

Forest of Bowland Sustainable Tourism Strategy – Delivery of Action Plan

1	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	Progress to Mar 08
1.1	Identify structures for working together in partnership to implement the strategy. <i>Links to TR2</i>	A small, well focused executive group bringing together key agencies and representative bodies.	New -essential	
		Effective mechanisms to work across the county/regional boundary.	New -essential	
		A wider forum, meeting at least annually.	EC requires	
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.	Options include: working with existing tourism associations, an annual tourism forum, task and finish workgroups, newsletter, website.	EC requires – select option	Annual business conference held Jan 07, newsletter produced quarterly,
		Opportunity for a shadow private sector organization, supported as a cluster by LBTB.	Private sector to decide with LAs, LBTB	Sustainable Tourism Business Network set up, to eventually feed into working group and forum
		Increase knowledge of the protected area and sustainability issues amongst all those involved in tourism	New -essential	Raising profile of AONB and sustainable tourism via work such as Sense of Place, GTBS and training and events
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		Priority	
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.	Increase activity	Interpretive themes developed and promoted
		Agree a core description that includes key AONB messages and images, reflecting the value and special qualities of the AONB (quietness, landscape, wildlife, heritage).	Increase activity	Text created in Sense of place toolkit
		Present in the new FOB AONB housestyle	New - essential	FOB brand now growing in profile

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.	Increase activity	
		Support promotions with AONB material and wherever possible with additional resources.	New - essential	
		Make clearer links to Yorkshire and the Dales that will enhance the product.	Increase activity	
		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.	New - essential	
		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.	Increase activity	
2.3	Encourage tourism businesses in and around the Forest of Bowland to use the special qualities of the AONB as their USP	Conduct an awareness programme amongst businesses.	New - essential	Sense of Place toolkit and training
		Develop a 'sense of place' toolkit, as a pack of ideas and information for businesses to use.	New activity	Toolkit developed and widely distributed
2.4	Manage use of the Forest of Bowland brand by those engaged with tourism in the area	Provide simplified brand definition.	New activity	
		Agree terms of use, including tourism enterprises, TICs, activities and events.	New activity	
		Develop a training and resource package to access and use the brand effectively.	New activity	

3	Deliver visitor experiences of the highest quality, that aim to exceed visitor expectations		Priority	
3.1	Encourage excellence in all tourism enterprises	LBTB to introduce 'graded only' policy, to be mirrored in North Yorkshire.	Essential	Achieved by LBTB and mirrored by FOB
		Increase the number and proportion of tourism enterprises in the AONB that achieve recognized quality assurance standards.	Essential	
		Invest to raise quality to match market requirements.	High	
		Aspire to 'best of its kind' where no quality assurance exists.	Medium	
		Support take up of Welcome to Excellence	High	
		Offer Welcome Host to all service providers, including non-tourism.	Medium	

3.2	Strengthen the enterprise base and quality of offer of the area through measures to boost performance.	Simplify and strengthen delivery of support to tourism enterprises, considering the need for an SLA with Yorkshire Forward.	Increase activity	
		Exchange visits to other protected areas to share best practice.	Medium	
3.3	Sustain high quality management of the access resource	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.	Maintain capital investment, increase maintenance	
3.4	Maintain the public realm and facilities	Design and maintain basic services, such as car parking, toilets, picnic sites, litter bins, to a consistently high standard	Maintain activity	
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.	Increase activity	
		Continue to implement least restrictive access for selected rights of way.	Increase activity	
		Investigate possible use of shooting tracks for easy access for those with a disability or young children in pushchairs.	Medium	
		Offer accessibility training (e.g. Welcome All) for enterprises within the AONB.	High	
		Provide advice and information on grants for access improvements.	Medium	
		Ensure that key information and interpretive material is provided in formats suitable for use by all.	High	
3.6	Base improvements on an understanding of visitor aspirations and satisfaction through continuous monitoring	Support projects that will engage with groups that traditionally do not visit the AONB.	Medium	
		Develop an AONB comment card scheme, in partnership with local enterprises.	Medium	
		Co-ordinate visitor satisfaction surveys within a regular programme, sharing results.	High	

4	Develop and promote a visitor product that enables discovery and exploration of the special qualities of the AONB		Priority	
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"> • active experiences - walking, cycling, riding. • less active experiences - birdwatching, local food and drink, art and craft, heritage. 	High	Activities being developed and promoted include bridleways, tramper trails and village walks. Fishing and birdwatching, arts and local food also highlighted

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	Portfolio being developed as webwalks, gaps not identified as yet
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	
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	
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.	New - high	Delicious local food & drink theme being promoted, not working on quality LBTB Taste Lancashire
		Recognise and promote food and drink establishments that make use of local foods.	New – high	Work being done by LBTB & MiL
		Encourage signature dishes that promote local foods.	New – medium	
		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	Taste of Bowland – local food directory and online info published Mar 07
		Establish roving Bowland produce market – at key events and at least once a year in each gateway town.	New – medium	
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	
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.	New – essential	
		Explore options for a high quality, high profile nature reserve, including Stocks Reservoir/Gisburn Forest as a strong candidate.	New essential	

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.	High	Cycle Bowland, BTCV and Wyresdale Wheels for All supported with package projects, fishing and birdwatching packages developed
		Develop a B&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.	New - very high	developed in Winter 07-Spring 08
		Promote the Ribble Way as a cross-boundary, multi-day walking route supported by accommodation (current operators include Brigantes Walking Holidays and Baggage Couriers).	New – very high	Not tackled
		Consolidate the launch of the North Lancashire Bridleway.	Maintain activity	Bridleway route and links being developed
		Renew efforts to complete remaining phases of the Bridleway, and to link with other riding routes especially the Pennine Bridleway.	Increase activity	On going
		Work with specialist operator Country Lanes to develop Bowland itineraries for their new franchise in Settle.	New – high	Off the Rails – Cycle Bowland launched Apr 06
		Develop 'Breathtaking Bowland' packages featuring self-guided routes on new Access Land.	New – high	Not tackled apart from Access land leaflet
		Encourage the development of packages based on fishing, and possibly shooting.	Medium	Fishing package developed Shooting not tackled
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.	Medium	
		Review Garstang and Pendle Walking Festivals, and Pendle Bike Fest, identifying opportunities to build on their achievements to date.	Medium	
		Co-operate in the planning and scheduling of festivals and events.	Medium	

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		
5.1	Develop an interpretation strategy for the AONB that is based on the special qualities of the Forest of Bowland. <i>Links to II1</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	
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	
5.3	Share AONB interpretive themes amongst the gateway towns, with each focusing on a different speciality.	Build partnerships with each gateway information centre.	Dependent on outcome of interpretation strategy	
		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.		
5.4	Increase opportunities for people to find out about the special qualities of the AONB <i>Links to II1, II4, 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.	Maintain activity - very high	Festival work pursued and developed by steering group
		Recruit, train and support a team of high calibre volunteer 'explainers' to release and redistribute expert skills.	High	Not tackled
		Identify new experts, especially land managers, to lead events.	High	Not tackled
		Develop mid-week opportunities aimed at staying visitors.	High	Not tackled
		Develop a regular, better promoted, year round programme of guided walks, nature experiences and interpretive events such as the RSPB Moorland Safaris.	Increase activity	
		Extend programme of guided cycle rides, perhaps in association with RSPB.	Increase activity	
		Work with David Bellamy Conservation Award caravan parks to promote AONB interpretive events to their visitors, supported by offers of transport, developing additional on- and off-site events especially for them.	New – very high	Could be tackled in future
		Develop a personal audio commentary for selected Bowland Transit journeys.	High	
		Time events around Bowland Transit timetable, with joint promotion.	Increase activity	
Incorporate simple AONB messages into visitor information leaflets (North Lancashire Bridleway leaflet provides an excellent example).	Increase activity			

		Design an AONB 'special qualities' itinerary to add to those offered by guiding service for visiting coaches to the Ribble Valley.	Increase activity	
		Develop display material that tells the AONB story, for use with Lancashire, Hodder Valley, Longridge and Chipping Shows.	Maintain activity	

6	Protect and enhance the natural, cultural and historic environment of the Forest of Bowland, strengthening support for this wherever possible through tourism		Priority	
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>	Link to EU Rural Development Regulation.	Maintain activity	
		Facilitate entry-level schemes through Lancashire Rural Futures.	Maintain activity	
		Invite United Utilities to demonstrate best practice for the integration of tourism with land management, promoting a 'whole valley' approach	Very high	
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.	Design guide for AONB, encouraging enhancement of existing stone vernacular features, and installation of a new generation of them.	Increase activity	
		Develop ecological framework, in association with partner local authorities.	Increase activity	
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>	Develop Stocks Reservoir/Gisburn Forest as an example of excellent sustainable tourism, managing visitors and providing new infrastructure and visitor facilities with minimum impact (e.g. composting toilets, solar/wind power).	Very high	Project dropped Some work on MTB routes
		Provide advice on, and access to grants for, sustainable solutions that provide a high calibre, quality experience, working with existing enterprises eg Bowland Wildboar Park.	Very high	Developed projects – eg Bleasdale cottages, Halls Arms, Wild Boar Park
		Offer active promotion to attractions that provide innovative, sustainable solutions	Very high	Supported projects receive web links and leaflet distribution, GTBS winners highlighted on website

6.4	Encourage tourism enterprises to engage with the environmental management of their businesses <i>Links to TR1</i>	Provide advice and assistance, building on Green Lantern.	Increase activity	GTBS launched as Lancashire pilot in Bowland 2007
		Integrate environmental advice with business advice for tourism product or accommodation development through LRF where possible.	Increase activity	On going
		Build on progress with accreditation schemes, supporting any that emerge at county/regional/national level.	Very high	GTBS launched, Welcome Walkers & Cyclists also supported
		Identify accredited businesses in promotional and information material.	Very high	GTBS projects promoted on AONB and LBTB websites
		Support accredited businesses – eg offer interpretation opportunities to caravan sites holding David Bellamy Conservation Awards.	Very high	Not tackled
6.5	Support specific development projects that will help to enhance or regenerate the natural, cultural and historic landscape of the AONB	Refurbish or restore historic buildings and built landscape features (eg Clitheroe Castle, through Market Towns Initiative).	Maintain activity	
		Support training programmes that develop traditional skills required within the AONB eg drystone walling, hedgelaying.	Maintain activity	
6.6	Strengthen the Bowland Tourism and Environment Fund as a way of supporting such projects. <i>Links to TR2</i>	Significantly upgrade and promote the existing fund, agreeing criteria for beneficiary projects, and select examples that can be promoted.	Increase activity	Fund up graded and re launched, extra promotion of beneficiary projects required
		Review experience of Lake District and Yorkshire Dales NPs, and consider building a relationship with 'Donate to the Dales'	High	Built on experience, joint project not developed

7	Strengthen the performance of the local tourism economy and identify new opportunities for tourism to deliver economic benefit		Priority	
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.	Essential	Info provided in SOP toolkit
		Link to appropriate product from surrounding areas (eg YDNP) to add to offer.	Very high	Not tackled, potential to link with YDNP under Charter

		Provide on-line events info and email to tourism enterprises.	Very high	Website developing
7.2	Identify opportunities to address seasonality issues	Support off-season short breaks campaigns, eg Country Escapes.	Increase activity	LBTB
		Create opportunities based on seasonal product eg birdwatching, identifying features and places at best in off-season and reviewing opportunities for off-season events	Very high	Bird watching package focus on April-May shoulder season
		Create seasonal trails eg craft trail aimed at pre-Christmas market.	High	Not tackled
		Prepare material for possible seasonal calendar for NW natural environment.	Medium	Not tackled but are working with NW Natural Tourism team
7.3	Make it easy to book accommodation in connection with things to do	Design website for pre-visit planning, linked to DMO site	Very high	Developed link to LBTB polygons
		Provide accessible information on walking, cycling and riding opportunities, include downloadable maps.	High	Download maps
		Develop facility to build web based packages through www.lancashiretourism.com and LOIS.	Very high	Not tackled
7.4	Offer selective and sensitive encouragement for the development of appropriate new tourism enterprises, based on market opportunity.	Maintain the strong interest of Lancashire Rural Futures and Rural Sustainable Marketing Programme in diversification and new business development.	Maintain activity	
		Support sound business decisions based on market demand.	Maintain activity	
		Prepare open and well-documented guidance.	High	
		Investigate possible opportunities for good quality camp-sites, pub based accommodation.	Very high	
		Ensure that any further provision for self-catering can demonstrate market need.	Essential	
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	Supporting local products business – eg Bowland Outdoor Reared Pork and the use of local food by catering establishments and retailers, Taste of Bowland directory widely distributed

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.	Very high	Achieved Jan 07
		Investigate options to encourage local sourcing through delivery schemes or collection points.	Very high	Food fair held Oct 06
7.7	Maintain and promote business support and advisory services to tourism enterprises.	Simplify and strengthen delivery wherever possible.	Increase activity	
		Review remit and role of existing providers eg Lancashire Rural Futures, LBTB, BusinessLink; review situation in Yorkshire.	Increase activity	
		Strengthen communication with businesses through regular e-mail newsletter.	Increase activity	

8	Provide good quality visitor information, readily available in and around the area	Priority		
8.1	Agree a clear strategy for distribution of information	Ensure consistency of response, regardless of point of entry.	Essential	
		Investigate single point of entry for information about the AONB, including web portal.	Essential	
		Support arrangements across Lancashire/Yorkshire border.	Essential	
		Consider role of Lancashire Link touchscreens.	Medium	
8.2	Produce a single piece of information print about sustainable tourism opportunities within the AONB	Include map and listings of what to see and do.	Essential	Discovery Guide Spring 2008
		Design for use by all partners to service enquiries and to fulfil campaigns in conjunction with partners' own destination print.	Essential	Not tackled
8.3	Develop the function and interactivity of the AONB website as a visitor information service	Improve signposting to Forest of Bowland website.	Essential	
		Investigate good practice (eg some South East AONBs)	Essential	
		Create links to major tourism websites.	Essential	
8.4	Develop the role of existing visitor information centres and information points as gateways to the AONB.	Bring together Garstang Discovery Centre, Lancaster TIC, High Bentham TIP, Settle TIC, Clitheroe TIC, Pendle Heritage Centre and Bowland Visitor Centre) for joint planning.	Essential	Not tackled
		Secure dedicated display space for AONB literature and information in all gateway sites around the AONB.	Essential	Developed ad hoc, maybe need for more strategic approach
		Plan and deliver programme of AONB briefing, training and familiarisation for all information staff.	Essential	Fam visits held 2006, and 2007
8.5	Ensure that all public visitor facilities in and	Include pubs, cafes, village shops, buses, visitor attractions.	Very high	On going

	around the AONB carry generic Forest of Bowland literature.	Identify cost effective distribution service.	Very high	Brochure link now on contract to 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.	Essential	Fam visits held 2006 and 2007
		Circulate seasonal newsletter.	Essential	Bulletin produced quarterly ongoing
		Provide a regular web-based information service, including events.	Essential	
		Offer tourism enterprises a single point of contact for information about the AONB.	Essential	Not tackled
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	

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	
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.	Increase activity	Village leaflets include local shops and pubs
		Support sustainable transport schemes.	Increase activity	Beginning this work
		Promote cycle routes that highlight pubs and shops.	Increase activity	developed in Bowland by Bike and Harvey Map
		Highlight pubs that are accessible by public transport.	Increase activity	Not tackled
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.	High	
		Provide simple information about the AONB and its special qualities that emphasise the positive advantages of being in a designated area.	High	
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 II1</i>	Develop local distinctiveness projects		Over 30 projects supported
		Support project based on Dalehead Church	Very high	Interpretation project supported

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.	Encourage communities to undertake projects that maintain traditional cultural traditions within the AONB, distributing information by agreement with individual communities.	Maintain activity	ongoing
9.5	Use local events to promote the special qualities of the AONB. <i>Links to I14</i>	Assemble list of community events including scarecrow festivals, agricultural shows, sheepdog trials, steam fairs, cuckoo festival.	High	Ongoing for website
		Produce an annual events calendar for the AONB.	High	Not tackled but may be for 2008/09 as part of Festival development
		Provide an on-line events information service.	High	Ongoing and on line booking of AONB events now standard
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'.	High	Not tackled
		Identify farmers, especially those involved with Countryside Stewardship, prepared to lead occasional farm visits.	High	Not tackled
		Support teams of volunteers manning popular churches, Slaidburn Heritage Centre etc., offering skills training, Welcome Host etc.	High	Not tackled

10	Manage the movement of visitors to minimize adverse impacts on communities and the environment		Priority	
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	Ongoing - website and village leaflets
		Develop alternative simple recreation sites (e.g. picnic areas) in locations that have the capacity to carry high levels of visitors.	Increase activity	Not tackled
		Develop itineraries and guiding service for coach visits, including coffee/meal stops, building on Ribble Valley success.	Increase activity	Not tackled
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.	High	
		Prepare and plan ahead where possible eg management of TV interest in Downham.	Maintain activity	
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.	Increase activity	
		Provide or improve signing of sustainable routes, cycleways etc.	Maintain activity	

		Review first stage of Quiet Roads scheme and incorporate lessons learned into future plans.	Maintain activity	
10.4	Provide and promote sustainable transport opportunities. <i>Links to T6</i>	Secure a long-term future for the Bowland Transit.	Maintain activity	Interim secured Mar 08
		Increase and integrate promotion of the Bowland Transit with other public transport opportunities, including cross boundary (eg Bentham Community Transport).	Increase activity	Ongoing
		Promote the Bowland Transit and other public transport services as a visit experience in their own right.	Maintain activity	Ongoing Bowland by Bus leaflet and website
		Promote facility to carry bikes on buses and trains.	Maintain activity	Not tackled
		Develop opportunities, including public/private partnerships, to promote cycle hire at point of use, eg Gisburn Forest, Dunsop Bridge.	Increase activity	Some work done during Bowland Festival, support for Cycle Adventure as mobile cycle hire
		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	Off the Rails provides this at Settle, plans to develop elsewhere
		Investigate further scope for ticketing promotions eg Clitheroe Combi or public transport links to community events.	Increase activity	Not tackled, but working with Dales & Bowland
10.5	Promote messages to visitors that help to reduce the impact of their visit, while enhancing their experience. <i>Links to RE2</i>	Ensure that appropriate messages are included in information material.	Essential	On going, bus walks included in web walks, bus info provided on village leaflets etc
		Consider an AONB Visitor Code.	High	Visitor code published

11	Base decisions on accurate and current data,		Priority	
11.1	Develop a co-ordinated approach to data collection and monitoring, incorporating a	Establish and maintain a good understanding of the needs of visitors, communities, businesses and the environment.	Essential	

	commitment to share information.	Identify funding opportunities for data collection.	Essential	
11.2	In conjunction with partner destinations, improve understanding of target markets and their needs.	Share any information that does exist.	Increase activity	
		Fund regular research on visitors.	Essential	
11.3	Improve data collection from tourism businesses within the AONB	Repeat 2004 enterprise survey, if possible on an annual basis	Very high	
		Offer marketing opportunities that are conditional on provision of occupancy data.	High	
		Recruit enterprises to repeat staying visitor survey, with extended coverage.	Very high	
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.	High	
		Develop a programme of community and user group meetings within the AONB (e.g. Lune Valley Millennium Park).	Maintain activity	
11.5	Monitor farm diversification performance and interest	Improve data sharing with North West Farm Tourism Initiative.	Increase activity	
11.6	Establish programmes to monitor visitor impacts at sensitive sites and key locations within the AONB. <i>Links to RE3</i>	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	
		Monitor litter and erosion at key visitor access points and routes.	Increase activity	
		Liaise with conservation partners to monitor indicator species eg RSPB hen harrier monitoring programme etc.	Increase activity	
11.7	Monitor and communicate changes to the landscape	Include changes in land-use and cover, landscape features, historic buildings and features.	Increase activity	
11.8	Reflect on observations and feed into future action plans		Essential	