

## 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 WPM.
- The surrounding urban populations enjoy the WPM for recreation and are involved in its management.
- 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 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"> <li>• <b>[4.1A]</b> Provide information (e.g. printed literature, interpretation, web pages) based on the following recreational themes – ensuring information is tailored to the target audience(s):               <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>	Promotional information developed for each theme and used to update/expand the WPM website and other publicity materials; to be reviewed annually		
	<ul style="list-style-type: none"> <li>• <b>[4.1B]</b> Develop an interpretation plan for the WPM, to include:</li> </ul>	Interpretation plan developed and		

	<ul style="list-style-type: none"> <li>- An audit of current interpretation/information provision, identifying gaps and opportunities for further work</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> </ul>	implemented		
	<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> <li>- Reviewing best practice in use of ICT (e.g. audio trails, interactive maps, PodCasting); seek funding to implement viable options</li> </ul> </li> </ul>	Continued development and promotion of website; inclusion of WPM information on all partners' websites; ICT review undertaken and viable options implemented		
	<ul style="list-style-type: none"> <li>• <b>[4.1D]</b> Continue and expand the provision thematic route maps via the WPM website and printed literature (e.g. for walking, cycling, horse-riding, etc). To include: <ul style="list-style-type: none"> <li>- Explore potential to include GPS trails for hand-held navigation systems (via the WPM website)</li> <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> </ul> </li> </ul>	Route maps produced for most popular recreational uses; summary map produced for all recreational uses; GPS trails added to website if viable		
<b>[4.2] Improve visitor management at 'honeypot'* sites (aiming to reduce visitor pressure and</b>	<ul style="list-style-type: none"> <li>• <b>[4.2A]</b> Increase the presence of Ranger Services at key sites or 'honeypots' during peak times, to be achieved through increased use of volunteer rangers.</li> </ul>	Secure commitment from X volunteer rangers to work at honeypot sites		
	<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</li> </ul>	Behavioural messages incorporated in all		

<b>antisocial behaviour).</b>  <i>*popular visitor destinations, such as Rivington.</i>	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).	relevant publicity and interpretive materials.		
	<ul style="list-style-type: none"> <li>• <b>[4.2C]</b> Monitor and where necessary make improvements to the immediate environments of visitor attractions, aiming to raise first impressions, reinforce quality and encourage positive visitor behaviour.</li> </ul>	Review of honeypots undertaken and regularly monitored; improvements made where necessary.		
<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 – namely:             <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>- Heritage</li> <li>- Horse-riding</li> <li>- Mountain biking</li> <li>- Open farms</li> <li>- Sailing</li> <li>- Walking</li> </ul> </li> </ul>	Key recreational uses supported through: <ul style="list-style-type: none"> <li>• Promotion via WPM communications</li> <li>• Offering advice to activity providers</li> <li>• Supporting activities through funding, where viable</li> </ul>		
	<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.</li> </ul>	Liaison established between managed attractions; joint ventures promoted via WPM communications		
	<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		
	<ul style="list-style-type: none"> <li>• <b>[4.3D]</b> Ensure completion of the WPM 'Bridleway Loop' route.</li> </ul>	Bridleway Loop completed		
	<ul style="list-style-type: none"> <li>• <b>[4.3E]</b> Investigate potential to install a series of bird-watching hides across the WPM; assess demand/funding and siting</li> </ul>	Potential for bird-watching hides		

	implications, and implement if viable.	assessed; hides developed where viable		
	<ul style="list-style-type: none"> <li>• <b>[4.3F]</b> Investigate potential to further develop former quarries for recreational use (e.g. climbing, shooting, mountain/motor-biking); assess demand/funding in consultation with stakeholders and implement if viable.</li> </ul>	Quarry development scoped, assessed and implemented where viable		
	<ul style="list-style-type: none"> <li>• <b>[4.3G]</b> Develop and 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>	Suitable activities packaged and promoted via a new 'Family' section on the WPM website		
	<ul style="list-style-type: none"> <li>• <b>[4.3H]</b> Develop an annual WPM events calendar, drawing together existing activities to help bolster overall promotion.</li> </ul>	Events calendar developed on WPM website		
<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> </ul>	Youth groups consulted and potential for new activities identified		
	<ul style="list-style-type: none"> <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>	Popular youth activities re-branded where necessary or created as new where viable		
<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 access network (e.g. footpaths, bridleways), in consultation with user groups and tourism businesses.</li> </ul>	PROW monitored and improvements made where necessary; stakeholders invited to consult on access plans via LAGs and other existing forums		
	<ul style="list-style-type: none"> <li>• <b>[4.5B]</b> Seek to expand the access network in locations where user demand and available resources deem viable.</li> </ul>	PROW extended where viable		
	<ul style="list-style-type: none"> <li>• <b>[4.5C]</b> Identify footpaths holding good potential for conversion to multi-use routes; implement conversion where viable.</li> </ul>	Footpaths reviewed and converted to multi-use routes where viable		
	<ul style="list-style-type: none"> <li>• <b>[4.5D]</b> Audit and where necessary improve the provision of</li> </ul>	Signage audited and new		

	directional signage (e.g. waymarkers/fingerposts) on all major access routes, to include notices on codes of conduct for different users.	or replacement signage installed where necessary		
	<ul style="list-style-type: none"> <li><b>[4.5E]</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> </ul>	Key routes identified; signage installed where required; positive behaviour promoted via website and incorporated in literature		
	<ul style="list-style-type: none"> <li><b>[4.5F]</b> Investigate potential to develop surfaced footpaths across the moors; options to include: <ul style="list-style-type: none"> <li>- Resurfacing existing PROW</li> <li>- Developing new surfaced routes based on 'desire lines' created by recreational users</li> </ul> </li> </ul>	Potential for surfaced routes scoped and assessed; surfacing work undertaken where viable		
	<ul style="list-style-type: none"> <li><b>[4.5G]</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		
<b>[4.6] Support 'access for all'* to the WPM.</b>	<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>	Access review undertaken and improvements made where viable		
<i>*Targeting people who are less active, disabled or have young children.</i>				
<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> Foster ongoing liaison with local transport planners and providers to ensure understanding and consideration of WPM issues in local transport planning/provision, with particular focus on: <ul style="list-style-type: none"> <li>- Servicing key attractions and 'honeypot' sites.</li> <li>- Minimising impacts on landscape character and tranquillity.</li> <li>- Creating demand for public transport by linking with PROW (e.g. transport to/from the start and finish of key routes, or during peak times)</li> </ul> </li> </ul>	Transport planners and providers actively engaged in WPM strategic planning via established forums		
	<ul style="list-style-type: none"> <li><b>[4.7B]</b> Provide information and feedback to assist United</li> </ul>	Information provided to		

	Utilities in developing/implementing a car parking and transport strategy in popular areas (e.g. Rivington).	inform strategy; strategy developed and implemented		
	<ul style="list-style-type: none"> <li>• <b>[4.7C]</b> Ensure all WPM events and activities (i.e. those organised by the partnership) are accessible by public transport, where possible.</li> </ul>	All WPM events/activities to be assessed for public transport access		
	<ul style="list-style-type: none"> <li>• <b>[4.7D]</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		
<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, including: <ul style="list-style-type: none"> <li>- Public toilets, both permanent and portable/temporary (e.g. during peak times)</li> <li>- Litter bins</li> </ul> </li> </ul>	Audit of facilities undertaken in liaison with site managers; recommendations made for improvement and resourced where feasible		<i>This action to be discussed with UU</i>
	<ul style="list-style-type: none"> <li>• <b>[4.8B]</b> Investigate potential to develop a dedicated visitor centre in the WPM (or improve existing visitor centres).</li> </ul>	Visitor centre(s) scoped and developed/resourced if viable		
<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>	Visitor surveys undertaken	Every 2 years	
	<ul style="list-style-type: none"> <li>• <b>[4.9B]</b> Investigate feasibility of establishing a partner-wide system for monitoring the impact of visitors on key habitats/species; implement if viable.</li> </ul>	Monitoring system established if viable.		
	<ul style="list-style-type: none"> <li>• <b>[4.9C]</b> Encourage visitor attractions to collect, analyse and share ongoing information about visitors to inform development and marketing decisions.</li> </ul>	Liaison established between site managers to collate and share visitor information		