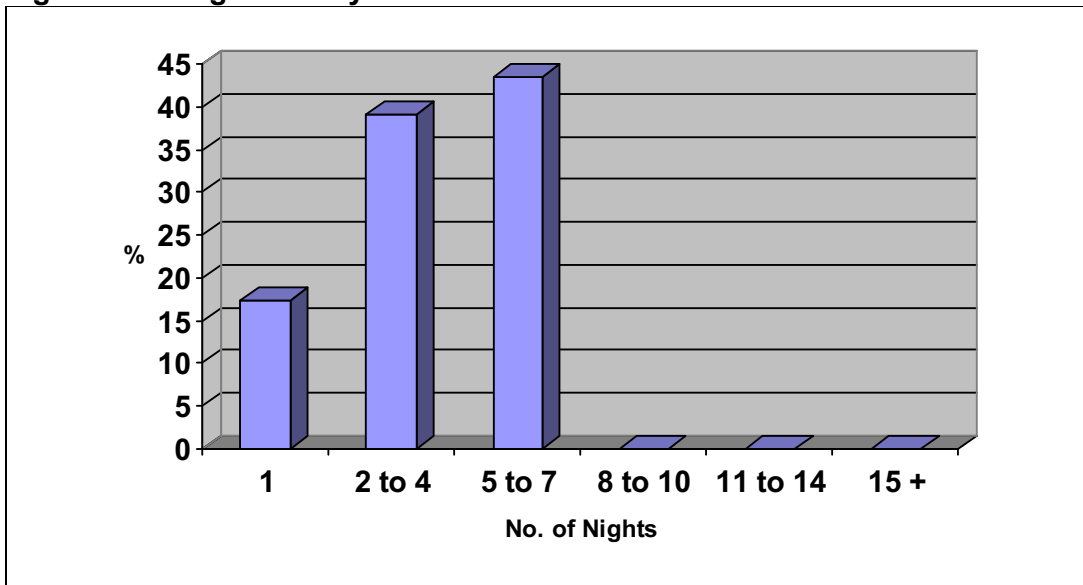


The survey asked the accommodation providers how long the majority of their visitors stay with them, there was not a major difference in the percentages from the 2008 results, only that the number of visitors staying for just one night has decreased by 5% and the number of visitors staying between 5 to 7 nights has increased by 5%. This trend also emerged in the 2009 Visitor Survey. This can only be taken as a positive change due to visitors spending more time in the area and adding to the local economy.

Accommodation providers were also asked to note what type of visitors they attract, from long stay visitors to repeat visitors. Comparing the survey results to those of 2008, there is not a significant amount of change to the types of visitors that stay at the accommodation but there was a 13% increase in high numbers of new visitors which is an encouraging percentage to the accommodation providers.

This year, there were extra categories added to the "types of visitors" question to try and gain a deeper insight in to the types of visitors. There were generally high percentages represented in the low to medium numbers of families, groups and young couples. 83% of accommodation providers recorded medium to high numbers of middle aged couples and 77% recorded the same of 65+ couples.

**Figure 6 – Length of Stay**



The survey asked the businesses to state the main reasons why their visitors came to the Forest of Bowland. In this question two more options were added to the answers from the 2008 survey; using trampers and for business, these were added as a reflection of the feedback from last year's enterprise and visitor surveys.

From 2008 there has not been much change to the percentages and numbers, there was a slight increase in the percentage of low numbers visiting for sight seeing and pleasure visit, and also bird watching, there was also a percentage increase in low to medium numbers of visitors here for horse riding specifically. Compared to 2008, 60% of businesses recorded no visitors to the area specifically for horse riding, and only 40% were low

number, this year more than half the businesses stated significant numbers for horse riding, also an increased percentage of medium to high number of visitors for cycling. The most significant change to the percentages recorded was in regards to the "visit your business in particular" option, 58% of businesses recorded medium numbers of visitors for this reason, compared to 34% in 2008. In regards to the new reasons added, only 19% stated that none of their visitors were visiting solely for business, whilst 54% concluded none of their visitors were solely here for using trampers.

When asked about membership to various organisations, there was a decrease from the results of 2008 survey, Lancashire and Blackpool Tourist Board, Yorkshire Tourist Board, and District Tourism Association all had a decrease in memberships from the respondents to the survey, whilst still 77% were a member of the Forest of Bowland Sustainable Tourism Business Network. In order to gain a more realistic picture actual membership numbers will need to be examined rather than basing it on a sample.

An extra question was added to address any conflict between the local community and tourism in the area, and if the businesses thought there were any. 81% of the businesses stated no, they did not think there were any conflicts between the two; this is a very positive response as most businesses are either run by people within the local community or at least situated in the local communities, and conflict between the two could affect both parties.

#### **2.4 Marketing (Q16, Q17, Q18, Q19, Q20, Q21, Q22)**

Again, a significant number of businesses have been involved with various Forest of Bowland marketing initiatives, thought some of the businesses have become less involved in some areas and more involved in others compared to last year:

- 30% were involved in the village leaflets
- 23% involved in the Discovery Guide
- 21% were involved in the Birding leaflets.
- 19% involved themselves in Taste of Bowland and Bowland Festival
- 10% and less for fishing, wyresdale wheels for all and north
- Lancashire bridleway leaflets.

Out of all the businesses that were involved with any of the marketing initiatives with Forest of Bowland, 78% of them thought they were either useful or very useful to their business, which is a positive increase on the results from last year.

The businesses stated what advice and support they would like in the future from the AONB unit, the areas that were most popular were business support and advice, funding advice and marketing. The number of businesses that require the support in these areas has decreased since 2008; this is probably due to the support and advice given over the past year by the AONB.

With regards to the European Charter for Sustainable Tourism, this year 88% state they are aware it has been awarded to the AONB, a 14% increase on last year's awareness.

Also, there has been an increase in the number of businesses that market themselves as being part of the Forest of Bowland AONB, the percentage is now 88%. This will create a stronger awareness to visitors about the AONB, and also reflects the increase in number of visitors visiting the Forest of Bowland specifically as a destination, a trend that wasn't present a few years ago (Visitor Survey Report 2009).

There has been a slight reduction in the amount of businesses that have used the sense of place toolkit (46% compared to 55% in 2008), but of the 46% that have used it, 86% of them claimed it as useful or very useful, with 60% of those who haven't used it wanting to find out more.

There has been a 23% increase in those who have been on a Sense of Place training course from last year, with 89% of those businesses regarding the training as either useful or very useful.

Compared to the 2008 survey, 45% of the businesses are now accredited through the Green Tourism Business Scheme (GTBS); in 2008 there were only 26%. This is a reflection of the continued support within the AONB for those undergoing GTBS accreditation. Of those that are not accredited 57% of businesses stated they would like to learn more about it

There has been a very positive change with regards to the Sustainable Tourism Business Network and how useful the businesses found it, in 2008 72% of the businesses who were members found it useful or very useful, in 2009 80% of those members now believe it to be useful or very useful.

93% of businesses have visited the Forest of Bowland website, but only 62% of those have visited since May when it was newly launched. The parts of the website that the businesses found most useful can be found in appendix 1.

70% of respondents said they would be interested in selling Bowland branded products.

The businesses were also asked if any of them would be interested in marketing their business with certain activities, such as walking, cycling, fishing etc. The activities that mostly appealed to the businesses to market themselves along side with were cycling, walking and bird watching.

### 3 Conclusions and Recommendations

#### 3.1 Key Findings

- Compared to 2008 the different types of businesses that responded to the survey have changed, although the majority of the businesses were still accommodation providers.
- The number of new businesses has declined significantly since the 2008 survey, with only 5% of the businesses being less than 1 year old. This could be due to the current economic climate and that new businesses are reluctant to start up but also that current businesses over a year old are sustaining in the economy.
- Employment within the businesses has increased since 2008 in both full and part time employment. The increase has stemmed from the smaller businesses that employ between 1 and 5 part and full time staff with many more businesses reporting part time employment than in 2008. As in 2008, over half of the businesses recorded less than £50,000 turnover per annum.
- As in 2008 a significant number of businesses stated that their business was operating better this year than last year; over half of the respondents stated this. 70% of businesses recorded an increase of up to 30% since last year. This is very positive given the current economic climate.
- With regards to visitor spending, there was a significant decrease since 2008 in the amount that visitors are spending per person, per visit. This could be partly due to the increase in the diverse range of businesses that responded and lower numbers of accommodation providers.
- In 2009 there was an increase of 13% of businesses stating that a high percentage of their visitors came from within the Forest of Bowland, 0% of businesses reported this in 2008. This could be partly related to the lower numbers of accommodation providers that responded and a higher number of businesses that might attract day visitors. There was an increase in the number of recorded visitors from Lancashire, Yorkshire and the North West, as well as an increase in visitors from the South; there was no change in the percentage of visitors coming from overseas.
- The number of nights that the visitors stay in the Forest of Bowland has not increased, the maximum length of stay is still 7 nights, although the percentages have increased for 2 to 4 nights and also 5 to 7 nights, the amount of visitors staying for only 1 night has declined. 13% of accommodation providers stated that they attracted high numbers of new visitors. This trend also emerged in the 2009 Visitor Survey.
- In terms of why visitors are coming to the Forest of Bowland, there is little difference between 2008 and 2009, there was a

percentage increase in low to medium numbers of visitors here for horse riding specifically. Also there has been an increased percentage from medium to high number of visitors for cycling. The most significant change to the percentages recorded was in regards to the "visit your business in particular" option, 58% of businesses recorded medium numbers of visitors for this reason, compared to 34% in 2008.

- One of the key findings from 2008 was that the businesses seemed to have a lack of understanding as to the reason for their visitors coming to the area. From the results of this year, the businesses seem to have a better understanding and are engaging more in to why the visitors are here.
- 88% of the businesses now market themselves as being part of the AONB; a slight increase to the numbers from 2008, which is beneficial for both the businesses and the AONB.
- A significant number of businesses have been involved with various Forest of Bowland marketing initiatives, though some of the businesses have become less involved in some areas and more involved in others compared to last year:
- With regards to the European Charter for Sustainable Tourism, this year 88% stated they are aware it has been awarded to the AONB, a 14% increase from 2008.
- There has been a 23% increase in those who have been on a Sense of Place training course from last year, with 89% of those businesses regarding the training as either useful or very useful.
- There has been a very positive change with regards to the Sustainable Tourism Business Network and how useful the businesses found it, in 2008 72% of the businesses who were members found it useful or very useful, in 2009 80% of those members now believe it to be useful or very useful.
- 70% of respondents said they would be interested in selling Bowland branded products. The businesses were also asked if any of them would be interested in marketing their business with certain activities, such as walking, cycling, fishing etc. The activities that mostly appealed to the businesses to market themselves along side with were cycling, walking and bird watching.

### **3.2 Conclusions**

The results from this year's survey show some positive and also some negative changes. Some of the differences may be due to a more diverse range of businesses responding to the survey. By having a wider range of businesses responding more in depth findings and recommendations can be drawn from the results.

There was a reduction in the number of businesses that had been operating for less than a year and a higher representation of businesses in the longer operating periods compared to 2008. This

shows that there are less new businesses in the area and the existing businesses are sustaining in an unstable economic climate. Both full time and part time employment has increased in the smaller business sector from 2008; this could be due to the different businesses that have responded this year or because business is growing in the area so more staff are needed. From the results it seems that the businesses now gain a better understanding of why their visitors come to the area compared to previous years. The increase of businesses that market themselves as being part of the AONB is a very positive change in regards to awareness for the visitors and the AONB.

### **3.3 Recommendations**

Some of the recommendations stated in 2008 are also included below because of their ongoing importance and relevance:

- Continue to support businesses through GTBS, the Business Network and through a joined approach with other organisations such as the Lancashire and Blackpool and Yorkshire Tourist Boards.
- Continue to provide training through Sense of Place, familiarisation visits to increase understanding and awareness of the AONB and signpost businesses to other training and funding available in the region.
- Continue to provide information via the Forest of Bowland website and highlight the key messages of the AONB through sections such as Walking, Riding & Cycling, Local Produce and News and Events. Encourage signposting by the businesses and provide regular statistics about what elements of the Forest of Bowland are visited most often.
- Support businesses to increase the offer to encourage visitors to stay longer rather than for short breaks and to take advantage of the 'stay-cation' trend. Again this could be achieved in part through cluster work and also through 'Bowland Experience Ltd' where business network members can market themselves under certain packages and themes.
- Encourage businesses to carry out visitor surveys of their own customers to gain a better understanding of their needs and the types of activities they are engaging in during in their stay.









## Appendix 1

### Section 1: About your business

#### 1. Business name:

Alden Cottage, Bashall Barn, Bleasdale Cottages, Bowland Atlantic Ltd, Bowland Bioenergy Ltd, Bowland Visitor Centre, Bridge House Farm Tea Rooms, Broadgate Farm B & B, Cobden Farm Bed and Breakfast, Cycle Adventure, Cycle Bowland, Dalesbridge, Easter Cottage, Forrest Hills, Freda M. Pilkington, Green Close Studios, Halsteads Barn B&B, Height Top Farm, Holden Clough Nursery Ltd, J.R.Gorst / Dolphinholme Goat's Cheese, Laythams Farm Cottages, Little Stubbins B&B, Malkin tower farm holiday cottages, Malkin Tower Farm Holiday Cottages, Old Earth House, Peter Foley of Holden Clough Nursery, Pinfold Farm, Slaidburn Village Hall, The Ashton, the old post house hotel, THE STORK INN, To Inspire, Town End Farm B&B, uncle bobs icecream

#### 2. What is your main business type?

Accommodation provider:		47.7%	21
Café/Restaurant:		6.8%	3
Farm:		4.5%	2
Garden centre/Nursery:		4.5%	2
Historical attraction:		2.3%	1
Outdoor activity provider:		9.1%	4
Pub:		2.3%	1
Retail:		0.0%	0
Tourism attraction:		4.5%	2
Other (please specify):		18.2%	8

Arts Organisation

Business Services

Garden and speaking appts.

Holiday Homes owned by our clients

renewable biomass energy provider

veg bax scheme

Village Hall

Web Designer websites about the AONB

3. How long have you been operating?			
Less than 1 yr:		4.5%	2
1 to 5 yrs:		52.3%	23
6 to 10 yrs:		9.1%	4
11 to 15 yrs:		13.6%	6
16 to 20 yrs:		11.4%	5
21+ years:		9.1%	4

4. How many people do you employ?			
4.a. Full time			
1 to 5:		84.0%	21
6 to 10:		12.0%	3
11 to 15:		0.0%	0
16 to 20:		0.0%	0
21+:		4.0%	1
4.b. Part time			
1 to 5:		78.9%	30
6 to 10:		7.9%	3
11 to 15:		2.6%	1
16 to 20:		5.3%	2
21+:		5.3%	2

5. What is your annual turnover? (excluding VAT)			
up to £50,000:		61.5%	24
£51,000 to £100,000:		12.8%	5
£101,000 to £150,000:		5.1%	2
£151,000 to £200,000:		7.7%	3
£201,000 to £250,000:		0.0%	0
£251,000 to £300,000:		2.6%	1
£301,000 +:		10.3%	4

6. Is your business operating better this year than last year?			
Better:		76.2%	32
Worse:		23.8%	10

6.a. Percentage increase or decrease:			
+ 1 to 10%:		35.1%	13
+ 11 to 20%:		21.6%	8
+ 21 to 30%:		13.5%	5
+ 31 to 40%:		5.4%	2
+ 41 to 50%:		2.7%	1
+ 51%+:		10.8%	4
- 1 to 10%:		2.7%	1
- 11 to 20%:		2.7%	1
- 21 to 30%:		2.7%	1
- 31 to 40%:		2.7%	1
- 41 to 50%:		0.0%	0
- 51%+:		0.0%	0

## Section 2: Visitor profile

### 7. How much do your visitors spend (per person) at your business (on average) per visit?

£0 to £5:		22.0%	9
£6 to £15:		19.5%	8
£16 to £25:		7.3%	3
£26 to £50:		22.0%	9
£51 to £100:		9.8%	4
£100 +:		19.5%	8

### 8. Do you know your yearly visitor figures?

Yes:		12.8%	5
Yes, as an approximation:		20.5%	8
No:		66.7%	26

#### 8.a. 2008 figures:

1,200
130
20
20,000
2253

25,000 visitor nights
2500
30 weeks booked
489
560
800
97
£4973.50

**8.b. 2009 figures to date:**

12
15,000
150
18,000 visitor nights
2000+
28 weeks booked
56
600
600
690
900
967
£4155.00

**9. Do you know where the majority of your visitors come from? (please estimate a percentage for each one)**

**9.a. Within the FOB**

0%:		17%	4
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**9.a.i. Within the FOB**

1 to 25%:		57%	13
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**9.a.ii. Within the FOB**














26 to 50%:		4%	1
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**9.a.iii. Within the FOB**




51 to 75%:		9%	2
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**9.a.iv. Within the FOB**







76 to 100%:		13%	3
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<b>9.b. Within Lancashire</b>			
0%:		0%	0
<b>9.b.i. Within Lancashire</b>			
1 to 25%:		44%	15
<b>9.b.ii. Within Lancashire</b>			
26 to 50%:		18%	6
<b>9.b.iii. Within Lancashire</b>			
51 to 75%:		26%	9
<b>9.b.iv. Within Lancashire</b>			
76 to 100%:		12%	4
<b>9.c. Within Yorkshire</b>			
0%:		0%	0
<b>9.c.i. Within Yorkshire</b>			
1 to 25%:		75%	21
<b>9.c.ii. Within Yorkshire</b>			
26 to 50%:		18%	5
<b>9.c.iii. Within Yorkshire</b>			
51 to 75%:		7%	2
<b>9.c.iv. Within Yorkshire</b>			
76 to 100%:		0%	0
<b>9.d. Elsewhere within the North West</b>			
0%:		3%	1
<b>9.d.i. Elsewhere within the North West</b>			
1 to 25%:		60%	18
<b>9.d.ii. Elsewhere within the North West</b>			
26 to 50%:		34%	10
<b>9.d.iii. Elsewhere within the North West</b>			
51 to 75%:		3%	1
<b>9.d.iv. Elsewhere within the North West</b>			
76 to 100%:		0%	0
<b>9.e. Elsewhere in UK (South)</b>			
0%:		3%	1
<b>9.e.i. Elsewhere in UK (South)</b>			
1 to 25%:		50%	17








<b>9.e.ii. Elsewhere in UK (South)</b>			
26 to 50%:		26%	9
<b>9.e.iii. Elsewhere in UK (South)</b>			
51 to 75%:		21%	7
<b>9.e.iv. Elsewhere in UK (South)</b>			
76 to 100%:		0%	0
<b>9.f. Elsewhere in UK (North)</b>			
0%:		4%	1
<b>9.f.i. Elsewhere in UK (North)</b>			
1 to 25%:		74%	21
<b>9.f.ii. Elsewhere in UK (North)</b>			
26 to 50%:		18%	5
<b>9.f.iii. Elsewhere in UK (North)</b>			
51 to 75%:		4%	1
<b>9.f.iv. Elsewhere in UK (North)</b>			
76 to 100%:		0%	0
<b>9.g. Overseas</b>			
0%:		4%	1
<b>9.g.i. Overseas</b>			
1 to 25%:		92%	26
<b>9.g.ii. Overseas</b>			
26 to 50%:		4%	1
<b>9.g.iii. Overseas</b>			
51 to 75%:		0%	0
<b>9.g.iv. Overseas</b>			
76 to 100%:		0%	0

<b>10. How long do the majority of visitors stay with you? (accommodation providers only - other businesses go to Q13)</b>			
1 night:		17.4%	4
2 to 4 nights:		39.1%	9
5 to 7 nights:		43.5%	10
8 to 10 nights:		0.0%	0












11 to 14 nights:		0.0%	0
15 + nights:		0.0%	0
<b>10. a. Please estimate your occupancy levels as a percentage:</b>			
22%			
35%			
35%			
35%			
40%			
50%			
50%			
58%			
60%			
60%			
62%			
65%			
70-75%			




<b>11. What is your star rating?</b>			
Awaiting grading:		0.0%	0
1:		0.0%	0
2:		4.5%	1
3:		22.7%	5
4:		63.6%	14
5:		9.1%	2
<b>11. a. a. Do you plan to improve this?</b>			
Yes:		27.3%	6
No:		72.7%	16
<b>11. a. i. Please give your reasons:</b>			
4 star silver awarded in May missed gold by 1%,done the recommenations suggested awaiting another vist			
Always room for improvement. able to interpret visitor needs as I gain experience.			
As children are welcome not an option			
Because we got 5*Gold award from Visit Britain, our plan is to maintain this rating, whilst continuing to provide the best possible customer care.			
Hostel star system does not appear to be applicable to our business and gives no marketing			

<b>IMPROVE STANDARDS, CUSTOMER PERCEPTION</b>
It often seems to attract guests who have little or no idea how to look after cott. At moment guests treat the property well & leave it undamaged and tidy
maintaining 4 stars is hard enough
not possible to acheive
plans have been passed for a new conservatory/breakfast room and porch to the front of the house. this will allow for a larger hall/reception area and the current breakfast room will become a tv/quiet lounge
Refuse to put curtains in our upstairs living space which is completely remote and not overlooked!
The building does not lend itself to major changes which would be too costly with no return
to provide a better standard, and attract more customers
Unable to extend property further
We aim to consolidate and improve our grading points. We are a working farm, and the accommodation is in our farmhouse home so there is a limit to what we can do.
We do not meet the gold rating due to the size of bedrooms but we are already a silver award
We do not want to be a hotel. We pride ourselves for what we offer. A lovely environment and atmosphere, lovely room, sitting room and garden and serving fantastic local food. We thing the judging to be trying to make every place the same is somewhat boring and misses the point of B&B in somebody'e home to be a different experience to a hotel experience.
















<b>12. What type of visitor do you attract? (accommodation providers only) - (select approximate numbers for each type of visitor)</b>			
<b>12.a. Long stay visitors</b>			
None:		25%	5
<b>12.a.i. Long stay visitors</b>			
Low numbers:		50%	10
<b>12.a.ii. Long stay visitors</b>			
Medium numbers:		20%	4
<b>12.a.iii. Long stay visitors</b>			
High numbers:		5%	1
<b>12.b. Short breaks visitors</b>			
None:		0%	0
<b>12.b.i. Short breaks visitors</b>			
Low numbers:		14%	3
<b>12.b.ii. Short breaks visitors</b>			
Medium numbers:		43%	9
<b>12.b.iii. Short breaks visitors</b>			
High numbers:		43%	9

<b>12.c. Repeat visitors</b>			
None:		0%	0
<b>12.c.i. Repeat visitors</b>			
Low numbers:		16%	4
<b>12.c.ii. Repeat visitors</b>			
Medium numbers:		52%	13
<b>12.c.iii. Repeat visitors</b>			
High numbers:		32%	8
<b>12.d. New visitors</b>			
None:		0%	0
<b>12.d.i. New visitors</b>			
Low numbers:		0%	0
<b>12.d.ii. New visitors</b>			
Medium numbers:		56%	13
<b>12.d.iii. New visitors</b>			
High numbers:		44%	10
<b>12.e. Families</b>			
None:		21%	5
<b>12.e.i. Families</b>			
Low numbers:		33%	8
<b>12.e.ii. Families</b>			
Medium numbers:		29%	7
<b>12.e.iii. Families</b>			
High numbers:		17%	4
<b>12.f. Groups</b>			
None:		30%	6
<b>12.f.i. Groups</b>			
Low numbers:		40%	8
<b>12.f.ii. Groups</b>			
Medium numbers:		10%	2
<b>12.f.iii. Groups</b>			
High numbers:		20%	4
<b>12.g. Young couples</b>			
None:		5%	1

<b>12.g.i. Young couples</b>			
Low numbers:		71%	15
<b>12.g.ii. Young couples</b>			
Medium numbers:		10%	2
<b>12.g.iii. Young couples</b>			
High numbers:		14%	3
<b>12.h. Middle-aged couples</b>			
None:		4%	1
<b>12.h.i. Middle-aged couples</b>			
Low numbers:		13%	3
<b>12.h.ii. Middle-aged couples</b>			
Medium numbers:		44%	10
<b>12.h.iii. Middle-aged couples</b>			
High numbers:		39%	9
<b>12.i. 65+ couples</b>			
None:		6%	1
<b>12.i.i. 65+ couples</b>			
Low numbers:		17%	3
<b>12.i.ii. 65+ couples</b>			
Medium numbers:		55%	10
<b>12.i.iii. 65+ couples</b>			
High numbers:		22%	4

<b>13. What are your visitor's main reasons for visiting the Forest of Bowland? ( select approximate numbers for each reason for visiting)</b>			
<b>13.a. Visit the Forest of Bowland AONB as a destination</b>			
None:		0%	0
<b>13.a.i. Visit the Forest of Bowland AONB as a destination</b>			
Low numbers:		54%	15
<b>13.a.ii. Visit the Forest of Bowland AONB as a destination</b>			
Medium numbers:		43%	12
<b>13.a.iii. Visit the Forest of Bowland AONB as a destination</b>			
High numbers:		3%	1
<b>13.b. Bird watching</b>			

None:		15%	4
<b>13.b.i. Bird watching</b>			
Low numbers:		70%	19
<b>13.b.ii. Bird watching</b>			
Medium numbers:		15%	4
<b>13.b.iii. Bird watching</b>			
High numbers:		0%	0
<b>13.c. Cycling</b>			
None:		7%	2
<b>13.c.i. Cycling</b>			
Low numbers:		52%	14
<b>13.c.ii. Cycling</b>			
Medium numbers:		30%	8
<b>13.c.iii. Cycling</b>			
High numbers:		11%	3
<b>13.d. Horse riding</b>			
None:		48%	14
<b>13.d.i. Horse riding</b>			
Low numbers:		45%	13
<b>13.d.ii. Horse riding</b>			
Medium numbers:		7%	2
<b>13.d.iii. Horse riding</b>			
High numbers:		0%	0
<b>13.e. Walking</b>			
None:		6%	2
<b>13.e.i. Walking</b>			
Low numbers:		25%	8
<b>13.e.ii. Walking</b>			
Medium numbers:		44%	14
<b>13.e.iii. Walking</b>			
High numbers:		25%	8
<b>13.f. Using Trampers</b>			
None:		54%	14
<b>13.f.i. Using Trampers</b>			

Low numbers:		42%	11
<b>13.f.ii. Using Trampers</b>			
Medium numbers:		4%	1
<b>13.f.iii. Using Trampers</b>			
High numbers:		0%	0
<b>13.g. Fishing</b>			
None:		33%	10
<b>13.g.i. Fishing</b>			
Low numbers:		53%	16
<b>13.g.ii. Fishing</b>			
Medium numbers:		7%	2
<b>13.g.iii. Fishing</b>			
High numbers:		7%	2
<b>13.h. Visit family/friends</b>			
None:		6%	2
<b>13.h.i. Visit family/friends</b>			
Low numbers:		24%	10
<b>13.h.ii. Visit family/friends</b>			
Medium numbers:		45%	13
<b>13.h.iii. Visit family/friends</b>			
High numbers:		31%	6
<b>13.i. Pleasure visit/general sight seeing</b>			
None:		0%	0
<b>13.i.i. Pleasure visit/general sight seeing</b>			
Low numbers:		24%	8
<b>13.i.ii. Pleasure visit/general sight seeing</b>			
Medium numbers:		45%	15
<b>13.i.iii. Pleasure visit/general sight seeing</b>			
High numbers:		31%	10
<b>13.j. Visit your business in particular</b>			
None:		3%	1
<b>13.j.i. Visit your business in particular</b>			
Low numbers:		24%	8
<b>13.j.ii. Visit your business in particular</b>			

Medium numbers:		58%	19
<b>13.j.iii. Visit your business in particular</b>			
High numbers:		15%	5
<b>13.k. For Business</b>			
None:		19%	6
<b>13.k.i. For Business</b>			
Low numbers:		47%	15
<b>13.k.ii. For Business</b>			
Medium numbers:		21%	7
<b>13.k.iii. For Business</b>			
High numbers:		13%	4

**14. Are you a member of?**

Lancashire and Blackpool Tourist Board:		46.8%	22
Yorkshire Tourist Board:		4.2%	2
District Tourism Association:		23.4%	11
Forest of Bowland Sustainable Tourism Business Network:		76.5%	36
Other ( <i>please specify</i> ):		17%	8

- Farm Stay
- Farm Stay Member
- green tourism business scheme
- GTBS
- Horticultural Exhibitors Association
- ICAEW
- Stay on a Farm
- YTB now Welcome Yorkshire

**14. a. If you are a member of a District Tourism Association, please state which one:**

- BAY TOURISM x 2
- Pendle tourism
- ribble valley x 5
- Ribble valley & Pendle x 2

Wyre x 3
Yorkshire Dales & Harrogate

**15. Do you see any conflicts between tourism in the area and the needs of the local community?**

Yes:		18.6%	8
No:		81.4%	35

**15. a. Any Comments**

Congestion in country lanes and parking too in these areas
Destruction of the natural environment
Only that some are opposing Centros Millers plans which would bring jobs, visitors and tourism to Lancaster. None with Forest of Bowland
Visitor parking in villages, especially Clapham and Austwick in YDNP
We are a new venture at this site to start in 2010. We aim to employ and train local people within our team, any conflict could come from stretching the local people resource
Would prefer our holiday cottage to be our main residence but unable to change planning permission at present

**Section 3: Marketing**

**16. Have you been involved in joint marketing initiatives with the Forest of Bowland AONB?**





Village leaflet:		29.7%	14
Fishing leaflet:		10.6%	5
Birding leaflet:		21.2%	10
Wyresdale Wheels for All:		6.3%	3
Taste of Bowland:		19.1%	9
Discovery Guide:		23.4%	11
Festival Bowland:		19.1%	9
North Lancs Bridleway:		6.3%	3

**16.a. Or involvement with joint initiatives with other organisations e.g. LBTB/District Tourism Associations? (please state)**







Bowland Arts Festival
Bridle Link in West Lancashire
Green Tourism

LBTB x 4
Picnic hamper promotion
ribble valley food trail
Ribble Valley Tourism Association
Tourism exhibitions

**16.b. If you have been involved in any joint initiatives how useful have they been to your business?**


Very useful:		24.1%	7
Useful:		51.7%	15
No opinion:		13.8%	4
Not useful:		10.3%	3

**17. What type of future support would you like from the AONB unit?**

business support and advice:		24%	27
familiarisation visits:		14%	16
funding advice:		20%	22
marketing advice:		21%	24
training:		15%	16
Other (please specify):		6%	5

business networking
Everything is useful
Grant aid
Joint marketing
Sustainable Network

**18. Are you aware of the European Charter for Sustainable Tourism which has been awarded to the AONB?**

Yes:		87.8%	36
No:		12.2%	5

**19. Do you market your business as being part of the Forest of Bowland AONB?**

Yes:		88.1%	37
No:		11.9%	5





**19.a. If not, why not?**

AS A FRIEND OF THE FOREST DUE TO LOCATION
Don't seem to need to



**20. Have you used the Forest of Bowland's Sense of Place toolkit?**

Yes:		46.5%	20
No:		53.5%	23

**20.a. If yes, how useful was the information?**

Very useful:		28.6%	6
Useful:		57.1%	12
Average:		9.5%	2
Not useful:		4.8%	1





**20.b. If you have not used the toolkit, would you like to find out more?**

Yes:		60.0%	9
No:		40.0%	6




**21. Have you been on a Sense of Place training course?**

Yes:		48.8%	20
No:		51.2%	21



**21.a. If yes, how useful was the training?**

Very useful:		27.8%	5
Useful:		61.1%	11
Average:		5.6%	1
Not useful:		5.6%	1

**22. Are you aware of the Green Tourism Business Scheme?**

Yes, I am accredited:		45.2%	19
Yes, I have heard about it:		52.4%	22
No:		2.4%	1

**22.a. Would you like to learn more about the Green Tourism Business Scheme?**

Yes:		57.1%	12
No:		42.9%	9

**23. If you are currently a member of the Sustainable Tourism Business Network, how useful have you found this?**

Very useful:		53.3%	16
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Useful:		26.7%	8
Average:		13.3%	4
Not useful:		3.3%	1
Other (please specify):		3.3%	1
Only just joined			

#### Section 4: Forest of Bowland website

##### 24. Have you visited the Forest of Bowland website?

Yes:		93.0%	40
No (go to Q25):		7.0%	3

##### 24. a. Have you visited the site since May when it was newly launched?

Yes:		62.5%	25
No:		37.5%	15

##### 24. b. What are the most useful parts of the website?

Access to info on what is available in the AONB.
all of the website is extremely useful and visitors enjoy looking at it as well
Downloadable leaflets and resources
footpaths and local attractions
links
Maps and walks - would like to input more cultural services on offer in the area
Walking maps
Walking maps particularly, but everything is useful.
walking maps.
Walks in a specific area and details are Wildlife walks



##### 24.c. Overall, how do you rate the website?


Excellent:		41.2%	14
Good:		52.9%	18
Average:		5.9%	2
Below average:		0.0%	0
Poor:		0.0%	0

##### 24.d. Do you have any suggestions for changes or additions to the website?

More profiling of arts activities and things to do

##### 25. Would you be interested in selling Bowland branded products in the future?

Yes:		70.0%	28
No:		30.0%	12

<b>26. Would you be interested in packaging/marketing your business with any of the following: (tick any that apply)</b>			
Walking:		68%	32
Cycling:		57.4%	27
Horse Riding:		34%	16
Trampers:		21.2%	10
Bird Watching:		46.8%	22
Fishing:		34%	16

## **APPENDIX 5d**

### **Business Enterprise Survey**

#### **Key Findings – changes between 2004 and 2009**

The results show some marked differences in responses between 2006 and 2008. In general these differences have highlighted positive change through such factors as higher visitor spend, increased numbers of visitors staying from areas outside of the region, an increase in the number of new businesses and evidence of a more linked approach to marketing between the Tourist Boards, the AONB and the businesses and also an increase in the number of businesses who market themselves as being part of the AONB. These for the majority succeed in responding to the recommendations highlighted in the 2006 report, which highlighted recommended action points. There are a number of reasons why there has been evidence of positive change over the past few years, these include:

- The 2 year Sustainable Tourism project - which was able to assist businesses and community groups both financially for specific projects and to assist in generating a more linked approach to marketing and networking between the AONB and businesses. Initiatives included: joint marketing through various leaflets, the setting up of the Sustainable Tourism Business Network, supporting businesses through GTBS, website developments and promotion of the businesses via the website, training and familiarisation days and newsletters.
- A high number of accommodation providers responded in 2008 in comparison to 2006, therefore the results may be skewed slightly in terms of visitor spend.

It is difficult to draw direct comparisons between the 4 years that the survey has been implemented due to the way in which the questionnaire has evolved. The majority of questions have changed from 2004 to 2009, however direct comparison can be drawn between 2008 and 2009 and are highlighted below:

- The number of new businesses has declined significantly since the 2008 survey, with only 5% of the businesses being less than 1 year old. This could be due to the current economic climate and that new businesses are reluctant to start up but also that current businesses over a year old are sustaining in the economy.
- Employment within the businesses has increased since 2008 in both full and part time employment. The increase has stemmed from the smaller businesses that employ between 1 and 5 part and full time staff with many more businesses reporting part time employment than in 2008. As in 2008, over half of the businesses recorded less than £50,000 turnover per annum.
- As in 2008 a significant number of businesses stated that their business was operating better this year than last year (over 50%). 70% of businesses recorded an increase of up to 30% since last year. This is very positive given the current economic climate.
- With regards to visitor spending, there was a significant decrease since 2008 in the amount that visitors are spending per person, per visit. This could be partly due to the increase in the diverse range of

businesses that responded and lower numbers of accommodation providers.

- In 2009 there was an increase of 13% of businesses stating that a high percentage of their visitors came from within the Forest of Bowland, 0% of businesses reported this in 2008. This could be partly related to the lower numbers of accommodation providers that responded and a higher number of businesses that might attract day visitors. There was an increase in the number of recorded visitors from Lancashire, Yorkshire and the North West, as well as an increase in visitors from the South; there was no change in the percentage of visitors coming from overseas.
- The number of nights that the visitors stay in the Forest of Bowland has not increased, the maximum length of stay is still 7 nights, although the percentages have increased for 2 to 4 nights and also 5 to 7 nights, the amount of visitors staying for only 1 night has declined. 13% of accommodation providers stated that they attracted high numbers of new visitors. This trend also emerged in the 2009 Visitor Survey.
- In terms of why visitors are coming to the Forest of Bowland, there is little difference between 2008 and 2009; there was a percentage increase in low to medium numbers of visitors visiting for horse riding specifically. Also there has been an increased percentage from medium to high number of visitors for cycling. The most significant change to the percentages recorded was for "visit your business in particular" option, 58% of businesses recorded medium numbers of visitors for this reason, compared to 34% in 2008.
- One of the key findings from 2008 was that the businesses seemed to have a lack of understanding as to the reason for their visitors coming to the area. From the results of this year, the businesses seem to have a better understanding and are engaging more in to why the visitors are here.
- 88% of the businesses now market themselves as being part of the AONB; a slight increase to the numbers from 2008, which is beneficial for both the businesses and the AONB.
- A significant number of businesses have been involved with various Forest of Bowland marketing initiatives, though some of the businesses have become less involved in some areas and more involved in others compared to last year:
- With regards to the European Charter for Sustainable Tourism, this year 88% stated they are aware it has been awarded to the AONB, a 14% increase from 2008.
- There has been a 23% increase in those who have been on a Sense of Place training course from last year, with 89% of those businesses regarding the training as either useful or very useful.
- There has been a positive change with regards to the Sustainable Tourism Business Network and how useful the businesses found it, in 2008 72% of the businesses who were members found it useful or very useful, in 2009 80% of those members now believe it to be useful or very useful.

## **APPENDIX 6 THE FOREST OF BOWLAND AONB PARTNERSHIP**

### **Constitution and Terms of Reference of the Forest of Bowland AONB Joint Advisory Committee**

A range of organisations with interests in the AONB is eligible for membership. Members include local authorities and the key organisations and interests, including representatives of local people, whose involvement will assist in implementing the Management Plan. Membership is kept under review and is at the discretion of the local authorities. Ideally there should be between 10 and 20 members and, where it is not practicable to include all of the represented interests, regular consultation mechanisms should be established.

NB: Unless otherwise stated each organisation has one member and each member has one vote.

Lancashire County Council (3 members)

Ribble Valley Borough Council

North Yorkshire County Council

Preston City Council

Craven District Council

Pendle Borough Council

Lancaster City Council

Lancashire Association of Parish and Town Councils

Wyre Borough Council

Yorkshire Local Councils Association

Natural England

Forest of Bowland Landowning and Farming Advisory Group (3 members)

United Utilities

Environment Agency (North West Region)

The North West Federation for Sport, Recreation and Conservation

Royal Society for the Protection of Birds (RSPB)

Ramblers Association

### **The role of the Committee and its Terms of Reference, are as follows:-**

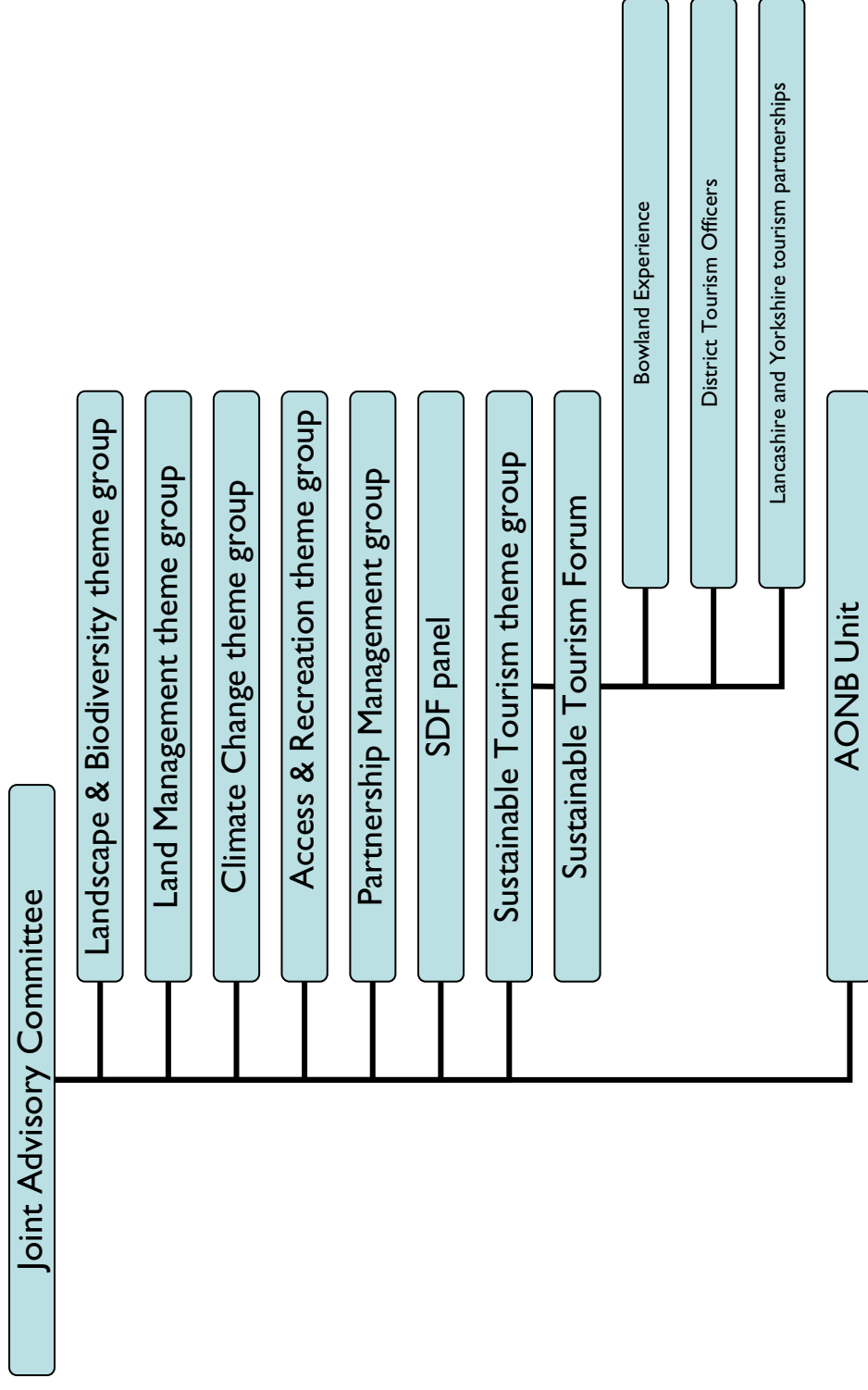
The Joint Advisory Committee supports and encourages and active partnership between all of the agencies involved and co-ordinates management over the whole of the AONB. The aim is to:

- promote the AONB at national, regional and local level
- ensure that the AONB is conserved and managed effectively
- work to assist the social and economic well being of the AONB commensurate with the conservation of its special qualities
- provide a forum for the exchange of information and ideas
- consider any issues likely to affect the area adversely and agree action
- make recommendations for new initiatives

### Brief for the Joint Advisory Committee:

- co-ordinate the preparation and implementation of strategic plans for the AONB, including the preparation of the statutory Management Plan
- advise local authorities preparing structure plans, local plans or other plans covering all or part of the AONB, to ensure that policies and practices (including those for development control) are co-ordinated and consistent with the statement of commitment and AONB Management Plan
- advise local authorities and other agencies on the level of resources required for effective AONB management
- lobby to influence organisations that are not members of the JAC in the delivery of their services and programmes in order to benefit Bowland communities, businesses and the environment
- advise on, and co-ordinate the actions of the constituent organisations to achieve the objectives of the AONB and, in particular, ensure that the Management Plan is implemented and reviewed. This includes:-
  - receiving monitoring reports from the partners on progress and achievements in implementing the Management Plan, reviewing the Management Plan every five years and producing an annual report,
  - agreeing an annual work programme for the AONB to be delivered by the partners and the AONB Staff Unit,
  - carrying out special studies of key issues, as they arise, for example by setting up working parties or conducting research
  - advising the appropriate local planning authority about any developments within or adjacent to the AONB that are likely to affect significantly the landscape character of the area,
  - acting as forum for the discussion of major issues affecting the character of the AONB
  - promoting other action that is necessary to further the objectives of the AONB designation

# AONB Partnership structure



## **Membership and remit of the Sustainable Tourism Theme Group and Forum**

### **Membership and remit of theme group**

An initial meeting of the sustainable tourism theme group held on 10 November 2009 agreed that membership should be limited to:

The 6 district council tourism officers  
The 2 tourism partnerships (LBTB and YDHTP)  
Lancashire County Developments Ltd tourism officer  
Representatives from Bowland Tourism and Environment Fund  
Representatives from Bowland Experience

The remit of the theme group is to oversee delivery of the sections of the AONB Management Plan which refer to sustainable tourism, and also to oversee and monitor delivery of the current Strategy for Sustainable Tourism. The group will also organise the Sustainable Tourism Forum meetings, and the requirements of the European Charter for Sustainable Tourism

## **Membership of the Sustainable Tourism Forum**

AONB Unit

All members of Bowland Experience/Business Network

All members of Forest of Bowland JAC

Craven District Council

Harrogate & Yorkshire Dales Tourism Partnership

Lancashire County Council

Lancashire County Development Ltd

Lancaster City Council

North West Development Agency

North Yorkshire County Council

Pendle Borough Council

Preston City Council

Ribble Valley Borough Council

Welcome to Yorkshire

Wyre Borough Council

## **Remit of the Forest of Bowland AONB Unit**

- developing a vision and strategy for AONB management
- preparing with constituent local authorities, an AONB management plan and reviewing this as required by the Countryside & Rights of Way Act 2000
- promoting the vision and strategy to help distinguish the AONB from adjacent countryside
- implementing and coordinating implementation by others of the AONB management plan
- coordinating or advising on local authority services in the AONB to go beyond the normal level of service in countryside management
- monitoring and reporting on progress against management plan targets
- accessing resources for undertaking management activities, including external funding, project development and proposals and providing matching funding for special projects
- tapping into advice and liaison with areas of Outstanding Natural Beauty and other protected areas at a national and international level
- providing an internal (within Lancashire County Council) management role to coordinate AONB protection
- developing an involvement by the community in the management of the AONB
- providing planning advice and related activities as deemed by the JAC to be appropriate

## Structure of the AONB Unit

