



The 3 Towers Scheme for the West Pennine Moors

About the bid

The 3 Towers: Beacons to the West Pennine Moors is a funding bid in development to be submitted in May 2013 to the Heritage Lottery Fund Landscape Partnerships Scheme.

We intend to take forward delivery based on the landscape's significant heritage, and tackling its issues and pressures. There is also a clear intention to strengthen community involvement and governance of the area based on its strong partnership and Local Advisory Groups. To inform the development of project work we wanted to try and consult those who live, work, and use the West Pennine Moors to base ideas on specific needs and concerns.

We have used an online survey, consultative events, and various meetings to inform our work which has been developing since 2010 and the West Pennine Moors Management Plan. We have been using feedback from the HLF to help focus weak areas of our bid that was submitted in 2012, and we hope this document helps communicate the focus and narrative we hope to take forward through our project work.

Ultimately saving the West Pennine Moors and putting its significance on the map.



The West Pennine Moors

The West Pennine Moors is a distinct landscape mass that nestles above the surrounding lowland urban hubs of Lancashire and Greater Manchester in North West England.

Geographically separate, it is also an outlier of the main Pennine ridge and forms part of the South Pennines National Character Area (number 36). It is an area of 230km² that has been managed by the West Pennine Moors Partnership since the 1970s. The project area is defined, not just by that historical management partnership, but by landscape character. This offers gentler and lower moorlands than elsewhere in the Southern Pennines, as detailed in the SCOSPA Landscape Guidelines. The surrounding valleys are comparatively wider, with a distinct reservoir character, mosaics of important upland habitats along with prehistoric archaeology, and the proximity to urban areas offering extensive, dramatic views and a fluctuating, intermittent sense of isolation and remoteness.

For millennia, though, and especially in recent times, this has been a landscape for people. The West Pennine Moors are demonstrably important to both local and recreational communities. One of the best demonstrations is seen in the Easter community walks to the 3 Towers, a tradition established over generations.

Though both an iconic landscape for local and visitor communities, and a wildlife hot-spot, the area to date has little in the way of designation. As early as 1945 and 1947, the Dower and Hobhouse reports considered the South Pennines as a National Park, and as a result the Standing Conference of South Pennine Authorities has been active since 1973. The more specific and dedicated need for the West Pennine Moors saw the Area Management Committee formed in 1981, due to the recognised regional heritage value. This gives the area a recognised body and a reputation for delivering work while recognising the heritage need of the area.

Detailing our Vision

In developing our Landscape Partnership Scheme bid, we have based it on [HLF guidance](#) and their nine outcomes for Heritage, People and Communities. The needs and focus that have come from our development lead to a specific focus and narrative unique to the West Pennine Moors and the landscape need it presents. For this reason we set out the 3 Towers vision in terms of its aspirations (vision statement) and the main objectives presented from the 6 key themes for project work.

Other Documents

While developing the 3 Towers bid, there have been a number of documents produced that may be of further interest. These are available online: www.westpenninemoors.com

March Consultation Event Report ; March Consultation Event Summary
An Artists Response; Online Survey Report; Online Survey Summary; 3 Towers Vision
West Pennine Moors Management Plan; West Pennine Moors Heritage Scoping Study

Smithills Mass Trespass in 1896 saw 10,000 Boltonians protest, 30 years before the Kinder Scout



Musbury Heights Quarry provided the stone for Trafalgar Square

Our Vision

The 90 square miles of the West Pennine Moors are a wilderness on the doorstep, providing a priceless refuge and heritage resource for the encircling urban centres of Lancashire and Greater Manchester.

Many thousands annually seek out this wild space, abundant with wildlife, layered with history, marked out by three iconic towers. They tread in the footsteps of their ancestors.

But this vital resource is fragile. Ill defined, undervalued, poorly understood and often misused, the Moors risk slipping into steepening decline.

A committed alliance of voluntary, public and private partners is ready to act. An integrated programme of targeted actions has been defined by consultation. Prioritising six themes, the Three Towers programme can achieve transformational change over three years, and enduring benefits for the future.

Better understood, more highly valued, effectively managed, the WPM will be secured as a precious breathing space at the heart of the dynamic North-West.

3 Towers Vision Statement

The Three Towers: *Beacons to the West Pennine Moors* vision is to build on the West Pennine Moors Partnership's work since the 1970s to manage and enhance accessibility - putting the reservoir valleys and rolling moorland hills back at the heart of its communities so that heritage is better valued and understood.

The Three Towers Scheme will build an *Accessible Wilderness* where recreation, wildlife, industrial and prehistoric heritage are valued, better managed and restored to maintain and gain inspiration from its landscapes. It will *Remove Remoteness* building upon community links and making sure heritage and its significance is not lost. What was hidden will be found, celebrated readily accessible to visit and explored on the ground or online. Finally it will *Empower and Protect* through community involvement in governance of the landscape, volunteer opportunities to train and take action for heritage. This is the most potent agent of protection and delivery to sustain value into the future.

3 Towers Objectives

1. PEOPLE AND PROXIMITY: Since the mass trespasses of 1896, these have been the people's landscapes. We will manage and maintain their recreational value while reducing anti-social impacts. We will do so through a targeted Recreation Strategy for the West Pennine Moors, clear signage, work with recreational groups, the Volunteer Ranger Service, supporting the work of the Fire Operations Group and building awareness through poaching and wildlife crime initiatives.
2. PRIDE OF PLACE: Build awareness and Pride of Place, for both residents and our doorstep urban users, and by using creative arts as inspirational tools of engagement and interpretation. Help build community involvement in governance through Local Advisory Groups, deepen notions of value and broaden sense of place.

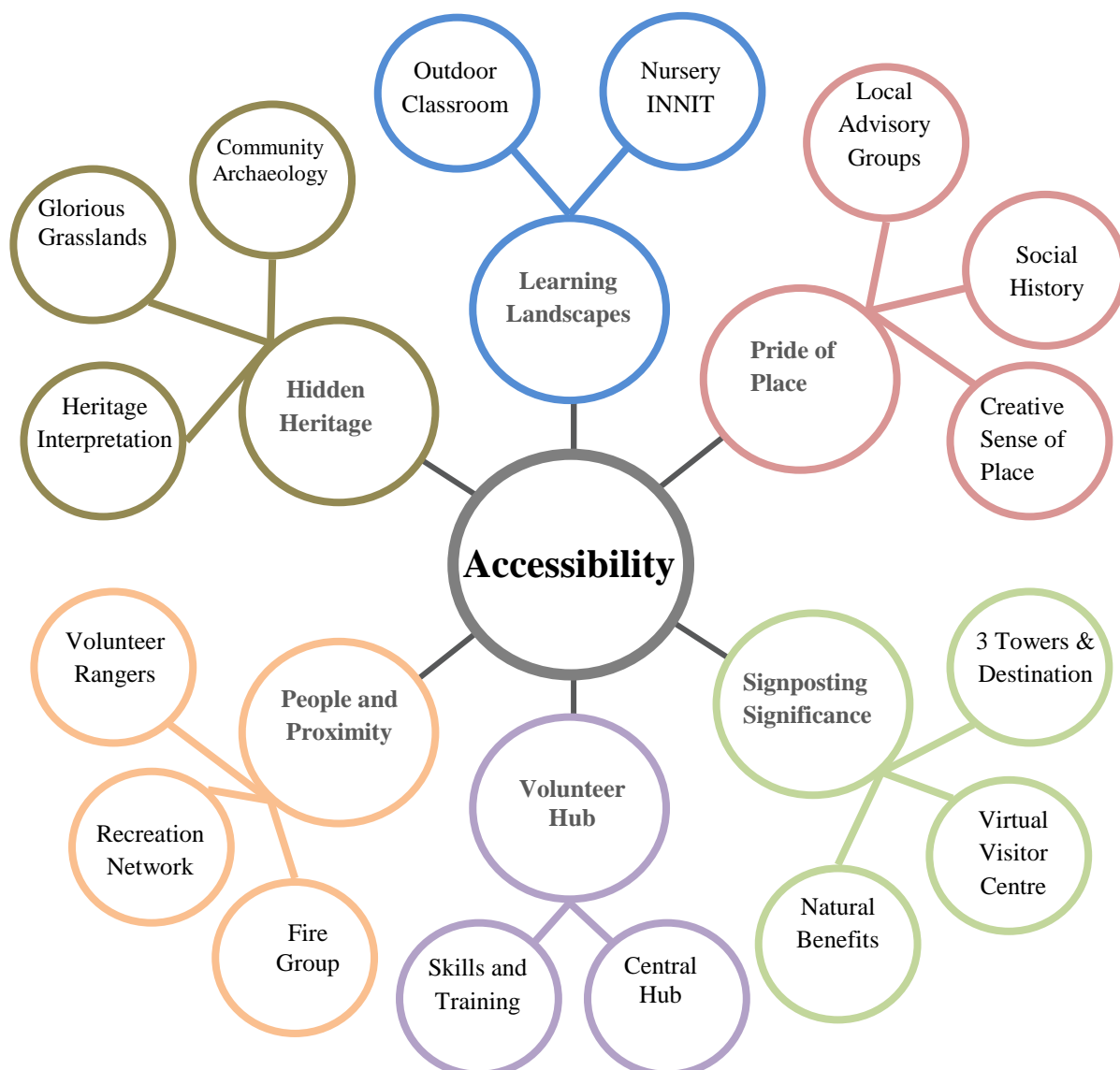
1826 Powerloom riots are an important aspect of social and industrial heritage best highlighted by the phrase “read ‘em the riot act”

3. SIGNPOSTING SIGNIFICANCE: Communicate the significance of the West Pennine Moors – signposting a destination, information and interpretation, telling of the hidden past, agricultural and industrial, and the benefits that society derives from the West Pennine Moors. A Virtual Visitor Centre will establish a global window onto the Moors, a central port of call and an archive of both heritage and our programme.

4. VOLUNTEER HUB: Create a Volunteer Hub as a central resource, to promote volunteering, maximize numbers, and manage their vital role in achieving the aims of the Three Towers. The Hub will offer training for heritage skills, training for community groups, and the renewal of a Volunteer Ranger Service.

5. LEARNING LANDSCAPES: Foster and promote understanding of the benefits derived from the Moors through development of Learning Landscapes (outdoor classrooms) exploring water issues, peat and climate change, environmental and landscape change. This will build on local exemplars such as Cronkshaw Fold Farm and The Wellbeing Farm. The Nursery INNIT project will provide dedicated horticultural training for NEETs and production of plant species for habitat restoration.

6. HIDDEN HERITAGE: Reveal the hidden, promote the forgotten, presenting landscapes of cultural and ecological significance, Interpretation of abandoned farmsteads, forgotten industrial heritage and model villages, community archaeology on the Roman Road and Two Lads Moor, peat and prehistoric site survey, and the maintenance and restoration of 20% of Lancashire’s grassland.



People and Proximity

We will take forward celebration of the heritage and history linked to local rights to access the moors, and use it as a positive focus linked to work to alleviate impacts and concerns that centre from the influence of how close urban areas are to the West Pennine Moors. This creates a clear link to Pride of Place and the social history work that permeates the whole bid. We will take forward a landscape approach to recreation with key routes and uses planned, building up on previous strategies, and linking with [Signposting Significance](#) to help spread visits and increase interpretation and awareness of the significance of the West Pennine Moors.

Recreational Network

Work will improve access for all at targeted sites, and manage the impacts of access across the landscape through a Recreation Network and improved signage. Provide interpretation and information at key access points (car parks and visitor centres), with supporting capital work for public facilities. Local issues will be picked up and dealt with through Local Advisory Groups so that people are included and engaged within [Pride of Place](#) work.



The Krypton Factor's assault course is at MOD Holcombe



Anglezarke Moor Fire. Photo © Glynn Howarth and United Utilities

Volunteer Ranger Service

The 3 Towers bid will reintroduce the Volunteer Rangers, to compliment United Utilities and Local Authority duties, helping to tackle key concerns highlighted by our consultation work. Concerns about interpretation, route quality, and anti-social behaviour will have greater resource to be tackled, and provide avenues with clear communications about reporting incidents, working with local groups on litter, and publicity. Work will be closely linked to the [Volunteer Hub](#) with focused training, and initially the service will focus on Ambassador roles; using fewer experienced volunteer rangers to initiate work.

Fire Operations Group

Concerns about fires and their impact are clearly demonstrated by the 2011 Anglezarke Moor fire, costing around £750,000 and impacting habitat, water quality and the loss of the only recently confirmed Twite nesting site. With people so close, management of the vegetation and rewetting areas is paramount, but the work of the Fire Operations Group can be supported and promoted so that people and groups can be better educated and aware of the impact of fires - and importantly how and where to report them!



Moorland Plateaux. Photo © Graham Cooper

Pride of Place

We will engage local communities, explore sense of place and distinctiveness, and build incrementally towards a stronger area-wide sense of identity and community cohesion. It will link with broader heritage work in other themes and provide a clear voice and link to landscape management through Local Advisory Groups.

Creative Sense of Place

This work will focus community engagement work around the themes of 'sense of place', exploring identify with local communities and empowering them to initiate projects developing that sense of place. Two large-scale projects each year, inspired by concepts of shared identity and engaging at least 100 participants will use art and artists to instil a creative approach to involving the widest possible audience. This will include making links between urban and rural groups to help promote work to wider audiences and share ideas and change perceptions. Community events will encourage more people to discover and explore the West Pennine Moors and raise awareness of local heritage and significance. Work will complement [Learning Landscapes](#) and also compile a Sense of Place Toolkit to inform destination work in [Signposting Significance](#). Local people will also be supported to access training in the [Volunteer Hub](#) so that they gain a variety of skills to ensure project are effective into the future.

Whisky spinning in the Grane and Easter Walks reveal long cultural links and stories

Social History

There is a strong sense of local history, and though it was linked to considerable pride in consultation, it is not that widely understood or appreciated. One of the most significant aspects was the Mass Trespass on Smithills Moor in 1896 and much of the fight for rights of access which helping to direct the narrative of the bid. Linked to recreation is also the Tea Rooms and industry across the moors that popped up to help support walkers and those escaping the urban drudgery. Less well known again and linked to our local industrial heritage is the Loom Breakers Riots 1826 with its links to 'reading the riot act' and local atrocities against protestors. As a major seam running through local identity and heritage a focused project will explore social history and facts, informing Creative Sense of Place work and [Signposting Significance](#), providing exhibitions and events to celebrate little known history and heritage.

Local Advisory Groups

As a unique feature of the West Pennine Moors Partnership, the LAGs offer a link to the local community. We are already developing them so that they link to the Area Management Committee directly, but further work is needed so that they can fulfil their maximum potential to allow local voices to be heard and increase involvement and delivery for the West Pennine Moors and its heritage.



Mass trespass monument Coal Pit Lane, below Smithills Moor. Photo © Tim Graham

Ancient cross at Affetside marks the Roman Road and half way between Edinburgh and London

Signposting Significance

We will help to rectify the lack of coherent information or messages on the significance of the West Pennine Moors, reinforce destination and branding, and reveal the benefits and value of the landscape.

3 Towers and Destination

Key restorative works will focus on the 3 Towers - Jubilee Tower, Peel Tower and Rivington Pike Tower - as iconic landmarks, visible and unique signs for arrival at the West Pennine Moors, and clear cultural links to local communities.

We have identified a clear need for coordinated branding and communication for the destination that the West Pennine Moors has to give. This is substantial for heritage and recreation, with visitor facilities and important attractions, but lacks an overall picture relevant to visitors and locals. In particular it can lose focus due to the administrative boundaries that dissect the landscape. Using the website (below) as a central hub we will be building communications and branding, increasing awareness and supporting the destination for which there is already considerable potential. This will link with the Sense of Place Toolkit, and support business across the landscape through Talking Shop providing a proactive communication and engagement forum covering leisure, hospitality and creative industries in the area.

Virtual Visitor Centre

Destination work will present a website or virtual visitor centre as a central hub for information on the area, its heritage, and the great places to see or activities to experience. It will link to the [Volunteer Hub](#) providing clear communication of opportunities and how to get involved and register interest. As an important legacy, the website will be developed to both provide some function to inform volunteers and public around events and opportunities into the future, and provide an archive of project work to continue to label and inform around the significance of heritage in the West Pennine Moors.



A Family at Peel Tower who have walked up at Easter for generations.
Photo © Bury Times

Anglezarke Quarry helped popularise climbing in the 1970s



Recreation has been one of the benefits local urban communities have gained from the West Pennine Moors for centuries. Photo © Tim Graham

Natural Benefits

Develop communication tools to label the value and benefits communities derive from the West Pennine Moors, with water and recreation being exemplars to champion. We will assess the values that communities gain from heritage and landscape, producing communications for the Natural Benefits people get from the West Pennine Moors, to inform [Learning Landscapes](#) and [Pride of Place](#) and [Signposting Significance](#). It will also provide input to monitoring so that it can include elements of ecosystem services.



Source of the River Douglas on Rvington Moor highlighting the importance of water and role of the West Pennine Moors. Photo © Richard Burkmar

The Victorian owner of Cheetham Close broke the stone circle due to fear of tourists

Volunteer Hub

The Volunteer Hub will provide central infrastructure for volunteering opportunities and training across the landscape and the partnership. It will be the focus for all opportunities to get involved and the events programme.

Central Hub

A focused 'brokerage service' acting as the first point of call for volunteers, matching volunteers to volunteering opportunities in the area. It will work with volunteering projects across the region to ensure high standards of volunteer management and health and safety, to develop consistent good practice for the support and retention of volunteers (including an e-newsletter, celebration events, and ways to recognise volunteer contributions), develop and implement good practice to support the engagement of volunteers from hard to reach groups.

There will be active promotion of volunteering and the production of a West Pennine Moors Volunteering Strategy. Perhaps the most important element will be the volunteer training programme which will directly link into the wider Skills and Training programme. There will be important links to the [Virtual Visitor Centre](#) and website for the West Pennine Moors so that locations, opportunities and training can easily be found, promoted and people can easily find contacts and register to get involved.



Edgworth holds the 1st purpose built children's home for Action for Children in 1872



*Cairns on Two Lads Moor that will enable training through Community Archaeology
Photo © Richard Burkmar*

Skills and Training

There will be a broad cross section of training and events to cover relevant skills for local groups and the heritage of the West Pennine Moors. A volunteer training programme will offer a wide range of accredited and non-accredited training opportunities to support the personal development and retention of volunteers. This will cover practical aspects to support the local community and groups such as Health and Safety, fundraising, social enterprise, volunteer management, constituting a group.

Important elements of heritage will have bespoke training, where possible linking with other projects in the 3 Towers bid. Built heritage training will be supported through the North West Heritage Skills Coordinator, and community archaeology will help support excavation, investigation and Historic Environment Record training. Natural heritage will not just cover species and habitat identification, but also condition assessment and monitoring that will enable local groups and individuals to assess their local environment and populations of iconic species into the future.

taster days to appeal to new volunteers.

1st IQ Test from Haslingden, using a question about pie crusts

Learning Landscapes

We will embed the value of the landscape through outdoor classroom and laboratory education work making the most of the West Pennine Moors greatest asset - its landscape.

Outdoor Classroom

Education work will focus on using the landscape as inspiration for teaching and awareness raising, building upon innovative work at Cronkshaw Fold Farm (Rossendale) and The Wellbeing Farm (Edgworth). Targeted work will develop a cluster of primary and secondary schools in the West Pennine Moors catchment area, to share inspiration and ideas and build mutual long term support. We will assist schools in identifying how they can make the best use of the West Pennine Moors landscape as an outdoor classroom and developing / delivering a range of activities to help them do this. Through our activities young people achieving a wide range of Awards e.g. Arts, John Muir, AQA. A range of walks and talks will allow learning to be available to the widest spectrum of people, all ages and groups learning about the heritage, beauty and wildlife value of the landscape. Learning will also link to [Pride of Place](#) and [Signposting Significance](#) work so that delivery and significance is complimentary and learning permeates the whole scheme.

Nursery INNIT

This innovative project will build on Offshoots expertise in Burnley, to direct dedicated horticultural training for the young and unemployed. It will directly link propagation and specialist training to restoration work ongoing in the West Pennine Moors to improve habitats and help restore rare plant populations. It will also link to Outdoor Classroom as part of our work to inspire and engage a wider audience to participate and learn, specifically focusing on harder to reach groups that can have been shown to benefit from alternative forms of education and confidence building using outdoor activities and learning.



Learning and exercise in the West Pennine Moors
Photo © Stuart Igoe



Engaging outside the classroom at Cronshaw Fold Farm
Photo © Joy McCarthey



Horticultural training and propagation
Photo © United Utilities and Groundwork Pennine Lancashire



Restoration with plug plant produced through training
Photo © United Utilities and Groundwork Pennine Lancashire



Engaging children in the natural environment (left and right)
Photo © Mid Pennine Arts



A HUGE Zeppelin airship struck fear into Rossendalians in a night-time bombing raid that went wrong, September 1916

Hidden Heritage

We will shine a spotlight on cultural and natural heritage that risks becoming lost landscapes, enabling it to be explored and celebrated, and ensuring that more is brought into appropriate management.

Heritage Interpretation

Provide or improve interpretation, physical and electronic (virtual visitor centre) for key, hidden and under-appreciated heritage including the abandoned farmsteads, halls such as Heather Lea and prehistoric sites like Round Loaf and Two Lads Cairns. Linking to the [Recreation Network](#) and [Signposting Significance](#) four focused areas will have Heritage Routes developed to cover a spectrum of access abilities and to present transects through relevant heritage.

Community Archaeology

Promote Community Archaeology projects covering a distinct focus each year and also link to the Volunteer Hub to provide Skills and Training for excavation, investigation and reporting, Historic Environment Record, conservation of heritage, landscape survey, amongst others.

- Roman Road excavation to explore the influence of track/road access on the landscape and exploring a feature that bisects the whole landscape
- Investigation of prehistoric cairns and early industrial tile kilns on Two Lads Moor.
- Exploration of industrial archaeology linked to the textile industry and its influence on landscape and settlements including the Model Villages of Abbey Village, Belmont and Barrow Bridge.

Glorious Grasslands

Restoration of grasslands and meadows as a relic Priority Habitat, often isolated, fragmented and at significant risk from inappropriate management. This is both 18% of Lancashire's resource and a key habitat linked to the recovery of Twite in the Southern Pennines. This will involve survey and instigation of appropriate management, introduction of green hay or targeted species (links to [Nursery INNIT](#)). They are also important part of pollinator networks, providing considerable benefits to invertebrate populations and the wider ecological network.

Hare Today Gone Tomorrow

We will use Brown Hare as a flagship species to include volunteers and communities in monitoring biodiversity, and provide advice for habitat management linked to the significant population previously identified in the West Pennine Moors. Flagship species will also be used linked to wider environmental monitoring, awareness, conservation, and dedicated training of volunteers – Bilberry Bumblebee and other bees, Meadow Brown Butterfly, Adder, and birds (e.g. Pied Flycatcher, Snipe, Merlin, Stone Chat, Dunlin, Curlew, Lapwing, Short-eared Owl, Golden Plover).



Brown Hare. Photo © David Pollard



Pike Stones, Neolithic chambered burial tomb, of the Seven Cotswold valley, the only example outside that area. Photo © John Lamb



Abandoned farmsteads and hidden heritage. Photo © Steve Messam.



Meadow Brown on meadow (left) and Bilberry Bumblebee (right)
Photos © Tim Melling



