

ENGLISH LAKE DISTRICT WORLD HERITAGE SITE

BUSINESS TOOLKIT

Welcome to

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE



England's World
Heritage Story

The North

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Did you know?

The English Lake District World Heritage site is one of almost 1100 World Heritage Sites across the globe.

It is the UK's largest World Heritage Site as well as being the only UK World Heritage Site that is entirely a National Park.



"The English Lake District became a UNESCO World Heritage Site in July 2017.

World Heritage is an international seal of approval of 'specialness', a phrase that goes beyond the boundaries of countries and continents and is truly recognised throughout the world.

The World Heritage family is small; we're fortunate to be in it. This accolade celebrates our special and unique qualities and ensures its effective long term management. No wonder it is something for all of us to be hugely proud of.

The World Heritage brand provides us with an opportunity to stand out in the crowded and competitive international marketplace. It can't be denied that World Heritage is

beneficial to tourism as the phrase resonates with international visitors.

Such visitors see it as an official mark of quality and a signpost to places worth travelling to. World Heritage also gives us the opportunity to tell new stories to domestic visitors too, fostering longer stays and deeper connections.

The English Lake District World Heritage brand can and should benefit those businesses within and adjacent to the Site bringing distinct business advantages.

This toolkit will help guide you how to make the most of World Heritage."

Steve Ratcliffe, Chair, World Heritage Site Steering Group and Director of Sustainable Development, Lake District National Park Authority

INTRODUCTION

The English Lake District's coveted status as a UNESCO World Heritage Site puts us alongside iconic locations including the Pyramids of Giza, the Taj Mahal, the Grand Canyon and Australia's Great Barrier Reef.

But did you realise that being officially ranked as an internationally acclaimed place gives businesses here in the Lake District and Cumbria a great opportunity to:

- **Gain the competitive edge**
- **Develop new products and services**
- **Benefit from new customers**

Many World Heritage Sites are popular visitor attractions and it's clear that tourism generates significant spending in local accommodation, retail and hospitality. Now, more than ever, you have the chance to attract higher-spending, longer-staying national and international tourists who respect the landscape and want to explore more of Cumbria.

At the same time, World Heritage status has a positive impact far beyond tourism. Food, farming and other rural businesses across Cumbria can also actively use the accolade. That may be through marketing activities, upskilling staff or creating new products, services and innovations which help retain customers and tap into lucrative new markets.

This document will help you use the English Lake District's World Heritage status to find your own competitive edge and set you on the road to more income and sustainable growth.

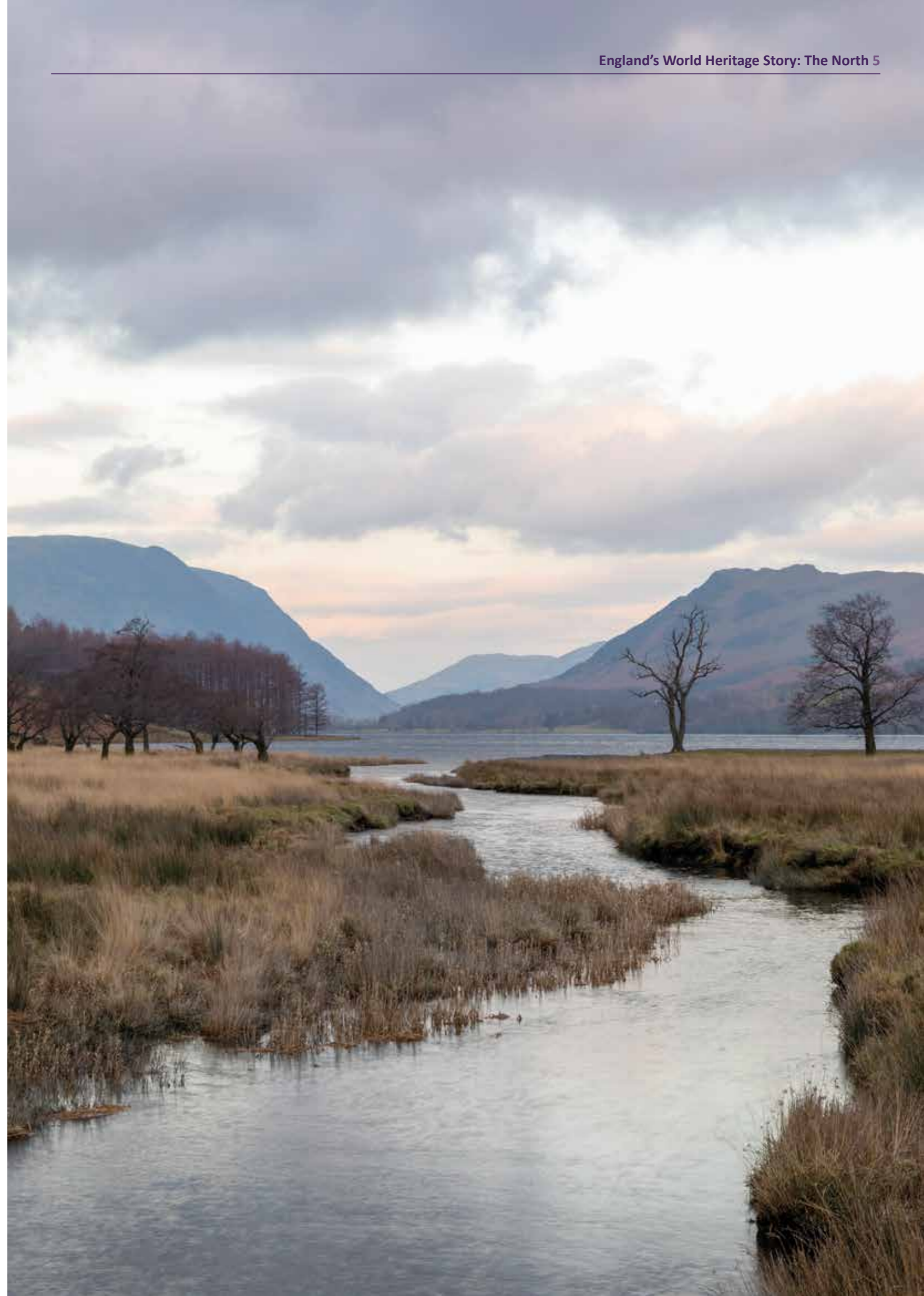
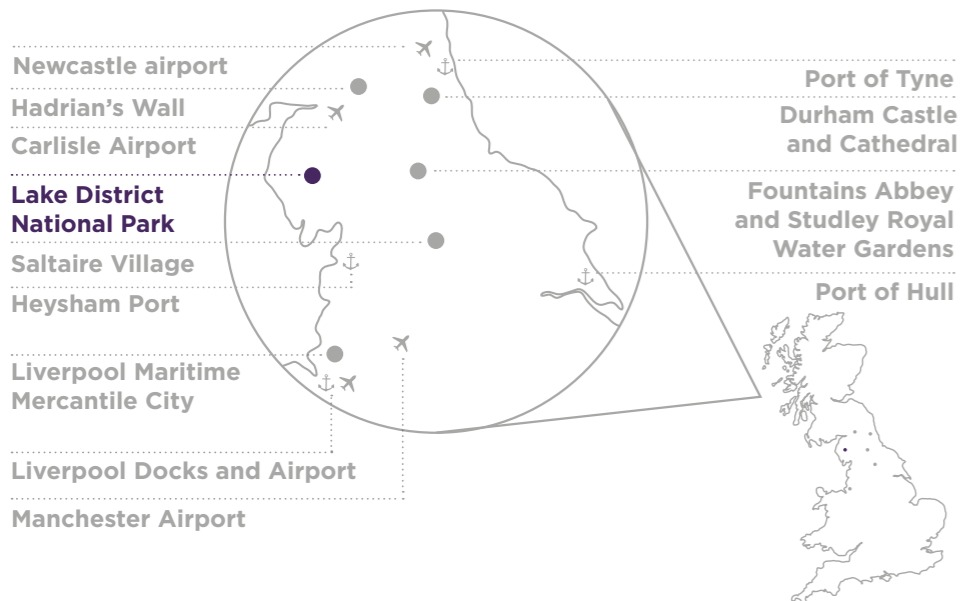
You will also be helping raise the profile of the Lake District, Cumbria as a place to live, work, invest and do business. Read on for more ideas and inspiration...

"My business is based outside the Lake District National Park, so what difference will World Heritage status make to me?"

We know that visitors don't recognise traditional boundaries between boroughs and counties, so why should you? Remember all Cumbrian businesses have a compelling story to tell, stretching far beyond the National Park.

Whether you are based in Whitehaven or Carlisle, Ulverston or Penrith, you still have an opportunity to draw on the English Lake District's distinct sense of place and rich culture and identity. Many of your customers will be intrigued by the World Heritage designation, so you too can confidently use the accolade to communicate with your target markets.

World Heritage Sites in Northern England



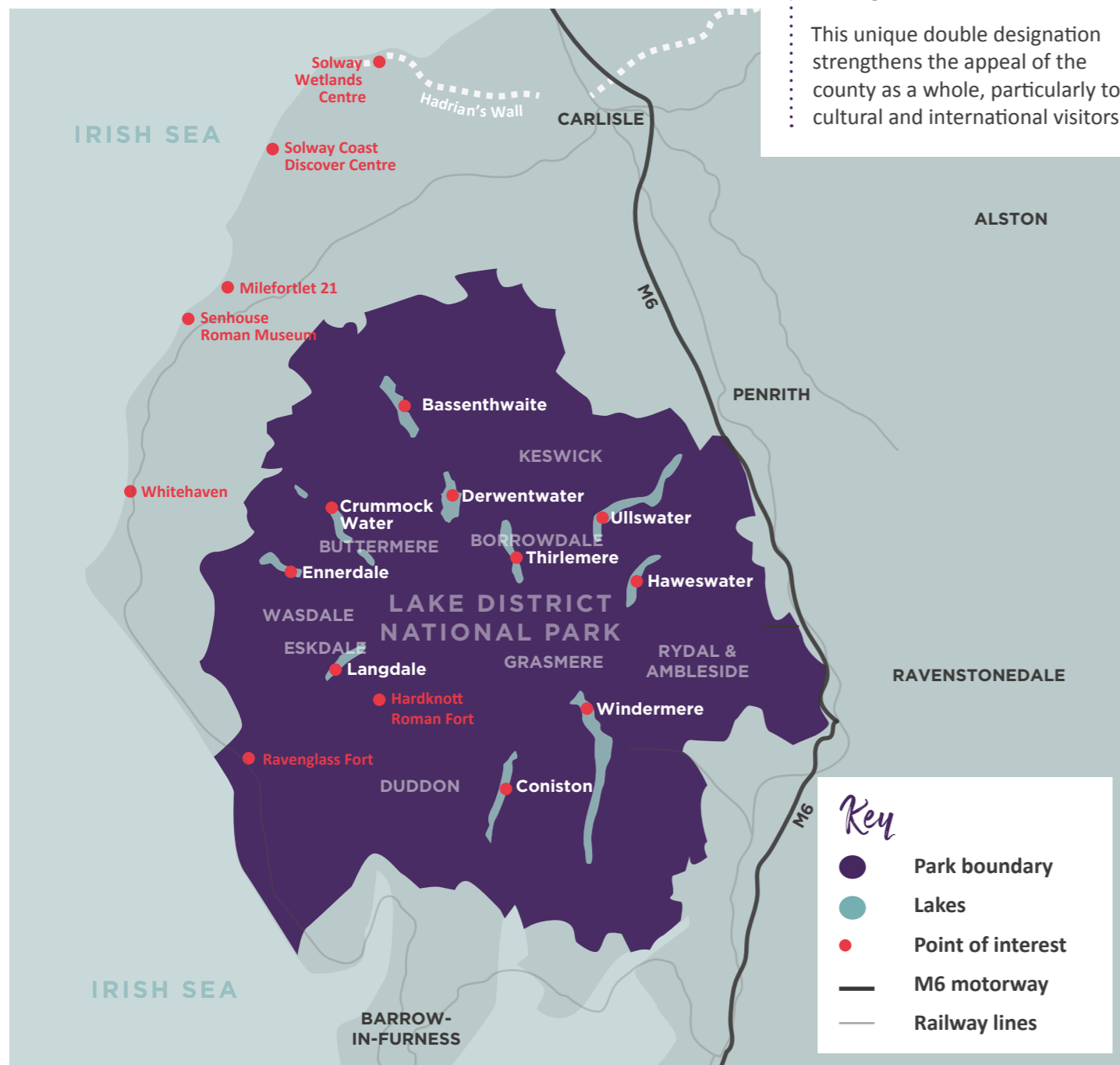
WHAT IS WORLD HERITAGE STATUS?

A World Heritage Site is a place that is inscribed by the United Nations Educational, Scientific and Cultural Organisation – better known as UNESCO – as having outstanding global special cultural or natural significance. The official term is World Heritage Inscription and means the English Lake District appears on an elite list of World Heritage Sites.

Double World Heritage status

The Lake District's World Heritage status has twice the pulling power when combined with Cumbria's other long-standing World Heritage Site, Hadrian's Wall.

This unique double designation strengthens the appeal of the county as a whole, particularly to cultural and international visitors.



'A CULTURAL LANDSCAPE'

There are four categories of WHS; Natural, Cultural, Mixed (both Natural and Cultural), and Cultural Landscape. Cultural Landscapes are the result of the combined works of nature and humankind, and express a long and intimate relationship between peoples and their natural environment. The English Lake District is a Cultural Landscape. Its significance is underpinned by three key themes.

1 Identity: A thousand years of industry and agricultural development have helped shape the spectacular natural landscape of mountains, valleys, lakes and woodland. This living, working landscape continues to change and evolve.

2 Inspiration: The beauty of the Lake District inspired artists and writers from the Picturesque and Romantic movements and generated ideas about landscape with a truly global influence and lasting legacy. Not only is this love of 'the place' the basis for Cumbria's £2.9billion tourism industry, but the Lake District is the birthplace of modern rural tourism as we know it.

3 Conservation: The Lake District has been enjoyed and valued by visitors for 250 years. Concern to protect it was the inspiration for the birth of the landscape conservation movement, including the National Trust and protected areas including UK National Parks.

As a Cumbrian business, you are an owner and ambassador of the English Lake District World Heritage Site. World Heritage status quite rightly raises customer expectations but being part of this elite global family puts you in a unique position to showcase the quality of our region and be a trailblazer for outstanding staff, products and services.

Working together, businesses like you can also show our visitors that appreciating and protecting our cultural landscape is essential for the future of this world-class destination. After all, you understand better than anyone else that having a healthy, thriving landscape supports everyone who lives, works, visits and invests in our special region.

Did you know?

There is an official World Heritage Day, which takes place on 18 April every year.

Meanwhile, Heritage Open Days take place each autumn.

Why not use these opportunities to create a special promotion or themed activity to promote your business and specifically target cultural visitors. Stage a special event or create an authentic Lake District experience to whet their appetite for exploration.

WHY DOES WORLD HERITAGE STATUS MATTER TO YOU?

Top five reasons to get involved:

1 People are interested and intrigued by World Heritage status, so being associated with a World Heritage Site makes you more attractive to potential customers. This globally recognised brand resonates most strongly with international markets and is a fantastic badge of honour to help raise your profile and competitiveness. It may even open up new markets for you to export your products.

2 It has been proven that cultural visitors spend more than other tourists and tend to stay longer. In fact, it's been estimated that just a 1% increase in 'cultural visitors' spending more on accommodation, food and drink, and leisure activities could boost our economy by around £20million. SOURCE: Rebanks Consulting Ltd and Trends Business Research Ltd

3 The World Heritage brand makes the Lake District – and the wider county of Cumbria – a more desirable place to live and work. This will help attract and retain talent, leading to more entrepreneurialism and combatting skills shortages in challenging times. Some businesses are already helping to protect our vital traditional skills by investing in apprenticeships and on-the-job training.

4 Having this prestigious status could attract more funding and investment for the region's future, leading to improved infrastructure and accessibility, a boost in business confidence and greater opportunities for you to grow.

5 You can take immense pride in having an internationally recognised World Heritage Site on your doorstep. The status is generating a renewed sense of civic pride and you can tap into a range of new opportunities to engage with your local communities, from events and education projects to local history and food and drink initiatives.

Farmers, Producers and Makers

The cultural role of farming and its inter-dependent relationship with an ever-evolving landscape was vitally important to the Lake District securing World Heritage status. This means the timing is right for farmers, producers and makers to capitalise on this increased recognition.

That may include reinforcing the special World Heritage Site provenance of products and services, or by telling personal stories about how you are continuing to shape the culture of the Lake District through innovation and entrepreneurialism.

A boost for the Visitor Economy

The Lake District already attracts more than 19 million visitors every year and is worth £1.4billion. Meanwhile Cumbria as a whole draws in 47 million people annually, contributing more than £2.9billion to the local economy and supporting almost 65,000 jobs.

World Heritage status isn't about tempting more people to come here, it is about encouraging them to delve deeper into why the Lake District is special. We want them to understand more about the place, grow their emotional connections and hopefully contribute more – in terms of money, volunteering and acting as ambassadors for us all.

The 2018 Cumbria Visitor Survey found that:

- **Two-thirds (68%) of people were aware that the Lake District has recently become a World Heritage Site.**
- **9% said that World Heritage status had influenced their visit. This doubled for overseas visitors, 20% of whom were influenced by World Heritage status, and was a greater influence for first time visitors (at 25%).**

SOURCE: Cumbria Tourism

World Heritage status makes the region more authentic and desirable to visitors, as they prioritise an 'A-list' of places to visit. This can add value to your business because cultural

visitors from overseas on average spend more than other categories of tourist. In the domestic market, cultured couples and cultured families are also higher spending segments and Cumbria has a strong list of assets and attributes that appeal to these audiences.

What do holidaymakers look for from heritage and culture?

EMOTIONAL IMPACT

- To be moved and inspired
- Astonished and amazed
- Awed and intrigued
- To feel welcome

DIFFERENT EXPERIENCES

- Spiritually enriched
- Intellectually nourished
- Surprised, stretched
- Sense of discovering new places and things

IMMERSION

- Share with the 'natives'
- Not just a spectator
- Genuine, authentic experiences

SOURCE: VisitBritain

Top Tip

Give your business the competitive edge by opening your customers' eyes to the real Lake District. Visitors are looking to immerse themselves in their surroundings and enjoy a range of authentic, life-enriching experiences like never before. This is particularly true for 'Millennials' (born @1981-1996) and the so-called 'Generation Z' (born mid 1990s-2000s), who will be our visitors of the future.

By enabling people to uncover the more unusual or unexpected side of the destination, you can create new emotional connections, inspire more repeat visits and build lifetime value for many domestic visitors. This is ultimately a strategy to help futureproof your business.



IDEAS AND INSPIRATION FOR YOUR BUSINESS

As a Cumbrian business, it's easy to forget that our dramatic landscape and rich cultural heritage are envied across the world and really do have the 'wow' factor. The question is, how can you turn this to your advantage and make a positive impact on your bottom line?

The truth is, World Heritage status did not come with a blank cheque, but it is what you make of it!

Get involved

The first step is to find out more about World Heritage status and ask yourself how your 'story' as a business contributes to the wider World Heritage story. Incorporate the World Heritage brand (p14) into your existing marketing activity and use this rich content to develop your sales pitches and articulate your unique selling points.

Do any of your staff (or their families) have connections to the World Heritage Site? If so, how can you use this information in your

communications with customers to provide a more personal, authentic message? If not, it's still important to engage with staff to build their knowledge and awareness of what it means to be a World Heritage Site. Like you, they are all potential ambassadors for our special part of the world.

There are also hundreds of annual community-led events and activities, which showcase the local area, maintain traditions and educate visitors. With agricultural shows, cultural and music events, traditional sporting events and craft fairs, how can you get involved?

Be a shining example

As a business in – or close to – at least, if not two, World Heritage Sites, you join an elite network. So make sure you look closely at what other businesses are doing and seek out the support and resources that are available to you (p14).

Consider how your business is working in a sustainable way to help maintain and protect the special attributes that earned World Heritage status in the first place. Crucially, tell your customers what you are doing! Perhaps you are using renewable power sources in your manufacturing process, working with specialist local suppliers or encouraging staff car-sharing to cut down carbon emissions.

You may even want to actively champion a green cause by making a contribution to the Lake District Foundation or helping to fund the local work of conservationists like the

National Trust or Cumbria Wildlife Trust. Again, don't forget to tell people that you are doing this, so you can maximise potential opportunities for positive PR and publicity.

By thinking about the reasons the Lake District was designated as a 'cultural landscape' (p7) you have a great starting point for creating brand-new commercial opportunities. Use this knowledge to adapt to new market needs.

Can you expand your range of products and services, drawing on the intrinsic associations with World Heritage status?

- Soft furnishings, clothing and accessories which use local wool and craftsmanship
- World Heritage named beers or themed foodie products
- Premium priced locally produced lamb/beef products

- World Heritage branded souvenirs, from paintings and postcards to mugs and personal mementos

Or could you develop a higher quality, broader offer for visitors with special World Heritage themed experiences?

- Farm stays and tours
- Teach local heritage skills:
 - Farming traditions: sheep shearing, hedge laying, drystone wall building, sheep dog handling
 - Conservation: path restoration, wildflower planting, tree conservation

■ New guided tours, featuring fully immersive experiences:

- Photography or drawing tours in the landscape that inspired the Romantic poets
- Tours with foreign language commentary, delivered by a

smartphone app and triggered by GPS

- Themed, self-guided walks, in conjunction with a new app or guide book
- Wildlife watching experiences
- Mindfulness and meditation breaks
- And the list goes on...

Highlight Hidden Gems

Maximise the kudos of World Heritage status to promote the whole of Cumbria. Encourage visitors to explore beyond the traditional 'honeypot' locations and use your local knowledge to position yourself as an expert and help inspire your customers about the 'secret' places to go.

HOW ARE OTHER BUSINESSES USING WORLD HERITAGE STATUS?

Businesses of all sizes, from all sectors and from all areas of Cumbria can associate themselves with the English Lake District World Heritage Site and add real value to an array of local services or products crafted in the region.

For example, the Lake District National Park Authority has introduced a range of World Heritage branded water bottles and sustainable coffee cups in its visitor centres. Here's how some other businesses are making the most of World Heritage status:



© Harry Johnson/LDNPA

The Hawkshead Relish Company

The Hawkshead Relish Company is an artisan producer of award-winning preserves based in the historic village of Hawkshead. It launched its own new product 'World Heritage Relish' on the back of the World Heritage announcement.

"We are so proud of our location here in the Lake District. The fact that we make 5000 jars by hand each and every day roots us firmly in this unique landscape and it made complete sense to associate one of our own high-quality products with the prestigious World Heritage status.

We also attend a lot of trade shows and people are always looking for the story behind the products; using World Heritage branding in our wider marketing has helped us to tell that story and really celebrate the importance of our world-class provenance. We would definitely encourage other Cumbrian businesses to look closely at how they can make World Heritage work for them."

Jonathan Robb, Senior Sales Manager, Hawkshead Relish



© Mark Fielding

Lake District Estates

Lake District Estates operates a selection of caravan parks, marina holiday apartments and moorings throughout Cumbria, alongside two popular tourist attractions: Ravenglass & Eskdale Steam Railway and Ullswater 'Steamers'. The company has chosen to use the World Heritage branding as a mark of quality throughout all its marketing.

"Heritage and conservation are at the heart of what we do, so having the kudos of World Heritage status has been very valuable for us, particularly when it comes to enticing US visitors. We use the World Heritage brand wherever we can, from our new company brochures to press and media packs, to exhibition stands at the big travel trade shows.

What's doubly special for us is that Ravenglass is – uniquely – part of two World Heritage Sites; the English Lake District and Hadrian's Wall (as Frontiers of the Roman Empire). It is a compelling story to tell for this special gem on Cumbria's west coast."

Rachel Bell, Head of Marketing & Development, Lake District Estates



© xxxxxxxx

The English Lake District China Forum

The English Lake District China Forum is a collaboration of more than twenty businesses set up to showcase the region to the ever-increasing Chinese visitor market. It co-ordinates a wide range of activity, including overseas trade missions, and has been using World Heritage status to help attract new international markets.

"Whenever we mention World Heritage status to Chinese tour operators, their eyes immediately light up! Visitors also sit up and take notice, because it's an accolade that really resonates with them. That's why China Forum members are actively using the World Heritage branding to help communicate with potential customers through presentations, 1-2-1 meetings and a range of marketing materials and online channels.

We think World Heritage status will be hugely beneficial for the area's reputation long-term and it's an opportunity we can't afford to miss as a visitor destination."

Jennifer Cormack, Chair, English Lake District China Forum
(and Sales & Marketing Director at Windermere Lake Cruises)



© Ttree Dawson

Pure Lakes

Pure Lakes make natural skincare products inspired by the same lakes and fells that inspired Wordsworth and Ruskin and played a central role in the Lake District's designation as a 'cultural landscape'. This rural manufacturing business produces everything from shampoo and soap, to cleanser and toner, at its Staveley workshop.

"One of the most important parts of our business is that we make the products here in the Lake District – not in a faceless, nameless industrial estate. Using the English Lake District World Heritage Site logo and 'made in' labelling strengthens that message because it reinforces the fact that these items are natural and organic.

Pure Lakes is much more than a way for us to earn a living, so we're proud to use the World Heritage branding and clearly define ourselves as heavily embedded in the local community."

Gareth McKeever, Director, Pure Lakes

YOUR FREE MARKETING TOOLKIT

A range of downloadable logos and materials that you can use on your website and social media channels are available to use now. What's more, they are quick and easy to access online.

This free marketing 'toolkit' will help you make the most of all of the opportunities that World Heritage status provides. It has been specially created for businesses by a collective of marketing experts from local attractions, hotels and conservation bodies, on behalf of the Lake District National Park Partnership.

The classic heritage style logo can be used alongside a range of active words, such as: 'Made in,' 'Caring for,' 'Work,' 'Love,' 'Visit' and 'Enjoy'. It has been designed to be simple, but distinctive and eye-catching. It can also be used flexibly by a wide range of businesses to reinforce their location either in – or close proximity to – the English Lake District World Heritage Site.

Getting started

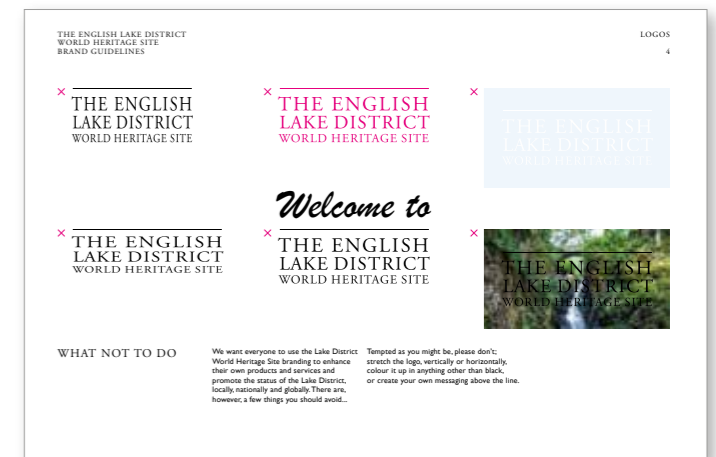
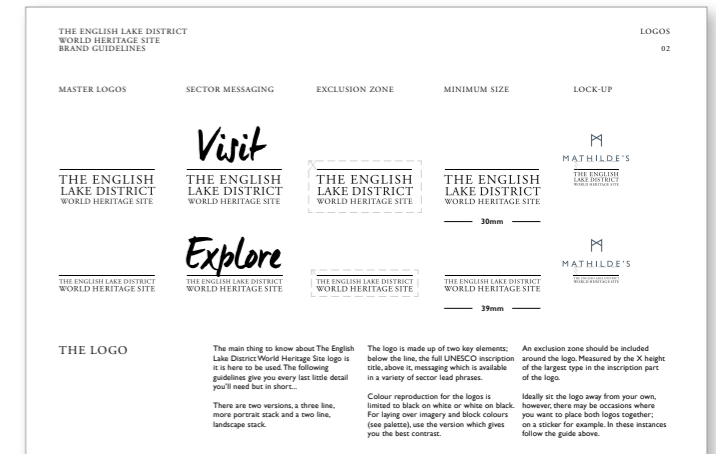
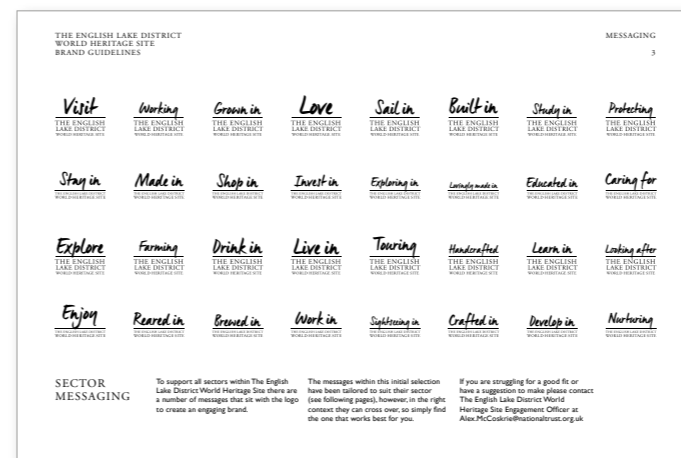
You can download your preferred version of the brand in jpegs but png and eps versions are available on request.

It is even available in a range of languages to suit different international markets.

Visit lakesworldheritage.co.uk/toolkit to see the brand guidelines and the full range of marketing assets, which you can click and save for your own use.

#LakesWorldHeritage
@EnglishLakesWHS

Or for more information, contact: lakeswh@lakedistrict.gov.uk



NEXT STEPS FOR YOUR BUSINESS

We've seen that businesses in the Lake District - and Cumbria as a whole - can use World Heritage status in a number of ways and now is the time to consider the practical ways you can make World Heritage work for you.

Marketing Opportunities *Business Opportunities*

- **Tell the story of your business as a way to engage with your target audiences.** Customers love authenticity and want to hear about the provenance of your products and the 'story' behind your brand. Use World Heritage status to capture their imaginations!
- **Download the free marketing toolkit lakesworldheritage.co.uk/toolkit.** Use it to promote the Lake District's World Heritage status in your own marketing materials and through your online/social platforms.
- **Take inspiration not only from other businesses, but from other World Heritage Sites around the globe.** What are they doing to drive footfall? Can you exploit your own heritage angle to emulate that success?
- **Get involved with key events like World Heritage Day and Heritage Open Days.**
- **Look at developing new products and services which immerse your customers in the World Heritage Site.** That could be anything from World Heritage themed souvenirs to foodie treats inspired by the landscape. Perhaps you could develop new guided tours which immerse visitors in the environment like never before? Or you could showcase local heritage skills inspired by farming traditions.
- **Collaborate with other businesses that have a strong heritage link.**
- **Be an ambassador for the World Heritage Site.** At the same time, build staff awareness and nurture their talent to help you generate new ideas and innovations.

Did you know?

The English Lake District is a cultural landscape World Heritage Site, joining other UK locations including:

- Blaenavon Industrial Landscape
- Cornwall and West Devon Mining Landscape
- Royal Botanic Gardens, Kew

Take every opportunity to remind your customers what a special and hard-won accolade this is!

Can you identify the other UK World Heritage Sites?

Go to worldheritageuk.org to see what they are.





EXTRA INFORMATION AND RESOURCES

*So where can you find additional help and advice?
There are plenty of resources online to guide you
on your World Heritage journey:*

English Lake District World Heritage Site lakesworldheritage.co.uk

Lake District National Park lakedistrict.gov.uk

National Trust nationaltrust.org.uk/days-out/regionnorthwest/lake-district

Cumbria Tourism (visitor information/events) golakes.co.uk

Cumbria Tourism (tourism strategy & research) cumbriatourism.org/what-we-do

World Heritage UK worldheritageuk.org

VisitBritain visitbritain.org/inbound-culture-heritage-attractions-research

UNESCO whc.unesco.org/en/list/

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