

# West Pennine Moors Management Plan (2010-2020)

Version: 3.2 DRAFT

Last updated: 04.03.10

## Contents

|  |    |
|--|----|
| 1. Background to the West Pennine Moors Partnership.....                   | 2  |
| 2. Why produce a Management Plan?.....                                     | 3  |
| 3. How has the plan been produced? .....                                   | 5  |
| Consultation Method .....  | 5  |
| Consultation Results .....   | 6  |
| Literature Review .....  | 6  |
| 4. What are the key issues affecting the WPM?.....                         | 9  |
| Natural and Historic Environment.....                                      | 9  |
| Community and Education .....  | 10 |
| Local Economy.....   | 10 |
| Enjoyment and Access.....  | 11 |
| Partnership and Management .....   | 11 |
| Responding to Climate Change.....  | 12 |
| 5. What are the overall visions of the plan? .....                         | 13 |
| 6. What are the proposed objectives? .....                                 | 14 |
| Natural and Historic Environment.....                                      | 14 |
| Community and Education .....  | 15 |
| Local Economy.....   | 15 |
| Enjoyment and Access.....  | 15 |
| Partnership and Management .....   | 15 |
| Responding to Climate Change.....  | 16 |
| 7. Detailed Visions, Objectives and Actions ( <i>attached separately</i> ) |    |

---

## 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.

# 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.

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 (left) and partner organisations (right).*

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.

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 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).

## WPM Management Plan

- 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
- *Smithills Landscape Restoration and Management Plan*
- 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.

## WPM Management Plan

- 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.
- 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.

## WPM Management Plan

- 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.
- 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.

## WPM Management Plan

- [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”.