

Project: Natural Tourism in NW England

Client: The North West Natural Economy Team (NWDA/Natural England)

Date: 2007

Team: Project Manager, Graham Barrow

TEAM and Blue Sail were appointed by Natural Economy Northwest to help develop the work programme and priorities of a new Natural Tourism project that was part of a broader Natural Economy Programme in the NW of England. Natural Tourism is defined as *"Tourism that is based on and motivated by experiencing the natural environment, involving either passive enjoyment or active participation."*

The study covered the following:

- Undertaking a review of regional and sub-regional strategies to identify where Natural Tourism fits and can contribute.
- Producing a contact database of natural asset site owners and managers and businesses involved in natural tourism.
- Running a series of five workshops, one in each sub-region, to start local dialogue and to identify local priorities.
- Producing an action plan and work programme for the Natural Tourism Project and Development Manager.
- Identifying criteria for a potential Development Fund for natural tourism.