

Pendle Hill Landscape Partnership

Visitor Management Plan

December 2016

FINAL



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Executive Summary

This Visitor Management Plan (VMP) seeks to establish a sustainable approach to improving the way visitors to the Pendle Hill Landscape Partnership (LP) area enjoy its special qualities.

It sets out the short and medium term actions for the development of visitor facilities, information and access for the Pendle Hill LP area.

The VMP was prepared between September and December 2016 and involved extensive engagement and consultation with staff and members from the Forest of Bowland AONB, local Councils, tourism businesses, outdoor activity providers, large landowners and the wider community.

It includes an assessment of current gateways and routes, examination of visitor behaviour and visitor satisfaction with the current provision, identification of key issues and opportunities for improvement and concludes with an Action Plan for addressing these issues, including details to better inform and disperse visitors.

Whilst the VMP reviews and prioritises potential improvements to routes that were long-listed at Stage 1 of the Pendle Hill Landscape Partnership Scheme (LPS) submission to the Heritage Lottery Fund (HLF), it also considers a number of additional interventions that will help to disperse visitors and address local concerns about the over-use of some key sites and the comparative under-use of others.

Over the course of this study we have gained a good understanding of the significance of the gateway sites and the various routes as well as the key issues currently experienced.

Our work has confirmed that, while there is valuable work that can and should be carried out to all long-listed routes and gateway initiatives, budget limitations necessitate prioritisation. It should be noted however, that whilst the high priority actions are identified for delivery under the LPS there is also the potential to deliver medium priority actions where additional funds allow, either during the four-year LPS period or as a legacy of the scheme.

1 Introduction

This Visitor Management Plan seeks to establish a sustainable approach to improving the way visitors to the Pendle Hill Landscape Partnership (LP) area enjoy its special qualities.

It sets out the short and medium term actions for the development of visitor facilities, information and access for the Pendle Hill LP area.

The Plan was prepared between September and December 2016 and involved extensive engagement and consultation with staff and members from the Forest of Bowland AONB, local Councils, tourism businesses, outdoor activity providers, large landowners and the wider community.

A communications strategy and an audience development plan for Pendle Hill LP were undertaken concurrently with the development of the Visitor Management Plan. The methodology incorporated liaison with these consultants to enable them to feed into the development of the Visitor Management Plan and vice versa.

This Visitor Management Plan is split into 5 chapters:

- This chapter explains the background to the Pendle Hill Landscape Partnership area and the aims and objectives of the Visitor Management Plan.
- Chapter 2 describes current facilities and information provision at gateways and a long-list of proposed route improvements.
- Chapter 3 examines visitor behaviour and visitors' views on the current visitor experience.
- Chapter 4 identifies the key management issues and opportunities arising from these visitors and their activities.
- Chapter 5 sets out an Action Plan for addressing these issues and opportunities at each of the four visitor 'gateway' sites, including details to better inform and disperse visitors from these sites.

1.1 HLF Landscape Partnerships Grant Programme

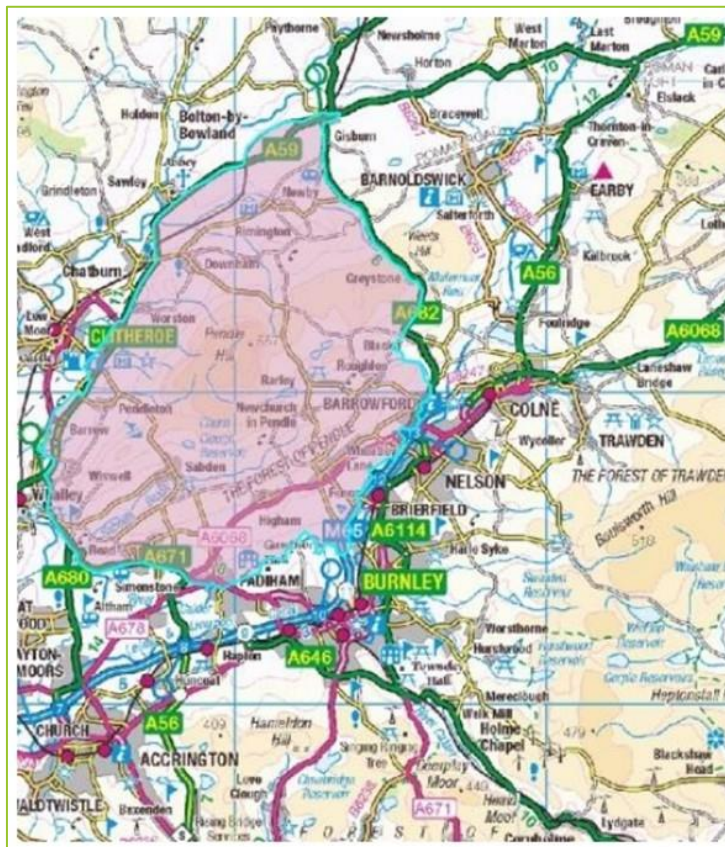
In October 2015, the Forest of Bowland Area of Outstanding Natural Beauty (AONB) successfully applied to the Heritage Lottery Fund (HLF) Landscape Partnership grant programme. The Landscape Partnerships (LP) programme sees schemes led by partnerships of local, regional and national interests which aim to conserve and enhance areas of distinctive landscape character throughout the UK. The programme aims to create a holistic and balanced approach to the management of landscape heritage, with HLF funding leading to continued activity and a lasting legacy.

Applications go through a two-round process. Following Pendle Hill LP's successful first-round application, the project has now entered the Development Phase during which several key documents (including this Visitor Management Plan) have been prepared in anticipation of a second-round submission in spring 2017. If successful, the Delivery Phase of the Pendle Hill LP will begin in 2018 and run for four years.

1.2 Pendle Hill Landscape Partnership

1.2.1 Background

Pendle Hill is a very special corner of the Forest of Bowland AONB. Set apart from the main fells, Pendle Hill stands alone and this increases its dominance of the landscape when looked at from both sides.



Pendle Hill (557m) is not the tallest hill in Bowland, but it is certainly one of the most popular to climb. Sitting as it does, so close to the urban areas of Nelson and Burnley, Pendle Hill traditionally attracts large numbers of day visitors, and this can cause problems such as congestion and erosion. A combination of the slow loss of habitat due to climate change and the intensification of farming, increased pressure on the traditional villages from modernisation and development, and a gradual loosening of ties with the past, the heritage of Pendle Hill is now under threat.

To redress the effects of some of these issues, the AONB brought together a new Landscape Partnership for a 120 sq km area of the hill and its surroundings.

The boundary of the Landscape Partnership area is not defined by administrative boundaries. Instead, it is dictated by the distinctive landscape character of the area, the physical features on the ground and the views and values of local people.

Pendle Hill is a constant backdrop to the lives of surrounding communities, yet it has two very different and divided sides. These differences are rooted in its geology – the lighter limestones and shales on the Ribble Valley slopes, and the darker millstone grit and siltstones facing the towns of Colne, Nelson and Burnley. The bedrock has influenced the vegetation and the farming; and this in turn has led to different land ownership patterns and levels of industrial exploitation and development throughout history. This division is compounded by administrative boundaries and long held perceptions about 'the other side' – leading to limited communication or co-ordination across the summit of this imposing hill.

Figure 1: Pendle Hill from Nelson (left) and from Ribble Valley (right)



Pendle Hill has a rich and distinctive past of medieval forest, vaccaries and early industry. Its relative physical isolation led to it becoming a focus for both religious persecution and inspired radicals. All these characteristics make an area with a rich and diverse heritage.

1.2.2 The Vision

The vision for the Pendle Hill LP area is to become a focus for bringing town and country people together to understand, restore and celebrate the distinctive landscape and heritage of this much loved and inspiring place.

1.2.3 The Programme

The Landscape Partnership scheme for Pendle Hill will look to re-connect people with their landscape and their past; safeguard the area's wildlife and heritage; and improve people's access to this popular countryside area.

The programme 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 programme has three thematic approaches (see Figure 2 on next page). This Visitor Management Plan falls under the 'economy' strand.

Figure 2: Pendle Hill Landscape Partnership - Thematic Programme Strands and Projects

<p>Environment</p> <ul style="list-style-type: none"> Repairing the network of dry stone walls and hedgerows that give the landscape its characteristic appearance. Surveying and bringing into management special wildlife sites and linking these with farmland management for biodiversity. Interpreting the area's important geology and the contribution this has made to the area and its economy. Managing the Pendle Hill Fund to support community-led projects focusing on heritage, landscape and the environment. 	<p>Gathering projects: Creative arts activities, weaving together the two sides of the hill, helping to build cohesion, introducing dialogue and creating shared points of view.</p>
<p>Economy</p> <ul style="list-style-type: none"> Developing visitor hubs at established 'honeypot' sites and dispersing visitor pressure by providing new routes, including routes for all abilities. Offering apprenticeships for people in traditional rural and heritage skills. Researching the value of Pendle Hill's ecosystem services and its contribution to people's health and wellbeing. 	
<p>Opportunities for Everyone</p> <ul style="list-style-type: none"> Support a series of local history group surveys into village-wide house histories to create a digital archive. Delivering community archaeology projects and heritage placements and using digital techniques to widen understanding and interest. Creating a series of projects researching and interpreting the Pendle Radicals: free thinkers and non-conformists. Developing training, education and outreach work to introduce new audiences and build their confidence to access and enjoy the countryside. Managing the programme's interpretation materials based on the area's sense of place and a strong brand. 	

1.3 Visitor Management Plan

1.3.1 Vision

The vision for Visitor Management at Pendle Hill Landscape Partnership area is to:

- Give visitors more reasons to visit whilst respecting that the scenery, views and peaceful outdoor experience will remain the main drivers. Instead of adding a plethora of ‘things to do’, the vision is to get visitors to explore more widely (by improving routes and gateways) and more often (e.g. through events and interpretation).
- Make visiting the Pendle Hill LP area easy and hassle-free. This includes improving facilities at gateway sites and restoring existing routes as well as facilitating more access-for-all routes. Uniform/co-ordinated branding in wayfinding and information signs as well as a standard quality of surfacing and public access gates will help to establish a recognisable identity.
- Provide memorable visitor experiences reflecting the special Sense of Place, and to interpret those special qualities in a way which enhances visitor enjoyment, whilst helping to conserve and protect the environment for future generations.
- Increase awareness. The Visitor Management Plan not only strives to enable more visitor enjoyment, but also to increase awareness and understanding of both the landscape and the communities that have and continue to make Pendle Hill the special place it is.

1.3.2 Aims and Objectives

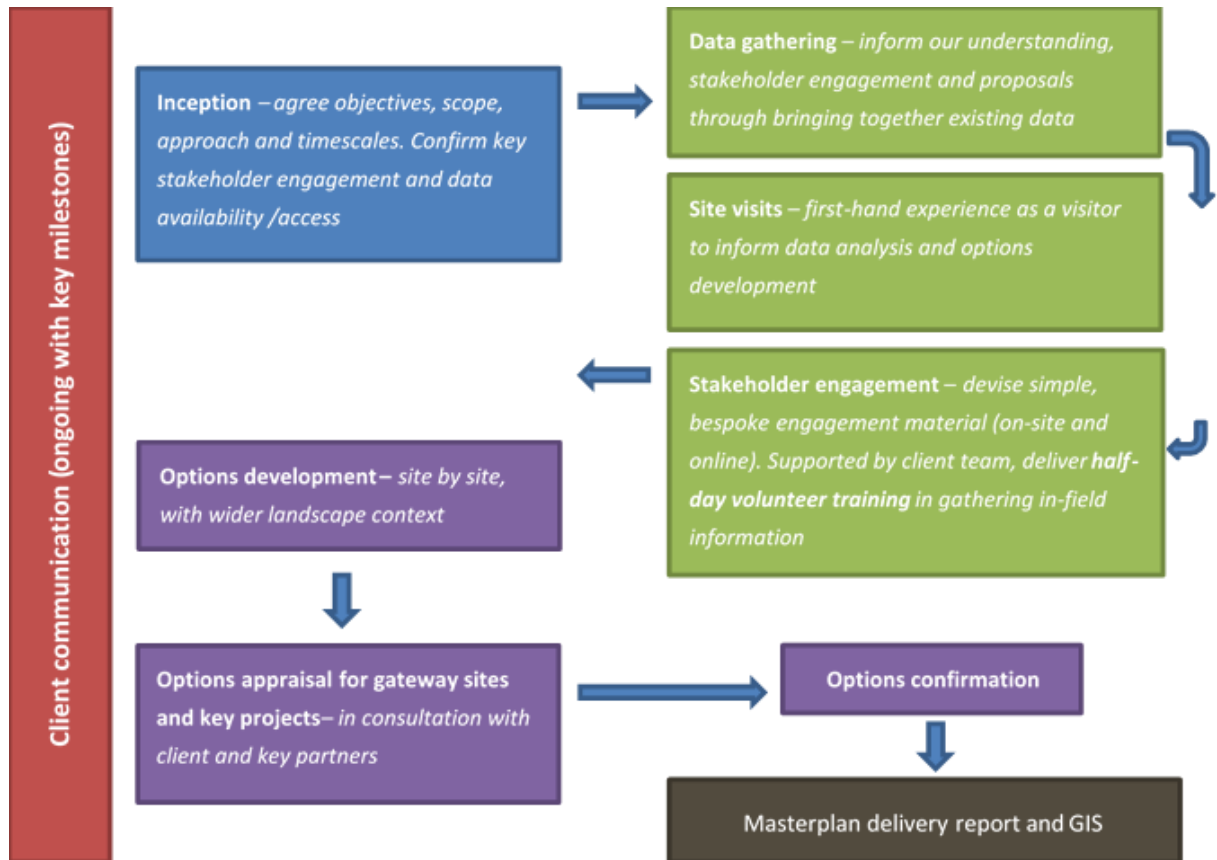
The principal aim of this Visitor Management Plan is to help inform the development of visitor facilities, information and access for the Pendle Hill LP area.

The key objectives are to:

- Understand how the key routes and sites are currently used, and by which visitors.
- Develop action plans on how to expand recreational and access opportunities at the area’s four visitor “gateway” sites (namely Barley picnic site, Downham information centre, Nick O’ Pendle and Spring Wood), including a strategy to disperse visitors from “honeypot sites” and providing routes for all abilities.
- Identify and recommend priority projects for the Delivery Stage of the programme.

1.3.3 Methodology

The preparation of this Visitor Management Plan took place between August and December 2016.



As shown in the diagram above, it involved several stages including collection of evidence and engagement with stakeholders before the process of drafting the Visitor Management Plan commenced.

2 Current Visitor Provision

This section describes current facilities and information provision at gateways and a long-list of proposed route improvements. An audit of the wider area’s visitor provision can be found in the separate Tourism Scoping Study.

2.1 Introduction to Pendle Hill Landscape Partnership area

The Pendle Hill LP area is part of the Forest of Bowland AONB, a special landscape in North West England whose distinctive character and natural beauty are so outstanding that it is in the nation’s interest to safeguard them. Tourism and recreation is not a purpose of designation, but the demand for recreation should be met so far as this is consistent with the conservation of the natural beauty and the needs of agriculture, forestry and other rural industries and the economic and social needs of local communities.

Figure 3: Map of Pendle Hill LP area in relation to the wider Forest of Bowland AONB



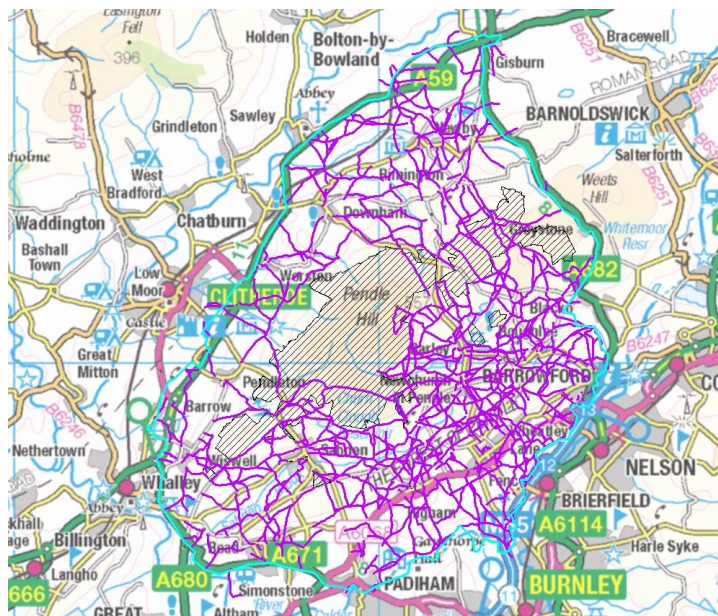
The Pendle Hill LP area includes Pendle Hill and the lower lying land surrounding it. It measures 120 sq km, of which 59 sq km falls within the Forest of Bowland AONB.

Pendle Hill forms a discrete landscape feature, which is geologically linked to the rest of the AONB but separated from the main area by the valley of the River Ribble.

The boundaries of the Pendle Hill LP area are based on a detailed Landscape Character Assessment which classifies the hill summit as ‘moorland plateau’, which is surrounded by concentric zones of ‘unenclosed and enclosed moorland hills’, ‘moorland fringe’, and ‘undulating lowland farmland’.

The LP boundary (see red line in Figure 3 above) follows these zones around the west, north and eastern sides of the hill, and then traces the ancient 'Pendle Forest' boundary to the south and east, along the valleys of Pendle Water and the River Calder. This boundary was created following research and consultation, particularly with residents and historians who felt it reflected the area's sense of place and history. At 557 metres Pendle Hill forms the backdrop to the East Lancashire former textile towns of Burnley, Nelson and Colne. Yet despite its proximity to significant urban populations it is surprisingly rural with a sense of remoteness in the heart of its moorland plateau.

Figure 4: Pendle Hill LP area Public Rights of Way (PRoW) network



Based on its location, prominence and vistas, Pendle Hill has always been a magnet for visitors: hence George Fox's climb to the summit in 1652 and significant vision which led to the foundation of the Quaker movement. The area has traditionally been well used as a recreational asset by nearby urban residents; and charabancs and cars have brought sightseers from further afield for the last 150 years. The Pendle Hill LP area includes 418 km of PRoW (see Figure 4) plus 2,000 hectares of Access Land.

The area provides great value to people offering wellbeing, relaxation and renewal. There are four Sites of Specific Scientific Interest (SSSI) and 63 local wildlife sites, which also offer good birdwatching. In spring and autumn Pendle Hill is well known as a stopping off point for migrating Dotterels.

Outside of the local area, Pendle Hill is perhaps best known for the Lancashire Witch trials in 1612 (see time line in Figure 4Figure 5 on the next page), most of whom lived on the slopes of Pendle Hill. The hill continues to be associated with witchcraft attracting large numbers of visitors wishing to climb it every Halloween.

Figure 5: Timeline of Pendle Hill LP area's history

6,000 years ago: The area was originally thickly wooded with the exception of some of the highest and most exposed summits. These rounded hills were used by Mesolithic man to look out over a great expanse of hunting grounds.

3,000 years ago: Climatic change (a wetter environment) and human intervention (removal of tree cover possibly by grazing pressure) changed the landscape radically – the bare open character of the moors therefore is relatively recent.

1,900 years ago: Roman influence was limited to the road from Ribchester to York passing to the north of Downham.

1,000 years ago: Settlement and pastoral agriculture developed along the Ribble Valley. Assimilation of original Norse invaders. (Their legacy can still be seen in some of the place names).

800 years ago: From the Norman Conquest the development of the 'Forests' including the Forest of Pendle reduced encroachment and habitation. (Forests were areas 'land set apart or placed in defence and subject to special conditions imposed by the royal will' rather than necessarily wooded). Elsewhere, 'vaccaries' areas cleared of woodland to provide pasture for small holders were consented.

700 years ago: Scottish raiding parties attacked the settlements in the area.

500 years ago: The disafforestation of Pendle Forest (1507). New settlements were developed such as Newchurch. Elsewhere settlement development came under the patronage of the great estates (i.e. Downham under the Assheton Family).

Source: Pendle Hill Landscape Character Assessment

400 years ago: Publication of the '*Wonderful Discovery of Witches in the County of Lancashire*' by Thomas Potts. Cromwell's army travels the present course of the old Gisburn to Colne Road to meet the Scots at Preston.

200 years ago: Parliamentary enclosure ensured that marginal land was enclosed by gritstone walls to increase the extent of pasture. The designed landscapes of Read and Huntroyde were laid out with ornamental planting, water features, focal points and follies.

100 years ago: Construction of Lower Ogden Reservoir (1914) & Upper Ogden Reservoir (1906) & Upper Black Moss Reservoirs (1894) and Lower Black Moss Reservoir (1903) to supply the growing population of Nelson with water.

75 years ago: Continued decline in agriculture and rural population after the Great War. Afforestation such as the plantations around Barley seen as a means of encouraging rural employment.

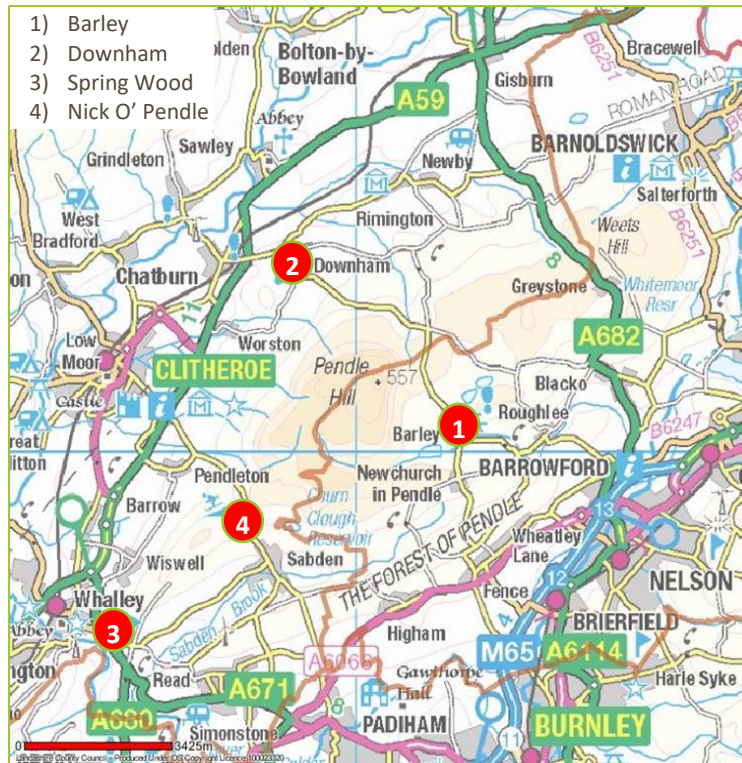
50 years ago: Agricultural intensification followed the war and push for productivity with subsequent loss of landscape features including hay meadows and hedgerows.

50 years ago: Designation of Forest of Bowland Area of Outstanding Natural Beauty incorporating Pendle Hill. Increasing suburbanisation of surrounding villages and settlements.

25 years ago: Introduction of agri-environment programmes to support benefits for biodiversity and landscape restoration.

2012: 400 years of the Pendle Witch Trail increases national interest in the area including the development of the Lancashire Witches Walk.

2.2 Visitor Gateway Sites



This section includes an audit of each of the 4 main ‘gateway’ sites, including an evaluation of quality, capacity and appropriateness of:

- Access
- Facilities
- Routes
- Signage/Interpretation
- Events and activities

The four visitor gateways are currently managed by Parish, District and County Councils. The Pendle Hill Landscape Partnership’s intentions are for all hubs to be improved and upgraded, and for one of the hubs to possibly become a community-managed asset in the long-term.

Whilst these four sites are considered

the main visitor gateways to Pendle Hill, it should be noted that Sabden and Worston act as secondary gateways, particularly for local visitors who are familiar with the excellent concessionary routes and PRoW than connect these sites with the summit of Pendle Hill and the rest of the Pendle Hill LP area.

2.2.1 Barley Picnic Site and Car Park

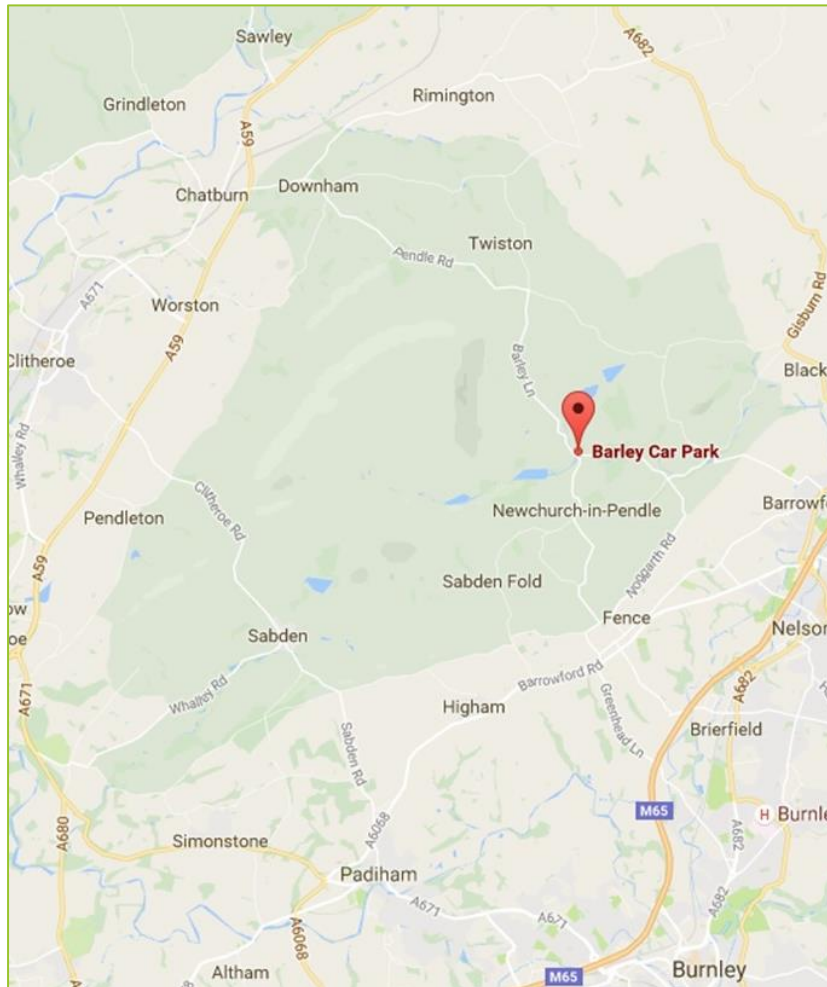
The picturesque village of Barley is a honeypot for visitors as it is the base from which most people climb Pendle Hill or visit the Pendle Sculpture Trail.

Access

The most popular route for ascending Pendle Hill begins in the village of Barley near the church. Although the route is the steepest ascent of Pendle Hill it is also the quickest and easiest due to a steep stepped path providing relatively easy access.

Barley is the nearest gateway for visitors coming from the former textile towns of Burnley, Nelson and Colne to the south-east of the Pendle Hill LP area. From Burnley, it is a 20 minutes’ drive; from Nelson and Colne it takes c. 15 minutes. The site can be reached by leaving the M65 at junction 8 and following the A6068 for c. 5 miles (or if heading from the M60 Manchester Ring Road taking the M66 at junction 18 and following the A56 to junction 8 of the M65).

Figure 6: Barley Gateway



The Barley gateway benefits from good car parking (see map on next page), with 133 spaces which is generally sufficient apart from holiday weekends and event days when additional cars resort to roadside parking on a 1-mile stretch of road towards Roughlee.

A donation of £1 per car, £2 per vehicle with items in tow and £5 per coach per day is suggested.

In 2015 Barley Parish Council, who manage the car park and toilet building at the site, received a total of £17k from car parking donation.

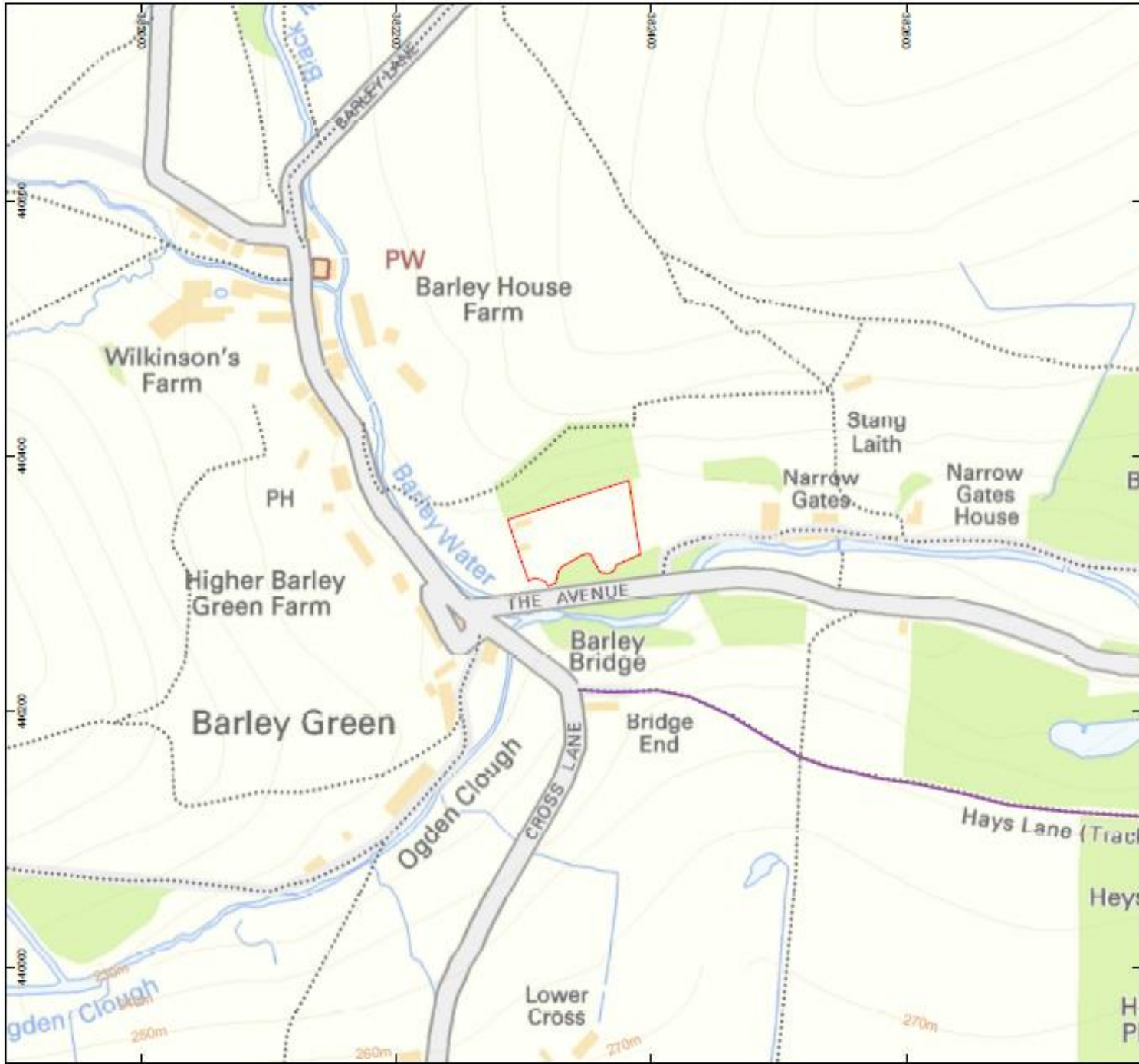
The Parish Council estimates that c. 50% of all visitors pay for parking.

The carpark could benefit from marked bays to optimise the number of spaces and better hard surfacing than the granular sub base which currently causes large puddles on rainy days.





Access by public transport is less convenient; consequently, most visitors arrive by car. Bus 7, which runs between Clitheroe and Nelson, stops opposite the Barley picnic site and carpark. However, the line which is operated by Pilkington Bus on behalf of Lancashire County Council, only services Barley once an hour at best, with two-hour intervals between 11am and 5pm and no service after 7pm or on Sundays. There used to be a special 'Pendle Witch Hopper' service on Summer Sundays and Bank Holidays on the Clitheroe to Nelson line, but this service was axed in early 2016 as part of county wide budget cuts.

The bus journey from Nelson to Barley only takes marginally longer than by car (20 minutes instead of 15), but reaching Barley by bus from Burnley or Colne takes 45 minutes to one hour.

There are currently no parking facilities for cyclists in Barley car park. This may be an area to address as part of this project.



Legend



	Proposed footpath / bridleway
	Public Right of Way (PROW) - existing
	Car park
	Informal parking

Notes:

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES**

DRAWING TITLE
Barley Car Park

Scale: 1:4,000  

Version: 1.1 Created: MP Date: 16/12/16

Figure 7: Formal and informal parking at Barley gateway



Facilities

The Barley gateway is not only the busiest because of its proximity to the larger towns and reasonably good carparking. It is also the best visitor gateway in terms of facilities, with clean public toilets, a privately managed café, and riverside picnic area (nominated amongst the ten best picnic sites in the North West) as well as a tearoom and two popular public houses (the Barley Mow and Pendle Inn). On sunny summer days, the village can get overcrowded.

Figure 8: Toilet and cafe at Barley



Since July 2016, the public toilets are managed by Barley Parish Council who took over management from Pendle Borough Council who axed them as part of a borough-wide cost saving initiative. The Parish Council introduced a £0.20 suggested donation for use of the toilets, which are estimated to cost c. £7k per year in maintenance and cleaning. To date, donations have been low (c. £200 per month). Several visitors have asked for the outside water tap to be reinstalled at the toilet building, but lack of drainage underneath the tap has caused issues with icing over in winter.

The operators of the café at Barley picnic site have held the Pendle Borough Council lease of the café, which is housed inside a log cabin, for the last 7.5 years. Prior to that, the cabin was operated as an information centre by United Utilities. Then it featured displays about the management of Pendle Hill and

the surrounding countryside, information about local walks, a shop and small refreshments area. Nowadays, the Cabin is fully operational as a privately managed café, with only a very small selection of maps and guide books about local walks on sale. The café receives good reviews for the quality and reasonable price levels of its offer. The café, which is open 7 days per week from 9:30 am to 3:30 pm, is visited by a wide mix of visitors, including walkers, families and older couples on a day out, cycling groups, horse riders, schools and local residents.

Routes

As highlighted in Figure 4 on page 10, Barley is surrounded by a dense PRoW network, which together with access land provide a large combination of walks of different lengths. In addition to the popular walk up Pendle Hill, there are a number of long and short walking and cycling routes passing through or starting in Barley (see Figure 9 below).

Figure 9: Sample of routes departing from Barley

Route	Activity	Distance / Time	Terrain
Tour of Pendle Hill	Cycling	15 miles / 1.5-2 h	Road, steep in many parts
Aitken Wood and Pendle Sculpture Trampler Trail	Walking	2.75 miles / 2 h	Roads, tracks and some rough unsurfaced areas
Black Moss	Walking	3.2 miles / 1 h 15 min	Roads, tracks, fields and some stiles
Walking with Witches Trail	Walking	7.5 miles / 4 h	Quiet roads, tracks and uneven, grassy paths. Route can be divided into a 4 miles Western Loop and 3.5 miles Eastern Loop
Lancashire Witches Walk: Barrowford to Barley	Walking	3.5 miles / 2 h	Lanes, tracks, fields and stiles
Lancashire Witches Walk: Barley to Spring Wood	Walking	12.5 miles / 7 h	Lanes, tracks, fields and stiles
Ogden Reservoir and Fell Wood	Walking	3.5 miles / 2 h 15 min	Roads, tracks, fields and some stiles
Pendle Hill Circular Walk	Walking	7 miles / 4 h	Roads, tracks, fields and some stiles, steep and rough in places



The **Pendle Way** is a Recreational Path which encircles the borough of Pendle and was officially opened in 1987. The circuit is 45 miles long and is generally divided into 8 sections. The section going east from Barley to Barrowford is 3.5 miles long, while another section of the Pendle Way starts in Newchurch, before climbing up Pendle Hill and descending into Barley. The route is waymarked with a black witch on a broomstick and yellow arrows.

Barley is also visited by walkers following the **Lancashire Witches Walk**, a 51-mile long distance walk developed as part of the 400th anniversary of the hanging of the Lancashire Witches in 1612. The route is divided into 7 sections. Barley forms the end point of the first 3.5-mile section (from the Pendle Heritage Centre in Barrowford), with most visitors continuing the 12.5 miles from Barley to Spring Wood (near Whalley) on day two before arriving in Lancashire on day seven, at the castle where the witches were sentenced and hanged. As a linear walk, there are some logistical implications for walkers because they

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end up in a different place from where they started. This could be an opportunity to develop a return route from Barley thus allowing people to enjoy the first section as a circular walk.



Poet Laureate Carol Ann Duffy was commissioned to write a special poem that has been broken down into ten fragments (one for each witch) sited on cast iron markers at ten locations along the new walking route. The design allows for people to take a rubbing on an A4 sheet at each location.

A number of guide books with a short summary of the relevant history, photographs and detailed walking directions are available for purchase at the Cabin and local shops. In addition to the white cast iron installations embossed with fragments of the poem, the Lancashire Witches Walk is waymarked with standard signs with a witch face in the centre. There are no statistics for the number of walkers on the two sections of the Lancashire Witches Walk which pass through Barley. Although the Forest of Bowland AONB keeps a record of the number of downloads of the route descriptions for its website (a total of 1,143 for the last 12 months), the actual number of walkers on the route is estimated to be far greater.



A shorter popular route is **Aitken Wood and Pendle Sculpture Trail**. The 2.75-mile walk takes in a sculpture trail with 16 sculptures created from wood, steel and stone inspired by the history of the Pendle Witches of 1612 and surrounding nature of the Pendle Hill area. The trail, which was created to mark the 400th anniversary of the event, was part-financed by the LEADER RDPE fund via the Pennine Lancashire Local Action Group and part-financed by Pendle Borough Council. United Utilities who own Aitken Wood in which the Pendle Sculpture Trail is located, financed the signage of the trail.

It takes approximately 30 to 45 minutes to get to the sculpture trail from Barley car park, including one uphill stretch and one steep path. For the roundtrip, visitors are advised to allow up to 2 hours. There are two benches on the steep ascent, both of which would benefit from some minor repairs and the adjacent surfacing could also be improved. Located at prime vantage points from which to view Pendle Hill, the maturing woodland has occluded the view. Cutting slices through the plantation will reunite these benches with their vistas.



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Aitken Wood features a route that is accessible for Trampers and four-wheel drive all-terrain electric buggies, which can be used off road. These enable people with mobility difficulties to enjoy the countryside. There is currently no Trampler that is permanently hosted near Aitken Wood, but visitors with access to their own Trampler can make use of the route.



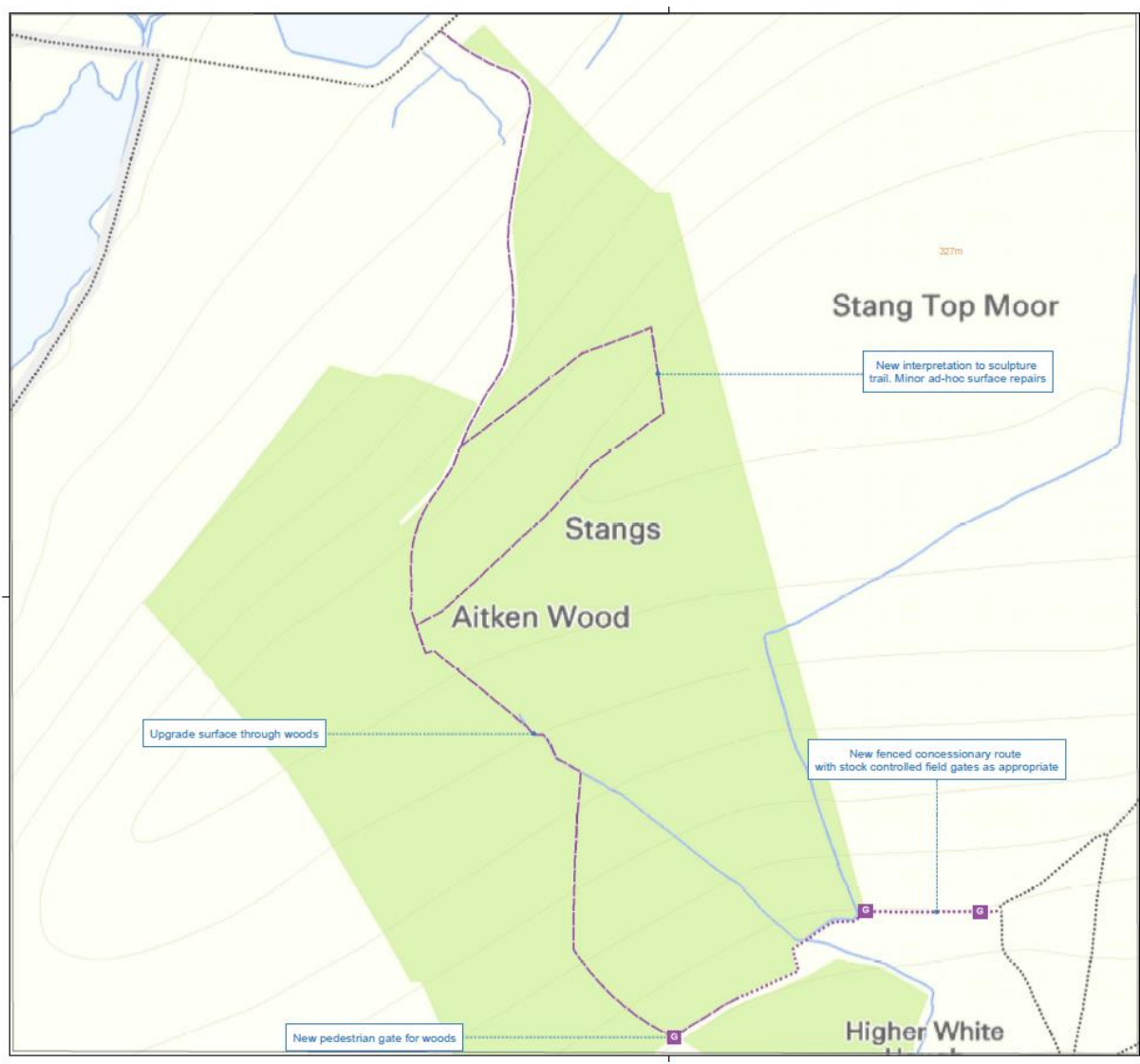
To improve the visitor experience, there may be an opportunity to (re)introduce a permissive route which could create a circular walk from Barley picnic site and car park, instead of visitors having to retrace their route back to the start (see Figure 10 below). A permissive route out of the southern end of Aitken Wood was previously in existence but closed in 2012 due to frequent disturbances of the farmer’s animals by local dogwalkers and other visitors. It is desirable and would be feasible to reinstate this route, or an alternative to the original route, with the additional precautions of permanent fences / hedgerows / walls keeping and grazing stock separate. Given agreement from the landowner, this would be a relatively straightforward addition.

Figure 10: Aitken Wood and Pendle Sculpture Trail and potential access point for permissive route



The hedgerow option would provide a new wildlife corridor and an opportunity to plant appropriate trees. The map in Figure 11 below outlines this potential solution. To strengthen the legacy and certainty over the future maintenance responsibility of the route it may be worth exploring the potential of dedicating it as a Public Rights of Way. Given the appropriate political will and funding, this could be delivered by either Lancashire County Council or Pendle Borough Council and would necessitate a formal agreement with the landowner who would be eligible for compensation.

Figure 11: Potential concessionary route / PRoW



Another popular short walk departing from Barley is the 3.2 miles long **Black Moss** walk which can be extended with a visit to the Pendle Sculpture Trail in Aitken Wood. The route encircles Upper and Lower Black Moss Reservoirs which are managed by United Utilities and provide drinking water to Nelson when required. The reservoirs also attract a variety of birds throughout the year. In the last 12 months, the

Black Moss route was downloaded nearly 1,500 times from the Forest of Bowland website. Actual statistics for the number of walkers on this route are not available.

Heading south-west from Barley is the 3.5 miles circular **Ogden Reservoir and Fell Wood** walk. The reservoirs provide drinking water to the Nelson area. Fell Wood is the largest and oldest of three forest plantations established around the reservoirs and dates back to 1931. The route was downloaded over 1,800 times from the Forest of Bowland AONB website in the last year.

Pendle Hill also forms part of the popular '**Pendle Three Peaks**' challenge, which combines a climb up Pendle Hill (532m), Weets Hill (397m) and Boulsworth Hill (517m), which are respectively 5, 6 and 8 miles in length.

Barley features on a number of cycling routes, including the **Tour of Pendle Hill**, a 15-miles circular route which passes around the fringes of Pendle Hill and takes in a number of steep climbs, notably Nick O' Pendle (303m) which also featured on Stage One of the 2015 Tour of Britain route taken by the professionals. The route follows quiet country lanes and part of the National Cycling Network route 91, a 280-miles tour of the county and hence promoted as the 'Lancashire Cycleway'. Barley also features on the **Grand Cycle Tour of Pendle**, a 35-mile hilly road route departing from Colne railway station which passes through Barley, Newchurch and Fence.

There are a number of opportunities for mountain bikes and horses including on-road and off-road sections. There is a bridleway leading out of Barley car park towards Whitehough and Stang Top Road. There is also a bridleway from the village hall up past Lower Ogden Reservoir, and another bridleway leading from the dam of Upper Ogden Reservoir running along the bottom of Pendle Hill to the road. Heys Lane, from Barley, is also accessible by mountain bike and horse. Pendle Hill itself is off-limits and there are no legally bikeable mountain bike tracks. However, Gisburn Forest (one of the top mountain biking destinations in the UK) is only 15 miles away.

Signage and Interpretation

There is reasonable signage on the various walking routes departing from Barley picnic site and carpark, albeit somewhat dated and sparse in places.

The biggest challenge for visitors who are less familiar with the area is to find the actual start of these walks and to orientate themselves about their options in terms of route directions, length and key things to see and do.

We understand that Barley Parish Council is in the process of addressing this issue and will soon install a large orientation board on the wall of the toilet block at Barley car park (see Figure 12 on next page). This is a good starting point and may be improved/expanded as part of the Pendle Hill Landscape Partnership scheme.

Figure 12: Barley Information Board

BARLEY

WITH WHEATLEY BOOTH

Welcome to Barley, an award-winning village in Pendle Witch country. Here we have a delightful selection of catering outlets, as well as a large picnic area and a small children's play area. We invite you to enjoy everything Barley has to offer. The Methodist Church holds services on Sundays and has an active social calendar which includes a club for youngsters. The Village Hall is held in trust by the Parish Council and is run by a group of villagers. It offers weekly courses and classes and is also available for hire.

The Pendle Sculpture Trail - set in an atmospheric woodland setting, where art, history and nature come together. Four artists have created a unique and intriguing range of sculptures, inspired by the history of the Pendle Witches of 1612.

PATH TO SCULPTURE TRAIL
 6.45 MINS WALK FROM BARLEY
 ALLOW UP TO TWO HOURS

KEEP PENDLE CLEAN & tidy
 All walks are rated moderate, but please prepare well and take care

PENDLE HILL
 THE NAME COMBINES THE WORDS FOR HILL FROM THREE DIFFERENT LANGUAGES. PENNUL OR PENHUL FROM THE CUMBRIC PEN AND OLD ENGLISH HILL, BOTH MEANING "HILL". "HILL" WAS ADDED LATER, THUS ITS TRUE NAME IS HIL HILL HILL!

IT IS FORMED FROM A COARSE CARBONIFEROUS AGE SANDSTONE AND MUCH OF THE LOWER SLOPES ARE MANTLED BY THICK DEPOSITS OF BOULDER CLAY DATING FROM THE LAST ICE AGE. THERE IS A TRIANGULATION POINT AT THE SUMMIT WHICH IS 1831 FEET ABOVE SEA LEVEL. PENDLE IS SHORT OF BEING A MOUNTAIN BY 169 FT. WALKING IS A POPULAR ACTIVITY AND MANY FOOTPATHS CRISS-CROSS THE AREA. MOST POPULAR ARE THE TRACKS UP TO THE SUMMIT OF PENDLE - THE 'BIG END.' THE QUICKEST WALK IS FROM BARLEY LANE WHERE YOU CAN PARK.

PENDLE WAY FOOTPATH
 A 45 mile route through contrasting scenery, ranging from moorland to river valleys; visiting Pendle Hill, Newchurch, Higham, Reedley, Coldwell, Wycoller, Early, Barnoldswick, Blacko, Barrowford & Roughlee.

Facilities of interest
Buildings of interest

- Methodist Church
- Tea room
- Barley Mow
- Garage
- Pendle Inn
- The Cabin
- Public toilets
- Village Hall

EMERGENCY DEFIBRILLATOR

POLITE NOTICE
 We respectfully require that dogs are not allowed on foot.

PATH TO PENDLE VIA OGDEN
 1 HOUR 15 MIN WALK

BARLEY with Wheatley Booth PARISH COUNCIL

For further information on Barley, visit www.barleyparish.uk ~ www.barleyvillagehall.org
www.visitpendle.com ~ www.pendleforesthistorygroup.co.uk ~ www.forestofbowland.com

This is a Barley with Wheatley Booth Parish Council project. Designed & written by james@jks-advertising.co.uk

BARLEY SUPPORTS SAFE LANES IN PENDESIDE
 WHICH PROMOTES ROAD SAFETY FOR ALL USERS

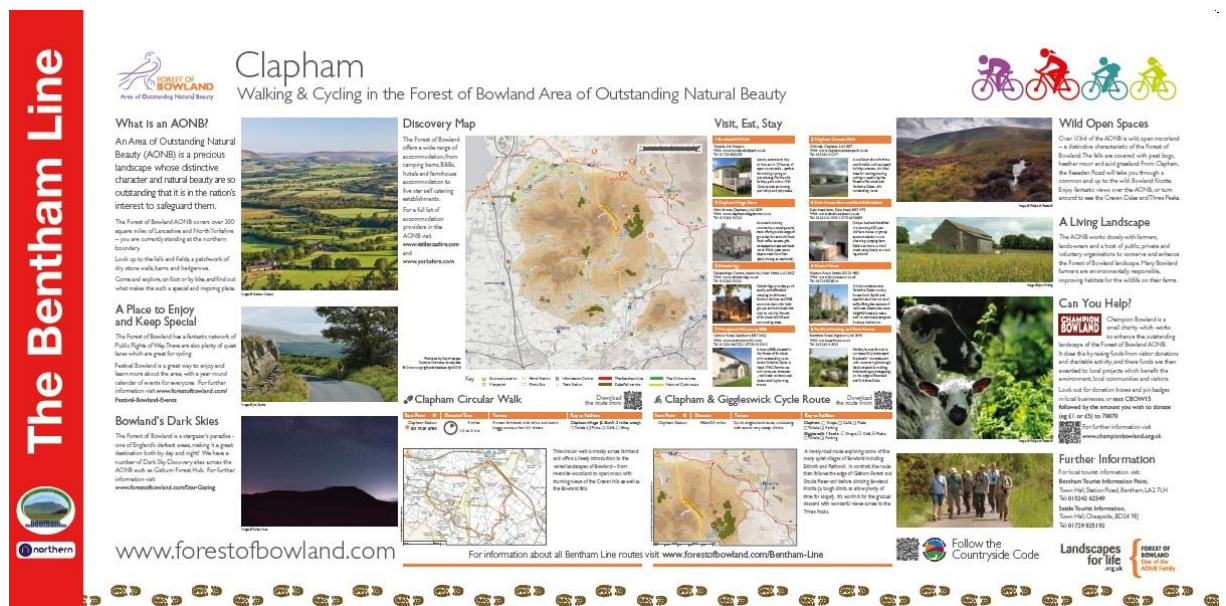
HAMLET CLASS WINNER BARLEY
 Lancashire 2014

Pendle Hill Landscape Partnership – Visitor Management Plan

Unless visitors join a guided walk or buy one of the few guidebooks available from The Cabin, there are currently no other ways for visitors to inform themselves about the special character of the area’s landscape, its history or the activities on offer. Improving signage and interpretation is an area for improvement for all four gateway sites, but perhaps most important for Barley as it is the most used gateway.

By way of example, the Forest of Bowland AONB recently produced information boards for four railway stations which act as gateway sites to the AONB along The Bentham Line (which links Leeds to Lancaster and Morecambe). As well as providing links to walking and cycling routes, the interpretation boards highlight information about the local wildlife, communities and tourism businesses to entice visitors to stay longer and experience more of the opportunities the area has to offer.

Figure 13: Example of Forest of Bowland AONB Information Boards at Gateway Sites



In addition to physical interpretation boards, there is also an opportunity to introduce digital interpretation. In fact, this applies to all four gateway sites, but a strategy could be to commence at Barley given it attracts the greatest number of visitors. Digital interpretation would result in less clutter, less maintenance and a more flexible way to provide visitors with a tool to interpret their surroundings. It is however not suitable for all visitors. As the visitor survey revealed, many older visitors would still prefer traditional interpretation. A combination of methods is therefore recommended.



The Forest of Bowland AONB already has experience with a digital app, ‘A Leap in the Park’, which was developed in 2013 for two medieval deer parks at Leagram and Radholme, which are located further north in the AONB. The mobile app is an audio trail covering a series of circular, linear and link routes for both deer parks. The app was developed with a grant from the Heritage Lottery Fund and support from volunteer researchers. Although the app was initially well received, its functionality was limited and the AONB no longer uses it. Case studies of other digital applications used for outdoor interpretation can be found in the separate Communications Strategy and Interpretation Plan prepared by Countryside.

Events and Activities

Forest of Bowland AONB has a calendar of year-round events, including (paid) guided climbs of Pendle Hill from Barley to Downham on three dates per year (April, May and June).

The Pendle Walking Festival (held over a week in August) includes over 70 guided walks, many of which start from Barley. 34 of those walks take place in the Pendle Area, most of which are within the Pendle Hill LP area. Attracting c. 1,400 to 1,800 visitors per year, the event is now established as one of the largest free walking festival in the country. Statistics from Pendle Borough Council indicate that c. 50% of participants in the Pendle Walking Festival come from Pendle, 25% from neighbouring districts, and another 25% from further afield, resulting in some overnight stays.

In addition to the events organised by the AONB there is also a walking calendar put on by Pendle Leisure Trust, an independent charity managing community leisure facilities and activities in the area. Once a month on a Tuesday morning they organise a 2.5-hour free health walk led by local volunteers which departs from Barley.

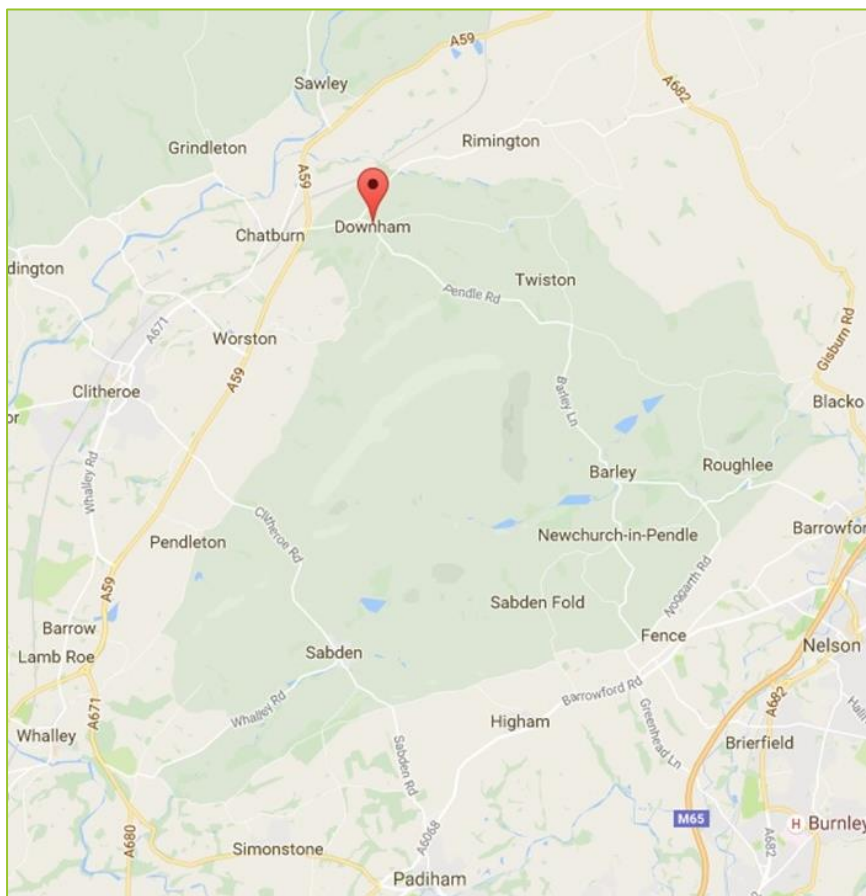
A number of fell races depart from Barley each year, using Barley Village Hall as headquarters and parking at the carpark in front of The Cabin. Although most races have fewer than 100 participants (and thus have less impact), there are a few larger races which tend to cause more congestion. The Tour of Pendle Fell Race, which is held in November each year, attracts up to 500 participants. Pendle Running Festival, which is held over a weekend in July and jointly organised by Up and Active and Pendle Leisure Trust, attracts a similar number of participants but is split over two days and different events (e.g. orienteering, 10k road run, half marathon, leisure trail and children’s race). The organiser of the Pendle Three Peaks, which is held annually in August, encourages participants to car share as the event attracts up to 600 fell runners all seeking to park at Barley village car park. Where a race has been designated as an English or British Championship (as in the case of Pendle 3 Peaks in 2016) numbers do swell and can cause temporary congestion, but also bring additional visitor spend to the area.

Fees paid by organisers of such large events are held in the Pendle Hill Fund, which is overseen by the Pendle Hill Advisory Group. The money is re-invested back into maintenance of PRoW, landscape features, community-led heritage projects, etc.

2.2.2 Downham

The picturesque planning conservation area of Downham is set at the foot of Pendle Hill in the north-west corner of the Pendle Hill LP area, with just 160 inhabitants. The village captures the essence of rural Britain and is popular with tourists. People regard Downham as a time capsule with almost complete lack of 20th century alterations and accretions. It has been used as a location for many period films, the most famous being the 1961 film ‘Whistle Down the Wind’. The 2012 BBC drama ‘The Secret of Crickey Hall’ was also filmed in Downham as well as the BBC ‘Born and Bred’ TV series which ran between 2001 and 2005.

Access

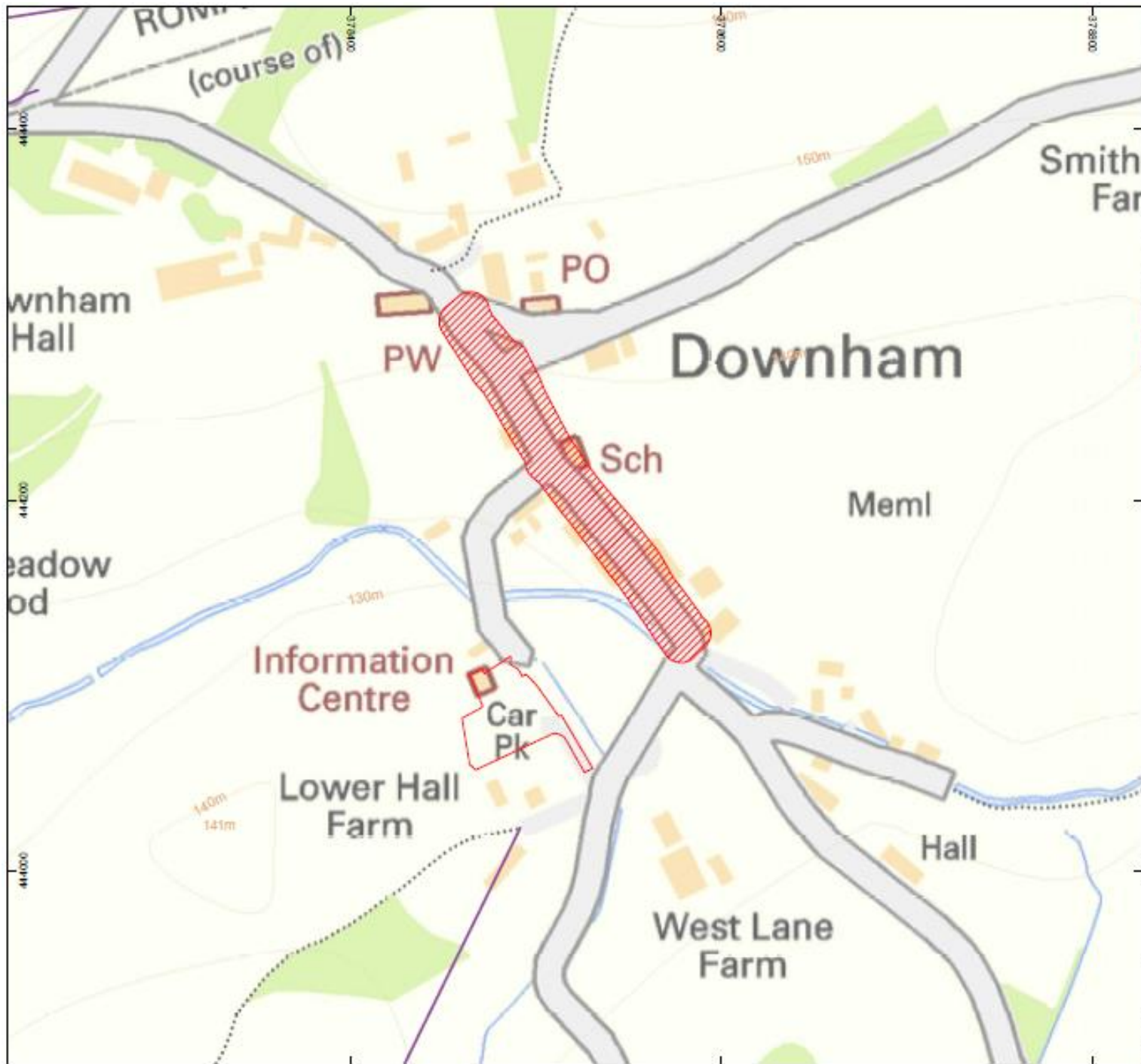


The village of Downham lies in the Forest of Bowland AONB, 3 miles north east of Clitheroe and 1.5 miles from the A59 Lancashire / Yorkshire trunk road. The main route through the village runs from Chatburn in the southeast down the slope to the valley bottom before ascending the eastern slopes of Pendle Hill.

The village has a free and well maintained car park with circa 25 spaces (see Figure 14 below and map on next page). During summer weekends the car park is easily filled and some roadside parking

occurs beside Downham Beck, but this is not ideal in a small village with narrow roads. Coaches with more than 30 seats wishing to park in Downham need to contact the village hall bookings secretary in advance to arrange parking.

Access by public transport to Downham is less convenient. Clitheroe is served by trains from Blackburn and Manchester. However, connections from Clitheroe to Downham are on the Bus 7 that also services Barley (and runs between Clitheroe and Nelson) which has a limited timetable. The bus stop is located opposite the church next to the telephone box. There is no sign for the bus stop.



Legend

	Proposed footpath / bridleway
	Public Right of Way (PRoW) - existing
	Car park
	Informal parking

Notes:
Downham car park facilities - toilets and information.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
- INFRASTRUCTURE IMPROVEMENTS AND
GATEWAY SITES**

DRAWING TITLE
Downham Car Park

Scale: 1:2,750

Version: 1.1 Created: MP Date: 16/12/16

Figure 14: Downham Car Park



Facilities

Downham has a strongly recognisable sense of place, resulting from a single landowner’s sensitive control of development over the last 400 years. The surrounding leafy lanes are bordered by traditionally laid hedges and stone boundary walls. Downham’s tranquil atmosphere belies its close proximity to Clitheroe and the busy A59 to the north.

The Assheton family, who own Downham village and the surrounding estate, has a strict policy for the management and appearance of the area. There is no village sign, no road marking, no television aerials and no obtrusive advertising or signs, not even a sign for the bus stop. As a result, the tasteful but very discrete sign for the village car park is easily missed.

Figure 15: Picturesque Downham



In addition to the car park, public toilets and information centre, the village has 32 rented homes (mostly listed buildings), a small hotel/restaurant ‘The Assheton Arms’, and a tearoom / ice cream shop which caters to visitors year-round. The lease of the Assheton Arms (which has 12 bedrooms) is currently held by the Seafood Pub Company, which manages 10 pubs and restaurants across the North West. In 2011, the Seafood Pub Company outbid celebrity chef Marco Pierre White to take over this award-winning

grade II listed village pub. The Seafood Pub Company also manages the Barley Mow in Barley and recently opened the Forest in Fence and the Roosters Bistro in Higham.

Figure 16: Downham's award-winning toilets



The award-winning toilets and unstaffed information centre (which are respectively housed in the former calf pens and a refurbished stable block) are leased and managed by the Ribble Valley Borough Council (RVBC). The small, dark and unstaffed information centre includes a number of outdated information boards which are of little benefit to visitors who are new to the area seeking to orientate themselves or find out what to do and where to go from the carpark.

Routes

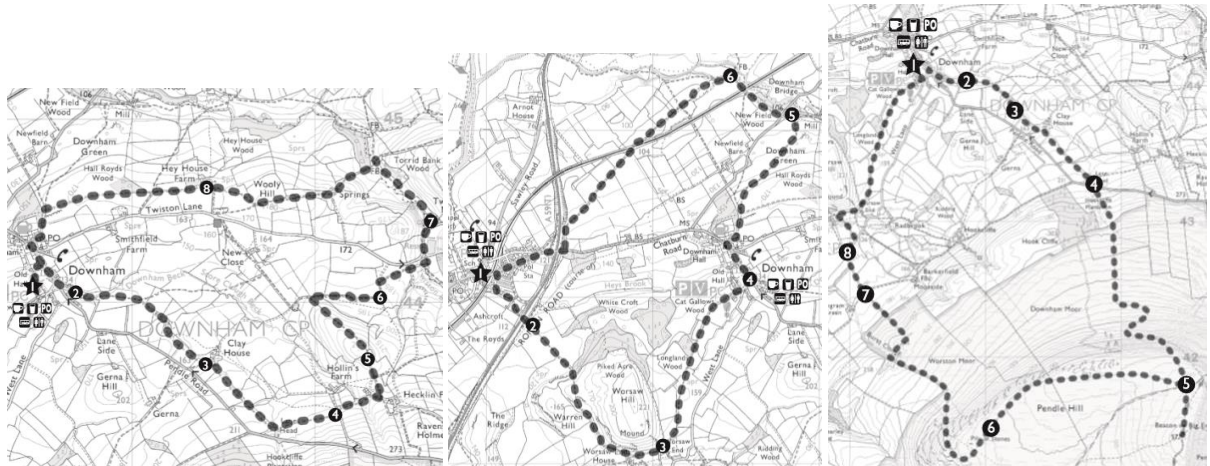
Some walkers are drawn to the area to walk up Pendle Hill, others to enjoy the many local walks which can be taken in any direction from the village – via Pendle road to the moorland and Pendle Hill, towards Twiston, Rimington, Chatburn and Worston. Once on the higher ground outside the village, there are good views over Clitheroe and the Ribble Valley.

There are three popular circular walks from Downham: two shorter routes of c. 4 miles – one which heads east of Downham and passes Twiston Mill and another heading west towards Chatburn village – as well as a longer route of c. 7 miles which heads south of Downham and takes in the climb up Pendle Hill.

Although most visitors climb Pendle Hill from Barley, some visitors prefer the climb from Downham as the views don't take in the urban sprawl of Burnley. Each of these routes had c. 1,000 – 1,500 downloads from the Forest of Bowland AONB website in the last 12 months. Although not currently promoted by Forest of Bowland AONB, there is also a 5-mile linear walk between Barley and Downham.

Pendle Hill Landscape Partnership – Visitor Management Plan

Figure 17: Downham circular walks



Downham with its idyllic settings and tearoom is also a popular stop for road cyclists. The village lies on the Lancashire Cycleway (National Cycle Network route 91) and the Tour of Pendle Hill.

Signage and Interpretation

Due to the Downham Estate’s management of the appearance of the village, the only interpretation and signage at the gateway site can be found inside the refurbished barn building, next to the toilets. The material is somewhat dated and gives little information on where to head from the car park and information centre. Without local knowledge or a map/guide book bought in advance, visitors are a little lost.

There are some way marks on the route, including way marker arrows carved in stone and set in the path side walls, but these can be hard to spot and are sparse in and immediately around Downham.

Figure 18: Interpretation and signage at Downham



Events and Activities

In contrast to the Barley visitor gateway, there are few organised events and activities in Downham. Even if there was a desire for more events in Downham, the infrastructure of the village would not easily be able to handle large events. Whilst selectively welcoming the use of the village as a film location, the Assheton family, landowners of Downham village, may not favour too many commercial events in the village.

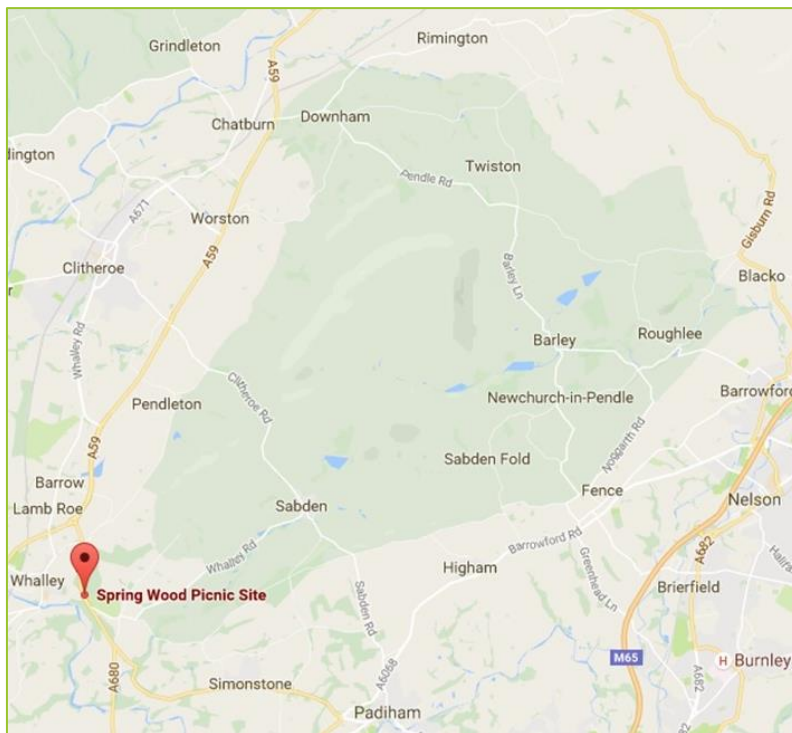
Downham Village Hall offers facilities for a wide range of events, from wedding receptions to children's parties and hosts regular community events such as gardening club, WI, cookery demonstrations etc. Most notably, the Village Hall serves as a base for the annual Downham Fell race, which is becoming increasingly popular, albeit not as large as some Fell races from Barley. The village green is also used for a number of smaller community events.

As part of the Forest of Bowland AONB year-round events programme (known as Festival of Bowland), a one-off crafts workshop themed around bees, butterflies and other insects was organised in Downham Village Hall in April 2016. Although the guided walks up Pendle Hill offered through the AONB Partnership climb the hill from Barley, the official start for the event is in Downham from where participants join their guides on the bus to Barley.

2.2.3 Spring Wood

Spring Wood, a semi-natural ancient woodland, has the best access of all four visitor gateways. Improvements here could potentially have the biggest impact.

Access

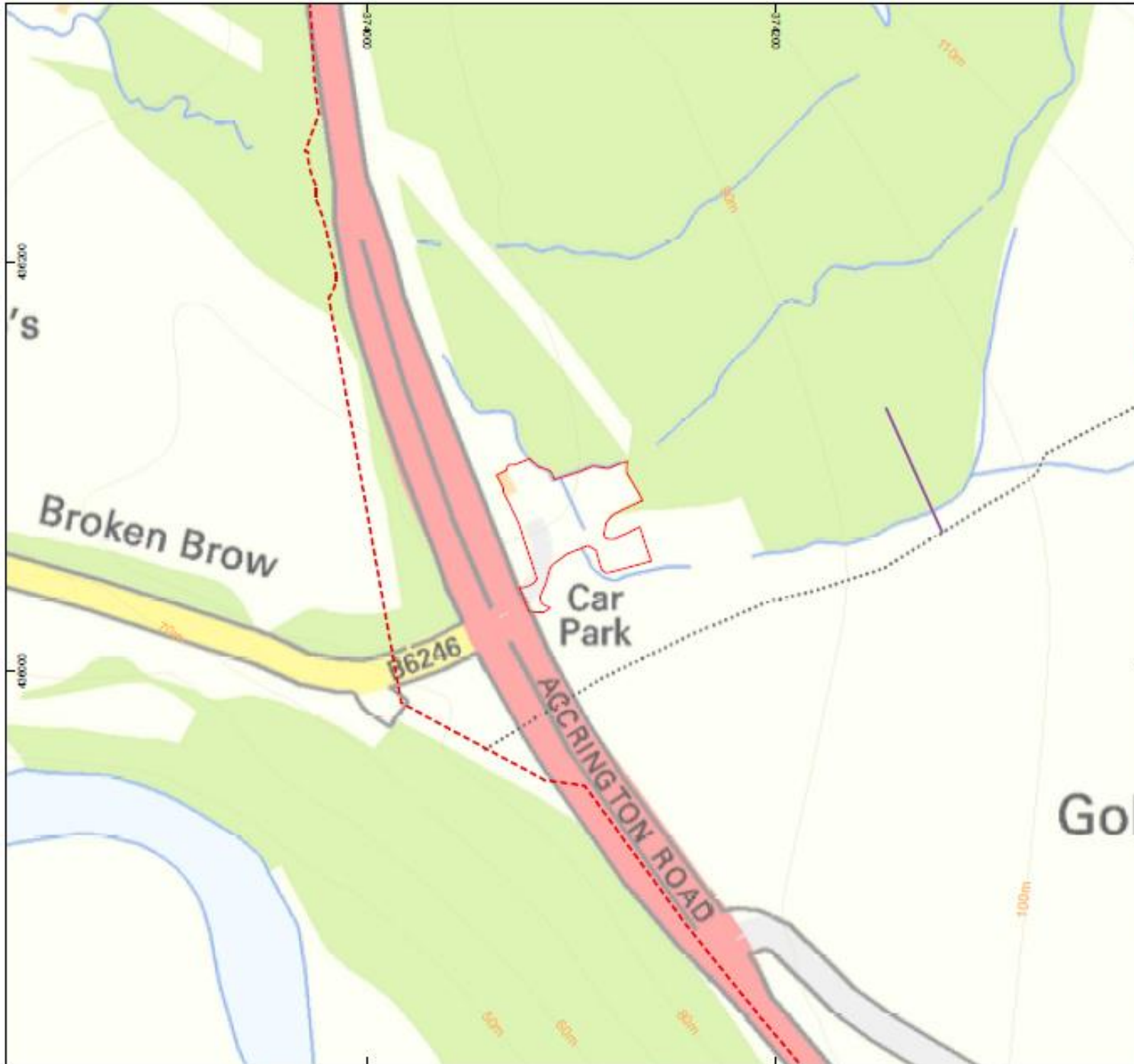


Spring Wood is located off the A59, along the main A670 Accrington Road, about 0.5 mile to the east of Whalley and 5 miles north east of the centre of Blackburn.

There is a bus stop within 100 yards of the site and there are regular bus services from Clitheroe to the north and Accrington, Blackburn and Burnley to the south and the east.

Whalley also has a railway station on the Ribble Valley line with trains from Blackburn, Settle and Skipton.

The entrance road to the site is controlled by traffic lights and there is a height restriction of 2.13m to the pay and display carpark, which costs £1 per day (see map on next page). There is also a £50 annual season ticket option for regular visitors. Disabled parking is free.



Legend

	Proposed footpath / bridleway
	Public Right of Way (PRoW) - existing
	Car park
	Informal parking

Notes:
 Spring Wood car park facilities - toilets and information.

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PROJECT TITLE
 PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES

DRAWING TITLE
 Spring Wood Car Park

Scale: 1:2,500		
Version: 1.1	Created: MP	Date: 16/12/16

Facilities

Spring Wood was once owned by the monks of Whalley Abbey and was originally called Oxheywoode, which formed part of a deer park. Over the years the wood has had many owners and a name change. Since the 1970s the site is owned and managed by Lancashire County Council. As part of a country-wide cost saving exercise the LCC has been considering alternative management models for sites of this nature. Although a shorter timescale was initially considered, it is now understood that the potential exists to explore new working models with other partners and that the Forest of Bowland AONB Partnership could express an interest and play a leading role in this process. The Pendle Hill LPS provides a potentially unique opportunity for the Partnership to take this forward.

Within 15 meters of the car park, there are several picnic tables overlooking the woodland area and the stream. There are toilet facilities (including a disabled toilet) which are currently operated on reduced hours and an information kiosk which is occasionally opened when Lancashire Countryside Ranger service staff are on site. Refreshments are no longer available from the kiosk, but there is an ice cream vendor that operates seasonally at the entrance to the site on land owned by the golf course (i.e. not an official concession to the council).

Figure 19: Spring Wood toilets and carpark



The Friends of Spring Wood, a voluntary conservation group which was formed in 2000 and currently has c. 10-12 members, undertakes monthly workdays to maintain the site as well as educational activities and an annual open day. Amongst others, the Friends of Spring Wood planted an arboretum (in 2000) and created an outdoor classroom in the shape of a witches' circle (in 2004) as well as two self-guided trails, an access-for-all trail (which opened in 2002) and, funded by a Local Heritage initiative, an access-for-all bridge over the stream (2010).

The trails are in good condition. The interpretation boards are somewhat dated and could benefit from an update. There is a donation post at the car park where people can contribute to the cost of the management activities carried out by the Friends of Spring Wood.

Figure 20: Outdoor classroom and Friends of Spring Wood donation post



Facilities most in need of improvement at Spring Wood are the car park (optimisation of layout) and the building that houses the toilets and the information kiosk.

Routes

Situated on the main A671 road within close proximity to the urban areas of Clitheroe, Burnley and Accrington, Spring Wood provides a good base for exploring the Pendle Hill LP area or enjoying the views over the Ribble Valley from the summit of Spring Wood (a 1 mile circular walk). Spring Wood is rarely used as a starting point for a climb up Pendle Hill as it makes for a very long and challenging walk (more or less a full day).

Figure 21: Views from the summit of Spring Wood and the access-for-all bridge



Spring Wood features a number of shorter walks on woodland nature trails (largely constructed of crushed stone) and an ‘access for all’ trail which has additional picnic benches and interpretation boards. The woodland area is particularly known for its carpet of bluebells and wild garlic in spring, short self-guided walks. Visitors also use the Spring Wood gateway site to head out along the River Ribble or into the historical town of Whalley.

Pendle Hill Landscape Partnership – Visitor Management Plan

Figure 22: Access for All Trail



Figure 23: Self-guided trails and bluebells



Spring Wood also forms part of the Lancashire Witches Walk. The 12.5 miles between Barley and Spring Wood are suggested as day 2 and the 7 miles between Spring Wood and Waddington are suggested as day 3 of the 51-mile long distance route.

There is already a concessionary link over the golf course on the south-east side of Spring Wood, but there may be opportunity to create a concessionary link from the north-west end of Spring Wood to the wider PRoW network (see section 2.3).

Spring Wood is also a hub on the Lancashire Cycleway where the northern and southern loops meet.

Signage and Interpretation

The self-guided walks in Spring Wood are marked by the round wooden posts, with the purple and yellow stripes near the top. At the entrance of Spring Wood visitors will find one of the cast iron white markers with a fragment of the Anne Duffy poem to commemorate the 400th anniversary of the Pendle Witches (1612). A 'Spring Wood Visitor Guide' can be obtained from the information centre, when it is open. There are a number of information boards placed at various points detailing the history of the wood, as well as what to look out for.

Figure 24: Interpretation at Spring Wood



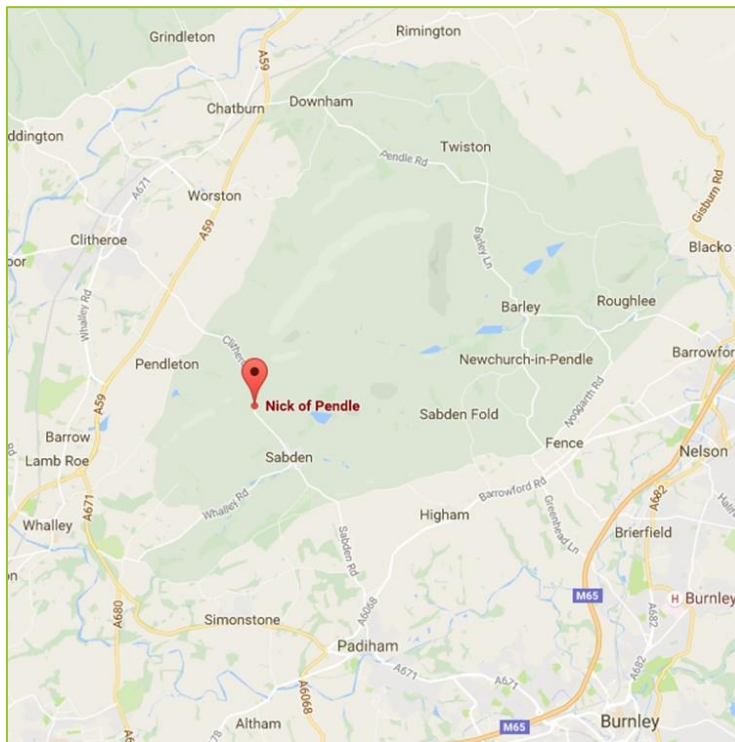
Events and Activities

There are no major organised events at Spring Wood, but a number of organisations use the gateway site for smaller events, including Pendle Forest Orienteers (January and June races) and the West Lancashire Long Distance Walker Association (10- to 14-mile group walk at various times in the year). The site is also used as a meeting and starting point by various cycling and running clubs (e.g. North Lancashire Road Club). From time to time the Countryside Service rangers also offer conservation days for children during the school holidays.

2.2.4 Nick of Pendle

Climbing Pendle Hill from the Nick of Pendle (locally known as Nick O’ Pendle) makes a gradual ascent over the less used paths to the west of the summit and gives some of the best views right from the start of the walk (due to a starting height of 303m). On a good day, the views extend across the Ribble Valley to the Forest of Bowland and the Yorkshire Dales.

Access



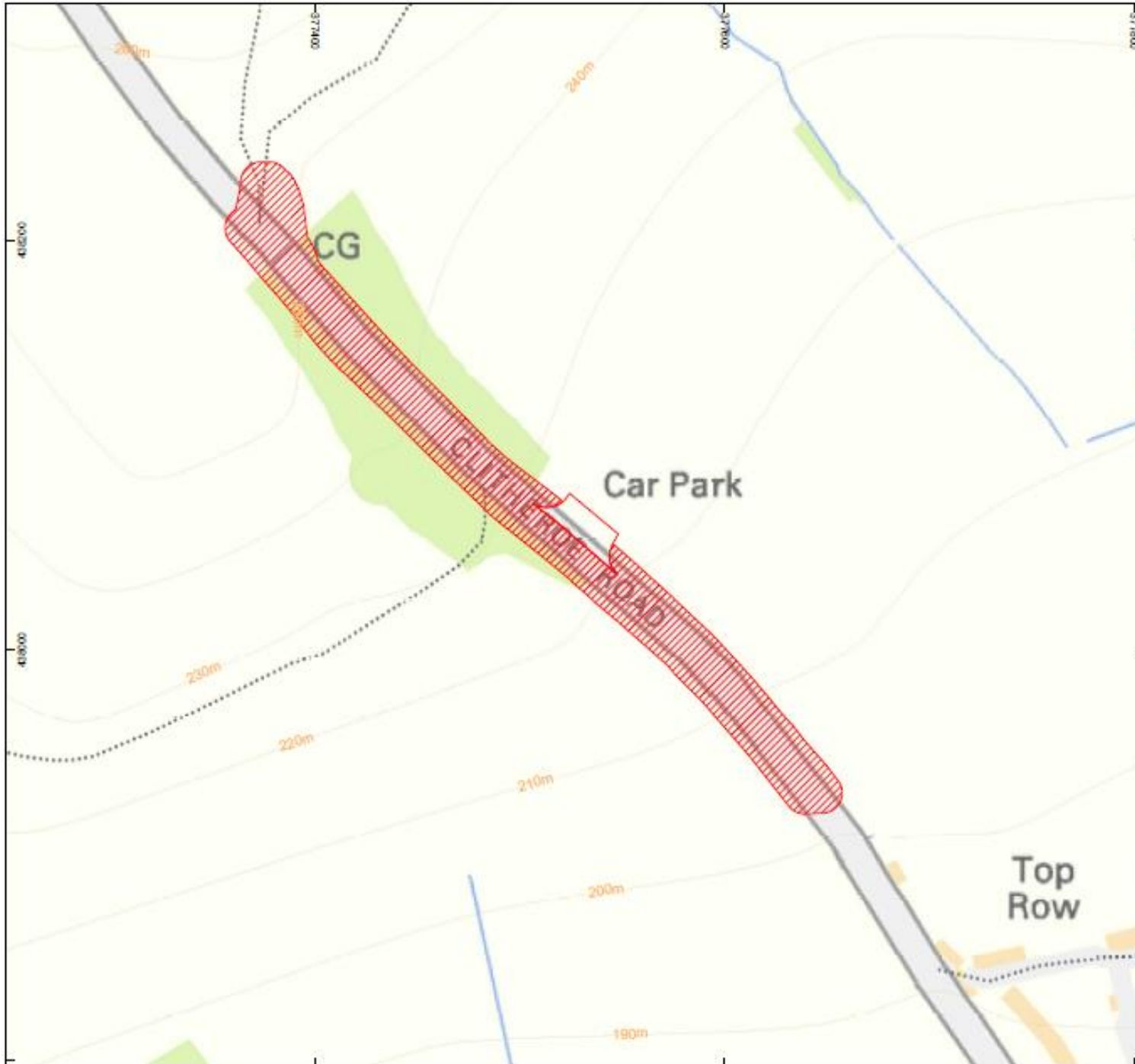
Following the A59 east from Preston into the Ribble Valley, the informal carparking for the Nick O’ Pendle is just above the Pendle Ski Club on the road between Clitheroe and Sabden. Alternatively, Nick O’ Pendle can be reached by taking the junction 8 exit from the M65 onto the A6068 to Padiham and then following directions towards Sabden.

There is limited informal car parking in lay-bys at the top of the hill, just past the Pendle Ski Club (which has a private car park for members only) or further down the road on the climb out of Sabden (see map on next page).





Due to limited sightlines near the crest of the hill and lack of dedicated parking, the parking situation around Nick O’ Pendle can become unsafe and overcrowded with numerous cars parked half on the road (see Figure 25).

Figure 25: Parking issues at Nick O’ Pendle





Legend

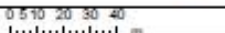

	Proposed footpath / bridleway
	Public Right of Way (PRoW) - existing
	Car park
	Informal parking

Notes:

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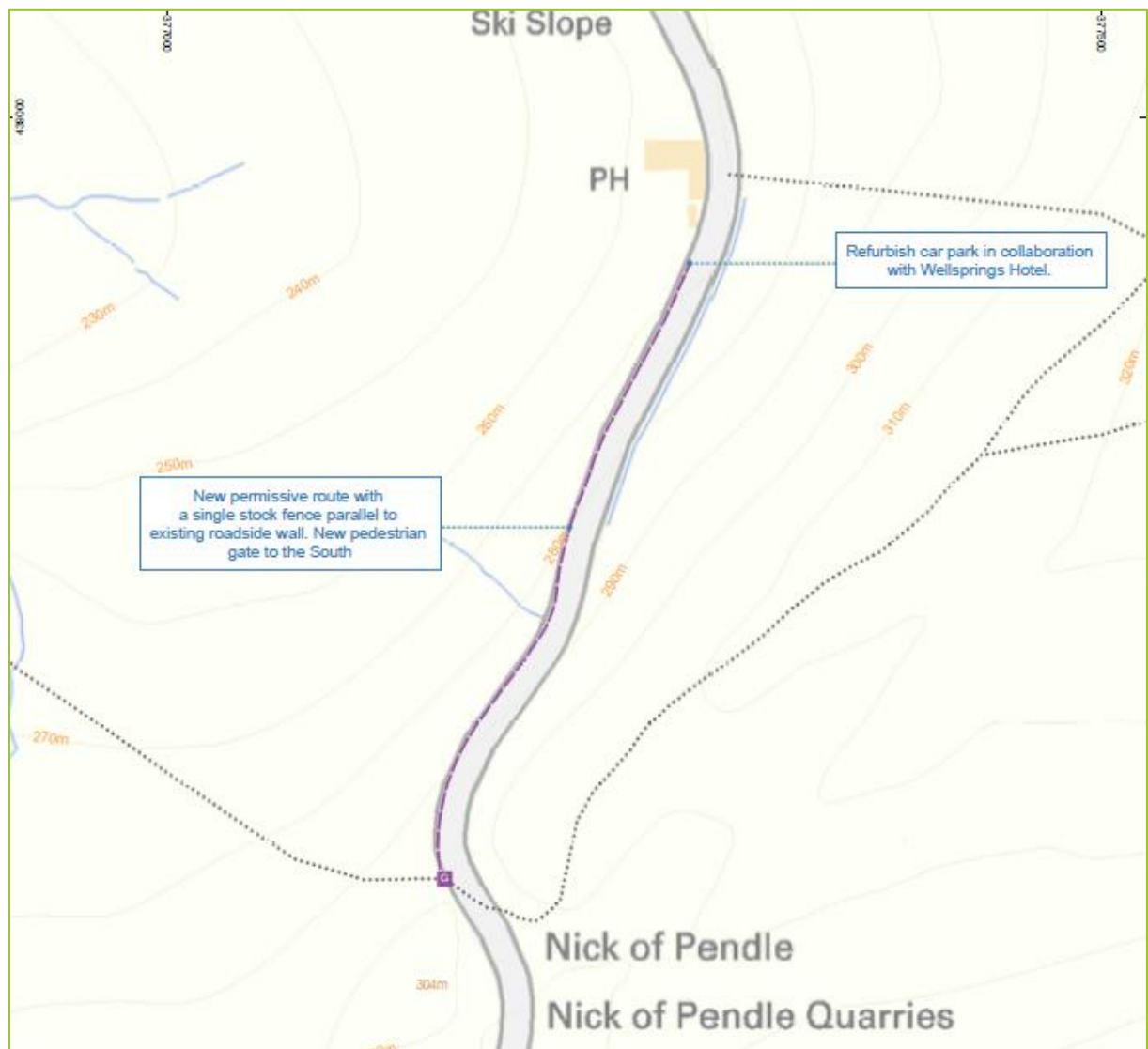
PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES**

DRAWING TITLE
Nick O Pendle Informal Parking

Scale: 1:2,500		N 
Version: 1.1	Created: MP	Date: 16/12/16

One option for improving access at Nick O’ Pendle, would be to collaborate with the owner of the Wellsprings, the Mexican and Spanish restaurant in front of the Pendle Ski Club. The restaurant has a large car park (c. 40 spaces) which needs improvement/paving. The car park is currently closed to the public and used for restaurant visitors only. The restaurant owner is however very willing to work with the Council and fully open the car park to all visitors, if the Council can invest in carpark improvements as part of the Pendle Hill Landscape Partnership Scheme. Visitors could also make use of the restaurant’s restrooms and coffee facilities.

Figure 26: Potential car park improvements and new permissive route at Nick O’Pendle



Whereas reaching the other three visitor gateway sites by public transport is more difficult than by car, Nick O’ Pendle has no public transport connection at all. The nearest railway station is in Whalley or Clitheroe, but even Sabden (the nearest village) no longer has a bus service since Lancashire County

Council scrapped the service in May 2016 as it was deemed to be no longer viable without significant subsidy. A local action group is campaigning to get the service reinstated.

Facilities



There is currently no formalised parking at Nick O' Pendle and only one board at the start of the trail, which has very limited information.

However, Nick O' Pendle offers a great opportunity to disperse some visitors from other gateways, particularly Barley, which gets overcrowded at times. It is a longer walk from Nick O' Pendle to the summit of Pendle Hill than from Barley or Downham, but it is also the most gradual and scenic route.

Nearby Pendle Ski Club has a small private car park and members' room. If financing can be secured to overcome the current deficit of c. £300k for its expansion plans (to extend the existing clubhouse from 136 sqm to 500 sqm and increase parking from 31 to 53 spaces), they may consider opening the club house café (but not the car park) to the wider public. Café opening times would be during club meeting times only (mostly restricted to the weekend).

Routes

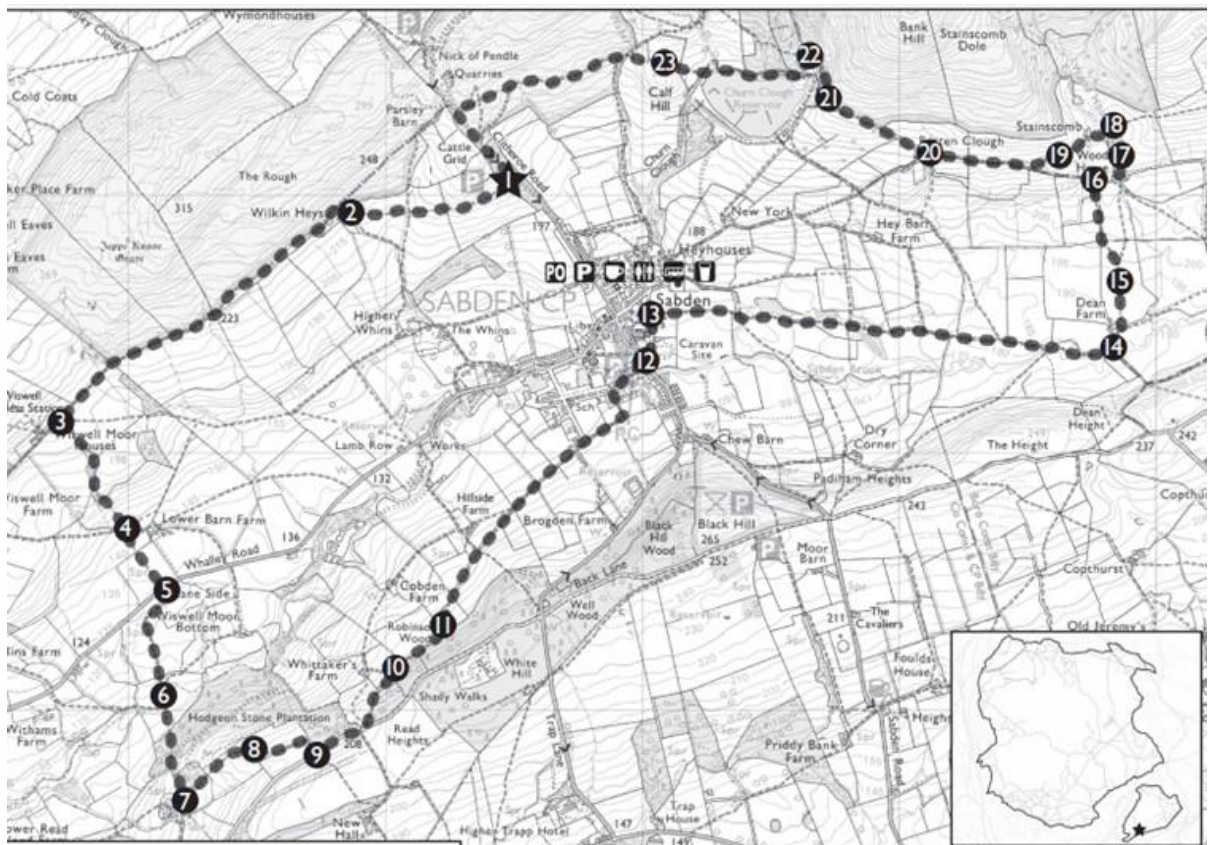
The 7-miles circular walk from Nick O' Pendle is a way to the top of Pendle Hill that avoids steep climbing. The path can be boggy underfoot, although it also has paved sections over the moors, and is not very well signposted.

Figure 27: The gradual route up Pendle Hill from Nick O' Pendle



Pendle Hill Landscape Partnership – Visitor Management Plan

In addition to the walk up Pendle Hill, there is also a 9-mile circular walk around the Sabden Valley which passes Dean Farm (the oldest farm in Sabden Valley dating from 1574) and Churn Clough Reservoir (see map on next page).



The Nick O' Pendle forms part of a number of cycling routes, including the Tour of Pendle Hill. It is a testing 1.2-kilometer long climb with an average gradient of c. 11% but at the start near Sabden village there are a few sections of 16%. It was part of the 2015 Tour of Britain route and has been used several times as the National Hill Climb Championship, including in 1988 when a young Chris Boardman won his first championship. From the other side, the climb is longer (1.7 miles) but less steep. This climb features in the popular Pendle Witches Vintage Velo, a cyclo sportive which was held annually between 2009 and 2015 and took in the classic climbs up Black Hill, Nick O' Pendle and Waddington Fell. The event attracted c. 200 riders each April. The Ride with Brad Sportive, a 50- to 160-kilometer long cycling sportive organised in 2012 and 2013 by Bradley Wiggins (Britain's most successful cyclist of all times), also came over Nick O' Pendle. Each event attracted c. 1,000 cyclists.

Signage and Interpretation

Other than a faint trodden path there is not much in the way of signage to assist walkers once visitors have left the car parking area. This is an issue that could be well addressed via the Pendle Hill LPS, in the form of limited fixed interpretation panels, self-guided trails and Apps.

Events and Activities

Other than the large one-off cycling events mentioned above, there are a number of smaller regular walking and cycling events departing from Nick O' Pendle including races organised by Pendle Forest Orienteers. Due to a lack of facilities, few events use Nick O' Pendle as a starting point, although on a few occasions the Pendle Ski Club has functioned as headquarters/sign on and has also been used for parking.

2.3 Long-List of Route Improvements

As part of the Round 1 HLF application, the Pendle Hill LP identified routes which may improve access (see Figure 28 below). We have assessed this long list of routes as part of the Visitor Management Plan.

In addition, we have suggested a few other route improvements, which are described in more detail on the following pages.

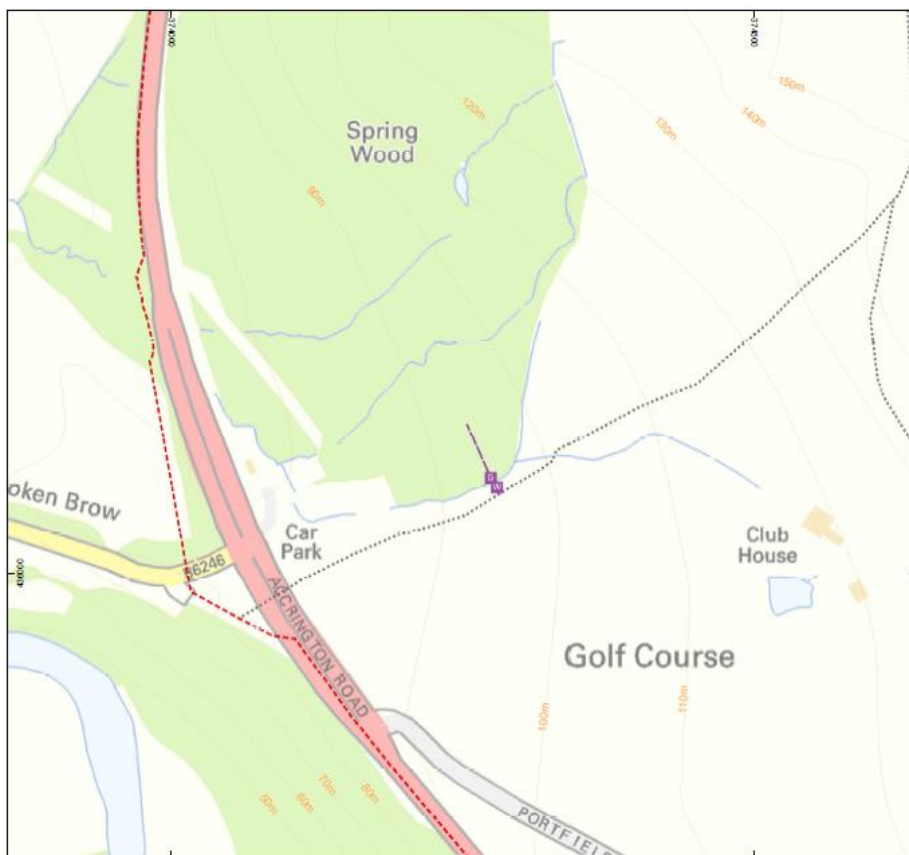
Figure 28: Potential Access Improvements - Pendle Hill LPs Long List

#	Route description	Description of proposed works	Category
1	Spring Wood concessionary footpath	Create concessionary link from north west end of Spring Wood to wider PRoW network/Lancashire Witches Walk	Gateway link
2	Heys Lane byway	Between Roughlee and Barley - route improvements to deal with wet ground conditions	Gateway link
3	Downham to Chatburn concessionary bridleway	New off-road, multi-use link between the two villages	Gateway link
4	Hookcliffe plantation to Pendle hill concessionary footpath	Improvements to deal with wet ground conditions and erosion on Downham Moor	Routes to the summit
5	Black Hill Wood Trampler trail	Upgrade informal path to Trampler trail	Gateway link
6	Black Moss/Sculpture Trail improvements and new concessionary link	Improvements to trails within Aitken Wood and investigate new concessionary link (to replace the one closed in 2012) to re-create circular walk back to Barley car park	Gateway link
7	Cart track and stone path to Pendle Hill summit plateau	Improvements/repairs to primary routes to Pendle Hill summit	Routes to the summit
8	Pendle Hill summit repairs and flagged concessionary path	Recreational erosion on approach to and around summit cairn and potential to extend flagged path to deal with erosion	Routes to the summit
9	Pendleton to Angram Green/Downham Trampler trail	Upgrade bridleway access furniture and surfacing where required to allow Trampler access. Not certain on feasibility of extension to Downham	Gateway link

Route 1A – Spring Wood Concessionary Footpath

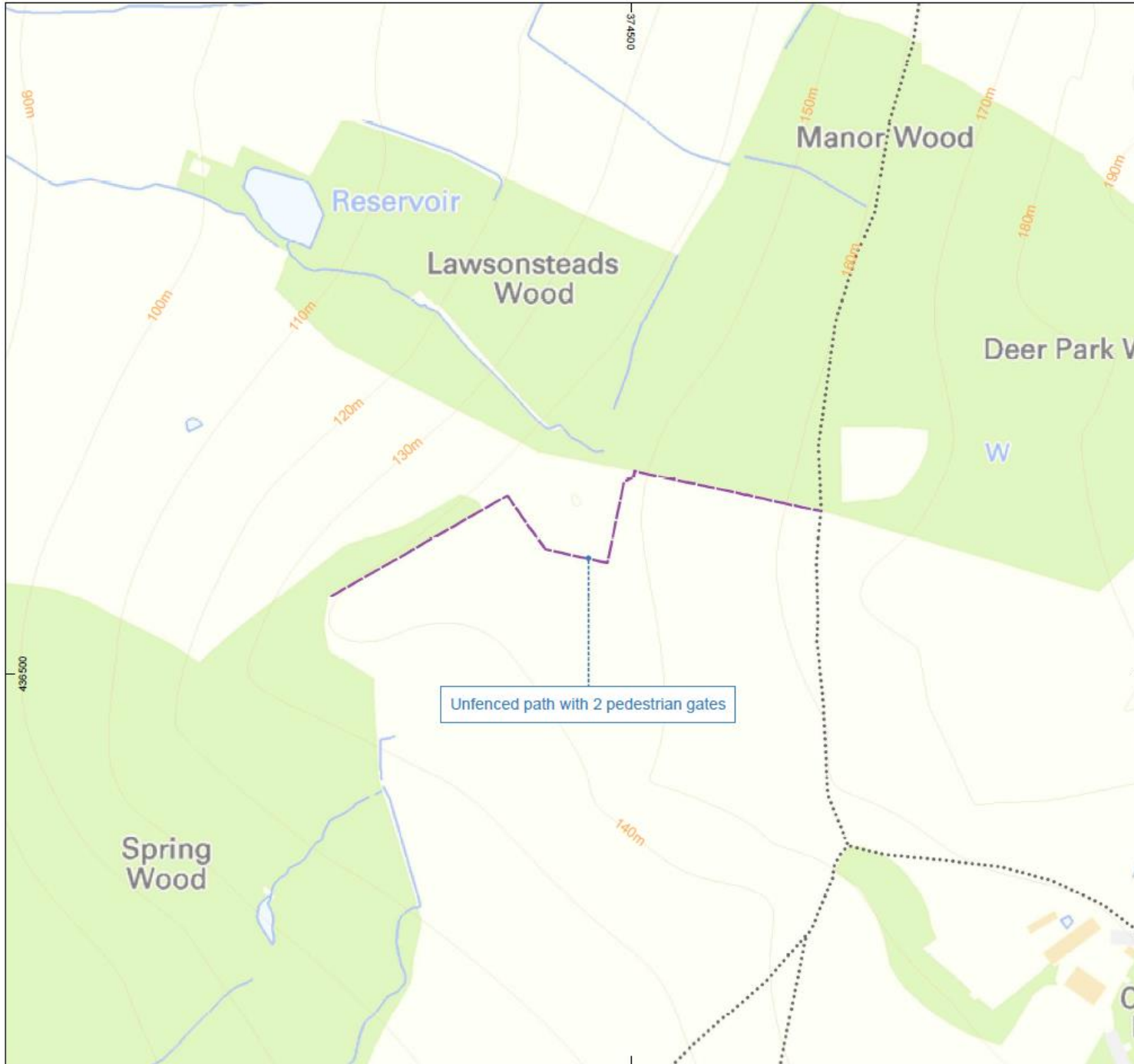
Type: Gateway link

Description of proposed works: This proposal is to create a new concessionary link from the North-West end of Spring Wood to the wider PRow network. At c. 430 metres, this relatively short link would improve access between the gateway site of Spring Wood and the wider network, the Witches Walk and one of the (longer) ascents of Pendle Hill. This can, however, already be achieved with relatively little inconvenience via the concessionary path across the neighbouring golf course immediately to the South East of Spring Wood car park. The potential opportunity to enjoy the Spring Wood routes and then go on from there to explore further afield is undoubtedly an attractive one. Routes around Spring Wood itself will likely attract a different user to those wishing to venture further and so an alternative link to the concessionary golf course path might prove a more cost effective option. This could be achieved to the South-Western edge of the wood via a new 75-metre linking path from the wood, through the boundary and over a small stream.



Summary of findings:

- Potential link with the PRow network desirable
- Existing link to PRow network (from car park is close however)



Legend

	Proposed footpath works - 428m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
 Create concessionary link from north west end of Spring Wood to wider PRoW network/Lancashire Witches Walk.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES**

DRAWING TITLE
Spring Wood Concessionary Footpath

Scale: 1:3,500

Version: 1.2 | Created: MP | Date: 16/12/16

Route 1B – Spring Wood Countryside Tramper Trail

Type: Gateway link

Description of proposed works:

Consideration was given to the creation of a Tramper trail which might start and finish at Spring Wood car park and incorporate existing PRoW close by.

Summary of findings:

Whilst suitable links exist near to Spring Wood, on closer examination it was felt that such a network of Tramper routes would fall beyond the scope of this project. Further research would be required to define a network of Tramper-friendly routes and access points.

Route 1C - Spring Wood to Nick O' Pendle route signage/improvements

Type: Gateway link

Description/Summary:

Whilst linking the Spring Wood routes to the wider PRoW network is attractive, it is recognised that greater emphasis should be placed on reaching Pendle Hill.

Pendle Hill Landscape Partnership Scheme's interpretation plan might usefully include information and self-guided trails (including in app form). Consultations confirmed however that, for the majority of users, Spring Wood is located too far away from the summit of Pendle Hill for routes of this sort to have mass appeal. It was felt by many respondents that those interested in tackling Pendle Hill from such a distance would be more than capable of guiding themselves.

Route 2 – Heys Lane Byway

Type: Gateway link

Description of proposed works: Between Roughlee and Barley – route improvements to deal with wet ground conditions. This is a well –used byway which provides a short and pleasant off-road walk between Roughlee and Barley. Regardless of the direction of travel, there are significant inclined sections with rough and uneven surfacing. To correct this in such a way that the surface will become resistant to future water damage would involve a great deal of work.



Summary of findings:

- The route is passable and includes several sections where existing drainage is probably sufficient but requires maintenance and repair. There are additional locations which would benefit from the introduction of additional ditches and drains.
- This route is felt to be unlikely to provide potential for Trumper in its current state without substantial investment. Even then, the linear nature of the route doesn't lend it to Trumper use as a trip 'out and back' is less attractive and practical than a circular route. Consultation with local users and residents has revealed the byway's role in a series of well – used circular walking route options although some of these other concessionary routes and PRow are currently impassable due to water erosion damage.

Pendle Hill Landscape Partnership – Visitor Management Plan



Route 2: Poor surface in places



Route 2: Surface water due to insufficient/blocked drainage



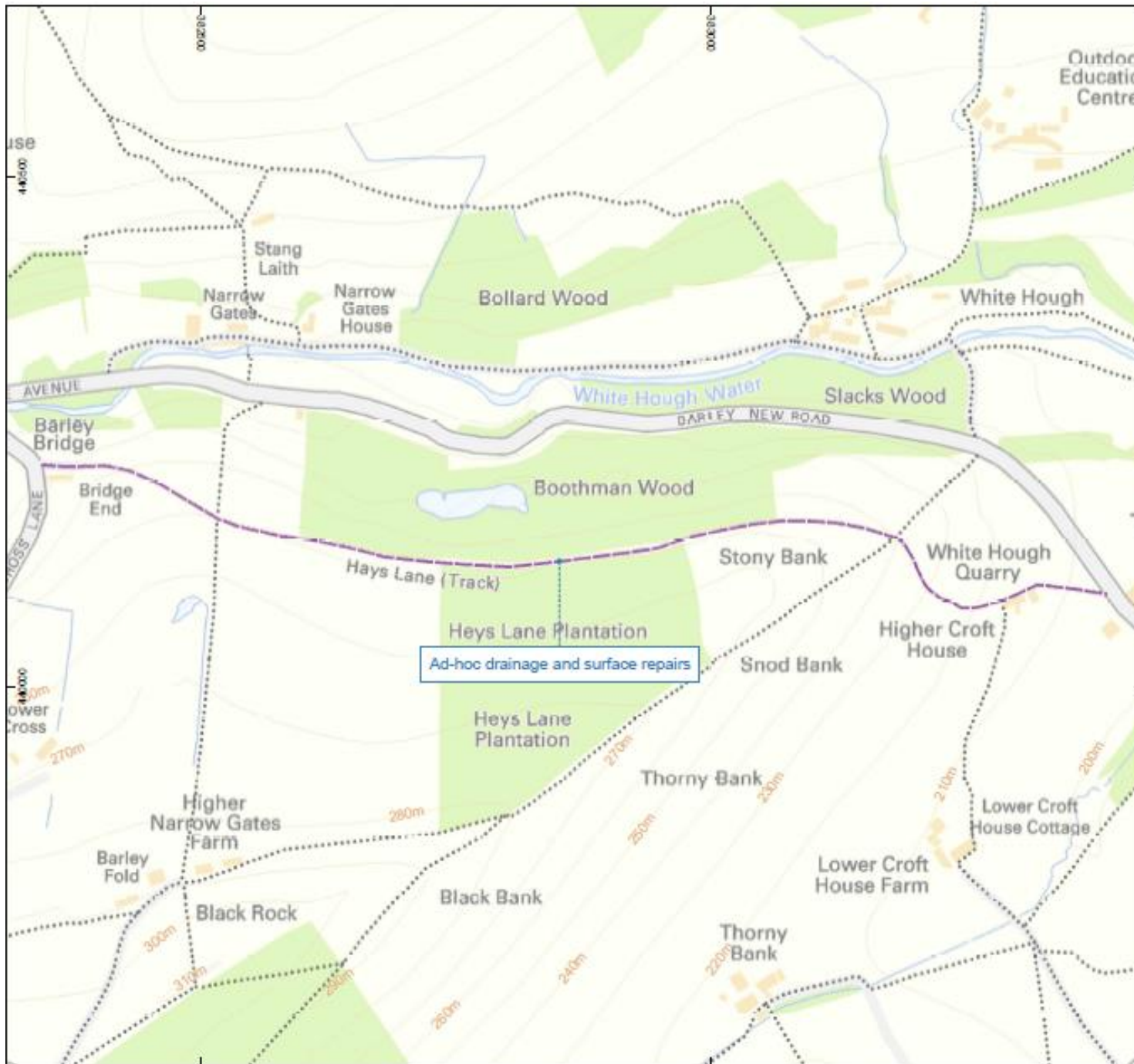
Route 2: Surface water due to insufficient/blocked drainage



Route 2: View of Pendle Hill



Route 2: Incline from Barley towards Roughlee. Eroded surface



Legend

	Proposed footpath works - 1,107m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
Between Roughlee and Barley - route improvements to deal with wet ground conditions.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
- INFRASTRUCTURE IMPROVEMENTS AND
GATEWAY SITES**

DRAWING TITLE
Heys Lane Byway

Scale: 1:5,000

Version: 1.2 Created: MP Date: 16/12/16

Route 3 – Downham to Chatburn Concessionary Bridleway

Type: Gateway link

Description of proposed works: New off-road, multi-use link between the two villages. This proposed route (GR SD 774 442) would link the two villages and remove equine, Trumper, cycling and walking traffic from a difficult stretch of road.



Route 3: Chatburn Road looking West towards Greendale View



Route 3: Looking West over A59 Road Bridge



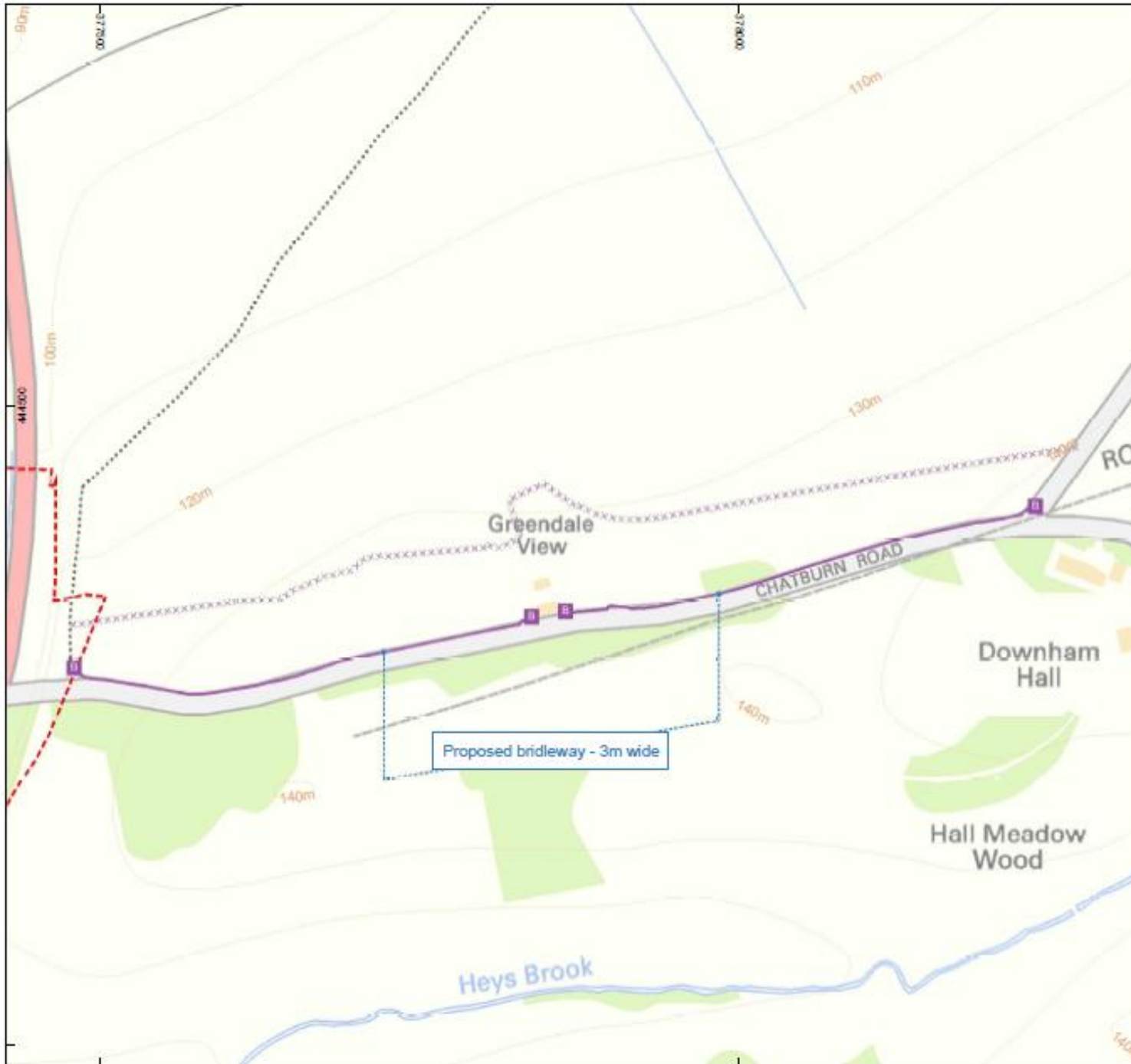
Route 3: Start of proposed route, looking East



Route 3: Looking West to Greenvale View

Summary of findings:

- Very attractive route and potentially straightforward to implement joining and extending existing bridleway provision.
- Re-using existing access points on the corner of Green Lane -eastern (Downham) end of the route and adjoining the existing footpath and bridleway to the western (Chatburn) end. Some sight line issues to consider at the gateway onto Green Lane.



Legend	
	Proposed footpath works
	Proposed brideway - 751m
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
 New off-road, multi-use link between the two villages.

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PROJECT TITLE
 PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES

DRAWING TITLE
 Downham to Chatburn Concessionary
 Bridleway

Scale: 1:4,000

Version: 1.2 Created: MP Date: 16/12/16

Route 4 – Hookcliffe Plantation to Pendle Hill Concessionary Footpath

Type: Route to summit

Description of proposed works: Improvements to deal with wet ground conditions and erosion on Downham Moor which is currently a very wet route.



Route 4: Fell top section of concessionary route above wet section, heading North from summit



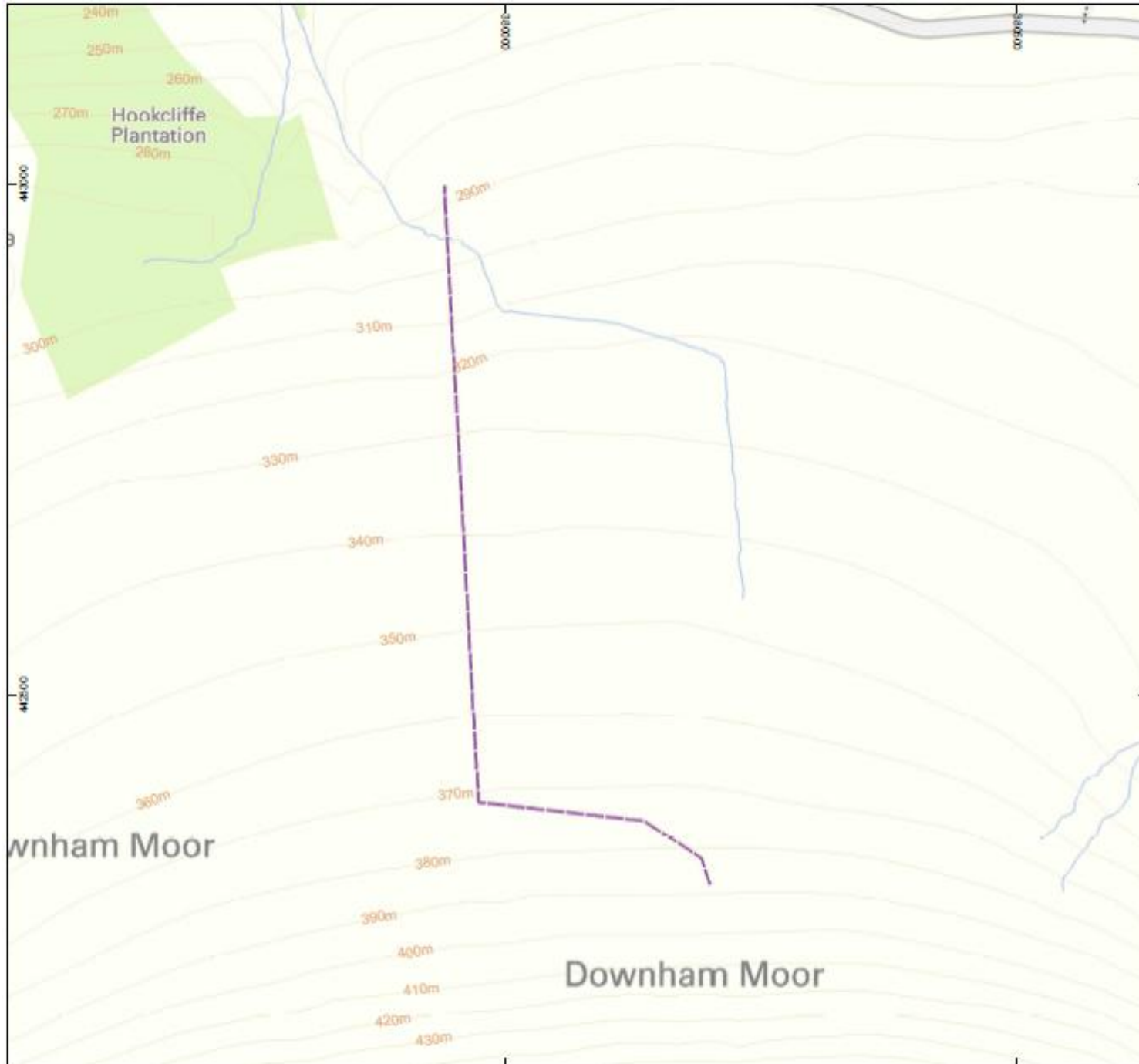
Route 4: Crossing point North of Big End (summit)



Route 4: Wet peaty section to Hookcliffe Plantation from Pendle Hill

Summary of findings:

It is not clear how much additional use would be made of this route in terms of the potential return on investment. Prioritised list of works required to assess the areas of most need. Accessing the path will remain an issue without the provision of additional parking. Potential for some additional small parking provision to be located inside the plantation. This will have the added advantage of reducing some of the informal parking along Pendle Road.



Legend

	Proposed footpath works - 880m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
Improvements to deal with wet ground conditions and erosion on Downham Moor.

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PROJECT TITLE
PENDLE HILL VISITOR MANAGEMENT PLAN
- INFRASTRUCTURE IMPROVEMENTS AND
GATEWAY SITES

DRAWING TITLE
Hookcliffe Plantation to Pendle Hill
Concessionary Footpath

Scale: 1:5,000

Version: 1.2 Created: MP Date: 16/12/16

Downham Moor

Downham Moor

Route 5 – Black Hill Wood Circular Tramper Trail

Type: New Gateway link

Description of proposed works: This is a quiet woodland location overlooking Sabden served by an informal roadside carpark. Proposal to upgrade an informal path to provide Tramper access and a trail.



Route 5: Access from car park



Route 5: Wet woodland sections



Route 5: Black Hill Wood unofficial route



Route 5: Potential additional loop on South side of the lane

Summary of findings:

- Impractical as a standalone route but there is an opportunity to create a circular route by combining the Black Hill Wood path with a new route along the edge of Well Wood.
- Car park access is good and existing access points to the two woods would provide a readymade crossing point.

Pendle Hill Landscape Partnership – Visitor Management Plan



*Route 5: Potential Crossing Point
GR SD 772 364, Looking SW*



*Route 5: Potential Trampler route on existing
unofficial path*



Route 5: Suggested start and finish car park



Route 5: Surface issues



Legend

	Proposed footpath works
	Proposed bridleway - 1,054m
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
Upgrade informal path to tramper trail.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
- INFRASTRUCTURE IMPROVEMENTS AND
GATEWAY SITES**

DRAWING TITLE
Black Hill Wood Trammer Trail

Scale: 1:3,750

Version: 1.2 Created: MP Date: 16/12/16

Route 6 – Black Moss / Sculpture Trail Improvements and New Concessionary Link

Type: Gateway link

Description of proposed works: Improvements to trails within Aitken Wood and investigation of new concessionary link (to replace the one closed in 2012) to re-create a circular walk back to Barley car park.

- The Sculpture Trail in Aitken Wood is an excellent facility but is now in need of some maintenance and could be improved with additional interpretation.
- Some surface improvements would also be beneficial.
- The reinstatement of the concessionary route (or its dedication as a Public Right of Way) across a neighbouring field to join the wider network would improve the usability of the route by making it possible to incorporate the Sculpture Trail into a circular route from Barley. There is an opportunity to create a walled and / or hedged 280-metre path that will contain users and prevent dogs and walkers straying into the field itself.
- The PHLPS provides an opportunity to upgrade the 220-metre route South through the woodland to join the concessionary route in the field.



Route 6: Access to proposed permissive route



Route 6: Access to Aitken Wood Sculpture Trail

Pendle Hill Landscape Partnership – Visitor Management Plan



Route 6: Aitken Wood Sculpture Trail, Barley, signage upgrade required



Route 6: potential permissive route link, drainage channel needed



Route 6: Surface improvements to existing step required if permissive route to be re-instated



Route 6 Sculpture Trail, Aitken Wood, existing interpretation could benefit from upgrading



Legend	
	Proposed footpath works - 1,290m
	Proposed bridleway
	Proposed footpath extension works -
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
 Improvements to trails within Aitken Wood and investigate new concessionary link (to replace the one closed in 2012) to re-create circular walk back to Barley car park.

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PROJECT TITLE
 PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES

DRAWING TITLE
 Black Moss/Sculpture Trail Improvements &
 New Concessionary Link

Scale: 1:4,000
 Version: 1.2 Created: MP Date: 16/12/16

Route 7 – Cart Track and Stone Path to Pendle Hill Summit Plateau

Type: Route to summit

Description of proposed works: Proposals to upgrade the surfacing of a 1.3 km section of the primary route to the summit of Pendle Hill.



Route 7: Pendle Hill braiding on stepped path



Route 7: Pendle Hill pitched path patch repair required (GR 807 414)



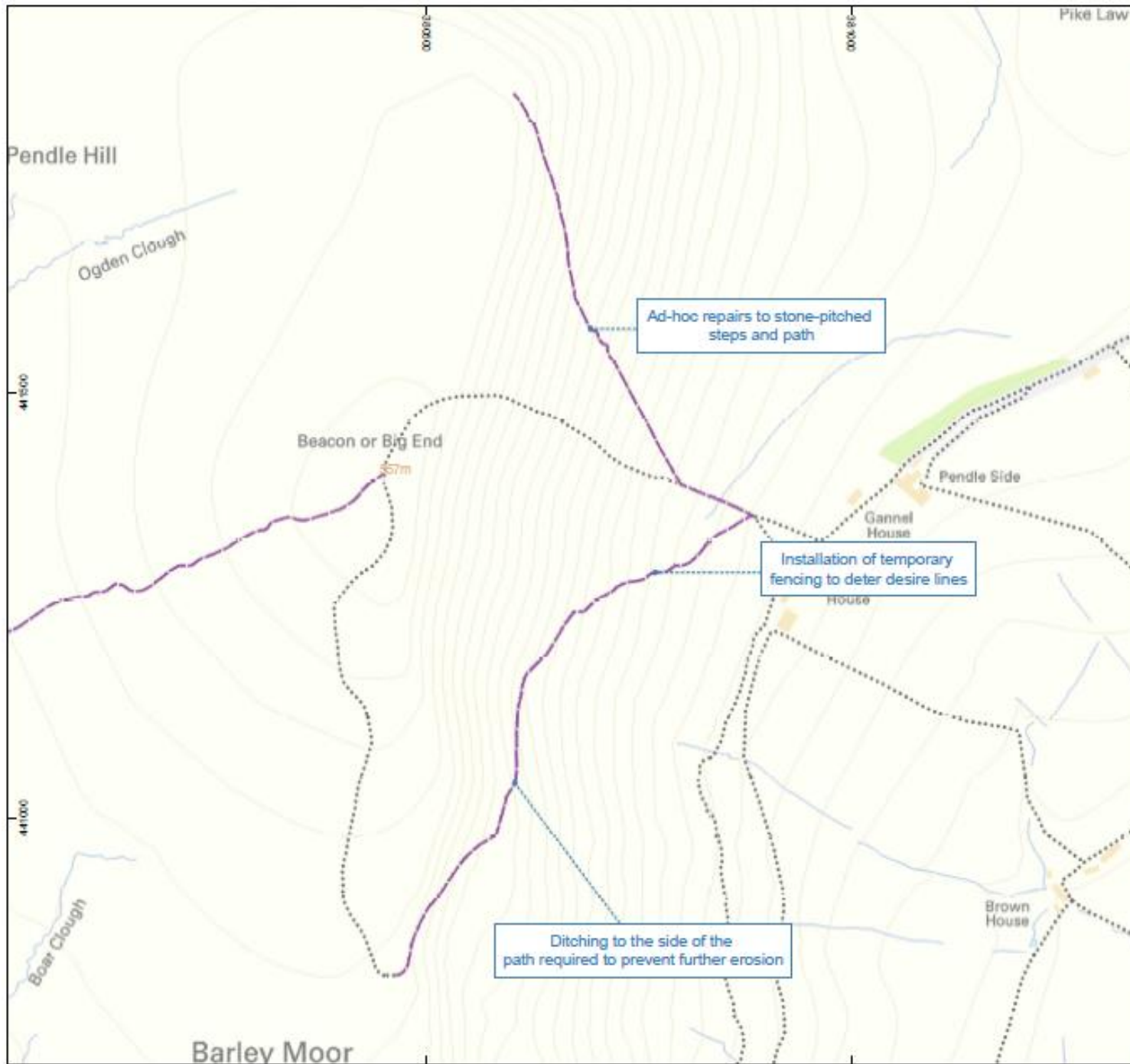
Route 7: Pendle Hill paved path repairs to Lower section required



Route 7: Unpaved Section GR 805 409 patch repairs and drainage required

Summary of findings:

- The Cart track to the top of Big End would benefit from surface improvements [see images] but it is likely that drainage improvements could be achieved by selectively ditching and draining sections and thereby reducing run-off.
- Desire lines are currently leading to a braided path which could be rectified through the use of some temporary fencing and habitat restoration work. This will provide a relatively cheap solution to the problem and encourage users to keep to the official route.
- The pitched path to the summit is in generally good condition but will benefit from isolated patch repairs.
- Relatively small outlay here will prevent further braiding.



Legend	
	Proposed footpath works - 1,348m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
Improvements/repairs to primary routes to Pendle Hill summit.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES**

DRAWING TITLE
**Cart Track & Stone Path to Pendle Hill Summit
 Plateau**

Scale: 1:6,000
 Version: 1.2 Created: MP Date: 16/12/16

Route 8 – Pendle Hill Summit Repairs and Flagged Concessionary Path

Type: Route to Summit

Description of proposed works: Recreational use has caused erosion on the approach to and around the summit cairn. This is a very clear example of what can be achieved nearby where paved area has promoted a great deal of habitat regeneration.



Route 8: Approaching Big End from the South, eroded surface



Route 8: Denuded Peat, bare ground in need of fencing and pitching



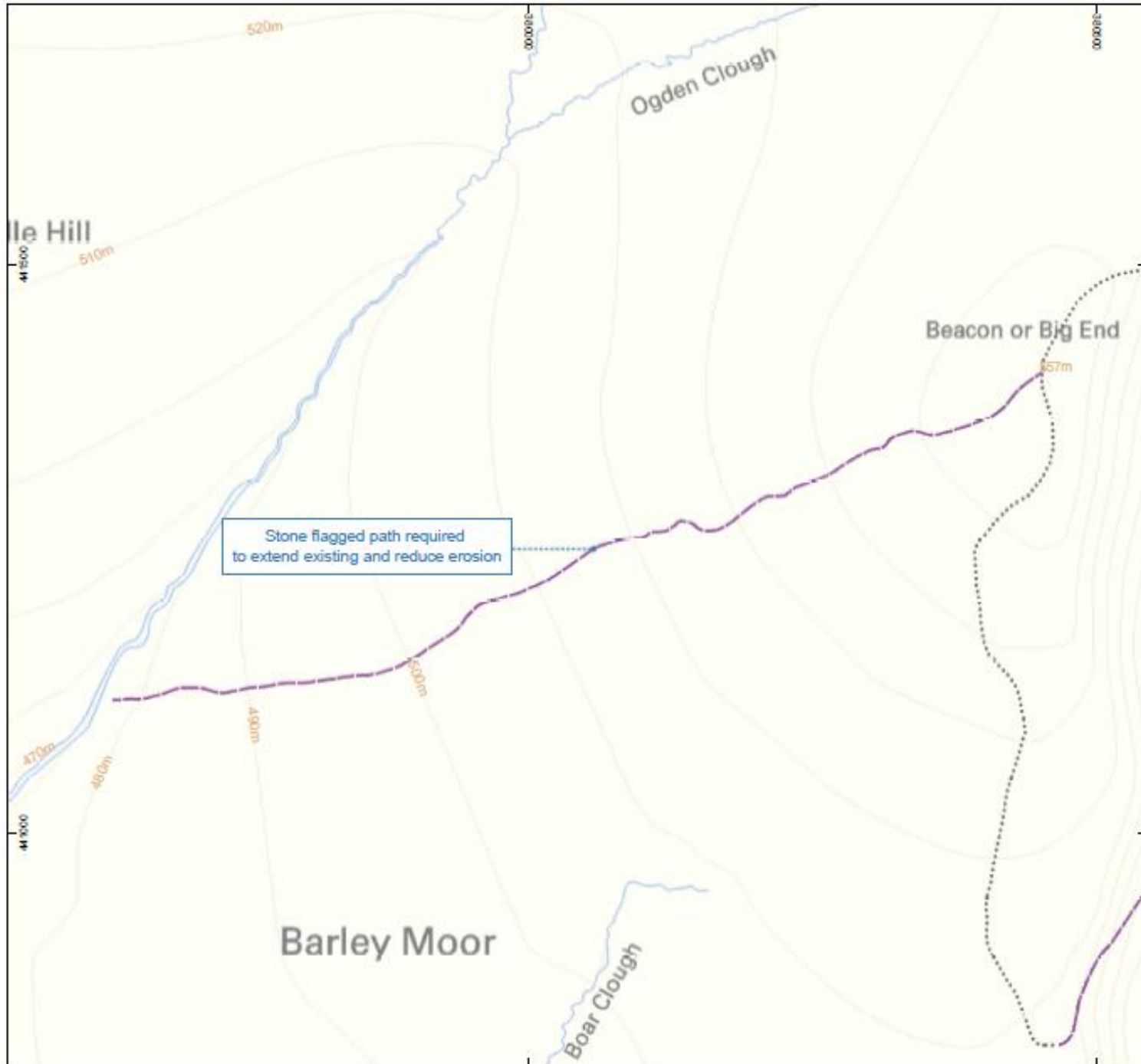
Route 8: Big End Trig Point with pitched surface



Route 8: Paved section looking SE towards Trig Point

Summary of findings:

- Nearby paving on concessionary route provides an excellent example to follow.
- New paving and temporary fencing will prevent further damage and allow work to start on restoring the adjacent habitat (previously peat). Other funding for this work may provide opportunities for scheme match funding.
- Exceptionally well used paths, potential for crowdfunding to match fund the repair. Also ‘buy a stone’ project ‘step up Pendle’, ‘Pave the way’ or ‘Yes we Cairn!’



Stone flagged path required to extend existing and reduce erosion



Legend	
	Proposed footpath works - 904m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

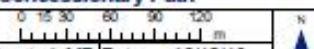
Notes:
 Recreational erosion on approach to and around summit cairn and potential to extend flagged path to deal with erosion.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES**

DRAWING TITLE
**Pendle Hill Summit Repairs & Flagged
 Concessionary Path**

Scale: 1:4,500
 Version: 1.2 Created: MP Date: 16/12/16



Route 9A – Pendleton to Angram Green Tramper Trail

Type: Gateway link

Description of proposed works: Proposal to upgrade access furniture (and surfacing as required) along a 3-km section of an existing bridleway and to consider extending it to Downham (a further 1.6 km) with a view to facilitating Tramper access.



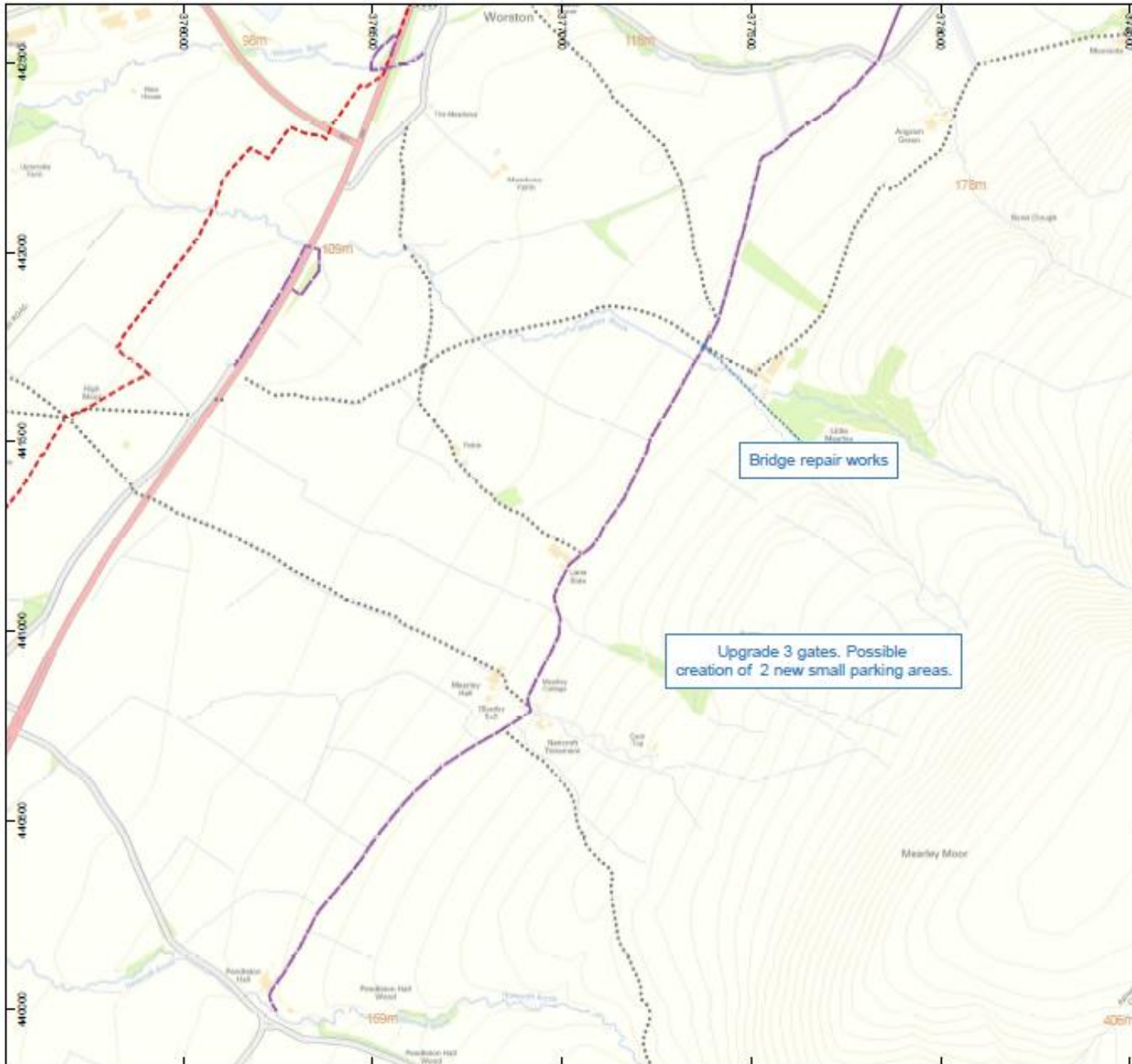
Route 9: GR SD 773 417 Collapsed Bridge, requiring replacement or repair



Route 9: From Lane Side Farm looking NE

Summary of findings:

- This route proposal presents an excellent opportunity to make better use of an existing bridleway.
- Relatively simple infrastructure improvements at start / finish of the route would make Tramper use feasible. There are opportunities to create parking and loading / unloading places at both ends of the route which contains only three gates which could be easily upgraded.
- A collapsed bridge over the Mearley Brook is in need of reinstatement and this may provide a match funding opportunity as the Highway Authority is likely to have a statutory duty to carry this repair out.
- The length, beauty and secluded nature of this route makes this a very attractive proposition.
- It is not considered feasible to extend this route all the way to Downham especially as there are existing alternative routes to consider for most users.



Legend

	Proposed footpath works - 3,112m
	Proposed bridlesway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
 Upgrade bridlesway access furniture and surfacing where required to allow trumper access. Consider route extension to Downham.

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PROJECT TITLE
 PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES

DRAWING TITLE
 Pendleton to Angram
 Green/Downham Trumper Trail

Scale: 1:13,500

Version: 1.2 Created: MP Date: 16/12/16

Route 9B – Angram Green to Downham Tramper trail extension

Type: Gateway link

Description of proposed works: Proposal to create an extension to the existing Pendleton to Angram Green bridleway (see Route 9A) as a route crossing and then running parallel to the road. The road (West Lane) is very narrow in places and already treated as a ‘quiet lane’. The proposal would involve crossing the road and passing through field boundaries and gateways to Downham village.



Proposed route looking NE towards Downham showing the hedgerow of West Lane to the right



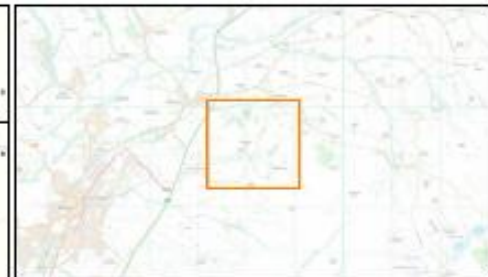
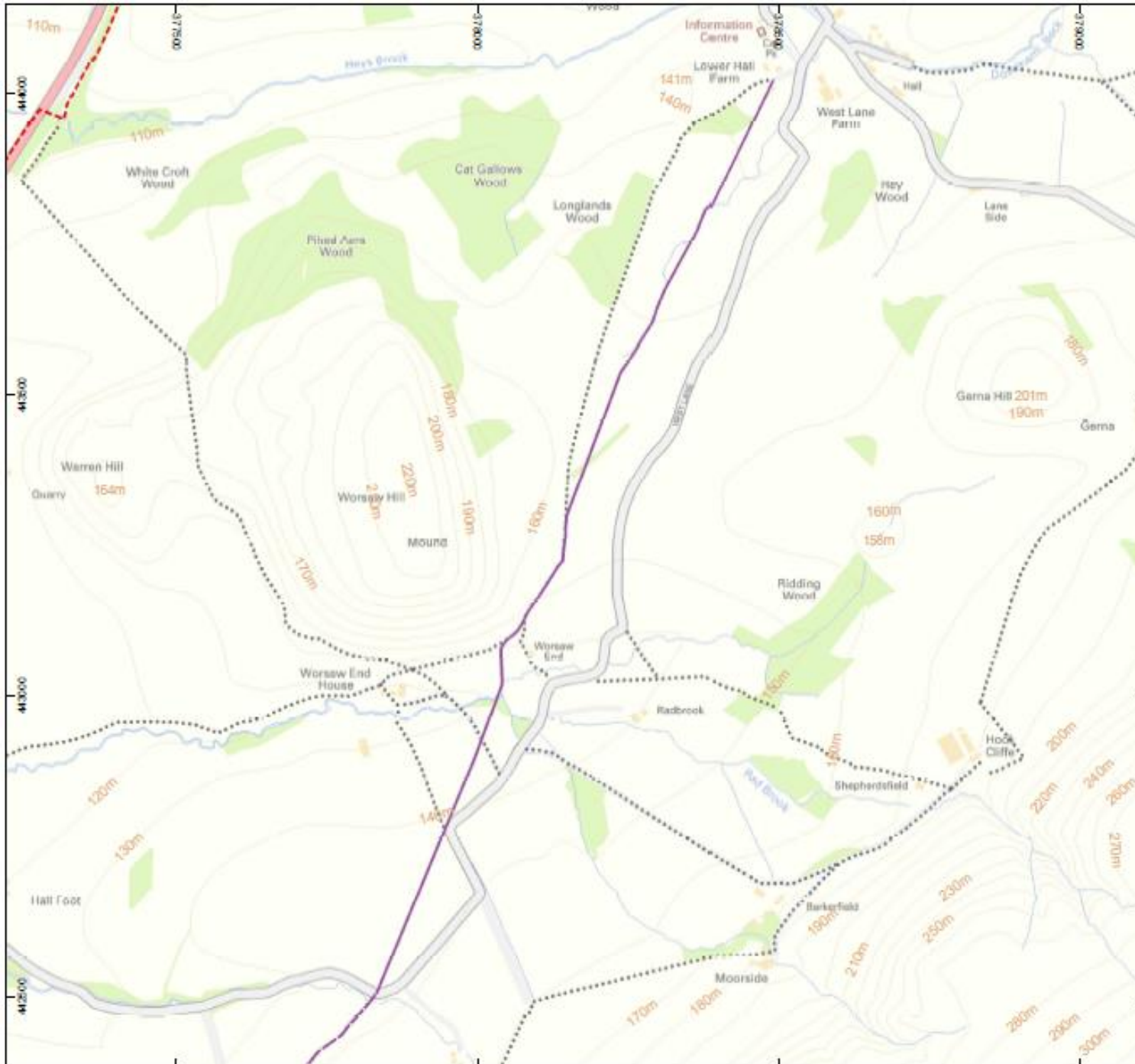
Example of field boundary on proposed route



Proposed route looking SW showing the hedgerow of West Lane to the left of the picture

Summary of findings:

- The proposal to extend the existing bridleway to Downham, whilst attractive, would be extremely invasive and involve a great deal of work. As the map shows, there is already a comprehensive network of PRow close by.
- Any use of the existing lane should be treated very carefully as the tight and winding nature of the road, although quiet, presents a hazard in itself.



Legend

	Proposed footpath works
	Proposed bridleway - 1,674m
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:
Possible route extension to Downham.

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PROJECT TITLE
**PENDLE HILL VISITOR MANAGEMENT PLAN
- INFRASTRUCTURE IMPROVEMENTS AND
GATEWAY SITES**

DRAWING TITLE
**Pendleton to Angram
Green/Downham Tramper Trail - Extension**

Scale: 1:8,500

Version: 1.2 Created: MP Date: 16/12/16

Route 10 – Pennine Bridleway upgrade (Coal Pit Lane)

Type: Gateway link

Description of proposed works: This historic ‘arterial’ bridleway forms part of the Pennine Bridleway National Trail network as it heads north through Lancashire to Gisburn and onto Settle and beyond, but lies some distance from the main Pendle Hill LP project area. Coal Pit Lane was added to the long list of routes by the Forest of Bowland AONB following a recent update of the Landscape Character Assessment which included a proposal for a small extension of the LP area from east of the A682 main road running between Barrowford and Gisburn using the line of Coal Pit Lane.

While the trail could offer something to the mix in terms of visitor access, ad-hoc re-surfacing work is required to this already well-linked route which is wet and eroded in places.



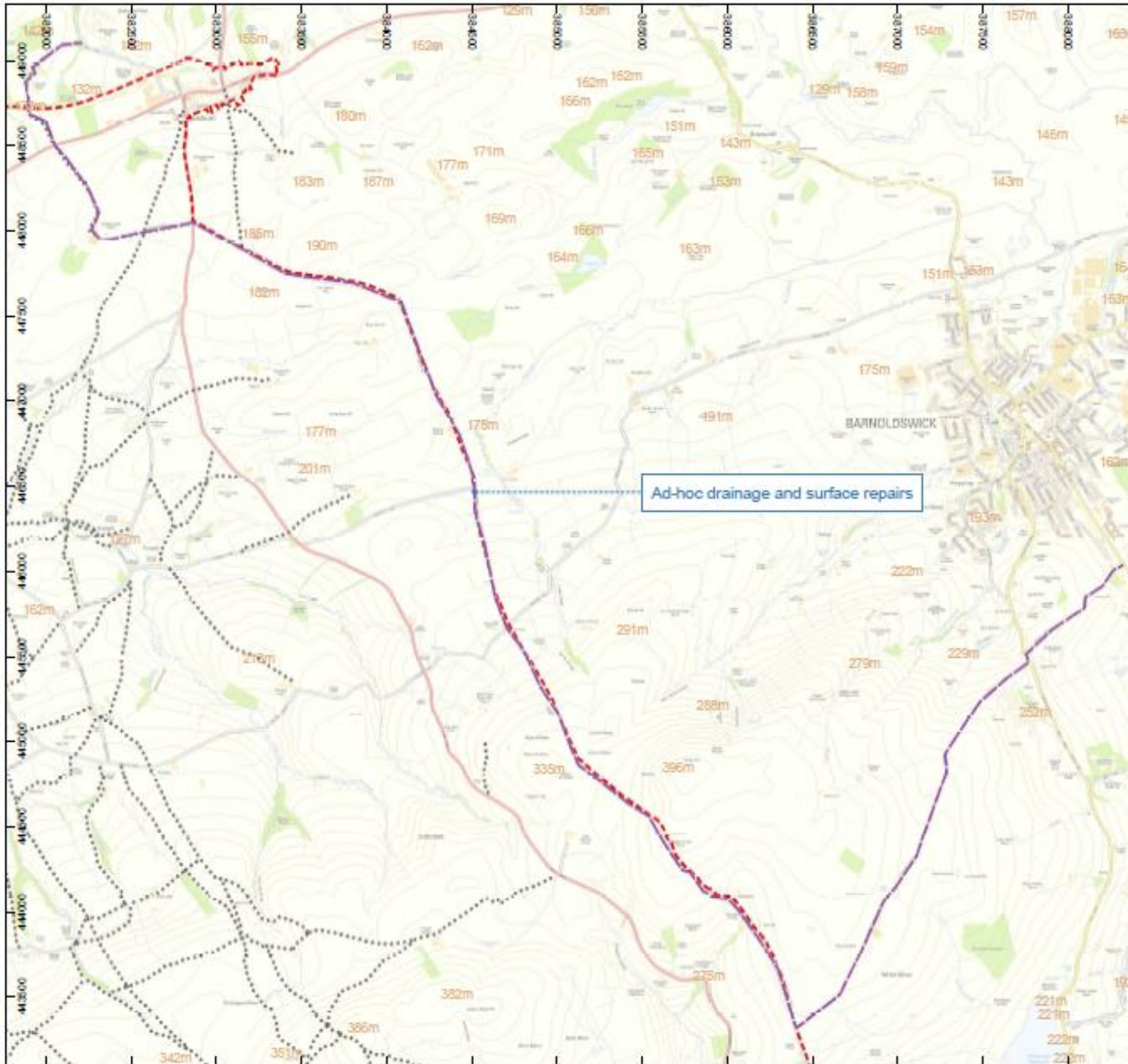
Coal Pit Lane, wet sections, looking East



Coal Pit Lane, wet sections, looking North

Summary of findings:

- This route is well established and in good condition in most areas.
- Repairs to this route would not necessarily add to improving access to the project area as it lies some distance away. It may be something to consider for a later phase.



Legend

	Proposed footpath works - 11,963m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:

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PROJECT TITLE
 PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES

DRAWING TITLE
 Pennine Bridleway, Coal Pit Lane

Scale: 1:30,000

Version: 1.2 Created: MP Date: 16/12/16

Route 11 – Concessionary route to create A59 underpass link

Type: Gateway link

Description of proposed works:

This is an additional route considered late in our study at the suggestion of a consultee. Crossing this major road on foot, bike or horse currently presents a challenge due to busy traffic. The existence of a large culvert beneath the A59 provides a potential opportunity to create an underpass for the use of walkers, cyclists and horse riders travelling along or towards the A59. Inside the culvert, the surface could be build up on one side to form a walkway with a handrail well above the stream bed. This would allow access even during times of flooding. The underpass would be passable by bike and on foot, but horses would need to be led through due to insufficient head height to ride a horse.



Proposed underpass link, west side of A59, looking West



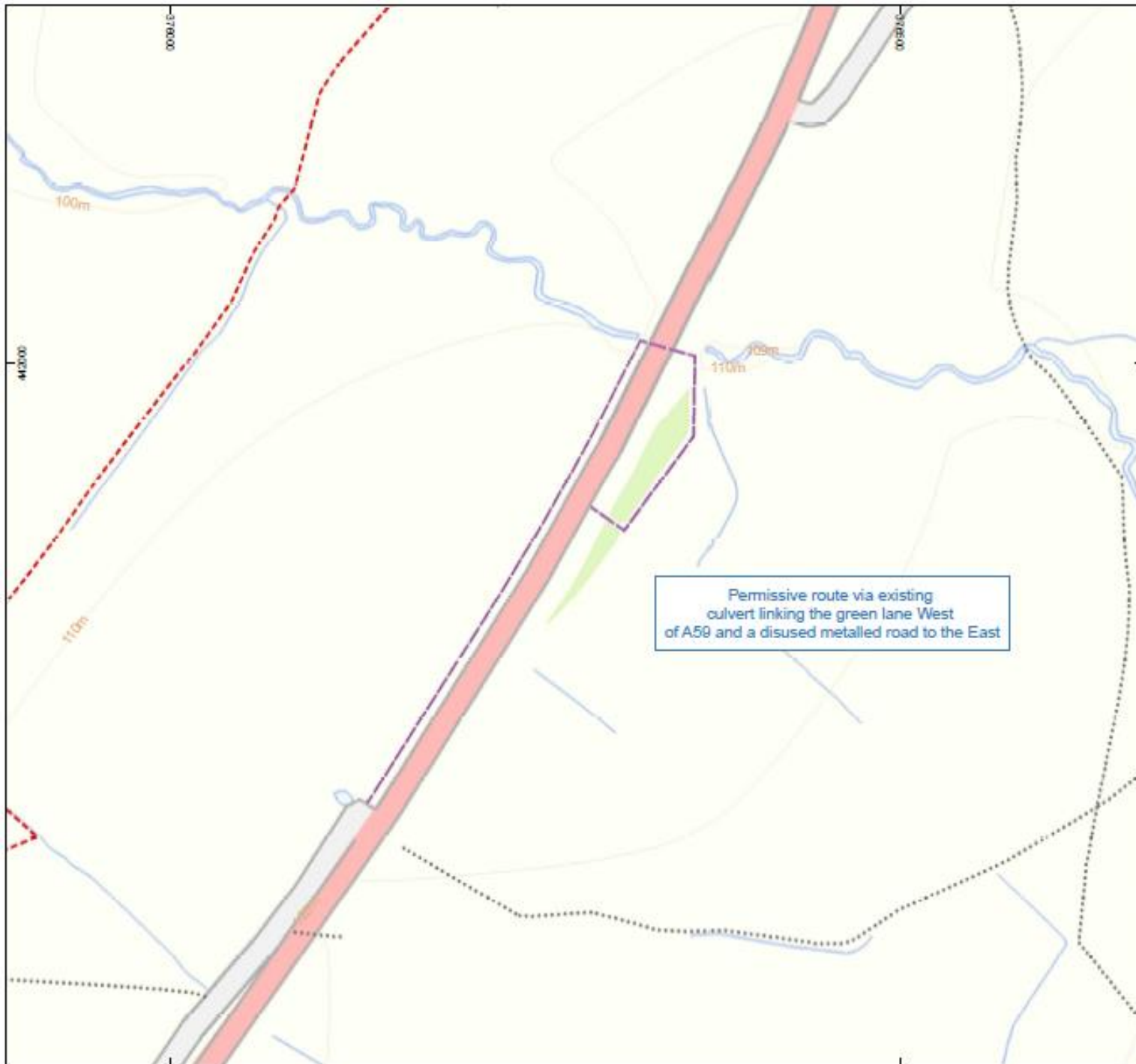
Proposed underpass link, east side of A59, looking South



Flooded culvert, looking East

Summary of findings:

- This is an attractive proposition as it would significantly improve options for crossing the A59.
- The attitude of the Highway Authority and relevant landowners is unknown, and access on the East side is steep for a short section. Therefore this proposal needs further examination.
- If permission were to be obtained to create this route, it could be necessary to prevent its use at times of very high flow when the culvert would hold a greater depth of water.



Legend

	Proposed footpath works - 571m
	Proposed bridleway
	Proposed footpath extension works
	Proposed footpath - superseded
	Bridle gateway
	Footpath gateway
	Bridge over water
	Public Right of Way (PRoW) - existing

Notes:

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PROJECT TITLE
 PENDLE HILL VISITOR MANAGEMENT PLAN
 - INFRASTRUCTURE IMPROVEMENTS AND
 GATEWAY SITES

DRAWING TITLE
Worston Culvert Works

Scale: 1:3,500

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3 Current Visitor Behaviour and Satisfaction

Our understanding of current visitor behaviour and satisfaction has been developed through the Pendle Hill Visitor Survey, which was made available online between the 13th of August and 9th of September 2016. This period was chosen as it covered a period inside as well as outside the summer holidays. Flyers referring to the survey were left at the main car parks in the Pendle Hill area and an announcement and link to the survey was also posted on the Forest of Bowland AONB website.

In addition, paper copies of the survey were printed, with AONB volunteers actively approaching visitors to complete the survey at the four gateway sites (i.e. Downham, Barley, Nick O' Pendle and Springwood) over a total of 10 days during the survey period. This covered both weekdays and weekends, holiday and non-holiday periods and also incorporated the Pendle Walking Festival. A total of 100 people completed the survey: 35 online and 65 face-to-face. Our analysis of current visitor behaviour is based on this sample.

3.1 Current Visitor Behaviour



Who are they?

Most people visit as part of a group of adult friends (54%) comprising adults aged 54-64 years and 65+, with an even distribution of male and females. 34% are families with children. 45% of visitors are retired with 37% working full-time. 14% of visitors have some form of disability, mostly related to mobility. 96% of visitors are white British ethnicity. Young adults aged 16-24 and younger are the least represented groups. *Anecdotal evidence from local tourism bodies suggests that adult walkers tend to be of the AB1 demographic (professional and managerial) whilst families are more typically CD (skilled working class).*



How often do they visit?

Most respondents were repeat visitors, with just 14% visiting for the first time (most likely because of the Pendle Walking Festival). Weekdays are more popular than weekends (42% vs 28%), which may reflect the predominance of older adult walkers (retirees). 30% visit both on weekdays and at the weekend. The Pendle Hill area receives a typical proportion of regular visitors (3% daily, 20% weekly and 31% monthly or more). Summer is the most popular time to visit (42%) but 38% visit year-round, underlining Pendle Hill's local appeal. *Anecdotal evidence suggests that the majority of visits are day trips and short breaks (2-3 nights stay).*



How do they travel?

Most visitors travel from home (over 65%) and the majority journey by car (85%). Very few arrive by public transport or by cycling (averaging 2%). Some live near enough to arrive on foot (7%). Barley is by far the most used gateway (65%)¹, followed by Downham (17%), Spring Wood (10%) and Nick O’ Pendle (8%). However, 85% of visitors use other gateways in addition to their preferred access point (c. 17% do so on a weekly basis, 22% monthly and 46% occasionally). 83% of respondents live in the North West. For most visitors Pendle Hill is the sole destination for the day. *Anecdotal evidence suggests that maximum drive times are 2-3 hours.*



What do they enjoy doing?

In order of preference, visitors mostly enjoy going for a walk (88%), visiting the café (42%), walking the dog (25%), guided walks/talks (25%)², social time with friends (23%), family outing (20%), bird/nature watching (21%) and relaxation (17%). Most visitors (70%) were aware that Pendle Hill is part of the Forest of Bowland AONB. Over 36% of visitors say they know very little about the area’s history and heritage and would like to learn more. *Anecdotal evidence notes use of the Hill for special events and sporting challenges (sponsored walks and fell races, etc). Local tourism bodies also indicate that the majority of visitors are active holidaymakers (people who enjoy “doing” as well as “seeing”), but that some visitors have no interest in outdoor recreation – and should not be overlooked.*

3.2 Satisfaction



How satisfied are they?

A key reason to visit Pendle Hill is the scenery, views and peaceful outdoor experience. Such a high number of repeat visitors is testament to how well-loved the area is. Visitors stress that they want to preserve the peace and quiet and unspoilt scenery, and although they are asking for improvements they don’t want too much change.



What do they like best?

Barley’s visitor facilities were picked out as most satisfying (86% of respondents were satisfied or very satisfied) and it was particularly identified as a good visitor hub for casual visitors. Most visitors are happy with parking facilities (only 4% dissatisfaction), although Downham and Nick O’ Pendle were identified as hubs where parking provision needs to be improved or expanded.

¹ The results may be skewed with Barley being the main gateway for most of the walks in the Pendle Hill area and most volunteers being located at Barley for the face-to-face surveys during Pendle Walking Festival.

² Pendle Walking Festival offered a large number of guided walks and talks. This would have skewed the answer to this question, compared to visits during non-festival periods.



What do they like least?

Signage on routes, interpretation of heritage and on-site information were singled out as the three areas of least satisfaction, with 47%, 32% and 31% of visitors respectively being dissatisfied.



Why do they use each gateway site?

Barley is the gateway of choice because of the large and safe parking area, the convenience of the picnic area and café, clean toilets and the quickest route to the summit of Pendle Hill. Some visitors used it as a rest stop on their longer cycling trips. During the Pendle Walking Festival it is the starting point for most guided walks.

Downham is appreciated for its picturesque village character, good eating opportunities near the gateway (tea room and restaurant) and good access from Clitheroe.

Spring Wood offers possibly the best access by car and reasonable parking. Few visitors would use Spring Wood as their preferred gateway to climb Pendle Hill, but many enjoy the shorter circular walks.

Although there are no visitor facilities at Nick O’ Pendle, visitors enjoy this gateway for the wide views it provides straight from the beginning of the walk (due to the higher starting point).



What improvements would they like to see?

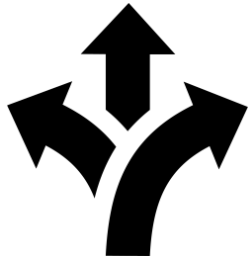
People specifically asked for: dog-friendly stiles, cycle routes for children, more information on birds and wildlife, better signposting from the gateways to the start of the paths, more information about route options at gateways (not just at Barley), more information at the summit of Pendle Hill, paving over boggy paths (e.g. from Sabden Fold to join the Nick O’ Pendle path) and further integration with other long distance routes.

Other suggestions included: more bins on paths and at the summit of Pendle Hill, more benches along the paths and toilets in more locations (especially Nick O’ Pendle). Crucially, several respondents replied that they would not like to see any change and were happy with the destination as it currently is.



What would encourage them to visit more often?

Some respondents asked for more events and activities. Suggestions included, among others, festivals, arts and crafts, bike hire, archery, bush trails, outdoor cooking, foraging, photography events, litter picking and tree planting. Other respondents asked for facilities such as an education centre, more campsites or allotments. Overall, more ‘accessible to all’ route and more diversity in routes (e.g. multi-user, bridleway, or dedicated cycle track for families) were considered to encourage repeat visits.



What would encourage them to visit one of the other gateways?

The key factors that would encourage visitors to choose one of the other gateways are toilets and information (42%), easy access to the summit of Pendle Hill (34%) and self-guided trails (34%). Some 52% would consider using a digital app to inform them about the history and nature of the area and its significance. The single request for Spring Wood was a café or other food offer. Cycle hire, things to do and better public transport featured least in the responses.




4 Issues and Opportunities

This section gathers together our findings from the previous two chapters through our ‘Destination DNA Framework’ and also discusses key visitor management issues, followed by opportunities for how to address these issues.

4.1 Destination DNA

Our review of the current access and recreational opportunities at the four main gateways (see Section 2) and visitors’ satisfaction with these (see Section 3), can be summarised through our Destination DNA framework, which is based on the fact that destinations are – by definition – unique, but all successful destinations must ultimately do three things:

- attract the attention of residents and visitors
- enable the visit and make it easy and hassle free; and
- provide services of a high standard that make the visit memorable and worth repeating

ATTRACT	ENABLE	SERVICE
		
<p>A key reason to visit Pendle Hill is the scenery, views and peaceful outdoor experience.</p> <p>To give visitors more reasons to visit, the Pendle Hill LP area should focus on getting existing visitors to explore more widely (by improving gateways) and more often (e.g. through events and interpretation), rather than adding a plethora of ‘things to do’.</p>	<p>The visitor hub at Barley only needs minor improvements, but access through other gateways can be made more convenient through better parking provision, introduction of toilets and catering outlets, upgrading footpaths, more multi-user and Tramper routes, and the creation of new circular routes (through concessionary links and linkages to other attractions such as the Pendle Sculpture Trail and Pennine Bridleway National Trail).</p>	<p>A more informative experience will make a visit to the Pendle Hill LP area more memorable and encourage visitors to come back and recommend the experience to family and friends.</p> <p>This can be achieved through orientation and information boards at gateways, more wayfinding and more interpretation (both digital and within the landscape) that goes beyond the Pendle witches.</p>

4.2 Strengths and Weaknesses

This section summarises the strengths and weaknesses of each of the four main gateway sites, followed by our assessment of key issues to address.

4.2.1 Barley Picnic Site and Car Park

Strengths	Weaknesses
Large and convenient network of PRoW	Restricted access by public transport
Popular café with reasonably priced menu with wide choice	Lack of easily completed family friendly circular walking routes
Well supported by good local food offer, pub with great reputation	Poor orientation from carpark to start of routes
Clean and well-managed toilets	No interpretation
Large voluntary pay and display carpark	
Family-friendly with nearby playground	

4.2.2 Downham Car Park and Information Point

Strengths	Weaknesses
Dedicated visitor parking	Car park is discretely hidden and subtly signposted meaning many visitors choose to park in the centre of the village
Unspoilt historic character and appearance	Limited way markers (e.g. 1st way marker not until after the beck)
Well known, pretty village with a high profile and particularly popular with families	Village often congested at peak times
Ample, clean, free and unique toilets	Information centre is dark and feels outdated
Various catering offers nearby	Roads into Downham are busy and people tend to drive fast
Adjacent to pretty picnic spots	

4.2.3 Spring Wood

Strengths	Weaknesses
Convenient access by car and bus	Catering offer closed
Active involvement from Friends of Spring Wood	Information centre no longer functional
Good signage and some on-site interpretation	No information about other routes or links
Accessible paths, nice woodland walking trails which are well-used.	Future management uncertain
Good location at which to engage with the public and recruit volunteers	No links to wider PRoW network
Easily accessed and quite large car park	Woodland requires management
	Too far from Pendle Hill to provide a viable gateway function for walkers
	Not well enough known / not (yet) recognised as a 'destination of choice' by locals and visitors alike.
	Noisy and busy location by the main road

4.2.4 Nick O’ Pendle

Strengths	Weaknesses
Good views from the start	No access by public transport
Good access by car (but limited parking)	No formal carpark
Gradual walk to summit of Pendle Hill	No toilets or catering facilities
Iconic site	Very limited signage; no interpretation
Very popular with cyclists – great deal of social media coverage by cyclists	Extremely dangerous access to and from informal parking areas

4.3 Issues

A number of key visitor management issues were identified during consultation with local stakeholders and visitors. Unsurprisingly there was overlap with those issues previously identified to inform the HLF Landscape Partnership Stage 1 application, namely:

- Concentration of visitors on a limited number of walking routes, leading to erosion and parking problems
- Lack of on-site information about recreational opportunities at gateway sites
- Unsafe and unregulated parking at roadside and laybys; in some cases affecting farm/village access (particularly in Roughlee, Downham, Barley and Newchurch); in some cases causing damage to the road and or verge
- Limited ‘all-ability’ routes accessible to a wider range of people (e.g. cyclists, horse riders, people with mobility issues or using pushchairs)
- Impact of organised events (e.g. fell races, Halloween events)
- Conflicts between visitors accessing the countryside and land managers/residents

Visitor Issues

Respondents to our consultation describe visitors to the Pendle Hill area as a broad mix of people, of all ages and social classes and from the highly populated surrounding urban areas (although it’s perceived that there are a growing number of visitors from the wider UK and abroad and from ethnic minorities), as well as locals.

Walking is by far the main attraction to the area and what it’s most well-known for. Predominantly, people come to walk Pendle Hill often with large organised groups of walkers aged 50+ making up a large proportion of the walkers. Due to recent national events, cycling in the area is increasing, there is some horse riding (locals) and Pendle Hill has a small community of paragliders.

Our respondents thought that visitors to the area mainly spent their money on food and refreshments, there being little else in the way of retail or attractions with entrance fees drawing on their pockets. However, it was noted that although perceived as affluent, the spend per person was deemed to be low.

Encouragingly, all our respondents welcomed the increase in visitors to the area and although they highlighted some pressure points, such as lack of parking in key locations, believed that with some carefully planned initiatives a harmonious balance could be struck to benefit locals, landowners and visitors alike. Most thought that the proposed improvements to existing routes would be beneficial in that they would provide additional places for people to visit and explore and enhance the experience. However, they would do little in their own right to move the focus of visiting walkers from Pendle Hill itself which, it was felt, would remain the prime focus.

Access Issues

Lack of public transport – The perceived effect that the general lack (and reduction) of public transport in the area is seen as having an even more acute effect at weekends when visitor numbers rise.

Parking – Definite lack of parking provision leading to dangerous parking and consequential access issues for local and farm traffic. Although one or two respondents saw the parking issues as inevitable (and not an issue), the majority felt that with current visitor numbers (perceived to be rising year on year), parking was a major issue. Although parking provision is good at Spring Wood, the major hotspots were confirmed as Barley and Downham. Several respondents felt that the visitor experiences at Barley, Downham and Nick O’ Pendle were being spoiled by lack of parking management.

Spring Wood – Whilst most respondents were broadly in favour of an additional link to the PROW network at Spring Wood, many pointed out that it was noisy and busy, not characteristic of the visitor experience of Pendle Hill and too far away. The success of the link would be mainly down to maintenance and connectivity. Several respondents strongly agreed that the connection of Spring Wood with the Witches Walk would be a good thing but unless it was maintained and promoted to the public effectively then there would be little payback from the investment.

Investment – General feeling about Spring Wood was that investment here should be supplemented by further initiatives as encouraging people to visit Spring Wood without adding opportunities for further activities, guided tours, hopper buses etc. will have little impact elsewhere.

Facilities Issues

General feeling – It is impossible to underestimate the value of toilet and catering provision in facilitating a successful day out in the countryside. For many, the basic tenets of a good experience in the countryside are ‘a view, a brew and a loo’. Our research has shown that locals, visitors and regulars value the facilities that exist very highly.

Good and bad – Respondents felt that catering and toilets were well provided for in Barley and Downham and highly valued. Conversely, the lack of catering and information provision at Spring Wood and the Nick O’ Pendle were issues for many respondents.

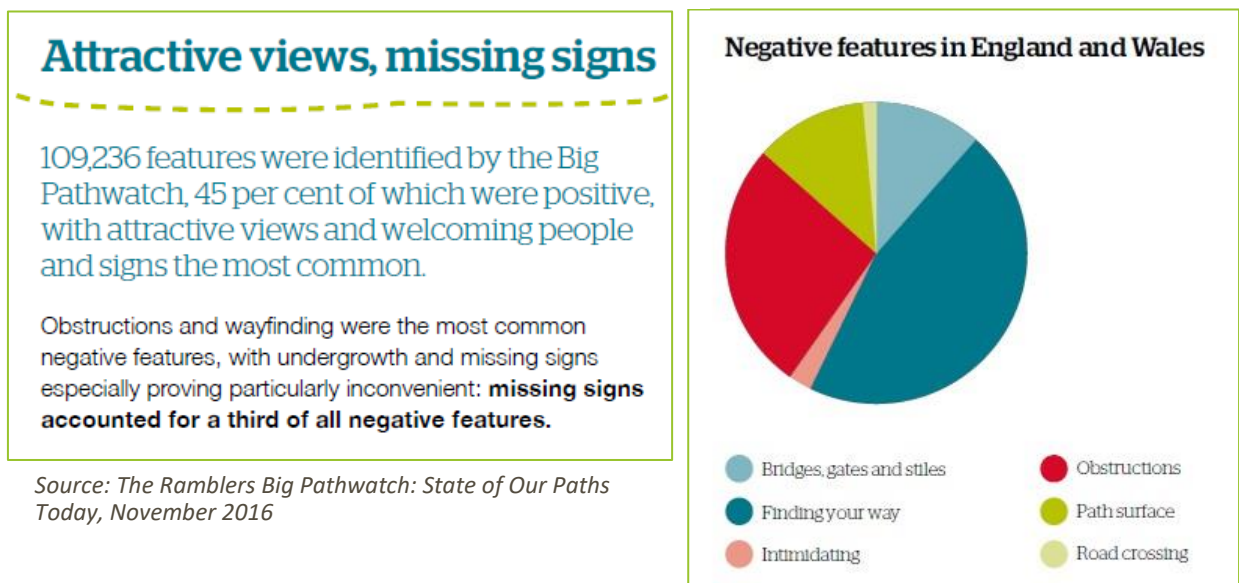
Quality – Facilities often viewed as good and local stakeholders believe this is a key factor in ensuring that visitors become regular returners.

Spend – In response to the question what do people spend their money on? The overriding response was ‘Food and refreshments’. However, many people identified the fact that the visiting demographic were usually retired, relatively affluent but highly organised walkers who often catered for themselves and so visitor spend was perceived to be low. There was little to spend money on except for tea and cake.

Communication Issues

Much of the area’s PRoW furniture and signage has degraded over time. It was felt that there were undoubtedly opportunities to improve and replace this infrastructure. The Big Pathwatch Report, published by The Ramblers in November 2016 identified people’s inability to find their way in the countryside as the most serious issue for walkers.

Figure 29: Big Pathwatch Report



PRoW – The extensive network of PRoW makes it difficult to sign routes. There are numerous places where PRoW cross one another. These points can only be adequately sign posted with 4-way or 5-way signposts. Way markers are far from adequate when trying to signpost at the junctions of multiple footpaths.

Lack of information provision at Spring Wood – There was a consensus in favour of installing orientation information at Spring Wood about where to go and what see in the area to address the general lack of information and signage on site about other places to visit.

Relations with land managers – Farmers noted that signage in poor condition leads to an increase in visitors straying across farmland, getting lost, not closing gates and so on. This leads to an erosion of the relationship between landowners and walkers. One respondent commented that ensuring effective signage is in place should be considered as part of the ongoing maintenance of trails and routes. This maintenance is a key decider in the state of relationships between farmers and visitors. Another issue for land managers is that some PRoW follow routes which may have served a purpose hundreds of years ago

but which are no longer suitable for recreational needs. Land managers are required by law to keep such PRoW open to public use even if this conflicts with modern land use. An opportunity for the Pendle Hill LP area would be to fund public path orders to divert or extinguish PRoW to better meet the needs of recreational users and land managers.

Maintenance – Signage on many routes had been fit for purpose and adequate but as it has not been maintained it has become less effective.

Downham – There was broad agreement that signage and orientation and interpretation information could be usefully upgraded in Downham.

Volume – Respondents thought that a rise in visitor numbers had occurred at the same time as PRoW budgets had been reduced. Valuable work carried out 15 years ago improving way marking and furniture now in many cases needed replacing as it hadn't been maintained. Issues affecting the PRoW network are often under-reported. Perhaps, with a greater number of visitors, people who see a problem assume someone else will have reported it. However, this is often not the case.

Nick O' Pendle – Interpretation and signage here is poor and currently does nothing to deter informal parking, encourage parking elsewhere or to orientate the visitor as to where they should be heading for the best experience.

Marketing – Overwhelmingly, the walking festival is considered to be a great idea. It promotes (the entire) area really well, shows the area in its best light and uses well marked and maintained routes. All respondents saw it as very positive thing. It was not clear to many respondents what the overall marketing strategy for the area was although there was an appreciation that there are several different target markets which would require different approaches.

Sabden – It was felt that there were under-exploited opportunities to market other villages such as Sabden which has an extensive PRoW network. This would help relieve pressure elsewhere.

Management Issues

Litter – None of our respondents cited litter as a problem, although a small percentage of respondents flagged it up as an issue in the visitor survey.

Impact on farming – The perceived rise in visitor numbers at the same time as there has been a decline in PRoW maintenance is an issue. Valuable work carried out 15 years ago in improving way marking and accessibility has not been maintained. If no investment is made and trails are not getting looked after, there is a risk of losing key links and trails all together.

Pendle Hill – A lot of work to repair erosion has been carried out in the past. Not a huge problem now, but without maintenance will become so. The Ranger Service used to manage the area well and protect from overuse by MTB, but with no rangers now, erosion in key places is becoming an issue. In some locations this may also start to have an adverse effect on water quality in the future.

Maintenance of trails, paths and PRow is key as this is the interface between farmers and visitors. This could be easily done cheaply using resources already in place but there would need to be a lead taken by (and within) the Local Authorities to push investment in improvements beyond the ‘pretty little villages’.

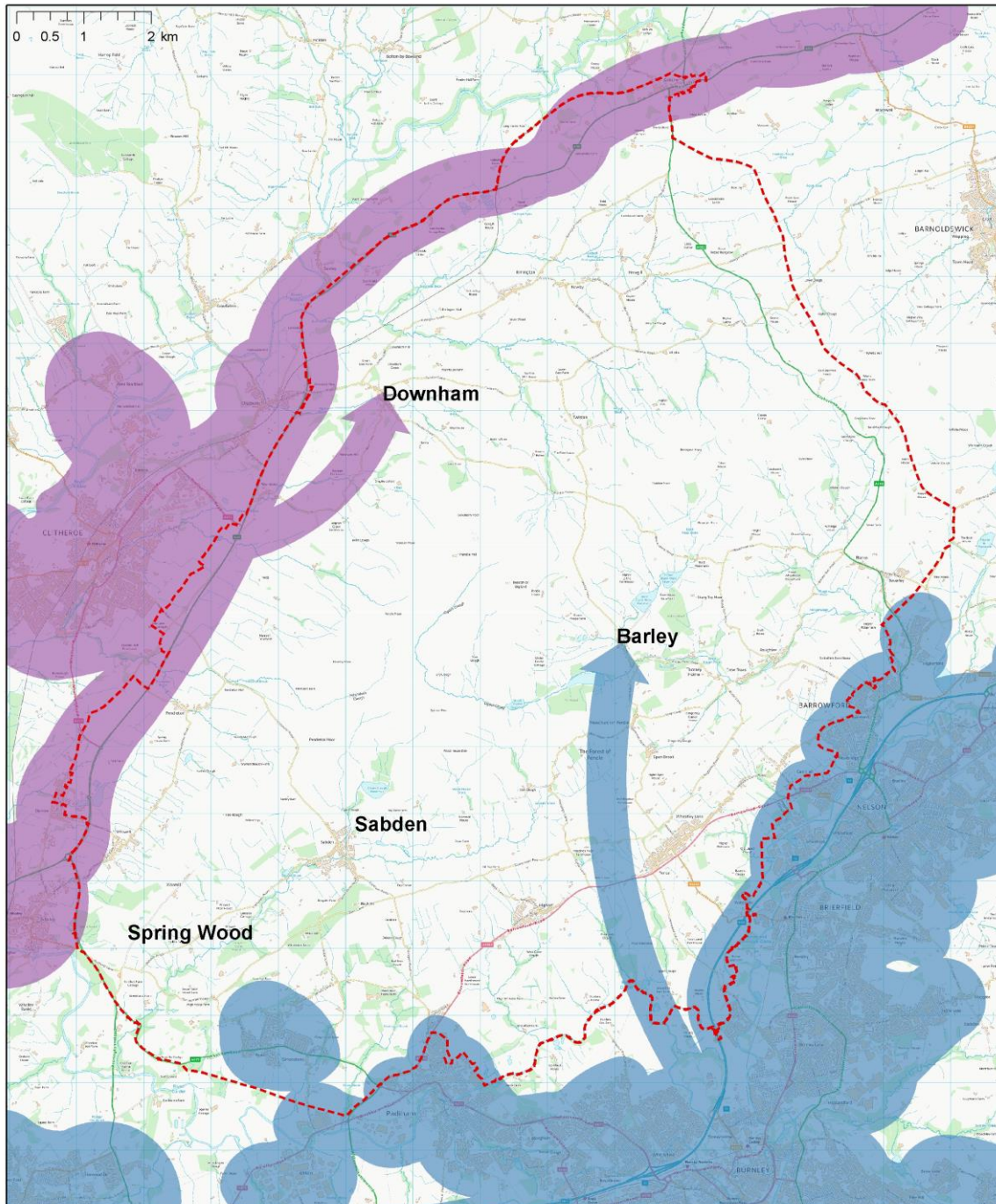
Cart track and stone path to Pendle Hill summit plateau – Improvements and repairs to primary routes to Pendle Hill summit were welcomed but would require maintenance. Lots of work and earlier investment (via European 5B funds) had been done to improve route, making it passable for Mountain Rescue, but because it had not been maintained, much of it now needs re-doing.

Lack of maintenance was cited as a key issue in being able to negotiate concessionary pathways with local landowners and farmers. However, in the parishes covered by the Lengthsmen Scheme, the comments on maintenance were markedly different. Angela Whitwell, Clerk to Sabden Parish Council and Administrator for the Lengthsmen scheme noted that the area was well kept by the scheme and that farmers took pride in maintaining the area and welcomed visitors. Dave Padley of Lancashire County Council praised the Parish Lengthsmen project (handymen, volunteers) noting that they receive informal feedback from volunteers regarding physical issues such as erosion, blocked gullies and waterlogged routes and are able to deal with immediate, smaller scale maintenance issues before they escalate – a valuable resource to the management of the area and a good gauge of whether particular routes are being overused. There was also a suggestion that joint working between parishes should be considered and to investigate the possibilities of extending this approach to the wider countryside to include more footpaths.

4.4 Opportunities

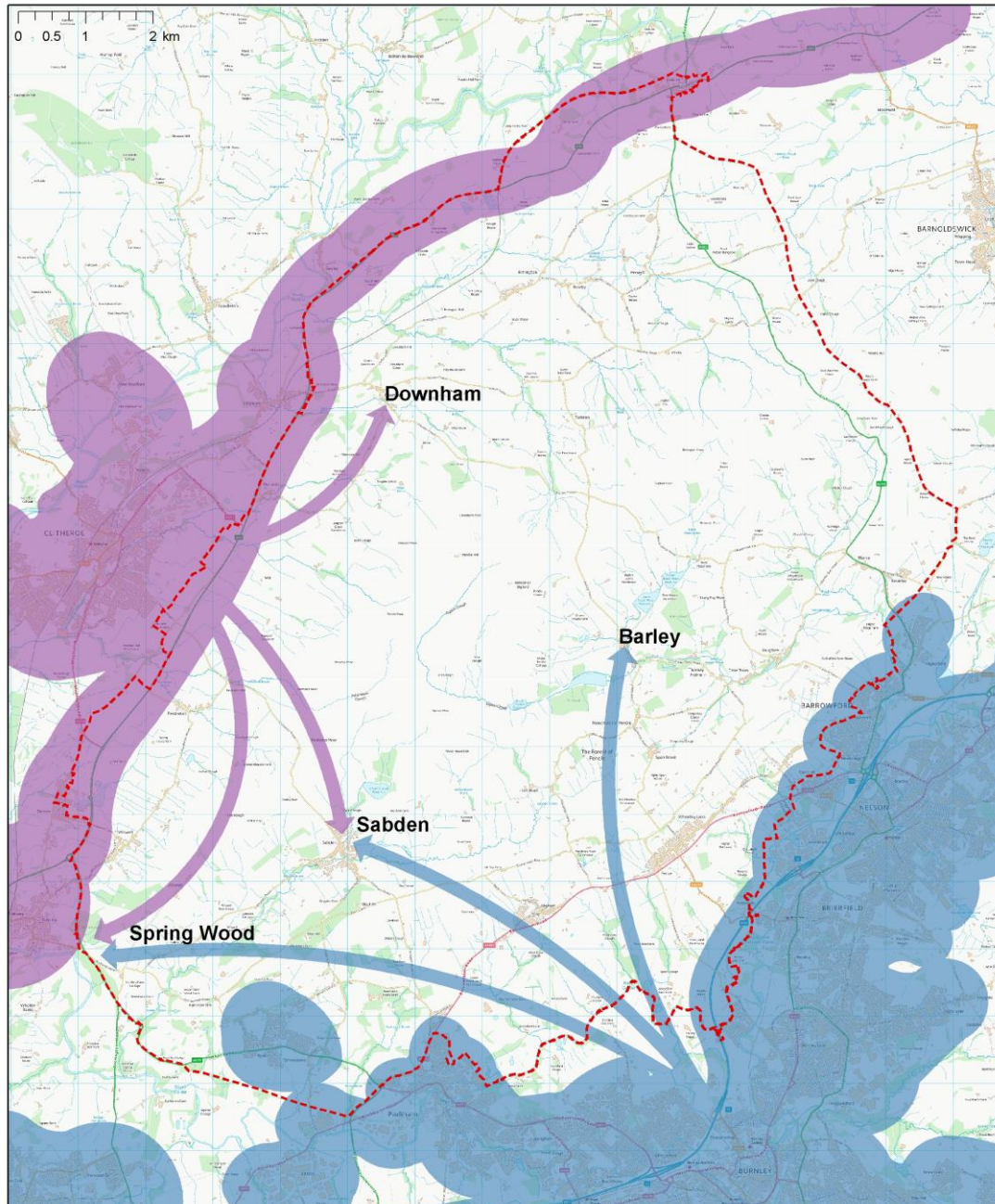
This section identifies viable opportunities to improve access to the Pendle Hill LP area and deliver a more memorable visitor experience.

Figure 30: Current Visitor Flows



The map in Figure 30 highlights how the main visitor flow is currently via Barley gateway. This squeezes capacity and leads to informal parking issues outside the village as well. Downham is the second most popular gateway, followed by Nick O’Pendle, which also functions as a destination with only some visitors walking all the way from Nick O’Pendle to Pendle Hill.

Figure 31: Visitor Dispersal from Spring Wood



The map in Figure 31 shows how parking pressure can be reduced and visitor flows can be more evenly redistributed, by creating additional / better parking at:

- Chatburn end of Chatburn-Downham route (new)
- Hookcliffe Plantation along Pendle Road, between Barley and Downham (new)
- Nick O' Pendle (refurbish car park in collaboration with Wellsprings restaurant)
- Spring Wood (optimise existing car park)
- Sabden (integrate and promote existing car park)

Attract – Give more reasons to visit

- Upgrading and publicising the interpretation and visitor management / orientation information across all four sites in a joined-up way. Both anecdotally and as confirmed by our survey and research, there are many regular visitors; Engaging with them and making them feel they have a stake in the area will engender a sense of belonging and ownership. By both highlighting the threats the area faces and new opportunities the LPS will provide, people will feel that they are part of the story.
- Promoting the less well-known and less well-visited parts of the area to existing visitors will persuade people to explore areas that they have previously overlooked or not been back to. For example, there is an opportunity to use the very successful Walking Festival marketing to encourage people to also visit the less well-known parts of the area outside of the festival period.
- Market new opportunities, new things to do (organised events as part of the LPS), places to see (or revisit) and, most specifically, how to access the elements of particular interest.

Enable – Make the visit easier

- Make it easier to report problems on the PRow network.
- Make Trumper hire from Barley available and introduce and interpret new Trumper routes in addition to Spring Wood at Black Wood (Route 5) and Pendleton to Angram Green (Route 9A).
- Create new parking areas at Chatburn end of the new concessionary bridleway and at Hookcliffe Plantation.
- Help alleviate parking issues in Downham by improving signage. Use of the additional information point near Chatburn would help to highlight the location of the main visitor carpark at the bottom of Downham village and go some way to discourage visitors from abandoning their cars in the road. Encourage people to keep driving just a few hundred meters further down the road and realise that their visitor experience starts in the car park where all the information is.
- The PC in the nearby village of Newchurch has developed an experimental parking solution by designating additional parking bays in places where they didn't previously exist. The intention is that it will encourage parkers to favour them over the informal and often haphazard alternatives.
- Enhance the usability of the main routes to Pendle Hill by repairing the pitched stepped section of Route 7 with limited surface repairs to the cart track and paving to Route 8.
- Establish a concessionary route from the Aitken Wood Sculpture Trail.
- Bespoke transport:
 - *'The Wand –erer' bus service – witch way will you visit Pendle hill today?* – A designated bus service that might be piloted via the LPS in partnership with a local provider. This opportunity could be tendered on a 3 – 4-year basis with a decreasing subsidy from the LPS with a view to potentially becoming viable thereafter. The service would carry bikes

and visit key sites in rotation thereby enabling a visit to the entire area having parked in one location, Spring Wood for example. Stakeholder perceptions concur that the majority of visitors are after a quick return i.e. feel they need to get to the easiest approach to the Hill as quickly as they can therefore head for Barley. In order to use Spring Wood as part of efforts to reduce the pressure on Barley, we should consider it as a springboard site from which to access other activities elsewhere by, for example, cycling from Spring Wood itself or catching the bus.

- Many visitors to the area come as part of an organised group or tour. Their walks up Pendle Hill are pre-arranged and they arrive in larger groups. Some local people expressed the view that these visitors will often unknowingly contribute to informal parking by filling, for example, Barley car park for the day while they walk. Persuading these users to park elsewhere and take advantage of a bespoke bus service would free up this provision for the use by those who wish to stay for a shorter period of time i.e. families and those completing shorter walks.

Service – Make the visit more memorable

➤ Encourage visitors to take a stake in the sustainable future of Pendle Hill

- Create a Visitor Giving Scheme which will not only allow visitors to feel they are contributing to the sustainability of the area but will also serve to tie in tourism and hospitality businesses and community groups (see Appendix 3 for case studies). Even on quite small scales, visitor giving schemes can make a substantial difference to the visitor economy of an area. They work by participating businesses (and, in the case of car parks, communities, PCs) levying a small additional charge on top of their bill. Paying or opting out of the charge is voluntary. Where the recipient body is a charity and registered for Gift Aid then the benefits are increased. An LPS – wide scheme where the funds are used to repair and maintain routes and infrastructure would be very beneficial.

This scheme is not something that can easily be considered in isolation. In many respects, schemes of this nature will work best where they have a widely recognisable brand and clear and transparent communication, with details of how the funds are intended to be used and regularly changing ‘good news stories’ of the impact the funds have had.

Whilst this Visitor Management Plan includes some of the key principles and case studies of how visitor giving schemes have been implemented elsewhere (see Appendix 3), the development of a Visitor Giving Scheme for Pendle Hill LPS needs careful consideration, which is best done through a separate (in depth) feasibility study. Such a study would investigate how best to ensure co-ordination, maximise impact and minimise nuisance from multiple or ad-hoc requests made to visitors to donate. Recognisable branding and ‘thank you’ messages would ensure that visitors can will feel they have made a positive difference to the area, while the ‘opt out’ mechanism would ensure that goodwill is

- maintained among those who have already donated at another place in the Pendle Hill LP area.
- Capturing local enthusiasm to monitor and maintain PRoW would also help to service the Pendle Hill visitor experience. This might take the form of an extension of the existing parish Lengthsmen scheme and small, regular pieces of work and maintenance can be carried out as needs arise.
 - A further potential opportunity to contribute towards the upkeep of the PRoW network and the conservation of the area would be to consider a donate – gate or fly a flag scheme where members of the public are offered the opportunity to commemorate special events or lost loved ones by donating a sum of money towards the costs of installing a gate, maintaining a path or, in this case, flying in a flagstone as it is used to repair a path. A scheme of this nature which was managed by FOB AONB Partnership would enable all local communities to contribute towards the good of the whole.
- **Spring Wood Visitor hub / mobile visitor hub** – Consideration should be given to entering into a short-term lease or licence with LCC (and potentially also a private partner) to enhance the offer at Spring Wood. This presents an opportunity to pilot an upgraded information and basic catering unit either at or partially based out of Spring Wood. This may even incorporate a mobile element or ‘mobile hub’ which could be used to spread the messages about things to see and do, distribute products and potentially form a focus for and provide opportunities to join in and enjoy the artistic activities the LPS will be offering.
- **Pendle Hill Route masters** – Potential to recruit and train local volunteers to help maintain the improved routes, manage new events and guide walks. This may build on some of the existing work that some local parishes have in place with their Lengthsmen schemes and the work of the Ramblers and, more locally, the Friends of Spring Wood. It may also be an opportunity to build on the volunteering activity that the walking festival currently generates by harnessing this enthusiasm for the benefit of the area across other periods of the year.
- **Marketing and Communication**
- Summit of Pendle Hill – Several respondents suggested that the summit of Pendle Hill could be enhanced by the introduction of some interpretation so that visitors can decipher the view. There was also a suggestion that a monument or art installation of some kind might be erected. We feel that this might be best set into the ground around the trig point on Big End. There are also opportunities to interpret the view and the routes via digital apps.

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- Cross marketing / sponsorship opportunities with other attractions and activities – The large numbers of people visiting the attractions of the South Pennines and retail destinations such as Boundary Mills are potentially a new market to explore in the hope that cross-over visits may result.
- Pendle Witches as a brand – The view was expressed that more could be achieved from the Pendle Witch theme by developing it further as a brand associated with the area. One respondent also thought that there could be potential for further developing more witch related merchandise. The area currently has one small shop – Witches Galore.
- Discover Pendle’s secret places – It was felt that there were many less-well known and places in and around the project area that were well served by the PRoW network which should be exploited by the project, again, reducing pressure elsewhere.
- Highlight local favourites, i.e. walks and cycling or riding routes that are particular favourites of local people or groups. This has been successfully implemented in the North Pennines AONB where, with support of the AONB team, local community groups designed and published their own walks around their communities. At Pendle Hill, there is an opportunity to work with local individuals and groups on a similar basis.
- Quakerism and Pendle Hill – It was felt that there were opportunities to capitalise further on the on historical significance of Pendle Hill to the Quakers.
- Pubs: more inns with rooms needed – It was felt that pubs in what are (and could be) key locations such as Sabden should form part of the visitor experience but many are struggling and / or failing. It was suggested that any area – wide marketing that the LPS developed should attempt to include these businesses. Elsewhere, there were great examples of thriving pubs such as The Swan with two necks in Pendleton which is working well and incorporates a micro-brewery.
- Retail opportunity for walking equipment outlet – Several respondents thought that there may be an opportunity for a walking equipment shop in the area.

4.5 Options Appraisal

A long list of route and product development opportunities was subjected to a high-level appraisal that considered a broad range of qualitative and quantitative criteria as set out below.

4.5.1 Criteria

INCREASE ACCESS



REDUCE PRESSURE



DISPERSE VISITORS



ATTRACT NEW AUDIENCE



IMPROVE VISITOR EXPERIENCE



CAPITAL COST



PERCEIVED RISK



4.5.2 Appraisal

Associated with these criteria an assessment system of 'high-medium-low' was developed to help illustrate how each opportunity might fit with these criteria and which of the opportunities outlined in Section 2.3 have the greatest potential to fulfil the LPS objectives within the available budget and time frame. The appraisal matrix is presented in Figure 32 on the next page.

Figure 32: Appraisal of Gateway and Route Improvements

		INCREASE ACCESS	IMPROVE VISITOR EXPERIENCE	DISPERSE VISITORS	REDUCE PRESSURE	NEW AUDIENCE	PERCEIVED RISK	CAPITAL COST	PRIORITY
Gateways Opportunities									
A Barley	Introduce visitor giving scheme at car park, supported by interpretation, volunteer presence and partner business engagement.	LOW	LOW	LOW	LOW	MEDIUM	LOW	LOW	HIGH
	Expand interpretation beyond Parish Council information board.	MEDIUM	HIGH	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM	MEDIUM
B Downham	Establish overflow car park in field adjacent to existing car park.	HIGH	MEDIUM	LOW	MEDIUM	LOW	LOW	MEDIUM	LOW
	Hookcliffe Plantation parking	HIGH	MEDIUM	MEDIUM	MEDIUM	LOW	LOW	MEDIUM	HIGH
	Introduce mini-gateway (access and signage) at Chatburn end of Chatburn-Downham link.	HIGH	MEDIUM	MEDIUM	MEDIUM	LOW	LOW	LOW	MEDIUM
C Spring Wood	Hub partnership (including kiosk partner)	MEDIUM	MEDIUM	MEDIUM	MEDIUM	LOW	LOW	LOW	HIGH
	Cross marketing of other gateways and LPs area	HIGH		HIGH	MEDIUM	LOW	LOW	LOW	HIGH
D Nick o'Pendle	Formalise car parking (bays, signs, donation).	MEDIUM	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM
	Improve car park safety and sight lines by lowering ground on Sabden side.	LOW	MEDIUM	MEDIUM	LOW	LOW	MEDIUM	HIGH	HIGH
	Expand car parking in association with the Wellsprings, allied to a new off-road path to Pendle Hill summit.	HIGH	MEDIUM	HIGH	HIGH	MEDIUM	MEDIUM	HIGH	MEDIUM
E Sabden	Develop interpretation from within the village, with associated routes to Nick o Pendle and beyond (new gateway).	HIGH	HIGH	HIGH	HIGH	MEDIUM	LOW	MEDIUM	MEDIUM
Routes									
1A Spring Wood concessionary footpath		HIGH	HIGH	MEDIUM	LOW	LOW	LOW	LOW	HIGH
1B Spring Wood countryside Tramper trail		HIGH	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM	HIGH	LOW
1C Spring Wood to Nick o' Pendle route signage/improvements		LOW	LOW	LOW	LOW	MEDIUM	LOW	LOW	LOW
2 Heys Lane byway (drainage and surface works)		LOW	MEDIUM	LOW	LOW	MEDIUM	HIGH	LOW	MEDIUM
3 Downham-Chatburn concessionary bridleway		HIGH	MEDIUM	MEDIUM	LOW	LOW	LOW	HIGH	HIGH
4 Hookcliffe plantation concessionary footpath		MEDIUM	LOW	MEDIUM	MEDIUM	LOW	LOW	MEDIUM	MEDIUM
5 Black Hill Wood Tramper circular route		HIGH	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM	HIGH	MEDIUM
6 Black Moss-Sculpture Trail concessionary link		HIGH	HIGH	LOW	LOW	LOW	MEDIUM	MEDIUM	HIGH
7 Cart track & stone path to Pendle Hill summit (minor works)		MEDIUM	HIGH	LOW	MEDIUM	LOW	LOW	MEDIUM	HIGH
8 Pendle Hill summit repairs		MEDIUM	MEDIUM	LOW	MEDIUM	LOW	LOW	MEDIUM	MEDIUM
9A Pendleton-Angram Green Tramper trail (ex. bridge repair)		MEDIUM	MEDIUM	MEDIUM	LOW	HIGH	LOW	LOW	HIGH
9B Angram Green-Downham Tramper trail extension		HIGH	LOW	MEDIUM	LOW	LOW	LOW	HIGH	LOW
10 Coal Pit Lane		LOW	LOW	LOW	LOW	MEDIUM	LOW	LOW	LOW
11 Concessionary route to form crossing point under A59		MEDIUM	HIGH	LOW	LOW	LOW	MEDIUM	MEDIUM	MEDIUM

4.5.3 Priorities

Based on the appraisal, the following route and gateway improvements are considered to be ‘high priority’ and are recommended to be short-listed for early implementation. These are deliverable improvements offering a high degree of sustainability and meeting many of the LPS objectives.

Project	Justification	Cost Estimate
A – Barley – Incorporate Barley gateway into area-wide Visitor Giving scheme, supported by interpretation, volunteer presence and partner business engagement	High profile opportunity to engage with visitors to encourage them to take a stake in the area’s future. Requires discussion with Parish Council how and where donations are spent and how this is communicated to visitors (i.e. not limited to Council car parking income, but used to maintain visitor and access facilities in and around the village, support the Parish Lengthsmen scheme etc).	£10,000
B- Downham - Hookcliffe Plantation parking – reducing informal parking	Reduce pressure from informal parking, low landscape impact	£27,000
C – Spring Wood - Hub partnership (including kiosk partner)	Opportunity to develop a new partnership between LCC, FOB and a private enterprise	£25,000
C – Spring Wood - Cross marketing of other gateways and LPS area	A relatively modest investment in marketing material can have a large impact on visitor dispersal (both to and from Spring Wood)	£5,000
D – Nick O’ Pendle - Improve car park safety and sight lines by lowering ground on Sabden side.	Relatively simple to agree, potential for large benefits in improving what are currently dangerous parking locations	£5,000
Route 1A – Spring Wood concessionary footpath	Straightforward concessionary path additions, two options each of which will join SE with the wider PRoW network	£2,000 - £4,000
Route 3 – Downham to Chatburn concessionary bridleway	Good opportunity to remove multiple users from a dangerous and busy road	£37,000
Route 6 – Black Moss-Sculpture Trail concessionary link	Re-instating a circular route to a much loved local resource	£25,000
Route 7 – Cart track and stone path to Pendle Hill summit (minor works)	Most heavily used route to the summit, emergency repairs now will halt deterioration and prevent higher future costs	£25,000
Route 9A – Pendleton-Angram Green tramper trail (ex. bridge repair)	Straightforward opportunity to expand use of existing safe, quiet and easy rural route	£10,000
Total		£178,000

The following route and gateway improvements were identified as ‘**medium priority**’. Whilst these improvements may not be realised within the budget that is currently earmarked for this project, they may be deliverable either at a later stage or through additional funding.

Project	Justification	Cost Estimate
A – Barley - Expand interpretation beyond Parish Council information board.	Area-wide suite of interpretation will drive visitor traffic towards other sites and better inform visitors of local opportunities	£2k per panel, up to 5 panels = £10,000
B – Downham - Introduce mini-gateway (access and signage) at Chatburn end of Chatburn-Downham link.	Signposting visitors to Downham car park and interpretation centre to reduce informal parking	£2,000
D – Nick O’ Pendle - Formalise car parking (bays, signs, donation).	Excellent opportunity to link this site into the area-wide visitor giving scheme.	£25,000
D - Expand car parking in association with Wellsprings restaurant, allied to a new off-road path to Pendle Hill summit.	Strategic site – graded medium priority as deliverability currently uncertain	£25,000
E – Sabden - Develop interpretation from within the village, with associated routes to Nick O’ Pendle and beyond (new gateway).	Additional project, good potential, deliverability uncertain	£2k per panel, up to 5 panels = £10,000
Route 2 - Heys Lane Byway (drainage and surface works)	Improving ease of use of this route for walkers. Full surface repairs not a priority for this project as very costly and would result in limited increased use (not a circular route).	£15,000
Route 4 - Hookcliffe plantation concessionary footpath	Repairs to eroded peat, costly work with potential to attract other funding. Should be considered with repairs to summit.	£25,000
Route 5 - Black Hill Wood tramper circular route	Self-contained, part-surfaced circular Tramper route. Deliverability uncertain.	£15,000
Route 8 - Pendle Hill summit repairs	Repairs to eroded peat, costly work with potential to attract other funding. Great opportunity for crowd funding alongside repairs to the Hookcliffe plantation concessionary path and stepped route to the summit	£50,000
Route 11 – Proposal for concessionary route as crossing point under the A59 near Clitheroe. Utilising existing lane and large culvert. New access ramp required on South side	Strategic benefits from this yet unexplored route. However, given that it was a late addition to the project, it may require further discussion	£20,000
Total		£197,000

Pendle Hill Landscape Partnership – Visitor Management Plan

A number of route and gateway improvements were scored as '**low priority**', either because they were considered to have little impact on access improvement and visitor dispersal or because deliverability was in question due to high capital cost or limited stakeholder support.

5 Action Plan

5.1 Introduction

The following action plan sets out our prioritised list of route improvements and repairs. In the light of the results of our research, feedback from the consultation exercises and in view of the limited budget available, we recommend that the following pieces of work are delivered as follows:

- Those marked with a **‘high priority’** should be planned to commence towards the start of the scheme delivery. Landscape Partnership schemes typically set lower budgets for their first years. Therefore capital works of this nature may in fact commence on the ground towards the end of year 1. In that case the high priority works should be carried out in years 1 and 2 and the medium priority works in years 3 and 4. In this way, any additional crowd funding or visitor giving initiatives may already be in place by the time the later works take place.
- In many cases, improving access to the countryside involves carrying out a lot of work that often cannot be seen and it’s often hard to measure its success. In this instance, we would recommend carrying out a survey of users and potentially installing visitor counters at strategic points before and after the work has been carried out from time to time. This may go some way to measuring a change in usage (be that an overall increase or measurable dispersal to other gateways).

The figure below presents a key for the lead agencies identified in the action plan which follows overleaf.

Figure 33: Lead Agencies Key

Forest of Bowland AONB Partnership	FOB	Ribble Valley BC	RBC
United Utilities	UU	Highway Authority (LCC)	HA
Lancashire County Council	LCC	Lancashire County Council	LCC
Downham Estate	DE	Friends of Spring Wood	FOSW
Parish Council	PC	Parish Council(s)	PC(s)
Nick O’ Pendle	NOP		

5.2 Gateways

5.2.1 Barley

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Lack of interpretation / visitor information	Absence of appropriate orientation information	Create new interpretation suite, (fixed and digital) and make trails more readily available	FOB	Barley PC	Ranging from £10,000 (fixed interpretation) to several tens of thousands (digital app) - depending on type and number of platforms supported, complexity, number of features, backend infrastructure, app programming interfaces and customisation of visual design	Monitor downloads and collect feedback as part of visitor survey
Congestion	Popularity leading to parking problems	Create additional / alternative parking at other sites eg. Hookcliffe Plantation on Pendle Road (15 cars + 3 disabled)	FOB, DE		£15,000	Work with volunteers and residents to monitor use of new routes and car parking (e.g. occasional count of parked cars at different times of the day/week) and monitor downloads of Sculpture Trail route from FOB website
		Encourage visitors to use alternative sites to access the area via marketing new interpretation and routes	FOB,	All partners		
Absence of circular route to other local attractions and points of interest	Pendle Sculpture Trail currently under-used	Create robustly fenced / walled permissive footpath to join PRoW network	FOB, landowner, United Utilities		£4,300 - £5,000 (fenced), 2 gates. / £31,050 (walled, 2 gates.	
		Carry out access improvement works in Aitken Wood	UU, FOB		£13,000	

5.2.2 Downham

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Congestion and lack of clear directional information	Car park and visitor information centre is not well signed	Improve signage in Downham appropriately	FOB	DE	£500 - £1000	Seek feedback on signage and interpretation as part of annual visitor survey
	Additional parking and signage required	New car park provision at Greendale View (currently outside of this project). New signage and interpretation along Chatburn Road and new concessionary route.	FOB	DE, RVBC	£2,000	
Refreshed interpretation required / upgraded visitor information	Information centre is currently dark and interpretation hard to read	Install natural lighting to the interpretation space, consider additional directional lighting	FOB	DE	£3,000	Consider LEDs for longer life span and low maintenance
	New 'orientation point' and upgrade interpretation	Commission new interpretation as part of the overall suite, digitise existing walks	FOB	DE	£4,000 for improved interpretation inside information centre (may need to be derived from central interpretation budget)	Seek feedback on signage and interpretation as part of annual visitor survey
Lack of multi-user routes	Hazardous route from Chatburn to Downham	Install new fenced multi user path. 150 mm base layer (40 - 60 mm with 40 mm top layer of 10mm – dust, rolled surface, 2m wide, 738m long	FOB	DE	£37,155	
	Pendleton to Angram Green bridleway in need of improvement	Install small scale parking at both ends with information points. Upgrade access furniture, repair bridge	HA	FOB, Landowners	c. £10,000, allow £20,000 for bridge repair	

5.2.3 Spring Wood

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Under-exploited Gateway	New hub management	Explore opportunities for new management and commercial partnerships	LCC		Unclear	Dependent on negotiations
	Improve toilets	Potential to partner an existing local business / social enterprise / new entrepreneur	FOB	LCC, FOSW	Unclear	Introduce cleaner's log check; low maintenance
	Re-open refreshments	Potential to partner an existing local business / social enterprise / new entrepreneur. Toilets and refreshments may be operated by the same partner	FOB	LCC, FOSW		Success defined by ongoing lease and (eventual) profit for operator
	Revise interpretation	Low priority, but some of the interpretation is faded	FOB	LCC, FOSW		

5.2.4 Nick O' Pendle

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Iconic site which is difficult to access and lacks interpretation	Informal parking in dangerous locations	Increase car park safety by improving sight lines - lowering the ground on the Sabden side	HA?	FOB	Estimated at £5,000	Monitor use through observance by residents/volunteers
		Develop car parking in association with Wellsprings restaurant allied to a new off-road path to the top of the hill. 327m route, unsurfaced, fenced parallel to existing wall.	FOB	Local landowners	Estimated at £24,760	Expand visitor-giving scheme to include new Nick O'Pendle car park, with 'opt out' mechanism so as not to negatively affect restaurant clientele or visitors who have already contributed elsewhere in the LPS area; potential to install counters to monitor usage

	Very little interpretation survives	Develop new interpretation for the car parking areas and points of access to the PRoW network at the top of Nick O' Pendle. This should also include preventative or informative messages about where to park and / or find out more about walks and things to see in the area	FOB	Local landowners, LA's, PC's	£2k per interpretation sign (2-3 signs) + £250 for P sign	
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5.2.5 Sabden

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Currently excluded from visitor experience	Lack of signage	Arrange for the use of additional car parking / develop car parking and interpretation within the village with associated routes to Nick O' Pendle and beyond	PC	FOB, local businesses	unknown	Include Sabden as visitor gateway in visitor survey to be carried out annually by FoB (with volunteer support)

5.3 High Priority Routes

Route 1A – Spring Wood Concessionary Footpath

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Spring Wood Concessionary Path original proposal	Lack of access to the wider PRoW network from Spring Wood	Create a new link to the North East of Spring Wood.	FOB	LCC, FoSW, landowner	£2,000	Visitor survey by FoSW to gauge usage level
		Unsurfaced path with pedestrian gates and signage		Landowner consent to be sought		Maintenance likely to be minimal

Route 3 – Downham to Chatburn Concessionary Bridleway

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Busy and non-speed limited road between villages presents a hazard to leisure users	Opportunity to take leisure traffic off the road	Single fenced bridleway parallel to existing road boundary. Overall width to fence, say, 3m.	FOB	DE, HA, PCs, landowners	£37,155	Route to pass through new car park at Greendale View Café. Good opportunity to monitor use.
		Rolled stone surface 2m wide. Equestrian gates at field boundaries		Landowner in principle approval obtained		

Route 6 – Black Moss Wood Sculpture Trail Concessionary Link

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Black Moss Sculpture Trail and concessionary link	Sculpture trail in need of surface improvements	Ad hoc surface improvements, renewing vistas from seats. New concessionary woodland link path.	FOB,	UU, Landowners, PC	£24,720	Condition monitoring and regular maintenance regime will prevent future decline
	No existing viable circular link to the PRoW network	New fenced and gated concessionary link path.		Landowner consent to be sought	Potential local project for Visitor Giving funds	

Route 7 – Cart Track and Stone Path to Pendle Hill Summit Plateau (minor works)

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Surface degradation to cart track, water damage, braiding and habitat damage	(Entire route could be re-surfaced with a larger budget)	Cart track -Installation of drainage at key points, limited re-surfacing, use of temporary fencing to reduce desire line damage and enhance habitat.	FOB	HA, PC,	£25,000	Regular walkers to be encouraged to monitor condition. Potential for voluntary Lengthsmen scheme
Pitched stone stepped route damaged in places, some braiding around broken collapsing stepped sections	Some signs of wear to water barriers. Prudent intervention now will help prevent future cost escalation	Pitched path – ad hoc repairs to prevent further damage. Potential to replace wooden water barriers in stone.			Potential for future works as funds allow	

Route 9A – Pendleton to Angram Green Tramper Trail (excluding bridge repair)

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Lack of available Tramper routes	Existing bridleway in a remote and tranquil location, easily upgraded to suit Tramper use	Basic parking and loading areas to be identified and / formed at either end of the route.	FOB	HA, landowners, PC	£10,000 (net of bridge repair costs)	Regular users to be encouraged to monitor condition
		Equestrian furniture to be installed to three existing gateways		Landowner consent to be sought	Potential match funding if HA repair bridge (c.£20,000)	

5.4 Medium Priority Routes

Route 2 – Heys Lane Byway (surface and drainage works)

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Existing byway suffering from poor surface conditions	Very poor surfacing at either end, extremely costly to repair	Repair and install ditching and drainage	FOB	HA, PC	£15,000	Lengthsmen / volunteers / regular users to monitor condition
Potential for Trumper use or incorporation into a circular route	Not part of an obvious circular route without using the main road.					

Route 4 – Hookcliffe Plantation to Pendle Hill Concessionary Footpath

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Route passes over peatland and erosion becoming a problem in wetter areas.	Paving to be flown in to form a new path surface	Ad hoc patch repairs	FOB	DE	£15,000	Stone flagged repair should last for 20 years with minimal maintenance
				Landowner approval in principle obtained	Potential for crowd or Visitor Giving funding	

Route 5 – Black Hill Wood Trumper Trail (circular route)

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Informal woodland route may lend itself to a Trumper trail	Proposal impractical as a circuit; therefore an additional (return) leg proposed for Well Wood.	Create a circular route combining the Black Hill Wood path with a new route along the edge of Well Wood.	FOB	PC, landowners	£15,000	Minimal maintenance required, although condition of signage will need to be monitored
		Partially surfaced route, new access gates in exiting gateways		Landowner consent to be sought		

Route 8 – Pendle Hill Summit Repairs

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Degraded surface of concessionary path has led to erosion and denudation of peat on the summit	Adjacent section of flagged path.	Stone paving to be flown in and laid to match existing.	FOB	DE, PC's	£50,000	Stone flagged repair should last for 20 years with minimal maintenance
	Great opportunity to achieve habitat enhancement benefits as well as repairing the route for users			Landowner consent to be sought	Great opportunity to match investment by crowdfunding	

Route 11 – Concessionary Route to form crossing point under A59

Issue	Specific issue	Action	Lead agency	Partners	Costs	Indicators / Monitoring
Difficult to access Pendle Hill area as many PRoW are curtailed by the main road	If accessing the scheme area from Clitheroe via PRoW the A59 is a barrier	Create an underpass by re-using an existing culvert, access track and road verge	FOB	HA, landowners	£20,000	Basic maintenance and signage.
		Form new access ramp to roadside		Landowner consent to be sought		Potential to monitor reduction in accidents and near misses
						Potential to install counters to monitor usage

Appendices

1 List of Consultees

Andrew Walker, Chairman, Roughlee Parish Council

Angela Whitwell, Sabden Parish Council, Clerk and Admin Officer for Parish Lengthsmen Scheme

Ann Phelan, Friends of Spring Wood, Secretary

Bill Brady, Lancashire County Council, Pennine Bridleway National Trail Ranger

Dave Hewitt, RVBC, Countryside Officer

Dave Padley, Lancashire County Council, Countryside Officer working with Forest of Bowland AONB

David Goode, Lancashire County Council, PRoW Lead Officer

David Oyston, United Utilities, Catchment Controller

Davina Stanford and Richard James, Leeds Beckett University, Local Visitor Economy Value Study

Derek Heap, Barley Parish Council, Chairman

Frank Wren, Boothman Park, Owner

Helen Ashworth, Pendle Hill Ski Club, Secretary

James Starkie, Pendle Borough Council, Borough Councillor Pendleside

Jemma Mnanestie, Seafood Pub Company (Assheton Arms and Barley Mow), Marketing Manager

John Staples, Ingham and Yorke, Agents for Huntroyde Estate

Kieran Carr, Tour of Pendle, Organisor

Mark Hartley, Barley Commoners Association, Chair of Commoners, member of Pendle Hill Advisory Group

Mike Williams, Pendle Borough Council, Tourism Officer,

Nicola Burnop, Wymondhouses Farm, local farmer

Paul Hartley and Kerry Morrison, In Situ, Audience Development Plan

Paul Mahony, Countryside, Communications Strategy

Paul Shoreman, Lancashire County Council, Spring Wood Ranger

Paula Mulligan, The Cabin at Barley, Manager

Robert Whitwell, Pendle Hill Graziers, Chair of Commoners, member of Pendle Hill Advisory Group

Robin Willoughby, member of Higham with West Close Booth Parish Council

Rt. Hon. Ralph Assheton, Owner, Downham Estate & Chair, Forest of Bowland AONB Partnership Board

Tom Partridge, Pendle Borough Council, PRoW Officer and Organiser of Pendle Walking Festival

Tom Pridmore, RVBC, Tourism Officer,

Zak Marhraoui, Springwells restaurant, Owner

2 Market Analysis

2.1 Strategic Context

This Visitor Management Plan for the Pendle Hill Landscape Partnership area exists both in a local, regional and national context. Below we have extracted relevant priorities from a number of key strategic documents, which resonate with the plans for Pendle Hill. These links are important in order to position the Pendle Hill LP area as one of Lancashire’s primary visitor destinations and a credible potential recipient of future support, be it at national, regional or local level.

Document	Short Description	Relevant Priorities
National Strategies		
Strategic Framework for Tourism in England 2010 - 2020	A ten-year strategy for England’s tourism industry to grow 5% in value year-on-year	<ul style="list-style-type: none"> To facilitate greater engagement between the visitor and the experience through information provision that is modernised, integrated nationally and keeps pace with advances in technology.
Regional Strategies		
Lancashire Visitor Economy Strategy 2016 - 2020	A blueprint for how Lancashire intends to grow the volume and value of its visitor economy between 2016 and 2020	<ul style="list-style-type: none"> To attract and disperse visitors across the county. To prioritise tourism development and promotion on the needs and expectations of visitors.
Lancashire Destination Management Plan 2016 - 2020	A plan that sets out a series of priorities and actions that will contribute to achieving the aims and objectives of Lancashire’s Visitor Economy Strategy over the next four years	<ul style="list-style-type: none"> To develop the tourism product and supporting infrastructure to increase the county’s competitiveness and support year-round business. To improve the visitor experience, particularly visitor welcome and customer service. To improve the interpretation of walking and cycling routes to raise awareness of specific historical and natural features that have the potential to appeal to visitors.
Lancashire Cycling and Walking Strategy 2016 - 2026	A strategy to develop Lancashire’s walking and cycling offer over the next ten years	<ul style="list-style-type: none"> To double the number of people cycling by 2026. To increase the number of people walking by 10% by 2026. To bring levels of physical activity in all districts to at least the annual national average by 2026.

Document	Short Description	Relevant Priorities
Local Strategies		
Pendle Local Plan Part 1: Core Strategy 2011 - 2030	An overarching policy framework to help deliver sustainable development and growth in Pendle up to 2030	<ul style="list-style-type: none"> To protect, enhance and improve access to green spaces, sport and recreation facilities and improve health and well-being. To ensure that new development respects the natural and historic environment by seeking to protect, maintain and enhance those sites and habitats. To deliver a safe, sustainable transport network that improves both internal and external connectivity.
Pendle Visitor Economy Plan 2016 - 2017	Sets out how Pendle will align its visitor economy activity to meet the objectives of the Lancashire Visitor Economy Strategy	<ul style="list-style-type: none"> To target those who are attracted to the area's countryside and heritage through activities such as continued promotion of the Pendle Walking Festival and the Legacy Cycling Strategy.
		<ul style="list-style-type: none"> To increase walking and cycling holidays and short breaks by advertising advertising in national publications, connecting with walking and cycling clubs outside an 1-1.5hr catchment area and packaging the various elements of walking and cycling breaks.
		<ul style="list-style-type: none"> To develop a Quaker Trail, working with cross-border partners. To continue promoting the Pendle Witches story and various eponymous trails.
Ribble Valley Core Strategy 2008 - 2028	A strategic planning policy framework to guide development in the borough of Ribble Valley up to 2028	<ul style="list-style-type: none"> To respect, protect and enhance the high-quality environment and biodiversity in the borough. To co-ordinate, innovate and diversify sustainable tourism, building on existing strengths and developing new initiatives. To improve accessibility and service delivery to address rural isolation.

2.2 Socio-Economic Context

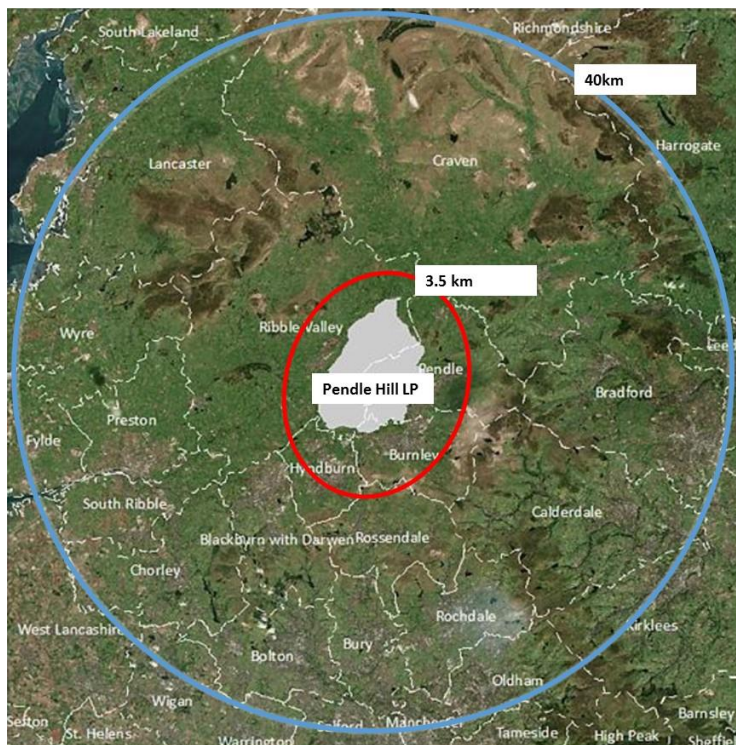
The two sides of Pendle Hill are not only reflected in differences in the landscape, but also in the differing nature of demographics and population.

Clitheroe, the main town on the Ribble Valley side of Pendle Hill was historically the centre of the Royal hunting forests, and its Norman castle was the centre of the Honour of Clitheroe, a vast estate of manors and royal forests, stretching along the western side of the Pennines.

On the other side of the hill, the Pennine east Lancashire towns of Burnley, Nelson and Colne were much later settlements, built alongside the Leeds to Liverpool canal and the railway, and supported by industries such as coal mining and textiles. These Pennine Lancashire towns today exhibit some of the worst levels of deprivation in the UK (i.e. in the top 20% most deprived local authority areas); for example, Burnley is ranked sixth most deprived in the country with regards to health deprivation and disability. By contrast, Ribble Valley is the only Lancashire district within the top 20% least deprived areas in the country.

This assessment of the socio-economic context of Pendle Hill considers the demographics of three defined catchment areas, namely:

- Pendle Hill Landscape Partnership area
- a catchment area within 3.5 km walking distance
- a catchment area within 40km driving distance³



The population for the LP area itself was recorded as 20,387 in the 2011 Census.

The population for the area within 3.5km of Pendle Hill is c. 229,000 and includes the communities of Clitheroe, Burnley, Nelson and Colne.

Over 3 million people (3,048,000) live within 40km of Pendle Hill, an area that includes the towns of Blackburn, Chorley, Flyde, Hyndburn, Lancaster, Preston, Ribble Valley, Rosendale, Wyre, Calderdale, Bradford, Craven, Harrogate, Bolton, Bury, Oldham and Rochdale.

³ The 40km catchment area was defined in the 2015 study on assessing barriers to site access in Pendle Hill LP (carried out by Cait Robinson, University of Manchester as part of the Pendle Hill Landscape Partnership Round 1 HLF application). This area was considered to be within a reasonable driving distance of Pendle Hill.

2.2.1 Pendle Hill LP Area

Includes the following Lower Super Output Areas (LSOA)⁴: Pendle 008A, 008B and 008C (which together make up the ward of Barrowford), Pendle 008D (Blacko and Higherford), Pendle 008E (Higham and Pendleside), Pendle 008F (Old Laund Booth), Pendle 013D (which is one of the LSOAs in the Reedley ward), Ribble Valley 001C (Gisburn and Rimington), Ribble Valley 005A (Chatburn), Ribble Valley 005B and 005C (which together make up the ward of Read and Simonstone), Ribble Valley 005D (Sabden), Ribble Valley 005E (Wiswell & Pendleton) and Ribble Valley 007D (Whalley).

- With an average age of 43 years, the Pendle Hill LP area has a population that is slightly older than the national (i.e. England) average (of 39 years). This is in part due to a larger proportion of people aged 65 years and over (21% of the total population compared to 16% national average).
- The population of the Pendle Hill LP area is also characterised by lower levels of educational attainment; 18% of the residents have no qualifications, compared to 23% nationally.
- Unemployment in the Pendle Hill LP area is low at 1.8%, compared to 4.4% nationally.
- 94% of the population in the Pendle Hill LP area is of White British origin.
- Unsurprisingly given the rural location, 90% of households own a car, which is considerably higher than the national average (74%).
- 7% of the residents consider their day-to-day activities to be limited due to a disability or long-term health problem, which is slightly lower than the national average (8%).

2.2.2 Area within Reasonable Walking Distance (3.5 km)

- The urban area of Colne, Nelson and Burnley has a relatively young population, with a greater proportion of those aged under 15 and fewer people of pensionable age than is the average for England. However, within the total 3.5km catchment area the percentage of those aged 65 years and over (16%) is in line with the equivalent national figure.
- Education attainment is comparatively low: 27% of the population aged 16 and older does not have any qualifications (compared to a national average of 23%).
- Employment deprivation is particularly high, with 24% of LSOA ranking in the 10% most employment deprived of England, and 17% of LSOA ranking in the 10% most income deprived of England. This employment and income deprivation tends to be concentrated to the south of the hill in Burnley, Colne and Nelson.
- In contrast to the Pendle Hill LP area itself, the catchment area immediately surrounding it has much greater ethnic diversity, with 14% of the population belonging to a different ethnic group (i.e. not White British). This is similar to the national mean. The most ethnically diverse populations can be found in the Burnley and Nelson urban areas.
- Most of the households in the rural parts of the 3.5km catchment area own a car, but car ownership in Nelson, Burnley and Colne is particularly low. Overall, c. 27% of households in the 3.5km catchment area does not own a car.

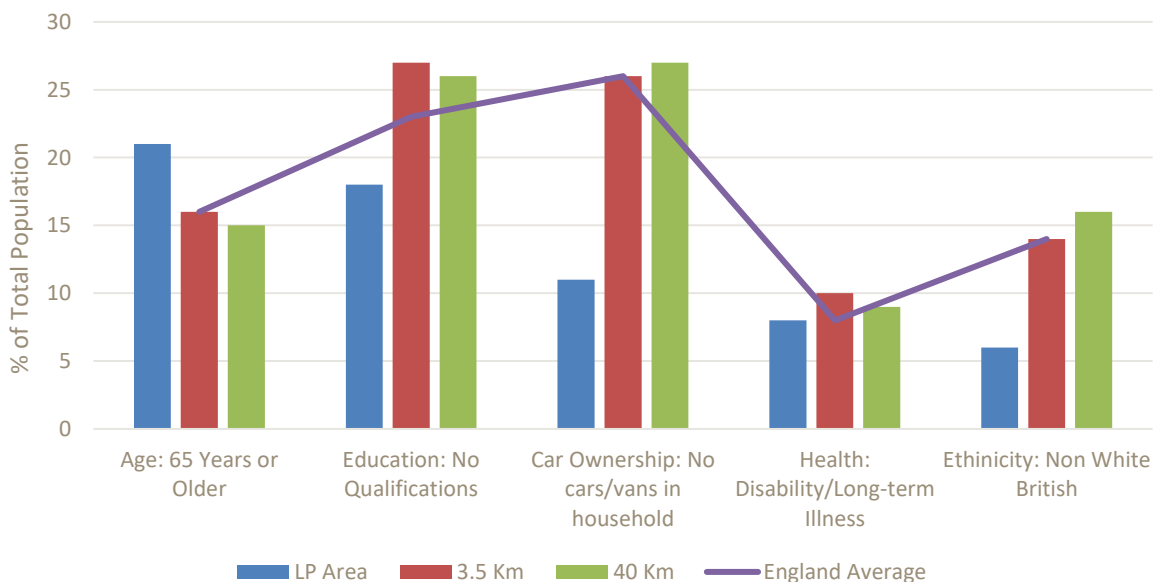
⁴ Lower Super Output Areas are a geography for the collection and publication of small area statistics as used by the Office of National Statistics and the Neighbourhood Statistics.

- Health deprivation is concentrated towards the south side of the hill. 10% are thought to have a disability or long-term illness, compared to 8% in England.

2.2.3 Area within Reasonable Driving Distance (40 km)

- Residents aged 65 years or over account for 15% of the population in the area, slightly less compared to figures for the whole of England (16%).
- 16% rank within the 10% most education deprived in England with 26% having no qualifications, slightly lower compared to the area within 3.5 km but 12% higher compared to the whole of England.
- 18% rank in the 10% most employment and income deprived of England, somewhat lower compared to the area within 3.5 km.
- 27% of households have no car ownership, slightly more compared to the area within 3.5km and the whole of England (26%).
- 9% of the population in the area are considered to have a disability or long-term illness, slightly lower compared to the area within 3.5 km but higher compared to England.
- The average number of residents identifying themselves as not White British is 16%, higher compared to the average in England (14%). However, many of them have lived in the UK for a long time.

2.2.4 Conclusions and Implications



Generally, people with lower social grades and lower educational attainment are more likely to experience unemployment and deprivation. Partly due to a lack of financial resources and/or transport these people are also less likely to access nature. Based on the above analysis, it can be concluded that while the 40km catchment area and the Pendle Hill LP area itself experience relatively low levels of

deprivation, the greatest challenge lies in attracting people from the 3.5km catchment area. This is an access (i.e. transport) as well as information challenge.

2.3 Visitor Economy Context

2.3.1 Lancashire

Lancashire’s visitor economy plays a significant role in the overall economy of the county. According to the STEAM Tourism Economic Impact research undertaken for Marketing Lancashire by Global Tourism Solutions Ltd, in 2015 Lancashire’s visitor economy:

- Supported more than 56,551 full-time jobs, up 0.9% compared to 2014.
- Recorded 64.38 million tourism visits, a 1.7% year-on-year increase.
- Generated £3.81 billion through visitor and tourism business expenditure, up 3.1% compared to 2014.

The visitor economy is one of the seven key business sectors that Lancashire County Council has identified as a sector that can be grown to provide jobs and wealth in the future. It currently represents 7% of the county’s GVA whilst employing 1 in 10 of the county’s workers. The economic impact of Lancashire’s visitor economy has grown by 10% since 2009, and visitors contribute an average of £9.3 million every day to Lancashire’s economy.

2.3.2 Ribble Valley

Located on the northern side of the Pendle Hill LP, Ribble Valley is one of the two predominant administrative Boroughs of the area. In 2015, Ribble Valley attracted more than 3.8 million tourism visits, equating to 6% of all tourism visits to Lancashire. 325,000 visits were made by visitors staying in the Ribble Valley area, generating 1.2 million nights in accommodation. The economic impact of tourism in Ribble Valley rose by 2.3% between 2014 and 2015, while visitor numbers grew by 1.3% (see Figure 34).

Figure 34: Ribble Valley’s visitor economy performance 2014-2015

	2014	2015
Total Visitor Numbers (000s)	3,779	3,830
Day Visitors (000s)	3,445	3,505
Staying Visitors (000s)	334	325
Total Visitor Days (000s)	4,648	4,744
Visitor Days - Staying Visitors (000s)	1,203	1,239
Total Economic Impact (£000s)	201,738	206,400
Economic Impact - Day Visitors (£000s)	113,237	116,476
Economic Impact - Staying Visitors (£000s)	88,501	89,924
FTE Jobs Supported	2,951	2,927
Accommodation Stock	6,518	6,737
Serviced Accommodation Stock	1,849	1,661
Non-serviced Accommodation Stock	4,669	5,076

Source: STEAM

Ribble Valley’s tourism is predominantly built on its countryside, with popular tourist activities including walking, road cycling, mountain biking, golf and fishing.

Located just outside the Pendle Hill LP area’s boundaries, Clitheroe is the major base from which the Ribble Valley Borough is explored. Ribble Valley’s predominant heritage tourist attraction is Clitheroe Castle, which attracts c. 70,000 visitors per year.

2.3.3 Pendle

Pendle Borough contains the southern edge of Pendle Hill as well as the towns of Nelson and Colne, in which there is a significantly higher level of deprivation. Like Ribble Valley Borough, the main tourist driver in the Pendle Borough is the Forest of Bowland AONB, but specifically Pendle Hill.

In 2015, Pendle attracted almost 2.6 million tourism visits, equating to 4% of all tourism visits to Lancashire. Visitors to Pendle supported 1,477 full-time jobs and the economic impact of tourism in the area grew by 2.7% between 2014 and 2015.

Figure 35: Pendle's visitor economy performance 2014-2015

	2014	2015
Total Visitor Numbers (000s)	2,546	2,591
Day Visitors (000s)	2,349	2,395
Staying Visitors (000s)	197	196
Total Visitor Days (000s)	2,872	2,915
Visitor Days - Staying Visitors (000s)	523	520
Total Economic Impact (£000s)	103,272	106,026
Economic Impact - Day Visitors (£000s)	77,193	79,587
Economic Impact - Staying Visitors (£000s)	26,080	26,439
FTE Jobs Supported	1,481	1,477
Accommodation Stock	1,104	1,303
Serviced Accommodation Stock	442	457
Non-serviced Accommodation Stock	662	846

Source: STEAM

Similarly to Ribble Valley Borough, tourism in Pendle is very much based around the outdoors. Examples of other attractions include:

- Prestige Karting go-karting track
- Thornton Hall Country Park
- Inside Spa
- Pendle Heritage Centre
- Bancroft Mill
- British India Museum
- Leeds & Liverpool Canal

Attracting c. 62,000 annual visitors, Towneley Park in Burnley is one of the key competing sites to the Pendle Hill LP area. The 180 hectares landscaped parkland also includes Towneley Hall Art Gallery and Museum which welcomed 55,000 visitors in 2015/16 and offers an extensive range of events, activities and exhibitions.

Organised by Forest of Bowland AONB, 'Festival Bowland' includes a series of events that take place throughout the year. This event calendar incorporates several events in the Pendle Hill LP area; most are organised walks.

Figure 36: Events

Event	Theme	Location	Date
Heard the Buzz?	Craft Workshop	Downham Village Hall	09/04/2016
Clitheroe Food Festival	Food and Drink Showcase	Clitheroe Town Centre	13/08/2016
Open Studios and Art Fair	Art and Craft Exhibition	Barrowford	08/10/2016
Burnley Literary Festival	Literature, Poetry, Performance and Drama, Culture, Film	Burnley Town Centre	29/10/2016 - 07/11/2016
Bat Walk	Guided Walk	Clitheroe	2 times per year (Spring and Autumn)
Climbing Pendle Hill		Various	3 times per year (April, May and June)
Ribble Valley Ramble		Sawley	2 times per year (May and August)
St. Mary's Church Tour		Newchurch in Pendle	23/07/2016
Pendle Walking Festival		Various	13 - 21/08/16

A recent Tourism Scoping Study by RJS Associates found the following estimated volume and value of tourism in the Pendle Hill LP area compared to the wider Pendle and Ribble Valley Districts:

	Pendle and Ribble Valley Districts	Pendle Hill	Pendle Hill as % of surrounding area
Trips (k)			
Day	5794	682	11.8%
Staying	497	88	17.7%
Total	6291	770	12.2%
Nights (k)			
Day	n/a		
Staying	1612	190	11.8%
Total	1612	190	11.8%
Spend / Impact (£m)			
Day	190.4	4.9	2.6%
Staying	99.0	4.6	4.6%
Total	289.4	9.5	3.3%

Source: RJS Associates, Pendle Hill Tourism Scoping, November 2016 (Draft)

It is estimated (see methodology below) that there were approximately 770k trips to the Pendle Hill area in 2015 which generated an estimated £9.5m of direct expenditure in the area.

The Pendle Hill figures were estimated using a bespoke model. This followed a similar model to STEAM but made a number of assumptions in the absence of bespoke data on the area. Estimates of staying visitors were based on accommodation stock in the area times occupancy. Visiting friends and relatives was based on the population of the area times a ratio of trips per head of population (derived from GBTS). Day visitor estimates were simply based on a ratio of day to staying trips derived from the STEAM analysis. Spend was based on accommodation rates (derived from our product audit) and an estimated spend per day (which was derived from the GD Day Visitor Survey).

The data highlights that the Pendle Hill area attracted about 12% of trips and nights that were taking place in the surrounding districts. The share of expenditure was much less significant (about 3%). RJS Associates identified two main reasons for this:

1. The Pendle Hill figures do not include indirect and induced impact figures. This will account for some of the discrepancy (but probably only about 1%).
2. Compared to the surrounding districts, Pendle Hill is a relatively small area and opportunities for spend are limited. As a consequence, spend per head in the area is low.

3 Visitor Giving Schemes

3.1 Introduction

This section includes a number of case studies of Visitor Giving Schemes implemented elsewhere.

‘Visitor giving’ is a way of inviting voluntary donations from visitors, inspiring them to put something back into looking after the places they love to visit and a way of providing a mechanism for collecting those small contributions which, collectively, can add up to significant amount of funding.

Visitor giving is a flexible way of fundraising, which lets those involved choose what works best for their destination.

3.2 Methods of Giving

In 2012 the Department for Environment, Food and Rural Affairs commissioned Birmingham City University to undertake a ‘Payment for Ecosystem Service’ pilot research project into visitor giving. The report published in 2014 identified and investigated 32 Visitor Giving Schemes across the UK. It provides the best current understanding of the state of development of visitor giving nationwide, the practices being used and issues being raised.

The study identified the principal types of Visitor Giving Schemes (see following sections) which tend to be found in publicly accessible open space in highly valued (often designated) landscapes such as National Parks and Areas of Outstanding Natural Beauty.

3.2.1 Donation Boxes

Voluntary donations collected through boxes (or envelopes) are widely used (including at Spring Wood and Barley car park). Whilst popular (as they are easy to set up and require little maintenance), they rarely raise significant donations, unless they are well designed, positioned and actively promoted or clearly indicate what the donations will be used for.

For example, the ‘Gift to Nature’ scheme on the Isle of Wight, commissioned local artists to design and produce individual donation boxes and ‘Caremoor for Exmoor’ built donation boxes into dispensers for free National Park Pocket Guides to allow visitors to make a voluntary donation in exchange for a map. Yields can also be increased by involving volunteers with donation collections who can supply information and verbally encourage donations.

Example: Bowlees Visitor Centre, County Durham



Bowlees Visitor Centre in County Durham is an award winning small visitor attraction managed by the North Pennines AONB Partnership. Parking here is operated on a donations basis. Visitors are encouraged to donate £2 for a day's parking and receive a two-part ticket in return. Half of this ticket is displayed in the visitor's car and the other half can be redeemed for a small discount in the visitor centre. This approach benefits the site to the tune of £12,000 - £15,000 each year. Experience has proved that donations can be doubled on a typical day where volunteers are visible in the car park and available to provide the public with information and directions. Interactions of this nature with volunteers are often invaluable. People will be better disposed toward a donate or visitor giving scheme if it's explained in person by a volunteer and may also engage more deeply and become volunteers themselves.

3.2.2 Opt-in or Opt-Out

The most successful method of Visitor Giving is to '**Opt Out**'. Visitors are invited to make a voluntary contribution (usually £1 to £2) which is added to the bill at restaurants, lodging etc (and can be removed if visitors want to 'opt out'). Experience shows that 95% of people will donate. This method requires very little administration, as it can be easily incorporated as a 'booking extra'. The literature and evidence from the Defra study suggest the opt-out methods are more successful than opt-in methods.

Example: Langdale Estate – Fix the Fells Our Man at the Top



As part of the company's commitment to protect the Lake District landscape, luxury hotel and timeshare resort the Langdale Estate has raised over £220k to repair and maintain upland footpaths in the Langdale Valley. It has done so by inviting time-share owners to donate £10 through their annual maintenance and by adding £2 to hotel bookings. These donations have supported a number of local environmental and conservation projects. One of these projects is 'Fix the Fells, Our man at the Top', a scheme operated by the National Trust which supports teams of upland path workers in the Lake District. The teams consist of local people, providing much needed jobs to local communities. The cost per ranger

are £20k per annum (including equipment, waterproofs and costs). During the summer the teams work on the repair and general maintenance of the upland paths; in winter, they work in the valleys on hedges, fencing, walling and tree planting.

3.2.3 Levy Schemes

Visitor attractions and large events lend themselves to a ticket or entry fee ‘levy scheme’ where for example £1 is added to the price of each ticket or entry and donated via the Visitor Giving scheme. Although the Pendle Hill LP area does only feature a few ticketed visitor attractions, such a levy could for example be raised on some of the larger fell running races. Levies tend to be effective at raising money, easy for visitors to use, but sometimes difficult to get businesses involved.

Example: Epic Events – Eden Valley Epic Cycle Sportive



By inviting a voluntary donation of £2 on top of each entry for the Eden Valley Epic Cycle Sportive in Cumbria, organisers Epic Events managed to raise £1,300 from the 972 cyclists who took part in 2013. The money supported 2 local community conservation projects. The Eden Valley Epic Cycle Sportive demonstrates how Visitor Giving can be incorporated into online booking systems.

3.2.4 Merchandising Schemes

Another payment vehicle used in Visitor Giving Schemes is the ‘merchandising scheme’, whereby items such as T-shirts, stationary, toys etc. are sold with a logo of the protected area or reference to a particular conservation project. The vendors of the items usually inform visitors that a certain percentage of the price goes directly to a particular cause or project. Whilst branded merchandise can help to promote and advertise the scheme, revenues are typically low and concerns have been expressed in the literature about merchandising schemes being perceived by visitors as ‘commercialising’ nature. Merchandising schemes also tend to be riskier than other forms of visitor giving due to the upfront capital required to purchase the initial stock.

The Forest of Bowland charity calendar and pin badges are an example of a merchandising scheme that is already in use in the wider AONB area. All funds raised from calendar and pin badges sales are donated to Champion Bowland, a small charity which works to enhance the landscape of the Forest of Bowland AONB. Since its launch in 2000, (initially as the Bowland Tourism Environment Fund), Champion Bowland

has gained participation from over 40 businesses. Whilst it continues to raise funds from donations, sales of merchandise and profits earned by its trading subsidiary Bowland Experience Ltd, the partnership has looked into the possibility of extending the scheme further to develop a Visitor Giving Scheme based on an opt-out mechanism in order to allow more projects to be developed. Discussion remain ongoing around this issue.

3.2.5 Membership

Membership schemes offer an opportunity to join a group of people that support conservation projects, such as for example the Wildlife Trust. Members typically pay a monthly or annual fee and receive newsletters about the progress of the scheme and how the money was spent. Some membership schemes offer a range of member benefits (such as invitations to local events). Disadvantages of the membership scheme include substantial administration costs (including producing regular newsletters) and membership retention. As membership is usually within an organisation rather than a project, many membership schemes lack a clear link between membership fees and the provision of specific ecosystem services. Members also have little choice over which projects are supported. A more hands-on experience, such as that offered by the Friends of Spring Wood can be more effective, but remains challenging due to the significant amount of time required by participants to get involved.

3.2.6 Participation

Instead of or in addition to financial contributions, volunteering is an alternative opportunity to support conservation projects and activities. Advantages of participation as a form of visitor giving are that it encourages active involvement, raises awareness through first-hand experience, can change behaviours and lowers labour costs. Overall however, only a very small proportion of visitors tend to engage in this way and training and supervision can be expensive. The time-banking suggestion made in the Communications Strategy is a good example of giving through participation, although it would focus more heavily on residents than visitors.

How time-banking works:

- Volunteers can both give and receive help on the projects they are interest in.
- 1 hour of volunteering = 1 credit. People are valued for the contributions they make.
- Volunteers can spend credits by requesting the services of other volunteers – giving others the chance to make a difference and feel needed.
- An online record is kept of credits earned and spent, and work completed.

Source: Countryside, Pendle Hill Landscape Partnership Communications Strategy, Draft

As suggested in the Communications Strategy such a time-banking scheme could be set up using the existing Lancashire Time Credits scheme or via the national time-banking website (pending review of which platform is most appropriate). Alternatively, a simpler bespoke system applying the same good practice could be established on the Scheme website, creating a centralised hub of activity.

3.2.7 Sponsorship

Although most sponsorship schemes are focussed on businesses, they can also be targeted at visitors (e.g. ‘adopt a tree’ or ‘lay a brick’ schemes). Sponsorship can be time-consuming to establish, but can raise large sums of money, especially if organisations with significant Corporate Social Responsibility budgets are targeted.

3.3 Good Practice

As part of the Defra study, the researchers identified the following strengths and weaknesses relating to Visitor Giving Schemes (as perceived by operators):

Strengths	Weaknesses
<ul style="list-style-type: none"> • The ability to tailor schemes to the needs and interests of donors • Broad-based support from local residents, businesses and visitors • The ability to build collaborations between organisations and groups in the local area • Tangible benefits arising from funded projects • Marketing and brand benefits for participating businesses • Raised awareness for local charities 	<ul style="list-style-type: none"> • Difficulties raising the profile of the scheme among local businesses and communities • Poor links between donations and project benefits • Underestimating the costs of running the Visitor Giving Scheme • Difficulties monitoring and evaluating the scheme and the projects it supports due to reliance on anecdotal feedback from partners instead of routine monitoring and scheme evaluations • Vulnerability to economic trends

Importantly, the study made a number of recommendations for other destinations considering introducing a Visitor Giving Scheme:

- Target requests for donations clearly towards specific projects and demonstrate how donations will lead to specific, measurable (ecosystem service) benefits.
- Where schemes offer multiple investment options, take care to target each option clearly towards specific visitor profiles, making it clear to visitors exactly how their investment will benefit specific projects of particular relevance to their interests.
- Where possible, offer a range of different payment mechanisms to suit the needs of different types of visitor, for example smart phone apps, donation boxes and opt-in levies on accommodation.
- Visitors are more likely to pay if they can do so quickly and easily, and this consideration should be paramount in the design of payment mechanisms within Visitor Giving Schemes.
- Marketing Visitor Giving Schemes effectively is essential to their success. Although this can represent a significant additional cost, a number of Visitor Giving Schemes reported declining costs as they moved to online and social media based marketing.
- To elicit repeat donations from regular visitors, it may be beneficial to rotate the projects a business supports within a Visitor Giving Scheme.

- Use positive language e.g. visitor giving, visitor gifting and investment, rather than language with more negative connotations e.g. visitor payback, or language that may imply that levies are a “bed tax” or some other form of stealth tax.
- Keep running costs to a minimum e.g. using smart phone apps and existing staff within an organisation.
- Provide immediate feedback about the effects an individual donation will make, and demonstrate the benefits of donations from previous visitors, making it clear that other visitors are donating.
- Prioritise local projects and seek funding from visitors only when they visit the area local to the project.
- Prioritise "feel good" projects for funding where benefits of donations are both clear and motivational.
- Provide opportunities to donate immediately on-site, rather than later.
- Decouple from Governmental organisations (e.g. local authorities) and channel payments via independent charities, trusts, partnerships or other not-for-profit organisations (e.g. Community Interest Companies).

The costs of operating Visitor Giving Schemes vary according to the size and complexity of the scheme and are often subsumed within wider organisational and administrative budgets, making it difficult to identify the direct costs associated with operating the scheme. Where these costs are not met by parent organisations (e.g. AONBs), these are typically met through grant funding (e.g. via LEADER). The main costs are staff costs (for establishing the scheme, creation and maintenance of websites, applying for grant funding and processing donations). For example, at Nurture Lakeland, which runs one of the longest standing and most successful Visitor Giving Schemes in the UK, 42% of the VGS expenses go towards staff costs and related expenses, despite the organisation functioning with just 2 permanent staff members, supported by volunteers. Marketing costs can also be significant, varying between 0-20% of total scheme operating costs, depending on the extent to which this is done externally or in-house.

Revenues vary according to the number of businesses participating in the scheme, visitor numbers (particularly staying visitors for schemes relying on accommodation levies) and visitor awareness of the scheme. Whilst some schemes only generate about £5,000 a year, Nurture Lakeland raises more than £100k per year. Crucially, the research found no evidence of spending displacement (i.e. none of the businesses or visitors surveyed reported any change in spending behaviour as a consequence of the introduction of the Visitor Giving Scheme).

3.4 Visitor Giving Schemes at AONBs

Out of 46 members of the National Association for Areas of Outstanding Natural Beauty (NAAONB), only a few AONBs have implemented Visitor Giving schemes.

Schemes in existence include, among others:

- ‘Champion Bowland’ – Forest of Bowland AONB
- ‘Mendip Hills Visitor Giving scheme’ – Mendip Hills AONB
- ‘Step into the Cotswolds’ – Cotswolds AONB

Example: Cotswolds Visitor Giving



The Cotswold Conservation Board first investigated the potential for a local visitor giving scheme as early as 2000. Between 2004 and 2008 the Board ran a pilot project ‘Step into the Cotswolds’, with ten tourism businesses in the West Oxfordshire part of the AONB collecting over £6,000 through donation boxes. This funded the creation of six, stile free circular walks in the area.

In 2011, the Cotswolds Conservation Board achieved the European Charter for Sustainable Tourism in Protected Areas on behalf of the Cotswolds AONB. This is a five-year award which recognises the Cotswolds as delivering and promoting a sustainable tourism destination. As part of the work, the Board participates in the Our Land sustainable tourism initiative which promotes landscape at the heart of the visitor experience. Over 100 tourism businesses in the Cotswolds are currently participating in Our Land and more are being introduced to the scheme regularly.

Building on these contacts within the industry the Board launched the Cotswolds Visitor Giving Scheme in July 2013 with a suggested levy of a minimum of £2 per visit. They collected £9,000 in its first 6 months with only 9 business signed up. Whilst such a high return per businesses was welcomed, the Board also recognised that visitor giving schemes are about raising money as well as engaging businesses and their customers. To widen the engagement of the scheme and reduce its dependency on just a few larger businesses, the Board subsequently prioritised broadening of the membership base (currently 12 members).

In the last few years a number of organisations benefited from the Cotswolds Visitor Giving grants, they included: the World Land Trust (who received a £500 grant which went towards woodland coppicing and site interpretation at Kites Hill Nature Reserve), the Cotswolds Rivers Trust (who received a grant of £500 which went towards river restoration

work on the River Coln) and a community group in Winchcombe has been able to complete a missing section of hard surface footpath thanks to the scheme. Gloucestershire Warwickshire Railway Trust received a grant of £2,500 towards the reconstruction of a railway near Hayles Abbey. Bristol Avon Rivers Trust received a grant of £1,000 for the Sherston River IMProvement Project.

Governance

The scheme was developed and is administered by the Cotswolds Conservation Board with the Cotswolds Sustainable Tourism Partnership acting as an advisory panel to help guide the schemes initial and ongoing development. The geographical area of the scheme is based on the AONB and its local catchment. The scheme uses the AONB logo and the visitor giving green heart logo to emphasise local identity whilst recognising the national context. The Cotswolds Conservation Board produces electronic materials, case studies and good news stories. All funds pass through the Board's accounts, but earmarked dedicated funds are created to manage the funds raised through the Visitor Giving scheme. Whilst 20% of the funds raised are retained by the Board to help cover the costs of developing and administering the scheme, the remaining 80% is awarded to projects which can demonstrate a benefit to the AONB. The size of grants remains flexible; in the short-term it is advantageous to fund a variety of projects with small grants in order to generate 'good news stories' to help facilitate further donations. Over time it may become preferable to invest more significantly in key projects.

Other AONBs are contemplating introducing such visitor giving schemes (with lack of time and resources commonly listed as the main barriers to implementation).

Further information about how to set up a Visitor Giving Scheme, as well as a number of case studies, can be found, at https://www.visitengland.com/sites/default/files/downloads/visitor_giving_helpsheets.pdf