

# Why designated landscapes are good for the economy



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**FOREST OF  
BOWLAND**  
Area of Outstanding Natural Beauty

# The Forest of Bowland

## Area of Outstanding Natural Beauty

- Located in upland Lancashire & North Yorkshire
- 306 square miles, designated in 1964
- Important for blanket bog, heather moorland and breeding birds
- History of landed estates, isolated, hidden
- Small staff team – 6 to 10 officers, working with a limited budget



# Landscape and Economy





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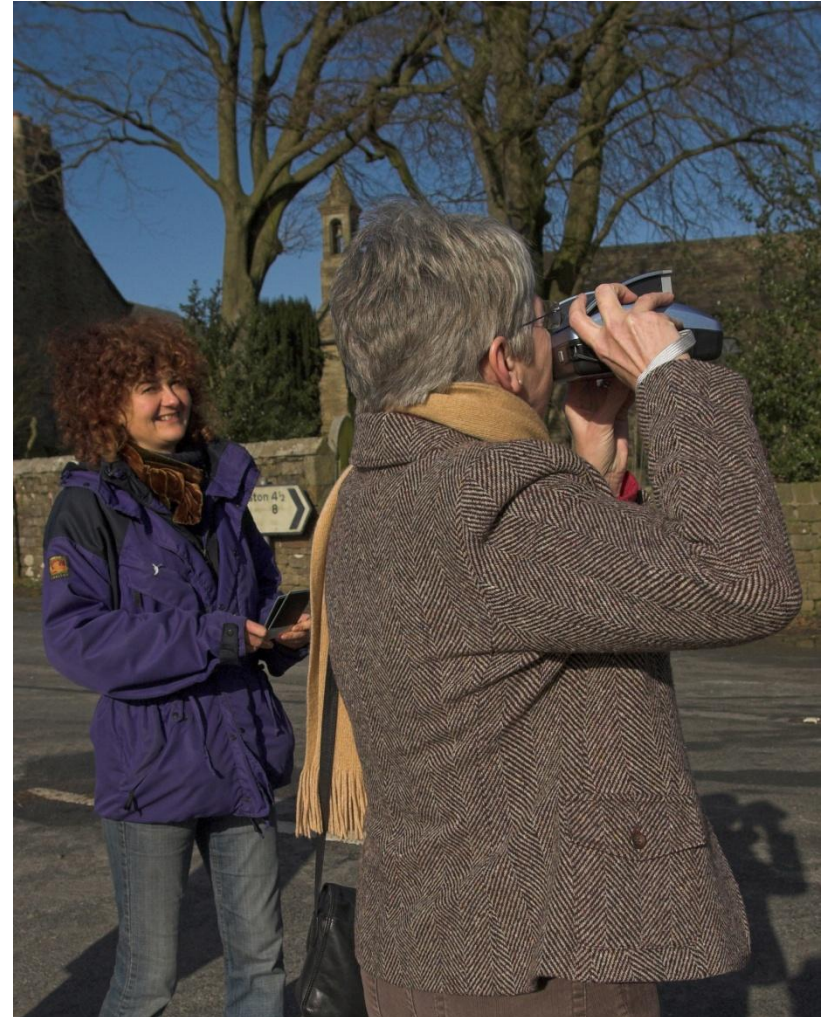


# Landscape and Economy

- *Prosperity and Protection study* suggests that ‘very little use appears to be made of the National Park in marketing the region as a whole, as a place for new investment’
- *Natural Economy North West* estimated that the environment generates £2.6bn a year in the region, and employs 109,000 people



# Sense of Place project



# Sense of Place project

- Strategy for sustainable tourism 2005
- European Charter for sustainable tourism in protected areas awarded 2005
- Sustainable Bowland programme 2006-08 to develop infrastructure, products, network and marketing (NWDA funded)
- Sense of Place: to develop a distinct identity for the area and to enable businesses to market themselves within that, using their own strengths & interests



# Sense of Place project

- A place to enjoy and keep special
- Delicious local food and drink
- A landscape rich in heritage
- A living landscape
- Wild open spaces
- A special place for wildlife
- A vibrant local economy and communities
- Toolkit, Training and web support

# Sense of Place project





# Sense of Place project

- Improved branding and identity of our own marketing materials
- Improved understanding of what the AONB is and what it has to offer – both by businesses and by visitors
- Increased number of visitors seeing the ‘Forest of Bowland’ as a destination – from 21% in 2005 to 33% in 2008
- 88% of businesses now market themselves as being within the AONB

# Sense of Place project

- Developed co-operation and joint working between businesses, eg wildlife blog
- Led to the development of the Sustainable Tourism Network, currently over 100 members
- The development of 'Part 2' and the creation of 35 European Charter Businesses within the AONB today – all using the designation to support the local economy





# Bowland Experience Ltd

- 2010: new strategy, new Charter awarded
- Looking to the future sustainability of Business Network – limited staff time and funding
- Set up a new social enterprise ‘Bowland Experience Ltd’ with three directors appointed
- Any profits go to ‘Bowland Tourism Environment Fund’ developing as a registered charity with three trustees from the business community
- Able to trade, advertise, promote, and to raise funds and grants not otherwise available



# Bowland Experience Ltd

- Bowland Experience Ltd will be able to:
  - ✓ sell 'packages' such as birdwatching holidays
  - ✓ develop promotional tools such as a 'Bowland App' and a twitter account to advertise late accommodation deals and offers
  - ✓ offer discounts on bulk buying
- BTEF acts as our visitor payback scheme
  - ✓ Ribble Valley Inns is our first corporate supporter

## MOBILITY SCOOTERS

Ribble Valley Inns has always been proud to work exclusively with local suppliers. So it's only natural we're keen to keep it local when we support a charity too.

That's why we invite you...our locals and visitors alike...to help us raise vital funds for Tramper all-terrain Mobility Scooters...fantastic vehicles that mean people with limited mobility can still enjoy all the delights and the scenery of our beautiful Forest of Bowland.

The project is co-ordinated by The Bowland Tourism Environment Fund. So, we will add a voluntary donation of just 20p per guest to your total bill...every penny of which will go to this social enterprise charity. We'll also provide regular updates of how much we've raised so you can see what a difference you've made...and how many people have benefited.

Thank you so much for your support.

*Craig, Nigel & all the team at The Three Fishes*

*Of course, your donation is totally voluntary, so if you would prefer not to be involved on this occasion, simply ask your waiter to remove it from the bill.*







further details available from:

[www.forestofbowland.com](http://www.forestofbowland.com)

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