



### **In this issue:**

Sense of place training events • Bowland Festival • The business of sustainable tourism

# Welcome

## From the editor

Dear Readers,

Happy New Year to you all.

The autumn was a busy period for the team organising various events including successful arts and crafts and food events, attracting around 140 participants from various businesses across Bowland. The Sense of Place training has also been very popular and further events are still to follow in February.

The website is continually being updated and has seen the addition of downloadable web walks which will be developed further over the next few months.

Local produce is also featured on the website and now includes a searchable database and producer profiles.

A series of community projects are also underway, making visible changes to features in villages such as dry-stone walls and white railings, which certainly has a positive impact on the landscape, and the visitor experience.

There are plenty of opportunities to get involved in the various projects, so please read on and thank you for your interest and support in the work of the Forest of Bowland sustainable tourism team.

Best wishes,

Hetty Pavey

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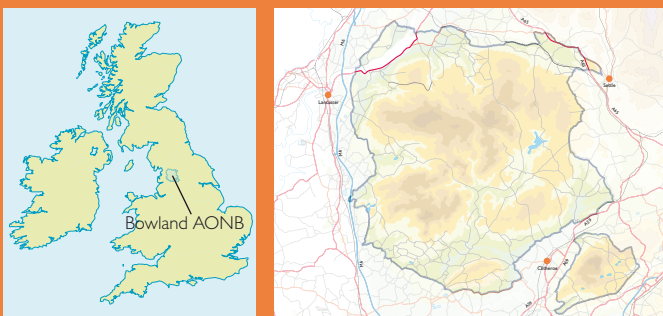
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## Where are we?



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



## The business of sustainable tourism

We are holding a free one-day conference on 30 January to progress our commitment to our Europarc Charter for Sustainable Tourism in Protected Areas.

The day will interest businesses and local community groups involved in providing accommodation, food and catering, attractions, events, services or giftware to tourists or visitors in the AONB. The agenda will explain:

- what is meant by "Sustainable Tourism"
- how you can be more "eco-friendly"
- what help is available
- And, most importantly, how your business will benefit

The event will run from 10 am to 4pm on Tuesday 30 January at Dalesbridge Activity Centre on the A65 between Settle and Clapham.

For further details and to register, please go to [www.forestofbowland.com/bst.asp](http://www.forestofbowland.com/bst.asp)

or contact **Mike Pugh**

Details are also included on the enclosed flyer.

## Bowland tourism environment fund

Well done to Mr David Hurst from Nottingham who won last year's promotion for a short break at the Gibbon Bridge Hotel. We'll be repeating this for the 2007 season with a similar offer. In the meantime, packs of Forest of Bowland postcards will be available for the collection boxes inviting a minimum donation of £1.



## Need help developing a business idea?

Claire Burrows, who is doing a degree in publicity and public relations at University of Central Lancashire, has joined the team for nine months to work on short-term tourism business support projects. So far she has helped to collate local information for a farmer setting up new self-catering units, worked on a website and on-line booking system for holiday lets and is carrying out a visitor feedback survey for a garden centre/tea shop. During January Claire will be moving on to work in a restaurant and gift shop, a hotel-restaurant which needs to overhaul its customer database and a village hall which wants to exploit its position as a gateway to the AONB.

If you would like some help with a business idea and want to know more, please contact Mike Pugh.

## Village leaflets

Following the positive comments received by local businesses about the Slaidburn leaflet, Martin is continuing his work with village businesses to develop further leaflets and ones for Wray, Hornby and Chatburn are near completion. Leaflets for Bolton by Bowland and Chipping are currently being developed and there will be a combined leaflet for Calder Vale, Bleasdale and Oakenclough. The leaflets will be available from Tourist Information Centres and local businesses that wish to stock them, and will also be downloadable from the Forest of Bowland website.



# Training

## Sense of place training events

Earlier this year you may have received a copy of our Sense of Place toolkit. This is a useful resource for businesses looking to market themselves as part of the AONB. The toolkit provides:

- information on the special qualities of the area;
- recommended places to see and things to do;
- suggestions on how to improve your visitors' experience; and
- signposts to other resources and sources of information.

To help businesses use the toolkit, we designed a series of free training courses. The first two took place in November in Chipping and Hornby.



Sense of place training, Chipping

Feedback from the courses so far has been very positive. Thirty two people from a variety of businesses (including hotels, holiday cottages, tea rooms and walking tours) attended and learnt more about the concept of 'a sense of place' from trainers Paul Mahony from Countryside and Jane Whitaker, Pathways Consultancies. The day also included an excellent lunch made from local produce, and an opportunity to develop a personal action plan from ideas and resources generated on the day.

Tuesday 13 February at Barley village hall; and  
Wednesday 14 February at Tosside Community Link.

To reserve a free place you can book online at  
[www.forestofbowland.com/sopt.asp](http://www.forestofbowland.com/sopt.asp)

For further information phone Cathy Hopley on  
01200 426433

If you would like a copy of the toolkit, please contact **Cathy** or download it from our website.

## Discovering Bowland

During the autumn, representatives from a number of Tourist Information Centres (Aysgarth, Blackburn, Cleveley, Clitheroe, Fleetwood, Garstang and Settle) took part in further familiarisation and training days. Two days organised in October enabled staff to gain a better understanding of the AONB, its purpose and its special qualities so that they can share this information with visitors. The days involved visits to the north western and eastern parts of the AONB including the Crook O'Lune and Gisburn Forest. Highlights included visits to the beautiful Gresgarth Hall gardens and sampling delicious local produce at the Bridge House tea rooms at Wray and Riverbank tea rooms at Slaidburn. Participants enjoyed walking alongside the river Lune, discovering new information about Bowland at Stephen Park and taking part in some fun cycling activities in Gisburn Forest with 'Off the Rails'. Further days are planned for 2007 and more details will be available soon.

## Exciting community project developments

The **dry-stone wall opposite the village hall in Tosside**, which had been largely removed/dispersed over several years, was completed in November by the lengthsman, James Waddington, and more than 15 volunteers. Richard Schofield, parish council chairman, was the driving force behind planning, funding and completing the job. An additional artistic touch was to incorporate a large slab for milk kits, both of which have been donated. (Anyone who doesn't know what a milk kit is should ask a farmer!) The finished job looks excellent and makes a big difference to the look of Tosside. Refreshments provided by Grace and Tim at the Dog and Partridge were welcomed by all. Anyone thinking of a similar scheme will be encouraged. There are plenty of walls to be mended!

On the subject of traditional boundaries, Martin has had enquiries about repainting or **renovating the many traditional white railings** that were put up in the 1930s. Some are well maintained, but there are others that need straightening and many more that just need repainting. Martin is looking to fund the purchase of paint ready for local communities to get involved in the spring. If your community wants to do this and you haven't spoken to Martin, give him a call. It will make a fantastic difference to the local landscape if we can get significant lengths of railings repainted next year.

Andrew Wilkes has been getting the water to flow (sometimes at least) into the **Cat and Rat Fountain at Hornby**. This magnificent Victorian fountain has been dry for a number of years. Although the fountain is not connected to the United Utilities network, the company has been helping investigate the reasons for the intermittent supply. We're not certain whether you should drink this 'Bowland spring water', perhaps not, but if you have a thirsty horse....

The local community in Roeburndale West, led by George Preece (a local farmer), has helped construct a **toilet attached to the tiny Methodist chapel**. We were delighted to help fund the completion of this project which uses rainwater for flushing! and it's a useful addition for any passing walkers. The chapel is always open and holds services every Sunday.

Lastly, the **Three Fishes at Mitton won a national marketing award** for its new cheese board, 'The Length of Lancashire'. This is a clear example of the benefits to a business of promoting the best of local food. Well done to them - hopefully others will be similarly innovative.

We are supporting many other projects. If you want to discuss a proposal, please speak to **Martin Charlesworth**.



Before and after photos of the railings in Bolton by Bowland which Richard Atton, the local lengthsman, recently completed. What a great difference it makes.

# Other News



Visitors enjoying some of the festival events - woodland walk and birdwatching

## Bowland Festival, 2-17 June 2007

This is our annual festival to celebrate the birds, wildlife, landscape and culture of the Forest of Bowland Area of Outstanding Natural Beauty.

The festival is taking place over a fortnight this year and will enable visitors to discover the Forest of Bowland's exceptional birds and wildlife, explore its heritage, enjoy its landscape, and sample its delicious food and drink.

Events are taking place across the area and cover a wide range of interesting topics. Look out for new events for 2007.

The full events programme will be available soon. Please check the all new Bowland Festival website for more details at [www.bowlandfestival.co.uk](http://www.bowlandfestival.co.uk)

### Call to Businesses:

If you have an interesting event or promotion taking place during this time that you would like to promote as part of the festival, please complete and return the enclosed form and we will make this information available on the festival website.

## Walling and Hedging

BTCV, the leading practical conservation charity, has advertised two one-week and two weekend holidays for walling and hedging in Bowland. If you can't make it for a full week though, you can turn up for the day or a few days

during the week-long holidays. These holidays are an excellent opportunity to gain free expert training. Details are on the website at: [www.forestofbowland.co.uk/cons\\_volunteering\\_hols.asp](http://www.forestofbowland.co.uk/cons_volunteering_hols.asp) Please let **Martin Charlesworth** know if you are interested.

## Website developments

[www.forestofbowland.com](http://www.forestofbowland.com)

We are continually developing the website to include information about project developments and events. If you are hosting an event in Bowland, please let Hetty Pavey know so that we can make reference to it on the website.

The web-walks section launched in the last issue will be updated over the coming months to increase the number and variety of walks. We will also be adding a series of walks in the Calder Vale area and further developments will include some cycling and tramper routes.

Why not print off some of the walks in your area so that your visitors can explore the beautiful countryside on their doorstep? The insert to this bulletin shows an example of a printable web-walk. Any feedback about your experience of using the web-walks will be greatly appreciated. Please forward any comments to Hetty.

In the next few months we will be developing links with Lancashire and Blackpool Tourist Board's accredited accommodation list, so that we can link directly to a list of Forest of Bowland accommodation. We think this will be a useful addition for our visitors.

# Local Produce

Local produce is important to the Forest of Bowland because it:

- supports the farmers who manage our precious landscape and protect our environment;
- improves the freshness of our food and causes less stress for livestock;
- improves the link between consumers and farmers;
- improves our understanding of how and where food is produced;
- supports the local economy by supporting farmers, distributors and processors - often providing the employment and income they need to carry on living and working in the area. It is estimated that every £10 spent on local food is worth £25 to the local area, compared to £14 at a supermarket;
- reduces food miles and therefore reduces congestion and pollution on our roads.

The local produce section of our website is now available. It includes producer profiles and a searchable directory of producers and retailers of arts, food and drink in Bowland. We are also about to print a local food directory which will be available to tourism businesses and Tourist Information Centres. If you have not already forwarded your details to us and would like to be included on the database, please contact Hetty. The directory will be printed in February.

## A first for 'food speed dating'

The Bowland food event organised in November at Samlesbury Hall was extremely successful in bringing together 90 local producers, outlets and distributors from across Bowland. Inspiring words were spoken from the three keynote speakers: Nigel Haworth (Northcote Manor - Michelin stars and a hatful of awards over the years), Helen Colley (Farmhouse Fare - a former farmhouse kitchen business and winner of many awards) and David Pratt (Total Food Service Solutions - an expanding local distributor with big plans for fine local food.)

The organised part of the evening, where participants circulated to a strict time limit, meeting everyone else at the event, was an excellent way for people to network and was likened to the increasingly popular 'speed dating'. Participants found new partners and there was clear enthusiasm about the message of 'local quality food'. Although it sounds simple to source and use the best local produce, it obviously takes a lot of commitment and trust to build a true partnership between producers and food outlets with mutual benefits. The event contributed to achieving this, as shown by the lively and informative discussion throughout the evening - all helped along by delicious food from Northcote Manor and beer from Bowland Brewery!



Workers at Jigsaw Environmental



Bob Kitching, Leagram Dairy Cheese

# Bowland in Focus



## New trail routes for GPS enthusiasts

GPS trailing is a fairly new pastime to sweep its way across the UK. Often likened to a treasure hunt, GPS trailing is a pleasurable way to explore the countryside and is a particular favourite of families with children, who have great fun searching out the next landmark!

A GPS (Global Positioning System) is a hand-held device that uses a set of co-ordinates to tell you the location of a feature or landmark such as a bench, fingerpost or house. Co-ordinates are generally posted on the internet. The routes involve questions about the different locations and require visitors to explore the places they are visiting more closely. This in turn gives them a better understanding of the uniqueness and beauty of the countryside.

Bowland Geocaching is an exciting new business idea set up by Dave Gallivan of Yorkshire Dales Guides to encourage visitors to try GPS trailing and explore local villages and businesses. The scheme will be launched in Bowland in April and will make trail routes available through local businesses such as pubs and cafes. Routes have been developed in the villages of Dalesbridge, Slaidburn, Chipping, Bleasdale, Arkholme and Hornby, Abbeystead and Barley. Routes will also be available on the Yorkshire Dales Guides website. Both short and longer routes will be available, each one an interesting walk in its own right, but with an additional fun element, adding further interest to exploring the countryside.

Dave is keen to provide free training for representatives from the villages involved. This will cover using a GPS, details of the trails and how to pass this knowledge on to visitors. If your business is in one of the villages listed above and you would be interested in getting involved, please contact Dave at [info@yorkshiredalesguides.co.uk](mailto:info@yorkshiredalesguides.co.uk).

More information about the routes will be available in April at: [www.yorkshiredalesguides.co.uk](http://www.yorkshiredalesguides.co.uk)

This business is being funded by the AONB's sustainable tourism project. If you have an idea for a sustainable tourism project and need some assistance, please contact **Cathy Hopley** or **Mike Pugh**.