

West Pennine Moors Area Management Committee

Tuesday, 27th January, 2015 at 10.00 am in Cabinet Room 'D' - The Henry Bolingbroke Room, County Hall, Preston

Agenda

No. Item

- 1. Welcome and Introduction to the meeting - County Councillor Jackie Oakes, Chair of the Area Management Committee (10.00am)**

- 2. Project Progress (10.15am)**
 - SSSI notification project (Natural England)
 - SCaMP 2 (Ian Harper, United Utilities)
 - Rivington Terraced Gardens project (Ben Williams, Groundwork Lancashire West and Wigan)
 - South Pennines Local Nature Partnership (Mark Turner, Pennine Prospects)
 - South Pennines Grasslands Project (John Lamb, Lancashire Wildlife Trust)

- 3. Taking stock - implementation of the WPM Management Plan 2010-2014 (11.15am)** (Pages 1 - 44)
Fiona Cruchley, LCC WPM Lead Officer.

- 4. Where next for the West Pennine Moors? (11.35am)**
Discussion and commitment from partners.

- 5. Round-up and closing comments (12.15pm)**

NB. Timings (other than start) are approximate

Stuart Benson
Secretary

County Hall
Preston

West Pennine Moors Management Plan Review

Background/introduction

The management plan for the West Pennine Moors was developed after extensive consultation with partners and the communities of the West Pennine Moors in 2009. At that time the 7 local authorities in the area were very active, however constraints on their budgets have meant that many of the activities have not happened as planned. However, many other partners have been delivering projects.

Review process

Following the last meeting of the West Pennine Moors Area Management Committee it was agreed that the Management Plan needed to be reviewed to enable the priorities for the committee to be identified.

Delivery of actions in the management plan has been reviewed through a basic desktop assessment by officers from the various partner organisations. More detailed information about the activities identified in the management plan that have been delivered, or are scheduled for the future is included in Annex A.

Of the 139 actions identified in the action plan

- 24 (17%) had made minimal or no progress
- 26 (19%) had made some progress, or had been progressed in some parts of the area.
- 31 (22%) had made good progress
- For the remaining 50 (42%) there was no detailed information available on progress

Gaps in delivery

The management plan was divided into 6 themes

- Natural and Historic Environment (40 actions)
- Community and Education (26 actions)
- Local Economy (16 actions)
- Enjoyment and Access (30 actions)
- Partnership and Management (22 actions)
- Responding to Climate Change (6 actions)

Progress has been made on the majority (72% rated green or amber) of the actions around protecting the natural and historic environment. However, much less progress has been made on actions relating to the local economy (31% rated green or amber) and enjoyment and access (27% rated green or amber). Many of the amber actions under the local economy theme refer to potential links to work by Pennine Prospects' Local Distinctiveness project.

Realistic commitments from partners moving forward

During the review process many partners expressed strong feelings that at times of limited resource it is even more important to work in partnership rather than retreat into individual organisations. Whilst some of the actions in the management plan are now aspirational without further resource being secured, it is important that all partners are clear about their commitments.

Local authorities – severely restricted local authority budgets mean that their main commitments are to fulfil their statutory duty to maintain public rights of way, and to maintain those sites in local authority ownership.

United Utilities – have implemented large number of actions through SCAMP 2. Will continue with additional works as part of future asset management programmes and continue maintenance of sites in their ownership and management.

Lancashire Wildlife Trust – have a commitment to implement the South Pennines Grassland Project and to maintain the sites in their ownership and management.

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS	Notes on Progress
<p>[1.1] Establish West Pennine Moors a centre of excellence for the European Landscape Convention.</p>	<ul style="list-style-type: none"> • [1.1A] Produce an accessible report summarising existing landscape character assessments and historic landscape characterisation of the WPM (undertaking such assessments where they do not already exist). Use the report to: <ul style="list-style-type: none"> - Inform understanding of landscape condition and form appropriate plans for enhancement (considering both cultural heritage and biodiversity) - Inform interpretation of the WPM 	<p>Report on LCA and HLC completed.</p>	<p>2010/11</p>	<p>WPM Partnership Natural England</p>	<p>Natural England has just completed a full review of National Character Areas</p>
	<ul style="list-style-type: none"> • [1.1B] Promote the recognition of landscape considerations within local plans and strategies (including Local Development Frameworks, Village Design Statements, Parish Maps and studies associated with the Local Heritage Initiative). 	<p>Recognition of WPM landscape included in Local Development Frameworks.</p>	<p>Ongoing</p>	<p>NE CPRE (Lancashire) Local Planning Authorities WPM Lead Officer</p>	<p>Bolton Council's Local Plan refers to WPM Mgt Plan as reference document and informs on policy for planning character and associated benefits ?What about other local planning authorities?</p>
	<ul style="list-style-type: none"> • [1.1C] Work with local communities to develop local landscape quality objectives to inform future landscape planning, taking account of social, economic and environmental pressures. 	<p>Landscape quality objectives developed with communities</p>	<p>2011/12</p>	<p>WPM Partnership Local communities and user groups</p>	<p>Ad hoc volunteer task events. Volunteer projects by 3rd party organisations as opportunities occur</p>
	<ul style="list-style-type: none"> • [1.1D] Develop a programme to deliver landscape-scale restoration and enhancement in the WPM, aiming to deliver multiple objectives of the Management Plan (e.g. HLF Landscape Partnership). 	<p>Programme developed and delivered</p>	<p>2015</p>	<p>WPM Partnership Natural England Heritage Lottery Fund</p>	<p>Programme developed but funding bids unsuccessful in 2012 and 2013 Examples of partnership working include LWT Grasslands project, Buglife B roads project</p>

<p>[1.2] Protect and enhance the distinctive landscapes of the West Pennine Moors and maximise their contribution to the local economy</p>	<ul style="list-style-type: none"> [1.2A] Identify areas where the character of the landscape has become degraded and plan for landscape restoration and enhancement in these areas. 	<p>Areas identified as part of LCA/HLC assessment and reporting (see 1.1A)*</p>	<p>SCaMP2 2010-15 *2010/11</p>	<p>WPM Partnership</p>	<p>SCaMP 2 implementation nearing completion Rivington Terraced Gardens HLF project will include aspects of this work Links with new Woodland Trust landholding on Smithills, Bolton</p>
	<ul style="list-style-type: none"> [1.2B] Develop a sense of place project to identify and interpret the special qualities of the WPM landscape. To be undertaken in close consultation with local communities, aiming to determine their landscape values, perceived threats and opportunities for future landscape management. <ul style="list-style-type: none"> Consultation undertaken in conjunction with action 1.1C Outputs used to develop Sense of Place Toolkit for tourism businesses (see action 3.2B) 	<p>Sense of place project undertaken</p>	<p>2011/12</p>	<p>WPM Partnership The Wildlife Trust (Community Projects Team) Local communities</p>	<p>Rivington Terraced Gardens project will include aspects of this work Pennine Prospects' South Pennines Local Distinctiveness project</p>
<p>[1.3] Develop functional Ecological Networks</p>	<ul style="list-style-type: none"> [1.3A] Develop a GIS database containing all available information on habitat extent and quality, and species distribution; update the database as new information becomes available. Monitoring to include habitat restoration projects and designated wildlife sites (including Local Nature Reserves, SBIs and woodlands). 	<p>Database developed and updated.</p>	<p>Completed by 2012 with updates every 5 years</p>	<p>BHS Monitoring Project (LCC) GMEU</p>	<p>Bolton has designated sites and woodland database. ?? Do national and regional databases fulfil requirement? Could collate list of available info?</p>
	<ul style="list-style-type: none"> [1.3B] Produce functional Ecological Network mapping for the WPM, aiming to: <ul style="list-style-type: none"> Identify areas for habitat de-fragmentation Enable the production of biodiversity opportunity mapping to direct habitat 	<p>Ecological network maps produced.</p>	<p>2012/13</p>	<p>WPM Biodiversity Group</p>	<p>Is any of this coming out of SSSI work by NE?</p>

	<p>restoration and re-establishment</p> <ul style="list-style-type: none"> - Address cross boundary issues and enhance connectivity 				
	<ul style="list-style-type: none"> • [1.3C] Improve bankside habitat along rivers, streams and reservoirs to appropriately enhance biodiversity and to reduce erosion and flooding. 	<p>Bankside habitat enhancement project developed and delivered (subject to panel engineer surveys and recommendations).</p> <p>Ensure incorporation into relevant HLS agreements</p>	<p>2010-15</p>	<p>United Utilities (SCaMP 2) NE</p>	<p>SCaMP 2 implementation nearing completion</p>
	<ul style="list-style-type: none"> • [1.3D] Enhance roadsides into and within the WPM, through verge and hedgerow management, tree planting and environmental enhancements. 	<p>Regular surveys of roadside trees undertaken by UU. On their landholdings</p> <p>0.2km of hedgerow planted per year on roadsides.</p>	<p>Ongoing</p> <p>Annual</p>	<p>United Utilities</p>	<p>United Utilities on their landholdings as a health and safety issue</p> <p>Maybe something can be done with Woodland Trust in Bolton on Smithills</p> <p>?what role do highways authorities have here???</p>
	<ul style="list-style-type: none"> • [1.3E] Control invasive and non-native species in localised areas at community request, or to protect biodiversity. Species to include Japanese Knotweed, Himalayan Balsam, Giant Hogweed, Rhododendrons. 	<p>Target areas mapped and treated.</p>	<p>Ongoing</p>	<p>Environment Agency</p> <p>United Utilities</p> <p>Bolton Council</p> <p>Blackburn with Darwen Council</p> <p>Voluntary groups</p> <p>Private landowners</p>	<p>Activity by various partners including Lancashire Wildlife Trust, Chorley Council, Bolton Council, Darwen Tower/ Roddlesworth Local Advisory Group. UU spending ~£5k annually on this (plus staff time)</p> <p>Policy in place for Bolton – budgets limit activity</p>

<p>[1.4] Improve and promote understanding of the cultural heritage of the West Pennine Moors landscape.</p>	<ul style="list-style-type: none"> [1.4A] Audit and collate information on local heritage through: <ul style="list-style-type: none"> - Creation of a comprehensive list of all WPM heritage sites. - Develop a heritage publications list. - Bringing together all information/leaflets on heritage currently available; review and look at gaps. 	Information sourced and collated; gaps in knowledge and information identified.	2011/12	WPM Heritage Group	Rivington Terraced Gardens HLF project will include aspects of this work. Anything heritage based in Bolton will be ad hoc and opportunistic, linked with other projects.
	<ul style="list-style-type: none"> [1.4B] Establish a heritage research project (including archaeological, survey and documentary research) to identify sites for further restoration and interpretation. 	Research project undertaken.	2011/12	WPM Heritage Group	
	<ul style="list-style-type: none"> [1.4C] Develop partnerships and work together to identify and promote heritage-based marketing opportunities through: <ul style="list-style-type: none"> - establishing connections with local history societies: mining, engineering, textiles. - creating a good working relationship with tourist boards in order to ensure promotion of WPM heritage via existing tourist information centres and honeypots. - participating in LBTB's Heritage Revealed campaign - participating through the newly formed Lancashire Heritage Attractions Network. 	<p>Increase in new organisations involved in WPM Heritage Group</p> <p>WPM Heritage Group involved in sub-regional heritage marketing</p>	<p>Ongoing</p> <p>Ongoing</p>	WPM Heritage Group	Rivington Terraced Gardens HLF project will include aspects of this work
<p>[1.5] Conserve and enhance heritage features.</p>	<ul style="list-style-type: none"> [1.5A] Conserve and enhance key historic landscape features, particularly those associated with the agricultural and industrial landscape. For example: drystone walls, hedgerows, derelict farm buildings, mill ponds and lodges. 	<p>0.2km of boundary features restoration completed each year (UU).</p> <p>400m of managed</p>	2010-15	<p>United Utilities (SCaMP 2)</p> <p>Local Authorities</p> <p>NE</p>	<p>UU have completed wall repairs at Wards Cote Belmont (~480m), Barons Fold Farm Withnell (~250m), Smithills Dean Ditch (~200m)</p>

		hedgerows per year (Bolton Council). Ensure incorporation of key objectives into relevant HLS agreements.			962m of managed hedgerow on 3 farms. All UU AHA tenancies into ELS/UELS or HLS schemes A heritage conservation project in Rivington Terraced Gardens is under development Again something which may be pursued with Woodland Trust on Smithills
	<ul style="list-style-type: none"> [1.5B] Use the WPM Heritage Scoping Study (2007) and Traditional Boundary Survey (2002) to identify and target historic landscape features for conservation and enhancement. 	Clear targets derived from existing studies.	Ongoing; review of studies 2010	WPM Heritage Group WPM Lead Officer	
[1.6] Follow a holistic, whole river catchment approach to water and land management.	<ul style="list-style-type: none"> [1.6A] Support the delivery of United Utilities Sustainable Catchment Management Programme 2 (SCaMP 2). 	Fully integrate Scamp 11 objectives into HLS tactical planning and delivery.	2010-15	WPM Partnership United Utilities (SCaMP 2) Natural England	SCaMP nearing completion
	<ul style="list-style-type: none"> [1.6B] Support the Environment Agency in developing River Basin Catchment Plans within the WPM (a requirement of the Water Framework Directive). 	River Basin Catchment Plans developed.	2014	Environment Agency WPM Partnership United Utilities	Access to Catchment Plans for partners to deliver outstanding elements as opportunities arise
[1.7] Conserve and restore moorland landscapes.	<ul style="list-style-type: none"> [1.7A] Raise awareness of the potential importance of blanket bog for carbon storage. 	Key messages disseminated among WPM Partnership. Carbon storage	Ongoing	United Utilities (SCaMP 2), Scout Moor Windfarm HEP WPM Biodiversity Group Local Authorities Developers	UU SCaMP 2 project. Worked with Glasgow University on CO2 and methane emissions following uncontrolled fires.

		<p>included as theme within WPM Interpretation Plan.</p> <p>Ensure key messages are incorporated in all contact events and seminars.</p>	2011/12	<p>LPA's</p> <p>Natural England</p> <p>Universities</p>	<p>Involvement with NELMs consultations.</p> <p>Woodland Trust, Smithills, Bolton</p> <p>South Pennines Local Nature Partnership priority</p>
	<ul style="list-style-type: none"> [1.7B] Conserve and enhance blanket bog through a targeted programme of restoration using techniques such as grip blocking. 	<p>Mapping of all grips (by 2015) to target restoration.</p> <p>Identify further funding to complete the rewetting of the 27 ha site at Aushaw Moss via grip blocking (BwD).*</p> <p>Identify other sites and funding to carry out moorland restoration schemes.**</p> <p>Ensure incorporation into relevant HLS agreements.</p>	<p>2010-15</p> <p>*Aushaw Moss project completed by 2015.</p> <p>Additional sites and funding identified by 2012.</p>	<p>United Utilities (SCaMP 2)</p> <p>Local Authorities</p> <p>*Blackburn with Darwen Council</p> <p>**WPM Biodiversity Working Group Developers</p> <p>Natural England</p>	<p>SCaMP 2 implementation nearing completion</p> <p>Aushaw Moss Grip Blocking completed</p> <p>Mapping of grips</p>
	<ul style="list-style-type: none"> [1.7C] Develop and implement guidelines to minimise environmental impacts and restore/mitigate damaged caused by recreational access – e.g. footpaths and bridleways. 	<p>Guidelines developed</p>	2012/13	<p>WPM Access Group</p>	

	<ul style="list-style-type: none"> [1.7D] Encourage optimal sustainable grazing levels by providing advice to landowners (e.g. via agri-environment advisors), targeting areas of grass/heath mosaic. 	Ensure incorporation into relevant HLS agreements.	2013	United Utilities (SCaMP 2) LWT/DEFRA "Glorious Grasslands" and "Marvellous Meadows" projects. HLS Natural England	<p>UU SCaMP 2/NE has negotiated significant stocking reduction on the Rivington catchment</p> <p>Lancashire Wildlife Trust's South Pennine Grassland project to extend this work</p> <p>Upper Bradshaw Valley LNR conservation grazing scheme planned</p>
	<ul style="list-style-type: none"> [1.7E] Support the Lancashire Peat Project to create a database of all upland blanket bog and heathland sites and categorise according to condition, "restorability" and likely costs. 	<i>Attend Lancashire Peat Project Steering Group meetings</i>	Ongoing	WPM Lead Officer Lancashire Peat Project Steering Group United Utilities (SCaMP 2) Natural England	UU working with the Pennine Peat Partnership into AMP 6
	<ul style="list-style-type: none"> [1.7F] Promote natural regeneration of woodland and scrub in appropriate locations on moorland edges and in clough heads 	UU BAP targets met. Ensure incorporation into relevant HLS agreements.	2010-15	United Utilities (SCaMP 2) Natural England	<p>SCaMP 2 implementation nearing completion.</p> <p>EWGs planting schemes at River Yarrow and White Coppice/Dean Black Brook Cadshaw Farm and land at Musbury.</p> <p>Woodland Trust, Smithills</p>
[1.8] Increase the woodland cover of moorland fringe and valley landscapes	<ul style="list-style-type: none"> [1.8A] Identify and map priority areas for woodland creation, linking and extending existing woods using natural regeneration where possible. 	Ensure incorporation into relevant HLS agreements. FSC	Ongoing	United Utilities (SCaMP 2) Local Authorities Natural England Forest Stewardship Council	<p>SCaMP 2 implementation nearing completion</p> <p>Woodland Trust Smithills</p>

<p>and enhance woodland management.</p>	<ul style="list-style-type: none"> [1.8B] Deliver management projects to bring neglected woods into positive management. 	<p>All ancient semi-natural woodland brought into favourable management and >200ha of conifer plantation restructured into broadleaved woodland.</p> <p>Ensure incorporation into relevant HLS agreements.</p> <p>FSC</p>	<p>UU Woodland Strategy: 2028</p> <p>Ongoing</p>	<p>United Utilities Natural England Forest Stewardship Council</p>	<p>UU ongoing woodland strategy</p> <p>NB UU to maintain conifer element on its estates, however they will be restructured over 20 years providing a more diverse age structure</p> <p>Rivington terraced Gardens project will deliver aspects of this work</p> <p>Woodland Trust, Smithills</p>
	<ul style="list-style-type: none"> [1.8C] Identify and protect ancient semi-natural woodland and veteran trees. 	<p>GM ancient woodlands determined</p> <p>All ANSW brought into favourable management.</p> <p>Establish Tree Preservation Orders and planning conservation areas to protect individual trees.</p> <p>Ad hoc advice provided regarding private woodlands.</p> <p>Ensure incorporation</p>	<p>UU Woodland Strategy: 2015</p>	<p>United Utilities Bolton Council Tree and Woodland Section Red Rose Forest Forestry Commission Natural England Forest Stewardship Council</p>	<p>Ancient woodland ID across Gr Manchester exists ?in Lancashire?</p> <p>TPOs and Conservation Areas in place in Bolton ? in other areas?</p> <p>Advice already provided by Bolton Council Tree & Woodlands Section</p> <p>UU contracted LWT to undertake a condition survey of the Ancient semi natural woodlands on its landholdings and the recommendations form part</p>

		into relevant HLS agreements. FSC			of the UU 20 year woodland strategy
	<ul style="list-style-type: none"> [1.8D] Encourage stockproofing of woodlands to allow natural regeneration 	<p>Continue to maintain all woodland boundaries as stock proof</p> <p>Ensure incorporation into relevant HLS agreements.</p> <p>FSC</p>	UU Woodland Strategy; ongoing	<p>United Utilities</p> <p>Red Rose Forest</p> <p>Forestry Commission</p> <p>Mersey Forest</p> <p>Elwoods</p> <p>Natural England</p> <p>Forest Stewardship Council</p>	Woodland Trust, Smithills Upper Bradshaw Valley LNR as part of grazing scheme
	<ul style="list-style-type: none"> [1.8E] Engage with woodland owners to assist in: <ul style="list-style-type: none"> - management planning and grant fund application - working towards FSC woodland certification or other schemes, where appropriate 	FSC	UU Woodland Strategy; ongoing	<p>United Utilities</p> <p>Red Rose Forest</p> <p>Forestry Commission</p> <p>Mersey Forest</p> <p>Elwoods</p> <p>Forest Stewardship Council</p>	
[1.9] Protect and manage the biodiversity and cultural heritage of moorland fringe and farmland landscapes.	<ul style="list-style-type: none"> [1.9A] Identify potential sites for grassland management and restoration of traditional upland hay meadows, lowland meadows, and purple moor-grass and rush pasture. 	2 grassland and meadow projects undertaken.	2015	<p>The Wildlife Trust's 'Forever Meadows' Project (in Chorley Borough)</p> <p>United Utilities (SCaMP2)</p> <p>Bolton Council</p>	<p>Lancashire Wildlife Trust's South Pennine Grassland project to extend this work.</p> <p>UU and Bolton working with SPGP to identify sites and bring into positive management 2014</p> <p>Woodland Trust, Smithills</p>

<p>[1.10] Enhance reservoir valley landscapes.</p>	<ul style="list-style-type: none"> [1.10A] Enhance sections of the reservoir margins to encourage breeding birds (subject to reservoir safety and panel engineer recommendations). 	<p>1 reservoir enhancement project undertaken.</p> <p>UU BAP targets met.</p> <p>Comply with EU Habitats Directive.</p> <p>Ensure incorporation into relevant HLS agreements.</p>	<p>2015</p> <p>Ongoing</p> <p>Ongoing</p>	<p>WPM Biodiversity Group</p> <p>United Utilities</p> <p>Natural England</p>	<p>Wider water quality implications to be considered.</p>
<p>[1.11] Protect, enhance and maintain local geological sites.</p>	<ul style="list-style-type: none"> [1.11A] Support local RIGS partners and interest groups to protect, enhance and interpret local geological and geomorphological resources. 	<p>Jumbles Quarry project completed.</p> <p>Ensure incorporation of geodiversity objectives into relevant HLS agreements.</p>	<p>2010-2011</p>	<p>UU</p> <p>Local interest groups</p> <p>Natural England</p>	
	<ul style="list-style-type: none"> [1.11B] Maximise use of quarries for conservation benefit and where appropriate, their recreational value. 	<p>Quarries under management for biodiversity.</p>	<p>Ongoing</p>	<p>UU</p> <p>Local Authorities</p> <p>British Mountaineering Council</p>	<p>Ousel Nest Quarry LNR and Jumbles Quarry in Upper Bradshaw Valley LNR both managed for biodiversity with help from BMC recreational climbers</p>
<p>[1.12] Support sustainable farming</p>	<ul style="list-style-type: none"> [1.12A] Work with partners to deliver training for agricultural advisors to increase local capacity to produce Farm 	<p>Courses delivered for farm advisors.</p>	<p>2010-12</p>	<p>FWAG (Lancashire); Natural England; NFU</p>	

and land management.	Environment Plans to support Higher Level Stewardship applications.	Increase number of advisors available to work in WPM			
	<ul style="list-style-type: none"> [1.12B] Increase the number of applications for Higher Level Stewardship. 	25 HLS agreements delivered.	yr 1 – 5 yr 2 – 10 yr 3 – 10	Natural England United Utilities (SCaMP 2) The Wildlife Trust's 'Forever Meadows' Project (including Chorley Borough) and 'Glorious Grasslands' Project (including Blackburn with Darwen, Hyndburn, & Rossendale Boroughs) Bolton Council	SCaMP 2 implementation nearing completion
	<ul style="list-style-type: none"> [1.12C] Provide information and advice to land managers regarding biodiversity and how it can be conserved and enhanced. 	6 ES themed on- farm events and seminars delivered*	*by end 2012	The Wildlife Trust's 'Forever Meadows' Project (including Chorley Borough) and 'Glorious Grasslands' Project (including Blackburn with Darwen, Hyndburn, & Rossendale Boroughs) Natural England*	Lancashire Wildlife Trust's South Pennine Grassland project to extend this work
	<ul style="list-style-type: none"> [1.12D] Ensure that West Pennine Moors is clearly recognised in tactical plans for land management grants and support. 	Recognition of WPM included in tactical plans.	Ongoing	Lancashire and GM BAP partnerships Natural England	
[1.13] Investigate designation status to protect the special qualities of the West Pennine Moors	<ul style="list-style-type: none"> [1.13A] Continue to investigate possibility of statutory designation (e.g. SSSI) for significant areas of the WPM. 	Designation achieved. Zero loss of SSSIs within the WPM.	2020 Annual monitoring by Natural England.	WPM Biodiversity Group Natural England Private landowners and tenants United Utilities	SSSI notification process underway by Natural England. Decision expected 2015.

Annex A

	<ul style="list-style-type: none"> • [1.13B] Declare and manage suitable sites as additional statutory Local Nature Reserves. 	6 site declared as LNR/BHS/SBI	2015, with annual monitoring by Natural England.	Local Authorities LNR management groups GMEU Natural England	Bolton Council have declared additional LNRs at Ousel Nest Quarry, Upper Bradshaw Valley and Eagley Valley
	<ul style="list-style-type: none"> • [1.13C] Explore opportunities for other non-statutory landscape designations e.g. regional park. 	Discussions held with Government agencies (NWDA, NE)	2010/11	Government agencies WPM Lead Officer	

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS	Notes on Progress
<p>[2.1] Establish a new 'Community Officer' role within the WPM Partnership.</p>	<ul style="list-style-type: none"> [2.1A] Investigate options for establishing a new full- or part-time Community Officer role within the WPM Partnership. The purpose of the role is to support the Lead Officer in coordinating community involvement and volunteering, skills/capacity building, sourcing funding and managing projects 'on the ground'. <p><i>NB: the establishment of this role may involve changing an existing role, rather than creating a new post.</i></p>	<p>Options explored. Officer role established.</p>	<p>2010 2011</p>	<p>WPM Lead Officer WPM Partnership</p>	<p>Staffing in the WPM Partnership has been reduced so this is unrealistic at the present time</p> <p>The Rivington terraced gardens officer/manager would contribute towards the activity of this roles.</p>
<p>[2.2] Improve the involvement of local stakeholders in WPM management and decision-making.</p>	<ul style="list-style-type: none"> [2.2A] Review existing means of involving local stakeholders in the WPM partnership, identifying areas of success and failure. Consult with stakeholders on ways of improving involvement in terms of: <ul style="list-style-type: none"> - Efficiency/effectiveness of involvement - Roles and responsibilities - Inclusivity and representation [2.2B] Ensure all WPM reports and key documents (e.g. plans, strategies and proposals) are made publicly available via the WPM website. [2.2C] Promote opportunities for local stakeholders to consult on major proposals and decisions affecting the WPM (e.g. via Local Advisory Groups), 	<p>Review of stakeholder involvement undertaken; summary report produced outlining ways of improvement</p> <p>Key documents uploaded to the website as they become available</p> <p>Key consultations promoted via the WPM website.</p>	<p>2010/11</p> <p>Ongoing</p> <p>Ongoing stakeholder meetings.</p>	<p>WPM Lead Officer WPM Partnership</p> <p>WPM Lead Officer WPM Partnership</p> <p>WPM Lead Officer LAGs United Utilities</p>	<p>Rivington Community Forum and Rivington Heritage Trust are keen to feed into this</p> <p>Key documents uploaded onto website as they are produced</p> <p>Consultation promoted via website</p> <p>Rivington & Brinscall and</p>

	using existing WPM communications to raise awareness.				Darwen & Roddlesworth LAGs both active
	<ul style="list-style-type: none"> [2.2D] Establish a 'Young People's Forum' as part of the WPM partnership, drawing representation from existing youth groups. 	Forum established	<i>To be confirmed pending Community Officer role.</i>		Community officer role not established so no progress on this.
	<ul style="list-style-type: none"> [2.2E] Strive to ensure that public involvement in the WPM partnership extends to all members of communities and not just organised groups. 	Individual feedback enabled via telephone, post/email and the WPM website (e.g. an online feedback form)	2010/11	WPM Lead Officer	Mailing list of respondees to consultation around 3 Towers HLF bid – contacted on an annual basis
[2.3] Support and encourage stakeholder involvement in the delivery and ownership of WPM projects/activities.	<ul style="list-style-type: none"> [2.3A] Establish a volunteer ranger service for the WPM, based on best practice examples of Integrated Access Management. 	Volunteer ranger service established	2011-13	Lancashire County Council Countryside Service United Utilities The Wildlife Trust (Volunteering Project) Local conservation volunteer groups	Integrated volunteer ranger service not developed. LCC Volunteer Rangers regularly patrol at Healey Nab. Rivington Terraced Gardens project objectives include recruitment of volunteer rangers
	<ul style="list-style-type: none"> [2.3B] Identify opportunities for members of the public to get involved in WPM activities and promote via existing communication channels (to include a new 'Volunteering' section on the WPM website and active links with the LWT website). Activities to include: <ul style="list-style-type: none"> - Monitoring and managing key sites/habitats with support and training from LWT Volunteer 	New volunteering opportunities identified and promoted; new section on website established; training given to LWT volunteers and increased surveying and species monitoring;	Volunteering section on website by 2010/11; updated annually	The Wildlife Trust (Volunteering Project)	Lancashire Wildlife Trust's Biodiverse Society project will provide opportunities for survey training and volunteering. Wildlife Trust mid-week volunteer group Ad hoc events on LNRs in WPM

	<ul style="list-style-type: none"> - Training Programme - Maintaining Local Nature Reserves - Maintaining access routes - Stewarding of honeypot sites during peak times - Regular events for members of the public to get involved (e.g. 'taster days'). - Encourage social and cultural diversity among WPM volunteers via established groups and networks (e.g. Re:refresh; National Young Volunteer Programme; Black Environment Network) 	number of volunteers and number of community or volunteer-led projects to increase annually			<p>No volunteering section on website due to limited staff resource for maintenance</p> <p>Rivington Terraced Gardens project objectives include recruitment of volunteers</p>
	<ul style="list-style-type: none"> • [2.3C] Develop and promote opportunities for private sector involvement in volunteering, providing means for companies to improve their Corporate Social Responsibility (CSR). 	CSR scheme established for the WPM	2012/13	The Wildlife Trust (Volunteering Project) United Utilities	
	<ul style="list-style-type: none"> • [2.3D] Offer <i>ad hoc</i> advice and support to community groups in securing funding and other resources for developing their own projects. 	Advice given when need arises	Ongoing	WPM Partnership <i>Role to be undertaken by Community Officer if appointed.</i>	<p>Community Officer post not established.</p> <p>Advice given by wide range of groups including Groundwork, Lancashire Wildlife Trust, Newground CIC, Lancashire County Council Environment and Community projects team, Chorley Council, Bolton Council (on their LNRs)</p>
[2.4] Foster relationships between rural and urban communities.	<ul style="list-style-type: none"> • [2.4A] Identify existing projects in gateway towns on the fringes of the WPM, which hold potential to foster links between rural and urban communities – e.g. through conservation, interpretation and 'sense of place' activities. 	Projects identified and rural/urban links established.	<i>To be confirmed pending Community Officer role.</i>	The Wildlife Trust (Community Projects Team)	Community Officer post not established.

	<ul style="list-style-type: none"> [2.4B] Develop a programme of thematic 'Community Open Days' to local attractions, aiming to raise awareness among local people of the diverse recreational opportunities on offer. To be targeted to both local residents and urban communities beyond the WPM boundary. Activities to include free entry to attractions, behind the scenes tours, competitions, etc. 	Community Open Days developed and promoted.	2011/12	WPM Tourism Group Local attractions / site managers	WPM Tourism Group not operating.
[2.5] Resolve conflict between different users/visitors.	<ul style="list-style-type: none"> [2.5A] Facilitate liaison between conflicting user groups to identify and implement solutions for resolution. 	Meetings and discussions held when need arises; follow-up undertaken to ensure all parties act on agreed course of action	Ongoing	UU Ranger Service LCC Ranger Service LAGs	
	<ul style="list-style-type: none"> [2.5B] Develop and promote 'codes of conduct' for main recreational uses; engage with established user groups/clubs to encourage positive behavioural change and self-regulation. 	Codes of conduct developed for major recreational uses; user groups engaged to promote understanding of codes	2012/13	WPM Access Group	
[2.6] Minimise and discourage antisocial behaviour.	<ul style="list-style-type: none"> [2.6A] Facilitate liaison between local police officers and communities via existing forums, aiming to identify and develop measures to address antisocial behaviour. 	Facilitate meetings with local police and communities on a quarterly basis	Ongoing	Greater Manchester Police Lancashire Constabulary United Utilities LAGs	UU relationship with the police regarding wildlife and rural crime. New links being forged following change in police personnel
	<ul style="list-style-type: none"> [2.6B] Assist the monitoring and reporting of illegal activities and antisocial behaviour (such as the dumping of harmful waste into 	Illegal practices reported when necessary	Ongoing	WPM Partnership United Utilities Environment Agency	Reporting when necessary UU actively working on UU landholdings

	watercourses; theft and vandalism).			Local Authority Countryside Services	
	<ul style="list-style-type: none"> [2.6C] Encourage positive behaviour among residents and visitors by including appropriate messages in WPM communications (e.g. anti-littering). 	Positive behavioural messages included in all relevant communications	Ongoing	WPM Partnership	UU working with the Fire Operations Group regarding uncontrolled fires.
	<ul style="list-style-type: none"> [2.6D] Investigate potential to install physical barriers to prevent or reduce illegal off-road vehicle access at sensitive sites; implement if viable. 	Scoping undertaken Barriers installed where need and resources deem viable	Ad hoc in response to problems	WPM Access Group LAGs	UU taking action to protect sensitive habitats and reduce 4x4 and motorcycle access to restricted areas.
[2.7] Encourage use of the landscape for education.	<ul style="list-style-type: none"> [2.7A] Continue to promote the value of the WPM landscape in schools through partners' existing education programmes (e.g. The Wildlife Trust's Trailblazers and BEAT programmes). 	Incorporate WPM messages in the Wildlife Trust schools programme, reaching 10 schools in each District per year.	Ongoing	The Wildlife Trust WPM Partnership	
	<ul style="list-style-type: none"> [2.7B] Incorporate educational information as part of existing WPM communications, where appropriate (e.g. website, leaflets, on-site interpretation). Possible themes include: <ul style="list-style-type: none"> - Wildlife - Heritage - Farming and land management - Water and water catchment - Natural resources and 'ecosystem services' - Climate change adaptation and mitigation (including advice on 'green lifestyle'). 	Background information produced for educational themes and added to WPM website	End of 2011	WPM Lead Officer supported by Working Groups	Rivington Gardens Project will include information on heritage
	<ul style="list-style-type: none"> [2.7C] Promote opportunities for school visits to nature reserves and open farms (e.g. Cronkshaw Fold Educational Farm, 	Information on reserves and open farms	Information on open farms online	WPM Lead Officer supported by Working	Information on open farms online and updated when

	Smithills Open Farm, Park Fold Farm, Jumbles), targeting schools both within and outside of the WPM boundary.	provided to schools via website and through partners' current schools engagement programmes	by end of 2011	Groups	requested by farms Woodland Trust on Smithills
	<ul style="list-style-type: none"> [2.7D] Support and promote educational opportunities outside of schools – e.g. volunteering and career 'taster' opportunities, such as rangering, farming and land management. 	Existing activities promoted via the WPM website (new 'Get Involved' section – see 2.3B).	2010/11	WPM Lead Officer supported by Working Groups	Information that required regular updating has been removed from the WPM website due to lack of staff time to keep it up to date
	<ul style="list-style-type: none"> [2.7E] Develop and promote new educational trails, focussing on existing routes in and around local villages that offer good quality "access for all". Trails to expand the current themes of wildlife and heritage to include education about climate change and 'ecosystem services'. 	Trails developed and made available as downloadable walking maps via the WPM website.	2015	WPM The Wildlife Trust (Education Team)	
[2.8] Encourage local people of all ages to adopt healthy lifestyles. <i>(NB: in addition to recreational opportunities covered under 'Enjoyment and Recreation').</i>	<ul style="list-style-type: none"> [2.8A] Promote community activities and events that aim to increase physical activity and/or benefit mental health through contact with the natural environment (e.g. 'Walking the Way to Health' schemes). 	'Get Involved' section developed on WPM website.	2010/11; updated annually	The Wildlife Trust (Community Projects Team) Primary Care Trust(s) Blackburn Healthy Walks Team Bolton Council health walk coordinators Natural England	Information that required regular updating has been removed from the WPM website due to lack of staff time to keep it up to date
[2.9] Support local communities in	<ul style="list-style-type: none"> [2.9A] Develop and fund a 'sense of place' pilot project, enabling local communities to identify, interpret and 	Sense of place pilot project developed,	2013/14	The Wildlife Trust (Community Projects	WPM Heritage Group not established.

<p>interpreting and celebrating their local 'sense of place'.</p>	<p>celebrate their relationship with the landscape (e.g. through oral history and storytelling; art and photography; festivals and events; printed literature; online resources).</p>	<p>resourced, undertaken and promoted (see action 4.1B).</p>		<p>Team) WPM Heritage Group (<i>to be established</i>)</p>	
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OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS	Notes on progress
[3.1] Support training in traditional skills required by the rural economy	<ul style="list-style-type: none"> [3.1A] Promote local training opportunities via existing WPM communication channels (where relevant); to include 'signposting' of enquiries to external training providers. 	Training opportunities promoted via WPM website	Ongoing; updated annually	WPM Partnership LWT Contracting, Training & Serves Team	Training not currently promoted on website due to need for increased staff time to keep this up to date
	<ul style="list-style-type: none"> [3.1B] Identify and promote local apprenticeship, work experience and other vocational opportunities relevant to the rural economy, with emphasis on activities for young people. 	Promote existing work shadowing and other programmes via the WPM website and existing education programmes	Ongoing	Local Authority Countryside Services Bolton WISE Ltd.	Opportunities not currently promoted on website due to need for increased staff time to keep this up to date
	<ul style="list-style-type: none"> [3.1C] Support and promote traditional skills as part of vocational tourism packages. 	Information on opportunities for traditional skills training provided to relevant tourism businesses and organisations	Annual update and distribution of information	BTCV Natural Break working holidays. LWT Contracting, Training & Serves Team Local Authority Countryside Services	
[3.2] Support sustainable tourism* businesses	<ul style="list-style-type: none"> [3.2A] Promote the national Green Tourism Business Scheme (GTBS) among local enterprises. 	Increase update of GTBS among local businesses, aiming for 3 newly accredited businesses (1 per year)	2013	WPM Tourism Group GTBS	Potential to enhance links with South Pennines Local Distinctiveness project
<i>*businesses that are striving to improve their environmental</i>	<ul style="list-style-type: none"> [3.2B] Develop a 'sense of place toolkit' (e.g. a booklet or web resource) for local tourism businesses, containing clear, accessible and copyright-free 	Sense of Place Toolkit developed and promoted.	2011/12	WPM Tourism Group	Potential to enhance links with South Pennines Local Distinctiveness project

<p><i>performance, for example, through green procurement, minimising waste, reducing energy use and transport mileage.</i></p>	<p>information about the WPM and its special qualities, for use by businesses in their own publicity/marketing.</p>				
	<ul style="list-style-type: none"> <p>[3.2C] Promote existing local business networks (e.g. Rural Rossendale) and encourage their expansion to cover the WPM. Investigate potential to re-brand networks under the WPM banner, where viable.</p> 	<p>Business networks promoted via WPM communications.</p> <p>Discussions held to determine potential for expanding/re-branding networks</p>	<p>Review of existing networks 2010/11</p> <p>Ongoing promotion</p>	<p>WPM Tourism Group</p>	<p>Potential to enhance links with South Pennines Local Distinctiveness project</p>
	<ul style="list-style-type: none"> <p>[3.2D] Include information on tourism businesses as part of WPM promotional materials, where relevant.</p> 	<p>Information on tourism business included in any new recreational leaflets and maps</p>	<p>Ongoing</p>	<p>WPM Working Groups</p>	<p>Potential to enhance links with South Pennines Local Distinctiveness project</p>
	<ul style="list-style-type: none"> <p>[3.2E] Promote access to core skills training for tourism businesses – e.g. customer care training, such as the ‘Welcome Walkers and Cyclists’ course.</p> 	<p>Links to skills training providers included on WPM website.</p>	<p>Ongoing with annual review of links and information.</p>	<p>WPM Tourism Group LBTB</p>	<p>Potential to enhance links with South Pennines Local Distinctiveness project</p>
<p>[3.3] Encourage the tourism value of local food and drink.</p>	<ul style="list-style-type: none"> <p>[3.3A] Promote and support local food events and farmers markets via WPM communication channels (e.g. website, leaflets).</p> 	<p>Events and markets promoted via the WPM website</p> <p>Scope and if viable develop dedicated ‘food & drink’ web pages or publications</p>	<p>Ongoing</p> <p>2011/12</p>	<p>LBTB WPM Tourism Group</p>	<p>Information that requires regular updating has been removed from the website due to limited staff time to keep this updated</p>
	<ul style="list-style-type: none"> <p>[3.3B] Assist LBTB in promoting the Taste Lancashire quality award scheme to local eating establishments.</p> 	<p>Information on Taste Lancashire incorporated in existing WPM communications, where relevant.</p>	<p>2011/12</p>	<p>LBTB</p>	

[3.4] Support and promote local accommodation providers.	<ul style="list-style-type: none"> [3.4A] Promote local hotels, B&Bs, campsites, hostels and other accommodation providers via WPM communication channels. 	Information on accommodation providers included in WPM communications, where relevant.	Ongoing	WPM Tourism Group LBTB	
	<ul style="list-style-type: none"> [3.4B] Increase quality standards among local accommodation providers through promotion of relevant Quality Assurance schemes and awards. 	Information on QA schemes promoted via the WPM website	Ongoing with annual review of links and information.	LBTB	
[3.5] Raise awareness of the WPM in gateway towns and key service centres	<ul style="list-style-type: none"> [3.5A] Improve coordination and distribution of existing WPM publicity materials in TICs and other information centres within gateway towns. 	Improved distribution service established Annual review of coverage undertaken.	2011/12 Ongoing annually	WPM Tourism Group	
	<ul style="list-style-type: none"> [3.5B] Identify and incorporate key 'gateway' tourism businesses as part of WPM promotional activity (i.e. businesses on the edge or just outside of the WPM boundary, yet which play a key role in inviting or welcoming people to the area). 	Key gateway businesses identified and included within WPM promotions	2011/12	WPM Tourism Group	
[3.6] Encourage and promote thematic business 'clusters', targeting specific visitor interests (or	<ul style="list-style-type: none"> [3.6A] Support Lancashire and Blackpool Tourist Board (LBTB) to identify and establish thematic tourism business clusters, focussing on key areas of visitor interest. 	Business clusters identified and supported via WPM promotions	Ongoing	LBTB WPM Tourism Group	

types of visitor).	<ul style="list-style-type: none"> [3.6B] Encourage businesses operating within tourism clusters to engage in joint promotional activities with other relevant businesses (eg joint discounts/special offers; website links; marketing/advertising; recommendations) 	Facilitate joint working via existing business networks (see 3.2C).	Ongoing	WPM Tourism Group	
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OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS	Notes on Progress
[4.1] Improve the provision of interpretation and visitor information.	<ul style="list-style-type: none"> [4.1A] Provide information (e.g. printed literature, interpretation, web pages) on popular recreational activities, ensuring information is tailored to the target audience(s). Activities for consideration include: <ul style="list-style-type: none"> - Climbing - Cycling (on-road) - Fell running - Fishing - Food and drink - Golf (e.g. Brinscall and Withnell) - Heritage - Horse-riding - Mountain biking - Open farms - Sailing - Walking 	<ul style="list-style-type: none"> Annual review of information on recreation Promotional materials developed and updated for popular activities, based on demand *All Witton Weaver Way walks leaflets to be updated, revised and included on WPM website. *Centralised booking procedure developed for WPM events within Blackburn and Darwen. 	*December 2010	LCC United Utilities Bolton Council *Blackburn with Darwen Council Local Authorities	<p>UU maintaining the visitor service function via Great House IC, Jumbles, Roddlesworth and Haslingden Grane cafes.</p> <p>Website link on LNR tab of Bolton Council website</p> <p>?links from other local authority and partner sites?</p>

	<ul style="list-style-type: none"> • [4.1B] Develop an interpretation plan for the WPM, to include: <ul style="list-style-type: none"> - An audit of current interpretation/information provision, identifying gaps and opportunities for further work and renewal of existing interpreted sites using new approaches. - Review and update of existing literature and outdoor interpretive displays to ensure consistency in portrayal of the WPM brand and key messages by all partners - Expanding the scope of interpretation to include, for example, geological, ecological and archaeological features, as well as interpretation aimed specifically at younger audiences - Reviewing best practice in use of ICT (e.g. audio trails, interactive maps, PodCasting); seek funding to implement viable options - Working with local communities and villages to include West Pennine Moors logo on new signage 	<ul style="list-style-type: none"> • Landscape Partnership proposal submitted to Heritage Lottery Fund* • Interpretation plan developed and implemented • United Utilities Signage Policy implemented. • **Signage audit undertaken in Blackburn with Darwen's parks and open spaces within the WPM. • ***Interpretation leaflets produced for all Blackburn with Darwen's parks within the WPM. 	<p>*2011/12 **December 2010 ***2010-11</p>	<p>WPM Partnership LBTB United Utilities Blackburn with Darwen Council Access and Tourism Groups</p>	
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	<ul style="list-style-type: none"> • [4.1C] Maximise the potential of web-based and other ICT in providing information about the WPM. To include: <ul style="list-style-type: none"> - Ongoing development of the WPM website, focussing on information relevant to pre-visit planning - Ongoing promotion of the WPM website, focussing on interlinking with other relevant websites - Coordinated provision of information via WPM partners' websites 	<ul style="list-style-type: none"> • Continued development and promotion of website; inclusion of WPM information on partners' websites; ICT review undertaken and viable options implemented (see 4.1B) • UU trail leaflets made available as podcasts. 	<p>Ongoing</p>	<p>LCC United Utilities</p>	<p>Resource for maintenance of website is extremely limited.</p>
	<ul style="list-style-type: none"> • [4.1D] Review and improve the provision of recreational route maps via the WPM website and printed literature. Activities include: <ul style="list-style-type: none"> - Develop a series of graded routes based on technical difficulty and/or accessibility (e.g. short walks for families; longer routes for ramblers) - Develop a single map summarising the most popular/most accessible routes and locations within the WPM, covering all major recreational activities - Investigate the 	<ul style="list-style-type: none"> • Route maps produced covering footpaths, bridleways and mountain bike trails • Summary map produced for strategic multi-user routes • 4-5 GPS trails and/or Podcasts added to website, if viable 	<p>Review undertaken 2010 and bi-annually thereafter</p>	<p>LCC United Utilities WPM Access Group</p>	<p>No reviews undertaken since 2011</p>

	demand for providing GPS trails and/or Podcasts for hand-held devices via the WPM website				
<p>[4.2] Improve visitor management at 'honeypot'* sites (aiming to reduce visitor pressure and antisocial behaviour).</p> <p><i>*popular visitor destinations, such as Rivington.</i></p>	<ul style="list-style-type: none"> [4.2A] Establish a coordinated Volunteer Ranger Service for the WPM. 	<ul style="list-style-type: none"> Coordinated volunteer ranger service established (additional resources secured to fund this activity - see section 5. Partnership). Existing UU Ranger Service maintained at current capacity. 	2011	Lancashire Countryside Service United Utilities	Coordinated volunteer ranger service not established
	<ul style="list-style-type: none"> [4.2B] Encourage positive visitor behaviour by using WPM communications and interpretation to raise awareness of the impacts of tourism on the landscape and suggest simple steps that can be taken to reduce impacts (this action is in addition to promoting 'codes of conduct' for recreational uses – see 2.5C). 	<ul style="list-style-type: none"> Guidance on key messages developed by WPM partners Behavioural messages incorporated in all relevant publicity and interpretive materials 	Guidance developed 2010; ongoing	WPM Partnership United Utilities	
	<ul style="list-style-type: none"> [4.2C] Monitor and where necessary make improvements to the environments of visitor attractions (e.g. car parks), aiming to raise first impressions, reinforce quality and encourage positive visitor behaviour. 	Review of honeypots undertaken and monitored; improvements made where necessary.	Annual reports from key sites	United Utilities Site Managers	UU managing visitor facilities via capital and revenue budgets ie litter picking, grass cutting, infrastructure maintenance.

<p>[4.3] Provide and promote high quality opportunities for recreation.</p>	<ul style="list-style-type: none"> [4.3A] Continue to support a diversity of recreational opportunities in the WPM, focussing on those with strongest potential to support sustainable tourism. 	<p>Key recreational uses supported through:</p> <ul style="list-style-type: none"> Promotion via WPM communications 5 recreation projects supported by 2015 Continued support and delivery of annual WPM walking and riding festival Annual increase in number of planning approvals for developments associated with named recreational activities 	<p>Ongoing, including annual monitoring by Local Authorities</p>	<p>LCC Local Authorities Tourism businesses Tourist Board WPM Access Group</p>	<p>Potential links with South Pennines Walk and Ride Festival</p>
	<ul style="list-style-type: none"> [4.3B] Encourage managed attractions to develop joint ticketing, coordinated events, exhibitions, promotional and educational packages – aiming to encourage visitors to frequent more attractions and to make repeat visits (whilst maintaining quiet / conservation areas with little or no public access). 	<p>Liaison established between managed attractions; joint ventures promoted via WPM communications; 1 pilot project established*</p>	<p>Ongoing *2011/12</p>	<p>WPM Tourism Group LBTB</p>	
	<ul style="list-style-type: none"> [4.3C] Review and improve promotion of existing guided activities – i.e. those led by local experts (walks, cycle/horse-rides, etc). Develop new activities where demand dictates. 	<p>Review of guided activities undertaken; existing activities promoted via WPM communications; potential new activities identified and scoped.</p> <p>Continued delivery of a health walks programme and Countryside Services events programme*</p> <p>Incorporate educational access options within HLS agreements where relevant.</p>	<p>*Ongoing</p>	<p>*Blackburn with Darwen Council Natural England</p>	<p>Potential links with South Pennines Walk and Ride Festival</p>
	<ul style="list-style-type: none"> [4.3D] Ensure completion of the WPM 'Bridleway Loop' route. 	<p>WPM Link route to Pennine Bridleway and WPM Bridleway Loop completed,</p>	<p>2013</p>	<p>WPM Access Group WPM Pennine Bridleway</p>	<p>Maintaining Smithills loop access despite building</p>

		including marketing and maintenance strategy.		Feeder Route Steering Group	development at loop end
	<ul style="list-style-type: none"> [4.3E] Develop former quarries for recreational use (e.g. climbing, shooting, mountain/motor-biking), taking into account local biodiversity requirements. Assess demand/funding in consultation with stakeholders and implement if viable. 	<p>Quarry development scoped, assessed and implemented where viable</p> <p>1 council-owned and at least 1 privately owned quarry developed for recreation and biodiversity.</p>	<p>2011-12</p> <p>3-yearly monitoring by Local Authorities</p> <p>2015</p>	<p>Local Authorities</p> <p>Private landowners</p> <p>British Mountaineering Council</p> <p>NWDA</p> <p>United Utilities</p>	<p>Bolton Council looking at partnership working to provide facilities in return for management</p>
	<ul style="list-style-type: none"> [4.3F] Promote a range of 'day trip' activities for families with young children (based on existing opportunities), to include an educational focus and public transport access wherever possible. 	<p>Suitable activities packaged and promoted via a new 'Family Activities' section on the WPM website*</p> <p>Continued delivery of family-friendly environmental events and services within Blackburn with Darwen's parks in WPM**</p>	<p>*2010</p> <p>**Ongoing</p>	<p>**Blackburn with Darwen Council</p>	<p>Family activities section of website not developed.</p>
	<ul style="list-style-type: none"> [4.3G] Develop an annual WPM events calendar, drawing together existing partnership activities to help bolster overall promotion. 	<p>Events calendar developed on WPM website</p>	<p>Annually (published in December)</p>	<p>WPM Partnership</p>	<p>Events not currently promoted on website due to need for increased staff time to keep this up to date</p>
[4.4] Increase recreational opportunities for young people.	<ul style="list-style-type: none"> [4.4A] Identify gaps in provision of recreational opportunities for young people, in consultation with established youth groups and forums (including the proposed WPM Young People's Forum, if established – see action 	<p>Youth groups consulted and potential for new activities identified.</p>		<p>WPM Community Officer (role pending)</p>	<p>Community Officer role not established</p>

	2.2E).				
	<ul style="list-style-type: none"> [4.4B] Develop and promote a range of recreational activities that are specifically targeted to teenagers and young adults. This work to involve: <ul style="list-style-type: none"> - A revision (or re-branding) of existing opportunities - Creation of new activities, where available resources allow 	2 projects undertaken to re-brand or develop new youth activities	2015	WPM Access Group	
[4.5] Continue to provide high quality PROWs and other non-vehicular access within the WPM.	<ul style="list-style-type: none"> [4.5A] Continue to monitor and improve the condition of the strategic access network (e.g. footpaths, bridleways), in consultation with user groups and tourism businesses. 	PROW monitored and improvements made where necessary	Monitoring and maintenance programme in place by 2010-2011	WPM Access Group	
	<ul style="list-style-type: none"> [4.5B] Review and where viable improve the provision of directional signage (e.g. waymarkers/fingerposts) on all major access routes, to include notices on codes of conduct for different users. 	Signage reviewed and new or replacement signage installed where necessary*	Review 2011/12 Signage programme complete 2015	WPM Access Group Local Authority PROW teams	
	<ul style="list-style-type: none"> [4.5C] Identify routes where dog-walking is to be encouraged/discouraged; develop signage to inform in situ and promote responsible dog walking via WPM communications. 	Key routes identified; signage installed where required; positive behaviour promoted via website and incorporated in literature	Review 2011/12 Signage programme	WPM Access Group Local Authority PROW teams	

			complete 2015		
	<ul style="list-style-type: none"> [4.5D] Investigate potential to develop surfaced footpaths on popular moorland routes (e.g. Spilters Edge) and those identified as 'upland challenge' routes in the WPM Bridleway Strategy. 	Potential for surfaced routes scoped and assessed; surfacing work undertaken where viable	Spilters Edge feasibility study completed 2010 All routes assessed by 2013	WPM Access Group United Utilities User groups	UU to undertake additional work to Spilters Edge (£40k) also waiting to hear if additional £30k available from LEF. Pedestrian route only 2014-15
	<ul style="list-style-type: none"> [4.5E] Improve parking and stabling facilities for equestrian users by: <ul style="list-style-type: none"> - Encouraging car park upgrades, where appropriate - Promoting use of local stables and equestrian centres 	Car park upgrades scoped and implemented where viable; stabling facilities promoted via WPM communications	Review undertaken 2012	WPM Access Group United Utilities (Charging Policy)	
[4.6] Support 'access for all'* to the WPM. <i>*Targeting people who are less active, disabled or have young children.</i>	<ul style="list-style-type: none"> [4.6A] Review current provision of "access for all" and make improvements where feasible – i.e. where there is a clear demand, suitable terrain and available resources. To include: <ul style="list-style-type: none"> - More tramper routes - Removal of stiles - Installation of disabled mounting blocks for horse-riders 	Access review undertaken and improvements made where viable. All UU planned refurbishments and upgrades completed. Incorporate within access options in HLS agreements where possible.	Access review undertaken 2011 1 new tramper route established by 2015	Local Authorities Access Lancashire (Lancashire Disability Forum) United Utilities WPM Access Group Natural England	
	<ul style="list-style-type: none"> [4.6B] Ensure promotion of 'all access' routes as part of overall WPM publicity and 	'All access' routes promoted via existing WPM communications.	Via website by 2011	WPM Lead Officer	

	promotions (e.g. reservoir circuits).				
[4.7] Encourage and promote sustainable transport to/from and within the WPM.	<ul style="list-style-type: none"> [4.7A] Provide information and feedback to assist United Utilities in developing/implementing a car parking and transport strategy in popular areas (e.g. Rivington). 	<p>Information provided to inform strategy; strategy developed and implemented</p> <p>Introduce further Pay & Display parking across UU car parks</p>	5-10 Pay & Display car parks established (<i>completion date to be confirmed</i>).	UU WPM AMC	
	<ul style="list-style-type: none"> [4.7B] Ensure WPM events and activities (i.e. those organised by the partnership) are accessible by public transport, where possible. 	WPM events/activities assessed for public transport access	Ongoing	WPM Partnership	
	<ul style="list-style-type: none"> [4.7C] Assist local transport companies through promotion and publicity of timetables/routes via existing WPM communications. 	Public transport information included on website and incorporated in literature where relevant	Information online by 2011	WPM Tourism Group Transport Providers	Route information for Bolton LNRs provided on Bolton's website (ongoing)
[4.8] Improve the quality of visitor facilities.	<ul style="list-style-type: none"> [4.8A] Encourage managers of honeypot sites to assess the need for new and/or additional facilities and develop plans for improvement (e.g. public toilets and litter bins) – taking account of any potential conflicts and siting/security issues. 	Audit of facilities undertaken in liaison with site managers; recommendations made for improvement and resourced where feasible	<i>To be confirmed.</i>	<i>To be confirmed.</i>	

	<ul style="list-style-type: none"> [4.8B] Investigate potential to develop a dedicated visitor centre in the WPM (located centrally or on Western side) and/or improve existing visitor centres. 	Visitor centre(s) scoped	2015	WPM Partnership	
[4.9] Monitor the impact of visitors on the landscape.	<ul style="list-style-type: none"> [4.9A] Undertake a biennial visitor survey to determine key destinations, areas of interest and other patterns/trends to help inform future planning and management. 	Visitor surveys undertaken Web-based user survey undertaken for Blackburn with Darwen's parks and open spaces within the WPM*	Every 2 years (2011 onwards)	WPM Tourism Group LBTB United Utilities Site managers / tourism businesses *Blackburn with Darwen Council	No general visitor survey undertaken
	<ul style="list-style-type: none"> [4.9B] Encourage visitor attractions to collect, analyse and share ongoing information about visitors to inform development and marketing decisions. 	Site managers invited to take part in LBTB's Lancashire Attractions Survey	2010	LBTB	

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS	Notes on Progress
<p>[5.1] Attract additional funding and/or resources for WPM partnership activities.</p>	<ul style="list-style-type: none"> [5.1A] Maximise WPM partnership resources by securing match-funding wherever possible. 	<p>Match funding secured where possible.</p>	<p>Ongoing</p>	<p>WPM Partnership</p>	<p>Core funding for WPM partnership removed</p>
	<ul style="list-style-type: none"> [5.1B] Investigate funding options to help establish and resource a new Community Officer role within the WPM Partnership (see action 2.1A). 	<p>Options explored. Officer role established.</p>	<p>2010 2011</p>	<p>WPM Partnership</p>	<p>Funding not secured and role not established Need to join up ad hoc funding and projects (using branding) to demonstrate benefit to WPM</p>
	<ul style="list-style-type: none"> [5.1C] Develop mechanisms to secure private sector funding through Corporate Social Responsibility (CSR) schemes. 	<p>CSR scheme established</p>	<p>2015</p>	<p>WPM Tourism Group</p>	<p>Not developed</p>

	<ul style="list-style-type: none"> • [5.1D] Explore potential for non-funding members of the WPM partnership to begin contributing financial resources and/or 'in-kind' contributions (such as IT support, ranger work, networking, gateway awareness, etc). 	Discussions held with non-funding partners Letters sent to Chief Executives of non-funding members (requesting financial or in-kind contributions)	Annually, commencing 2010	WPM Partnership	Funding from all local authority partners removed UU ranger service continued
	<ul style="list-style-type: none"> • [5.1E] Produce and publicise an Annual Report for the WPM (via the website), containing information on partnership expenditure and project activity. 	Annual Report produced	Ongoing annually	WPM Lead Officer	Annual report produced in 2010 Newsletter produced Summer 2014 and published on website
	<ul style="list-style-type: none"> • [5.1F] Secure funding to resource development of a volunteer ranger service (see 2.3B). 	Funding secured.	2011-13	LCC Local Authority Countryside Services United Utilities	Funding not secured
[5.2] Improve the structure and effectiveness of the WPM partnership.	<ul style="list-style-type: none"> • [5.2A] Undertake a review of the WPM partnership structure and delivery framework, in order to: <ul style="list-style-type: none"> - Clarify roles/responsibilities in line with the new Management Plan - Identify potential gaps in the partnership and seek to attract new partners where necessary 	Partnership review undertaken and roles clarified; potential new partners engaged	2010/11	WPM Lead Officer WPM Partnership	Partnership structures reviewed. Further review 2014/15.

	<ul style="list-style-type: none"> • [5.2B] Establish relationships with other partnerships and organisations outside of the WPM (both within the UK and potentially overseas), aiming to share good practice and encourage joint-working where possible. Examples include: <ul style="list-style-type: none"> - Pennine Prospects - Forest of Bowland AONB - RECEP-ENELC (Europe) 	<p>Network of associate organisations established.</p> <p>Increase in number of seminars / working groups between key planning agencies.</p>	<p>Ongoing</p>	<p>WPM Lead Officer</p>	<p>with reduced financial resources, networks and partnership working becomes more important not less</p>
	<ul style="list-style-type: none"> • [5.2C] Clarify and publicise a single point of contact for members of the public wanting to: <ul style="list-style-type: none"> - make general enquiries about the WPM - report incidents 	<p>Single point of contact established for public enquiries</p>	<p>2010/11</p>	<p>WPM Partnership United Utilities</p>	
	<ul style="list-style-type: none"> • [5.2D] Maintain existing WPM working groups and establish new to aid the management and delivery of WPM partnership projects 'on the ground' (including task and finish groups). New working groups to include: <ul style="list-style-type: none"> - heritage - publicity and communications (task and finish) 	<p>Existing working groups maintained; new groups established as required.</p>	<p>Heritage group 2010/11</p>	<p>WPM Partnership</p>	<p>One officer working group maintained, bringing together representatives from both Natural Environment and Access groups.</p> <p>Heritage group not established</p>

<p>[5.3] Raise the public profile of the area through WPM partners' own communications.</p>	<ul style="list-style-type: none"> • [5.3A] Develop and implement a 'Communications Strategy' for use by the WPM partnership to help plan, coordinate and standardise promotional activity. 	<p>Communications Strategy developed and implemented by all partners</p>	<p>2010/12</p>	<p>WPM Partnership: Publicity & Communications Group</p>	<p>Strategy not developed</p>
	<ul style="list-style-type: none"> • [5.3B] Publish a short (1-2 page) e-newsletter, containing updates on WPM activities, targeting both local communities and partner organisations. Publicise via email and make available for downloading in electronic format from the WPM website. 	<p>Newsletter produced and circulated twice a year (July/November)</p>	<p>First newsletter published July 2010</p>	<p>WPM Lead Officer / Countryside Officer WPM Partnership</p>	<p>Email update sent to all those who participated in the online survey as part of the HLF preparation on annual basis</p>
	<ul style="list-style-type: none"> • [5.3C] Implement a simple system for monitoring the effectiveness of WPM communications (e.g. website 'hits', number of press articles, etc). 	<p>Comms monitoring and evaluation implemented</p>	<p>Comms reviewed annually commencing 2010 (following completion of Comms Strategy) and <i>ad hoc</i> in follow-up to major comms activity</p>	<p>WPM Lead Officer</p>	<p>Monitoring & evaluation system not developed</p>
<p>[5.4] Raise the profile of the WPM among regional and national Government and its agencies.</p>	<ul style="list-style-type: none"> • [5.4A] Promote the WPM via public sector forums, networks and events, aiming to raise awareness of local innovation and 'good practice' in relation to: <ul style="list-style-type: none"> - Implementation of the European Landscape Convention (driven by the involvement of local communities) - Capitalising on the value 	<p>Relationships established with relevant public sector forums, networks and events; information provided to forums/networks and speakers/presentations put forward for events</p>	<p>Ongoing</p>	<p>WPM Partnership</p>	

	of 'ecosystem services' (in relation to economic development, sustainable management of natural resources and climate change adaptation/mitigation)				
[5.5] Ensure consistency in WPM branding and communications.	<ul style="list-style-type: none"> [5.5A] Evolve and expand the existing WPM brand identity to include a range of 'sub-brands'* targeting specific audiences or based on specific recreational or other interests (e.g. mountain biking, horse-riding). <p><i>*Sub-brands refer to use of different colours, images and written language to engage more effectively with target audiences and avoid generic promotion of the WPM (i.e. this action does not call for a review of the overall brand identity).</i></p>	<p>Pilot project delivered to test one new sub-brand.</p> <p>Further sub-brands developed and applied across WPM communications</p>	<p>2010/11</p> <p>2011-2015</p>	WPM Partnership	

	<ul style="list-style-type: none"> [5.5B] Develop graphic standards or 'Brand Guidelines' to ensure consistency in the design and production of WPM communication materials (including how the WPM is portrayed in partners' own materials). 	Graphic standards developed and applied across WPM communications	2010-12	WPM Partnership	
[5.6] Encourage recognition of WPM objectives in policy- and decision-making affecting the area.	<ul style="list-style-type: none"> [5.6A] Ensure the WPM Management Plan is circulated to all relevant departments/individuals within partner organisations; to include notices on updates where relevant. 	Management Plan circulated among partners' planning policy teams, environmental services, tourism and marketing teams.	2010	WPM Partnership	Plan circulated widely and available on West Pennine Moors website
	<ul style="list-style-type: none"> [5.6B] Ensure consideration of the WPM in all major strategies and policies affecting the area, aiming to protect and enhance the special qualities of the landscape (both natural and cultural). <p><i>NB: the WPM partnership is not tasked with consulting on planning and development proposals – these are dealt with by the relevant individual local authority planning committees.</i></p>	<p>WPM partnership to act as consultee on all major strategies and policies, where relevant.</p> <p>LPA's to supply relevant major strategies/ policies to WPM Partnership for consultation.</p>	Ongoing	Local Planning Authorities	<p>Is within Bolton Council Local Plan</p> <p>? is it within other local plans in the area?</p>

	<ul style="list-style-type: none"> • [5.6C] Increase involvement of key specialists from local authorities and other partners (e.g. planners, economic development specialists) in WPM decision-making. 	Specialists invited to meetings and engaged in WPM issues/decisions, where appropriate	Ongoing, when opportunities arise	WPM Partnership WPM Working Groups Local Authorities Regional planners	Biodiversity and Rights of Way input from Bolton Council
[5.7] Monitor delivery of the WPM Management Plan.	<ul style="list-style-type: none"> • [5.7A] Develop and implement a system for monitoring and reporting on delivery of the Management Plan (e.g. via the WPM website). 	System developed and implemented; progress reports produced on regular basis and made publicly available via WPM website	Monitoring system in place by 2011/12 Progress reports produced annually	WPM Partnership	Formal monitoring system not in place Area Management Committee reports annually
	<ul style="list-style-type: none"> • [5.7B] Develop means for local residents and visitors to comment on delivery of the Management Plan (e.g. via an online forum). 	Feedback mechanism developed on WPM website	2011/12	WPM Lead Officer	Feedback mechanism not developed
	<ul style="list-style-type: none"> • [5.7C] Undertake a full review and update of the Management Plan in 2014 (half way through its course), in consultation with local communities and partner organisations. 	Review and update of plan undertaken	2014	WPM Partnership	Review of management plan by Area Management Committee and Officer Working Group in 2014/15.

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS	
<p>[6.1] Modify land management practices to adapt to climate change.</p>	<ul style="list-style-type: none"> [6.1A] Prioritise management of the WPM upland peat resources to help sequester carbon from the atmosphere and prevent its release. 	<p>Good practice incorporated and prioritised in existing advice given to landowners – e.g. via farm advisors</p> <p>Ensure incorporation into relevant HLS agreements</p>	<p>2010-15</p>	<p>Natural England United Utilities (SCaMP 2) LCC The Wildlife Trust Landowners</p>	<p>UU water quality issues relating to trends possibly attributable to climate change</p> <p>In future Woodland Trust on Smithills</p>
	<ul style="list-style-type: none"> [6.1B] Target woodland creation in agricultural areas where it has potential to maximise ecosystem services* without compromising established wildlife habitats and/or archaeology. <p><i>*for example: carbon storage; helping to reduce flood risk; improving biodiversity; providing resources for local craft workers and wood fuel.</i></p>	<p>UU Woodland Plan implemented.</p> <p>1 ha of new woodland established*</p>	<p>20 Years</p> <p>*2020</p>	<p>United Utilities</p> <p>*Bolton Council / Red Rose Forest</p>	<p>UU ongoing Woodland Trust on Smithills</p>
	<ul style="list-style-type: none"> [6.1C] Identify best practice in adapting land management approaches to climate change and implement throughout the WPM partnership. <p>To include:</p> <ul style="list-style-type: none"> - Management for fire risk (e.g. learning from work undertaken by South Pennines Fire Operations Group and Peak District National Park Fire Advisory Panel). - Water management for flood risk and water shortage. - Management of heritage resources (including historic buildings) that may need to adapt and 	<p>Best practice identified and shared among the partnership.</p>	<p>Ongoing</p>	<p>Natural England United Utilities</p>	<p>UU ongoing through SCaMP 2 principles, Lancashire FOG, Terraced Gardens project</p>

	mitigate for climate change impacts				
[6.2] Develop an understanding of potential climate change impacts.	<ul style="list-style-type: none"> [6.2A] Assess the potential impact that climate change will have on the WPM landscape through the use of UKCIP climate change data, disseminate findings on WPM website. 	UKCIP assessment undertaken and results disseminated.	2012	WPM Partnership Natural England Pennine Prospects	
	<ul style="list-style-type: none"> [6.2B] Map the capacity and sensitivity of the WPM landscape in responding to climate change, in terms of: <ul style="list-style-type: none"> - Carbon sequestration - Small-scale energy generation - Tourism - Meeting local amenity needs 	Studies carried out by Local Authorities and/or nominated consultants to determine WPM sensitivity to climate change	Within 3 years	Natural England Local Authorities Universities	
[6.3] Encourage good practice in climate change mitigation through “leading by example”.	<ul style="list-style-type: none"> [6.3A] Develop and encourage sign-up to an ‘environmental charter’ for the WPM, relevant to partner organisations, community/user groups and businesses – aiming to: <ul style="list-style-type: none"> - Minimise waste through careful purchasing, reducing, re-using and recycling of resources. - Reduce printed documents, encouraging less resource-intensive means of publicity. - Monitor and minimise the energy used in administering WPM partnership. - Encourage use of fuel-efficient vehicles and alternative transport fuels, such as sustainable bio-fuels for partner vehicles (using existing scheme as example of good practice). - Encourage use of local products, services and materials in the delivery of WPM projects/actions. - Encourage the use of by-products to minimise waste production and where possible provide renewable energy sources. 	Environmental Charter developed and implemented across WPM partnership and wider stakeholders	2012	WPM Partnership	

Colour coding

Good progress and work ongoing across much of area

Limited progress or progress restricted to parts of the areas

Minimal progress

Further information required