



PRESS RELEASE

3rd December 2019

Nature Adventurers Wanted!

The Pendle Hill landscape partnership is all about re-connecting people to the landscape, nature and our heritage. In the New Year we will be launching a new project which measures just how well connected we are to nature, and the impact this can have on our health and wellbeing. And we need your help!

You might have heard of 'sakura' which is cherry blossom season? This is one of 72 seasons described in an ancient Japanese calendar where the seasons change every 4 or 5 days. Inspired by this, we have identified 72 seasons for Pendle Hill and we need your help in 2020 to see if they are the right seasons.

Will you seek the seasons with us? Do you live in Pendle or live, work or travel in sight of Pendle Hill? If you do, we need you to join our nature adventure.

You will be helping us to notice the weather, the skies, wildlife and flowers. You don't need to be able to climb Pendle Hill or walk in the wilderness, this can all happen in your immediate neighbourhood and does not require any special footwear, knowledge of nature or equipment. You can take part even if you are working full time and living a busy life – it can all be done online.

Will you be one of our seasonal seekers? It takes just 30 minutes over 3 months. And if you like one season, you can sign up to follow the next!

All our seekers remain anonymous and they also have the chance to track the seasons and post their nature photos in a special Facebook group. We will simply ask you to fill in a short online health questionnaire in January, another in March and then to receive 6 emails which explain the seasonal changes during those 12 weeks and to ask if you have seen them.

For example, we might ask you to note when the first snowdrops emerge, and if spiders webs glisten at the start of February?

Do you want to make 2020 a year of being more connected to the natural world? We can help you become a nature adventurer!

- Do you have a group who might be interested in taking part?
- Do you have an opportunity for us to publicise this project?
- Can you tell a friend about this project?

To sign up go to www.72seasons.co.uk

EDITORS NOTES

- The Pendle Hill landscape partnership is led by the Forest of Bowland AONB.
- The partnership aims to:

l. restore, enhance and conserve the heritage and landscape of Pendle Hill

II. reconnect people with their past and their landscape

III. bring the two sides of the hill together

IV. create a sustainable future for the environment, heritage and for visitors' experience of Pendle Hill

- The scheme was awarded a National Lottery grant of £1.8million by the National Lottery Heritage Fund in January 2018. These funds will be delivered from 2018-2022 and will be matched with a further £1m raised locally.
- The scheme is made up of a dozen projects which safeguard the area's wildlife and heritage and improve people's access to this popular countryside area. We will do this by providing opportunities for training and volunteering; by supporting research and devising creative and digital interpretation to inspire a new generation about our heritage; by restoring important landscape features, and by working with communities to re-tell the stories of radical Pendle people. The scheme will increase pride in this special place and raise aspirations amongst communities, and it will bring in new investment to support the environment and the economy.
- The Pendle Hill landscape partnership is supported by National Lottery players through the Heritage Fund and by the Forest of Bowland AONB. Partners include representatives of parish councils, the landowning and farming community, Pendle and Ribble Valley Borough Councils, Lancashire County Council, statutory bodies, tourism businesses and volunteers.
- Projects will be delivered by the AONB team, plus local delivery partners including In –Situ Arts, the Dry Stone Walling Association, Mid Pennine Arts and Ribble Rivers Trust.
- The Pendle Hill LP covers 120 square kilometres, stretching from Gisburn down to Whalley, and from Clitheroe across to Nelson and Padiham.
- The Hill is well known as a beauty spot and is heavily visited by residents of the local towns: it is a perfect place for walking and cycling. The area's heritage is dominated by the story of the Pendle Witches, but there are lots more stories to tell including the founding of the Quaker movement, non- conformists and radicals, Roman and Bronze Age settlers, medieval farming systems and early industrial developments. The network of dry stone walls and hedgerows give the area a distinctive feel, and the landscape is also important for its wild moorland, rare birds and woodlands.
- For further information contact the LP Scheme Manager cathy.hopley@lancashire.gov.uk on 07891 537835 / 01200 420420
- Visit the project website at www.pendlehillproject.com or visit our Facebook page 'Pendle Hill Project' for up to date news and views.

About the Heritage Fund

Thanks to National Lottery players, we invest money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife. www.hlf.org.uk Follow us on Twitter, Facebook and Instagram and use #HLFsupported



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