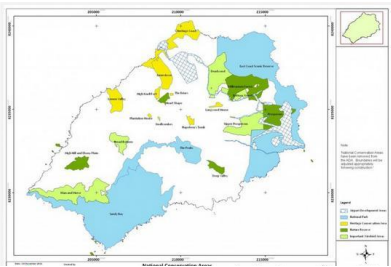


heritage, plants animals and land forms. It is our job to ensure that the NCAs biological heritage is protected, while considering other key factors including farming, amenity and tourism

**What are National Conservation Areas and why are they important?**  
 St Helena is highly regarded as having a unique biological diversity. The NCAs are important as they are considered to be the areas of land on the island with the highest ecological and scenic significance. They are also home to some of the island's endemic species including the likes of the mole spider and spiky yellows which are unique to St Helena and can't be found anywhere else in the world. It's my role to prevent these species and plants such as the bastard gumwood, whitewood and the she cabbage from becoming extinct. We are taking the necessary steps to promote these areas and the 27 September will see the launch of the Peaks National Park to coincide with World Tourism Day.



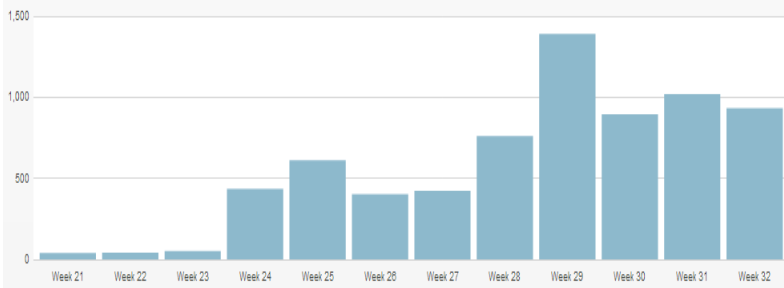
**St Helena**  
 Just why is nature conservation on St Helena so important? Read why in our latest blog

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# St Helena Wirebird

Notes from a Small Island in the South Atlantic Ocean



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**In the footsteps of Napoleon**  
 It would be an understatement to say St Helena's history is colourful. Through a mixture of settlers, soldiers and slaves the island has seen its fair share of drama. It all started in 1657 when Oliver Cromwell granted the East India Company a charter to govern the island. Financed through trading, St Helena swiftly reached ...read more

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## Welcome to the Blogosphere

With over 100 million blogs on the internet you have to know how to make a splash to stand out. St Helena needed a focal point for its online campaigns, so Keene created a site using opensource software and designed a strategy to deliver captivating content for readers. We even sorted out domain name registration and server hosting. Four months after its inception the Wirebird blog has received over 11,000 visitors, becoming **the** one-stop destination for St Helena online.

**client:** St Helena Tourism Board

**service:** Website, blog development and promotion