

## 7 - Discover Pendle Hill

### HLF Outcomes

HERITAGE			PEOPLE			COMMUNITIES		
Heritage is managed better	Heritage is in a better condition	Heritage is better identified/recorded	People will have developed skills	People will have learnt about heritage	People will have volunteered time	Environmental impacts will be reduced	More, and a wider range, of people will have engaged	The local area will be a better place to live, work or visit
			✓		✓			✓

### Timescale

Start date: April 2018

Completion date: March 2022

### Project Lead Partner

Forest of Bowland AONB

## Project Summary

We will develop the sustainable tourism offer in the Pendle Hill Area – engaging businesses and volunteers and developing new visitor opportunities. We will continue a development phase project, the 'Pendle Folk' website to capture information, images and stories about the LP area, its people, landscape and heritage. This interactive resource will be utilised to support businesses, and to develop training for local ambassadors who will promote and interpret the LP area to visitors.

### Audience

- Tourism businesses – potential of engaging with 15-20 businesses in the PHLP area, of varying size and type
- Community groups – via the Ambassador scheme
- Local school groups – development of village 'Treasure Trails'

## Outputs & Outcomes

OUTPUTS
10 volunteers developing content for 'Pendle Folk' website
15 tourism businesses attending 2 x networking events or participating in one-to-one training
4 printed/online treasure trails produced 10 businesses hosting treasure trails guides and collecting donations for PH Fund
10 ambassadors trained
2 events extended reaching an audience of 100 visitors  2 new events created reaching an audience of 50 visitors
1 visitor map produced
2 businesses adopting Visitor Giving to support Pendle Hill Fund

OUTCOMES
Knowledge and understanding of local landscape and heritage is increased
Strong brand and identity is developed enabling businesses, communities and ambassadors to promote the heritage and landscape of Pendle Hill, as a unique destination within the AONB
Vibrant, user-generated content developed via 'Pendle Folk' attracting regular visits
People have volunteered time and learnt skills
Sustainable tourism offer developed and new audiences reached
Pendle Hill Fund is supported locally and visitor donations are encouraged by businesses

## Legacy

The AONB will continue to support tourism businesses via the Bowland Experience (BEx) network and will encourage membership to BEx during project development. Ongoing support for businesses in the LP area via BEx will include training, sustainable tourism project development and networking opportunities.

It is envisaged that tourism businesses in the LP area will continue to develop their visitor offer and continue to promote Pendle Hill as a destination.

It is hoped that the Ambassador Scheme will continue, with the existing ambassadors recruiting and supporting new volunteers, with some support from the AONB.

There is also scope for further developing visitor giving, with monies being donated to the PH Fund, with support from the AONB. For example, raising funds for landmark trees – a project currently being piloted by the AONB.