

# eco escapes

## SOCIAL MEDIA GRID

### #Hashtags

#EcoEscapes #Lancashire #SustainableTourism #SlowTourism #EcoTourism #TravelLight #Hiking #Walking #Cycling #BikePacking #CycleTouring #Hiking #Trekking #RailwayWalks #Foodie #Gastro #Staycation #PubWalks #ShopLocal #Nature #NatureTherapy #GetOutside

### @Partners

#### Twitter

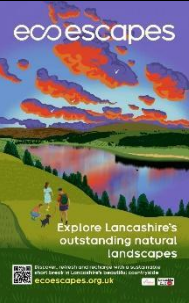
@forestofbowland @Arnside\_AONB @CRL\_live @TheBenthamLine @BikesRibble @NTarnsidesilver @naturesgemstours @bowlandandbay @thefleece\_inn @\_Mbay @RSPBLEightonM @dalehousebarn @UKescape @wildboarpark @CourtyardDairy @thetraddock @VisitLancashire @Browsholme @MarketingLancs @AONBFamily @NAAONB @HolmesMill @JamesPlacesGrp @wildfoxdistill1 @gatheringfields @therewildingcommunity @green



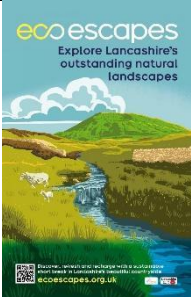

#### Insta

@discoverbowland @goosnarghgin @bowlandandbay @dalehousebarn @ribblevalley\_ebike\_store @ribblevalley\_ebikes @woodend\_farm @naturesgemstours @langdengrill @pattysbarn @wild\_fox\_distillery @therewildingcommunity @gisburnforestcafehub @waddingtonarms @littleoakhurst @visitlancashire @shireburnarms @jamesplacesgrp @holmesmill\_ @browsholme @innthefleece @the\_gatheringfields\_ @arnsidesilverdaleaonb @greentourism

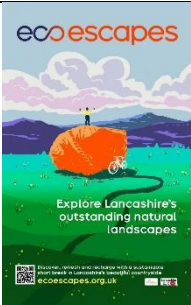
#### Facebook

@bowlandaonb @discoverbowland @ArnsideSilverdaleAONB @goosnarghgin @Bowlandandbay @dalehousebarn @ribblevalleyebikes @woodendalpacas @naturesgemstours @LangdenGrill @therewildingcommunity @wildfoxdistillery @gisburnforestcafe @Overhackingfarm @VisitLancashire @shireburnarms @waddingtonarms @browsholme @fleeceinndolphinholme @thegatheringfields @green.tourism.uk

DATE	CATEGORY	PHOTO	VIDEO	TEXT	LINK
	GENERAL		Short video	Take a <a href="#">#sustainable #staycation</a> in Lancashire's outstanding natural landscapes: <a href="#">@forestofbowland</a> and <a href="#">@Arnside_AONB</a> . They are wonderful places to visit year-round. Click on the link to see the full-length version video and find out more about <a href="#">#ecoescapes</a> : <a href="http://ecoescapes.org.uk">http://ecoescapes.org.uk</a>	<a href="https://www.youtube.com/watch?v=haEUNkiuhXA">https://www.youtube.com/watch?v=haEUNkiuhXA</a>
	GENERAL		Short video	Planning to visit the <a href="#">@forestofbowland</a> or <a href="#">@Arnside_AONB</a> this winter? We think the best way to explore these precious natural landscapes is on foot, by bike or e-bike. Find out how on our brand new Eco Escapes website: <a href="#">#slowtourism</a> <a href="#">#staycation</a> <a href="#">#sustainable</a>	<a href="http://ecoescapes.org.uk">http://ecoescapes.org.uk</a>
	GENERAL		Short video	Our new Eco Escapes campaign encourages sustainable tourism, but what is sustainable tourism? It's about travelling light, treading carefully and supporting local business. In short, it's about keeping Lancashire's beautiful natural landscapes... beautiful.	<a href="https://youtu.be/dS_BFggVb40">https://youtu.be/dS_BFggVb40</a>
	GENERAL		4 x poster images (see main resources page)	We love the retro style of the posters promoting our Eco Escapes sustainable tourism campaign in <a href="#">@arnside&amp;silverdale</a> and <a href="#">@forestofbowland</a> . Look out for them at rail stations across the county. <a href="#">@CRL_live</a> <a href="#">@TheBenthamLine</a>	

ITINERARY FOCUS – BENTHAM LINE	Bentham line 		The @TheBenthamLine skirts the northern edge of the @ForestofBowland, meandering through a string of pretty villages nestling in the Lune and Wenning Valleys. We think the best way to explore this unspoiled countryside is on foot or by bike. @CRL_live	<a href="https://www.discoverbowland.uk/itinerary/northern-bowland-and-the-wenning-valley/">https://www.discoverbowland.uk/itinerary/northern-bowland-and-the-wenning-valley/</a>
ITINERARY FOCUS - FOOD	Food & Drink 		Lancashire has a growing reputation as a foodie destination and the @forestofbowland is at the heart of food production in the county. We've curated a two-day itinerary that takes in some of the most delicious destinations in the county!	<a href="https://www.discoverbowland.uk/itinerary/lancshires-fabulous-food-producers/">https://www.discoverbowland.uk/itinerary/lancshires-fabulous-food-producers/</a>
ITINERARY FOCUS – PENDLE HILL			Base yourself in the bustling market town of Clitheroe for an active weekend of picturesque rides and scenic walks – including a challenging hike to the top of iconic Pendle Hill.	<a href="https://www.discoverbowland.uk/itinerary/summit-else-explore-pendle-hill-from-clitheroe/">https://www.discoverbowland.uk/itinerary/summit-else-explore-pendle-hill-from-clitheroe/</a>
ITINERARY FOCUS – LIMESTONE COAST			This two-day walking itinerary starts on Lancashire's rugged limestone coast at Silverdale and explores the woodlands and nature reserves of @arnside&silverdale AONB, climbing the gnarly outcrop of Warton Crag to Carnforth Station	<a href="https://www.discoverbowland.uk/itinerary/lancshires-wildlife-rich-limestone-coast/">https://www.discoverbowland.uk/itinerary/lancshires-wildlife-rich-limestone-coast/</a>

	ITINERARY FOCUS – FOOD & DRINK			This two-day foodie tour starts in Clitheroe and heads down the Ribble Valley to the coast, visiting a series of artisan food and drink producers along the way.	<a href="https://www.discoverbowland.uk/itinerary/lancashires-fabulous-food-producers/">https://www.discoverbowland.uk/itinerary/lancashires-fabulous-food-producers/</a>
	ITINERARY FOCUS – LANCASTER & LUNE VALLEY			Explore the under-the-radar loveliness of the Lune Valley. Discover characterful stone villages, verdant riverside paths, shady lanes through ancient woodland and sweeping views of higher, wilder country in the distance.	<a href="https://www.discoverbowland.uk/itinerary/lancaster-and-the-lune-valley/">https://www.discoverbowland.uk/itinerary/lancaster-and-the-lune-valley/</a>
	ITINERARY FOCUS – FAMILY BOWLAND ADVENTURE			Make for the pretty village of Dunsop Bridge, where you can walk with alpacas and explore the beautiful Dunsop Valley on foot or by e-bike before heading to Bowland Wild Boar farm for a wide range of family-friendly activities.	<a href="https://www.discoverbowland.uk/itinerary/summit-else-explore-pendle-hill-from-clitheroe/">https://www.discoverbowland.uk/itinerary/summit-else-explore-pendle-hill-from-clitheroe/</a>

ITINERARY FOCUS – NORTHERN BOWLAND/WENNING VALLEY				The @TheBenthamLine links the Lancashire coast with the Yorkshire Border, connecting villages and towns between Wennington and the edge of the Yorkshire Dales at Giggleswick.	<a href="https://www.discoverbowland.uk/itinerary/northern-bowland-and-the-wenning-valley/">https://www.discoverbowland.uk/itinerary/northern-bowland-and-the-wenning-valley/</a>
BUSINESS FOCUS – WOOD END			Short video	The @ForestofBowland is one of Lancashire's most popular hiking destinations, but did you know you can also walk with gentle, cuddly alpacas here? Find out more via our Eco Escapes sustainable tourism campaign:	<a href="https://www.discoverbowland.uk/itinerary/family-friendly-adventure-in-the-forest-of-bowland/">https://www.discoverbowland.uk/itinerary/family-friendly-adventure-in-the-forest-of-bowland/</a>
BUSINESS FOCUS – LEIGHTON MOSS			Short Video	As a big supporter of sustainable tourism, the RSPB's Leighton Moss Reserve is one of our key partners in Eco Escapes. Visitors who arrive on foot, by bike or by train get special discounts. Find out more in the link.	<a href="https://www.discoverbowland.uk/Business/rspb-leighton-moss/">https://www.discoverbowland.uk/Business/rspb-leighton-moss/</a>
BUSINESS FOCUS – GOOSNARGH GIN			Short Video	Richard and Rachel Trenchard hand-crafted an award-winning artisan gin, distilled and rooted in the landscapes of Bowland. Find out what happened when the Hairy Bikers dropped in for a quick G&T...	<a href="https://www.discoverbowland.uk/Business/goosnargh-gin/">https://www.discoverbowland.uk/Business/goosnargh-gin/</a>
BUSINESS FOCUS – NATURE'S GEMS			Short Video	Join experienced naturalist and active conservationist Gemma Wren for an immersive wildlife experience in @arnside&silverdale and Morecambe Bay	<a href="https://www.discoverbowland.uk/Business/naturesgems-tours/">https://www.discoverbowland.uk/Business/naturesgems-tours/</a>
BUSINESS FOCUS – THE REWILDING			Short Video	Need a bit of space to rewild yourself and get back in touch with nature? Head over to the windswept salt marshes of the Lancashire coast, where the Forest of Bowland meets the sea!	<a href="https://www.discoverbowland.uk/Business/the-rewilding/">https://www.discoverbowland.uk/Business/the-rewilding/</a>
BUSINESS FOCUS – WILD FOX			Short Video	In the heart of the Forest Bowland's famed 'Lancashire cheese triangle', a traditional dairy farming family are ploughing their own furrow	<a href="https://www.discoverbowland.uk/Business/wild-fox-distillery/">https://www.discoverbowland.uk/Business/wild-fox-distillery/</a>

				by producing a distinctive artisan gin with deep roots in the local landscape	
	BUSINESS FOCUS – DALE HOUSE BARN		Short Video	Michelin-trained chef Dominique Ashford swapped the top end restaurants of London for wild food and foraging in the Forest of Bowland.	<a href="https://www.discoverbowland.uk/Business/dale-house-barn-and-b-and-b/">https://www.discoverbowland.uk/Business/dale-house-barn-and-b-and-b/</a>
	BUSINESS FOCUS – BOWLAND & BAY		Short Video	As Lancashire’s reputation for distinctive artisan food spreads across the country, join professional guide Katie Wilson on a gastrotour showcasing some of the county’s best food and drink producers	<a href="https://www.discoverbowland.uk/Business/bowland-and-bay/">https://www.discoverbowland.uk/Business/bowland-and-bay/</a>
	BUSINESS FOCUS – RV E-BIKES		Short Video	Explore the Forest of Bowland with an electrically assisted e-bike – perfect for cruising uphill and down dale in comfort. New sales and rental bikes available to hire.	<a href="https://www.discoverbowland.uk/Business/ribble-valley-e-bikes/">https://www.discoverbowland.uk/Business/ribble-valley-e-bikes/</a>
	BUSINESS FOCUS – BROWSHOLME HALL		Short Video	The Parker family has been associated with the Forest of Bowland for more than five centuries and their family seat at Browsholme Hall is a magnificent Grade I listed Tudor Hall, displaying an eclectic collection of museum quality artefacts	<a href="https://www.discoverbowland.uk/Business/browsholme-hall/">https://www.discoverbowland.uk/Business/browsholme-hall/</a>
	BUSINESS FOCUS – GATHERING FIELDS		Short Video	Escape to the Gathering Fields: a centre for wellbeing and renewal high among the hills on the western fringe of the Forest of Bowland, with views stretching all the way to Morecambe Bay	<a href="https://www.discoverbowland.uk/Business/the-gathering-fields/">https://www.discoverbowland.uk/Business/the-gathering-fields/</a>
	BUSINESS FOCUS - WILD BOAR PARK		Short Video	The fearsome Wild Boar continues to flourish in the Forest of Bowland, but only within the confines of one of the Forest of Bowland’s most popular – and sustainable – visitor attractions.	<a href="https://www.discoverbowland.uk/Business/bowland-wild-boar-park/">https://www.discoverbowland.uk/Business/bowland-wild-boar-park/</a>
	SEASONAL: WINTER			From Christmas Markets to wreath-making workshops and guided #WinterWalks, there’s loads to get the festive spirit flowing in @ForestofBowland in the run-up to	<a href="https://www.forestofbowland.com/fabulous-festive-fun">https://www.forestofbowland.com/fabulous-festive-fun</a>

				#Christmas. Click on the link to find out more...	
	SEASONAL: WINTER			The @forestofbowland And @Arnside_AONB offer some of the best #winterwalks in Britain. Safe, accessible and with no need for crampons or ice axes, our recommended routes are a great way to #getoutside when the conditions may be risky in more popular destinations.	<a href="https://www.forestofbowland.com/walking#filter=fullyTranslatedLangus-r-onlyOpened-sb-sortedBy-0">https://www.forestofbowland.com/walking#filter=fullyTranslatedLangus-r-onlyOpened-sb-sortedBy-0</a>
	YEAR ROUND			Our Eco Escapes campaign promotes year-round #sustainabletourism in Lancashire's outstanding natural landscapes: @forestofbowland and @Arnside_AONB. From winter walks to star gazing and cosy pubs, click on the link to start planning your big adventure:	<a href="https://discoverbowland.uk/activities/ecoescapes/">https://discoverbowland.uk/activities/ecoescapes/</a>
	DARK SKIES			Did you know the night skies of Bowland are an official Dark Sky Discovery site? With very little light pollutions, you can see thousands of stars, planets and constellations without a telescope. @forestofbowland #winkletwinkle #darkskies #stargazing #winteriscoming #ecoescapes #nightsky #GMT @Robbieince @dalehousebarn	<a href="https://www.forestofbowland.com/star-gazing">https://www.forestofbowland.com/star-gazing</a>
	NEW YEAR			What's your #NewYearsResolution? If you're looking to get out more, get fitter, and explore new places, we've got loads of ideas for walks, rides and active adventures in @forestofbowland And @Arnside_AONB. Check out our #EcoEscapes itineraries and start ticking off those #NewYear resolutions this weekend!	<a href="https://www.discoverbowland.uk/activities/ecoescapes/#itineraries">https://www.discoverbowland.uk/activities/ecoescapes/#itineraries</a>

	HALF TERM			Hooray! The #HalfTerm holidays are the perfect opportunity for an early spring adventure in Lancashire's outstanding natural landscapes. Our Eco Escapes itineraries help you explore @Arnside_AONB or the @forestofbowland by rail, bike or on foot.	<a href="https://discoverbowland.uk/itinerary/northern-bowland-and-the-wenning-valley/">https://discoverbowland.uk/itinerary/northern-bowland-and-the-wenning-valley/</a>
	HALF TERM			The #HalfTerm Holidays are almost here and while the weather may be on the cool side, there are plenty of family-friendly adventures on offer in the @forestofbowland and @Arnside_AONB . Browse our bespoke itineraries for inspiration #getoutside @GetOutKids	<a href="https://www.discoverbowland.uk/activities/ecoescapes/#itineraries">https://www.discoverbowland.uk/activities/ecoescapes/#itineraries</a>
	SIGNS OF SPRING			The spring #birdmigration season will soon be in full swing, and the @forestofbowland and @Arnside_AONB are wonderful places to welcome new arrivals like warblers, swallows, martins and the spectacular osprey. Find out where to spot these #signsofpring and plan your trip with our #EcoEscapes itineraries. #Springwatch @BBCSpringwatch	<a href="https://www.discoverbowland.uk/activities/ecoescapes/#itineraries">https://www.discoverbowland.uk/activities/ecoescapes/#itineraries</a>

Resources and images can be found at: <https://www.forestofbowland.com/eco-escapes-business-toolkit>

Image password: EE-Photos

Extended Film: <https://youtu.be/xf3DhGT7HoU>