

Forest of Bowland AONB

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The Forest of Bowland Area of Outstanding Natural Beauty (AONB) is a nationally protected landscape and internationally important for its heather moorland, blanket bog and rare birds. The AONB is managed by a partnership of landowners, farmers, voluntary organisations, wildlife groups, recreation groups, local councils and government agencies, who work to protect, conserve and enhance the natural and cultural heritage of this special area.

Lancashire County Council acts as the lead authority for the Forest of Bowland AONB Joint Advisory Committee a partnership comprising: Lancashire County Council, North Yorkshire County Council, Craven District Council, Lancaster City Council, Pendle Borough Council, Preston City Council, Ribble Valley Borough Council, Wyre Borough Council, Lancashire Association of Parish and Town Councils, Yorkshire Local Councils Association, NWDA, DEFRA, Countryside Agency, United Utilities plc, Environment Agency, English Nature, Royal Society for the Protection of Birds (RSPB), Forest of Bowland Landowning and Farmers Advisory Group and the Ramblers Association.



FOREST OF BOWLAND

Area of Outstanding Natural Beauty



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Welcome to the Sense of Place Toolkit. Its purpose is to help you to use the special qualities of the Forest of Bowland Area of Outstanding Natural Beauty (AONB) in order to improve the performance of your business. If you have received this toolkit it is very likely that your tourism business is based, or operates within, the boundaries of the Forest of Bowland AONB – but do you fully use this asset?



The toolkit will help you to understand the special qualities of this beautiful area, and how to use these qualities in developing and promoting your own product, as well as contributing to sustainable tourism.







Photograph –
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Sustainable tourism in the Forest of Bowland AONB

What is the Forest of Bowland Area of Outstanding Natural Beauty?

 The Forest of Bowland AONB is a nationally protected landscape and is internationally important for its heather moorland, blanket bog and rare birds. The AONB is managed by a partnership of landowners, farmers, voluntary organisations, wildlife groups, recreation groups, local councils and government agencies, who work to protect, conserve and enhance the natural and cultural heritage of this special area. For more information about the Forest of Bowland AONB, visit the website at www.forestofbowland.com

What is sustainable tourism?

 Sustainable tourism takes its lead from sustainable development, a term which has become increasingly common in our society since the Rio Earth Summit of 1992 (where it was first coined). Sustainable development can be defined as 'development that meets the needs of the present, without compromising the ability of future generations to meet their own needs'. With this thinking in mind, sustainable tourism aims to make a low impact on the environment and local culture, while encouraging better income, employment and the conservation of the very landscape upon which our tourism is based.

Within Bowland we have many sensitive and valuable environments. We therefore need to ensure a balance that allows these areas to be carefully managed and protected from the pressures of visitors and inappropriate development. We also need to enable visitors to experience the beauty of the area, for communities and businesses to be viable and successful. By thinking and acting sustainably, we can help to address these challenges and ensure the Forest of Bowland AONB is enjoyed by everyone, long into the future.

Why get involved in sustainable tourism?

Tourism in the Forest of Bowland AONB depends upon maintaining the beautiful landscape and conserving the special qualities of the area. It is therefore in all our interests to adopt a sustainable approach to tourism. But how will it benefit your business? Here are some examples:

- Help to save you money through improved business management and by using local products and services

- Raise your profile by being part of a network of tourism businesses, both locally and further afield
- Give you a green and caring image with the potential for attracting new markets
- Improve the quality of your visitors' experience, thereby encouraging repeat business and 'word-of-mouth' promotion
- Improve your relationship with the local community
- Ensure the long term success of your business

What is happening with sustainable tourism locally?

In 2005 the Forest of Bowland AONB became the first protected area in England to be awarded the European Charter for Sustainable Tourism in Protected Areas, joining just 30 other protected areas across Europe.

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. The Charter approach ensures that organisations, local people and businesses are working together to protect the area, whilst at the same time increasing opportunities for visitors to discover and enjoy its special qualities.

One of our first tasks has been to develop this Sense of Place Toolkit. Other plans include:

- Providing training and business support
- A 'Green Tourism' campaign
- Community projects
- Improved marketing
- Help for businesses linking up with other enterprises for mutual promotion
- Complementary offers which develop sustainable tourism and the special qualities of Bowland

We welcome other ideas from the business community. Please contact us if you have any comments, or would like to make a suggestion for future development.

What is a 'Sense of Place'?

A sense of place is an area's unique feel and appearance; it's what makes a place different from its neighbouring areas. One way of understanding it is to think about how you might describe a part of Bowland that you enjoy and know well – which words would you use, what would you focus on, how does it make you feel when you picture it in your mind? That's a sense of place!

We all experience a sense of place in our own ways – for example, the differences we feel travelling from home to work, or from the city to the countryside, or while visiting new places. This experience is made up of the different landscapes, wildlife, heritage, people, sights, sounds, tastes, memories and many other 'things' that form our relationship with a place. If visitors connect with this sense of place, then they are more likely to develop an affinity and affection for the area, and are more likely to return in the future. In this way, a strong sense of place can benefit the local economy.

By exploring the area's distinctive qualities and special places yourself, you can learn more about the AONB and pass on that knowledge, enthusiasm and affection for Bowland to your visitors. In short, you can generate income by 'selling' a sense of place.

Over the summer of 2005 we carried out extensive research with over 200 local people, asking them what was special about the Forest of Bowland AONB, including their favourite places, stories and memories. This information is invaluable to the AONB and we are sharing much of it here with you, so that you are able to explore and make use of the area's sense of place in your business. Please note that our surveys are not recommendations, merely a list of ideas and favourites provided by our respondents. You are welcome to use these ideas and add your own favourites when telling your guests about Bowland.



Photograph –
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What is a 'toolkit'?

The word 'toolkit' means a collection of resources that can be used to help with a task. In the same way that a mechanic's toolkit contains different tools for different jobs, the Sense of Place Toolkit contains information on the different ways in which you can benefit your business. It is not designed to be read from cover to cover like a book. Instead, we recommend that you keep it somewhere close at hand (such as alongside your telephone directory) and draw upon its contents whenever you need some friendly advice, or fresh inspiration.

How much does the toolkit cost?

Nothing, it is free of charge. All you need is an enthusiasm to improve your business and a love of your local area.

What is the toolkit for?

The toolkit is for tourism businesses based in, and operating within, the Forest of Bowland AONB (see map). We hope this toolkit will help you to use your sense of place and local knowledge to benefit your business, as well as the Forest of Bowland AONB in general. It is not a visitor guide, rather a resource to help make sure that your visitors connect with the area and all it has to offer.

Please refer to the network of Tourist Information Centres for more detailed visitor information. You may also find it useful to visit our website (www.forestofbowland.com) and those of the Lancashire and Blackpool Tourist Board (www.lancashiretourism.com) and Yorkshire Dales (www.yorkshiredales.org).

How is the toolkit organised?

We have organised this toolkit into themes based on the key special qualities of Bowland:

- **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**

For each theme we have provided information in three sections: firstly, factual information which you are welcome to use within your own business and publicity. This will give you the necessary background (and hopefully inspiration!) to find out more about these special qualities. Much of this information, including associated images, is reproduced on the CD enclosed with this pack. The CD enables you to easily download text and graphics for use in your own marketing tools.

Secondly, we have provided information gathered from our research and consultation. This provides you with a quick guide to popular places to go and things to do, which will give your visitors an idea of what is distinctive about Bowland. Please note that these lists are not exhaustive or based on our recommendations – they are what local people suggested as a starter to experiencing Bowland's sense of place. You are welcome to add to and adapt this information to make it more appropriate to your area and your visitors.

Thirdly, we have created an activity section that sets out actions you can undertake to develop and strengthen your own sense of place. This section also includes resources, such as contact lists for helpful organisations, references and websites to help you find out more about each theme.

Your challenge is to translate this information into a usable and attractive publicity tool for your own business – how about an I-Spy sheet for your visitors that will encourage them to spend a day or two exploring Bowland and getting to know the area better? You may want to visit the pub, shops, attractions or circular walks in your village. Have a good look around, imagine you are visiting for the first time and find out some key information. For example, what time is the shop open, what special beers or local produce are on the menu, are there any famous people living here (now or in the past), and what breeds are those sheep and cows down the lane? Use this information when talking to your visitors and encourage them to tell you what they have found out for themselves. Share your knowledge and enthusiasm, make a connection, celebrate Bowland!

CD Resources



At the back of this booklet you'll find a CD-ROM containing a selection of text and images relating to each 'theme' of the Sense of Place Toolkit. You are free to use these resources as part of your own publicity materials - for example, you may wish to include some written or visual information about the Forest of Bowland AONB in your own leaflets, posters, website, etc.

Keep an eye out for the 'download' icon (pictured left) when browsing this booklet. Text and photographs marked with this icon are available for use on the Sense of Place CD.



START

This is the over-arching theme (or message) of the Forest of Bowland AONB. It combines the importance of the area for people's livelihoods and enjoyment, with its value as a unique and protected landscape. This theme can be used by the majority of businesses to help promote the area's unique qualities to their customers.

In addition to this general theme, we recommend that you also explore the other 5 themes contained in this toolkit. Each one focuses on a key special quality of the area - from its rich heritage and wildlife, to the unique character and produce of the landscape. By taking inspiration from one (or more) of these themes in your day-to-day activities, you can develop a 'sense of place' that will not only benefit your business, but also the future of sustainable tourism in Bowland.



The Forest of Bowland was designated an Area of Outstanding Natural Beauty (AONB) in 1964 because the landscape was thought to be of national importance and worthy of protection. The primary purpose of this designation is to conserve and enhance the natural and cultural heritage of the area, whilst having regard to the social and economic needs of the landowners, farmers and communities.

The AONB also aims to encourage enjoyment of the area, but only where this is consistent with its primary purposes. It is for this reason that we are promoting sustainable tourism within the Forest of Bowland: tourism which is dependent upon the area's environment, and which seeks to conserve and enhance that environment, not detract from it.

Sustainable tourism is in many ways based upon the area's 'sense of place'. It is therefore important to include information on the things that make Bowland special or unique in any promotion and publicity.

Enjoying Bowland – Some Popular Activities

There are many activities which are appropriate to the area and which are sustainable – some are more active than others!

Walking is one of the nation's favourite pastimes, with four out of five holiday makers having walked for leisure while on holidays or short breaks in England. Walking is an ideal way to get to know the

area and experience the sense of place. When you're on foot, you are closer to nature and closer to the community. You can drink in the views, touch the fabric of the landscape and smell the fresh air!

There is a good network of Public Rights of Way within the AONB, as well as large areas of Access Land where you can now experience open country. The annual Bowland Festival, plus the Pendle Walking Festival and Wyre's Pathway events are good ways to begin exploring the landscape – whatever your ability.

Cycling is also popular in the area – again you can get away from the busier areas and experience the peace and quiet of the landscape. For off-road enthusiasts there are opportunities to explore the Gisburn Forest area and cyclists are also permitted to use bridleways. Road cycling is also an attractive pursuit, especially on the officially designated 'Quiet Lanes' around Slaidburn, Chipping and Downham; and on the more challenging Tour of Pendle Race. 'Bowland by Bike' is an excellent guide, available from tourist info centres – listed on page 12.

Horse riding is growing in popularity and although there are currently no trekking centres within the AONB, there are opportunities to ride your own horse along a network of greenways and bridleways. For example The North Lancashire Bridleway long distance route cuts through the heart of the Forest of Bowland and has a number of Bed & Breakfast establishments that offer stabling and livery for overnight guests and their horses.

The Priory Hotel at Scorton is well known amongst the cycling and walking fraternity, lying as it does near to the Trough of Bowland. The hotel managers Julie and Jonti Collinson cater for their market by providing inexpensive home cooked and snacky food throughout the day. They are also happy to refill water bottles and don't object to muddy boots.

"We host meetings for cycling clubs, and encourage them into the area. We also provide B&B accommodation for our visitors, providing them with room to store bikes and dry clothing."

The Priory's clientele recently voted them second best cyclists café in the land!

'Forest' of Bowland...so where are all the trees?

The title 'forest' has its roots in Medieval times, when it was used to refer to hunting rights and not to a large expanse of woodland (as we interpret it today). During this period, the Royal Hunting Forests were established. The King used his rights to prevent landowners from clearing and cultivating the land, while restricting development and prohibiting change. In the Forest of Bowland, early settlers had long since cleared away much of the tree cover, resulting in the open landscape that we share today – with its unique sense of openness, grandeur and tranquility (see section on 'A Landscape Rich in Heritage').

OTHER WAYS TO ENJOY THE AREA INCLUDE...

- Bird watching (see section on 'A Special Place for Wildlife')
- Fishing
- Picnicking and paddling
- Exploring the area's open parks and gardens

Paddling and picnic places

- Barley
- Brock Bottoms
- Downham
- Dunsop Bridge
- River Hodder, near Cromwell's Bridge
- Marshaw
- Roughlee, by the school
- Slaidburn Green
- Trough of Bowland
- Wray, near Bridge House Farm
- River Wyre, at Scorton
- Add your own...

Walk in wild country

- Bleasdale and Fairsnape fells
- Clougha
- Gisburn Forest and Stocks Reservoir
- Harrisend Fell
- Langden valley
- Parlick Fell
- Roeburndale
- Salter Fell
- Trough of Bowland
- Whitendale Valley
- My favourite...

Go fishing at

- Cleveley Mere Fisheries
- Forrest Hills (also has a 9 hole public golf course)
- Stocks Fly Fishery

- Various fisheries in Pendle
- Wyreside Fisheries
- Add your own...

Explore woodlands at

- Aitken Wood at Barley
- Beacon Fell
- Brock Bottoms
- Calder Vale
- Gisburn Forest
- Grizedale near Scorton
- Longridge Fell
- Roeburndale
- Spring Wood, Whalley
- Waddecar scout camp
- Another lovely place...

Bird watching

(see section on 'A Special Place for Wildlife')

Gardens, parks and viewpoints

- Abbeystead House
- Beacon Fell Country Park
- Bentham heritage trails
- Browsholme Hall
- Chipping Wild Boar Park
- Cobble Hey Farm and Gardens
- Crook o' Lune
- Lune Valley studio trail
- Jeffrey Hill
- Nicky Nook
- Pendle Hill
- Stonyhurst College
- Another one...

“My first bike ride was from Nelson to Bolton-by-Bowland, from that I joined Nelson Clarion Cycling Club and never looked back! In 1946 there were around 400 cyclists setting out every Sunday morning!”



“Ride over Jeffrey Hill from Ribchester, but don't go back over it unless you are Lance Armstrong! The views are breathtaking and almost 360 degrees.”

“Cycle, walk or ride over Salter Fell: you feel like you're in the middle of nowhere.”

“Walk 2 in the Downham series is an ideal introduction to the area. It starts in the car park, where toilets have been made in an old farm building, and an information centre inside the old shippon.

The walk is amongst stunning countryside where each turn brings different views of Pendle, the stone walls, woodlands, water mills, old buildings and a village which has altered little over the years.”



“My favourite childhood haunt was always the Trough of Bowland – building dams in the beck, picnics and walks.”

“We used to go to Nicky Nook – every weekend – picking blackberries down by the river at Scorton.”

“We used to fish in the river near Roughlee school for tiddlers!”



ACTION POINTS

- **Help** your visitors to find out more and enjoy exploring the area on foot, bike or horse.
- **Discover** the area yourself – if you don't already know them, find a few walks you would recommend from your front door which give great views, or explore the hidden places nearby. Look out for promoted routes that are well signposted and may have a leaflet or map to guide you.
- **Recommend** a variety of grades of walk – riverside ambles, hikes over the fells, or good seasonal experiences (woods in spring and autumn, heather fells in late summer).
- **Provide** facilities for your active visitors – drying space for boots and waterproofs; secure storage for bikes; hearty food; and packed lunches.
- **Collect** free walking, riding and cycling leaflets: you will soon be able to download many of them from our website.
- **Make it clear** that your attraction is within the Forest of Bowland, an Area of Outstanding Natural Beauty, and ensure that you can explain what an AONB is! (see pages 3, 8 and 34).
- **Visit** your local Tourist Information Centre (TIC), or visitor centre, for information about guided walks and cycling events, plus advice on where to direct your visitors who want to go horse riding. You should also be able to find out about where to fish locally, or even go gliding!
- **Provide** maps and guide books (for loan only!) and tell your visitors where to buy them locally.
- **Create** an information pack for your visitors promoting local routes and attractions.
- **Find out** about the 'Welcoming Walkers and Cyclists' training – available to accommodation providers who are keen to cater for active tourists. This programme is part of the 'Welcome to Excellence' training and is provided by Lancashire and Blackpool Tourist Board, tel 01257 226 600, or visit www.lancashiretourism.com. Yorkshire Tourist Board can be contacted on 01904 707961.



INFO & RESOURCES

Visit your local Tourist Information Centre (TIC):

Bentham
26 Main St, High Bentham LA2 7HL
Tel: 015242 62549

Clitheroe
12-14 Market Place, Clitheroe, BB7 2DA
Tel: 01200 425566

Garstang
High Street, Garstang, Preston, PR3 1FU
Tel: 01995 602125
Email: Garstangtic@btopenworld.com

Lancaster
29 Castle Hill, Lancaster, LA1 1YN
Tel: 01524 32878

Pendle
Park Hill, Barrowford, Nelson, BB9 6JQ
Tel: 01282 661 701

Preston
The Guild Hall, Lancaster Road, Preston, PR1 1HT
Tel: 01772 253 731

Settle
Town Hall, Cheapside, Settle, BD24 9EJ
Tel: 01729 825 192

Or the **Bowland Visitor Centre** at Beacon Fell country park near Chipping (01995 640 557).

Wyre Countryside Service (01995 606 654) run a series of activities and events. Find out more from the **Garstang Discovery Centre**, High Street, Garstang (01995 602 125).

You can also find links to other resources on the Sense of Place CD-ROM (included with this toolkit).

The Three Fishes, a Ribble Valley Inn in the village of Mitton just outside the Forest of Bowland, has a philosophy and history of working closely with local producers to produce great food in season. Their menu always features local food, and the walls of the pub act as a gallery of photographs of their 'regional heroes' – the farmers, cheesemakers and gardeners who supply them. Kaye Matthew, Northcote's marketing manager says

"We believe everyone should eat good food, in season. We have spent time getting to know our producers as we want to support them and the local economy. The north west has some fantastic food, we should embrace it"



START

This theme can help you make the most of local food and drink. You could be a farmer, brewer or wholesaler; or perhaps the owner of a local pub, tearoom, restaurant or B&B? If you are interested in food and drink, or your business prides itself on serving-up good quality local produce, then this section is for you. It highlights the wide range of foodstuffs on offer, and gives advice on using a 'sense of place' to spice-up your ingredients...

Delicious local food and drink is a special quality of the Forest of Bowland AONB - not only because it supports the economy, but also because it is an important factor in the area's unique sense of place. Farming methods have shaped our land – creating field patterns with dry stone-walls and hedgerows; farmsteads, barns and working villages. Without food production our countryside would look very different. By supporting those farmers who choose to carry on farming in traditional ways, you can help to protect our living landscape for this and future generations.

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

- Supports farmers who seek to manage this precious landscape and protect the environment
- Improves the freshness of your food and causes less stress for livestock
- Improves the link between consumers and farmers and improves our understanding of how and where food is produced (traceability)
- Supports the local economy by supporting farmers, distributors and processors – often providing the employment and income to enable them to carry on living and working in the local 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 Forest of Bowland AONB is gaining a reputation for fine food and local produce, so why not seek out some local producers and encourage your visitors to try our delicious local food and drink!

Local produce is also distinctive to the area and contributes to our sense of place. For example, creamy Lancashire Cheese was

traditionally made from three day's curd - this is because the original farm workers had little milk to spare on a daily basis, so they stored the curd for up to three days until they had enough to make a large cheese. Nowadays not all our cheese is made this way but it tastes just as good! Look out for crumbly Lancashire and Beacon Fell Lancashire as well as other local cheeses made from ewes and goats milk; plus organic varieties.

Within the Forest of Bowland you will find:

- Delicious local lamb, beef and pork (and even wild boar!)
- Classic and modern varieties of Lancashire cheese, milk and ice cream
- An increasing number of local pubs and restaurants serving up delicious local food and drink



Photograph –
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PEOPLE WE SPOKE TO SAID YOU MUST TRY...

Ice cream from

- Bashall Barn
- Hudson's at Chatburn
- The Little Town Dairy at Longridge
- Huntleys at Salmsbury
- Wallings ice cream at The Barn, Scorton and the Wild Boar Park

Cheese from

- Leagram Dairy
- Singletons

Meat from

- Bowland Forest Foods
- Bleasdale Farm Direct
- Local butchers in Chatburn, Hornby and Chipping
- Hodder Valley organic lamb
- Tatham outdoor reared pork
- Wild Boar Park
- Alan Price Organic Lamb and Pork

Beer from Bowland Brewery at Bashall Barn

Markets to buy at include:

- Bentham farmers market (2nd Wednesday of the month)
- Clitheroe market (Tuesday, Thursday and Saturday)
- Clitheroe farmers market (1st and 3rd Tuesday of the month)
- Clitheroe WI market (Tuesdays at the United Reform Church)
- Garstang market
- Lancaster farmers market (2nd Saturday of the month)
- Longridge market
- Settle farmers market (2nd Sunday of the month)

A lovely place for afternoon tea

- Barley tea rooms
- The Barn, Scorton
- Bashall Barn
- Bridge House Farm tearooms, Wray
- Calderbank Country Lodge
- Cobbled Corner, Chipping
- Cobble Hey Farm

- The Inn at Whitewell
 - Puddle Ducks, Dunsop Bridge
 - Riverside tea rooms, Slaidburn
 - Add your own...
-
-

A great pub

- Dog & Partridge, Tosside
 - The Fleece, Dolphinholme
 - Green Man, Inglewhite
 - Hark to Bounty, Slaidburn
 - The Inn at Whitewell
 - Parkers Arms, Newton
 - Pendle Inn, Barley
 - The Priory, Scorton
 - Spread Eagle, Sawley
 - Waddington Arms, Waddington
 - Locally we'd recommend...
-
-

A special place to eat out

- Bay Horse, Roughlee
 - Calderbank Country Lodge
 - Calfs Head, Worston
 - Craven Heifer, Chaigley
 - Dog & Partridge, Tosside
 - Gibbon Bridge Hotel, Chipping
 - Hark to Bounty, Slaidburn
 - The Inn at Whitewell
 - Spread Eagle, Sawley
 - The Three Fishes, Mitton
 - Our favourite is...
-
-



ACTION POINTS

If you provide food for your visitors:

- **Seek** out local producers and suppliers. Buy from them whenever possible and find out about their produce.
- **Label** this food as local – either on your menu or when you talk to your customers.
- **Tell** the story of the food – where it comes from, how it's made and how this helps protect the environment and manage the landscape.
- **Create** menus using local produce and label them as such, listing the suppliers, e.g. provide a 'Bowland breakfast' using local sausages, eggs and bacon – recommend it to your guests.
- **Direct** your customers to local producers, shops or markets to buy some produce for themselves.
- **Put together** a welcome hamper for your holiday cottage visitors - pack it with local produce and provide a list of local retailers where they can buy more to take home.
- **Create** a 'Bowland menu' for special events such as the Bowland Festival.

If you don't provide food:

- **Encourage** your visitors to try local produce at nearby pubs or tearooms.
- **Direct** them to shops and markets where they can buy their own produce.
- **Tell** them about how local produce supports the local economy and landscape.
- **Ask** your local shops and food establishments to stock and use local produce.



INFO & RESOURCES

Made in Lancashire is a government funded project to help promote and support local food producers. The project also supports the network of Farmers Markets in Lancashire.

In addition, the AONB will soon be developing its own web based directory of local products – keep an eye on our website www.forestofbowland.com

Similarly, the Regional Food Group for Yorkshire and Humber promotes local produce in North Yorkshire.

Try these websites:

- www.farmshopping.com
- www.farmersmarkets.net
- www.madeinlancs.co.uk
- www.foodyorkshire.com
- www.commonground.org.uk
- www.england-in-particular.info/

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Right hand photograph –
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Hodgson's Barn is a holiday cottage in a converted barn on the Fourstones estate just outside Bentham. The owner, Peter Thurnham, contacted a local historian to research the history of the barn and farm in order to provide interesting information for his visitors.

"Emmeline Garnet from Wray does house histories for charity. She was able to trace the history of the building and provided us with a lot of information. She discovered that the Hodgson family were farmers here for many years, so we decided to name the cottage after them, to give the place a sense of history."



START

This theme can help you to uncover a wealth of local culture and heritage. It provides a brief history of the Bowland landscape - how the past has shaped the present, and how you can use this history to enrich your customers' experience of the area.

The Forest of Bowland has long been recognised as a special and beautiful area. It officially became a protected landscape in 1964, when it was designated an Area of Outstanding Natural Beauty (AONB). Much of this beauty is related to the wild and 'untouched' nature of the landscape – itself a result of hundreds, if not thousands of years of human activity (see section on 'Wild Open Spaces').

Some examples of local history:

- Bronze Age settlers cleared trees from the fells and began cultivating the land. They left little material evidence of their presence, but the fells have remained largely clear of trees ever since.
- Other prehistoric remains in the area include a cairn on Parlick Pike and Bleasdale Circle.
- The Romans left behind two key routeways through Bowland, the north-south Ribchester to Carlisle road, and a lesser east-west route which is evident north of Downham.
- The Norse settlers left their impact in our language as well as the landscape – for example the word 'Bu' (in 'Bolland' or Bowland) is old Norse for cattle, and 'Pen' in Pendle means hill. 'Tolfin' was a Norseman who founded what is now called Dolphinholme ('holme' is an area of flat land).

It was the medieval period that perhaps had the greatest impact on the Bowland landscape. During this time the Royal hunting forests were established - the title 'forest' refers to hunting rights, and not to a large expanse of woodland, as we interpret it today. The King used his rights to prevent landowners from clearing and cultivating the land, restricting development and prohibiting change. This controlling influence continued after the Forest laws were revoked in 1507, as deer parks and smaller estates replaced the hunting forests.

There were five main forests – the Royal Forest of Bowland; and three others belonging to the earldom of Lancaster at Bleasdale, Quernmore, Wyresdale and Pendle. Hunting in these areas was traditionally for deer and wild boar; together with rabbits, foxes, hares, pheasants and partridges.

Managing the land for game hunting, primarily grouse shooting, has remained a predominant influence on the landscape, and several large private landowners remain today - such as the Duchy of Lancaster; the Duke of Westminster and Lord Clitheroe. The private estates were responsible for building the distinctive villages at places such as Slaidburn, Downham and Abbeystead. The current, largest single landowner is United Utilities, which manages a large area of the fells primarily for water catchment.

Other notable heritage features in Bowland include:

- Medieval vaccaries (a type of cattle farm) at Sabden and Marshaw; the motte and bailey castles in the Lune valley, and the monastery at Sawley.
- Grand halls, parks and houses at Browsholme, Leagram and Quernmore.
- Sixteenth to eighteenth century stone buildings with their distinctive stone mullions, lintels and datestones can be seen in many villages - a fine example is at Stephen Park in Gisburn Forest.
- Dry stone walls and outbarns – the irregular field patterns are oldest (pre 1600AD), while the more regular patterns date from the eighteenth and nineteenth centuries.
- Disused quarries and lead mines.
- Lime kilns (used to make mortar as well as lime to fertilise the fields).
- Nineteenth century cotton and paper mills at Oakenclough and Caton.



PEOPLE WE SPOKE TO SAID DON'T MISS...

- The Greatstone of Fourstones near Bentham - legend has it that a giant dropped it there
- Fascinating ecclesiastical history – visit the churches at Slaidburn, Mitton, Dalehead, Bleasdale and Newchurch (where you can see the 'eye' in the wall)
- Victorian village of Calder Vale
- The 'Hark to Bounty' pub at Slaidburn, with the old courtroom upstairs
- Roughlee Old Hall, home of Alice Nutter; one of the so-called 'Pendle Witches', who met her end at Lancaster castle in 1612
- Stonyhurst College, visited by JRR Tolkien (the surrounding area is said to be inspiration for his map of Middle Earth in the Lord of the Rings books)
- Clitheroe Castle
- Jubilee Tower – a fantastic viewpoint on the Trough Road
- Dunsop Bridge: nearest village to the 'centre of the British Isles'
- Lime kilns around Cow Ark, Downham, Slaidburn and Dunsop Bridge
- Bleasdale Circle – a prehistoric circle hidden in the woods; its origins and meaning are uncertain, but it is well worth a visit
- Sawley and Whalley Abbeys



ACTION POINTS

- **Help** your visitors to find out more and enjoy the heritage of Bowland.
- **Provide** reference material and local history books – ask for recommended books at your local library. You will also be able to find contacts for any local history or civic societies.
- **Research** the history of your own premises and local area – display old photographs, maps or other records of relevance to your place. Find out about place names, old families, or local traditions.
- **Find out** the opening times of local houses and heritage sites, advertise these to your visitors in advance so they can arrange to stay, for example, when the gardens are open to the public.
- **Find out** about local heritage events – for example, guided walks around Chipping or Bleasdale, Bowland Festival heritage walks, or family history days. If you are knowledgeable yourself, why not offer to lead walks for the Ranger services or history societies?
- **Speak to** relatives and neighbours about past events, stories and reminiscences – gather these for your visitors to enjoy.
- **Direct** visitors to the local Tourist Information Centre and other exhibitions of local and family history.

INFO & RESOURCES

The Forest of Bowland AONB Management Plan contains a wealth of information about the area and its cultural heritage (download from our website www.forestofbowland.com), as does the publication 'Pathways to Europe's Landscape' ISBN 1 8999 07 75 0

Local and family history societies – you can find these in Chipping, North Craven, Longridge, and other parts of Bowland. Alston Hall in Longridge often run family history and local heritage courses, find out more at www.alstonhall.com

Look out for talks and evening courses on local history and archaeology.

Join in with Bowland Festival events (June) as many feature heritage information.

Contact the North West Heritage Trust (01282 661 704) or visit their centre at Barrowford, just outside the AONB (www.htnw.co.uk/main.html), or make enquiries with them to visit the Heritage Centre in Slaidburn

Ask at your local library and Tourist information Centre.

Have a look at the County Council archaeology website:

www.lancashire.gov.uk/environment/archaeologyandheritage/index.asp



START

This theme can help you relate your business to the people who shape the character and 'sense of place' of the landscape - from those who look after the land, to the vibrant communities and events that offer a warm welcome to visitors. It looks at how the landscape has been formed out of a close relationship between people and nature. And how we all have a part to play in planning for a sustainable future.



The landscape of the Forest of Bowland is the result of hundreds of years of human influence. The land has long been managed for game hunting and farming; while the large country estates have had a controlling influence over the nature of building and development in the area. Without human activity there would be no dry stone walls, no hedgerows or open moors, no network of lanes, no barns nor grazed fields.

Many Bowland farmers are very environmentally aware and are now using Environmental Stewardship to improve habitats for wildlife on their farms. However, in the past some land management practices have caused damage to important wildlife areas – for example, the draining of wet moorland and meadows has caused a loss of species; and the fertilising and early harvesting of meadows has reduced the number of wildflowers.

Although farming is going through a period of change, the Forest of Bowland is still an important agricultural production area, and visitors should try to understand and respect the landowners' needs and activities, and remember the Countryside Code!

The Forest of Bowland needs to continue to be a living landscape, while at the same time fulfilling its important purpose as an AONB: to conserve and enhance the landscape. Farmers and landowners work closely with the AONB and the farming community is vital to the local economy. Sheep and beef farming dominate the upland areas; while dairy farming remains the major land use in the valleys (although it is declining).

Some farmers are diversifying to find new ways of using the land – developing tourism facilities and other enterprises, such as business workspaces. Others are concentrating on their farming and finding ways to improve their income, for example by farming rare breeds, or producing their own boxed meat. Although the area was badly hit by the Foot and Mouth outbreak in 2001, there continues to be a strong family tradition in Bowland farming. This can be witnessed at agricultural shows and events.

Extensive areas of moorland are managed specifically for red grouse shooting. Management includes annual heather burning from October to mid-April, which encourages the growth of new young heather shoots as food for the grouse. The shooting season is from the 'Glorious Twelfth' of August until 10th December.

You will see a contrast in the villages in Bowland – some are typical estate villages where buildings are of a similar age and design (for example, Downham, Slaidburn and Abbeystead). Others are more haphazard farming settlements or industrial hamlets. They each have their own distinctive characteristics and sense of place.

Many village communities were once reliant on manufacturing (such as cheese making) and maybe surprisingly, the Forest of Bowland also has a legacy of industry – from lead mining and lime production, to quarrying and paper and cotton mills - which has influenced the landscape and many local villages.

Water is an important product of this landscape. A large area of the Bowland fells is used for water catchment and careful management of these areas has contributed to its excellent wildlife value. Water from Bowland has traditionally supplied Fylde and Blackpool, and is vital to our industrial and domestic needs.



Photograph –
© Countryside Agency / Tessa Bunny

CASE STUDY

Cobble Hey farm regularly opens its beautiful gardens to the public, and also encourages visitors to find out more about their working farm and the wildlife around them. Edwina and David Miller farm 'proper sheep' and cattle as well as a dozen rare breed sheep kept especially for inquisitive visitors.

"We have notices on the sheep pens and a little information centre to tell our visitors about the various breeds of sheep, as well as about the other wildlife they will see on a visit to Cobble Hey."

"People are interested in how the farm works, and we try to inform them as much as we can."

Cobble Hey also provides a 'Lapwing Trail' across the fields, established in conjunction with RSPB, plus a café and gift shop.

PEOPLE WE SPOKE TO TALKED ABOUT...

Changes in farming

“Farms have grown bigger, with some barns being converted to houses. It has to be less labour intensive, as young people don't want to work on the farm. Farmers are therefore older and have more machinery.”

“The grouse shooting has had a bad year this year due to the change in climate. The mild winters have caused there to be a parasite in the grouse which has led to shoots being cancelled.”

“You don't see the same animals as you did nine or ten years ago: we used to always be getting stuck behind people driving their sheep on the roads. They used to have sheepdogs and lots of helpers to stop them going into gardens. I can remember walking cows up the road from Slaidburn when I was little.”

“Since foot and mouth many farmers lost their livestock and have gone for diversification – holiday cottages in their buildings; small caravan sites in their fields; farm shops.”

“I've only known Bowland for a couple of years. I've been impressed by the number of positive signs for the future, such as hedge and tree planting. Grouse moors, managed for shooting, provide a distinctive Bowland backdrop. Whilst I'm not a fan of shooting, management here shows how conservation and shooting can co-exist.”

“I've known the area since the early 1960's. One of the changes is the loss of the meadows and pastures full of wild flowers in late spring and early summer. Only a few of these remain now.”

“At first the change was from hand milking to machine milking. Now, post foot and mouth, many farms are leaving dairying and going into beef and sheep, and supplementing their income with their wife going out to work. That means they have to get contractors in to bale their silage, where once the whole family was needed to get the hay crop in.”

Villages to visit

- Abbeystead
- Barley
- Bolton-by-Bowland
- Calder Vale (“probably Lancashire's last traditional working mill village”)
- Chipping
- Downham
- Dunsop Bridge

- Newton
- Scorton
- Slaidburn
- Wray
- Add your own favourites...

Community activities to join in

- Wray scarecrow festival (also at Downham and Waddington, and Tosside has a fox festival, April)
- Chipping Steam Fair (May)
- Garstang walking festival (May)
- Bowland Festival (June)
- Calder Vale children's festival (June)
- Lowgill sheepdog trials (June)
- Clitheroe Great Days of Folk Festival (June)
- Scorton Vintage and Country Fair (June)
- Pendle bike festival and walking festival (June – August and September)
- Newchurch rushbearing festival (end of August)
- Roughlee duck race (August)
- Bentham Show (September)
- Hodder Valley Show (September)
- Add some from your own village...

Farms you can visit (*by arrangement)

- Cobble Hey (open for gardens and tearoom, also has some rare breeds)
- *Lower Fairsnape, Bleasdale (for bird watching)
- Wild Boar Park, Chipping
- *New Laund Farm, Whitewell

Numerous farm based Bed & Breakfast and holiday cottages



ACTION POINTS

- **Help** your visitors to find out more and enjoy this living landscape.
- **Find out** about farm open days, often held as part of Bowland Festival, or run by RSPB.
- **If you** are knowledgeable about farming or shooting, talk to your visitors about how the land works, and how it's changed in your lifetime. If you're not involved in farming yourself, try following the farming stories in your local paper to see what is going on at particular times of year.
- **Promote** walks and events about farming or gamekeeping, run as part of the guided walks programmes, or as part of local festivals.
- **Have a look** in the local library or second hand bookshops and gather local history resources, such as old photographs and books, which illustrate how farming traditions and practices have changed in Bowland.
- **Publicise and encourage** your visitors to attend local community events, such as local shows.
- **Use** our What's On guide on the AONB website.

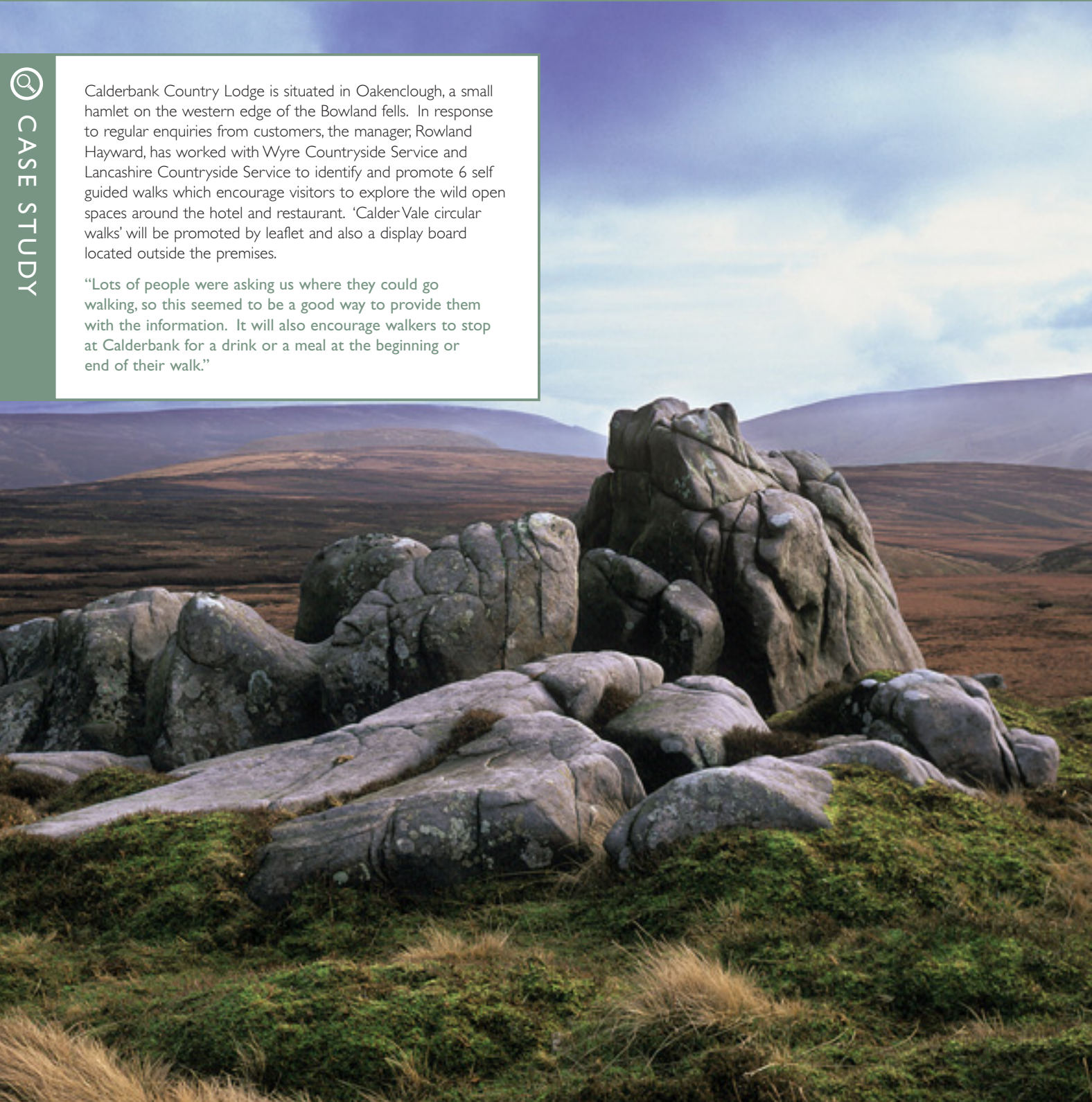


INFO & RESOURCES

www.moorlandassociation.org.uk
www.unitedutilities.com/?OBH=2565
www.forestofbowland.com
www.countrysideaccess.gov.uk also includes the Countryside Code
 Wyre Countryside Service (01995 606 654) run a series of activities and events. Find out more from the Garstang Discovery Centre, High Street, Garstang (01995 602 125).
www.wyrebc.gov.uk
 Lancashire Countryside Service events can be viewed via the website at www.lancashire.gov.uk
 Or phone the Information Assistant at the Bowland Visitor Centre on 01995 640 557

Calderbank Country Lodge is situated in Oakenclough, a small hamlet on the western edge of the Bowland fells. In response to regular enquiries from customers, the manager, Rowland Hayward, has worked with Wyre Countryside Service and Lancashire Countryside Service to identify and promote 6 self guided walks which encourage visitors to explore the wild open spaces around the hotel and restaurant. 'Calder Vale circular walks' will be promoted by leaflet and also a display board located outside the premises.

"Lots of people were asking us where they could go walking, so this seemed to be a good way to provide them with the information. It will also encourage walkers to stop at Calderbank for a drink or a meal at the beginning or end of their walk."



START

This theme can help you to draw upon the character and beauty of the Bowland landscape. You could be involved in leisure and recreation activities, or perhaps interested in using the characteristics of the area – its openness, tranquility and sense of grandeur – as a way of adding value to your products and services. Think about it...how many businesses have all this on their doorstep?

Over one third of the AONB is 'moorland', making up the wild open spaces that are so characteristic of the Forest of Bowland. This is a truly unique quality of the area - a quality that we should celebrate and promote using inspiring images. Encourage your visitors to experience it first-hand and not just by driving across the fells, but by getting out and exploring it, enjoying the sense of space!

The central upland of the AONB is typical Millstone Grit country; hard rocks lie beneath the gentle fells - the rounded shapes are a result of repeated glaciation during the Ice Age. The fells are covered with peat, blanket bog, acid grassland and heather moor; and occasionally broken through by rocky outcrops. The highest point is at Wards Stone (560m), with Pendle Hill reaching 557m, almost a mountain!

These fells were once cloaked in trees, but a combination of changes in climate and woodland clearances by Bronze Age farmers has left them largely treeless today. The resulting open views and fells give the impression that this is a wilderness, an untouched natural landscape, but it is in fact the result of human influences. There has been long term management of the land for grazing sheep and cattle, and for game shooting (primarily red grouse). The fells are criss-crossed with dry stone walls and, on the lower slopes, you will see the isolated field barns, which traditionally housed cattle and hay in the winter. Shooting butts and huts also mark out the activities of humans on this environment. As do the conifer woods and forests amongst the fells (Gisburn is the largest area of forest in Lancashire and was only planted in the 1940s), and the Stocks, Ogden and Black Moss reservoirs, all of which are man made (Stocks being the largest).

The fells are crossed by a few minor, unfenced roads. The Trough of Bowland is perhaps the most famous, following a narrow valley that once carried melting ice from the glaciers covering the fell tops. Routes from Slaidburn to Bentham, Stocks to Keasden, and the Salter Fell track (now part of the North Lancashire Bridleway) will also take you on a journey through this wild open space.

There are fewer Public Rights of Way on the fells than in the valleys, and until recently, only limited access on foot. However, much of the moorland is now mapped as Access Land and you can experience this wild open space for yourself. Access Land means that you are able to walk across these designated areas, within certain restrictions. As these change regularly, please check the website www.countrysideaccess.gov.uk



PEOPLE WE SPOKE TO TOLD US...

- Visit the fells in summer and see clear blue sky over the purple heather moors
- Look for fantastic sunsets and starry nights over Clougha and Parlick
- Walk on Harrisend fell when the heather is in bloom
- In autumn you'll see the bracken turning brown and amazing colours on Longridge fell
- In winter enjoy the blue skies and crisp cold air; see snow capped hills and spectacular sunsets and moon rises
- The fells are stark; you can see the definition of the fells and the stone walls highlighted by the low winter sun
- There are stunning views of the Yorkshire Dales, Wales, the Isle of Man and the Lake District
- See the snow witch on Pendle (if you're lucky!)
- Cold, crisp and frosty mornings, with mist filling the valleys and the moorland tops, clear and open
- What's your favourite time and place?

- Harrisend Fell
- Hawthornthwaite
- Kemple End
- Langden Valley
- Top of Newchurch
- Nicky Nook
- Nick o' Pendle
- Parlick Pike
- Pendle Hill
- Salter Fell road over Croasdale Fell
- Tatham Fells
- Trough of Bowland
- Waddington Fell – for the views
- Whitendale Hanging Stones
- Wolfstone Crag
- Add your own...

The fells are 'distinctively Bowland' – they define the local landscape character and people's sense of place. Here are some of the things that people most associate with the area:

- Heather moorland, quietness, solitude, uncrowded, and tranquil
- Wide open spaces, big skies and spectacular sunsets
- Awe inspiring scenery and friendly people
- Beauty, remoteness, wildlife, peace and tranquillity
- Bleak, empty fells
- Going over the fell – the lovely green and purple; the natural beauty; peace and quiet
- Its unspoilt wild beauty

Favourite wild places include:

- Beatrix Fell and Whitendale
- Bowland Knotts for the views up to Keasden
- The Brennand valley
- Clougha Pike



Photograph – © Webfettler

ACTION POINTS

- **Help** your visitors to find out more and enjoy the wild open spaces of Bowland.
- **Encourage** your visitors to experience the wilder parts of Bowland – provide walking guide books and Ordnance Survey maps (the Explorer series OL41 covers the Forest of Bowland and marks out the Access Land).
- **Direct** them to some of the favourite places listed above.
- **Find out** about wilderness walks run by Wyre Ranger service, Lancashire Countryside Service and the RSPB, and visit these wild spaces with an experienced guide.
- **Inform** your visitors about mountain safety - find out more from Bowland Pennine Mountain Rescue Team (www.bpmrt.org.uk).
- **Collect** the Forest of Bowland AONB's Access Land leaflet that has 6 circular walks exploring the best of the area's Access Land, and our 'Treading Carefully' leaflet that has an attractive bird ID guide from your local TIC, or download from our website.
- **Introduce** them to the Moorland Code (see the Moorland Association web address right) and the concept of the Access Land. Encourage them to do more than just 'drive through the Trough'.
- **Find out** if there are any local guides who may be able to lead walks and explorations for your visitors.
- **Join in** the British Heart Foundation's annual 'Heart of the Kingdom' walk, held in Bowland each September to raise funds for BHF (www.bhf.org.uk).
- **Promote** Bowland using photographs and pictures of this majestic moorland. Illustrate the seasonal changes and the wildlife that this brings to the fells (see section on 'A Special Place for Wildlife'; images are contained on the enclosed CD).
- **Use** Bowland wild places as names for your rooms, or items on your menu to evoke these special qualities – eg Parlick, Pendle, Fairsnape.

INFO & RESOURCES

Try these websites:

- www.forestofbowland.com
- www.countrysideaccess.gov.uk
- www.moorlandassociation.org.uk
- www.unitedutilities.com



Photograph – © Countryside Agency / C. Hedley

Every Sunday in May the ladies of Calder Vale run 'Bluebell teas'. The fantastic wildflower display draws hosts of springtime visitors, and the ladies lay on homemade refreshments in the village hall, in aid of the church mission hall. Visitors can park at the church or the hall, and take a 15 minute walk through the woods to the other end of the valley. Organiser Sally Walton says

"The bluebells are a real feature of Calder Vale, and the teas are a way of making our visitors welcome, at the same time as raising money for the village."



START

This theme can be used to draw upon the distinctive wildlife of Bowland as part of your overall business image, or when promoting the special qualities of the area to your customers. It gives an overview of the characteristic plants and animals that can help to identify your business as belonging to a landscape of national importance. It also highlights some popular activities that can provide a unique and memorable experience for visitors.



The Forest of Bowland is a special place for wildlife. The moors in particular are an important breeding ground for upland birds. There are also notable wildflower meadows, woodlands and geological features.

Bowland is in fact an internationally important area for conservation, as nearly one fifth of the AONB is designated as a Special Protection Area under the European Birds Directive. The Forest of Bowland also contains several Special Areas of Conservation and 13% is designated as Sites of Special Scientific Interest (SSSIs) under UK legislation. These designated sites represent nationally important areas for wildlife that are worthy of protection.

This valuable habitat is a big attraction for visitors to the area – many keen birdwatchers visit Bowland just to catch a glimpse of the hen harrier, our iconic bird of prey, which breeds in very few other places in the country. The male can be seen performing his spectacular

'skydance' in March and April. Birdwatchers also come to see the wading birds that arrive in Spring to nest and rear their young on the open farmland and moors of Bowland – for example, lapwing, snipe, curlew and redshank. Many landowners are using appropriate farming practices to actively attract these birds to their land.

Walkers often enjoy their explorations so much more when surrounded by the sights and sounds of nature – to catch a glimpse of a shy deer can make your day; strolling through a meadow full of wildflowers, or beside a hedgerow is much more enjoyable than a walk through a sterile patch of grass fenced off with wire. Encouraging people to visit these special places and learn more about the wildlife of Bowland can add to their enjoyment and appreciation of the area, and give them an opportunity to get in touch with its sense of place. The annual Bowland Festival is an ideal introduction to local wildlife, as are any of the guided walks run by the RSPB and the countryside services (see overleaf for details).



PEOPLE WE SPOKE TO SAID...

In springtime look out for

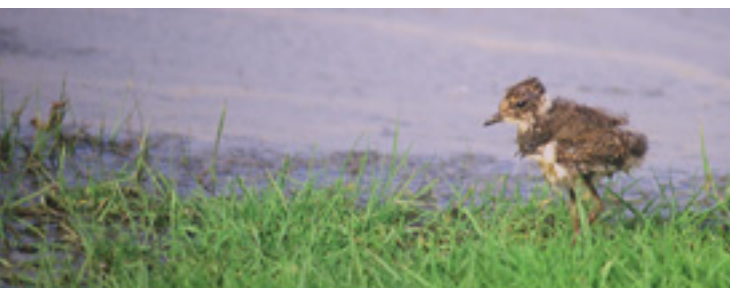
- River valleys bursting into life - visit the Hodder between Slaidburn and Newton
- Woodland flowers in Grizedale and Brock Valley
- See the bluebells at Calder Vale, Brock Valley, Spring Wood at Whalley, Whitewell valley and Marley Wood near Ribchester
- Listen for the first evocative cries of the curlew
- Look out for the waders, bringing the area alive at twilight
- Listen out for the lapwing's call and see its display flight
- Add your spring favourite...

In summer

- Look out for birds of prey – the kestrel, sparrowhawk, hen harrier and peregrine falcon
- See the curlews on Waddington and Easington fells - also oystercatchers, redshank, buzzards and grouse
- Wildflowers along the lanes and hedgerows
- Later in the summer the heather comes into flower and there are bilberries to pick
- Stonechats and whinchats in the Trough of Bowland

Autumn means

- More pheasants and grouse to be seen
- Fieldfares and redwings come in to feed
- The bracken and the beech hedges turning golden brown and in Winter
- Very quiet and peaceful
- Wrens and robins in the hedgerows
- Deer coming into the garden



Photograph –
© English Nature / Paul Glendell

Birdwatching sites

- Brock Valley in spring
- Waddington tops in April to June to see sparrowhawks
- Best place to see hen harriers and other moorland birds is the Langden Valley area
- Burnmoor on the Slaidburn to Bentham road is good for pheasants, grouse and partridges
- River valleys, especially the Hodder and Lune, for herons and kingfishers, dippers and sandpipers
- Marshaw to Scorton road is a good place to see oystercatchers, redshank, lapwing and curlew
- Stocks Reservoir
- Add any others you know of locally...

Other wildlife to see

- Bats can be seen at dusk in Newton, Slaidburn and the Brock Valley
- Deer can sometimes be seen near Whitewell, Longridge Fell, Kemple End and Gisburn Forest
- Hares and rabbits on open farmland
- Badgers, foxes, stoats and weasels
- Migrating salmon under the bridge at Ribchester, as well as trout
- Wetland plants on the fells – Bog Asphodel, Sundew, Bog Rosemary
- Wildflowers in meadows near Scorton picnic site, Dalehead churchyard and Myttons just outside of Slaidburn



Photograph –
© Countryside Agency / Tessa Bunny



ACTION POINTS

- **Help** your visitors to find out more about the wildlife of Bowland.
- **Share** your knowledge and enthusiasm, or point them in the direction of a local expert.
- **Provide** books and guides to birdlife and other wildlife of the area so they can find out more for themselves.
- **Promote** the guided walks run by various organisations such as Wyre and Lancashire Countryside Services and the RSPB. The Bowland Festival often run special dawn chorus walks and Wildlife Safaris, or take you to visit farms where birds are encouraged. They may also organise walks looking at wildflowers, fungi or butterflies (depending on the season).
- **Encourage** wildlife into your own grounds by providing bird feeders, nesting areas, wildflowers and other plants to attract insects and birds – you'll be surprised how much you can see and learn from your own window!

Would you be interested in leading guided walks on your land? If so contact us at the AONB Unit on 01772 531473.



INFO & RESOURCES

Wildlife of Lancashire, published by Lancashire Wildlife Trust, is an excellent introduction to the area and its wildlife, contact them on 01772 324 129, or visit their website at www.wildlifetrust.org.uk/lancashire/

The Royal Society for Protection of Birds (RSPB) has a large presence in Bowland and runs many projects and activities in the area. The RSPB also has lots of information about how to attract wildlife to your garden. Visit their website at www.rspb.org.uk/

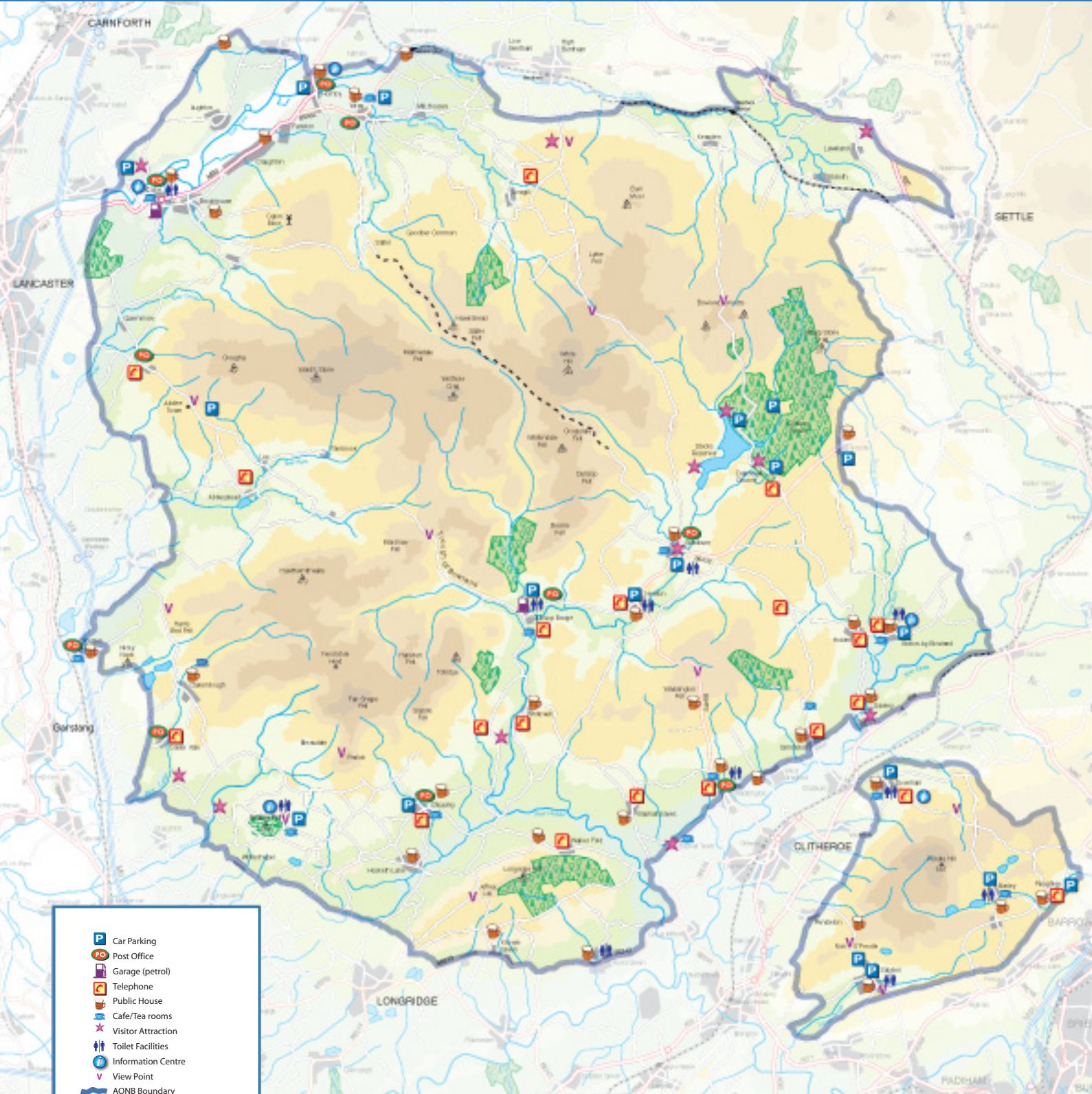
Wyre Countryside Service (01995 606 654) run a series of activities and events. Find out more from the Garstang Discovery Centre, High Street, Garstang (01995 602 125). www.wyrebc.gov.uk

Lancashire Countryside Service events can be viewed via the website at www.lancashire.gov.uk

Or phone the Bowland Visitor Centre on 01995 640 557.

The Forest of Bowland AONB and its partners organise the annual Bowland Festival each June. Find out more from our website at www.forestofbowland.com

Photograph –
© Andy Hay / rspb-images.com



Car Parking
 Post Office
 Garage (petrol)
 Telephone
 Public House
 Cafe/Tea rooms
 Visitor Attraction
 Toilet Facilities
 Information Centre
 View Point
 AONB Boundary
 Salter Fell Track
 A Traffic Regulation Order (TRO) prevents unauthorised use by motor vehicles
 Woodland
BOLD Town or cities with good local amenities & transport links
TEXT:

CD Resources ...

The CD attached here contains resources that can help you to use the special qualities of the Forest of Bowland AONB to benefit your business. You can use it to download text and images that help to illustrate the different aspects of the AONB's special character, or sense of place.

The CD is compatible with both Microsoft and Macintosh operating systems. The minimum requirement is either Windows '98 or Macintosh OS 8.0. To gain access, insert the CD into your computer –

Learn to speak the lingo!

Here are some useful terms to remember:

Access Land – land that is accessible to the public on foot for the purpose of open-air recreation (made available as part of the Countryside and Rights of Way Act 2000). Please note: there may sometimes be local restrictions on access rights for reasons such as land management, public safety, nature and heritage conservation.

Area of Outstanding Natural Beauty (AONB) – a type of landscape designation, awarded by Government to areas whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them. The primary purpose of AONB designation is to conserve and enhance the natural beauty of the area, which means that the area is protected for future generations to enjoy. The 41 AONBs in England and Wales share equal status with National Parks in terms of scenic beauty and landscape protection.

Environmental Stewardship Scheme – a new agri-environment grant scheme, which provides funding to farmers and other land managers in England who deliver effective environmental management on their land.

EUROPARC European Charter for Sustainable Tourism – 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.

Landscape – is more than just 'the view!' It can mean an everyday area as much as a beauty spot. For example, think about the area surrounding where you live, with its familiar shapes, patterns and boundaries - that's your local landscape.

Landscape Character – the character of a landscape is the combination of natural and cultural features that are particular to an area. Just like people, every landscape has its own unique character that makes it different from its neighbours.

Local distinctiveness – the positive features of a place and its communities that contribute to its special character and sense of place. Local distinctiveness is what makes a locality different from those around it, and what makes it special to the people who live or visit there.

it will then load automatically into your computer's web browser. Alternatively, open the CD using your computer's file manager (eg. Windows Explorer, Macintosh Finder) and double-click the file named 'START.htm'.

Please note: none of the organisations involved in this project can accept responsibility for any consequences arising from the use of this CD.

Moorland – an area of open upland with peaty soil covered by heather, moorland grasses and mosses. Moorland includes a range of habitats including blanket bog, wet and dry heathland and acid grassland, which together form a distinctive landscape rich in wildlife. Globally, heather moorland is virtually confined to Britain and Ireland, so is of international conservation importance.

Sense of Place – an area's unique feel and appearance, made up of the different landscapes, wildlife, heritage, people, sights, sounds, tastes, memories and many other 'things' that we experience in a place. For example, think about how you might describe a part of Bowland that you enjoy and know well – that's a sense of place!

Sustainable Development – an approach to managing development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.

Sustainable Tourism – tourism which aims to make a low impact on the environment and local culture, while encouraging better income, employment and the conservation of the very landscape upon which it is based.

Traceability – the ability to trace the history, use or location of something. In the food and drink industry, for example, a system for tracking meat produce may allow consumers to access information on the animal's date and location of birth, lineage, vaccination records, welfare, etc.

