



PENDLE HILL
LANDSCAPE
PARTNERSHIP

SENSE OF PLACE TOOLKIT



TOGETHER FOR OUR LANDMARK





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INTRODUCTION TO A SENSE OF PLACE

Welcome to the Pendle Hill
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 Pendle Hill 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?

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.

In this corner of Lancashire, we perhaps take all this for granted, but at a time when a growing proportion of the UK population lives 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 visitors 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 Pendle Hill area. 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 to Pendle Hill

Pendle: the hill they named three times

For hundreds of years, Pendle Hill has been a natural playground offering room for rest and recuperation for the hard-working folk of East Lancashire. Pendle's wild expanses and exhilarating views change perspectives and inspire people to look at the world in new ways.

Pendle Hill has been such a prominent feature in the landscape that in the 12,000 years since people have been drawn here, those living in its shadow named it three times.

Originally, the hill was referred to by ancient Britons as 'pen', simply meaning 'hill' in the Iron Age Brittonic language spoken in Lancashire during the First Millennium AD.

In the 12th or 13th centuries, the Anglo-Saxons added their word for hill, renaming it 'Penhul', which over time became written and spoken as 'Pendle'.

More recently, as the origins of the original name were forgotten, the word Hill was again added as a suffix. So the words Pendle Hill actually translate as

'hill, hill, hill'



A Year-Round Destination

Pendle Hill attracts visitors throughout the year and the hill can be just as busy on a crisp winter morning as it is on a warm summer afternoon.

The vast majority of visitors make day trips by car and many will combine a walk with a bite to eat at a café or pub.

Events such as the Clitheroe Food Festival and the Pendle Walking Festival bring in thousands of additional visitors each year and the Tour of Britain cycle race regularly visits the area to take advantage of the area's 'set piece' hill climbs.



© Andy Tipping

Pendle Through The Seasons

WINTER

A fresh fall of snow often attracts hundreds of walkers and families looking for a safe place to sledge while the dry ski slope brings in skiers from all over the region. As the snow melts, locals look out for the famous 'White Witch' - a distinctively shaped hollow where the snow tends to linger to form a spookily supernatural image on the northern slopes of the hill.

SPRING

As the days lengthen, walkers and cyclists reappear to take on the longer walks and climbs, often looking for coffee and cake – or perhaps something stronger – after getting their fix of fresh air. Birdwatchers may appear in search of the dotterel.

SUMMER

Drier conditions underfoot open up the full range of walking routes to the summit and when the wind is in the right direction, paragliders can often be seen soaring above the main ridge. The longer days are perfect for short evening walks when spectacular sunsets over Morecambe Bay are a big attraction.

AUTUMN

As autumn russets and red dominate the slopes and woodland, the valleys surrounding the hill are suffused with a heady mix of mist and the aroma of wood smoke. On the colder days, there's a chance of a spectacular temperature inversion, trapping fog in the valleys out of which the surrounding hills rise like islands within a white sea. Pendle summit is one of the best vantage points from which to admire this seasonal spectacle.

Tourism Around Pendle Hill - Facts and Figures

Most of the **770,000 tourists** * who visit Pendle each year are from the immediate locality: Nelson, Colne, Burnley, Whalley and Clitheroe, but a significant proportion venture here from further afield.

Some arrive in search of **witches**, but increasingly visitors are looking for **escape, adventure, and the space to unwind and make a deeper connection to the landscape** by exploring on foot or by bike, and sampling our food, drink and hospitality.

The typical spend per head is in the region of **£10-£15**, but persuading visitors to stay longer and explore the area in more depth has the potential to multiply this figure by **factor of 10** – especially if they can be persuaded to stop overnight.

Tourism is worth around **£10 million a year** to the local economy, but if the 10 per cent of visitors who currently take a short break could be doubled, then this figure would increase significantly.

More than **three million people** live within two hour's drive of Pendle Hill – a **'catchment area'** that stretches from Leeds and Bradford to Manchester and Liverpool.

The good news is that around **a tenth** of this audience reach the summit of Pendle every year – so there's clearly a healthy appetite for exploring the hill. A further **400,000** visit the wider area each year.

The main car parks and access points are marked on the map below. Bear in mind that the car parks near the Nick o' Pendle and Barley get VERY busy at weekends and during the summer holidays. Recommend that guests consider some of the alternative access points at Sabden, Spring Wood or Downham at peak times and explore the wider area.

*Data from Tourism Scoping Report 2017 for the Pendle Hill Landscape Partnership



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 pendlehillproject.com/sense-of-place

We have organised this toolkit into themes based on the special qualities of the Pendle Hill area:

- **A Lancashire Landmark**
- **Outstandingly Beautiful**
- **Rich and Radical History**
- **Choose your Adventure**
- **A Taste of Pendle: Food & drink**

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 Pendle Hill'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 further.



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 Pendle Hill 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 is 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 or little-known facts. Help visitors to join in and feel like part of the community
- Try to tailor experiences for different audiences such as families or young couples
- Collaborate with other local businesses to create experiences or packages e.g. foraging events, dark sky 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):

Historic Stunning Powerful
Incredible Majestic Calm Inspirational
Outstanding Iconic Picturesque Mysterious
Beautiful Awe-inspiring Magical

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

Relaxing Exhilarating
Eating Escape Invigorating
Wellbeing Serenity Discovery

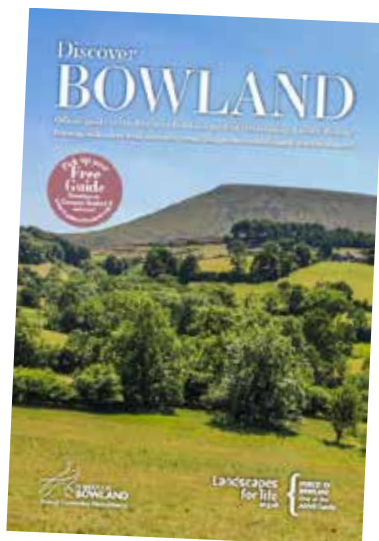
Why not look through your own customer feedback on social media and Trip Advisor and use some of the words people use to then talk about your business.

LEAFLETS AND INFORMATION

Pendle Hill Landscape Partnership is managed and coordinated by the Forest of Bowland AONB. There's a dedicated website with lots of resources here: pendlehillproject.com

Events run by the partnership are advertised on Facebook – like and follow us at Pendle Hill Project, Ribble Rivers Trust, Mid Pennine Arts and In-Situ to keep up to date.

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 forestofbowland.com/discovery-guide



For more specialist publications, take a look at the dedicated pages on the AONB website forestofbowland.com/leaflets

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

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

Pendle Hill also covers two local authority districts with their own tourism officers and websites including event programmes. Visit visitpendle.com and visitribblevalley.co.uk

Visit Marketing Lancashire's Pendle Hill pages visitlancashire.com/explore/pendle-hill and follow their social media channels to share yours and their messages.

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 Pendle Hill Landscape

Partnership Area 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.

Take a look at the short films on the Pendle Hill Landscape Partnership YouTube site to find out more: pendlehillproject.com



COLLABORATIVE MARKETING

When tourism businesses work together to promote their region, 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 Pendle Hill Landscape Partnership Area 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 Pendle Hill 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 are more likely to pick up on Pendle Hill and share positive messages with a wider audience.

THE ULTIMATE PENDLE HILL ITINERARY

We have produced an adventure-packed three-day Pendle Hill itinerary to inspire visitors to stay longer and explore the area in more depth. It's available to download for free here forestofbowland.com/discover-bowland-itineraries

SOCIAL MEDIA

Tag us when you post on social media @discoverbowland and use the hashtag #PendleHill when promoting tourism in the area. Here are our organisational social media channels for you to keep up to date with our latest activities:

Twitter

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

Facebook

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

IMAGE LIBRARY

Pendle Hill Landscape Partnership has cleared copyright for a portfolio of professional images (including those used in this document) 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: pendlehillproject.com/sense-of-place

For access to high resolution images for print reproduction, please email: bowland@lancashire.gov.uk

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.

“Amazing views of the Three Peaks: Ingleborough, Pen-y-Ghent and Whernside on a clear day.”

A LANCASHIRE LANDMARK

© Graham Cooper

What's the Story?

Pendle Hill is an icon in the landscape to which people have been drawn for thousands of years

Ancient hunter gatherers used it as a waypoint for their hunting expeditions in prehistory as did the Romans and Vikings travelling to and from York.

During the Bronze Age, early pastoral societies built fortified settlements atop strategically important hills and the Normans introduced more intensive forms of agriculture in the early middle ages.

During the industrial revolution, Pendle Hill became more important as a place of recreation and retreat, a natural oasis away from the noise and grime of the nearby factories and mills.

Today, most of the mills are closed, yet the people of Pennine Lancashire still seek sanctuary up on the hill, although the technology from which they seek sanctuary is more likely to be digital.



© Graham Cooper

Get the Scoop

PENDLE HILL'S 'HIDDEN GEMS'

We all know about the most popular tourist attractions around Pendle Hill and by sharing your love and knowledge of the wider area you can help to spread the benefits our visitors bring. Here are a few examples of Pendle Hill's 'Hidden Gems':

- The most popular route to the summit is via 'The Steps' from Barley, but did you now there are at least half a dozen alternative walking routes to the top? Visit [forestofbowland.com/walking](https://www.forestofbowland.com/walking)
- There are plenty of lower level walks for less ambitious walkers or for a windy day – around the reservoirs, to the Sculpture Trail, through the woods and around the villages
- Many visitors make a beeline for the Nick to admire the definitive 'view' from Pendle Hill, but the vistas up the Ribble Valley into Yorkshire from the Barley to Downham road over the 'shoulder' beneath the Big End are just as impressive
- There is a multitude of cafés and pubs beneath the slopes of Pendle, but perhaps the most unique is Britain's last remaining Clavon House, located between Roughlee and Newchurch. It's only 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
- Explore the quiet lanes to the east of Pendle and look out for distinctive village signposts hand-made by a local craftsman.

OUTSTANDINGLY BEAUTIFUL



“ Our best memories are climbing Pendle Hill with friends having a chat and a laugh whilst taking in the great views and burning calories on those steps! ”

© Sarah Robinson

What's the Story?

Pendle is a place of outstanding natural beauty where new perspectives open up in every direction

Pendle Hill is part of the Forest of Bowland Area of Outstanding Natural Beauty (AONB) – one of 46 designated landscapes in England, Wales and Northern Ireland.

Straddling the Lancashire and Yorkshire Borders, the Forest of Bowland comprises some 300 square miles of upland landscapes characterised by rugged moorland, intimate valleys and some of the highest hills in Lancashire.

Located on its south-eastern border Pendle Hill is slightly detached from the rest of the AONB, yet the hill shares many of the characteristics of the Bowland Hills that crowd the horizon when looking north from the summit.

FARMING AROUND PENDLE

Pendle's appearance change from season to seasons and this brooding beacon is a constant presence with a shared sense of place among the close-knit communities clustered around its slopes.

Pendle Hill has long-established links with farming dating back 700 years when the area was dominated by large-scale 'vaccaries' – enclosed land dedicated to rearing cows. Deer and horses were also raised among the foothills and valleys of Pendle and for much of the early medieval period, the wider Forest of Pendle was a hunting ground for the De Lacy family.

Pendle Hill is one of a dwindling number of areas of England where the farming community remains close to its customers and many of the traditional farms have remained in the same family for generations.

Cattle farming remains an important part of the local economy in the surrounding valleys although you are more likely to see sheep grazing the rough grassland of the hill itself.

Pendle Hill is privately owned by a number of local landowners including the Downham and Huntroyde Estates. Some parts of the hill are common land and local farmers hold the rights to graze their livestock in these areas; these commons also make up the bulk of the 'Open Access Land' where we all have the right to roam, but only under certain conditions.



© Graham Cooper

DARK SKIES

The landscapes of Pendle Hill 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 the Scoop

- Peregrine falcons soar above craggy gritstone outcrops like the Deerstones on the edge of the plateau above Sabden. Mercurial merlins scythe across the steep-sided cloughs cut by the upland streams which tumble off the summit plateau.
- Skylarks and meadow pipits serenade walkers heading for the summit and in the deciduous woodlands below, spotted and pied flycatchers flit through the canopy during the summer months.
- In April, the summit of Pendle is one of the best places in England to catch a glimpse of the elusive dotterel: a rare wader that only stops fleetingly on remote hilltops on its 2,500-mile migration from North Africa to the Highlands of Scotland.

Fascinating Facts

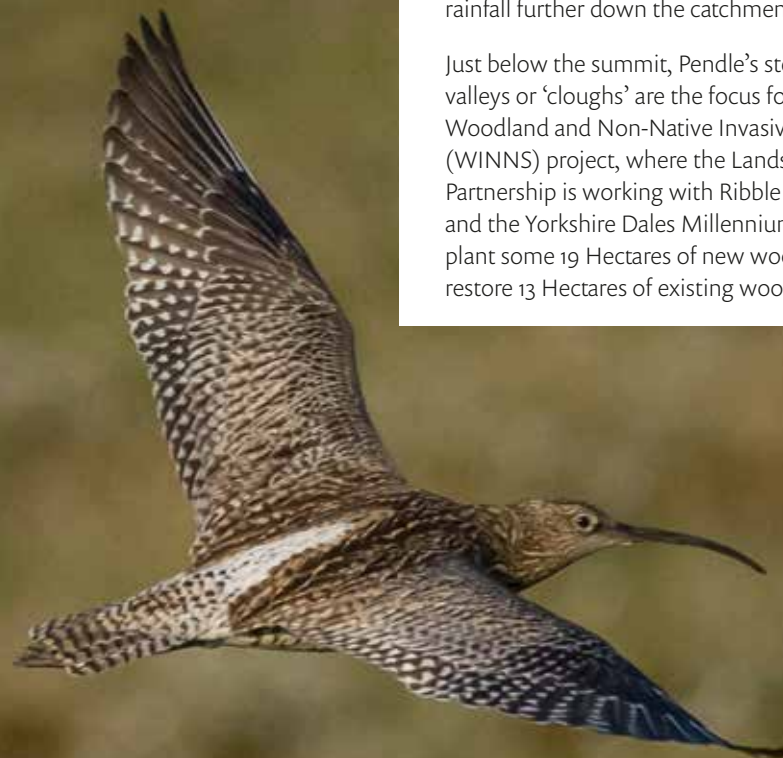
PEAT RESTORATION & WOODLAND CREATION

Two of the highest profile projects currently underway on Pendle Hill aim to restore the precious upland peat bogs that carpet the Pendle massif and create new areas of woodland in the cloughs running down from the summit.

Together, these two schemes will enhance the habitat and biodiversity of the hill, lock in more carbon from the atmosphere to slow climate change and make a significant contribution to flood mitigation in both the Ribble and Calder Valleys.

Healthy peat moors absorb huge volumes of rainfall on the summit plateau and once repaired, Pendle's large expanses of peat slow the flow of water into the feeder streams and reduce the impact of heavy rainfall further down the catchment.

Just below the summit, Pendle's steep-sided valleys or 'cloughs' are the focus for the Woodland and Non-Native Invasive Species (WINNS) project, where the Landscape Partnership is working with Ribble Rivers Trust and the Yorkshire Dales Millennium Trust to plant some 19 Hectares of new woodlands and restore 13 Hectares of existing woodland.





THE PENDLE PANORAMA

The prospect of admiring breath-taking views from the summit is what inspires thousands of visitors to climb Pendle every year.

Why not provide this information for your visitors via your website or social media?

To the north, the mountains of the Lake District can just be glimpsed peaking over the Bowland Fells on the far side of the Ribble Valley.

To the northeast, following the line of the Ribble upstream, the views encompass the famous Three Peaks of the Yorkshire Dales: Ingleborough, Pen-y-ghent and Whernside.

To the south, the former mill towns of Nelson, Colne, Burnley and Blackburn nestle in the valley floor with the fells of the West Pennines beyond and on the southwest horizon, the mountains of Snowdonia. Looking west, the Irish Sea sparkles on the horizon with Blackpool Tower clearly visible on the Fylde Coast. Few places in England offer the potential to enjoy such extensive panoramas within half an hour of leaving the office.

You can see for miles from the top of Pendle, here is a list of mountains visible on a clear day:

Clockwise from North:

- Ingleborough (21 miles)
- Whernside (25)
- Pen y Gent (20)
- Fountains Fell (19)
- Buckden Pike (25)
- Great Whernside (24)
- Thorpe Fell (17)
- Simon's Seat (21)
- Beamsley Beacon (19)
- Boulsworth Fell (9)
- Hameldon Hill (10)
- Bleaklow (33)
- Kinder Scout (38)
- Shining Tor (44)
- Winter Hill (19)
- Clwydian Hills (63)
- Moel Siabod (87)
- Snowdon (92)
- Carnedd Llewellyn (85)
- The Great Orme (74)
- Longridge Fell (9)
- Beacon Fell (15)
- Parlick Pike (13)
- Fair Snape (13)
- Hawthornthwaite Fell (15)
- Black Combe (50)
- Ward Stone (17)
- Wolfhole Crag (15)
- Scafell Pike (55)
- Helvellyn (54)
- High Street (49)
- Great Coum (27)

Source: viewfinderpanoramas.org



A RICH AND RADICAL HISTORY

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

© Graham Cooper

What's the Story?

Pendle has a rich history that has inspired a succession of visionary and radical thinkers to change the world around them

From the witches to the radicals, our hill has a long history of inspiring independent thought and seeing the world from different perspectives.

In 1652, the view from the summit of Pendle Hill inspired George Fox to establish a radical new religion: The Religious Society of Friends – better known as The Quakers.

Jonas Moore, a 17th century mathematician and surveyor who became known as the 'Father of Time' for his work establishing the Greenwich observatory, was born on a farm outside Higham.

In 1842, more than 2,500 Chartists gathered on the hill to agitate for extending voting rights to working men to improve the lives the working people of the industrial north. Chartists traditionally chose the moors above the mill towns to stage their political rallies – well away from government spies.

Less than a century later, the Labour movement first made its presence felt in the mills and established a movement that would spawn the Labour Party.

The mill towns beneath Pendle Hill became a stronghold for suffragists like Selina Cooper and activists including Katharine Bruce Glasier and Ethel Carnie Holdsworth.

Get the Scoop

Let your visitors know about these hidden gems:

- **Radicals Trail**
Walk in the footsteps of the radicals by hiking the Pendle Radicals Trail. Developed by Mid Pennine Arts in association with local walking groups, the Radicals Trail visits some of the key locations in the story of the area's radicals. Download the route and directions here: radicalstrail.org.uk
- **Clarion House**
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.
- **Inghamite Chapel**
Another unique building can be found just a couple of miles outside Barrowford in the village of Wheatley Lane. Britain's only surviving Inghamite chapel stands as testament to another Pendle Radical: non-conformist preacher Benjamin Ingham.
- **Pendle Heritage Centre**
Pop into Pendle Heritage Centre in Barrowford to get a deeper insight into local history and plan further visits to the area's historic sites. pendleheritage.co.uk
- **Treasure Trails**
For family trails take a look at our village-based Treasure Trails at pendlehillproject.com/treasure-trails

CHOOSE YOUR ADVENTURE



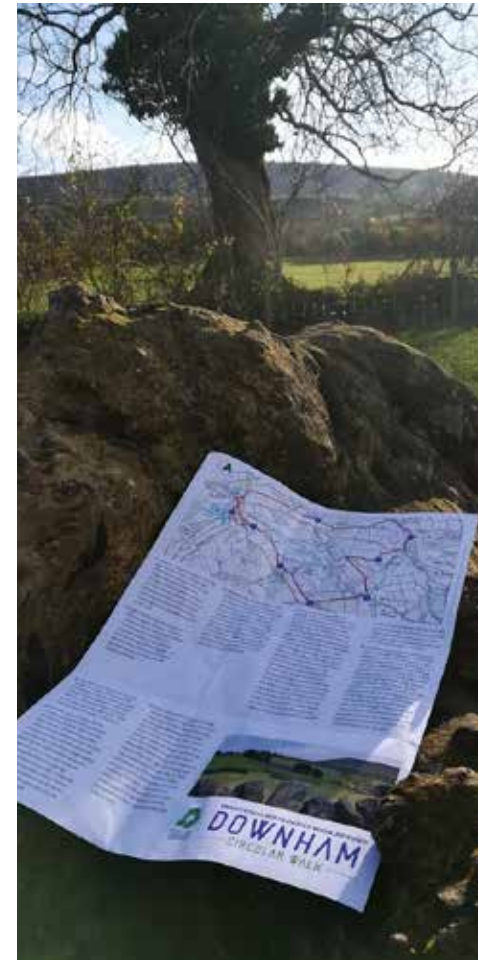
“ Carrying two toddlers up on my own with two border collies to pull me along. It was one of the first summits I climbed with the kids. ”

What's the Story?

Pendle Hill is a unique landscape with plenty of room for walkers, runners, cyclists and nature-lovers to explore this rugged upland environment

Pendle Hill forms the boundary between urban Lancashire and the vast tracts of wild countryside that lie to the north. Our hill is a magnet for walkers, trail-runners, cyclists, horse riders, paragliders and even skiers year-round.

Walking and cycling dominate the activities that draw visitors to Pendle Hill and these go hand in hand with perhaps the fastest growing aspect of the Pendle Hill visitor economy: food and drink.



Get the Scoop

WALKING

Pendle Hill has traditionally welcomed walkers since the industrial revolution, when workers and their families sought fresh air and escape from the grind of the mills and factories.

Today, almost half of the 770,000 tourist visits to Pendle Hill involve a walk of some sort. The hill attracts walkers of varying abilities: from athletes who aspire to walk or run in excess of 20 miles in a day to families who just want to take the toddlers for a wander in the woods.

GATEWAYS TO PENDLE HILL

The four main gateways to Pendle Hill are:

- Barley Village and car park
- Downham Village and Car Park
- Spring Wood Car Park
- Sabden Village/Nick o' Pendle

See earlier map for locations.

Most people with a reasonable level of fitness should be capable of tackling 'The Steps', but people with restricted mobility or with small children might enjoy a shorter walk without too much climbing involved.

Encourage visitors to make a weekend of it and combine a couple of longer, more challenging walks with a treat at one of the area's many fine restaurants and informal gastropubs.

HEALTH WALKS

For details of guided walks in and around Pendle for a wide spectrum of abilities, log on to: letswalkinpendle.btck.co.uk

FELL RUNNING

Pendle Hill is also a magnet for serious fell-runners, hosting a full calendar of events throughout the year. The extensive network of trails, challenging climbs and panoramic views make for exhilarating running. The Tour of Pendle attracts a big field every April and the half marathon is considered one of the most challenging events of its kind in England. Local clubs like Clayton-Le-Moors Harriers and Barlick Fell Runners also host smaller scale events.

CYCLING

The roads around Pendle Hill present a serious challenge to even accomplished cyclists and has hosted the Tour of Britain and British Hillclimb Championships.

Road cyclists travel from all over the northwest to test their fitness and stamina on the steep and sustained hill climbs of Pendle Hill.

Serious cyclists will be looking to cover up to 100 miles in a day and relish tough hill climbs, while more casual cyclists tend to look for 40 to 50-mile routes with plenty of cafes and coffee shops at which to refuel.

The annual Ribble Valley Ride www.ribbonvalleyride.org attracts hundreds of amateur road racers to the area each spring while the Colne Grand Prix www.colnetowncouncil.org.uk/colne-events/colne-grand-prix is a showcase event for professional riders that always attracts a large crowd of spectators.



THE COUNTRYSIDE CODE

The vast majority of the Pendle Hill landscape is accessible to the public with much of the hill itself designated as open access land where walkers have the right to roam.

It's important to respect the landscape and those with whom we share it – including livestock. Remember, this is working farmland.

These are the golden rules:

- Keep dogs under close control – preferably on a lead
- Clear up after your dog
- Stick to designated footpaths
- Take your litter home

Horses and bikes can only use bridleways, not footpaths

The Pendle Hill Landscape Partnership has produced some posters designed to reinforce these core messages. To download these visit the website: pendlehillproject.com



The complete countryside code is available on the Gov.UK website here: assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/701188/countryside-code.pdf





“

Walking up Pendle via Ogden Reservoir on a crisp winter's day then back down to the Pendle Inn for lunch and a well-deserved pint.

”

A TASTE OF PENDLE: FOOD & DRINK

What's the Story?

Strong links between local farmers and their customers mean 'food miles' can often be measured in single figures

Food tourism is one of the fastest growing sectors of the visitor economy and the Pendle Hill area is blessed with some truly exceptional eateries.

Pendle Hill is one of a dwindling number of areas of England where the farming community remains close to its customers and the 'food miles' of the local produce found hereabouts can often be measured in yards.

From the walkers' delights of Barley Cabin – which still serves a unique local delicacy – to the Michelin starred White Swan at Fence, Pendle Hill has more than its fair share of outstanding pubs, cafes and restaurants.

Increasing numbers of tourists are happy to travel in search of distinctive regional delicacies and authentic local dishes – especially if the produce served also derives from the locale.

The hill and its myths and legends loom large in the traditional cask ales from award-winning local brewery Moorhouses and the distinctive local produce reared or produced among the fertile pastureland on both sides of the hill.



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Get the Scoop

For great views of Pendle Hill and the chance to get an insight of the workings of a traditional family-run organic farm, take the short trip from Downham to Gazegill Farm at Rimington where the farm shop sells organic lamb and raw milk, cream and butter fresh from a herd of rare breed cattle.

Another 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.

From organic lamb and beef to distinctive local cheeses and home-grown veg from lovingly tended allotments, a cornucopia of outstanding local delicacies awaits visitors in the pubs and cafés around Pendle Hill.

Here are some highlights from Pendle Hill-side pub menus:

- Grilled haddock with Lancashire cheese crumb, creamed spinach and sea salt fries – Assheton Arms, Downham
- Slow Cooked Shoulder of Herdwick Lamb, Kofta, Aubergine and Miso Puree, Lettuce, Mint and Yogurt. – The Freemasons, Wiswell
- Gisburn Forest wild rabbit filled with Taleggio D.O.P. cheese and spinach, wrapped with pancetta served with own juice and thyme potatoes – La Locanda, Gisburn
- Garden damson crumble soufflé, sweet cicely ice cream and plum sake custard – The White Swan, Fence
- Pendle Peat Pie - a slightly spicy and aromatic take on a traditional meat and potato pie conceived to highlight the importance of Pendle's vast peatlands in locking in carbon

Fascinating Facts

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.

Like many of these staple dishes, it's having a bit of a renaissance as foodies look for more authentic recipes which are rooted in local culinary traditions.

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.
- Encourage visitors to try local produce by recommending places that offer local produce such as farmers markets, tearooms and restaurants.
- 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.
- Look out for outlets selling the Pendle Peat Pie – a great example of something only available to sample in the Pendle Hill area. Think about other types of locally distinctive products and tell your visitors about them!
- Use your local knowledge to highlight great picnic spots, for inspiration visit pendlehillproject.com

FURTHER INFORMATION

AONB AND TOURISM OFFICER SUPPORT AND CONTACTS

Pendle Hill Landscape Partnership Website: pendlehillproject.com

Forest of Bowland Website: forestofbowland.com

Pendle Hill Landscape Partnership:
Scheme Manager: [Cathy Hopley](mailto:cathy.hopley@lancashire.gov.uk)
cathy.hopley@lancashire.gov.uk

Sustainable Tourism Officer: [Hetty Byrne](mailto:hetty.byrne@lancashire.gov.uk)
hetty.byrne@lancashire.gov.uk

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

SUSTAINABLE TOURISM

Since 2005 the Forest of Bowland AONB Unit has developed a programme of activity and works closely with tourism organisations, businesses and communities. Work has included supporting businesses to develop sustainable activities; working with communities to celebrate their special and distinctive qualities; developing new walking and cycling opportunities; developing materials to promote local businesses and communities; and training for tourism staff and businesses.

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 AONB.



- 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 Pendle Hill Landscape Partnership brand

The Sustainable Tourism Network also 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



TOURIST INFORMATION

Local Tourism information Centres (TICs) also usually carry a stock of leaflets. Here are contact details for the local TICs:

Clitheroe

Platform Gallery and Visitor Information Centre, Station Road, Clitheroe BB7 2JT

01200 425566

tourism@ribblevalley.gov.uk

Barrowford

Pendle Heritage Centre
Colne Rd, Barrowford BB9 6JQ

01282 677150

There are also un-staffed information centres at Spring Wood, Downham and Barley.

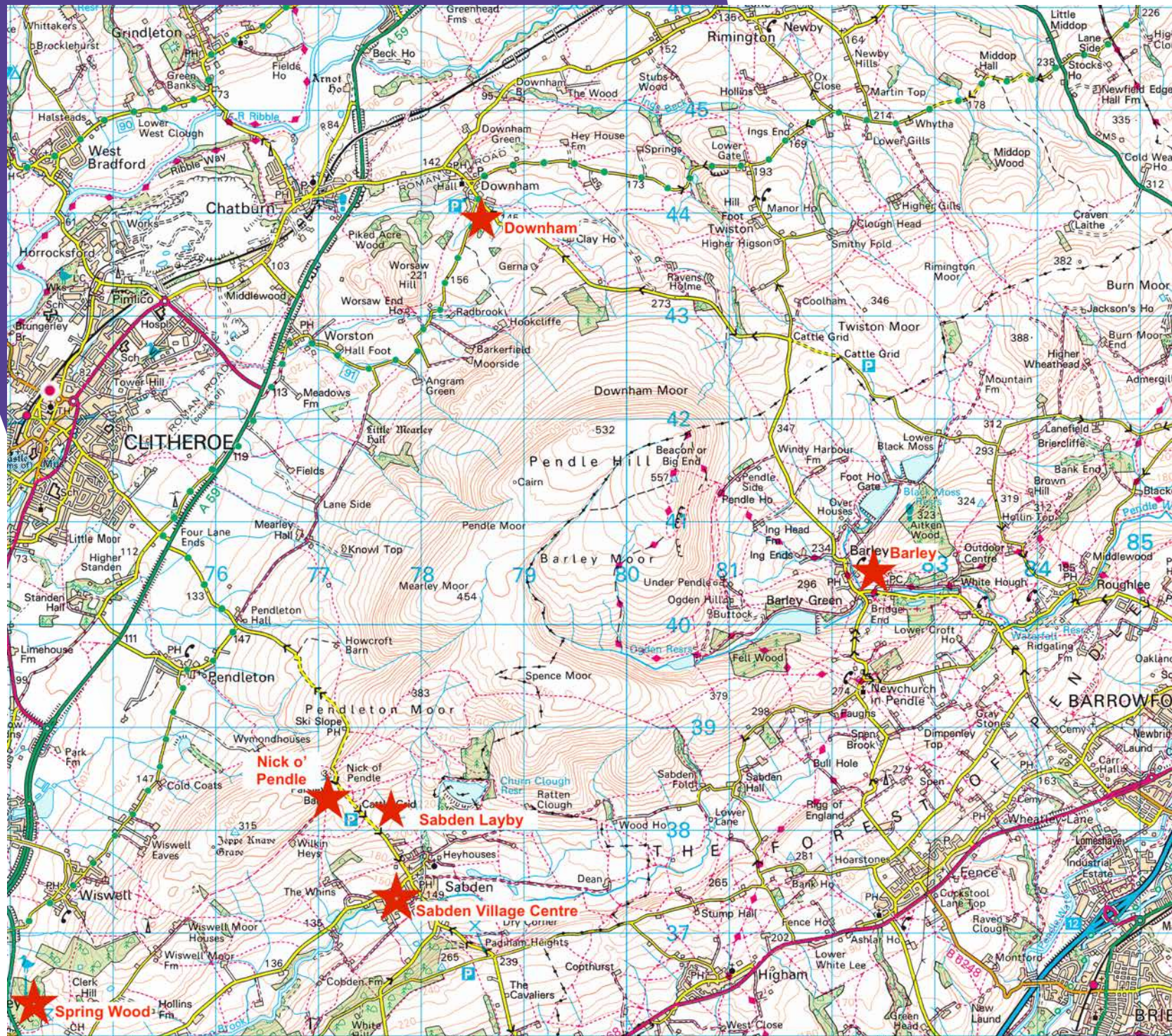
VILLAGE INFORMATION

Visit forestofbowland.com/towns-villages

GETTING AROUND

The regular 67 bus service links Clitheroe and Nelson via the Pendleside villages of Downham, Barley, Roughlee, Blacko and Barrowford. Click here for timetables. The number 66 takes a similar route, but also stops off in Fence and Newchurch. The 64 serves Clitheroe and Burnley via Sabden. Both buses run every 2 hours or so in both directions.

The main car parks and access points are marked on the map below. Bear in mind that the car parks near the Nick o' Pendle and Barley get VERY busy at weekends and during the summer holidays. Recommend that guests consider some of the alternative access points at Sabden, Spring Wood or Downham at peak times and explore the wider area.





PENDLE HILL
LANDSCAPE
PARTNERSHIP



FOREST OF
BOWLAND
Area of Outstanding Natural Beauty

HERITAGE
FUND