



VISIT HEREFORDSHIRE

Tourism Conference  
2025

} Herefordshire  
County BID

by HEREFORDSHIRE  
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# Dark Skies Tourism

**Yolande Watson**  
**Volunteer**

Executive Team member  
CPRE Herefordshire  
Lead for Dark Skies Herefordshire



The countryside charity  
Herefordshire



# Dark Skies Herefordshire

- Volunteer-led practice-based citizen science project
- Aims to conserve and enhance dark skies across the rural landscape of Herefordshire, raise people's awareness of Artificial Light At Night (ALAN)
- Works with partners such as Herefordshire Wildlife Trust branches, National Landscape Wye Adapt to Climate Change Project, Visit Herefordshire to inform the public how ALAN negatively affects the health of plants, night-time pollinators, birds, amphibians, mammals and humans
- Promotes Responsible Outdoor Lighting At Night (ROLAN)
- Supports groups and parish councils set up their own projects by delivering training, loaning Sky Quality Meters, holding 6-weekly co-ordinator meetings, sharing information and networking



# Citizen Scientists Raising Awareness



# Today's Presentation

- What is Dark Skies Tourism?
- Definition of Dark Skies
- What are the economic benefits?
- What can I do?
- How can CPRE Herefordshire help?
- Sheila Jones: UpperFields Farm, Llangarron
- Richard Fishbourne: Bugs and Beasties, Fownhope
- Questions and Answers





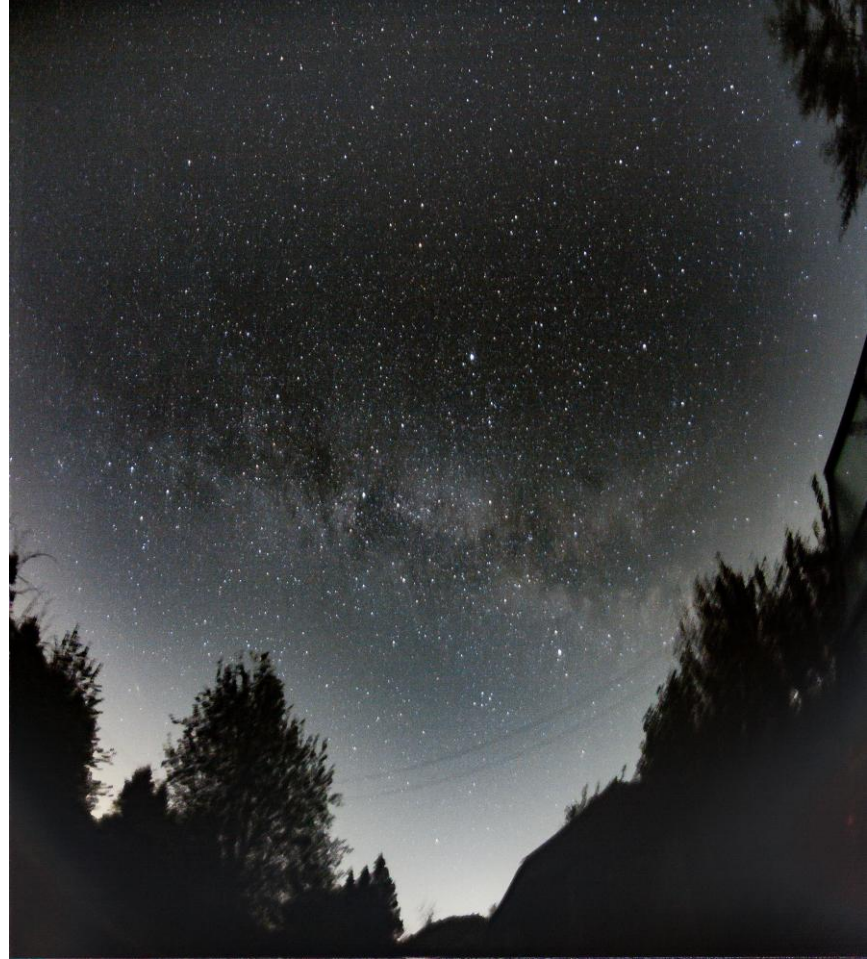
# Dark Skies Tourism

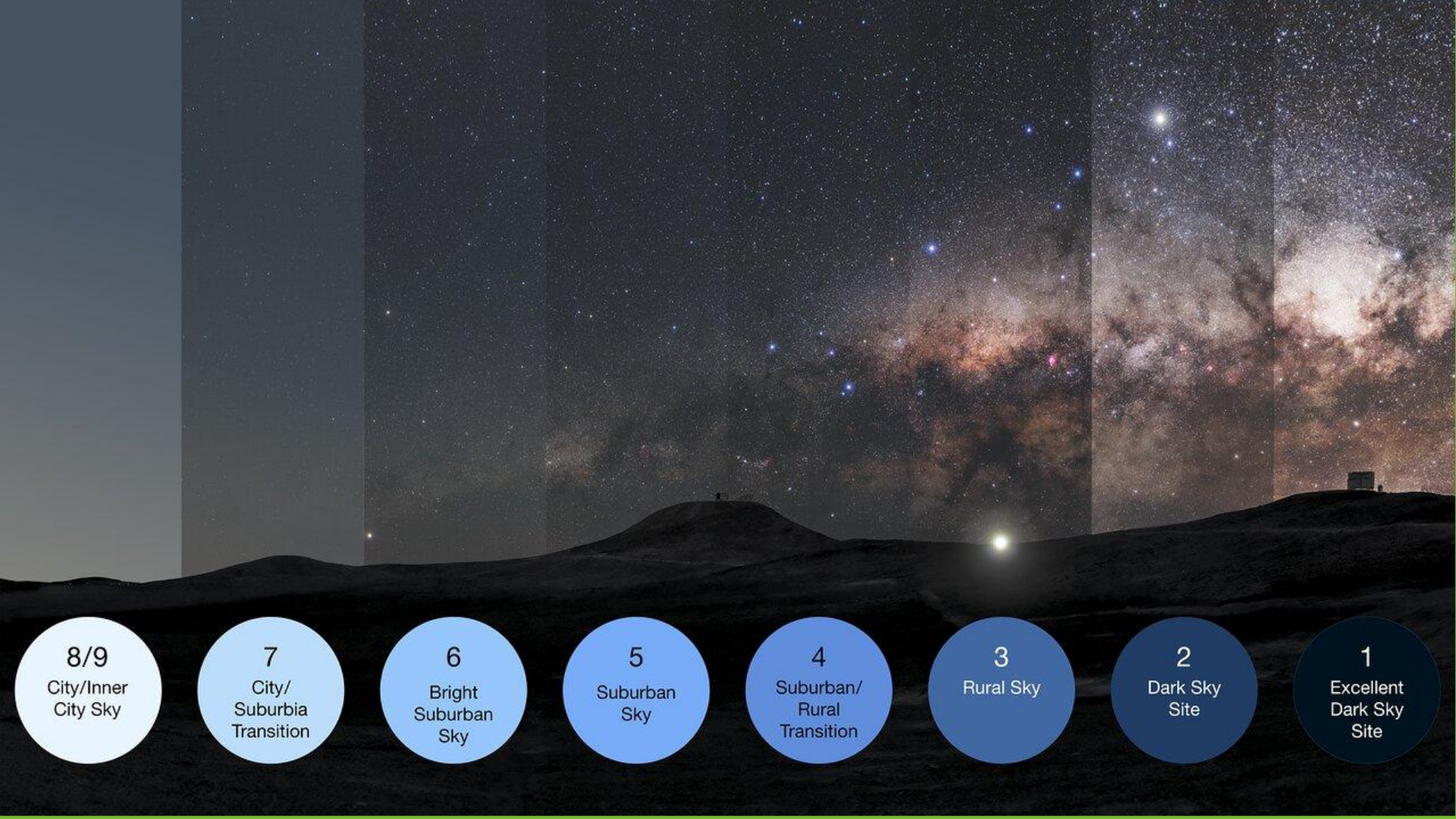
## Astro-tourism

- Night sky stays
- Stargazing trips

## Noctourism (nocturnal tourism)

- After dark village/town/city tours
- Bioluminescence walks
- Slow Travel Movement
- Night markets





8/9

City/Inner  
City Sky

7

City/  
Suburbia  
Transition

6

Bright  
Suburban  
Sky

5

Suburban  
Sky

4

Suburban/  
Rural  
Transition

3

Rural Sky

2

Dark Sky  
Site

1

Excellent  
Dark Sky  
Site

# Economic benefits

In a recent Booking.com survey, 62% of respondents across 33 countries said they were considering holidays with experiences at night, from stargazing and safari sleep-outs to after-dark city tours.

## Noctourism is 2025's most sought after travel experience

“The night provides such a visceral reminder of our world’s multisensory beauty” Laura Hall, Copenhagen for Time Out magazine

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Netflights.com

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# Be a Dark Skies Champion

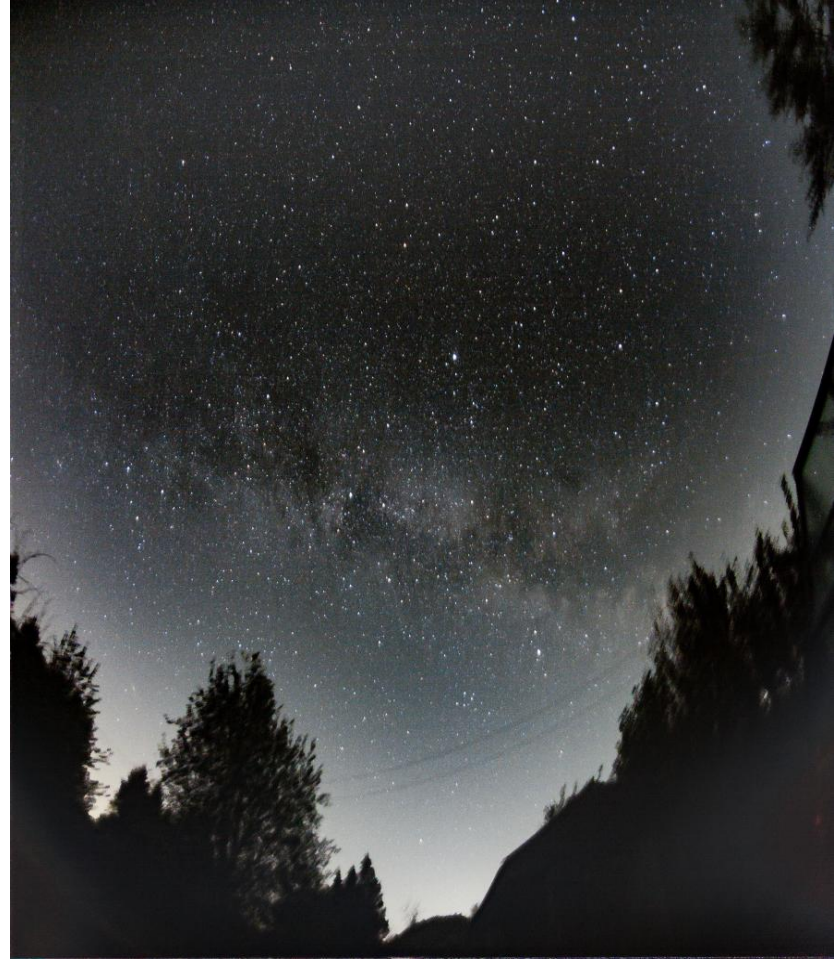
Review your own lighting arrangements

Plant a 24 hour garden

Promote dark skies to your guests

Engage in or deliver dark skies activities

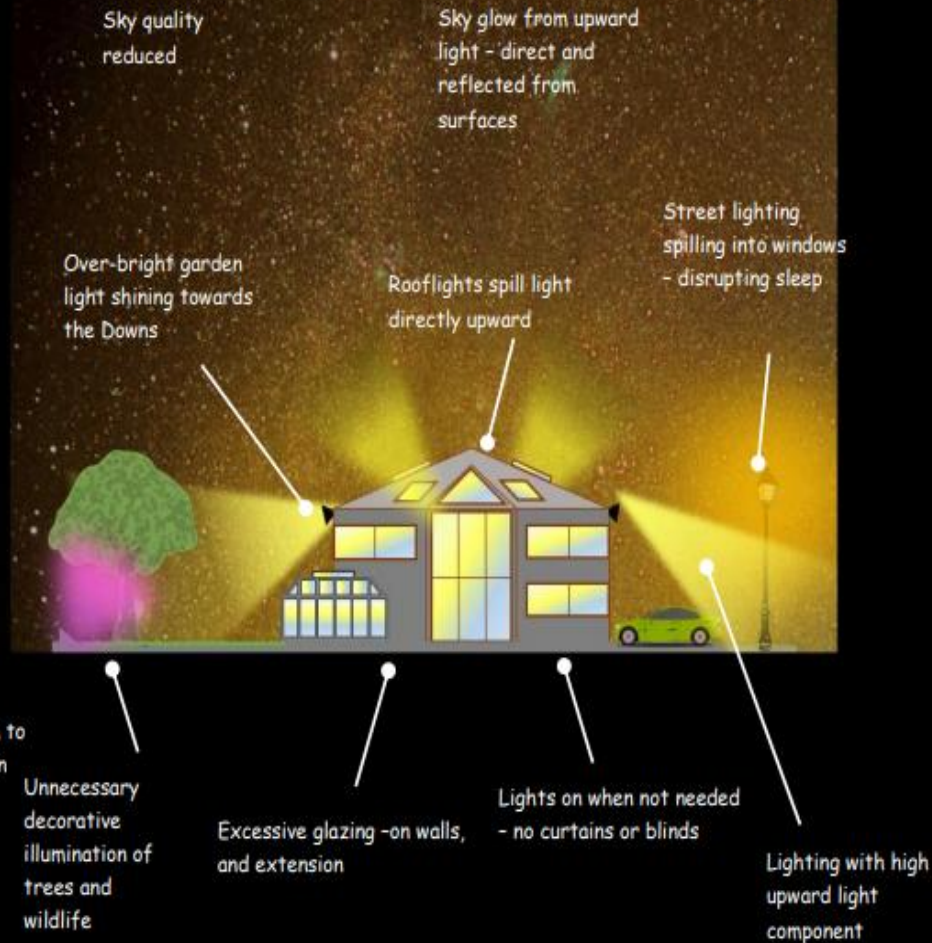
Offers: a dark skies bench, telescope, fire pit with blankets and hot drinks



## BETTER



## WORSE



Go to the CPRE  
Herefordshire Dark  
Skies Herefordshire  
webpage

Where you will find lots  
of information to  
read and download



The countryside charity  
Herefordshire

# Five Lighting Principles for Responsible Outdoor Lighting



Responsible outdoor lighting is

- |                |  |  |
|----------------|--|--|
| 1 Useful       | <b>Use light only if it is needed</b><br>All light should have a clear purpose. Consider how the use of light will impact the area, including wildlife and their habitats.                                     |  |
| 2 Targeted     | <b>Direct light so it falls only where it is needed</b><br>Use shielding and careful aiming to target the direction of the light beam so that it points downward and does not spill beyond where it is needed. |  |
| 3 Low Level    | <b>Light should be no brighter than necessary</b><br>Use the lowest light level required. Be mindful of surface conditions, as some surfaces may reflect more light into the night sky than intended.          |  |
| 4 Controlled   | <b>Use light only when it is needed</b><br>Use controls such as timers or motion detectors to ensure that light is available when it is needed, dimmed when possible, and turned off when not needed.          |  |
| 5 Warm-colored | <b>Use warmer color lights where possible</b><br>Limit the amount of shorter wavelength (blue-violet) light to the least amount needed.  |  |



# Sheila Jones



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Directions



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# Richard Fishbourne



Bugs and Beasties creates beautiful natural play areas, living willow sculptures, willow tunnels, natural climbing frames, wildlife ponds, beautiful chestnut fencing, hazel dens and hurdles and promotes gardening for wildlife. We have always specialised in working with schools and developing school grounds for nature play and learning. We always try to work up garden and landscape designs with the students to get the most and best use out of any of the space. If you would like to talk through an idea or simply get some advice on what might be possible please feel free to contact us.

## Closing Remarks

Joanna Hilditch and Glenn Jones

Herefordshire County BID Co-Chairs







**Herefordshire  
County BID**

in association with  
**VISIT HEREFORDSHIRE**

## Where can I find more details?

Full details can be found on:

Herefordshire County BID / Visit Herefordshire LVEP

[www.herefordshirecountybid.co.uk](http://www.herefordshirecountybid.co.uk)

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