

EUROPEAN PATHWAYS TO THE CULTURAL LANDSCAPE

PERCEPTIONS OF THE HISTORIC LANDSCAPE

THE FOREST OF BOWLAND AND LUNE VALLEY

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Executive Summary

The Forest of Bowland and Lune Valley project was one of twelve united in a common initiative called European Pathways to the Cultural Landscape – an EU Culture 2000 funded programme, which had as one of its main aims to raise awareness about the historic landscape.

Both bottom-up and top-down approaches to communicating about the historic landscape were adopted. The top-down approach comprised a series of outputs – a website, 3D model and reconstruction paintings amongst others – while the bottom-up method aimed to discover the perceptions of a cross-section of people who live, work and visit the area with regard to the historic landscape. The latter was achieved through a perceptions study, which was designed to find out what people really think about the historic landscape and to get a feeling for how the landscape is valued, as well as identifying if there is a need for improved educational and awareness raising initiatives. A range of techniques were utilised including Internet questionnaires, postal surveys and face to face interviews.

The results show that there is a great deal of support for the historic landscape amongst the general public, yet at the same time there is limited awareness of the features that together make-up the landscape. A targeted programme of events about the historic landscape of the Bowland–Lune landscape, as well as promotional literature is recommended.

1 Introduction

The following areas were discussed by the perceptions study (see Appendix 1 for a copy of the questionnaire):

1. Frequency and main purpose of visits to the Bowland-Lune area
2. Favourite locations and views
3. The value of the components of the historic landscape
4. Should the historic character of the landscape be conserved?
5. Identifying areas that require conserving and protecting, or improving and restoring
6. Identifying what the perceived threats to the character of the landscape are
7. Describing the historic landscape of the Bowland Fells and the Lune Valley
8. Exploring how aspects of the landscape have been explained in the past through myth and folklore

9. Establishing the popularity of some of the main historic visitor sites in the area:

- Motte and bailey castles in the Lune Valley
- Bleasdale Circle in Bleasdale
- Browsholme Hall in the Bowland AONB
- Stonyhurst College in the Bowland AONB

10. Identifying awareness of particular aspects of the historic landscape

- Roman Road through Bowland
- Sites of industrial archaeology

2 Method

As a starting point, a short historic landscape questionnaire was placed on the archaeology section of the Lancashire County Council web site alongside information about the *Historic Landscape of the Forest of Bowland and Lune Valley Project*. This approach attracted a small number of respondents (thirteen), and it was soon realised that a more pro-active campaign was necessary.

On the 15 August 2002, the historic landscape questionnaire was posted to the 558 members of the public who are listed on the Lancashire County Council Archaeology Service mailing list, as part of an extensive survey about archaeology and the historic environment. Of these 134 (24%) questionnaires were returned and this body of information provides an insight into the views of this group, who have a well-established interest in history and archaeology.

Having successfully gauged the opinions of interested parties i.e. those who had chosen to look at a web site about the historic landscape and had then completed the corresponding questionnaire, and those who were on the archaeology mailing list and had returned the questionnaire, focus was now shifted to other sectors in the community – i.e. those who live, work and visit the Bowland-Lune area.

The first questionnaire-based interview to be carried out took place at Beacon Fell Country Park on 6 June 2002. This is a popular visitor centre in the Forest of Bowland AONB, particularly for families as it offers numerous facilities and easy access to the immediate area. A day during school holidays was deliberately chosen so as to maximise the number of potential visitors to the centre. With the exception of early morning dog walkers, most of the people interviewed were from outside the area. A total of 23 questionnaires were completed, condensing the opinions of c 50 people, as many couples and small groups tended to discuss and answer the questions together.

The second set of questionnaire based interviews, was carried out on 31 July 2002, intended to capture the opinions of people who live in the Lune Valley. A series of 30 interviews were carried out at Bentham, Caton, Hornby and Wray. Predominantly this group comprised the retired and those with childcare responsibilities as the interviews were carried out mid week during the day.

The third set of questionnaire-based interviews was carried out at Clitheroe Auction Mart on 20 August 2002. The cattle market was chosen as the most effective method of engaging with the farming community, who are an important group that work with the historic landscape. Fourteen farmers were interviewed as they entered and left the Auction Mart, and of these eight farmed in the Forest of Bowland.

The fourth and final phase of the survey entailed a postal questionnaire that was posted to two parishes on 23 September 2002-Arkholme in the Lune Valley and Newton in Bowland. Of these 34 were returned from 131 sent to Arkholme and 34 from the 120 sent to Newton. The returns therefore provide a representative insight into the opinions of those who live in the two geographical areas, and it also enabled the views of those who worked during the day and were not available for comment via traditional methods to be included.

3 Results

The results of the various questionnaires and questionnaire-based interviews will be discussed in the following order:

- Lancashire County Council Web Site
- The Archaeology Mailing List Questionnaire
- Beacon Fell – a visitors impression of the historic landscape
- Residents of the Lune Valley
- Clitheroe Auction Mart
- Residents of Arkholme Parish
- Residents of Newton-in-Bowland Parish

3.1 Lancashire County Council Web Site

3.1.1 Frequency and main purpose of visits to the Bowland-Lune area

Of the thirteen people who responded to the internet questionnaire, seven lived within the project area of the Forest of Bowland AONB and the north-east area of the Lune Valley, while four chose to visit the area ten or more times each year and two one to four times. Therefore, while this is a small body of information it is however based upon the opinions of people who either live in the area or are regular visitors.

Nine out of the thirteen go walking in the area, while seven go sight seeing and four do recreational sports.

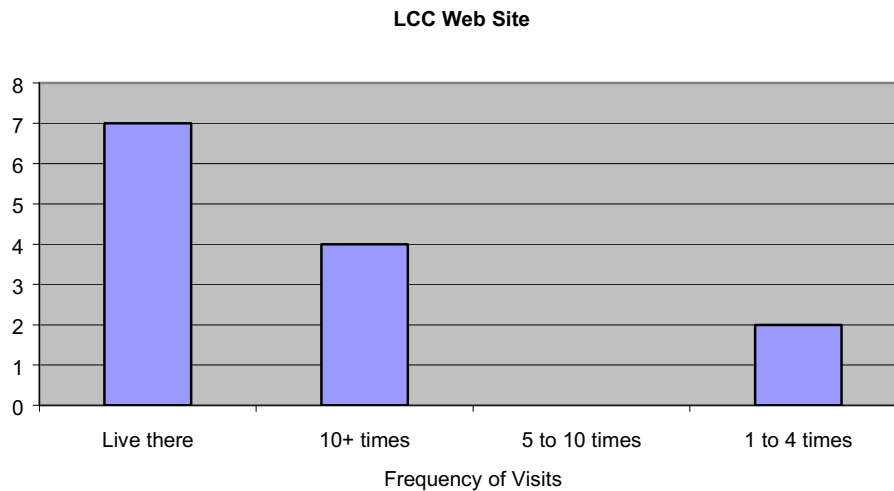


Figure 1 – Frequency of visits to the area per year

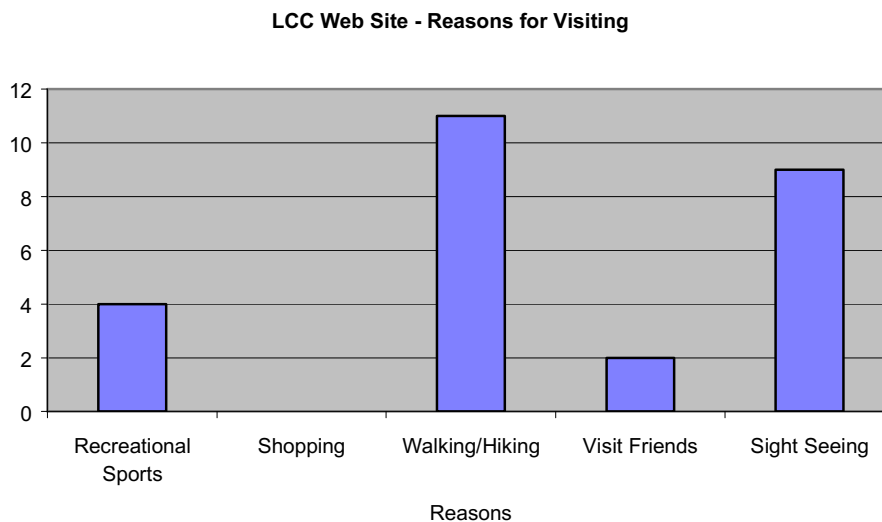


Figure 2 – Reasons for visiting the project area

3.1.2 Favourite locations and views

The most popular locations and some of the reasons mentioned for their selection are as follows:

- Beacon Fell, and the view to Parlick and Fairsnape –views, walking, easy access
- Bleasdale Circle – it is an archaeological place of wonder
- Chipping – central for walks and has quaint little shops
- Clougha – views, beauty, mystery surrounding its history
- Jeffrey Hill – it takes the viewers breath away
- Parlick – particularly for the views in winter

The most popular views are as follows:

- All of it
- Crook o'Lune
- Jubilee Tower
- Beacon Fell
- Parlick and Fairsnape

The main reasons for choosing these views include beauty, peacefulness and access.

3.1.3 Ascribe value to the components of the historic landscape

When asked to ascribe a value between 0-4, according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Hedgerows	4
Woodland	3.81
Stone Walls	3.73
Moorland	3.72
Old Buildings	3.64
Archaeological Earthworks	3.64
Cairns	3.64
Trackways	3.55
Churches	3.54
Farms	3.45
Field Patterns	3.36
Settlement Pattern	3.09
Bridges	3.09
Field Barns	3
Forestry Plantations	1.81

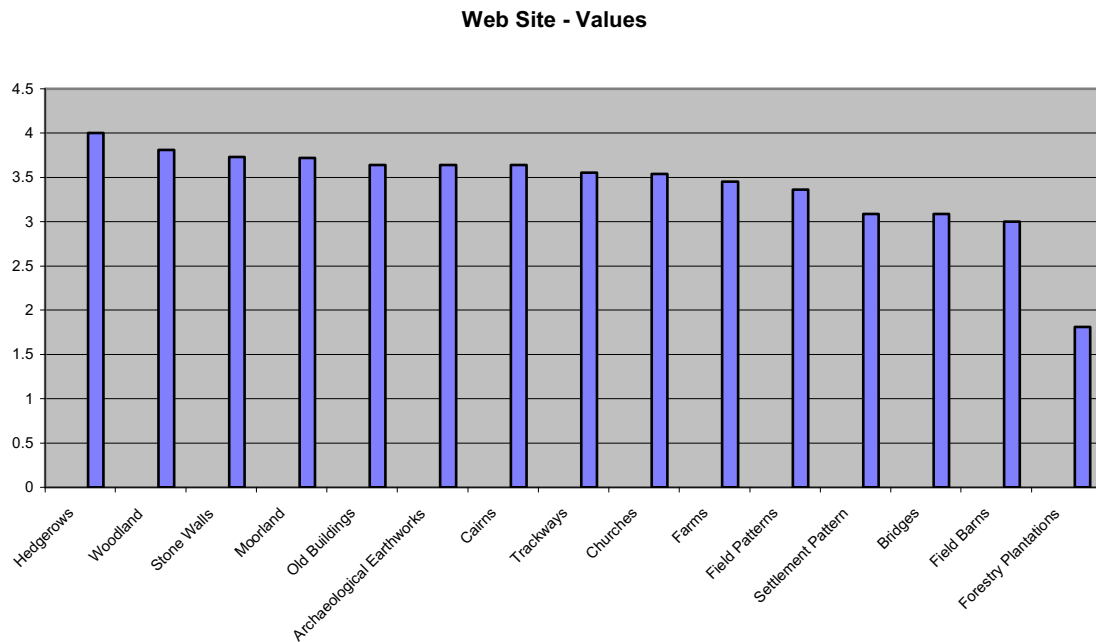


Figure 3 – Valuing the components of the historic landscape

As the figures reveal, hedgerows are considered by this group of people to have the greatest value (4), followed by woodland (3.81), stone walls (3.73), moorland (3.72), cairns (3.64), archaeological earthworks (3.64) and old buildings (3.64). The features that score the very least are forestry plantations (1.81). Field barns are also quite low in the table (3), followed by bridges (3.09) and settlement pattern (3.09).

3.1.4 Should the character of the historic landscape be conserved?

All agreed that it is important to conserve the character of the historic landscape. Some of the main reasons mentioned for this include:

- It is ours and our children's heritage and we have to preserve it
- It is a real place and not just a tourist attraction
- Because it has remained relatively unchanged for hundreds of years
- Because it is shrinking fast

3.1.5 Identify which areas require conserving and protecting, or improving and restoring

The following comments were made in response to this question:

- Reduce overgrazing, allow regeneration of vegetation, including broad leaved woodland, peat bogs need to be preserved
- Many drystone walls and hedgerows are in poor condition
- Improve sustainable recreation access

One specific suggestion was made:

- Consider conservation of the Salter Fell Road

3.1.6 Identify what the perceived threats to the character of the landscape are

The following comments were made in response to this question:

- Over intensive farming
- Building and development
- Leylandii hedges, features such as large wrought iron gates and lamp posts not of the traditional style
- Conifer plantations, non-native species
- Light industry and ugly farm buildings

3.1.7 Describe the historic landscape of the Bowland Fells and the Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Peaceful followed by windswept, isolated, solitary, free and wild

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Relaxed followed by natural, vulnerable and threatened

3.1.8 Explore how aspects of the landscape have been explained in the past through myth and folklore

In response to the question about known folklore in the area, responses mainly comprised 'don't know' and 'not sure'. One person referred to the use of Nick's chair as a coffin route and another suggested reading a book by Jessica Lofthouse who is well known for writing about life in Lancashire.

3.2 The Archaeology Mailing List Questionnaire

The Lancashire County Council Archaeology Service produced a detailed questionnaire that was posted to the 558 interested members of the public on the archaeology mailing list. The questionnaire included general questions about archaeology and its management, as well as specific questions relating to two current projects one being the *Historic Landscape of the Forest of Bowland and the Lune Valley*, the other *Lancashire's Historic Towns*. For the present purpose, this section will only consider the responses that were made to the *Historic Landscape* questions.

This is very much an interest group with sympathies for archaeology and the historic landscape. Of the 134 respondents, 40 were members of the National Trust, seventeen were members of English Heritage and fourteen the Council for British Archaeology, as well as numerous local history and archaeology societies.

3.2.1 Frequency and main purpose of visits to the Bowland-Lune area

Just fourteen out of the 134 respondents live in the survey area, while 50 visit 1-4 times each year. Thirty-three visit 5-10 times per year and 37 over ten times per year. The main reason for this group to visit the Bowland-Lune area is to go walking and hiking, as selected by 93 out of the total 134 respondents. The next popular reason was sight seeing, with a total of 79 votes. The least popular purposes were recreational sports (12), shopping (17) and visiting friends (20).

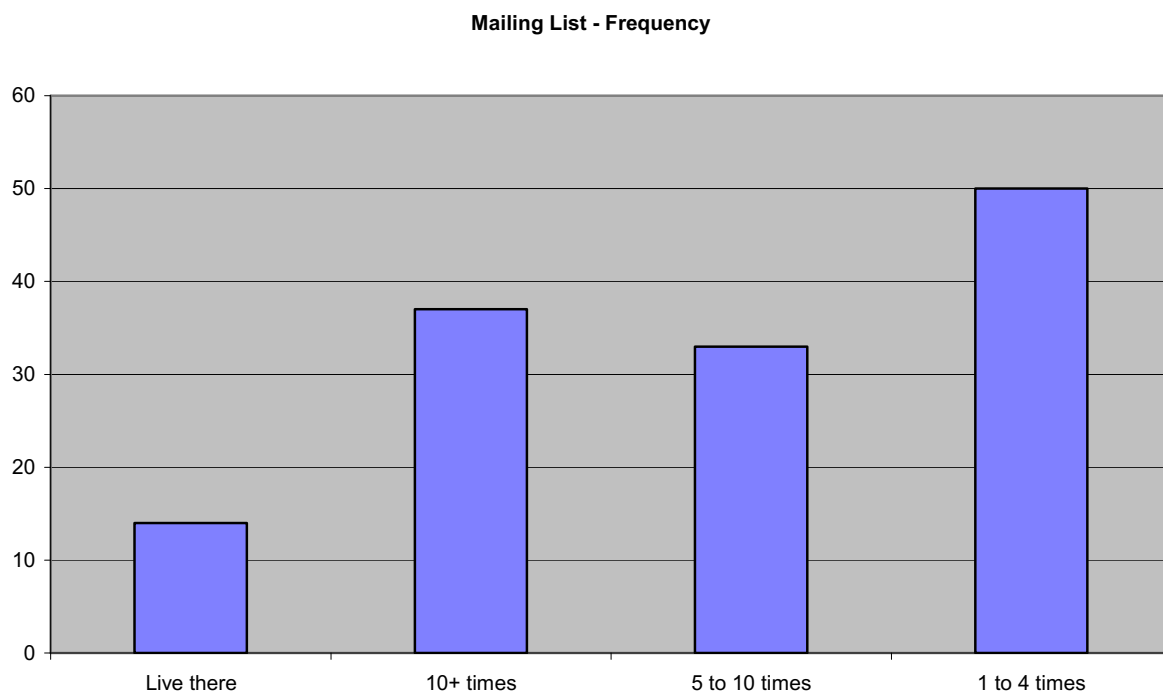


Figure 4 – Frequency of visits to the area per year



Figure 5 – Reasons for visiting the project area

3.2.2 Favourite locations and views

This group identified many favourite locations, however these are the most popular ones, listed in ascending order:

- The whole of the Bowland-Lune area
- Beacon Fell
- The Crook o'Lune
- Chipping
- Slaidburn
- The Lune Valley
- Dunsop Bridge
- Stocks Reservoir
- Trough of Bowland
- Bleasdale
- Hodder Valley
- Scorton Fell
- Longridge Fell
- The Bowland Fells

The reasons for choosing all of these locations are very similar:

- Scenery
- Views
- Peace and quiet
- Beauty
- Good walks
- Tranquility
- Bird life

- History

The most popular views, listed in ascending order:

- The view from Beacon Fell to Parlick
- The view from Parlick Pike
- The Crook o'Lune
- Jeffrey Hill and the view of the Hodder Valley
- The Trough of Bowland
- Pendle Hill
- Clougha Pike
- Jubilee Tower

These are all honey pot locations in the Bowland-Lune landscape, and these choices reflect their continuing popularity.

3.2.3 Ascribe value to the components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Archaeological Earthworks	3.61
Old Buildings	3.60
Churches	3.59
Stone Walls	3.54
Woodland	3.49
Hedgerows	3.48
Cairns	3.47
Bridges	3.40
Moorland	3.40
Trackways	3.30
Settlement Pattern	3.25
Field Patterns	3.23
Farms	3.13
Field Barns	2.92
Forestry Plantations	2.22

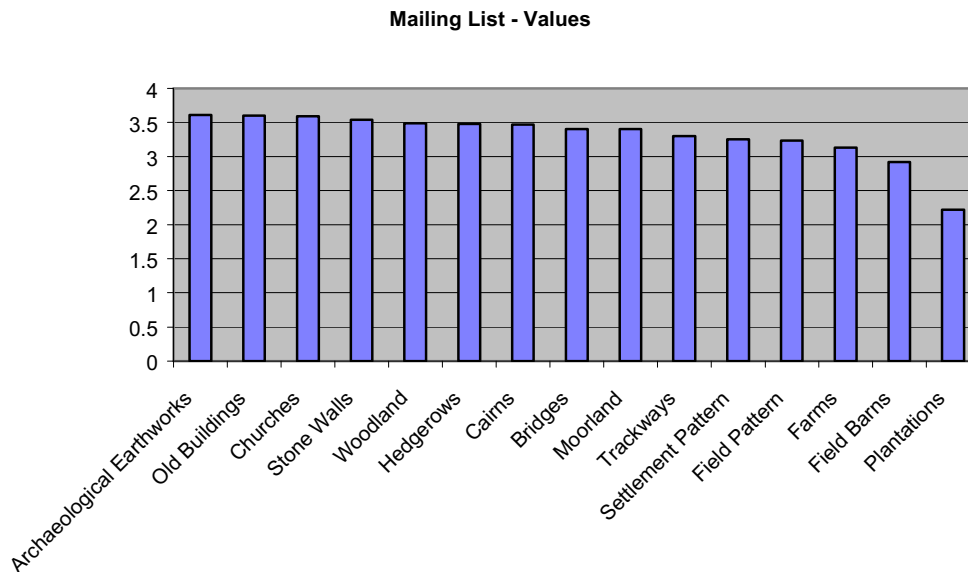


Figure 6 - Valuing the components of the historic landscape

As anticipated, the figures reveal that this group places the greatest value upon archaeological earthworks, with an average score of 3.61, followed by old buildings (3.60) and churches (3.59). The least valued attributes are forestry plantations (2.22) and field barns (2.92).

Features such as hedgerows, stone walls, bridges and cairns are also considered to be of importance but characteristics such as settlement and field patterns do not score particularly highly. This may be due to a lack of understanding and awareness about what these two terms refer to and their integral role in the landscape.

While the results of this part of the survey are therefore supportive for traditional archaeology, there does appear to be a limited appreciation of how other factors contribute to the overall character of the historic landscape, although forestry plantations are clearly deemed to have a negative impact upon the landscape.

3.2.4 Should the character of the historic landscape be conserved?

All agreed that it is important to conserve the character of the historic landscape. Some of the main reasons for this include:

- Our heritage is unique
- For future generations
- It is a major factor in the local tourism industry
- Too much has already been lost
- Too much building on green belt already
- It provides a vital sense of belonging
- The region is distinctive

3.2.5 Identifying areas that require conserving and protecting, or improving and restoring

The following comments were made in response to this question:

- Stone walls are in desperate need of repair
- Moorland habitats need managing
- Prevent development of green belt
- Redundant farm buildings
- All of it should be considered

Some more specific comments were also made:

- Ruined farms in the Chipping area
- The riverside at Halton
- Stile and gateways should be protected, as they are a distinctive component of the landscape. Several in Arkholme area are in need of attention.

3.2.6 Identify what the threats to the character of the landscape are

The following comments were made in response to this question:

- Too many hedgerows are removed
- Too much coniferous planting
- Field boundaries are being lost as field sizes are increasing
- Watercourses are being polluted
- Closure of farms and development of elitist housing
- Sanitising area by incomers
- Planning that ignores the character of the AONB
- Intensively improved grassland, destruction of meadows
- Changes in farming and pressures on farmers

3.2.7 Explore how aspects of the landscape have been explained in the past through myth and folklore

The vast majority of those who completed the folklore section of the questionnaire referred to the Pendle witches. Other references made by one or two people include George Fox's association with Pendle Hill, boggarts including Ginny Green teeth, the tale that the devil dropped the Great Stone of Fourstones, Vikings, the Bleasdale Circle, the tradition of the Aughton pudding festival and paganism. All of which are well known in Lancashire.

3.2.8 Describe the historic landscape of the Bowland Fells and the Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Peaceful followed by quiet, free, windswept, wild and natural.

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Peaceful followed by natural, relaxed, calm, quiet and managed.

3.3 Beacon Fell – a visitor’s impression of the historic landscape

Of the 23 people interviewed at Beacon Fell, just two lived in the survey area and the remainder were visitors. However, five regularly visited Beacon Fell because they felt it was a good location to walk dogs and two people came everyday for that reason. While one family had travelled over from North Wales for a holiday, the majority of the respondents were day-trippers from across Lancashire.

3.3.1 Frequency and main purpose of visits to the Bowland-Lune area

The main purposes for this group to visit the area were walking and sight seeing. The respondents were split fairly evenly between those who visited the area infrequently, between 1 and 4 times a year and those who made regular visits (over ten times per year). Most of the infrequent visitors (1-4 times) were visiting the visitor centre for the first time and were unfamiliar with this part of the county.

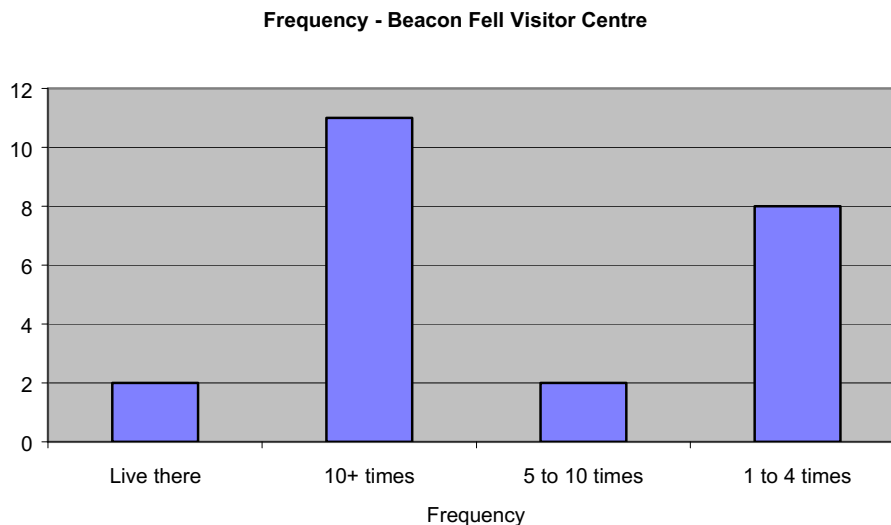


Figure 7 – Frequency of visits to the area per year



Figure 8 – Reasons for visiting the project area

3.3.2 Favourite locations and views

As so many people were new to the area, the most popular location selected by this group was Beacon Fell. Reasons for choosing this included peace and quiet, the facilities, which are particularly suited to families with children, and the access that makes it so agreeable for walking and specifically dog walking. Other locations chosen included the Loud Valley, because of its overall beauty, the Trough of Bowland and the road over Tatham Fells, both for their beauty and views.

Favourite views included that from Beacon Fell of Parlick, the vista from Jeffrey Hill over the Hodder Valley, and from Longridge Fell. One gentleman even mentioned that it was particularly the field pattern as seen from Jeffrey Hill that was important to him.

3.3.3 Ascribe value to the components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Woodland	3.52
Stone Walls	3.26
Trackways	3.26
Forestry Plantations	3.04
Bridges	3
Hedgerows	2.96
Old Buildings	2.91
Moorland	2.83
Churches	2.74

Settlement Pattern	2.65
Farms	2.57
Cairns	2.22
Field Barns	2.22
Archaeological Earthworks	2.17
Field Patterns	1.91

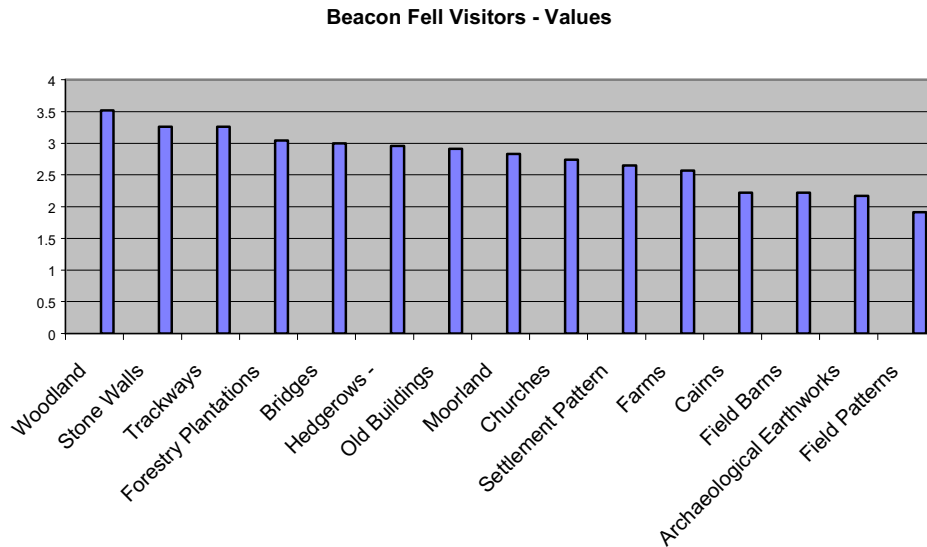


Figure 9 - Valuing the components of the historic landscape

The results of this section show that woodland (3.52), stone walls (3.26) and trackways (3.26) are the most valued features for this group of people, while field patterns (1.91), archaeological earthworks (2.17) and cairns (2.22) are perceived to be the least important. However, as the questionnaires were carried out face to face, it was very obvious that the reason for this is that the respondents were unsure what the terms 'archaeological earthworks', 'cairns' and 'field patterns' referred to. Once they were explained, opinions began to change but the initial views were scored to maintain an accurate record of perception. Many of the people interviewed were keen walkers and this sector were very aware of issues relating to footpaths and access in the countryside, which is reflected in the relatively high score given to trackways by this group.

3.3.4 Should the historic character of the landscape be conserved?

All respondents agreed that it is important to conserve the character of the historic landscape, as it is 'our future' and 'important for everyone'. It is also for everyone's enjoyment' and 'once destroyed it is lost forever'.

3.3.5 Identify which areas require conserving and protecting, or improving and restoring

As these were mainly visitors from outside the area, few were able to identify areas that were in need of conservation and restoration. Suggestions included farms, fallen trees

and access, while others thought that the area was well managed and in good overall condition.

3.3.6 Identifying what the perceived threats to the character of the landscape are

The following comments were made in response to this question:

- Reduced livestock
- Conifer planting
- Changes in farming
- Insensitive development

3.3.7 Explore how aspects of the landscape have been explained in the past through myth and folklore

Most of the respondents referred to the Pendle witches and two mentioned the ghost of Lizzie Dean who is said to haunt the Sun Inn at Chipping.

3.3.8 Describe the historic landscape of the Bowland Fells and the Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Peaceful followed by quiet, isolated and calm.

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Peaceful followed by managed, calm, relaxed.

3.3.9 Establish the popularity of some of the main historic visitor sites in the area

Of the 23 respondents ten (44%) had visited one or more motte and bailey castles in the Lune Valley. Eleven (48%) had visited Stonyhurst, four (17%) had visited Browsholme Hall and four (17%) had visited Bleasdale Circle. Clearly the latter two have a much lower profile as a tourist destination.

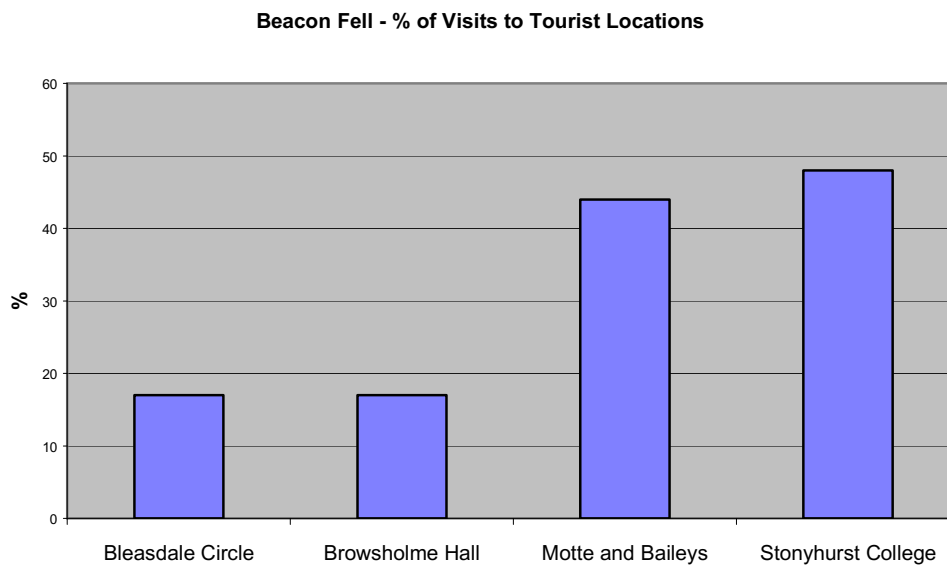


Figure 10 – The popularity of visitor sites

3.3.10 Identify awareness of particular aspects of the historic landscape

Fourteen people (61%) were aware that a Roman road runs through the Forest of Bowland, and sixteen (70%) were aware of the numerous industrial sites such as quarries and limekilns across the Bowland-Lune landscape.

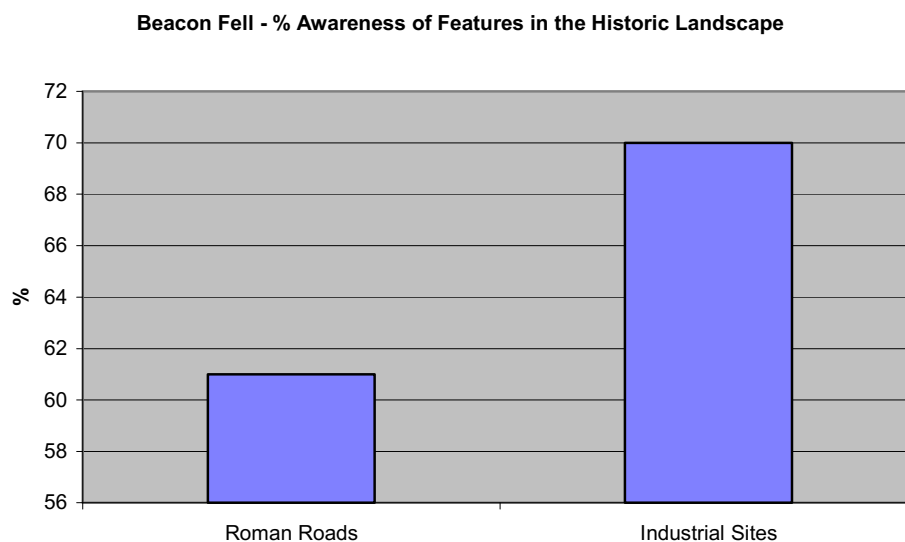


Figure 11 – Awareness of aspects of the historic environment

3.4 Residents of the Lune Valley

A total of 30 questionnaires were completed in High Bentham, Caton, Hornby and Wray on 31 July 2002. The interviews were carried out during the daytime and the respondents either lived or worked in the survey area. The questions regarding frequency and purpose of visits were therefore redundant for this group.

3.4.1 Favourite locations and views

The responses from this group of people, perhaps unsurprisingly, were dominated by locations in the Lune Valley, in particular the Crook o'Lune and villages such as Wray and Caton. Other places mentioned as favourites include the Trough, Stocks and Jubilee Tower. Reasons cited for these comprise peace and quiet, beauty, the scenery, good walks and access.

The specific detail that this category of people used to pinpoint their preferred views reflects how deeply rooted and emotive this sort of question is. For example, while many would agree that the view of the Crook o'Lune is impressive, one gentleman mentioned that it was specifically the Crook in Autumn that he preferred. The cultural landscape is a personal space and four people chose the view that they had from their own homes including views of Gresgarth Hall, another of Hornby Castle. Other favourite views include the Great Stone of Fourstones, the view up the Lune from Arkholme, and the confluence of the Rivers Wenning and Lune. Other general preferences include the view from Jubilee Tower and Tatham Fells.

3.4.2 Ascribing value to the components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Hedgerows	3.6
Stone Walls	3.57
Farms	3.5
Woodland	3.43
Settlement Pattern	3.4
Moorland	3.3
Bridges	3.27
Old Buildings	3.27
Churches	3.13
Trackways	3.13
Forestry Plantations	2.87
Field Barns	2.83
Cairns	2.67
Field Patterns	2.47
Archaeological Earthworks	2.4

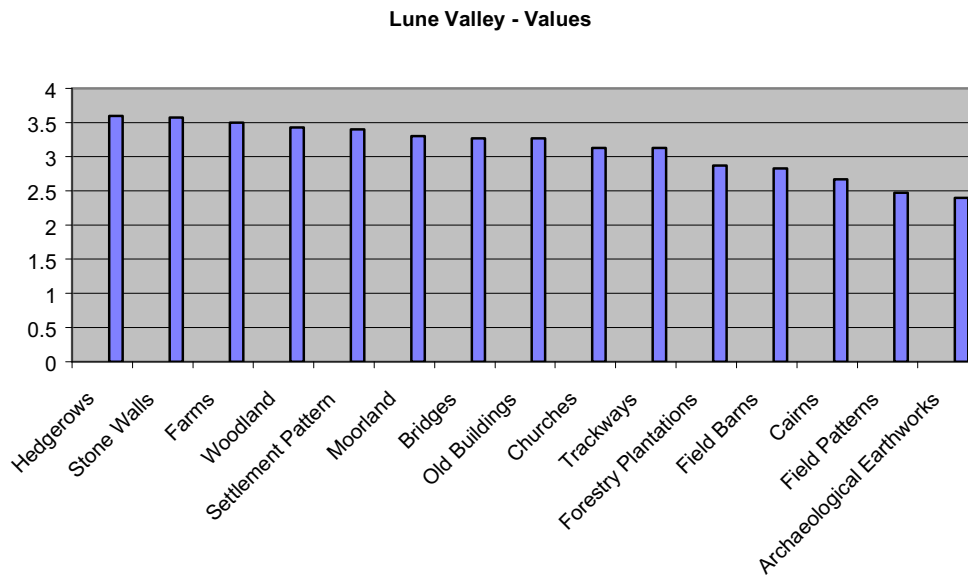


Figure 12 - Valuing the components of the historic landscape

While recognising the importance of hedgerows and stone walls (3.6 and 3.57% respectively), field patterns are nevertheless dismissed with a score of 2.47. This is essentially a rural community and farms are valued at 3.5, which is much higher than the scores awarded by other groups. Old buildings and bridges are recognised as having importance but archaeological earthworks are awarded the lowest score (2.4) and cairns are not much further behind with 2.67. For the first time forestry plantations are not the lowest scoring feature.

3.4.3 Should the historic character of the landscape be conserved?

All respondents agreed that it is important to conserve the character of the historic landscape:

- For posterity and for people to enjoy in the future
- The countryside is a working environment and once its gone, its gone
- It is important to keep character of the landscape and to remember that by altering boundaries and constructing new buildings, character is being changed
- The landscape needs to be farmed and managed or it will revert to wilderness

3.4.4 Identify which areas require conserving and protecting, or improving and restoring

The following responses were made to this question:

- All of it
- No specifics

In this group, many respondents felt that all of the area should be conserved and protected. Just one felt there was a particular place that needed attention - Old Mill in Caton. Others were unable to name a specific location, through concern for the whole and because in general the area is perceived to be well managed at present.

3.4.5 Identify what the threats to the character of the landscape are

The following responses were made to this question:

- The loss of Greenfield sites to improper development on the edge of villages in the Lune
- Lack of maintenance for dry stone walls
- Tree planting
- New housing
- Changes in farming
- New buildings and road schemes
- Hedgerow removal
- Over development e.g. sculpture trails

3.4.6 Explore how aspects of the landscape have been explained in the past through myth and folklore

- The Pendle witches were mentioned by most respondents
- Witches in the Caton area, they are blamed for a flood that occurred in the area 15 years ago
- Great Stone of Fourstone dropped by a witch helping to build Devil's bridge, or thrown by a giant from Ireland
- Fishstones in Caton where monks used to sell fish

3.4.7 Describing the historic landscape of the Bowland Fells and the Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Peaceful followed by natural, wild, windswept, isolated and exposed

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Peaceful followed by natural, relaxed, calm, managed and quiet

3.4.8 Establish the popularity of some of the main historic visitor sites in the area

Sixteen of the 30 respondents (58%) have visited one or more motte and bailey castles in the Lune Valley. Just five had visited either Stonyhurst or Browsholme Hall (16%). Both of which are in Bowland and not necessarily easy to get to from the Lune Valley. While only two had visited the Bleasdale Circle in Bowland (7%).

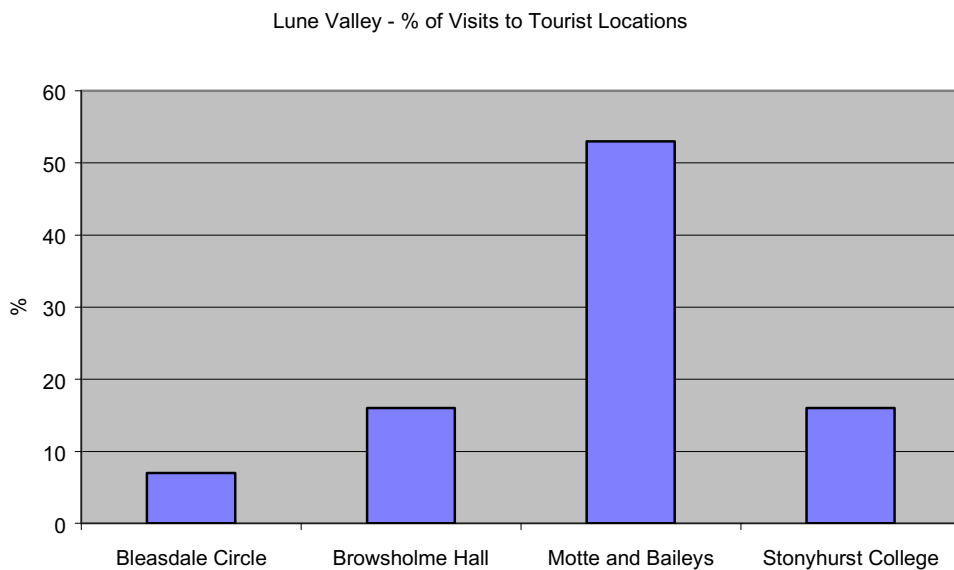


Figure 13 – The popularity of visitor sites

3.4.9 Identify awareness of particular aspects of the historic landscape

Twenty one out of the 30 interviewed were aware that a Roman road runs through Bowland (70%), and sixteen knew of industrial sites in the area (53%), mentioning in particular the brick works at Cloughton, which are still operating.

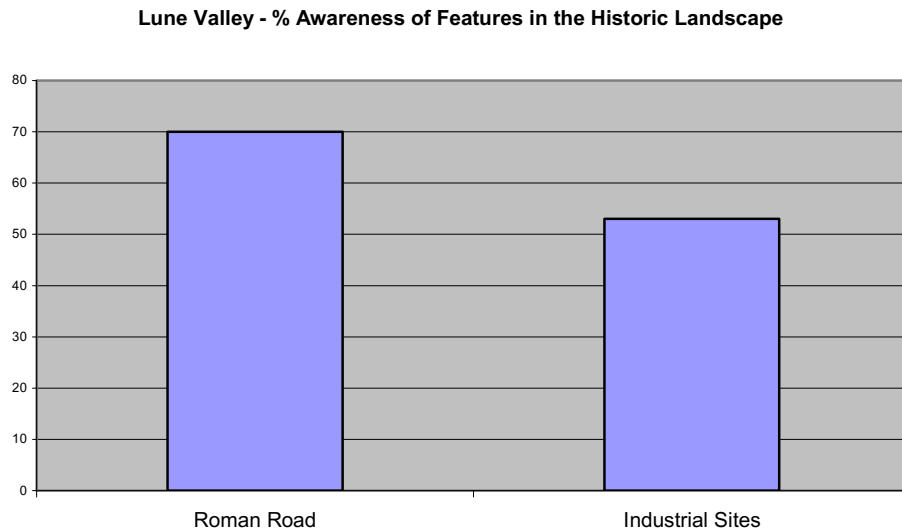


Figure 14 – Awareness of aspects of the historic landscape

3.5 Clitheroe Auction Mart

Six of the fourteen interviewed lived in the survey area, while the remainder visit for work purposes. The questions regarding frequency and purpose of visits were therefore redundant. As part of the farming community this is a group who have their own concerns for the landscape and the current threats that it is facing.

3.5.1 Favourite locations and views

Favoured locations include Pendle Hill, Downham and the Trough of Bowland. In all cases they were chosen for the peace and quiet, and views. Tatham Fells, Abbeystead and the Hodder Valley were also cited as places with good views.

3.5.2 Ascribe value to the components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Farms	3.86
Stone Walls	3.43
Woodland	3.36
Hedgerows	3.21
Old Buildings	3.14
Churches	3
Moorland	3
Bridges	2.93
Trackways	2.86

Settlement Pattern	2.71
Archaeological Earthworks	2.57
Field Patterns	2.5
Cairns	2.43
Field Barns	2.43
Forestry Plantations	2.29

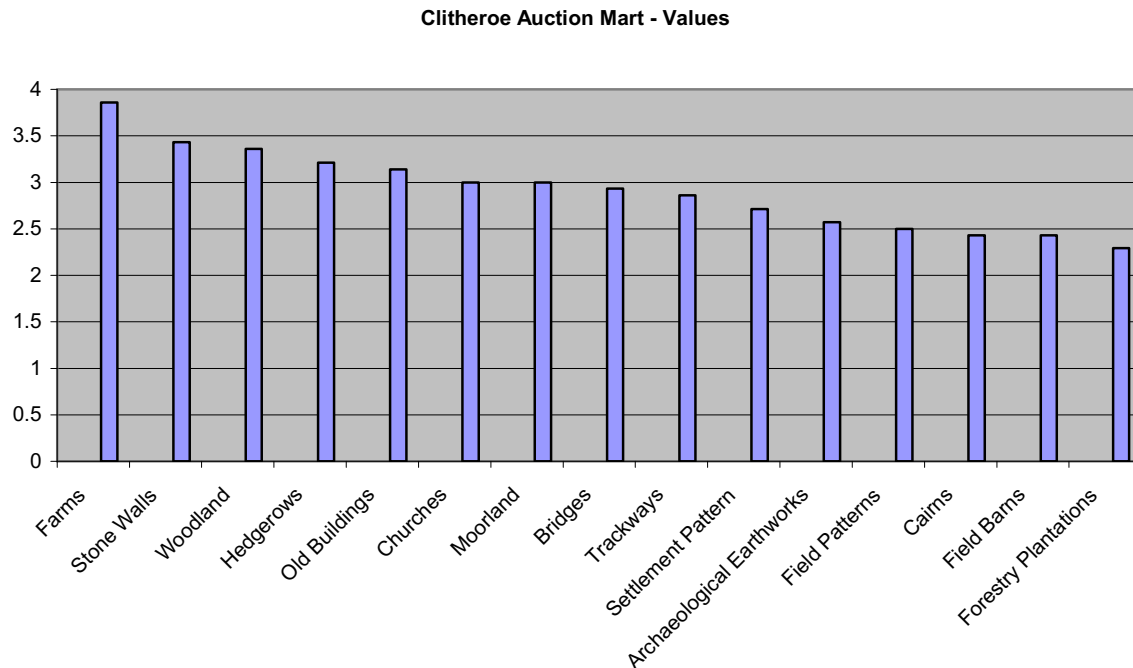


Figure 15 – Valuing the components of the historic environment

Not surprisingly farms scored the highest (3.86), followed by stone walls (3.43), woodland (3.36) and hedgerows (3.21). Those features that score the lowest are forestry plantations (2.29), cairns and field barns (2.43).

3.5.3 Should the historic character of the landscape be conserved?

All respondents agreed that it is important to conserve the character of the historic landscape.

- Agriculture gives the landscape its character and once built over it can't be replaced
- Tourism
- If it isn't managed it will revert to wilderness/will go to ruin
- It is interesting for its own sake
- Heritage
- It is the context for communities

3.5.4 Identify which areas require conserving and protecting, or improving and restoring

The following responses were made to the above question:

- Areas taken out during foot and mouth need assistance
- All of it needs protecting
- The Whitewell to Dunsop Bridge road
- Rough land needs attention
- Restore stone walls and barns
- Restore old buildings
- Barns should be renovated, and if they can't be used as barns then use as houses should be considered as a second best option

3.5.5 Identify what the threats the character of the landscape are

The following responses were made to the above question:

- Expanding villages
- No threats in the Slaidburn area
- Loss of parkland, mature trees
- Farm buildings not being used
- Changes in farming, loss of small holdings

3.5.6 Explore how aspects of the landscape have been explained in the past through myth and folklore

The Pendle witches were again mentioned by many, there was also reference to the Quaker movement in the area, and the ghost of Lizzie Dean at Chipping.

3.5.7 Describe the historic landscape of the Forest of Bowland and Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Peaceful followed by natural, managed, vulnerable, quiet.

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Managed followed by peaceful, natural, manmade, relaxed.

3.5.8 Establish the popularity of some of the main historic visitor sites in the area

Four (28%) had visited one or more motte and bailey castles in the Lune Valley. However, ten had visited both Stonyhurst and Browsholme (71%). Both of which were located closer

to the farms and homes of all of the respondents than the Lune Valley. Three had visited Bleasdale Circle in Bowland (21%).

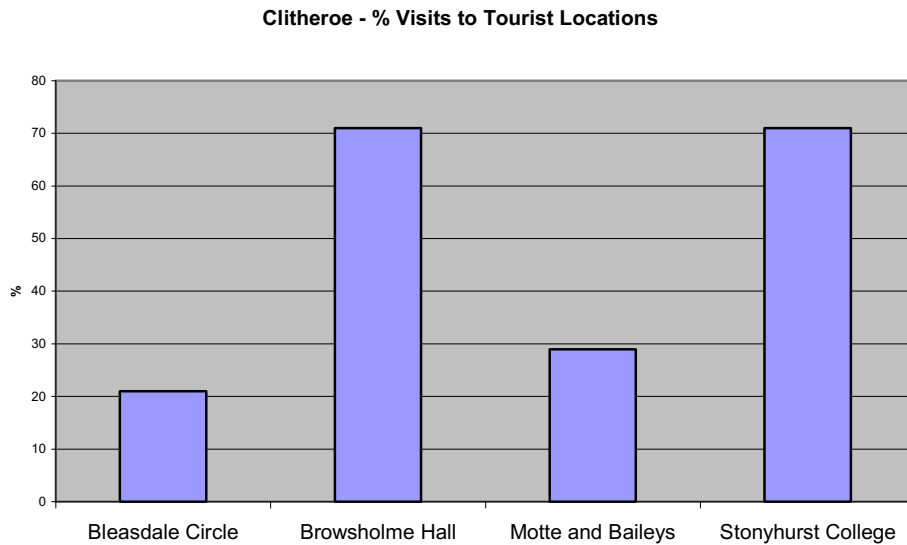


Figure 16 – The popularity of sites

3.5.9 Identify awareness of particular aspects of the historic landscape

Twelve of the fourteen (86%) were aware of the Roman road that runs through Bowland and ten knew of industrial sites, many having quarries and kilns on their own land (71%).

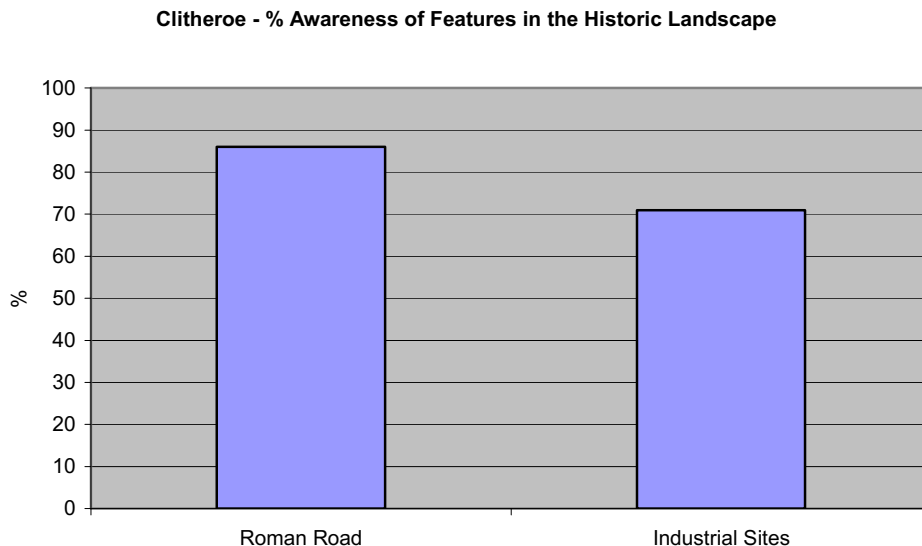


Figure 17 – Awareness of aspects of the historic landscape

3.6 Residents of Arkholme Parish

Thirty four questionnaires were completed by residents in the Parish of Arkholme. This was a group that knew the area well, eleven had lived in the area over 50 years and thirteen over 20 years. The questions regarding frequency and purpose of visits were therefore redundant.

3.6.1 Favourite locations and views

This was a group of people that felt very strongly about their local landscape, with eight respondents mentioning an aspect of Arkholme as their favourite location:

- My own village
- Home
- The churchyard at Arkholme
- The viaduct at Arkholme

Other locations mentioned were:

- All of it
- The River Lune
- Jubilee Tower
- The Trough

The reasons for choosing these sites are were generally agreed as being the views, peace and quiet, quality of architecture and historical features.

Favourite Views

Again Arkholme features heavily, chosen by eight respondents and including:

- View from home
- Arkholme viaduct up the River Lune
- From home across the valley
- From Arkholme towards Ingleborough

Other selections:

- The Lune Valley
- Docker Lane
- Jubilee Tower

3.6.2 Valuing the components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Stone Walls	3.85
Hedgerows	3.76
Woodland	3.76
Churches	3.68
Farms	3.68
Old Buildings	3.65
Bridges	3.62
Settlement Pattern	3.56
Moorland	3.44
Field Barns	3.41
Field Patterns	3.32
Trackways	3.26
Cairns	3.12
Archaeological Earthworks	2.68
Forestry Plantations	2.35

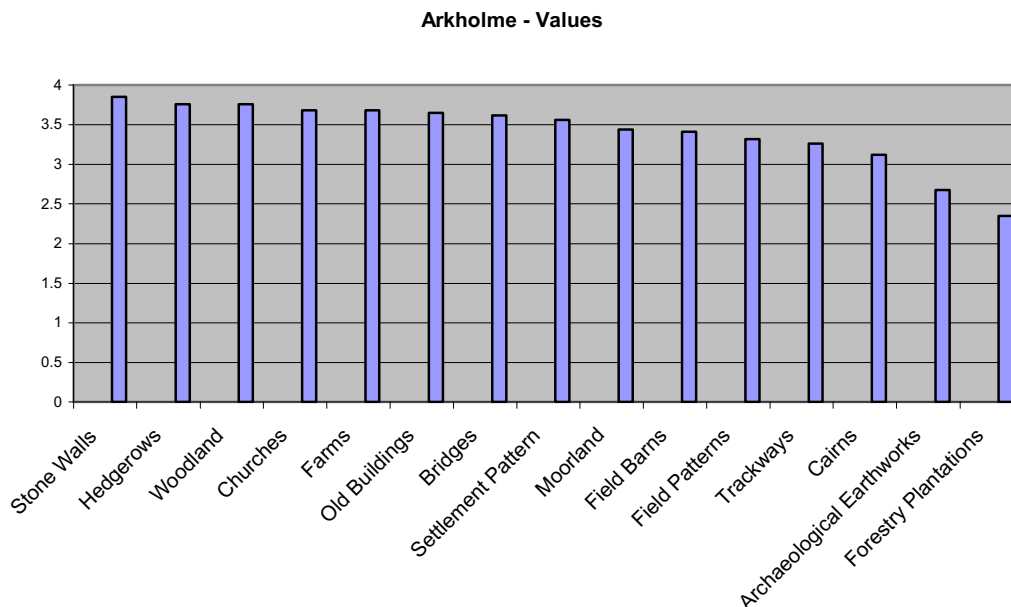


Figure 18 – Valuing the components of the historic landscape

The highest scoring features are stone walls (3.85), hedgerows (3.76) and woodland (3.76), followed narrowly by churches (3.68), farms (3.68) and old buildings (3.65). All of which form an integral part of the Arkholme landscape. Those features that are least valued include plantations (2.35) and archaeological earthworks (2.68). With the exception of the motte that survives anonymously in the churchyard of Arkholme church, there are very little archaeological features in this immediate area, which may help to explain this low score.

3.6.3 Should the historic character of the landscape be conserved?

All respondents agreed that it is important to conserve the character of the historic landscape:

- For our children's children
- We need to be able to read the history of the landscape and to take pleasure in it
- Interesting to see the communities that have evolved in it
- It is our heritage
- As custodians of the future
- It is a haven for wildlife
- It is the soul of Britain
- If it is not protected it will end up like Cambridgeshire and other South-East counties

However, one person was adamant that conservation should not be twee or heritage/tourism dictated.

3.6.4 Identify areas which require conserving and protecting, or improving and restoring

The following responses were made to this question:

- Everywhere
- The Whitewell to Dunsop Bridge Road
- Cloughton
- The surrounds of the Lune
- Field gates and stiles – often destroyed and replaced with inadequate versions
- Stone barns and walls
- Barns to be used as barns and not as houses
- Ensure new build complies with older properties
- Utilise existing tourist attractions while exploring new ones

3.6.5 What threats are there to the character of the landscape?

The following responses were made to this question:

- Changes in farming
- The countryside is up for sale to the highest bidder
- Planning is not in keeping with local character
- Inappropriate planting of trees e.g. Leylandii
- Spreading urban areas
- Tarmacking footpaths
- Too much drainage
- Intensive agriculture
- Relaxed planning
- Lack of grants for farmers

3.6.6 Explore how aspects of the landscape have been explained in the past through myth and folklore

Very little mention of folklore was made in the responses to the questionnaire. Other than the Pendle witches, mention was made of the Devil's Bridge in Kirkby Lonsdale, which is outside the survey area, and one person referred to the former use of a ferry route used between Arkholme and Melling for the passage of coffins.

3.6.7 Describe the historic landscape of the Forest of Bowland and the Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Isolated followed by wild, exposed and peaceful.

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Peaceful followed by natural, relaxed and calm.

Peace clearly dominates the common perception of the residents of Arkholme when contemplating the Lune Valley. While the description of the Bowland Fells as Isolated and Wild are chosen more frequently than Peaceful, although it is obviously still a common perception of this landscape type.

3.6.8 Establish the popularity of some of the main historic visitor sites in the area

Twenty nine had visited one or more mottes in the Lune Valley (85%), while the sites in Bowland were not so well attended – the Bleasdale Circle had been visited by six of the Arkholme residents and ten (17%) had visited Stonyhurst and four Browsholme (29%).

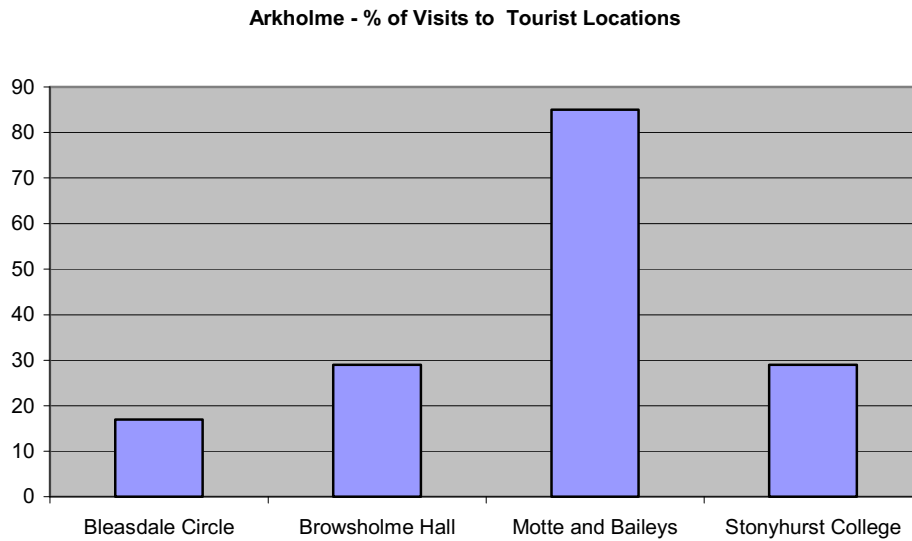


Figure 19 – The popularity of visitor sites

3.6.9 Identify awareness of particular aspects of the historic landscape

Sixteen people were aware that a Roman Road ran through Bowland (47%). Eighteen were aware of industrial sites throughout the area (53%) and examples mentioned include the quarries at Kellet, limekilns at Hutton Roof and Warton (although both outside the survey area), as well as coal mines in the Lune Valley.

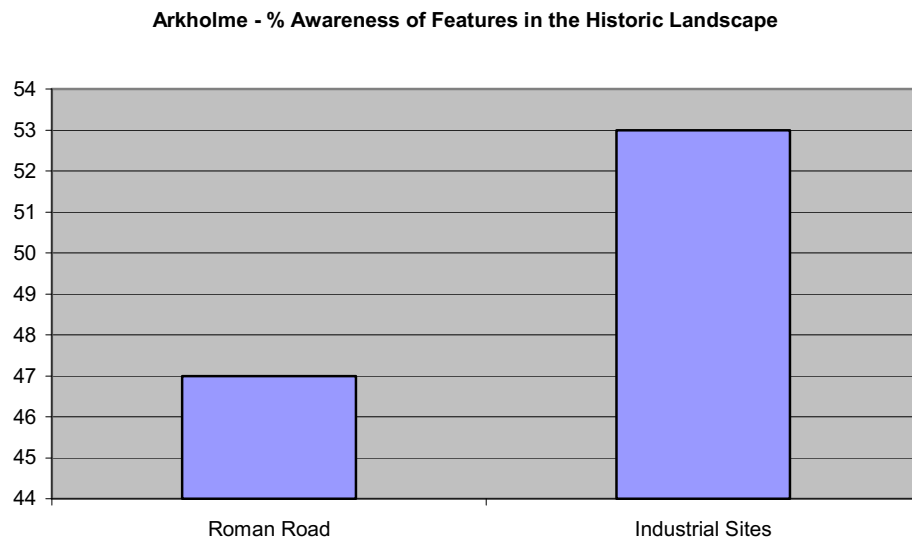


Figure 20 – Awareness of aspects of the historic landscape

3.7 Residents of Newton-in-Bowland Parish

Thirty four questionnaires were returned from residents of the Parish of Newton-in-Bowland. As for Arkhome, this is a well-established group who know the area well, eight of which had lived in Newton for over fifty years and fifteen for over twenty years. The questions regarding frequency and purpose of visits were therefore redundant.

3.7.1 Favourite locations and views

As for Arkholme, the importance of the local landscape and its personal significance is reflected in the fact that the Newton and Slaidburn area features heavily in the selection of favourite locations:

- The path between Newton and Slaidburn
- Low Fell, Slaidburn
- Slaidburn
- Quaker Churchyard, Newton

Some of the other locations chosen are:

- All of it
- The Trough of Bowland
- Grindleton Fell
- Dunsop Bridge
- River walk from Dunsop Bridge to Slaidburn
- Hodder Valley
- Dalehead

Some of the main reasons for choosing all of these places include:

Stunning scenery, views, peace and quiet. Slaidburn itself, was chosen by one person for the unchanging face of village life, while Dunsop bridge was selected for its quaint village atmosphere. The churchyard at Newton is thought to be perfect to relax in, while the Dunsop Bridge walk to Slaidburn passes through rolling countryside interspersed with interesting features in a safe environment. Finally Dalehead was chosen because it is considered to be a poignant area when it is remembered what has been lost to water and trees.

Favourite Views:

Most of the preferred views are also in the Newton and Slaidburn area:

- Newton
- Stocks Reservoir
- Easington Fell, looking towards Stocks
- Croasdale Fell
- From Waddington Fell – looking to Dunsop Bridge, Newton or the Hodder Valley
- Jeffrey Hill towards Waddington Fell

3.7.2 Ascribe value to components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by this group:

0= No importance, 4 = Very important

Stone Walls	3.91
Woodland	3.89
Old Buildings	3.8
Farms	3.8
Moorland	3.74
Bridges	3.69
Hedgerows	3.66
Churches	3.66
Field Patterns	3.51
Field Barns	3.46
Settlement Pattern	3.46
Cairns	3.26
Archaeological Earthworks	3.17
Trackways	3.17
Forestry Plantations	2.37

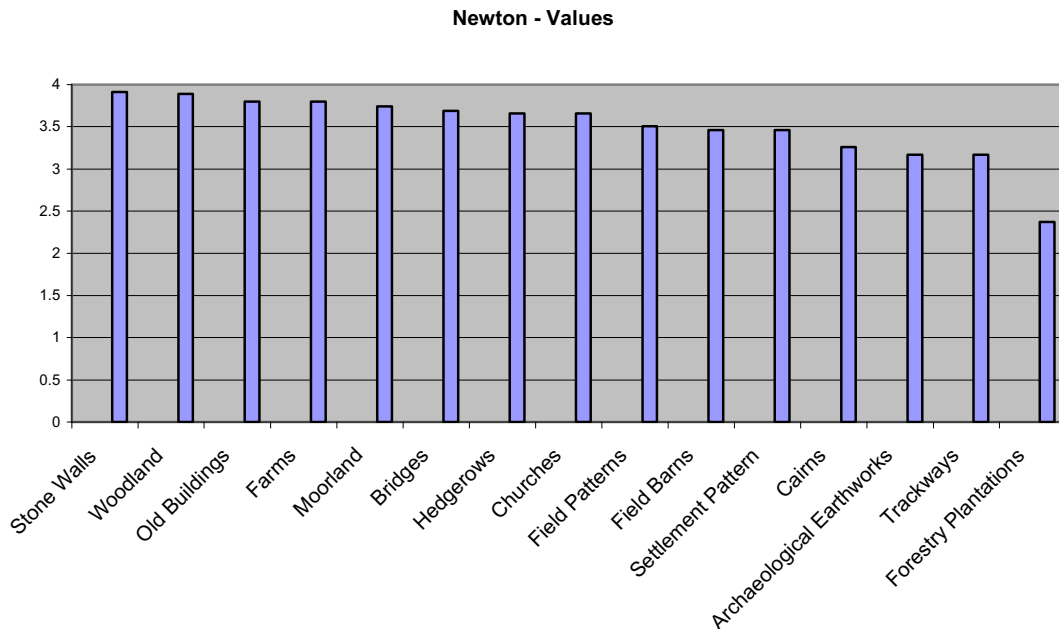


Figure 21 – Valuing the components of the historic landscape

Stone walls score the highest (3.91), followed by woodland (3.89). Old buildings and farms are equally awarded 3.8, followed by bridges (3.69), hedges and churches (3.6).

least popular are forestry plantations (2.37), then trackways and archaeological earthworks (3.17). This is a farming community and the selection of features very much reflects this.

3.7.3 Should the character of the historic landscape be conserved?

All respondents agreed that the character of the historic landscape should be conserved. The main reasons for this:

- Once it is lost it can never be regained
- So future generations can appreciate the efforts of past generations
- It offers an escape for town and city dwellers
- Yes, it should be conserved but not allowed to stagnate
- Yes but need to ensure that it doesn't turn into a country park for tourists

3.7.4 Identify areas which require conserving and protecting, or improving and restoring

The following responses were made to the above question:

- The whole area
- The Hodder Valley
- Woodland in the Hodder Valley could do with management and regeneration
- Lost trees need replacing
- Reinstate drovers paths, preserve ancient woodland
- Prohibit overgrazing
- Management of surviving hay meadows
- Restore stone walls and old barns
- Empty houses in Slaidburn are becoming derelict
- More grants for stewardship
- Stop converting barns in the Barret house style

However, one person did mention that barn conversions should be encouraged as it brings new people into the area.

3.7.5 Identify what the threats to the character of the landscape are

The following responses were made to this question:

- Lack of broadleaved planting, an assumption that grouse moors are the natural environment of the area
- Lack of money means that stone walls and hedges are not maintained
- The demise of farming
- Increased traffic and litter from tourists
- Loss of trees in hedgerows
- Changes in farming
- Overstocking
- New building

3.7.6 Explore how aspects of the landscape have been explained in the past through myth and folklore

The following were mentioned:

- The Pendle Witches, a descendent of which apparently lives in Newton
- The Newton Quaker movement
- Tramps that once lived in the Trough
- The Devils Bridge, Kirkby Lonsdale

3.7.7 Describe the historic landscape of the Forest of Bowland and the Lune Valley

When asked to describe the historic landscape of the Bowland Fells the words most frequently chosen by this group were:

Peaceful followed by natural, isolated and wild.

When asked to describe the historic landscape of the Lune Valley the words most frequently chosen by this group were:

Peaceful followed by natural, quiet and relaxed.

3.7.8 Establish the popularity of some of the main historic visitor sites in the area

Eight of the Newton residents had visited Bleasdale Circle (23%), while eighteen (53%) had visited one or more motte and bailey castles in the Lune Valley. Twenty nine (85%) had visited Stonyhurst and twenty three (67%) Browsholme.

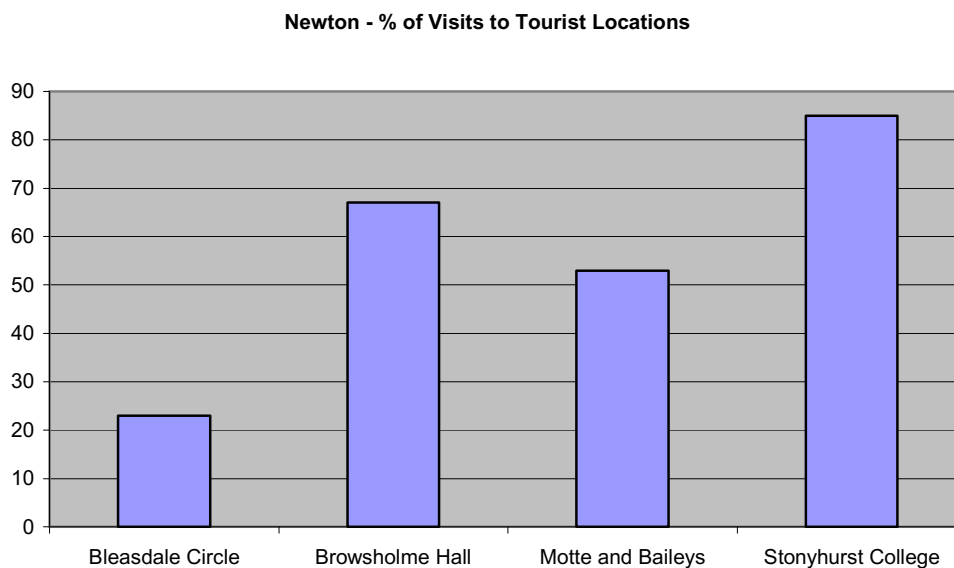


Figure 22 – The popularity of visitor sites

3.7.9 Identify awareness of particular aspects of the historic landscape

Thirty (88%) of the residents were aware of the Roman road that runs through Bowland, while thirty one (91%) were familiar with the many industrial sites in the area, often referring to limekilns, which are numerous in the vicinity of Newton.

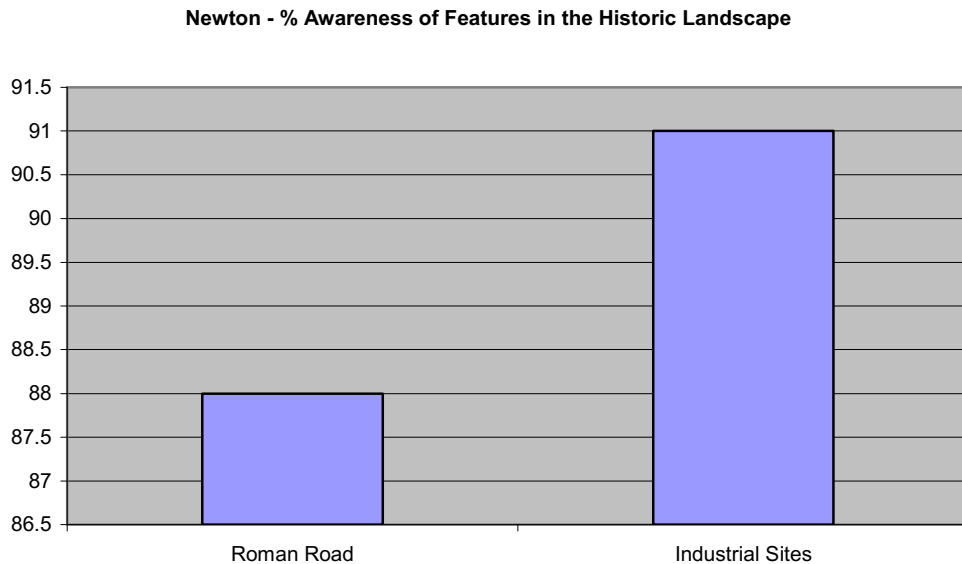


Figure 23 – Awareness of aspects of the historic landscape

4 Conclusions

4.1 Frequency and main purpose of visits to the Bowland-Lune area

The main reasons that the public choose to visit the Bowland-Lune area are walking and sight seeing. To a much lesser extent people also visit the area to see friends, and to do recreational sports.

Of the groups who responded to questions about their trips to the Bowland-Lune area (those who filled in the questionnaires posted on the County Council website and those on the archaeology mailing list), between one third and a quarter of people who live in Lancashire but not in the survey area visit over ten times per year, while for those interviewed at Beacon Fell this statistic is slightly higher – here approximately 50% of the people interviewed came specifically to Beacon Fell on a regular basis (weekly and even daily), many for the purpose of dog-walking. However, the remainder were largely new to the area and visiting for the first time, which suggests that Beacon Fell Country Park is successfully attracting new visitors as well as maintaining its established customer base.

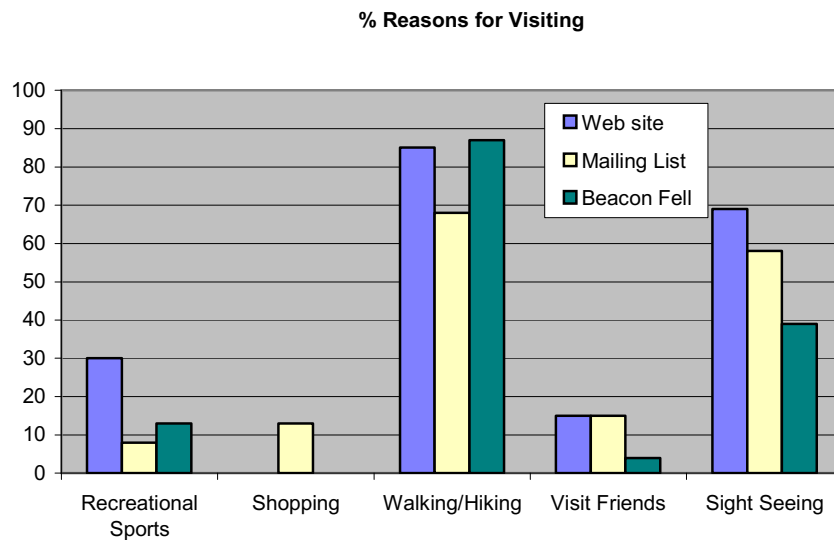


Figure 24 – Reasons for visiting the project area

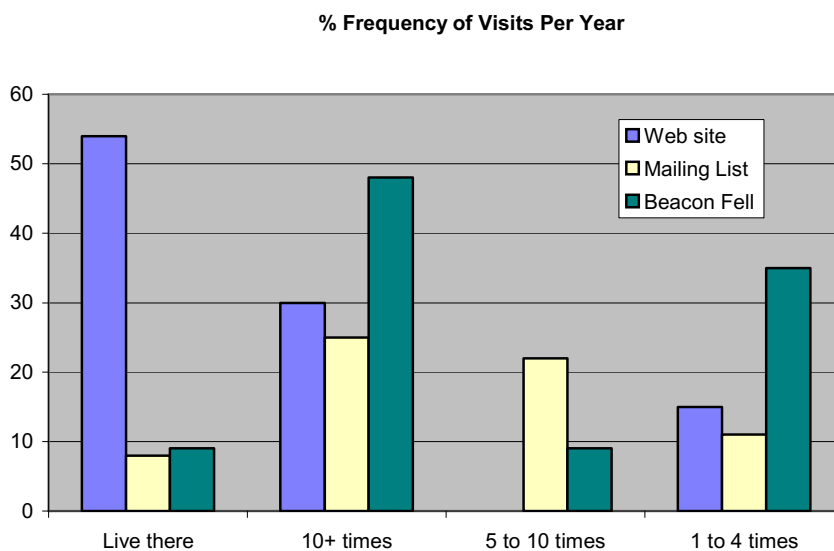


Figure 25 – Frequency of visits to the area per year

4.2 Favourite locations and views

There are a number of favourite locations across the Bowland-Lune area, that were chosen repeatedly by respondents and interviewees. These are as follows:

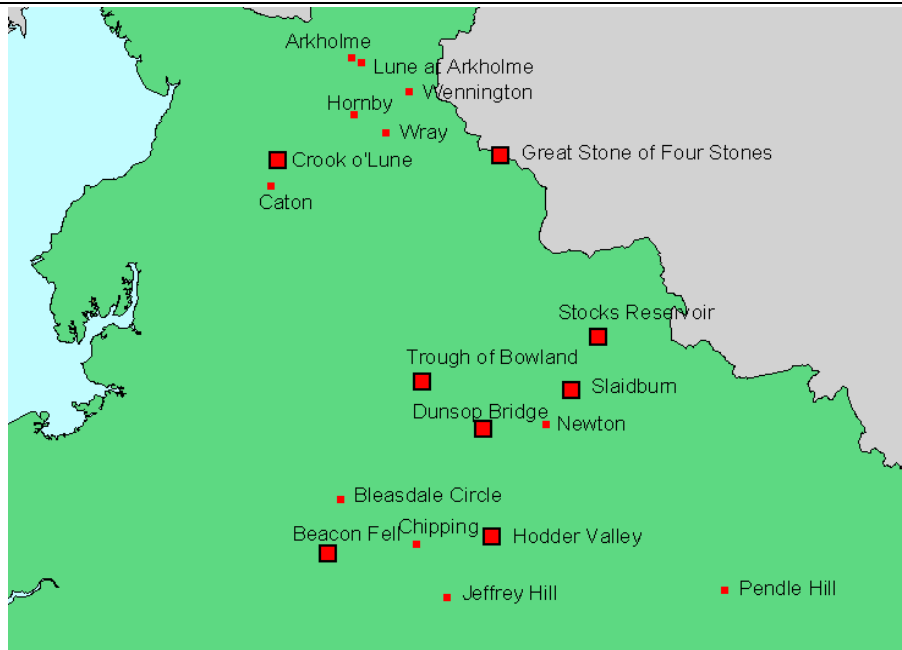


Figure 26 – The favourite locations of all the groups questioned – the large red squares indicate locations chosen by a large number of respondents, small red squares indicate those chosen by only a small number

The most popular locations in the Bowland-Lune area are (from north to south):

The Great Stone of Fourstones

The Crook o' Lune

Stocks Reservoir

The Trough of Bowland

Slaidburn

Dunsop Bridge

The Hodder Valley

Beacon Fell

These are all well-established visitor destinations. However, the selections made by those who live in the Bowland-Lune area also included locations that had more personal associations. For example, those who lived in Arkholme tended to choose locations in the vicinity of the village, while those who lived in Newton also chose close to home. The same can be said of the views chosen by these groups of people, and this very much shows the personal value of landscape. Should the same questions be asked of other communities in the study area it is likely that similar responses would be made.

In some cases favourite locations and views are interchangeable. Many of the favourite locations were places such as villages but the value of views should not be underestimated, extensive views are associated with this area and there are many to choose from.

The most popular views chosen by the various interviewees and respondents are as follows:

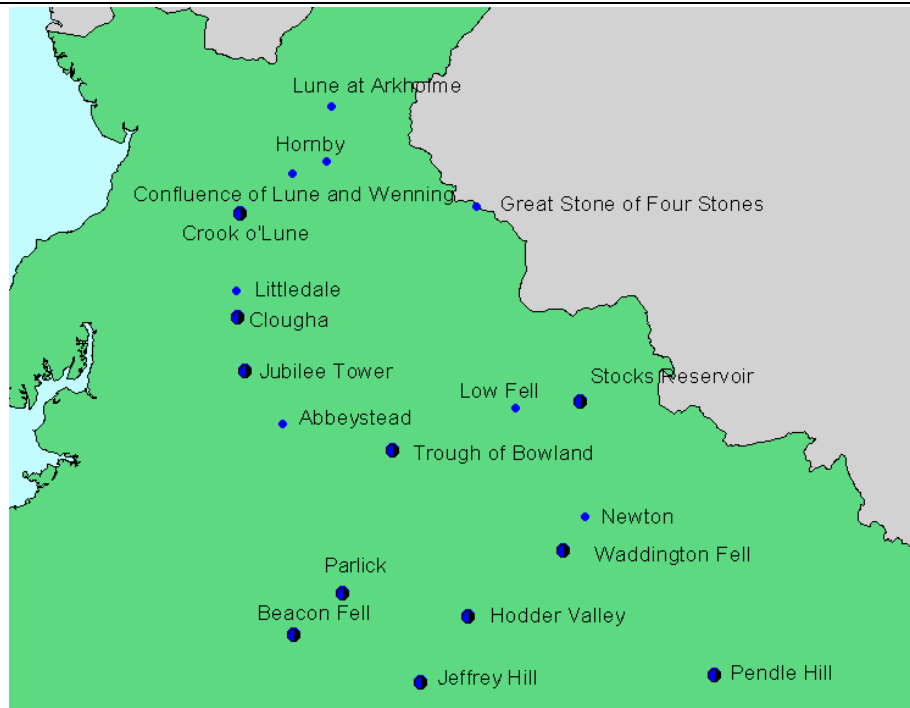


Figure 27 – The favourite views of all the groups questioned. The large blue circles identify the views that were chosen by a large number of respondents, while the small blue circle identify the those chosen by a smaller number of respondents.

The most popular views being as follows:

The Crook o'Lune
Clougha
Jubilee Tower
Trough of Bowland
Waddington Fell
Parlick
Stocks Reservoir
Hodder Valley
Beacon Fell
Pendle

As for the locations these too are all well-established destinations. Some people of course also mentioned 'all of it' as their favourite views.

Of the favourite views not everyone preferred an elevated stance (e.g. standing atop Parlick Pike or Clougha Pike), some chose views along a river valley, or a more personal view such as that from their own home or village. The latter was especially true for those people who lived in the Bowland-Lune area, where a bond with their immediate surroundings had clearly been forged.

Of course views have been important to humans since prehistory – the positioning of burial cairns in places with commanding views (places that could be seen from far and wide in the landscape) has long been acknowledged. Places that had symbolic importance in the

past, are therefore frequently visited by walkers in pursuit of a view from a hilltop, perhaps even without their realising that these actually are archaeological monuments e.g. cairns and hillforts.

The discovery of Saxon burials on the site of the Jubilee Tower carpark is also suggestive of how important views were in the past. Jubilee Tower was constructed in the 1890s to commemorate Queen Victoria's Golden Jubilee in a location clearly selected for its commanding views – stretching from the Cumbrian hills in the north to Cheshire in the south. However, several centuries prior to that, a log burial was placed here, perhaps because it was a favourite view of the deceased? It is important to acknowledge that views are an important aspect of the Bowland-Lune area.

Recommendations - There are clearly a number of favourite locations and views in the Bowland–Lune area. As such it is recommended that capacity surveys at each of these locations are carried out as well as an assessment of the provision of services in the immediate vicinity. Do they meet visitor needs, are there negative impacts upon the landscape caused by this popularity, or could sites sustain increasing numbers? Consider the promotion of sites that can sustain tourism above those that are under threat or unsuited to visitor pressure.

4.3 Valuing the components of the historic landscape

When asked to ascribe a value between 0-4 according to how important a component of the historic landscape was judged to be, the following averages were scored by all of the groups together:

Stone Walls	3.61
Woodland	3.6
Hedgerows	3.52
Old Buildings	3.43
Farms	3.42
Moorland	3.37
Churches	3.33
Bridges	3.28
Trackways	3.27
Settlement Pattern	3.15
Cairns	2.99
Field Barns	2.94
Field Patterns	2.9
Archaeological Earthworks	2.89
Forestry Plantations	2.42

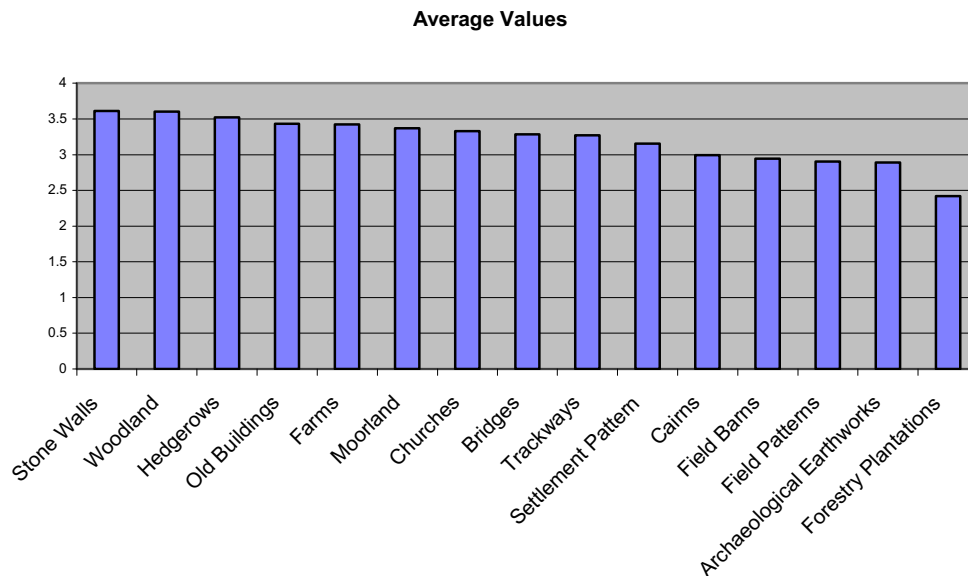


Figure 28 – Valuing the components of the historic landscape – across all groups

The aim of this question was to establish how the historic landscape was perceived and understood, and whether some aspects were considered to be more important than others. It might be argued that in fact all have equal value, as the landscape is a sum of all of its parts and these are all dominating features, although if there was to be one that did not have value or contributed least towards the landscape, it might be conifer plantations, which tend to not be in keeping with landscape character. Some of the respondents did in fact respond in this manner – attributing a score of 4 to all of the features except for plantations, which were awarded 0. However, this was a minority view as the results themselves show.

Bringing all of the datasets together, it is evident that there is a sliding scale of value attributed to the various landscape features. At the top of this, the most valued features are stone walls, followed by woodland and hedgerows. These are the features that together comprise much of the pattern of the landscape, and the fact that field patterns are near the bottom of the pile is due to the fact that most people are not familiar with this term rather than it necessarily having limited value. Certainly during the interviews, once the concept had been explained the perceived value of field patterns was changed from a low score to a high one. However, all of the features are considered to have value – none were attributed as having no value as even at the bottom of the pile, forestry plantations have been awarded 2.42, which suggests some value, albeit the lowest.

In the middle of the scale are features that are considered to be important, rather than very important, and these include old buildings, churches, farms, bridges, moorland and trackways. The latter being particularly emotive for tourists and keen walkers, a number of whom mentioned the issue of access when discussing this feature.

While the term ‘field pattern’ was not so clearly understood, ‘settlement pattern’ evidently was and stemming from this there is evidently a high level of awareness and sensitivity about development in this area. Many feel that already settlements have expanded too

much and following the changes that are taking place in the farming this is part of a very real issue that is confronting this area. Related to this, farms are very much valued as part of the landscape (3.42) as would be expected of such a rural area, but what perhaps is more surprising is the comparatively low value attributed to field barns (2.94). Across the sector (even the farming community only awarded them 2.43), they are not seen as being particularly important – perhaps because so many have already been converted into alternative uses while many others are in poor condition and are seen to be without purpose.

Archaeological earthworks are also low on the list of valued features and this may be for a variety of reasons. As for field pattern, this is a term that is not used in every day language, also the archaeological resource in the Bowland-Lune landscape is not always obvious, there isn't a high density of monuments as there are in other parts of the country and the fact that there are archaeological sites might surprise some people. The low number of visitors to Bleasdale Circle very much reflects this lack of awareness.

The respondents from the archaeology mailing list did of course identify archaeological earthworks as being the most important feature (3.61) and the web respondents felt that it should be awarded 3.64 (even though this wasn't the highest scoring feature), but the rest considered it be of much less value and placed it near the bottom of the pile. Cairns were treated similarly, but tended to score slightly better – presumably because people were more familiar with this term, although again this is not a word that would be used by all members of the public. Here cairns are valued at 2.99, while it's greatest score was 3.64 (web) and lowest was awarded by tourists at Beacon Fell (2.22). Evidently, much work is needed to raise the profile of the archaeological resource in this area.

Recommendations – It is essential that the profile of the historic landscape and its key features are raised. This could be achieved through educational events, workshops etc plus literature.

4.4 Conserving the historic character of the landscape

This is one area that all of the respondents agreed upon. There was unanimous support for conserving the character of the landscape and the six most popular reasons for this are:

- For future generations
- It is for everyone
- It is our heritage
- Once lost, gone forever
- Too much building on the green belt already
- It needs to be managed or it will revert to nature

This very much underlines the importance of the historic landscape and that all efforts should be made to ensure that future developments take into account its distinctive character.

Recommendations – The sustainable management of the historic landscape should be acknowledged as a common and shared aim by all those involved in countryside and landscape management.

4.5 Which areas require conserving and protecting, or improving and restoring?

One of the most common responses to this question was to reply ‘all of it’. For many, the need for conservation and protection is relevant to all areas of the Bowland-Lune landscape, and where appropriate they also agreed that improvements and restoration should also be carried out. The question was obviously asked with more specific answers in mind, but it soon became clear that for a lot of people this is perceived to be a well looked after landscape – and when pressed on naming areas in particular need, many were unable to do so. The following are typical answers that can be applied to the whole area:

- Everywhere
- Stone walls and barns need repairing and restoring
- Prevent development on green belt land
- Reuses for redundant farm buildings
- Management of moorland and roughland
- Reduce overgrazing
- Increase grants for Stewardship

There are also a handful of specific answers, mainly provided by local residents, such as:

- The surrounding area of the Lune
- Ruined farms in the Chipping area
- Empty houses in Slaidburn

Recommendations – Prioritise the restoration of boundaries, ensure appropriate landscape management and the inclusion of historic features in Countryside Stewardship Schemes. Where possible a more localised view of the landscape may be obtained by taking this work a step further and establishing focus groups within local communities – for example in the spirit of the Village Design and Parish Plan work.

4.6 What threats are there to the character of the landscape?

As for the question above, most people felt unable to provide specific answers to this question. However, a number of common themes emerged from the responses to this section:

- Changes in farming
- Conifer plantations
- Insensitive development
- Hedgerow removal
- New housing
- Lack of management e.g. for stone walls and hedges
- Relaxed planning
- Tarmacking of footpaths

Interestingly no-one mentioned windfarms as being a threat to the landscape. There is already a windfarm up on Caton Moor and this is usually a contentious issue.

Recommendations – Ensure that development schemes are appropriate to landscape character and that character is not slowly eroded by insensitive building.

4.7 Explore how aspects of the landscape have been explained in the past through myth and folklore

This question was asked in order to ascertain how the landscape has been interpreted in the past. Unfortunately, there is very little by way of myth and folklore surviving in this area, and it seems that this question has been asked one or more generations too late. There are of course one or two standard references – the Pendle witches have been heard of by most people. The second most popular myth being that of the witch or giant that dropped or threw the Great Stone of Fourstones to where it stands today on Tatham Fell. Other minor references include the boggart Ginny Green Teeth who reputedly tries to pull people down into boggy ground, and events such as George Fox's vision on top of Pendle Hill.

Recommendations – Much has already been lost but if possible consider engaging the oldest inhabitants in the Bowland-Lune area in an oral history project.

4.8 Describing the historic landscape

This question was asked to ascertain the public's basic preconception of two contrasting landscapes - the Bowland fells and the Lune Valley. The responses to this were very predictable and demonstrate how the landscape is seen on a basic level:

The six most common words (arranged in ascending order) used to describe the upland fells were:

Peaceful, Wild, Windswept, Isolated, Exposed and Natural

There is overwhelming consensus that this is a 'peaceful' landscape. There is agreement that it is 'wild' and 'windswept', 'isolated' and 'exposed' as well as being a 'natural' landscape. Just the farming community attributed chose 'managed' to describe this landscape therefore it is an area that is seen to be wild and at the mercy of the elements.

The six most common words (arranged in ascending order) used to describe the Lune Valley were:

Peaceful, Natural, Relaxed, Calm, Quiet, Managed

Again, 'peaceful' is a commonly chosen word to describe this landscape. 'Natural' is also attributed as for the Fells, but the remaining words – 'relaxed', 'calm', 'quiet' and 'managed' – are specifically applied to the Lune landscape and not to Bowland. The descriptive words relating to sound seem to be particularly relevant for this area – with peaceful, calm and quiet all sharing similar characteristics. This area is also recognised for being both natural and managed.

Most groups were in general agreement when it came to this task and there was very little to choose between them. One small variation came from the farming group who identified both landscapes as being managed, while most other groups attributed 'managed' to the Lune Valley landscape only.

Recommendations – As part of any awareness raising/education initiatives it is important to demonstrate to people that contrary to their impressions, the landscape is a human construction and those places that appear to be wild or natural are in fact the result of intensive management.

4.9 Establish the popularity of some of the main visitor sites in the area

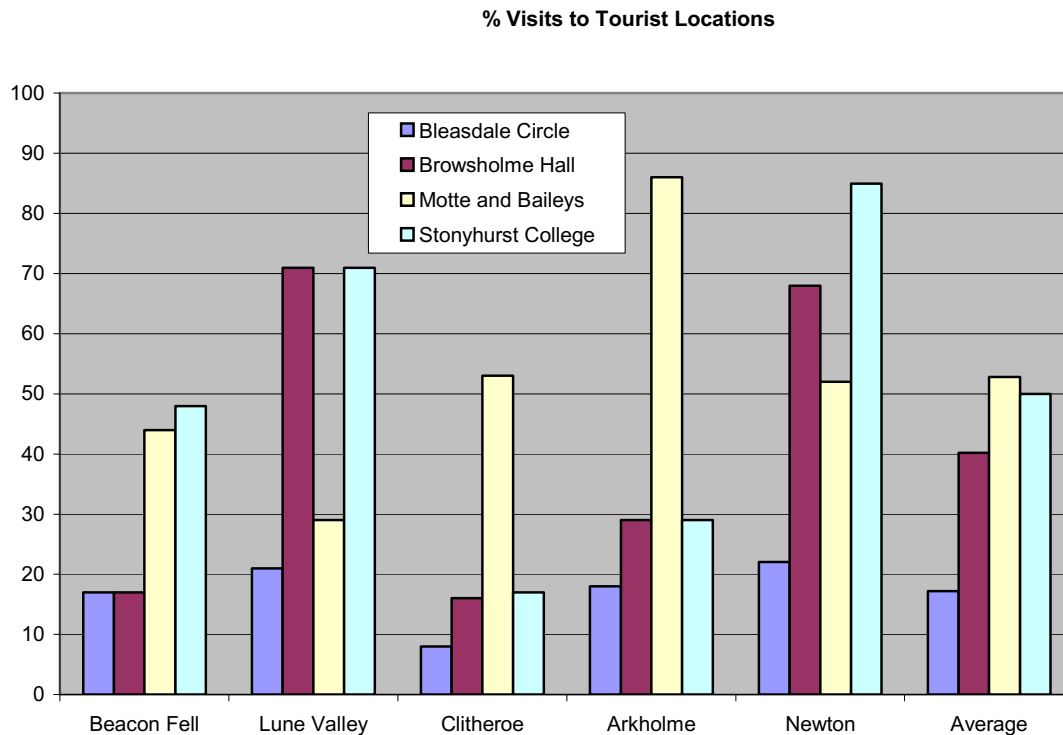


Figure 29 – The popularity of visitor sites – all respondents and average

As the average columns of Figure 29 show, the most visited of the selected tourism sites are the motte and bailey castle sites in the Lune Valley. However, this is just over half of all people interviewed, which means that a large amount have not visited the motte and bailey castles and even more haven't been to the other attractions. Bleasdale Circle for example hasn't been visited by a fifth of the respondents.

Where people live had an influence over whether they had visited a site or not, for example, those residents from Arkholme who returned their questionnaires had mainly visited sites in the Lune Valley and not the ones located in Bowland. While a large proportion of the residents in Newton had mainly visited sites close to where they lived – i.e. Stonyhurst and Browsholme, with a number also having visited the Bleasdale Circle.

However, the fact that Bleasdale Circle is so infrequently visited is more to do with a general lack of awareness about its existence, coupled with the fact that it is located on private land and access is not readily available. Both Browsholme and Stonyhurst have complicated opening hours that mainly operate in the school holidays for Stonyhurst and the summer months at Browsholme. However, this does not seem to have prevented a large proportion of the respondents from visiting them and represents a success on their behalf.

Recommendations - Improve access and interpretation for the Bleasdale Circle and the motte and bailey castles in the Lune Valley – Arkholme, Halton, Hornby, Melling and Whittington. Help to build upon the existing successes at Stonyhurst and Browsholme. Enhance the tourism information available for the area – raise the profile of the Forest of Bowland and Lune Valley and its many attractions.

4.10 Identify awareness of particular aspects of the historic landscape

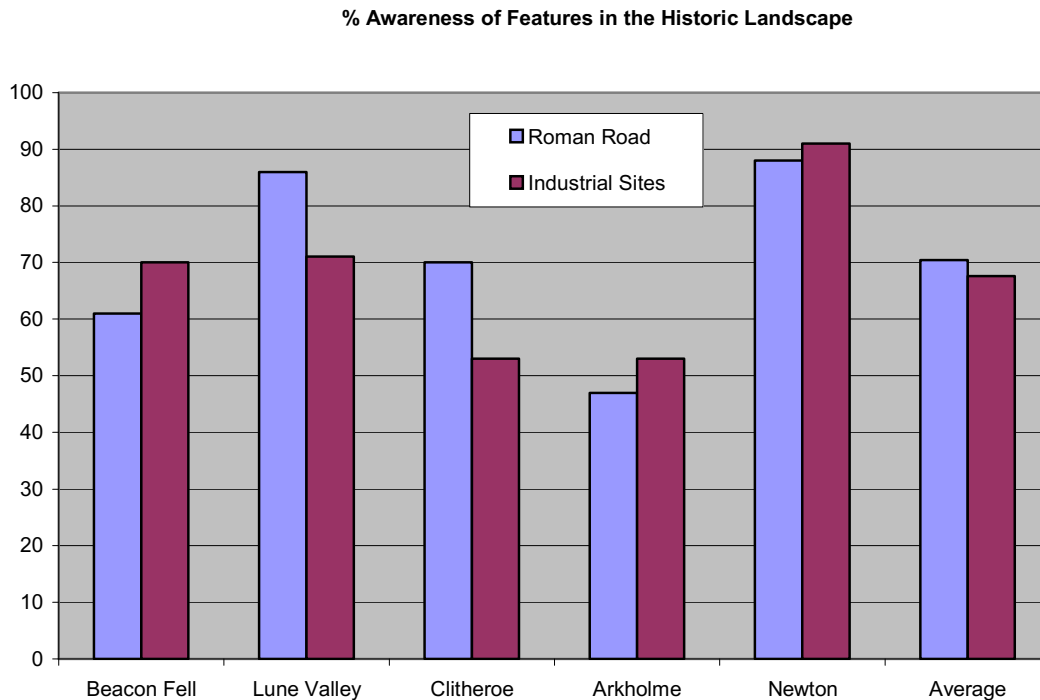


Figure 30 – Awareness of aspects of the aspects of the historic landscape – all groups and average

This demonstrates that there is some awareness of two key features in the historic landscape – Roman roads and industrial sites. Overall 70% of respondents were aware that a Roman road runs through Bowland and 68% knew of industrial sites. The residents of Newton were particularly aware of the historic environment features in contrast with approximately 50% of Arkholme’s residents.

Recommendations – Build upon this existing knowledge and raise awareness of features that together make up the historic landscape.

5 Looking forward

This perceptions survey has revealed that there is a great deal of interest in and support for the historic landscape. People were enthusiastic when responding to questions and the high level of returned questionnaires from the postal surveys also reflect this. For many, this is a subject that they can relate to because it is something that affects all – the landscape is something that everyone encounters on a daily basis and almost all of those interviewed had an opinion about it and expressed concerns for the future.

That said, when specifics were discussed such as attributing value to features in the landscape there was some confusion as to what certain words and terms meant and in some cases what some things were. This demonstrates the need for raising awareness of the historic landscape and its components, in particular the role of the archaeological resource and built heritage as part of this.

There is some awareness of the key historic sites in Bowland and Lune but this could be improved upon by establishing an awareness-raising programme. Events such as the Bowland Festival and the Lancashire County Show are obvious outlets for the provision of information about the historic landscape and about tourist opportunities, as are the local press and the county council internet. The historic landscape web site that has been developed as part of the Bowland project, which allows the visitor to explore Bowland and Lune at their leisure by looking at a variety of information in various formats including 360 degree panorama photos, should provide a useful start.

APPENDIX 1 – COPY OF THE LONG QUESTIONNAIRE

LANCASHIRE'S HISTORIC ENVIRONMENT **HAVE YOUR SAY:**

Please spare five minutes to complete this questionnaire about the historic landscape of the Forest of Bowland and the Lune Valley. Help us to understand what is important to you – your opinions matter!

ABOUT YOU: Please tick the relevant box:

Male ☐ AGE: Under 20 ☐ 40-60 ☐
 Female ☐ 20-40 ☐ over 60 ☐

The name of your nearest town or village and post code

If applicable - how many years have you lived in Lancashire?

ABOUT THE HISTORIC LANDSCAPE OF THE FOREST OF BOWLAND & THE LUNE VALLEY

1. Within this area do you have a favourite location that you like to visit?
2. Why is this a favourite? For example, is it because of the views, or the peace and quiet, or is it a particular place of interest?
3. How important are the following features to the historic character of the historic landscape?

0= not important 4= very important

Hedgerows		Churches		Trackways	
Stone Walls		Old Buildings		Woodland (broad leaved)	
Field Patterns		Bridges		Forestry Plantation	
Farms		Field Barns		Cairns (prehistoric barrows etc)	
Settlement Pattern e.g. the size and distribution of villages, farms etc		Archaeological Earthworks		Other? If so what?	
		Moorland			

4. Is it important to conserve the character of the countryside?
 Yes ☐ No ☐ Don't Know ☐
5. Why, or why not?
6. Are there any areas that you know in Bowland or the Lune Valley that you think might benefit from:
 a) conservation and protection?

- b) improvement/restoration?
7. Are you aware of any threats to the character of the landscape? (e.g. tree planting, changes in farming etc.)
8. Do you have a favourite view within this area e.g. from Beacon Fell?
9. What can you see from there that catches your attention?
10. **Do you know of any folklore or myths and stories associated with the Forest of Bowland and the Lune Valley?**
11. Imagine you are standing in the upland moor of the Forest of Bowland – what four words from the list below best describe the landscape and how you feel about it?
12. Imagine you are visiting the Lune Valley , perhaps the Crook o’Lune, what four words from the list below best describe the landscape and how you feel about it?

Choose from: Isolated, peaceful, free, enclosed, exposed, cold, vulnerable, windswept, quiet, natural, man-made, threatened, solitary, calm, comfortable, relaxed, protected, sheltered, managed, wild, intimate, large, diverse.
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13. Have you visited any of the following sites? (delete as appropriate):
- | | |
|---|--------|
| The Bleasdale Circle | Yes/No |
| Any of the motte and bailey castles in the Lune Valley
(Lancaster, Halton, Hornby, Arkholme, Whittington, Melling) | Yes/No |
| Stonyhurst College | Yes/No |
| Browsholme Hall | Yes/No |
14. Did you know that a Roman road runs through Bowland?
(Manchester to Over Burrow and on to Carlisle). Yes/No
15. Have you noticed any industrial sites e.g. quarries, limekilns (the Trough of Bowland) or mills? Yes/No
Any specifics?

Many thanks for taking the time to complete this questionnaire, all answers and comments are gratefully received.