

# Assessing and evaluating the cultural services of the South Pennines ecosystem services pilot

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# Foreword

Natural England commission a range of reports from external contractors to provide evidence and advice to assist us in delivering our duties. The views in this report are those of the authors and do not necessarily represent those of Natural England.

## Background

This work was commissioned to identify the cultural services that are delivered by the moorland landscape of the South Pennines for both visitors and residents within and adjacent to the area, who might be affected by changes in the landscape. The work focussed on the moorlands, and the likely changes to them that might arise from the delivery of other ecosystem services.

Between 2009 and 2011 Natural England ran three pilot schemes in upland areas to explore the delivery of ecosystem services. For details see NERR046 - *Delivering the ecosystem approach on the ground: an evaluation of the upland ecosystem service pilots*.

The aim of the three pilot schemes was to provide practical examples of how to apply the ecosystem approach on the ground and to demonstrate that investment in the natural environment can result in multiple benefits.

However, although the quality of the landscape for inspiration, recreation and enjoyment by a wide public was acknowledged to be a key aspect of the South

Pennines area, the pilot did little to try to assess these benefits.

Pennine Prospects are a rural regeneration company that works to raise the profile and deliver environmental improvements in the South Pennines. They helped to develop an understanding of the recreational use of the moorlands that has been used in this research.

The findings from this research will be used to inform the further development of the ecosystem services approach, in particular how to incorporate an understanding of the cultural services in delivering landscape-scale projects and supporting partnerships, both within Natural England and for wider audiences.

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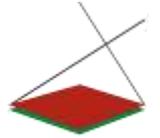
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**PENNINE PROSPECTS**

**Assessing and Evaluating the  
Cultural Services of the South  
Pennines Ecosystem Services  
Pilot**

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## Contents

EXECUTIVE SUMMARY .....	3
1. Introduction and Objectives .....	5
1.1 Introduction.....	5
1.2 Objectives.....	5
2. Research Method .....	7
2.1 Overview.....	7
2.2 Focus groups.....	7
2.3 Discussion content .....	7
2.4 Sample .....	8
3. Cultural Services Findings.....	9
3.1 General cultural services provided by all three areas .....	9
3.2 Factors influencing cultural services.....	11
3.3 Cultural services provided by specific moorlands .....	17
4. Land Management Scenarios.....	23
4.1 Introduction.....	23
4.2 Moorland fringe and moorland fringe management.....	23
4.3 Upland Pastures .....	24
4.4 Increased woodland .....	25
4.5 Awareness of ecosystem services.....	27
4.6 General attitudes towards change .....	31
5. Conclusions .....	33
APPENDIX A: Maps of the three study areas	
APPENDIX B: Focus group topic guide	
APPENDIX C: Visualisations and rationales	
APPENDIX D: Full details of research sample	
APPENDIX E: Photographs chosen to represent cultural services	



## EXECUTIVE SUMMARY

As one of the three Natural England ecosystem service pilots, Pennine Prospects commissioned The Research Box to conduct some qualitative research into the cultural services provided by three South Pennine upland catchments: Rivington Pike, Worsthorne and Keighley/Watersheddles Moor. An assessment was made of cultural services, such as recreation, local identity, inspiration and spiritual enrichment (eight in total). A further objective of the research was to examine whether these cultural services were linked to other ecosystem services, such as regulating flood risk mitigation, carbon storage and water quality.

The research comprised six focus group discussions with members of the public (8-10 residents and users of these areas attended each discussion group). The first part of the session dealt with respondents' spontaneous thoughts about what the landscapes offer, with reference to the eight cultural services. Secondly, a number of future land-management scenarios, that might affect eco-system services positively or negatively, were discussed and presented (in the form of landscape visualisations and associated rationales).

The research revealed differences between the three areas but, as moorland areas, they provided similar cultural services. Each area performed well in providing escape, calm/relaxation, local identity and active recreation. These four services were seen as the key strengths of the areas, whilst a sense of history followed close behind. Inspiration, spiritual enrichment and learning were present, but to a lesser degree.

The main attribute that contributed to the strengths of the upland areas was the openness and height of the moorland tops, providing wide expanses and distant views. This, combined with good access, meant that 'escape' and active recreation were well provided. The three areas were felt to be blessed with another key landscape feature – open water. Reservoirs provided 'calm' as stretches of still water within the context of the moorland setting. They provided focal points, opportunities to sit and experience the landscape, and contributed to the local identity of the people. Local identity was also provided by the adjoining fields or in-bye areas, with stone structures (walls, farm buildings) being considered important heritage features.

Other attributes also supported the provision of cultural services; rocky outcrops, crags, packhorse trails, well-established rights of way and the wooded approaches that give contrast to the 'empty' moorland tops.

There were many instances where people used negative language in a positive way, for example, 'empty' or 'harsh'. People also explained how they valued the 'wildness' and a perceived 'unkemptness' of the moors. There was some awareness of moorland being managed for grouse hunting but, generally, it was felt to be a mostly natural landscape.

As the largest of the territories, the Keighley and Watersheddles area was more varied and, with more valleys and tops, it provided more dramatic topography. Access by car to the heights was felt to be great – and the towns/villages, field patterns and walls were considered more important. Thus active recreation and local identity featured marginally more strongly in this area.



Worsthorne was felt to benefit from a lack of intrusion. It was considered to be very special, secret or private and, therefore, highly valued as a place to escape from the more urban and suburban environments around.

Rivington was split between the more well-known and popular southern part (with associated monuments and country park) and the northern section (of more unstructured moorland with some important woods). The area therefore provided a lot of variety for people with their differing interests and abilities.

Three land management types were shown to people (moorland and moorland fringe management, upland pasture change and increasing woodland cover). People were asked to respond to varying degrees of change and were given some eco-system arguments for each potential change.

The research participants were generally unaware that there was a need to restore and protect moorland. Once explained, they were in favour of the potential increase of heather on the moorland and of the introduction of small patches of more woodland in the cloughs at the fringes.

Their attitudes towards the two potential options for upland pasture (agriculture or species-rich pasture) were qualified by a desire to know how urgent was the need for England to produce its own food. If this was an overriding pressure they would 'live with' the option of increased agriculture because it didn't look that different, in their view. However, they would otherwise prefer the species-rich option because it was seen to restore the walls and be better for wildlife.

The increased woodland options were considered acceptable to a degree. People were only willing for a small amount of extra woodland, providing that it did not obscure the field patterns too much, or the views to the moors – and they did not want too much encroachment on the moors themselves. The most extensive woodland option was rejected as changing the character of the area too much.

The most motivating outcomes of the ecosystem services approach for people were the increased levels of wildlife (more bird species, more flowers and heather) and, potentially, increased water capture – which might manifest itself in being able to see more tarn-like stretches of water. The resultant increased levels of interest and beauty were felt to enhance the cultural services of escape, relaxation and learning.

Less motivating were the concepts of carbon capture and flood-risk alleviation. The former, with much promotion and explanation, could become a source of pride locally. But the latter was felt to benefit other parts of the country and might, they thought, might actually create more flooding locally. However, the general management of water is considered to be a key facet of the region with the heritage of the reservoirs etc. being of interest.

Most important in any future change was the need to preserve the trails and tracks and protect the openness and distant views. There would be a reduction in the strength of cultural-service provision if there were a reduction in either access or openness/distant views. However, some of the changes were imagined to happen so slowly that they would not be noticed over time and so were considered acceptable.



## 1. Introduction and Objectives

### 1.1 Introduction

Pennine Prospects is a partnership of the area's local authorities, together with other key public private and voluntary sector bodies. The overall aim of the organisation is to:

*Create a positive image and sustainable future for the Southern Pennines through forward thinking and innovative actions, focused upon its landscapes, habitats and associated communities and based on a strong ethos of regeneration through partnership working.*

In 2009, Natural England launched, with a range of partner organisations, three ecosystem services upland pilot areas (South Pennines, South West Uplands and Bassenthwaite) with the aim of finding new ways of making the economics of land management in upland areas work to the benefit of society – combining land use with the provision of ecosystem services. As well as looking at the problems of carbon storage, flood risk, water quality and wildlife, ecosystem services also includes cultural services – services provided to people through the ways that they experience the landscape (see list below).

As part of their pilot work, Pennine Prospects commissioned some research to examine the link between cultural services and the various land management options that would potentially solve some of the other 'regulating' service problems locally. As well as providing a cultural-services analysis of the area, the research was to help with developing a case for why people value particular stretches of upland within the South Pennines.

### 1.2 Objectives

The main aims of the research were to:

- provide research input, from the South Pennines public, to assist with a cultural services mapping of the Pennine Prospects area
  - following the Experiencing Landscape research approach
- develop a qualitative understanding of the cultural services provided by three specific upland territories
- develop thinking on the potential perceived benefits and disbenefits of a number of land management policies/scenarios
- identify whether ecosystems service benefits are valued positively or negatively (qualitatively)
  - if negatively, to evaluate what extra rationales, if any, people accept as a reason for implementing the scenarios.

The research adopted and extended the methodology used in the recent 'Experiencing Landscapes' projects for Natural England.



The three upland areas covered in the research were (See Appendix A):

- Keighley and Watersheddles
- Worsthorne
- Rivington.

Three future scenarios were examined

- i. increased woodland (three levels were considered)
- ii. moorland and moorland fringe management (one change was considered)
- iii. upland pasture (two different future directions were considered).

The eight cultural services researched were:

- local identity/sense of place
- sense of history
- inspiration (to paint or write)
- escapism/getting away from it all
- relaxation/tranquillity/peace and quiet
- spiritual enrichment
- learning and education
- active recreation.



## 2. Research Method

### 2.1 Overview

A substantial piece of qualitative research was conducted with members of the public who lived in or close to the three selected upland areas. Six focus groups were undertaken, with between 8 and 10 people attending each group.

The methodology enabled a general assessment of the current status of public attitudes, as well as providing a platform for exploring complex concepts and trade offs within the context of eco-system services and land management. It did not allow for any willingness to pay or economic evaluation of landscape services (which was outside the remit of this study).

### 2.2 Focus groups

The focus groups lasted 1½ hours, with two sessions being held per evening in each location (see later). The groups contained people who:

- lived inside the area
- worked inside the area
- visited or have visited the area
- used or have used the area in some other way eg travel through it
- thought the area to be important or had some attachment though cannot visit.

We recruited ten people for eight people to turn up and a financial incentive was paid to encourage attendance (£40). We ensured that the Data Protection Act was observed with regard to respondent details and we adhered to the Market Research Society's Code of Conduct.

### 2.3 Discussion content

A topic guide was developed in conjunction with the client (see Appendix B). The topics covered were, in broad terms:

- general landscape attitudes and motivations
- cultural services and the three catchment areas
- land management scenarios
- ecosystem services provision.

Stimulus material was developed to aid the course of the discussion, taking the form of visual imagery associated with both the three areas in question, and the three upland management scenarios:

- general South Pennines photography, plus photography associated with the specific areas



- visualisations (see Appendix C) of different levels of future change for the areas in question
  - increased woodland
  - moorland and moorland fringe management
  - upland pasture

Maps of the three areas were also provided to aid discussion.

Other stimulus material was in the form of prompt cards, containing:

- a list of upland features from the National Character Area description
- a list of the eight cultural services (see earlier)
- photographs showing good bog/bad bog scenarios
- fifty upland photographs (respondents were asked to choose photos to illustrate a cultural service they liked and explain why).

## 2.4 Sample

People were recruited on-street, door-to-door and by telephone, using the following key criteria:

- they must live in or work in or other wise use/know the areas within the map boundary
- they must not be employed by local government, be a political or lobby group representative, work for environmental/landscape management organisation.

There was good attendance at all the groups, with a good spread of occupations and age demographics. The following sample was achieved (for more detail see Appendix D):

### Qualitative Sample

	<b>Moorland Area</b>	<b>Location of Group</b>	<b>Demographic</b>	<b>Method type</b>
Central	<b><i>Worsthorne</i></b>	<i>Burnley</i>	<i>Younger</i>	<i>Mix of SEG</i>
			<i>Older</i>	<i>Mix of SEG</i>
West	<b><i>Rivington</i></b>	<i>Horwich</i>	<i>Younger</i>	<i>Mix of SEG</i>
			<i>Older</i>	<i>Mix of SEG</i>
NE	<b><i>Keighley and Watersheddles (K&amp;W)</i></b>	<i>Haworth</i>	<i>Younger</i>	<i>Mix of SEG</i>
			<i>Older</i>	<i>Mix of SEG</i>



### 3. Cultural Services Findings

#### 3.1 General cultural services provided by all three areas

Respondents all used the local landscape for their personal pleasure, with varying degrees of frequency. Some lived rurally and some lived in towns, but all expressed gratitude that such areas were “*on our doorstep*”. Many referred to the landscape as being “*part of them*” or that it was “*in the blood*”. Whether a person had lived in the area all their life or not, the concept of ‘ownership’ of the landscape was strong, as was their perception that they belonged to the land and it belongs to them. Moorland was particularly felt to have a ‘common ownership’ aspect to it in people’s minds and the fact that it provides a ‘free’ activity was key to people’s enjoyment.

*“It costs you nothing and it is like God’s green carpet there is always different things to see. Keeps you fit and there is always something to see; the animals the birds in the countryside.”*

K&W, older

*“It’s brilliant up there I mean I am bad at walking but I can get up there for the billberrying. Kids have done it now as I did it as a kid and there is nothing better.”*

K&W, older

*“Yes, I am constantly with people and unfortunately you do get sick of pleasing people. I get paid to do it of course and I love my job but I like to just head off into the hills and just lose myself. It is stress free and nobody is there. It is downtime, even at home there is always something to do, so I like to drive off park up and within minutes I am there. I can walk from my home in Burnley and within ten minutes I am on the hills.”*

Worsthorne, younger

*“The moors and the peaks and you don’t get charged, you don’t pay for parking. It is free you can have a good day with your family if money is a bit tight.”*

Rivington, younger

*“It is the wildness and I don’t know if it is because we are from the north but it is ours. It is not like the Lake District.”*

Rivington, Younger

All three areas provided strong cultural services to the participants of this study. They were particularly strong in providing four primary cultural services, those of:

- escape (getting away)
- active recreation
- calm and relaxation (stress relief, calming)
- sense of local identity (belonging and heritage).

The feeling of escape provided by the three open areas was central to people’s lives and the moorland element in particular provided an ‘emptiness’ or clear space that was highly valued for the fact that it is almost featureless.

Clearly, active recreation was provided in abundance, with the areas being extensively used by walkers, runners, cyclists and horse riders. A key strength of these open landscapes lies in being easily accessible, with well-managed paths and with the right amount of challenge (not too extremely mountainous, but rugged and high enough).



Aligned with both of the above was the feeling of relaxation and calm that the experience of using upland areas can give. For many this was the most important service that the landscape provided: the chance to breathe, to calm down and empty the mind.

Finally, of these top four cultural services, was the sense of local identity that many people expressed, albeit in different ways.

*“When I am sat there nothing can get to me, no-one can bother me but anywhere else it can. When I am sat there I hardly get anyone walking past. It is just de-stressing.”*  
Worsthorne younger

*“I do fishing, walking, take me dog out. Just to escape, it is the best thing in my life.”*  
Worsthorne, younger

*“I come here for the solitude. Occasionally you don’t want to see anyone else. It is escapism, time to think. It is like freedom somehow.”*  
K&W, older

*“My wife asks me, ‘What do you think about when you are up there?’ and I say ‘nothing’, that’s the point!”*  
Rivington, older

*“I think local identity. My husband wanted to go to France when we retired and I was very anxious about that because I really appreciate the area because I like the little village of Worsthorne. I am really fixed in an English landscape.”*  
Worsthorne, older

*“You can’t see when you are in Horwich or Bolton but when you are up there you can see!”*  
Rivington, younger

*“The variety of the countryside, we’ve got the valleys and the hills and the open space. If you feel a bit down, and these days everyone has their bad days, it is a pick me up.”*  
K&W, older

The other four cultural services were also provided by these landscapes, but were not as strongly valued:

- history (close second)
- spiritual enrichment
- inspiration (to paint or write)
- learning.

A ‘sense of history’ was provided by the idea of centuries of people farming the land, the way the reservoirs were built, from various monuments or smaller well-known rock features, or ruined built features such as a stone arch (Worsthorne). The historical side was not, however, felt to be the main service sought out by people from moorland, but was a reinforcing factor. Many said they wanted to know more about hidden historical features and about ruined buildings. Requests were made for more information and more ‘plaques’ (although they did want them to remain subtle), for example around the reservoirs, at the wind turbines and at the car parks, explaining what lies further on.

Historical features were more known about in park areas, such as Rivington Country Park (the story of the Chinese Gardens, Lord Leverhume etc). In Keighley and Watersheddles, the history associated with the tourist attractions was something to be proud of, but less



personally significant than the feeling of the history (heritage) of generations living and working the land.

Spiritual enrichment and inspiration to paint or write were cultural services that were sometimes associated with these landscapes although not on a widespread basis. There was not a strong consensus amongst the groups that this is what moorland provides, but certain individuals felt strongly that it did. Most people felt uplifted (and recognised that it was beautiful) though they themselves might not be ‘creative’ in that way.

*“I feel uplifted, I don’t know if it is spiritual. Contemplation maybe.”*  
K&W, older

*“A sense of wellbeing but I wouldn’t say it was spiritual. You feel you are glad to be alive when you see the views.”*  
K&W, older

*“I get inspired with photography up on the moors because it is such a bleak and inhospitable place.”*  
Worsthorne, younger

*“I think if you go out and you get all your endorphins pumping around it makes you feel so much better about yourself. It inspires you to do more.”*  
Worsthorne Younger

The cultural service of learning was felt to come out with the experience of being outdoors, the challenge of the weather, the fact that it ‘makes’ you put things into perspective’. Children were also felt to learn from the experience of self-generated activity (in contrast to their lives filled with computer games and over-stimulus). Parents were also keen on nature quizzes and talking about plant species, but they did not want the outdoors to become too much like a ‘classroom’. They preferred a more unstructured experience where parent and child were together without the pressures of school-style learning.

### 3.2 Factors influencing cultural services

These upland areas are generally providing widespread cultural services to the population and to the people who used them. The key elements producing these cultural services were the cornerstones of:

- the characteristic of openness (height, distant views, emptiness)
- the existence of reservoirs as features (calming stretches of water, accessible, wildlife, sports)
- built gritstone features (adjoining field patterns, stone walls, identity, farming heritage, local stone buildings).

#### Openness

The openness of moorland represented more freedom, people thought, than other types of landscape. The perceived enormity of the open expanse was important in their feelings of release (relaxation and escape) – and contrasted with the enclosure of woodland. They felt a need to escape from the ‘enclosed’ spaces of being indoors, or within the towns.



*“Moorland you’ve got the freedom and there is not so many restrictions, you can go where you want. Say like with woodland, say like Hurstwood you’ve got the path, you can go in the trees, but everyone sticks to the path up to the reservoir. But with moorland it’s freedom.”*

Worsthorne Younger

*“It is escapism, time to think. It is like freedom somehow.”*

K&W, older

*“I like climbing and walking and I like the danger and the solitude and no people. There is so much open moorland around (with some restrictions with estate land). There is lots climbing around here stretching into Yorkshire.”*

Worsthorne Younger

## Height

The height of the moorland contributed towards the four key cultural services. Often referred to as ‘the hills’, these places were considered to be special compared to other parts of the country and therefore distinctive for people’s sense of local identity. Being neither ‘boringly’ flat nor too ‘obviously’ mountainous, these areas were regarded as somehow contributing to the character of local people (especially in Keighley). The perceived ‘harshness’ of the landscape could be seen as a positive, shaping the mindset of the people themselves. A strong sense of pride could therefore be engendered when discussing the landscape, with people exhibiting a certain protectiveness towards it.





*That epitomizes the kind of walking I do above Brinscall. There is place called.....at the bottom of Great Hill. The views are amazing. You are looking over the top of trees. Trees have their purpose when you want to be in trees but with this you have the coastal views. It is an **escape** and you have the wind in your hair. And you can see it has been used for centuries with the wall and post and there's a dwelling there. The boundary wall and the gatepost.*

Rivington, older

*This picture has everything. Height, long views, isolation, management over a long period. Makes me think of the wind in my hair. Stopping for a drink, sarnie etc. Barren, lonely, empty, harsh. It is so natural and wild I love being there with my dog. There is a ruin and the walls.*

K&W, younger

*It had everything in it. The moorland was there, **history and heritage**, who built these walls and why were they there? A spoil heap, a building and a tree. These were all forests a long while ago. It's got the distance for the views and to me that is very calming. It has also got a sense of history local identity and belonging. When I was younger I used to go from A to B and that was the most important thing, now I am older I take my time and I stop and look. Who's built these? I am more observant, if I take the time. As opposed to 'I am doing 15 miles today and I shall get to such and such by lunch.*

Worsthorne, older

For a full set of the images chosen by people to represent cultural services see Appendix E.



## Water

The stretches of water associated with the reservoirs were very highly valued in all three areas for their calming qualities. In providing a foil to the hills and giving a place to ‘stop and stare’, these were seen as focal points and, being highly accessible, they benefit all sections of the community, including small children and the less physically able.

*“It is all the natural beauty you can sit near the water or look at the sheep and you feel at peace with the world”.*  
Worsthorne younger



*I chose **active recreation** as well. Wide open expanse of land with the opportunity to walk in any direction. Water features for exercising dogs. Watersports, sailing and canoeing. It sums up exactly what I like.*  
Rivington, older

*There is everything of nature there; the elements and everything you need. The sky looks like it could come down and get you. It is **inspiration**: it would make you want to paint it.*  
Worsthorne, older

*Both reservoirs; it would be nice to have a house up there. That is purely **getting away** from it. We’ve took the kids up there to have a picnic. The open spaces and the clean fresh air and nobody else can get to you.*  
Worsthorne, younger

In addition, reservoirs were imagined to provide important wildlife habits, as well as opportunities to reflect the light and create beauty. Some reservoirs were also considered to be important for active recreation and hence contributed enormously to the top four cultural services. They even contributed towards the sense of local identity because there was a pride associated with the building of them and the impressive ‘feat of engineering’.





*Any water makes you feel calm and relaxed and the views of the hills around it enhance the **calmness**. It makes you want to explore the hills to see what's beyond it. Watching the birds on the water is relaxing.*

Rivington, older

*When you are up there and the sun is shining. It does look that blue in the sun, it looks that twinkling!*

K&W, younger

*It has got the water and one tiny little house. It makes you think if you lived there what it would be the landscape and the water and blue sky. You can tell it is derelict. Up there, there are a lot of ruins you can see. It is the intriguing, interesting. You are thinking 'ooh what's in there?'*

Worsthorne, younger

## **Built Stone Structures**

The local stone used for the built structures in the landscape was valued for creating a sense of heritage and local identity. The field patterns, farm buildings and stone walls created a sense of belonging in people.





*Sense of **identity and belonging** because I walk past it when I go to work. Like all the hills are so typical, when you think of the countryside you think: 'That's is really amazing.'*

Worsthorne, younger

*The falling-down walls. It appeals to me there is character in that. **Local identity** and belong, looking back. This is the type of scenery I remember. I didn't want any buildings in it. Things seem to be changing and things seem to be changing faster but here it hasn't and if we look after it won't change.*

Worsthorne, older

A second tier of much-valued features that contribute towards the cultural services were:

- rocks, rocky outcrops, quarries
- paths, packhorse trails and public rights of way
- woods in the valley approaches.

Places with rocks and crags were considered important for active recreation and a few people found them to be semi-spiritual.

Paths and rights of way through the moorland were highly valued and contributed, people thought, to the perceived 'wildness' of the moorland or perceived 'unkeptness' because they allow the rest to stay 'wild' and 'natural'.

The contrast between the moorland tops and the moorland approaches and valleys was considered to be an important part of the landscape experience. The variety of the woods in the valley approaches was mentioned frequently in the Rivington and Worsthorne areas. In the Keighley area the woodlands were felt to be more of a 'separate' landscape and not 'integrated' with the moorland itself.





*Escape and getting away from it all. It has got a little bridge which means you've got the heritage there. It has got a little bit of water for the dogs to go in and sniff a few voles. I would have liked a few trees for birdlife etc. It gives me a feeling of aloneness so I don't have to worry about there being loads of people just me alone with nature rather than just people.*

Rivington, older

*The bridge. It is not so much the bridge but the kids like the stream, the idea of the water. You can make up stories about the troll bridge.*

Worsthorne, older

*A lot of **heritage** when you are out it is the middle of nowhere but somebody has been using it for something. You just think **WHY** in the middle of the moors? You can build stories with the children.*

Worsthorne, younger

### 3.3 Cultural services provided by specific moorlands

There were some variations between the three areas in terms of the cultural services they provide.

**Keighley and Watersheddles** was, broadly-speaking, more varied and strong performing across the cultural services. There was a high level of local pride and a strong feeling for its protection. The area also appeared to have the most variety of choice and the height differential in the topography of the valleys and the tops created more 'drama' in the landscape. It also had the tourist factor, the Bronte factor, which was felt to be intrusive to a degree but avoidable, as well as being much needed for the economy. Overall the area was felt to be more 'rural' generally with villages and towns integrated into the landscape and contributing towards the cultural services. The heritage of farming was more prevalent here than in the other territories with the result that field patterns were more significant for people here than in the other two areas.

**Worsthorne** provided a more personal and intimate experience in many ways and whilst people were just as proud of the area it was considered to be, perhaps, more of a secret than the other two areas. The area is quite small but provides immense relief from nearby cities



and towns. There was also something about the ‘bowl-like’ setting that was mentioned frequently, the high views and the ‘journey’ through woods to the barren tops.

*“You know I have a favourite bit when you go up past the windmills and down a track on the left to the rhododendrons, there is a little hill with a tree stuck on top of it. It is like a valley almost and lots of sheep. You can sit and it is peaceful and see the sun go down over Pendle and you can see right up the other side. There are the open areas. You can see in the distance like you are in a big fruit bowl.”*

Worsthorne Younger

**Rivington** was considered to be a valued resource close to cities and towns. The height of the moorland was more iconic within the relative flatness to the west. Whilst the southern part of the territory was considered busy at week-ends, the northern part was felt to provide more tranquillity. However, since the area is not considered to be too ‘touristy’, all parts provide tranquillity during the week. The experience of the southern part of the Rivington area is more structured and has more historical monuments, whilst the northern area (above Brinscall and Roddlesworth) contributes more to perceived wildness. There appears to be many valued sociable events, rallies etc on the Pike itself with much associated civic pride. Woods were also spontaneously mentioned as being important, whereas they were not mentioned to any great extent in the other two areas.

*“Lord Leverhulme wanted it to be kept for the local people and people remember that. It belongs to us.”*

Rivington, older

*“We used to spend all us school holidays up in the Chinese Gardens but now they’ve taken the trees down and it has lost a lot of its magic.”*

Rivington, older

The table that extends over the following four pages summarises the cultural services provided in each area and the factors that determine cultural service delivery.



## Keighley and Watersheddles

Cultural service	Strongly provided? (high, medium, low)	Provided by?
Local identity	<p>Yes, the area was very proud of the landscape and felt it was unique to them. There was a general Yorkshire sense of identity overlaying this, so it was not just coming from the landscape.</p> <p><b>High</b></p>	<p>Open, wild, 'harsh' moors Stone walls, Vaccary walling Yorkshire generations Farming buildings Canals Towns, villages Sheep grazing</p>
Calm, relaxation	<p>Yes, mainly from the high level of access to the moors from paths and the ability to gain height easily and park at a height. There a healthy respect for the moorland weather and wildness which was not thought to be calming. There were many calming days and stretches of water were important in achieving this and also the ability to gain solitude away from tourism.</p> <p><b>High</b></p>	<p>Reservoirs</p> <p>Views from West End (Haworth) across Lower Laithe, Stanbury</p> <p>Heather moorland</p>
Escape	<p>Many felt they had already escaped by living in the landscape. Those from Keighley or just outside came into the area to escape the towns. There did not appear to be as much of a need to escape cities as with the other areas.</p> <p><b>High</b></p>	<p>Pennistone Park</p> <p>Moors beyond Laycock, Gooseye (Millennium Way) Pennine Way</p>
Active recreation	<p>The area was regarded as a excellent for all types of outdoor sporting activities but also quite good for the less able with well maintained paths and park areas. Fell running, cycling Walking, canoeing</p> <p><b>High</b></p>	<p>Rights of Way (Pennine, Millennium) Quarries Car Parks Parks Steep, variation in height Ponden Kirk Ogden reservoir* Warley moor reservoir/fly flats*</p>
Sense of history	<p>Although not always seen as the main motivation for using the open landscape, clearly historical interest was important here. With many people not wanting things to change, the look of towns and landscape being the setting for many period dramas and films over the years. Although many people admitted to not knowing much about 'the Brontes' or even visiting 'the Parsonage' there was no real sign that they were getting tired of the heritage way the area was marketed.</p> <p><b>Medium to High</b></p>	<p>Grouse hunting Farm buildings Bronte Steam Railway Top Withins Haworth Reservoirs Canals Walls</p>



Learning	<p>Respondents did not seem so interested in this aspect for themselves and associated it more with visiting more organised sites and attractions rather than the open landscape. However, they were keen on their children learning what they had as they grew up from bilberrying on the moorland and climbing on the rocks etc.</p> <p><b>Medium</b></p>	<p>Wycoller* Bolton Abbey* Steam Railway</p>
Inspiration	<p>A few people mentioned how inspiring the area is for foreigners. For themselves the natural beauty of the landscape was inspiring and the idea that people had lived from the land in poverty in times gone past.</p> <p><b>Medium</b></p>	<p>Bronte Waterfalls Top Withins</p>
Spiritual enrichment	<p>Many respondents mentioned watching sunsets and feeling uplifted by the landscape around them. They also thought that some people went up to various monuments at the Summer Solstice.</p> <p><b>Medium to low</b></p>	<p>Hitching Stone Salt and Pepper Pots Sunsets Pinnacle High views Bingley druids?</p>

### Worsthorne

Cultural service	Strongly provided?	Provided by?
Local identity	<p>Yes, strong sense of ownership</p> <p><b>High to medium</b></p>	<p>Open moor</p>
Calm, relaxation	<p>Yes, an antidote to towns and cities. The simplicity of the area and the feeling that it is not too populated or visited although this was felt to be changing with the encouragement of cyclists. The wind turbines were also mentioned as being intrusive by the older group but the younger group thought they were attractive and added to the experience.</p> <p><b>High</b></p>	<p>Reservoir and “nothingness” on moorland top High views Wildlife</p>
Escape	<p>Easily accessible and not too ‘managed’. The space was felt to be quite well kept in terms of the balance between ‘neat and tidiness and perceived ‘wildness’</p> <p><b>High</b></p>	<p>Contrast of coming out of woods in valley into bare moorland. Sense of discovery and height Beauty of rhododendrons.</p>



Active recreation	<p>There were considered to be many opportunities for rock climbing, mountain biking, horse riding and walking. There was some concern about a planned bike trail in Hurstwood, as to whether it would be too 'themey', and attract too many people in. There was some complaint about a car park having introduced opening and closing hours. 5pm being too early to close for many.</p> <p><b>High to medium</b></p>	<p>Reservoir, tracks, rocks, crags. Hurstwood</p>
Sense of history	<p>The historical side to the moor was present to a degree but was not felt to be the main facet of this piece of moorland. Nevertheless, people were interested in the history of the reservoirs and a few more adventurous knew about some iron-age/bronze age remains.</p> <p><b>Medium</b></p>	<p>'bronze age' remains memorial ruined buildings limestone hushings tumulus</p>
Learning	<p>The explanatory plaque at the Limestone hushings was mentioned. People also said they would like more information points about the various historical aspects of the area</p> <p><b>Medium to low</b></p>	<p>Limestone Hushings Wind farms Reservoirs</p>
Inspiration	<p>The reflections on the reservoirs and the light around the hills in the area was the main source of inspiration.</p> <p><b>Medium</b></p>	<p>Reservoir</p>
Spiritual enrichment	<p>A few people mentioned the importance of this as a very personal feeling whether being close to nature/God, saying thank-you for surviving an illness or the spiritual communion of being with someone they loved in a remote landscape. Many mentioned the site at Pendle Hill being important for other people at Halloween.</p> <p><b>Medium to low</b></p>	<p>Castle crags Gorple* Remoteness Rocks Sunsets Pendle Hill*</p>

## Rivington

Cultural service	Strongly provided?	Provided by?
Local identity	<p>The Pike is seen as a beacon which as an emblem that can be viewed from a distance was felt to contribute to local identity. The important of the park being given to the 'people' also gave a sense of pride.</p> <p><b>High</b></p>	<p>Lord Leverhulme Tower Sheep grazing</p>
Calm, relaxation	<p>The views to the West were felt to contribute towards relaxation but also short visits to the park and the Chinese Gardens.</p> <p><b>High</b></p>	<p>Reservoirs Views to sea and mountains (Snowdon, Lake District, Isle of Man) Dean Wood</p>



Escape	The perceived wildness of the moorland and immediacy of the access on the Belmont side. Many places to feel away from the traffic. <b>High</b>	White coppice Anglezarke Withnell Moor Roddlesworth
Active recreation	A well-known area for bike racing and other outdoor sports. Visited from further afield, eg Wigan, Liverpool. This was felt to be a strength, although there were some views that the bike tracks should be improved and made more separate from walkers' paths. <b>High</b>	Bike races Go Ape Reservoirs Pike races Rivington Country Park Stiles
Sense of history	A few people thought that there was some danger of 'heritage' wear out locally and that the moors didn't need to be made into Museums. However, they were clearly interested in certain monuments and wanted the Chinese Gardens restored (some concern that trees had been cut down. left in a mess and that much land is owned by United Utilities who can't afford to keep it well enough, they thought.) <b>Medium</b>	Bleachworks Plane crash memorial Scotchman's tump Lead Mines Clough Chinese Gardens
Learning	Many opportunities for children and learning. <b>Medium</b>	Rivington Country Park Go Ape, Playground
Inspiration	The views and waterfalls towards Anglezarke and the beauty of the The Blue Lagoon* (some local debate over whether this should be drained or full) <b>Medium</b>	
Spiritual enrichment	There appears to be some folklore surrounding the Pike as a religious and pagan site with it being considered lucky to touch the tower at Easter. Otherwise, one or two residents were interested in 'the power' of ancient trees and confessed to being 'tree-huggers'. <b>Medium</b>	Easter rally tower Woodland/trees.

\*Items are actually outside the defined area but have affinity with the area.



## 4. Land Management Scenarios

### 4.1 Introduction

The respondents were shown a number of visualisations (see Appendix C) showing different land management scenarios. The scenarios were first discussed as **visual** changes, then in the context of their **potential contribution towards ecosystem services**. Thus, the concepts of flood alleviation, air quality and habitat restoration were discussed after the visual impact was explored (see the diagrams in Appendix C).

The changes examined were:

- moorland fringe and moorland fringe management
  - existing
  - a future scenario of improved heather on hill and trees in cloughs
- upland pastures
  - existing scenario
  - a future scenario of intensified agriculture producing ‘home-grown’ food
  - a future scenario with species-rich pasture, maintained walls and some more trees
- woodland cover
  - existing woodland
  - small increases in woodland cover in steep ‘cloughs’, banks and around farmsteads
  - more extensive areas of woodland along banks and on poorer quality pasture
  - substantial woodlands on the valley sides and farmsteads.

### 4.2 Moorland fringe and moorland fringe management

Respondents were shown two scenarios: existing and future (see Appendix C).

Overall, the potential future change was considered to be sensible and positive. The enhancement of heather and the idea of less-intensive grazing seemed to chime with people’s values. A few people were not sure about the ‘over-grazing’ concept, believing that grazing helped to re-generate the moorland.

Interestingly (in contrast to the upland woodland scenario, see later), planting more trees here was considered acceptable, as it was not felt to be visually intrusive from people’s homes – and looked quite naturalistic, with uneven edges in the cloughs.

The size and steep elevation of the hill above where the trees were planted was felt to compensate for any view that was obscured. Indeed, they imagined they would always be able to see the hill from down below.

There was some acceptance that water might run off too quickly and many people knew of flooding blackspots locally, but the risk was not considered to be too concerning. Mostly, people thought that flooding happened outside the upland areas so, in making any changes at



home, they would only be benefiting people further away. There also appeared to be a strong view that the water authorities were not maintaining conduits and this was given as a reason for why the water does not run off properly at present.

Whilst people needed a little convincing of the rationale behind this management scenario, the visual change was not felt to be intrusive. Rather it was an enhancement, with people imagining that major routes across the moors would be kept accessible and clear.

*“It’s common sense really they are not going to take the paths away are they so it won’t spoil our enjoyment.”*  
Rivington, older

*“As long as it is subtle I think everybody would go along with it if they understand the benefits and the positive side of it.”*  
K&W, younger

*“The heather adds to the beauty of the landscape and if it is doing a job as well, then...”*  
K&W, older

### 4.3 Upland Pastures

Respondents were shown three scenarios for this potential change:

- A: the existing scenario
- B: a future scenario with agriculture intensified to produce ‘home-grown’ food
- C: a future scenario with species-rich pasture, maintained walls and some more trees.

The land management problems discussed in this section caused respondents some difficulties as they realised the dilemmas involved. Visually-speaking, the changes were perceived to be marginal and difficult to spot.

#### The agricultural option

Interestingly, the monotone greenness of the agricultural planting in this scenario was felt by some people to be more attractive than the species-rich option – but most people preferred the idea of the stone walls being maintained (as in Option C). The implication contained in the agricultural option was that walls would be removed and this was not felt to be acceptable, although the final effect in the visualisation was not considered to be too unacceptable – and still consistent with the character of the area. However, this scenario would only be acceptable if the need for food-production was believed to be a national imperative. Many believed that upland farming was not effective for intensive farming anyway, and that other types of landscape would be more naturally used first. However, there was some interest in more local food (sourcing local meat and other produce).

The potential loss of wildlife, and encroachment of fields into the moorland, was a slight concern, but the moorland restoration project (see earlier in this chapter) might balance out such effects.

Overall, if this option had to happen they felt they would be able to ‘deal’ with it – but their general preference was for the second, species-rich, option (see below). Their decision was



not easily made, however, and was partly driven by a slight disbelief that farming in these areas could be made to work again.

### The species-rich option

This option appeared to give people more confidence that the heritage of the landscape was being protected, although the visual improvement (from existing) was felt to be marginal. But they liked the idea of walls being maintained, and meadows that might have more flowers or patches of ‘marsh’ for bird life. Some felt they had seen some farmers already leaving marshy bits in their field, whilst other farmers had taken down walls, which irritated them.

Of course, there was concern about where the money was going to come from to help support farmers to do this, but also a ‘resignation’ that farming had been through so much and that it was almost already lost.

The subtlety and sensitivity of the changes in this scenario was liked. The way the trees had been planted was felt to be more acceptable than in the ‘increased woodland’ option. This appeared to be due to the irregularity of the copses and the fact they were planted in corners of fields and away from houses. Whilst some people still wavered between B and C, the ecosystem argument of trapping water to stop it running off too quickly was quite persuasive.

*“I prefer the third one because of drystone walling being part of the heritage but the second one is good because it is a good think to support the local farmers and increase supply and demand.”*

Worsthorne, younger

## 4.4 Increased woodland

Respondents were shown three levels of woodland cover (see the later Appendix B):

- A: existing woodland
- B: small increases in woodland cover in steep ‘cloughs’, banks and around farmsteads
- C: more extensive areas of woodland along banks and on poorer quality pasture
- D: substantial woodlands on the valley sides and farmsteads.

The idea of increased woodland was first discussed prior to seeing the visualisations. Then people were asked to respond to the changes shown in the visualisations without examining the rationale and then subsequently to respond in the light of the rationale.

Increased woodland was the most controversial of the three land management scenarios because people thought it appeared to change the character of the moorland. People were more accepting of the scenarios once they realised that there were no proposals to plant on the moorland tops, but still many were not completely favourable towards the idea. All respondents rejected the Option D as being ‘*complete obliteration.*’ But, after hearing the rationale, over half accepted scenario C and the rest were comfortable with scenario B (nevertheless, one or two people wanted ‘no change’).



There was a small proportion of people who were completely happy about planting more trees *per se* but, mostly, increased woodland in an upland area was only considered acceptable:

- in the valleys
- in the cloughs
- when made up of trees perceived to be ‘indigenous’
- when not for production purposes
- when not obscuring the stone walls and the field patterns
- if not obscuring views up to the moorland from the roads
- as long as they can see over the top of the trees down from the moorland tops
- for wildlife habitats
- to improve the oxygen levels, improve the environment.

Scenario D was considered to be a ‘step too far’ because of the larger expanses of woodland and the inability to see the parallel lines of the field patterns, which represented a loss of local identity. There was concern about the feelings of the people living in the nearby houses, who might not agree with the changes. Generally, being able to see moorland out of your back window was considered to be aspirational. People were worried that large expanses of woodland would need management (coppicing etc) so that the trees didn’t self-seed everywhere and the local authorities were not considered responsible enough to do this properly (they believed it to be a council responsibility).

*“The trouble is we’ve seen it like it is for that long to see it like that it doesn’t look right” K&W Older*

*“We like trees but trees don’t go on t’moor do they?”*

K&W, older

*“Trees are fantastic for the birds and the squirrels and everything but I think there are too many on that third one.”*

Worsthorne, younger.

*“It seems to be following the walls whereas in nature it wouldn’t happen like that. What about the roots next to the drystone walling? That is one of our heritage things.”*

Worsthorne, younger

*“I would love to see more trees planted. They say it is the most unselfish thing you can do is plant a tree. I really like walking through the woods, with the dog snuffling and the owls and the birds.”*

Rivington, older

*“I want both. You’ve had your cocooned feeling in the woods and then you want to get out on top of moors.”*

Rivington, older

Another main concern was the idea of setting a precedent for woodland on the moorland itself, despite the fact that people doubted woodland would grow there. The idea of losing the sense of openness (part of the distinctiveness of the moors) was too emotional for people. They thought it was like taking away their sense of freedom. In contrast to moorland, woods were enclosed spaces where the sense of being alone was lost. There was also thought to be an increased risk to personal safety in woods - expressed by women for themselves and for their children.

Scenario C was more acceptable because the parallel lines of the stone walls could still be seen and fewer farms were felt to be ‘cut off’. People thought that rural communities needed



the connection of being in sight of one another for their well-being. Significantly more people upgraded to this scenario from the first once the arguments about carbon capture, habitat and flood risk were set out.

There was also an acknowledgement that the changes resulting from increased woodland would be slow to have an impact, as the trees would be slow growing – and this might make it more acceptable. There was also a feeling that the trees might have looked less intrusive in leaf (less dark than in the visualisations). Furthermore, the angle of the visualisation meant it was difficult to judge whether the moorland tops would be obscured if they were standing in the landscape, or whether there would be gaps revealed as they moved along the roads or through the fields.

Another reason for not accepting large areas of woodland was that they felt there were plenty of places to go for woodland experiences at present. Neither Rivington nor (to a degree) Worsthorpe were felt to lack woods. In Keighley, there were nice woods to access elsewhere, in the valleys away from the moorland (eg bluebell woods, Middleton Woods, Tinker Bridge Woods and a Forest plantation – Forest of Wrath?).

There appeared to be vast difference in perceptions between small copses and ‘woodland’ – the former being more acceptable than the latter. People wanted more hard evidence on whether enough of an effect would be had on the air quality as a result of these trees being planted – does the effect go up exponentially with the planting of more trees? Does planting just a few trees only have a marginal effect?

#### 4.5 Awareness of ecosystem services

The majority of respondents viewed moorland as a **natural** type of landscape, describing it as ‘wild nature’ that has been there ‘for centuries’. Usually a small minority were aware that trees originally covered such hills and that they were chopped down by various earlier peoples (up until Roman times).

There was some understanding that moorland has been managed, mainly by gamekeepers and big estates for sporting purposes, and that practices such as burning heather are necessary to regenerate the moors. There is some level of local pride in the practices of game keeping and grouse hunting.

At the same time, there was a view that the moors ‘look after themselves’ and that there is nothing wrong with them in terms of condition. A few older respondents had noticed the loss of some birdlife (snipe, curlew) over the years and that there had been a reduction in the number of bilberries. On the whole, the moors were felt to be in a good condition and not ‘under threat’ in any way – they had not noticed any bare peat or a reduction in heather cover.

*“The moorland is alright, moorland looks after itself but there are fewer and fewer gamekeepers now which doesn’t help.”*  
K&W, older

Apart from the personal benefits gained from using the landscape, there was low awareness of the wider benefits to society. Some people were aware that moorland facilitates water



capture, with much discussion around the reservoirs/conduits and the activities of the water authorities in capturing water. Their emphasis was therefore more on the efforts to drain the moors of its water than about the loss of peat and ‘natural sponge’ type effects.

Peat bogs were not naturally mentioned as important cultural features of moorland but respondents, once educated about their importance, were very keen to protect the moorland if it was thought necessary (and if ‘the science stacks up’).

*“Peat Bogs are where you get stuck up to your knees in mud. That’s when I start screaming I want to go home. Once you’ve hit the bogs you’ve had it.”*

K&W, older

*“Are bogs a natural part of moorland?”*

K&W, older

*“There just there. It is not too bad round here. They used to drain them for the reservoirs but they don’t drain them anymore because there used to be trenches dug out moor but you don’t see them anymore. Well this end of Bronte Waterfalls never used to be soft like that, did it?”*

K&W, older

Various reasons were given to counter the argument that water-capture needs to be improved:

- the reason the water is not captured properly is because the conduits and the reservoirs are not maintained properly
- I haven’t seen any bare peat/soil erosion
- we don’t get our water from there
- they need to build more reservoirs; we had a drought last year.

The most persuasive argument for making better bogs/wetter bogs was the benefits to wildlife. The return of grasses, reeds, snipe and curlew were considered to be attractive outcomes of restoration activity. The idea of small tarn-like patches of water was an attractive one and added to the quality of the experience (escape, calm/relaxation). The main proviso was that, should such activity affect access, that paths would be maintained. If paths had to be diverted they wanted clear fencing and signs saying, what habitat was being protected or restored. There was some experience of paths being diverted in the context of soil erosion due to over-walking.

There was some interest in boardwalks over watery places but, on the whole, ‘bogs’ were considered to be better away and left alone in the quieter areas (especially if it resulted in more midges). Of course if wetter, muddier paths were created this would have a negative effect on the cultural services provided.

There was little or no awareness of the carbon-capture qualities of moorland peat. Once explained, this was considered to be an interesting fact, although people wanted more detail on how much was captured and how long it would take. Overall however, they accepted that this was good practice if the science stacked up and they were given the arguments.

*“I would much rather the money was spent on the countryside than on the car parks.”*

Worsthorne, younger



*“I’d rather spend money on peat bogs than Townley Hall.”*  
Worsthorne, younger

One of the problems in persuading people about the ecosystem services approach is the long-term nature of some of the effects. Many people imagined that getting peat to grow took thousands of years and there was going to be no ‘instant gratification’. They needed some time limit on some of the initiatives. Another problem was the fact that a few people were still not convinced of the need to halt climate change.

The following table looks at where improved regulating services impact on the level of cultural service provided.

<b>Ecosystem services</b>	<b>Uplift in cultural services?</b>
<p><b>Peat bog restoration</b></p> <p>People were not naturally interested in peat or peat bogs, nor did it come up spontaneously as contributing to what they value. However, heather, wildlife and watery places did.</p> <p>Carbon capture was not a motivating concept in itself and required much explanation. If this was promoted more in terms of air quality, fresh air, vital contribution to Britain’s carbon footprint it could become a local pride issue but would need a good communications campaign.</p>	<ul style="list-style-type: none"> <li>✓ Areas of standing water away from paths. (calm/relaxation)</li> <li>✓ Increased birdlife (escape, learning)</li> <li>✓ More heather (local identity, inspiration)</li> <li>✓ Our very own fresh air factory! (local identity)</li> </ul>
<p><b>Habitat restoration</b></p> <p>This was generally considered to be a positive activity.</p>	<ul style="list-style-type: none"> <li>✓ Increased learning for kids</li> <li>✓ Bird watching (escape)</li> <li>✓ Rare species (local identity)</li> </ul>
<p><b>Planting trees</b></p> <p>The activity of planting trees and copses was seen as more positive than the concept of increased expanses of woodland. People needed reminding that trees were cut down too often in the past.</p> <p>In the valleys or cloughs, small copses create interest and again if they can be told about the ‘production of fresh air’ and promotion of wildlife. Appeal to the belief ‘nothing more noble than planting a tree’ (not a woodland!) There was also interest in the contrasting moments of exiting a wooded approach into a wide open space.</p>	<ul style="list-style-type: none"> <li>✗ Could reduce cultural services, if obscures openness and distant views. (loss of escape, inspiration, calm)</li> <li>✓ Improves wildlife (learning, escape, inspiration, colour in seasons)</li> </ul>



	<ul style="list-style-type: none"> <li>✓ Improved contrast from valley approaches to open moor, surprise, discovery, achievement (escape, inspiration, active recreation)</li> </ul>
<p><b>Meadows and walls restoration</b></p> <p>The option of creating smaller fields with increased wildlife was felt to provide more interest in the in-bye areas.</p> <p>The restoration of walls contributed to people's sense of local pride and heritage.</p>	<ul style="list-style-type: none"> <li>✓ Improves wildlife (learning, escape, inspiration, colour in seasons)</li> <li>✓ Improved service of (local identity, learning, sense of history)</li> </ul>
<p><b>Agriculture</b></p> <p>The intensification of farming was a concern for many and people were not convinced that the economics could work. However, the effect on the landscape was not thought to be too detrimental so it didn't strongly detract from cultural service provision; the way it was presented. However, if field were made any larger than shown it would start to take away from the local character, people thought.</p>	<ul style="list-style-type: none"> <li>✓ Seeing active farming/eating local food would increase local identity/pride</li> <li>✗ Removal of walls (reduced sense of history)</li> </ul>
<p><b>Moorland restoration</b></p> <p>Since there was no natural affinity with peat bogs and for some people they had negative connotations, the concept of moorland restoration was much more positive. Save our moors! was quite a motivating force once, people were made aware of it eroding. This would need an awareness raising campaign but the enormity of pride/emotional attachment to the moors would have a strong rallying effect. They were interested in facts and figures: Ours moors are shrinking by xx%</p>	<ul style="list-style-type: none"> <li>✓ Increased pride/local identity/heritage/escape</li> </ul>
<p><b>Flood risk</b></p> <p>This doesn't appear to be a strong motivator for people, unless they had personal experience of flooding. They are confused because they think they see more rain – but they also think the reservoirs are empty. They think the moors are not being drained properly, not that they have been drained too much. Since many lived in the upland areas themselves, it seemed counter-intuitive to say “we need to capture and keep more water here” to reduce flood risk. This implied that there would be <u>more</u> water where they lived, not less. It was perhaps too altruistic an idea for them that, when local water runs off more slowly, it benefits people further away (ie in distant flood risk areas).</p>	<ul style="list-style-type: none"> <li>✗ Blocking up drainage systems or not maintaining them seems to cause annoyance (loss of local identity, history, learning)</li> <li>✓ However, they like seeing water captured in ponds, tarns,</li> </ul>



	reservoirs, waterfalls over rocks etc (improved calm, escape, relaxation)
<p><b>Water capture</b></p> <p>There was some residual awareness that the upland areas capture water and people were extremely proud of the reservoirs and heritage associated with building them and draining them. The understanding would need developing that the natural sponginess needs improving. This could become a local identity/heritage feature with promotion from the water authorities. People did not like the idea of the ‘nutrient run off’ but thought it was natural. Whilst they didn’t favour improving the profits of the water companies and thought that their water rates should pay for the cleaning of the water, they were quite attracted by the idea of more natural filtration (and cheaper water rates).</p>	<p>✓ Increased local pride/identity. More ‘natural’ tap water?</p> <p>✗ Potential loss of access, wetter moors for those who go off piste (reduced active recreation, escape)</p>

#### 4.6 General attitudes towards change

*“It is not commercialized and it hasn’t been ruined you could shut your eyes and it wouldn’t have changed in hundreds of years.”*  
Rivington, younger

The importance of open landscape and the reason why it provides people so much culturally is that it provides an antidote to the ‘real world’ of everyday life, work or looking after children. Part of the escape is to get away from constant change and fast-pace living. In order to do this people want a stable slow-moving environment that they believe as been untouched by time and which is impervious to what goes on in urban or working life. Change in the countryside can therefore represent a threat to people’s sense of wellbeing, like removing something that anchors them in a stormy world.

However, respondents admitted that they are not so observant as to spot subtle changes over time and indeed it seemed they found it difficult to identify some of the changes shown in the visualisations. Small changes over time are therefore unlikely to be noticed unless, as is shown with the woodland scenarios, they are seen to change the perceived ‘character’ of an area.

People appeared to mean that the introduction of a ‘new’ feature was less acceptable than the enhancement or encouragement of an already existing feature. The land management scenarios therefore fared better when they were consistent with what was already there or when the change was not particularly noticeable. Woodland, for example, was not considered to be part of a moorland landscape, whilst heather was. People were also not very exacting when it came to the precise pattern of a dry-stone walled field system: it could vary slightly here and there as long as it broadly retained a grid-like structure (pasture change scenario).

The change scenarios and their associated rationales (see Appendix C) had the implication that an improvement was necessary, ie that the landscape was in a poor condition and needed



restoring. Respondents initially found it difficult to accept that their valued places might have ‘something wrong with them’. A certain amount of upset and denial was caused by this, but this sometimes subsided when the rationales were considered more. People became protective if they thought that the landscape was under threat and then the mindset changed to being one of saving the landscape for future generations. This means that the situation would need to be communicated to the general population.

*“We should be informed that the landscape is more bare. I think if people knew they’d want these changes. They’d be opting for more trees.”*  
K&W, older

It would appear that a certain amount of change is acceptable without too much explanation, but that some larger changes need more communication in order to be seen as acceptable. There was an amount of ‘fatigue’ in the rural communities surrounding changes in government/EU policy over the past thirty years (or, ‘in living memory’). In farming communities the changes in funding for different schemes could cause scepticism about whether the science of different land-management activities would remain in place.

Another factor in making people want to know exactly why something was being done was that someone has to make a value judgement about when in history the landscape is going to be ‘re-instated’. Drawing the line at a particular point in time seemed to be false.

*“It depends how far back you go. If you go back far enough it was all covered in trees. Moorland wasn’t moorland it was forest. It would take along time to put all those trees back!”*  
Rivington, older

*“Well change is gradual isn’t it. So we don’t notice it. It is not like if a building is suddenly erected in the town centre, you notice it.”*  
Rivington, older



## 5. Conclusions

The research shows that these upland areas are highly-valued by the people who use them, or who live and work there.

The three areas perform well in providing cultural services to people, although four services appeared to be particularly important (escape, calm and relaxation, local identity and active recreation).

The remaining four cultural services are also provided quite strongly, but to a slightly lesser degree and one of these (sense of history) could arguably be enhanced with more promotion.

The greatest assets of the three areas were felt to be the openness and height of the moorland tops, punctuated by the stretches of water in the much-loved reservoirs. That these elements are relatively accessible combined to provide the cultural services experienced.

Underpinning the character of landscapes were the in-bye areas with stone walls, field patterns and farm buildings.

In the Keighley and Watersheddles (K&W) area, there was the strongest sense of pride in the local landscape. Tourism was felt to be quite well-managed and did not seem to intrude on the experience of remoteness on the moors. There was more variety of experience in this area, with the variation in height between valley and tops being more of a factor than in the other two areas. The northern part was also valued, with many hidden spots. There were many iconic views mentioned eg. from Top Withins and Stanbury. Here the trails were regarded as important.

Worsthorne and Rivington provided more of a relief from towns and cities. Worsthorne was particularly valued for being 'a secret' and not too populated. This meant that people found this smaller area to be more personal. The crags, reservoirs and limestone hushings were much valued.

Rivington was a territory of two halves, with the much more active southern part including, the Country Park and iconic Pike, monuments etc and the northern being more unstructured, (Anglezarke and Withnell moor).

Awareness of some of the issues surrounding ecosystems services varied. Whilst some people were aware that moorland captures water, there was very little understanding of how exactly.

People were not conscious of seeing any erosion of peat or moorland habitats, although a few in the older groups remembered more snipe and curlew. The function of peat was not known (outside of its use for fuel in days gone by). Little was understood about carbon capture from the perspective of peat but people did know about the function of trees for better air quality.

The benefits of improvements to ecosystem services were seen mainly with the restoration of habitats and the return of wildlife. Other benefits would need communication, but there was some evidence that water capture was interesting to people and that they would like wetter areas, tarn-like spots, to look at and enhance some cultural services.



There are many pre-requisites, such as the retention of the main paths and general maintenance of accessibility. People assume that the path and main trails would be maintained and that their enjoyment will be protected. Distant views from the moorland tops, and the views from down below up to the hills cannot be obscured.

Many of the land management scenarios were seen to be sensible and sensitive, with the exception of the increased woodland (Option C). This was considered a step too far because it appeared to obscure housing, field patterns and seemed to contravene some of the provisos mentioned above. However, the other two options were mainly considered acceptable.

A potential change to a more intensive agricultural landscape did not seem to upset people from a visual perspective, but they did not like the idea of walls being removed. They doubted that the need was great enough and that the land could be made effective again for such purposes.

The proposals for moorland and moorland fringe management generally came across as positive and seen in the light of conservation of a treasured asset.

Much change was thought to go unnoticed over time and therefore people thought they could trust that the general character would not change too much. They would be in favour if it was to save and protect the moors.

Many of the links between an ecosystem services approach and cultural services would need communicating as an integrated campaign because they are either too rational (carbon capture) or too altruistic (flood risk) for obvious stand-alone acceptance. However, there is evidence that there would be improved levels of cultural services as a result of some of the changes (escape, calm, learning, inspiration).

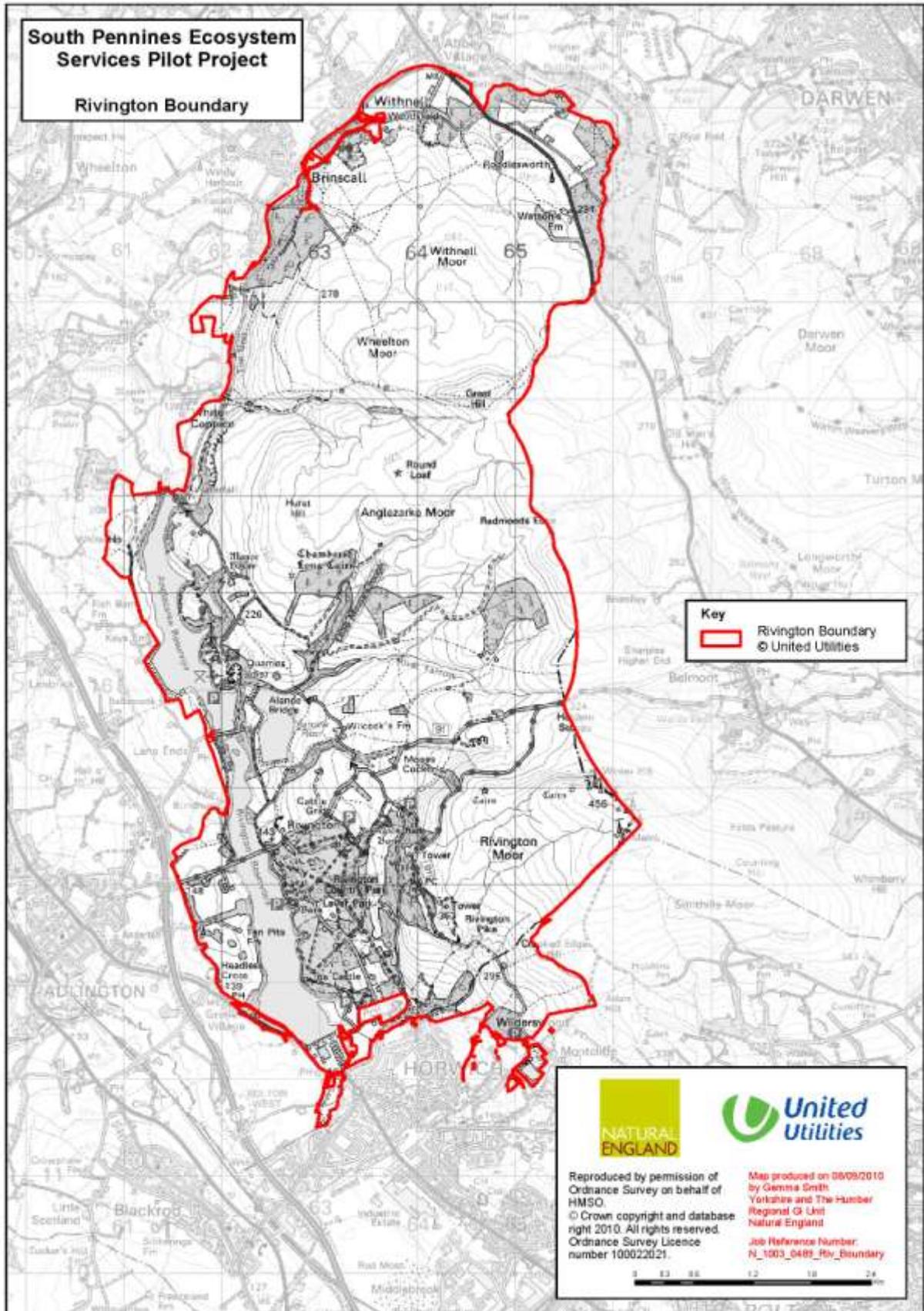
Finally, there would be a reduction in cultural services provision if (1) the paths and trails are affected by wetter moorland (2) the openness, distant views from the tops or views up to the moors from below were obscured by increased woodland.



## APPENDICES

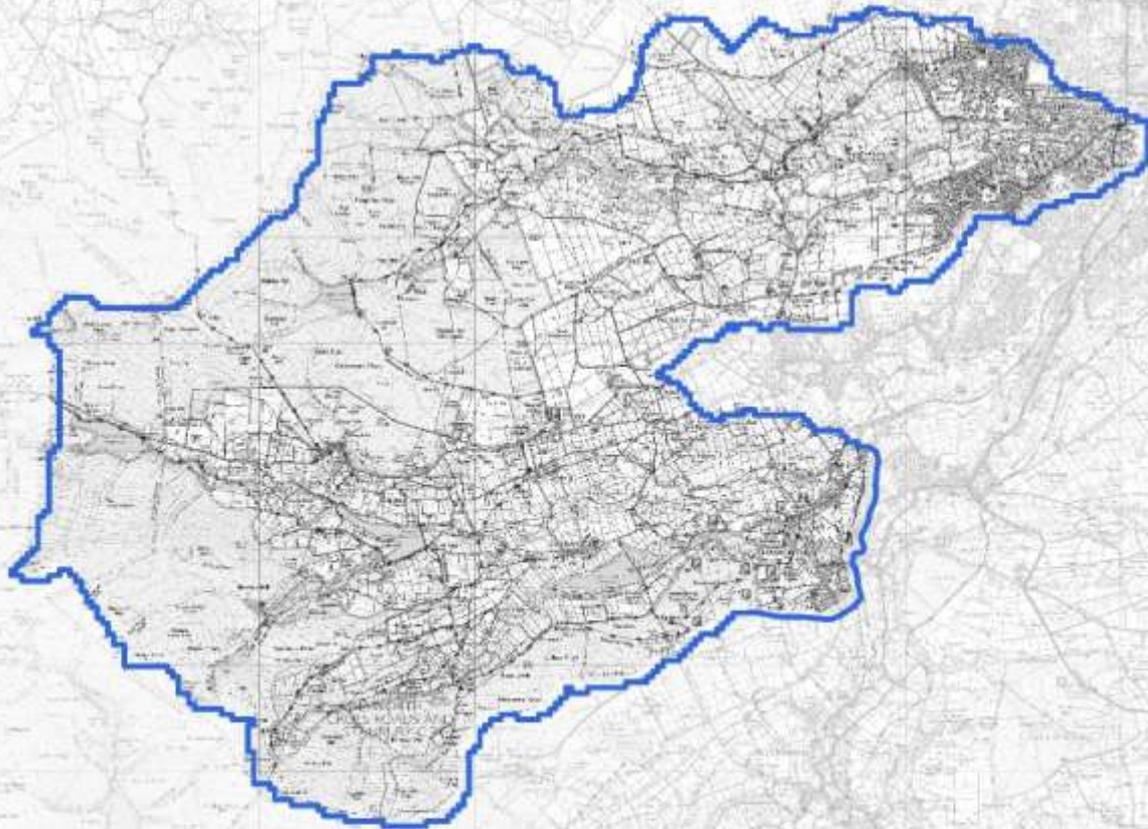


# APPENDIX A: MAPS OF THE THREE STUDY AREAS



**South Pennines Ecosystem  
Services Pilot Project**

**Keighley and Watersheddles  
Catchment**



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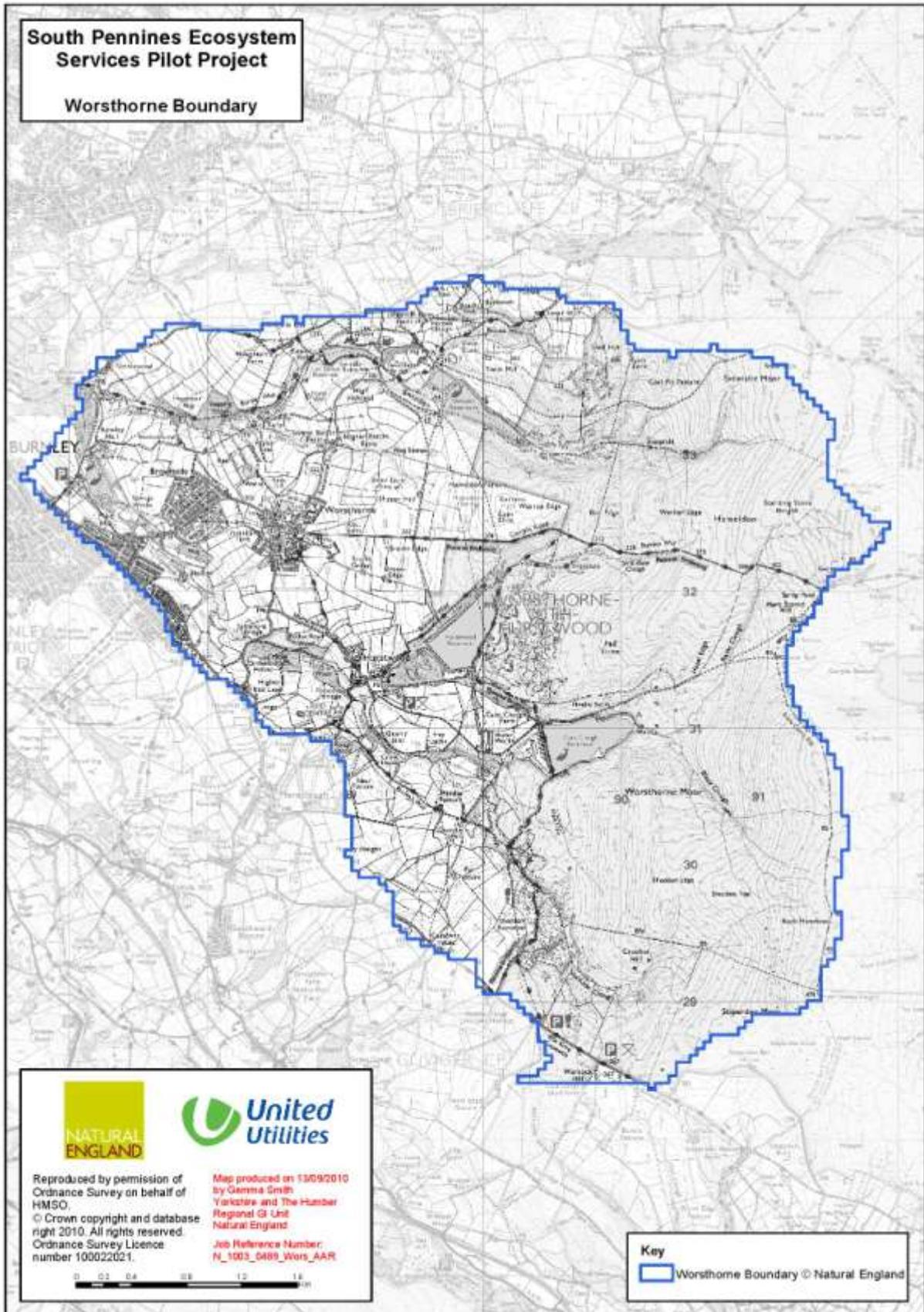
Map produced on 13/09/2010  
by Gemma Smith  
Yorkshire and The Humber  
Regional GI Unit  
Natural England

Job Reference Number:  
N\_1003\_0489\_KW\_BoundaryA3



**Key**  
[Blue outline] Keighley and  
Watersheddles Catchment  
© Natural England





## APPENDIX B: FOCUS GROUP TOPIC GUIDE

### TOPIC GUIDE

Project 4221: Pennine Prospects

Focus Group: (1½ hours long)

### Introduction

- Respondent Introductions
- Warm-up

### General

#### Spontaneous section

- What experience do they have of the landscape generally and locally?
- What type of landscape do they prefer/less like? Generally and locally?
- How do they benefit from being in the landscape?
- What are their general motivations for using the landscape?
- If they don't use the landscape very much, how do they generally feel about open countryside?
- What is the appeal of different parts of the South Pennines? If they were selling the area to someone who didn't know it what aspects would they pick out?

### Cultural Services and the three catchment areas (a general explanation of cultural services is given)

#### Prompted Section (the relevant boundaries of the areas in question are shown on maps)

- What do they know of the particular area? What associations do they have with this area?
- Looking at a list of the cultural services what would they pick out from the landscape within the boundary that represents that service, be it a particular feature or mood?

- |  |
|--|
| <ul style="list-style-type: none"> <li>○ sense of history/heritage</li> <li>○ sense of local identity, belonging</li> <li>○ inspiration to paint, write</li> <li>○ calm and relaxation</li> <li>○ spiritual enrichment</li> <li>○ active recreation</li> <li>○ learning</li> <li>○ escape, getting away from it all</li> </ul> |
|--|

- Do they feel the areas within the boundary provide more in one cultural service than another?



- Pick out photos from the table which represents one of the cultural services (and write down why) ie
  - what gives them a sense of heritage
  - what do they find inspirational?
- What do they use/value/prefer and why? eg from NCA description of Southern Pennines' features (on sort cards)
  - wooded steep-sided valleys
  - blanket bogs
  - moorland summits
  - terraced landscape and escarpments
  - stone walled fields
  - sheep grazing
  - reservoirs
  - disused quarries
  - open moorland
  - Roman remains
  - canals
  - packhorse trails
  - patterns of villages
  - local gritstone buildings with slate roofs
  - rivers Wharfe, Aire and Calder
- What general changes/improvements, if any, have they seen in the areas mentioned?
- What general changes/improvements would they like to see eg car parks, bridleways, information points etc?

### Examination of Upland Change Scenarios

- Looking at the following three sets of images, which are typical of the local landscape type, how do they respond to the changes from how they are now to how they would look?

#### Visualisations without rationales (NE to provide) (Rotate order shown)

**Visualisations 1.** *Moorland and moorland fringe management. A (existing) and B (future)*

**Visualisations 2.** *Upland pasture. A (existing), B (agriculture), C (species rich mosaic)*

**Visualisations 3.** *Woodlands. A (existing), B, C, D (increased woodland)*

- Which options do they feel produce better cultural services, if at all?
  - which look more interesting/less interesting for being inspired, recreation and so on?
- How do they feel about these changes? Better/worse. More/less attractive



- What if the changes produced less access?
- Do they have any thoughts on why these changes might be being considered?

### **Ecosystem services and the three areas**

- What awareness, if any, do they have of what these upland areas provide in addition to the personal cultural services they receive:
  - to help the environment?
  - to provide water
  - to prevent flooding?
- What awareness, if any, do they have of the current ‘state’ of these areas? eg
  - are they in poor condition?
  - do they think they are fine and in their natural condition?
  - they are under threat in some way? eg from erosion
- What is their general attitude towards the ‘conservation’ or ‘improvement’ of the landscape and have they any idea what this might mean?

### **Re- examination of Upland Change scenarios**

(The general concept of improving upland areas for the purposes of carbon capture and water catchment is explained. Concepts such as peat bog restoration are explained)

- What is their response to know that these areas are ‘in poor condition’ and need restoring?
- What is their attitude towards such ‘improvement’? How do they perceive such improvements to benefit them if at all?
- Do they see some of the change as negative, for example, some areas might be ‘wetter’/muddier more difficult to use? Do they respond individually or think of the wider benefit?
- Looking again at the visualisations this time with the rationales, what looks the most convincing? What holds most sway eg increased wildlife, prettier views, cleaner air?
- How can the cultural services link in with the change scenarios, if at all?

### **Rationales for the visualisations See Appendix A**

Rationale 1: Rationale 2: Rationale 3:
--

### **Summary and Close**



# APPENDIX C: VISUALISATIONS AND RATIONALES



Moorland and moorland fringe management - **existing**



Moorland and moorland fringe management - **future**



Upland pastures - existing



# Upland pastures - agriculture



**Upland pastures - species rich pasture, maintained walls, some more trees**



Woodland - existing



**Woodland - increased woodland 1**



**Woodland - increased woodland 2**



**Woodland - increased woodland 3**



## 1. Moorland and moorland fringe management

### NOW

- Some overgrazing
- Soil erosion
- reduction of plant species
- coloration of drinking water which is expensive to correct
- Flood risk
- Unattractive bare peat
- Few trees or shrubs



### FUTURE

- introduce less intensive grazing
- plant more trees
- create 'better' bogs which capture carbon from the atmosphere

### RESULTING IN

- wider range of rare plants
- better habitats for birds and insects
- less 'run off' of water to prevent flooding further downstream
- improved water quality
- strengthening of visual qualities

### BUT

- fewer economic benefits for farmers unless supported



## 2. Upland Pasture

### NOW

- Predominance of grazing livestock
- Some intensive growing of silage
- Reduction of meadow species
- Few trees
- Stone walls in disrepair



### FUTURE (AGRICULTURE)

- intensification of farming to produce increased demand for 'home-grown' food production
- improved economic circumstances for farmers
- fields would move 'uphill'

#### BUT

- wetter areas, good for birdlife, might be drained
- walls might be removed to create larger pastures
- no tree planting
- a more uniform green look of the fields
- does not address soil erosion, flood risk, water quality and carbon capture



### FUTURE (SPECIES-RICH PASTURE)

- create species-rich pasture (meadows)
- smaller fields with walls maintained and more trees
- slower water run-off and reduction of flood risk
- strengthening of visual patterns in landscape
- encouraging of wildlife

#### BUT

- economic support needed to maintain landscape features and less intensive farming



### 3. Woodlands

#### NOW



- Upland landscapes tend to be very treeless due to the predominant agricultural activity and management of the moorland for grouse
- Distinctive landscape with visible geology
- Openness
- Few trees are in copses or around farmsteads for shelter

#### FUTURE



- Introduce more woodland with the following benefits
  - reduce soil erosion especially on steep slopes
  - improve soils and water quality
  - reduce flood risk
  - carbon captured as trees grow, thus mitigating climate change
  - provide shelter, nesting sites and food for a wide range of mammals, birds and insects
  - provide a source of renewable energy, probably most effectively for local use in heating
  - provide timber

#### BUT

- may make it more enclosed shutting off views
- obscure historic features and geology

B Small increase in woodland cover in steep 'cloughs', banks and around farmsteads

C above plus more extensive areas of woodland along banks and on poorer quality pasture

D substantial woodlands on the valley sides and farmsteads



## APPENDIX D: FULL DETAILS OF RESEARCH SAMPLE

KEIGHLEY and Watersheddles		Venue: Haworth		
Address	M/F	SEG	Occupation	Age
Keighley	F	C2D	Roofer	31-45
Oakworth	M	C2D	Train Driver	31-45
Haworth	M	C2D	Builder	31-45
Haworth	F	BC1	Hostess within Private Hosp	18-30
Lees	M	BC1	Snr Police Officer	31-45
Stanbury	F	BC1	Nurse	18-30
Oakworth	M	D	Sales Asst	18-30
Haworth	F	D	Care worker	31-45
Haworth	f	BC1	Activities Co-ordinator	32
Riddlesdon	F	D	S/E Window cleaner	46-60
Oxenhope	F	D	Retired Print finishing asst	61-75
Keighley	M	C1	Retired Childcare Officer	46-60
Fulford	M	AB	Retired head of Dept. Finance sect	61-75
Haworth	M	C1	Quality controller	61-75
Haworth	F	D	Healthcare Asst	46-60
Haworth	F	C1	Education Officer	46-60
Haworth	M	C2	S/E Builder	46-60
Keighley	F	C2	Drayman	61-75



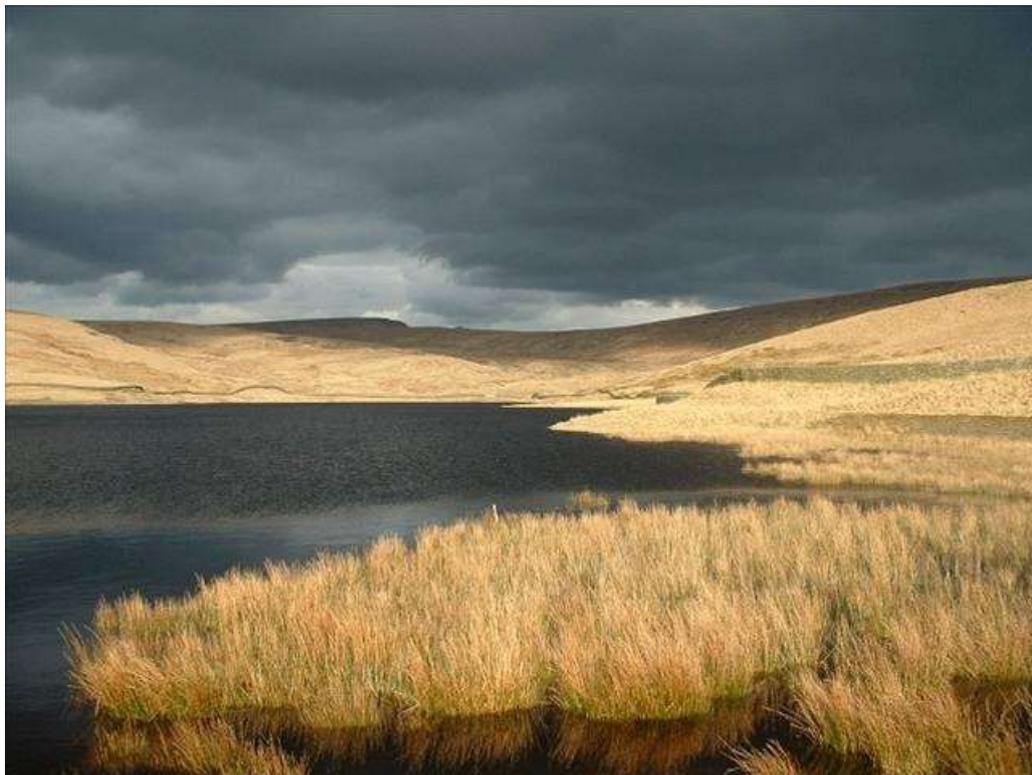
<b>Worsthorne</b>	<b>Venue: Burnley</b>			
<b>Address</b>	<b>M/F?</b>	<b>SEG</b>	<b>Occupation</b>	<b>Age</b>
Burnley	F	C1	Restaurant Manageress - 10 staff	31-45
Burnley	F	C2	HGV Driver	31-45
Padiham	M	D	S/E Distributor	18-30
Burnley	M	C1	Bar Manager 15 staff	18-30
Briercliffe	M	C2	Security Officer	18-30
Burnley	F	C2	Retired Bus Driver	31-45
Brunshaw	F	C1	Nurse	31-45
Briarcliffe	F	C1	Call Centre - Team Leader	18-30
Worsthorne	M	C1	Bank official	46-60
Burnley	F	AB	Retired Computer Mngr	61-75
Burnley	F	AB	CSI	46-60
Barnoldswick	M	C2	Retired Aircraft Engineer	61-75
Burnley	F	AB	Retired LGO – 30 staff	46-60
Burnley	M	C1	Retired draughtsman	61-75
Burnley	F	C2	Aircraft engineer	46-60
Burnley	F	D	S/E Market trader – no staff	61-75
Burnley	M	C2	Retired S/E Flooring co	61-75



<b>Rivington</b>	<b>Venue: Horwich</b>			
<b>Address</b>	<b>M/F</b>	<b>SEG</b>	<b>Occupation</b>	<b>Age</b>
Horwich	F	D	Waitress	22
Brinscoll	F	C1	Civil servant - Admin	42
Brinscoll	M	AB	University lecturer	20
Horwich	F	C2	HGV driver	44
Horwich	M	C2	Car mechanic	32
Horwich	F	C1	Case worker CSA	31-45
Horwich	M	E	Unemployed 6 months +	41
Horwich	F	D	Cleaner	28
Belmont	M	AB	University Researcher	53
Horwich	M	D	Catering Asst	46/60
Brinscall Chorley	M	E	Retired Army Sergeant on State Benefit	46/60
Horwich	M	AB	Retired Snr Construction Manager	61/75
Horwich	F	AB	Snr Civil Servant	46/60
Sharples	F	D	Kitchen Asst	61
Belmont Village BL7 8AY	F	C2	Sales Technician	63
Brinscall Chorley	M	AB	Retired Head Teacher	61



## APPENDIX E: PHOTOGRAPHS CHOSEN TO REPRESENT CULTURAL SERVICES



I have got friends you go up night after night to get the right picture. Look at that to me it is absolutely stunning and it says everything about life on the moors because you've got the light, the reservoirs the hills and the birds and natural activity.

Worsthorne older

The colours and the landscape. There is something very calming about water. I wouldn't like to be at Sea but anything still and just the expanse of water is quite a calming atmosphere.

Worsthorne older





It has got water in it. That is how it is, you think wow someone has built this and it is the middle of nowhere you can see everything. It is brilliant for **recreation**: you can do all sorts around it. It is great to paint because water is one of the best things you have got with the reflections.

Worsthorne, older





Any water makes you feel calm and relaxed and the views of the hills around it enhance the **calmness**. It makes you want to explore the hills to see what's beyond it. Watching the birds on the water is relaxing.

Rivington, older

When you are up there and the sun is shining. It does look that blue in the sun, it looks that twinkling!

K&W, younger

It has got the water and one tiny little house. It makes you think if you lived there what it would be the landscape and the water and blue sky. You can tell it is derelict. Up there, there are a lot of ruins you can see. It is the intriguing, interesting. You are thinking 'ooh what's in there?'

Worsthorne, younger





Back to reservoirs again. I read a book called *These Lonely Mountains* by Penny Hewitt. It brought home the **local history**. The people that lie in the cemetery and I've got four in one and four in another. I've been all around the world but I have never been anywhere so beautiful as here. My wife couldn't settle for 18 months because it is so quiet you can hear the church bells ringing up the valley. My children are fifth generation in this valley. Americans would go mad about that!

K&W, younger

I can identify with this; it is similar to the reservoir up at Hurstwood. It is somewhere we would go as a family and it brings to mind **relaxation** and **active recreation**. There are three elements to it. There is peacefulness and it is unspoiled: typical of this area really. Even with the windmills on it. I don't see that as spoiling the landscape. I like taking the children up to the windmills.

I have an Aunty from down south who we take up to the windmills because she has never seen them and they are amazing you can go up to them and even hug them if you want.

Worsthorne, younger





A reservoir, water slapping away but spoilt by the windmills.

K&W, younger





I chose **active recreation** as well. Wide open expanse of land with the opportunity to walk in any direction. Water features for exercising dogs. Watersports, sailing and canoeing. It sums up exactly what I like.

Rivington, older

There is everything of nature there; the elements and everything you need. The sky looks like it could come down and get you. It is **inspiration**: it would make you want to paint it.

Worsthorne, older

Both reservoirs; it would be nice to have a house up there. That is purely **getting away** from it. We've took the kids up there to have a picnic. The open spaces and the clean fresh air and nobody else can get to you.

Worsthorne, younger





That epitomizes the kind of walking I do above Brinscall. There is place called.....at the bottom of Great Hill. The views are amazing. You are looking over the top of trees. Trees have their purpose when you want to be in trees but that is you have the coastal views. It is an **escape** and you have the wind in your hair. And you can see it has been used for centuries with the wall and post and there's a dwelling there. The boundary wall and the gatepost.

Rivington, older

This picture has everything. Height, long views, isolation, management over a long period. Makes me think of the wind in my hair. Stopping for a drink, sarnie etc. Barren, lonely, empty, harsh. It is so natural and wild I love being there with my dog. There is a ruin and the walls.

K&W, younger

It had everything in it. The moorland was there, **history and heritage**, who built these walls and why were they there? A spoil heap, a building and a tree. These were all forests a long while ago. It's got the distance for the views and to me that is very calming. It has also got a sense of history local identity and belonging. When I was younger I used to go from A to B and that was the most important thing, now I am older I take my time and I stop and look. Who's built these? I am more observant, if I take the time. As opposed to 'I am doing 15 miles today and I shall get to such and such by lunch.

Worsthorne, older





A big rock there is no greater thing than to watch your kids being happy climbing over rocks and there are loads round here.

K&W, Younger

Just a rock because I love climbing rocks especially the isolation. It is at the back of Earls Crag where the two towers are. The Hitching Stone. The **escape and getting away**, time to think.

Worsthorne, younger





Sense of **identity and belonging** because I walk past it when I go to work. Like All the hills are so typical, when you think of the countryside you think: ‘That’s is really amazing.’

Worsthorne, younger

The falling down walls. It appeals to me there is character in that. **Local identity** and belong, looking back. This is the type of scenery I remember. I didn’t want any buildings in it. Things seem to be changing and things seem to be changing faster but here it hasn’t and if we look after it won’t change.

Worsthorne, older





You imagine stories of what's gone on. I find it quite spiritual. They didn't live very long did they and they had harsh lives: very, very poor. They all died in those dresses, no heating, no lighting. Wow!

K&W, young





**Escape and getting away from it all.** It has got a little bridge which means you've got the heritage there. It has got a little bit of water for the dogs to go in and sniff a few voles. I would have liked a few trees for birdlife etc. It gives me a feeling of aloneness so I don't have to worry about there being loads of people just me alone with nature rather than just people.

Rivington, older

The bridge. It is not so much the bridge but the kids like the stream The idea of the water. You can make up stories about the troll bridge.

Worsthorne, older

A lot of **heritage** when you are out it is the middle of nowhere but somebody has been using it for something. You just think **WHY** in the middle of the moors? You can build stories with the children.

Worsthorne, younger





It is the escape and getting away from it all, local identity and belonging and then learning from the signs because you do care a lot about it and the signage. You are here. I've lived here 60 odd years and more often than not I walk the full distance. I do the Full Monty, it is all about walking. Older chap

Rivington Older





Footpaths for walkers and horseriders. Any footpaths you can go on and all this activities it keeps you fit whether you are walkers or cyclists. **Active Recreation.**

Rivington Older

The stile. When you do come across one it makes you appreciate that the council has gone to the trouble to make things easier for you. And you know when you are on the right track. When you destroy an area and the council like to you to stick to the paths they make it very safe.

Worsthorne older





It's just a cracking view

K&W, younger

The countryside. I like the fact there is nothing in that one with the old fashioned stone walls and the mixture of colours and the greenery and to me that is what nature is really. That is very **calming** and relaxation. It has got a lot of character the country. It does give you **inspiration** although I do not paint or write It is not ruined in anyway. You can walk up from there from the valley and the lush greenery to the moors.

Worsthorne older





I've picked Hebden Bridge because I love Hebden Bridge and wherever you go there is information boards telling you about the waterways and even if you are going for coffee. The watermills are being used in different ways. It gives a sense of local identity and spiritual enrichment, They are into Reiki and vegetarianism.

Worsthorne, older





The tractor, muck spreader the smell of manure. It is running through the fields as a kid trying to get a chase from the farmer. You know like if you go away for a couple of weeks you are like coming home.

K&W, younger



I used to work on it as a kid and everybody know it and they have a cabin with beer. Makes a difference than being with all the idiots in the town. They dress the old-fashioned way and you are definitely going into the past and it is a different world.

K&W, younger

