

SENSE OF PLACE TOOLKIT





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INTRODUCTION TO A SENSE OF PLACE

Welcome to the Forest Of Bowland Sense of Place Toolkit

This Toolkit will help you discover the special qualities of this area, and how to use them to develop and promote your business.

WHAT IS SENSE OF PLACE?

The term 'Sense of Place' is often used to describe your feelings for a place, and the elements that make that place special to you – it includes sights and sounds, memories and experiences, people and feelings. One way of understanding it is to think about how you might describe a part of Bowland that you know well.

1. Which words would you use?
2. What would you focus on?
3. How does it make you feel when you picture it in your mind?



© Graham Cooper

That's Sense of Place!

Sense of Place could be described as an area's Unique Selling Point (USP), but we believe it runs much deeper than that. We believe Sense of Place flows from the ground beneath our feet and the landscapes that surround us. It's defined and reinforced by local landmarks and it's in the stories we learned as children. It's ingrained in the welcome we extend to visitors, the hospitality we offer; and you can taste it in the food we eat and share.

We perhaps take all this for granted, but at a time when a growing proportion of the UK population live in cities or suburbia and spend the majority

of their time in town and city centres, places with an authentic 'personality' are becoming rarer and tourists are increasingly searching for diversity and places with a well-defined identity.

When visitors connect with this Sense of Place on a deeper level, they develop an affinity and affection for the area and are more likely to return in the future, so a strong sense of place benefits the local economy.

Being willing to share our stories with visitors helps them understand our Sense of Place, deepening and enriching their experience and making them more likely to make a return visit or tell their friends.

The Purpose of the Toolkit

The **Sense of Place Toolkit** is a collection of examples and resources to help you understand and benefit from the special qualities of the Forest of Bowland Area of Outstanding Natural Beauty. The toolkit helps you to associate the emotions of a place with your business or organisation. We use the word 'toolkit' because it is focused on practical outcomes – 'telling a story'. The Sense of Place Toolkit can be adapted to your individual needs and interests.

It can be used when:

- Creating promotional materials, such as a leaflet, website or advertisement.
- Informing your customers or visitors about your local area
- Developing a plan, proposal or strategy
- Providing training to your staff or colleagues



INTRODUCTION

The Forest of Bowland Area of Outstanding Natural Beauty is one of 46 AONBs covering just under 1/5th of the UK.

They offer a wealth of opportunities for both people and wildlife to benefit from the countryside and, as vibrant, living landscapes, they underpin the economy and the health and wellbeing of our society.

Areas of Outstanding Natural Beauty have some of the UK's best countryside for walking cycling, wildlife-watching and star-gazing and Bowland is no different. From quiet lanes, ancient woodlands, distinctive and attractive villages to flower-filled hay meadows, open moorland and a wealth of local culture and heritage, Bowland has a great deal to offer.

The Forest of Bowland AONB is a nationally protected landscape and is internationally important for its heather moorland, blanket bog and rare birds. The AONB is managed by a partnership of landowners, farmers, voluntary organisations, wildlife groups, recreation groups, local councils and government agencies, who work to protect, conserve and enhance the natural and cultural heritage of this special area.

For more information about the Forest of Bowland AONB, visit the website at

www.forestofbowland.com



MORECAMBE BAY

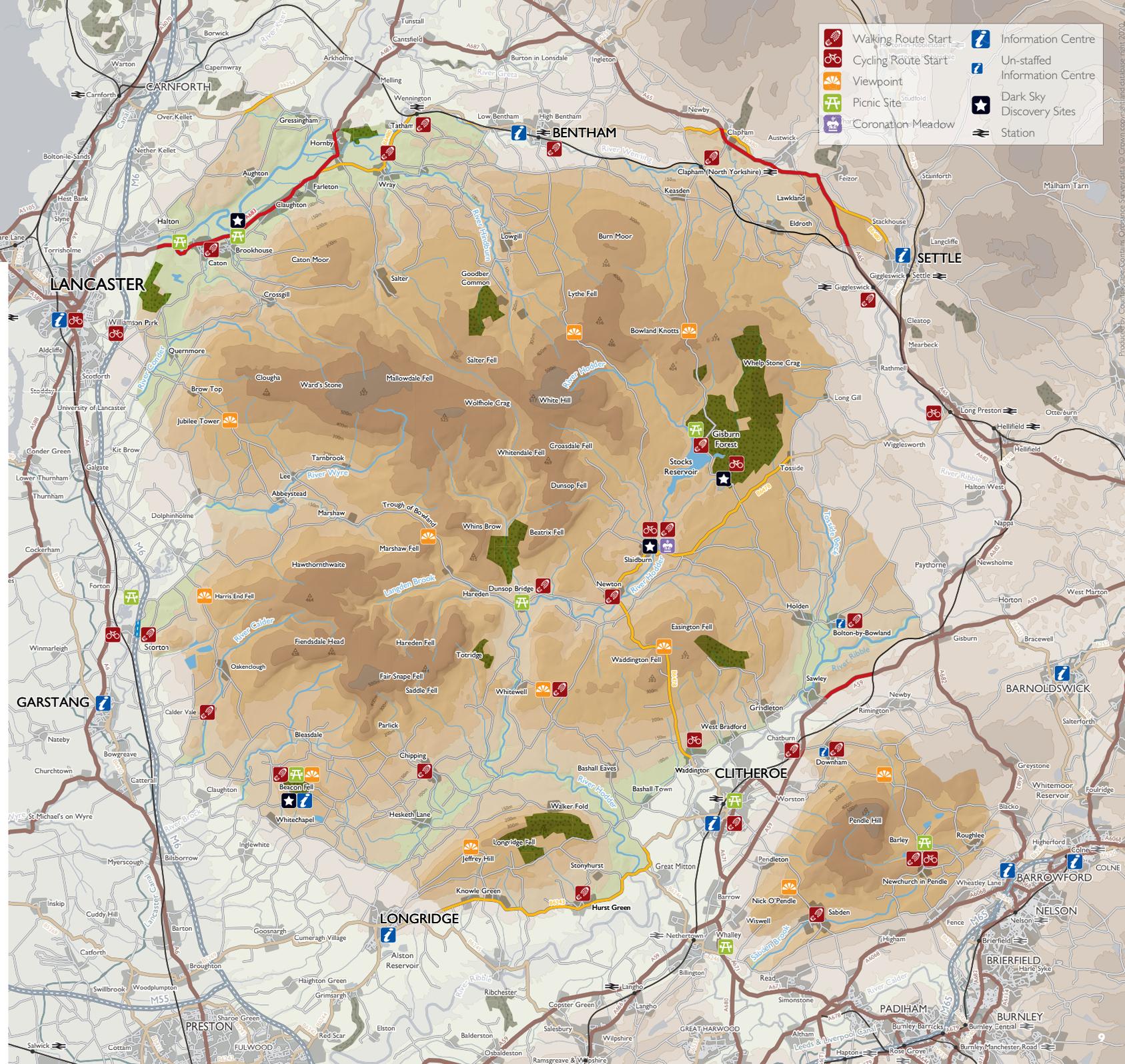
Sustainable Tourism in the Forest of Bowland Area of Outstanding Natural Beauty

Sustainable tourism is tourism that takes account of its current and future economic, social and environmental impacts, addressing, and seeking to balance, the needs of visitors, the industry, the environment and host communities. Making tourism more sustainable means taking these needs and impacts more fully into account in the planning, development and operation of tourism. It is a continual process.

Sustainable tourism is, therefore, about promoting and attracting visitors to an area, and encouraging them to experience and enjoy the place, whilst not spoiling it for other visitors or local people. Sustainable tourism is at an appropriate scale, encouraging quiet enjoyment and re-investing in the economy and communities which support the landscape.

The Forest of Bowland Sustainable Tourism Network was established in 2016 with the following aims:

- To work collaboratively to ensure businesses in the area deliver social, economic and environmental benefit, while at the same time enhancing visitor experiences
- To enable related businesses across the AONB to connect and share ideas and good practice
- To provide opportunities to develop and promote sustainable experiences, activities and products for visitors, linked with the Forest of Bowland AONB brand





DEVELOP YOUR OWN SENSE OF PLACE

HOW TO USE THIS TOOLKIT

The Toolkit is not designed to be read from cover to cover like a book. Instead, think of it as a resource that you can 'dip into' whenever you need some fresh ideas and inspiration.

The information is also supplemented with an online resource where you can download copyright free text and images. Visit www.forestofbowland.com/sense-of-place

We have organised this toolkit into themes based on the special qualities of the Forest of Bowland area:

- **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**

Each section of the Toolkit contains six types of information:

What's the Story?

This background information provides a 'snap shot' about the special quality and why the theme is important to Forest of Bowland's sense of place.

Get the Scoop

This information is intended to provide you with local insights to share with your customers/visitors and to inspire you to use your own knowledge.

Get Creative

Suggests actions you can take to develop and promote your business or organisation. Using the Toolkit isn't necessarily about doing new things from scratch, it's often more important to look at what you are already doing and make improvements by simply doing things a little bit differently.

Fascinating Facts

Exactly what is says – interesting snippets of information for you to further your knowledge and to share it with your visitors.

Case Study

The case studies demonstrate how tourism businesses have used the toolkit or special qualities to promote their offer.

Explore Further

Links to further resources and information for you to explore .



SETTING THE SCENE

The growth of 'experience' tourism means that visitors are more likely to book an overnight stay if there is a specific reason for doing so. This might be a food or walking festival, a family nature workshop or a seasonal spectacle such as a 'Dark Skies' astronomy event.

Creating a 'buzz' around these events can boost tourism across the whole area as people start talking about and sharing these events over social media. This is where collaborative marketing can really help drive business.

Start planning advertising and social media activity around key events and build up awareness and anticipation with digital marketing.

Give your visitors information to encourage them to visit the Forest of Bowland and improve their holiday experience and come back again. See the section on social media and digital marketing below for more ideas.



What information do Visitors Need?

Visitors planning a short break need a fair amount of information to make the most of their trip, but this information often scattered around various different sources.

Bringing this information together can help visitors plan a memorable stay.

Things to include are:

- activities
- local attractions
- walking and cycling routes and maps
- special offers
- public transport times and routes
- wildlife and history
- safety information
- weather forecasts

Here are some more ideas to try that are relevant to all of the themes:

- Collaborate with other local businesses to create special offers
- Showcase local art and food
- Share your favourite places and stories
- Give visitors "insider knowledge", such as a hidden gem little-known facts. Help visitors to join and feel like part of the community
- Try to tailor experiences different audiences such families or young couples
- Collaborate with other local businesses to create experiences packages e.g. foraging events, dark experiences or walking/food events

WORDS

To depict the area's unique feel, think about the words you could use to describe the views and landscape to your visitors (taken from our own research & visitor surveys):

Big skies, spectacular sunsets & dark skies

Tranquil

Unspoilt

Magical

Friendly people

Historic

Majestic

Incredible

Awe inspiring scenery

Outstanding

Picturesque

Powerful

Stunning

Calm

Inspirational

Beautiful

Iconic

Mysterious

Use words like these to describe the feelings the views create:

Relaxing

Exhilarating

Serenity

Escape

Invigorating

Wellbeing

Elating

Discovery

Peace & Quietness

Solitude

Why not look through your own customer feedback on social media and Trip Advisor and use some of the words people use to then talk about your business.

LEAFLETS AND INFORMATION

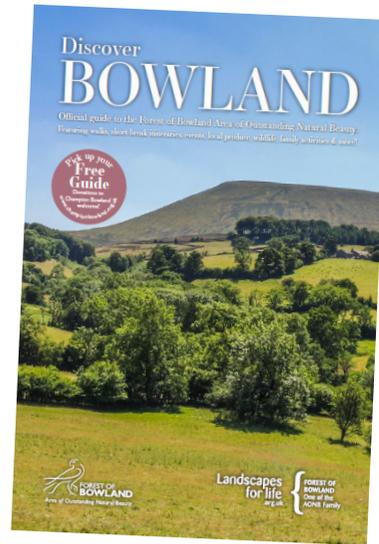
The Forest of Bowland AONB also produces a range of leaflets and tourism brochures which visitors may find useful.

The annual Discovery Guide is a good place to start www.forestofbowland.com/discovery-guide or for more specialist publications, take a look at the dedicated pages on the AONB website www.forestofbowland.com/leaflets

Festival Bowland is a year-long programme of events that take place at various locations throughout the Forest of Bowland AONB.

There's a comprehensive listing of events in the Discovery Guide with regular updates online here: www.forestofbowland.com/Festival-Bowland-Events

Visit your District tourism websites, Marketing Lancashire and Welcome to Yorkshire destination web sites for other information and follow their social media channels to share your, and their, messages.



BOWLAND ITINERARIES

We have produced a series of short-break itineraries to inspire visitors to stay longer and explore the area in more depth. They are available to download for free here: www.forestofbowland.com/discover-bowland-itineraries

- **FIELD, FELS & FABULOUS LOCAL FOOD**
- **THE HIDDEN BOWLAND DALES**
- **JOURNEY TO THE CENTRE OF THE KINGDOM**
- **GISBURN FOREST AND STOCKS ADVENTURE**
- **THE SECRETS OF PENDLE HILL**
- **THE ULTIMATE BOWLAND ACTIVITY HOLIDAY**



SOCIAL MEDIA

Tag us when you post on social media and we'll do our best to like your messages. We can share via our new channel [@discoverbowland](https://www.instagram.com/discoverbowland).

Twitter

[@discoverbowland](https://twitter.com/discoverbowland)
[@forestofbowland](https://twitter.com/forestofbowland)
[@PendleHillLP](https://twitter.com/PendleHillLP)

Facebook

[@discoverbowland](https://facebook.com/discoverbowland)
[@bowlandaonb](https://facebook.com/bowlandaonb)
[@pendlehillproject](https://facebook.com/pendlehillproject)

DIGITAL AND SOCIAL MEDIA MARKETING

Thanks to social media and review and rating platforms, it's easier than ever to increase the profile of your business; but at the same time, it's getting harder to get a distinctive message out there above all the other noise.

And with the dominance of TripAdvisor, it's sometimes difficult to control the message that does get out there.

One of the aims of this Sense of Place Toolkit is to create a central resource that makes it easy for tourism businesses in the Forest of Bowland to produce a consistent stream of engaging content across multiple platforms and ensure that all this content is readily accessible for ease of distribution.

The core messages can be adapted to suit your marketing needs and diversified to target different audiences, but the central themes remain broadly the same.

COLLABORATIVE MARKETING

When tourism businesses work together to promote their destination, the message is amplified. This raises awareness and creates a 'buzz' about a place which, in turn, drives visitor numbers.

This toolkit is designed to help businesses in the Forest of Bowland AONB to help each other get positive and consistent messages out to the wider public and reinforce one another's efforts to increase tourism spend in the area.

In practical terms, this means cross-selling Bowland businesses and attractions to send a message that there's much more to see to encourage visitors to stay longer (and spend more money!)

It also means liking and sharing each other's posts and updates on social media and using consistent hashtags to raise awareness and profile. Coordinated digital marketing activity makes it more likely that social media platforms will pick up on Bowland and share positive messages with a wider audience.

IMAGE LIBRARY

The Forest of Bowland unit has a portfolio of professional images which tourism business can use free for promotional purposes in brochures and digital marketing or social media.

They may not be used for secondary commercial activity; e.g. creating postcards or calendars for resale.

Browse the galleries here: www.forestofbowland.com/sense-of-place

Please credit all photos with the name of the photographer.

Read on to find out about the special qualities of the area and the unique visitor experiences on offer. You'll also find clear messages and statements and links to more information that you can use to build a rich experience for your visitors.



A PLACE TO ENJOY AND KEEP SPECIAL



“

We love the space and quiet, it's not crowded, walking is a pleasure

”

What's the Story?

This is the over-arching theme (or message) of the Forest of Bowland AONB. It combines the importance of the area for people's livelihoods and enjoyment, with its value as a unique and protected landscape. This theme can be used by the majority of businesses to help promote the area's unique qualities to their customers.

There are many activities which are appropriate to the area and which are sustainable – some are more active than others! Walking is one of the nation's favourite pastimes, with four out of five holiday makers having walked for leisure while on holidays or short breaks in England. Walking is an ideal way to get to know the area and experience the sense of place. When you're on foot, you are closer to nature and closer to the community. You can drink in the views, touch the fabric of the landscape and smell the fresh air!

Get the Scoop!

There is a good network of Public Rights of Way within the AONB, as well as large areas of Access Land where you can experience open country. The annual Festival Bowland programme, plus the Pendle Walking Festival and Wyre's Walking Festival are good ways to begin exploring the landscape – whatever your ability.

In the Forest of Bowland AONB we want to enable access to the countryside for everyone; access for people with wheelchairs, pushchairs, limited mobility, or simply for those whose legs aren't as young as they used to be. All the family can experience the unspoiled beauty of the area along trails with fantastic views, wildlife rich hedgerows and through tranquil woodlands and parklands. Visit our Access for All page for further information, including where to hire a Trampler: www.forestofbowland.com/access-all

Cycling is also popular in the area – again you can get away from the busier areas and experience the peace and quiet of the landscape. For off-road enthusiasts there are opportunities to explore the Gisburn Forest area and cyclists are also permitted to use bridleways. Road cycling is also an attractive pursuit, especially on the quiet lanes around Slaidburn, Chipping and Downham; and on the more challenging Tour of Pendle circuit.



Get Creative

- Discover the area yourself – if you don't already know them, find a few walks you would recommend from your front door which offer some local distinctiveness.
- Sharing your local knowledge and favourite walks in your immediate vicinity will give visitors the confidence to explore some of the local walking routes and discover them for themselves.
- Offering packed lunches, printing out weather forecasts in the breakfast room and filling flasks with tea or coffee will endear you to seasoned walkers and encourage repeat bookings.
- Remind guests about the annual Wyre and Pendle Walking Festivals and the guided walks offered in the Festival Bowland events programme.
- Find out if there are any local guides or story tellers who may be able to lead walks and explorations for your visitors.
- Promote 'welcome walkers and cyclists' and facilities such as bike storage and drying areas, as well as providing maps and walking routes. Perhaps offer incentives for overnight stays with those walking or cycling?
- Recommend a variety of grades of walk – riverside ambles, hikes over the fells, or good seasonal experiences (woods in spring and autumn, heather fells in late summer, but do keep up to date with temporary access land closures during grouse shooting season www.forestofbowland.com/walking-information).
- Create an information pack for your visitors promoting local routes and attractions.

Fascinating Facts

Forest of Bowland... so where are all the trees?

The title 'forest' has its roots in medieval times, when it was used to refer to hunting rights and not to a large expanse of woodland (as we interpret it today). During this period, the Royal Hunting Forests were established. The King used his rights to prevent landowners from clearing and cultivating the land, while restricting development and prohibiting change. In the Forest of Bowland, early settlers had long since cleared away much of the tree cover, resulting in the open landscape that we see today – with its unique sense of openness, grandeur and tranquillity (see section on 'A Landscape Rich in Heritage').

The Countryside Code

It's important to respect the landscape and those with whom we share it – including livestock. Remember, much of the area is working farmland. These are the golden rules:

- Keep dogs under close control - preferably on a lead (although it's safer to let your dog go if chased by cattle)
- Clear up after your dog
- Stick to designated footpaths
- Take your litter home
- Horses and bikes can only use bridleways, not footpaths

The AONB has produced some posters designed to reinforce these core messages. To download these visit www.forestofbowland.com/tourism-business-resources

The complete countryside code is available on the GOV.UK website here: www.gov.uk/government/publications/the-countryside-code



© Forestry England

Case Study

Margaret Wright, Cobden Farm B&B

In 2006 Margaret Wright from Cobden Farm, Salden diversified their farm business to develop a B&B. Margaret was one of the first businesses to attend the Forest of Bowland's Sense of Place workshop and to put the material into practice: 'When we set up our business the Sense of Place toolkit was a massive help, we were able to use the materials to develop the marketing messages on our website to promote the area and the qualities of the AONB. The results are there to see, our beautiful area is attracting visitors from not only across the UK but from all over the world.'

Explore Further

- Ordnance Survey Outdoor Leisure OL41 Forest of Bowland. Forest of Bowland and Walking & Cycling Map by Harvey (Paperback - 15 May 2008)
- You can find a huge variety of walks available to download and share via the Forest of Bowland's ViewRanger profile my.viewranger.com/user/details/2074758 or get in touch to include the ViewRanger walking app - featuring all walks across the AONB - directly in your website. Email bowland@lancashire.gov.uk
- Ideas for keeping the whole family entertained, including downloadable activities and quizzes: www.forestofbowland.com/family-fun
- Bike Hire:
 - Electric Bikes, Dunsop Bridge: www.ribblevalley-e-bikes.co.uk/
 - Mountain Bikes at Gisburn Forest Hub: www.forestryengland.uk/gisburn-forest-and-stocks
 - 3 Peaks Cycles, Settle www.3peakscycles.com/



DELICIOUS LOCAL FOOD AND DRINK

What's the Story?

The Forest of Bowland AONB has a reputation for fine food and local produce, so why not seek out some local producers and encourage your visitors to try our delicious local food and drink?

Food tourism is one of the fastest growing sectors of the visitor economy and delicious local food and drink is a special quality of the Forest of Bowland AONB - not only because it supports the economy, but also because it is an important factor in the area's unique sense of place. Farming methods have shaped our land – creating field patterns with dry stone-walls and hedgerows; farmsteads, barns and working villages. Without food production our countryside would look very different. By supporting those farmers who choose to carry on farming in traditional ways, you can help to protect our living landscape for this and future generations.

Get the Scoop!

Local produce is distinctive to the area and contributes to our sense of place. For example, creamy Lancashire Cheese was traditionally made from three day's curd - this is because the original farm workers had little milk to spare on a daily basis, so they stored the curd for up to three days until they had enough to make a large cheese. Nowadays not all our cheese is made this way but it tastes just as good! Look out for tasty, creamy and crumbly Lancashire as well as other local cheeses made from ewes and goats milk; plus organic varieties.

Within the Forest of Bowland you will find:

- Delicious local lamb, beef and pork (and even wild boar!)
- Classic and modern varieties of Lancashire cheese, milk and ice cream
- Local ale and gin producers
- An increasing number of local pubs and restaurants serving up delicious local food and drink

One enterprising local farmer has gone one step further by installing an automated vending machine which dispenses raw milk, butter, cheese and eggs - 24 hours a day at Cockshotts Farm in Sabden.



“

There's an abundance of extraordinary food available in Bowland, locally and seasonally sourced

”



Greendale View Kitchen, Chatburn



The Cabin, Barley



The Milking Parlour, Sabden

Fascinating Facts

Local delicacies with a story: Stew 'N' Hard: a proper pendle delicacy

Long before the arrival of fancy continental patés and delicate little morsels of bruschetta, Pendle had its very own meaty finger food: Stew 'n' Hard – a meat paste served on a slab of dried oat cake and garnished with onions.

The origins of this forgotten foodstuff are difficult to pin down, but the 'hard' is thought to date back to pre-industrial times, when oats were a staple of the East Lancashire diet and the area was home to a number of oat mills.

The 'stew' is made by boiling up whatever offcuts of meat could be found with bones and marrow and then allowing it to cool and set. The result is a rich, savoury spread which compliments the crispy oat bread. A garnish of sliced red onions adds a bit of zing and a smear of mustard livens it up still further. Visitors will sometimes find Stew 'n' Hard on the menu at the Cabin in the car park in Barley.

Get Creative

- Seek out local producers and suppliers and buy from them when possible www.forestofbowland.com/food-producers
- Encourage visitors to try local produce by recommending places that offer local produce such as farmers' markets, tearooms and restaurants.
- Create menus using local produce and label them as such, listing the suppliers, e.g. provide a 'Bowland breakfast' using local sausages, eggs and bacon – recommend it to your guests.
- Holiday cottage providers could put together a welcome hamper - pack it with local produce and provide a list of local retailers where they can buy more to take home.
- Use your local knowledge to highlight great picnic spots, for inspiration visit www.forestofbowland.com

Case Study

Goosnargh Gin

Goosnargh Gin distillers Richard and Rachel Trenchard have been working with farmer Peter Blackwell at Bell Sykes Farm to source and harvest a blend of wild herbs, grasses and flowers to impart distinct verdant tones to the finished gin. HayTime is just one of Goosnargh Gin's creations which are distilled in small batches, using traditional methods in copper alembic stills near Bleasdale, in the shadow of Beacon Fell.

The company uses local, organic and sustainably grown botanicals. "We're keeping the exact blend of HayTime a secret, but we have used flowers, grasses and leaves from species like meadow vetchling, sweet vernal grass, red clover and yellow rattle to distil the gin, giving it the unique essence of Bowland," explained Rachel. "A sip of this carefully distilled gin – served with tonic and a garnish of fresh green apple – will transport you straight to these exceptionally special and ecologically significant Bowland meadows on a sunny summer's day – alive with birdsong and the gentle background hum of bees."

The enterprising couple has already achieved significant success since launching in October 2018, with international and local awards for their gins, which are inspired by the stunning landscapes of Bowland

Explore Further

Forest of Bowland Foodie Foray - The annual Foodie Foray is a celebration of local food and the distinctive local dishes found across the Forest of Bowland. This week-long programme (normally held in September) includes walks, foraging and feasting. Whether you fancy finding out more about the local delicacies that thrive within our landscape, finding food for free amongst the hedgerows or tucking into a locally sourced feast, there's an event for everyone. www.forestofbowland.com/Foodie-Foray

Other Food & Drink Festivals

- Clitheroe Food Festival <https://clitheroefoodfestival.com/>
- Nelson Food & Drink Festival www.nelsonfoodfestival.co.uk/





A LANDSCAPE RICH IN HERITAGE

What's the Story?

The Forest of Bowland has long been recognised as a special and beautiful area. It officially became a protected landscape in 1964, when it was designated an Area of Outstanding Natural Beauty (AONB). Much of this beauty is related to the wild and 'untouched' nature of the landscape – itself a result of hundreds, if not thousands of years of human activity.

Managing the land for game hunting, primarily grouse shooting, has remained a predominant influence on the landscape, and several large private landowners remain today - such as the Duchy of Lancaster, the Duke of Westminster and Lord Clitheroe. The private estates were responsible for building the distinctive villages at places such as Slaidburn, Downham and Abbeystead. The current, largest single landowner is United Utilities, which manages a large area of the fells primarily for water catchment.

“

I have 42 years of beautiful memories. I hope my children – like the generations of our family before us – get to enjoy the same local wilderness

”

Get the Scoop!

Some examples of local history:

Bronze Age settlers cleared trees from the fells and began cultivating the land. They left little material evidence of their presence, but the fells have remained largely clear of trees ever since.

Other prehistoric remains in the area include a cairn on Parlick Pike and Bleasdale Circle.

The Romans left behind two key route ways through Bowland, the north-south Ribchester to Carlisle road, and a lesser east west route which is evident north of Downham.

The Norse settlers left their impact in our language as well as the landscape – for example the word 'Bu' (in 'Bolland' or Bowland) is old Norse for cattle, and 'Pen' in Pendle means hill.

'Tolfin' was a Norseman who founded what is now called Dolphinholme ('holme' is an area of flat land).

Other notable heritage features in Bowland include:

Medieval vaccaries (a type of cattle farm) at Sabden and Marshaw; the motte and bailey castles in the Lune valley, and the monastery at Sawley.

Grand halls, parks and houses at Browsholme, Leagram and Quernmore.

Sixteenth to eighteenth century stone buildings with their distinctive stone mullions, lintels and date stones can be seen in many villages - a fine example is at Stephen Park in Gisburn Forest.

Dry stone walls and out barns – the irregular field patterns are oldest (pre 1600AD), while the more regular patterns date from the eighteenth and nineteenth centuries.

Disused quarries and lead mines.

Lime kilns (used to make mortar as well as lime to fertilise the fields).

Nineteenth century cotton and paper mills at Oakenclough and Caton.

Visit Britain's last remaining Clarion House – a traditional meeting place for working folk. Located between Roughlee and Newchurch, the Clarion House is open on Sundays between 10am and 4pm and can only be reached on foot or by bike, but everyone is welcome and it's a unique experience.



Get Creative

- Let your visitors know about any hidden gems close to you. Research and explore some of the features above.
- Research the history of your own premises and local area. Display old photographs, maps or other records of relevance to your place. Find out about place names, old families, or local traditions.
- Promote local guided walks or events run by local experts, heritage organisations or history societies.
- Find out about Heritage Open Days - England's largest festival of history and culture - normally held over 10 days in September. There is plenty going on across the area and it's a chance to see hidden places and try new experiences!



Case Study

Rachel Turner, Malkin Tower Farm

'In 2018 we were involved in a community archaeology dig with the Pendle Hill Landscape Partnership. We hosted students from Canada, the United States and the UK looking for evidence of witchcraft at the site where the Pendle Witches met on the day they were arrested in 1612. The archaeology students were excavating one of our fields which was possibly on the site of the home of 'Old Demdike'. It was great to be involved in an exciting project like this to uncover the rich heritage of our beautiful area, right on our doorstep, and something of real interest to our visitors. Many of our visitors seek us out because of our connection to the witches and it's great to be able to share our experiences of hosting the archaeology dig with them'.

Fascinating Facts

Who Were The Pendle Witches?

The Pendle Witches were all members of two extended families: the Devices and the Whittles. The eccentric matriarchs of these two families, Elizabeth Southernns - known as Demdike, and Anne Whittle - known as Chattox, claimed supernatural powers.

King James I was obsessed with witchcraft and published a treatise called Daemonologie in 1597. This whipped the country into a feverish hysteria in which any unusual or unfortunate occurrences were seen as the devil's work.

When Alizon Device allegedly cursed a travelling pedlar, making him lame, upon her arrest she confessed to the crime then implicated neighbours and other members of her family.

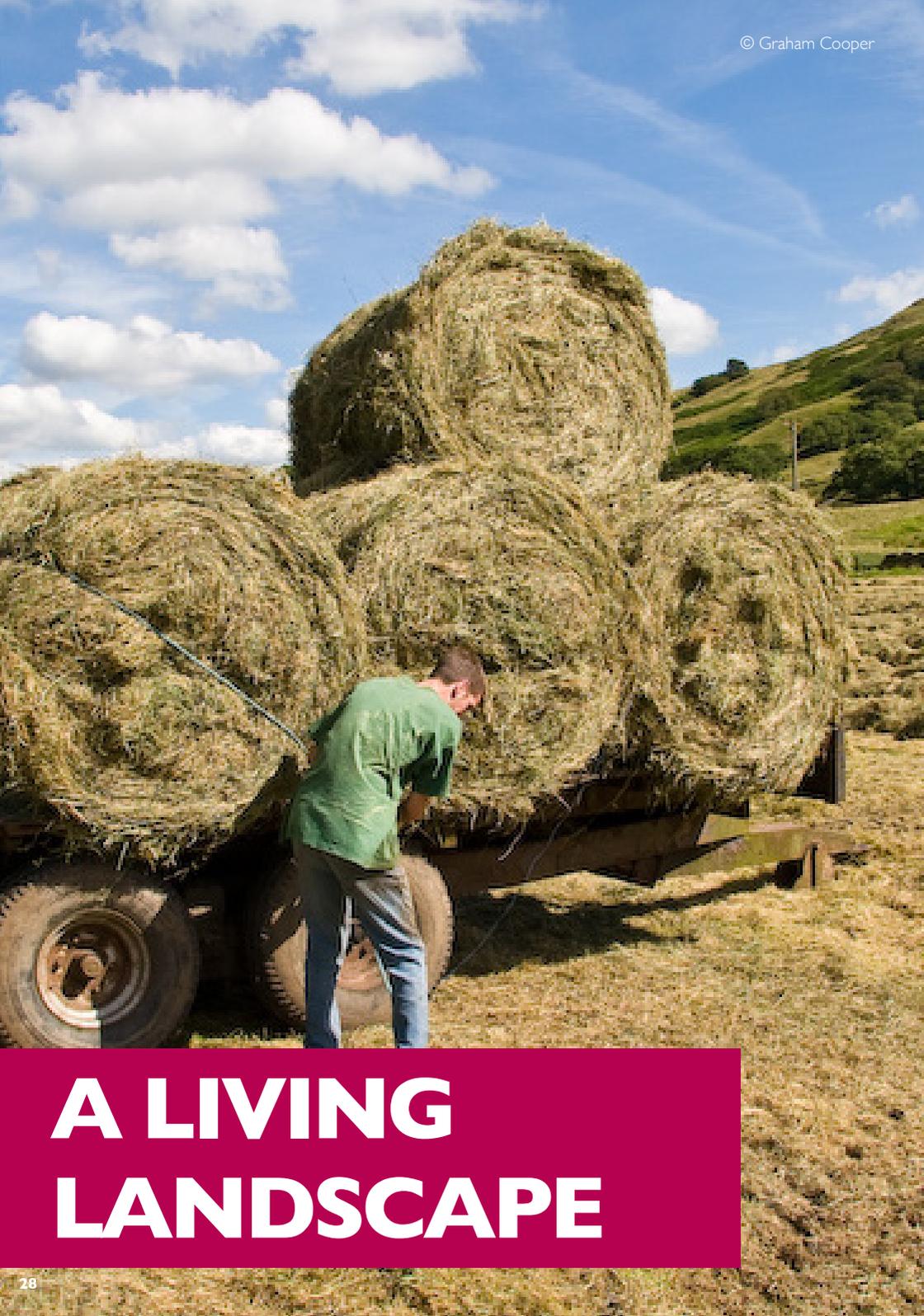
Local magistrate Roger Nowell rounded up various members of both clans and in total, 19 men and women were sent for trial at Lancaster. Demdike died in the castle dungeons before the trial date.

Her grand-daughter, nine-year old Jennet Device's testimony led to the conviction of 10 witches, including her sister Alizon and her mother Elizabeth. All were hanged.

Find out more about the story of the witches and their legacy here: www.lancastercastle.com/history-heritage/further-articles/the-pendle-witches/

Explore Further

- Look out for talks and evening courses on local history and archaeology. The Regional Heritage Centre, based at Lancaster University, organises a wide range of events and study days focusing on the culture and heritage of the North West, and also publicises events offered by other groups. www.lancaster.ac.uk/regional-heritage-centre/
- The Historic Environment Record (HER) for Lancashire can be accessed via Lancashire County Council www.lancashire.gov.uk/council/planning/historic-environment-record/ and Lancashire Archives service holds literally miles of fascinating historic records www.lancashire.gov.uk/libraries-and-archives/archives-and-record-office/ There are also lots of resources, including listed building information and old edition maps, on the County Council's MARIO website <http://mario.lancashire.gov.uk/agsmario/>
- The County Record Office for North Yorkshire holds archives dating from the 12th century to the present day www.northyorks.gov.uk/county-record-office, whilst HER information for North Yorkshire is available from www.northyorks.gov.uk/accessing-archaeological-and-historic-environment-information. You can also access an online mapping resource via this same link
- Visit the Heritage Centre in Barrowford to explore the heritage of the Pendle Hill area www.pendleheritage.co.uk/ and Slaidburn Archive which holds an extensive collection of historical resources for genealogical, village, farmstead and agricultural research in the Hodder Valley www.slaidburnarchive.org/. The Folly, a striking 17th century Grade I listed building in Settle, houses the Museum of North Craven Life www.thefolly.org.uk/
- Local and family history societies - you can find these in Chipping, North Craven, Longridge, Tatham, Barley and other parts of Bowland.
- www.chippinghistory.co.uk/
- www.northcravenheritage.org.uk/EVENTS/F/NCHT/home.html
- www.lidlhs.org.uk/
- www.tathamhistory.org.uk/
- <https://en-gb.facebook.com/pages/category/Community-Organization/Pendle-Forest-History-Group-362699780767015/>



A LIVING LANDSCAPE

“ Peace and tranquillity; it is nice to hear all the natural things - the birds, cows, sheep, rivers and streams ”

What's the Story?

This theme can help you relate your business to the people who shape the character and 'sense of place' of the landscape - from those who look after the land, to the vibrant communities and events that offer a warm welcome to visitors. It looks at how the landscape has been formed out of a close relationship between people and nature. And how we all have a part to play in planning for a sustainable future.

The landscape of the Forest of Bowland is the result of hundreds of years of human influence. The land has long been managed for game hunting and farming; while the large country estates have had a controlling influence over the nature of building and development in the area. Without human activity there would be no dry stone walls, no hedgerows or open moors, no network of lanes, no barns nor grazed fields.

Get the Scoop!

The Forest of Bowland needs to continue to be a living landscape, while at the same time fulfilling its important purpose as an AONB to conserve and enhance the landscape. Farmers and landowners work closely with the AONB and the farming community is vital to the local economy. Sheep and beef farming dominate the upland areas; while dairy farming remains the major land use in the valleys.

Some farmers have diversified to find new ways of using the land – developing tourism facilities and other enterprises, such as business workspaces. Others are concentrating on their farming and finding ways to improve their income, for example by farming rare breeds, or producing their own boxed meat.

This can be experienced best at agricultural shows and events, such as hedge laying competitions.



Get Creative

- Find out about Open Farm Sunday www.farmsunday.org/
- If you are knowledgeable about farming or shooting, talk to your visitors about how the land works, and how it's changed in your lifetime. If you're not involved in farming yourself, try following the farming stories in your local paper to see what is going on at particular times of year.
- Get hold of a copy of the 'Bowland Scrapbook' for your visitors (contact the AONB for a copy). The Scrapbook contains some fantastic stories and old photographs, all generously contributed by members of the public as part of our 50th Anniversary year celebrations.
- Publicise and encourage your visitors to attend local community events, and local agricultural shows.
- Signpost visitors to farm visitor attractions such as Bowland Wild Boar Park or Cobble Hey Farm & Gardens.

Fascinating Facts

You will see a contrast in the villages in Bowland – some are typical estate villages where buildings are of a similar age and design (for example, Downham, Slaidburn and Abbeystead). Others are more haphazard farming settlements or industrial hamlets. They each have their own distinctive characteristics and sense of place.

Many village communities were once reliant on manufacturing (such as cheese making) and maybe surprisingly, the Forest of Bowland also has a legacy of industry – from lead mining and lime production, to quarrying and paper and cotton mills - which has influenced the landscape and many local villages.

Case Study

Edwina and David Miller, Cobble Hey Farm & Gardens

Cobble Hey is a fully working farm run by Edwina and David Miller, meaning visitors get an authentic farm experience. From feeding and walking the animals, to dedicated private tours, visitors are able to get involved at most stages of the farming process. 'For many years we worked with the RSPB to improve fields and hedgerows for nesting wading birds and extra care is taken when working on the land to ensure that nesting birds and wildlife are not disturbed. We have walking routes and maps to enable visitors to view the wildlife on the farm and we also have Tramper walks for those in wheel chairs and mobility scooters.'

More recently Edwina has launched her 'Flowers from the Farm' business creating custom arrangements made using flowers from the on-site Cobble Hey Gardens, unique to the individual customer.

Explore Further

- Information about local shows www.nwshows.co.uk/
- Bowland Scrapbook www.forestofbowland.com/Bowland-Scrapbook
- Forest of Bowland Farm Profiles www.forestofbowland.com/farm-profiles



© Graham Cooper

© Graham Cooper





WILD OPEN SPACES

“

Emptiness, unspoilt
and wonderful wildlife

”

What's the Story?

Over one third of the AONB is 'moorland', making up the wild open spaces that are so characteristic of the Forest of Bowland. This is a truly unique quality of the area - a quality that we should celebrate and promote using inspiring images. Encourage your visitors to experience it first-hand and not just by driving across the fells. Get out and explore it, enjoy the sense of space!

The central upland of the AONB is typical Millstone Grit country: hard rocks lie beneath the gentle fells - the rounded shapes are a result of repeated glaciation during the Ice Age. The fells are covered with peat, blanket bog, acid grassland and heather moor, and occasionally broken through by rocky outcrops. The highest point is at Wards Stone (560m), with Pendle Hill reaching 557m, almost a mountain!

These fells were once cloaked in trees, but a combination of changes in climate and woodland clearances by Bronze Age farmers has left them largely treeless today. The resulting open views and fells give the impression that this is a wilderness, an untouched natural landscape. But it is in fact the result of human influences: there has been long term management of the land for grazing sheep and cattle, and for game shooting (primarily red grouse). The fells are criss-crossed with dry stone walls and, on the lower slopes, you will see the isolated field barns, which traditionally housed cattle and hay in the winter. Shooting butts and huts also mark out the activities of humans on this environment. As do the conifer woods and forests amongst the fells.

Get the Scoop!

The fells are crossed by a few minor, unfenced roads. The Trough of Bowland is perhaps the most famous, following a narrow valley that once carried melting ice from the glaciers covering the fell tops. Routes from Slaidburn to Bentham, Stocks to Keasden, and the Salter Fell track (now part of the North Lancashire Bridleway) will also take you on a journey through this wild open space.

There are fewer Rights of Way on the fells than in the valleys, and until recently, only limited access on foot. However, much of the moorland is now classified as 'open access' and you can experience this wild open space for yourself. Open Access means that you are able to walk across these designated areas, within certain restrictions, and make your own way to the fell tops and moors www.forestofbowland.com/walking-information.

Dark Skies

The landscapes of the Forest of Bowland are captivating by day but after the sun sets there's a whole new world to discover in the dark skies.

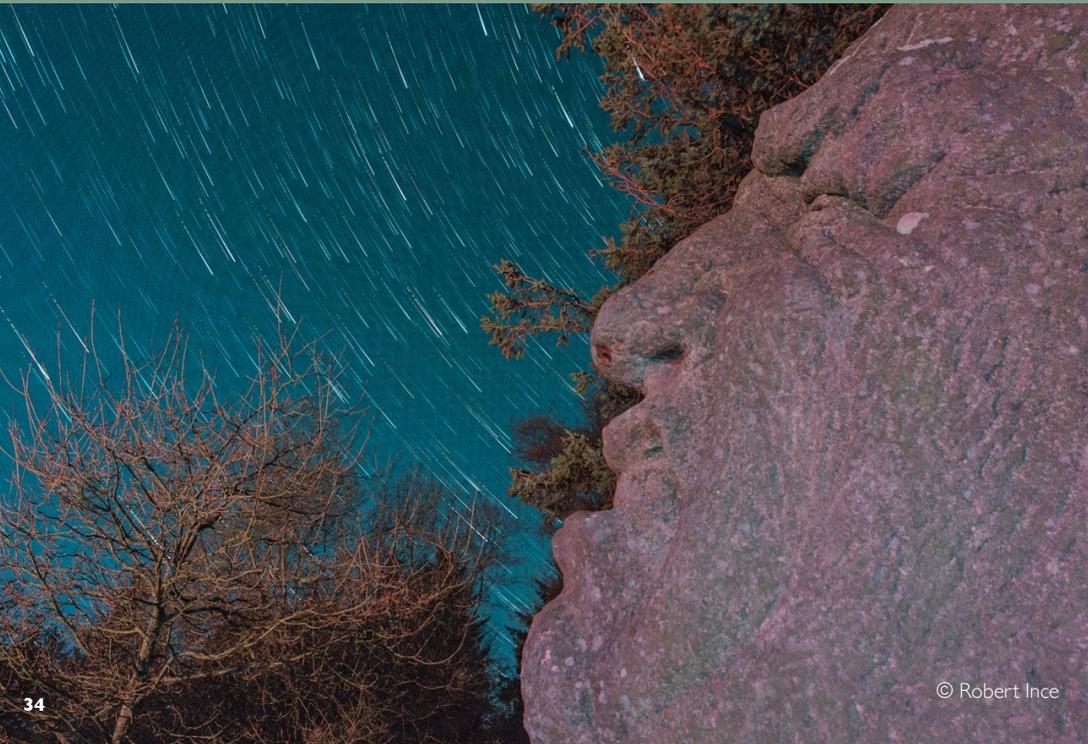
Truly dark skies are becoming increasingly rare in our crowded little country. Light pollution is creeping into almost every corner of the UK, diluting the pitch blackness of night and obscuring the stars for much of the population.

The night skies over Bowland have recently been recognized as some of the darkest in England and granted official status as Dark Sky Discovery Sites.

Get Creative

- Encourage your visitors to experience the wilder parts of Bowland – provide walking guide books and Ordnance Survey maps (the Explorer series OL41 covers the Forest of Bowland and marks out the Open Access land).
- Inform your visitors about mountain safety – find out more from Bowland Pennine Mountain rescue team (www.bpmrt.org.uk)
- Find out if there are any local guides who may be able to lead walks and explorations for your visitors.
- Promote Bowland using photographs and pictures of this majestic moorland. Illustrate the seasonal changes and the wildlife that this brings to the fells.
- Use Bowland wild places as names for your rooms, or items on your menu to evoke these special qualities – e.g. Parlick, Pendle, and Fairsnape.
- Become a 'Dark Sky Friendly Business' by attending a workshop run by the AONB and local astronomer, and learn how to gear your business up to attract star gazers. You can then proudly display the AONB's Dark Sky Friendly Business logo. Find out more here: www.forestofbowland.com/star-gazing
- What's your favourite time and place in Bowland? Direct your visitors to some favourite seasonal spots. Here's a bit of inspiration:
 - Visit the fells in summer and see clear blue sky over the purple heather moors
 - Look for fantastic sunsets and starry nights over Clougha and Parlick
 - Walk on Harris End fell when the heather is in bloom
 - In autumn you'll see the bracken turning brown and amazing colours on Longridge fell
 - In winter enjoy the blue skies and crisp cold air; see snow-capped hills and spectacular sunsets and moon rises
 - The fells are stark: you can see the definition of the fells and the stone walls highlighted by the low winter sun
 - See the snow witch on Pendle (if you're lucky!)
 - Cold, crisp and frosty mornings, with mist filling the valleys and the moorland tops, clear and open

© Andy Tipping



© Robert Ince

Fascinating Facts

- Gisburn is the largest area of forest in Lancashire and was only planted in the 1940s www.forestryengland.uk/gisburn-forest-and-stocks
- The Forest of Bowland lays claim to some of the best blanket bog in England, all 4,000 hectares of it, which supports a range of scarce and unusual plant and animal species. Find out more about the important peatland restoration work being carried out in Bowland www.forestofbowland.com/peatland-restoration

Explore Further

- Moorland Association www.moorlandassociation.org
- For star gazing locations and events visit www.gostargazing.co.uk
- Game and Wildlife Conservation Trust www.gwct.org.uk/

Case Study

Joanne Brennand, Peaks and Pods

Peaks and Pods camping pods are located close to Gisburn Forest Hub – one of the AONB's five Dark Sky Discovery Sites. In 2019 Joanne attended an AONB workshop to become a Dark Sky Friendly Business, awarded by the AONB for promoting stargazing and working to reduce light pollution. 'Our elevated position on our farm allows wonderful, uninterrupted sky views and each pod has its own private patio area for stargazing. All the pods have fairy lights tucked under the roof at the front, but generally the lighting on site is low-level or motion activated. Guests can borrow a star gazing kit during their stay which includes binoculars, posters and books, which is appreciated by both our younger and older guests.'



A SPECIAL PLACE FOR WILDLIFE

What's the Story?

The Forest of Bowland is a special place for wildlife. The moors in particular are an important breeding ground for upland birds. There are also notable wildflower meadows, woodlands and geological features.

Bowland is in fact an internationally important area for conservation, as nearly one fifth of the AONB is designated as a Special Protection Area under the European Birds Directive. The Forest of Bowland also contains several Special Areas of Conservation and 13% of the land area is designated as Sites of Special Scientific Interest (SSSIs) under UK legislation. These designated sites represent nationally important areas for wildlife that are worthy of protection.

This valuable habitat is a big attraction for visitors to the area – many keen birdwatchers visit Bowland in the hope of catching a glimpse of the hen harrier, our iconic bird of prey, which breeds in very few other places in the country. Lucky visitors may see the male performing his spectacular 'skydance' in March and April. Birdwatchers also come to see the wading birds that arrive in spring to nest and rear their young on the open farmland and moors of Bowland – for example, the lapwing, snipe, curlew and redshank. Many landowners are using appropriate farming practices to actively attract these birds to their land. Stocks Reservoir is amongst the best wildfowl sites in north west England and up to 30 species, ranging from tufted duck to red throated diver, can visit during the winter.

Get the Scoop!

Walkers often enjoy their explorations so much more when surrounded by the sights and sounds of nature – to catch a glimpse of a shy deer can make your day; ambling through a meadow full of wildflowers, or beside a hedgerow, is much more enjoyable than a walk through a sterile patch of grass fenced off with wire. Encouraging people to visit these special places and learn more about the wildlife of Bowland can add to their enjoyment and appreciation of the area, and give them an opportunity to get in touch with its sense of place.

In Springtime Look Out For

- River valleys bursting into life - visit the Hodder between Slaidburn and Newton
- Woodland flowers in Grizedale and Brock Valley
- See the bluebells at Calder Vale, Brock Valley, Spring Wood at Whalley, Whitewell valley and Marles Wood near Ribchester
- Listen for the first evocative cries of the curlew
- Look out for the waders, bringing the area alive at twilight
- Got to mention the lapwing's call and display flight

In Summer

- Look out for birds of prey – the kestrel, sparrow hawk, hen harrier and peregrine falcon
- See the curlews on Waddington and Easington fells - also oystercatchers, redshank, buzzards and grouse
- Wildflowers along the lanes and hedgerows
- Later in the summer the heather comes into flower and there are bilberries to pick
- Stonechats and whinchats in the Trough of Bowland

Autumn Means

- More pheasants and grouse to be seen
- Fieldfares and redwings come in to feed
- The bracken and the beech hedges turning golden brown

And In Winter

- Very quiet and peaceful
- Wrens and robins in the hedgerows
- Deer coming into the garden
- Look out for teal, wigeon and pochard on Stocks Reservoir.

Get Creative

- Signpost visitors to the AONB's Festival Bowland – a year round calendar of events celebrating the nature, landscape, culture and heritage of the Forest of Bowland, with many guided nature walks www.forestofbowland.com/festival-bowland
- Share your knowledge and enthusiasm, or point people in the direction of local wildlife experts.
- Find out where the best places are to visit and experience our natural environment close to your business. Often a less well known location is better than some of the usual visitor attractions.
- Promote local guided walks or events run by wildlife organisations
- Encourage wildlife into your grounds with feeders and provide space for wildlife e.g. bug hotel or bird boxes



Fascinating Facts

Birdwatching Sites

- Brock Valley in spring
- Waddington tops in April to June to see sparrowhawks
- Best places to see hen harriers are in the Trough of Bowland, Abbeystead, Ward Stone, Hawthornthwaite and Dunsop (Bridge?) Valley.
- Bummoor on the Slaidburn to Bentham road is good for pheasants, grouse and partridges
- River valleys, especially the Hodder, for herons and kingfishers, dippers and sandpipers
- Marshaw to Scorton road is a good place to see oystercatchers, redshank, lapwing and curlew

Other Wildlife To See

- Bats can be seen at dusk in the Brock Valley, Newton and Slaidburn
- Deer can sometimes be seen near Whitewell, Bolton by Bowland, Longridge Fell, Kemple End and Gisburn Forest
- Hares and rabbits on open farmland
- Badgers, foxes, stoats and weasels
- Migrating salmon under the bridge at Ribchester, as well as trout
- Wetland plants on the fells – bog asphodel, sundew, bog rosemary
- Wildflowers in meadows near Scorton picnic site, Dalehead churchyard and Bell Sykes Farm, Slaidburn



Case Study

Freda Pilkington, Higher Gills Farm

'Our holiday cottages are located on our upland farm in an idyllic spot at the foot of Pendle Hill, with spectacular views across the Ribble Valley and towards Ingleborough and Penygent. We tell visitors about our farm and our beautiful location – that's what makes people come back time and time again. Visitors are welcome to look around our sheep farm, and we encourage visitors to watch our changing seasons and our variety of wildlife from our woodland bird hide which is also the perfect place to view our impressive dark skies.'

Explore Further

- Wildlife in the Forest of Bowland www.forestofbowland.com/wildlife
- RSPB www.rspb.org.uk/
- Lancashire Wildlife Trust www.lancswt.org.uk/
- Calder Vale Bluebell Teas www.barnacrewithbondsparishcouncil.org/gallery.php?id=2

FURTHER INFORMATION

For visitor information, general management information, plans and strategies – including sustainable tourism objectives, visit: www.forestofbowland.com/

Pendle Hill Landscape Partnership Website:
<https://pendlehillproject.com/>

Discover Bowland Destination Website:
www.discoverbowland.uk

SUSTAINABLE TOURISM NETWORK

The Forest of Bowland AONB Sustainable Tourism Network supports a network of like-minded businesses to develop and promote the sustainable tourism opportunities within the Forest of Bowland.

The Sustainable Tourism Network produces a collection of five Locator Logos to assist local tourism businesses and communities to promote the fact that they operate within, or are allied to, the beautiful landscapes of this nationally protected area. To become a member of the Sustainable Tourism Network please contact bowland@lancashire.gov.uk



TOURISM COURSES AND TRAINING

In addition to this toolkit the Forest of Bowland AONB also offers training for tourism businesses for Sense of Place. Other courses include 'Dark Sky Friendly' business workshops, social media and an annual forum of the sustainable tourism network.

Contact bowland@lancashire.gov.uk to express your interest in attending these workshops or forum.

Getting to the Forest of Bowland

There are several train lines which surround the Forest of Bowland and which act as perfect gateways into the AONB. Stations often display information about walking and cycling and other opportunities in the area. The Clitheroe Line terminates at Clitheroe Interchange and is the most central train station for Bowland. Other stations on this line from Manchester and Blackburn include Whalley and Langho. To the north there are several smaller stations along the Bentham Line, which runs from Leeds to Lancaster and Morecambe: Long Preston, Giggleswick, Clapham, Bentham and Wennington. Settle and Hellifield can be reached from Clitheroe on a summer Sunday using the DalesRail service. The west coast mainline skirts Bowland, stopping at Lancaster and Preston. For further information visit www.nationalrail.co.uk





Getting around the Forest of Bowland

While the remoteness and peacefulness of the Forest of Bowland is one of its assets, it does mean that it is not always well served by public transport. There is a bus network that links certain towns and villages but as these services are liable to change, it is advisable to look at Lancashire County Council's website for further information and before making a journey www.lancashire.gov.uk

Visitor Information Centres

Visitor Information Centres provide a wealth of information about the AONB. You are assured of a friendly, professional service whether you come from round the world or round the corner:

- Bentham Tourist Information Point, Town Hall, Station Road, LA2 7LF Tel: 015242 62549, Website: www.aboutbentham.org.uk
- Bowland Visitor Centre, Beacon Fell Country Park, Goosnargh, Preston, PR3 2NL Tel: 01995 640557
- Clitheroe Visitor Information Centre, Platform Gallery & Visitor Information Centre, Station Rd, Clitheroe, BB7 2JT Tel: 01200 425566 Website: www.visitribblesvalley.co.uk
- Discover Pendle Centre, Boundary Mill, Vivary Way, Colne, BB8 9NW Tel: 01282 856186 Website: www.visitpendle.com
- Lancaster Visitor Information Centre, The Storey, Meeting House Lane, LA1 1TH Tel: 01524 582394 Website: www.visitlancaster.org.uk
- Pendle Heritage Centre, Colne Road, Barrowford, BB9 6JQ Tel: 01282 677150 Website: www.pendleheritage.co.uk
- Preston Visitor Information Point, Town Hall, Preston, PR1 2RL Tel: 01772 906900 Website: www.preston.gov.uk
- Settle Tourist Information Centre, Town Hall, Cheapside, BD24 9EJ Tel: 01729 825192 Website: www.settle.org.uk
- Visit Garstang Tourist Information Centre, Cherstanc Square, Garstang, PR3 1EF Tel: 01995 602125 Website: www.discoverwyre.co.uk

VILLAGE INFORMATION

Visit www.forestofbowland.com/towns-villages

