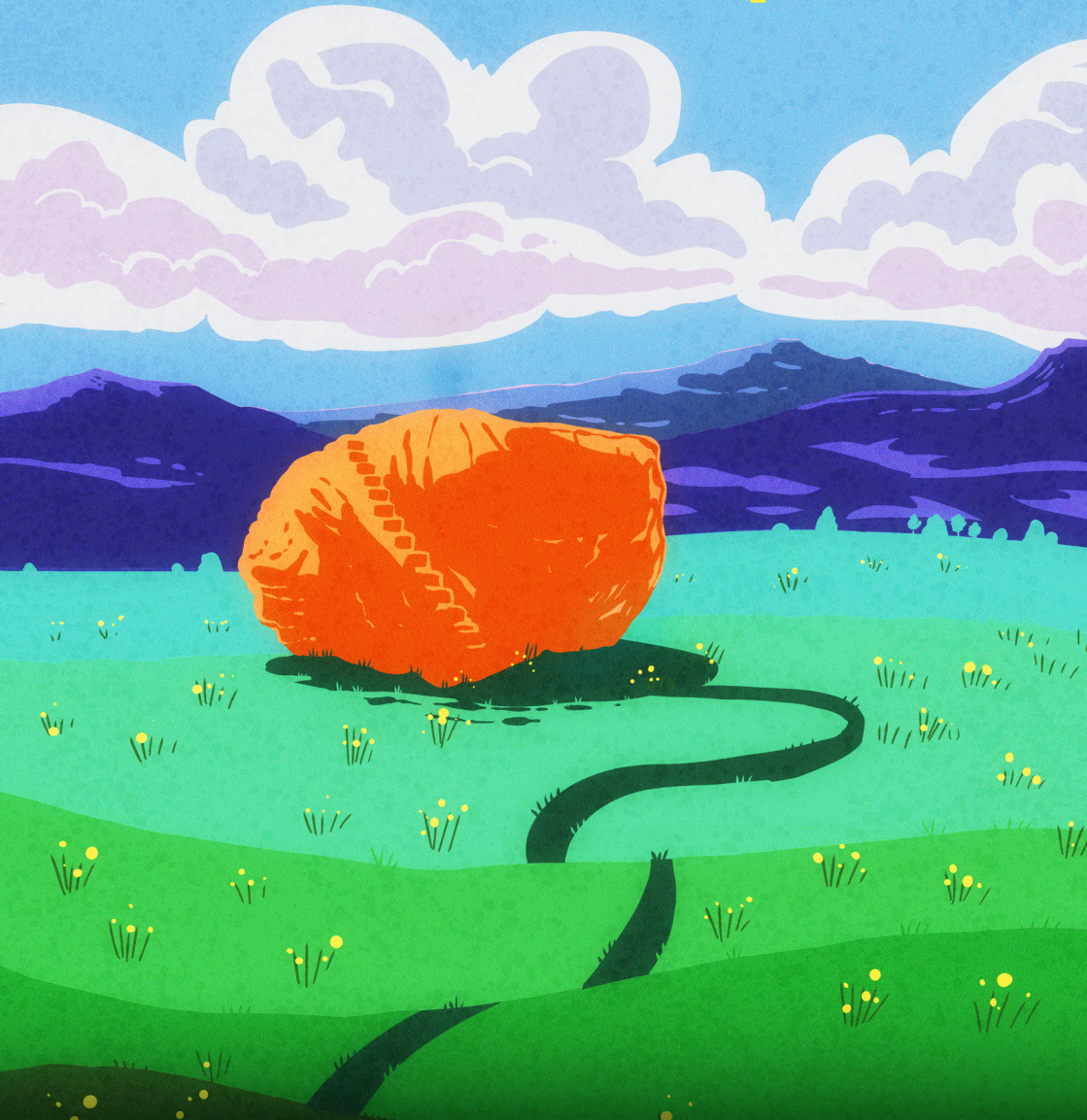


Explore Lancashire's Outstanding Natural Landscapes

# ecoescapes



**Travel Light | Shop Local | Stay Longer**

Sustainable short breaks on foot or by bike in the  
Forest of Bowland and Arnsdale & Silverdale Areas of Outstanding Natural Beauty

## In 2022, we're supporting rural businesses by creating a collection of walking and cycling routes to promote sustainable tourism experiences in the Forest of Bowland and Arnside & Silverdale Areas of Outstanding Natural Beauty.

We will be targeting eco-conscious tourists keen to explore active travel or public transport options and discover beautiful natural landscapes, amazing wildlife and delicious local food by following a series of integrated itineraries which showcase quality accommodation, hospitality, experiences and activities.

These will be linked with the gateway rail stations of Lancaster, Clitheroe, Silverdale, Settle and Bentham, to highlight the wide variety of wonderful visitor attractions and quality accommodation available and inspire visitors to stay a little longer.

### aims of the project

- Showcase 12 experience businesses – from wellbeing walks to cheese-makers, gin schools, art and craft workshops and cookery days via an online interactive map
- Produce four itineraries highlighting the walking and cycling opportunities and promoting accommodation and hospitality to encourage visitors to stay overnight
- Encourage sustainable travel by highlighting gateway stations and link with sustainable travel – such as an electric bike hire outlets – and producing quality walking and cycling itineraries from the gateway stations
- Package and promote Bowland and Arnside and Silverdale National Landscapes as ideal destinations for sustainable tourism, with high quality visitor experiences, food & drink and accommodation

### as a tourism-related business, how do i get involved?

This is a fantastic opportunity to promote your business to a growing market of visitors seeking out sustainable, experiential tourism – backed by a trusted, national brand. Get in touch with us to get involved with the following activities:

- Free training and funding to achieve Green Tourism Business accreditation
- A professional business toolkit including high quality imagery and video for use in Eco Escapes and your own marketing
- Promotion on social media as part of a 6-month Eco Escapes marketing campaign
- Involvement in a targeted Google keywords campaign to raise awareness
- Inclusion in an online, interactive Eco Escapes map
- Inclusion in one of four new area-based itineraries (printed and online formats) from gateway train stations – linked with accessible walking and cycling opportunities
- Hosting journalists writing articles for publication in national and regional press
- The opportunity to be part of a professional film showcasing Lancashire's National Landscapes

Estimated value of this package of marketing activity is:  
**£5,000 per business**

### what do we expect in return from participating businesses?

We are not asking for any financial commitment or match-funding, but we need your enthusiastic buy-in to the project to ensure its success.

#### This would include:

- A commitment to undertake green accreditation via the Green Tourism Scheme (funded by the project). This will include preparation for an audit (support will be provided via a ½ day workshop) and availability for an audit visit from Green Tourism.
- Supporting the marketing campaign by sharing social media posts and adding Eco Escapes content to your websites and sharing content via mailing lists
- Willingness to share and promote other businesses in the area
- Commitment to use the content and resources available in the business toolkit on your website and social media
- Monitoring where bookings have been received to assess the effectiveness of the campaign
- An ongoing commitment to capitalise on the tourism opportunities created



## contact information:

The funding has come from Lancashire County Council as a pilot cluster project to support rural recovery from the Covid pandemic. The project will be managed by the Forest of Bowland AONB.

If you would like to be involved, in the first instance, please contact Hetty Byrne.

### PROJECT MANAGER:

Hetty Byrne, Forest of Bowland AONB  
Sustainable Tourism Officer  
[hetty.byrne@lancashire.gov.uk](mailto:hetty.byrne@lancashire.gov.uk)  
T: 01200 448000  
M: 07770936952

### DEVELOPMENT CONSULTANT:

Mark Sutcliffe, Salar Media  
[mark@salarmedia.com](mailto:mark@salarmedia.com)  
T: 01200 407093

