



Ribby Hall Village and the Forest of Bowland AONB

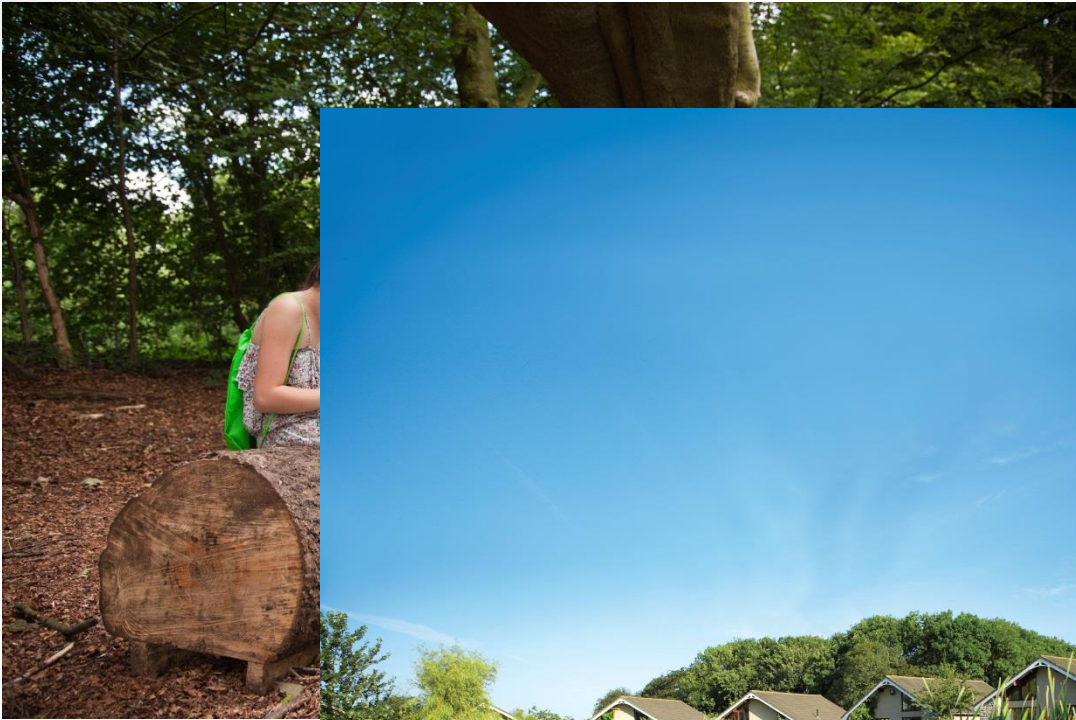
A Partnership for Quality



Ribby Hall Village, Five Star Luxury



- Awarded Five Star Holiday Village from Enjoy England for three years running
- Welcome ¼ million visitors each year
- Set within 106 acres of Lancashire countryside
- Employs around 270 people



The Green Tourism Business Scheme

- Accreditation scheme specifically for tourism businesses
- Comprehensive framework for management, based on a range of criteria
- Based on Continual Improvement
- Assessed by a qualified auditor
- Through this scheme Ribby Hall Village became involved with the AONB

The Forest of Bowland AONB partnership

- The FOB work with businesses within the AONB
- Many farms diversified after the foot and mouth outbreak, into tourism
- AONB able to work with businesses from day one.
- Protect land and biodiversity effectively.
- Involvement with GTBS and businesses across Lancashire



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Benefits of partnership

- Working together with other businesses
 - Joint Marketing of the Destination
 - Sharing resources, e.g. Trampler
 - ‘Bowland Experience’ group of businesses (<http://www.bowlandexperience.com/>)
- Training opportunities
 - Web Support
 - Marketing training



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Benefits of Partnership (cont.)

- Resources
 - Sense of place toolkit
- Help with Green Tourism Business scheme accreditation.
- Broadened focus into Lancashire
- Access to expertise and contacts
- Improved links with the community

Lancashire, Becoming a 'Green' Holiday Destination?

