

## WEST PENNINE MOORS

A patchwork of upland, reservoirs,  
wooded valleys and historic villages

# West Pennine Moors Management Plan (2010-2020)

Version: FINAL DRAFT | last updated 18.03.10

## Contents

Map of the West Pennine Moors .....	2
1. Background to the West Pennine Moors .....	3
2. Why produce a Management Plan? .....	5
3. How has the plan been produced? .....	7
4. What are the key issues affecting the WPM? .....	12
5. What are the overall visions of the plan? .....	17
6. What are the proposed objectives?.....	18
7. Detailed Visions, Objectives and Actions .....	21
<i>Natural and Historic Environment</i> .....	21
<i>Community and Education</i> .....	32
<i>Local Economy</i> .....	38
<i>Enjoyment and Access</i> .....	42
<i>Partnership and Management</i> .....	50
<i>Responding to Climate Change</i> .....	55

## Contact

For information about the WPM Management Plan contact **Elliott Lorimer** (West Pennine Moors Lead Officer).

- Tel: 01772 533 979 | Email: [elliott.lorimer@lancashire.gov.uk](mailto:elliott.lorimer@lancashire.gov.uk)
- Lancashire County Council, Environment Directorate, PO Box 9, Guild House, Cross Street, Preston, PR1 8RD.

# Map of the West Pennine Moors



## 1. Background to the West Pennine Moors Partnership



The West Pennine Moors (WPM) is an area of ninety square miles of open countryside, comprising a patchwork of moorland, reservoirs, wooded cloughs and historic villages. The area contains a rich variety of natural and cultural heritage which is highly accessible to the surrounding towns and cities. It is managed by a partnership of local authorities and organisations, comprising seven local authorities (Blackburn with Darwen BC, Bolton Council, Bury Council, Chorley BC, Hyndburn BC, Lancashire County Council, Rossendale BC), United Utilities, regional agencies, community groups, wildlife groups and recreational user groups.

**The WPM partnership aims to:**

- **Protect, conserve and enhance the area's natural and cultural heritage**
- **Promote sustainable regeneration**
- **Encourage enjoyment and sustainable tourism**

Despite the lack of any official landscape or conservation designations, WPM partners have managed this special area since the 1970s; contributing towards investment and improvement in visitor facilities and information, public rights of way and landscape and biodiversity conservation.

The area also provides an exciting opportunity to test different approaches to achieving a sustainable landscape for the future, which conserves the landscape character and its natural and historic assets, sustains rural communities and contributes to the well-being and healthy lifestyles of the adjoining urban communities.

The unique natural and built heritage of the area is under pressure from a variety of sources including:

- Changing farming and land management practices, which can impact on the resources (e.g. water quality, biodiversity), integrity and character of the landscape.
- Increasing recreational pressures from the adjacent urban communities including demands for improved multi-use access and the incidence of anti-social uses (e.g. off-road motorbike use).
- The need to adapt and mitigate for climate change.
- The development of renewable energy technologies.
- Increasing pressure from the housing market, including a lack of affordable housing and the conversion of farms to residences.
- Dereliction and deterioration of heritage features.

## 2. Why produce a Management Plan?

The WPM partnership has developed and been guided by a series of management framework documents since 1975, namely:

- WPM Conservation Subjects Plan (1975)
- WPM Recreation and Conservation Subjects Plan (1986)
- WPM Statement of Intent 2000-2010 (2000)

WPM partners now believe that, as the period of the WPM Statement of Intent draws to a close (2000-2010), it would be timely to undertake a review of current policies and strategies, and to actively involve local communities in developing and delivering a new Management Plan for the next ten years.

This opportunity has particular significance in light of the **European Landscape Convention (ELC)** – the first international convention to focus specifically on landscape, which is dedicated to the protection, management and planning of all landscapes in Europe.

The ELC was signed and ratified by the UK Government in 2006 and became binding on 1st March 2007. The convention highlights the need to:

- Recognise landscape in law.
- Develop landscape policies dedicated to the protection, management and creation of landscapes.
- Establish procedures for the participation of the general public and other stakeholders in the creation and implementation of landscape policies.
- Integrate landscape into all relevant areas of policy, including cultural, economic and social policies.

The WPM Management Plan provides objectives and actions to help achieve the aims of the ELC and position the WPM as a place of 'good practice' in its implementation.

## WPM Management Plan

The WPM Management Plan also helps to fulfil the duty of public authority partners in meeting the requirements of the **NERC Act 2006**, which requires partners to:

- Conserve biodiversity when exercising their functions
- Take account of biodiversity in preparing and enacting Local Development Frameworks and other regional and national planning policy requirements

In addition, there is growing recognition of the role of **green infrastructure (GI)**, which is defined by Natural England as:

*“A strategically planned and delivered network of high quality green spaces and other environmental features [which] should be designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits for local people”.*

This management plan will enable the West Pennine Moors landscape to form a vital part of GI for the surrounding communities and urban areas. The purpose of the plan is to enable optimum planning and management of the resources and opportunities presented by the landscape, thus creating and maintaining high quality green spaces and the range of environmental features and services provided by the landscape (e.g. flood alleviation, carbon sequestration, water catchment and management).

The opportunities provided by the WPM landscape for recreational and health benefits, particularly for surrounding urban populations, is also increasingly recognised and this management plan will enable such social benefits to be further explored and sustainably developed.

### 3. How has the plan been produced?



*Photos of stakeholder workshops involving local communities and partner organisations (above).*

The objectives and actions proposed by the draft Management Plan have been obtained through:

- Consultation with local communities, partner organisations, recreational user groups, businesses, landowners and other stakeholders.
- Review of relevant literature (e.g. policies and strategies) at local, regional and national level.
- Creative input from consultants Countryside and Alison Farmer Associates, and WPM partners.

Summaries of the consultation and literature review processes are provided below:

## Consultation Method

The WPM partners view community engagement as a key element in the process of developing and delivering the new plan.

Production of the current draft Management Plan has involved targeted consultation with both communities of place (ie. people who live and work within the area) and communities of interest (ie. organisations with an interest or 'stake' in how the area is managed). The consultation exercise was designed and undertaken by Countryside, a private consultancy, in partnership with LCC Rural Policy & Projects. The consultation exercise has involved:

- A series of four workshops with communities of place (local residents, business and community/recreational groups), undertaken during March 2009. The workshops were held at different locations within the WPM, namely: Anderton, Edgworth, Haslingden and Tockholes. At each event, participants were required to work in groups using specially designed mind-mapping toolkits to discuss and record ideas relating to: a) the special qualities of the WPM (determining what people value about the landscape); b) the key issues affecting the WPM; and c) ideas and aspirations for the future. Each group was also required to discuss and agree upon their "top five" special qualities/landscape values, key issues and ideas for the future, and to record these on a map of the WPM, where possible.
- A series of five workshops with communities of interest (WPM partners and other stakeholder organisations), undertaken during April/May 2009. A different process was used to consult with communities of interest - this involved use of a wall-mounted toolkit, enabling participants to create and review broad objectives and then individual actions for inclusion in the Management Plan, adding individual roles/responsibilities for delivery where possible. Each workshop focused on a different aspect or 'theme' of WPM management, those being: Economy; Heritage; Landscape and Natural Heritage; Management; Recreation and Access. Climate change mitigation and adaptation was introduced as a cross-cutting theme at each workshop, using the same mind-mapping toolkit as used with communities of place.

## Consultation Results

The results of the consultation exercise were combined and analysed to develop a series of draft objectives and actions for the WPM Management Plan. This process involved:

- Firstly, the results from consultation with communities of place and interest (i.e. local people and partner organisations) were used to produce a series of reports - one for each workshop - containing transcripts of the comments/ideas recorded. These individual reports allowed locally- and thematically-specific issues and ideas to be more easily identified (i.e. comments relating to specific places or areas of expertise).
- Secondly, both sets of results (i.e. provided by local people and partners) were combined to form a single information resource. The combined results were then analysed in order to produce a set of draft objectives and actions for the WPM. Effort was made to ensure that all key ideas resulting from both consultations were included in the final draft objectives and actions (it should be noted that no significantly conflicting ideas or aspirations were identified between the groups consulted).
- Thirdly, the draft objectives and actions were further reviewed, refined and where necessary expanded through review of relevant literature (see below).

## Literature Review

The draft Management Plan is also the result of a literature review, which has considered relevant plans, strategies and policies, and sought to integrate these where appropriate.

The literature review and subsequent review/re-drafting of the Management Plan was undertaken by consultancies Countryside and Alison Farmer Associates, in partnership with LCC Rural Policy & Projects.

## WPM Management Plan

### Documents reviewed include:

- Blackburn with Darwen Borough Council (2008) *Children and Young People's Plan 2008 – 2009 Refresh*, Blackburn with Darwen Borough Council
- Blackburn with Darwen Borough Council (2008) *Darwen and Rural Area Agency Partnership: Neighbourhood News*, Blackburn with Darwen Borough Council
- Blackburn with Darwen Borough Council (2008) *North West Area Agency Partnership: Neighbourhood News*, Blackburn with Darwen Borough Council
- Blackburn with Darwen Borough Council (2008) *South East Area Agency Partnership: Neighbourhood News*, Blackburn with Darwen Borough Council
- Blackburn with Darwen Borough Council (2008) *South West Area Agency Partnership: Neighbourhood News*, Blackburn with Darwen Borough Council
- Blackburn with Darwen Local Strategic Partnership (2008) *Sustainable Community Strategy Update*, Blackburn with Darwen Strategic Partnership
- Blackburn with Darwen Older People's Partnership (2007) *Positive about Age*, Blackburn with Darwen Strategic Partnership
- Bolton Metropolitan Borough Council (1998) *Smithills Landscape Restoration and Management Plan*, BMBC
- Bolton Vision Partnership (2007) *Bolton: Our Vision 2007 – 2017*, Bolton: Bolton Vision Partnership
- Bury Council, *Bury Unitary Development Plan*, Bury Council, 1997.
- Bury Council, *Emerging Local Development Framework*, Bury Council, unpublished.
- Countryside Commission, *Countryside Character, Volume 2: North West*, Countryside Commission, 1998.
- Crosby, A. G. (2007) *West Pennine Moors Landscape Heritage Scoping Study*, Lancashire: West Pennine Moors Area Management Committee
- Defra, *Rural Development Programme for England 2007-2013*, Defra, 2007.
- Ecotec (2009) *Lancashire Green Infrastructure Strategy*, Leeds: Ecotec
- Environmental Resources Consultants (2000) *A Landscape Strategy for Lancashire*, Preston: Lancashire County Council
- Government Office for the North West (2008) *North West of England Plan Regional Spatial Strategy to 2021*, London: TSO
- Greater Manchester Biodiversity Project, *Greater Manchester Biodiversity Action Plan 2009*
- Lancashire and Blackpool Tourist Board (2008?) *Lancashire and Blackpool Destination Management Plan*, Lancashire: Lancashire and Blackpool Tourist Board
- Lancashire Biodiversity Partnership (2001) *Lancashire Biodiversity Action Plan*, s.l.: s.n.
- Lancashire County Council, *A Landscape Strategy for Lancashire*, Lancashire County Council, 2004.
- Lancashire County Council, *Landscape and Heritage Supplementary Planning Guidance*, Lancashire County Council, 2006.
- Lancashire County Council (2006?) *West Pennine Moors Bridleways Strategy 2006-2013*, Lancashire: Lancashire County Council
- Lancashire County Council (2008) *Draft Parish and Town Council Charter*, Lancashire: Lancashire County Council
- Lancashire County Council and Blackburn with Darwen Borough Council (2005) *Business Development in the West Pennine Moors*, Lancashire: Lancashire County Council
- Lancashire Economic Partnership (2006) *Co-ordinated Actions for Rural Lancashire*, Lancashire: Lancashire Economic Partnership
- Lancashire Economic Partnership, *Lancashire Economic Strategy and Sub-regional Action Plan*, Lancashire Economic Partnership, 2007.
- *Lancashire Landscape and Heritage Strategy* (formerly the Landscape and Heritage SPG., LCC 2006).
- Lancashire Partnership, *Ambition Lancashire – The Strategic Vision for the Future of Lancashire 2005 -2025*. Lancashire Partnership, 2008.

- Lancashire Rural Delivery Pathfinder Task Group (2007) *Lancashire Rural Delivery Pathfinder: Outcome Manifesto*, Lancashire: Lancashire Rural Delivery Pathfinder Task Group
- Lancashire Wildlife Trust et al., *Lancashire County Heritage Sites Scheme: Biological Heritage Sites – Guidelines for site selection*, Lancashire County Council, 1998.
- Land Use Consultants (2009) *European Landscape Convention Guidance*, Cheltenham: Natural England
- Lovejoy (2005) *Landscape Sensitivity to Wind Energy Development in Lancashire*, Lancashire County Council and Blackpool and Blackburn with Darwen Borough Councils
- Natural England (2008) *HLS Target Area Statement NW13: West Pennines Target Area*, Natural England
- Natural England (2009) *Corporate Plan 2009 – 2012*, Cheltenham: Natural England
- Natural England (2009) *State of the natural environment in the North West*, Natural England
- Natural England, *The North West Landscape Character Framework (draft)*, Natural England, 2009.
- Northwest Regional Development Agency (2006) *Northwest Regional Economic Strategy*, Warrington: Northwest Regional Development Agency
- Northwest Regional Development Agency and Natural England (2008) *The Economic Value of Green Infrastructure*, Northwest Regional Development Agency and Natural England
- Pennine Lancashire Leaders and Chief Executives (PLACE) (2008) *Pennine Lancashire Multi-Area Agreement*, Lancashire: PLACE
- Rossendale Alive (2005) *Rossendale's Community Strategy 2005 – 2020*, Rossendale: The Rossendale Partnership
- Rossendale Alive (2008) *Our Sustainable Community Strategy 2008 – 2018*, Rossendale: The Rossendale Partnership
- Team Bury (2008) *Bury's Community Strategy*, Bury: Team Bury
- Team Bury (2008) *Bury West Local Area Partnership: Local Community Plan 2008 – 2011*, Bury: Team Bury
- Team Bury (2008) *Radcliffe Local Area Partnership: Local Community Plan 2008 – 2011*, Bury: Team Bury
- Team Bury (2008) *Ramsbottom, Tottington and North Manor Local Area Partnership: Local Community Plan 2008 – 2011*, Bury: Team Bury
- Team Bury (2008) *Local Area Agreement*, Bury: Team Bury
- The Lancashire Climate Change Partnership (2009?) *The Lancashire Climate Change Strategy*, Lancashire: The Lancashire Climate Change Partnership
- The Mersey Forest (2008) *Critical Climate Change Functions of Green Infrastructure for Sustainable Economic Development in the North West*, The Mersey Forest
- West Pennine Moors Area Management Committee (2000) *Statement of Intent*, Preston: Lancashire County Council

## 4. What are the key issues affecting the WPM?

The key issues affecting the West Pennine Moors are driven by a number of factors including the profound implications of climate change, development pressure, economic growth, demands for recreation and changes in modern agriculture and the broader economy. They include potential opportunities and benefits, as well as potential problems and challenges.

These issues will continue to affect the area over the course of the Management Plan and are set out in more detail below. This section does not discuss these issues at length, but seeks to provide an overview and a context within which future objectives and actions will need to operate.

Key issues have been organised using the following headings. These headings are also used to structure the objectives and actions of the Management Plan, which are detailed later in this document.

- **Natural and Historic Environment** considers landscape character, landscape quality, local distinctiveness as well as natural and cultural heritage.
- **Community and Education** considers local communities and their role in helping to manage, interpret and celebrate the area.
- **Local Economy** includes supporting traditional skills and environmentally-responsible businesses.
- **Enjoyment and Access** includes tourism and recreation along with access and rights of way.
- **Partnership and Management** considers all aspects of partnership work undertaken through the WPM partnership, including funding, governance, promotions and delivery.
- **Responding to Climate Change** considers how the changing climate may alter the character of the WPM landscape and includes possible considerations for mitigating the impacts of climate change.

Key issues have been identified as part of the literature review and through consultation with members of the public and WPM partners. While all of the issues listed have potential to impact on the area, not all of those listed are the responsibility of the WPM partnership itself – i.e. they may be beyond the scope of what the partnership alone can achieve or influence. Issues are listed in no particular order.

## Natural and Historic Environment

- Emerging international and national policies and initiatives, including the European Landscape Convention and whole river catchment planning.
- The ecological and cultural resources available in the West Pennine Moors landscape and the potential mechanisms to protect, plan and manage these.
- The threats and declines occurring in the geological, ecological and cultural heritage resources of the landscape and the need to manage a more positive change.
- Increased awareness of the value of 'ecosystem services', such as carbon sequestration, water quality, flood alleviation and recreation and the potential future opportunities for the landscape to provide a range of these services.
- Changing emphasis of agricultural policy and funding towards stewardship and management of ecosystems goods and services.
- Instability in traditional land management sectors, which could impact on sustainable land management.

## Community and Education

- An existing rural skills gap and the opportunities for employment or training centred around continuing these valuable traditional skills.
- Localised antisocial problems e.g. illegal off-road motorcycling, litter and fly-tipping.
- A changing population with younger people leaving the area to find work. This has resulted in fewer young farmers to take over the management of the land, leading to an ageing farm workforce.
- People migrating to the area as a base to commute to work resulting in friction within the community and a perceived lack of community cohesion and increased use of the car.
- Rising house prices leading to diminishing affordability due to large gaps between house prices and earnings, resulting in people moving out of the area.
- Potential to improve public services to address feelings of isolation amongst the community.
- Apathy in the community, with potential to address this through creative engagement and by ensuring that people are equipped with adequate skills in order that they feel comfortable enough to contribute to their communities.
- Increased tourism resulting in reduced tranquillity for residents.
- The need to implement the European Landscape Convention, which highlights the need to establish procedures for the participation of the general public and other stakeholders in the creation and implementation of landscape policies.

## WPM Management Plan

- The need to encourage local communities to view the WPM as a local asset and instil pride in the area.
- Anti-social behaviour has resulted in a fear of crime among the local community. This should be addressed through engagement between the community and local police service.
- Reduced interest from schools to carry out school visits and limited scope in the National Curriculum to include explicit education about Landscape.

## Local Economy

- Limited links between local producers and local markets; limited awareness or support for producers by local populations.
- The need to understand the current economic value of the landscape (e.g. an approach to establish the monetary value of key 'ecosystem services') and how these can be funded and enhanced in a sustainable way.
- The need to enhance awareness of local businesses, such as those offering local food, drink and accommodation and their association with the West Pennine Moors (and with each other).
- The landscape supports important existing economic functions such as hill farming and water catchment.

## Enjoyment and Access

- Economic conditions and environmental awareness increasing demand for local day trips and holidays in the UK.
- The need to develop gateways and transport links between local centres of population and the West Pennine Moors.
- The accessibility of the West Pennine Moors to large populations, including residents of the area and those in surrounding towns and cities; the potential for increasing the understanding and enjoyment values of the West Pennine Moors to these populations.
- Ensure increased tourism does not result in pressure on key tourist destinations, which may cause erosion, loss of habitat, reduced tranquillity and thus a poorer visitor experience.
- Tourism should not be discouraged by schemes aiming to reduce the impact of visitors – the goal being 'sustainable tourism' rather than a reduction in tourism.
- The need to encourage interaction and compromise between different user groups; helping to avoid tensions or conflict.
- Some destinations in the WPM are more popular attractions than others, causing pressure on those areas and providing unlocked recreational potential in less popular areas.

- The need to raise awareness of the value of heritage amongst stakeholders and address lack of protection for heritage features and insensitivity towards reuse of historic buildings.
- Address issues of anti-social behaviour, such as vandalism and flytipping in order to provide a more attractive landscape and an enhanced visitor experience.
- Potential to educate and provide interpretation for visitors, helping to ensure appropriate use of the landscape.

## Partnership and Management

- Uncertainty about and restrictions on funding resulting in difficulties for both short and medium-long term planning.
- Limited funds for long-term management of the WPM.
- Increasing importance to work with the community and the need to creatively engage and ensure any skills gaps are addressed.
- Challenge of coordinating a large partnership, which requires strong leadership and adequate skills to carry out the partnership activities.
- Need to clarify the commitment of partners and ensure all relevant stakeholders are represented with clearly defined roles and responsibilities.
- Lack of designation results in a perception that WPM is of low priority and this can create developmental pressures.
- Need to gather sufficient data or evidence to justify partnership activities and investment in them.
- The need for the partnership to better engage with visitors.
- The need for consensus amongst partners to develop a single brand or identity for WPM.

## Responding to Climate Change

- The need to adapt and mitigate in response to climate change.
- Potential for physical impacts on the land and the need for land uses and recreation that does not exacerbate impacts but can help to guide positive change.
- Changing habitats and landscape character in response to changing temperature and rainfall patterns.
- The risks for- and opportunities of upland peat habitats: increased drying and friability from hot, dry summers and erosion due to energetic rainfall.
- Potential for increased flooding in valleys and lower-lying areas.

## WPM Management Plan

- The opportunities for renewable energies and the potential for changing landscape character through such energy generation.
  - Limited guidance regarding renewable energies.
  - Opportunities to provide a lead to communities in climate change understanding and mitigation.
- 



## 5. What are the overall visions of the plan?

The overall visions of the Management Plan are to:

- **Protect, enhance and celebrate the ‘landscape heritage’ of the WPM** (i.e. both natural and cultural), involving local communities, both rural and urban, and other stakeholders in the planning and delivery of landscape actions.
  
- **Develop and promote ‘good practice’** in:
  - ♦ sustainable tourism\*
  - ♦ wildlife conservation
  - ♦ responding to climate change
  - ♦ managing land to provide ecosystem services\*\*

These broad visions have been broken down into a set of more detailed visions: one for each theme or heading of the Management Plan. These more detailed visions are included at the start of each section in Chapter 7 of the Management Plan, which sets out the objectives and actions that will enable the WPM partnership to achieve its visions.

Key issues that may affect these long-term visions are included in the previous chapter.

---

\* Sustainable Tourism: tourism that is committed to making a low impact on the natural environment and local culture, while helping to generate income and employment for local people.

\*\* Ecosystem Services: the collective name for the many beneficial resources and processes that are provided by natural ecosystems and species. For example: clean drinking water, fertile soils, the decomposition of wastes, energy generation, carbon storage and to some extent, recreation and tourism.

## 6. What are the proposed objectives?

The current draft objectives for the WPM Management Plan are organised under the following headings:

- Natural and Historic Environment
- Community and Education
- Local Economy
- Enjoyment and Access
- Partnership and Management
- Responding to Climate Change

Details of individual actions alongside each objective (as well as suggested partners for delivery) are contained in the next chapter.

The following provides an overview of the Management Plan's broad objectives:

### Natural and Historic Environment

**[1.1]** Establish West Pennine Moors a centre of excellence for the European Landscape Convention.

**[1.2]** Protect and enhance the distinctive landscapes of the West Pennine Moors and maximise their contribution to the local economy

**[1.3]** Develop functional Ecological Networks

**[1.4]** Improve and promote understanding of the cultural heritage of the West Pennine Moors landscape.

**[1.5]** Conserve and enhance heritage features.

**[1.6]** Follow a holistic, whole river catchment approach to water and land management.

**[1.7]** Conserve and restore moorland landscapes.

**[1.8]** Increase the woodland cover of moorland fringe and valley landscapes and enhance woodland management.

- [1.9] Protect and manage the biodiversity and cultural heritage of moorland fringe and farmland landscapes.
- [1.10] Enhance reservoir valley landscapes.
- [1.11] Protect, enhance and maintain local geological sites.
- [1.12] Support sustainable farming and land management.
- [1.13] Investigate designation status to protect the special qualities of the West Pennine Moors

## Community and Education

- [2.1] Establish a new 'Community Officer' role within the WPM Partnership.
- [2.2] Improve the involvement of local stakeholders in WPM management and decision-making.
- [2.3] Support and encourage stakeholder involvement in the delivery and ownership of WPM projects/activities.
- [2.4] Foster relationships between rural and urban communities.
- [2.5] Resolve conflict between different users/visitors.
- [2.6] Minimise and discourage antisocial behaviour.
- [2.7] Encourage use of the landscape for education.
- [2.8] Encourage local people of all ages to adopt healthy lifestyles.
- [2.9] Support local communities in interpreting and celebrating their local 'sense of place'.

## Local Economy

- [3.1] Support training in traditional skills required by the rural economy
- [3.2] Support sustainable tourism businesses
- [3.3] Encourage the tourism value of local food and drink.
- [3.4] Support and promote local accommodation providers.
- [3.5] Raise awareness of the WPM in gateway towns and key service centres
- [3.6] Encourage and promote thematic business 'clusters', targeting specific visitor interests (or types of visitor).

## Enjoyment and Access

- [4.1] Improve the provision of interpretation and visitor information.
- [4.2] Improve visitor management at ‘honeypot’\* sites (aiming to reduce visitor pressure and antisocial behaviour).
- [4.3] Provide and promote high quality opportunities for recreation.
- [4.4] Increase recreational opportunities for young people.
- [4.5] Continue to provide high quality PROWs and other non-vehicular access within the WPM.
- [4.6] Support ‘access for all’\* to the WPM.
- [4.7] Encourage and promote sustainable transport to/from and within the WPM.
- [4.8] Improve the quality of visitor facilities.
- [4.9] Monitor the impact of visitors on the landscape.

## Partnership and Management

- [5.1] Attract additional funding and/or resources for WPM partnership activities.
- [5.2] Improve the structure and effectiveness of the WPM partnership.
- [5.3] Raise the public profile of the area through WPM partners’ own communications.
- [5.4] Raise the profile of the WPM among regional and national Government and its agencies.
- [5.5] Ensure consistency in WPM branding and communications.
- [5.6] Encourage recognition of WPM objectives in policy- and decision-making affecting the area.
- [5.7] Monitor delivery of the WPM Management Plan.

## Responding to Climate Change

- [6.1] Modify land management practices to adapt to climate change.
- [6.2] Develop an understanding of potential climate change impacts.
- [6.3] Encourage good practice in climate change mitigation through “leading by example”.

# 1. NATURAL AND HISTORIC ENVIRONMENT

## VISION

**A sustainable landscape that is planned, managed and protected with the support of local populations, and which maintains a range of ecosystem services.**

- A landscape where the principles and purposes of the European Landscape Convention have been successfully put into practice and which is setting the standards for implementation of the Convention using a range of projects and mechanisms to plan, manage and protect landscapes appropriately.
- A landscape improving in ecological condition, with ecological networks and valued sites, both designated and non-designated, fully comprehended and managed to enhance their values and functions.
- Intact, well managed, cultural heritage resources with strong interpretation and opportunities to gain greater understanding of our past through the landscape.
- Intact, well managed, geodiversity resources with opportunities for communities to gain greater understanding of local geology.
- Well managed landscapes including reservoir valleys and moorlands providing a range of goods and services: from recreation opportunities to water catchment and management, and potentially carbon sequestration and other land uses which may help reduce carbon emissions and mitigate climate change.
- A landscape with a well-managed woodland resource that enhances the valley and moorland fringe habitats; helping to reduce erosion and flood risk.
- A whole river catchment approach adopted to manage the water resource sustainably.
- A landscape managed with appropriate designations that reflect its values and resources to the communities who appreciate them.



# OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<b>[1.1] Establish West Pennine Moors a centre of excellence for the European Landscape Convention.</b>	<ul style="list-style-type: none"> <li> <b>[1.1A]</b> Produce an accessible report summarising existing landscape character assessments and historic landscape characterisation of the WPM (undertaking such assessments where they do not already exist). Use the report to:               <ul style="list-style-type: none"> <li>Inform understanding of landscape condition and form appropriate plans for enhancement (considering both cultural heritage and biodiversity)</li> <li>Inform interpretation of the WPM</li> </ul> </li> </ul>	Report on LCA and HLC completed.	2010/11	WPM Partnership Natural England
	<ul style="list-style-type: none"> <li> <b>[1.1B]</b> Promote the recognition of landscape considerations within local plans and strategies (including Local Development Frameworks, Village Design Statements, Parish Maps and studies associated with the Local Heritage Initiative).               </li> </ul>	Recognition of WPM landscape included in Local Development Frameworks.	Ongoing	NE CPRE (Lancashire) Local Planning Authorities WPM Lead Officer
	<ul style="list-style-type: none"> <li> <b>[1.1C]</b> Work with local communities to develop local landscape quality objectives to inform future landscape planning, taking account of social, economic and environmental pressures.               </li> </ul>	Landscape quality objectives developed with communities	2011/12	WPM Partnership Local communities and user groups
	<ul style="list-style-type: none"> <li> <b>[1.1D]</b> Develop a programme to deliver landscape-scale restoration and enhancement in the WPM, aiming to deliver multiple objectives of the Management Plan (e.g. HLF Landscape Partnership).               </li> </ul>	Programme developed and delivered	2015	WPM Partnership Natural England Heritage Lottery Fund
<b>[1.2] Protect and enhance the distinctive landscapes of the West Pennine Moors and maximise their contribution to the local economy</b>	<ul style="list-style-type: none"> <li> <b>[1.2A]</b> Identify areas where the character of the landscape has become degraded and plan for landscape restoration and enhancement in these areas.               </li> </ul>	Areas identified as part of LCA/HLC assessment and reporting (see 1.1A)*	SCaMP2 2010-15 *2010/11	WPM Partnership
	<ul style="list-style-type: none"> <li> <b>[1.2B]</b> Develop a sense of place project to identify and interpret the special qualities of the WPM landscape. To be undertaken in close consultation with local communities, aiming to determine their landscape values, perceived threats and opportunities for future landscape management.               <ul style="list-style-type: none"> <li>Consultation undertaken in conjunction with action 1.1C</li> <li>Outputs used to develop Sense of Place Toolkit for</li> </ul> </li> </ul>	Sense of place project undertaken	2011/12	WPM Partnership The Wildlife Trust (Community Projects Team) Local communities

	tourism businesses (see action 3.2B)			
<b>[1.3] Develop functional Ecological Networks</b>	<ul style="list-style-type: none"> <li><b>[1.3A]</b> Develop a GIS database containing all available information on habitat extent and quality, and species distribution; update the database as new information becomes available. Monitoring to include habitat restoration projects and designated wildlife sites (including Local Nature Reserves, SBIs and woodlands).</li> </ul>	Database developed and updated.	Completed by 2012 with updates every 5 years	BHS Monitoring Project (LCC) GMEU
	<ul style="list-style-type: none"> <li><b>[1.3B]</b> Produce functional Ecological Network mapping for the WPM, aiming to:               <ul style="list-style-type: none"> <li>- Identify areas for habitat de-fragmentation</li> <li>- Enable the production of biodiversity opportunity mapping to direct habitat restoration and re-establishment</li> <li>- Address cross boundary issues and enhance connectivity</li> </ul> </li> </ul>	Ecological network maps produced.	2012/13	WPM Biodiversity Group
	<ul style="list-style-type: none"> <li><b>[1.3C]</b> Improve bankside habitat along rivers, streams and reservoirs to appropriately enhance biodiversity and to reduce erosion and flooding.</li> </ul>	<p>Bankside habitat enhancement project developed and delivered (subject to panel engineer surveys and recommendations).</p> <p>Ensure incorporation into relevant HLS agreements</p>	2010-15	United Utilities (SCaMP 2) NE
	<ul style="list-style-type: none"> <li><b>[1.3D]</b> Enhance roadsides into and within the WPM, through verge and hedgerow management, tree planting and environmental enhancements.</li> </ul>	<p>Regular surveys of roadside trees undertaken by UU.</p> <p>0.2km of hedgerow planted per year on roadsides.</p>	Ongoing  Annual	United Utilities
	<ul style="list-style-type: none"> <li><b>[1.3E]</b> Control invasive and non-native species in localised areas at community request, or to protect biodiversity. Species to include Japanese Knotweed, Himalayan Balsam, Giant Hogweed, Rhododendrons.</li> </ul>	Target areas mapped and treated.	Ongoing	Environment Agency United Utilities Bolton Council Blackburn with Darwen Council Voluntary groups

WPM Management Plan

				Private landowners
<b>[1.4] Improve and promote understanding of the cultural heritage of the West Pennine Moors landscape.</b>	<ul style="list-style-type: none"> <li>• <b>[1.4A]</b> Audit and collate information on local heritage through: <ul style="list-style-type: none"> <li>- Creation of a comprehensive list of all WPM heritage sites.</li> <li>- Develop a heritage publications list.</li> <li>- Bringing together all information/leaflets on heritage currently available; review and look at gaps.</li> </ul> </li> </ul>	Information sourced and collated; gaps in knowledge and information identified.	2011/12	WPM Heritage Group
	<ul style="list-style-type: none"> <li>• <b>[1.4B]</b> Establish a heritage research project (including archaeological, survey and documentary research) to identify sites for further restoration and interpretation.</li> </ul>	Research project undertaken.	2011/12	WPM Heritage Group
	<ul style="list-style-type: none"> <li>• <b>[1.4C]</b> Develop partnerships and work together to identify and promote heritage-based marketing opportunities through: <ul style="list-style-type: none"> <li>- establishing connections with local history societies: mining, engineering, textiles.</li> <li>- creating a good working relationship with tourist boards in order to ensure promotion of WPM heritage via existing tourist information centres and honeypots.</li> <li>- participating in LBTB's Heritage Revealed campaign</li> <li>- participating through the newly formed Lancashire Heritage Attractions Network.</li> </ul> </li> </ul>	<p>Increase in new organisations involved in WPM Heritage Group</p> <p>WPM Heritage Group involved in sub-regional heritage marketing</p>	<p>Ongoing</p> <p>Ongoing</p>	WPM Heritage Group
<b>[1.5] Conserve and enhance heritage features.</b>	<ul style="list-style-type: none"> <li>• <b>[1.5A]</b> Conserve and enhance key historic landscape features, particularly those associated with the agricultural and industrial landscape. For example: drystone walls, hedgerows, derelict farm buildings, mill ponds and lodges.</li> </ul>	<p>0.2km of boundary features restoration completed each year (UU).</p> <p>400m of managed hedgerows per year (Bolton Council).</p> <p>Ensure incorporation of key objectives into relevant HLS agreements.</p>	2010-15	<p>United Utilities (SCaMP 2)</p> <p>Local Authorities</p> <p>NE</p>

	<ul style="list-style-type: none"> <li><b>[1.5B]</b> Use the WPM Heritage Scoping Study (2007) and Traditional Boundary Survey (2002) to identify and target historic landscape features for conservation and enhancement.</li> </ul>	Clear targets derived from existing studies.	Ongoing; review of studies 2010	WPM Heritage Group WPM Lead Officer
<b>[1.6] Follow a holistic, whole river catchment approach to water and land management.</b>	<ul style="list-style-type: none"> <li><b>[1.6A]</b> Support the delivery of United Utilities Sustainable Catchment Management Programme 2 (SCaMP 2).</li> </ul>	Fully integrate Scamp 11 objectives into HLS tactical planning and delivery.	2010-15	WPM Partnership United Utilities (SCaMP 2) Natural England
	<ul style="list-style-type: none"> <li><b>[1.6B]</b> Support the Environment Agency in developing River Basin Catchment Plans within the WPM (<i>a requirement of the Water Framework Directive</i>).</li> </ul>	River Basin Catchment Plans developed.	2014	Environment Agency WPM Partnership United Utilities
<b>[1.7] Conserve and restore moorland landscapes.</b>	<ul style="list-style-type: none"> <li><b>[1.7A]</b> Raise awareness of the potential importance of blanket bog for carbon storage.</li> </ul>	<p>Key messages disseminated among WPM Partnership.</p> <p>Carbon storage included as theme within WPM Interpretation Plan.</p> <p>Ensure key messages are incorporated in all contact events and seminars.</p>	<p>Ongoing</p> <p>2011/12</p>	<p>United Utilities (SCaMP 2), Scout Moor Windfarm HEP</p> <p>WPM Biodiversity Group</p> <p>Local Authorities</p> <p>Developers</p> <p>LPAs</p> <p>Natural England</p> <p>Universities</p>
	<ul style="list-style-type: none"> <li><b>[1.7B]</b> Conserve and enhance blanket bog through a targeted programme of restoration using techniques such as grip blocking.</li> </ul>	<p>Mapping of all grips (by 2015) to target restoration.</p> <p>Identify further funding to complete the rewetting of the 27 ha site at Aushaw Moss via grip blocking</p>	<p>2010-15</p> <p>*Aushaw Moss project completed by 2015.</p>	<p>United Utilities (SCaMP 2)</p> <p>Local Authorities</p> <p>*Blackburn with Darwen Council</p>

WPM Management Plan

		(BwD).*		
		Identify other sites and funding to carry out moorland restoration schemes.**	Additional sites and funding identified by 2012.	**WPM Biodiversity Working Group Developers
		Ensure incorporation into relevant HLS agreements.		Natural England
	<ul style="list-style-type: none"> <li>• <b>[1.7C]</b> Develop and implement guidelines to minimise environmental impacts and restore/mitigate damaged caused by recreational access – e.g. footpaths and bridleways.</li> </ul>	Guidelines developed	2012/13	WPM Access Group
	<ul style="list-style-type: none"> <li>• <b>[1.7D]</b> Encourage optimal sustainable grazing levels by providing advice to landowners (e.g. via agri-environment advisors), targeting areas of grass/heath mosaic.</li> </ul>	Ensure incorporation into relevant HLS agreements.	2013	United Utilities (SCaMP 2) LWT/DEFRA “Glorious Grasslands” and “Marvellous Meadows” projects. HLS Natural England
	<ul style="list-style-type: none"> <li>• <b>[1.7E]</b> Support the Lancashire Peat Project to create a database of all upland blanket bog and heathland sites and categorise according to condition, “restorability” and likely costs.</li> </ul>	<i>Attend Lancashire Peat Project Steering Group meetings</i>	Ongoing	WPM Lead Officer Lancashire Peat Project Steering Group United Utilities (SCaMP 2) Natural England
	<ul style="list-style-type: none"> <li>• <b>[1.7F]</b> Promote natural regeneration of woodland and scrub in appropriate locations on moorland edges and in clough heads</li> </ul>	UU BAP targets met.  Ensure incorporation into relevant HLS agreements.	2010-15	United Utilities (SCaMP 2) Natural England

[1.8] Increase the woodland cover of moorland fringe and valley landscapes and enhance woodland management.	<ul style="list-style-type: none"> <li>[1.8A] Identify and map priority areas for woodland creation, linking and extending existing woods using natural regeneration where possible.</li> </ul>	<p>Ensure incorporation into relevant HLS agreements.</p> <p>FSC</p>	Ongoing	<p>United Utilities (SCaMP 2)</p> <p>Local Authorities</p> <p>Natural England</p> <p>Forest Stewardship Council</p>
	<ul style="list-style-type: none"> <li>[1.8B] Deliver management projects to bring neglected woods into positive management.</li> </ul>	<p>All ancient semi-natural woodland brought into favourable management and &gt;200ha of conifer plantation restructured into broadleaved woodland.</p> <p>Ensure incorporation into relevant HLS agreements.</p> <p>FSC</p>	<p>UU Woodland Strategy: 2028</p> <p>Ongoing</p>	<p>United Utilities</p> <p>Natural England</p> <p>Forest Stewardship Council</p>
	<ul style="list-style-type: none"> <li>[1.8C] Identify and protect ancient semi-natural woodland and veteran trees.</li> </ul>	<p>GM ancient woodlands determined</p> <p>All ANSW brought into favourable management.</p> <p>Establish Tree Preservation Orders and planning conservation areas to protect individual trees.</p> <p>Ad hoc advice provided</p>	<p>UU Woodland Strategy: 2015</p>	<p>United Utilities</p> <p>Bolton Council Tree and Woodland Section</p> <p>Red Rose Forest Forestry Commission</p> <p>Natural England</p> <p>Forest Stewardship Council</p>

WPM Management Plan

		regarding private woodlands.  Ensure incorporation into relevant HLS agreements.  FSC		
	<ul style="list-style-type: none"> <li><b>[1.8D]</b> Encourage stockproofing of woodlands to allow natural regeneration</li> </ul>	Continue to maintain all woodland boundaries as stock proof  Ensure incorporation into relevant HLS agreements.  FSC	UU Woodland Strategy; ongoing	United Utilities Red Rose Forest Forestry Commission Mersey Forest Elwoods Natural England Forest Stewardship Council
	<ul style="list-style-type: none"> <li><b>[1.8E]</b> Engage with woodland owners to assist in:               <ul style="list-style-type: none"> <li>- management planning and grant fund application</li> <li>- working towards FSC woodland certification or other schemes, where appropriate</li> </ul> </li> </ul>	FSC	UU Woodland Strategy; ongoing	United Utilities Red Rose Forest Forestry Commission Mersey Forest Elwoods Forest Stewardship Council
<b>[1.9] Protect and manage the biodiversity and cultural heritage of moorland fringe and farmland landscapes.</b>	<ul style="list-style-type: none"> <li><b>[1.9A]</b> Identify potential sites for grassland management and restoration of traditional upland hay meadows, lowland meadows, and purple moor-grass and rush pasture.</li> </ul>	2 grassland and meadow projects undertaken.	2015	The Wildlife Trust's 'Forever Meadows' Project (in Chorley Borough) United Utilities (SCaMP2) Bolton Council

<p><b>[1.10] Enhance reservoir valley landscapes.</b></p>	<ul style="list-style-type: none"> <li><b>[1.10A]</b> Enhance sections of the reservoir margins to encourage breeding birds (subject to reservoir safety and panel engineer recommendations).</li> </ul>	<p>1 reservoir enhancement project undertaken.</p> <p>UU BAP targets met.</p> <p>Comply with EU Habitats Directive.</p> <p>Ensure incorporation into relevant HLS agreements.</p>	<p>2015</p> <p>Ongoing</p> <p>Ongoing</p>	<p>WPM Biodiversity Group</p> <p>United Utilities</p> <p>Natural England</p>
<p><b>[1.11] Protect, enhance and maintain local geological sites.</b></p>	<ul style="list-style-type: none"> <li><b>[1.11A]</b> Support local RIGS partners and interest groups to protect, enhance and interpret local geological and geomorphological resources.</li> <li><b>[1.11B]</b> Maximise use of quarries for conservation benefit and where appropriate, their recreational value.</li> </ul>	<p>Jumbles Quarry project completed.</p> <p>Ensure incorporation of geodiversity objectives into relevant HLS agreements.</p> <p>Quarries under management for biodiversity.</p>	<p>2010-2011</p> <p>Ongoing</p>	<p>UU</p> <p>Local interest groups</p> <p>Natural England</p> <p>UU</p> <p>Local Authorities</p> <p>British Mountaineering Council</p>
<p><b>[1.12] Support sustainable farming and land management.</b></p>	<ul style="list-style-type: none"> <li><b>[1.12A]</b> Work with partners to deliver training for agricultural advisors to increase local capacity to produce Farm Environment Plans to support Higher Level Stewardship applications.</li> <li><b>[1.12B]</b> Increase the number of applications for Higher Level Stewardship.</li> </ul>	<p>Courses delivered for farm advisors.</p> <p>Increase number of advisors available to work in WPM</p> <p>25 HLS agreements delivered.</p>	<p>2010-12</p> <p>yr 1 – 5</p> <p>yr 2 – 10</p>	<p>FWAG (Lancashire);</p> <p><b>Natural England</b>; NFU</p> <p><b>Natural England</b></p> <p>United Utilities (SCaMP)</p>

WPM Management Plan

			yr 3 – 10	2) The Wildlife Trust's 'Forever Meadows' Project (including Chorley Borough) and 'Glorious Grasslands' Project (including Blackburn with Darwen, Hyndburn, & Rossendale Boroughs) Bolton Council
	<ul style="list-style-type: none"> <li><b>[1.12C]</b> Provide information and advice to land managers regarding biodiversity and how it can be conserved and enhanced.</li> </ul>	6 ES themed on- farm events and seminars delivered*	*by end 2012	The Wildlife Trust's 'Forever Meadows' Project (including Chorley Borough) and 'Glorious Grasslands' Project (including Blackburn with Darwen, Hyndburn, & Rossendale Boroughs) Natural England*
	<ul style="list-style-type: none"> <li><b>[1.12D]</b> Ensure that West Pennine Moors is clearly recognised in tactical plans for land management grants and support.</li> </ul>	Recognition of WPM included in tactical plans.	Ongoing	Lancashire and GM BAP partnerships Natural England
<b>[1.13] Investigate designation status to protect the special qualities of the West Pennine Moors</b>	<ul style="list-style-type: none"> <li><b>[1.13A]</b> Continue to investigate possibility of statutory designation (e.g. SSSI) for significant areas of the WPM.</li> </ul>	Designation achieved.  Zero loss of SSSIs within the WPM.	2020  Annual monitoring by Natural England.	WPM Biodiversity Group Natural England Private landowners and tenants United Utilities
	<ul style="list-style-type: none"> <li><b>[1.13B]</b> Declare and manage suitable sites as additional statutory Local Nature Reserves.</li> </ul>	6 site declared as LNR/BHS/SBI	2015, with annual monitoring by Natural England.	Local Authorities LNR management groups GMEU Natural England

	<ul style="list-style-type: none"> <li>• <b>[1.13C]</b> Explore opportunities for other non-statutory landscape designations e.g. regional park.</li> </ul>	Discussions held with Government agencies (NWDA, NE)	2010/11	Government agencies WPM Lead Officer
--	---	--	---------	---

## 2. COMMUNITY AND EDUCATION

### VISION

**A sustainable community where people want to live and work, and where they are imaginatively engaged and actively participate in the management of their local landscape.**

- Local people are proud and feel safe in a fair and inclusive community.
- The local community are actively involved in decision making for the planning, design and management of the WPM.
- A community with a strong voluntary sector, where all sectors of the community are encouraged to volunteer in the activities of the WPM.
- The local community take advantage of the landscape for its health and education benefits, creating a healthy and thriving community.
- The surrounding urban populations are engaged in the management of the WPM, by linking their enjoyment of the area with opportunities to help look after it.



## OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<b>[2.1] Establish a new 'Community Officer' role within the WPM Partnership.</b>	<ul style="list-style-type: none"> <li><b>[2.1A]</b> Investigate options for establishing a new full- or part-time Community Officer role within the WPM Partnership. The purpose of the role is to support the Lead Officer in coordinating community involvement and volunteering, skills/capacity building, sourcing funding and managing projects 'on the ground'.</li> </ul> <p><i>NB: the establishment of this role may involve changing an existing role, rather than creating a new post.</i></p>	Options explored. Officer role established.	2010 2011	WPM Lead Officer WPM Partnership
<b>[2.2] Improve the involvement of local stakeholders in WPM management and decision-making.</b>	<ul style="list-style-type: none"> <li><b>[2.2A]</b> Review existing means of involving local stakeholders in the WPM partnership, identifying areas of success and failure. Consult with stakeholders on ways of improving involvement in terms of: <ul style="list-style-type: none"> <li>- Efficiency/effectiveness of involvement</li> <li>- Roles and responsibilities</li> <li>- Inclusivity and representation</li> </ul> </li> <li><b>[2.2B]</b> Ensure all WPM reports and key documents (e.g. plans, strategies and proposals) are made publicly available via the WPM website.</li> <li><b>[2.2C]</b> Promote opportunities for local stakeholders to consult on major proposals and decisions affecting the WPM (e.g. via Local Advisory Groups), using existing WPM communications to raise awareness.</li> <li><b>[2.2D]</b> Establish a 'Young People's Forum' as part of the WPM partnership, drawing representation from existing youth groups.</li> <li><b>[2.2E]</b> Strive to ensure that public involvement in the WPM partnership extends to all members of communities and not just organised groups.</li> </ul>	Review of stakeholder involvement undertaken; summary report produced outlining ways of improvement  Key documents uploaded to the website as they become available  Key consultations promoted via the WPM website.  Forum established  Individual feedback enabled via telephone, post/email and the WPM website (e.g. an online feedback form)	2010/11  Ongoing  Ongoing stakeholder meetings.  <i>To be confirmed pending Community Officer role.</i>  2010/11	<b>WPM Lead Officer</b> WPM Partnership  <b>WPM Lead Officer</b> WPM Partnership  WPM Lead Officer LAGs United Utilities  WPM Lead Officer

WPM Management Plan

<p><b>[2.3] Support and encourage stakeholder involvement in the delivery and ownership of WPM projects/activities.</b></p>	<ul style="list-style-type: none"> <li>• <b>[2.3A]</b> Establish a volunteer ranger service for the WPM, based on best practice examples of Integrated Access Management.</li> </ul>	<p>Volunteer ranger service established</p>	<p>2011-13</p>	<p>Lancashire County Council Countryside Service United Utilities The Wildlife Trust (Volunteering Project) Local conservation volunteer groups</p>
	<ul style="list-style-type: none"> <li>• <b>[2.3B]</b> Identify opportunities for members of the public to get involved in WPM activities and promote via existing communication channels (to include a new 'Volunteering' section on the WPM website and active links with the LWT website). Activities to include: <ul style="list-style-type: none"> <li>- Monitoring and managing key sites/habitats with support and training from LWT Volunteer Training Programme</li> <li>- Maintaining Local Nature Reserves</li> <li>- Maintaining access routes</li> <li>- Stewarding of honeypot sites during peak times</li> <li>- Regular events for members of the public to get involved (e.g. 'taster days').</li> <li>- Encourage social and cultural diversity among WPM volunteers via established groups and networks (e.g. Re:fresh; National Young Volunteer Programme; Black Environment Network)</li> </ul> </li> </ul>	<p>New volunteering opportunities identified and promoted; new section on website established; training given to LWT volunteers and increased surveying and species monitoring; number of volunteers and number of community or volunteer-led projects to increase annually</p>	<p>Volunteering section on website by 2010/11; updated annually</p>	<p>The Wildlife Trust (Volunteering Project)</p>
	<ul style="list-style-type: none"> <li>• <b>[2.3C]</b> Develop and promote opportunities for private sector involvement in volunteering, providing means for companies to improve their Corporate Social Responsibility (CSR).</li> </ul>	<p>CSR scheme established for the WPM</p>	<p>2012/13</p>	<p>The Wildlife Trust (Volunteering Project) United Utilities</p>
	<ul style="list-style-type: none"> <li>• <b>[2.3D]</b> Offer <i>ad hoc</i> advice and support to community groups in securing funding and other resources for developing their own projects.</li> </ul>	<p>Advice given when need arises</p>	<p>Ongoing</p>	<p>WPM Partnership <i>Role to be undertaken by Community Officer if appointed.</i></p>
<p><b>[2.4] Foster relationships between rural and</b></p>	<ul style="list-style-type: none"> <li>• <b>[2.4A]</b> Identify existing projects in gateway towns on the fringes of the WPM, which hold potential to foster links between rural and urban communities – e.g. through conservation, interpretation and 'sense of place' activities.</li> </ul>	<p>Projects identified and rural/urban links established.</p>	<p><i>To be confirmed pending Community Officer role.</i></p>	<p>The Wildlife Trust (Community Projects Team)</p>

<b>urban communities.</b>	<ul style="list-style-type: none"> <li>• <b>[2.4B]</b> Develop a programme of thematic 'Community Open Days' to local attractions, aiming to raise awareness among local people of the diverse recreational opportunities on offer. To be targeted to both local residents and urban communities beyond the WPM boundary. Activities to include free entry to attractions, behind the scenes tours, competitions, etc.</li> </ul>	Community Open Days developed and promoted.	2011/12	WPM Tourism Group Local attractions / site managers
<b>[2.5] Resolve conflict between different users/visitors.</b>	<ul style="list-style-type: none"> <li>• <b>[2.5A]</b> Facilitate liaison between conflicting user groups to identify and implement solutions for resolution.</li> </ul>	Meetings and discussions held when need arises; follow-up undertaken to ensure all parties act on agreed course of action	Ongoing	UU Ranger Service LCC Ranger Service LAGs
	<ul style="list-style-type: none"> <li>• <b>[2.5B]</b> Develop and promote 'codes of conduct' for main recreational uses; engage with established user groups/clubs to encourage positive behavioural change and self-regulation.</li> </ul>	Codes of conduct developed for major recreational uses; user groups engaged to promote understanding of codes	2012/13	WPM Access Group
<b>[2.6] Minimise and discourage antisocial behaviour.</b>	<ul style="list-style-type: none"> <li>• <b>[2.6A]</b> Facilitate liaison between local police officers and communities via existing forums, aiming to identify and develop measures to address antisocial behaviour.</li> </ul>	Facilitate meetings with local police and communities on a quarterly basis	Ongoing	Greater Manchester Police Lancashire Constabulary United Utilities LAGs
	<ul style="list-style-type: none"> <li>• <b>[2.6B]</b> Assist the monitoring and reporting of illegal activities and antisocial behaviour (such as the dumping of harmful waste into watercourses; theft and vandalism).</li> </ul>	Illegal practices reported when necessary	Ongoing	WPM Partnership United Utilities Environment Agency Local Authority Countryside Services
	<ul style="list-style-type: none"> <li>• <b>[2.6C]</b> Encourage positive behaviour among residents and visitors by including appropriate messages in WPM communications (e.g. anti-littering).</li> </ul>	Positive behavioural messages included in all relevant communications	Ongoing	WPM Partnership
	<ul style="list-style-type: none"> <li>• <b>[2.6D]</b> Investigate potential to install physical barriers to</li> </ul>	Scoping undertaken	Ad hoc in response to	WPM Access Group

WPM Management Plan

	prevent or reduce illegal off-road vehicle access at sensitive sites; implement if viable.	Barriers installed where need and resources deem viable	problems	LAGs
<b>[2.7] Encourage use of the landscape for education.</b>	<ul style="list-style-type: none"> <li><b>[2.7A]</b> Continue to promote the value of the WPM landscape in schools through partners' existing education programmes (e.g. The Wildlife Trust's Trailblazers and BEAT programmes).</li> </ul>	Incorporate WPM messages in the Wildlife Trust schools programme, reaching 10 schools in each District per year.	Ongoing	The Wildlife Trust WPM Partnership
	<ul style="list-style-type: none"> <li><b>[2.7B]</b> Incorporate educational information as part of existing WPM communications, where appropriate (e.g. website, leaflets, on-site interpretation). Possible themes include:                             <ul style="list-style-type: none"> <li>- Wildlife</li> <li>- Heritage</li> <li>- Farming and land management</li> <li>- Water and water catchment</li> <li>- Natural resources and 'ecosystem services'</li> <li>- Climate change adaptation and mitigation (including advice on 'green lifestyle').</li> </ul> </li> </ul>	Background information produced for educational themes and added to WPM website	End of 2011	WPM Lead Officer supported by Working Groups
	<ul style="list-style-type: none"> <li><b>[2.7C]</b> Promote opportunities for school visits to nature reserves and open farms (e.g. Cronkshaw Fold Educational Farm, Smithills Open Farm, Park Fold Farm, Jumbles), targeting schools both within and outside of the WPM boundary.</li> </ul>	Information on reserves and open farms provided to schools via website and through partners' current schools engagement programmes	Information on open farms online by end of 2011	WPM Lead Officer supported by Working Groups
	<ul style="list-style-type: none"> <li><b>[2.7D]</b> Support and promote educational opportunities outside of schools – e.g. volunteering and career 'taster' opportunities, such as rangering, farming and land management.</li> </ul>	Existing activities promoted via the WPM website (new 'Get Involved' section – see 2.3B).	2010/11	WPM Lead Officer supported by Working Groups
	<ul style="list-style-type: none"> <li><b>[2.7E]</b> Develop and promote new educational trails, focussing on existing routes in and around local villages that offer good quality "access for all". Trails to expand the current themes of wildlife and heritage to include education about climate change and 'ecosystem services'.</li> </ul>	Trails developed and made available as downloadable walking maps via the WPM	2015	WPM The Wildlife Trust (Education Team)

		website.		
<p><b>[2.8] Encourage local people of all ages to adopt healthy lifestyles.</b></p> <p><i>(NB: in addition to recreational opportunities covered under 'Enjoyment and Recreation').</i></p>	<ul style="list-style-type: none"> <li><b>[2.8A]</b> Promote community activities and events that aim to increase physical activity and/or benefit mental health through contact with the natural environment (e.g. 'Walking the Way to Health' schemes).</li> </ul>	'Get Involved' section developed on WPM website.	2010/11; updated annually	<p>The Wildlife Trust (Community Projects Team)</p> <p>Primary Care Trust(s)</p> <p>Blackburn Healthy Walks Team</p> <p>Bolton Council health walk coordinators</p> <p>Natural England</p>
<p><b>[2.9] Support local communities in interpreting and celebrating their local 'sense of place'.</b></p>	<ul style="list-style-type: none"> <li><b>[2.9A]</b> Develop and fund a 'sense of place' pilot project, enabling local communities to identify, interpret and celebrate their relationship with the landscape (e.g. through oral history and storytelling; art and photography; festivals and events; printed literature; online resources).</li> </ul>	Sense of place pilot project developed, resourced, undertaken and promoted (see action 4.1B).	2013/14	<p>The Wildlife Trust (Community Projects Team)</p> <p>WPM Heritage Group (<i>to be established</i>)</p>

## 3. LOCAL ECONOMY

### VISION

**An economy with strong links to local landscape and communities, where the landscape is a key resource for local business identity; enhancing local markets, the tourism market and capitalising on the value of local products and services.**

- An increased number of environmentally responsible businesses.
- Strong links forged between businesses, both existing and emerging, in order to develop 'clusters' of such organisations.
- An increase in the number of businesses utilising local resources.
- A strong relationship existing between local businesses and local markets, together with pride in local produce.
- The identity of the area is more widely known with gateways established in all surrounding towns and information in key service centres.



## OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<b>[3.1] Support training in traditional skills required by the rural economy</b>	<ul style="list-style-type: none"> <li><b>[3.1A]</b> Promote local training opportunities via existing WPM communication channels (where relevant); to include 'signposting' of enquiries to external training providers.</li> </ul>	Training opportunities promoted via WPM website	Ongoing; updated annually	WPM Partnership LWT Contracting, Training & Serves Team
	<ul style="list-style-type: none"> <li><b>[3.1B]</b> Identify and promote local apprenticeship, work experience and other vocational opportunities relevant to the rural economy, with emphasis on activities for young people.</li> </ul>	Promote existing work shadowing and other programmes via the WPM website and partners' existing education programmes	Ongoing	Local Authority Countryside Services Bolton WISE Ltd.
	<ul style="list-style-type: none"> <li><b>[3.1C]</b> Support and promote traditional skills as part of vocational tourism packages.</li> </ul>	Information on opportunities for traditional skills training provided to relevant tourism businesses and organisations	Annual update and distribution of information	BTCV Natural Break working holidays. LWT Contracting, Training & Serves Team Local Authority Countryside Services
<b>[3.2] Support sustainable tourism* businesses</b>  <i>*businesses that are striving to improve their environmental performance, for example, through green procurement, minimising waste, reducing energy use</i>	<ul style="list-style-type: none"> <li><b>[3.2A]</b> Promote the national Green Tourism Business Scheme (GTBS) among local enterprises.</li> </ul>	Increase update of GTBS among local businesses, aiming for 3 newly accredited businesses (1 per year)	2013	WPM Tourism Group GTBS
	<ul style="list-style-type: none"> <li><b>[3.2B]</b> Develop a 'sense of place toolkit' (e.g. a booklet or web resource) for local tourism businesses, containing clear, accessible and copyright-free information about the WPM and its special qualities, for use by businesses in their own publicity/marketing.</li> </ul>	Sense of Place Toolkit developed and promoted.	2011/12	WPM Tourism Group
	<ul style="list-style-type: none"> <li><b>[3.2C]</b> Promote existing local business networks (e.g. Rural Rossendale) and encourage their expansion to cover the WPM. Investigate potential to re-brand networks under the WPM banner, where viable.</li> </ul>	Business networks promoted via WPM communications.	Review of existing networks 2010/11	WPM Tourism Group

WPM Management Plan

<i>and transport mileage.</i>		Discussions held to determine potential for expanding/re-branding networks	Ongoing promotion	
	<ul style="list-style-type: none"> <li>• <b>[3.2D]</b> Include information on tourism businesses as part of WPM promotional materials, where relevant.</li> </ul>	Information on tourism business included in any new recreational leaflets and maps	Ongoing	WPM Working Groups
	<ul style="list-style-type: none"> <li>• <b>[3.2E]</b> Promote access to core skills training for tourism businesses – e.g. customer care training, such as the ‘Welcome Walkers and Cyclists’ course.</li> </ul>	Links to skills training providers included on WPM website.	Ongoing with annual review of links and information.	WPM Tourism Group LBTB
<b>[3.3] Encourage the tourism value of local food and drink.</b>	<ul style="list-style-type: none"> <li>• <b>[3.3A]</b> Promote and support local food events and farmers markets via WPM communication channels (e.g. website, leaflets).</li> </ul>	<p>Events and markets promoted via the WPM website</p> <p>Scope and if viable develop dedicated ‘food &amp; drink’ web pages or publications</p>	<p>Ongoing</p> <p>2011/12</p>	LBTB WPM Tourism Group
	<ul style="list-style-type: none"> <li>• <b>[3.3B]</b> Assist LBTB in promoting the Taste Lancashire quality award scheme to local eating establishments.</li> </ul>	Information on Taste Lancashire incorporated in existing WPM communications, where relevant.	2011/12	LBTB
<b>[3.4] Support and promote local accommodation providers.</b>	<ul style="list-style-type: none"> <li>• <b>[3.4A]</b> Promote local hotels, B&amp;Bs, campsites, hostels and other accommodation providers via WPM communication channels.</li> </ul>	Information on accommodation providers included in WPM communications, where relevant.	Ongoing	WPM Tourism Group LBTB
	<ul style="list-style-type: none"> <li>• <b>[3.4B]</b> Increase quality standards among local accommodation providers through promotion of relevant Quality Assurance schemes and awards.</li> </ul>	Information on QA schemes promoted via	Ongoing with annual review of links and	LBTB

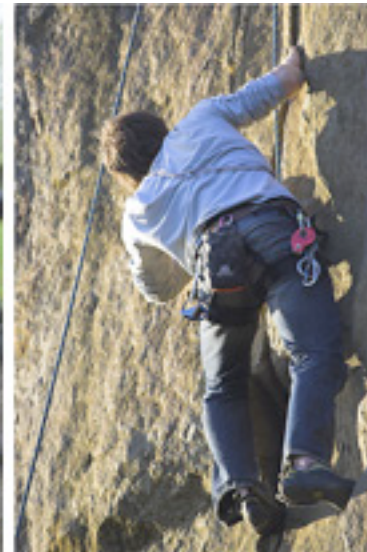
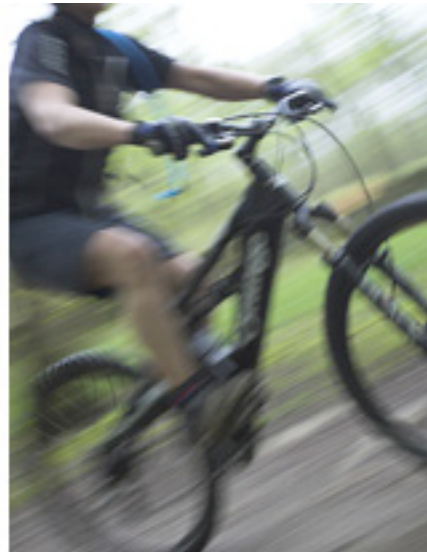
		the WPM website	information.	
<b>[3.5] Raise awareness of the WPM in gateway towns and key service centres</b>	<ul style="list-style-type: none"> <li><b>[3.5A]</b> Improve coordination and distribution of existing WPM publicity materials in TICs and other information centres within gateway towns.</li> </ul>	<p>Improved distribution service established</p> <p>Annual review of coverage undertaken.</p>	<p>2011/12</p> <p>Ongoing annually</p>	WPM Tourism Group
	<ul style="list-style-type: none"> <li><b>[3.5B]</b> Identify and incorporate key 'gateway' tourism businesses as part of WPM promotional activity (i.e. businesses on the edge or just outside of the WPM boundary, yet which play a key role in inviting or welcoming people to the area).</li> </ul>	Key gateway businesses identified and included within WPM promotions	2011/12	WPM Tourism Group
<b>[3.6] Encourage and promote thematic business 'clusters', targeting specific visitor interests (or types of visitor).</b>	<ul style="list-style-type: none"> <li><b>[3.6A]</b> Support Lancashire and Blackpool Tourist Board (LBTB) to identify and establish thematic tourism business clusters, focussing on key areas of visitor interest.</li> </ul>	Business clusters identified and supported via WPM promotions	Ongoing	LBTB WPM Tourism Group
	<ul style="list-style-type: none"> <li><b>[3.6B]</b> Encourage businesses operating within tourism clusters to engage in joint promotional activities with other relevant businesses (e.g. joint discounts/special offers; website links; marketing/advertising; verbal or other recommendations).</li> </ul>	Facilitate joint working via existing business networks (see 3.2C).	Ongoing	WPM Tourism Group

## 4. ENJOYMENT AND ACCESS

### VISION

**The West Pennine Moors provides imaginative, high quality and sustainable recreational activities that are accessible for all without being detrimental to the landscape.**

- The recreational activities in the WPM are varied and inclusive, allowing all sectors of the community to enjoy the area.
- The WPM are easily accessible and the local community and visitors use sustainable modes of transport to travel within and to the area.
- Visitors are well aware and educated about the impacts of tourism on the WPM, helping to manage visitor pressure.
- Visitor facilities and interpretation/information are high quality, adding to the visitor experience and enjoyment of the WPM.



# OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<p><b>[4.1] Improve the provision of interpretation and visitor information.</b></p>	<ul style="list-style-type: none"> <li>• <b>[4.1A]</b> Provide information (e.g. printed literature, interpretation, web pages) on popular recreational activities, ensuring information is tailored to the target audience(s). Activities for consideration include:               <ul style="list-style-type: none"> <li>- Climbing</li> <li>- Cycling (on-road)</li> <li>- Fell running</li> <li>- Fishing</li> <li>- Food and drink</li> <li>- Golf (e.g. Brinscall and Withnell)</li> <li>- Heritage</li> <li>- Horse-riding</li> <li>- Mountain biking</li> <li>- Open farms</li> <li>- Sailing</li> <li>- Walking</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Annual review of information on recreation</li> <li>• Promotional materials developed and updated for popular activities, based on demand</li> <li>• *All Witton Weaver Way walks leaflets to be updated, revised and included on WPM website.</li> <li>• *Centralised booking procedure developed for WPM events within Blackburn and Darwen.</li> </ul>	<p>*December 2010</p>	<p>LCC United Utilities Bolton Council *Blackburn with Darwen Council Local Authorities</p>
	<ul style="list-style-type: none"> <li>• <b>[4.1B]</b> Develop an interpretation plan for the WPM, to include:               <ul style="list-style-type: none"> <li>- An audit of current interpretation/information provision, identifying gaps and opportunities for further work and renewal of existing interpreted sites using new approaches.</li> <li>- Review and update of existing literature and outdoor interpretive displays to ensure consistency in portrayal of the WPM brand and key messages by all partners</li> <li>- Expanding the scope of interpretation to include, for example, geological, ecological and archaeological features, as well as interpretation aimed specifically at younger audiences</li> <li>- Reviewing best practice in use of ICT (e.g. audio trails, interactive maps, PodCasting); seek funding to implement viable options</li> <li>- Working with local communities and villages to include West Pennine Moors logo on new signage</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Landscape Partnership proposal submitted to Heritage Lottery Fund*</li> <li>• Interpretation plan developed and implemented</li> <li>• United Utilities Signage Policy implemented.</li> <li>• **Signage audit undertaken in Blackburn with Darwen's parks and open spaces within the WPM.</li> <li>• ***Interpretation leaflets produced for all Blackburn with Darwen's parks</li> </ul>	<p>*2011/12 **December 2010 ***2010-11</p>	<p>WPM Partnership LBTB United Utilities Blackburn with Darwen Council Access and Tourism Groups</p>

WPM Management Plan

	<ul style="list-style-type: none"> <li><b>[4.1C]</b> Maximise the potential of web-based and other ICT in providing information about the WPM. To include: <ul style="list-style-type: none"> <li>Ongoing development of the WPM website, focussing on information relevant to pre-visit planning</li> <li>Ongoing promotion of the WPM website, focussing on interlinking with other relevant websites</li> <li>Coordinated provision of information via WPM partners' websites</li> </ul> </li> </ul>	<p>within the WPM.</p> <ul style="list-style-type: none"> <li>Continued development and promotion of website; inclusion of WPM information on partners' websites; ICT review undertaken and viable options implemented (see 4.1B)</li> <li>UU trail leaflets made available as podcasts.</li> </ul>	Ongoing	LCC United Utilities
	<ul style="list-style-type: none"> <li><b>[4.1D]</b> Review and improve the provision of recreational route maps via the WPM website and printed literature. Activities include: <ul style="list-style-type: none"> <li>Develop a series of graded routes based on technical difficulty and/or accessibility (e.g. short walks for families; longer routes for ramblers)</li> <li>Develop a single map summarising the most popular/most accessible routes and locations within the WPM, covering all major recreational activities</li> <li>Investigate the demand for providing GPS trails and/or Podcasts for hand-held devices via the WPM website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Route maps produced covering footpaths, bridleways and mountain bike trails</li> <li>Summary map produced for strategic multi-user routes</li> <li>4-5 GPS trails and/or Podcasts added to website, if viable</li> </ul>	Review undertaken 2010 and bi-annually thereafter	LCC United Utilities WPM Access Group
<b>[4.2] Improve visitor management at 'honeypot'* sites (aiming to reduce visitor pressure and antisocial behaviour).</b>	<ul style="list-style-type: none"> <li><b>[4.2A]</b> Establish a coordinated Volunteer Ranger Service for the WPM.</li> </ul>	<ul style="list-style-type: none"> <li>Coordinated volunteer ranger service established (additional resources secured to fund this activity - see section 5. Partnership).</li> <li>Existing UU Ranger Service maintained at current capacity.</li> </ul>	2011	Lancashire Countryside Service United Utilities
<i>*popular visitor destinations, such as Rivington.</i>	<ul style="list-style-type: none"> <li><b>[4.2B]</b> Encourage positive visitor behaviour by using WPM communications and interpretation to raise awareness of the impacts of tourism on the landscape and suggest simple steps that can be taken to reduce impacts (this action is in addition to promoting 'codes of conduct' for recreational uses – see</li> </ul>	<ul style="list-style-type: none"> <li>Guidance on key messages developed by WPM partners</li> <li>Behavioural messages</li> </ul>	Guidance developed 2010; ongoing	WPM Partnership United Utilities

	2.5C).	incorporated in all relevant publicity and interpretive materials		
	<ul style="list-style-type: none"> <li><b>[4.2C]</b> Monitor and where necessary make improvements to the environments of visitor attractions (e.g. car parks), aiming to raise first impressions, reinforce quality and encourage positive visitor behaviour.</li> </ul>	Review of honeypots undertaken and monitored; improvements made where necessary.	Annual reports from key sites	United Utilities Site Managers
<b>[4.3] Provide and promote high quality opportunities for recreation.</b>	<ul style="list-style-type: none"> <li><b>[4.3A]</b> Continue to support a diversity of recreational opportunities in the WPM, focussing on those with strongest potential to support sustainable tourism.</li> </ul>	<p>Key recreational uses supported through:</p> <ul style="list-style-type: none"> <li>Promotion via WPM communications</li> <li>5 recreation projects supported by 2015</li> <li>Continued support and delivery of annual WPM walking and riding festival</li> <li>Annual increase in number of planning approvals for developments associated with named recreational activities</li> </ul>	Ongoing, including annual monitoring by Local Authorities	LCC Local Authorities Tourism businesses Tourist Board WPM Access Group
	<ul style="list-style-type: none"> <li><b>[4.3B]</b> Encourage managed attractions to develop joint ticketing, coordinated events, exhibitions, promotional and educational packages – aiming to encourage visitors to frequent more attractions and to make repeat visits (whilst maintaining quiet / conservation areas with little or no public access).</li> </ul>	Liaison established between managed attractions; joint ventures promoted via WPM communications; 1 pilot project established*	Ongoing *2011/12	WPM Tourism Group LBTB
	<ul style="list-style-type: none"> <li><b>[4.3C]</b> Review and improve promotion of existing guided activities – i.e. those led by local experts (walks, cycle/horse-rides, etc). Develop new activities where demand dictates.</li> </ul>	Review of guided activities undertaken; existing activities promoted via WPM communications; potential new activities identified and scoped.	*Ongoing	*Blackburn with Darwen Council Natural England

WPM Management Plan

		Continued delivery of a health walks programme and Countryside Services events programme*		
		Incorporate educational access options within HLS agreements where relevant.		
	<ul style="list-style-type: none"> <li>• <b>[4.3D]</b> Ensure completion of the WPM 'Bridleway Loop' route.</li> </ul>	WPM Link route to Pennine Bridleway and WPM Bridleway Loop completed, including marketing and maintenance strategy.	2013	WPM Access Group WPM Pennine Bridleway Feeder Route Steering Group
	<ul style="list-style-type: none"> <li>• <b>[4.3E]</b> Develop former quarries for recreational use (e.g. climbing, shooting, mountain/motor-biking), taking into account local biodiversity requirements. Assess demand/funding in consultation with stakeholders and implement if viable.</li> </ul>	<p>Quarry development scoped, assessed and implemented where viable</p> <p>1 council-owned and at least 1 privately owned quarry developed for recreation and biodiversity.</p>	<p>2011-12</p> <p>3-yearly monitoring by Local Authorities</p> <p>2015</p>	<p>Local Authorities</p> <p>Private landowners</p> <p>British Mountaineering Council</p> <p>NWDA</p> <p>United Utilities</p>
	<ul style="list-style-type: none"> <li>• <b>[4.3F]</b> Promote a range of 'day trip' activities for families with young children (based on existing opportunities), to include an educational focus and public transport access wherever possible.</li> </ul>	<p>Suitable activities packaged and promoted via a new 'Family Activities' section on the WPM website*</p> <p>Continued delivery of</p>	<p>*2010</p> <p>**Ongoing</p>	**Blackburn with Darwen Council

		family-friendly environmental events and services within Blackburn with Darwen's parks in WPM**		
	<ul style="list-style-type: none"> <li>• <b>[4.3G]</b> Develop an annual WPM events calendar, drawing together existing partnership activities to help bolster overall promotion.</li> </ul>	Events calendar developed on WPM website	Annually (published in December)	WPM Partnership
<b>[4.4] Increase recreational opportunities for young people.</b>	<ul style="list-style-type: none"> <li>• <b>[4.4A]</b> Identify gaps in provision of recreational opportunities for young people, in consultation with established youth groups and forums (including the proposed WPM Young People's Forum, if established – see action 2.2E).</li> <li>• <b>[4.4B]</b> Develop and promote a range of recreational activities that are specifically targeted to teenagers and young adults. This work to involve: <ul style="list-style-type: none"> <li>- A revision (or re-branding) of existing opportunities</li> <li>- Creation of new activities, where available resources allow</li> </ul> </li> </ul>	Youth groups consulted and potential for new activities identified.		WPM Community Officer (role pending)
		2 projects undertaken to re-brand or develop new youth activities	2015	WPM Access Group
<b>[4.5] Continue to provide high quality PROWs and other non-vehicular access within the WPM.</b>	<ul style="list-style-type: none"> <li>• <b>[4.5A]</b> Continue to monitor and improve the condition of the strategic access network (e.g. footpaths, bridleways), in consultation with user groups and tourism businesses.</li> <li>• <b>[4.5B]</b> Review and where viable improve the provision of directional signage (e.g. waymarkers/fingerposts) on all major access routes, to include notices on codes of conduct for different users.</li> <li>• <b>[4.5C]</b> Identify routes where dog-walking is to be encouraged/discouraged; develop signage to inform in situ and promote responsible dog walking via WPM communications.</li> <li>• <b>[4.5D]</b> Investigate potential to develop surfaced footpaths on popular moorland routes (e.g. Spitlers Edge) and those</li> </ul>	PROW monitored and improvements made where necessary	Monitoring and maintenance programme in place by 2010-2011	WPM Access Group
		Signage reviewed and new or replacement signage installed where necessary*	Review 2011/12 Signage programme complete 2015	WPM Access Group Local Authority PROW teams
		Key routes identified; signage installed where required; positive behaviour promoted via website and incorporated in literature	Review 2011/12 Signage programme complete 2015	WPM Access Group Local Authority PROW teams
		Potential for surfaced routes scoped and	Spitlers Edge feasibility study completed 2010	WPM Access Group United Utilities

## WPM Management Plan

	identified as 'upland challenge' routes in the WPM Bridleway Strategy.	assessed; surfacing work undertaken where viable	All routes assessed by 2013	User groups
	<ul style="list-style-type: none"> <li><b>[4.5E]</b> Improve parking and stabling facilities for equestrian users by: <ul style="list-style-type: none"> <li>- Encouraging car park upgrades, where appropriate</li> <li>- Promoting use of local stables and equestrian centres</li> </ul> </li> </ul>	Car park upgrades scoped and implemented where viable; stabling facilities promoted via WPM communications	Review undertaken 2012	WPM Access Group United Utilities (Charging Policy)
<b>[4.6] Support 'access for all'* to the WPM.</b>  <i>*Targeting people who are less active, disabled or have young children.</i>	<ul style="list-style-type: none"> <li><b>[4.6A]</b> Review current provision of "access for all" and make improvements where feasible – i.e. where there is a clear demand, suitable terrain and available resources. To include: <ul style="list-style-type: none"> <li>- More tramper routes</li> <li>- Removal of stiles</li> <li>- Installation of disabled mounting blocks for horse-riders</li> </ul> </li> </ul>	<p>Access review undertaken and improvements made where viable.</p> <p>All UU planned refurbishments and upgrades completed.</p> <p>Incorporate within access options in HLS agreements where possible.</p>	<p>Access review undertaken 2011</p> <p>1 new tramper route established by 2015</p>	<p>Local Authorities</p> <p>Access Lancashire (Lancashire Disability Forum)</p> <p>United Utilities</p> <p>WPM Access Group</p> <p>Natural England</p>
	<ul style="list-style-type: none"> <li><b>[4.6B]</b> Ensure promotion of 'all access' routes as part of overall WPM publicity and promotions (e.g. reservoir circuits).</li> </ul>	'All access' routes promoted via existing WPM communications.	Via website by 2011	WPM Lead Officer
<b>[4.7] Encourage and promote sustainable transport to/from and within the WPM.</b>	<ul style="list-style-type: none"> <li><b>[4.7A]</b> Provide information and feedback to assist United Utilities in developing/implementing a car parking and transport strategy in popular areas (e.g. Rivington).</li> </ul>	<p>Information provided to inform strategy; strategy developed and implemented</p> <p>Introduce further Pay &amp; Display parking across</p>	5-10 Pay & Display car parks established ( <i>completion date to be confirmed</i> ).	UU WPM AMC

		UU car parks		
	<ul style="list-style-type: none"> <li>• <b>[4.7B]</b> Ensure WPM events and activities (i.e. those organised by the partnership) are accessible by public transport, where possible.</li> </ul>	WPM events/activities assessed for public transport access	Ongoing	WPM Partnership
	<ul style="list-style-type: none"> <li>• <b>[4.7C]</b> Assist local transport companies through promotion and publicity of timetables/routes via existing WPM communications.</li> </ul>	Public transport information included on website and incorporated in literature where relevant	Information online by 2011	WPM Tourism Group Transport Providers
<b>[4.8] Improve the quality of visitor facilities.</b>	<ul style="list-style-type: none"> <li>• <b>[4.8A]</b> Encourage managers of honeypot sites to assess the need for new and/or additional facilities and develop plans for improvement (e.g. public toilets and litter bins) – taking account of any potential conflicts and siting/security issues.</li> </ul>	Audit of facilities undertaken in liaison with site managers; recommendations made for improvement and resourced where feasible	<i>To be confirmed.</i>	<i>To be confirmed.</i>
	<ul style="list-style-type: none"> <li>• <b>[4.8B]</b> Investigate potential to develop a dedicated visitor centre in the WPM (located centrally or on Western side) and/or improve existing visitor centres.</li> </ul>	Visitor centre(s) scoped	2015	WPM Partnership
<b>[4.9] Monitor the impact of visitors on the landscape.</b>	<ul style="list-style-type: none"> <li>• <b>[4.9A]</b> Undertake a biennial visitor survey to determine key destinations, areas of interest and other patterns/trends to help inform future planning and management.</li> </ul>	<p>Visitor surveys undertaken</p> <p>Web-based user survey undertaken for Blackburn with Darwen's parks and open spaces within the WPM*</p>	Every 2 years (2011 onwards)	WPM Tourism Group LBTB United Utilities Site managers / tourism businesses *Blackburn with Darwen Council
	<ul style="list-style-type: none"> <li>• <b>[4.9B]</b> Encourage visitor attractions to collect, analyse and share ongoing information about visitors to inform development and marketing decisions.</li> </ul>	Site managers invited to take part in LBTB's Lancashire Attractions Survey	2010	LBTB

## 5. PARTNERSHIP AND MANAGEMENT

### VISION

**The WPM partnership is effective in the long-term management of the area. It engages with relevant stakeholders and effectively raises the public profile of the WPM.**

- There is a strong commitment from all stakeholders in the management of the WPM.
- The partners involved in the WPM partnership have clear roles and responsibilities and the appropriate skills to ensure the partnership works effectively and efficiently.
- The WPM has successfully attracted funding from a variety of sources to carry out its activities.
- The WPM has engaged relevant stakeholders to ensure it is recognised in the objectives of all policy and decision-making that affects the area.
- The WPM has a clear, recognisable brand that is consistent across the partnership and helps to publicise the WPM to the local and wider community and to relevant stakeholders.



# OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<b>[5.1] Attract additional funding and/or resources for WPM partnership activities.</b>	<ul style="list-style-type: none"> <li><b>[5.1A]</b> Maximise WPM partnership resources by securing match-funding wherever possible.</li> </ul>	Match funding secured where possible.	Ongoing	WPM Partnership
	<ul style="list-style-type: none"> <li><b>[5.1B]</b> Investigate funding options to help establish and resource a new Community Officer role within the WPM Partnership (see action 2.1A).</li> </ul>	Options explored. Officer role established.	2010 2011	WPM Partnership
	<ul style="list-style-type: none"> <li><b>[5.1C]</b> Develop mechanisms to secure private sector funding through Corporate Social Responsibility (CSR) schemes.</li> </ul>	CSR scheme established	2015	WPM Tourism Group
	<ul style="list-style-type: none"> <li><b>[5.1D]</b> Explore potential for non-funding members of the WPM partnership to begin contributing financial resources and/or 'in-kind' contributions (such as IT support, ranger work, networking, gateway awareness, etc).</li> </ul>	Discussions held with non-funding partners Letters sent to Chief Executives of non-funding members (requesting financial or in-kind contributions)	Annually, commencing 2010	WPM Partnership
	<ul style="list-style-type: none"> <li><b>[5.1E]</b> Produce and publicise an Annual Report for the WPM (via the website), containing information on partnership expenditure and project activity.</li> </ul>	Annual Report produced	Ongoing annually	WPM Lead Officer
	<ul style="list-style-type: none"> <li><b>[5.1F]</b> Secure funding to resource development of a volunteer ranger service (see 2.3B).</li> </ul>	Funding secured.	2011-13	<b>LCC</b> Local Authority Countryside Services United Utilities
<b>[5.2] Improve the structure and effectiveness of the WPM partnership.</b>	<ul style="list-style-type: none"> <li><b>[5.2A]</b> Undertake a review of the WPM partnership structure and delivery framework, in order to:               <ul style="list-style-type: none"> <li>- Clarify roles/responsibilities in line with the new Management Plan</li> <li>- Identify potential gaps in the partnership and seek to attract new partners where necessary</li> </ul> </li> </ul>	Partnership review undertaken and roles clarified; potential new partners engaged	2010/11	<b>WPM Lead Officer</b> WPM Partnership
	<ul style="list-style-type: none"> <li><b>[5.2B]</b> Establish relationships with other partnerships and organisations outside of the WPM (both within the UK and</li> </ul>	Network of associate organisations	Ongoing	<b>WPM Lead Officer</b>

## WPM Management Plan

	<p>potentially overseas), aiming to share good practice and encourage joint-working where possible.</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>- Pennine Prospects</li> <li>- Forest of Bowland AONB</li> <li>- RECEP-ENELC (Europe)</li> </ul>	<p>established.</p> <p>Increase in number of seminars / working groups between key planning agencies.</p>		
	<ul style="list-style-type: none"> <li>• <b>[5.2C]</b> Clarify and publicise a single point of contact for members of the public wanting to: <ul style="list-style-type: none"> <li>- make general enquiries about the WPM</li> <li>- report incidents</li> </ul> </li> </ul>	<p>Single point of contact established for public enquiries</p>	2010/11	WPM Partnership United Utilities
	<ul style="list-style-type: none"> <li>• <b>[5.2D]</b> Maintain existing WPM working groups and establish new to aid the management and delivery of WPM partnership projects 'on the ground' (including task and finish groups).</li> </ul> <p>New working groups to include:</p> <ul style="list-style-type: none"> <li>- heritage</li> <li>- publicity and communications (task and finish)</li> </ul>	<p>Existing working groups maintained; new groups established as required.</p>	Heritage group 2010/11	WPM Partnership
<b>[5.3] Raise the public profile of the area through WPM partners' own communications.</b>	<ul style="list-style-type: none"> <li>• <b>[5.3A]</b> Develop and implement a 'Communications Strategy' for use by the WPM partnership to help plan, coordinate and standardise promotional activity.</li> </ul>	<p>Communications Strategy developed and implemented by all partners</p>	2010/12	WPM Partnership: Publicity & Communications Group
	<ul style="list-style-type: none"> <li>• <b>[5.3B]</b> Publish a short (1-2 page) e-newsletter, containing updates on WPM activities, targeting both local communities and partner organisations. Publicise via email and make available for downloading in electronic format from the WPM website.</li> </ul>	<p>Newsletter produced and circulated twice a year (July/November)</p>	First newsletter published July 2010	<b>WPM Lead Officer / Countryside Officer</b> WPM Partnership
	<ul style="list-style-type: none"> <li>• <b>[5.3C]</b> Implement a simple system for monitoring the effectiveness of WPM communications (e.g. website 'hits', number of press articles, etc).</li> </ul>	<p>Comms monitoring and evaluation implemented</p>	Comms reviewed annually commencing 2010 (following completion of Comms Strategy) and <i>ad hoc</i> in follow-up to major comms activity	<b>WPM Lead Officer</b>
<b>[5.4] Raise the profile of the WPM among</b>	<ul style="list-style-type: none"> <li>• <b>[5.4A]</b> Promote the WPM via public sector forums, networks and events, aiming to raise awareness of local innovation and 'good practice' in relation to:</li> </ul>	<p>Relationships established with</p>	Ongoing	WPM Partnership

<b>regional and national Government and its agencies.</b>	<ul style="list-style-type: none"> <li>- Implementation of the European Landscape Convention (driven by the involvement of local communities)</li> <li>- Capitalising on the value of 'ecosystem services' (in relation to economic development, sustainable management of natural resources and climate change adaptation/mitigation)</li> </ul>	relevant public sector forums, networks and events; information provided to forums/networks and speakers/presentations put forward for events		
<b>[5.5] Ensure consistency in WPM branding and communications.</b>	<ul style="list-style-type: none"> <li>• <b>[5.5A]</b> Evolve and expand the existing WPM brand identity to include a range of 'sub-brands'* targeting specific audiences or based on specific recreational or other interests (e.g. mountain biking, horse-riding).  <i>*Sub-brands refer to use of different colours, images and written language to engage more effectively with target audiences and avoid generic promotion of the WPM (i.e. this action does not call for a review of the overall brand identity).</i></li> <li>• <b>[5.5B]</b> Develop graphic standards or 'Brand Guidelines' to ensure consistency in the design and production of WPM communication materials (including how the WPM is portrayed in partners' own materials).</li> </ul>	Pilot project delivered to test one new sub-brand.  Further sub-brands developed and applied across WPM communications  Graphic standards developed and applied across WPM communications	2010/11  2011-2015  2010-12	WPM Partnership   WPM Partnership
<b>[5.6] Encourage recognition of WPM objectives in policy- and decision-making affecting the area.</b>	<ul style="list-style-type: none"> <li>• <b>[5.6A]</b> Ensure the WPM Management Plan is circulated to all relevant departments/individuals within partner organisations; to include notices on updates where relevant.</li> <li>• <b>[5.6B]</b> Ensure consideration of the WPM in all major strategies and policies affecting the area, aiming to protect and enhance the special qualities of the landscape (both natural and cultural).  <i>NB: the WPM partnership is not tasked with consulting on</i></li> </ul>	Management Plan circulated among partners' planning policy teams, environmental services, tourism and marketing teams.  WPM partnership to act as consultee on all major strategies and policies, where relevant.	2010  Ongoing	WPM Partnership  Local Planning Authorities

WPM Management Plan

	<i>planning and development proposals – these are dealt with by the relevant individual local authority planning committees.</i>	LPA's to supply relevant major strategies/ policies to WPM Partnership for consultation.		
	<ul style="list-style-type: none"> <li><b>[5.6C]</b> Increase involvement of key specialists from local authorities and other partners (e.g. planners, economic development specialists) in WPM decision-making.</li> </ul>	Specialists invited to meetings and engaged in WPM issues/ decisions, where appropriate	Ongoing, when opportunities arise	WPM Partnership WPM Working Groups Local Authorities Regional planners
<b>[5.7] Monitor delivery of the WPM Management Plan.</b>	<ul style="list-style-type: none"> <li><b>[5.7A]</b> Develop and implement a system for monitoring and reporting on delivery of the Management Plan (e.g. via the WPM website).</li> </ul>	System developed and implemented; progress reports produced on regular basis and made publicly available via WPM website	Monitoring system in place by 2011/12  Progress reports produced annually	WPM Partnership
	<ul style="list-style-type: none"> <li><b>[5.7B]</b> Develop means for local residents and visitors to comment on delivery of the Management Plan (e.g. via an online forum).</li> </ul>	Feedback mechanism developed on WPM website	2011/12	WPM Lead Officer
	<ul style="list-style-type: none"> <li><b>[5.7C]</b> Undertake a full review and update of the Management Plan in 2014 (half way through its course), in consultation with local communities and partner organisations.</li> </ul>	Review and update of plan undertaken	2014	WPM Partnership

## 6. RESPONDING TO CLIMATE CHANGE

### VISION

**The West Pennine Moors is an area responsive to climate change through mitigation and adaptation techniques developed and applied for different land uses and management approaches, led by a partnership that is committed to providing an exemplar approach to minimising environmental impacts incurred through its work.**

- A landscape where land managers and owners are engaged in actively adapting and mitigating their approaches and practices to combat climate change and minimise carbon emissions.
- The West Pennine Moors Partnership provides a good practice example for minimising their environmental impact in carrying out their duties.
- A strong understanding of the potential impacts of climate change, together with the best ways of responding to them.



# OBJECTIVES

OBJECTIVES	ACTIONS	TARGETS	TIMESCALE	PARTNERS
<b>[6.1] Modify land management practices to adapt to climate change.</b>	<ul style="list-style-type: none"> <li><b>[6.1A]</b> Prioritise management of the WPM upland peat resources to help sequester carbon from the atmosphere and prevent its release.</li> </ul>	<p>Good practice incorporated and prioritised in existing advice given to landowners – e.g. via farm advisors</p> <p>Ensure incorporation into relevant HLS agreements</p>	2010-15	<p>Natural England</p> <p>United Utilities (SCaMP 2)</p> <p>LCC</p> <p>The Wildlife Trust</p> <p>Landowners</p>
	<ul style="list-style-type: none"> <li><b>[6.1B]</b> Target woodland creation in agricultural areas where it has potential to maximise ecosystem services* without compromising established wildlife habitats and/or archaeology.</li> </ul> <p><i>*for example: carbon storage; helping to reduce flood risk; improving biodiversity; providing resources for local craft workers and wood fuel.</i></p>	<p>UU Woodland Plan implemented.</p> <p>1 ha of new woodland established*</p>	<p>20 Years</p> <p>*2020</p>	<p>United Utilities</p> <p>*Bolton Council / Red Rose Forest</p>
	<ul style="list-style-type: none"> <li><b>[6.1C]</b> Identify best practice in adapting land management approaches to climate change and implement throughout the WPM partnership.</li> </ul> <p>To include:</p> <ul style="list-style-type: none"> <li>- Management for fire risk (e.g. learning from work undertaken by South Pennines Fire Operations Group and Peak District National Park Fire Advisory Panel).</li> <li>- Water management for flood risk and water shortage.</li> <li>- Management of heritage resources (including historic buildings) that may need to adapt and mitigate for climate change impacts</li> </ul>	<p>Best practice identified and shared among the partnership.</p>	Ongoing	<p>Natural England</p> <p>United Utilities</p>
<b>[6.2] Develop an</b>	<ul style="list-style-type: none"> <li><b>[6.2A]</b> Assess the potential impact that climate change will have on the WPM landscape through the use of UKCIP climate</li> </ul>	UKCIP assessment	2012	WPM Partnership

understanding of potential climate change impacts.	change data, disseminate findings on WPM website.	undertaken and results disseminated.		Natural England Pennine Prospects
	<ul style="list-style-type: none"> <li>• <b>[6.2B]</b> Map the capacity and sensitivity of the WPM landscape in responding to climate change, in terms of: <ul style="list-style-type: none"> <li>- Carbon sequestration</li> <li>- Small-scale energy generation</li> <li>- Tourism</li> <li>- Meeting local amenity needs</li> </ul> </li> </ul>	Studies carried out by Local Authorities and/or nominated consultants to determine WPM sensitivity to climate change	Within 3 years	Natural England Local Authorities Universities
<b>[6.3] Encourage good practice in climate change mitigation through “leading by example”.</b>	<ul style="list-style-type: none"> <li>• <b>[6.3A]</b> Develop and encourage sign-up to an ‘environmental charter’ for the WPM, relevant to partner organisations, community/user groups and businesses – aiming to: <ul style="list-style-type: none"> <li>- Minimise waste through careful purchasing, reducing, re-using and recycling of resources.</li> <li>- Reduce printed documents, encouraging less resource-intensive means of publicity.</li> <li>- Monitor and minimise the energy used in administering WPM partnership.</li> <li>- Encourage use of fuel-efficient vehicles and alternative transport fuels, such as sustainable bio-fuels for partner vehicles (using existing scheme as example of good practice).</li> <li>- Encourage use of local products, services and materials in the delivery of WPM projects/actions.</li> <li>- Encourage the use of by-products to minimise waste production and where possible provide renewable energy sources.</li> </ul> </li> </ul>	Environmental Charter developed and implemented across WPM partnership and wider stakeholders	2012	WPM Partnership