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
Benefits of partnership

• Working together with other businesses
  – Joint Marketing of the Destination
  – Sharing resources, e.g. Tramper
  – ‘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?