

KYNP - What is it?

Know Your North Pennines - What is it?

A training programme for front-of-house tourism professionals working in the North Pennines

- Accommodation providers
- Attractions staff
- Tourist Information Centre staff
- Blue Badge Guides

Know Your North Pennines – What sort of training?

- Know Your North Pennines is run by an informal cluster of businesses
- We identified a gap in the training market
- This is “knowledge based training” celebrating the special qualities of our area

Read More

Know Your North Pennines – What are these special qualities?

- A holistic approach
- Topics include:
 - Geology
 - Ecology
 - Culture
 - History
 - Archaeology
 - Built heritage
 - Farming and land management
 - Artists and poets...
 - Music
 - Traditional Crafts

Know Your North Pennines – How does it work?

- Five full day training sessions each winter
- Each session based on one theme with expert tutors
- Backed up by a resource pack of notes from each session
- Supported by the Centre of Vocational Excellence at Northumberland College

Know Your North Pennines – What are the benefits?

- Greater knowledge – greater enjoyment
- A quality mark for tourism businesses
- A developing network of tourism businesses

Read More

Know Your North Pennines – what do we do next?

- Strengthen the network
- Share knowledge and information
- Develop the website
- Keep in touch with newsletters
- Develop further training opportunities
- International exchanges

In a nutshell

By working with tourism professionals to celebrate the unique qualities of the North Pennines we help build a sustainable tourism industry founded on a strong sense of place .