

Forest of Bowland AONB Team Activity Report (April – Oct 2016)

Activity title	Action	Start date	End date	Description	Expected outcomes of activity	Partners	Other Partners
Volunteer Promoted Route Monitors	Action 3.1A	Sun, 1 May 2016	Fri, 30 Sep 2016	Refresher training session held for volunteer path monitors in August 2016 and recruitment of new volunteers progressed during the summer. Now 19 volunteers taking part in promoted route monitoring.			
Bentham Rail Routes	Action 3.1A	Mon, 23 May 2016	Mon, 23 May 2016	Four promoted "rail route" walks from stations along the Bentham Line now available as downloads on the website: Wennington; Bentham; Clapham and Giggleswick		<ul style="list-style-type: none"> Community Rail Partnerships 	
Pendle Hill Visitor Management Plan	Action 3.1E	Mon, 1 Aug 2016	Mon, 31 Oct 2016	Fourth Street Consultancy have been employed to develop the Visitor Management Plan for Pendle Hill Landscape Partnership. This includes assessment of strategic routes for improvement or upgrade.	Draft Visitor Management Plan is expected in early December 2016		
Pendle Hill Communications Strategy	Action 4.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	A new communications strategy for the Pendle Hill LPS has been commissioned during summer 2016 as part of the			

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				development phase. The objectives of this new strategy take into consideration the wider AONB context.			
National Association for AONBs Communications Strategy	Action 4.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The Forest of Bowland has also adopted the NAAONB Communications Strategy which has been updated during 2016 for the family of AONBs to adopt and utilise. The strategy highlights key AONB messages that can be used by all.			
Merchandise to raise funds for Champion Bowland	Action 2.3J	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>Since April the AONB team, along with Champion Bowland Trustees and Bowland Experience Directors have been meeting with the Bowland Clothing Company to develop new merchandise to help raise funds for Champion Bowland. 60% of the profits from the sales of the new merchandise will be donated to Champion Bowland - these funds are then awarded to local projects which benefit the environment, local communities and visitors.</p> <p>The new merchandise will be launched in the autumn at either the fundraiser and/or the tourism forum and will promoted via the new AONB web shop</p>			

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				http://forestofbowland.com/Forest-Bowland-AONB-Shop			
Dark Sky Friendly Businesses	Action 2.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>Alongside Discovery Site developments we have developed a 'Star Tips for Profit' workshop that Bowland Experience members can attend, to learn how to promote the opportunities of dark sky tourism. By attending the workshop and completing a business audit, tourism businesses can apply to the AONB for 'Dark Sky Friendly' Business status. 6 businesses attended a workshop held at the Spread Eagle, Sawley in April 2016, and a further workshop is scheduled for October.</p>			
Re-invigorating the BEx network	Action 2.4B	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>It was agreed by the BEx Directors at their board meeting on 10 May that they would divide membership between them to enable each to make contact with a number of members in their areas. Both Hetty Byrne & Mike Pugh have produced prompt sheets and resources for the Directors to take with them to support these visits, highlighting current projects and activities. The Directors also</p>			

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				agreed to ask members to complete an up to date contact details form, and that they would then submit these changes online via the AONB website.			
Launch of Bentham Rail Routes interpretation boards	Action 3.4E	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>During the spring, working with Bentham Community Rail Partnership and Northern Rail, the AONB have developed new information boards at Giggleswick, Clapham, Bentham and Wennington railway stations. The Bentham Line train stations are ideal gateways into the AONB and provide the opportunity for visitors to explore by bike or on foot. The interpretation boards, as well as providing links to walking and cycling routes, highlight information about the wildlife, vibrant communities, dark skies and tourism businesses, to entice visitors to stay longer and experience the fantastic opportunities the area has to offer. The boards were launched at Clapham Station at an event held on 24th May.</p> <p>Gerald Townson, chair of the Bentham Line Community Rail Partnership (CRP) commented: <i>"The Bentham Line, which links</i></p>			

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				<p><i>Leeds in the east to Lancaster and Morecambe in the west, skirts the northern edge of the marvellous Forest of Bowland. The train makes it easy for people to visit and help keep their journey environmentally friendly. These areas of unspoiled natural beauty need to be maintained that way for future generations, and using the train helps to achieve that. They offer a wealth of opportunities for everyone to enjoy them and help look after them."</i></p> <p>For further information visit: http://forestofbowland.com/Bentham-Line</p>			
Events attended during 2016	Action 3.6B	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>The AONB and Champion Bowland trustees attended Cloudspotting music festival at Gisburn Forest in July, to highlight the work of the Networks 4 Nectar project. This included running a children's pebble painting activity and inviting families to look at the successful meadow restoration work that has been carried out at Stephen Park.</p> <p>The team also attended Clitheroe Food Festival in August and again ran some</p>			

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				children's activities - stone wall building and wildlife spotting. This is a useful event to engage with new family audiences visiting the area.			
New AONB website images	Action 3.5C	Wed, 31 Aug 2016	Wed, 31 Aug 2016	During 2015-16 we been collecting new images via the upload facility on the website, which has proved popular and has provided us with some quality, new images to use in our communications. Also, as part of the development of the 2017 Discovery Guide working with feature writer Mark Sutcliffe, we now have a new stock of images related to the feature articles.			
Green Accreditation	Action 2.2E	Wed, 31 Aug 2016	Wed, 31 Aug 2016	<p>During May 2016 after a re-accreditation visit, the following BEx businesses retained their Green Tourism awards:</p> <ul style="list-style-type: none"> • Mytton Fold Hotel - Gold • Malkin Tower - Gold • Quernmore Valley Cottages - Silver 			
Lancashire Tourism Data	Action 2.2F	Wed, 31 Aug 2016	Wed, 31 Aug 2016	During the summer 2016 Marketing Lancashire have been carrying out			

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				Lancashire-wide visitor surveys (a piece of work that was identified as important, as part of the development of their Destination Management Plan). The Forest of Bowland and other tourism partners were consulted as part of the development of this work. The results will be disseminated later in 2016.			
2016 Sustainable Tourism Forum	Action 2.2I	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The next forum will be held on Wednesday 23rd November at the Spread Eagle, Sawley. Tourism partners and businesses are encouraged to join us for this annual event, which will follow the AGMs of Bowland Experience and Champion Bowland.			
Photo Sharing	Action 3.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The photo sharing part of the website has proved very popular, with around 200 images shared during 2015/16 http://forestofbowland.com/visitor-photogallery A number of these images were then selected in May 2016 to be included in a 2016 AONB calendar. Profits from the calendar are being donated to Champion Bowland, so enable them to continue to support local projects which benefit the			

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				environment, local communities and visitors.			
New Forest of Bowland website shop	Action 3.4A	Wed, 31 Aug 2016	Wed, 31 Aug 2016	A new shop page has been added to the AONB website to enable sales of the 2017 AONB calendar and also the anniversary scrapbook. Both of these link to payment options via PayPal http://forestofbowland.com/Forest-Bowland-AONB-Shop			
2017 AONB Discovery Guide	Action 3.4C	Wed, 31 Aug 2016	Wed, 31 Aug 2016	The 2017 Discovery Guide is currently being developed. The tourism business advertising space for BEx businesses sold out very quickly and provides match funding of £4,000 towards the production of the guide. During the summer 2016 we've been working with a local feature writer to develop some exciting new articles such as dog-friendly Bowland, dark skies, ale and teashop trails, a Bowland Choral feature and local character profiles - look out for the launch early in 2017, it's set to be a fantastic new guide to the area!			
AONB Brand	Action	Wed, 31	Wed, 31	This will be investigated during 2017 as part			

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Refresh	3.5A	Aug 2016	Aug 2016	of the Pendle Hill LPS development phase and the development of a Communications Plan for this new project. The brand refresh will provide an identity for the Pendle Hill project, sitting under the overarching brand of the AONB.			
AONB Annual Report 2015-16	Action 4.4D	Fri, 30 Sep 2016	Fri, 30 Sep 2016	The Forest of Bowland AONB Partnership Annual Report for 2015/16 has now been produced and is available on the AONB website. Cover image by Alastair Lee.			
Pendle Hill Visitor Survey	Action 4.3F	Tue, 4 Oct 2016	Tue, 4 Oct 2016	A visitor survey was carried out in the Pendle Hill area over August 2016.			
BARS2	Action 4.3C	Tue, 4 Oct 2016	Tue, 4 Oct 2016	We have been notified by Natural England that BARS2 has now been closed, so further updates will be impossible			
AONB Boundary sign refresh	Action 3.5D	Tue, 4 Oct 2016	Tue, 4 Oct 2016	10 AONB Boundary signs were repainted this summer, in male hen harrier plumage!			
Ecosystem	Action	Tue, 4 Oct	Tue, 4 Oct	We are currently developing a project within			

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Services Research	1.2C	2016	2016	the Pendle Hill LPS which will aim to establish the true 'value' of a landscape in terms of its natural capital, including the benefits it provides to the economy and to health and wellbeing			
Wildflowers for The Meadows (W4M) project	Action 2.3B	Wed, 12 Oct 2016	Wed, 12 Oct 2016	W4M is a 12 month project funded by Lancashire Environmental Fund in which 6 community groups are being supported with funding, training and on-site support to become proficient in the production of plug plants for the meadow sites they are looking forward. The project is also producing 4 instructional films as a legacy product to ensure that training material can be accessed into the future. The groups supported are: Lancaster Beekeepers Community Pollinator Patch Group; Slaidburn Guides; St James' school, Clitheroe; Friends of Spring Wood; Friends of Beacon Fell; Chipping in Bloom.		<ul style="list-style-type: none"> • Friends groups • Lancashire Environmental Fund • Landowners/farmers • LCC Ranger Service • YDMT 	
EU LIFE+ bid for Pennine Peat LIFE	Action 1.3E	Wed, 12 Oct 2016	Wed, 12 Oct 2016	In autumn 2014 an £8M EU LIFE+ bid covering the whole of the Pennine Chain (and including £1.4M of work in Bowland over 8 sites) was submitted. In the summer of 2015			

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				<p>we had word that whilst the bid passed the threshold, there was insufficient budget available to fund the work. With very positive and detailed feedback, the decision was made to resubmit in Autumn 2015. The revised bid has £1.14M on three sites in Bowland, with the decision due in summer 2016.</p> <p>Update - the second submission was rejected and the decision was taken to try a third time.</p> <p>This submission was made in September 2016, with reduced EU LIFE+ funding request. The decision is due in mid-2017.</p>			

General Press	Action 4.4B	Wed, 19 Oct 2016	Wed, 19 Oct 2016	<p>Press releases produced for:</p> <p>2014/15: Bowland Scrapbook launch; GTBS accreditations; Discovery and Festival Bowland guide launch; SDF launch</p> <p>2015/16: Museum of Lancashire Exhibition; Rate My View; Bowland Scrapbook; SDF launch; Dark Sky Discovery Sites; Discover/Festival Bowland 2016 launch; Family-friendly Bowland; Outstanding Week 2015; NAAONB/NPE Accord (on behalf of NAAONB); 2016 Hedge Laying Competition</p> <p>2016/17: Champion Bowland charity auction; Champion Bowland charity calendar; Pendle Hill Detectives</p>			
Festival Bowland 2017	Action 3.6A	Wed, 19 Oct 2016	Wed, 19 Oct 2016	<p>The Festival Bowland 2016 programme is now coming to a close, with only five events left to run. Of the 90 events in the brochure we have received attendance figures for 48 of them to date. These show that, over these 48 events, there were approximately 1241 attendances. These figures range from large scale "open gardens" attracting 100+ people, to guided walks with single figure visitors.</p> <p>Preparation for the Festival Bowland 2017</p>			

				programme is now underway.			
Friends of Bowland promotion	Action 2.3G	Wed, 19 Oct 2016	Wed, 19 Oct 2016	Friends of Bowland article included in both 2014 and 2015 Discover Bowland guides with advert included in 2016 guide and plans to include again in 2017.			
Festival Bowland press	Action 4.4B	Wed, 19 Oct 2016	Wed, 19 Oct 2016	<p>Press releases produced for:</p> <p>2014: Learn to Scythe; Spring events; Celebrating Summer in Bowland</p> <p>2015: Star Gazing event; Archaeology Walk; Family-friendly Summer; New Laund Trumper Days; Rathmell Heritage Ramble; Scything & Coronation Meadows; Summer in Wyre; Cloughton Hall Estate Walk; Lord of Bowland 5th Annual Lecture; Lord of Bowland YFC Lecture (on behalf of Lord of Bowland)</p> <p>2016: Easter events; New Laund Farm Trumper days; Lord of Bowland lecture; Pendle Hill Walks (x2); Sheltering Memory; Spring Bird Walk; St. Mary's Church Tour</p>			
LCC Supplementary Planning Guidance for Ecology and Landscape	Action 1.7C	Mon, 24 Oct 2016	Mon, 24 Oct 2016	Contact with LCC Planning Policy service manager confirmed that there are now no plans to revise LCC supplementary planning guidance for ecology and landscape.			

