

Branding

THE ENGLISH LAKE DISTRICT WORLD HERITAGE SITE

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These guidelines will provide you with everything you need to start using The English Lake District World Heritage Site brand. From the logos to colour palettes, photography and typography it's all here. Enjoy!

INTRODUCTION TO WORLD HERITAGE

The English Lake District was inscribed as a UNESCO World Heritage Site in July 2017. World Heritage is an internationally recognised stamp of quality that is well known across the globe. UNESCO's own World Heritage Site brand cannot be used by commercial organisations. What many other World Heritage Sites have done is create their own brand, so that all within the Site capitalise on this status.

Here in the Lake District we're doing the same. By creating a new World Heritage Site brand, the Lake District National Park Partnership is hoping that more can benefit.

It is important to acknowledge that this is just the tip of the iceberg. Underneath this brand needs to lie all the supportive communications, experiences and interactions that add depth to the brand – the why's, the what's, the where's and all that is associated with our World Heritage Site story.

- It's a brand for all within the World Heritage Site, for all to benefit from this international accolade

- It will help to communicate the unique selling points and brand values of the Lake District

- It will work on its own or it can support existing brands

- It will be relevant for all sectors operating within the World Heritage Site

- Through consist and wide use, it will strengthen the Lake District's competitive advantage

- It will work both domestically and internationally

WHY YOU SHOULD USE THE BRAND

The English Lake District World Heritage Site brand is more than just another logo. There are many reasons why using the brand will benefit both you and the wider community.

- You will be associating yourself with an internationally recognised badge of quality and specialness; think of that reach, those potential new customers.

- The brand is flexible; it's not just for tourism but for all within the Lake District economy and community.

- The more the brand is used, the wider the awareness, the greater the engagement, the bigger the benefit.

- As of September 2026 there are 35 World Heritage Sites in the UK and 1,273 World Heritage Sites worldwide across 173 countries. That's a special club to be in.

- World Heritage celebrates the Lake District's ability to innovate and evolve.

- Because you're proud of the Lake District's heritage; and your staff are too.

THE BRAND HAS TWO LEVELS TOP: PEOPLE BOTTOM: PLACE

The brand consists of two parts.
The bottom half is the foundation of the brand and communicates the full UNESCO World Heritage Site name. World Heritage Sites operate on the world stage and as such speak to global audiences.
When global audiences think of Great Britain, they see a heritage brand, and they want to experience the history and heritage of the country when they get here.
The English Lake District World Heritage Site brand's foundation reflects that.
It uses a classic serif font that speaks heritage and Englishness. The font looks like it has been carved in stone, stones of the Lake District landscape.
If required, this element of the brand can stand on its own (see page 19).

The top section is in a handwritten font and more human. This allows a secondary communication as part of the brand.
It can communicate experiences that people will enjoy; it can communicate the different aspects of the World Heritage Site, across numerous sectors; and it can communicate actions and feelings that we want associating with the Lake District. This allows the brand to be flexible and useful for partners across the World Heritage Site. This element of the brand could even be translated for international use. We have done this for a handful of key languages – French, German, Spanish, Chinese and Japanese - for a number of the logos. If you are interested in using a translated version please get in touch.

Together the two elements of the brand reflect the core attribute of the Lake District's World Heritage story, the relationship between people and landscape.

Welcome to

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

THERE ARE TWO VERSIONS OF THE BRAND

There's a three line version and a two line version, with a subtle difference

With the two line version, the bottom line is in a larger font, thus emphasising that element of the brand, World Heritage Site. This would be better suited for use in international marketing, where World Heritage Site status is the Unique Selling Point that may inspire and drive an international visit.

The three line version's font sizes emphasises The English Lake District. This may be more appropriate for domestic markets.

Having two versions facilitates use of the brand across a greater variety of channels and applications.

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

3 LINE VERSION

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

2 LINE VERSION

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

LOGOTYPE
V.1

The English Lake District World Heritage Site logo is available in two distinct versions. You will find artwork for both versions of the brand at www.lakesworldheritage.co.uk

Formats supplied are as follows:

EPS - Use this file type for the best quality print reproduction and as a template for sign-writing etc.

J-peg - For use in print. This file format shouldn't be reproduced above 100% of the original size.

PNG - These files are for screen use. The transparent background will enable you to place it over imagery.

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

REVERSE

When using the logo on an image or block of colour you may use the reverse, white, version included in the accompanying files.

If you are placing the logo on an image, use a central placement where possible. Aim to place the logo over a darker area to retain contrast and look for a visually quiet space to retain the legibility of the lettering.

When the logo is placed on a solid colour choose the version of the logo that gives the best legibility. So naturally, white will work best on darker colours and black on lighter ones, though there are many that fall between the two, so it's worth checking both.



REVERSE

If you're placing the logo over an image, as with a colour block aim to use the white logo unless the image is too light to provide a good contrast.

Look to place the logo over an area of the image that isn't too detailed in order to retain legibility.





EXCLUSION ZONE

To protect the integrity of the logo, there is an exclusion zone which is detailed above. This should increase and decrease in proportion to the size of the logo and is measured on the X height of the largest type size within each of the logo versions.



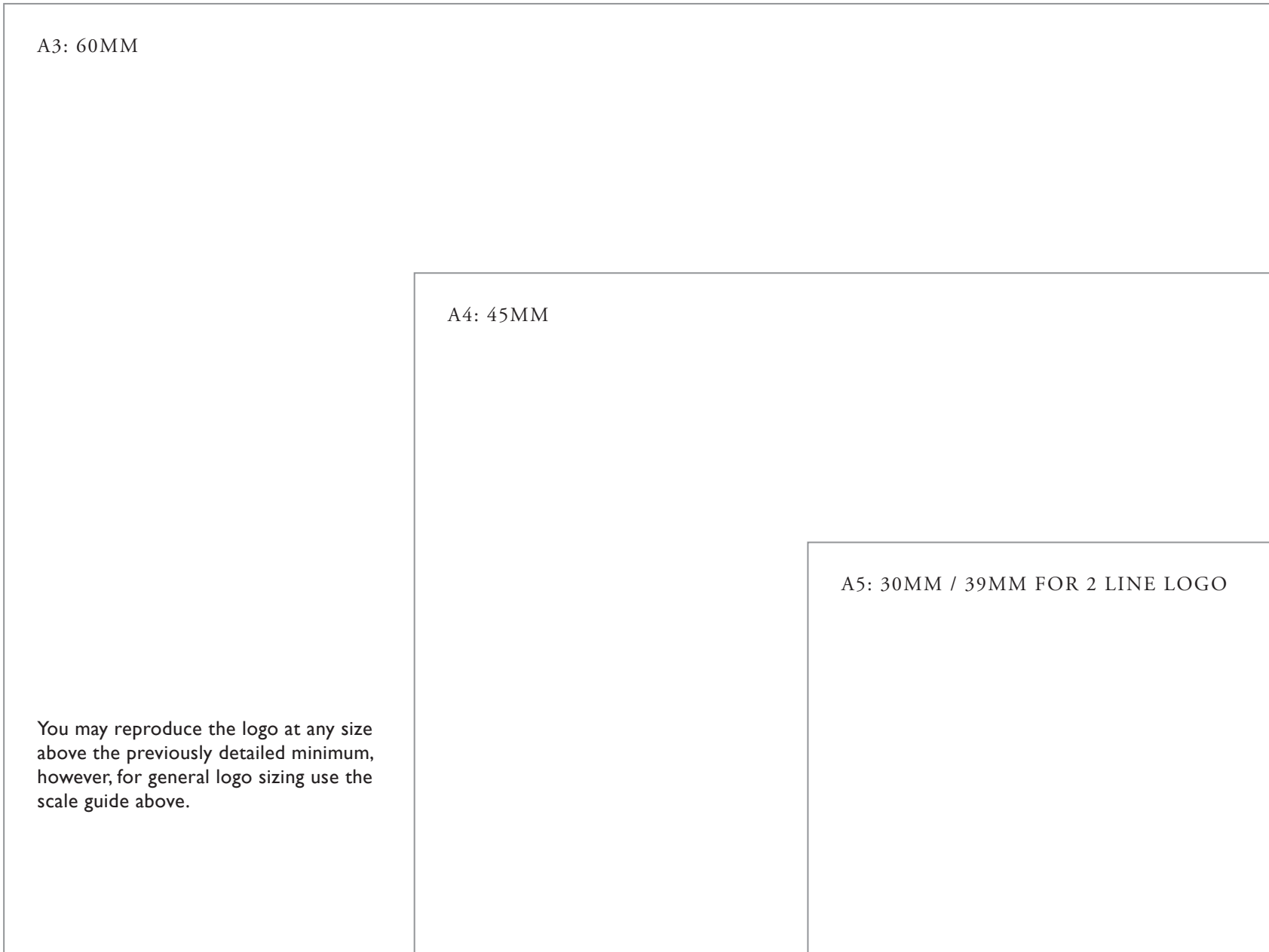


MINIMUM SIZE

To ensure that the type is always legible there is a minimum size below which the logos should not be reproduced. These are detailed above and give a minimum point size of 9pt which should enable them to be reversed out of a solid colour without becoming illegible.

If you require the logo to be DDA compliant or suitable for large print documents, simply reproduce it at a larger size (above 60mm wide).

SIZE



You may reproduce the logo at any size above the previously detailed minimum, however, for general logo sizing use the scale guide above.

×

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

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THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

×

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Welcome to

×

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

×

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

×



WHAT NOT TO DO

We want everyone to use the Lake District World Heritage Site branding to enhance their own products and services and promote the status of the Lake District, locally, nationally and globally. There are, however, a few things you should avoid...

Tempted as you might be, please don't; stretch the logo, vertically or horizontally, colour it up in anything other than black, or create your own messaging above the line.





USING THE LAKE DISTRICT WORLD HERITAGE SITE BRAND WITH YOUR LOGO

Ideally The English Lake District World Heritage logo should sit away from your own logo. So if you're producing a leaflet for example, then try to place it somewhere that gives it and your own logo space to breathe.

There may, however, be occasions where you want to place both logos together; on a sticker for example. In these instances follow the guide above.

Using the X height of the larger type within the logo version you are using, keep a double space above the line to give both logos some room. Due to the variety of styles and sizes of logos in general, there are no particular rules on sizing here, just try and keep a balance of scale.



USING THE LAKE DISTRICT WORLD HERITAGE SITE BRAND WITH YOUR LOGO

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Manus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

The English Lake District World Heritage Site branding uses a mixture of fonts to create a logo which reflects both the timeless beauty of the Lake District and the character of the people who have helped to shape this inspiring landscape.

Each one has been picked to reflect a different aspect of the World Heritage Site. The Garamond reflects the Identity of the Lake District. Gill Sans with its solid forward thinking look, the future Conservation and Manus embodies the Inspiration with its hand-drawn feel.

Adobe Garamond Pro is available to purchase, or if you have Adobe's Creative Cloud, sync through typekit.com

Gill Sans can be purchased through myfonts.com. Use regular throughout and for bold type, the medium weight.

HEADINGS

Body copy setting, lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sed dolor vel ante mattis pellentesque. Sed dapibus justo ornare, pulvinar ligula vitae, vehicula purus. Praesent maximus volutpat elit vel faucibus. Pellentesque hendrerit elit vitae mauris suscipit pulvinar. Phasellus varius, nisi sed sagittis suscipit, justo arcu vulputate lorem, sed consequat urna nunc eget purus. Nullam aliquam tincidunt elit ac pellentesque. Pellentesque risus eros, ultrices et aliquam id, vulputate quis purus. Phasellus iaculis augue sit amet dignissim venenatis. Nullam lacinia mollis massa, sed viverra justo. Nulla at ante quis augue dapibus consequat. Nullam nec ultrices erat. Mauris dictum volutpat nibh non bibendum. Maecenas volutpat tristique porta.

Phasellus velit diam, posuere eu condimentum commodo, finibus at dui. Curabitur sed tellus at lorem congue pellentesque. Quisque pretium ligula et ex fermentum, vitae posuere augue hendrerit. Maecenas interdum purus erat, vel scelerisque ante bibendum ut. Etiam dapibus, eros sit amet fringilla tempor, felis ex consequat felis, in dictum sem urna at diam. Praesent consectetur ullamcorper nunc, et semper ligula faucibus ullamcorper. Quisque pretium erat in felis pulvinar, ut semper libero sollicitudin.

TYPOGRAPHY

If you are creating a document using the brand fonts then follow these general rules;

Headings should be set in Adobe Garamond Pro, all caps with a letter spacing of 75 (if you are using Adobe programmes others may vary).

Body copy should be set in Gill Sans regular. These guidelines use a setting of 10pt on 12pt leading with tracking of 20 (in Adobe programmes). You may increase body copy if required, retaining a 2pt difference between point size and leading.

All copy should be left justified. For body copy aim to use columns to break up line length. This document uses a 12 column grid for example with body copy set over 4 columns.



PANTONE BLACK
C0 M0 Y0 K100
RICH BLACK C50 M40 Y40 K100
R0 G0 B0
HEX 000000

COLOUR PALETTE

When it comes to the logos, to paraphrase Henry Ford, you can have any colour you like as long as it's black.

This gives the brand neutrality and enables it to work as a signature brand that will not fight with any branding it may sit with.

Use Pantone references for single colour print or when printing a special colour within a regular pint job. They are also useful a guide for finding a match in vinyls and paint etc.

CMYK references should be used for regular print such as brochures etc. A rich black is given here as single colour blacks in print can often look washed out.

These colour references provide a common guide for colour reproduction. However, please be aware that colour reproduction can vary across formats.

Pantone 2627
C 74 M 100 Y 4 K 48
R 68 G 18 B 81
HEX 441251

Pantone 2094
C 54 M 60 Y 0 K 0
R 138 G 113 B 177
HEX 8a71b1

Pantone 2057
C 17 M 56 Y 0 K 0
R 211 G 138 B 186
HEX d38aba

Pantone 665
C 18 M 24 Y 0 K 12
R 195 G 183 B 208
HEX c3b7d0

Pantone 3155
C 100 M 10 Y 28 K 47
R 0 G 95 B 114
HEX 005f72

Pantone 550
C 52 M 9 Y 18 K 0
R 132 G 192 B 207
HEX 84c0cf

Pantone 2390
C 84 M 14 Y 0 K 28
R 0 G 126 B 174
HEX 007eae

Pantone 5747
C 50 M 20 Y 100 K 70
R 64 G 76 B 11
HEX 404c0b

Pantone 7761
C 50 M 36 Y 87 K 23
R 126 G 123 B 54
HEX 7e7b36

Pantone 7744
C 33 M 17 Y 94 K 3
R 186 G 182 B 40
HEX bab628

Pantone 7494
C 39 M 13 Y 51 K 1
R 172 G 191 B 145
HEX acbf91

Pantone 382
C 28 M 0 Y 96 K 0
R 204 G 214 B 13
HEX ccd60d

Pantone 4277
C 49 M 41 Y 29 K 11
R 137 G 135 B 150
HEX 898796

Pantone 4140
C 74 M 58 Y 51 K 54
R 54 G 62 B 68
HEX 363e44

SUPPORTING COLOUR PALETTE

Whilst the logo itself may only be reproduced in black or white, there is a supporting palette of colours drawn from the landscape which can be used throughout branded collateral.

This palette can be used for backdrops, such as on flags and banners, on the website or in printed material where The English Lake District World Heritage Site brand is taking the lead.



SECTOR MESSAGING

To support all sectors within The English Lake District World Heritage Site there are a number of messages that sit with the logo to create an engaging brand.

The messages within this initial selection have been tailored to suit their sector (see following pages), however, in the right context they can cross over, so simply find the one that works best for you.

If you are struggling for a good fit or have a suggestion to make please contact The English Lake District World Heritage Site Communications & Engagement Officer at lakeswh@lakedistrict.gov.uk

Visit
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Explore
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Hello from
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Stay in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Enjoy
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Welcome to
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

TOURISM

Working
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Farming
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Made in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Reared in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

FARMING

Grown in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Drink in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Distilled in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Shop in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Brewed in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

FOOD & DRINK

Love
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Live in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Invest in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Work in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

RESIDENTS &
LOCAL GOVERNMENT

Sail in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Touring
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Exploring in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Sightseeing in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

TRAVEL & TRANSPORT

Built in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Handcrafted
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Lovingly made in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Crafted in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

MANUFACTURING

Study in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Learn in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Educated in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Develop in
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

EDUCATION

Looking after
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Protecting
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE

Caring for
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

Nurturing
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

CONSERVATION

USING THE BRAND OUTSIDE THE WORLD HERITAGE SITE, BUT IN CUMBRIA...

It is hoped that the benefits of the Lake District being a World Heritage Site will extend to all corners of the county.

As such businesses and organisations across Cumbria may wish to be associated with The English Lake District World Heritage Site through using the new branding.

As you have seen there are a number of versions, with some specific to the geographical place. These should only be used by businesses and organisations based in the Lake District.

There are some versions of the brand which can be used outside of the World Heritage Site but within Cumbria. For example:

- Visit
- Explore
- Enjoy
- Love

What we are trying to achieve by saying this is a truthful communication. If a hotel outside of the World Heritage Site used Stay in, would their visitors expect to be staying in the Lake District? If a jam maker outside of the World Heritage Site used 'Made in' on their products, their consumers would expect their purchase to have been made in the Lake District. Let's be honest.

There is further guidance in the Brand Eligibility Guidelines which can be found at lakesworldheritage.co.uk. If you have any questions regarding which version to use, please contact the English Lake District World Heritage Site Communications & Engagement Officer at lakeswh@lakedistrict.gov.uk.

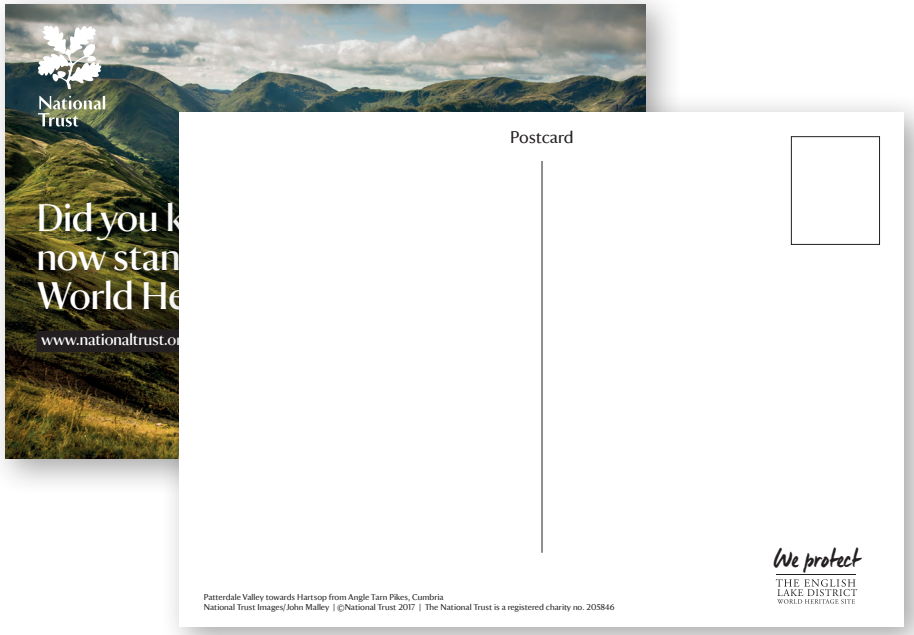


PHOTOGRAPHY

Our gallery of images showcases the diverse landscapes, heritage and character of the English Lake District World Heritage Site. These photographs provide a visual reference that helps promote understanding and appreciation of this special place. This collection of imagery has been provided through project partners, so please include credits as labelled in the file names when using the images.

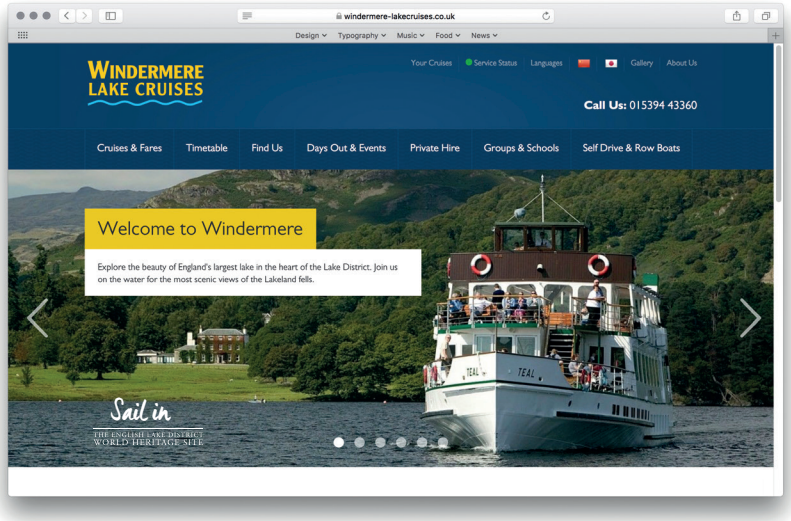
You can download photography here:
www.lakedistrict.gov.uk/authority/contact-us/media-centre/free-photos/





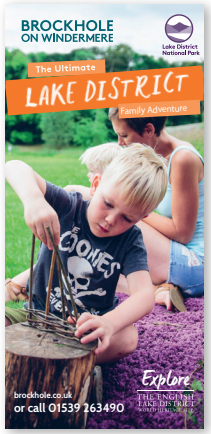
EXAMPLES OF USING THE WORLD HERITAGE BRAND WITH YOUR OWN LOGO

When using The English Lake District World Heritage Site logo within your own material think about where it will sit best. Ideally it should sit away from your own logo. So if you're producing a leaflet for example, then try to place somewhere that gives it and your own logo space to breathe.

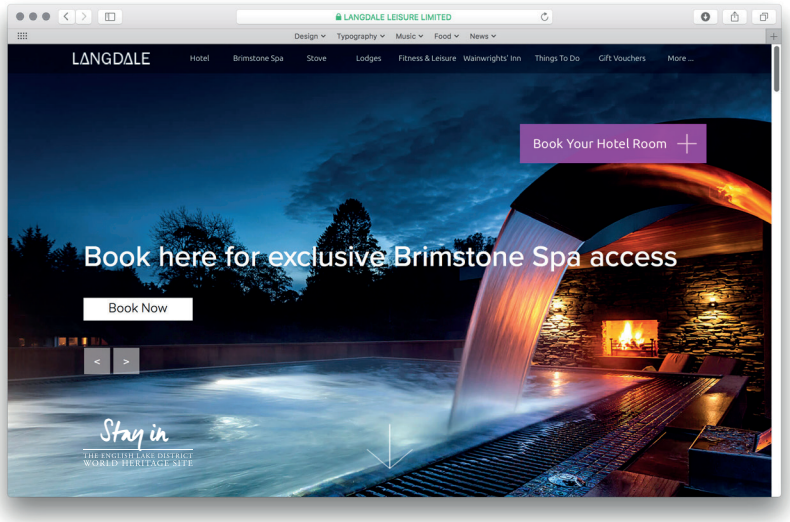












EXAMPLES OF USING THE WORLD HERITAGE BRAND WITH YOUR OWN LOGO

ABOUT THE WORLD HERITAGE SITE STATUS

United Nations
Educational, Scientific and
Cultural Organization

The English Lake District
inscribed on the World
Heritage List in 2017

I. WHO IS UNESCO?

UNESCO is the United Nations Educational, Scientific and Cultural Organisation. The organisation was created more than a half century ago, with the mission to build the defences of peace in the minds of men. Its main objective is to contribute to peace and security in the world by promoting collaboration among nations through education, science, culture and communication, in order to further universal respect for justice and the rule of law and for the human rights and fundamental freedoms which are affirmed for the peoples of the world, without distinction of race, sex, language or religion. UNESCO's aim is to "contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information".

II. WHAT IS A WORLD HERITAGE SITE AND WHAT IS THEIR PURPOSE?

UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called *the Convention Concerning the Protection of the World Cultural and Natural Heritage*, adopted by UNESCO in 1972.

These World Heritage Sites are places that are inscribed by UNESCO because they are of outstanding global special cultural or physical significance. The official term is World Heritage Inscription and means the English Lake District appears on the World Heritage List. UNESCO says "Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration. What makes the concept of World Heritage exceptional is its universal application. World Heritage Sites belong to all the peoples of the world, irrespective of the territory on which they are located".

ABOUT THE WORLD HERITAGE SITE STATUS

III. WHAT TYPES OF WORLD HERITAGE SITES ARE THERE?

Natural – as of September 2026, there are 241 natural sites worldwide; like the Great Barrier Reef, the Central Amazon Basin, the Great Smokey Mountains, and in the UK, the Jurassic Coast

Cultural – there are 987 cultural World Heritage Sites worldwide including icons such as the Pyramids, the Taj Mahal, Stonehenge & Avebury and Hadrian's Wall (as part of the Frontiers of the Roman Empire). Cumbria is fortunate to be home to two World Heritage Sites and Ravenglass on the west Cumbrian coast unusually sits in both Frontiers of the Roman Empire and the English Lake District

Mixed – these World Heritage Sites have both natural and cultural heritage, and examples include the Tasmanian Wilderness, Machu Picchu and Mont Perdu. The UK's only mixed World Heritage Site is St. Kilda, one of Europe's largest seabird sanctuaries and having had over 4,000 years of human occupation. There are currently only 45 mixed World Heritage Sites

Cultural Landscapes – the newest category of World Heritage Sites, cultural landscapes represent the combined works of nature and humanity. They demonstrate the evolution of people and settlement over time, under the influence of their physical and natural environment. This is the category the English Lake District is inscribed under. Out of the 937 cultural World Heritage Sites, 121 are cultural landscapes

IV. HOW ARE WORLD HERITAGE SITES CHOSEN (OUTSTANDING UNIVERSAL VALUES)?

To be included on the World Heritage List, sites must be of Outstanding Universal Value (OUV) and meet at least one of ten selection criteria as defined by UNESCO's Operational Guidelines. Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to "transcend national boundaries and to be of common importance for present and future generations of all humanity". Simply put these places are so globally special and unique that they are worthy of protecting and celebrating.

THE ENGLISH LAKE DISTRICT WORLD HERITAGE SITE STATUS

WHAT IS THE ENGLISH LAKE DISTRICT WORLD HERITAGE SITE?

It is the Lake District National Park as defined by the 1951 boundary. It is the UK's 31st World Heritage Site and its largest. It covers 221,000 ha, has a population of 41,000 and 23,000 homes. It has 42,026 ha of Sites of Special Scientific Interest (SSSIs), 14,000 ha in County Wildlife Sites, 8,000 ha in Regionally Important Geological Sites, over 10,000 ha of ancient semi-natural woodland, 16,500 archaeological sites including 333 scheduled monuments, 2,200km of footpaths and 121,000 ha of open access land.

I. WHY IS THE LAKE DISTRICT A WORLD HERITAGE SITE?

There are three intertwining and interdependent themes that reflect UNESCO's criteria for inscription and attributes of Outstanding Universal Value. They are:

Identity – a landscape of exceptional beauty, shaped by persistent and distinctive agro-pastoral traditions and local industry which give the Lake District a special character

Inspiration – a landscape which has inspired artistic and literary movements and generated ideas about landscapes that have had global influence and left their physical mark

Conservation – it is a landscape which has been the catalyst for key developments in the national and international protection of landscapes

OUTSTANDING UNIVERSAL VALUES

To be included on the World Heritage List, sites must be of Outstanding Universal Value and meet at least one of ten selection criteria as defined by UNESCO's Operational Guidelines. Outstanding Universal Value means cultural and / or natural significance which is so exceptional as to "transcend national boundaries and to be of common importance for present and future generations of all humanity". Simply put these places are so globally special and unique that they are worthy of protecting and celebrating.

What is the English Lake District World Heritage Site?

It is the Lake District National Park as defined by the 1951 boundary. It is the UK's 31st World Heritage Site and its largest.

Why is the Lake District a World Heritage Site?

There are three intertwining and interdependent themes that reflect UNESCO's criteria for inscription and attributes of Outstanding Universal Value.

They are:

Identity – a landscape of exceptional beauty, shaped by persistent and distinctive agro-pastoral traditions and local industry which give the Lake District a special character

Inspiration – a landscape which has inspired artistic and literary movements and generated ideas about landscapes that have had global influence and left their physical mark

Conservation – it is a landscape which has been the catalyst for key developments in the national and international protection of landscapes

WHAT ARE THE POTENTIAL BENEFITS?

With a global accolade comes global awareness. It is expected that this will mean a slow growth in international tourists, for whom World Heritage Site status is a guide to destinations worth visiting and a badge of quality of the experience. It is hoped that this would represent sustainable growth, but it will need careful monitoring. World Heritage Site status does not come with a cheque. However it is proven that it does provide the opportunity to lever new funds. Research by UNESCO in recent years with a number of UK World Heritage Sites, showed that significant addition revenues from tourism and other sources were achieved, solely due to World Heritage Site status.



CONTACTS

If you have any questions regarding The English Lake District World Heritage Site branding please contact:
English Lake District World Heritage Site Communications & Engagement Officer at lakeswh@lakedistrict.gov.uk