

# The Westmorland Dales

Yorkshire Dales National Park

Tourism Forum 2019

David Evans, Sally Hemsley

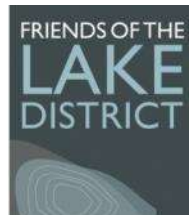


WESTMORLAND DALES

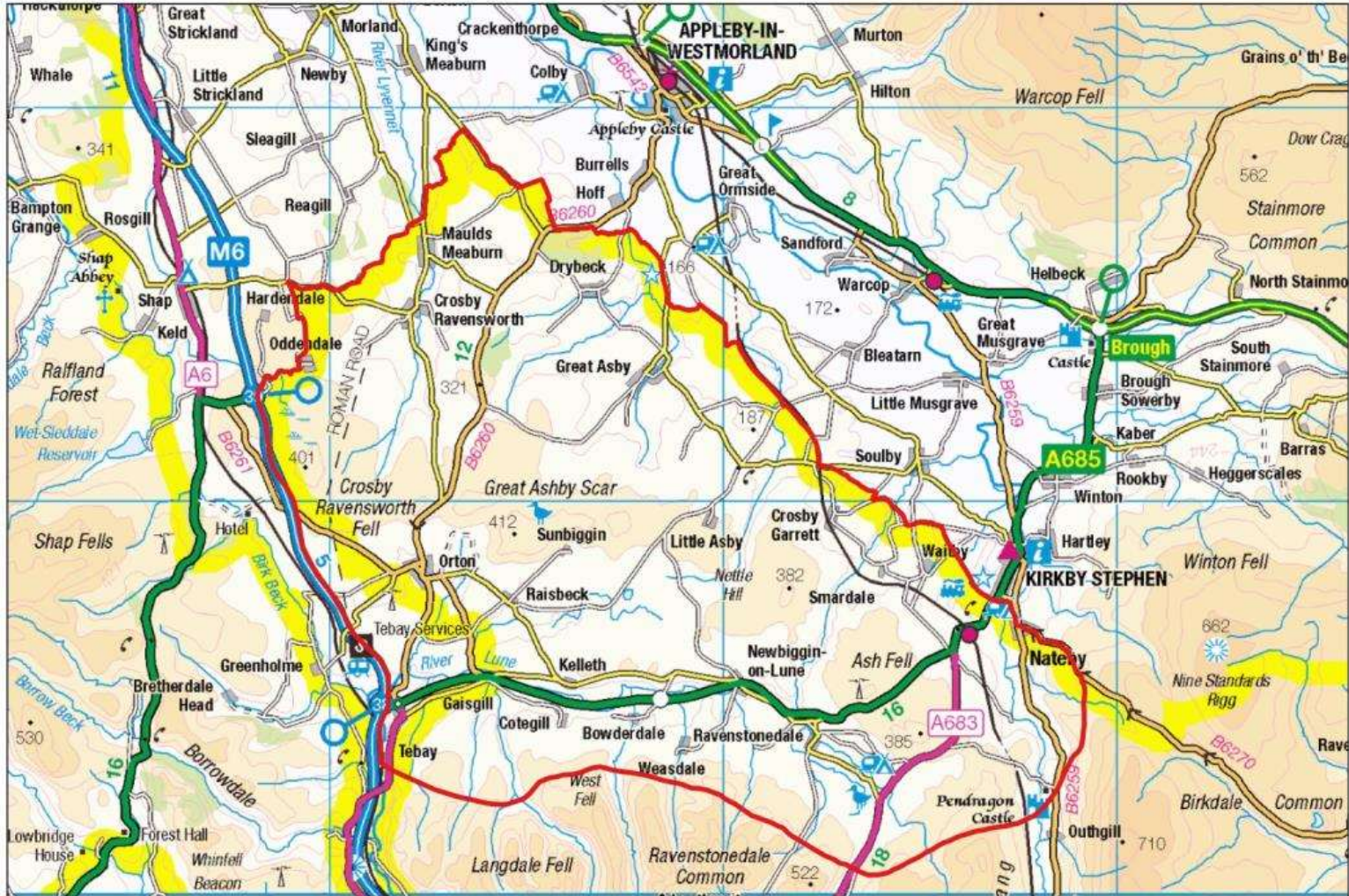


# Introduction

- The Westmorland Dales
- The Westmorland Dales Landscape Partnership Scheme
- Distinctly Westmorland Dales



# The Westmorland Dales





**YORKSHIRE DALES**  
National Park

**WESTMORLAND**  
**DALES**

























# The Westmorland Dales Landscape Partnership Scheme



# The Westmorland Dales Landscape Partnership



WESTMORLAND DALES  
LANDSCAPE PARTNERSHIP



**YORKSHIRE DALES**  
National Park Authority



*Eden*  
District Council





# Vision and Objectives

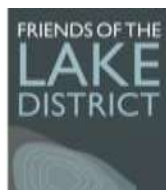
Our vision is to unlock and reveal the hidden heritage of the Westmorland Dales, enabling more people to connect with, enjoy and benefit from this inspirational landscape.

Objectives:

- **Revealing** the area's hidden heritage
- **Conserving** what makes the area special
- Engaging people in **enjoying** and benefitting from their heritage
- **Sustaining** the benefits of the scheme in the long-term

# Timescale, Funding and Management

- March 2019 – April 2023
- £3,455,000 including National Lottery Heritage Fund (£2.273m), partners (£982k) and volunteer time (£200k)
- Friends of the Lake District (lead partner), Yorkshire Dales National Park Authority (accountable body)
- Westmorland Dales Landscape Partnership Team
- Report to a Partnership Board
- Accommodation base in Tebay





# Landscape Conservation Action Plan



WESTMORLAND DALES  
Landscape Conservation Action Plan



# Natural Heritage Projects

- Revealing the Foundations
- Conserving Species-rich Grasslands
- Reconnecting Woods, Trees and People
- Changing the Course, Slowing the Flow
- Sustaining Farming in the Westmorland Dales



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HERITAGE  
FUND











# Cultural Heritage Projects

- Great Asby Scar Archaeology Survey
- Little Asby through the Keyhole
- Gamelands Stone Circle
- Digging the Past
- Dry Stone Walls
- Traditional Farm Buildings
- Small-scale Heritage Features
- Monuments at Risk
- Our Common Heritage
- A Way Through







# Connecting Heritage Projects

- Love Your Landscape - Small Grants Scheme
- Skills for the Future – Apprentices
- Discovering the Westmorland Dales
- Distinctly Westmorland Dales
- Interpreting the Westmorland Dales
- Celebrating and Engaging









# Distinctly Westmorland Dales

We will work with local tourism businesses to help them promote and encourage enjoyment and understanding of the Westmorland Dales' unique character and landscape.

This will include tourism businesses on the fringe of the scheme area in Shap, Tebay, Appleby and Kirkby Stephen as these are key gateways to the Westmorland Dales.

The four year project, beginning in spring 2019, will include:

- Business support and training
- Production of quality promotional and marketing resources for use by local tourism businesses



# Distinctly Westmorland Dales

The project will include:

- Creation of a professional image library
- Familiarisation visits for tourism businesses and TICs
- Welcome Host Gold courses
- Welcome Walkers and Cyclists courses
- Know Your Westmorland Dales / Sense of Place workshop
- Sense of Place handbook for use by tourism businesses
- Welcome to Westmorland Dales folder to hold a range of leaflets / inserts
- Development of two local information points within existing businesses
- Annual business liaison events



# Contacts

Westmorland Dales Landscape Partnership Scheme  
(Friends of the Lake District, Yorkshire Dales National Park Authority)

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