



WALKING, CYCLING & ACCESS

CATEGORY: CASE STUDY YEAR: 2008

Business Details:

The Priory
Scorton
Lancashire
PR3 1AU

www.theprioryscorton.co.uk



Description:

The Priory, Scorton offers four star accommodation as well as a bar and tea room and is an ideal base for exploring Rural Lancashire, the Fylde, the Wyre and The Forest of Bowland. A popular stop off point for cyclists over the years and a start and finish point for rambles on the Bowland fells, The Priory also now provides a Trampler All Terrain Electric chair for use by guests with limited mobility. There is a secure store for the Trampler and guests bikes as well as drying facilities for wet clothes. Cycle hire can be arranged by prior appointment. The menu makes good use of local produce. A series of local walks has also been developed which start at key locations, including The Priory and make good use of the available footpaths as well as taking in local hostelry.



Economic

Being a hub for cycling and walking has an obvious economic benefit. Throughout the year cyclists use The Priory in large numbers. The location which is very popular for dedicated cyclists, amateurs and pleasures seekers means The Priory can cater for their hospitality needs. Bringing in visitors also means extra benefit for the local shop. Using local produce supports the local economy. Devising walks which include hospitality and local services encourages patronage by the user and again keeps money in the local economy.



Environmental

Offering alternatives to car travel is the principal environmental benefit, with a subsequent reduction in the amount of carbon emissions. Using local produce also has the same effect. Providing dedicated local route maps that give clear directions mean that visitors can stay locally and walk locally safe in the knowledge that they know where they are going. It is all too common for businesses to provide standard regional information or simply an OS map At The Priory by providing 'from the door' information it enables visitors to leave the car behind.



Social

The Trampler is an electric vehicle that allows those with restricted mobility to enjoy the natural environment which would otherwise not be available to them. The Priory is one of a number of sites where Trampers can be borrowed. They can provide details of routes and trails that have been designed for the vehicle. Details of how to book are on the Forest of Bowland website.

WEB

Forest of Bowland www.forestofbowland.com
 Sustrans www.sustrans.org.uk
 Cycle Touring Club www.ctc.org.uk
 Ramblers Association www.ramblers.org.uk