



Annual Report 2010-11

At the end of the period, the company had 67 members. This is was an increase of 16 during the year bringing subscription income of £320.

Total Income was £14,434.06 (£3,198 in 2009-10) made up of £1,700 (£2,138) of publicity, £1010 (£560) from training and £530 from the AONB for organising a study tour for a group of local government and national park officials from Rogaland Fylkeskommune, Norway. The biggest income was grants for the Tramper scheme and towards visitor information publicity. (see below for details)

Expenses were £12,898.37, including £8165.43 on the Tramper scheme, leaving a trading profit of £1586.13, which will be donated to Bowland Tourism Environment Fund.

At the end of the period, the company had cash of £2,444.56, with Debtors of £100.00 and Liabilities of £958.43 in addition to the BTEF donation

The biggest item of the year was the Tramper for Hire project. A grant of £7,920 was received from Awards for All (Big Lottery) to purchase a Tramper and develop promotional literature. Lancashire Green Tourism Project also provided £1,000. 10 members of the company attended a training session at Stephen Park in March. By the end of the year, the Tramper had been "hired out" once.

The proposed Lune Valley visitor information leaflet (in conjunction with Bay Tourism) did not materialise due to insufficient interest from over 60 businesses approached with the idea.

A new Bowland Teashops map and leaflet was produced containing 31 establishments offering 'day time refreshment'. A grant of £2,000 was received from the Lancashire Green Tourism Project towards this. The project made a contribution of £120 but resulted in a bad debt of £50.

Training activity continued. "Bowland Welcome" course was held twice with 10 people attending and a new course on "First Aid at Work" which also held twice for a total of 8. These produced a total contribution of £90. It was planned to offer "Sense of Place" on behalf of the AONB, but there was insufficient demand for October and the AONB funded the one in February at no cost to those attending.

The Directors spent a total of 31hours (33 in 2009-10) and travelled 424 miles (276) representing the company at AONB meetings.