

North Pennines Tourism

Shane Harris: Responsible Tourism Lead

29 November 2023



North
Pennines
National
Landscape



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North Pennines
Global Geopark

Overview

- Locator branding & toolkit
- Festivals – Stargazing, Nature
- Roof of England Walk
- Hybrid app
- Keeping in touch



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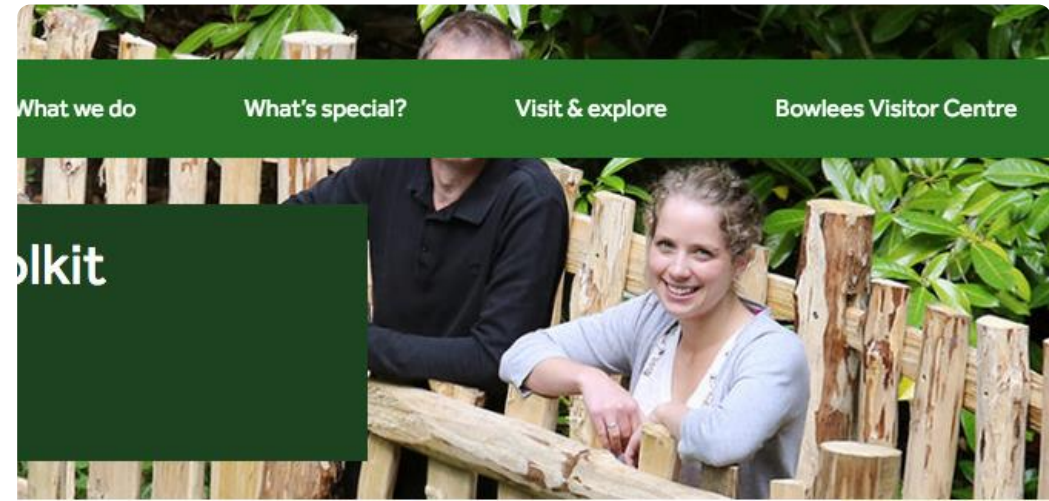


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Locator branding & toolkit

- North Pennines Locator Logos
- Updating toolkit – January 2024
- National Landscapes approach to new locator branding
- New copyright-free images
- Marketing copy
- Toolkits/social media channels
- Wildlife diary



Tourism Toolkit

Tourism Toolkit. If you are registered, please log in on the right hand resources will be accessible. If you are not yet registered, you'll complete the short application process.

group, individual or charity? Do you want to promote the fact inspired by, the high quality landscape and nature in the North Natural Beauty (AONB) and UNESCO Global Geopark? If you stions, then you might want to sign up to use the resources in olkit.

to help you to position your business, event, product or activity with, the AONB and UNESCO Global Geopark. It includes:

North Pennines Locator Logos (e.g. 'Based in the...'; 'Inspired by the...'; over a variety of uses

Registered users

Existing

Username or

Username or E

Application in

Responsible Tour

Application form

AONB map with

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North Pennines Tourism Toolkit

A UNESCO Global Geopark



- https://northpennines.org.uk/what_we_do/tourism/tourismtoolkit



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Festivals



North Pennines Naturefest

- New for 2024
- 25 May to 9 June – Summer Half Term
- ‘People discovering, enjoying and learning about nature – biodiversity and geodiversity’

North Pennines Stargazing Festival

- 8th edition in 2024
- 25 October to 3 November – October Half Term
- Celebrating the darkest mainland National Landscape
- First one in 2017
- This year – 32 events, 2 weeks, 700 people

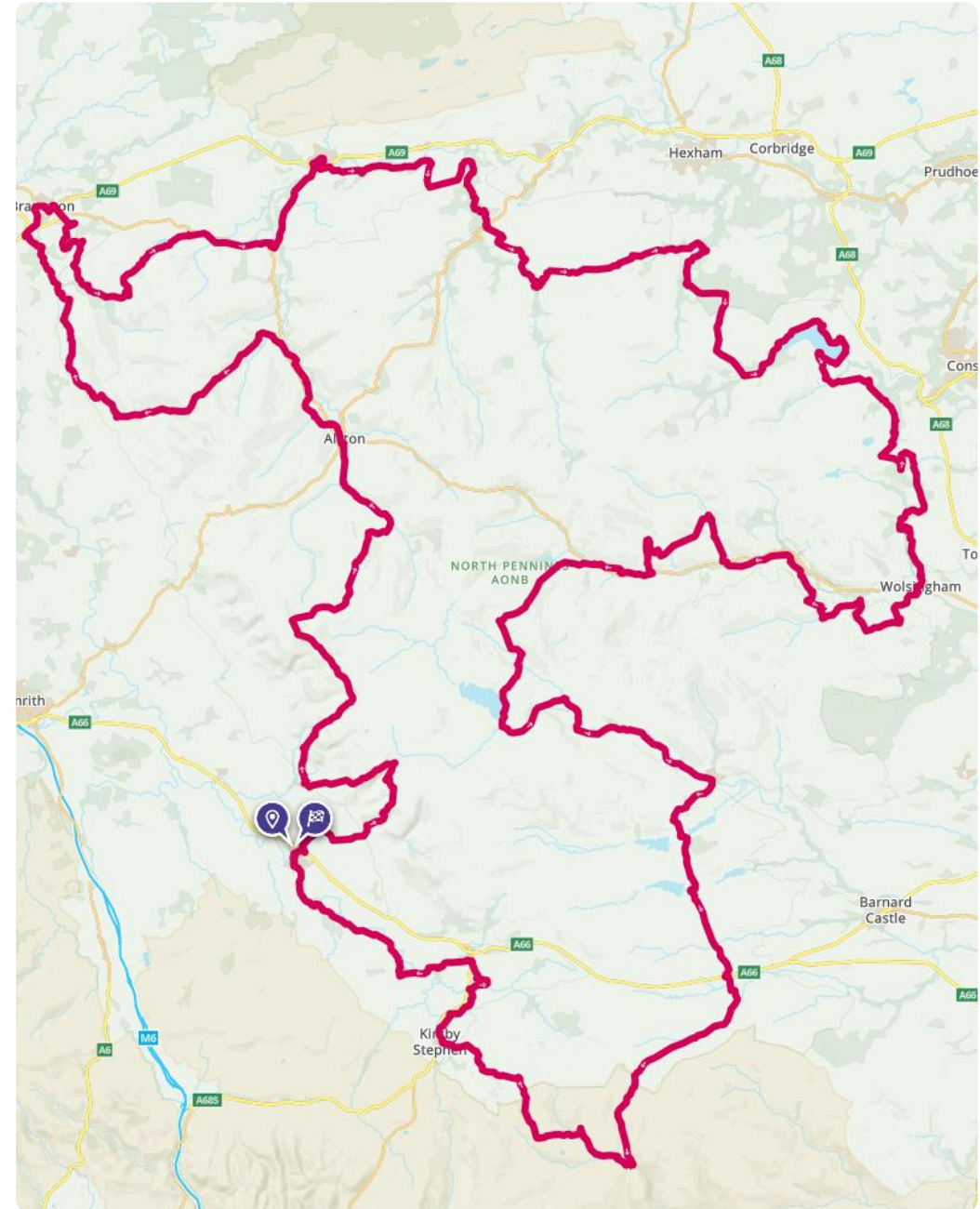


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Roof of England Walk



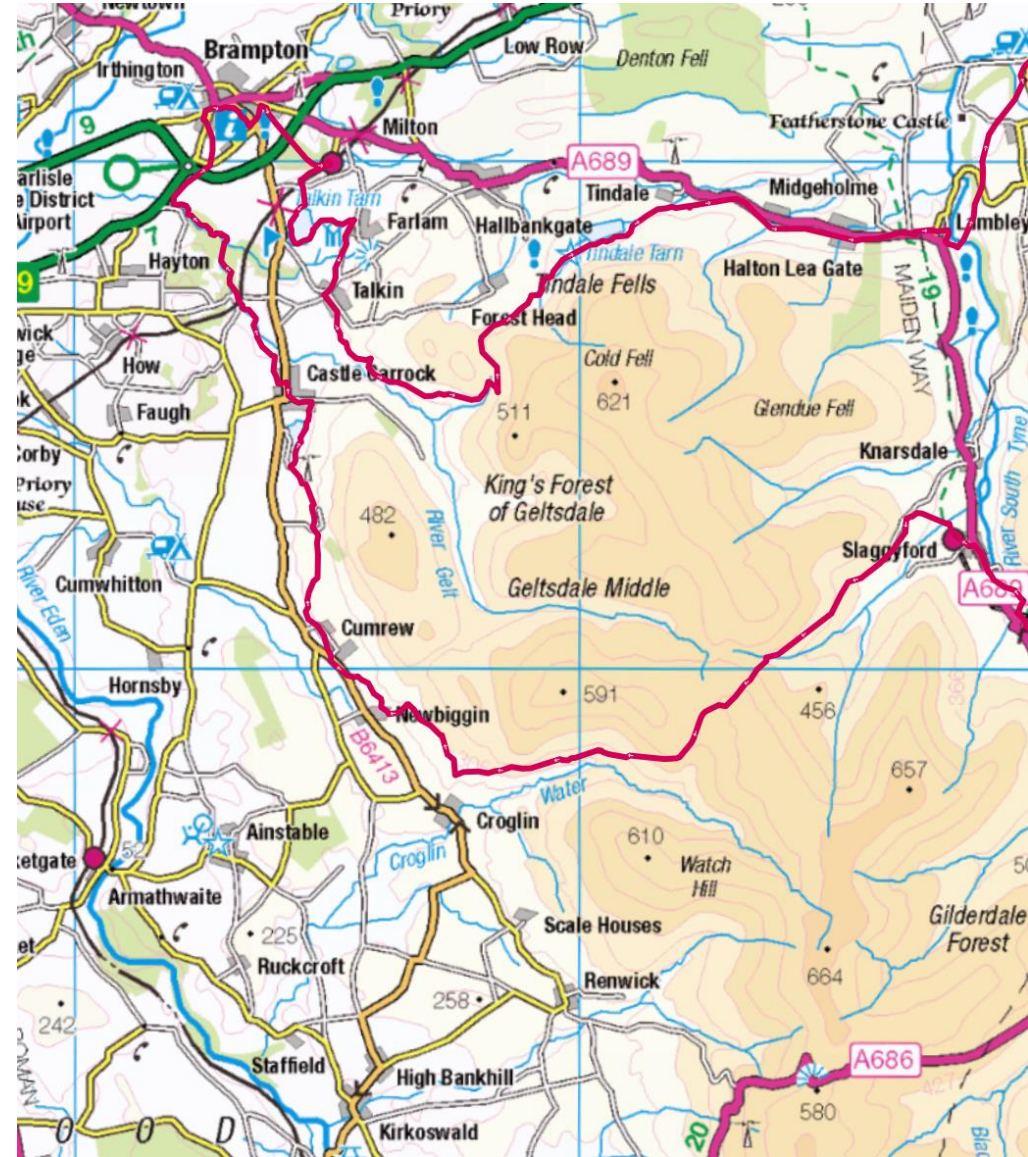
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Roof of England Walk

- Began work 2021
- Long held aspiration of our founding Chair
- 359km / 223 miles
- 2021/22 - Full recce
- 2022/23 – Changes considered
- November 2023 'Preferred Route'
- 16 Legs
- 'Doable day walks', walker services
- Available 2024?



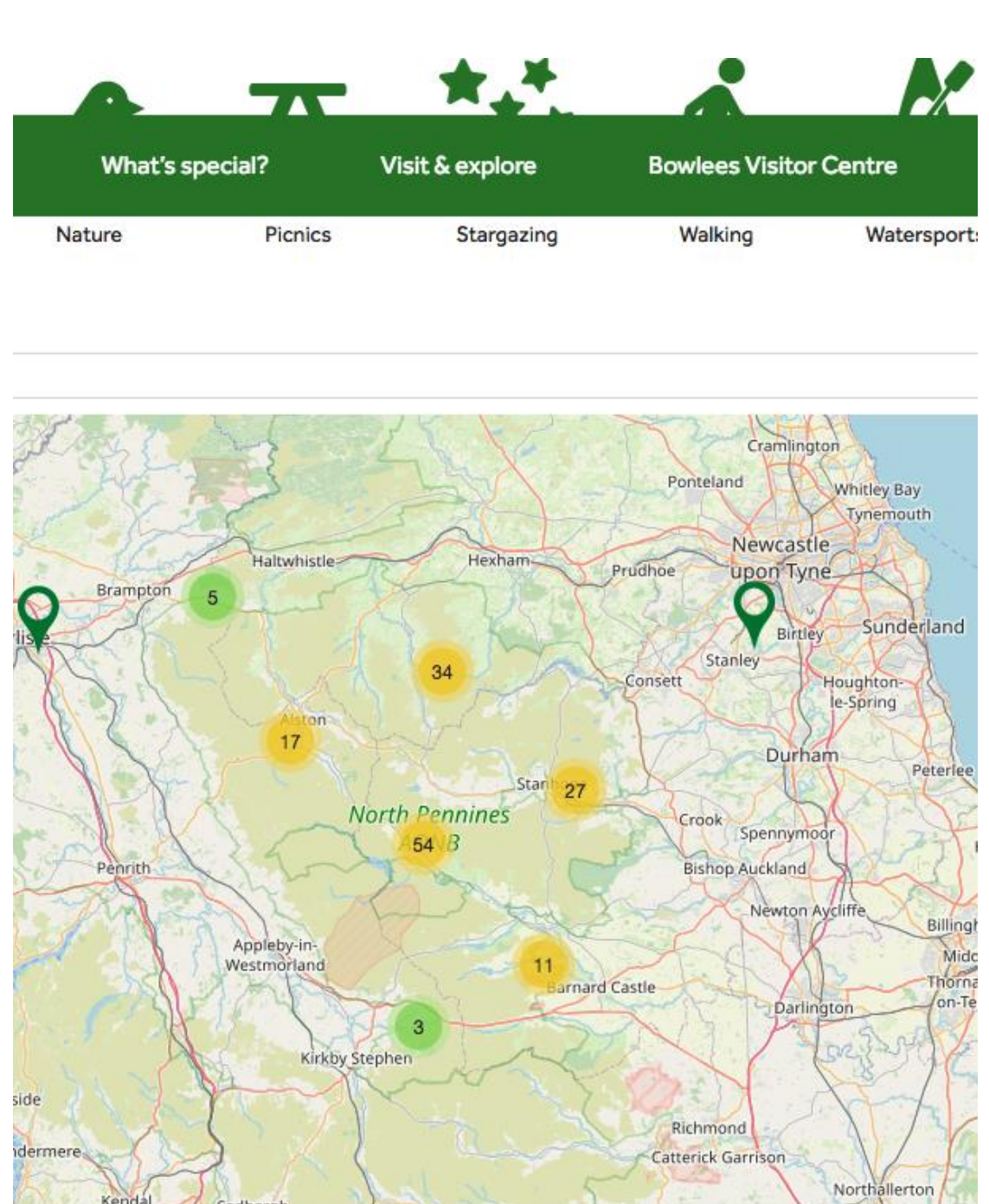
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Hybrid app

- Web based platform
- Made for mobile
- Interactive and personalised – save to read later, users can shape what they see
- Eventually it will replace the ‘visit & explore’ map
- 3 content strands: places, routes and stories
- Refer back to www.northpennines.org.uk for more in-depth content
- In development - coming in 2024



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Keeping in touch

- Subscribe to our e-newsletters
- <https://northpennines.org.uk/news/subscribe-to-our-newsletters>



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