

## Appendix 'C'

### Changes in wording in Forest of Bowland AONB Management Plan:-

**7.5C**– wording changed from *Develop and promote Clitheroe as the principal gateway for sustainable tourism - including retaining and improving existing public transport routes* to **1.3 Point 5 from ACTION PLAN** - Encourage promotion of the AONB by Gateway Town TICs and businesses (and Gateway businesses such as Forrest Hills and Dalesbridge); and in return actively promote these places as service centres to AONB visitors.

- **7.1H** – wording changed from *Provide information targeted to specific recreational uses of the AONB (e.g. via leaflets and the website).* to **1.4 Point 2 from ACTION PLAN** - Develop new publications based on walking, cycling and riding – in the style of Bowland by Bike/Fishing in Bowland, as funding becomes available.
- **7.1F** - sentence added at end from **2.1 Point 3 from ACTION PLAN** Support the programme of guided walks led by local experts (including those organised as part of the ‘Bowland Transit Club’) and *encourage more local people to lead walks or share their local knowledge.*
- **7.1I** - wording changed from *Promote access to and understanding of the historic environment as a form of quiet and responsible enjoyment.* To **2.3 Point 3 from ACTION PLAN** - Promote access and understanding of the historic environment via projects, such as Landscape Stories and Bowland Arts Festival.
- **9.3D** - wording changed from *Support the development of a cross-Pennine cycle route between Lancashire and Yorkshire* to **3.2 Point 3 from ACTION PLAN** - Work with Sustrans and partners on developing the Way of the Roses coast to coast cycle route and opportunities for Bowland businesses.
- **7.1B** - wording changed from *Support opportunities to develop the Gisburn Forest as a destination for mountain biking* to **3.2 Point 5 from ACTION PLAN** Support opportunities to develop and promote Gisburn Forest as a cycling, walking and riding destination.
- **8.3C**– wording changed from *Ensure the continued improvement of visitor management at Beacon Fell, Stocks Reservoir, Pendle Hill and Gisburn Forest, aiming to maintain these sites as high quality ‘honeypots’* to **3.4 Point 1 from ACTION PLAN** - Ensure good visitor management at Beacon Fell, Stocks Reservoir and Gisburn Forest – aiming to maintain these places as high quality destinations.
- **7.5F** – wording changed from *Facilitate and promote sign-up to the Green Tourism Business Scheme (GTBS) by tourism businesses* to **4.4 Point 1 from ACTION PLAN** - Continue to offer the opportunity and support to businesses to enter a green accreditation scheme (GTBS),

and to maximise the benefits this brings through preferential marketing to Charter Businesses and links with LBTB and YDHTP.

- **14.3C** – wording changed from *Continue to support and resource high quality services that are delivered by existing initiatives and organisations* (e.g. Lancashire Countryside Service; Parish Lengthsman Scheme; Wyre Countryside Service) to **5.2 Point 1 from ACTION PLAN** - Identify new local experts, especially land managers and offer them training and support to lead events and guided walks.
- **11.2E** – wording changed from *Maximise use of existing networks to collect and share information on the rural tourism market, for use by businesses* to **7.3 Point 1 from ACTION PLAN** - Develop a framework with key partners to improve the collection and analysis of visitor information, occupancy data, trends, future markets etc to provide excellent intelligence for all partners to share and use.