

Forest of Bowland AONB Sustainable Tourism Symposium

WHAT? An opportunity to learn more about sustainable and inclusive tourism in the Forest of Bowland Area of Outstanding Natural Beauty, featuring keynote presentations from sustainable tourism experts, panel discussions, case studies, networking and field trips.

WHO CAN ATTEND?

Everyone interested in finding out more about encouraging greater sustainability, diversity and inclusivity in rural tourism.

WHERE?

Holmes Mill, Clitheroe, Lancashire BB7 1EB: an award-winning tourism destination providing a showcase for the best of artisan Lancashire produce and much more.

WHEN? TUESDAY, MARCH 21

(OPTIONAL FIELD TRIPS MARCH 22)

ADMISSION: FREE

The Forest of Bowland AONB has developed and delivered a framework for sustainable tourism for the last 18 years working with an enterprising and engaged business network.

Hosted by Caz Graham from BBC Radio 4's Farming Today programme, the Sustainable and Inclusive Tourism Symposium provides an opportunity to share some of the key learnings and provide an opportunity to exchange new ideas and best practice.

With expert speakers from across the North of England and further afield and panel discussions and workshops, a packed programme will explore the drivers of sustainable tourism and what it means.

In 2022, Lancashire's Protected Landscapes joined forces to promote sustainable tourism in the county's rural areas via the Eco Escapes project. Eco Escapes is designed to build momentum behind a new model of less carbon intensive tourism in sensitive rural environments. We'll explore the benefits with some of the businesses involved in this initiative.

We'll take a deep dive into the importance of celebrating local distinctiveness to encourage visitors to support independent businesses in the rural economy and we'll also share our learnings on the pivotal role of building a rural business network to underpin a rich sense of place and increase awareness and engagement.

In addition, we will explore the potential of public transport, walking, cycling and wheeling to broaden access to rural areas in a sustainable way.

Green Tourism will provide an overview of their scheme and present awards to businesses who have successfully completed their accreditation as part of the Eco Escapes project.

For delegates who like to get hands-on, day two of the programme includes opportunities to sample selected Eco Escapes experiences on foot, by e-bike or at the end of a fork, on one of our increasingly popular foodie tours.

VENUE:



Holmes Mill, Greenacre Street, Clitheroe BB7 1EB

RAIL

Please come by train if you can. Parking at the symposium venue is limited. Hourly trains from Manchester Victoria, Blackburn and Preston

PROGRAMME 21st March

9.15 – 9.45	Arrival, Coffee & Networking	12.30 – 13.30	LUNCH
9.45 – 9.50	Welcome – Caz Graham (BBC Radio 4's Farming Today programme)	13.30 – 15.00	Sustainable Tourism and Inclusion panel led by Soraya Abdel-Hadi - All The Elements:
9.50 – 10.45	Keynote: Vicky Smith – Earth Changers, Creating a Positive Impact Destination		<ul style="list-style-type: none">• People Enjoying Nature – a positive mental health legacy – Cathy Hopley, The Pendle Hill Landscape Partnership• The Healing Power of Nature – Stacey McKenna Seed, Rewilding Outdoor Therapy• The Pendle Peat Pie – tackling climate change with every slice – Kerry Morrison• Nature-friendly farming and tourism – Sarah Robinson, Farming in Protected Landscapes Programme, Forest of Bowland AONB
10.45 – 11.00	Eco Escapes Project – Hetty Byrne		
11.00 – 11.15	Coffee break		
11.15 – 11.45	Eco Escapes business panel led by Caz Graham: <ul style="list-style-type: none">• Dalehouse Barn and B&B: Dominique Ashford• Bowland and Bay: Katie Wilson• Natures Gem Tours: Gemma Wren• Bentham Line Community Rail Partnership: Brian Haworth	15.00 – 16.00	Tea Break + Demos & Networking
11.45 – 12.00	The tourism potential of walking, cycling and wheeling: Active Travel England	16.00 – 16.45	Andrea Nicholas - Green Tourism Accreditation Overview & Awards
12.00 – 12.30	Holmes Mill Tour	16.45 – 17.00	Final Comments and Close

We have arranged preferential rates for overnight accommodation in the Spinning Block Hotel at Holmes Mill. We'll also be hosting an informal social event on the evening of 21st with duckpin bowling and food.

OPTIONAL DAY 2 ACTIVITIES

FIELD TRIP 1: **A wild car-free walk from Clitheroe**

4 Hours approx

A 7-mile walk from Clitheroe Station into the foothills of Pendle Hill with a hearty picnic to look forward to en route.

FIELD TRIP 2: **An E-bike Safari in the Bowland Fells**

4 Hours approx

The Forest of Bowland is famous for its hilly terrain and expansive views from the uplands and thanks to a little electrical assistance, these amazing vistas are equally accessible to occasional riders and cycling enthusiasts alike.

FIELD TRIP 3: **A Foodie Tour of rural Lancashire**

3 Hours approx

Join the irrepressible Katie Wilson from Bowland & Bay Tours for a whistlestop tour of some of Lancashire's celebrated foodie destinations. Don't eat too much at breakfast!

Places for these three events are limited. Please reserve your place early to avoid disappointment.



BOOK NOW www.forestofbowland.com/forest-bowland-symposium