

## Corporate Office

Case Study Year: 2010

### Business Details



#### Forest of Bowland AONB

The Stables  
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Whitewell Road  
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**01200 448000**

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



### Business Description



Situated in the North West of England, the Forest of Bowland Area of Outstanding Natural Beauty (AONB) covers 312sq miles of rural Lancashire and North Yorkshire and includes the famous landmark Pendle Hill. The Forest of Bowland AONB offers wonderful opportunities for quiet enjoyment such as walking, cycling, fishing and horse riding. It is an area of national and international importance because of its unspoiled and richly diverse landscapes, wildlife and heritage.

### Green Statement

// **The Forest of Bowland AONB is committed to conserving and enhancing the natural beauty of the area. We demonstrate this commitment by adhering to an environmental policy and action plan and through delivering our sustainable tourism strategy, which guides our work and future developments. By encouraging sustainable practices the AONB ensures the continued enjoyment of the environment around us for future generations. //**

### What's Green about Forest of Bowland office

The Forest of Bowland AONB as a delivery agent for Green Tourism in the area is demonstrating many excellent examples of sustainable good practice to businesses, community groups and partners. In 2005 the Forest of Bowland AONB was the first protected area in England to gain the European Charter for Sustainable Tourism. The Charter is awarded to protected areas that are delivering tourism that is both nature and landscape friendly and which contributes to the economic development of the region.

## Actions



- Co-ordinate the Forest of Bowland Sustainable Tourism Network and the Lancashire Green Tourist Project, supporting businesses through guidance, training and access to resources
- Produce a variety of visitor information promoting the area for quiet enjoyment such as walking, cycling and horse riding and the tourism businesses in the AONB
- Co-ordinate a variety of community projects including restoration of traditional village features such as signposts, white railings and cobbles
- Deliver a Landscape Stories project - working with local people and visitors to record, interpret and share information about heritage features and traditional rural industries in the AONB
- Climate Change group established to deliver objectives from the AONB Management Plan made up of partners and interest groups
- Develop a local produce directory for visitors highlighting producers, farmers' markets and the importance of buying locally
- Co-ordinate Festival Bowland – a year round programme of events celebrating the birds, wildlife, landscape and culture of the AONB
- Co-ordinate a Sustainable Development Fund (SDF) which provides grants to community groups for projects such as small scale renewables

## Impact



### Economic

- The Forest of Bowland AONB Sustainable Development Fund is a grant scheme which supports projects that bring environmental, social and economic benefits to the area
- Support local tourism businesses through the Business Network and support the visitor economy through provision of leaflets and a comprehensive website



### Environmental

- Highlight importance of the wildlife, birds and landscape through Festival Bowland
- Commitment to maintaining European Charter for Sustainable Tourism - ensuring that organisations, local people and businesses are working together to protect the area



### Social

- Involve community groups through the Landscape Stories project and village improvements
- Education on environment and sustainability through training and one-to-one support
- Co-ordinate Bowland Tourism Environment Fund enabling visitors to donate to a fund, dispersed as a local grant scheme to social and environmental projects

## Links



European Charter for Sustainable Tourism  
Forest of Bowland Local Produce  
Forest of Bowland Climate Change  
Landscape Stories  
Lancashire Green Tourism project

[www.european-charter.org](http://www.european-charter.org)  
[www.forestofbowland.com/prod\\_intro](http://www.forestofbowland.com/prod_intro)  
[www.forestofbowland.com/climatechange](http://www.forestofbowland.com/climatechange)  
[www.landscapestories.com](http://www.landscapestories.com)  
[www.lancashiregreentourism.com](http://www.lancashiregreentourism.com)

## Contact



If you want to find out more about the Lancashire Green Tourism Project or the Green Tourism Business Scheme contact [hetty.byrne@lancashire.gov.uk](mailto:hetty.byrne@lancashire.gov.uk)

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