

Be a Part of the Bay

We hope you found this free toolkit useful and are excited about celebrating the special qualities of the Bay.

As a tourism business that cares for our destination, you might like to join Bay Tourism Association and the Morecambe Bay Tourism Business Nature Network. They both run inspiring events and send informative newsletters and are a great way to meet like-minded businesses, share ideas and find out more about our special qualities.

If you love nature follow the Morecambe Bay Nature website www.morecambebaynature.org.uk which celebrates the nature of the bay and is run by the Morecambe Bay Local Nature Partnership. This is a group of organisations committed to nurturing the nature of the Bay.

Lots of people are working to celebrate Morecambe Bay, including the long-established Morecambe Bay Partnership which brings many organisations and projects together.

If you're in or around Arnside & Silverdale AONB, contact the AONB Team for guidance and support.

Check out the Morecambe Bay: Nature on Your Doorstep Guides and perhaps you could get together with like-minded local businesses to produce your own "doorstep guide" for your guests. The ideas and information in this toolkit should help.



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Responsible Tourism in Morecambe Bay

Responsible tourism (sometimes called sustainable tourism) is all about bringing the benefits of tourism to the destination, while minimising the potential negative impacts.

Positive impacts of responsible tourism are increased income and employment, alongside the conservation of landscape and wildlife and respect for culture.

Responsible tourism is good for your business because:

- many visitors want to do the right thing, even when on holiday
- it is high quality tourism because it is authentic
- relationships with the local community are strengthened
- environmental sustainability is financial sustainability
- the destination will be protected in the long term

You can be a part of responsible tourism in Morecambe Bay by:

- taking a lead by employing responsible practices, reducing and recycling waste, using low impact products, supporting local business, sustainable practices and local, seasonal produce
- promoting the countryside code and encouraging visitors to respect other people, protect the natural environment and enjoy the outdoors
- encouraging visitors to take care around nature rich sites if they have a dog. Dogs on leads is the best mantra, especially around places where birds are nesting or roosting. Be aware that some nature reserves don't allow dogs. Check out nature reserve websites to find out more
- volunteering for your local community and environment and asking your visitors to do the same. The Morecambe Bay Partnership and Morecambe Bay Nature websites offer regular and meaningful volunteering opportunities
- encouraging your visitors to support local conservation charities
- supporting LOVEmyBEACH and signing up as a LOVEmyBEACH business to show you are taking care of our bathing waters and water quality by e.g. thinking about what is flushed down the loo and poured down the sink

The countryside code is mostly just good common sense designed to help us respect, protect and enjoy our countryside. In summary to:

- respect other people
- protect the natural environment
- enjoy the outdoors

