

MORECAMBE BAY

Sense of Place Toolkit



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Introduction

This Toolkit has been developed to help visitors discover the special character of Morecambe Bay. It aims to provide businesses around the Bay with a greater understanding of the different elements that make up the area's special character, from its spectacular landscape and views, its geology, rich nature, deep heritage and varied traditions. The toolkit helps to celebrate the area's uniqueness and provide you with information to develop visitors' perceptions of Morecambe Bay as a destination.

What is Sense of Place?

Sense of place is the combination of unique qualities and characteristics that make a location special. It includes sights and sounds, memories and experiences, people and feelings.

Every place has distinctive qualities that make it special in some way. By recognising and valuing these qualities, you can use them to improve your marketing and promotional activities and enhance your customers' experience of the area.

Why is it Important?

Why is sense of place important to you as a tourism business? Most people like to visit places that are authentic and unique. The more a destination does to enhance its uniqueness, the more attractive it is to visitors. Being confident about what makes the area distinctive encourages more visitors, longer visits, and return visits which will be good for you as a tourism business.



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DESTINATION CASE STUDY
The Forest of Bowland



Over the last 9 years tourism businesses have worked together to develop the Forest of Bowland Area of Outstanding Natural Beauty as a destination renowned as a place to enjoy and keep special. Virtually all of the tourism businesses promote its unique sense of place, passing on their knowledge, enthusiasm and affection for the area to their visitors. They are generating more income by 'selling' a sense of place. A visitor survey recently showed that now over 80% of visitors recognise the Forest of Bowland as a destination of scenic beauty with natural and historic places to explore and enjoy, and visitor bookings have increased.

But that's not all - our sense of place describes what we value, and helps us to decide what to keep and what to change. Having a sense of place gives a long-term benefit because it helps our destination to establish and survive.

DESTINATION CASE STUDY
Keep Austin Weird



When businesses in Austin, Texas were asked what they wanted to say about their city, they came up with the slogan "Keep Austin Weird". This summed up the feeling that Austin was a place for quirky shops and unique music. This slogan gave a clear message, and a vision for the future of Austin too. When a book retail giant asked if they could set up a shop in their city, the city planners said no. The small bookshop stayed open, and so Austin preserved its weirdness. And "Keep Austin Weird" is more than a slogan; it is a recipe for economic success. Research showed that for every \$100 spent in the small independent bookstore, \$44 stays in Austin. But for every \$100 spent in the large shop, only \$30 stays in the local economy.

This Sense of Place Toolkit

This toolkit has been developed to help tourism businesses discover and celebrate the special character of Morecambe Bay. The toolkit brings together some of the qualities and characteristics that make up Morecambe Bay's unique sense of place. Read on to find out about the special qualities of the area and the unique visitor experiences on offer. You'll also find clear messages and statements and links to more information that you can use to build a rich experience for your visitors.

How Can I Use Sense of Place?

Use this sense of place toolkit to give your visitors relevant information that will entice them to choose Morecambe Bay for their holiday, book with you, improve their holiday experience and come back again. Using sense of place is easy, here are some ideas:

- Collect information – Visitor Information Centres are a good starting place.
- Make recommendations and try to tailor them for different audiences such as families or young couples.
- Promote local guides and books.
- Showcase local art and food.
- Create special offers with other local businesses.
- Share your favourite places and stories.
- Give visitors “insider knowledge”, such as a hidden gem or little known fact.
- Help visitors to join in and feel like part of the community.

To develop a richer experience and celebrate a stronger sense of place with your visitors, think about:

1. What do visitors want?
2. What information do they need?
3. Where and when can we share information?



arctic tern

Step 1

What Experiences do Visitors Want?

Visitors don't just want to visit Morecambe Bay, they want to experience it. A recent survey found that visitors to the area love the beauty and tranquillity of the natural environment, and also want to explore it for themselves:

- The most popular reasons people gave for visiting the area was for its beautiful scenery (68% of visitors).
- Another important reason was to enjoy its peace, quiet and tranquillity (57% of visitors).
- The most popular activity people did whilst in the area was looking at the scenery (64%).
- Almost 90% of respondents are interested in visiting places where they can see and/or experience wildlife.
- Just over 70% said they would like to explore the area using car free routes.
- 85% said they would like to explore the area using self guided walking itineraries.
- Over 40% of people visited, or planned to visit a cultural or historic attraction.
- The main reason for visiting such attractions was to learn about the area's history.

Luckily for us Morecambe Bay can meet all these expectations; we have stunning landscapes and diverse wildlife, layers of history, and fantastic train, cycle and walking routes. We've put together a series of **nature on your doorstep guides** that show visitors our great nature and heritage, or you can use this toolkit to design your own.

Step 2

What Information do Visitors Need?

When planning a holiday, from a day out to a week away, visitors need a fair amount of information to make sure they get the best from their trip. This information is usually scattered around and they have to look at lots of sources.

Bringing information together really helps visitors plan a memorable stay and make the most of their experience of our wonderful destination.

This information might be important to visitors:

- activities to do
- attractions to visit
- places to stay and eat
- walking and cycling routes and maps
- opening times
- seasonal information
- special offers
- public transport times and routes
- a variety of interest, like wildlife and history on the same walk
- safety information
- weather forecasts
- tide timetables

Places you can find some of this information include:

- www.golakes.co.uk
- www.visitcumbria.com
- www.visitlancashire.com
- www.tripadvisor.com
- Tide tables
- Met Office
- Coastal weather forecast
- Bay safety information
- Bay Radio
- Lakeland Radio
- www.morecambebay.org.uk
- www.morecambebaynature.org.uk

Step 3

Where and When Can We Share Information?

There are lots of ways to showcase the best of Morecambe Bay to your visitors, and you can do this in person, in print, and online (on computers, tablets and mobile phones).

If you're not using these already, you might like to share information with your visitors through:

- web pages and blogs
- social media (such as facebook, twitter, instagram or pinterest)
- leaflets, magazines and brochures
- walking and cycling routes and maps
- photos
- short films
- event calendars

Social media is a growing marketing opportunity. It may suit some businesses and can be relatively inexpensive. Social media works well once you have built up a profile and a following. To encourage past and potential visitors to follow you'll need to make regular posts. Some people quickly find their voice but it isn't for everyone.



MORECAMBE BAY SENSE OF PLACE - TOOLKIT

The holiday experience is not only the trip itself, it starts with planning the trip, and continues after returning home to show off holiday snaps. Use sense of place to enrich your visitors' experience at all three stages of their holiday:

1. Pre-arrival – help guests to plan their trip...

- email information along with booking confirmation
- post relevant and seasonal information on your website (and link to other sites)

2. On holiday – make it easy once they have arrived...

- leave welcome packs in rooms or post information on notice boards
- share your personal recommendations

3. Post-visit – give them a reason to come back...

- keep in touch with mailing lists or newsletters
- connect with visitors on social media



Morecambe Bay Sense of Place Summary

Morecambe Bay Headlines

Morecambe Bay is the largest intertidal area in the UK, where four estuaries join in a horseshoe-shaped Bay of a spectacular scale and grandeur. It is a unique and awe inspiring place, a kaleidoscope of water and light; sea and sky; sound, texture and colour.

Shining sandbanks, mudflats and constantly changing channels are alive with the evocative calls of curlews and flocks of waders and wildfowl keeping time with the ebb and flow of the tide.

This is the key unifying feature of the landscape – the Bay itself, the constant rhythm of the tide and vast shining sands. The surrounding landscapes reveal a narrative of man's work, shaping the land and tied to the coast from one millennium to the next.

These flanking landscapes are inextricably linked to the Bay and the sea beyond. Saltmarshes, headlands, tidal islands, hidden beaches and low cliffs give way to limestone escarpments, undulating grasslands, woodlands, low-lying mosses and rivers with the backdrop of the fells and moors beyond. Together this mosaic of habitats supports an outstanding diversity of wildlife.

For centuries humans have earned livings from fishing, seafaring, trade and farming the coastal fringes, shaping the coastal landscape and carving out a unique history and tremendous cultural richness. It is nationally important for its maritime and first and second world war heritage, rich archaeology and concentration of ritual and religious sites.

The communities look towards one another across the Bay. The railway adds a physical link that echoes deep economic and social connections with the Bay. Headlands, cliffs and promenades offer spectacular vistas over the elemental landscape. The scale of these views lifts the spirits and has made the Bay a place of contemplation and religious significance through the ages.

We've grouped all the things that make Morecambe Bay special into 6 themes:

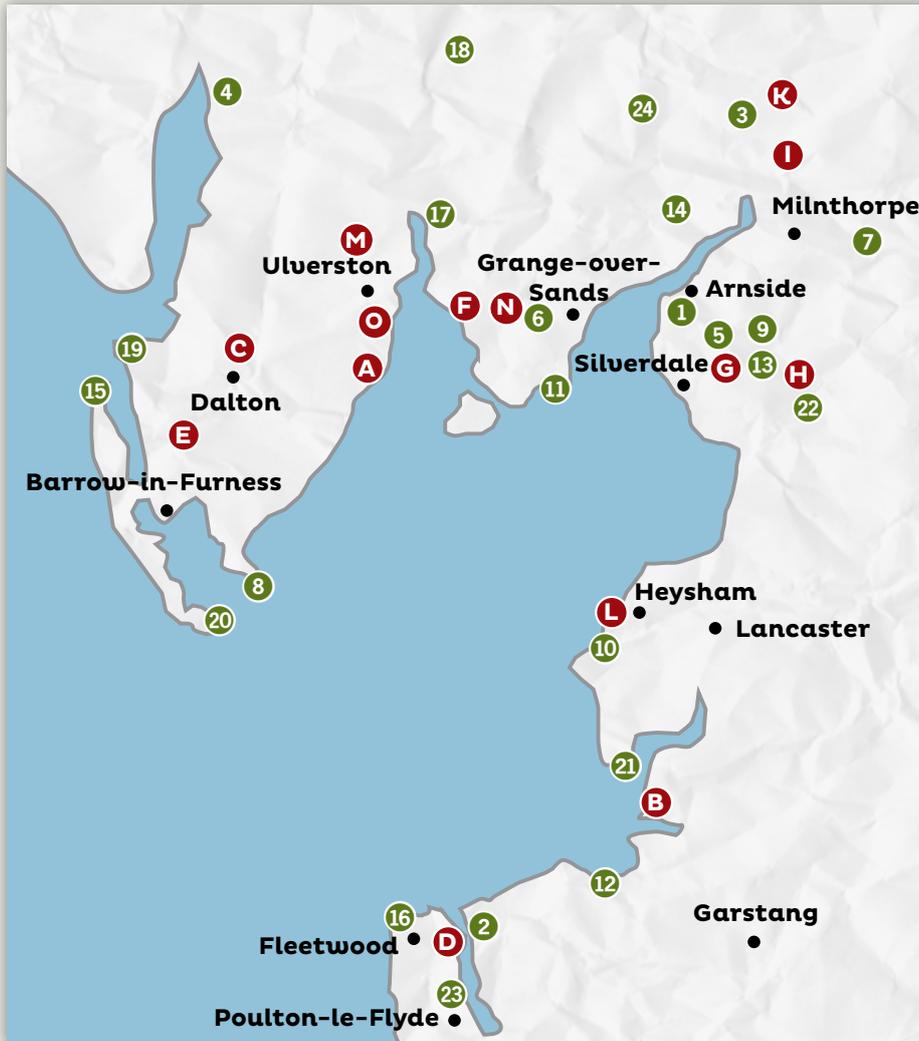
- 1. dramatic natural landscape**
- 2. impressive and dynamic wildlife**
- 3. fascinating heritage on water and land**
- 4. vibrant culture of arts and festivals**
- 5. local food and drink experiences**
- 6. space for exploration, and journeys old and new**

Of course, all of these themes are interrelated. For example, the landscape supports the wildlife that lives here, the wildlife influences the local food, the views are framed by the culture and heritage of people that lived and live here, and it is the perfect space for exploring and adventure because of the network of old and new routes.

These 6 themes are explored further in the following sections of this toolkit. Under each theme you will find more information, where to find out more, ideas on how to use the information in your business, and case studies of businesses already promoting one of these themes.

Morecambe Bay Map: From Walney to Wear

This map shows the area around Morecambe Bay that this toolkit refers to. It also highlights some of the nature and historic interest. You can link your websites and visitors to the interactive map on www.morecambebaynature.org.uk/map



- 1 Arnside Knott
- 2 Barnaby Sands and Burrows Marsh NR
- 3 Brigsteer Woods
- 4 Duddon Mosses
- 5 Eaves wood
- 6 Eggerslack Woods
- 7 Farleton Knott SSSI and Holme Park Quarry Local Nature Reserve
- 8 Foulney Island
- 9 Gait Barrows NNR
- 10 Heysham NR
- 11 Humphrey Head NR
- 12 Lane Ends Picnic Area, Pilling
- 13 Leighton Moss NR
- 14 Meathop and Foulshaw mosses NR
- 15 North Walney NNR
- 16 Rossall point
- 17 Roudsea woods and mosses NNR
- 18 Rusland Valley Mosses
- 19 Sandscale Haws NR
- 20 South Walney NR
- 21 Sunderland Point
- 22 Warton Crag NR
- 23 Wyre Estuary Country Park
- 24 Whitbarrow

- towns
 - Nature sites and reserves
 - Historic sites and places
- NR = nature reserve
NNR = national nature reserve
- A Birkrigg Stone Circle
 - B Cockersand Abbey
 - C Dalton Castle
 - D Fleetwood lighthouses
 - E Furness Abbey
 - F Holker Hall
 - G Jubilee Pepperpot
 - H Leighton Hall
 - I Levens Hall
 - J Peil Castle
 - K Sizergh Estate
 - L St Patrick's Chapel, rock graves and coastline
 - M The Hoad
 - N Cartmel Priory
 - O TConishead Priory

What Makes Morecambe Bay Special?

There is so much that we can say about what makes Morecambe Bay special, but often we don't have long to grab someone's attention. Like the headlines of newspaper, we need to spark their interest in just a few words.

- What would you say if you were in a lift with someone and only had 30 seconds to describe Morecambe Bay?
- What would you say in the opening lines of your website?
- What caption will you add to your photo on twitter?

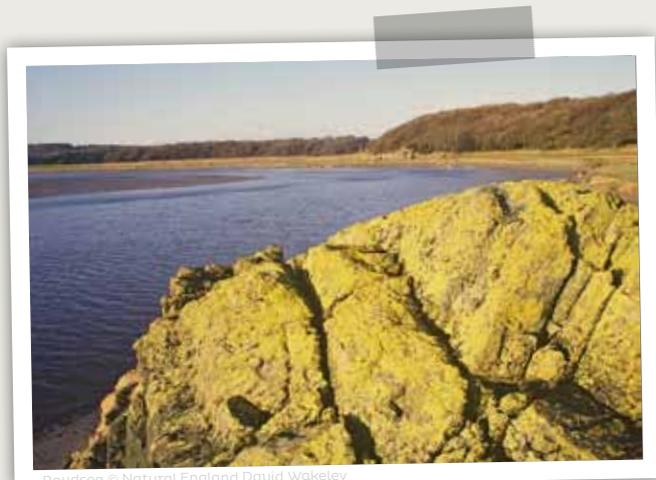
We recently asked over 400 visitors and locals "what is special about Morecambe Bay?" and they gave us thousands of answers, here are just a few

"It's the best natural adventure playground I know"

"We have the most beautiful sunsets in the world"

"A bay of big skies and big tides"

"It brings me back to nature and my part in our beautiful world"



Roudsea © Natural England David Wakeley

DESTINATION BRAND GUIDELINES **Morecambe Bay**

Morecambe Bay will soon have its very own destination brand guidelines to help build campaigns to promote its special essence to international, national and local visitors. The brand guidelines will be available in Summer 2014. These will help shape the emerging Bay wide destination and will reach beyond traditional county boundaries of the local tourist boards of Cumbria Tourism and Marketing Lancashire.

The brand guidelines will focus on:

- Big views, landscape and nature
- Cultural heritage
- Outdoor recreation

Dramatic Natural Landscape and Views

Vast shining intertidal sands are carved by constantly shifting channels and the endless rhythm of the tides. The headlands offer spectacular views of sea and sky. The islands, mudflats and sands, woods, rivers, wetlands and grasslands are home to a rich variety of wildlife. At the heart of the bay is Arnside & Silverdale Area of Outstanding Natural Beauty - the jewel in the crown and a place famous for its amazing wildlife, stunning scenery, and superb walks.

Tell your visitors about the sunrises and sunsets, people think they are particularly spectacular here. When asked what makes them special, many locals referred to the colours of the skyscape and landscape. Don't forget to point this out to visitors interested in photography and art. Morecambe Bay is the perfect place for skywatching and cloud spotting.

Help your visitors to enjoy the dramatic natural landscape of Morecambe Bay. You could share with them:

- interesting facts about our diverse landscape
- our captivating views
- your favourite view points
- photos to show the magnificent colours
- up to date weather and tidal information



TOOL KIT

Photographs

Why not use photos from the toolkit's image library. These are available free of charge (subject to conditions of use) on www.morecambebaynature.org.uk/gallery

DESTINATION CASE STUDY

Arnside and Silverdale Area of Outstanding Natural Beauty (AONB)

At the heart of Morecambe Bay lies a very special area that was designated in 1972 for its scenic views, valuable wildlife, habitats, geology and cultural heritage. Here you will find stunning limestone pavements, ancient woodlands, an intimate landscape of meadows and rich wetlands, all topped off by an impressive coastline of hidden bays and cliffs and magnificent views.

The AONB is managed by a partnership of local authorities, national agencies, landowners, voluntary organisations and local communities, working together to conserve and enhance the area. A variety of guides and suggested walking and cycling routes are available and events take place throughout the year. Visitors can also join the Landscape Trust to keep in touch with the area and help do their bit to enjoy and care for the landscape.

For more information copy this hyperlink onto your website so your visitors can get the most out of the landscape too. <http://www.arnsidesilverdaleaonb.org.uk> or contact the AONB office for copies of the guides for your visitors 01524 761034 or info@arnsidesilverdaleaonb.org.uk

Interesting Facts About the Bay's Geology and landscape

1. The Bay itself is a unique geological feature, created by a deeply faulted structure, into which four large estuaries flow, forming vast intertidal sands.
2. Walney Island is a barrier island formed by longshore drift reworking boulder clays and glacial deposits laid down as the ice-sheets retreated from high lands of Cumbria.
3. Trowbarrow Quarry in the Arnside & Silverdale Area of Outstanding Natural Beauty is a great place for geologists. The bedding planes are vertical and reveal excellent examples of trace fossils in the floor of the Carboniferous seas of 330 million years ago.
4. Gait Barrows National Nature Reserve has the best example of lowland limestone pavement in Britain
5. Drumlins forming rather elegant landforms around Cartmel, and Low Newton and further ice age 'kame' features (irregular mounds of glacial till) can be seen at Bardsea and Humphrey Head.
6. Nationally protected limestone pavements occur on fells and in woodlands around Grange, Whitbarrow and Farleton Knott.
7. Much of Furness's industrial heritage derives from rich seams of haematite – the richest form of iron ore.

Captivating Views

You'd be hard pushed to think about Morecambe Bay without imagining the view out across the sea and sands. When we asked locals to describe the special nature of the bay, "view" was the most commonly used word of all. We're not the first people to be inspired and captivated by the views here - Victorian holidaymakers would use mirrors to get a better look around the bay.

But everywhere has a view, so what is so special about ours? All of our interviewees seemed to agree that the views here are captivating, and are linked to the bay's spectacular scale and grandeur and its connection with coastline, woodlands and fells.

Here are some words you could use to describe the views and landscape to your visitors, they all come from local people

beautiful	sublime	breathtaking
dramatic	stunning	spectacular
amazing		

The landscape was also described as open, and used words like

expanse	scale	massive
vast	big	grandeur
space		

The space created by the massive vistas provides visitors with a chance to reflect and contemplate. Indeed, spirituality and inspiration have played a significant part in the culture and heritage of the area. It is no coincidence that there are several ancient spiritual sites scattered around the coastline, given the space for contemplation that a view can create.

Use words like these to describe the inspirational feelings the views create

escape	healing	freedom
rest	forget all your cares	mystery
spiritual	liberating	wellbeing
relax	magical	

Our Favourite Viewpoints

Why not encourage your visitors to check out our top 10 viewpoints. Don't forget to tell them about your favourite too...

1. West Shore Beach, Walney Island - views out to the Irish Sea.
2. Birkrigg Common, near Ulverston - fantastic views over the Bay from the site of bronze age stone circle.
3. Humphrey Head, near Grange - one of the many places in Britain that claims to be where the last wolf was shot.
4. Hampsfell, near Cartmel, the short hike from Cartmel or Grange - well worth it for the panoramic views across the bay and the lakeland fells.
5. Helsington Church, near Sizergh - with dramatic views over the Lyth Valley to Whitbarrow and across to Sandside and beyond.
6. Warton Crag - the highest point in Arnside & Silverdale Area of Outstanding Natural Beauty topped with the remains of an Iron Age fort and exhilarating views.
7. Jack Scout Giant's Seat, near Silverdale, - the perfect place to look out to sea and watch a spectacular sunset.
8. The Promenade, Morecambe - loved by many for the stunning views of the Lakeland Fells on clear days.
9. St Patricks Chapel, Heysham - an atmospheric place with a long history of spiritual significance and settlement, and great views from the headland.
10. Rossall Point Observatory - the new tower offers a protection and views to the Irish Sea, Isle of Man and across the Bay's extensive sands to Walney.

“I love to take the train around Morecambe Bay, sit back and watch the views go by”

A Changing Landscape

Morecambe Bay has one of the highest tidal ranges in the world – and second highest in Britain, after the Bristol Channel. It is the largest inter-tidal area in Britain. This simple fact means that the way we use the Bay is unique and special. As the tide ebbs, it opens a route for travel, celebrated now with cross Bay walks, echoing the trade routes of old. Fishermen follow these retreating tides, gathering cockles and shrimps on foot and with tractors now, yet, into the 1960s this was with horse and cart.

When the sea goes out, it goes out for miles revealing vast shining sands; the feeding grounds for internationally important numbers of wildfowl and waders. All this makes for a dynamic landscape – with constantly shifting channels as well as the ebb and flow of the tides. This means that the Bay is never the same from day to day, month to month, or season to season.

This change is linked to the dynamic nature of the weather and tides. For up to date weather information refer to the Met Office, and for tide times visit tidetimes.org.uk. The spring tides are a great time to see the dynamic nature of the bay and push some of the birds that live around the bay closer to shore for brilliant viewing.

“the seascape and skyscape are constantly changing to create an infinite number of views”

FASCINATING FACTS

Morecambe Bay is one of less than a dozen places in Britain where there are tidal bores. The tidal bore results from a combination of the high tidal range and the shape of the bay as it narrows into the Kent Estuary at Arnside. The water enters the tapering estuary and the rising waters become confined which results in a distinct wave developing, which can be anything from a few centimetres to almost a metre high on full spring tides. Predicted tides of 9.5m or more are needed before it is likely that a full bore will rise and even then the bore is inconsistent and sometimes doesn't really develop at all.



covecreeper

Impressive and Dynamic Wildlife and Nature

Morecambe Bay has so much to offer that it is hard to know where to begin. But describing the nature is a good place to start, because it really is **impressive**. Locals have long appreciated the nature here, but it also has national and even international significance. The whole of the bay is a RAMSAR site, designated for its international importance for migratory birds. It's also the largest intertidal estuary in the UK and provides a haven and seafood bar for over 225,000 birds each winter.

The mosaic of coastal cliffs, shingle, sand dunes, grasslands, wetlands and woodlands support a huge diversity of wildlife. Many habitats are so special they are projected internationally or nationally. Some species are so rare that Morecambe Bay is one of only a few places, or the only place, you can see them, including Lancastrian whitebeam, Walney geranium, Teesdale violet, Lady's slipper orchid, pearl bordered fritillaries, high brown fritillary and belted beauty moth. Other important wildlife includes the walking natterjack toad, booming bittern, basking seals, rutting red deer and charismatic otter.

Help your visitors to enjoy the special nature of Morecambe Bay:

- Show how impressive our nature is.
- Share information about habitats and species.
- Recommend a local nature guide.
- Encourage everyone to get closer to nature.
- Highlight seasonal specialities.
- Keep a nature logbook next to your guestbook so that visitors know what to look for.
- Add the Morecambe Bay Nature website to yours for up to date information on nature events and seasonal spectacles www.morecambebaynature.org.uk/discover
- Encourage nature into your own garden and show your guests.
- Provide maps and nature books.
- Promote guided walks and events by local organisations including the Wildlife Trusts, RSPB, the National Trust and Morecambe Bay Partnership.
- Develop a blog or connect to local bloggers such as Beth Pipe, aka Cumbrian Rambler <http://cumbrianrambler.blogspot.co.uk/p/morecambe-bay.html>
- Join the Morecambe Bay Nature Tourism Business Network.

Describing our Impressive Wildlife

It can be hard to describe why nature is so special with words alone – and we all know that a picture paints a thousand words. Use the gallery of photos on www.morecambebaynature.org.uk or snap your own to inspire your visitors. Why not ask your visitors to share their nature photos with you on twitter and facebook?

Nature appeals to all the senses, and the sounds can be as impressive as the sights. Listen to recordings on the RSPB website to give visitors a feel for the area's evocative sounds.

When we asked people what the nature is like here they talked about the “impressive” national and international importance of Morecambe Bay for both habitats and species. They described it as:

dramatic	rare
stunning	immense
fabulous	unexpected
breath-taking	surprising
world-importance	intriguing
inspiring	breathtaking
moving	raises hairs on arm
best	gives me
special	goosebumps
unrivalled	

FASCINATING FACTS

Use these top 3 fascinating facts to show just how impressive Morecambe Bay nature really is

1. The Morecambe Bay area has around 30 nature reserves where the wildlife is so special that they are regionally, nationally or internationally protected, and many more nature rich places. Most of them are free to visit and explore.
2. Morecambe Bay is the largest intertidal estuary in Britain and is the most important estuary for seabirds and waterfowl.
3. The Morecambe Bay area is one of the most bio-diverse areas in the country and Arnside and Silverdale Area of Outstanding Natural Beauty is so super rich in nature that over 2/3 of Britain's flowering plant species can be found there.

Morecambe Bay's Big Five

We might not have lions, zebras, or giraffes but Morecambe Bay is a great place for a nature safari.. Look out for our Big Five, while you explore the Bay:



Grey Seal © Ben Andrew



Otter © Ben Andrew



Red Deer © Ben Andrew



Pearl Bordered Fritillary © D Morris



Oystercatcher © Andy Hay rspb-images

Nature Rich Places

The special nature of Morecambe Bay comes down to the many habitats you can find in such a small area, providing homes and food for so many different species. The wildlife is so special that many areas are nationally or internationally protected, with many others having county wide protection.

Here are some of the different habitats and species that live here, and some really good places to explore – all have public access and some have information on site. Check out the map showing many of these sites on www.morecambebaynature.org.uk/map

Shores and sands

- Sand dunes at Sandscale Haws National Nature Reserve and North Walney National Nature Reserve, both near Barrow, are home to the rare natterjack toad and rare plant species such as sea holly and sea lavender.
- Shingle beaches at South Walney nature reserve with great views to Piel and Foulney Islands. This is the only place in Cumbria and Lancashire to see grey seals haul out onto the beach.
- Humphrey Head nature reserve is a lovely limestone headland near Flookburgh and one of the places to find endemic lancastrian whitebeam. This is only found around Morecambe Bay and nowhere else in the world.
- Beaches at Roa Island and Sandscale Haws National Nature Reserve, North Walney National Nature Reserve, South Walney nature reserve, Half Moon Bay (Heysham) or Rossall Point are great places for tide pooling and beachcombing.



FASCINATING FACTS

The sand, mudflats and saltmarsh in the Bay are internationally and nationally protected and cover an area the size of Manchester. They include: Winmarleigh Moss, Warton Crag, Leighton Moss, Arnside Knott, Whitbarrow, Meathop Moss, Humphrey Head, Walney Island and Sandscale Haws.

Estuaries and rivers

- Favourite places to watch birds are along the Duddon, Leven, Kent, Keer, Lune and Wyre Estuaries, around Humphrey Head, Grange, Arnside and Morecambe Promenades, Hest Bank, Heysham Head, Glasson Docks, Cockersands Abbey, Pilling Lane Ends, Wyre Estuary Country Park and Rossall Point.
- Watch birds feed in the rich mud as the tide turns or see their numbers swell as they gather in roosts at high tide. The best time to see them is 2 hours before or after high tide as they are pushed closer to land. The site of over 10,000 knot flying together over Middleton Sands is a sight to remember.
- Estuary sites are perfect for first time bird watchers with wide open spaces and scenic walks to enjoy and you're usually not too far from a café with a view.
- Lapwing, curlew and oystercatcher are often seen in farm fields nearby the rivers and estuaries. Many farmers take pride in giving nature a home in places such as Rusland Valley, Lyth Valley, Arnside & Silverdale AONB, Lancaster, Sunderland Point and Cockerham.
- The large wetlands in Arnside & Silverdale AONB, and especially Leighton Moss nature reserve provide a haven for all sorts of wildfowl, waders, otters and eels, including the elusive bittern.



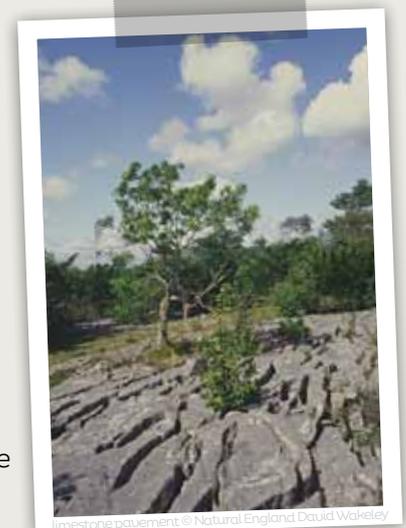
Woodlands

- Woodlands like Roudsea Woods National Nature Reserve, near Ulverston provide food and shelter for birds and mammals, including the rare red squirrels and dormice.
- The Lancastrian whitebeam is only found in a few places, such as Humphrey Head nature reserve and Grubbins Wood, near Arnside.
- Arnside & Silverdale AONB still has numerous traditional orchards and a celebratory Apple Day is held in early October every other year.
- Merlewood and Egglerslack woods, at Grange over Sands, and woodlands around Whitbarrow National Nature Reserve are fantastic for springtime blue bells and wild garlic, with Brigsteer Woods and the woodlands of Arnside & Silverdale AONB having all these and thousands of wild daffodils too. Coppicing is also common in these woods.
- The woods around Hampsfield are a juniper temperate rainforest. The emerald green juniper bushes are hidden in the scrub.



Limestone grasslands

- Wildlife thrives on limestone rocks. Around the northern edge of Morecambe Bay you can find limestone grasslands, pavements and cliffs. In Spring, these species-rich grasslands are covered in colourful and sweet-smelling herbs and wildflowers such as thyme, rock rose and orchids.
- Great places for limestone grassland include Brown Robin nature reserve, Helsington Barrow, around Sizergh Estate, Arnside Knott, Warton Crag nature reserve and elsewhere in Arnside & Silverdale AONB, Whitbarrow National Nature Reserve and Scout Scar. Throughout spring and summer you'll find a multitude of butterflies here, and maybe some birds of prey overhead.
- At limestone coastal areas like Jack Scout, Humphrey Head nature reserve, and St Patricks Chapel you'll find caves and cliffs and great views across the bay and out to sea as well as flower and orchid rich grasslands.
- Famous limestone pavement sites can be found at Urswick, Whitbarrow nature reserve and Hampsfell, with the best example at Gait Barrows National Nature Reserve. These fascinating 'moonscapes' are great to explore in winter and make a great backdrop for photographs.



Bogs and mosses

- Bogs and mosses are fascinating places, packed with weird and wonderful plants and a good place to spot deer.
- Explore 3 National Nature Reserves - Duddon Mosses, Roudsea Woods and Mosses and Rusland Valley Mosses, and 5 other nature reserves including Meathop Moss, Foulshaw Moss, Nichols Moss, Winmarleigh Moss and Heysham Moss.
- Bog asphodel turns a brilliant orange colour in September.
- In spring and summer these provide a haven for butterflies and dragonflies and the rare bog bush cricket.



Spectacular Species

The rich mosaic of habitats support a huge diversity of wildlife, and Morecambe Bay is a haven for birds and butterflies in particular. Great facts to share with your visitors include:

- Morecambe Bay is home to a range of nationally significant endemic and rare species.
- Morecambe Bay has one of the biggest over-wintering and passage populations of wading birds and wildfowl in Britain. It forms a crucial part of a network of estuaries providing a haven for migrating birds. They can feed and roost before continuing on with their long journeys.
- The Morecambe Bay area is the only place in the world where the Lancastrian whitebeam occurs.
- South Walney nature reserve hosts the principal grey seal haul-out site for Lancashire and Cumbria.
- Natterjack toad ponds can be found at sites around Barrow and Walney Island.
- Leighton Moss nature reserve is home to bearded tits, marsh harriers and rare avocets.
- Arnside & Silverdale AONB and the limestone hills around the Bay are the most important places for butterflies in the north of England. They are the national stronghold for high brown fritillary and the duke of burgundy – two of Britain's most threatened butterflies.

For a detailed list of wildlife and the best places and times to share with your visitors connect to www.morecambebaynature.org.uk/seasonal-highlights



Nature for Everyone

Some nature in Morecambe Bay is accessible and predictable, while some is hidden away and rare. Know your audience, from novice to experienced nature watchers, and describe appropriate nature experiences.

New Nature Watchers

Tell new nature watchers about the nature that is close up and on your doorstep. There are plenty of impressive sites and species that are easy to find and will capture their imagination. Pack in a week of wildlife watching with our pick of the best 10 sites for beginners:

1. Listen out for the call of natterjack toads with National Trust rangers at Sandscale Haws National Nature Reserve.
2. Watch the seals playing in the surf around Lighthouse Bay and on the beaches at the end of South Walney nature reserve.
3. Walk amongst the butterflies and flowers that are abundant in Summer at Whitbarrow National Nature Reserve.
4. Follow easy walks around Sizergh Castle estate and spot hawfinches in spring from the visitor centre outdoor deck.
5. Seek out rare orchids along the nature trail at Gait Barrows National Nature Reserve.
6. See a live showcase of the thousands of oystercatcher, knot and curlew that visit Morecambe Bay at Arnside, Morecambe, and Grange Promenades a couple of hours before or after high tide.
7. Follow lapwing, golden plover, knot and redshank on a walk or cycle ride along the Lune Estuary to Glasson Dock.
8. Look for the flash of colour as the red deer rut among the reed beds in autumn at Leighton Moss nature reserve and in nearby fields. The males will go head to head for the right to mate with the females, bellowing across the reserve at one another and locking antlers in battle.
9. In autumn, watch flocks of up to 100,000 starlings as they sweep in before sunset to roost on the Leighton Moss nature reserve.
10. Learn about the coast and look out for redshank, dunlin and turnstone on the beach from Rossall Point Observatory.



South Walney nature reserve © Susannah Bleakley



Leighton Moss nature reserve © Ben Hall

Keen Wildlife Lovers

If your visitors are keen nature lovers, you'll find some rare and unusual species. These are our top 10 sites for truly unique viewing:

1. Stick to the paths and pull out your binoculars to see the arctic and little tern nesting at Foulney Island nature reserve.
2. Head to Brown Robin nature reserve to seek out waxcap fungi.
3. Spot the difference between the limestone and sandstone forests at Whitbarrow National Nature Reserve.
4. Tick the endemic Walney geranium off your list at North Walney National Nature Reserve.
5. Brush up on your orchid ID at Hodbarrow nature reserve, Gait Barrows National Nature Reserve, Arnside Knott and Latterbarrow nature reserve.
6. Look out for marsh harriers hunting prey above the reeds at Leighton Moss nature reserve.
7. Head to Foulshaw Moss nature reserve, the only place in Morecambe Bay to spot white faced darter dragonfly and nesting osprey.
8. See if you can find the rare duke of burgundy on scrubby grassland and sunny woodland clearings at High Dam.
9. Warton Crag nature reserve is the best place to find the rare and threatened high brown fritillary, spot the caterpillars on the violets that grow amongst the bracken.
10. Walk along the causeway at Leighton Moss nature reserve in autumn to watch the bearded tit filling up on grit from the specially placed grit trays.

For more detailed information on these places, visit the websites of the charities and bodies that care for them:

- Arnside & Silverdale AONB
- Cumbria Wildlife Trust
- Forestry Commission
- National Trust
- Natural England
- Lancashire Wildlife Trust
- RSPB
- Wyre Borough Council



© Ben Hall

CASE STUDY

RSPB Leighton Moss

We expect the RSPB to be good at promoting nature, but they go above and beyond to make wildlife watching accessible to everyone at RSPB Leighton Moss nature reserve. Visitors are invited to post their recent sightings in the visitor centre, so that others know what to look out for. Click on their webpage and the first thing you will see is "Top things to do in winter" (or whichever season we are in.). By highlighting how wildlife changes from day to day and season to season, they show new wildlife watchers what to look for, and entice experienced nature lovers to come back again."

Annabel Rushton, marketing manager for the reserve says, "There is something new and exciting to see every season. Visitors don't necessarily know this, so it is our job to make sure people have the best possible experience when they are here, and let them know about the amazing opportunities there are to get close to nature at any time of year, to encourage them to come back. From booming bitterns in spring, regal red deer in summer, swirling starlings in autumn and dazzling ducks in winter, there is a lot to be discovered."

Seasonal Specialities

The nature in Morecambe Bay is so dynamic, and changes from season to season, or even from day to day. You could describe the nature as:

changing	diversity	varied
tidal	moving	precious
different	seasonal	always something new

Give your visitors even more reasons to stay longer and come back again by highlighting our dynamic wildlife offer. Here are some specialities for each season:

SPRING

- green hairstreak butterfly and emperor moth
- orchids and thousands of spring flowers like wild garlic and daffodils
- avocets, hawfinch, marsh tit and peregrine
- natterjack toads
- the first migrants of the year - arctic, little and sandwich terns and pink footed geese (they appear in autumn too)

SUMMER

- young red deer
- lots of butterflies like pearl bordered fritillary, small pearl bordered fritillary, high brown fritillary, and northern brown argus
- rare plants such as dark red helleborine and sundew
- dragonflies and damselflies like brown hawker dragonfly, black darter dragonfly and large red damselfly
- the metallic green tiger beetle

AUTUMN

- starling murmurations – an amazing nature spectacle
- thousands of pink footed geese grazing on saltmarsh (dawn and dusk are the best times to see them)
- knot (around high spring tides is best)
- bearded tits at Leighton Moss nature reserve (on a fine morning is best)
- waxcap fungi on woodland floors

WINTER

- grey seals (you can see these all year round but winter high tide is best)
- as their name suggests, november and december moths
- keep your eyes peeled and you may spot a bittern walking across frozen reedbeds

For the most up to date nature activities and seasonal spectacles visit Morecambe Bay Nature website

Fascinating Heritage on Water and Land

Morecambe Bay has tremendous cultural richness and is nationally important for its maritime and First and Second World War heritage, rich archaeology and concentration of ritual and religious sites.

For generations the communities have earned livelihoods from fishing, seafaring, trade and farming the coastal fringes. This has helped shape the landscape and created a unique history and tremendous cultural richness.

People have used the rivers for transport, trade and industry, farmed and managed the land and sea for food, and sourced fuel and building materials from the woodlands.

It's important to share our heritage with visitors because it helps them to understand the landscape as they explore. Some interesting industrial heritage to point out to your guests might include:

- Shipbuilding for fishing around Ulverston.
- Fishing by horse and cart from Flookburgh.
- Trading by Sea from Sunderland Point and Glasson Docks.
- Working Woodlands along the northern side of the Bay.
- Quarries and Kilns in Arnside & Silverdale AONB.
- Water Mills like Heron Corn Mill
- Farming has always been an important part of the area's heritage.
- Tell intriguing and quirky stories.
- Point out historical clues in the landscape.
- Relate the history of Morecambe Bay to other events and people that visitors may have heard of.
- Recommend a Blue Badge Guide to your visitors if they want to know more.
- Ask your visitor what they think about a local myth or legend.
- Find out more from local history societies.

BUSINESS CASE STUDY

Patty's Barn

It's important to show off the local area, and Chris and Margaret Parry at Patty's Barn know that facts and figures are not the only way to do it. When they describe things to do in the area, they focus on what's right on the doorstep and throw in a few stories too. Take this enticing yet informative snippet about a nearby heritage attraction for example:

"Heron Corn Mill is on the bank of the River Bela in Beetham; Near Carnforth just off the A6. It is one of the few working mills in the area, and has been a base for local industry powered by renewable energy for over 900 years. Good walks on a marked footpath. You may also see a kingfisher, wagtail and dipper, as well as swallows and swifts."



© Tony Riden

Heritage Around the Bay

There are strong links between natural and cultural heritage with the settlements around the Bay reflecting their coastal location. For generations the communities have been involved in fishing, seafaring, trade, mining, quarrying and farming.

Here are some places where you and your visitors can see how our culture and heritage have shaped our landscape:

- Barrow grew as a port and centre for shipbuilding and is important today as a port base for offshore wind farms. But many other smaller quays and creeks supported maritime trade in the past. Can your visitors spot the remains at Hest Bank, Sunderland Point, Arnside and Sandside?
- Ulverston's link to the coast and sea is mainly historic; being a little distance inland with the link formerly provided by a short canal long since severed, but the Hoad Monument stands proud above the town. It was designed to look like the Eddystone lighthouse, but was built as a viewing tower to commemorate Sir John Barrow.
- Grange and Arnside grew as holiday resorts with the arrival of the railway, and Carnforth established itself as an important railway town, flourishing at the junction of three lines. Visitors can still see the Victorian influence in the buildings that survive in these towns and explore its railway heritage at Carnforth Station Heritage Centre.
- Morecambe's popularity as a holiday resort dates from the 1850s when the railways arrived, connecting the town to the industrial centres of northern England, with visitors drawn to the clean air, beautiful scenery and the sea. There is still a strong tradition for people to visit here from towns in Yorkshire and Lancashire.
- From about 1680 Lancaster gained momentum as a thriving trading port. Its heyday was the latter part of the eighteenth century when it was second only to Liverpool in both coastal and overseas trade. The tall warehouses and the fine Customs House (now the Maritime Museum) of St. George's Quay date to 1795 are reminders of this golden age.
- Smaller settlements grew around fishing communities at Flookburgh, Sunderland Point and Glasson. The fishing heritage still survives in many of these places.
- The Lancaster Canal was extended to Glasson in 1826 making it one of the few locked docks in the country from where goods could move from the sea by canal to Lancaster, Kendal, Preston and beyond.
- Farming has always been an important part of the area's heritage.
- Woodlands have been coppiced for generations producing firewood and coppice wood products. In the 18th and 19th centuries they provided charcoal for iron works, gunpowder works and limekilns
- Mining iron ore and quarrying stone and other materials have left their mark on the landscape but now provide havens for nature following abandonment, such as Trowbarrow quarry.

FASCINATING FACTS

Housewives would use Reckett's Blue to get their laundry white. It was made in a factory where The Motor Museum in Backbarrow is now, and is why the museum is painted blue. Reckett's Blue was a manmade mineral ground to powder, and the mineral can still be found on the banks of the Levens. There were no colour photographs at that time, but locals say that factory workers were covered in blue; you could tell where they lived by following the blue footprints.



Collecting cockles © Lancaster Maritime Museum

Life on the Sands

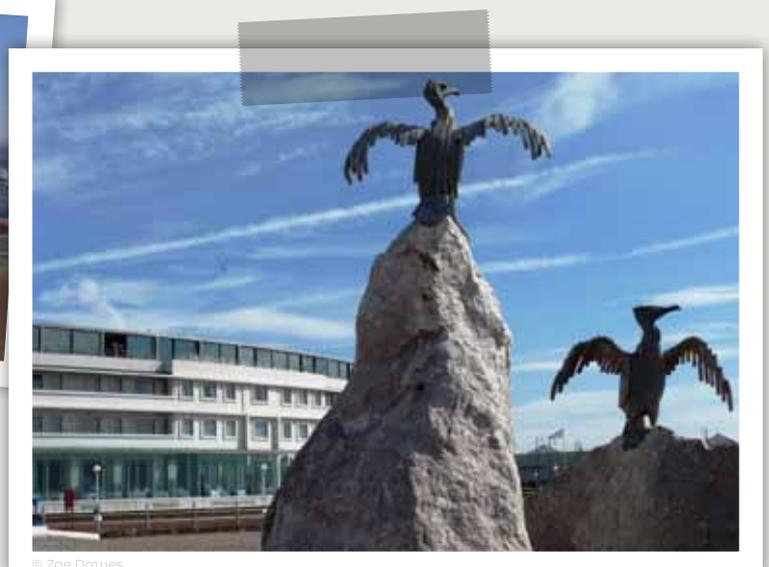
One of the most obvious parts of our heritage is the maritime history. From Fleetwood to Barrow, there is a strong maritime heritage of shipbuilding, ports and fishing. This is reflected in the local food that can be enjoyed around the Bay. Local people have earned their livelihoods from fishing in Morecambe Bay for generations. A wide variety of techniques are used.

Fishing and Shipbuilding

The most notable traditional boat used for fishing locally is a Lancashire nobby – a form of clinker-built boat with overlapping planks. Traditional fishing techniques include setting a whammel net – a kind of drift net.

You can still see signs of our fishing heritage today.

- At Sunderland Point you'll see posts along the sea wall. These were for hanging nets out to dry, because if nets were left wet they would rot. At The Fishermans Arms at Baycliff, look for a hook on the wall in the tap room, which was used in a game called "the bull ring". In this old fisherman's game, a bull ring was thrown around to land on the hook. Often it was used to obtain drinks from visitors.
- Ulverston was a shipbuilding town before Barrow, and Hearts of Oak was the last boat built in Ulverston in 1912. It's a traditional nobby or Morecambe Bay Prawner and was restored to its former glory in 2008.
- Barrow is a significant shipbuilding town, and has been important since WWI for constructing defence vessels. It now specialises in submarines.
- Visitors can have a great day out at Barrow Dock Museum exploring fascinating exhibits on the history of shipbuilding in the area.



One of the most important and unique features of Morecambe Bay are the traditions of fishing on foot or with horse and cart or tractor and trailer. Shrimping for brown shrimps at low tide with nets pulled through the channels by tractor, or until as recently as the 1960s with horse and cart, is a speciality of the Furness fishermen working out of Flookburgh and smaller settlements such as Aldingham. The brown shrimp is picked and potted locally to provide the well-known delicacy of Morecambe Bay potted shrimps. The beautiful film "Moonsmen" gives an insight into what life on the sands was like.

Cockles and mussels are also found in the Bay; the sands of the Bay are sometimes said to be 'singing' when the wind blows through massed banks of cockles. Cockles have been harvested from the intertidal sands for generations, using a jumbo (the board) and a craam (the rake).

Another local tradition – also practised on the Solway is to use a haaf-net in which the fisherman stands in the water holding a large net on a wooden structure. Haaf net licences are strictly controlled and only a small number are granted. We are proud that the only woman in the UK with a haaf-net license lives on Sunderland Point and still fishes using this method.

Our unique fishing heritage of working the sands on foot rather than by boat is nationally significant. Though fishing by boat has, and does, occur.



haaf netting © Susannah Bleakley

FASCINATING FACTS

Cuttlefish, octopus and squid are regularly caught by fishermen, and there's a notorious lobster called Larry who lives off Roa Island Reef.

Trading by Sea

Not surprisingly, many places around the Bay became significant hubs for the import and export of goods, and recently long lost wharfs at Hest Bank and Silverdale have become exposed as the sands have moved. Goods were brought there by boat across the bay from Cartmel and onto the canals and further afield.

The quayside at Sunderland Point was the first legal quay before 1739, anything landing outside this boundary from abroad was classed as smuggling. You can still see the mooring posts for gunpowder boats. Their loads were then taken by horse and cart to Powder House Lane in Lancaster – horses had copper shoes to prevent sparks. On the other side of the bay, a cobble donkey path from Chapel Island to the old gunpowder works at Bardsea can emerge in the right conditions, and was last seen in 2008.

As trade developed, so did regulation and many coastal towns here have a Customs House. In Lindale, the old police station had a cell for mariners they arrested, but Lindale became cut off from the sea after the railway was built and sediment piled up behind.

The most commonly traded goods were spices and slaves. Lancaster was the fourth biggest slave trade port in England. There is a 'captured Africans' slave trade memorial on the quay at Lancaster, sculpted by Kevin Dalton-Johnson, as part of the Slave Trade Arts Memorial Project. At Sunderland Point you can visit the grave of a boy called Sambo, who arrived on a slave ship.

Visitors can find out more on a great day out at Lancaster Maritime Museum.

Life on the Land

While exploring the Bay, you will notice that people have also found ways to make a living on land too. Farming, coppicing, mining, and milling have all left their mark on the landscape.

Working Woodlands

Coppicing is the special practice of managing woodlands for fuel and products which makes space for more growth allowing regeneration of the trees. Our ancestors were on to a good thing, and forest managers today recognise that this is the best way to work with nature.

The coppiced wood was used to make products, like charcoal to support iron works at Cartmel and Backbarrow, the gunpowder works at Haverthwaite and Bouth, lime making in limekilns, and swill baskets, fencing and hurdles. Swill baskets were used for pretty much everything, including holding your caught fish and cockles.

You can see coppicing in

- Woodlands of Arnside Silverdale AONB.
- Witherslack and Eggerslack Woods near Grange over Sands.
- Woodlands around Sizergh Castle.

Quarries and Kilns

The area has been mined and quarried and the stones processed to create many different products. You could point out some of this heritage to your visitors::

- Lime kilns - used to break down the limestone rocks to make a fertiliser for farming.
- Ditches - where peat was cut to provide water and fuel for Iron Furnaces.
- The “shelter stone” in Trowbarrow quarry near Silverdale, quarry men sheltered behind it during blasting in the main quarry.
- The coal and ash plant at Carnforth which was the last coaling plant in country.

“Visit the quirky Limeburners Arms pub in Nether Kellet - the name reflects the history of lime burning in the area.”



Jenny Brown's Point © Tony Riden

Water Mills

The four rivers that flow into the bay were, unsurprisingly, used as a source of energy to power mills to grind cotton and corn. In the 17-18th century, Cark was a village of mills of cotton and then corn. Boats used to come up the river Aye when it was a sea going river. The last mill burned down in 1930s. Holme Mills produced jute, lino and carpets, and Lancashire cotton mill owners built many of the grand houses in the area.

Why not visit:

- Heron Bank Corn Mill, a restored and working mill that now grinds organic flour.
- Gleaston Mill, a water mill and heritage museum.
- Marsh Mill, Thornton (heritage cornmill and largest tower in Europe).

Farming

The land around the Bay has been farmed for thousands of years and this has helped shaped what we can see and explore today. Some farmers have embraced lower-input farming, providing more space for nature while operating a successful business. This might be through using traditional breeds for grazing, restoring and managing hedgerows or leaving seed crops for birds to feed on over winter. These farms provide vital stepping stones for wildlife - connecting up the reserves and nature sites found around the Bay.

Visitors might like to follow public rights of way near some of these areas. Many offer great opportunities for nature watching and walking too. There are some great examples in the Rusland Valley, at Witherslack, the Lyth Valley, Arnside & Silverdale AONB, the Lune Valley and Cockerham

Visitors can look out for traditional cows like the hairy belted Galloway, Shorthorns and Highland which help provide habitat for birds and flowers as well as providing high quality beef which is sold locally.

BUSINESS CASE STUDY

Abbots Reading Farm and Octolodges

For farmer Tony Wood and his wife Sharon, farming hand-in-hand with nature is at the heart of their business. They are passionate about producing a top quality eating product from their traditional, native breeds of livestock and have always farmed in a way that provides habitats for a wide variety of wildlife. They have a bird hide and pond and a viewing point installed overlooking the farm and the surrounding area including stunning views across to the Coniston mountains.

“In recent years we have diversified to offer a fantastic glamping experience which enables people to enjoy a blend of 'getting closer to nature' with a few home comforts. We have six 'octolodges' which are in an idyllic location to enjoy the beautiful surrounding area. Many of our visitors are interested in wildlife and nature and we enjoy spending time talking with them. We are always on hand to give advice about places to go, whether it be about a walk from the farm or maybe a little further afield, to enjoy some of the spectacular, fascinating and interesting places around the Morecambe Bay area. We are delighted that we have many return visitors and also that many of our bookings are from recommendations from those who have enjoyed their stay.”



© David Morris

Vibrant Culture of Arts and Festivals

Today, Morecambe Bay is host to some impressive pieces of architecture, a packed calendar of festivals, and has long been a destination for tourism and spiritual discovery. To give your visitors a richer experience you could:

- Share interesting facts about our culture.
- Tell them how to make the most of our tranquil destination.
- Highlight what locals do today to relax, such as a local fair or market.
- Point out your favourite museum or gallery.
- Highlight local arts and crafts for souvenirs.
- Point out where they can join in at a festival.

Arts and Architecture

Morecambe Bay is privileged to be the home of many famous pieces of architecture, and once you know what you are looking for you will be able to discover some gems. Edwin Lutyens who famously designed the Midland Bank in Manchester, also designed The Abbey House Hotel in Barrow

The Midland Hotel in Morecambe was built in 1932–33 in Art Deco style by the London Midland & Scottish Railway to the design of Oliver Hill and included works by Eric Gill, Marion Dorn and Eric Ravillious. Eric Gill produced two seahorses for the outside entrance, a round plaster relief on the ceiling of the circular staircase inside the hotel, a decorative wall map of the north west of England, and a large stone relief of Odysseus being welcomed from the sea by Nausicaa. The hotel is as iconic and fashionable today as it was over 80 years ago. Marine Hall, Fleetwood is another Art Deco building of note where people can dance the afternoon away.

Two designers Paley and Austin designed many of the churches and railway stations around Morecambe Bay. Paley and Austin also designed the Grange Hotel, which was built to match the railway station. These will be highlighted on the forthcoming Seldom Seem series of maps developed by Art Gene for Morecambe Bay Partnership. These will include many fascinating stories to entice visitors to explore and return to enjoy our rich sense of place.

BUSINESS CASE STUDY

Gibraltar Farm Campsite

Gibraltar Farm campsite know they are lucky enough to be in a stunning location, and they provide information on their website to encourage visitors to explore and get the most out of their stay in the area. This goes beyond just enjoying the outdoors and they provide links to events in the area too. Not only do they encourage people to discover the arts and crafts of the annual Silverdale and Arnside Art and Craft Trail, they encourage people to seek out the artists that work in the area throughout the year too and provide links on their website to artists galleries, workshops and shows.

Entertainment and Festivals

Entertainment is something that Morecambe Bay does well. Eric Morecambe the comedian (of Morecambe and Wise) was born and bred in Morecambe, and his statue on Morecambe promenade features in many visitors' photos. At the other end of the Bay and a few years earlier, Stan Laurel (of Laurel and Hardy) was born in Ulverston. The statue here too is also popular, along with the Laurel and Hardy Museum. Morecambe Bay's entertainment history goes back even further - in the 18th Century, Ulverston was known as "Emporium of Furness" or "London of the North" as it had so many theatres.

Today there is plenty of culture to experience :

- Enjoy a Play in the Park in the outdoor theatre, Williamson Park, Lancaster.
- Visit the Ruskin library at Lancaster University.
- Follow the Silverdale and Arnside art and craft trail.
- Check out the acts at The Forum, Barrow-in-Furness.

And there is sure to be an arts festival for everyone :

- Lancaster Music Festival
- Ulverston Lantern Festival
- Morecambe Sandcastle Festival
- Morecambe Seaside Festival
- Morecambe Variety Festival
- Ulverston Dickensian Festival



Holiday Heritage

Morecambe Bay is by no means a new tourist destination. And the motivations for tourism in the past were not much different than they are today. People want to admire the views, take in the fresh air, and enjoy a relaxing trip. Encourage your visitors to experience Morecambe Bay through the eyes of a Victorian or Edwardian.

- The giants' seat, near Silverdale, was made by locals in the 19th century as a grand nature viewpoint out across the bay. Steamers and ferries used to travel around the Bay in Victorian and Edwardian years. Popular destinations were Morecambe, Grange-Over-Sands, and Sunderland Point.
- Morecambe changed rapidly from a small village to a busy resort with the building of the railway. Today many visitors enjoy the nostalgia of a trip to Morecambe, and Happy Mount Park with its exotic Japanese gardens, waterways and bridges to explore is still popular today. Afternoon tea at the Midland Hotel and an ice cream at Brucciani's are other popular nostalgic experiences.
- The pretty town of Grange-Over-Sands has cafes, a promenade, a bandstand and railway station. The bandstand was built on the promenade originally but had to be moved away from the railway line as ladies complained about getting soot on their dresses.
- Arnside is another pretty Victorian influenced town which looks across to Grange. The promenade and pier provide great viewing places, and several shops and cafes sit under the Victorian parade. All just a short walk from the railway station. The station house is now home to Arnside & Silverdale AONB visitor centre – pop in to find out what you can do in the area.
- The hospices and sanatoriums at Meathop, Hazelwood and Hampsfell were sited here because of the bracing fresh air.
- After Sunderland Point collapsed as a port, people came to drink the sea water and bathe in bath houses. It became affectionately known as "Little Brighton on Lune". Upsteps Cottage was a bath house advertised as having "hot and cold seawater showers" – all the mod-cons.
- Fleetwood was the first planned Victorian town designed by Decimus Burton. The North Euston Hotel was built in a crescent to take in the fine views of the Bay. Fleetwood is the only town in the UK to boast 3 lighthouses, two of which are in the town and are still functional.



Holidays and Holy Days

Spirituality and tourism are not completely separate entities – in fact, the word holiday derives from Holy Day. The vast seascapes, tranquillity and access to the sea have made Morecambe Bay a place of contemplation and it is home to an impressive number and diversity of spiritual sites, both old and new.

Here are some fascinating facts and places for your visitors to explore:

- In 1672 the first of the Quaker meeting houses was built in Cartmel, it had a small upper lookout window as they were still being persecuted.
- There are active Quaker meeting houses at Yealand Conyers and Ulverston.
- The Bronze Age stone circles on Birkkrigg Common are well worth a visit for the breathtaking views over Morecambe Bay.
- Conishead Priory and Furness Abbey were strongholds of Cistercian monks, and are connected to Cartmel Priory by the Cistercian Way. All are open to the public.
- The village of Forton was a Methodist enclave, and you couldn't get a pub licence.
- In the graveyard at St. Patrick's Chapel in Heysham are fascinating Viking rock cut graves.
- The Manjushri Temple at Conishead Priory is one of the most important Buddhist temples in the UK.

People today still find connection and meaning when admiring the nature and landscape of the area. Make it easy for your visitors to slow down, take it easy and get away from it all. Perhaps you can tell them about your favourite spot that gives you inspiration.

Locals said some of their favourite places are:

- Piel Island
- Birkkrigg Common Stone Circle
- Hampsfell Hospice
- Humphrey Head
- Helsington Barrows
- Jubilee Pepperpot, Eaves Wood
- Warton Crag Iron Age hill fort
- Heysham Head and St Patricks Chapel
- Half Moon Bay
- Nicky Nook
- Cockersands Abbey



The Science Behind the Seaside Holiday

Recent research by the University of Central Lancashire into the motivation of visitors to Morecambe concludes that wellness, spirituality and a connection to the past are the core elements of seaside sense of place or seasideness. These themes were directly influenced by the seaside environment and especially the perception of the Bay as timeless, dynamic and awe inspiring. This natural space was considered to be relaxing, a tonic, and even offered a new perspective that encouraged expanded thought. Visits were highly valued by visitors who felt an attachment to the seascape and the Bay. Other studies involving the University of Plymouth show that living and staying near the sea is good for our wellbeing too.

Local Food and Drink

Everyone loves to try the local delicacies when on holiday, and it's important to visitors that these food experiences are authentic. Morecambe Bay has great food to offer that is both connected to the landscape and fun to experience. One thing is for sure, the pubs and cafes around Morecambe Bay are very popular, and the perfect complement to a hard days exploring.

“In Morecambe Bay I love to spend a day visiting craft fairs in small villages, have lunch out followed by a short stroll, and then coffee and cake to end the day.”

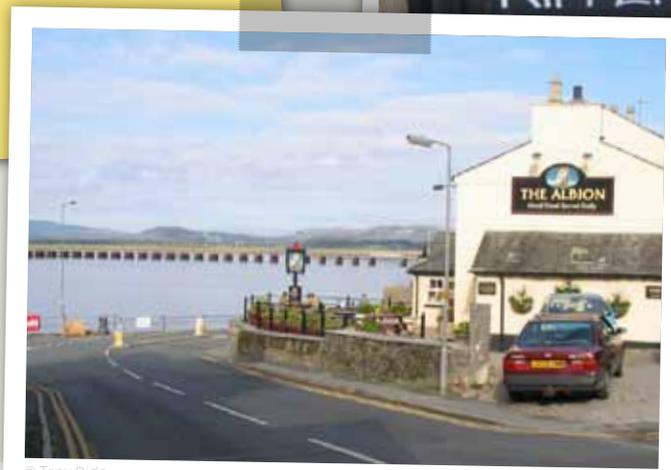
By supporting local food, you are helping the local economy, and reducing food miles, which is better for the environment. And of course you'll be giving the visitors what they want - traceability, quality and a great experience. You can support local food by:

- Using local products in your menus.
- Describe where your food has come from on menus, placemats and websites.
- Tell visitors about local food events.
- Don't be afraid to recommend your favourite places to eat (the businesses we know recommended these places in the next section).
- Prepare a hamper of local food for guests in self-catering accommodation.
- Share traditional recipes that use local produce.
- Check out more options in Bay Tourism Association's Morecambe Bay Food and Drink Trail – download a copy of the leaflet from www.baytourism.co.uk, or order one on 01524 582808 / 582394.

FASCINATING FOOD

Here are our top 7 local ingredients to promote and celebrate:

- Shellfish, particularly cockles, mussels and brown shrimps
- Fish, seabass, flukes and salmon
- Saltmarsh Lamb
- Heritage beef
- Apples and pears
- Damsons and sloes
- Local cheeses



Local Food: It's all in the Name

Our food and drink in Morecambe Bay is linked to the landscape and its inhabitants.

Place names feature in many food names including Cartmel sticky toffee pudding, Lyth Valley damsons, Morecambe Bay shrimp, and saltmarsh lamb.

Telling your visitors about these foods helps them to get to know Morecambe Bay, and remember it when they get home.

“Morecambe Bay potted shrimps is a well know and notorious delicacy, you have to try it whilst you're here.”



FASCINATING FACT

Sticky toffee pudding prompted a 17th century Frenchman to write: “Ah, what an excellent thing is an English pudding. To come in pudding time is, as much to say, to come in the most lucky moment in the world”

BUSINESS CASE STUDY

Tythebarn House B&B

At Tythebarn House B&B, Diana and Vic Brown go above and beyond to give their guests a Morecambe Bay food experience. They source meat from local farmers and fish from a local smokehouse, make jams with fruit from the allotment, and potato cakes to an old family recipe. And they aren't afraid to shout about it either: their breakfast menu namedrops some great local produce, and they regularly chat about local food on their blog. Here's an extract from their blog:

“Breakfast is something special at Tythebarn House B&B. With Stuart Smith Butchers and The Lune Valley Smokehouse so close by there's always great local produce on the menu. Then there's Diana's home-baked bread and jams made with fruit from the allotment – just to tempt your taste buds to a little more. And just one more little thing – who likes their milk delivered in glass bottles? We do. Go on – give yourself a treat.”

Vic says "Lancashire and Cumbria have world-class food producers, and we want to shout about them so that visitors can experience great local food".

Traditional Recipes

The locals here have perfected recipes using these products, creating tasty and hearty meals. Think fish and chips, potted shrimp and cheese.

These recipes are not to be missed, challenge your guests to try them all before they leave.

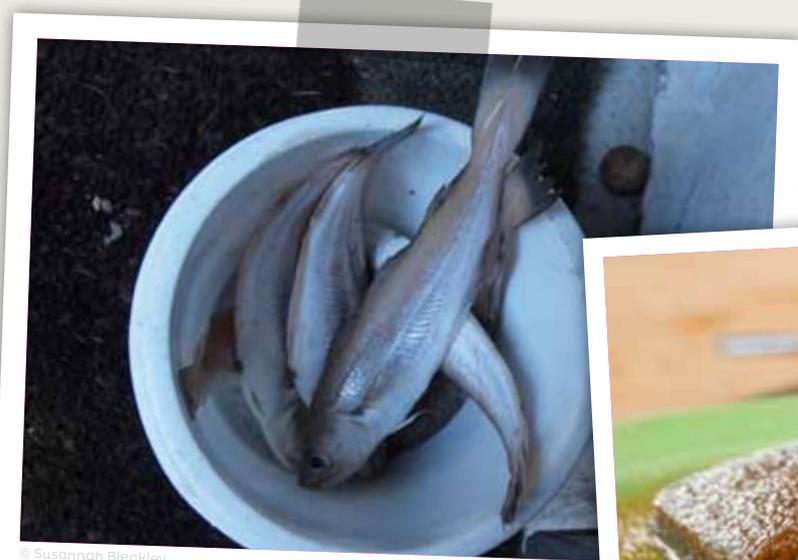
Popular local recipes	Where to enjoy them
Fish and chips	Chip shops in Bolton le Sands , Morecambe, Fleetwood and Arnside
Potted shrimps – delicious brown shrimps in spiced clarified butter. The spices would have been landed at the ports around the bay.	Pubs like the Engine Inn, Cark Look for Baxters' Morecambe Bay Shrimps in Morecambe, the only ones to have the Queen's warranty
Smoked fish	Port of Lancaster Smoke House, Glasson Dock Shoreway fisheries, Lancaster and Galgate
Cartmel sticky toffee pudding – a treacle and date sponge soaked in toffee sauce.	Cartmel post office, Sizergh Barn, Holker Food Hall, Booths, and many pubs and cafes
Lancashire hot pot	Local pubs like The Borough Pub, Lancaster
Damson gin	HOT Wines Shop, Cartmel The Porterage Co, Greenodd Sizergh Farm Shop Booths
Cheese	Dewley Cheesemakes, Garstang have a shop on site, look out for cheese from other local producers at independent delicatessens like Cartmel Cheeses, Cartmel
Ice cream	Holme Farm Ice Cream, Grange over Sands Brucciani's, Morecambe Wallings farm, Cockerham Cool Cow, Old Holly Farm, near Garstang
Pie and sausages	Higginson's Butchers, Grange and Potts Pies, Lancaster are very famous locally.
Handmade bread	Hazelmere Café, Grange Grange Bakery The Bread Shed Bakery, Cartmel If you want to make your own, buy stoneground flour from Heron Corn Mill, Beetham
Local beer	You can try the beer on site at these breweries: Lancaster Brewery, Lancaster Unsworth's Yard Brewery, Cartmel Foxfield Brewery at Prince of Wales Pub, Foxfield Greenodd Brewery at The Ship Inn, Greenodd Old School Brewery, Warton Look out for beers from these breweries in pubs around the bay: Hardknott Brewery, Millom Beckstones Brewery, Millom Abraham Thompson, Barrow-in-Furness Old Stringers, Ulverston Ulverston Brewing Company, Ulverston Fell Brewery, Flookburgh

Food Experiences

Many of our foods are linked to specific “experiences”, such as eating chips on the beach, talking a walk to a hidden gem, or going on a brewery tour. Tell your visitors about where they might enjoy great experiences.

- Meander around Ulverston and take your pick from a variety of quirky cafes.
- Explore Whitbarrow National Nature Reserve, then refuel at Hikers Rest honesty shop in Beckfoot.
- Stroll along the promenade at Arnside, then enjoy some well-earned fish and chips on the beach.
- Get cosy in the Brief Encounter Refreshment Room at Carnforth Rail Station.
- Try a food walking tour by Footloose.
- Walk or cycle from Lancaster to Café de Lune, The Stork or picnic spots at Condor Green.
- Step back in time at Brucciani’s Ice Cream Parlour in Morecambe.
- Dine in style at Leighton Hall.
- Watch nature on live cameras in Leighton Moss nature reserve cafe.
- Admire the work of local artists and enjoy fantastic food at Wolfhouse Café or Yew Tree Barn.
- Take the boat to Piel Island from Rampside, near Barrow, and meet the king in his pub.
- Take a train to Foxfield and experience the homemade pies and real ale at the Prince of Wales pub and microbrewery.
- Book a place on Tasting Cumbria cookery course.
- Check out more options for food experiences in Bay Tourism Association’s Morecambe Bay Food and Drink Trail – contact them for your own copy.

“ I love to visit Arnside chip shop after a walk, sit on the prom and catch the sun going down”



© Susannah Bleakley



© Cumbria Tourism

MORECAMBE BAY SENSE OF PLACE - TOOLKIT

Browsing a farmers market also makes for a great holiday experience. Here is a list of farmers Markets and food festivals around the bay:

- Ulverston food fair – monthly – 3rd Saturday
- Cartmel food market – monthly – 3rd Friday
- Milnthorpe farmers' market – monthly – 2nd Friday
- Morecambe farmers' market – monthly – 4th Thursday
- Pilling farmers market – monthly – 2nd Sunday
- Poulton le Fylde farmers market – monthly – 4th Saturday
- Lancaster charter market- weekly – Wednesday
- Carnforth charter market – weekly – Wednesday
- Lyth Valley Damson Day – annually – April
- Morecambe beer festival – annually
- Lancaster beer festival – annually
- Lancaster food and drink festival – annually
- Fleetwood beer festival – annually



© Cumbria Tourism

FASCINATING FACTS

There are three kinds of Lancashire cheese – creamy, tasty, and crumbly? Have you tried them all?



© Tony Riden

To get the freshest foods that can be traced to its producers, visitors can buy from farm shops, pick fresh fruit and veg, or choose a restaurant, pub or café that “grows its own”.

Here are some suggestions:

- Ford Park, Ulverston
- Gillam's Tearoom and Grocers
- L'enclume, Cartmel
- Holker Hall food hall and cafe, Cark
- Sizergh farm shop and café, Sizergh
- Pick your own fruit at Park House Farm, Milnthorpe
- Witherslack Community Shop, Witherslack
- Hikers Rest, Beckfoot, Witherslack
- Archers café and farm shop at Red Bank Farm, Bolton le Sands
- Greenlands Farm Shop and cafe, near Carnforth
- Wallings Farm Shop and cafe, Cockerham
- Old Holly Farm Shop and cafe, near Garstang
- Bradshaws Farm Shop, Prospect Farm, Garstang Road

Something Special

Sometimes a holiday calls for an extra special dining experience, and Morecambe Bay can certainly step up to the challenge.

Locals enjoy dining at these special places:

- L'enclume, Cartmel (2 Michelin stars, 3 AA Rosettes, Good food guide number 1 2014)
- Courtyard Restaurant at Clarence House, Dalton-in-Furness (2 AA Rosettes)
- Clarendon Hotel and Waterfront Restaurant (Taste Lancashire Quality Assured)
- The Sun Terrace Restaurant & Rotunda Bar at The Midland, Morecambe (local delicacies with amazing views)
- Brief Encounter Refreshment Room, Carnforth Station (for a step back in time)

BUSINESS CASE STUDY

L'enclume

The Good Food Guide published its 2014 edition on 3rd September 2013 and the No. 1 spot was taken by Simon Rogan's restaurant L'Enclume for the very first time. This accolade adds to its 2 Michelin stars. Elizabeth Carter, Consultant Editor of the Good Food Guide, explains what makes L'Enclume so special: 'After achieving the top score in last year's Guide, Rogan and his team haven't missed a beat, despite the pressures of the past year – from opening the French at the Midland Hotel in Manchester to overseeing a pop-up restaurant in London. Rogan rightfully takes his place as leader of the pack when it comes to modern British cooking. His fantastic way with seasonal ingredients from the Cumbrian land and coast brings dishes that are a joyful celebration of this county's magnificent diversity. L'Enclume is truly deserving of the number one spot.'

Space for Exploration

Morecambe Bay is the perfect place for exploration and discovery. It is also covered with a network of historic routes and journeys that are still made today. Perhaps our most famous route is across the sands and the Cross Bay walk.

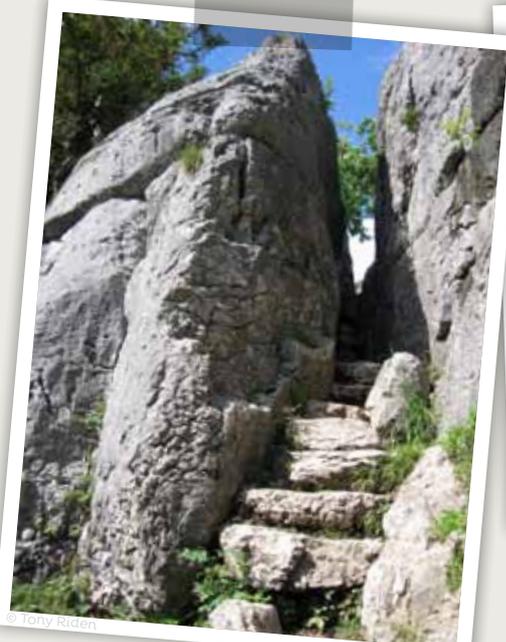
Locals here have a sense of adventure, here are some of our most adventurous characters:

- Sir John Barrow left Ulverston for the Antarctic and discovered a passage he named the Barrow Straits.
- John Wilkinson from Lindale sailed the first iron boat on the River Winster. It allegedly sank but he went on to become a very famous ironworker.
- Cedric Robinson lives at Guide's Farm near Kents Bank and is Queen's Guide to the sands, and has led thousands of people over the sands on cross bay walks using his skills to read the sands.

The area is perfect for exploring without a car, thanks to the quiet lanes for cycling, extensive footpaths for walking and breath-taking train journeys.

Help your visitors to get out there:

- Promote walking, cycling, rockclimbing, sailing and horse riding. Read the following pages for more information.
- Make it easy for visitors to leave their car behind.
- Provide up-to-date weather and tide information.
- Provide facilities that they might need such as packed lunches and bike locks.
- Find out what is on your doorstep with the Morecambe Bay: Nature on your Doorstep Guides and other guides from the local tourist information centres.
- Highlight safety issues, especially not to walk across the sands without a guide and that tides can be fast moving. If you're around Arnside be sure to tell them about the bore warning.
- Remind them to follow the countryside code.



© Tony Riden



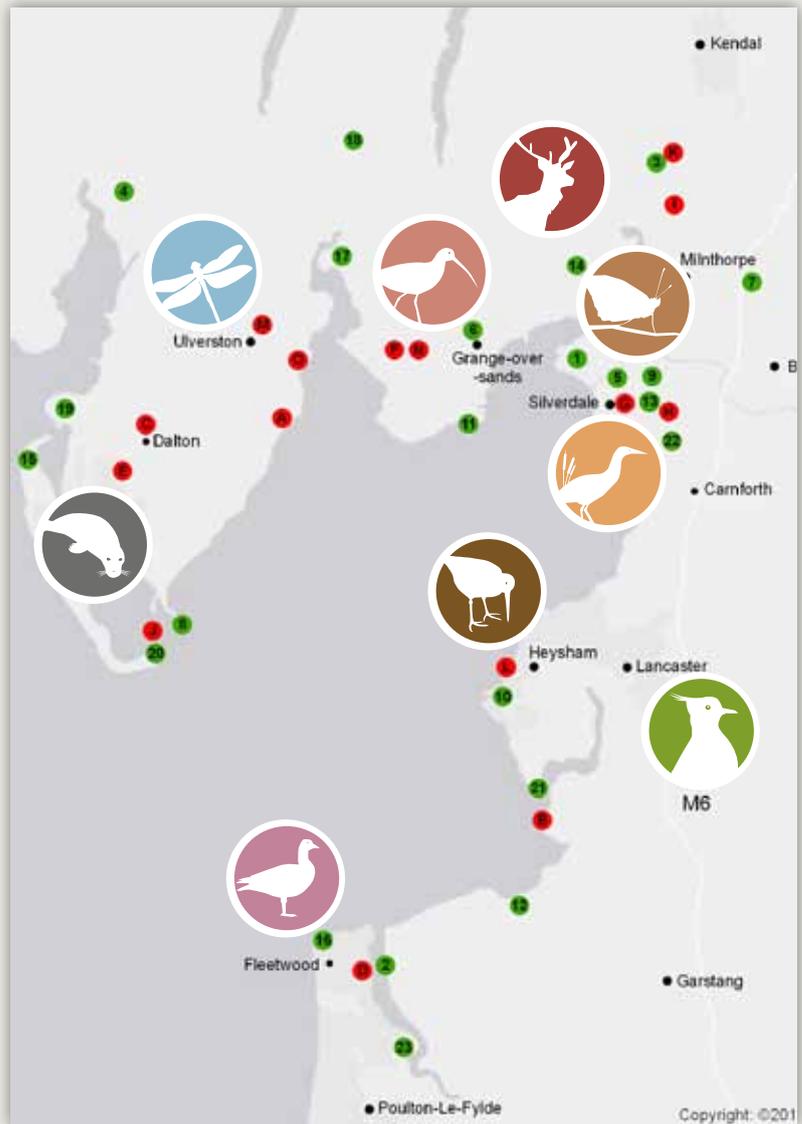
© Eleanor Bentall

Nature on Your Doorstep

We've created these Nature on your Doorstep guides to enable visitors to explore the nature of the Bay.

We've roughly divided Morecambe Bay into nine areas to reflect variations in landscape, wildlife and heritage. Download the Morecambe Bay Nature on your Doorstep guides from www.morecambebaynature.org.uk/discover. Areas covered include:

1. Barrow, the islands of Barrow, Sandscape, Dalton – Where nature meets industry, and home to the natterjack toad and grey seal.
2. Ulverston, Rusland, Roudsea, High Dam – Mosses, prehistoric relicts and the rare black hawker dragonfly.
3. Cartmel, Flookburgh, Grange, Humphrey Head – Curlew and wading birds and dramatic headlands and viewpoints.
4. Meathop, Witherslack, Whitbarrow – Red deer amongst mosses, blossom and woodlands, and dramatic limestone hills.
5. Arnside, Sandside, Levens – A mosaic of grasslands and woodlands, a haven for butterflies like high brown fritillary.
6. Silverdale, Warton, Carnforth – Birds abound in wetlands, the bittern booms and woodlands buzz with nature.
7. Morecambe, Heysham, Hest Bank – Promenade walks with high tide flocks of oystercatchers and more.
8. Lancaster, Sunderland Point, Glasson Dock – Maritime history forms a backdrop to the call of wading birds.
9. Rossall Point, Wyre Estuary, Pilling – A rich soundscape of waders and pink footed geese.



Promote Exploring on Foot

Can you make it easier for visitors to leave their car behind?

- Offer a packed lunch and early breakfast.
- Provide up to date weather information and tide timetables.
- Offer a dry space for wet clothes and muddy boots.

Here are some routes to suggest:

- follow an ancient coffin route:
 - From Hazelslack tower to Fairy Steps and Beetham.
 - From Cark church to Cartmel priory was in use until 1900 when cemetery was built.
- Follow in the steps of the pilgrims of old on the Cistercian Way and Cockersands to St Helens monks route.
- Follow the canal from Lancaster to Glasson Docks, and to Tewitfields near Carnforth.
- Enjoy the many paths across Limestone Pavement with the Limestone Link from Arnside & Silverdale AONB to Farleton Knot and the Yorkshire Dales beyond.
- Follow the river on the Lune Estuary Path.
- Continue your holiday on a long distance walking route:
 - Cumbria Way.
 - Cumbrian Coastal Way.
 - Lancashire Coastal Way.
- Join a trip across the sands with Cedric Robinson Queen's guide to the sands. Contact Morecambe Tourist Information Centre well in advance to find out when they run. **DO NOT ATTEMPT TO CROSS WITHOUT A GUIDE.**
- Try a guided walk from Treasure Trails, or Catwalks.

“In Arnside, the parish covered both sides of the Kent estuary so the old coffin road ran across estuary (you went by boat) because water was considered sacred”



Exploring Leighton Moss © Ben Hall RSPB Images

Be Cyclist Friendly

Cyclists are great visitors because they spend money locally, help to reduce congestion and carbon dioxide emissions, and tend to buy lots of food. Can you make their stay a little easier?

- Provide locked storage.
- Be flexible with meal times.
- Fill water bottles for free.
- Make space for a bike wash.
- Recommend family friendly cycling routes like Grange or Morecambe promenade and quiet lanes around Arnside & Silverdale AONB.
- Consider becoming an electric bike charging point.

Your could suggest these long distance routes:

- National Cycle Network (NCN) route 6 Lancaster to Kendal.
- Walney to Wear.
- Way of the Roses.
- Lancashire Cycleway.
- Encourage your visitors to be one of the first to cycle the new Morecambe Bay Cycle way when it opens in summer 2015.

Bike hire is available from

- Silverdale Cycle Hire and Holidays, around Silverdale.
- Sunshine Cycle Hire, Morecambe.
- Gill Cycles, Ulverston.
- Water Front Wheels, Fleetwood

CASE STUDY

Silverdale Cycle Hire and Holidays

At Silverdale Cycle Hire and Holidays, owner Jason Kennedy makes it easy for visitors to enjoy and be active. Providing bikes is just the first step, he also recommends his favourite routes and other local businesses such as cafes and attractions. By sharing this local knowledge, he's helping visitors to have a perfect day out. Jason says "exploring by bike is great, seeing all those things so easily missed when in a car. That said a little bit of local knowledge goes a long way for the first time visitor, so I always point visitors in the right direction to wet their appetite for what's out there to be discovered. It would be cruel not to."



Give the Driver a Break

Visitors can easily arrive by train, and use the railway to get around too. Make it easy for your guest to take public transport:

- offer train station pick up service
- provide up to date bus and train timetables
- highlight activities that are on your doorstep or connected by train and bus
- offer a discount or freebie if they leave the car with you for one day
- look out for these leaflets: Morecambe Bay off the Rails, Rail Trail 1 and Rail Trail 2 by Northern Trains
- check out the Nature on your Doorstep Guides for things to do close to our stations

Other Ways to Explore

On Water Try...

- having an adrenalin fix with North West Kite Surfing
- a day out learning to sail with Bay Sea School
- cruising from Tewitfield to Preston with the Lancaster Canal Trust
- boating about with Tewitfield Fishery
- sea kayaking from Roa Island jetty or Morecambe slipway

“Listen out for the siren that announces the tidal bore in the Kent estuary at Arnside”

On the Rocks Explore...

- bouldering and climbing at Trowbarrow Quarry
- seasonal climbing at Chapel Head and Humphrey Head (no climbing from March – July during bird nesting season)

On Four Legs Look Out for...

- Lunebank Riding Centre
- Sea View Riding School
- Witherslack Hall Equestrian Centre
- and the mosaic of bridleways and quiet lanes in Arnside & Silverdale AONB



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.



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



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Morecambe Bay Local Nature Partnership's

- Nature Improvement Area

Morecambe Bay Partnership's

- 700 Days to Transform the Bay, Morecambe Bay's Coastal Communities Scheme

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The toolkit was devised by staff at Arnside and Silverdale Area of Outstanding Natural Beauty, Bay Tourism Association, Morecambe Bay Partnership, RSPB and Wyre Borough Council.

It was prepared by Nurture Lakeland with ideas and input from businesses in the Morecambe Bay Nature Tourism Business Network and the above partners.

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MORECAMBE BAY

Sense of Place Toolkit