

THE LIFE OF A SHEPHERD

A photograph of a flock of sheep in a rural landscape. The sheep are of various breeds, including some with thick, dark brown wool and others with white faces and legs. They are standing on a grassy slope. In the background, there is a stone wall and rolling hills under a blue sky. A black and white dog is visible in the middle ground, looking towards the camera.

JAMES REBANKS





ICELAND

FINLAND

NORWAY

SWEDEN

DENMARK

UNITED KINGDOM

NETH.

POLAND

BEL.

GERMANY

CZECH REPUBLIC

AUSTRIA

FRANCE

SWITZ.

ITALY

PORTUGAL

SPAIN

Carlisle

Maryport

Cockermouth

Penrith / Eden Valley

Workington

Keswick

Whitehaven

Grasmere

Ravenglass

Windermere

Ulverston

Kendal

Barrow in Furness







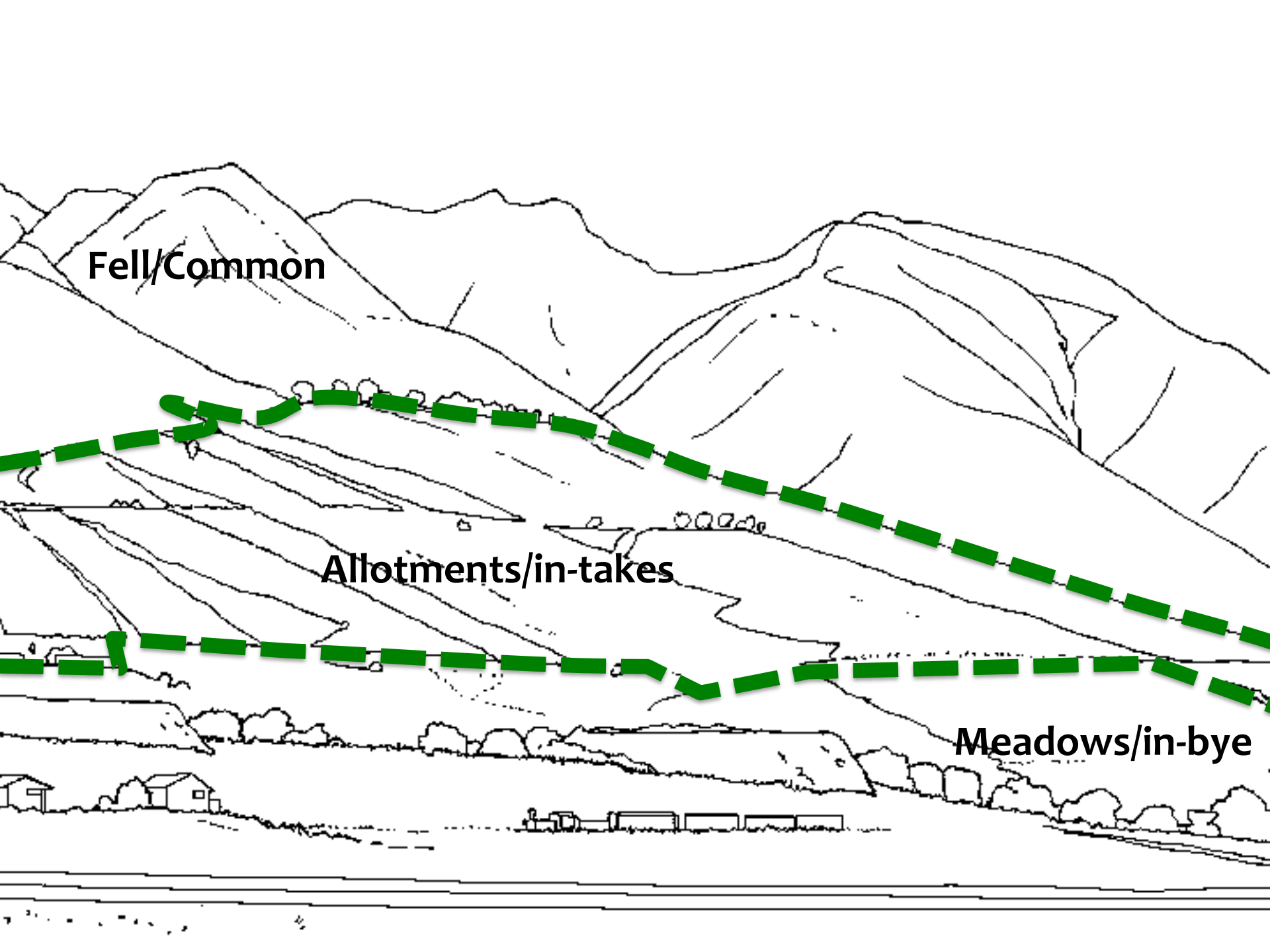
54. Beatrix Potter
and Tom Storey
with their prize











Fell/Common

Allotments/in-takes

Meadows/in-by

















PEOPLE
PROTECTING
PLACES



United Nations
Educational, Scientific and
Cultural Organization



World
Heritage
Convention



English
Français

Welcome to the UNESCO World Heritage Sustainable Tourism Toolkit

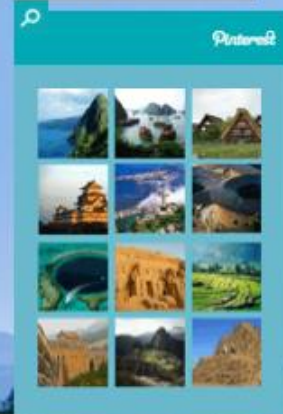
Sustainable planning and management of tourism is one of the most pressing challenges concerning the future of the World Heritage Convention and is the focus of the UNESCO World Heritage and Sustainable Tourism Programme.


These 'How To' guides for World Heritage site managers and other key stakeholders will enable a growing number of World Heritage site communities to make positive changes to the way they pro-actively manage tourism.

HOW TO USE THIS GUIDE

GUIDE 01	UNDERSTANDING
GUIDE 02	STRATEGY
GUIDE 03	GOVERNANCE
GUIDE 04	ENGAGEMENT
GUIDE 05	COMMUNICATION
GUIDE 06	MANAGEMENT
GUIDE 07	VALUE
GUIDE 08	BEHAVIOUR
GUIDE 09	INVESTMENT
GUIDE 10	MONITORING

Search the site



An aerial photograph of the Machu Picchu archaeological site, showing the stone ruins of buildings and terraces built on a steep mountain slope. The surrounding landscape is lush green with terraced fields and dense forest, with high, rugged mountains in the background under a clear blue sky. Several black text boxes are overlaid on the image, each containing a question related to tourism management. The boxes are connected by thin black lines, suggesting a flow or relationship between the questions. The largest box at the bottom contains two questions.

Have we got the right strategy and structure for managing tourism?

How do I get a skeptical tourism sector and the community to buy into sustainability?

How do we do fundraising? Or attract investment?

How do we tell our OUV stories to best effect?

How do we develop products and experiences from our OUV to sustain our site and community?

Do we really understand the tourism affecting us? And its social/economic and ecological impacts?

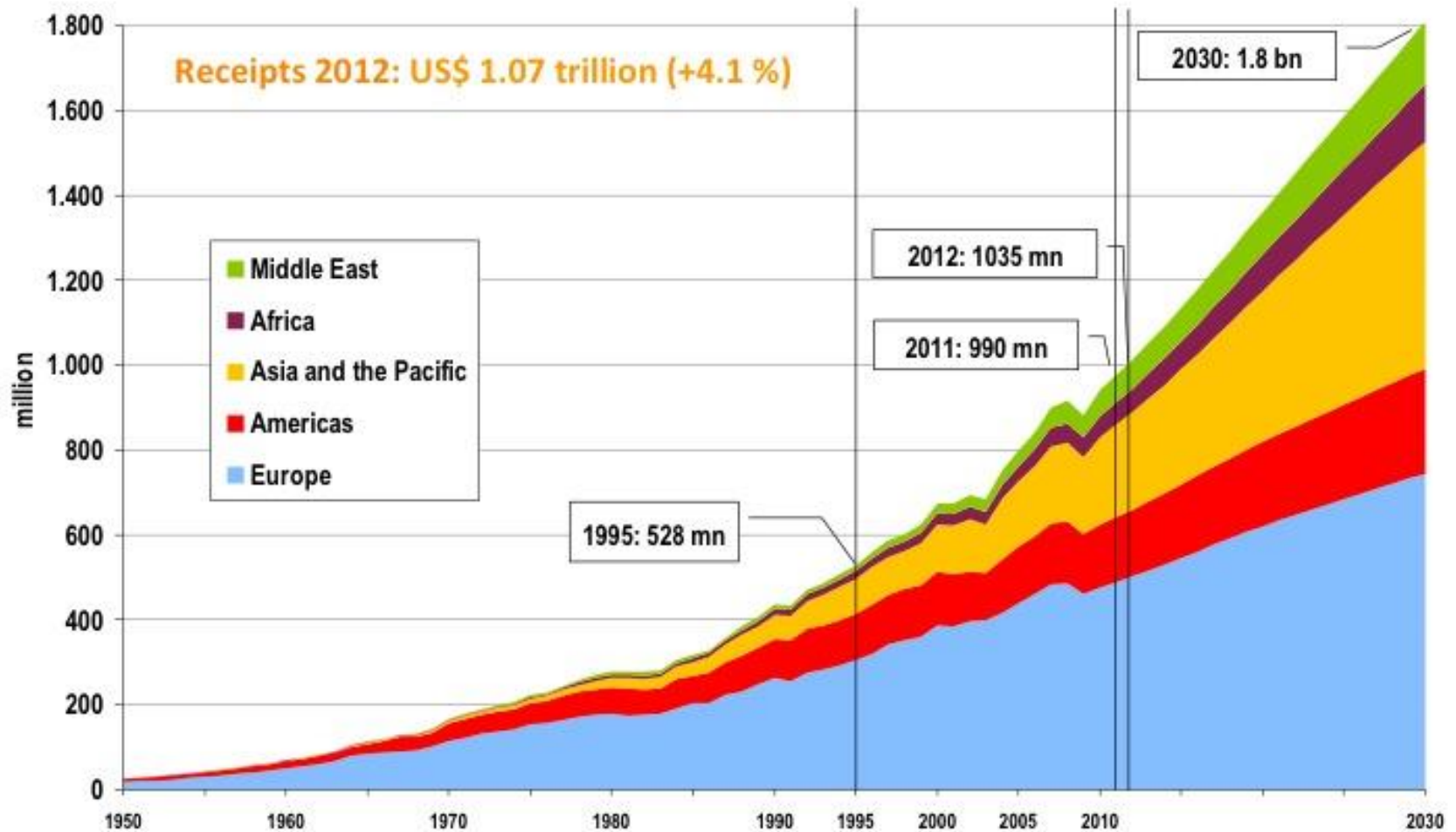
How do we use marketing to bring about our objectives?

How do we best manage the influx of visitors?

**How do we do these things?
How have other places solved these issues?**

International Tourist Arrivals, 1950-2030

Current situation and forecasts UNWTO Tourism 2030 Vision



Source: World Tourism Organization

Avoiding the 'Clone' Trap – an economic development issue

“There are over 1,000 locations in Europe alone, all promoting exactly the same thing, looking identical and representing themselves in similar ways – through pictures of people playing golf, people in call centres, airplanes taking off. These places have become commodities, indistinguishable from one another and offering little or no added value”




Welcome to

THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE



Welcome to

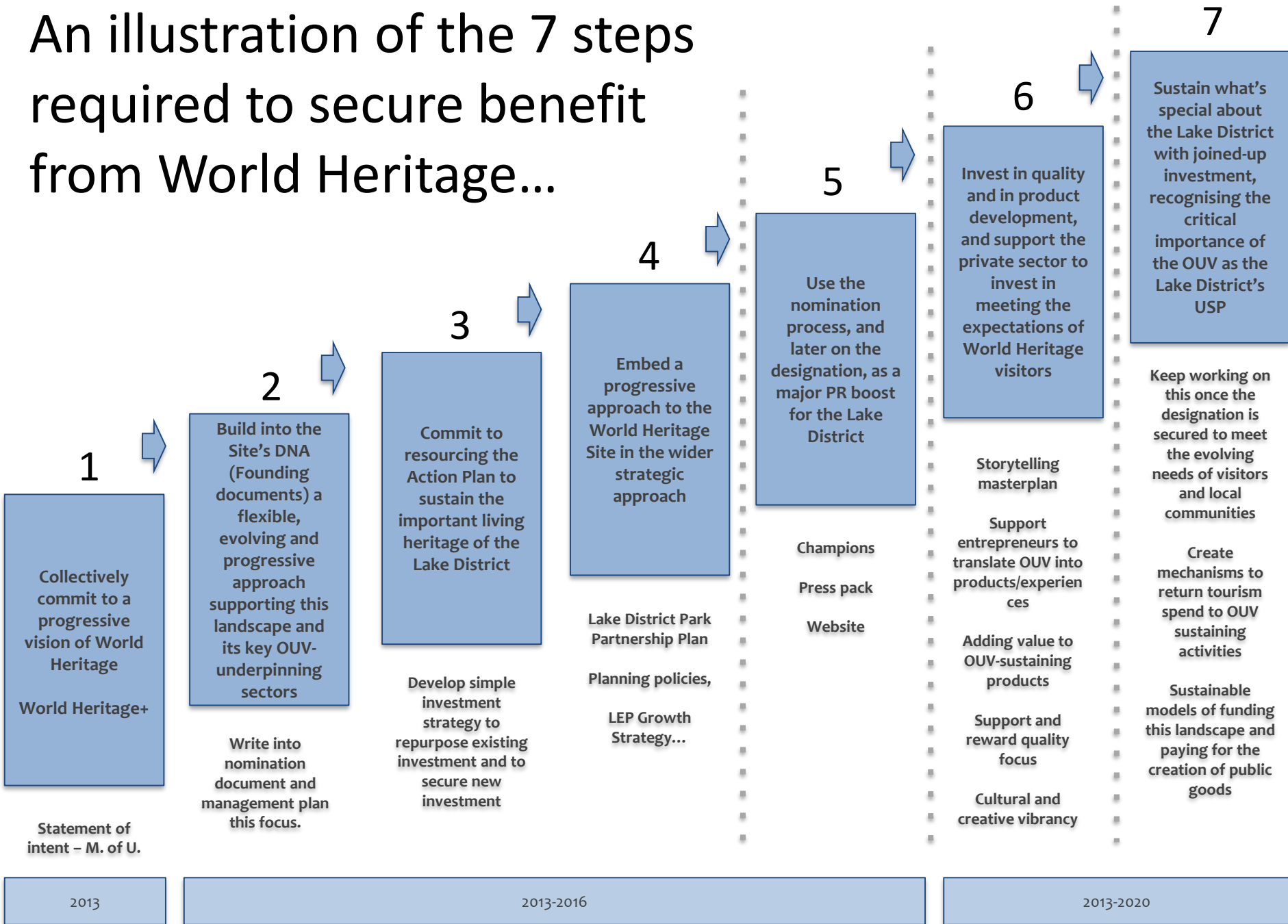
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE


An aerial photograph of a serene landscape in the Lake District. A large, calm lake occupies the lower half of the frame, reflecting the sky and the surrounding greenery. The middle ground shows a lush valley with rolling green hills, scattered trees, and a small village with several buildings. In the background, majestic mountains rise, their slopes covered in dense forests and patches of golden-brown vegetation, suggesting a late summer or autumn setting. The sky is filled with soft, white clouds, and the overall lighting is warm and golden.

10,000 YEARS IN THE MAKING

THE LAKE DISTRICT, THE NEW WORLD HERITAGE SITE

An illustration of the 7 steps required to secure benefit from World Heritage...



Two Muppet puppets are seated at a red velvet table. The puppet on the left has white hair and a mustache, looking thoughtful. The puppet on the right has grey hair and a mustache, looking confused. The background features red curtains and a gold tassel. A thought bubble on the left contains the text "Is this really benefitting anyone...", and a thought bubble on the right contains a question mark.

Is this really
benefitting
anyone...

?

IFUGAO
NATURAL

NAWON RICE

Nutrition Facts

Serving Size 45 g
Servings Per Container 22

Amount per serving	
	% Daily Value*
Calories 150g	Calories from Fat 0g
Total Fat 0g	0 %
Total Carbohydrates 35g	12 %
Protein 3g	

*Percent daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

A product of the
Ifugao Rice Terraces,
a World Heritage Site.

Distributed by:
Blugrass Ifugao Arts and Crafts,
Klangan, Ifugao Province

Net Wt. 1 kg.



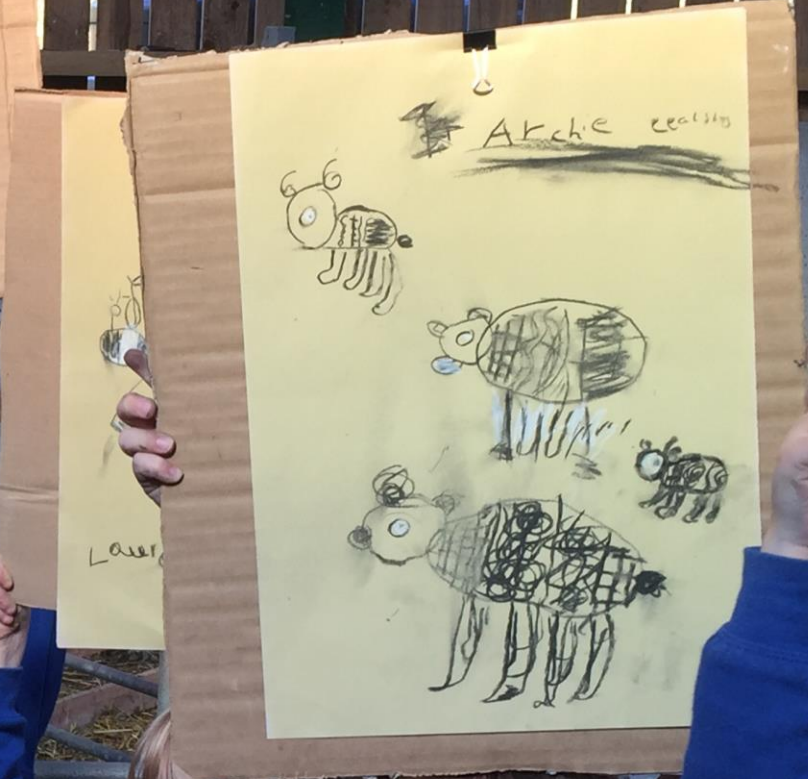
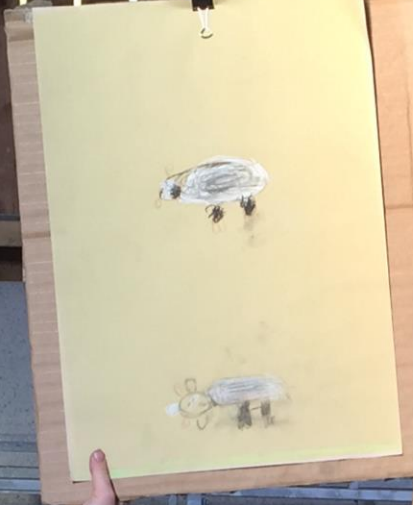
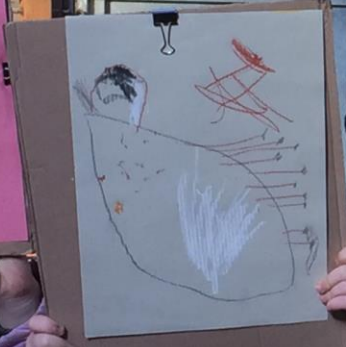




The conquistadors discovered the Americas...
... but didn't discover the Americans

Tzvetan Todorov









“... the revenge of the Whites, as they are hunted down and shot like dogs”
Lithograph by Alfred Scott Broad (1854-1929)
Reproduced by permission of the National Library of Australia



This accidental present...

“Let no one say the past is dead.
The past is all about us and within...

I know this little now, this accidental present
Is not the all of me, whose long making
Is so much of the past...

Let none tell me the past is wholly gone.
Now is so small a part of time, so small a part
Of all the race years that have moulded me.”

Oodgeroo Noonuccal





Project Number 18-1022



Project Title **Mellfell Beck Restoration**

Drawing Title **Outline Design (Option 2)**

CUMBRIA (England)



Legend

-  Mellfell Beck Existing Channel
-  New Channel
-  Wetland

0 25 50
m
Scale @ A4 - 1:10,000
British National Grid / GCS OSGB 1936

Date **May 2018**



Hydrology | Hydraulics | Geomorphology | Design | Field Services

Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community
Contains OS data © Crown Copyright and database right 2017

Potential to set back wall (i.e. to the north) to open up lowest lying area of floodplain for new channel.

Channel with temporary wetland features in areas of lowest lying floodplain, to be inundated during higher flows.

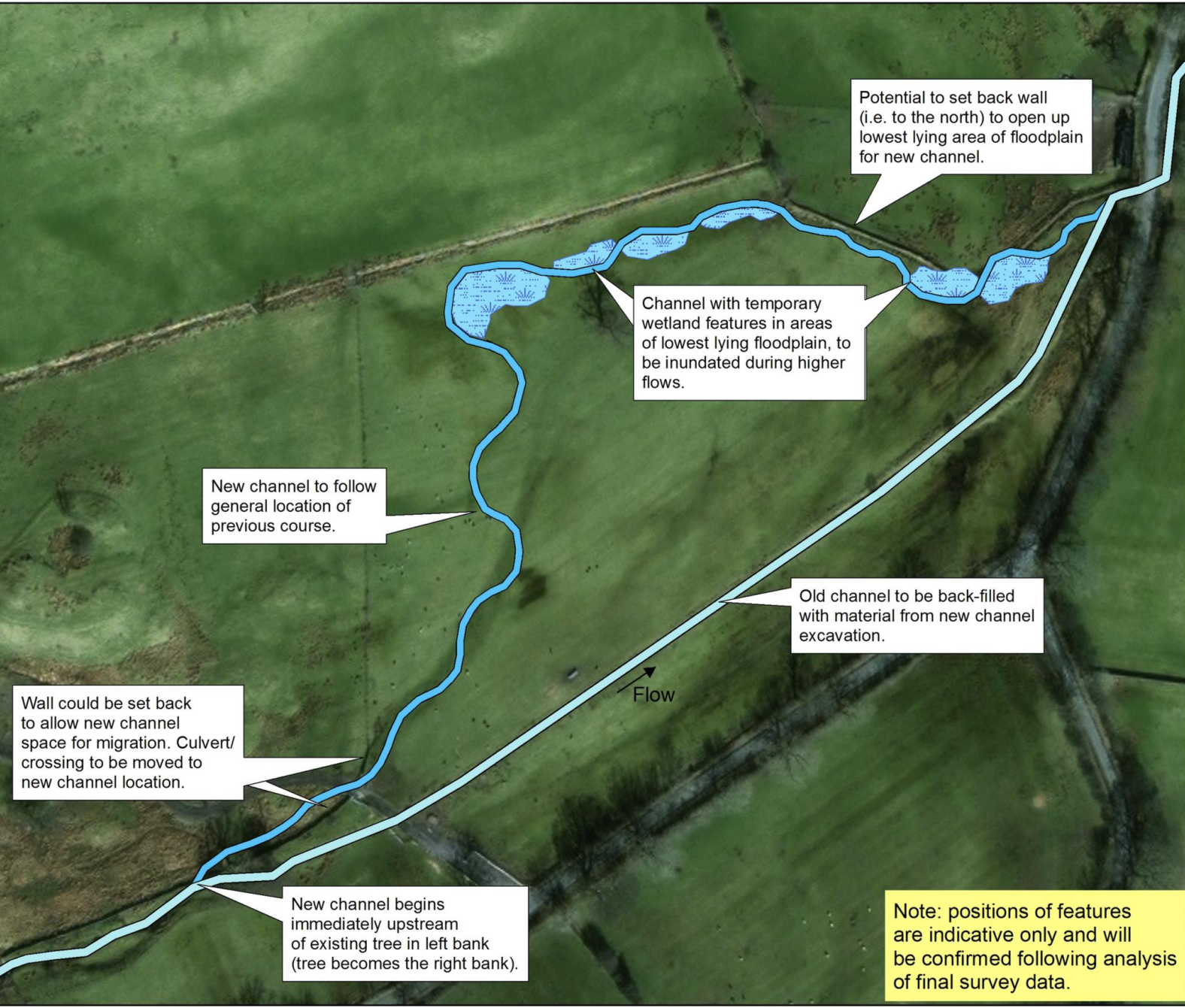
New channel to follow general location of previous course.

Old channel to be back-filled with material from new channel excavation.

Wall could be set back to allow new channel space for migration. Culvert/crossing to be moved to new channel location.

New channel begins immediately upstream of existing tree in left bank (tree becomes the right bank).

Note: positions of features are indicative only and will be confirmed following analysis of final survey data.

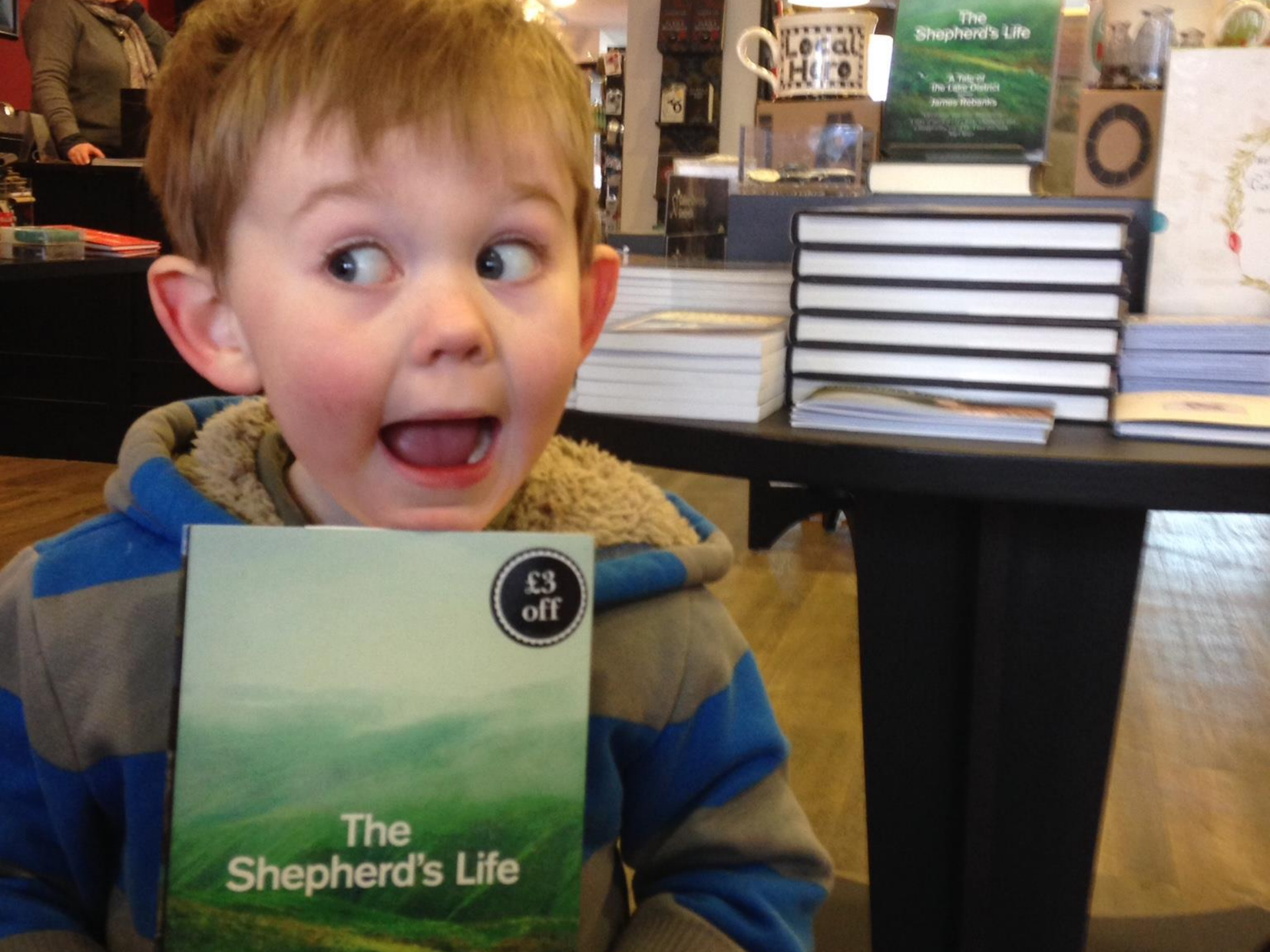












The
Shepherd's Life

£3
off

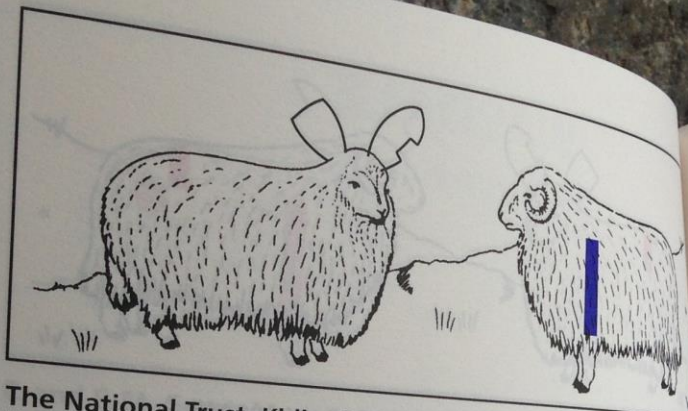
The
Shepherd's Life
A Tale of
the Lake District
James Rebanks

Local
Hero

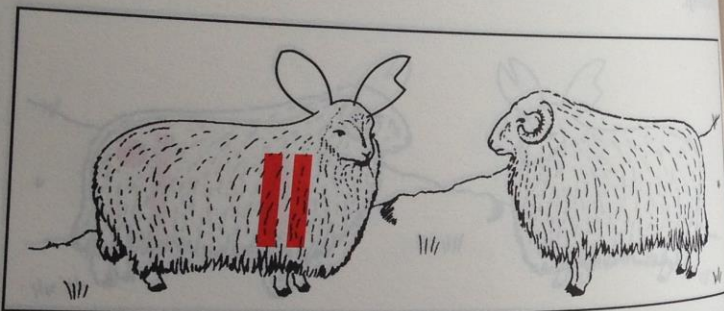




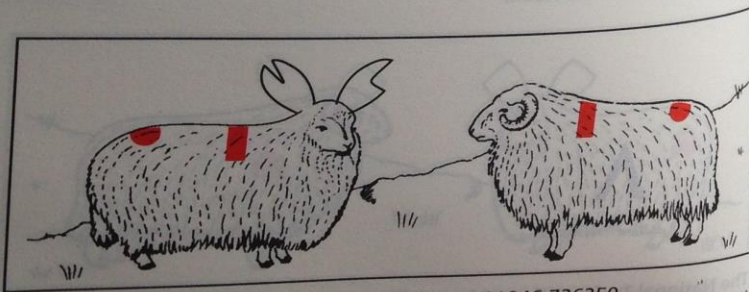




The National Trust, Kidbeck. 01946 726064. UK 000000.
Under key bitted near ear, cropped far ear, blue stroke down near shoulder.



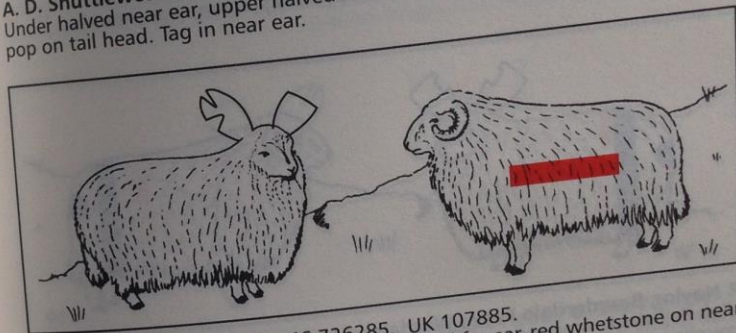
A. D. Shuttleworth, Little Ground. UK 111817. 01946 726250
Under halved near ear, two red strokes down far shoulder.



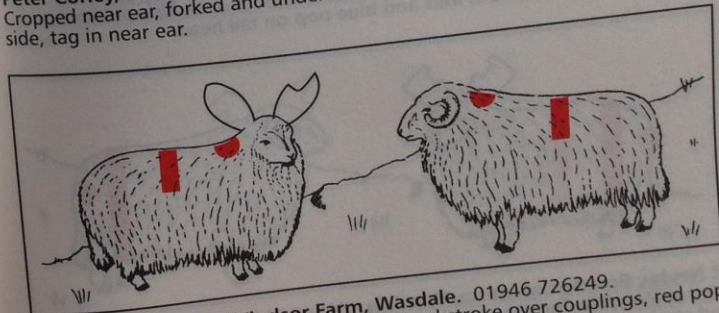
A. D. Shuttleworth, The Ghyll. UK 111817. 01946 726250
Under halved near ear, forked far ear, short red stroke behind shoulders, red pop between hooks.



A. D. Shuttleworth, The Ghyll. UK 111817. 01946 726250
Under halved near ear, upper halved far ear, red stroke down far mid rib, red pop on tail head. Tag in near ear.



Peter Corley, Yewtree. 01946 726285. UK 107885.
Cropped near ear, forked and under fold bitted far ear, red whetstone on near side, tag in near ear.



P. J. and M. L. Ferris, Windsor Farm, Wasdale. 01946 726249.
UK 110223. Upper halved near ear, short red stroke over couplings, red pop behind head.

The book cover features a photograph of a misty, green valley in the Lake District. The hills are covered in lush green grass, and a small white sheep is visible in the foreground. The title 'The Shepherd's Life' is centered in white text.

The Shepherd's Life

A Tale of
the Lake District
—
James Rebanks









Thank you