



# THE HERDWICKS ARE HERE

Months of planning have come to fruition with the unveiling of the Go Herdwick art trail starring 61 decorated ewes. It's hoped the unique event will help the Calvert Trust to raise £1.3 million

WORDS MICHAELA ROBINSON-TATE PHOTOGRAPHY PHIL RIGBY

**T**he moment that Herdwick spotters have been waiting for has arrived. The Go Herdwick art trail has been launched and 61 ewe figures are now in place in Lake District locations,

waiting for their fans to find them. The fundraising project has taken many months to get off the ground and the organisers at the Calvert Trust say they are overwhelmed by the response from Cumbria and beyond. Extensive media coverage in newspapers and television has included a spot on CBBC's



Newsround programme. Calvert Trust business manager Justin Farnan says: "We're getting massively excited about the interest the Go Herdwick project is generating, not just in Cumbria but now across the rest of the UK following our TV appearances, with hopefully more exposure to come. "The project just keeps growing, thanks to the enthusiasm of everyone involved, including our sponsors, patrons and artists." Go Herdwick, launched by the Calvert Trust last September, was inspired by similar public art trails featuring Gromit the dog and Paddington Bear. The Lake District charity, which offers challenging holidays for people with disabilities, commissioned artist Alan Dun to design a life-size Herdwick ewe figure, which was approved by the Herdwick Sheep Breeders' Association.

**'With all the disruption caused by the flooding, we're delighted that the Go Herdwick trail will be able to play a part in bringing tourists and locals back into the centre of the Lake District - showing that we really all are open for business'**

Each figure has been sponsored by a business, organisation or school. Artists from Cumbria and beyond and school-children have decorated the sheep so that each one is different. Cumbria Life, which is the media partner for the project, commissioned internationally renowned conceptual artist Conrad Atkinson to decorate one of the first ewes, called the Golden Fleece. From Good Friday, March 25, the sheep will be at locations which follow the approximate route of the 555 bus service through the Lake District and include spots in Keswick, Grasmere, Ambleside and Windermere. It's anticipated that local people and visitors will take up Herdwick spotting and tick off a visit to each of the ewe figures. Maps to aid the search are being



## All in a good cause

Go Herdwick is a charity public art project in aid of the Calvert Trust. Money raised will go towards the £1.3 million redevelopment of Old Windebrowe at Keswick, the trust's 16th-century Grade II-listed farmhouse and tithe barn. The historic property, which was once home to William Wordsworth, will be redeveloped to provide six apartments for people recovering from strokes or who have acquired brain injuries. Occupational therapy, rehabilitation and outdoor activities will be on offer.



sold by stockists commission-free, which means the Calvert Trust will receive all the profits. Go Herdwick merchandise, such as keyrings and tea towels, is also going on sale. From Friday, May 25, a second trail will be launched, featuring 50 decorated Herdwick lamb figures on display in shops in Keswick, Windermere and Bowness. It's hoped that children will enjoy finding the lambs. The flock will be out and about over the summer and will then be rounded up and displayed en masse at Rheged near Penrith from September 22 to 29. Finally, a grand auction will take place at Low Wood Bay hotel on Windermere on Saturday, October 8. The trail is going ahead despite the temporary closure of the A591 north of Grasmere. Justin Farnan says it's hoped Go Herdwick will give tourism a boost: "With all the disruption caused by the flooding in the run up to Christmas we're delighted that the Go Herdwick trail will be able to play a part in bringing tourists and locals back into the centre of the Lake District - showing that we really all are open for business."

See over for map showing the trail ➔



**Fri 25 March - Sun 4 September 2016**



# GO HERDWICK TRAIL MAPS

These maps are baa-sic. But you can buy our official trail map to find exact locations and postcodes of each ewe! They cost only £2 and all proceeds go to support the Calvert Trust



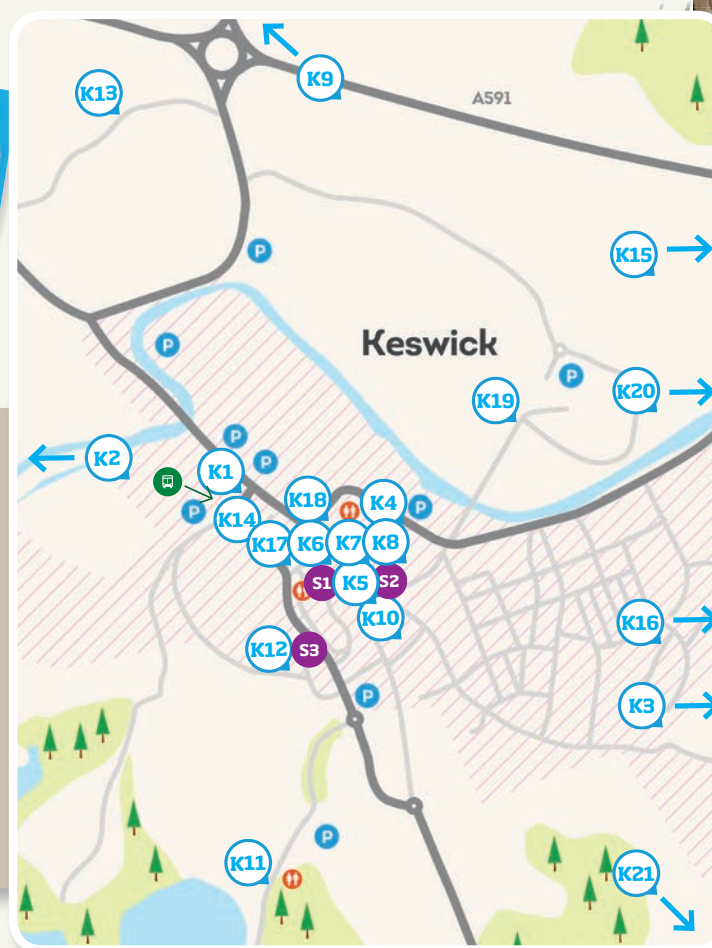
## KESWICK

Keswick is a thriving market town on the shores of Derwentwater. Home to some of the best outdoor adventure and cultural facilities in the UK, never mind Cumbria, it punches far above its weight. From weekly markets to great pubs and restaurants, the nationally acclaimed Theatre by the Lake and attractions such as Honister Slate Mine, The Pencil Museum and a plethora of lovely places to stay, there are so many reasons to visit Keswick. Oh – and did we mention the views?



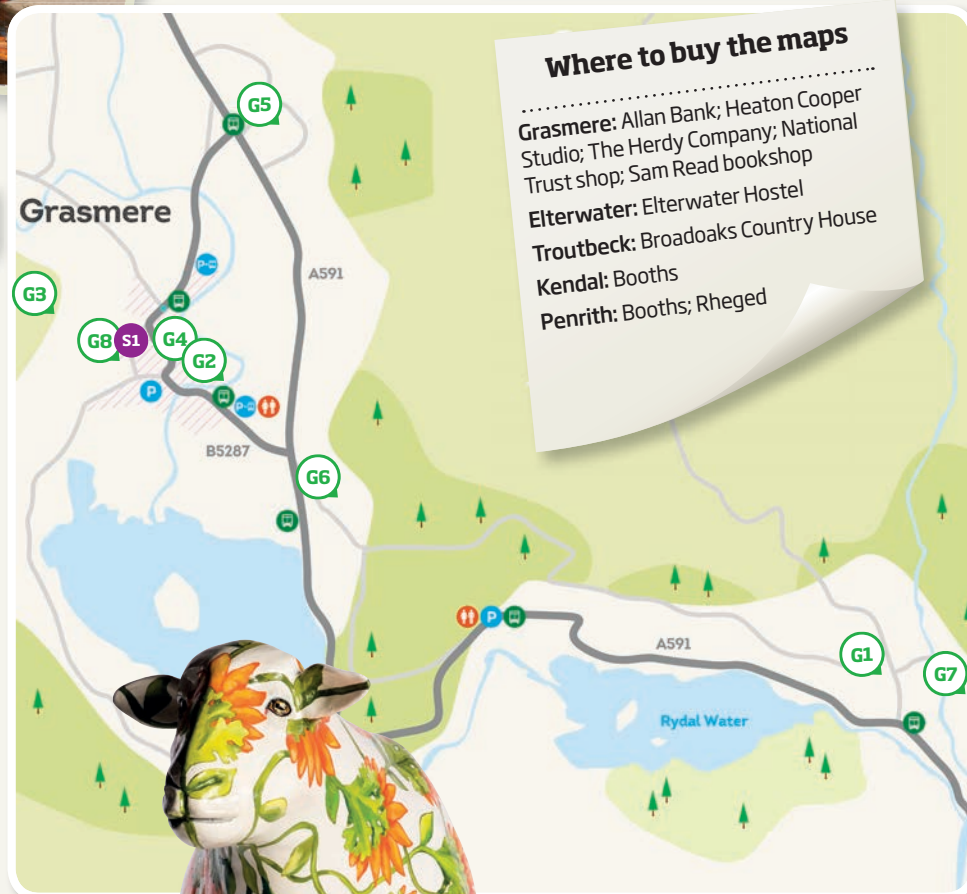
### Where to buy the maps in Keswick

Bookends; Booths; Cumberland Pencil Company pop-up shop (Station Street till June then at the Pencil Museum); Gallery 26 at 27; George Fisher; The Herdy Company; Keswick Climbing Wall; Keswick Museum; Mirehouse near Keswick; Old Sawmill Tearoom; Dodd Wood, Bassenthwaite; Treeby & Bolton



### Where to buy the maps

Grasmere: Allan Bank; Heaton Cooper Studio; The Herdy Company; National Trust shop; Sam Read bookshop  
Elterwater: Elterwater Hostel  
Troutbeck: Broad Oaks Country House  
Kendal: Booths  
Penrith: Booths; Rheged



## GRASMERE & RYDAL

The combination of scattered hamlets and farmsteads, verdant woodlands, and lush meadows fringing the lakes of Grasmere and Rydal Water conjure up a quintessential image of romantic Lakeland. Wordsworth spent much time walking in the area, composing lines of poetry based on what he experienced. Grasmere has also long been associated with gingerbread, first made by Sarah Nelson using a secret recipe. Its reputation as a sweet delicacy was an attraction for Victorian travellers coming to see Wordsworth's grave. The old Grasmere Gingerbread Shop next to the church still makes gingerbread to the traditional recipe, and now sells the famous confectionery all over the world.



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## AMBLESIDE

Ambleside, at the head of Windermere, lies in the very heart of the Lake District with easy access to many of the area's towns and villages. A vibrant, busy town, surrounded by magnificent Lakeland fells and gateway to the spectacular Langdale Valley, Ambleside is deservedly popular, both with visitors wanting a relaxing break and outdoor enthusiasts looking for a challenge.

### Where to buy the maps in Ambleside

Hayes Garden World; Old Courthouse Gallery; Smallwood House Hotel; The Hub TIC



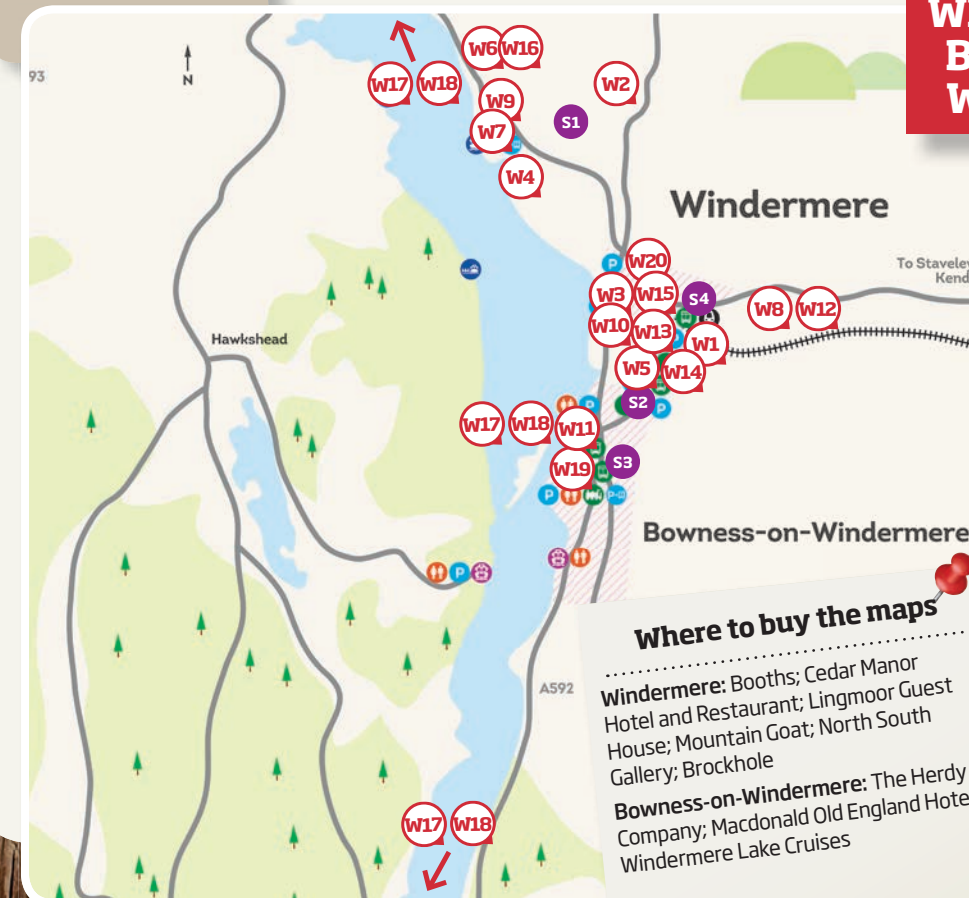
## WINDERMERE & BOWNESS-ON-WINDERMERE

The linked towns of Windermere and Bowness-on-Windermere have been attracting visitors since Victorian times. With the shore of Windermere so close, there is always something to do whatever the season. Away from the lake shore is a varied choice of heritage sites, historic houses, colourful gardens and other visitor attractions.

Bowness-on-Windermere (known locally as Bowness) was once a small fishing village but rapidly developed as a bustling tourist destination and now offers a cosmopolitan mix of shops and restaurants. The town of Windermere is centred around a compact shopping area with art galleries and cafés alongside traditional shops.

### Where to buy the maps

Windermere: Booths; Cedar Manor Hotel and Restaurant; Lingmoor Guest House; Mountain Goat; North South Gallery; Brockhole  
Bowness-on-Windermere: The Herdy Company; Macdonald Old England Hotel; Windermere Lake Cruises







## VIEW THE FLOCK

**THU 22 - THU 29  
SEPTEMBER 2016**

at The Rheged Centre

**T**he ONLY opportunity to see all 60 ewes and 50 lambs together in a highly ewe-nique pre-auction viewing in a highly ewe-nique location...

Entry by donation

The Rheged Centre  
Redhills, Penrith,  
CA11 0DQ  
[www.rheged.com](http://www.rheged.com)



## BUY A HERDWICK

**SAT 8 OCTOBER 2016**

Grand Gala Auction and Dinner

**A**ttend our grand gala auction and dinner at the Low Wood Bay hotel and you could come away with your favourite Herdwick ewe or lamb. The question is – what price will you pay?

Low Wood Bay hotel, Ambleside Road, Windermere, LA23 1LP  
[englishlakes.co.uk](http://englishlakes.co.uk). For more information, please sign up to the Go Herdwick newsletter on [www.goherdwick.co.uk](http://www.goherdwick.co.uk)

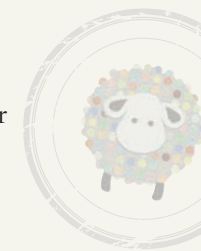


## HIDE AND SEEK LAMB TRAIL

**FRI 27 MAY -  
SUN 4 SEPT 2016**

**T**he perfect family activity this summer. Specifically designed with the smaller visitor in mind, the Hide and Seek lamb trail comprises 50 lambs spread over two trails – one in Keswick and one in Windermere and Bowness, each decorated by a local artist. Pick up a 'passport', find the lambs and collect stamps to show you've completed the challenge!

Lamb passports go on sale Friday 27 May 2016. Please check website for updates  
[www.goherdwick.co.uk](http://www.goherdwick.co.uk)



go herdwick