

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
[4.1] Improve the provision of interpretation and visitor information.	<ul style="list-style-type: none"> • [4.1A] 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"> - Climbing - Cycling (on-road) - Fell running - Fishing - Food and drink - Golf (e.g. Brinscall and Withnell) - Heritage - Horse-riding - Mountain biking - Open farms - Sailing - Walking 	<ul style="list-style-type: none"> • Annual review of information on recreation • Promotional materials developed and updated for popular activities, based on demand • *All Witton Weaver Way walks leaflets to be updated, revised and included on WPM website. • *Centralised booking procedure developed for WPM events within Blackburn and 	*December 2010	LCC United Utilities Bolton Council *Blackburn with Darwen Council Local Authorities

	<ul style="list-style-type: none"> • [4.1B] Develop an interpretation plan for the WPM, to include: <ul style="list-style-type: none"> - An audit of current interpretation/information provision, identifying gaps and opportunities for further work and renewal of existing interpreted sites using new approaches. - 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 - Expanding the scope of interpretation to include, for example, geological, ecological and archaeological features, as well as interpretation aimed specifically at younger audiences - Reviewing best practice in use of ICT (e.g. audio trails, interactive maps, PodCasting); seek funding to implement viable options - Working with local communities and villages to include West Pennine Moors logo on new signage 	<p>Darwen.</p> <ul style="list-style-type: none"> • Landscape Partnership proposal submitted to Heritage Lottery Fund* • Interpretation plan developed and implemented • United Utilities Signage Policy implemented. • **Signage audit undertaken in Blackburn with Darwen's parks and open spaces within the WPM. • ***Interpretation leaflets produced for all Blackburn with Darwen's parks within the WPM. 	<p>*2011/12 **December 2010 ***2010-11</p>	<p>WPM Partnership LBTB United Utilities Blackburn with Darwen Council Access and Tourism Groups</p>
	<ul style="list-style-type: none"> • [4.1C] Maximise the potential of web-based and other ICT in providing information about the WPM. To include: <ul style="list-style-type: none"> - Ongoing development of the WPM website, focussing on information relevant to pre-visit planning - Ongoing promotion of the WPM website, focussing on interlinking with other relevant websites - Coordinated provision of information via WPM partners' websites 	<ul style="list-style-type: none"> • Continued development and promotion of website; inclusion of WPM information on partners' websites; ICT review undertaken and viable options implemented (see 4.1B) • UU trail leaflets made available as podcasts. 	<p>Ongoing</p>	<p>LCC United Utilities</p>
	<ul style="list-style-type: none"> • [4.1D] Review and improve the provision of recreational route maps via the WPM website and printed literature. Activities include: 	<ul style="list-style-type: none"> • Route maps produced covering footpaths, bridleways 	<p>Review undertaken 2010 and bi-annually thereafter</p>	<p>LCC United Utilities WPM Access Group</p>

	<ul style="list-style-type: none"> - Develop a series of graded routes based on technical difficulty and/or accessibility (e.g. short walks for families; longer routes for ramblers) - Develop a single map summarising the most popular/most accessible routes and locations within the WPM, covering all major recreational activities - Investigate the demand for providing GPS trails and/or Podcasts for hand-held devices via the WPM website 	<ul style="list-style-type: none"> and mountain bike trails • Summary map produced for strategic multi-user routes • 4-5 GPS trails and/or Podcasts added to website, if viable 		
<p>[4.2] Improve visitor management at 'honeypot'* sites (aiming to reduce visitor pressure and antisocial behaviour).</p> <p><i>*popular visitor destinations, such as Rivington.</i></p>	<ul style="list-style-type: none"> • [4.2A] Establish a coordinated Volunteer Ranger Service for the WPM. 	<ul style="list-style-type: none"> • Coordinated volunteer ranger service established (additional resources secured to fund this activity - see section 5. Partnership). • Existing UU Ranger Service maintained at current capacity. 	2011	Lancashire Countryside Service United Utilities
	<ul style="list-style-type: none"> • [4.2B] 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 2.5C). 	<ul style="list-style-type: none"> • Guidance on key messages developed by WPM partners • Behavioural messages incorporated in all relevant publicity and interpretive materials 	Guidance developed 2010; ongoing	WPM Partnership United Utilities
	<ul style="list-style-type: none"> • [4.2C] 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. 	Review of honeypots undertaken and monitored; improvements made where necessary.	Annual reports from key sites	United Utilities Site Managers
<p>[4.3] Provide and promote high quality opportunities for recreation.</p>	<ul style="list-style-type: none"> • [4.3A] Continue to support a diversity of recreational opportunities in the WPM, focussing on those with strongest potential to support sustainable tourism. 	<p>Key recreational uses supported through:</p> <ul style="list-style-type: none"> • Promotion via WPM communications • 5 recreation projects 	Ongoing, including annual monitoring by Local Authorities	LCC Local Authorities Tourism businesses Tourist Board WPM Access Group

		<p>supported by 2015</p> <ul style="list-style-type: none"> Continued support and delivery of annual WPM walking and riding festival Annual increase in number of planning approvals for developments associated with named recreational activities 		
	<ul style="list-style-type: none"> [4.3B] 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). 	<p>Liaison established between managed attractions; joint ventures promoted via WPM communications; 1 pilot project established*</p>	<p>Ongoing *2011/12</p>	<p>WPM Tourism Group LBTB</p>
	<ul style="list-style-type: none"> [4.3C] 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. 	<p>Review of guided activities undertaken; existing activities promoted via WPM communications; potential new activities identified and scoped.</p> <p>Continued delivery of a health walks programme and Countryside Services events programme*</p> <p>Incorporate educational access options within HLS agreements where relevant.</p>	<p>*Ongoing</p>	<p>*Blackburn with Darwen Council Natural England</p>
	<ul style="list-style-type: none"> [4.3D] Ensure completion of the WPM 'Bridleway Loop' route. 	<p>WPM Link route to Pennine Bridleway and WPM Bridleway Loop</p>	<p>2013</p>	<p>WPM Access Group WPM Pennine Bridleway Feeder Route Steering</p>

		completed, including marketing and maintenance strategy.		Group
	<ul style="list-style-type: none"> [4.3E] 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. 	<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"> [4.3F] 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. 	<p>Suitable activities packaged and promoted via a new 'Family Activities' section on the WPM website*</p> <p>Continued delivery of family-friendly environmental events and services within Blackburn with Darwen's parks in WPM**</p>	<p>*2010</p> <p>**Ongoing</p>	<p>**Blackburn with Darwen Council</p>
	<ul style="list-style-type: none"> [4.3G] Develop an annual WPM events calendar, drawing together existing partnership activities to help bolster overall promotion. 	<p>Events calendar developed on WPM website</p>	<p>Annually (published in December)</p>	<p>WPM Partnership</p>
[4.4] Increase recreational opportunities for young people.	<ul style="list-style-type: none"> [4.4A] 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). 	<p>Youth groups consulted and potential for new activities identified.</p>		<p>WPM Community Officer (role pending)</p>
	<ul style="list-style-type: none"> [4.4B] 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"> - A revision (or re-branding) of existing opportunities - Creation of new activities, where available resources 	<p>2 projects undertaken to re-brand or develop new youth activities</p>	<p>2015</p>	<p>WPM Access Group</p>

	allow			
[4.5] Continue to provide high quality PROWs and other non-vehicular access within the WPM.	<ul style="list-style-type: none"> • [4.5A] Continue to monitor and improve the condition of the strategic access network (e.g. footpaths, bridleways), in consultation with user groups and tourism businesses. 	PROW monitored and improvements made where necessary	Monitoring and maintenance programme in place by 2010-2011	WPM Access Group
	<ul style="list-style-type: none"> • [4.5B] 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. 	Signage reviewed and new or replacement signage installed where necessary*	Review 2011/12 Signage programme complete 2015	WPM Access Group Local Authority PROW teams
	<ul style="list-style-type: none"> • [4.5C] Identify routes where dog-walking is to be encouraged/discouraged; develop signage to inform in situ and promote responsible dog walking via WPM communications. 	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
	<ul style="list-style-type: none"> • [4.5D] Investigate potential to develop surfaced footpaths on popular moorland routes (e.g. Spillers Edge) and those identified as 'upland challenge' routes in the WPM Bridleway Strategy. 	Potential for surfaced routes scoped and assessed; surfacing work undertaken where viable	Spillers Edge feasibility study completed 2010 All routes assessed by 2013	WPM Access Group United Utilities User groups
	<ul style="list-style-type: none"> • [4.5E] Improve parking and stabling facilities for equestrian users by: <ul style="list-style-type: none"> - Encouraging car park upgrades, where appropriate - Promoting use of local stables and equestrian centres 	Car park upgrades scoped and implemented where viable; stabling facilities promoted via WPM communications	Review undertaken 2012	WPM Access Group United Utilities (Charging Policy)
[4.6] Support 'access for all'* to the WPM. <i>*Targeting people who are less active, disabled or have young children.</i>	<ul style="list-style-type: none"> • [4.6A] 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"> - More tramper routes - Removal of stiles - Installation of disabled mounting blocks for horse-riders 	Access review undertaken and improvements made where viable. All UU planned refurbishments and upgrades completed. Incorporate within access options in HLS	Access review undertaken 2011 1 new tramper route established by 2015	Local Authorities Access Lancashire (Lancashire Disability Forum) United Utilities WPM Access Group Natural England

		agreements where possible.		
	<ul style="list-style-type: none"> [4.6B] Ensure promotion of 'all access' routes as part of overall WPM publicity and promotions (e.g. reservoir circuits). 	'All access' routes promoted via existing WPM communications.	Via website by 2011	WPM Lead Officer
[4.7] Encourage and promote sustainable transport to/from and within the WPM.	<ul style="list-style-type: none"> [4.7A] Provide information and feedback to assist United Utilities in developing/implementing a car parking and transport strategy in popular areas (e.g. Rivington). 	Information provided to inform strategy; strategy developed and implemented Introduce further Pay & Display parking across UU car parks	5-10 Pay & Display car parks established (<i>completion date to be confirmed</i>).	UU WPM AMC
	<ul style="list-style-type: none"> [4.7B] Ensure WPM events and activities (i.e. those organised by the partnership) are accessible by public transport, where possible. 	WPM events/activities assessed for public transport access	Ongoing	WPM Partnership
	<ul style="list-style-type: none"> [4.7C] Assist local transport companies through promotion and publicity of timetables/routes via existing WPM communications. 	Public transport information included on website and incorporated in literature where relevant	Information online by 2011	WPM Tourism Group Transport Providers
[4.8] Improve the quality of visitor facilities.	<ul style="list-style-type: none"> [4.8A] Encourage managers of honeypot sites to assess the need for new and/or additional facilities, including: <ul style="list-style-type: none"> - Public toilets, both permanent and portable/temporary (e.g. during peak times) - Litter bins 	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"> [4.8B] Investigate potential to develop a dedicated visitor centre in the WPM (located centrally or on Western side) and/or improve existing visitor centres. 	Visitor centre(s) scoped	2015	WPM Partnership
[4.9] Monitor the impact of visitors on the landscape.	<ul style="list-style-type: none"> [4.9A] Undertake a biennial visitor survey to determine key destinations, areas of interest and other patterns/trends to help inform future planning and management. 	Visitor surveys undertaken Web-based user survey undertaken for Blackburn with Darwen's parks and	Every 2 years (2011 onwards)	WPM Tourism Group LBTB United Utilities Site managers / tourism businesses *Blackburn with Darwen

		open spaces within the WPM*		Council
	<ul style="list-style-type: none"> • [4.9B] Encourage visitor attractions to collect, analyse and share ongoing information about visitors to inform development and marketing decisions. 	Site managers invited to take part in LBTB's Lancashire Attractions Survey	2010	LBTB