



PRESS RELEASE

Moors for the Future Partnership. The Moorland Centre . Edale . Hope Valley . Derbyshire . S33 7ZA

9 July 2015



First moorland-themed apps launched – and they are free to download

Discovering more about the beautiful moorland landscape, its wildlife and vegetation is now much easier thanks to four new free smartphone apps.

The apps are the first moorland-themed identification guides that have been created to help visitors learn about the uniqueness, beauty and importance of the Peak District National Park and South Pennine moors.

The free apps provide a useful field guide looking at plants, moss, wildlife and some of the landscape features found on moorland.

Available to download on iOS and Android, on smartphones and tablets, or even as a printable pdf, the new apps have been created as part of the Moors for the Future Partnership's MoorLIFE project.

MoorMOSS, MoorPLANTS, MoorSIGHTS and MoorWILD have been designed with the Peak District and South Pennines in mind, but will be useful on moorlands across the UK.

MoorLIFE Project Manager Laura King said: "We produced the apps so that people can learn more about the wonderful landscapes that we have worked on to restore to their former glory.

"Thanks to the EU funding we've completed conservation works to protect 2,500 hectares of moorland, that will increase the numbers of plants, and sphagnum mosses that you'll be able to spot out on the moors.

"And we hope that you'll have more chances to see more wildlife as our works improve these vital habitats."

The Apps have been developed in conjunction with Natural Apptitude.

Director David Kilbey said: "We're interested in building apps and contributing to projects that both help the environment and enrich people's experience of it.





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"The four apps that we produced with Moors for the Future really met these objectives and provide a fantastic resource for people wanting to learn more about the fascinating and beautiful Peak District National Park."

These handy new apps, which will work without a phone signal, help you identify and learn about things you come across on the moors.

MoorMOSS - looks at Sphagnum mosses found in the Peak District and South Pennines. It focuses on the various species of moss, lichen and liverwort you are most likely to see.

MoorPLANTS – a guide to ferns, flowering herbs, shrubs, trees and grasses. The app provides text descriptions and photo galleries to help you identify the interesting plants which are found in the area.

MoorSIGHTS - gives you a feel for some of the types of landscape features you are likely to encounter on a walk across the moors. With text that covers key features and a photo gallery for each entry, some of the mysteries and gems of these moors will be explained.

MoorWILD - focuses on the birds, insects, mammals and reptiles found on the moors. With the text and photographs provided you will soon be putting names to the animals that make our moors unique.

Among the species covered are those that are being surveyed as part of the Moors for the Future Partnership's Heritage Lottery-funded Community Science Project.

The apps also provide information about the work carried out by the Moors for the Future Partnership within the MoorLIFE project and how that is helping to restore and preserve these moorland habitats which are of European importance.

To find out more or for links to download MoorAPPS go to <http://www.moorsforthefuture.org.uk/moorapps>

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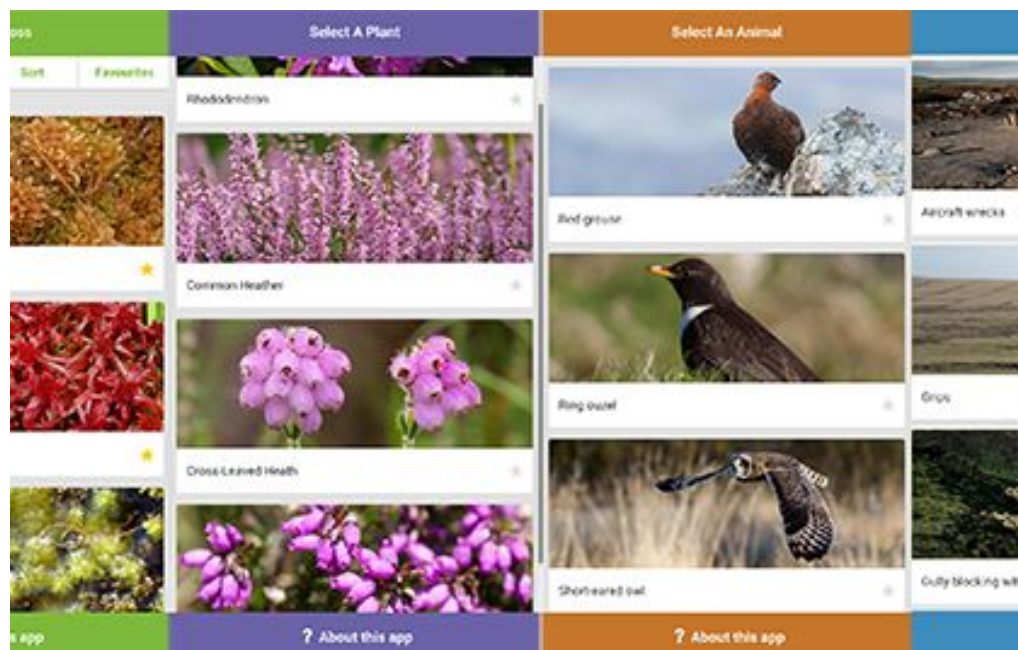
Notes



Screen shots of each of the four new free apps are available.



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MoorLIFE is a €6.7 million project that has protected 2,500 hectares of active blanket bog by carrying out conservation works on bare and eroding peat in the South Pennines Special Area of Conservation (SAC) and Special Protection Area (SPA). The five-year project is co-funded by the European Union's LIFE+ Programme and delivered by the Moors for the Future Partnership. Led by the Peak District National Park Authority, MoorLIFE project partners also include the Environment Agency, Natural England, National Trust, United Utilities and Yorkshire Water.

Healthy peat moors:

- provide good quality drinking water – 70% of our drinking water comes from these landscapes. Damaged peat erodes into the reservoirs so that water companies have to spend more money cleaning the water for consumption.
- provide a unique habitat for a wide range of wildlife.
- absorb and store carbon – peat is the single biggest store of carbon in the UK, storing the equivalent of 20 years of all UK CO₂ emissions and keeping it out of the atmosphere.
- potentially help reduce the risk of flooding.

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For more information about our moorland conservation techniques and Moors for the Future Partnership projects please visit our website www.moorsforthefuture.org.uk

