



THE THREE PEAKS PROJECT

2009 – 2015





THE THREE PEAKS PROJECT

- Background
- The Three Peaks Project
- Latest Project developments
- Has it worked?

Ingleborough...



Whernside...



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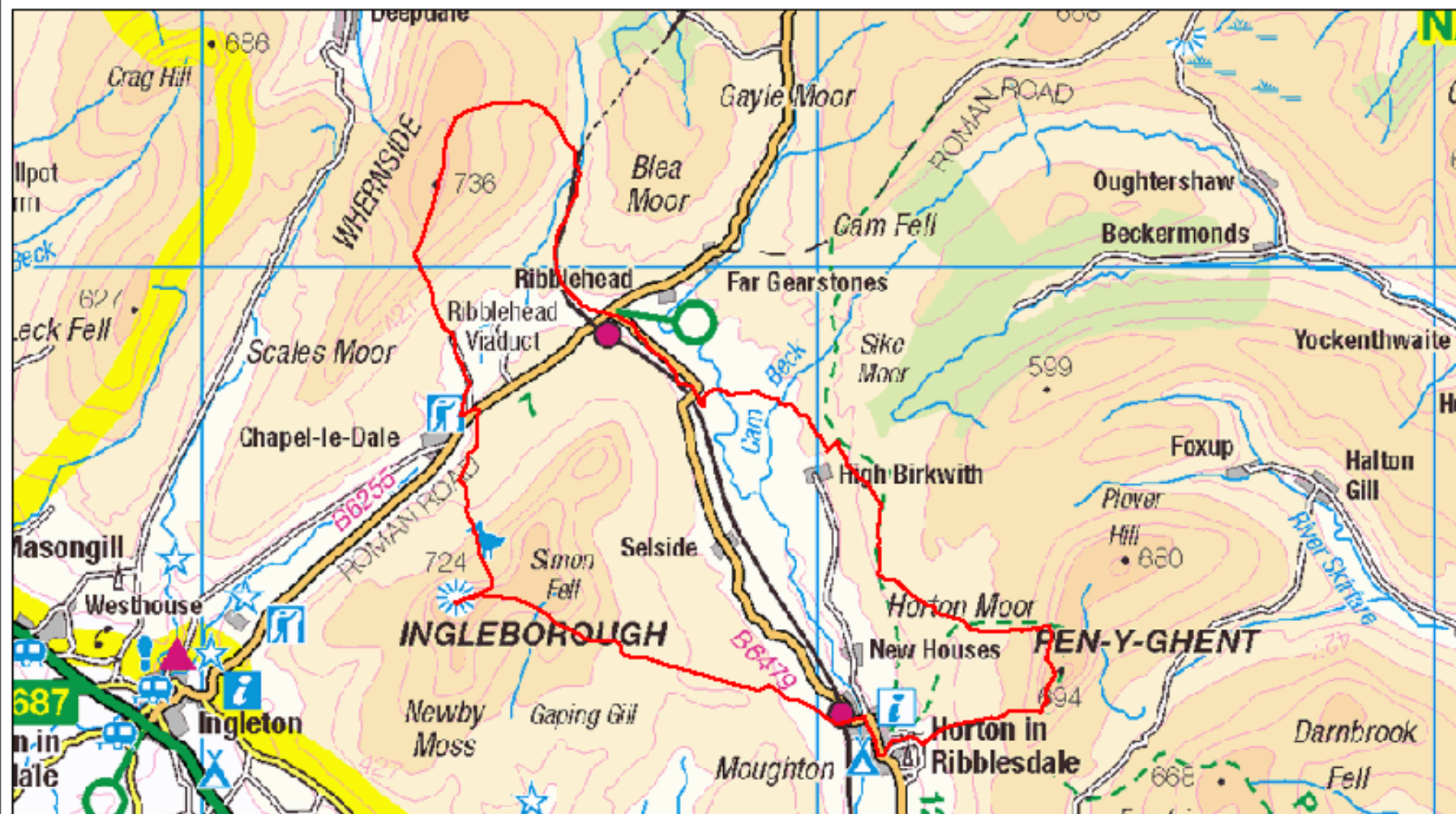
Pen Y Ghent...



Three Peaks route

Scale 1:85076

Compiled by YDNPA on 13 September 2013



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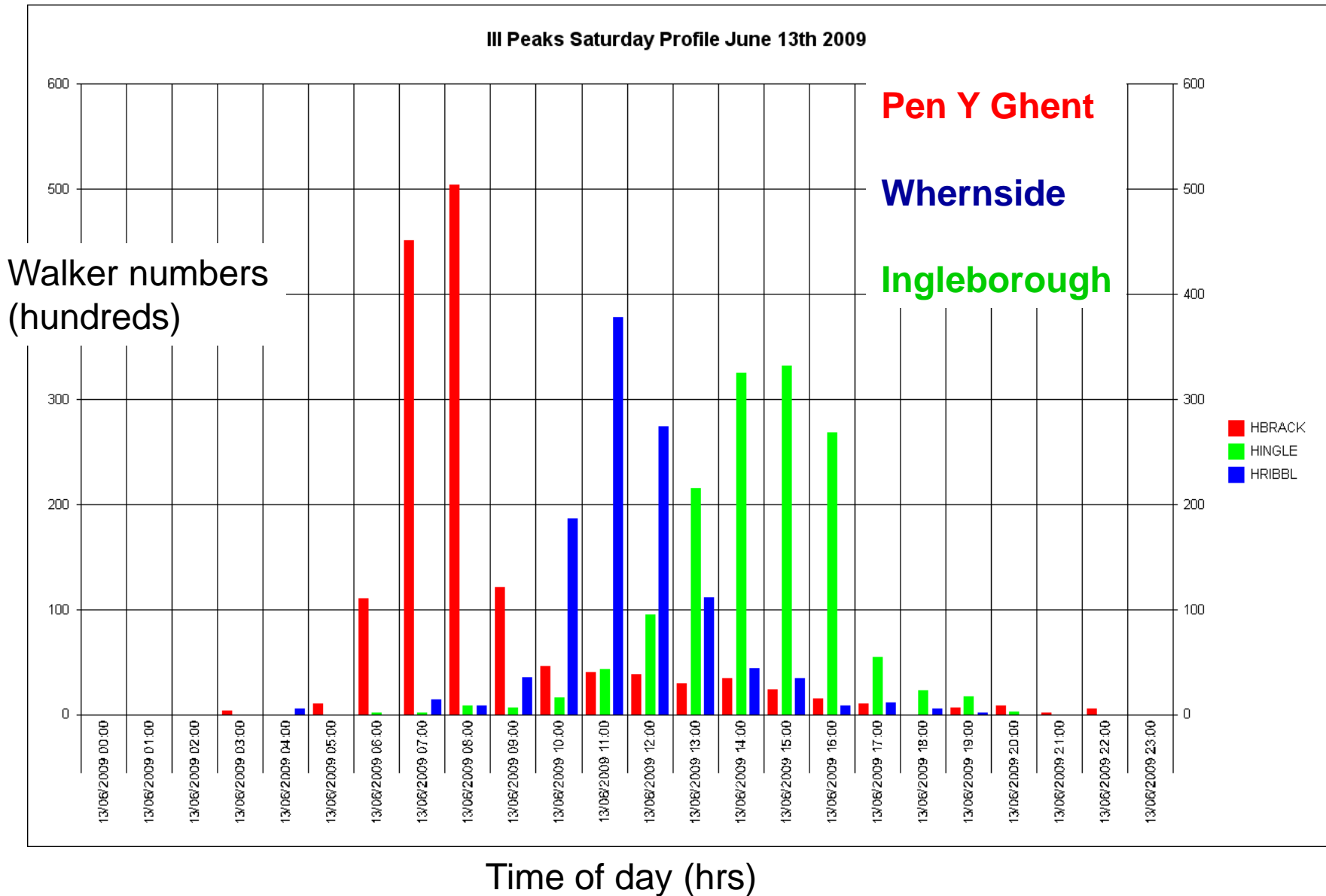
Additional information: © Yorkshire Dales National Park Authority



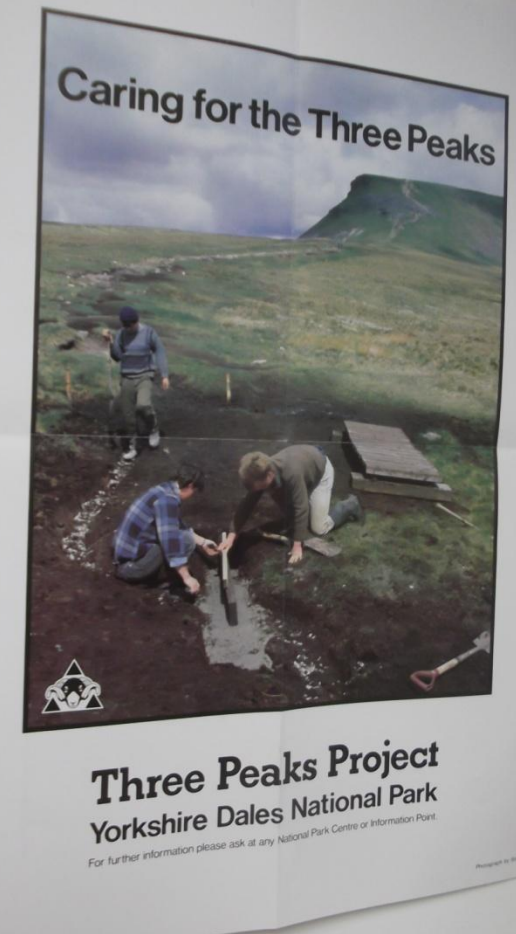


Whernside, Bruntscar footpath

A typical Saturday in season.



The first Three Peaks Project





Project Objectives

Secure the long term maintenance and enhancement of the Three Peaks area by:

- Generating a sustainable source of income for its' ongoing management
- Encouraging ownership
- Creating opportunities for existing and new audiences
- Promoting understanding of the area's special qualities.

07.09.2006 19:59

Creating a brand...

- **Recognisable**
- **Simple**
- **Attractive**
- **Something to buy in to..**



Ownership...the Friends



- August 2009 – launch of the **‘Friends of the Three Peaks’**
- A support group for anyone with an affinity for the area, set up and administered by NPA.
- Membership not dictated by completing any walk or challenge – area based.
- To date 350 individual members and 100 Corporate Members, including charities and event organisers.

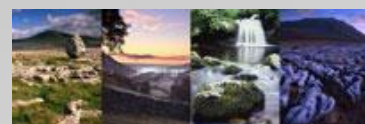


THE FOURTH PEAK
RIBBLEHEAD



High Laning
Caravan & Camping Park
Dent Village - Yorkshire Dales

Manifest *adj.* apparent; hence,
distinctly perceived; obvious to
the understanding; apparent; not
secretly apprehensible; plain; ne-
cessarily to appear distinctly; to
make to appear distinctly; to
make to appear distinctly; to
make to appear distinctly; to



Friends of
THE THREE PEAKS
YORKSHIRE DALES



Lucia Smith



**INGLETON
PARISH
COUNCIL**



Cottontail crafts
"a paradise for crafters"



**Ingleton
Waterfalls
Trail**

New Inn
Clapham, Yorkshire Dales
as relaxed as you like

White Scar
Cave
**Jewel of
Nature**

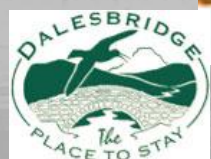
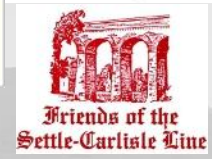


**Pinecroft
Lodges**

Welcome
to **Yorkshire**
yorkshire.com



**The Willows
Bed & Breakfast**



THE
TRADDOCK

Settle Harriers



3 Peaks Bunkroom
Horton & Ribblesdale



The
**QUEENS
ARMS**
Refreshingly Traditional

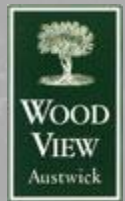


**Country
walking**

The Dales Guest House
Ingleton



serco



THE OLD MANOR HOUSE
Home to Clapham Bunk



Seddon

Clapham Village Store

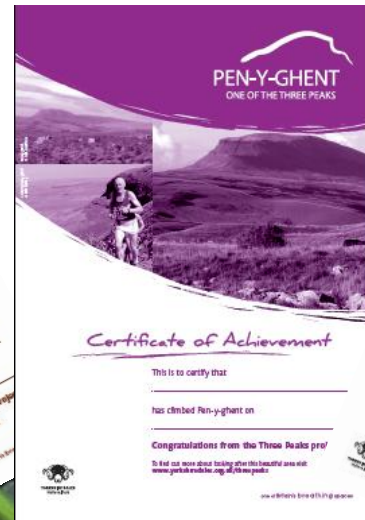
ramblers
at the heart of walking



- **Range of merchandise developed**



Income...



Charity, Challenge & Competitive Events



Income....



T-Shirt Front



T-Shirt Back

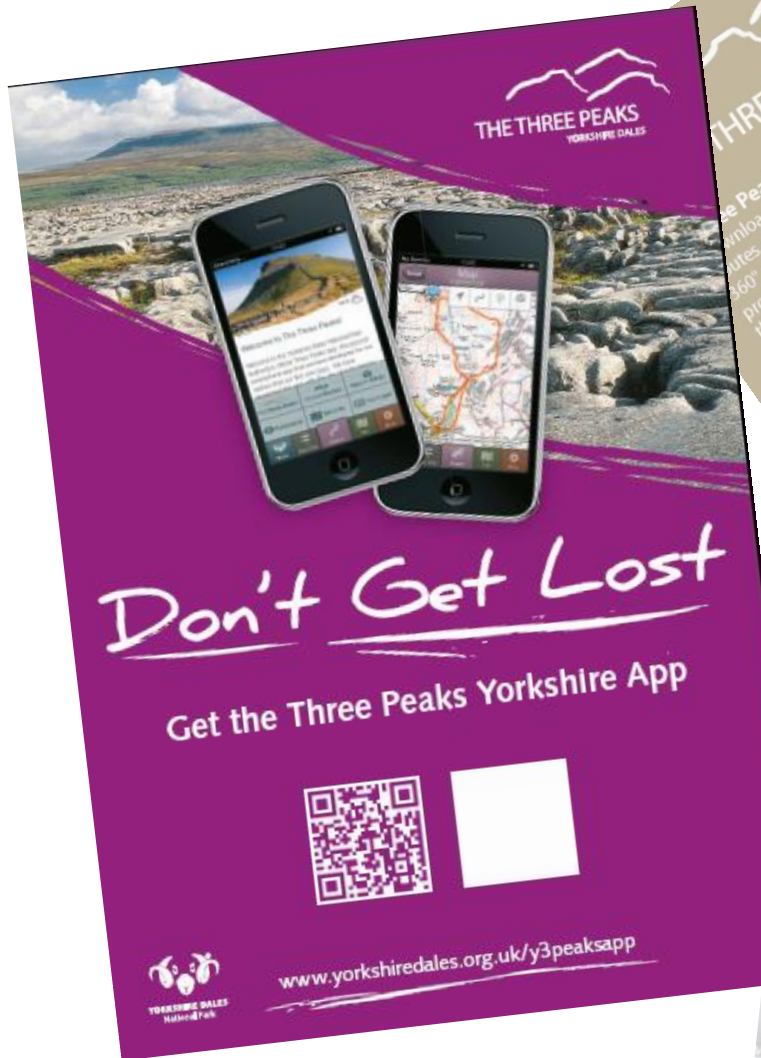


THE THREE PEAKS PROJECT





THE THREE PEAKS PROJECT



THE THREE PEAKS
YORKSHIRE DALES

Don't Get Lost

Get the Three Peaks Yorkshire App

www.yorkshiredales.org.uk/y3peaksapp

YORKSHIRE DALES
National Park



THE THREE PEAKS
YORKSHIRE DALES

Download our latest app and get the most from your visit. Maps, routes, places to stay and eat and drink. Plus wifi hotspots, 360° panoramas, toposcopes and so much more. Just £1.99, all profits go to helping us restore and maintain the path network in the area. Available for iPhone (currently) and Android (by end of 2014).

www.yorkshiredales.org.uk/y3p



THE THREE PEAKS
YORKSHIRE DALES



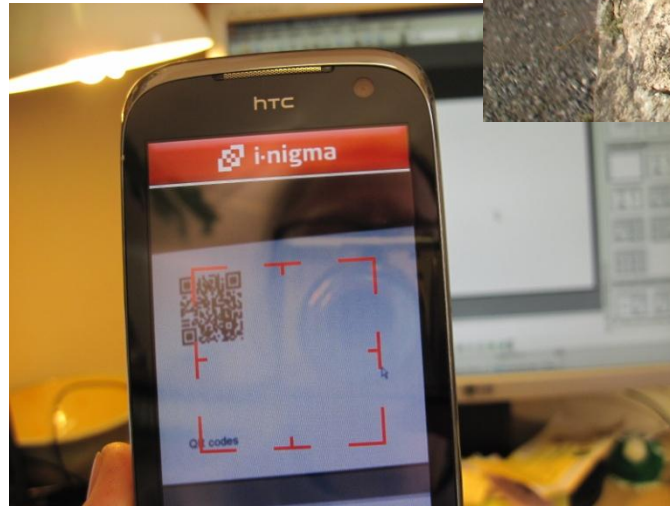
THE THREE PEAKS
YORKSHIRE DALES



THE THREE PEAKS PROJECT



QR codes





THE THREE PEAKS PROJECT

Don't
GET LOST!

**GET THE
YORKSHIRE
THREE
PEAKS APP**



- Development costs circa £17k.
- Two versions plus layar add-ons.
- Funded through the EOCA grant.

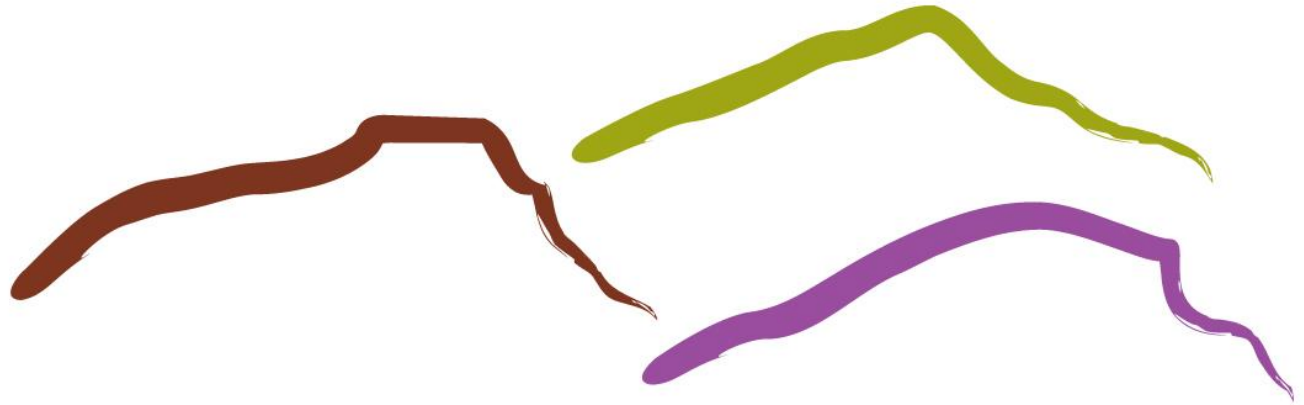


THE THREE PEAKS PROJECT

App sales to date

- 1220 iPhone versions
(since 11 Sep)
- 420 android versions
(since 17 Dec)





THE THREE PEAKS

YORKSHIRE DALES

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