The Lake District National Park Partnership’s Plan for 2015-2020

The Management Plan for the English Lake District

Consultation Draft - November 2014
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1.0 Structure of the Partnership Plan

The Partnership’s Plan comprises of two parts.

Part 1 of ‘the Plan’ is within this document. Here we describe the Lake District, and explain the Special Qualities of the place, and the specific ‘Attributes of Outstanding Universal Value’ that we believe warrant the designation of the whole area as a World Heritage Site.

We explain how the Lake District is managed, and we explore the issues and opportunities that affect the Lake District in this Part 1 document. Critically, we also set our Vision for the future and the strategies we use to sustain the spectacular living, working landscape and deliver this Vision.

Part 2 contains a range of strategic actions. These essentially act as stepping stones towards achieving Part 1 of the Plan between 2015 and 2020. Part 2 of this Plan is provided as a separate document. It also contains details on how we monitor our progress on delivering the Plan as a whole.
2.0 Introduction

Welcome to the English Lake District – a unique example of a living, working landscape.

This Partnership’s Plan (which we will simply refer to as ‘the Plan’) explains how we, as a collective of 25 key organisations, are working together as part of the Lake District National Park Partnership, with the clear purpose of proactively managing the Lake District as effectively as possible.

The Partnership has been established since 2006, but our remit, and the importance of our Partnership approach, is now becoming all the more significant. In early 2014 the UK Government confirmed that it would support a bid to UNESCO in 2016, for the Lake District to be given the highest level of recognition as a unique and globally significant cultural landscape.

This means that the Lake District could be a World Heritage Site as well as a National Park, recognising the area as one of the highest ranking cultural landscapes in the world.

The Partnership and the Lake District’s communities are the custodians of this very special place. World Heritage Site inscription is the ultimate recognition of an area’s global significance. We aim to rise to the challenge of managing the whole of the Lake District as a coherent entity and to a consistently high standard. This Plan therefore looks very different to the previous Partnership’s Plan, which covered the period 2010 to 2015; as this Plan has a much wider purpose beyond managing the Lake District as a National Park. We strive to strike a perfect balance between allowing this living, working place to thrive and evolve, and ensuring this does not cause harm to why the Lake District is valued so greatly.

The purpose of this Plan is to:

- Explain the reasons for the Lake District’s potential designation as a World Heritage Site
- Describe the extent and diversity of the Lake District, highlighting key features
- Define how we will protect and conserve what is special about the Lake District including attributes of Outstanding Universal Value and Special Qualities
- Explain how we will strategically manage the Lake District to deliver the Vision (see section 2.5 page 30), meeting the purposes of World Heritage Site and National Park designation
- Describe how we will present and transmit the Lake District so people are aware - and understand the importance - of the Lake District

This Plan is unique in that it establishes a single management approach for an area that potentially has two separate and highly significant designations – both of which normally require management plans in their own right. By integrating these dual management plan requirements into this single Plan, we are looking at the area holistically and ensuring that the strategic approach we take is consistent and appropriate for both designations.
2.1 The English Lake District’s Special Qualities and Values

The English Lake District is a physically contained mountainous area in North West England. It’s narrow, radiating glaciated valleys, steep fells and slender lakes exhibit an extraordinary beauty and harmony.

The landscape is not entirely natural; cultural influences have had a significant bearing upon the character of the Lake District. Agro-pastoral agriculture, based principally on the iconic Herdwick sheep breed, has evolved under the physical constraints of its spectacular mountain setting and has had a profound influence on the landscape’s character.

The stone walled fields and rugged farm buildings built from local materials, set against this spectacular backdrop, form a harmonious beauty that has attracted visitors to the Lake District since the 18th Century.

Picturesque and Romantic interest in the Lake District’s landscape led to the appearance of villas, gardens and creation of formal landscapes, all of which sought to further enhance the beauty of the area.

Threats to the Lake District inspired the Romantic poet William Wordsworth to propose in 1810, that the Lake District should be deemed “a sort of national property, in which every man has a right and interest who has an eye to perceive and a heart to enjoy”.

The English Lake District – the defining cultural landscape of its type

Centuries of interaction between nature and the activities of local communities, visitors, and industry characterise the cultural landscape of the Lake District.
The Lake District gave rise to the notion that a landscape could have universal value, both intrinsic and in its capacity to stimulate imagination, creativity and spirit. This conservation movement, born in the Lake District, has had global impact – giving rise to the creation of National Parks and the National Trust.

In the UK, National Parks are legally protected cultural landscapes. The approach to their management is to ensure that what is special about every National Park is always protected, conserved or enhanced – but within these environmental limits, development and economic activity is actively supported. Industry and how communities have adapted to live and work in the Lake District underpins the cultural landscape. Likewise, communities and the economy are always evolving and responding to new challenges and opportunities in order to sustain themselves.

Many overseas National Parks are large natural areas untouched by humans, whereas UK National Parks are uniquely living, working landscapes. The Lake District has a resident population of approximately 42,000 people. So the Lake District’s cultural landscape will continue to change, reflecting the evolution of how communities interact with the landscape. Development in the past has left a cultural legacy; so too, development in the present will create new cultural associations.

All UK National Parks have unique Special Qualities. The Lake District’s 13 Special Qualities are listed below.

To their right, we have also listed some more specific features that exist in the Lake District, that not only contribute to the Special Qualities of the Lake District, but which we believe are specific ‘Attributes of Outstanding Universal Value’; these attributes combine to create the unique cultural landscape in the Lake District which forms the rationale for World Heritage Site nomination.

These Special Qualities and Attributes of Outstanding Universal Value highlight the significance of the Lake District, and give a sense of the type and diversity of characteristics that are fused together, making the Lake District so unique.

2.1.1 Special Qualities

Examples that contribute to Attributes of Outstanding Universal Value

- Extraordinary beauty and harmony arising from narrow, radiating valleys, steep fells and slender lakes. Each of the 13 valleys exhibit individual distinctiveness.

- A fusion between a distinctive communal farming system and fine examples of villas, picturesque planting and gardens.

- Grasmere is one of the classic examples displaying the farming system, villas, large areas of National Trust owned property, and home to Dove Cottage - Wordsworth’s home.
Complex geology and geomorphology

Home to highest mountains and deepest lakes in England, and a history of active geomorphological processes.

A rich mining and quarrying history including stone axe, copper, and slate has had a significant influence on the physical character of attributes including individual buildings.

Examples include Coniston’s copper and slate mines, Calbeck Fells geological SSSI, the Central Fell’s Neolithic Stone Axe production and volcanics.

Rich archaeology and historic landscape

A landscape that reflects a long history of settlement, agriculture and industry, including ‘Ring garth’ stone wall enclosures of common fields, and ‘intakes’ that are still in use today.

Important prehistoric sites that include Neolithic stone circles, rock art, Bronze Age and Iron Age settlements.

Examples include Ravenglass and Hardknott Roman Forts, Force Crag Mine, Shap Abbey, and Swinside Stone Circle.

Unique farming heritage and concentration of common land

An evolved pastoral system still in continuation today characterised by in-by, in-take, out-gang, and open fell land use. This includes the largest concentration of common land in Great Britain.

Hefted grazing, collective management of land, traditional breeds including Herdwick sheep, communal gathers, shepherds meets, agricultural shows, and local dialect create a unique heritage.

Examples include Grasmere Sports; Eskdale agricultural show; the Duddon, Seathwaite, Torver, Coniston Common with its Herdwick hefting; and Yew Tree Farm at Coniston containing traditional buildings, Herdwick sheep, and meat production diversification business.
Fells, peaks, crags and passes define valleys, shed water, and shape communities. They are rich in wildlife, full of archaeological sites, and integral to hill farming system.

For centuries people have come to walk them, and they are an inspiration to numerous writers and painters including Wordsworth, Turner and Constable.

Examples include Scafell and Great Gable; Striding Edge and Helvellyn; the Langdale Pikes; and Haystacks - Wainwright’s favourite place.

Habitats have been developing since the retreat of the glaciers 10,000 years ago, and almost 20% of Lake District is designated for its biodiversity value.

An abundance of freshwater habitats including lakes, rivers and tarns support a variety of species. Vegetation transitions from mountain top to valley bottom boasts diverse habitats and species.

Examples of sites where key species are found include ospreys and vendace at Bassenthwaite; red squirrels from Thirlmere to Borrowdale; juniper at Mosedale; blanket bog at Shap; and doormice in the Duddon valley.

Collectively contribute to the high quality scenery and natural resource which is so distinctively 'The Lake District'.

Becks and rivers have been harnessed to provide power to a variety of industry, and from the 19th century lakes have provided fresh water supplies to expanding cities in the region.

Examples include Lake Windermere which is home to the Freshwater Biological Association; Blea Tarn at Langdale; and River Derwent, Derwent Water and Bassenthwaite.
Semi-natural woodlands add texture, colour and variety to the landscape. Wood pasture, pollards and old coppice woodland form part of the rich cultural landscape.

Have provided a source of raw materials for local industries for centuries. They are increasingly valued for carbon sequestration and storage, and as a source for renewable woodfuel.

Examples include Borrowdale with its Yews and Atlantic Oak woods; Stott Park at Finsthwaite with its bobbin mill; Keskadale at Newlands; and Rusland woodlands.

A distinctive spatial and townscape character of settlements with a range of building types and styles.

Characterised by vernacular buildings of a simple functional character, often rugged in appearance using local materials. Also home to fine examples of villa architecture following industrialisation.

Examples include the traditional hamlet of Hartsop; Askham, Caldbeck and Troutbeck Conservation Areas with their links to farming; Belle Isle on Lake Windermere; Claife viewing station; and Blackwell at Bowness.

A distinctive pastoral landscape inspiring generations of artists and writers including Picturesque and Romantics movements.

Has developed influential views of the sustained relationship between humans and landscape, and the value of the landscape for spiritual refreshment and personal development.

Examples include Turner's painting of Coniston; Dove Cottage - the Wordsworth Trust; Words by the Water at Theatre by the Lake; Grizedale Arts; Aira Force; and Nibthwaite and South Coniston - inspiration for Swallows and Amazons.
Vulnerability to change gave rise to the idea that valued landscapes could be nurtured and protected. It was the birth place of an innovative conservation movement committed to defence of landscape and communities. Led directly to creation of National Trust and protection through acquisitions, the formal designation of protected landscapes, and was instrumental in bringing about the World Heritage Cultural Landscape category. Examples of sites include Hilltop at Sawrey - home of Beatrix Potter; Manesty Park - the first National Trust acquisition; Gowbarrow at Ullswater; Thirlmere; and the Central Fells - commercial afforestation battle.

A long tradition of tourism and outdoor activities

Provides opportunities for a wide range of sporting and recreational activities on land and water. History of tourism can be traced back to the Picturesque movement. Birth place of recreational rock climbing, and tradition of unrestricted access to the fells means Lake District has become a focal point for recreational walking. Examples of sites include Napes Needle at Wasdale Head; Keswick - railway and Victorian hotel hospitality; Wainwright’s walking routes; Lake Windermere - lake cruises, sailing, open water swimming; Whinlatter - mountain biking; and youth hostels such as Blacksail.

Tranquility of the fells, valleys and lakes gives a sense of space and freedom. They provide opportunities for spiritual refreshment - a release from the pressures of modern day life.

There is a feeling of wilderness, offering personal challenges for some and impressive open views for everyone.

Examples of places include the Great Moss in the Central Fells - epicentre of tranquility mapping; Scafell and Great Gable - war memorials; and Ullswater with its Steamers and locations like Howton.

A full description of the Lake District’s Special Qualities and Attributes of Outstanding Universal Value can be found in Appendix 1 of this Plan.
The Special Qualities and the Attributes of Outstanding Universal Value are only truly recognisable at the ‘whole Lake District’ scale. This is because the cultural landscape is a product of the interactions, associations and fusions between these diverse component qualities and attributes.

The Lake District is a large and diverse area. William Wordsworth viewed the Lake District as being made up of 13 individual valleys. We have therefore followed Wordsworth’s thinking to describe the Lake District in more detail.

Over the following pages, we have presented a series of illustrations to show the characteristics and features of each of these 13 valleys. No single individual characteristic or feature should be considered as a ‘Special Quality’ or ‘Attribute of Outstanding Universal Value’ in its own right, but they are particularly important features or characteristics that contribute to them for the Lake District as a whole.

As such, we will use these valley illustrations to inform how we implement the strategies in this Plan, and indeed other plans, at a local level; the illustrations provide clarity on which features we should be paying particular attention to ensuring they are sustained and protected.

***Illustrations of Valleys to insert***
Figure 1: Lake District’s 13 valleys

Key
1 Grasmere (Rydal, Ambleside)  
2 Langdale  
3 Bassenthwaite and Borrowdale  
4 Thirlmere  
5 Ullswater  
6 Haweswater  
7 Windermere  
8 Coniston  
9 Duddon  
10 Eskdale  
11 Wasdale  
12 Ennerdale  
13 Buttermere
2.2 The case for World Heritage Site status

The purpose of World Heritage Site and English National Park designations are different but compatible; it has been important for us to understand these differences to ensure that the management approaches we use are the best for both designations.

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<th>World Heritage Site purposes</th>
<th>National Park purposes</th>
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<td>• Each State Party to the Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation, and transmission to future generations of the cultural and natural heritage belongs primarily to that State</td>
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<td>• That effective and active measures are taken for the protection, conservation and presentation of the cultural and natural heritage.”</td>
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<tr>
<td>• Conserve and enhance the natural beauty, wildlife and cultural heritage (of the National Parks); and</td>
<td></td>
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<tr>
<td>• Promote opportunities for the understanding and enjoyment of the special qualities (of the National Parks) by the public.</td>
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In pursuing the statutory purposes, National Park Authorities have a duty to:

• Seek to foster the economic and social well-being of local communities.”

UK National Park purposes essentially recognise that National Parks are first and foremost protected cultural landscapes. The duty upon National Park Authorities to seek to foster the economic and social wellbeing of local communities recognises that aside from the need to respect that these designated landscapes they are also living, working places, where economic and social wellbeing is fundamental to achieving the purposes of designation.

The case for the Lake District becoming a World Heritage Site is like no other site globally that has preceded it. It is not a monument or a natural environment to simply be preserved. The cultural landscape is dependent upon ongoing socio-economic interactions and evolution that will change it. The Lake District cannot, and fundamentally should not, be protected from change per se.

It is already important that, as a National Park, the Special Qualities are conserved and enhanced. So World Heritage Site status would not represent a step change for management approaches in the Lake District as it may do elsewhere nationally or internationally.

2.2.1 World Heritage Site inscription

World Heritage sites are inscribed by UNESCO following the adoption of the World Heritage Convention in 1972. The definition of World Heritage and the procedures for inscription and other matters are described in UNESCO’s Operational Guidelines for the Implementation of World
Heritage. The Operational Guidelines define four categories of World Heritage sites comprising Cultural Sites, Natural Sites, Mixed Cultural and Natural Sites and Cultural Landscapes.

The English Lake District was first nominated for World Heritage inscription in 1986 as a Mixed Natural and Cultural site and in 1989 as Cultural site. Although it considered that the Lake District demonstrated Outstanding Universal Value, UNESCO’s World Heritage Committee deferred both these bids due to the difficulty of fitting the site into one of the existing World Heritage categories.

Following on directly from the Lake District’s application and using it as a test case, UNESCO defined the new and additional category of World Heritage ‘cultural landscape’ in 1992. Thus in some respects the English Lake District can be considered the archetypal World Heritage Cultural Landscape.

The UNESCO Operational Guidelines define World Heritage cultural landscapes as the "combined works of nature and of man". They state that cultural landscapes are “illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal.”

Three main categories of World Heritage cultural landscape are specified in the Operational Guidelines of which the following apply to the Lake District:

(ii) The second category is the organically evolved landscape. This results from an initial social, economic, administrative, and/or religious imperative and has developed its present form by association with and in response to its natural environment. Such landscapes reflect that process of evolution in their form and component features.

- a continuing landscape is one which retains an active social role in contemporary society closely associated with the traditional way of life, and in which the evolutionary process is still in progress. At the same time it exhibits significant material evidence of its evolution over time.

(iii) The final category is the associative cultural landscape. The inscription of such landscapes on the World Heritage List is justifiable by virtue of the powerful religious, artistic or cultural associations of the natural element rather than material cultural evidence, which may be insignificant or even absent.

2.2.2 World Heritage Site criteria

In addition to the categories of World Heritage Sites, UNESCO has established a number of criteria for defining the ‘Outstanding Universal Value’ of a site.

The Lake District’s story – which explains its Outstanding Universal Value – can be distilled down to identified specific attributes, both physical and associative, that reflect its complex and unique global significance.
We believe that the Lake District satisfies three separate criteria. The nomination document provides a full analysis and explanation of how these criteria are fully satisfied and Appendix 2 provides a summary of this.

**UNESCO criteria for Outstanding Universal Value that apply to the Lake District:**

(ii) exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;

(iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;

(vi) be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.

The Lake District is unique in that it has been created through the continuity of centuries of locally distinctive traditional farming practices (‘agro-pastoralism’) in a spectacular mountain landscape.

The rich cultural landscape that emerged in the Lake District was subsequently subject to increasing discovery and appreciation by people, which in turn led to the development of a model to protect cultural landscapes, both in the Lake District and nationally.

The case for World Heritage Site status is based on this unique and continuous shaping of the landscape and the global influence that this cultural landscape ultimately led to; these elements have combined over centuries and their unique interdependence is the basis of what is of Outstanding Universal Value in the Lake District.

***3 x descriptions and show their ‘fusion’ using an infographic***

Within the Lake District’s 2,292 square kilometres, the precise characteristics of these Special Qualities and Attributes of Outstanding Universal Value can vary significantly from area to area – reflecting different topography, environmental conditions, cultures, and socio-economic activities for example. Likewise, a wide range of factors also influence the nature and relative importance of a full range of issues and opportunities in different areas in the Lake District.
Figure 2: Map showing the extent of the Lake District National Park and proposed World Heritage Site, and the proposed extension areas.
No ‘buffer zone’ is proposed for the World Heritage Site designation. However, the ‘setting’ of UK National Parks is formally recognised as capable of being a significant material consideration in the determination of planning applications. This means that planning applications for development outside of the National Park boundary may be refused consent by the relevant local planning authority because of the impact it would have upon areas within the National Park boundary. An example of this may be a wind farm proposal that has a zone of visual influence many kilometres beyond the location of the development itself.

2.2.3 Further World Heritage Site designation considerations

All prospective World Heritage Sites must be able to demonstrate that they meet UNESCO’s detailed requirements. The nomination document provides comprehensive evidence and narrative to show how the Lake District meets these requirements.

The terms used by UNESCO will not be widely recognised, so this section of the Plan outlines some key aspects from World Heritage Site purposes that are of importance to the Lake District’s nomination and explains what they mean in practice. Some requirements have a bearing on the strategies we use to manage the Lake District.

The ‘authenticity’ and ‘integrity’ of the Lake District’s cultural landscape

The Lake District is a relatively large and diverse area, and whilst it is possible to identify areas of the Lake District that are clearly distinct from one another, the overall area also illustrates a clear integrity as a coherent and complete whole, containing all the attributes needed to demonstrate that this a unique and globally significant area. These include the tangible and intangible elements of the unique fusion of agro-pastoral farming, the rise and appreciation of Picturesque and Romantic landscapes, and today’s manifestations of the conservation movement that developed to protect the Lake District, such as the National Park designation and strong presence of the National Trust.

The Lake District has high authenticity in all the attributes which underpin its outstanding universal value. These include the physical elements, traditions, techniques and management of the agro-pastoral farming system; the later rise of villas, gardens and formal landscapes of the Picturesque and Romantic periods; and the evidence in the landscape for both the successes and failures of the conservation movement. Further consideration of the Lake District’s integrity and authenticity is outlined in Appendix 3.

For this reason, it is most appropriate to match the proposed World Heritage Site boundary with the National Park boundary, and to also include any extensions that may be made to that National Park boundary. This area contains the full range of Attributes of Outstanding Universal Value and their interactions and dependencies upon one another – which highlight the significance of the area.

‘Interpretation’ and ‘transmission’ of the Outstanding Universal Value of the Lake District

This Plan not only manages the Attributes of Outstanding Universal Value to ensure they are sustained and protected, but it also explores how the Lake District can be used by present and future generations, in a way that ensures its ‘universal value’ is widely understood and appreciated.
Education has for many years been at the forefront of National Park activity, relating directly to the second purpose of designation: ‘to promote opportunities for the understanding and enjoyment of the special qualities of the National Parks by the public’. Previous Learning Strategies, led by the Lake District National Park Authority but delivered in partnership, have developed key learning messages through the effective use of resources and educational opportunities.

The potential for World Heritage Site status does require further attention to how the Lake District’s values are interpreted and transmitted, particularly internationally.

We aim to provide and maintain a “flow of knowledge” to help build relationships with those that are interested in the Lake District, to encourage a sense of responsibility and understanding towards the conservation and management of the Outstanding Universal Values and Special Qualities. This flow of knowledge will also be aimed at broadening the level of understanding and appreciation of the Lake District across and between generations.

Our interpretation and learning approach is:

- To provide information that can be accessed through a hierarchical and multi-platform approach to delivery and content
- To provide opportunities to experience the cultural landscape through live interpretation such as events, shows, festivals, guided walks, volunteering, etc.
- To provide learning opportunities for local communities and businesses through participation (for example, ‘Valley Planning’) and for everyone through volunteering opportunities
- To provide learning opportunities through formal education channels from early years to higher education

Delivery of these interpretation and learning objectives is supported specifically by the following strategies in this Plan, and the actions which accompany them:

SL1: A world-class living cultural landscape
SL2: Sustained distinctive and well maintained built and historic environment
SL5: Improved water quality and resources in lakes, tarns, rivers, ground waters, and sea
SL8: The continuation of the Lake District as a source of artistic and cultural inspiration
PE2: Availability of a suitably skilled workforce
PE3: Increasing the number of staying visitors
PE4: A Year Round Visitor Industry
VE1: Opportunity for experiences in a unique landscape
VE2: Responsible visiting
VE5: Available and accessible information for visitors
VC1: Pride in and a sense of ownership of the local environment and its distinctive character

Our approach is for engagement with place, landscape, nature and culture, to be provided through small-scale, distributed projects and activities and community-led initiatives.

The interpretation of the Lake District as a World Heritage Site will be delivered by building on current projects and by developing new initiatives, as outlined by the strategies referred to above.
This will range from online resources to activities and taster sessions at the Lake District Visitor Centre. There are targeted initiatives aimed at hard to reach groups (for example, the MOSAIC project), opportunities to volunteer and assist with the management of the Lake District, and there are diverse events from guided mountain walks to village shows.

‘Presentation’ of the Lake District to its audiences

With the visitor industry being the principal economic driver in the Lake District, and by virtue of the fact that the area already attracts in excess of 15 million visitors every year, there is already a well-established visitor offer and an abundance of opportunities to experience the Lake District in different ways.

Our strategy for building upon this, to further enhance access to and enjoyment of the Special Qualities and Attributes of Outstanding Universal Value by everyone, is outlined in the ‘World Class Visitor Experience’ strategies within this Plan. The approach is focused on continuous transmission of the Lake District’s values to new visitors and future generations. This requires on-going investment into visitor attractions and infrastructure, to make it easy and attractive for visitors to experience the Lake District and for that experience to enrich understanding and appreciation of the place, whether through adventure, culture and heritage, or through local hospitality, food and drink.
2.3 The risks and issues affecting the Lake District

The living, working cultural landscape of the Lake District means change is both inevitable and essential. The Lake District has evolved for centuries and it will continue to do so. This Plan is focused on ensuring that change is managed in such a way that it will not harm the Attributes of Outstanding Universal Value or Special Qualities.

Some risks to the Lake District, including to its Special Qualities and Attributes of Outstanding Universal Value, can be directly tackled or mitigated at the local level. We have to plan for risks, maximising our resilience and adaptability, and being clear about how we can mitigate any impacts. We have planned for this through the strategies in this Plan.

The management arrangements and systems in the UK and the Lake District are comprehensive. They include the planning framework used to manage development, the statutory duties and responsibilities of the Partnership’s constituent organisations, and strategies outlined in this Plan.

This Plan comprises of a wide range of strategies that are relevant to each of the four themes of the Vision. Some risks require multiple strategies to manage them where issues are multifaceted and cut across more than one of the themes of the Vision.

We have analysed potential risks and identified some key risks faced by the Lake District today, which are considered below. We believe that without effective management and intervention, these risks could compromise our ability to deliver the Vision by 2030:

Climate change

A number of risks identified and assessed are associated with global changes to the climate. These changes include changing weather patterns such as rainfall patterns, higher temperatures, changes to habitats, and rising sea levels. All of which have the potential to impact on the Lake District’s values and Special Qualities. Whilst we have little control over climate change at a global level, we can manage, mitigate and adapt to climate change at a local Lake District level.

Climate change requires a strategic response that is embedded across everything we do, across all four themes of the Vision; everything we do can have a positive or negative impact on climate change, or make the Lake District less or more resilient. Our strategic response to the risks that climate change presents to the Special Qualities and Attributes of Outstanding Universal Values must be holistic, rather than compartmentalised to a single strategy.

Climate change will have a direct impact upon what the Lake District looks like and how its environment and economy functions in the future. We have embedded what we know about climate change into all aspects of this Plan. We intend for all our strategies in this Plan to directly or indirectly make a positive contribution to mitigate for the effects of climate change or to assist in adapting to it.

Carbon reduction and climate change adaptation does not need to be the main driver behind a strategy for it to still offer benefits. Our strategic approach to visitor travel and movement for example is focused on enhancing visitor experiences by making moving through the Lake District without a car easy and attractive. But this approach also offers significant carbon saving potential.
Development pressure

New development has the potential to impact both positively and negatively on the Lake District’s Special Qualities and Values. We recognise the Lake District will continue to evolve and new development will take place but we need to ensure the negative impacts of development do not harm these Special Qualities and Values. Our approach to managing this risk is to manage development in the Lake District through the planning framework including the Lake District Local Plan, which provides the detailed strategic development framework focussed on delivering the Vision by 2030. It is through this strategic framework we can manage issues such as landscape change and visual impact, deterioration or loss of habitats, threats to species, addressing housing needs, pressures for local building materials, maintaining water supplies to North West England, and protection of important sites and buildings.

The Spectacular Landscape, Wildlife and Cultural Heritage Vision theme takes precedence in this Plan, and our approach to achieving a Prosperous Economy, Vibrant Communities and World Class Visitor Experiences are framed in the context of needing to enable the place to evolve and grow, in order to protect the essence of the cultural landscape.

The Lake District’s cultural landscape as we know it today is simply a snapshot in time. Our strategies are focused on allowing continuous change in the context of our understanding of what the Lake District’s Special Qualities and specific Attributes of Outstanding Universal Value are.

Our strategies protect what is special, but also recognise that over time, the way in which Special Qualities and Attributes of Outstanding Universal Value manifest themselves may change. This change should be embraced as long as it does not undermine the overall integrity of the value of the cultural landscape.

Visitor management

The Lake District has a long history of people coming to enjoy the Lake District; this history of tourism and tradition of outdoor activities is recognised as one of the Lake District’s Special Qualities. The Lake District attracts in excess of 15 million visitors every year therefore management of visitors is essential to sustain the Lake District’s Special Qualities and Values.

It is inevitable with such high numbers of visitors, many of whom visit during spring and summer, that this can create pressures on local communities, infrastructure, services, and the visitor offer that is available in the Lake District. Issues such as congestion on the road network, in towns and villages, and on the rights of way networks will be managed through visitor movement strategies in this Plan. We recognise that we can influence visitor movement way before the visitor even arrives.
in the Lake District by providing appropriate information and attractive sustainable travel options which make movement part of the visitor experience.

The impact of outdoor activities creates pressures on rights of way networks, habitats, and local communities who provide important services such as mountain rescue. We seek to manage risk associated with the impact of outdoor activities through strategies developed in this plan and working with interested parties at a local level. We are developing and encouraging ‘responsible visiting’ so visitors can put something back into the Lake District and know that their visit is not harming the very things they are coming to see and experience.

Pressures from visitors during high season stretch infrastructure, services, and the quality of the general visitor offer to capacity therefore this plan seeks to reduce seasonality of the visitor season to manage capacity of the Lake District to ensure everyone visiting can have a world class experience.

Our strategic response to these risks is set out in the ‘World Class Visitor Experience’ section of this Plan.

Future of upland hill farming

Upland hill farming characterises farming in the Lake District. It has contributed so much to the Lake District we see today and will continue to do so in the future. However, farming in the Lake District presents its own unique combination of challenges. These challenges present risks to the future management and appearance of the Lake District, including its Special Qualities and Values.

Issues such as an aging farming population, low profitability due to external factors, risk of disease, and changes to farming practices have the potential to significantly change the Lake District. Whilst not all change is bad we want to ensure Special Qualities and Values are sustained, and this specifically requires upland hill farming to be maintained in the future.

Our approach to ensuring this is the case is outlined in strategies in this plan to improve profitability of farming, encourage young people into farming by improve skills, and supporting initiatives and land management practices.

Decline of rural communities and rural isolation

Many of the Lake District’s rural communities face a number of challenges. High visitor numbers can benefit communities by increasing the number of local services and public transport options in an area, which would not otherwise be available. Equally, the popularity of the Lake District can adversely impact communities; it creates pockets of acute pressure for local housing for example, pushing prices up significantly. In some communities, the lack of homes in permanent occupancy is affecting the viability of local services such as schools and GP surgeries.

These types of issues and the consequent changing demographic of the population presents risks to the long term future of rural communities in the Lake District. Our strategies seek to address issues and challenges faced by rural communities to ensure they are sustained along with local cultural traditions and knowledge.
2.4 Management and Governance of the Lake District

As places which are considered to have special importance to everyone and which represent the most significant, unique or best examples of the world’s cultural and/or natural heritage, World Heritage Sites are recognised by UNESCO through the World Heritage Convention 1972, to ensure:

- “Each State Party to the Convention recognises that the duty of ensuring the identification, protection, conservation, presentation, and transmission to future generations of the cultural and natural heritage belongs primarily to that State...” and
- “That effective and active measures are taken for the protection, conservation and presentation of the cultural and natural heritage.”

The UK, and in particular UK National Parks, have highly effective, comprehensive and robust management and governance arrangements in place. This means that the Lake District already has an appropriate management structure behind it that would be entirely fit for purpose to practically implement purposes of World Heritage Site designation.

**UK Government**

The UK Government is the State Party with overall responsibility for meeting these obligations, much of which rests with the Department for Culture, Media and Sport (DCMS) supported by other relevant departments such as Environment, Farming and Rural Affairs (DEFRA) and Communities and Local Government (DCLG).

The Prime Minister is head of the UK government. They are ultimately responsible for all policy and decisions, and:

- oversees the operation of the Civil Service and government agencies
- appoints members of the government
- is the principal government figure in the House of Commons

The Cabinet is made up of the senior members of government. Each week during Parliament, members of the Cabinet (Secretaries of State from all departments and some other ministers) meet to discuss what the most important issues for the government. Ministers are chosen by the Prime Minister from the members of the House of Commons and House of Lords. They are responsible for the actions, successes and failures of their departments.

Laws go through several stages before they are passed by Parliament. The House of Commons and the House of Lords work together to make them.

A policy is a statement of what the government is trying to achieve and why. Government policy is the sum of all the individual policies – as a whole they help to define where the government stands on broad political issues.

**UK Government Departments**
Departments and their agencies are responsible for putting government policy into practice. The UK Government has 24 Ministerial Departments, 22 Non Ministerial Departments and 339 Agencies and other Public Bodies.

The Civil Service does the practical and administrative work of government. It is co-ordinated and managed by the Prime Minister, in his role as Minister for the Civil Service.

The Department for Culture, Media & Sport (DCMS) helps protect and promote our cultural and artistic heritage, and helps businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit.

The Department for Environment, Farming and Rural Affairs (DEFRA) is responsible for policy and regulations on environmental, food and rural issues with priorities to grow the rural economy, improve the environment and safeguard animal and plant health.

The Department for Communities and Local Government’s role is to create great places to live and work, and to give more power to local people to shape what happens in their area.

You can find out more on the UK Government website: www.gov.uk

Local government

In local government, councils make and carry out decisions on local services. Many parts of England have 2 tiers of local government: county councils and district, borough or city councils. This is the case in Cumbria. As well as these, most areas also have parish or town councils.

<table>
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<tr>
<th>Local government in Cumbria</th>
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<td>Cumbria County Council</td>
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<td>Allerdale Borough Council</td>
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<tr>
<td>Copeland Borough Council</td>
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<td>South Lakeland District Council</td>
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<tr>
<td>Town and parish councils</td>
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The range of community services and functions provided by different tiers of local government across the Lake District makes the role of the Lake District National Park Partnership all the more important - it provides the forum for these bodies to come together to deliver services to meet the needs of communities in the Lake District.

**The UK Planning system**

It is UK Government policy that the purpose of the planning system is to contribute to the achievement of sustainable development. The policies in National Planning Policy Framework taken as a whole constitute the Government’s view of what sustainable development in England means in practice for the planning system. The primary legislation of the UK planning system is the Town and Country Planning Act 1990 as amended and with a wealth of subordinate legislation.

All development in the UK requires planning permission, unless it is expressly permitted by the Town and Country Planning (General Permitted Development) Order 1995, including subsequent amendments. Planning applications must be determined in accordance with the adopted development plan for the area, unless other material considerations indicate otherwise.

**Lake District National Park Authority**

The Lake District National Park was designated on 9 May and founded on 13 August 1951.

As set out in UK national legislation The Environment Act 1995, the Lake District National Park Authority’s statutory purposes are:

- To conserve and enhance the natural beauty, wildlife and cultural heritage of the Lake District National Park; and
- To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

It also has a duty in pursuing those purposes:

- To seek to foster the economic and social wellbeing of local communities within the National Park by working closely with the agencies and local authorities responsible for these matters, but without incurring significant expenditure.

Section 62 of the Environment Act 1995 makes clear that if National Park purposes are in conflict then conservation must have priority. This is known as the ‘Sandford Principle’ and stems from the
Sandford Committee’s recommendation, in 1974, that enjoyment of the National Parks ‘shall be in a manner and by such means as will leave their natural beauty unimpaired for the enjoyment of this and future generations’.

The Lake District National Park Authority is the Local Planning Authority responsible for making town and country planning policy, taking decisions on applications and securing compliance. It is also the minerals and waste planning authority for the Lake District National Park.

The Lake District National Park Authority has an up-to-date Local Plan, comprising of three parts. The Core Strategy (Local Plan Part 1) sets out the development strategy for the Lake District, both thematically and spatially. Part 2 establishes a range of land allocations to assist with the supply of housing and employment developments, and identifies important open spaces. Part 3 identifies areas and criteria to apply to safeguard land for minerals extraction.

All three parts of the Local Plan referred to above were statutorily subject to an independent examination in public. The purpose of these examinations were to ensure that the policies and proposals within them were the most appropriate for the National Park, taking into account National Park purposes, national policies, local issues and the needs and aspirations of communities. These examinations concluded that our approach is, in all instances, justified and effective.

Members of the Lake District National Park Authority represent the public interest, and are appointed by various public bodies. There are 20 members:
- 5 appointed by Cumbria County Council
- 5 by the Borough and District Councils with areas in the National Park which are Allerdale, Copeland, Eden and South Lakeland
- 5 appointed by the Secretary of State (Parish Council) to represent local interest
- 5 appointed by the Secretary of State (National) to represent the national interest


The Lake District National Park Authority has an Executive Board of Chief Executive and two Directors covering Sustainable Development and Resources and Communications. The management structure comprises six service areas with a staff of around 200 and volunteers numbering around 400.

**The Lake District National Park Partnership**

The management approach that has been adopted in the Lake District by far exceeds the statutory requirements. The establishment of the Lake District National Park Partnership in 2006 brought together all the key stakeholders with influence on the future of the Lake District – and in 2010 the Partnership adopted their first Partnership’s Plan, which was a wholly new approach to the statutory management plan. Every partner endorsed and had ownership of the plan.
All Partners, including the Lake District National Park Authority, have an equal standing on the Lake District National Park Partnership. The Partnership is made up of representatives from the public, private, community and voluntary sectors. 25 partner organisations in all have adopted a shared Vision which it is committed to achieving by 2030.

The Partnership is the first in the English family of National Parks to come together in this way and remains unique in its approach. The breadth and diversity of its membership is a key strength, particularly as it includes representatives from private, community, voluntary and public sectors. This includes other key agencies with statutory responsibilities that relate to the management of the Lake District’s Special Qualities.

For instance, Natural England is a government agency whose general purpose is to ensure that the natural environment is conserved, enhanced and managed for the benefit of present and future generations, thereby contributing to sustainable development. Natural England’s purpose fits very closely with National Park purposes and they are an important delivery partner.

The Forestry Commission is another one of the 25 partners, and they own approximately 5% of the Lake District area. The Forestry Commission is the non-Ministerial Government Department responsible for forestry in Great Britain.

English Heritage is the Government’s adviser on the historic environment, with a statutory duty to conserve the historic places and to promote public understanding and enjoyment of the heritage.

The Environment Agency has specific duties and powers to protect and improve the environment in England and Wales. Water quality and water management issues are particularly important in the Lake District, and climate change will make them all the more critical in the future.

The National Trust is another example of a partner, but is unique in that its birth arose from the same conservation movement in the Lake District that led to the creation of National Parks. The National Trust owns 21% of Lake District area.

Every partner is of equal importance to the effective functioning of the Partnership, as it is its diversity of representation that makes it a driving force for the Lake District’s management – its strength is provided by the shared commitment to a single Vision for the Lake District.

The Partnership has now reached maturity and all 25 partners are working effectively together under an agreed Memorandum of Understanding (Appendix 4) to focus on delivering the Vision. We have collective commitment to the World Heritage Site bid and the obligations that we are committing to.

The current position

The Lake District is well protected, by international standards, with robust existing UK and local legislative and planning frameworks in place, large areas of sympathetic land ownership and significant protective land management schemes. The most significant of these is the existing
The designation of the site as the Lake District National Park (LDNP). The UK Government’s National Planning Policy Framework (NPPF) promotes sustainable development that is consistent with National Park purposes, and in all decision-making and strategic management decisions, the Sandford Principle applies, which states that where there is conflict between meeting National Park purposes, greater weight shall be attached to the purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the area.

The Lake District National Park Partnership’s endorsement of a shared Vision for the Lake District in 2006 and a commitment to work together to achieve it is however the most significant defining moment locally in recent history.

What this Partnership approach achieves is a comprehensive, integrated management system for the Lake District, which aligns a whole range of organisational priorities and systems to form a single strategy for the Lake District. This single strategy, expressed in this Plan, is dedicated to delivering the Vision.

**Valley Planning**

The Partnership is also committed to a new way of working which we call ‘Valley Planning’. The process of Valley Planning is a truly collaborative approach where communities come together with Partners relevant to their Valleys, to discuss local issues, opportunities and priorities.

This approach is highly effective in developing and promoting awareness within communities of the features and assets in their localities that contribute to the Lake District’s Special Qualities and Attributes of Outstanding Universal Value. Likewise, communities are broadening the knowledge and understanding of these attributes within the Partnership. It enables communities, Partner organisations, landowners and other stakeholders to work together to determine how the Valley should be managed most effectively within the strategic parameters of this Plan, and in response to the identification and appreciation of the need to protect those features that are of particular importance (examples of which are shown in the Valley illustrations in this Plan).

The process of Valley Planning nurtures a shared appreciation of the Vision for the Lake District and what it means locally, and it fosters a collective commitment between communities and Partners to deliver the optimum outcomes for each of their unique physical, economic and cultural contexts. In some instances, those involved with Valley Planning may choose to capture the priorities and approaches to delivering the Vision locally within a ‘Valley Plan’, which would complement this Plan.

### 2.5 The Vision for the Lake District

We believe that fundamental to our ability to manage the Lake District successfully - as both a World Heritage Site and National Park - is that we have a clear Vision for how we ultimately want the place to be; we use our Vision to guide our management approaches and decisions.
The 2030 Vision for the English Lake District is that it will be:

**An inspirational example of sustainable development in action.**

A place where its prosperous economy, world class visitor experiences and vibrant communities come together to sustain the spectacular landscape, its wildlife and cultural heritage.

Local people, visitors, and the many organisations working in the Lake District or have a contribution to make to it, must be united in achieving this.

The Vision is fundamentally based on the premise that the spectacular landscape, its wildlife and cultural heritage are the reasons for the National Park designation and, consistent with the legislation that sits behind the National Park status, takes precedence when there is irresolvable conflict between competing interests.

But the Vision also recognises that the spectacular landscape, wildlife and cultural heritage can only possibly be sustained and protected if the living, working places that have created it - and continue to evolve it - are able to thrive.

We have been using the Vision as a guiding principle in the management and evolution of the Lake District as a National Park since 2006. The Vision places the Lake District’s Special Qualities at the forefront of the Partnership’s mind. We have demonstrated that we can very ably ensure the protection and conservation of Special Qualities whilst simultaneously accommodating economic growth, development to meet local needs, and enhancing visitor experiences. We are resolute that the Lake District cannot be protected by saying ‘no’ to growth and evolution. This would undermine the cultural landscape and heritage that are of such outstanding universal value.

Our approach is to identify the issues, risks and threats to the Special Qualities and specific attributes of outstanding universal value, and establish the appropriate strategic response to address or mitigate these.

Likewise, we have identified a range of wider issues and opportunities that will have a bearing upon our ability to deliver the desired outcomes for each of the four Vision themes. This plan establishes our strategy to act upon these. Every strategy assists directly or indirectly to sustain the Lake District’s Special Qualities as a National Park, and specific attributes of outstanding universal value which justify World Heritage Site status.

**The Vision Themes and the Outcomes that we aim for:**

**A spectacular landscape, its wildlife and cultural heritage** – A landscape which provides an irreplaceable source of inspiration, whose benefits to people and wildlife are valued and improved. A landscape whose natural and cultural resources are assets to be managed and used wisely for future generations.
A prosperous economy – Businesses will locate in the National Park because they value the quality of opportunity, environment and lifestyle it offers – many will draw on a strong connection to the landscape. Entrepreneurial spirit will be nurtured across all sectors and traditional industries maintained to ensure a diverse economy.

World class visitor experiences – High quality and unique experiences for visitors within a stunning and globally significant landscape. Experiences that compete with the best in the international market.

Vibrant communities – People successfully living, working and relaxing within upland, valley and lakeside places where distinctive local character is maintained and celebrated.

The Vision directly influences the strategies which are outlined in this Plan. Likewise, it has formed the basis for the policies and proposals within the Local Plan for the Lake District, managing and controlling development decisions accordingly.

The Vision’s influence and reach has extended to wider sub-regional activity, including the Local Enterprise Partnership (LEP) and Cumbria’s Local Nature Partnership (LNP). Their strategies have been guided by the principles of the Vision, and their strategies and investments are aligned to supporting the Vision’s realisation by 2030. The Vision is therefore the lynch pin for the Lake District and we are committed to the Vision as the most appropriate overarching management principle for the Lake District World Heritage Site.

Spatial Interpretation of Thematic Strategies

By having strategies that are focusing on the whole of the Lake District for each of the four Vision themes, this establishes a consistent, shared overarching position for how the Partnership as a whole will manage the Lake District individually and together.

In effect, the strategies in this Plan, and indeed in the Local Plan, establish the strategic principles which we will abide by, and our decision-making and delivery will always be consistent with the thrust of these plans.

The Lake District is a large, diverse area however. Whilst we need overarching strategies to establish a consistent management approach, the relative significance of these strategies and how they should be most appropriately implemented at a local level will inevitably vary.

Distinctive Areas

In recognition of this, in the Local Plan’s Core Strategy, adopted in October 2010, we notionally divided the Lake District up into five ‘Distinctive Areas’, informed by extensive community consultation. This approach has proven to be an effective way of ensuring we don’t take a ‘one size fits all’ approach to our planning policies and decision-making for development proposals.
We have not established Distinctive Area strategies in this Plan, as we believe that it is most appropriate for a plan of this nature to be formed on the basis of consensus over what is the most appropriate strategic response to managing the Lake District as a whole.

Towards the end of this Part 1 Plan however, we have provided our interpretation of how these thematic, whole Lake District strategies could apply spatially, at a Distinctive Area scale. The purpose of this is to assist communities with understanding the potential implications of this Plan in their localities, by beginning to create the picture of what the Vision may look like on the ground when we achieve it.

The particular importance of communities understanding how the strategies in Part 1 of this Plan applies to them is that it sets the framework to be explored, interpreted and expanded upon through the ‘Valley Planning’ way of working between communities and the Partnership.

The Lake District as part of Cumbria and North West England

In considering geographical relationships and patterns, it is very important that we recognise that the Lake District does not function in isolation from wider Cumbria and beyond.

The Lake District forms an important cultural, economic and social asset for Cumbria, North West England and indeed the UK. We have paid particularly close attention to how the areas and communities within the Lake District’s boundary relate to those outside. Pressures for housing and employment, opportunities for access and mobility, and the challenges of meeting resident and visitor needs within environmental limits are common to Cumbria as a whole.
3.0 The Strategies
3.1 Spectacular landscape, wildlife and cultural heritage

3.1.1 An Overview

The Lake District is one of the world’s finest cultural landscapes. The spectacular landscape, wildlife and cultural heritage of the Lake District is so unique - and of such quality and universal value – that it entirely underpins how the area functions economically, socially and environmentally.

These assets are the very reason why the Lake District has been a designated National Park since 1951. An area of natural beauty, wildlife and cultural heritage, its Special Qualities can be enjoyed by all. There are specific components of these Special Qualities that are of such significance that we have identified them as Attributes of Outstanding Universal Value and their existence - combined with our management approach to their protection - underpins the Lake District World Heritage Site nomination.

Landscape is the key element of National Park designation, and the UK Government continue to regard National Parks as conferring the highest status of protection as far as landscape and natural beauty is concerned. The Local Plan provides a proactive, positive approach to managing development in the National Park, which derive from the many different, and often conflicting, interests that exist. A key part of the Local Plan are the policies that serve to conserve and enhance the spectacular landscape, biodiversity and historic environment, and which provides the framework to protect and conserve the landscape from inappropriate development.

The strategies which sit under this Vision theme come together to ensure that the full breadth of the Lake District’s Special Qualities are effectively managed, conserved and enhanced. Furthermore, these strategies establish a framework to protect and sustain the specific Attributes of Outstanding Universal Value that form the component parts of those overarching Special Qualities.

As the cultural landscape is a product of millions of years of natural forces and thousands of years of human influence, likewise the strategies reflect the breadth of factors that shape the Lake District. Strategies relate to managing nature, guiding our ongoing influence upon it and the evolution of land and water management. This approach recognises what is of intrinsic importance, and gives a considered strategic response to the risks and opportunities that the cultural landscape faces. We intend to manage the Lake District in a way that responds to the opportunities and pressures that we know about, and prepares us as far as possible for the unknown.

To sustain what is valued in the Lake District, our strategic approach to the cultural landscape’s protection must respect the socio-economic requirements to evolve and to respond to changing markets, pressures and risks. It does not seek to protect the Lake District precisely in the same form that the interactions between nature and man manifests themselves today; instead it recognises how these interactions have to always evolve but this can be managed in a way that does not compromise the integrity of the reasons for National Park or World Heritage Site designation.
The Lake District landscape is incredibly diverse. The individual character of each Lake District Valley reflects the topography, land use and local materials available. It is this unique mix which gives each of these Valleys a visual and cultural distinctiveness of its own, as well as a diversity of flora and fauna.

3.1.2 A world-class living cultural landscape
The Lake District’s National Park designation is principally based on the quality of its landscape. The World Heritage Site nomination develops this further, recognising the Lake District as the defining cultural landscape of its type. The nomination recognises that the Lake District has outstanding universal value to the world as a prime example of the combined works of nature and man. World Heritage Site status would be a befitting celebration of this combination, but with a clear focus on ensuring that we manage the Lake District in a way that enables its ongoing evolution whilst protecting those attributes from being diluted or lost altogether.

This landscape reflects an outstanding fusion between a distinctive communal farming system (including common land, hefting, stone walled field and the field system) that has been present for at least a millennium and a “designed landscape” with improvements of villas, picturesque planting and gardens during the 18th and 19th centuries. This combination has attracted and inspired globally recognised writers and artists.

The diversity of the landscape is key to its beauty and significance and includes coast, lakes, distinctive farmland, fell, woodland, industrial activity and settlement. Each of the Lake District’s thirteen valleys has an individual distinctiveness based on landform, biodiversity and cultural heritage.

The character of the Lake District cultural landscape has evolved slowly over many centuries and will continue to evolve in the future under the influence of the knowledge and skills of the local community. How we see the Lake District now is just a snapshot in time. How nature and local communities shape it has always evolved. We are absolutely committed to allowing its managed evolution in the future and the shared Vision to 2030 will help us to achieve this.

We must continue to conserve, protect, and improve understanding of the importance of these Special Qualities and attributes of Outstanding Universal Value, and support farming, forestry and land management which are some of the key industries which influence the landscape. An integrated and holistic approach to supporting farming, forestry, and land management will help to achieve this and ensure that their economic, environmental, social and cultural benefits are sustained.

Understanding the landscape, and the influences upon it through assessments, such as National Character Areas and the Lake District Landscape Character Assessment, help us to then appreciate the distinctiveness of every valley. Locally distinctive and coordinated management approaches in land management decisions is essential.

SL 1 - A world-class living cultural landscape
Our strategy is to:
a. Protect and conserve the extraordinary beauty and harmony of the narrow valleys and steep fells of the Lake District by using and promoting the Lake District Landscape Character Assessment to inform land management and development management decisions to achieve a consistent, evidence-based approach.

b. Increase coordinated management, understanding and appreciation of the landscape character at a valley scale. We will encourage local approaches to landscape management, including monitoring changes to the landscape.

c. Maximise opportunities provided through funding incentives available to land management, farming and forestry industries. We will influence funding providers to recognise the importance of the cultural landscape in their criteria, such as the Rural Development Programme for England (RDPE).

d. Support the maintenance of traditional upland farming in the Lake District based on the open fell grazing of local breeds of sheep including the Herdwick. This will include support for coordinated commons management, breeders’ associations, and the culture and traditions which underpin this farming system to ensure these attributes which demonstrate Outstanding Universal Value are retained (Also see strategy PE1 – Profitable land management, farming and forestry industries)

e. Support initiatives and land management practices that specifically adapt to and mitigate the predicted effects of climate change, which sustain the Special Qualities and Attributes of Outstanding Universal Value.

3.1.3 Sustained distinctive and well maintained built and historic environment

The landscape, buildings and ruins, walls and historic remains are just some of the features that make up the historic environment. It is an asset of enormous cultural, social, economic and environmental value. It can be a powerful driver for economic growth, attracting investment and tourism, and providing a focus for successful regeneration. As one of the Lake District’s Special Qualities, the conservation and protection of the historic environment is essential and a priority.

Vernacular buildings have a simple functional character and often rugged appearance using local materials. They come in a variety of distinctive forms, such as long houses, bank barns, and hogg houses. There is also a distinctive range of buildings associated with trade, mining and industry, such as bobbin mills, lime kilns and packhorse bridges. The Picturesque interest in the Lake District led to the physical enhancement of the landscape through the construction of villas and gardens, designed landscapes and planting schemes. A diverse range of historic settlements types have emerged within a relatively small geographical area. This diversity is strongly related to the historic opportunities and constraints of the varied landscape, topography and geology.

Threats to the historic environment come in many forms. Our challenge is to make sure threats are managed in a way that looks after the historic environment and does not assume the historic environment is somehow a barrier to growth and change. It is an asset if we use it properly.

Specific risks and threats to the Lake District’s historic environment:

- damage to archaeological sites through bracken and scrub growth and other natural threats such as animal burrowing
inappropriate agricultural management
the results of extreme weather events, including erosion by flooding and storms
lack of archaeological information in some areas
development proposals
deterioration of industrial remains through lack of maintenance
deterioration of walls and agricultural buildings through lack of investment

The built environment is changing all the time as new development appears. We are really pushing for high quality, innovative design through the effective implementation of the Lake District’s Local Plan. The Local Plan does not aim for designs to be different for the sake of being different; instead it requires design that is functional, efficient, clever and which takes its inspiration from the cultural landscape in which it sits. It must provide a source of inspiration in its own right. The bar is set high and we as a Partnership are committed to this as we look ahead. The Lake District’s quality warrants the best approach to its evolution and continual, respectful progress.

SL 2 - Sustained distinctive and well maintained built and historic environment

Our strategy is to:

a. Develop and maintain an awareness and understanding of the nature, extent, significance and condition of the built and historic environment. This will be achieved through undertaking and managing surveys, appraisals, and monitoring. It will inform the Historic Environment Record, and the local and national registers of Heritage at Risk.

b. Develop projects and programmes for the coordinated management, conservation, enjoyment and understanding of built and historic environment assets. This will be delivered through mechanisms such as land management schemes, development management processes and the involvement of local community volunteers. These projects will be prioritised according to significance and condition of assets.

c. Encourage and support sustainable development inspired by and complements the Special Qualities of the Lake District’s cultural landscape, guided by the principles within the Local Plan.

3.1.4 Wise use of geology contributing to local and national needs and demands

Local materials are central to the ongoing maintenance, repair and evolution of the historic and wider built environment. Local stone and slate is also in demand for some new development. Local quarrying and mining activity is vital to meet the Lake District’s needs for the materials that make such a positive contribution to local distinctiveness. There are also some nationally important buildings elsewhere in the country that need a supply of Lake District-sourced slate.

Whilst quarrying is a recognised part of our cultural landscape and industrial background, there is no escaping that quarrying also has impacts. So, we are clear that our support for quarrying is to meet the local demand for materials and national need, rather than a wider general demand for Lake District stone and slate. The Local Plan contains specific, criteria-based policies by which proposals for mineral extraction are determined against and to ensure the need for stone is met appropriately and in a manner that does not benefit some Special Qualities at the expense of others.
The geology of the Lake District has directly resulted in the distinctive buildings and settlement character evolving as it has done, but the geology of the Lake District is of particular significance in its own right.

**SL 3 - Wise use of geology contributing to local and national needs and demands**

Our strategy is to:

a. Support the extraction of building stone and slate where this is needed to maintain the Special Quality of ‘distinctive buildings and settlement character’ and attributes of Outstanding Universal Value, in line with policies of the Local Plan.

b. Ensure all geological Sites of Special Scientific Interest and Local Geological Sites offer study and research opportunities, which will be achieved through positive conservation management.

### 3.1.5 Flooding

Extreme weather events are one of the biggest risks to communities, businesses, recreation, and the landscape and environment of the Lake District. Small changes in rainfall and temperature can have a significant effect on the landscape; climate change is likely to affect the pattern of rainfall with more intense rainfall episodes likely.

In a number of valleys, there are flooding issues that result from the rate at which rainwater makes its way into watercourses, which as a result become overwhelmed and burst their banks. Flooding impacts across all themes of this Plan - at its worst, flooding can take lives and destroy property, but every flood has an environmental and economic cost. There are many ways in which flooding can be mitigated and managed, from hard defences in towns and villages to planting trees on the highest ground to slow water run-off. Collaboration at a local level is often critical to understand the processes and implications at the local scale.

Greater extremes of wetting and drying throughout the year could accelerate soil erosion – which has impacts for water quality, landscape, archaeological features and farming. The combination of warmer winters and higher winter rainfall also poses a risk of increase in pests and diseases. The severity of this could vary significantly, but the impact could be wide – potentially affecting farming, forestry, the historic environment, biodiversity and in turn the cultural landscape.

**SL4 - Increased resilience to flooding**

Our strategy is to increase the resilience of the Lake District to flooding events, to mitigate and adapt to the increased likelihood and severity of flooding that is predicted to result from climate change.

We will do this by working with others, including local communities, to develop plans and projects which aim to increase resilience, for example, slowing surface water run-off by increasing absorption and storage, or protecting settlements with hard defences.

*(Also see Strategies SL5 - Improved water quality and resources, SL6 - Well considered tree and woodland establishment and SL7 - Resilient and well-functioning habitats and wildlife).*

### 3.1.6 Improved water quality and resources in lakes, tarns, rivers, ground waters, and sea
Water is a major commodity for the Lake District. The Lake District is a critical supply source for North West England. Thirlmere and Haweswater are reservoirs with aqueducts which supply the region, supplemented by water from Ullswater and Wet Sleddale Reservoir being fed through to Haweswater. Ennerdale, Wast Water and Crummock Water supply the west of the county, whilst many smaller lakes and tarns provide local supplies.

There are some particularly challenging water supply issues in West Cumbria. All the main sources of water in West Cumbria contain rare species, protected by law. Atlantic salmon, Arctic charr and many rare aquatic plants are present. The area also hosts England’s only viable population of the internationally protected freshwater mussel. This is under threat because of water being used from Ennerdale Water. United Utilities, the Environment Agency and Natural England are key partners, committed to resolving these water supply issues whilst safeguarding these rare and protected species. This includes expanding UK’s largest interconnected water resource zones with new pipelines.

Our strategy for catchment management must reflect the local opportunities and pressures regarding issues such as water quality, land management, flooding, recreational use, water supply and habitats.

We aim for the highest standards. We recognise an approach that is successful in one valley cannot automatically be applied to another. Locally distinctive issues often require a locally distinctive approach.

**SL 5 - Improved water quality and resources in lakes, tarns, rivers, ground waters, and sea**

Our strategy is to:

a. Achieve ‘good’ or better than ‘good’ water quality as defined by the Water Framework Directive in all lakes, rivers, tarns, and ground waters by implementing best practice catchment management through:
   i. Developing locally distinctive initiatives to tackle key pollution sources, such as run-off, mineral waste and waste water management.
   ii. Achieve the optimum quality, diversity and extent of habitats, including meeting targets for protected sites, through management of the impacts of recreational use, invasive species and land use.
   iii. Raising consumer awareness of the importance of water quality by influencing changes in consumer behaviour

b. Sustain water resources in all lakes, rivers, tarns and ground waters by:
   i. Managing the extremes of high and low water levels and flows, to achieve optimum ecological habitats and populations. We will focus on water use, land management practices and water supply to achieve this.
   ii. Contributing to meeting water supply needs locally and nationally by giving ‘in principle’ support to the use of water bodies and provision of associated infrastructure. We will ensure the environment, landscape, and public rights of use, including navigation, are protected.
   iii. Raising consumer awareness of the importance of the efficient use of water by influencing changes in consumer behaviour.
c. Achieve the highest attainable sea water quality including meeting targets for protected sites. We will do this by influencing all authorities and land users whose decisions affect the sea water quality to ensure their decision making recognises the Special Qualities of the Lake District.

3.1.7 Well considered tree and woodland establishment and improvement
The Lake District has a great history with trees and woodlands, whether it is the picturesque planting in “designed landscapes” or the conservation battles such as in 1936 and the prevention of commercial afforestation in the central fells. Lake District woods have been used for centuries as a source of raw materials for local industries. Trees and woodlands offer a range of potential benefits to the environment, economy, and people. Whether it’s new or long-established woodland, active management can reap rewards to achieve these benefits. Semi-natural woodlands in particular offer real potential to improve habitats and biodiversity.

The character and sensitivity of the landscape from valley to valley and place to place will need to be given close attention when considering new woodlands, for example, using guidance from the UK Forestry Standard, to ensure the establishment of new trees and woodlands takes place in a manner that enhances the Special Qualities and Attributes of Outstanding Universal Value. However, a greater threat to the landscape and woodlands is their unplanned and uncontrolled loss from disease in particular species. New woodland creation must, as far as possible, be designed to be as resilient as possible.

Slowing the run-off of water can reduce the number and intensity of floods. One of the most effective ways of doing this is to increase tree cover where run-off is greatest.

Trees don’t just slow run-off of rainwater - they can improve water quality by acting as a natural filter. Their roots increase soil stability. But planting more trees and woodlands in areas which are currently used for livestock grazing is a contentious issue. It may mean farms need to reduce their stock levels and this would affect their income. However, timber has a value, so we advocate a locally led and coordinated approach in order to find the right balance between all these facts in establishing more trees and woodland (also see Strategy PE5 – Profitable land management, farming, and forestry industries).

SL 6 - Well considered tree and woodland establishment and improvement
Our strategy is to:

a. Maximise the number of well managed woodlands. Priority will be given to semi-natural woodland and other identified woodland where there is a significant opportunity to enhance their resilience and contribution to the landscape, biodiversity, recreation, flood prevention, carbon storage, and productivity. We will do this by engaging with and offering advice to woodland owners.

b. Support and establish new tree cover at a locally agreed scale throughout the Lake District. There will be a particular focus to achieve the optimum balance between timber production, flood prevention, carbon storage, water quality, soil stability, biodiversity, recreation, loss of grazing land, and landscape change.
3.1.8 Resilient and well-functioning habitats and wildlife

The Lake District is unique in England in terms of the abundance and variety of species and habitats. Proportionally, it has a greater variety of freshwater habitat and more ancient semi-natural woodland than most other areas of the UK. The high fells contain the most biologically diverse range of upland habitats in England, with internationally important fell habitats, including Arctic Alpine plants, heathland, upland lakes and tarns, rivers, woodlands and species-rich pastures. There are expanses of peat bogs supporting a unique assemblage of species and carbon stores. The coast boasts extensive sand dune systems and estuary habitats, and some of the finest raised mires. Species of European importance include the dormouse, otter, bats, great crested newt, Atlantic salmon, sea lamprey and floating water plantain. We also have nationally important populations of red squirrel and red deer, and the fish vendace and shelly which are absent from the rest of England.

The Lake District’s natural habitats have inspired residents and visitors for generations. However, the natural environment also underpins many other services we rely on such as food, water, flood protection, clean air and carbon capture and is fundamental to the health, well-being and economy, including tourism and agriculture. By working on a landscape scale to ensure our habitats and species are protected and improved, including the many examples of rare flora and fauna, we acknowledge the many essential benefits they provide.

To promote the resilience and function of these ecosystems, we need to have a thorough understanding of where they are and how they operate. This will inform the successful creation of bigger, better and more joined up habitats that are adapting to climate change and meet the needs of present and future generations. By doing this we will meet Government’s expectations and targets (in Biodiversity 2020) to support the environment’s ongoing role to underpin our economy, and most important of all, recognise these rich ecosystems for their own sake and intrinsic value.

SL 7 - Resilient and well-functioning habitats and wildlife

Our strategy is to:

a. Establish good quality available and accessible biodiversity data to improve our understanding on population, condition and distribution of species and habitats by working collaboratively with Local Nature Partnerships.

b. Encourage bigger, better and more joined up resilient habitats in line with national targets, by developing and delivering programmes to safeguard biodiversity including protected sites. We will work with the Local Nature Partnerships, and land management, farming, and forestry industries to achieve this (See strategy PE5 – profitable land management, farming and forestry industries).

c. Develop projects and programmes to benefit those priority species and native species most in need of appropriate management measures. We will work with Local Nature Partnerships and others to improve habitats and control and eradicate invasive non-native species.

3.1.9 The continuation of the Lake District as a source of artistic and cultural inspiration
The spectacular Lake District landscape is steeped in history and has had a huge influence on modern attitudes towards landscape. The interaction between people and the environment has inspired generations of internationally renowned artists and writers, and early recognition of the vulnerability of the Lake District was the stimulus of the landscape conservation movement. Public recognition of the significance of the Lake District together with concern over threats to it were prime factors in the formation of the National Trust, the movement for UK National Parks and more recently for the creation of the World Heritage category of ‘cultural landscape’. The Lake District will continue to stimulate people to develop and take forward new ideas for managing cultural landscapes, such as the creation of the Lake District National Park Partnership, recognising that the Lake District is a continually evolving cultural landscape.

The drama and inspiration of the Lake District’s cultural landscape is as strong now as it ever was. This has given further colour and brought to life by ongoing cultural traditions – some practical, some social. The Lake District does not intend to rely on the past for its future. But we do want to recognise, conserve and celebrate this historic and cultural significance as it truly has shaped the world as we know it.

We expect new examples of how the Lake District inspires people to emerge all the time – be it through architecture, art, literature, or social media. Cultural inspiration means different things to different people. The challenge is to maintain the sources of this inspiration and make them accessible – recognising that there are sources from the past, present and future.

SL 8 - The continuation of the Lake District as a source of artistic and cultural inspiration

Our strategy is to:

a. Further understand and celebrate the breadth and depth of artistic and cultural inspiration (including as part of the preparation of the World Heritage Site bid) to realise and support opportunities for continued inspiration from the cultural landscape.

b. Conserve, maintain, manage and make use of cultural heritage assets through supporting and promoting cultural tourism in the Lake District, particularly committing to and influencing the investment in these assets.

c. Sustain and promote the relationship between people and nature by creating opportunities for inspiration through further developing visitor experiences and locally-led initiatives and events (Also see strategy VE1 -opportunity for experiences in a unique landscape).

To really understand the significance of the Lake District’s cultural landscape, the World Heritage Site Nomination Document is an important reference point. We have approached this Plan from a strategic management perspective but the Nomination Document explains how special and unique an area we are responsible for managing. This provides the fullest picture of why all the strategies in this Plan need to ensure the effective and wholesale protection of the Special Qualities.
3.2 Prosperous economy

3.2.1 An Overview
The Lake District has a strong tradition of industry supporting its communities and generating wealth. This has had a big influence on shaping the Lake District’s cultural landscape; hill farming in particular has underpinned the economy of the Lake District’s rural communities for centuries, and this has had a major influence on creating the cultural landscape. The significance of traditional farming practices and their evolution is reflected by a number of specific Attributes of Outstanding Universal Value associated with the industry.

The creation of the Lake District National Park in 1951, and the rise of the National Trust, focused on conservation but also sought to promote the area to a wider audience. The subsequent unsuppressed growth of the visitor industry in the Lake District rapidly overtook agriculture as the dominant economic driver. More than 15.5 million visitors came to the Lake District in 2013 which supported almost 15,500 direct jobs. Agriculture supports more than 13,000 jobs in Cumbria. The indirect contributions of these industries to other sectors are much higher.

In other sectors, some industries have come and gone while others remain well established. We want the Lake District to be a place where businesses come because of the opportunity, environment and lifestyle on offer. We want businesses to make the most of the commercial opportunity to ensure maximum benefit for the whole of the Lake District, as this will help to manage and protect the Lake District in the future.

The Lake District’s economy is underpinned by the communities it serves, and spectacular cultural landscape which land managers have helped create. Its function and prosperity is also inextricably linked with areas outside its boundaries. The ways in which different Distinctive Areas’ economies operate with areas outside of the Lake District can be complex. The presence of major industry, accessibility and transport networks, and suitably skilled workforces all influence and shape this. The Lake District ‘brand’ meanwhile drives the visitor economy in Cumbria and this brand is capable of benefiting Cumbria’s industries as a whole.

3.2.2 Farming, forestry and land management
Farming, forestry, and land management practices have shaped many of the Lake District’s Special Qualities. These include the character of the cultural landscape and its biodiversity, woodlands, the open nature of the fells, and the 645 square kilometres of Common Land which is the largest concentration in the UK.

Farming practices reflect how Lake District farmers have always worked in some of the most challenging land in the country and county. It therefore comes as no surprise that 90 percent of the designated Less Favoured Areas of Cumbria are in the Lake District. This means farming is characterised by sheep and beef production. The Lake District is famous for its native Herdwick sheep, and the Herdwick Breeders Association has recently secured Protected Designation of Origin
status for “Lakeland Herdwick”. Other important sheep breeds include the Rough Fell, Swaledale, and Mule.

Whilst we continue to recognise the importance of and support traditional upland farm and management practices in order to manage and protect the attributes of Outstanding Universal Value, it is also important that farming continues to evolve. Farmers and land managers must be supported to continue to look to improve health and welfare of livestock, protect natural resources, and make greater efficiencies by using new technology and sources of energy to reduce costs. Given the physical and natural constraints of the land, adopting new technologies is not always practical. For example, modern tractors and equipment may be too large for traditional buildings, field entrances, and narrow lanes.

We want to ensure land continues to be managed and farmed in a sustainable way in the Lake District but the structure of farming and land management is changing due to a range of global economic pressures which makes income from farming unpredictable. Helping farm businesses to be profitable is fundamental for them to be sustainable and continue to effectively manage the land. It is their land management practices ultimately that create the cultural landscape, which is of outstanding universal value in its own right, but this also underpins the visitor economy, which is so heavily relied upon.

We are likely see a polarisation in farm sizes, as current trends indicate large farms will continue to expand, often taking on land outside the Lake District, whilst there is also an increase in smaller, part-time or lifestyle units. It is important that job opportunities should continue to exist in order to retain skills needed to manage the land.

The unpredictable nature of farm incomes has resulted in many farming families considering or having already considered opportunities to diversify and supplement their income away from traditional food production and livestock breeding. Opportunities include supplementing their income through off-farm employment or entering into new markets such as payments for public benefits like biodiversity conservation, payments for carbon storage and offsetting, energy generation (such as small scale hydro power; small scale wind energy; solar photovoltaics; biomass; anaerobic digesters; and heat pumps), as well as more traditional tourism related diversification. Initial start-up costs for these alternative opportunities can be off-putting or present significant risks for businesses, especially in new and emerging markets. Securing profitability as a business is critical in the face of declining revenue support from Government and the European Union.

There is increasing interest and demand for local produce linked to the Lake District’s provenance, including the “Lakeland Herdwick”. There is also a growing market in other products such as water supply, carbon brokering, biodiversity offsetting, and woodfuel. The Lake District ‘brand’ is increasingly beneficial to the local economy, because it is largely being used in a manner that manages or makes sensitive use of the Special Qualities and attributes of Outstanding Universal Value, helping to sustain them. Agriculture and the natural environment underpin the Lake District’s wider offer so new business approaches are needed, and we are looking for ways to help the
farming, forestry and land management industries successfully rise to what is undoubtedly a considerable challenge to ensure their continued longevity.

**PE 1 - Profitable land management, farming, and forestry industries**

Our strategy is to:

a. Support and encourage initiatives that ensure land management, farming and forestry remain or become profitable through diversification, adding value to their products, securing efficiency savings, and identifying and establishing new markets. We will do this by sharing best practice and piloting opportunities and initiatives that can be developed further and capitalised upon by the wider industry.

b. Maximise the relevant opportunities for Lake District land management, farming and forestry industries to access funding that transforms businesses to remain or become profitable. We will do this by influencing the design and coordinating the delivery of funding streams such as LEADER.

c. Actively monitor threats to these industries. Where identified, we will urgently establish the nature and likelihood of the risk to these industries and respond as appropriate.

(Also see strategy SL1 – world class living cultural landscape)

Two of the best examples of how forests can maximise opportunities can be seen at Whinlatter and Grizedale. In addition to forest products they offer destinations for the arts and adventurous recreation. However, many smaller woodlands in the Lake District remain under-managed. There is definite potential to add value to wood-based products through better management, helping to support the economy and manage the landscape in tandem. Strategies VE1 and SL6 in this Plan outline our approach to these issues.

The aging population of farming communities risks losing cultural traditions, knowledge, and skills. Attracting the next generation into the industry is critical for its future prosperity and, in turn, the ongoing protection and conservation of the Lake District’s Special Qualities. Family farming succession is important and we want to support the provision of traditional skills training needed to maintain the authenticity and integrity of the Lake District. We also want to help develop the commercial acumen and business development skills which will support those entering agriculture, land management and forestry. This will support them in developing and running diverse and profitable businesses. Being located in the Lake District must become a business advantage, despite the challenges it presents.

**PE 2 - Availability of a suitably skilled workforce**

Our strategy is to encourage and support young people into land management, farming and forestry to maintain traditional and develop new skills, and knowledge necessary for maintenance of the cultural landscape. We will work with education providers and business to address skills gaps, support ongoing workforce upskilling, and providing training opportunities and events.

3.2.3 The visitor economy
The visitor economy is crucial to the Lake District and so we need it to continue to prosper. There is a growing interest in National Parks as UK holiday destinations as visitors come to enjoy the spectacular landscape and experiences available. Nomination of the Lake District as a World Heritage Site, together with the presence of Hadrian’s Wall World Heritage Site will grow interest in the Lake District further. Innovative measures such as those that brand or market the place and its traditions can both help develop a more sustainable economy and support landscape protection. This offers economic opportunity, as recognised by the Strategic Economic Plan of the Cumbria LEP, but reinforces the need and urgency for significantly improved visitor infrastructure whilst sustaining the spectacular landscape which underpins the visitor economy.

Visitor markets are highly competitive both domestically and overseas. The number of international visitors to the UK has increased by approximately 20 percent over the past five years. Unfortunately Cumbria has seen only a negligible increase. The appeal of the Lake District has significant growth potential with international audiences across the world; however the current number of overseas visitors is relatively small.

The UK receives 32.8 million visits every year from overseas visitors, but the Cumbria only attracts 238,000 of these\(^1\). VisitBritain suggest that the ‘Lake District’ is relatively well known especially in Commonwealth countries, the European Union, USA, and in many parts of Asia in comparison to many other areas of the UK. However, this is not being converted into actual visits so we need to work together to increase the number of overseas visits. Emerging visitor markets of South America, China, Japan and India provide further opportunities to increase overseas visits.

We have the opportunity to change this situation. If the tourist industry uses the World Heritage Site nomination as a marketing tool, and resources activity, it is anticipated that the Lake District will attract more visitors as a result of this greater awareness through World Heritage Site status. To be successful, the Special Qualities of the Lake District need to continue to be protected, increasingly understood and appreciated. The visitor experience also must meet undoubtedly high expectations so the strategies for these Vision themes are equally important in delivering this ambition.

International visitors typically stay for longer and spend more than UK visitors, offering significant potential for the industry. But domestic visitors account for the majority of visitors to the Lake District so are hugely important too. The National Park designation itself recognises the Lake District as a national asset to be used and enjoyed by the UK population. Our approach is to encourage - growth in international visitor markets, whilst ensuring the needs and expectations of domestic visitors are also met. Therefore we want to encourage longer stays which support a year round visitor industry. This will encourage greater spend to enable the Lake District’s visitor industry to offer increasingly improved wages and permanent positions, and reduce the seasonality of the industry.

**PE 3 - Increasing the number of staying visitors**

Our strategy is to:

\(^1\) International Passenger Survey – port of entry survey
a. Increase the number of overnight and longer stays by establishing a strong cultural tourism brand. This will showcase the high quality arts and cultural offer and take advantage of the Lake District’s candidate World Heritage Site status. We will do this by implementing the Cultural Tourism Strategy to attract both UK and overseas visitors.

b. Promote areas which showcase the reasons for National Park and World Heritage Site designations. Within these areas we will make it easy for visitors to move between attractions and destinations (See figures XX-XX and strategy VE5 – Easy access to from and within the Lake District).

The Lake District has a wide appeal to visitors and a range of experiences available at different times of the year. The local economy would benefit from less seasonality. Whilst seasonality is inevitable to an extent, due to the suitability of the weather for some activities, and the nature of school holidays, some destinations and attractions are suitable all year round. We want to promote the Lake District in a manner that reflects the influences that create seasonality but which also promote the Lake District’s year round offer to a wide range of audiences.

**PE 4 - A Year Round Visitor Industry**

Our strategy is to promote the Lake District as a year round destination to a range of audiences at different times of year, with a particular focus on the experiences offered by:

i. Landscape and environment
ii. Culture and heritage
iii. Adventure
iv. Hospitality, food and drink

We will identify who and where the audiences are for each of these four visitor experiences and market accordingly.

**3.2.4 Removing the barriers to economic growth**

In order for businesses to thrive and compete nationally and internationally they require the necessary infrastructure and support necessary to trade in the twenty-first century. Superfast broadband and mobile telephone network coverage are essential to most businesses. With this connectivity it will remove the competitive disadvantage faced by businesses seeking to locate in the Lake District. Extending connectivity into every one of the Lake District valleys will open up a wide range of previously unrealistic opportunities for businesses to establish themselves in the Lake District. Providing this connectivity everywhere is an ongoing challenge but will also result in significant benefits for our communities too.

**PE 5 - Provision of infrastructure - Digital infrastructure**

Our strategy is to have superfast broadband, mobile telephone and mobile internet coverage in every valley. This will bring customers to businesses and provide the widest choice of location for businesses. We will achieve this by securing the funding and commitment of others, including communities, and assisting with the provision of digital infrastructure needed to make improvements. These will need to be sensitive to the Special Qualities and attributes of Outstanding Universal Value of the Lake District.
The Cumbria Local Enterprise Partnership (LEP) has a key role to play in removing barriers and developing economic growth in Cumbria including the Lake District, and it has identified four priority themes in its Strategic Economic Plan. These priorities are ‘advanced manufacturing’; ‘nuclear and energy excellence’; ‘vibrant rural and visitor economy’; and ‘strategic connectivity of the M6 corridor’. The Cumbrian economy as a whole has a crucial role to play in providing a diverse economic base. Many communities rely on major employers outside of the Lake District’s boundaries (for example, the nuclear industry at Sellafield, BAE Systems at Barrow in Furness, and Glaxo Smith-Kline, the multinational pharmaceutical company with a major base in Ulverston). This is an important dynamic that we want to support.

Some large, new developments are proposed associated with nuclear, energy and manufacturing industries outside the Lake District’s boundaries. These include a new nuclear power station, offshore wind farms, and a new biopharmaceutical manufacturing facility. Being part of the supply chain to support these nuclear, energy, or manufacturing industries offers potentially small scale but high value business growth opportunities within the Lake District. These industries, in particular nuclear and energy industries may also have proposals for associated infrastructure within or close to the boundaries of the Lake District including, for example, electricity transmission lines or facilities for the storage of nuclear waste. We need to protect and conserve the Lake District and its setting; therefore the impact of these proposals will be considered through the planning framework and policies in the National Planning Policy Framework and Local Plan, to find solutions that have no overall adverse impact upon the Lake District.

**PE 6 - Major industries and provision of infrastructure outside the Lake District**

Our strategy is to recognise the importance of nuclear and energy industries in West Cumbria and other major economic investments in Cumbria. We will assist with the development of proposals for associated infrastructure where they do not prejudice the Lake District, its setting, Special Qualities, attributes of Outstanding Universal Value, or visitor economy.

All businesses need to consider the cost of running their operation. Energy and fuel costs can be a significant burden to economic growth for any business no matter where they are located, so supporting businesses with energy efficiency measures will help them reduce costs. The Lake District provides a range of opportunities for generating renewable energy locally which in turn can allow businesses to save money and in some cases even supply energy to the National Grid.

**PE 7 - Reducing energy costs for businesses**

Our strategy is to develop and support initiatives and projects, guided by planning policies, which reduce the overall cost of fuel and energy. This will be achieved through a combination of energy efficiency measures and local scale energy generation which make effective and sensitive use of the environment (e.g. small scale hydro schemes).

Employment studies in the Lake District have previously identified a shortage of suitable available employment land. This was a potential barrier to economic growth, addressed by the allocation of almost nine hectares of land in the Local Plan. Land has been allocated for a variety of employment uses across the Lake District providing growth opportunities for new and existing businesses.
Every site allocated for development in the Local Plan was subject to a rigorous process of objective assessment, having full regard to the possible impacts upon the Special Qualities of the Lake District. The methodology and the findings of this process were independently scrutinised by an appointed Planning Inspector before the sites were able to be formally allocated.

**PE 8 - Availability of land and buildings**
Our strategy is to maintain the supply of suitable available employment land and buildings in Rural Service Centres throughout the Lake District. We will secure their development through marketing and promotion. Elsewhere we will support the creation of new employment land and buildings in accordance with the Local Plan.

As well as maintaining land available for business, having easy access to a working age population is also essential. We therefore must support communities to have a working age population for businesses in towns and villages.

**PE 9 - Addressing workforce and skills gaps**
Our strategy is to:

a. Help communities to maintain a working age population which can provide a workforce for existing and new businesses. We will do this by supporting new housing guided by the Local Plan (See strategies VC4 - Availability and supply of a full range of housing types, sizes and tenures and VC5 High proportion of houses in permanent occupation).

b. Identify and address skills gaps in the local workforce by bringing together training and education providers with prospective and existing employers or industries.

Anecdotal evidence suggests that some businesses do not consider locating in the Lake District because of a perception that the designation of the landscape means development would be unwelcome, and planning permission difficult to obtain. The reality is that many businesses would be entirely compatible and desirable for the Lake District, and the benefits the Lake District can offer to business and workforce alike are unique. Promoting the Lake District as a desirable place for businesses which are compatible with National Park and World Heritage Site purposes, working together to simplify regulation where possible, and ensuring businesses have access to investment opportunities, support and advice will help to address some of these perceptions.

**PE 10 - Supporting businesses with advice, access to investment opportunities, and simplifying regulation**
Our strategy is to:

a. Work together to identify and implement opportunities to simplify and streamline the regulatory environment for businesses through the establishment of a Partnership sub-group which can provide a voice to promote changes.

b. Ensure businesses have easy access to a wide range of support and advice. We will do this through appropriate bodies, such as the Cumbria Rural Enterprise Agency, and Cumbria Business Growth Hub.
The rural character and mountainous nature of the Lake District is integral to its appeal, but it also presents practical difficulties in terms of access and mobility. Key towns and villages in the Lake District link functionally to areas outside its boundaries through the main travel routes, to areas of employment, other services, and the strategic rail and road networks. Where businesses need good access to these, we can help them to identify locations in the Lake District that most effectively bring access, services, premises, infrastructure and workforce together. This is a key focus of the Lake District Local Plan, and in particular the Core Strategy, which guides development decisions strategically and spatially.
Figure 3: Rural Service Centres, the main travel routes and access from the wider hinterland
The Lake District is also a thoroughfare, providing strategic links between West Cumbria and the rest of the country. We want to support the whole of the county’s prosperity, whilst recognising that passing through such a special area requires sensitive management.

**PE 11 - Provision of infrastructure using roads, rail and boats**

Our strategy is to:

a. Encourage businesses that require good access to transport links to be located in Rural Service Centres, where these requirements are most readily met.

b. Recognise the importance of trunk roads and the Cumbria Coast and Furness rail lines providing access to and from West Cumbria, and support improvements which are sensitive to the Special Qualities of the Lake District.

c. Seek to ensure that maintenance and development of transport infrastructure allows for the delivery of enhanced transport services to and within the Lake District.

The ‘Lake District’ is a well-recognised brand nationally and has international awareness too, particularly within the visitor economy. It offers opportunities for attracting and promoting other industries and businesses with appropriate marketing, research, and campaigns which in turn can develop a more sustainable economy and support landscape protection.

**PE 12 - Market awareness and promotion**

Our strategy is to promote the Lake District as a desirable place to locate businesses on the basis of supportive planning process, digital infrastructure, workforce, quality of life and high quality environment.
3.3 A World Class Visitor Experience

3.3.1 An Overview

The Lake District’s popularity attracts in the region of 15.5 million visitors every year. One of the Lake District’s Special Qualities is its long tradition of tourism and outdoor activities, and it is our intention to ensure we attract new visitors, and make sure every visitor returns. We also want visitors to increase their understanding and appreciation of the Lake District through their experiences of this special place. Every individual visitor – domestic or international - is as important and as valued as the next person. We want to make them feel special and provide them with a world class visitor experience.

As an inspiration for many famous poets, writers and artists (such as William Wordsworth, Samuel Taylor Coleridge, Robert Southey, John Ruskin, Thomas de Quincey, Beatrix Potter, Arthur Ransome, Alfred Wainwright, Norman Nicholson, Thomas Gainsborough, JMW Turner, John Constable), the Lake District’s uniqueness and how it has been shaped and interpreted by culture is what makes it special. Yet we cannot assume visitors will continue to choose to visit the Lake District just because they have done before. Visitor expectations continuously change and grow. It is essential to remain competitive and attractive to audiences nationally and internationally.

The Lake District is a place where visitors can benefit from relaxation, inspiration and adventure, with activities and attractions to suit everyone. It is becoming a globally acknowledged and genuinely inclusive site for outdoor recreation, personal development, and spiritual refreshment by offering open access to the ‘great outdoors’ for a whole range of adventure opportunities and experiences.

We know that the Lake District has what it takes to compete with the very best destinations internationally, and World Heritage Site status will ensure protection of this global asset, in parallel to signifying the international significance of the Lake District as a cultural landscape.

3.3.2 Being clear about the experiences on offer in a unique landscape

Special Qualities are why the Lake District is able to offer a range of world class visitor experiences. Visitors have a particular appreciation of the spectacular landscape that surrounds them wherever they are in the Lake District, and opportunities for quiet enjoyment. There are many opportunities to increase understanding, appreciation and enjoyment of a broader range of Special Qualities to a wider audience.

The Lake District is a place for everyone, and we want every visitor to have the best experience it can offer. Many visitors come to enjoy and experience the landscape and to have adventures in this first class environment. This provides wider health benefits to visitors of the Lake District, with the opportunities on offer promoting active, healthy lifestyles and nurturing mental wellbeing. We

Whilst the cultural landscape has been heavily shaped by human influence, it certainly has not been tamed. It is therefore important to promote the need for personal responsibility – whether this
means providing information and advice about safety on the fells or encouraging visitors, from individuals to large scale groups undertaking organised events, to interact with the place in a way that will not damage it.

Research by Cumbria Tourism (the Destination Management Organisation for the area and a member of the Partnership) has identified four main visitor markets that we cater for and which we should develop further. Our Strategy sets out how we will do this.

VE 1 - Opportunity for experiences in a unique landscape

Our strategy is to:

a. Ensure that every visitor has the best experience that we can offer.
b. Offer a breadth of experiences for visitors that benefit their health and wellbeing, and enhance understanding and appreciation of the Special Qualities. We will, use the inspiration of the cultural landscape to realise future opportunities, by focussing on the experiences offered by:

- Landscape and environment
  i. Promote and sustain the Lake District as a place to experience a unique landscape and environment in a variety of ways, offering opportunities for tranquillity, peacefulness and dark night skies.
  ii. Re-establish existing viewing stations and explore the potential for new locations from where the spectacular landscape and environment can be fully appreciated.
  iii. Implement the Cumbria Countryside Access Strategy to make it easier to experience the spectacular landscape on land and water.

- Culture and heritage
  i. Use the Cultural Tourism Strategy to showcase the Lake District as a prospective World Heritage Site.
  ii. Secure World Heritage Site status to recognise the Lake District’s internationally unique cultural landscape, and use this designation as a means of increasing awareness and appeal of the Lake District to a wider audience.

- Adventure
  i. Promote and create new and existing opportunities for outdoor adventure on foot, bicycles, and ropes, in and on water, and through events - all sensitive to the unique landscape. We will do this by delivering the AdCap Strategy and Action Plan, and Cumbria Countryside Access Strategy.
  ii. Promote responsible tourism. We will support organisers to ensure their events are sensitively managed by encouraging them to undertake community engagement and consultation, and develop event management plans.

- Hospitality, food and drink
  i. Achieve a consistently high standard of hospitality through providing appropriate incentives and support for businesses in the visitor industry to continuously improve.
ii. Showcase and market local produce available in the Lake District to raise the profile, and celebrate the provenance and quality of Cumbria’s food and drink. This will include establishing and organising with others a programme of events to promote the use of local produce within the Lake District visitor and hospitality industries.

Claife Station at Claife Heights, Windermere

Claife Station is on the western shore of Lake Windermere. Although this grade II listed building is now in ruins it was a popular destination for a wide range of visitors in the past.

The windows of the drawing room were the Station’s most celebrated feature; each had a different aspect, viewed through different coloured glass to enhance variations in weather and seasons to offer distinctive views of the lake and landscape.

The tinted glass in these windows was intended to recreate lighting effects in the landscape. Yellow represented summer, orange was for autumn, light green for spring, and light blue for winter. There was also a dark blue for moonlight and a lilac tint to give the impression of a thunderstorm.

At viewing stations, visitors would turn their backs to the landscape, hold up a mirror known as a Claude Glass and look at the framed and transformed view. The mirror would make the scene easier to draw and record.

A ‘Claude Glass’ was named after the paintings of Claude Lorraine, where he used a golden tint, similar to that viewed in the mirror.

The Lake District offers a rich variety of experiences from the landscape, culture, adventure and hospitality, available across the full extent of the Lake District in different ways. Because of the sheer size and diversity of the area, we have needed to give careful consideration to how the Lake District is able to showcase itself to visitors, and encourage them to return to explore more.

The strategies in this section of the Plan are therefore underpinned by our intention to give particular attention to three specific areas of the Lake District. These areas of Keswick and Borrowdale, Ullswater and Windermere epitomise the Lake District’s credentials as a National Park and World Heritage Site. Together these three areas offer visitors an opportunity to experience and engage with a broad range of what makes the Lake District special, illustrating the Lake District’s character and cultural significance, as well as offering a whole range of experiences of adventure and hospitality within them.
Figure 4: Map of showcase areas
In selecting these three areas, we have had particular regard to the implications of the high visitor numbers which the Lake District benefits from annually. These three areas offer particular opportunities not only to see and experience the Special Qualities of the Lake District, but they also offer the greatest opportunities to make it easy and attractive for visitors to move through these areas without being reliant upon having their own car.

These areas also offer a range of accommodation types – key to our strategy of increasing the average length of visitor stays. Whilst the three areas are also amongst the easiest areas of the Lake District to access from elsewhere in the UK, including its international airports, we are confident that in addition to enhancing movement within these areas, travel to, from and between them is capable of significant improvements.

Together, by focusing on these areas in this way we are providing a cohesive and holistic approach to managing visitor demands, expectations and pressures in ways that will sustain and enhance the Special Qualities of the Lake District.

For all areas of the Lake District and visitor markets, we must continue to manage these interactions in a way that does not compromise the very thing that underpins their success – the Special Qualities. It’s important to remember that visitors have also shaped the cultural landscape over time, and we need to renew their commitment to stewardship of this important landscape. ‘Responsible visiting’ can achieve this. It is widely recognised that operators and businesses must work within environmental and social limits of the present to ensure ongoing economic benefits now and in the future.

Visitors themselves increasingly expect to see their presence isn’t causing harm to the environment or to the local community - whether they are travelling independently, part of a tour, or taking part in an organised event such as the Three Peaks Challenge or the Great North Swim. If visitors themselves are seeing the impacts of tourism, this can detract from their overall experience and they are less likely to return.

This shift in attitudes creates the opportunity to ask visitors to help us with managing the Lake District, enabling them to have a positive impact. With Visitor Giving visitors can contribute to managing and maintaining the landscape. These are typically very small financial contributions but, thanks to the high numbers of visitors, there is the potential to generate significant income. This money is then reinvested into looking after the Lake District. Other forms of giving is also critically important to the Lake District, for example there are thousands of volunteer days completed every year in the Lake District which helps to restore, protect, and maintain the Special Qualities. Telling the story and making sure those visitors can see the difference their contributions are making is very important. This also provides another way in which visitors can engage with and understand the Special Qualities.
VE 2 - Responsible visiting

Our strategy is to:

a. Ensure a range of educational opportunities are provided and tailored to the needs of different audiences to embed understanding and appreciation of the Special Qualities. This will be done using visitor information sources, events and other more formal learning methods to identify and communicate how and where these Special Qualities can be seen, appreciated and experienced. We will work with others to maintain and implement an up-to-date learning strategy.

b. Provide opportunities for people to give, to significantly increase the amount of voluntary contributions given by visitors. These will be used to sustain, maintain and improve the Lake District’s environment and the landscape. We will do this by identifying and implementing appropriate opportunities to secure contributions.

c. Bring together relevant organisations, including voluntary groups and charities, to identify where help is needed, and to develop and implement appropriate ways of coordinating these contributions accordingly.

A world class visitor experience cannot be provided by a single attraction or accommodation provider; it has to be embedded in every interaction that the visitor has with the Lake District, even before they arrive. This could be online, or on their journey to the area.

Quality of experience runs deep. We are not talking about quality ‘if you can afford it’. Quality should be regardless of cost – it’s quality for all, whether you are camping or staying in a 4* hotel, having a stroll around a village, taking in a view or visiting a much-anticipated attraction, on a lake cruise or open water swimming. For visitors to come back to the Lake District again and again, we always need to make sure that every experience lives up to expectations.

Every part of the experience should be a high quality one. But there are four aspects of visitors’ experience we are targeting:

- Accommodation
- Public realm and amenities
- Available and accessible information for visitors
- Visitor movement

3.3.3 Accommodation

For staying visitors, the experience of their accommodation can define their perception of the Lake District. Quality relates to all aspects of a stay, from the condition and cleanliness of rooms, buildings and facilities, to the welcome received on arrival.

All visitors have different preferences and budgets, and it is important that we cater for all. We see it as particularly important that, in the three areas we have identified as providing the ‘snapshot’ of the Lake District, a full range of quality accommodation is available. This is where the greatest demand potential exists.
VE 3 - Diversity and availability of high standard accommodation for all budgets
Our strategy is to:

a. Enable all types of accommodation to meet continuously changing domestic and international visitor expectations guided by appropriately supportive planning policies.
b. Improve the quality of hospitality by developing these skills through dedicated training opportunities (Also see strategy PE9 - Availability of suitably skilled workforce).
c. Encourage accommodation providers to improve the quality of what they offer by providing incentives for them to make improvements.

3.3.4 Public realm and amenities
The Lake District, to a large degree, trades on the quality of its landscape, and the character and charm of its towns and villages. Many of these towns and villages in particular have become popular locations. The overall experience offered in these places directly affects visitors’ perceptions of the Lake District.

In many of these towns and villages, and indeed elsewhere, there are examples of where the quality of the public realm and the provision of public amenities falls short of what should be on offer in a National Park and prospective World Heritage Site. The same is true of some privately owned land and buildings, but if we can create high quality public realm it will encourage businesses to improve the appearance of their premises as there are clear commercial benefits to do this.

We are being proactive in finding ways to make improvements to public areas, to make sure that they offer world class quality. For example, our commitment to recognising Bowness Bay and the Glebe as being in need of regeneration in the Local Plan has secured millions of pounds of funding and investment for improvements. We are committed to finding ways to deliver more of the same throughout the Lake District, enhancing the unique settlement character and quality.

VE 4 - Distinctive settlement character, quality public realm and amenities
Our strategy is to have high quality public realm and amenities, prioritising improvements in Rural Service Centres and Conservation Areas. We will do this by developing, supporting and encouraging initiatives to enable funding or commitment to undertake improvements in a coordinated and consistent way (Also see strategies VC6 - Pride in and sense of ownership of the local environment, and SL2 - Sustained distinctive and well maintained built and historic environment).

3.3.5 Available and accessible information for visitors
Visitors expect to have easy access to information about getting to the Lake District, getting around when they are here, where to stay, where to eat and drink and where to visit. It is also important for visitors to understand why the Lake District is of global importance, as this can enhance the experience and enable people to get the most from their visit.

The meaning of ‘easy access’ is rapidly changing. The demand for easy to use online information available via the internet and on smartphones is high. It is increasingly essential for destinations at every scale – from the ‘Lake District’ to individual attractions and accommodation providers – to have an attractive, clear and interactive online presence. This creates opportunities to influence visitor’s decisions before they even arrive to the Lake District.
The ability to make online bookings for accommodation and tickets are now the norm in most popular visitor locations nationally and internationally. People expect to be able to use mobile devices at their destination to make bookings on the go, and to provide them with the information they need to have an informed and therefore more enjoyable visit.

Many visitors still want to ask for information and help, and information centres offer an important service. But information centres also need to be commercially viable to exist. How quality information and face to face assistance is provided must offer benefits to local businesses or be cross-subsidised by other commercial activity. Businesses also have an important role to play in providing information to visitors whether this is information packs in guest’s rooms, information stands, or digital access to information.

Whether talking face to face, or using a computer or phone to access information, it is critical that visitors can get information in their language. This applies as equally to domestic visitors as it does to those from overseas. To be truly world class and to offer the best experience, most visitors should be able to expect to be able to access information that they understand.

### VE 5 - Available and accessible information for visitors
Our strategy is to:

a. Ensure visitors are able to easily access relevant information in a variety of ways and languages, with particular focus on developing an official visitor website and mobile application (an “app”), and through visitor information centres and businesses providing information.

b. Ensure visitors have access to superfast broadband, mobile telephone and mobile internet coverage in every valley through identification, implementation and support for appropriate proposals, such as open WiFi networks and mast sharing (Also see strategy PE1 – Digital infrastructure).

### 3.3.6 Visitor movement
The size and diversity of the Lake District means visitors need to travel. The challenge is to make it possible – attractive even – to visit and move around the Lake District without using a private car, by providing visitors with choice.

We recognise that cars will always continue to be the most practical option for some journeys; it is extremely difficult to imagine the Lake District functioning without people using cars. But the car certainly does not need to dominate the experience of the visitor. Nor should it need to be relied upon to experience what is so special about the Lake District.

There is a mass of potential in the Lake District to offer attractive means of moving around and travelling between different attractions and destinations. Some of this potential has already been realised, but there is a vast amount still untapped.

The GoLakes Travel programme has given us an exciting glimpse of how the Lake District could be for visitors – integrated, high quality cycle routes, a network of jetties for lake services to make frequent
stops at, buses and boats that carry bikes, improved railway station facilities, electric cars for hire by the hour, and charging points to keep them on the move. It is now time for us to apply what we have learnt from this pilot programme elsewhere in the Lake District.

We need to make the journey itself into an attraction in its own right and turn the main travel routes in every Distinctive Area into a network of options to move visitors from attraction to attraction. We have illustrated our intentions for how visitor movement will function in the future using a series of Visitor Movement Maps (figures 5-8). As these new travel options are provided we will see the choices visitors make over how they move around the Lake District be influenced and change. We have seen this begin to happen through the GoLakes Travel programme already so now it is time to build the momentum.

Of course, it is far easier to influence how people choose to travel when they arrive without a car in the first place. International visitors tend not to drive cars in the Lake District. To appeal to a wider overseas audience we need to make it easy and attractive to travel to the Lake District from elsewhere in the UK, and then to be able to get around easily once here. Much of the Lake District is well connected to regional and national transport links, so we also want to give greater attention to making the most of this.

**VE 6 - Easy access to and within the Lake District, clear and easy orientation and choice of attractive travel options**

Our strategy is to transform visitor movement to, from and in the Lake District, focusing on changing the travel choices visitors make by:

- a. Influencing operators of train, coach and bus services to provide frequent and direct services between Britain’s major towns and cities, international airports and the Lake District’s entrance Gateways.
- b. Improving entrance Gateways and the information available at these locations, making visitor travel easier. We will do this by developing delivery projects and programmes and securing their funding.
- c. Improving visitor travel in the Lake District by developing integrated services and infrastructure, including cycle routes and car parking, with a particular focus on the main travel routes identified in the Visitor Movement Maps. We will strive to make sure that the travel experience on these main travel routes is of the highest quality by developing delivery programmes and projects, and securing their funding. This will build upon the success of the GoLakes Travel programme.
- d. Encouraging the providers of travel services and attractions to work together to offer combined deals for travel and attractions, which are tailored to visitor demands.

It is well understood when people are on holiday they are more likely to try new or different experiences, and this includes their choice of transport. If we can give visitors a positive experience on holiday this could encourage them to change their routine and behaviours when they return home. With approximately 15.5 million annual visitors there are significant opportunities. The environmental benefits of a lower carbon footprint would then be of a value that stretches far beyond the boundaries of the Lake District.
3.3.7 Visitor movement maps
Figures 5 – 8: Visitor Movement Maps
3.4 Vibrant Communities

3.4.1 An Overview

The Lake District is a special and unique place to live. Having such a high quality environment literally on the doorstep is valued deeply by residents. Communities have been living and working in the Lake District for centuries; they are proud of being in the Lake District and have a strong local identity. Elements of this local identity are even recognised as Attributes of Outstanding Universal Value for the Lake District, such is its distinctiveness.

Communities often act as the ‘stewards’ of the landscape, taking pride in and responsibility for its protection and management – guiding us in our own strategic management approach at a local level.

Many Lake District communities benefit from a range of services greater than their rural situation and relatively small populations would typically be capable of sustaining. With approximately 15.5 million annual visitors this has a profound benefit on the level and range of services available to a resident population of just 41,000.

That said, being a sparse rural area still inevitably means that for many, there are long distances and travel times between homes and essential day-to-day services and facilities, such as GP surgeries and schools, which are only set up to cater for the small resident population. Likewise, local incomes are below the UK average; accessing higher paid jobs can often involve slow and costly commuting, particularly from those more central areas of the Lake District.

The popularity of the Lake District creates a significantly greater demand for a high proportion of the housing stock. The Lake District has become particularly popular with people moving to the area to retire, and with those wishing to own a second home. This affects the cost of housing, its availability and age range of communities. It can also threaten the continuation of local cultural traditions.

Our intention is to focus on providing the key ingredients needed for vibrant, happy and healthy communities to exist and prosper in the Lake District.

3.4.2 Looking after the Lake District and conserving local cultural traditions and activities

As long as the environment is properly looked after, then Lake District communities are already at a distinct advantage. We are keen to support locally-led management and stewardship of what is special and valued, as this promotes an even stronger sense of local pride and responsibility, and increased understanding locally of World Heritage Site designation and the Special Qualities.

Many of the intangible attributes of the Lake District are associated with local cultural traditions and activities including local dialect and language, shepherds meets, and traditional agricultural shows and distinctive local sports. It is predominantly the people living and working in the Lake District who maintain these traditions and activities, but we can help to support them to ensure their conservation.
VC 1 - Pride in and a sense of ownership of the local environment and its distinctive character
Our strategy is to:

a. Promote local understanding and increase responsibility for what makes a place special. We will do this through supporting the Valley Planning way of working with communities.
b. Celebrate and support the continuation of local cultural traditions and activities.

3.4.3 Affordable Quality of Life

Needing to travel further to access services and jobs has an impact upon the cost of living. The cost of living is also affected by housing and fuel costs. These are disproportionate to average incomes and higher in the Lake District than many areas of the country.

VC 2 - Reasonable fuel and energy costs
Our strategy is to develop and support initiatives and projects, guided by planning policies, that reduce the cost of fuel and, or energy. This will be achieved through a combination of energy efficiency measures and community-scale energy generation.

If people cannot afford to live in the Lake District, or find it too difficult to access services they need, they have no choice but to move elsewhere. A vibrant community needs to include people of all ages. Changing demographics create imbalances. Our aim is to make living in the Lake District a quality, affordable experience for everyone, by focusing on the key issues of:

- access to services and employment
- housing
- health and wellbeing

To achieve this, communities will increasingly need to look at how they can help themselves. Even with the collective strength, resources and commitment of the Partnership, there are limits to what we can directly deliver. There are many examples of how communities can help themselves and our strategies reflect the importance of this.

3.4.4 Access to services and employment

Visitors help to support certain services and create employment opportunities in many communities. This increases the range and choice of services and jobs in some cases, and in others it makes the difference between whether or not services exist. The services that tend to benefit the most from the visitor industry include shops, pubs and public transport. But visitors have little or no impact in supporting other critical services such as schools, GP surgeries and places of worship.

We recognise services need to be viable whether they are publicly funded or commercial. In simple terms, this means they need to be used by a large enough number of people on a frequent enough basis. Our strategy reflects this. It would be impossible for all services to be provided within every parish or village. The true test for the adequacy of service provision is how easy it is to access the services needed on a day-to-day basis.

Each of the five Distinctive Areas have ‘Rural Service Centres’, as defined by the Local Plan’s Core Strategy. These Rural Service Centres are towns and larger villages that normally offer the most viable location for these services and employment opportunities to be provided and sustained. This
is because they have an immediate resident population and serve communities within a relatively large surrounding area. We also identify Villages which offer fewer core local services but which are still important to how communities function.

Relationships with areas beyond the Lake District’s boundary are also important for service and employment provision. Larger towns such as Kendal, Penrith, Cockermouth and Ulverston offer a much wider range of services, facilities, and employers than most Rural Service Centres. The main travel routes between these towns and the Lake District’s Rural Service Centres can provide relatively easy access to a full breadth of these services, even in deep rural communities.

The public transport services that run on many of these main travel routes exist because of visitor demand. The resident population isn’t usually large enough to support commercial, unsubsidised public transport, but the visitor population is. Our strategy for visitor travel is directly relevant to residents as its implementation will benefit local communities too.

Mobile services such as door-to-door grocery deliveries are making it easier to live in a rural location without creating difficulties or inconveniences in day-to-day life. Just as for businesses and visitors, high speed internet access is very important for communities. Whether it is being used for online banking or ordering the weekly shop, superfast broadband is capable of bringing a range of services directly into the homes of local communities.

VC 3 - Access to services.
Our strategy is to:

a. Sustain local service provision, particularly in Rural Service Centres and Villages, by seeking to achieve a sufficient population with a range of ages.

b. Support initiatives throughout the Lake District which provide access to a wider range of services, including mobile services, and the multi-use of community buildings and business premises. We will also support improved access to superfast broadband (see Strategy PE5 – Digital Infrastructure).

c. Improve access to services by improving visitor travel that benefits residents (see Strategy VE6 – Easy Access to and within the Lake District).

d. Support community led initiatives within communities to improve access to services, housing and transport.

For communities to be able to prosper, people of a working age need to be able to easily access a suitable employment, including professional and skilled roles. The strategy outlined in the Prosperous Economy section of this Plan explains how we intend to maximise the economic potential of the area by removing the barriers for businesses. For communities we want to make it as easy as possible for communities to access employment, regardless of whether this is within or outside of the Lake District boundary. We recognise the importance of strong connections to locations of large scale employment outside the Lake District, and where possible we will assist with these employers when they are developing proposals. Rural Service Centres offer the easiest access for communities to access employment in the Lake District as these are the locations where the larger populations and business premises are found (See figure 3).
**VC 4 - Access to a range of employment opportunities**

Our strategy is to:

a. Promote Rural Service Centres as locations for business where the travel needs for employees can be most easily be met. We will do this through:
   i. A supportive planning process.
   ii. Supporting community led initiatives within communities that improve access to and between Rural Service Centres, main travel routes, and their hinterlands.

b. Supporting business start-ups by ensuring they have easy access to advice and support (See strategies PE1 – PE12 in Prosperous Economy and Strategy VE6 - Easy Access to and within the Lake District in Visitor Experience)

### 3.4.5 Housing

One of the greatest single challenges to sustaining vibrant communities in the Lake District is the availability of housing that a full cross-section of a balanced community should ordinarily be able to afford.

The challenges around the availability and affordability of housing overlap. The popularity of the Lake District means there is high demand for housing. This drives prices up because there is a limited supply. Whilst new houses are being built all the time, demand outstrips supply and the Lake District’s environment simply cannot accommodate a level of growth that would be necessary to meet the demand that exists. The LDNPA manage this through the planning framework, and in particular housing policies in the Local Plan.

This usually means that individuals and households who a need to live in a particular area of the Lake District are unable to find an available and suitable house for them or cannot afford one – and all too often, it is both.

The impact has been most profound upon those of working age. Many households simply cannot secure a suitable house that is affordable for them in a location that meets their needs. Incomes from farming, for example, are typically below average earnings. If farm workers cannot afford to live close to their place of work, it risks the continuation of local farming practices and the ability to effectively operate a business is made more difficult.

Many local people are being forced to move to another part of the county or further afield due to the lack of suitable, affordable housing. As a result, some local communities are shrinking or the demographic make-up is changing.

It would be wrong to imply that, for example, an individual who moved to the area to retire would make less of a contribution to the local community than someone younger who had lived there all their lives. The difficulty arises when most of one part of a community cannot afford to live in an area, so are replaced by a majority of just one other sector of a community. For example, if a high proportion of a community is retired, this can threaten local schools and make it difficult for employers to recruit. In this situation, there is the danger of creating a downward spiral of decline for a formerly vibrant community.
Our strategic approach to housing is strongly focused on making meaningful interventions to the housing market, for the good of communities and the economy.

**VC 5 - Availability and supply of a full range of housing types, sizes and tenures**

Our strategy is to:

a. Establish and maintain a robust and up-to-date knowledge of housing needs and supply to inform development decisions.

b. Maintain a supply of suitable available land for housing to meet local needs focussed within Rural Service Centres and Villages. We will promote them to encourage their development.

c. Enable small scale housing schemes, including community led schemes, to meet local needs in appropriate locations, such as Cluster Communities, through the continuation of the adopted Local Plan strategy.

Strategy VC 5 principally relates to development of new housing in the Lake District. The Local Plan is therefore key in implementing this strategy. The Local Plan contains specific policies to guide how this strategy is implemented spatially. This is further supported by Part 2 of the Local Plan, which allocates a wide range of sites in Rural Service Centres and Villages across the Lake District.

These allocated sites have been fully and objectively assessed to establish their suitability; all of the allocated sites are capable of being developed without affecting the integrity of any of the Special Qualities of the Lake District. Whilst new development is not confined to allocated land, the allocations approach is one means by which we proactively manage the need to accommodate development. The planning policies we use in all decisions ensure that the Lake District’s Special Qualities are safeguarded, successfully accommodating development and growth within environmental limits.

Another dimension of how the housing market affects community vibrancy is where houses are used as second homes or for holiday letting. Both these examples (and particularly the latter) are capable of offering local economic benefit. However, a high concentration of ‘holiday houses’ can noticeably reduce the resident population of a local community. This additional demand also increases house prices.

Where a high proportion of houses are not permanently occupied, it makes it harder for services to be sustained, for employers to recruit locally, and for a sense of community to be maintained. So our approach is to make sure that when new houses are built, they will always be lived in, as part of the planning permission.

That said, most existing houses do not have any kind of occupancy restriction. We want to find a way to allow for some control over more housing being used for holiday purposes, so we can find the right balance between the needs of different communities and the economic benefits holiday houses bring.

**VC 6 - A high proportion of housing in permanent occupation**

Our strategy is to:

a. Ensure new homes contribute to community vibrancy by requiring their permanent occupancy, as part of the planning consent.
b. Develop and secure appropriate ways to tackle excessive numbers of empty and, or ‘holiday houses’ where this occurs. This will ensure a sufficiently high proportion of existing houses are permanently occupied.

3.4.6 Health and wellbeing

A community can only be sustained if its needs for jobs, services and housing can be met. But to become truly vibrant the community needs to be happy and healthy too. The environment that communities value so greatly offers huge health and wellbeing benefits, thanks in part due to the extensive rights of way network (also see strategy VE1 – Opportunity for experiences in a unique landscape).

High quality open countryside is easily accessible everywhere in the Lake District, but even in small towns and villages, there is still a demand and need for recreational space, whether ‘formal’ (such as football and cricket pitches) or simply green spaces that people value and enjoy seeing or using. Retaining these spaces is important, as is their quality. Part 2 of the Local Plan not only allocates land for development, but it also designates locally important green spaces to give a clear presumption against their loss.

VC 7 - Access to high quality amenity and recreation green spaces and facilities

Our strategy is to:

a. Protect amenity and recreation green spaces and facilities from other forms of development using the Local Plan.

b. Promote healthy living by supporting projects and initiatives that improve the quality of amenity and recreation green spaces (also see Strategy VE1 – Opportunities for experiences in a unique landscape).

We are fortunate that our rural areas tend to be safe places to live and the fear of crime is generally lower than in urban areas; however some rural communities are affected by the perception of crime levels being higher than they actually are.

The Police deliver a range of prevention and intelligence initiatives such as Neighbourhood Watch schemes, including Farmwatch and Horsewatch, which help to reduce crime and enable communities feel safe. We can also help communities feel safe by ensuring design for new development and public spaces meet certain requirements.

VC 8 - Safe communities and low crime

Our strategy is to maintain and increase the feeling of being safe and to minimise crime by supporting Neighbourhood Watch schemes and ensuring Secured by Design principles are incorporated in all public realm schemes and development proposals.

The nature of the landscape creates some challenges for communities, but it also brings people together and provides some vital community led solutions which save lives. Volunteer led support of Mountain Rescue and Community First Responders are critically important to the Lake District and provide much needed support to the emergency services.
We want to ensure that the response times of emergency services are on a par with national targets. We do not believe that living in a rural area should have a noticeable bearing on the quality of emergency assistance available. Promoting public health can help reduce the frequency of emergency care being needed but when it is needed it is essential that communities are supported.

**VC 9 - Access to emergency services assistance**

Our strategy is to influence national and local decision-makers on emergency service provision, to ensure that all Lake District communities receive emergency services and response times that achieve nationally set targets.
4.0 Interpreting our strategies locally

There are five Distinctive Areas in the Lake District, notionally defined to enable locally led approaches to implementing strategies.

This Plan establishes the overarching strategic approach to the Partnership’s management of the whole of the Lake District as a National Park and World Heritage Site. Whilst it is important to have this consistency in approach for the Partnership, this Plan approach also supports the development of locally distinctive strategies that are consistent with this Part 1 Plan.

This Plan will mean different things to different parts of the Lake District. In some areas, certain issues will be particularly pertinent, whilst in others they may be less so. The precise nature of an opportunity or risk in one part of the Lake District may require a locally distinctive strategy and accompanying actions.

Valley Planning is a way of working which puts collaboration between communities and Partners at the heart of their activity, and creates the conditions for setting local priorities, actions and approaches. Partners, communities and other stakeholders all have responsibility for driving delivery.

In this section we have provided an initial illustrative interpretation of how the strategies in this Plan may apply to each of the five Distinctive Areas. This interpretation is intended to add colour and meaning to the overarching thematic strategies of this Plan; whilst the strategies are thematic, they clearly have spatial implications and this section articulates this.
Figure 9 North Distinctive Area
Figure 10 East Distinctive Area
Figure 11 West Distinctive Area
Figure 12 Central and South East Distinctive Area
Figure 13 South Distinctive Area

***Individual Distinctive Area Maps based on the following map***
5.0 Implementation and monitoring

5.1 Assessing progress and monitoring effectiveness

Monitoring the success of the Partnership’s Plan is essential to inform future actions, strategy and management decisions. Monitoring is also an established requirement of the UNESCO World Heritage Convention (1972) which requires that World Heritage Sites undertake a periodic Reporting Exercise every six years.

Management Plans are subject to the European Directive on Strategic Environmental Assessment (SEA), whose application to local planning documents is incorporated within Sustainability Appraisal (SA) under English planning legislation. SEA and SA both involve establishing the current situation and trends and predicting the effects of the Management Plan in relation to many of the purposes and priorities of the National Park, including enhancing biodiversity and cultural heritage, mitigating and adapting to climate change, protecting landscapes, promoting health and well-being, and seeking to foster the social and economic sustainability of local communities.

A SA/SEA and Habitats Regulations Assessment Phase One screening has been undertaken on the Partnership’s Plan. The SA/SEA process has been used during the preparation of this plan to clarify and test the environmental and sustainability implications of the developing strategies.

Monitoring practises should go beyond simply collecting data against indicators; they should also consider including strategies for monitoring implementation, learning, projects, risk and value for money. Rigorous evaluation of the data should also take place but can only do so if they are well-budgeted and planned. And this includes having detailed discussions with key partners on the scope and purpose of the evaluation. It is also important to share and use the findings of evaluation reports and program learning.

A good baseline has been established through the State of the Park report, and this will continue to be updated periodically to provide data on outcomes. Progress against delivery of the action plans will also be monitored annually to enable them to be updated as necessary.

The State of the Park Report includes evidence of the current state of, and issues affecting:

- The special qualities of the National Park;
- How these special qualities are enjoyed and by whom;
- And the economic and social well-being of National Park Communities

The focus on monitoring will therefore focus on:

- How the Vision outcomes are being realised
- Measuring against specific actions
- Assessing how effectively we are managing the Special Qualities and attributes of OUVs

5.2 Monitoring of attributes of Outstanding Universal Value

World Heritage Site Management Plans also must show how the Attributes of Outstanding Universal Value are being protected. This Plan contains specific strategies to protect and sustain these attributes, and the key strategies that achieve this are summarised below.
This Plan must also be read alongside the Lake District Local Plan where risks to or opportunities for sustaining the attributes relate to physical development.

<table>
<thead>
<tr>
<th>World Heritage Site attributes ‘core element’</th>
<th>World Heritage Site attributes (identified from Lake District WH Technical Evaluation 2013, Section 3)</th>
<th>Key Partnership Plan Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuity of traditional agro-pastoralism and local industry in a spectacular mountain landscape</td>
<td>Extraordinary beauty and harmony</td>
<td>SL1</td>
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<tr>
<td></td>
<td>Specific features:</td>
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<tr>
<td></td>
<td>a. fusion between a distinctive communal agro-pastoral system that has persisted for at least a millennium and 18th with 19th century improvements of villas, picturesque planting and gardens</td>
<td>SL1, SL2, PE5</td>
</tr>
<tr>
<td></td>
<td>b. Upland landscape of lakes, fells, valleys and extensive native woodland – spectacular natural setting</td>
<td>SL1, SL5, SL6</td>
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<tr>
<td></td>
<td>Key views:</td>
<td>(for illustrative purposes)</td>
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<td></td>
<td>Key natural features:</td>
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<td></td>
<td>Fells</td>
<td>SL1, SL5, SL6</td>
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<tr>
<td></td>
<td>Rivers, lakes, tarns</td>
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<td>Woodland</td>
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<td></td>
<td>Significant habitats</td>
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<td></td>
<td>Farming system</td>
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<tr>
<td></td>
<td>a. Specific character of farms in valley(types of buildings materials used, topographic distribution, dates)</td>
<td>SL1, SL2, SL3, SL6, PE5</td>
</tr>
<tr>
<td></td>
<td>b. Evidence for the long duration of farming</td>
<td>PE5, PE6, VC4</td>
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<td></td>
<td>c. Predominant sheep breed and distribution of flocks</td>
<td>SL1, PE5, PE6</td>
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<tr>
<td></td>
<td>• Number of Herdwick farms</td>
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<tr>
<td>d. Physical character of:</td>
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<tr>
<td>- Geology</td>
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<tr>
<td>- Stone walls</td>
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<tr>
<td>- Field systems (inbye, intake, outgangs, open fell) and any dating</td>
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<thead>
<tr>
<th>e. Common land</th>
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<tr>
<td>- Commons within valley area (names, extent)</td>
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<th>f. Shepherds’ meets and agricultural shows</th>
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<tr>
<th>Local industries</th>
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<td>(Based on local raw materials; transport – road, rail and boat)</td>
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<thead>
<tr>
<th>Archaeology</th>
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<tr>
<td>(long history of agriculture and industry)</td>
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<th>Key sites</th>
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<td>Scheduled Monuments</td>
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<tr>
<th>Towns</th>
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<tbody>
<tr>
<td>Specific character and date</td>
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<td>Conservation Areas</td>
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<td>Listed Buildings</td>
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<tr>
<th>Intangible attributes</th>
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<tr>
<td>Local dialect, place names/knowledge</td>
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<tr>
<th>World Heritage Site attributes ‘core element’</th>
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<td>(identified from Lake District WH Technical Evaluation 2013, Section 3)</td>
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<tr>
<th>Discovery and appreciation of a rich cultural</th>
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<tr>
<td>Physical changes to the Lake District landscape that were designed to improve its acknowledged beauty</td>
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<tr>
<th>Villas</th>
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<th>SL1, SL2, SL3, PE5</th>
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<tr>
<td>SL1 (to include a ‘d’), PE5, PE6</td>
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<td>SL1</td>
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<td>SL3, PE5, PE6</td>
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<td>SL1, SL2</td>
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<td>SL2</td>
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<td>SL1, VC6, SL8</td>
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<td>SL1, SL2</td>
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<td>landscape</td>
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<tr>
<td>World Heritage Site attributes ‘core element’</td>
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<td>----------------------------------------------</td>
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<tr>
<td>Development of a model for protecting cultural landscape</td>
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<tr>
<td>Acquisition of key assets for conservation: (including acquisitions through inheritance tax)</td>
</tr>
<tr>
<td>• farms</td>
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<tr>
<td>• historic houses</td>
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<td>• landscape</td>
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<tr>
<td>The Lake District landscape manifests the success of the conservation movement that it inspired</td>
</tr>
<tr>
<td>Key examples</td>
</tr>
<tr>
<td>Intangible attributes</td>
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<tr>
<td>The origin of protected landscapes</td>
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<tr>
<td>An understanding of the Lake District’s vulnerability to forces of change:</td>
</tr>
<tr>
<td>• emerging industrialisation</td>
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<td>• tree-felling</td>
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<td>• and landscape enclosures</td>
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<td>The idea that values landscapes could be nurtured and protected</td>
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<tr>
<td>The Lake District as the birth place of an innovative conservation movement committed to the defence of its landscape and community</td>
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<tr>
<td>The creation of the National Trust and its influence on similar models of landscape protection elsewhere in Britain and abroad</td>
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<tr>
<td>The Lake District was at the origin of UK National Parks</td>
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Appendices
Appendix 1 - Lake District Special Qualities

Including World Heritage attributes of Outstanding Universal Value

The World Heritage attributes of Outstanding Universal Value are highlighted in bold in the Special Qualities text below.

1 A world class cultural landscape
The English Lake District is a self-contained mountain area whose narrow, radiating glaciated valleys, steep fells and slender lakes exhibit an extraordinary beauty and harmony. This landscape reflects an outstanding fusion between a distinctive communal farming system that has persisted for at least a millennium with improvements of villas, picturesque planting and gardens during the 18th and 19th centuries. This combination has attracted and inspired writers and artists of global stature. The landscape also manifests the success of the conservation movement that it stimulated, a movement based on the idea of landscape as a human response to our environment. This cultural force has had world-wide ramifications. The diversity of the landscape is key to its beauty and significance and includes coast, lakes, distinctive farmland, fell, woodland, industrial activity and settlement. Each of the thirteen valleys of the Lake District has an individual distinctiveness based on landform, biodiversity and cultural heritage. The character of the Lake District cultural landscape has evolved slowly over many centuries and will continue to evolve in the future under the influence of the knowledge and skills of the local community.

2 Complex geology and geomorphology
The geology of the national park is complex and varied. Its rocks provide a dramatic record of nearly 500 million years of the Earth’s history with evidence of colliding continents, violent volcanic activity, deep oceans, tropical seas and the scouring effects of thick ice-sheets which produced the familiar characteristics of the Lake District’s glacial topography. The highest mountains and deepest lakes in England are found here. Creation of stone stripes on mountain plateaus due to freeze/thaw action, sediment transport in rivers, and mobile sand dunes demonstrate some of the active geomorphological processes that continue to shape the landscape. The geology of the National Park has been investigated and studied since the 18th century. Work in the Lake District helped the first geologists (such as Adam Sedgwick) to establish some of the foundations on which modern geology and geomorphology is based. Some Lake District geological sites provide international “reference types” and many exposures continue to provide important sites for study and research. The diversity of rock and minerals has given rise to a rich mining and quarrying history. Stone axe production dates back to the Neolithic period, while industrial scale mining for ores of iron, copper, lead and for graphite began during the mediaeval period. Contemporary slate quarrying continues this long established activity. These local natural resources have strongly influenced the built environment and the wider landscape, with local slate, limestone and granite featuring in buildings, bridges, and walls.

3 Rich archaeology and historic landscape
There have been people in the Lake District since the end of the last ice age, 10,000 years ago, and the landscape reflects a long history of settlement, agriculture and industry. The opportunities for farming have varied over time and there are extensive traces of prehistoric settlements and field
systems in the valleys and on the lower fells as a result of warmer climatic conditions several thousand years ago. Important prehistoric sites include Neolithic stone circles, rock art, and stone axe quarries; Bronze Age settlements, field systems and burial monuments; and numerous enclosed settlements of the Iron Age. The Romans constructed an impressive network of roads and forts including Hardknott and Ravenglass, which forms part of the Hadrian’s Wall World Heritage Site. Important early medieval sites include small, heavily defended hillforts, the remains of an Anglian monastery at Dacre and fine early stone crosses including the example at Irton. In the 10th century an immigration of Norse settlers resulted in additions to the repertoire of ecclesiastical sculpture including the Gosforth cross and numerous decorated hog-back tombstones. The place-names which also resulted from this episode of Norse settlement are one of the most enduring historical legacies and now form part of the distinctive character of the Lake District’s cultural landscape.

By the time of the Norman conquest at the end of the 11th century the fertile land in the Lake District valleys was separated from the open fell by a stone wall known as a ‘ring garth’ which enclosed a large common field that was cultivated in strips. Over the following 500 years stone walled ‘intakes’ were added to the outside of the ring garth for additional cultivation and grazing of stock. This pattern of land use is key to the character of the Lake District landscape and many walls of medieval origin are still in use today.

The gifting of land in the Lake District to monasteries including Furness and Fountains Abbeys from the 12th century led to the development of sheep farming for the production of wool for export and also to increased iron smelting using the abundant local raw materials. Two monasteries were founded within the Lake District, at Shap and in the Calder valley, and the larger monastic institutions located outside the area established sheep farms or ‘granges’ in order to manage their extensive flocks.

The absence of a resident aristocracy in the central Lake District valleys coupled with the legal securing of customary tenure in the early 17th century ensured the survival of a traditional society of yeoman farmers known in the Lake District as ‘Statesmen’. Many of the ‘Statesmen’ families remained on their farms for generations and from the 17th century their prosperity resulted in a confidence to invest in new farm houses and other agricultural buildings built of stone.

Various factors have encouraged the development of local industries in the Lake District including the availability of metal ores and raw materials from the extensive native woodland. The high rainfall in the Lake District has also assisted the production of water power as a prime source of energy crucial for mining and a variety of milling processes. The exploitation of these natural resources together with industrial processing and the accommodation of workers have had a significant impact on the shaping of the Lake District landscape.

Significant mining of metal ores in the Lake District took place from at least as early as 1000 AD and was developed on a truly industrial scale from the Elizabethan period following the establishment of the Mines Royal. Mining continued to develop from the 18th century and reached a peak in the later 19th and early 20th centuries followed by a decline which saw the last mineral mine close in 1990. Slate quarrying also took place on a small scale from the medieval period and developed as a major local industry from the 18th century. Although it too has declined, several slate quarries are still active in the Lake District. Other important industrial archaeological
monuments include blast furnaces of the 18th to 20th centuries and bobbin mills and gunpowder works of similar date.

4 Unique farming heritage and concentration of common land
The pastoral system that has evolved in the Lake District for over a thousand years and its continuation by today’s farmers maintains a unique farming legacy. A clear pattern of land use and enclosure has developed which is dictated by the topography and characterised by in-by, in-take, out-gang and open fell. The Lake District has the largest concentration of common land in Britain, and possibly Western Europe, with a continuing tradition of hefted grazing and collective management. This is characterised by landlords’ flocks, hefted livestock, communal gathers, and the use of traditional breeds, including Herdwick sheep and fell ponies. Many farming families can trace their ties to the landscape over hundreds of years and the social and cultural elements of the pastoral system are still evident today in the pattern of farm tenure with collective communal grazing, shepherds’ meets, local dialect and language and traditions such as agricultural shows and distinctive local sports.

The stone farm houses, barns and walls of the Lake District have been hand-built by generations of farming families and continue to be maintained as a result of knowledge and skills inherent in the local community. These skills also extend to management of the wider local environment, including traditional practices such as hedge laying, pollarding and coppicing of woodland and quarrying of local building materials.

5 The High Fells
The Lake District includes the highest land in England. These mountains, known as “fells” are rich in wildlife, full of archaeological sites and are predominantly open, common land and an integral part of the hill farming system. For centuries people have come to walk and climb on them and still do to “get away from it all” and experience a feeling of wildness. Alfred Wainwright popularised walking on them in his iconic guides in the 1960s. The fells have inspired numerous writers and painters including Wordsworth, Coleridge, Turner and Constable and continue provide a focus for contemporary artists including painters, photographers and creative writers. The fells peaks, crags and passes define the valleys, shed the waters and shape the communities in the valleys below. The fells’ characters vary across the Lake District based mainly on geology from the smooth, rounded Silurian slates to the craggy Borrowdale Volcanics.

6 Wealth of habitats and wildlife
The Lake District supports a unique assemblage of wildlife and habitats. The habitats which we see today have been developing since the retreat of the glaciers 10,000 years ago and are a response to a complex underlying geology, geomorphological processes, altitude, climate and the history of human land management. The earliest human influences to vegetation began in Neolithic times. Small areas of clearance are reflected in the pollen record. As cultivation and grazing increased, woodland gave way to more grassland communities. Much later, woodland industry modified the species composition of many of our woodlands.

Many of the habitats and species found in the Lake District are recognised in their own right for their biodiversity importance at an international level with almost 20% of the National Park area being designated for its biodiversity value. In addition, some of the species that occur here are of European
importance. There is an abundance of freshwater habitats, including lakes, tarns and rivers each of which reflect their distinct valley catchments. **Vegetation transitions from mountain top to valley bottom boast moss and lichen heath on the highest plateaus, replaced by dwarf shrub heath, juniper scrub, tall herb ledge and scree vegetation lower down. Blanket bog and wet heath can also be found where conditions allow. Upland oak wood survives in some places to the natural tree line and is extensive in some valleys. On the valley bottoms, upland hay meadows and pastures reflect pastoral management.** On the fringes of the park, limestone grasslands and woodland add to the diversity and in low lying and coastal areas lowland raised mires, sand dunes, dune heaths, saltmarsh, mudflats and honey comb reefs occur.

Each of these habitats is represented by a suite of species, some of which are considered to be particularly important. This may be because they are rare or scarce or because they are in decline and vulnerable to threat (or both). Examples include: red squirrel, natterjack toad, freshwater mussel, mountain ringlet, Duke of Burgundy, floating water plantain, high brown fritillary, vendace, schelly, downy willow, and bog orchid.

### 7 Mosaic of lakes, tarns, rivers and coast

The National Park has a rich variety of becks, rivers, lakes, tarns and coast. They are internationally important because of their water quality, range of habitats, and species, such as vendace, arctic charr, and schelly. The plants and animals they support depend on the differences in water chemistry which in turn are influenced by the variations of the underlying geology. Becks and rivers connect upland catchments and open water to the sea, allowing migrating Atlantic salmon to thrive alongside otters, freshwater mussel and white clawed crayfish. The transition from open water to dryer ground adds diversity with reed beds, tall herb fens and wet woodland. Through analysis of their sediments, the lakes and tarns provide a unique record of the climatic and environmental changes which have occurred over time. Although each river and lake has its own distinct identity, together with their catchment of mountains, woodland and farmland, they collectively contribute to the high quality scenery and natural resource which is so distinctively ‘The Lake District’ and unique in England. The becks and rivers of the Lake District have been harnessed to provide power for a variety of industries and, from the 19th century, the need for fresh water for expanding cities in North West England has resulted in modification of a number of the major lakes.

The Lake District can also celebrate the heritage of 100 years of scientific investigation into lake and stream ecology, and the biological function of freshwater systems, which is recognised throughout the world. The Freshwater Biological Association with its world class library is located on the shores of Windermere.

### 8 Extensive semi-natural woodlands

The semi-natural woodlands add texture, colour and variety to the landscape and some are internationally important habitats. They provide a home for native animals and plants, and define the character of many valleys in the Lake District. The high rainfall in the core of the National Park favours woodlands rich in Atlantic mosses and liverworts, ferns and lichens. The limestone on the fringes of the National Park also supports distinctive woodland types and **wood pasture, pollards** and **old coppice woodland** form part of the rich cultural landscape. The Lake District woods have been used for centuries as a source of raw materials for local industries. Coppiced wood was used for producing charcoal which fuelled iron production from the medieval period until the 20th
century. It also provided the raw material for making bobbins for the Lancashire cotton industry. Oak bark was used in tanneries in the Lake District into the late 19th century and oak swill baskets are a traditional product of the area. Some of these traditional industries still survive and the Lake District’s woodland is increasingly valued for carbon sequestration and storage and as a source of renewable woodfuel and wood products. Recent woodland regeneration schemes on the fellsides are adding a new generation of woodlands into the landscape.

9 Distinctive buildings and settlement character
The local architecture varies from the traditional vernacular buildings with related characteristics to more formal, “polite” architectural styles associated with Georgian, Victorian and Edwardian period, including those from the Classical, Gothic and Arts and Crafts movements. Materials and details are a common link between contrasting building types and styles. Local materials include a wide range of building stones such as slate stone, volcanic boulders and cobbles, limestone and sandstone depending on the varied local geology. The extensive use and distinctive character of Cumbrian slate for roofing is a unifying feature, with finishes such as lime wash and details in dressed sandstone, granite and limestone adding variety and interest.

Vernacular buildings have a simple functional character and often rugged appearance using local materials, with some displaying varying degrees of modification to more “polite” styles of more formal appearance. Vernacular buildings come in a variety of distinctive forms, such as traditional yeoman farmhouses, long houses, bank barns, hogg houses, and peat houses. There is also a distinctive range of buildings associated with trade, mining and industry, such as bobbin mills, lime kilns and packhorse bridges. Local vernacular features include “spinning” galleries, massive round chimneys, deep eaves, crow-stepped gables and walling styles and are frequently a response to the harsh character of the local climate and topography. The Lake District contains some fine examples of villa architecture, following industrialisation in northern England and also by the arrival of the railway in the mid-19th century. Villa development, in styles fashionable at the time, was frequently designed to respond to and even modify the landscape, epitomising an era of power and wealth, yet with increasing concern with art, aesthetics and quality of life.

Many towns, villages and hamlets have a range of building types and styles and a distinctive spatial and townscape character depending on their history and development. The network of dry stone walls, hedgerows, lanes, footpaths and the surviving field patterns form a visual and historic link between settlement and countryside. The survival of a dispersed network of vernacular farm building groups, often relatively unaltered by more recent development, is an important component of this special quality. A diverse range of historic settlements types have emerged within a relatively small geographical area. This diversity is strongly related to the historic opportunities and constraints of the varied landscape, topography and geology. Consequently, the National Park has examples of market towns, with burgage plots arranged around a market place; agricultural villages with historic field patterns, some with village greens; industrial and mining settlements with terraces of workers housing; politely planned Georgian towns and villages guided by a wealthy patron; and Victorian new towns, suburbs, and tourist resorts, especially following the arrival of the railway.

10 A source of artistic inspiration
The unique beauty of the Lake District’s distinctive pastoral landscape has inspired generations of artists and writers. The influence of Picturesque aesthetics led to the physical embellishment of the landscape through construction of villas and gardens, designed landscapes and planting schemes. The Romantic movement transformed this into a new and influential view of the relationship between humans and landscape. This included the possibility of a sustainable relationship between humans and nature, the value of landscape for restoring the human spirit and the intrinsic value of scenic and cultural landscape. This was fundamental to the formation and sharing of globally important ideas of the need to protect such landscapes. Key writers and artists of the 18th and 19th centuries associated with the Lake District include William and Dorothy Wordsworth, Samuel Taylor Coleridge, John Constable, J M W Turner and John Ruskin. This tradition continued into the 20th century with such figures as Kurt Schwitters, Alfred and William Heaton Cooper and Norman Nicholson. It is nurtured today and for the future through the agency of various organisations including the Wordsworth Trust, the Brantwood Trust, Grizedale Arts, the Lake Artists Society and through a number of established festivals including Words by the Water and the Kendal Mountain Festival.

11 A model for protecting cultural landscapes

In parallel with the aesthetic appreciation of the “natural beauty” of the Lake District from the 18th century onwards, there also developed an understanding of its vulnerability to forces of change as a result of emerging industrialisation, tree-felling, and landscape enclosure. This combination of ideas gave rise to the idea that valued landscapes could be nurtured and protected, encapsulated in William Wordsworth’s famous statement of 1835 that the Lake District should be deemed “a sort of national property, in which every man has a right and interest who has an eye to perceive and a heart to enjoy”. The early conservation battles to protect the Lake District, although sometimes unsuccessful, as in the case of the Thirlmere reservoir, began a chain of events which established the Lake District as the birth-place of an innovative conservation movement committed to the defence of its landscape and communities. One strand of this movement led directly to the creation of the National Trust and protection of the Lake District landscape through the acquisition of key farms, fell land and historic houses. Figures such as Beatrix Potter, G M Trevelyan and Canon Hardwicke Rawnsley played an important role in this regard. This has influenced similar models of heritage conservation, secured through protective ownership, elsewhere in Britain and abroad. Another strand of conservation action to emerge from experience in the Lake District was the formation of campaigning groups such as Friends of the Lake District, which won a significant battle in 1936 to prevent commercial afforestation in the central fells. This strand led to the formal designation of protected landscapes at both national and international levels; the Lake District was at the origin of UK national parks based on the “natural beauty” of these cultural landscapes, and influenced the idea of the International Union for Conservation of Nature (IUCN) Protected Areas Category V, Protected Landscapes/Seascapes. It was also instrumental in bringing about a third strand: the creation by UNESCO of the World Heritage Cultural Landscape category in 1992.

12 A long tradition of tourism and outdoor activities

The diverse Lake District landscape provides opportunities for a wide range of sporting and recreational activities on land and water. Some of these, such as fell running, are part of traditional local culture. The National Park has the highest concentration of outdoor activity centres in the UK. The birth of recreational rock climbing in England is attributed to the Lake District with the ascent
of Napes Needle in the 1880’s amongst one of the earliest recorded routes. There is a tradition of unrestricted access to the fells together with an historical network of roads, tracks and footpaths. As a result the Lake District has become a focal point for recreational walking, beginning with the involvement of the Romantic movement with the landscape and the perambulations of Wordsworth and Coleridge. The history of tourism can be traced back to the Picturesque fascination with the Lake District landscape and its potential for aesthetic experiences. This led to the production of early guide books which included the positions of “viewing stations” around the major lakes which were followed by Wordsworth’s celebrated ‘Guide to the Lakes’ of 1810 and in the 20th century by the guides of more recent writers including Wainwright. The coming of the railway to the Lake District in the mid-19th century extended the opportunity to visit the area to a much wider part of society and was the catalyst for a tradition of tourism which continues today.

Traditional tourist attractions include lake cruises on launches and steamers on the larger lakes, a unique resource in inland England and Wales, and current water-based recreational activities include sailing, motor boating, canoeing, and open water swimming which is growing increasingly popular. Three of the larger lakes have been used since the early 20th century for water speed record attempts. In recent years mountain biking has become another major sporting activity utilising the Public Rights of Way network and Grizedale and Whinlatter forests.

13 Opportunities for quiet enjoyment
The tranquillity of the fells, valleys and lakes gives a sense of space and freedom. The relatively open character of the uplands, and the absence of modern development, is especially important. To walk freely across the fells, or climb their crags, is liberating and gives a sense of discovery and achievement. There is a feeling of wildness, offering personal challenges for some and impressive open views for everyone. To many people the Lake District is a safe place to explore: it is possible to feel remote, yet know that the nearest settlement is never far away. These characteristics provide important opportunities for spiritual refreshment: a release from the pressures of modern day life and a contrast to the noise and bustle experienced elsewhere. These are all vital components of the concept of quiet enjoyment and can be found in many places across the whole of the National Park. The value of the Lake District landscape for spiritual nourishment, originating in the Romantic recognition of the capacity of landscape to nurture and stimulate imagination, creativity and spirit, was recognised by the gift of the highest mountain land in England to the National Trust as a memorial to those who perished fighting in World War 1.
Appendix 2 – Summary of how the Lake District meets the UNESCO categories from the Technical evaluation of the future World Heritage nomination for the English Lake District (Oct 2013)

Criterion (ii) - exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design

The Lake District is proposed under Criterion (ii) as exhibiting an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design.

The unique beauty of the Lake District’s distinctive agro-pastoral landscape inspired artists and writers of both the Picturesque and Romantic movements whose work, mediated initially through a combination of the Italian classical landscape tradition, the more ‘naturalistic’ northern European style of the 17th and 18th centuries, and a vivid engagement with the Swiss Alps, led to physical embellishment of the landscape through construction of villas and gardens, designed landscapes and planting schemes. The resulting harmonious beauty of the Lake District is of outstanding universal value both in its exploration of Picturesque aesthetics and in its Romantic transformation of this into a deeper and more balanced participation in landscape and place. This was and remains fundamental to the formation and sharing of globally important ideas of the value of scenic landscape and the need to protect it.

The combination of compact mountain and lake scenery with physical elements of agro-pastoral agriculture in the Lake District produced a landscape of great harmonious beauty which attracted early proponents of the Picturesque movement in the 18th century. Their high esteem for the landscape was influenced by an aesthetic derived from both the Italian classical landscape tradition exemplified by the paintings of Claude Lorraine and the more ‘naturalistic’ Northern European style of the 18th century. This led initially to physical additions and improvements to the Lake District landscape according to the prevailing Picturesque aesthetic. This can be traced as early as 1668 to the building by Sir Daniel Fleming of a summerhouse in the grounds of Rydal Hall to frame a view of a waterfall on the Rydal Beck. This was followed in the 18th century by the building of villas, the creation of designed gardens and landscapes, and the designation of viewing stations.

The Picturesque notion of scenic beauty, complemented by a vivid engagement with the Swiss Alps by writers and artists, was rapidly assimilated in the Lake District by the development of Romantic ideas about the relationship between humans and nature, the importance of landscape for personal discovery and ultimately the high intrinsic value of cultural landscape. The development of this last idea, rooted in understanding and appreciation of the Lake District landscape, has had global influence as the basis for concept of cultural landscape and the development of the early conservation movement as described under Criterion (vi).

Criterion (iii) - bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared

The Lake District is proposed under Criterion (iii) as bearing a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.

The unique fusion of the Lake District cultural landscape is a universally significant example of the long evolution and survival of an agro-pastoral society, influenced by its natural environment and successive globally significant social and cultural forces which acted on and were influenced by it.
This resulted in the Lake District giving birth to the idea of the cultural landscape which, including an appreciation of its vulnerability, encouraged the desire to preserve it. The existing cultural tradition of the Lake District incorporates all these elements and provides an on-going globally influential model of cultural landscape conservation, and is a source of continuing creativity in the arts and in land husbandry.

The living cultural landscape of the Lake District is an outstanding example of the “combined works of man and nature” that has survived for hundreds of years and has adapted to changes in the natural environment as well as social and economic pressures. This unique landscape has been shaped by a tradition of agro-pastoral farming which has developed for over 1,000 years to work within the limits imposed by the marginal upland environment. This was made feasible because of the traditional and surviving shepherding of hefted Herdwick flocks on open common land. The interest deriving from the Picturesque aesthetic in the 18th century led to additions and improvement to the Lake District landscape, while the value placed on the Lake District through the ideas and writings of the Romantic poets led directly to the birth of the landscape conservation movement. The early battles to protect the Lake District landscape led to the concept of protected landscapes and to the National Trust model of landscape conservation, described under Criterion (vi), which have had global reach. The landscape which inspired them is thus of outstanding universal value. The present day Lake District landscape displays all the physical attributes of this unique cultural tradition which comprises a unique fusion of agro-pastoral farming, a surviving Picturesque and Romantic overlay of villas, gardens and formal landscapes, designation and management as a National Park and extensive ownership of the property by the National Trust.

**Criterion (vi) - be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance**

The Lake District is proposed under Criterion (vi) as being directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.

The unique fusion of the Lake District landscape, combining the physical elements with agro-pastoral farming, and Picturesque and Romantic engagement with its celebrations of beauty and the discovery of self through landscape, alongside the successes and failures of conservation, have helped shape ideas about cultural landscapes. Indeed this concept is so well expressed in the Lake District that it has inspired and guided the conservation of cultural landscapes globally in several important ways.

Concerns over threats to the Lake District landscape were articulated two hundred years ago by Wordsworth and later by Ruskin. These developed over time into a conservation movement of truly global significance. Landscape appreciation and concern for its protection and survival found wider expression from the 1870s as a result of the battle over the construction of the Thirlmere reservoir. The outcome was the eventual emergence of three globally significant models of landscape protection, all which had their roots in the fight to protect the Lake District’s cultural landscape:

1. **The National Trust model**
   The main feature of this approach is the acquisition of key properties and landscapes in order to hold them in perpetuity for the benefit of the nation. The first expression of this was in the Massachusetts Trustees of Public Reservations, which was one of the inspirations for the founding of the National Trust in 1895, an organisation that was to have a far greater influence. The Trust came about when a group of campaigners, inspired by Ruskin and engaged in a fight to protect the Lake District, came together to create a body to acquire and protect places of natural beauty and historic interest.

   In 1907 the UK parliament passed the National Trust Act which granted the Trust the unique statutory power to declare land ‘inalienable’. Inalienable land or property cannot be sold or
mortgaged. Where inalienable land is threatened by compulsory purchase order, the National Trust may invoke a special parliamentary procedure involving a joint select committee of both Houses of Parliament. The National Trust has gone on to be the leading landscape and heritage conservation body in England, Wales and Northern Ireland, and has also been the model that has inspired the establishment of National Trusts or similar non-government organisations in over seventy countries. This growing worldwide network of similar trusts has found a global voice through the establishment of the International National Trusts Organisation in 2007.

2. The Protected Landscapes model of a protected area:
This model involves the formal designation of lived-in, working landscapes for protection. Following Wordsworth’s proposal of the Lake District as “a sort of national property” (1810), the Lake District became central to the movement to create national parks in the UK; indeed, it represented the UK national park ideal. This became reality through the National Parks and Access to the Countryside Act 1949, and the designation of the Lake District as a national park in 1951. Although there are of course earlier examples of national parks internationally, the UK parks were the first to comprise complex, inhabited cultural landscapes, and the national system of protected landscapes established through the 1949 Act in the UK was the first such system to be developed to give them recognition and protection.

The international significance of the category of protected cultural landscape represented by the Lake District was underlined through the adoption by IUCN of the Lake District Declaration (1987) which reinforced the importance within IUCN of its Category V Protected Area (known as Protected Landscapes or Seascapes). This approach to conservation is now widely promoted by IUCN and adopted in many parts of the world, both complementing other more strict forms of nature protection and recognising the importance of cultural influences in landscapes that are rich in natural values.

3. The World Heritage Cultural Landscape model
It was the nominations of the Lake District as a World Heritage Site in 1986 and 1989, both of which were deferred, which led directly to a debate within the committee about how to recognise cultural landscapes with outstanding universal value. From this review eventually emerged the adoption by the WH Committee in 1992 of the WH Cultural Landscape category of cultural sites. The World Heritage Convention is now the only international legal instrument which recognises and protects cultural landscapes. Again there is a direct link back to the Lake District.
Appendix 3 – Lake District’s integrity and authenticity

Authenticity
As an evolving cultural landscape, the Lake District conveys its OUV not only through individual attributes but also the ways in which these combine to produce an over-arching pattern and system of land use. The key attributes relate to a unique fusion of the system of agro-pastoral agriculture, the later overlay of villas, gardens and formal landscapes influenced by the Picturesque and Romantic movements, the resulting harmonious beauty of the landscape and the physical legacy of the conservation movement that developed to protect the Lake District.

Form and design
The Lake District has great authenticity in form and design because the physical elements of the agro-pastoral farming system, including the buildings (in a distinctive local vernacular form and style), walls and pattern of in-by, intake and open fell grazing, which has developed for over a millennium, survive in a clearly defined and easily recognisable pattern that still operates today. In many of the narrow valleys the remains of the medieval ring garth – the wall separating the common grazing of the valley bottom from the open fell – can still be traced. The form of local industries including mining and quarrying, iron smelting and charcoal production is evident both through the survival and maintenance of archaeological remains and modern operations such as slate quarrying.

The form and design of the villas, gardens and formal landscapes of the Picturesque and Romantic period are also still manifest in the landscape. Many of the views of scenic beauty which were identified in the 18th and 19th centuries in the Lake District incorporate these elements, be it the spectacular panorama of the fields and farms at the head of Great Langdale or the picturesque view of Tarn Hows framed against the Coniston Fells. The survival of all these attributes is assisted by the policies and management of the National Park Authority and the National Trust which seek to maintain the significance of the overall landscape pattern of the Lake District.

Materials and substance
The Lake District has high authenticity in materials and substance because of the on-going use of local materials and traditional techniques of building and maintenance of the landscape. The stone and slate used in the construction of farm buildings and walls varies according to the local geology, and is still quarried locally, while techniques such as riving slate to produce the traditional roofing materials for local housing are still practised. Both privately owned villas, designed landscapes and gardens and those managed by the National Trust survive and their authenticity is preserved through good management and application of planning controls by the National Park Authority. Examples include the repairs to the house on Belle Isle which was damaged by fire in the 1990s and restored using authentic materials and traditional techniques according to the original design.

Use and function
The Lake District has high authenticity in use and function because the pattern of agro-pastoral farming, utilising the three-tiered system of in-by, intake and open fell grazing can be found in each of the Lake District’s thirteen principal valleys and is readily visible today. It demonstrates a genuine persistence of function as part of a surviving tradition of farming and managing the land which is a rare survival in Northern Europe in terms of its quality, density and on-going utility.

Some of the villas and designed landscapes of the Lake District are privately owned and still fulfil the use and function for which they were constructed. Those in the ownership of the National Trust also demonstrate continuity of use through their management for maintenance and appreciation of the harmonious beauty of the Lake District landscape, in this case by visitors. Economic pressures on agriculture are a factor that could affect use and function of the Lake District landscape and may
need to be addressed through mechanisms including encouraging farm diversification and agricultural subsidy.

**Traditions, techniques and management systems**
The Lake District has high authenticity in traditions, techniques and management systems because the physical agro-pastoral system is underpinned by the survival of unique social and cultural processes which survive largely intact. While the Lake District has one of the largest percentages of common land of any farming landscape in Northern Europe, Lakeland farms have a distinct historic form of land and stock tenure that gave small farmers greater independence and security than in most other Northern European landscapes. However, the common land requires them to work collaboratively to manage the shared resources. ‘Landlord flocks’ of ‘hefted’ sheep are tied to the farms and are part of the tenure, providing continuity rare elsewhere. Other traditional practices such as the winter grazing of Herdwicks on the lower land towards the coast still survive.

There is also a high degree of continuity of people in this landscape and some farming families can trace their tenure over 400 years. The landscape pattern and key elements of the socio-cultural economic system that Wordsworth observed in the early 19th century in his Guide to the Lakes still exist in remarkably good condition today in a way that is rare in an international context. The tangible OUV attributes of agro-pastoral farming are the physical manifestation of an intangible culture of shepherds’ meets, shepherds’ guides, smit and lug marks, and collective gathering practices that remain very much alive. The continuity and consistency of traditional farming practices and land management methods as a form of local knowledge has effectively maintained the landscape the same way for over 400 years.

The survival and authenticity of this agro-pastoral landscape has in large measure been facilitated by the sympathetic management of farms and land owned by the National Trust together with the statutory function of the National Park Authority to preserve the special qualities of the area.

The values of conservation which have developed to protect this landscape have ensured its survival and authenticity for over 200 years and both the successes and failures of the early conservation battles are written into the landscape. The early movement to prevent railways and reservoirs, although unsuccessful in the case of Thirlmere and areas of commercial afforestation, were more widely successful in preserving the Lake District from major change, so preserving the cultural landscape that survives today. The farms and land purchased by concerned conservationists, including GM Trevelyan and Beatrix Potter, in order to preserve the traditional agro-pastoral system still survive in authentic operation as part of the wider National Trust estate in the Lake District.

The conservation ethic enshrined in public policy in the Lake District and embodied in the establishment of the National Park Authority to preserve the special qualities of the area, has underpinned the survival and authenticity of the landscape. This has been achieved through the protection of craft skills, the use of local materials and the encouragement of traditional techniques of land management including the local agro-pastoral agriculture and woodland management. It has ensured that there is a high degree of authenticity across the whole of the landscape. Without intervention from the pioneers of the conservation movement, without the embodiment of a conservation ethic into public policy, and without the active preservation of local skills and indigenous knowledge, the authenticity of the Lake District would have been seriously compromised.

**Spirit and feeling**
The Lake District has high authenticity in spirit and feeling because its harmonious beauty has and continues to inspire the human spirit. The Lake District has a strong sense of place and the distinctive local system of agro-pastoralism is underpinned by a robust sense of local identity and pride which is necessary for the operation and maintenance of a hand-built landscape in a marginal setting. The Lake District landscape has also inspired visitors from the 18th century until the present and its
authenticity of spirit and feeling is intimately bound with the Romantic ideas of self-discovery, inner response and the inspiration of cultural landscape that developed in the Lake District. This has resulted in the Lake District becoming a globally acknowledged and genuinely inclusive site for outdoor recreation, personal development and spiritual refreshment.

Integrity
The extraordinary beauty and harmony of the narrow valleys and steep fells of the Lake District landscape reflect an outstanding fusion between a distinctive communal agro-pastoral system that has persisted for over a millennium, with 18th and 19th century improvements of villas, picturesque planting and gardens. Together this has inspired writers and artists of global stature. The landscape also manifests the success of the conservation movement that it inspired, a movement based on the idea of landscape as a human response to our environment; a cultural force which has had world-wide ramifications.

Does the property contain all the attributes for OUV?
The site represents a coherent and complete whole, containing all the OUV attributes needed to demonstrate the processes that make this a unique and globally significant property. These include:

• The tangible and intangible elements of the agro-pastoral farming system based on the local Herdwick sheep (distinctive buildings, walls, land use comprising in-by, intake and open fell grazing, communal management of grazing and other social organisation and traditions that underpin the functioning of the system).

• The elements of the Picturesque and Romantic overlay of landscape augmentation (villas, gardens and formal landscapes).

• Ideas that led from an appreciation of the harmonious beauty of the Lake District landscape to the concept of cultural landscape, its value and the need to protect it (the conservation management of the Lake District).

• The existing manifestations of the conservation movement that development to protect the Lake District (farms, villas and formal landscapes owned and managed by the National Trust, the work of the Friends of the Lake District and the establishment and operation of the National Park).

The proposed area for the World Heritage Site is of adequate size and will ensure the complete presentation of the processes and features which convey its significance. The boundary of the National Park is shown to be extremely accurate in delineating not only the physical features that characterise the area, but also the key characteristics of the cultural landscape. As a result it demonstrates all of the elements of a unique fusion of traditional agro-pastoralism, later landscape augmentation, harmonious beauty, and the manifestations of the conservation movement that developed to protect the Lake District. The relevant tangible and intangible attributes demonstrating OUV are demonstrably whole and complete with regard to nomination under Criteria (ii) (iii) and (vi).

Are the attributes of OUV sufficiently intact to convey the OUV?
The attributes that define the OUV of the Lake District display a remarkable intactness across this unique landscape. The physical features of the agro-pastoral farming system have developed and survived for over 1,000 years. Some of the field walls in use today can be traced back to the 13th century and the majority were constructed by the end of the 17th century. They have been maintained through continued use and the practice of traditional skills such as dry stone walling. Many of the farmhouses date from the 17th century and have been maintained with their original features intact through a combination of tradition, National Trust ownership and planning controls applied by the National Park Authority. More recently agri-environment grant schemes have provided funds for maintenance of traditional and historic landscape features. For example between
1994 and 2004, 650 agricultural buildings were conserved under the Lake District Environmentally Sensitive Area scheme at a cost of over £10 million.

Most of the villas, gardens and formal landscapes of the Lake District are intact and in good condition either through private ownership and investment or ownership by the National Trust and National Park Authority. Major schemes of conservation and restoration have been funded, often through the Heritage Lottery Fund, including those at Monk Coniston, Allan Bank and Lowther Castle.

The essence of the harmonious beauty of the Lake District landscape, combining natural and agro-pastoral features and later designed landscape has also been maintained through traditional management, conservation management and planning control. The Lake District Landscape Characterisation Assessment (LCA) and Guidelines (2008) underpin management planning and development control. The LCA defines the individual characteristics of the different areas of the Lake District and assists with making judgements about the inherent sensitivities of the different landscape character units, their capacity to accommodate change and future management needs.

The Lake District is actively managed by the National Park Authority in partnership with a wide range of other organisations (the Lake District National Park Partnership) which include the National Trust (which owns 21% of the Lake District National Park) and other major landowners such as United Utilities and the Forestry Commission. The Lake District, like other landscapes, has certainly changed over the last two hundred years. However here, more than in most other places, a special effort has been made to protect the key characteristics of the landscape and to resist unwelcome intrusions.
Appendix 4 – The Lake District National Park Partnership Memorandum of Understanding

MEMORANDUM OF UNDERSTANDING

1  The Partners

This Memorandum of Understanding ("MOU") is entered into by the parties contained in Annex 1 (as may be reviewed from time to time) who will collectively act as the Lake District National Park Partnership ("the Partnership").

2  Purpose & Vision

2.1 This MOU outlines the purpose and structure of the Partnership and establishes a commitment towards good practice in the way the Partners work with each other. It is an opportunity for the Lake District and Cumbria to celebrate its approach to joint working in the region and beyond.

2.2 The vision for the Lake District National Park (‘the Lake District’) as developed by the Partners is:

‘The Lake District will be an inspirational example of sustainable development in action, a place where a prosperous economy, world class visitor experiences and vibrant communities all come together to sustain the spectacular landscape, its wildlife and cultural heritage. Local people, visitors and the many organisations working in the National Park or have a contribution to make to it, must be united in achieving this.’ (‘the Vision’)

2.3 This MOU is not a contract. It is a ‘ways of working document’ which provides the overarching framework for the activities of the Partnership. It sets out the functions of the Partnership and the relationship between it and the Partners to ensure the efficient and effective implementation of the Vision.

2.4 This MOU does not affect the statutory role and function of the Partners and builds on the existing working relationships between the Partners.

2.5 This MOU recognises section 62 of the Environment Act 1995. This requires the Lake District National Park Authority and any Partner who is a public body, statutory undertaker or a person holding a public office to have regard to the statutory purposes of

- conserving and enhancing the natural beauty, wildlife and cultural heritage of the National Park and
- promoting opportunities for the understanding and enjoyment of the special qualities of those areas by the public while
- fostering the economic and social well-being of local communities when exercising or performing any functions affecting the Lake District National Park. The Partners must attach greater weight to the purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the area where there is a conflict between purposes.
This MOU is not legally binding on any Partner and the detailed working arrangements of the Partnership may be changed by agreement of the majority of Partners.

The Partners will work together to review and agree the overall vision for the National Park, the special qualities and key delivery aims every five (5) years. They will also agree an annual action plan that achieves both the Vision and the delivery aims of the Partnership. The Partnership is entitled to agree strategic position statements, particularly in relation to priority action areas. It is intended that the Partners will pursue these aims as far as practical, bearing in mind their own legal requirements, organisation’s objectives and strategic framework of operation.

The Partnership aims to capture a genuine enthusiasm amongst the Partners to resolve conflict, reduce duplication and work together towards achieving the Vision.

This MOU will run from 17 June 2013 until either it is amended or it is terminated by the Partners.

Every five years this MOU and the Partnership’s values will be reviewed by the Partners and amended if appropriate.

The Partnership will:
- Develop, agree, and continuously review, the Vision by engaging others;
- Develop, agree and monitor a rolling five year management plan for the Lake District National Park ("the Partnership’s Plan"), with clear priority actions, outcomes and success measures, ensuring agreement and participation by all Partners; and
- Provide strategic advice and recommendations to the Partners in creating, monitoring and reviewing policies for developing and managing the National Park and issues related to its future. This will include regularly reviewing the Partnership Plan, the Local Plan for the National Park and the State of the Park Report.

This will be achieved through the values of the Partnership:
- Trust, openness and integrity
- Working together to achieve excellence
- Adding value, and inspiring change
- Being creative and ensuring connectivity
- Demonstrating a willingness to learn
- Advocating success
- Ensuring a commitment to deliver

The Partners will encourage and facilitate effective working relationships between each other in those topics relevant to the delivery of the Vision.
The Partners agree to:

- collaborate and co-operate. Establish and adhere to the governance structure set out in this MOU to ensure that activities are delivered and actions taken as required;
- be accountable. Take on, manage and account to each other for performance of the respective roles and responsibilities set out in this MOU;
- be open. Communicate openly about major concerns, issues or opportunities relating to the Partnership;
- learn, develop and seek to achieve full potential. Share information, experience, materials and skills to learn from each other and develop effective working practices, work collaboratively to identify solutions, eliminate duplication of effort, mitigate risk and reduce cost;
- adopt a positive outlook. Behave in a positive, proactive manner;
- adhere to statutory requirements and best practice. Comply with applicable laws and standards including EU procurement rules, data protection and freedom of information legislation;
- act in a timely manner;
- manage stakeholders effectively;
- deploy appropriate resources. Ensure sufficient and appropriately qualified resources are available and authorised to fulfil the responsibilities set out in this MOU and the Partnership’s Plan; and
- act in good faith to support achievement of the Partnership

5 Legal Status & Enforceability

5.1 The Partnership is an un-constituted body. Its operation and work programme will be agreed by a committee comprising representatives from the Partnership ("Partnership Committee") as referred to within Clause 6 below.

5.2 Nothing in this MOU shall constitute a legal agreement or the formation of a partnership as recognised under the Partnership Act 1890 between the parties and no Partner shall be entitled to enforce any rights or liabilities against any other Partner in relation to any issues arising under this MOU.

6 Partnership Committee

6.1 The Partnership Committee shall be represented by the members contained in Annex 2 (as may be reviewed from time to time):-

6.2 The Chair of the Committee will be an independent person appointed by an appointment panel made up of three Partners including the Lake District National Park Authority (‘LDNPA’). The position will be advertised and no representatives or members of the Partners may apply. The Chair will be appointed for a period of three years or until they resign or are removed by a vote of ‘no confidence’ by the Partners, whichever is sooner. The
number of times an independent person may be appointed as Chair is limited to two terms, unless under exceptional circumstances by Partnership agreement.

6.3 The Vice-Chair of the Committee will be the Chairman of the Lake District National Park Authority.

6.4 The Committee will meet together for the dispatch of business. They will adjourn and regulate their meetings as they see fit. They will usually meet quarterly, but in any event will meet at least once a year.

6.5 Each Partner will have one vote even though they may have more than one representative on the Committee.

6.6 The Partnership may invite any organisation to be a member of the Partnership. The application must be supported by two existing members. Any new member will be invited to have a representative sit on the Committee. The Committee may appoint any other person it feels appropriate to sit on the Committee. Any representative appointed under this clause will have the same role, responsibility and voting rights on the Partnership Committee as the existing Partners.

6.7 Decisions reached by the Committee will be reached by a majority of votes. In the case of an equal number of votes being cast, the Chair of the Committee shall be entitled to a casting vote.

6.8 The quorum for a meeting of the Committee will be 30% of the Committee membership and there will be no quorum unless the LDNPA member or a nominated representative of the LDNPA is present in person.

6.9 Whenever a private sector Committee member has a financial interest or a public sector Committee member has a disclosable pecuniary interest (as defined in The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012) in a matter to be discussed at a Partnership Committee meeting (or a sub-committee or task and finish group) the Committee member will:

(i) Declare such an interest before any discussion begins on the matter; and
(ii) Unless the Partnership Committee resolves otherwise
   • Withdraw from the meeting for that item
   • Not be counted in the quorum for that part of the meeting
   • Not be entitled to vote on the matter

6.10 The Committee may conduct its business through sub-committees or task and finish groups provided that:

(i) The sub-committee or task and finish group has been agreed by a meeting of the Partnership Committee;
(ii) Each sub-committee or task and finish group is chaired by a member of the Partnership Committee.

7 The Relationship between the Partnership & the LDNPA
7.1 Whilst the LDNPA established the Partnership, it is an equal partner. The Partners recognise that the LDNPA has specific responsibilities to develop and monitor the Partnership Plan and the Local Plan for the National Park and to produce a State of the Park Report. These are critical documents in achieving the Vision and the Partners will provide collective advice on these documents.

7.2 The LDNPA facilitates the Partnership. This is coordinated by a dedicated Partnership support team (“Partnership Support Team”) made up of people employed by the LDNPA. The Partnership Support Team will work closely with all Partners and the Chair of the Partnership Committee to ensure effective partnership working. The Partnership Support Team shall provide a management and administrative resource that will:-

- Coordinate Partnership meetings, prepare agendas and minutes
- Deal with any communication by email, website links, letter and e-news relating to the Partnership
- Facilitate the preparation of the Partnership’s Plan, its annual review together with its associated monitoring
- Produce monitoring reports, annual reports and the State of the Park Report
- Facilitate other specialist sub groups
- Deal with Partnership responses to local, regional and national consultations, topics or issues

8 Communications Protocol

8.1 All Partners are responsible for communication of the Partnership’s work both internally (within partner organisations) and externally (to their networks and audiences outside).

8.2 Communication between Partners includes consulting with their organisation and networks on the work of the Partnership and communicating decisions and achievements on issues relating to people living, working and visiting the National Park.

8.3 The Partnership Support Team will produce a general communication plan to guide the Partnership on issues relating to general communication. This will be reviewed and updated annually. The Partnership Support Team will also produce a communication guide, intended as a checklist to aid communication of all Partners.

9 The Partnership’s Plan & Managing Performance

9.1 To make progress towards delivering the Vision, the Partnership is committed to updating and monitoring the progress and delivery of the Partnership’s Plan by considering performance indicators and delivery of actions within the Partnership’s Plan. Every Partner involved in the delivery of the Partnership’s Plan is responsible for ensuring effective updating of the actions and performance indicators. Each Partner will understand and manage risks to delivering the Partnership’s Plan.

9.2 The Partnership will agree a monitoring cycle for the Partnership’s Plan, revolving around the meetings of the Partnership and the requirement for review of the Partnership’s Plan.
9.3 The Partnership Plan sub group leads the monitoring and review process. This group is made up of nominated Partners for each of the Vision themes, as well as other interested Partner organisations. The sub group is open for any Partner to join.

9.4 All Partners agree to share relevant data with each other. This data will be used to monitor delivery of the Partnership’s Plan, the setting of priorities and recording progress towards the Vision.

9.5 Poor performance (including lack of updates from Partners) will be highlighted as part of the monitoring process. Challenge by the Partnership of individual Partners, based on an adoption of the values, is encouraged.

9.6 Success will be highlighted as part of the monitoring process and all Partners will promote success via their own networks.

9.7 The Partnership will produce the following reports to record and help manage performance:-

- An annual monitoring report will capture progress on delivery of actions from the Partnership’s Plan
- An annual report, will summarise the overall performance of the Partnership (including delivery of the Partnership’s Plan)
- An annual State of the Park Report will include data which captures the condition and health of the National Park against key indicators. These key indicators will inform the Partnership whether the achievement of the Vision is being realised on the ground.

10 Scrutiny and Improvement

10.1 The Partnership is committed to reviewing the way it functions as an entity. Scrutiny and improvement will help the Partnership remain relevant and effective, having the greatest impact to achieve the Vision.

10.2 The Partnership will review and develop an Improvement Plan for the Partnership at least every 3 years.

10.3 Independent scrutiny of the Partnership will take place every five years through the existing National Park Authorities Performance Assessment (NPAPA) peer review process or any other process that replaces it.

11 Partnership & Financial Accountability

11.1 Partners are accountable to each other, to other relevant organisations and to those people who live, work, and visit the National Park. Accountability depends upon effective communication and the openness of the Partnership’s processes and meetings. Minutes of the meetings, agendas, reports, delivery plans and newsletters are available either on the website (www.lakedistrict.gov.uk/partnership) or from the LDNPA.

11.2 Partnership Committee members are accountable for the commitments they make to the Partnership on behalf of their Partner organisation. They provide feedback on those commitments, on the business of the Partnership and on their organisation’s achievements.
relating to the Vision to their Partner organisation. A Partnership communication guide is available for all Partners.

11.3 If the Partnership is in a position to manage financial resources, the Partnership will appoint an accountable body for those resources.

12 Assurance

12.1 The Partners will promptly do all things which may be reasonably required for the purpose of giving full effect to the Partnership Plan.

13 Variation and Waiver

13.1 No variation of this MOU will be valid unless it is in writing and signed by or on behalf of each of the Partners.

13.2 The Partners cannot assign or in any other way dispose of the MOU or any part of it to any person, firm or company.

14 Intellectual Property Rights

14.1 All intellectual property rights in any information or material that is produced by one Partner to the other Partners or to the Partnership will remain the property of the Partner that owns such intellectual property rights prior to such an introduction.

14.2 Each Partner grants an irrevocable licence to the other Partners to use their intellectual property for the purposes of the Partnership.

15 Information

15.1 The Partners acknowledge that the LDNPA and other public sector partners are subject to the requirements of the Freedom of Information Act 2000 (FOIA) and the Environmental Regulations 2004 (EIR). The Partners shall assist and cooperate with the LDNPA and public sector partners where necessary to comply with these requirements.

15.2 The Partners shall provide all necessary assistance to enable any public sector partner to respond to a request for information within the time for compliance and if requested to will permit the public sector partner to inspect such records as they may require to comply with the request.

16 Limitations of Liability

16.1 The Partners total liability arising under, or in connection with the MOU, whether in tort (including negligence or breach of statutory duty), contract, misrepresentation, restitution or otherwise, shall be limited to £1 (One Pound).

16.2 A Partner will not be liable to other Partners for any direct, special or consequential loss or damage; or any loss of profits, turnover, business opportunities or damage to goodwill (whether direct or indirect).

17 Termination
17.1 The Partnership may require (a) Partner(s) to leave the Partnership by notice in writing with immediate effect with no liability to the Partner(s) where:

(i) A Partner undergoes a change of control, within the meaning of Section 416 of the Income and Corporation Taxes Act 1988 which impacts adversely and materially on the Memorandum or the Project; or

(ii) A Partner becomes insolvent, bankrupt, enters into liquidation, enters into a voluntary arrangement, appoints a receiver or such similar event in any jurisdiction save for the purposes of a solvent reconstruction or amalgamation; or

(iii) A Partner is guilty of any fraud or dishonesty or acts in any manner which in the opinion of the Partners is likely to bring the Partners into disrepute or is materially adverse to the interests of the Partners; or

(iv) A Partner suffers or allows any execution, whether legal or equitable, to be levied on its property or obtained against it, or is unable to pay its debts within the meaning of Section 123 of the Insolvency Act 1986 or the Partner ceases to trade

17.2 Without prejudice to any other rights or remedies which Partners may have, a Partner may leave the Partnership by giving one months’ written notice to the other Partners.

17.3 Upon leaving the Partnership in accordance with Clause 18, the leaving Partner shall return any information or materials it holds to the Partner that provided the information.

18 **CONTRACTS (RIGHTS OF THIRD PARTNERS) ACT 1999**

18.1 The Partners do not intend that any term of the MOU shall be enforceable by virtue of the Contracts (Right of Third Partners) Act 1999 by any person that is not a party to it.

19 **GOVERNING LAW**

19.1 This MOU and all disputes or claims arising out of or in connection with the activities of the Partners shall be governed by and construed in accordance with the law of England.
Appendix 5 - Lake District profile

10 claims to fame

- National Park established in 1951
- England’s largest National Park covering 2,292 square kilometres
- Home to England’s highest mountain – Scafell Pike @ 978 metres
- Home to England’s deepest lake – Wastwater @ 74 metres
- Home to the largest Lake in England – Windermere @ 14.8 square kilometres
- Contains the largest concentration of Common Land in the UK @ 645 square kilometres
- 16 main ‘Lakes’ but only one with the name in the title – Bassenthwaite. Others are ‘meres’ or ‘waters’
- Over 200 fell tops – Wainwright wrote about 214 of these
- Contains the wettest place in England – Seathwaite @ 3552 millimetres annual rainfall
- Greatest concentration of inland waters and the greatest length of rivers in England @ 767.8 kilometres of EA defined ‘Main River’

History and heritage

- The first railway arrived in 1847 when the Kendal to Windermere line reached Windermere
- Contains 14,650 archaeological sites
- 333 Scheduled Monuments, 23 Conservation Areas, and 1,768 listed buildings including 31 Grade I listed, and 120 Grade II* listed

People and places

- 40,800 live in the Lake District
- There are 22,930 houses
- 79 Parishes cover the Lake District
- Population density of 18.4 people per square kilometre
- 13 designated Rural Service Centres and 21 designated Villages

Land, water and habitats

- 26 miles of coastline
- Contains 104,250 hectares (45.5%) of moorland, heathland and unenclosed grassland
- Contains 76,800 hectares (33.5%) of farmland
- Contains 28,000 hectares (13%) of woodland
- 155,841 hectares (in 2013) of land in Agri-Environment schemes
- 36,000 hectares of designated European Sites (e.g. SAC)
- 42,026 hectares of designated SSSI

Tourism and recreation

- Lake District welcomed 15.5 million visitors in 2013 contributing 22.65 million visitor days
- Visitors spent £1051 million in the Lake District in 2013
- 815 serviced accommodation outlets and 2887 non-serviced accommodation outlets in 2013
- Contains 121,066 hectares of open access land (52.8% of Lake District)
- Provides 2,170 kilometres public footpaths and 882 kilometres of public bridleways
Appendix 6 – Equality and Diversity

The Lake District is a designated national park. This means it is a national asset for society. Everyone should have access to it, regardless of economic, social or physical constraints.

We have listened to groups that currently feel unwelcome or find it hard to enjoy the Lake District’s Special Qualities so we can identify barriers to intellectual or physical access.

The National Park Authority is fully engaged in working with the Campaign for National Parks on its Mosaic project. The project encourages and supports Community Champions in their aim to lead others form their communities in learning about, appreciating and enjoying the Lake District. The National Park Authority is also committed to organisational change and establishing partnerships and relationships with groups to help make the Lake District a more welcoming and accessible place. This work will extend into the Partnership through its actions.

In addition, we have also undertaken an Equality Impact Assessment to consider any resulting from this Plan.
Appendix 7 – National Park Extension

Map of the proposed National Park extension area
Appendix 8 – Sustainability Appraisal and Habitats Regulations Assessment
Appendix 9 – Examples of Special Qualities within Distinctive Areas

Central and South East Distinctive Area
West Distinctive Area
Appendix 10 – Glossary of terms

• What is the AdCap Strategy?
The AdCap Strategy is a plan which outlines how the Lake District – Cumbria will develop, promote and sell sustainable world class outdoor experiences by working in partnership with others to secure economic benefits for the region.

• What are amenity and recreation spaces?
Amenity and recreation spaces are important open spaces that are important for their amenity value or because they provide formal recreation opportunities. For the full definition refer to the Local Plan.

• What is associated infrastructure?
Associated infrastructure is the infrastructure that is required to supply water from one place to another. For example it may include new water pipelines or pumping stations.

• What is Biodiversity 2020?
It is Government’s national strategy for England’s wildlife and ecosystem services. It sets out the government’s ambition to halt overall loss of England’s biodiversity by 2020.

• What is biodiversity offsetting?
Biodiversity offsets are conservation activities that are designed to give biodiversity benefits to compensate for losses.

• What is carbon brokering?
Carbon brokering matches land management projects with potential private investors who purchase the carbon benefits delivered over the lifetime of project. The sale of the carbon benefits allows the project to go ahead.

• What are Cluster Communities?
Established in the Core Strategy, Cluster Communities are settlements or hamlets that are either easily accessible to services provided by a Rural service Centre or as a group of settlements or hamlets provide local service provision and are within close proximity of each other. For the complete definition refer to the Local Plan.

• What is common land?
Common land is a piece of land in private ownership, where other people have certain traditional rights to use it in specified ways, such as being allowed to graze their livestock or gather firewood. Those who have a right of common are known as ‘commoners’.

• What are cultural heritage assets?
Cultural heritage assets are inherited assets which people identify and value as a reflection and expression of their evolving knowledge, beliefs and traditions.
• What is the **Cultural Tourism Strategy**?
The Cultural Tourism Strategy is a plan which outlines how The Lake District – Cumbria will be promoted as a cultural destination.

• What is the **Cumbria Countryside Access Strategy (CCAS)**?
The CCAS is a jointly prepared strategy and action plan which seeks to improve public access to the countryside of Cumbria through access and recreation management.

• What is the **Cumbria Local Enterprise Partnership**?
The Cumbria Local Enterprise Partnership is a partnership between local authorities and businesses. It decides what the priorities should be for investment in Cumbria’s infrastructure with a focus on increasing the number of jobs and Gross Value Added (GVA) in the county.

• What is a **Destination Management Organisation**?
Destination Management Organisations are those with responsibilities for tourism locally. Essentially they take a lead role for the development of tourism in a destination.

• Examples of **disease and pest threatening tree species** include:
  - Chalara dieback of ash, known as ‘Ash dieback’
  - Dothistroma needle blight, also known as ‘Red band needle blight’
  - Horse chestnut canker
  - Asian longhorn beetle

• What are entrance **Gateways**?
Gateways provide orientation and information, and a variety of options for onward travel and sometimes associated facilities such as booking, hire, baggage forwarding, cafés and shops. They should also provide a sense of entrance.

• What is the **GoLakes Travel programme**?
The GoLakes Travel programme is a £6.9million initiative which aims to generate a step-change in how visitors travel to and around the Central and Southern Lake District, enabling them to make greater use of sustainable modes of travel, such as train, boat, cycle, and bus.

• What is **Heritage at Risk**?
Heritage at Risk is a programme run by English Heritage which monitors and lists those sites most at risk of being lost through neglect, decay or inappropriate development.

• What is a **Historic Environment Record**?
A Historic Environment Record is a database which currently holds information on sites of archaeological and historical significance. It contains a full range of historic environment information such as buildings (listed and unlisted), artefacts, landscape features (such as dry stone walls and sheepfolds) and studies of the ancient environment.

• What is **housing need**?
Housing need is the objectively assessed quantity of housing required for households who are unable to access suitable housing without financial assistance.

- **What are invasive non-native species?**
  An invasive non-native species is any non-native animal or plant that has the ability to spread causing damage to the environment, the economy, our health and the way we live.

- **What is the Lake District National Park Partnership?**
  The Partnership is made up of representatives from the public, private, community and voluntary sectors with a shared interest in the Lake District. In 2006 they formed a partnership and agreed a Vision for 2030.

- **What is LEADER?**
  The LEADER approach is a bottom-up, community-led approach to the delivery of Rural Development Programme for England (RDPE) funds for projects, which will benefit rural communities in specific LEADER areas. The Lake District is predominantly covered by the Cumbria Fells and Dales LEADER Local Action Group.

- **What are Less Favoured Areas?**
  Less Favoured Areas are areas of land located and included in the list of less favoured areas adopted by Article 2 of European Council Directive No.75/268EEC on mountain and hill farming. Farmers in Less Favoured Areas usually face significant handicaps deriving from factors such as remoteness, difficult topography and poor soil conditions. They also tend to have lower farm productivity and, often, higher unit production costs than farmers in lowland areas.

- **What are Local Geological Sites?**
  Local Geological Sites are non-statutory areas of local importance for conservation that complement nationally and internationally designated geological sites. They were previously known as Regionally Important Geological Sites.

- **What are Local Nature Partnerships?**
  Local Nature Partnerships (LNPs) are partnerships of a broad range of local organisations, businesses and people who aim to help bring about improvements in their local natural environment.

- **What is local needs housing?**
  Local needs housing is houses that can only be occupied by someone who can demonstrate a local connection. This is secured through the use of occupancy restrictions.

- **What are main travel routes?**
  Main travel routes are the main routes used by residents and commuters to travel to services, places of work etc. They include road, rail, and ferry routes.

- **What is a mobile application or “app”?**
  A mobile application, is most commonly referred to as an “app”. It is a type of software designed to run on a mobile device such as a smartphone, or tablet. Mobile applications frequently serve
to provide users with similar services to those accessed on PCs enabling them to access information.

• What are mobile services?
Mobile services are those services that come you or your town or village rather than you having to travel to get to them. They will vary between areas depending on the needs and existing provision of the local area. Examples may include mobile grocery shops, butchers, bakers, supermarket delivery services, banking, post office, prescription services, or library.

• Examples of the multi-use of community buildings may include, for example, the pub hosting the shop or post office, the village hall may host a café, regular mobile services, and sell local produce, or the church run a credit union.

• What is a National Park?
National Parks are areas of exceptional natural beauty which benefit from special protection and management, with great opportunities for everyone to enjoy the outdoors.

• Which nationally important buildings that use Lake District minerals?
Nationally important buildings which use Lake District slate include:
  o Tower Bridge
  o Knightsbridge
  o York House
  o Public Records Office
  o Entrance to the Underground outside Harrods

• What are the nationally set targets for emergency services?
For Ambulance services for "Immediately life threatening" 999 calls the target is that emergency response will reach 75% of these calls within eight minutes. Where onward transport is required, 95% of life-threatening calls will receive an ambulance vehicle capable of transporting the patient safely within 19 minutes of the request for transport being made.

• What is Outstanding Universal Value?
Outstanding Universal Value (OUV) means cultural and, or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity.

• What is Protected Designation of Origin status?
Protected Designation of Origin is one mark of the EU Protected Food Name scheme which highlights regional and traditional foods whose authenticity and origin can be guaranteed. Protected Designation of Origin products are produced, processed and prepared within a particular geographical area, and with features and characteristics which must be due to the geographical area.

• What are protected sites?
Protected sites are designated areas of land, inland water and the sea which have legal protection to conserve important habitats and species. Examples of protected sites include Special Protection Areas (SPAs) and Special Areas of Conservation (SACs).

• What is RDPE?
REPE is the Rural Development Programme for England. It is a scheme that utilises European funding to develop rural businesses and improve their competitiveness in England.

• What are Rural Service Centres?
There are 13 Rural Service Centres in the Lake District. These centres offer the greatest range of important local services and facilities, as well as housing, employment and transport opportunities.

• What is Secured by Design?
Secured by Design is an initiative developed by the Police which supports the principles of 'designing out crime'. Secured by Design focuses on crime prevention of homes and commercial premises and promotes the use of security standards for a wide range of places.

• What are semi-natural woodlands?
Semi-natural woodlands are woodlands composed of locally native trees and shrubs which derive from natural regeneration or coppicing rather than planting.

• What is a Site of Special Scientific Interest (SSSI)?
A SSSI is a conservation designation denoting a protected area in the United Kingdom. There are two types of SSSI - Sites notified for their biological interest are known as Biological SSSIs, and those notified for geological or physiographic interest are Geological SSSIs.

• What are Special Qualities?
Special Qualities are characteristics that distinguish National Parks from each other and from other parts of the country.

• What is the Strategic Economic Plan?
The Strategic Economic Plan is the county’s strategy and ask to Government to attract funding for the next 10 years for projects which will deliver growth in Cumbria and the UK.

• What is a sufficiently high proportion of existing housing in permanent occupation?
Evidence suggests that the percentage of empty or ‘holiday houses’ should not be more than 20% as anything in excess of this appears to affect the sustainability of any village (Cumbria Rural Housing Trust Part 1: The effects of affordable Housing on Rural Communities).

• What is the timetable for WHS inscription?
Timetable for Lake District’s inscription:
  o March 2015 – Completion of Lake District National Park Partnership Plan
  o May 2015 - Submission of substantial draft of Nomination package to Department of Culture, Media and Sport (DCMS);
• **September 2015** - Submission of substantial draft of Nomination package to UNESCO for completeness checking;

• **January 2016** - Full submission of application to UNESCO;

• **August 2016** - Lake District will be visited by an ICOMOS/IUCN mission to investigate the application;

• **June 2017** - UNESCO’s World Heritage Committee will make a decision

• **Who is UNESCO?**
  UNESCO is the United Nations Educational, Scientific and Cultural Organisation.

• **What is a viewing station?**
  From the eighteenth century onwards the Lake District landscape attracted increasing numbers of visitors, as the development of the Picturesque movement grew. Thomas West published the first Lake District guidebook in 1778 in which he described the scenery from ‘stations’ or viewpoints.

  The Picturesque movement suggested that people should only view the landscape from certain points, at their most pictorial. These viewpoints became the fashionable places for tourists and artists to visit, one such example is Claife Station.

• **What is Visitor Giving?**
  Visitor Giving is a way of inviting voluntary donations (for example time or money) from visitors who feel inspired to put something back into looking after the places they love.

• **What are Visitor Movement Maps?**
  These maps show the main route corridors and approaches to the various Distinctive Areas in the Lake District. They also identify the key visitor attractions including accommodation, recreation, tourism attractions, and transport interchanges.

• **What is the Water Framework Directive?**
  The Water Framework Directive is a European Union directive which commits member states to achieve good qualitative and quantitative status of all water bodies.

• **What are water resources?**
  Water resources are resources that may be used for drinking water, industrial processes, agriculture, and environmental activities. Water resources also provide opportunities for recreation, such as fishing, boating and swimming. They include surface waters (such as the sea, lakes, rivers) and groundwater.

• **What does water quality mean?**

• **What is a WiFi network?**
  A WiFi network allows electronic devices such as PCs, mobile phones, and tablets to connect to the internet without the need for a wire or cable. Individual WiFi points can be joined together
to provide networks or “hotspots” where wireless internet coverage is provided to a local area such as a town centre.

- **What is a World Heritage Site (WHS)?**
  World Heritage Sites are sites considered to be of outstanding universal value - places or buildings which are considered to have special importance for everyone. They are thought to represent the most significant, unique or best examples of the world's cultural and/or natural heritage.

- **What is a working age population?**
  Working age population is defined as age 16 to State Pension Age (SPA). The SPA currently ranges from 61 to 68 depending on sex and date of birth.