

LEAVING A LEGACY

Custodians of place



The Yan at Broadrayne

The Yan

AT BROADRAYNE



Research highlights that the more we connect to the places that are important to us, the more we care about and look after those places. In the past, we might have focused exclusively on the cultural and aesthetic qualities of a place; more recently, we have valued ecology and understand better the contribution that places make to the life support system of our planet.

Jess, Will and their family know all too well the importance of caring for the places that are important to them

"Being custodians of place means taking on the responsibility of preserving and taking care of the environment and heritage of our surroundings. It's about recognising our connection to the land and actively working to protect and enhance it for future generations. We need to understand the impact of our actions on the environment."

Jess Manley, co-owner

Key insights from Jess

1. The more that businesses actively play a role in preserving the beauty, heritage and ecology of our local area, the greater the impact we can have. There's strength in numbers - collaborating with like-minded businesses fosters a collective effort towards sustainability.
2. It's important for the long-term viability of all businesses to embrace sustainability; start small and celebrate achievements to avoid becoming overwhelmed.
3. We have seen how prioritising sustainability has enhanced our business's reputation and also led to cost savings - these benefits are not highlighted enough.
4. Sharing accountability with guests and encouraging responsible behaviour during visits is essential. Maybe if local businesses worked together on this message, we could create a stronger narrative and reach more people with the importance of sustainable tourism.

"As a tourism business in the heart of the Lake District National Park, the stunning landscapes are integral to our business. By embracing Cumbrian cuisine, we want to support local farms and producers, as well as support our agricultural heritage."

Jess Manley

"The landscape and cultural heritage are a source of inspiration for local businesses. We all need to act as responsible stewards to preserve the beauty of the natural landscape and its rich heritage, and to create a place that our visitors and our own families can enjoy for many years to come."

Jess Manley

To begin creating your own legacy, contact: 01768 210 276 or greenhub@cafs.org.uk



Funded by
UK Government



Westmorland
& Furness
Council