

The English Lake District World Heritage Site Interpretation Strategy 2025

Action Plan V1

05.03.2025



Action Plan for the delivery of the English Lake District World Heritage Site Interpretation Strategy 2025

This document is the Lake District National Park Partnership's Action Plan for the English Lake District World Heritage Site's Interpretation Strategy. The plan sets out our activity for our first five years of delivery.

The actions will be regularly reviewed and updated to ensure progress on delivery and may be revised based on partner and customer feedback and monitoring.

Status of the Strategy

The Interpretation Strategy has been developed by the Interpretation Strategy Project Board, made up of representatives of partner organisations with experience in interpretation and with guidance from a heritage interpretation consultant, Minerva Heritage. There has also been consultation with Historic England and UNESCO, as well as the Partnership's Business Task Force.

The document will be agreed by the World Heritage Site Steering Group and supported by the Partnership, with partners working on the delivery of the actions outlined in the Action Plan.

Delivery timeline

The actions for short and medium terms have been identified below (1-2 years and 3-5 years respectively).

Annual monitoring will review the effectiveness of the actions, and whether any new actions may be required.

The Partnership will also consider longer-term actions (5-10 years), which will be added to the Action Plan when appropriate.

Property wide actions

Theme	Develop a brand marketing plan and promote the brand toolkit	
Action 1	Develop a marketing plan to promote the brand, its toolkit and World Heritage Site (WHS) stories and opportunities	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> • Explore opportunities for a dedicated WHS marketing and engagement role • Develop a marketing plan setting out the steps that will be taken to promote the brand • Begin delivery of the marketing plan
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • Continue delivery of the marketing plan and identify new opportunities for engagement
	Budget	<ul style="list-style-type: none"> • LDNPA Communications team 5 days (mostly upfront in years 1 & 2) • Outsource plan development estimated £2,000 (plus at least £4,000 for initial activation in year 2) • WHS Coordinator 2 days per annum year 2 onwards in delivery • Est. revenue cost 2025-26: £600 for 3 days of officer time
	Monitoring	<ul style="list-style-type: none"> • Annually, by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> • Tbc depending on the content of the plan, but to measure what has been achieved
Action 2	Review and promote the brand toolkit via Partners	
	Short term activity (years 1-2)	In parallel to Action 1: <ul style="list-style-type: none"> • LDNPA to review brand toolkit to identify opportunities for integrating Interpretation Strategy themes • Business Task Force (BTF) to encourage businesses to adopt the brand
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • Encourage businesses to become storytellers • Focus on sustainable transport operators to use brand to strengthen visitor awareness • Explore the opportunity for other businesses, educational and museum establishments to collaborate and use the brand

	Budget	<ul style="list-style-type: none"> • Staff presentations to BTF 0.5 day per annum • World Heritage Site (WHS) Coordinator 5 days per annum • LDNPA Communications team 1 day per annum • LDNPA Annual cost of hosting (and developing) website 1 day per annum • Est. revenue cost 2025-26: £1,500 for 7.5 days of officer time
	Monitoring	<ul style="list-style-type: none"> • Annually, managed by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> • Number of partners using the Toolkit • Number of partners promoting the Toolkit

Theme	Develop a cultural events programme	
Action 3	Collate activities of Partners and other organisations and promote them on web sites in the form of an events calendar	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> • WHS Coordinator to collate existing activities from Partners and other relevant organisations • LDNPA, CT, Cumberland Council and Westmorland & Furness Council to promote the cultural programme on their respective web sites with the aim to raise awareness and engage audiences.
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • WHS Coordinator to undertake a gap analysis to identify where further work can add value and the scale of the potential work required. • WHS Coordinator to develop and trial satisfaction levels survey/ feedback on level of understanding
	Budget	<ul style="list-style-type: none"> • WHS Coordinator 2 days per annum • Partner organisations 8 days per annum • Est. revenue cost 2025-26: £2,000 for 10 days of officer time
	Monitoring	<ul style="list-style-type: none"> • Annually, managed by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> • No. of events held which promote knowledge of the WHS • Increasing no. of attendees to events engaged in learning and participating in cultural heritage year on year • Increasing satisfaction levels from audience year on year
Action 4	Promote anniversaries of inscription, World Heritage Day and celebrate our collective achievements	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> • Partners to collate and promote a calendar of anniversaries to (a) promote the English Lake District WHS and (b) the national and international relevance and importance of WHSs to create greater reach
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • Continue programme delivery
	Budget	<ul style="list-style-type: none"> • LDNPA Communications Team, including any new marketing and engagement role (coordination with Partners) 4 days over 5 years • Est. revenue cost 2025-26: £160 for 0.8 days of officer time

	Monitoring	<ul style="list-style-type: none"> Annually, managed by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> No. of social media promotions of anniversary events No. of / % of Partners demonstrating their support for anniversary promotion Increase reach with Interpretation Strategy target audiences year on year
Action 5	Work with other UK World Heritage Sites to profile particular themes within the WHS	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> WHS Coordinator to work with WHUK Manager to agree annual themes worth exploring to heighten national profile of WHSs Develop an annual plan for the first 5 years of delivery
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> Continue the thematic approach in association with WHUK
	Budget	<ul style="list-style-type: none"> WHS Coordinator 4 days (Year 1) 2 days per annum (Years 2-5) Est. revenue cost 2025-26: £800 for 4 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, managed by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> No. of other WHSs linked to through collaboration

Theme	Develop physical interventions at existing visitor infrastructure touchpoints	
Action 6	Identify 13-valley principal visitor touchpoints to deliver key messages and information	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> WHS Coordinator to work with three partners and two private sector operators to increase WHS messaging at key visitor touchpoints, focusing on car parks, tourist information centres and partner offices
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> WHS Coordinator to work with another three partners to increase WHS key messaging at their respective key visitor touchpoints
	Budget	<ul style="list-style-type: none"> WHS Coordinator 5 days per annum Partner time x 8 tbc depending on partner and agreed intervention Partner capital costs x 8 tbc depending on partner and agreed intervention LDNPA Communications team (communications coordination) 1 day per annum Promotional material (design, capital and delivery) costs depending on outputs Est. revenue cost 2025-26: £1,200 for 6 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, by WHS Coordinator
Metrics	<ul style="list-style-type: none"> Increasing number (year on year) of new promotional materials at principal visitor touch points that now promote the WHS in general Increased traffic to relevant web pages over time (eg through QR codes) Increasing awareness of the WHS measured through visitor survey responses (CT Visitor Survey and local site surveys) 	
Action 7	New WHS information on boundary stones at entry points to the WHS	
	Short term years 1-2	<ul style="list-style-type: none"> LDNPA to ensure boundary stones reflect WHS inscription, raising awareness of entry into site
	Medium terms years 3-5	<ul style="list-style-type: none"> n/a
Budget	<ul style="list-style-type: none"> Capital cost of boundary stones plaque replacement £8,000 tbc Communications team officer time 5 days 	

		<ul style="list-style-type: none">• Est. revenue cost 2025-26: £1,000 for 5 days of officer time
	Monitoring	<ul style="list-style-type: none">• Annually, by WHS Coordinator
	Metrics	<ul style="list-style-type: none">• No. of boundary stones that reflect WHS inscription

Theme	Develop relationships with local education providers	
Action 8	Develop relationships with local education providers, to co-create and plan education programmes	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> • LDNPA Education team to incorporate the WHS into the learning offer with local schools • LDNPA Education team to incorporate the WHS into the learning offer for visiting groups • WHS Coordinator to identify what is already happening and it is being delivered by other organisations (such as the Field Studies Council, Brathay Trust, Youth Hostel Association and Cumbria Development Education Centre)
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • LDNPA Education team to continue working with schools and visiting groups including developing further programmes that support WHS within national curriculum learning
	Budget	<ul style="list-style-type: none"> • LDNPA Education team officer time 12 days per annum • All Partners who deliver education or fund educational programmes, officer time tbc • Est. revenue cost 2025-26: £2,400 for 12 days of officer time
	Monitoring	<ul style="list-style-type: none"> • Annually, by the WHS Coordinator
Metrics	<ul style="list-style-type: none"> • No. of events of an educational nature for young people or other groups aimed at explaining why the WHS is special • Measuring impact of the event in terms of a) local engagement and b) WHS messaging • Measuring a greater understanding of the WHS in participants, and a longer-term interest and appreciation of the WHS over time • No. of examples where WHS is used to support the curriculum 	

Theme	World Heritage Site interpretation training	
Action 9	Develop and deliver a training programme, using the Interpretation Strategy and business toolkit, to upskill partners and stakeholders to raise WHS awareness and increase audience engagement	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> Develop a training programme for the Partnership and wider stakeholder group (including businesses) to support understanding of interpretation best-practice and communicate the Interpretation Strategy and interpretation toolkit
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> Deliver the training programme
	Budget	<ul style="list-style-type: none"> WHS Coordinator (training Partners) 2 days per annum NT officer time (training NT staff) 2 days per annum Other Partner resources (training their staff) tbc Est. revenue cost 2025-26: £800 for 4 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> No. of staff trained in partner organisations An increase in awareness (year on year) which could be measured through: A simple feedback survey for staff from Partners and stakeholder organisations who have been trained Gauging visitor awareness through inclusion in the CT Visitor Survey An annual quiz as part of the annual training offer
Action 10	Collaborate with Landscape Recovery Schemes (LRS) which include interpretation to promote understanding of the significance of the cultural landscape	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> Collaborate with existing LRS to include historic environment and WHS attributes Engage with potential new LRS at an early stage to ensure the historic environment and WHS are included in the developing programmes
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> Continue providing guidance as needed to existing LRS Engage with potential new LRS at an early stage to ensure the historic environment and WHS are included in the

		developing programmes
	Budget	<ul style="list-style-type: none"> National Trust officer time tbc WHS Coordinator (supporting NT) 1 day per annum LDNPA Lead Strategy Adviser officer time (supporting NT) 2.5 days per annum Other Partners engaged in LRS officer time tbc <ul style="list-style-type: none"> Est. revenue cost 2025-26: £700 for 3.5 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> % of LRS schemes which include WHS interpretation (increasing over time) % of proposals for new schemes for development of land use including good quality heritage and WHS assessments and information.
Action 11	Training of volunteers leading guided walks in the story of WHS	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> Provide training for volunteers delivering guided walks Provide a WHS key messages resource pack to support volunteers delivering guided walks
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> Continue training for new volunteers
	Budget	<ul style="list-style-type: none"> WHS Coordinator 2 days per annum with an additional day in year 1 to create a resource pack LDNPA Volunteer Outreach Coordinator (training LDNPA volunteers) 1.5 days per annum Officer time from other Partner organisations using volunteers to lead guided walks, tbc <ul style="list-style-type: none"> Est. revenue cost 2025-26: £900 for 4.5 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> No. of volunteers trained No. of OUV/WHS attribute references volunteers include in their talks % of participants on guided walks who better understand the significance of the WHS (increasing over time)

Theme	Multimedia story telling	
Action 12	Partners to promote web-based interpretation via social media and at principal visitor touchpoints	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> • Re-refresh the WHS webpages (hosted on the LDNPA website) • Promote the website at principal visitor touchpoints, to encourage visitors to use it post-visit and in advance of and during their next visit
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • Continue to update web pages • Continue to promote uses at principal visitor touchpoints
	Budget	<ul style="list-style-type: none"> • LDNPA Communication team 5 days in year 1 • WHS Coordinator 3 days in year 1 • Comms teams from all Partners tbc • CT and NT (promotion to their members) 2 days in year 1; 1 day years 2-5 • Est. revenue cost 2025-26: £2,000 for 10 days of officer time
	Monitoring	<ul style="list-style-type: none"> • Annually, by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> • No. of social media mentions (increasing over time) • No. of visits to WHS website (increasing over time)
Action 13	Promote WHS on multi media, celebrating the Partnership's WHS activities and stories	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> • Promote WHS stories (at least one story per month) • Promote the Partnership's Quarterly newsletter 'Partnership Press' • Promote the Partnership's Annual Report
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> • Continue to issue a WHS story per month • Continue to promote Partnership Press • Continue to promote the Partnership's Annual Report

	Budget	<ul style="list-style-type: none"> • LDNPA Communication team time 2 days per annum • WHS Coordinator 2 days per annum • Other Partner Communication team time tbc • Est. revenue cost 2025-26: £800 for 4 days of officer time
	Monitoring	<ul style="list-style-type: none"> • Annually, by the WHS Coordinator
	Metrics	<ul style="list-style-type: none"> • No. of WHS stories told (increasing over time) • No. of WHS mentions on multi-media (increasing over time)

13 Valley Actions

Theme	Community-led valley interpretation pilot	
Action 15	Identify and deliver the development of a valley pilot project	
	Short term activity (years 1-2)	<ul style="list-style-type: none"> Identify a pilot project valley location Seek funding to commission a consultant to prepare a project brief in consultation with the community Seek funding to undertake a promotional short video of the valley Commission the preparation of a project brief Commission the video Seek funding to deliver the pilot project
	Medium term activity (years 3-5)	<ul style="list-style-type: none"> Deliver the pilot project Evaluate the pilot project to understand its effectiveness and whether it could be rolled out to all 13 valleys
	Budget	<ul style="list-style-type: none"> Capital costs for project brief and video c£1,500 in year 1 Partnership Manager 4 days in year 1 WHS Coordinator 2 days in year 1 LDNPA Area Ranger 6 days in year 1 Other Partner's officer time tbc Est. revenue costs 2025-26: £2,400 for 12 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, by the WHS Coordinator
Metrics	<ul style="list-style-type: none"> Funding for brief and video secured Funding for delivery secured No. of community participants engaged in design No. of community participants engaged in delivery % of participants feeling more confident about and engaged with the WHS (increasing over time) Methodology rolled out to other valleys 	

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Theme	Interpretation action planning and training with valley communities	
Action 15	Identify community stakeholders and hold workshop and awareness-raising events with each valley community to inform action plans to promote ownership of OUV and support for World Heritage	
	Short term years 1-2	<ul style="list-style-type: none"> Take learning from Action 14 pilot project and identify community stakeholders in 2 valleys to co-create a methodology for progressing in each place
	Medium terms years 3-5	<ul style="list-style-type: none"> Run workshops/awareness-raising events in the 2 valleys Develop an action plan with the communities of the 2 valleys Commence delivery of an action plan with the communities of the 2 valleys Identify community stakeholders in a further 3 valleys and co-create a methodology for progressing in each place
	Budget	<ul style="list-style-type: none"> WHS Coordinator 2 days in Year 1 (to begin valley scoping) Further Partner resource tbc, depending on the learning from Action 14 Est. revenue costs 2025-26: £400 for 2 days of officer time
	Monitoring	<ul style="list-style-type: none"> Annually, by the World Heritage Site Coordinator
	Metrics	<ul style="list-style-type: none"> No. of people engaged per valley % of participants who feel that their level of understanding of WHS has increased No. of valley interpretation action plans prepared No. of valley action plans in delivery

Definitions

This document provides detail on which partners and stakeholders will be involved in the implementation of the Interpretation Strategy and deliver the actions specified in the tables below.

There are existing groups already managing World Heritage Site messaging to visitors, for example: the Lake District National Park Authority (LDNPA), the National Trust, Cumbria Tourism and the Lake District's Strategic Visitor Management Group.

There are also existing groups/sites which host events on heritage, landscape and what makes the English Lake District special, for example: The Wordsworth Trust, Keswick Museum, Forestry England, Brantwood Trust and Cumbria Wildlife Trust, to name a few.

The Lake District National Park Partnership intends to expand the involvement of its Partners and delivery partners and ensure all have ownership of the Interpretation Strategy.

Monitoring the effectiveness of the Strategy

In order to measure the effectiveness of the Action Plan in delivering the Interpretation Strategy, actions will be monitored. This will be managed by the World Heritage Site Coordinator drawing on information from Partners and delivery Partners. Monitoring will enable the Partnership to demonstrate whether the level of understanding about the World Heritage Site and UNESCO has increased.

A variety of metrics will be used including measuring the increased use of the WHS brand (and therefore greater visibility of the brand) and increased reach to our resident and visitor population through WHS promotion and events. It is anticipated that post-event surveys/ feedback from visitors will be necessary to establish the latter.

Media and social media WHS-related content will also be monitored.

Abbreviations

CT	Cumbria Tourism
LDNPA	Lake District National Park Authority
BTF	Business Task Force
NT	National Trust
DMO	Destination Management Organisation
ELDWHS	English Lake District World Heritage Site
WHS	World Heritage Site