



FOREST OF **BOWLAND**

Area of Outstanding Natural Beauty

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This project received funding from the following organisations:



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Project Introduction

Aims

The aim of the Lancashire Green Tourism project was to develop the sustainable tourism offer and profile of Lancashire and the Forest of Bowland Area of Outstanding Natural Beauty. The project had 3 strands of work:

- extend the number of tourism businesses that are participating in sustainable tourism activity and obtaining the national Green Tourism Business Scheme (GTBS) accreditation by 60 new participants countywide; and
- promote Lancashire's green tourism businesses and features
- create 6 new tourism business clusters in the Forest of Bowland for 25 businesses, further developing sustainable tourism in the area and complementing the area's high quality environment and protected area status.

The Lancashire Green Tourism project built on best practice developed by the Forest of Bowland AONB sustainable tourism project (Sustainable Bowland 2006 to 2008) and the 2007 GTBS pilot run in conjunction with Lancashire County Developments Limited and the Lancashire and Blackpool Tourist Board.

For further information visit www.forestofbowland.com/visit_sustainabletourism

Funders

The Lancashire Green Tourism Project was a partnership between Forest of Bowland Area of Outstanding Natural Beauty (AONB), Lancashire County Council (LCDL) and the Lancashire and Blackpool Tourist Board (LBTB). The AONB team were the main delivery agent with LBTB staff contributing some support in-kind via their marketing team. The AONB team promoted and delivered the GTBS scheme county wide, building on their experience of running the pilot scheme in 2007. The AONB team also delivered the business development element, again building on their experience and contacts developed over the years. The marketing element was planned and delivered jointly between the AONB and LBTB. A small steering group made up of members of each funding organisation provided strategic direction and monitoring.

For details of the funding see Appendix 1 and 2

Proposed Outputs

The project sought to support individual and clusters of tourism businesses, within Lancashire and the AONB, to increase the volume and value of their tourism trade by improving promotion for the area as a 'green' destination; by targeting markets interested in sustainable and green destinations; by and improving the offer available by creating new activities and packages.

The proposed and delivered outputs can be seen in Appendix 3

GTBS Support

Aim 1: extend the number of tourism businesses that are participating in sustainable tourism activity and obtaining the national GTBS accreditation by 60 new participants countywide

The Green Tourism Business Scheme (GTBS) is the leading sustainable tourism certification scheme in the UK. Businesses are assessed by a qualified grading advisor against a rigorous set of criteria covering a range of elements, including energy and water efficiency, waste management, biodiversity and more to achieve a Gold, Silver or Bronze award. For more information visit

www.green-business.co.uk or follow [this link to see the full list of GTBS accredited businesses in the Forest of Bowland](#)

Over its three year life the project has achieved some excellent results - 56 businesses achieving Green Tourism Business Scheme accreditation since 2007 and a further 8 businesses are currently (November 2011) awaiting grading, which will bring the total to 64. During the three year project many businesses involved in the scheme also improved their grading levels. During 2011, through their ongoing commitment, ten businesses progressed from bronze and silver awards to silver and gold awards. Only four businesses have pulled out of the scheme since commencement of the project for a variety of reasons, which is a low drop-out in comparison to the national average.

Key Outcomes:

- 18 businesses accredited in wider Lancashire
- 38 businesses accredited in the Forest of Bowland AONB
- 23 Gold Awards
- 24 Silver Awards
- 9 Bronze Awards

A full list of accredited businesses can viewed in Appendix 4

European Charter Businesses

The Forest of Bowland AONB gained the European Charter for Sustainable Tourism in Protected Areas in 2005 and again in 2010. 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.

An additional outcome for the project is that as a result of undertaking GTBS accreditation many businesses working in partnership with the Forest of Bowland AONB to contribute to the development of sustainable tourism have been able to gain their own recognition and have become European Charter Businesses.

In order to qualify for certification as a European Charter Partner a business - as well as undertaking GTBS accreditation - will participate in the [Bowland Experience](#), support the [Bowland Tourism & Environment Fund](#) and maintain relevant quality accreditation. There are now 38 European Charter Partner businesses in the AONB, and they are some of the first to achieve this status in Europe.

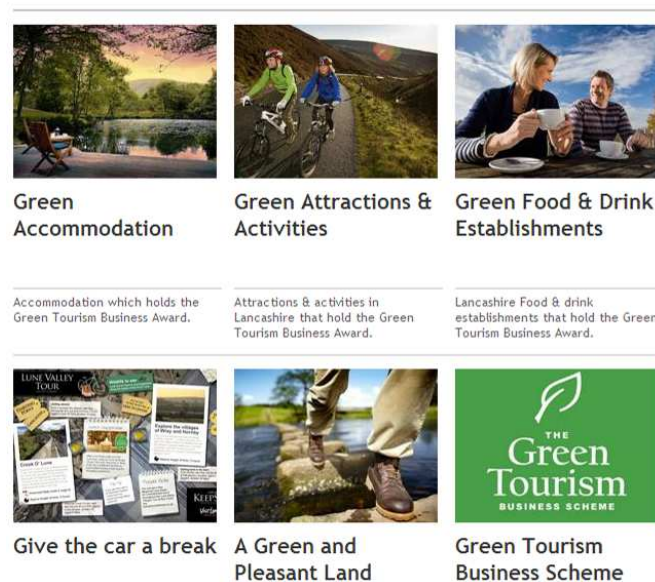
Marketing & Training

Aim 2: promote Lancashire's green tourism businesses and features

Achievement of this aim was through a variety of methods:

Website

Website www.lancsgreentourism.com developed in conjunction with LBTB, the website automatically re-directs to an eco-escapes page on Visit Lancashire to promote green accredited businesses. The webpage receives on average 200-300 visits per month.



In addition the accommodation database held by LBTB records GTBS accreditations and a priority search has been added to the accommodation search box to highlight GTBS accredited businesses:

Book Accommodation

Accommodation Type

Destination (location or postcode)

Name of Establishment

Book Online / Check Availability

Accessibility

Green Tourism Accredited Establishments

Further work with LBTB included adverts in the Country Escapes visitor brochure as well as promotion of the project via several issues of the LBTB corporate e-blast. One particular e-blast focussed on a 'Green Getaway' which was sent to 18,356 recipients from LBTB's email database, it was opened by 3,025 recipients and 628 clicked through to the website for further information.

Business Resources

We produced several resources for businesses to assist them in marketing their green credentials. These included a CD containing various templates and examples for environmental policies, action plans and visitor feedback. Door hangers were also designed and printed to enable businesses to display sustainable tourism messages within their business to encourage visitors to get involved. The cards were themed one for Energy and one for Water. Additionally, signage was created for the 'Bag it and Bin it' campaign, which is highlighted as a specific measure in the GTBS criteria. Canvas bags with the project website were also produced which included recycling messages, these were utilised by serviced accommodation in their bedrooms to encourage guests to recycle their papers, bottles and cans.



Energy and water themed door hangers

A Visitor Charter for Lancashire was also produced for businesses to encourage visitors to get involved by staying and eating locally, making the most of car free activities and supporting other GTBS accredited businesses in the area. Businesses were also encouraged to incorporate the Charter on their websites.



Visitor Charter

Best Practice Case Studies

12 best practice case studies have been produced for GTBS gold accredited businesses. These provide inspiration for other businesses and provide ideas through actions and a 'What's Green About' section. The economic, environmental and social impacts of implementing the green actions are also highlighted. For the full list of case studies visit: www.forestofbowland.com/visit_greentourism

Lancashire Green Tourism Project
Holiday Caravan Park Case Study Year: 2011

Business Details
 Hackings Caravan Park
 Elker Lane
 Billington
 Clitheroe
 Lancashire
 BB7 9HZ
www.hackingscarvanpark.co.uk

Business Description
 Hackings Caravan Park at Pothorland Farm is a holiday caravan park set in natural park and woodland, located in the heart of the Ribbles valley on the banks of the silver Calder. The park is situated on the edge of the historical village of Whalley and surrounded by stunning views of Frenchie Hill, Whalley Nab, Kemple End and Longside Hill and has been run by the Hacking family for the last 60 years. The park is licensed for 11 months and all caravans are privately owned.

Green Statement
 // Hackings Caravan Park is constantly looking for ways to improve its 'green' status and we are committed to achieving our ultimate aim of being as close to 100% environmentally friendly as it is possible to be. We are committed to raising awareness of environmental issues with our staff, caravan owners and visitors to the park and we are continuously striving to improve our practices and activities to ensure that they meet the highest possible standards and are compliant with all relevant environmental legislation. //

What's Green about Hackings Caravan Park:
 Hackings Caravan Park have recently installed an impressive 250 photovoltaic panels and 2 thermal panels to produce electricity and hot water for their site, they have also had a refurbishment of their shower block to be more energy and water efficient. The professionally produced interpretation panels featuring 'Brian the Hedgehog' provide light hearted, green messages and are an excellent way to engage with visitors. Hackings Caravan Park have also created habitats for wildlife through native woodland planting, a butterfly garden and a wild flower meadow and have provided nest boxes for a whole variety of wildlife.

Actions

- Brian the Hedgehog' interpretation panels provide green laundry tips on how to reduce energy e.g. lower temperatures, using environmentally friendly products, dryer balls and clothes lines
- Two solar panels installed to help pre-heat water for the shower and laundry block along with eco-showerers and restrictors on taps to reduce water flow
- 250 pv panels installed to generate electricity for the site
- Water butts and drip irrigation system in place to water the tubs, beds and planters
- All garden waste composted and used on-site including green kitchen waste from residents
- Introduced recycling around the park for glass, cans, plastic, paper and cardboard that has achieved significant reductions in refuse collections
- A percentage of bio-fuel used for site tractors and vehicles
- Recycled glass rock-wool insulation and polycarbonate sheeting recently installed in the ablution block
- Interpretation boards introduced across the park to highlight the birds, butterflies and wildlife
- Butterfly garden, wild flower meadow, river bank and woodland all created to attract wildlife and include bat and bird boxes, bee and insect houses

Impact

Economic

- Energy saving measures and installation of renewable energy technologies will in turn provide significant cost savings to the business
- Various water saving systems will provide cost savings and save water

Environmental

- Protection of local environment through RSPB biannual monitoring of birds and nests and encouragement of wildlife through creation of several habitats
- Use of bio-fuel saves on running costs and reduces carbon emissions

Social

- Support local charities by raising money and supply Christmas trees to local village (which are later chipped and used for mulch)

Links

- Energy Saving Trust www.energysavingtrust.org.uk
- Encouraging garden wildlife www.wildaboutgardens.org
- National Energy Foundation www.nef.org.uk
- Nest boxes www.nestbox.co.uk
- RSPB www.rspb.org.uk

Hackings Interpretation panels

Contact If you want to find out more about the Lancashire Green Tourism Project or the Green Tourism Business Scheme contact healy.brynn@lancashire.gov.uk

This project received funding from the following organisations:

Example Case Study

Lancashire Wildlife and Bowland Wildlife Websites

Wildlife blogging websites have been developed by Barrie Tyrer web consultancy working with the Lancashire Green Tourist project, to highlight the wildlife hotspots of this beautiful area, and most importantly, to entice visitors to take a look for themselves www.bowlandwildlife.org.uk and www.lancashirewildlife.org.uk 20 businesses contribute to the wildlife websites by posting to their individual blogs, these postings are then aggregated automatically into the wildlife websites along with Twitter feeds from various nature and bird reserves in the area. The websites also feature profiles on the GTBS accredited businesses, wildlife hotspots, ID guides and fantastic images and attract on average 10,000 unique visitors each month.

Lancashire wildlife
 We aim to bring together in one place, the information about Lancashire wildlife published on blogs and websites. To help people discover, enjoy and protect our local natural history.

Home Wildlife Blogs Go and see Wildlife Learn About wildlife Help Wildlife Visit and Stay

Lancashire Wildlife Blogs
 Latest Post
[height top farm 2011-10-26 21:15:00](#)
 Height Top Farm Holiday Cottages! have got so behind with my blog that it's difficult to know where to start. We've done a lot of work on our new orchard and the trees seem to be doing quite well. We do have more work planned over the next few months a...

Bird Watching Blogs
 Latest Post
[More sand martin recoveries](#)
 Every blog post I make covers one of two things - Oystercatchers or Sand Martins. Tonight is once again - Sand Martin recoveries. Today's batch from the BTO contained details of 3 birds ringed or controlled by North Lancs Ringing Group Paris 6478949 ...

Nature Reserve Blogs
 Latest Post
[Trial run](#)
 The Safari is playing around with the new putter so bear with us a while. Recent Base Camp highlights include a crackin Redwing in Wifey's Bird Cherry tree and a male Blackcap which was travelling with a lone Long Tailed Tit. Yesterday a flock of around...

Juvenile Marsh Harrier
 More Youtube Videos...

twitter
 Lancashire Wildlife Trust

Lancashire Wildlife Blogging Website

We have produced 4 different postcard designs to promote the Lancashire Wildlife website. The postcards are hosted by the green accredited businesses contributing to the blog and are used to promote their green accredited accommodation.



Wildlife Postcards Promoting the Wildlife Blog Website

Car Free Itineraries

Working with LBTB and the Country Escapes (Keep Sakes) campaign, districts within Lancashire put forward ideas for car free itineraries for their area. They included opportunities for wildlife sightings, walks, cycle routes, public transport information, accommodation, local food and a map. The car free itineraries also specifically promoted GTBS accredited businesses and encouraged visitors to come and stay in the area. The 15 one and two day itineraries are featured on Visit Lancashire website and can be utilized by visitors and businesses www.visitlancashire.com/inspire-me/country-escapes/give-the-car-a-holiday



Example Car-free Itinerary

Business Walking Routes

We worked with several GTBS accredited businesses to develop walking routes and the car-free offer from their businesses. A number of circular loops have been established between Height Top Farm self catering cottages and Cobden Farm B&B – the businesses have an agreement that guests staying at one business can phone ahead for a refreshment stop at the other business half way round

<http://www.forestofbowland.com/files/uploads/pdfs/walks/FOBHeightTopCobdenFarmCircular.pdf>

Other business routes include the Garden Cottage, Inglewhite linking them up to Beacon Fell Country Park and Riverside Caravan Park to Bentham Heritage Trail; and wildlife and habitat focussed routes at a new self catering provider Deep Clough Farm.

The businesses highlight information about GTBS accreditation and encourage visitors to partake in car-free activities

The Garden Cottage Circulars

Start Point: The Garden Cottage, SD5477 4076

Distance/Time: Loop A - 5.5 miles/2hrs, Loop B - 3.5 miles/1.5hrs

Terrain: Tracks, fields, roads, gates and stile. Can be wet under foot. Note: Livestock in fields.

Public transport: None

Key to Facilities: Beacon Fell, Café, Toilets, Parking, Picnic Site, Information, Refreshments, Hub

OS Explorer OL11

About The Business

The Garden Cottage has been awarded with a Gold award through the Green Tourism Business Scheme. The scheme provides accreditation for tourism businesses committed to reducing the environmental impact of their activities. By encouraging sustainable practices the scheme ensures the continued enjoyment of the environment around us for future generations. Businesses are assessed against a rigorous set of criteria for such things as energy, water, waste and travel as well as promoting wildlife watching opportunities and car free activities to visitors. Being green certainly doesn't compromise quality though, you'll be sure to have a fantastic holiday experience!

Green Tourism Gold

www.forestofbowland.com

The Garden Cottage Circulars - Loop A

About This Walk - Loop A

Beacon Fell Country Park without obstructive views of the Forest of Bowland and Plovermore Res. On a clear day it is possible to see the lake of Threlk. There is an abundance of wildlife including rabbits, hares and moe deer which are a little more elusive, but patience may well be rewarded! Steeps and weathrs may be seen climbing over the dry stone walls. As many as 11 species of dragonflies and damselflies live around the ponds during the summer months. The Bowland Visitor Centre at Beacon Fell has a tea room for that all important refreshment stop.

Walk Description - Loop A

1 GPS ID 5357 4076 Turn right out of the Garden Cottage along the road for about 1/4 mile and turn right through the building at Higher Park Farm.

2 GPS ID 5469 4091 Go through a kissing gate then ahead to a stile and along a grass track to a gate and stile. Almost immediately take a stile on the right into a field and head straight and then left to the far left corner of the field.

3 GPS ID 5483 4123 Over a stile and then immediately over another stile on the right. Over a small footbridge and continue ahead across the field towards the farm buildings at Lower Foster Hill.

4 GPS ID 5504 4134 Through a gate between two barns then right along the farm track. Follow the track to the right and all the way to the road end.

5 GPS ID 5532 4117 Turn left onto the road, continue for a short way then over the first footpath stile on the right. Continue straight ahead across the field to the next stile and soon after over another stile on the left.

6 GPS ID 5550 4120 Continue diagonally over the next field to the top left hand corner, cross a farm track and over a stile ahead. In next field again head diagonally left to next stile, go through two gates and onto the road (note the pub is no longer open!).

7 GPS ID 5584 4121 Cross the road and through the gate and continue along the grass track. Go through the gate, over a hedge and continue ahead to the next gate with a stile next to it (note can be very wet).

8 GPS ID 5623 4139 Over the stile and a small footbridge along to the tree line on your left. From the tree line head diagonally left to a stile in the field corner.

9 GPS ID 5641 4153 Over a stile and bear left across a large field, then descend to a track across a stream, and then climb slightly to a stile and onto the road.

10 GPS ID 5636 4199 Turn right onto the road and continue to just after the first farm house on your left where you turn left into the yard passing another farmhouse (Crombitholme Field) and across grass on your right. Continue straight on and over a stile out of the yard. Keep to the left field edge and over another stile then climb diagonally right up to the field towards the woodland.

11 GPS ID 5677 4044 Go over a stile into the woodland and continue ahead up to Beacon Fell Visitor Centre - a small place for a stop and refreshments.

12 GPS ID 5661 4071 Take the cobbled path to the right of the visitor centre heading towards the Orms Sign Station, at the station go left along a fence track and stay straight until you reach the road.

13 GPS ID 5638 4085 Cross the road and through a gate into the life for life woodland forest. Continue ahead to the next kissing gate and downhill across the field towards the broadleaved woodland plantation. Note large populations of roe deer and brown hare in this area.

14 GPS ID 5599 4091 Through a kissing gate and into the woodland and continue then over a footbridge and straight across a field to the road.

15 GPS ID 5579 4289 Turn right onto the road, then soon after left down White Lee Lane. After a short distance take a track left to White Lee Hill and continue ahead just past farm buildings and straight onto a track.

16 GPS ID 5333 4207 At the end of the track bear left and through a gate, and soon after right through another gate. Continue across the field and through the next gate. Across the next field and bear right to the field corner over a stile and into the small woodland.

17 GPS ID 5545 4206 Through the woodland, over a stile and onto the road. Turn right, then soon after left onto a path next to Ewden House Cottage. Past the farm buildings and over a stile. Continue along a track until you eventually reach a gate, take a stile to the left of the gate and turn left onto the road.

18 GPS ID 5538 4144 Continue for about 1/4 mile then just after a house on the left turn right over a stile into a field, ahead to the next stile and continue diagonally left to the next stile. Turn right onto the lane (you are now retracing your steps from the start). Continue into the farmyard and turn left between a cow shed and barn and ahead to a gate. Through this gate and continue ahead towards a clump of trees, over a footbridge and stile and turn left. Almost immediately go over the next stile and then diagonally right towards a stile in the fence. Turn left, go through a gate and continue along the track.

19 GPS ID 5640 4084 Over a stile then soon after through a kissing gate, continue past the house and then turn left onto the road and back to the Garden Cottage.

Example business walking routes

Public Relations

Consultancy Osprey Communications carried out the PR activity for the first two years of the project, this work ceased in year three due to the budget cuts. Osprey organised several press trips to a number of GTBS accredited businesses. These included the Yorkshire Post, staying for 2 nights at the Priory Inn, Scorton and visiting Cobble Hey Farm & Gardens; the Manchester Evening News, staying 2 nights at Bleasdale Cottages with a meal at the Old Post House Hotel, Clitheroe; and Northern Echo, staying at Clough Bottom Farm Holiday Cottages for 2 nights. This generated important press for the businesses and the project and helped promote Lancashire as a green destination.

An article about the project and businesses was also featured in the Glamorgan Gazette.

Awareness Raising

A number of presentations and seminars were delivered during the project to raise awareness of GTBS accredited businesses and the project. These included presentations to five district tourism associations and workshops relating to social media including sessions on writing blogs.

Introductory seminars as well as one-to-one sessions were delivered to raise awareness and encourage take-up of GTBS. Additionally, an awards event was held every year to celebrate the business achievements and present the GTBS awards. The awards events attracted both local and national press and included presentations by relevant and eminent speakers.



The Garden Cottage receiving their GTBS award presented by Peter Mileham, High Sheriff of Lancashire

Training

- 100 businesses have received one-to-one support and guidance, web support and GTBS advisory or grading visits and 99 individuals have attended work-based training related to sustainable tourism.

Marketing Creatively

In the first two years of the project this course was developed jointly with the Tourism Centre, Lancaster and marketing consultant Wendy Davison. Funding for the consultant for the two training sessions was provided by the Tourism Centre and went towards achieving some of their funding outputs. The course was then delivered two more times and was funded solely through the project. With our direction, Wendy adapted her Marketing Creatively course to enable businesses to learn specifically how to market their green credentials and how to incorporate their messages through websites and printed materials.

Green Ideas Days

The Green Ideas Days were an opportunity for businesses to source products, gain new information and network with other GTBS interested businesses. Presentations from various organisations and businesses formed part of the day including talks by Sustainable Soil & Water Ltd on composting food waste, Northern Environmental Supplies Ltd on eco-friendly cleaning products, Lancashire Business Environment Association on renewable energy options and Coffee Care Ltd on Fair trade/organic products. Two events were held during the project and they proved very popular.

Web Consultation

The project funded web consultant Barrie Tyrer to work with businesses undergoing GTBS on a one-to-one basis offering technical support to put their marketing ideas into practice. This included developing walking pages, incorporating Sense of Place messages and incorporating a Google Festival Bowland events calendar. There are many excellent examples including: www.lowergill.co.uk and www.cobdenfarm.co.uk. A substantial part of the GTBS criteria focuses on marketing and communication and this web support and green marketing support assisted businesses in gaining credit to support the many excellent improvements they were developing in their businesses.



Cobden Farm B&B website

Green Showcase Events

Two green showcase events were organised at the end of the project as an opportunity for Visitor Information Staff, tourism businesses and officers to learn more about GTBS accreditation. It was a great opportunity for the participants to have a tour of several businesses in one day, learn more about what it means to be GTBS accredited and talk informally to the owners. The events were held in different locations across the Forest of Bowland and visited ten GTBS accredited businesses over the two days.

Sense of Place Training

The AONB's Sense of Place project was developed to achieve a number of aims, including: to promote the special qualities of the Forest of Bowland, to provide consistent messages for all partners to use, to increase awareness of what the area has to offer to visitors and to develop a greater understanding of the geographical area covered by the AONB, and to create a loyalty to this area by residents and visitors. These aims fit closely with the aims of the Lancashire Green Tourism project and the GTBS criteria, so businesses undergoing GTBS were given the opportunity to attend one of the two training sessions run each year by the AONB. The sessions specifically assisted the business in their marketing plans and worked well alongside the green marketing training course.

Green Guide to the Forest of Bowland and Lancashire

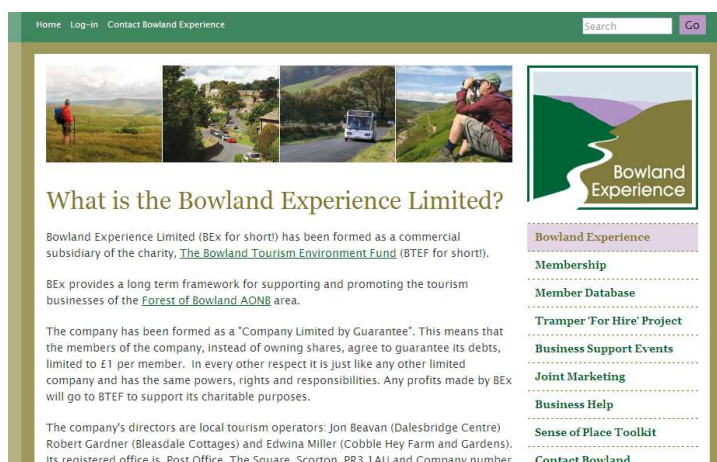
A final piece of work for the project will be an online green guide to the Forest of Bowland AONB and Lancashire – to encourage visitors to holiday in a wonderful, green destination. The green guide will feature on the Forest of Bowland website and contain profiles of each of the GTBS accredited businesses with a map so that visitors can easily plan a green getaway. The guide will be launched in January 2012.

Cluster Projects

Aim 3: create 6 new tourism business clusters in the Forest of Bowland for 25 businesses, further developing sustainable tourism in the area and complementing the area's high quality environment and protected area status.

Bowland Experience Limited

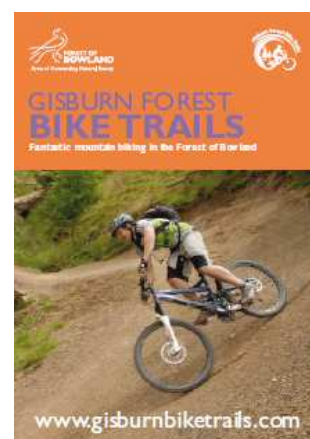
Bowland Experience Limited (BEx) is a "Company Limited by Guarantee" which was set up in 2009 to take on the work of the AONB Sustainable Tourism Network. The Lancashire Green Tourism Project provided funding to help the company set up its database and website and by the end of the project in September 2011; the company had built up a membership of 81 private sector tourism operators. It had also started the "Tramper for Hire" project and coordinated the production of visitor information leaflets (see below). It has also set up training courses for members and others, including the promotion of "Sense of Place" seminars for the AONB.



Bowland Experience 'business to business' website – www.bowlandexperience.com

Gisburn Forest Mountain Bike Trails

The Forestry Commission had lead the development of new Mountain Bike Trails in Gisburn Forest with funding support from Ribbles Valley Borough Council and Sport England and volunteer trail building organised with the AONB. In order to promote the trails, the Lancashire Green Tourism Project provided funding support for the production of a visitor leaflet of the trails, including a map and information about tourism businesses in the vicinity. BEx encouraged the support of tourism businesses, which resulted in 14 of them participating in the guide and contributing 45% of its cost. As well as a printed map guide, a PDF was produced for use on websites for the AONB as well as members.



Gisburn Forest Bike Trails Leaflet

Teashops Guide

BEx also lead the production of a Teashops Guide for Bowland which includes 31 catering establishments. The company commissioned a new map of the AONB area from Harvey Maps. The participating “tea shops” contributed 48% of the cost with the balance from Lancashire Green Tourism Project. As well as a printed map guide, a PDF was produced for use on websites for the AONB as well as members.



Teashops Leaflet

Tramper for Hire

Based on the success of the Tramper (all-terrain mobility scooter) service at the Beacon Fell Country Park and the Wyresdale Wheels project, BEx has set up a Tramper loan service to cover the whole AONB area for use by members’ visitors and guests. The company secured a grant from Awards for All for the capital cost of the vehicle and monies raised through a Visitor Pay-Back scheme run by [The Three Fishes Inn](#) enabling the development a number of trails. The Lancashire Green Tourism Project provided a grant towards the cost of marketing the scheme which was launched in summer 2011.

The original plan was to develop six clusters, but this was cut back to four in view of the reduction in funding.



Tramper for Hire Leaflet

Other Achievements

- Two self catering providers in 2011 were short-listed for Gold Star GTBS awards; they have been highlighted amongst the 40 top GTBS accredited businesses in the UK
- In 2010 two GTBS accredited businesses supported by the project, received the highest accolades in the Lancashire and Blackpool Tourist Board annual tourism awards in the sustainable tourism category. [Clough Bottom Farm Cottages](#) won the award and [Caldertop Cottage](#) received a highly commended and both businesses have achieved a GTBS gold award. Clough Bottom went on to win the NW Tourism sustainable tourism award, and a Silver award in Visit Britain's awards for 2010. In 2011 a further GTBS silver accredited business won the Lancashire award - [Mytton Fold Hotel and Golf Complex](#). All three businesses have received GTBS support through the project.
- Recently the Forest of Bowland AONB was runner-up of the prestigious 'Best Destination' award from The International Responsible Tourism Awards. The award was presented to the AONB on 9th November as part of World Responsible Tourism Day at the World Travel Market in London, sponsored by Virgin Holidays. For further information about the awards visit www.responsibletravel.com/awards

The Forest of Bowland AONB were delighted to be the runner-up for the best destination award; the accolade is testament to a collective effort of the AONB team, partner organisations, community groups and most of all the tourism businesses themselves who have worked hard over the last five years to deliver tourism with sustainability at the core. The work delivered through the Lancashire Green Tourism project has very much contributed to the achievement of this award and has really put the area on the global map as a sustainable tourism destination.



Cathy and Hetty receiving the award at the World Travel Market event, London

Appendix I – Original Budget

Source	Quarter 3 Oct – Dec 2008	Q 4 Jan – Mar 2009	2008- 09 Total	2009/10 total	2010/11 total	2011/ 12 Q1 & 2 total	TOTALS
Public							
LBTB		7000	7000	13000	13000	8000	41,000 ¹
LBTB in kind	0	0	0	5,000	5,000	5,000	15,000
LCC	10,000	10,000	20,000	0	0	0	20,000
LCC in kind	0	10,150	10,150	20,300	20,300	10,150	60,900
AONB		6,000	6,000	6,000	6,000	0	18,000
LCDL	0	0	0	38,900	38,350	22,750	100,000
Private							
25 business es/yr		2,000	2000	5,000	5,000	0	12,000
Total	10,000	38,150	45,150	88,200	87,650	45,900	266,900

Allocation of budget

Description	Quarter 3 Oct – Dec 2008	Quarter 4 Jan – Mar 2009	2008- 09 Total	2009/10 total	2010/11 total	2011/12 Q1 & 2 total	TOTALS
Green marketing	0	5,000	5,000	13,000	13,000	12,750	43,750
GTBS	0	10,000	10,000	9,900	9,350	0	29,250
Cluster development	0	0	0	5,000	5,000	3,000	13,000
Staff costs	10,000	10,000	20,000	40,000	40,000	20,000	120,000
Staff in kind	0	10,150	10,150	20,300	20,300	10,150	60,900
TOTALS	10,000	35,150	45,150	88,200	87,650	45,900	266,900

¹ Note: budget adjustments made early on in project for contributions from LBTB

Appendix 2 – Revised Budget 2010/11

Funding and Budget Review

A budget review took place in October 2010 in light of LBTB reductions in funding and cuts to staffing in the LBTB team.

2010/11

Reduction of £3250 funding from LBTB adjusted as follows:

£650 cut from PR contract with Osprey

£600 cut from contribution to Country Escapes/Keepsake campaign

£2000 cut from cluster development

This meant that our target outputs of 25 universal and 15 work based outputs was reduced to 20 universal and 10 work based outputs and we only delivered one cluster project in 2010/11 – the teashop trail.

2011/12

For 2011 there was cut in contribution of £8000 from LBTB

In the original bid there was no contribution from Forest of Bowland AONB for 2011/12, in light of the loss of budget for 2011/12 the Forest of Bowland contributed £2,000

This left £24,750 in cash contributions for 2011/12

£20,000 of this was required for staffing and accommodation costs for the 6 months, so this left just £4750 for activity spend in 2011, we also lost the £5k in-kind contribution from LBTB.

The original target of 10 universal outputs was revised to 5.

Source	Quarter 3 Oct – Dec 2008	Q 4 Jan – Mar 2009	2008- 09 Total	2009/10 total	2010/11 total	2011/1 2 Q1 & 2 total	TOTAL S
Public							
LBTB		7000	7000	13000	9750	0	29,750
LBTB in kind	0	0	0	5,000	5,000	5,000	15,000
LCC	10,000	10,000	20,000	0	0	0	20,000
LCC in kind	0	10,150	10,150	20,300	20,300	10,150	60,900
AONB		6,000	6,000	6,000	6,000	2,000	20,000
LCDL	0	0	0	38,900	38,350	22,750	100,000
Private							
25 business es/yr		2,000	2000	5,000	5,000	0	12,000

Excess						4,268 Carried over from 10/11	4,268
Total cash			13,000	59,900	56,500	29,018	
Total			45,150	88,200	84,400	44,168	261,918

Allocation of budget

Description	Quarter 3 Oct – Dec 2008	Quarter 4 Jan – Mar 2009	2008- 09 Total	2009/10 total	2010/11 total	2011/12 Q1 & 2 total	TOTALS
Green marketing	0	5,000	5,000	13,000 (£10K cash)	11,750 (£6750 cash)	6,790 (£1790 cash)	36,540
GTBS	0	10,000	10,000	9,900 (£4900 cash)	9,350 (£4350 cash)	2,960 (£2,960 cash)	32,210
Cluster development	0	0	0	5,000	3,000	0	8,000
Staff costs	10,000	10,000	20,000	40,000	40,000	20,000	120,000
Staff in kind	0	10,150	10,150	20,300	20,300	10,150	60,900
Totals cash				59,900	34,100	4,750	
Outstanding to allocate						4268	4268
TOTALS			45,150	88,200	84,400	44,168	261,918

Appendix 3 – Proposed and Delivered Project Outputs

Proposed Outputs for 2008/09:

25 businesses assisted with universally
25 adults undertaking work based training
1 tourism business cluster developed
25 businesses receiving GTBS awards

Delivered Outputs for 2008/09

16 businesses assisted universally
30 adults undertaking work based training
1 tourism business cluster developed
14 Green Tourism Business Schemes to be achieved

Proposed Outputs for 2009/10:

40 businesses assisted universally
20 adults undertaking work based training
1 tourism business cluster developed
18 Green Tourism Business Schemes to be achieved

Delivered Outputs for 2009/10

55 businesses assisted universally
33 adults undertaking work based training
1 tourism business cluster developed
17 Green Tourism Business Schemes to be achieved

Proposed Outputs for 2010/11:

25 businesses assisted universally (revised to 20 in Oct 2010)
15 adults undertaking work based training (revised to 10 in Oct 2010)
1 tourism business cluster developed
12 Green Tourism Business Scheme to be achieved

Delivered Outputs for 2010/11

21 businesses assisted universally
19 adults undertaking work based training
1 tourism business cluster developed
11 Green Tourism Business Schemes to be achieved

Outputs for 2011/12:

10 businesses assisted universally (revised to 5 in Oct 2010)

1 tourism business cluster developed

11 Green Tourism Business Scheme to be achieved

Delivered Outputs for 2010/11

8 businesses assisted universally

12 adults undertaking work based training

1 tourism business cluster developed

3 Green Tourism Business Schemes to be achieved (10 awaiting grading November 2011)

Appendix 4 – GTBS Accredited Businesses

The table below highlights GTBS accreditations by district and includes all accreditations since 2007 (15 businesses were accredited during 2007 in the Forest of Bowland AONB before the Lancashire Green Tourism project began in 2008). The reason for including all businesses is that the 2007 businesses all underwent re-accreditation during 2009 and benefitted from the support of the Lancashire Green Tourism project to go through this process.

TOTAL: 56 GRADED AND 8 AWAITING GRADING

CHORLEY

1 accredited

Name of Business	Location	Type	GTBS Grading
Park Hall	Chorley	Hotel	Bronze

FYLDE

3 accredited, 1 awaiting grading

Name of Business	Location	Type	GTBS Grading
Glendower Hotel	Lytham St Annes	Hotel	Awaiting Grading
Ribby Hall Village	Wre Green	Self Catering	Gold
Ribby Hall Village	Wre Green	Visitor Attraction	Silver
Ribby Hall Village	Wre Green	Conference Centre	Gold

LANCASTER

10 accredited, 2 Awaiting Grading

Name of Business	Location	Type	GTBS Grading
The Balmoral	Morecambe	Guest House	Silver
The Borough	Lancaster	Pub	Awaiting Grading
Bridge House Farm	Wray	Tearooms	Bronze
The Broadwater	Morecambe	Guest House	Silver
The Castle	Hornby	Hotel	Awaiting Grading
The Craigwell	Morecambe	Guest House	Gold
Forrest Hills	Lancaster	Activity provider/Visitor Centre	Gold
Grisedale Farm	Leighton	B&B	Gold
Highwayman	Nether Barrow	Inn	Bronze
Hornby Village Institute	Hornby	Community Venue	Bronze
RSPB Leighton Moss	Lancaster	Visitor Attraction	Gold
Stork Inn	Condor Green	Inn	Bronze

NORTH YORKSHIRE

4 accredited, 1 awaiting grading

Name of Business	Location	Type	GTBS Grading
Dalesbridge	Austwick	Group accommodation	Gold
Off the Rails	Settle	Cycle Hire & Tours	Silver
Parkfoot Holiday Homes	Ingleton	Holiday Park	Silver
Riverside Caravan Park	Bentham	Holiday Park	Awaiting Grading
The Traddock	Austwick	Hotel	Silver

PENDLE

3 accredited, 1 awaiting grading

Name of Business	Location	Type	GTBS Grading
Dam Head Barn	Roughlee	B&B/Self Catering	Awaiting Grading
Height Top Farm	Higham	Self Catering	Gold
Malkin Tower	Blacko	Self Catering	Gold
The Oaks	Burnley	Hotel	Bronze

PRESTON

3 accredited, 1 awaiting grading

Name of Business	Location	Type	GTBS Grading
Bartle Hall	Preston	Hotel	Bronze
Bowland Visitor Centre	Beacon Fell	Visitor Attraction	Silver
The Garden Cottage	Inglewhite	Self Catering	Gold
Holiday Inn	Preston	Hotel	Awaiting Grading

RIBBLE VALLEY

22 accredited, 1 awaiting grading

Name of Business	Location	Type	GTBS Grading
Bowland Wild Boar Park	Chipping	Visitor Attraction	Silver
Browsholme Hall, Tithe Barn	Browsholme	Visitor Attraction/Venue	Awaiting Grading
Canal Boat Escapes	Barnoldswick	Self Catering	Gold
Clough Bottom Farm Cottages	Bashall Eves	Self Catering	Gold
Cobden Farm	Sabden	B&B	Gold
Forest of Bowland AONB	Dunsop Bridge	Corporate Offices	Gold
Foxhill Barn	Gisburn	B&B	Gold
Gibbon Bridge	Chipping	Hotel	Silver
Hackings Caravan Park	Billington	Caravan Park	Gold
Higher Gills Farm	Rimington	Self Catering	Gold
Higher Trapp	Simonstone	Hotel	Bronze

Lower Gill Holidays	Tosside	Self Catering	Gold
Middle Flass Lodge	Bolton-by-Bowland	Guest House	Silver
Mytton Fold	Whalley	Hotel & Golf Complex	Silver
Old Post House	Clitheroe	Hotel	Silver
Pinfold Farm	Ribchester	Self Catering	Silver
Riverbank Tearooms	Slaidburn	Tearooms	Silver
Slaidburn Village Hall	Slaidburn	Community venue	Gold
Spring Head Farm Cottages	Bolton-by-Bowland	Self Catering	Going Green
Three Fishes	Mitton	Pub	Silver
Waddow Hall	Waddington	Group accommodation	Silver
Waddow Lodge	Waddington	Gardens	Silver
Wolfen Mill Country Retreats	Chipping	Self Catering	Silver

SOUTH RIBBLE

1 accredited

Name of Business	Location	Type	GTBS Grading
Samlesbury Hall	Samlesbury	Visitor Attraction	Silver

WEST LANCASHIRE

2 accredited

Name of Business	Location	Type	GTBS Grading
Martin Lane Farmhouse	Burscough	Self Catering	Silver
Martin Mere WWT	Burscough	Visitor Attraction	Gold

WYRE

7 accredited, 1 awaiting grading

Name of Business	Location	Type	GTBS Grading
Bedford Hotel	Lytham St Annes	Hotel	Awaiting Grading
Bleasdale Cottages	Bleasdale	Self Catering	Gold
Broadgate Garm	Bleasdale	B&B	Gold
Caldertop Cottage	Calder Vale	Self Catering	Gold
Cleveley Mere Boutique Lodges	Forton	Self Catering	Gold
Cobble Hey Farm & Gardens	Claughton on Brock	Visitor Attraction	Gold
The Priory	Scorton	Inn	Bronze
Wyre Estuary Country Park	Stanah	Visitor Attraction	Silver