



FOREST OF **BOWLAND**

Area of Outstanding Natural Beauty

Mike Pugh

Business Development Officer

Forest of Bowland
Area of Outstanding Natural Beauty



- **Protect, conserve and enhance the natural and cultural heritage of the area.**
 - Account should be taken of the needs of agriculture, forestry, other rural industries and of the social and economic needs of the local communities.
 - Particular regard should be paid to promoting sustainable forms of social and economic development that in themselves conserve and enhance the environment.
 - **Recreation is not an objective** of designation, but the demand for recreation should be met so far as this is consistent with the conservation of natural beauty and needs of the communities

The Forest of Bowland AONB

- One of 49 AONBs in England, Wales & Northern Ireland



- Designated in 1964
- Internationally important heather moorland, blanket bog and rare birds.
- 803 sq km - 13% is designated SSSI
- Approximately 16,000 people live within the boundary of the AONB



- 78% of the area has poor agricultural potential (Less Favoured Area)
- 90% is permanent pasture or rough grazing
- Only 4% woodland cover (the term “Forest” refers to medieval hunting reserve)



- Management is steered by the Joint Advisory Committee (**JAC**) representing a wide partnership.
- The Forest of Bowland AONB **Statutory Management Plan** lays out aspirations for the future and details what needs to be done to reach this vision. The current plan runs from 2009 – 2014.

Local Government

- 2 County Councils - 6 Boroughs - 54 Parishes

National and NGOs

- Conservation (Natural England)
- Environmental control and protection
- Wildlife protection (includes RSPB)

Private Sector

- Recreational associations (walking, horse-riding, etc.)
- Landowners (farming, water catchment, shooting estates)
- Tourism Operators (Bowland Experience Ltd)



..... and keep special



A landscape rich in heritage



Wild, open spaces



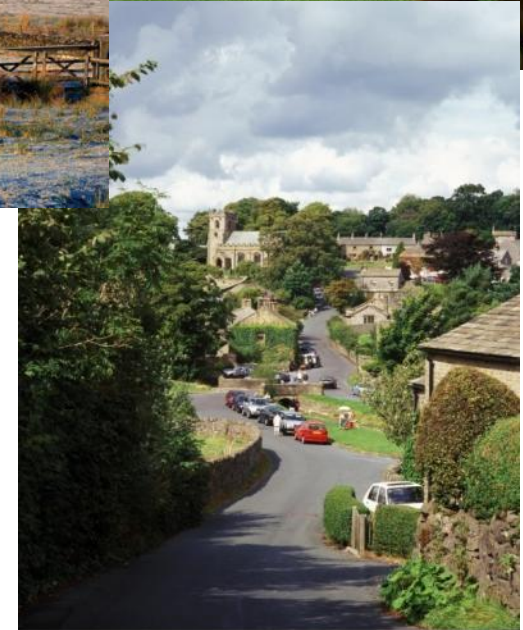
A living landscape



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A special place for wildlife



Quiet Lanes for horse riding...



.....and cycling.....



...and over the hills



Some of the roughest walking in the North of England



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Area of Outstanding Natural Beauty **Discovering** **Enjoying** **Living in** **Looking after**

Walk of the Month



● [Pendle Hill Walk](#) PDF

Festival Bowland



● [Festival Bowland Calendar 2009](#) PDF

● [Wildlife Calendar](#)

● [Creepy Crawly Day](#)


● [Discover Clougha Pike](#)

Latest Updates

Welcome to the Forest of Bowland Area of Outstanding Natural Beauty (AONB)


A nationally protected landscape that is internationally important for its heather moorland, blanket bog and rare birds

Discovering




- Towns & villages
- Wildlife
- Heritage & culture
- Sustainable tourism
- Leaflets
- Map

Enjoying




- Where to stay
- Walking
- Cycling
- Attractions
- Events
- Travel information

Living in



- Local Produce Directory
- Producer profiles
- Arts & craft
- Farmer's markets
- Farming

Looking after



- Volunteering
- Conservation holidays
- Sustainable Development Fund
- BTEF
- Management plan

Sustainable Tourism

Balancing the needs of host communities, visitors, the tourism industry and the environment



- Visitor Code
- Green Tourism Business Scheme and awards
- EUROPARC Charter for Sustainable Tourism in Protected Areas (2005 and 2010)

The Forest of Bowland will be distinguished by the way in which visitors' enjoyment, understanding and appreciation of the special qualities of the AONB

are making a positive contribution to the local environment and to the economic and social well being of those who live and work there.



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