



Cara Donald (Nature Scot)
On behalf of the Flow Country Partnership

THE FLOW COUNTRY



Criteria under which property is nominated

(ix) Examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.

The Flow Country is the most extensive and diverse example of an actively accumulating blanket bog landscape found globally.

(x) The most important and significant natural habitats for in situ conservation of biological diversity, including those containing threatened species of Outstanding Universal Value from the point of view of science or conservation.

The Flow Country contains an exceptional example of the biodiversity found within a blanket bog landscape. The geographical position of The Flow Country and the diversity of habitats result in biological associations unlike any other found globally. Furthermore, the scale and connectivity of the property afford resilience to the ecosystem and the species it contains.

Proposed Flow Country World Heritage Site and Criteria for Inscription



Submitted
December 2022

Deliberations...

- UNESCO visit took place August 2023

- 21st - 31st July 2024
World Heritage Committee in New Delhi

Decision time!



SCIO

Certified March 2024

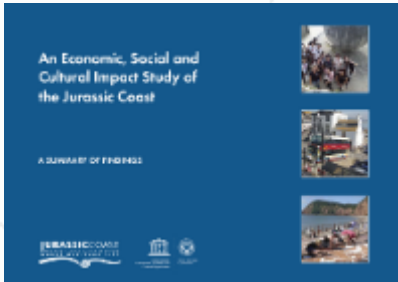
Income generating to co-ordinate partnership across Flow Country – including the proposed WHS

- Green finance initiative
- Gather and disseminate funding

Key areas of focus

1. Community Empowerment and Resilience
2. Sustainable Development Initiatives
3. Economic and Social Enrichment
4. Cultural and Educational Projects

So, what's so good about being a WHS for business?



Why stakeholders value the JC WHS identity...

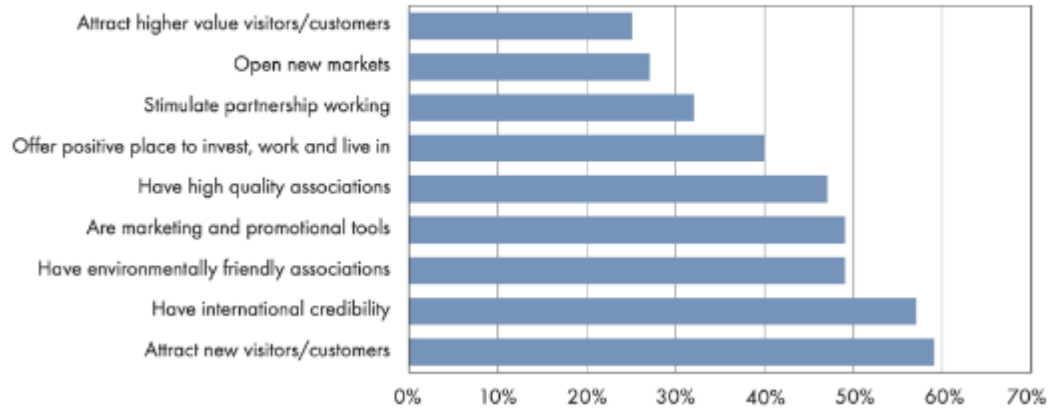


Chart 7: The value to businesses of being located in or near the Jurassic Coast

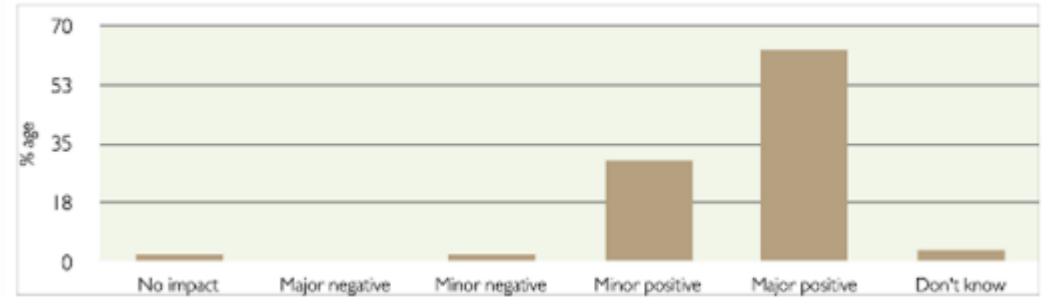
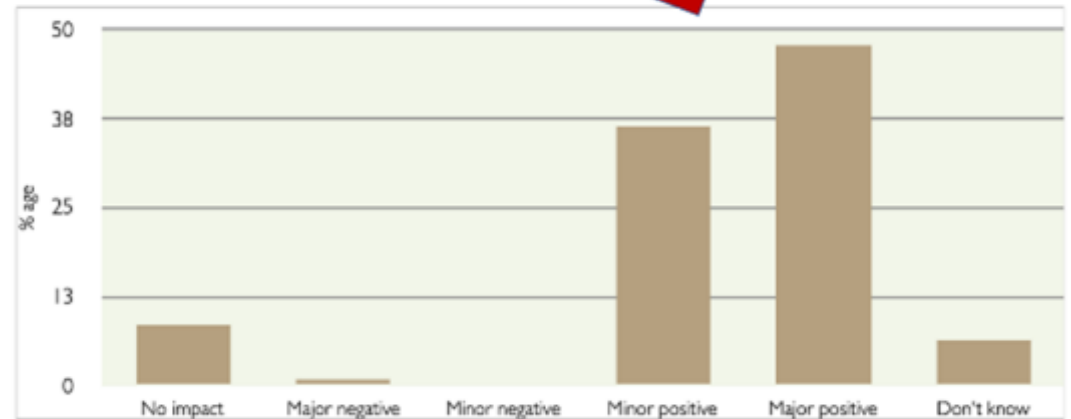
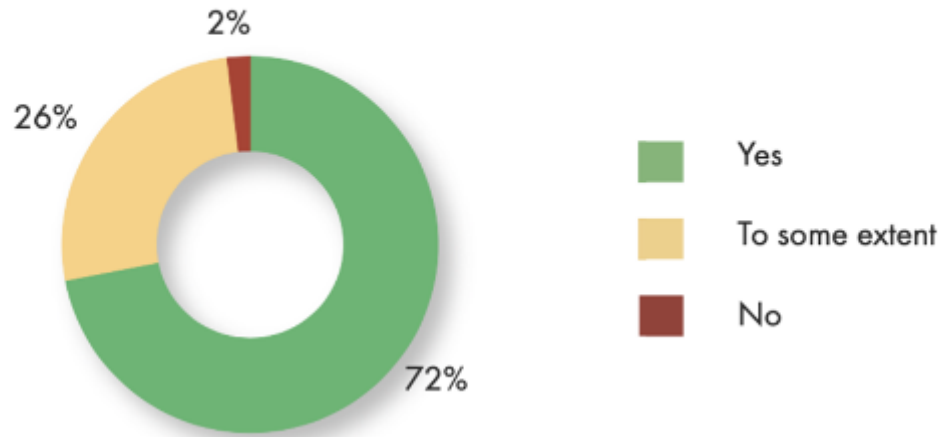


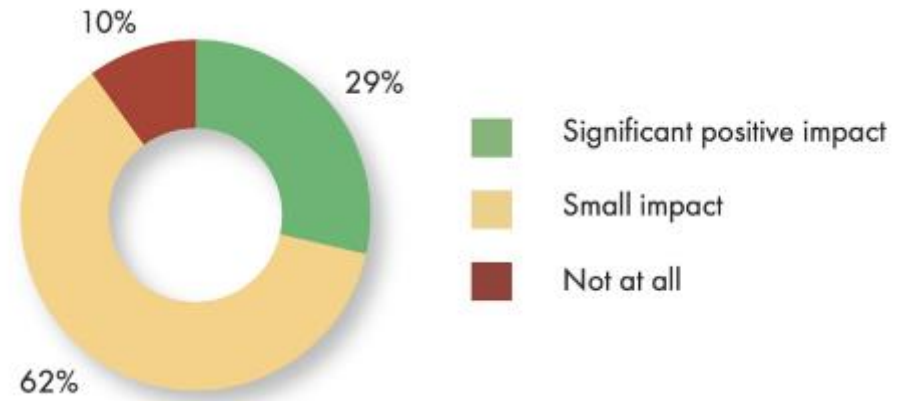
Chart 12: Impact of the Jurassic Coast 'brand' on their business



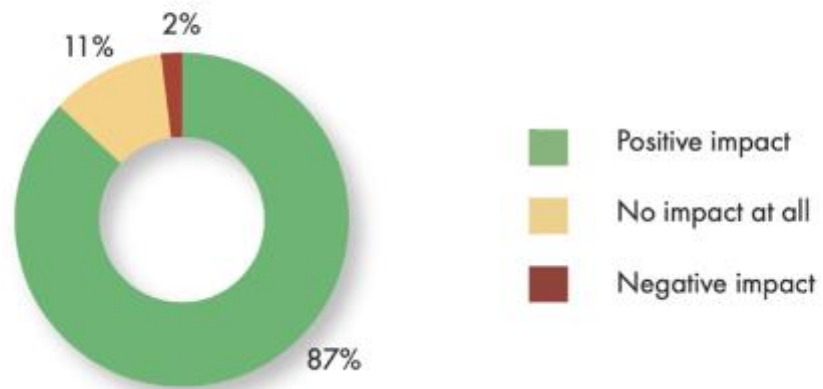
Does the JC WHS brand work well for the tourism industry?



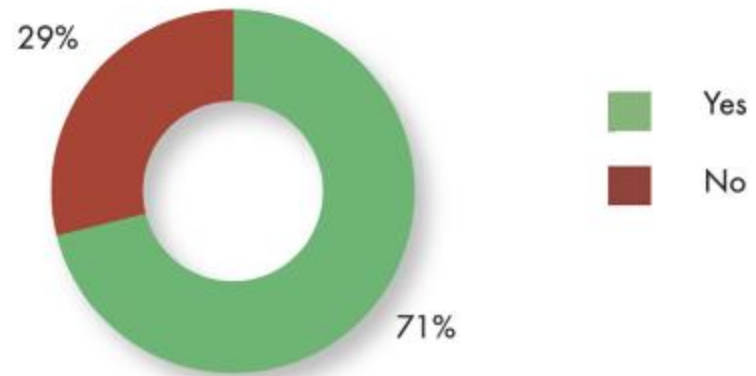
How far is the JC WHS identity contributing to people's decisions to visit the area?



The JC WHS designation has had the following impact on the profile of the area...



Do you think the JC WHS status has been a stimulus to a more sustainable approach to tourism?



WORLD HERITAGE STATUS

Is there opportunity for economic gain?

Research and analysis of the socio-economic impact potential of UNESCO World Heritage Site status

Rebanks Consulting Ltd and Trends Business Research Ltd on behalf of the Lake District World Heritage Project

Publication Supported by:



LAKE DISTRICT WORLD HERITAGE PROJECT



The impacts of World Heritage Site status are rarely accidental or unintended – they are overwhelmingly the result of coordinated and well thought through efforts to achieve targeted change. In short, sites that have achieved significant impacts have had a clear logic chain from the identification of the issues and problems they wished to address, a clear understanding of how WHS status could be used to catalyse change, following through to investing in the resources, activities and processes to deliver the impacts desired. As a previous study noted,

“...it could be said that WHS status is what you make of it. Where the status has been used to full effect it has brought partners together, leveraged additional funding, led to new development and enhanced educational benefits, improved conservation and even led to regeneration in some locations. Where these opportunities have not been seized there have been more limited benefits. The benefits that the sites attribute to WHS status are therefore strongly related to the motives they had for bidding and correspondingly what they have used the status for’.”



UK's World Heritage Sites generated an estimated **£85 million** from April 2014 to March 2015 through their association with UNESCO.

@UNESCOUK

Key Findings: Summary

Key Finding (v13)

UNESCO designations added a minimum of £151 million of financial benefit to the UK in one year^{2,3}

Key Finding (v12)

UNESCO Designations make a rich and creative contribution to the UK's environment, culture and communities and are critical in promoting peace and sustainable development agenda through:

- Conservation
- Research
- Education
- Identity Building
- Resilient Planning

Key Finding (v11)

Investment in the UK's UNESCO designations would increase cross-disciplinary work and enhance their contribution to the UK economy and society, and the United Nations Sustainable Development Goals.

More in depth than the rest of the report is:



² Based on the 2014-2015 period. ³ Based on the 2014-2015 period.

A 'Celebration' Designation – Many places with a WHS treat it as a celebration or reward designation for heritage already preserved.

A Heritage 'SOS' Designation – Many sites with a WHS treat it as an emergency attention designation for unique heritage at risk. The origins of the UNESCO WHS convention lie in this concept of WHS.

The impact of WHS status is also heavily affected by the pre-WHS socio-economic profile of the site (including its existing designations, its tourism brand profile, and a range of other complex variables). But crucially, the research undertaken revealed for the first time the different motivations which led to places becoming World Heritage Sites (see Chapter 3). The research reveals four kinds of World Heritage Site, as defined by the perceptions held of WHS status;

A Marketing/Quality Logo/Brand – A growing minority of sites have come to the realisation that the WHS designation has value as a marketing or quality brand for historic places.

A 'Place Making' Catalyst – This view treats WHS status as a powerful catalyst for economic development using heritage as a tool to develop powerful new identities for places, and powerful programmes of actions to change places fundamentally.

Any WHS can be all of these!

To conclude....



Status can bring ESC benefits, but they don't just arrive, you have to work at them

It doesn't come on the cheap, you need to invest to make long-term gains

You need to be clear about your offer, clear about what you want to achieve and confident in what you are doing, and your investment should be proportionate to your aspiration

The single most significant factors are a strong identity and brand, and a joined-up, strategic approach



4.6 FACTORS AFFECTING THE NOMINATED PROPERTY



Figure 5.11 Map extract from the Discover The Flow Country leaflet illustrating the in-place outdoor facilities. The extent of blanket bog shown covers the wider Flow Country area.

PART 2: DESCRIPTION
2.A DESCRIPTION OF PROPERTY



Figure 2.7: A selection of the characteristic Sphagnum species found across the nominated property with an indication of their favoured environment and the regions of the property which they characterise. (Photos: David Long, Roanne Anderson & Nick Hodgson)

PART 2: DESCRIPTION
2.A DESCRIPTION OF PROPERTY



Figure 2.12: A selection of the characteristic vegetation found across The Flow Country peatlands with an indication of preferred habitat. (Photos: Lorne Gilpin/Flora, Steven Andrews & Richard Lindsay)

PART 2: DESCRIPTION
2.A DESCRIPTION OF PROPERTY

Figure 2.15: A selection of the fauna which characterise The Flow Country and its wider setting. (Photos: Norrie Russell, Robert Hughes, Paul Turner & Lorne Gil)



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