



Lake District
National Park
Partnership

Lake District National Park Partnership's Management Plan 2020-2025

A National Park and
World Heritage Site

CARE
LIVE
VISIT

OUR SHARED PLAN FOR THE LAKE DISTRICT

October 2021

List of Partnership members

ACT
Business Task Force
Cumbria Association of Local Councils
CLA
Cumbria and Lakes Local Access Forum
Cumbria Local Enterprise Partnership
Cumbria Tourism
Cumbria Wildlife Trust
Environment Agency
Friends of the Lake District
Forestry Commission and Forestry England
Historic England
Lake District Foundation
Lake District National Park Authority
Natural England
National Farmers Union
National Trust
RSPB
United Utilities
University of Cumbria
Westmorland and Furness Council

Organisations who have supported the preparation of this Plan

This is not intended to be an exhaustive list, but highlights the breath and range of the wider network of organisations that contribute to development of the Partnership's Management Plan and/or the delivery of the Vision.

Active Cumbria
Ambleside Action for a Future
Ambleside Tourist Information Centre
Anna Cullum Associates
Barrow mountaineering and ski club

Bradford Youth Service (East and South)
Brantwood Trust
Brathay Trust
British Mountaineering Council (BMC)
Butterfly Conservation
Cairngorms National Park
Campaign for National Parks
Calvert Trust
Catchment Partnerships
Commons Council
Community Rail Cumbria
Cumbria Canoeists
Cumbria Chamber of Commerce
Cumbria Cycle Mayor
Cumbria Local Nature Partnership
Cumbria Local Enterprise Future Forum
Cumbria Outdoors
Cumbria Woodlands
Cumbria Action for Sustainability
Disabled Ramblers Association
Eden Rivers Trust
Electricity North West
Ford Park Community Group
Farmers (various)
Farmer Network
Federation of Cumbria Commoners
Freshwater Biological Association (FBA)
Ghyll Head Outdoor Education Centre
Green Lanes Environmental Action Movement (GLEAM)
Green Lanes Alliance
High Borrans Outdoor Centre
Institute of Outdoor Learning

John Muir Trust
Kendal Ramblers
Lakeland Arts
Lakeland Canoe Club
Light Up Lives Community Interest Company
Maiden Adventurers
Mosaic Outdoors
New Ground Community Interest Company
Parish Councils across the Lake District
Rewilding Britain
Sandgate School Kendal
South Cumbria Rivers Trust
South Workington Youth Partnership
Stagecoach
Sustainability and Energy Network in Staveley (SENS)
Sustainable and Integrated Transport Ullswater (SITU)
Trail Riders Fellowship
University of Leeds, Wildland Research Institute and IUCN CEM Rewilding
Thematic Group
Wordsworth Trust
West Cumbria & North Lakes Friends of the Earth
West Cumbria Rivers Trust (WCRT)
West Cumbria Bus Users Group
Westmorland Red Squirrels
Wild Intrigue Community Interest Company
Zero Carbon Cumbria Partnership

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Foreword

Welcome to the English Lake District - a unique living, working landscape.

This is a joint Management Plan for the Lake District - reflecting its position as a National Park and a World Heritage Site. It has been prepared by the Lake District National Park Partnership and adopted by the Lake District National Park Authority.

The 25 organisations in the Partnership share a Vision for the future of the Lake District. The Plan sets out the key challenges and how we will work together and with others to address them. As a Partnership we will work with the National Park Authority to look after and care for the Lake District, its residents, businesses, visitors and the environment.

We will continue to develop the actions and seek resources to deliver this Plan in the coming years. We have consulted extensively to help create it and look forward to engaging with others to address the most critical issues facing the Lake District.

Stephen Henwood,

Chair of the Lake District National Park Partnership

Introduction - what is the Lake District and what does it provide for you?

The Lake District is both a National Park and World Heritage Site.

The Lake District is a National Park, protected because of its beautiful countryside, wildlife and cultural heritage. It offers fantastic opportunities for recreation to support the nation's health and wellbeing, and attracts millions of visitors each year to enjoy this unique example of a living working landscape. A requirement of being a National Park is to identify its 'Special Qualities' (Annex 1), which combine to produce a landscape of remarkable beauty and distinctive character that is cherished and enjoyed by the nation. Public bodies, and statutory undertakers such as utility companies, when undertaking any activity which may have an impact on the designated area, have a duty to have regard to these purposes:

Purpose 1- To conserve and enhance the natural beauty, wildlife and cultural heritage of the area.

Purpose 2 - To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

Our National Park Duty - To seek to foster the social and economic wellbeing of the local communities within the National Park in pursuit of our purposes.

World Heritage Sites are considered to be of Outstanding Universal Value to everyone – a place or building which is considered to have special importance for everyone, including future generations. They represent the most significant or exceptional examples of the world's cultural and/or natural heritage. We work hard as a partnership to ensure harmony between the National Park designation and World Heritage Site inscription, compromising and taking a balanced approach when required to ensure we look after the Lake District.

The Lake District was inscribed by UNESCO as a World Heritage Site in 2017 as a cultural landscape. UNESCO's World Heritage Site Statement of Outstanding Universal Value (Annex 2) for the Lake District help us understand and make decisions about the Lake District. Since inscription we have agreed the attributes and components of Outstanding Universal Value (Annex 3). Whilst every attribute of Outstanding Universal Value can sit within the Special Qualities not all Special Qualities elements are an attribute of Outstanding Universal Value. Further information about the English Lake District World Heritage Site is contained within the English Lake District World Heritage Site Nomination Dossier.

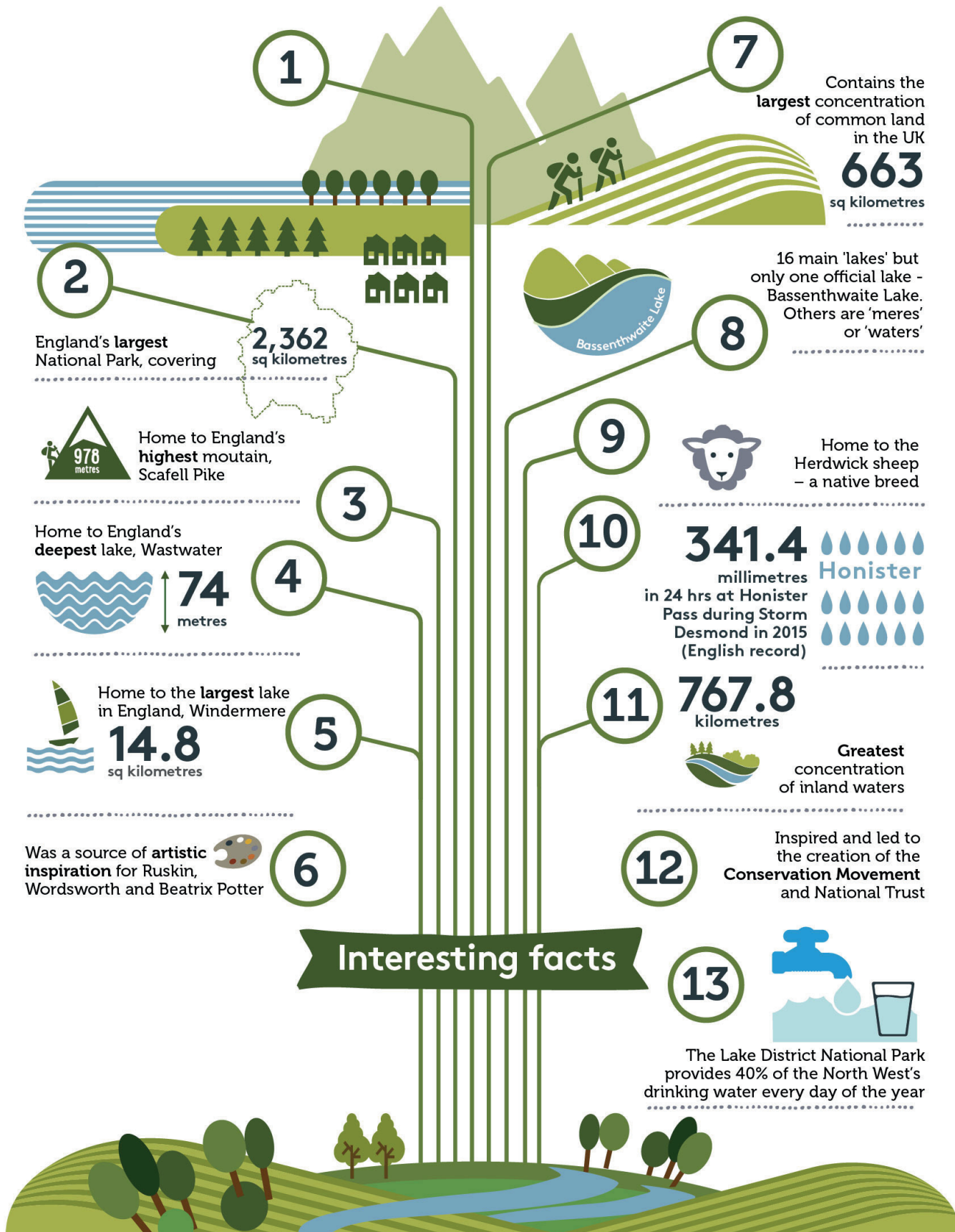
The Lake District provides many crucial services for our local communities, businesses and visitors, and includes the provision of food and water, carbon storage, clean air, flood regulation, aesthetic value, inspiration, heritage and opportunities for recreation. The natural world, its biodiversity and its ecosystems are critically important to our well-being and economic prosperity; they underpin our very

existence. This Plan sets out to ensure that the public benefits the natural and historic (and/or cultural) environment of the Lake District provides continue to deliver for future generations. As the UK population continues to grow, the pressure on these precious resources will increase, accentuated by the impact of climate change.

The Lake District is important to different people in different ways. The figures summarise the Lake District's wealth of history and heritage, amount of land, water and habitat, communities who live in the Lake District, and the importance of tourism and recreation for people's health and wellbeing.

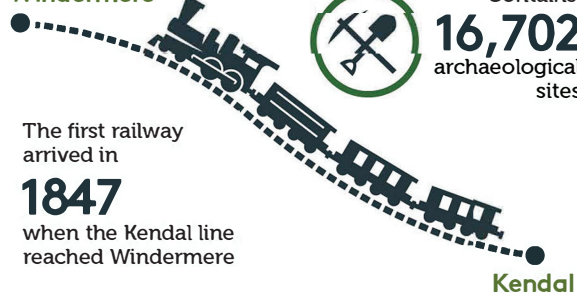


It contains two
World Heritage Sites
'The English Lake District'
and 'Frontiers of the Roman Empire'



History and heritage

Windermere



287
Scheduled
Monuments



23
Conservation
Areas



1,796
Listed Buildings
including 32 Grade I
and 121 Grade II* listed

Land, water and habitat



Provides 750
million litres of
drinking water a
day to North West



29,792 hectares
of woodland

39,932
hectares of
designated
European Sites
.....
42,910
hectares of
designated SSSI

People and places



Population density
of 17.1 people per
square kilometre



13 designated
Rural Service
Centres



21 designated
villages

Tourism and recreation



4,647
accommodation outlets
in 2013 (825 serviced)

It comes as no surprise that the Lake District is the most popular UK National Park - a recent article identified the Lake District as being amongst the most Instagrammed National Parks in the world with over 2.5 million mentions for #lakedistrict.



Sunset at Crummock Water

With five out of the top 10 favourite routes in Britain's 100 Favourite Walks found in the Lake District, the coast to coast cycle route passing through and many events and challenges it's no surprise the Lake District is a focal point for outdoor adventure.

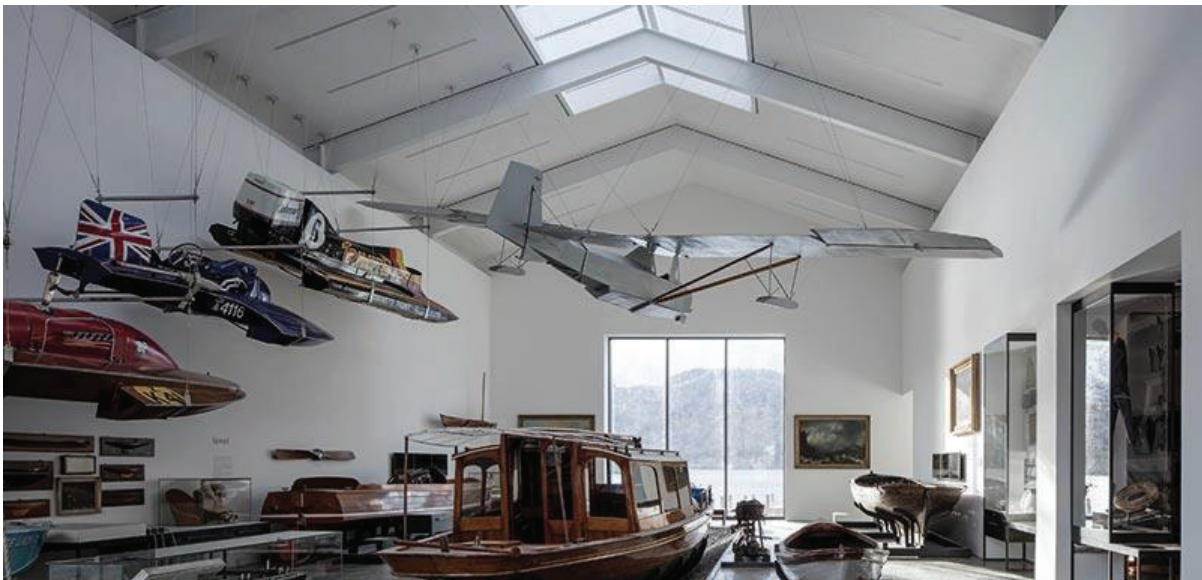


View over Keswick and Derwentwater to Catbells, from Latrigg

It's not all outdoor adventure, with the Lake District featuring in many of the best UK literary location lists, complementing the arts and cultural offer.



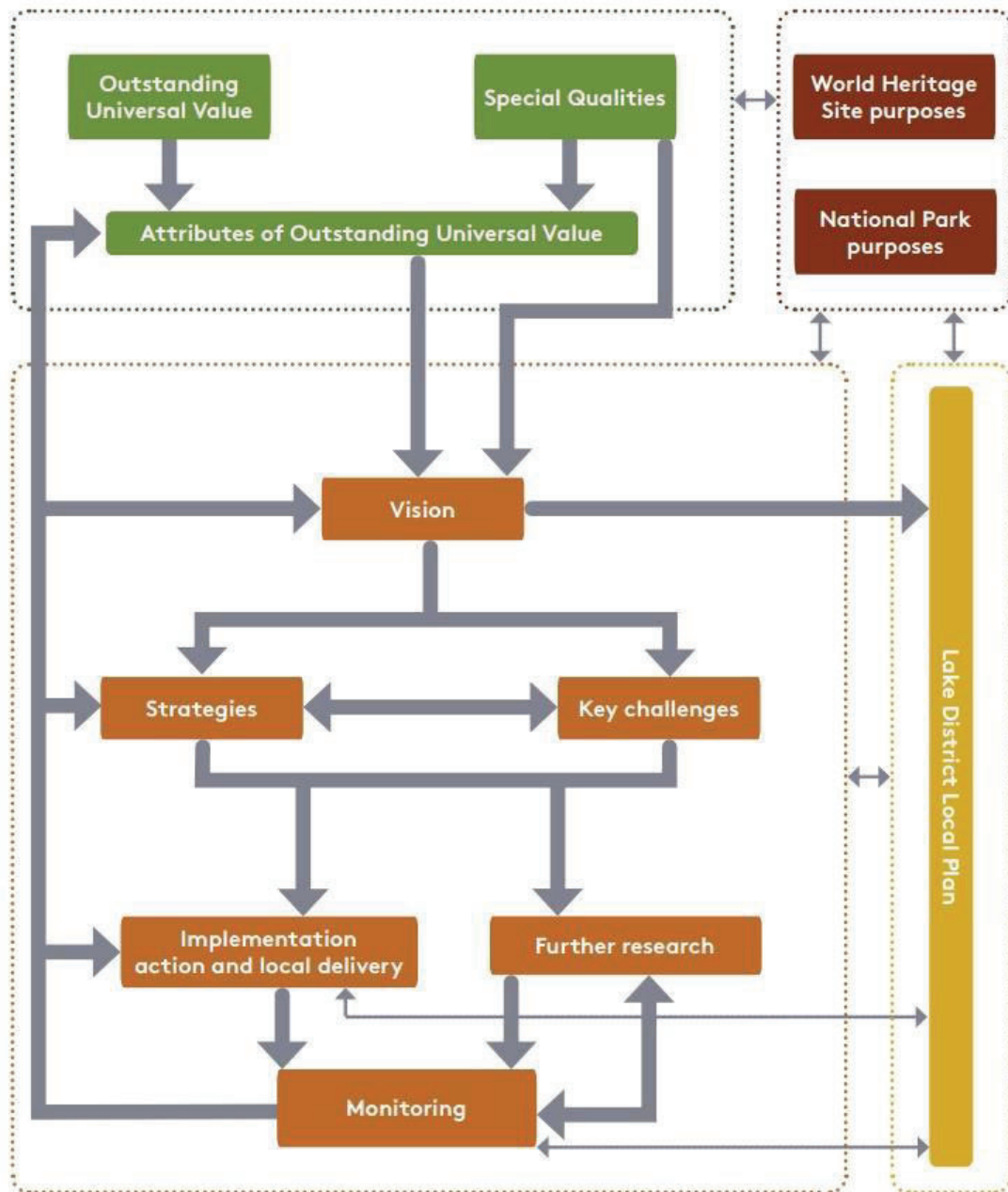
Lakes Alive Festival – Pete Carr



Windermere Jetty Museum

Overview diagram and text about how the Plan / and other elements fit together.

Partnership's Plan overview



2030 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, shared 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 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.



Four Vision Themes (Annex 4) support delivery of the Vision:

- Spectacular landscape, wildlife and cultural heritage
- Vibrant communities
- Prosperous economy
- Visitor experience

This Vision was agreed in 2006, it has been reviewed and remains the guiding framework for this Plan. The *State of Park Report 2018* describes our progress to this Vision so far.

How will we look after and improve the Lake District – our strategies

The National Park statutory purposes and duty, and the World Heritage Site's Statement of Outstanding Universal Value are the starting point for any management and decision making. We have developed strategies that are here to help guide our decision making to achieve continual improvement and look after the Lake District, just like the strategies in the 2015-2020 Partnership's Plan did. As we seek to look after and continually improve the Lake District through positive management we know that there will always be new projects, programmes or proposals that will emerge over the next five years. These strategies will allow us to form a view as to whether it is something we should be supporting where it helps to deliver the Vision and its outcomes; where we should be requesting changes; or where we should be recommending something should not take place due to the harm it could result in.

In addition, the strategies show how our decisions can support our contributions to delivering our Vision and to the UN's Sustainable Development Goals (Annex 7), and the actions of this Plan will help to secure the ambitions of the strategies. The Sustainability Appraisal and Habitats Regulations Assessment further demonstrate how the strategies will deliver sustainable development in the Lake District.

A table (Annex 7) shows how the strategies will continue to conserve and enhance the Outstanding Universal Value and Special Qualities of the Lake District, and highlight some of the activities that are taking place across individual organisations which contribute towards delivering these strategies.

Vision Theme: Spectacular landscape, wildlife and cultural heritage

1. A world-class living cultural landscape of exceptional beauty

Our Strategy is to:

a. Protect and conserve the extraordinary beauty and harmony of the Lake District landscape and attributes of Outstanding Universal Value and Special Qualities:

i by using and promoting the Lake District Landscape Character Assessment and Heritage Impact Assessments to inform land management and development management decisions to achieve a consistent, evidence-based approach.

ii by increased coordinated management, understanding and appreciation of the landscape character at a valley scale. We will encourage local approaches to landscape management informed by the Landscape Character Assessment, our World Heritage Statement of Outstanding Universal Value, the World Heritage Nomination Dossier and monitoring landscape change.

b. Support the maintenance of traditional upland farming systems in the Lake District based on the open fell hefted grazing of local breeds of livestock including the Herdwick sheep, and commons management.

c. Lead action to adapt to Climate Change through land management practices and mitigate the predicted effects of climate change, by reducing the Lake District's carbon budget and working towards Net Zero Carbon, whilst also sustaining and increasing the resilience of the Special Qualities and attributes of Outstanding Universal Value.

2. Sustained distinctive and well maintained built and historic environment and landscape

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. It will inform Conservation Management Plans, Conservation Area Management Plans, 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, giving priority to attributes of Outstanding Universal Value, and according to significance and condition of asset.

c. Encourage and support design which is inspired by and complements the Special Qualities and attributes of Outstanding Universal Value of the Lake District's cultural landscape, guided by the principles within the Local Plan.

3. Mineral extraction in the Lake District

Our Strategy is to:

Support the extraction of building stone and slate where this is principally 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.

4. Improved water quality and resources in lakes, tarns, rivers, ground waters, and sea

Our Strategy is to:

a. Support interventions that help to achieve 'good' or better than 'good' water quality as defined by the Water Framework Directive in all lakes, rivers, tarns, and ground waters including achieving the optimum quality, diversity and extent of habitats and species.

b. Sustain water resources in all lakes, rivers, tarns and ground waters including managing the extreme of high and low water levels and flows to achieve optimum ecological habitats and populations. We will protect the environment, biodiversity, landscape, and public rights of use, including navigation while also meeting water supply needs.

c. Support interventions that help to achieve the highest attainable sea water quality including meeting targets for protected sites.

5. Well considered tree and woodland establishment and improvement

Our Strategy is to:

a. Maximise the number of established woodlands that are well managed. 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 including the attributes of Outstanding Universal Value, biodiversity, recreation, historic environment, flood prevention, carbon storage, and productivity.

- b. Support the establishment of 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, historic environment, conservation of the cultural landscape, recreation, loss of grazing land, landscape change, hefting, and communal management of common land, where relevant.
- c. Support a coordinated approach to increasing the resilience of woodlands by managing the spread of disease in tree species, increase resilience to pests, and take a planned approach to landscape restoration if and where required.

6. Resilient and well-functioning habitats and wildlife

Our Strategy is to:

- a. Support interventions that help to achieve bigger, better and more joined up resilient habitats and species in line with the 25 Year Environment Plan, national and international targets to enhance biodiversity, using an 'ecosystem approach'.
- b. Support projects that help to restore protected sites, priority habitats and species, including locally native species most in need of appropriate management measures.
- c. Encourage sustainable soil management by developing improved understanding of soils and conserving and enhancing the quality, stability and function of soils.

7. The continuation of the Lake District as a source of artistic, literary, and cultural inspiration

Our Strategy is to:

- a. Realise and support opportunities for continued inspiration from the cultural landscape and rich heritage by further understanding and celebrating the breadth and depth of artistic and cultural inspiration through relevant strategies and engagement with communities.
- b. Conserve, maintain, manage and make use of cultural heritage assets through supporting and promoting how these assets are understood and interpreted, which will support the growth of cultural tourism in the Lake District.

c. Sustain and promote the relationship between people and landscapes by creating opportunities for inspiration through further developing visitor experiences and locally-led initiatives and events.

8. Engender a strong sense of pride and 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.
- b. Celebrate and support the continuation of local cultural traditions, skills and activities to pass them onto future generations.

9. Improve air quality

Our Strategy is to:

- a. Support initiatives that reduce nitrogen deposition on sensitive habitats and species in order to meet favourable conservation status.
- b. Support initiatives that reduce key pollutants contribution to background atmospheric levels

Vision theme: Vibrant communities and a prosperous economy

10. Profitable land management, farming, and forestry industries maintaining traditional land based skills and sustaining our agro-pastoral farming system

Our Strategy is to:

- a. Support and encourage initiatives that ensure farming, forestry and land management remain or become profitable through diversifying their income, adding value to their products, collaboration, securing efficiency savings and identifying and establishing new markets.
- b. Secure relevant opportunities for farming, forestry and land management businesses to access advice and funding that transforms businesses to remain or become profitable and resilient to economic shocks and climate change.
- c. Maximise opportunities provided through funding incentives for investment in natural capital, eco system services, climate resilience, landscape conservation and 'payment for public goods' schemes available for farming, forestry and land management.
- d. Support and encourage young people into farming, forestry and land management, to maintain traditional skills and develop new ones to accrue the knowledge necessary for the maintenance of our cultural landscape and delivery of a 'public payment for public goods' agenda. We will support the retention of farming and land management education provision that meets the need of the farming, forestry and land management community.

11. Growing a sustainable Lake District visitor economy

Our Strategy is to:

- a. Ensure the Lake District visitor economy continues to grow by attracting UK and overseas visitors, encouraging longer and overnight stays.
- b. Support initiatives that 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.

12. Access to services

Our Strategy is to:

- a. Support complete coverage of superfast broadband, mobile telephone, and 4G and 5G mobile internet coverage to all premises in every valley. This will connect customers to businesses and provide the widest choice of location for businesses and residents, and reduce the need to travel for work/business.
- b. Sustain local service provision, particularly in Rural Service Centres and Villages, by seeking to achieve a sufficient population of all ages.
- c. 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.
- d. Support provision for residents and visitors alike to have access to healthcare services and facilities that meet their essential needs.
- e. Support improvements to visitor transport services in ways that also benefit residents wherever possible.
- f. Support community led initiatives to improve access to services, housing and transport, guided by the Local Plan.

13. Access to a range of employment opportunities

Our Strategy is to:

- a. Support the promotion of the Lake District as a desirable place to locate businesses on the basis of digital infrastructure, workforce, quality of life and high quality environment and cultural heritage, using the Local Plan to guide investment decisions.
- b. Promote Rural Service Centres as locations for business where the travel and accommodation needs for employees can be most easily be met. We will do this through:
 - i. A supportive planning process.
 - ii. Support community led initiatives within communities that improve access to and between Rural Service Centres, main travel routes, and their hinterlands.
- c. Maintain the supply of suitable available employment land and buildings in Rural Service Centres throughout the Lake District, guided by the Local Plan.
- d. Maximise the Lake District's potential for green economic growth through for example, natural capital investments to embed green recovery and increase jobs and investment.

14. Availability and supply of a full range of housing types, sizes and tenures to meet local needs

Our Strategy is to:

- a. Proactively respond to changing housing market conditions and national policies relating to housing, to ensure that local community needs are met.
- b. Maintain a supply of suitable available land for housing to meet local needs focussed within Rural Service Centres and Villages, as identified in the Local Plan.
- c. Support small scale housing schemes, including community led schemes, to meet local needs in appropriate locations, guided by the adopted Local Plan.
- d. Ensure the work of housing authorities, enablers and housing providers is coordinated to maximise the delivery of new affordable housing.

15. 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. Support appropriate ways to tackle excessive numbers of empty and, or 'holiday houses' where this occurs. This is to ensure a sufficiently high proportion of existing houses are permanently occupied.
- c. Empower local communities by maintaining a compliance planning tool which enables the reporting of suspected breaches of local occupancy conditions.

16. Access to high quality amenity and recreation green spaces, public realm, public rights of way, 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 the Cumbria wide public health strategy, and projects and initiatives that improve the quality of amenity and recreation green spaces.
- c. Continue to develop and maintain a high quality public rights of way network, including supporting the Fix the Fells Partnership.

- d. Support projects that secure high quality public realm and amenities, prioritising improvements in locations where these are deficient.

17. Increased resilience to flooding

Our Strategy is to:

- a. Support projects that provide the optimum solution to flood resilience for the catchment as a whole, balancing the need to reduce flood risk in towns and villages against potential impacts up and down stream, including on agricultural land, and sustaining the Special Qualities and attributes of Outstanding Universal Value.
- b. Mitigate and adapt to the increased likelihood and severity of flooding that is predicted to result from climate change. Support measures that increase the resilience to flooding including slowing surface water run-off by increasing absorption and storage, or protecting settlements with hard defences whilst sustaining the Special Qualities and attributes of Outstanding Universal Value.

18. Sustained major industries and provision of infrastructure outside the Lake District

Our Strategy is to:

Recognise the importance of nuclear and low carbon energy industries in West Cumbria and other major economic investments in Cumbria. Where they do not prejudice the Lake District, its setting, Special Qualities, attributes of Outstanding Universal Value, or visitor economy we will assist with the development of proposals for associated infrastructure.

19. Addressing workforce and skills gaps

Our Strategy is to:

- a. Support initiatives that maintain a working age population which can provide a workforce for existing and new businesses.
- b. Support initiatives that address labour shortages and skills gaps in the local workforce, including delivery of Cumbria's Local Industrial Strategy via its Sector Panels and Strategy Groups.
- c. Support initiatives that attract working aged people to live and/or work in the Lake District, and support the delivery of Cumbria's Local Industrial Strategy through its Sector Panels and Strategy Groups.

20. Supporting businesses with advice and access to investment opportunities

Our Strategy is to:

- a. Support initiatives that ensure businesses have easy access to a wide range of support and advice, including relating to the Government's Agricultural Transition Plan 2021-2024 through appropriate bodies, such as the Cumbria Business Growth Hub.
- b. Support the development of programmes of investment opportunities that encourage further appropriate economic development in the Lake District.
- c. Promote the Lake District World Heritage Site marketing toolkit to businesses for utilize and promote their products.
- d. Support provision of business advice and support to start-ups.

21. Energy efficiency, and reasonable fuel and energy costs to help secure net-zero carbon emissions

Our Strategy is to:

Support initiatives and projects, guided by planning policies, which improve the energy efficiency and reduce the cost and need for fuel and, or energy. This includes energy efficiency measures and community-scale energy generation (e.g. small scale hydro schemes) that will contribute to reducing the Lake District's Carbon Budget and achieving Net Zero Carbon in the Lake District whilst sustaining attributes of Outstanding Universal Value and Special Qualities.

22. An effective and integrated transport infrastructure supporting low carbon travel options

Our Strategy is to:

- a. Support improvements to the Cumbria Coast and Furness rail lines, the Lakes Line and Windermere ferry where they contribute to an integrated transport service and do not prejudice the Lake District's Special Qualities and attributes of Outstanding Universal Value.
- b. Ensure that maintenance and development of transport infrastructure allows for the delivery of enhanced transport services to and within the Lake District, whilst delivering the net zero ambitions for Cumbria.
- c. Support development and delivery of infrastructure and services that decarbonises travel and enables low carbon and active travel (including

cycling and walking infrastructure, electric vehicles, electric bikes and other modes of transport), and more people to reach the Lake District by rail and integrated onward travel.

d. Support initiatives that revolutionise how visitors and residents travel using smart tech developments, including shared transport, mobility as a service and travel information.

Vision theme: A world class visitor experience

23. Opportunities to discover, appreciate and experience a unique, rich cultural landscape

Our Strategy is to:

a. Ensure that every visitor has the best experience through the breadth of activity for visitors that benefit their health and wellbeing, and enhance understanding and appreciation of the attributes of Outstanding Universal Value and Special Qualities of the Lake District.

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 experiencing, tranquillity, peacefulness, spiritual refreshment, dark skies, and wildlife.

ii Support the maintenance of routes so people can explore and enjoy, ensuring appropriate management practises where necessary

Culture and heritage

Support the conservation and enhancement, and promotion of cultural heritage assets to improve learning and understanding.

Adventure

i. Support and promote new and existing opportunities for outdoor adventure on foot, bicycles, ropes, in and on water, and through events – all sensitive to the unique landscape.

ii. Support organised events where they are sensitively managed and where the organisers have undertaken community engagement and consultation, and developed event management plans.

Hospitality, food and drink

i. Encourage a consistently high standard of hospitality.

ii. Celebrate the provenance and quality of Cumbria's food and drink by supporting the showcasing and marketing of local produce available in the Lake District to raise its profile through the World Heritage Site brand.

b. Promote the Lake District as a place for everyone to enjoy and appreciate, and to support the nation's health and wellbeing. We want to ensure a range of experiences, easy access to and around the Lake District, quality public realm and amenities, available and accessible information, and outreach work to support visitation

24. Ensure responsible visiting

Our Strategy is to:

- a. Support opportunities to embed understanding and appreciation of the Outstanding Universal Value and Special Qualities of the Lake District, and Countryside Code, tailored to the needs of different audiences.
- b. Support opportunities for people to give in order to significantly increase the amount of voluntary contributions made by visitors. These will be used to sustain, maintain and improve the Lake District's environment and the landscape.
- c. Ensure visitors are able to easily access relevant information in a variety of ways and languages.
- d. Support the multi-agency response to the Covid-19 pandemic

25. Provision of a diverse range of high quality accommodation to suit all budgets

Our Strategy is to:

- a. Support the evolution of all types of visitor accommodation, to meet continuously changing domestic and international visitor expectations guided by appropriately supportive planning policies.
- b. Support skills training to improve the quality of the hospitality sector

Key challenges facing the Lake District

The landscapes of the Lake District are living, changing landscapes that have been shaped by people over millennia. Our ambition is to positively shape the Lake District by working together to make meaningful inroads into the key challenges that have emerged from the State of the Park Report 2018, the Glover review, and engagement with key stakeholders. We believe they capture the most serious issues that we must address to sustain our Park for future generations and deliver the Vision for the Lake District.

The strategies provide the context for developing the actions to address the key challenges. To help prioritise actions, we have grouped them under five key challenges:



Vibrant communities and prosperous economy following COVID-19

As well as building on a strong visitor economy, we need to enable a diverse range of employment opportunities as part of the COVID-19 recovery, capitalising on Cumbria's attractiveness as a place to live and work. The Local Industrial Strategy also highlights the urgent need to attract skilled labour to Cumbria, especially those who have completed University or higher education and would like to return to the area to live and work.

Our communities are ageing and this will present pressure on rural services and the sustainability of our settlements. Across Cumbria there is an urgent need to attract and retain young people to visit, live and work but in some communities in the Lake District over half the housing stock is being used as second or holiday homes meaning many young people and working families cannot afford to buy open market homes.



Climate action – achieving net zero and adapting to climate change

Globally and nationally the response to addressing climate change has not been adequate. Global warming reached 1°C in 2017, and the Intergovernmental Panel on Climate Change (IPCC) assesses that it is likely to reach 1.5°C between 2030 and 2052 if it continues to increase at the current rate. Climate change is therefore a universal pressure on and threat to the Lake District, its environment, economy and communities. Urgent actions to reduce carbon emissions are required. The impacts of climate change are evident now and will impact all aspects of the English Lake

District. Increasing our focus on adapting to a changing climate and increasing the resilience of the English Lake District, particularly around water resources management, is a pressing need. The UK Government passed laws in 2019 to end its contribution to global warming by 2050. This means the UK will be required to bring all greenhouse gas emissions to net zero by 2050.



Future of farming and forestry, nature recovery and climate change

The Lake District National Park faces the biggest change in half a century with the implementation of the Agriculture Act 2020 and the delivery of the Government's 25 Year Environment Plan. Our farming traditions, our natural environment and our climate are in crisis. Recovering from these crises drives the priorities and objectives for our Plan. We will ensure the effective delivery of the Plan achieves our shared ambitions to celebrate, sustain and enhance the Lake District National Park's Vision and Special Qualities, and World Heritage attributes of Outstanding Universal Value.



A Lake District for everyone

National Parks contain the most beautiful, spectacular and dramatic areas of countryside in England. The Landscapes Review (Glover Review) rightly highlights these places are national assets supported in part through state funding and therefore are available for everyone to enjoy and support the nation's health and wellbeing. However, the Review highlighted that visitors are not always representative of the full spectrum of British society. As part of COVID-19 recovery the time is right to begin addressing the disconnect of some groups, and help the nation's recovery from the global pandemic by supporting people's health and wellbeing through access to the outdoors.



Sustainable travel and transport

Before Covid-19, over 85% of visitors arrived to the Lake District by private motor vehicle, and this proportion has increased further since 'lockdown' restrictions have eased. The challenge for the Lake District is to be a place where everyone, regardless of wealth or ability is able to access, via different modes of transport, the national park sustainably. Low carbon travel needs to be the obvious and most

attractive choice for essential and leisure travel. The nation's mental and physical health benefits from active travel in an inspirational landscape need to be secured.

Further information on the context that has informed this Plan and the key challenges can be found in Annex 9 and 10 respectively.

In addition to this Plan the key challenges will also be managed through the management arrangements and systems in the UK and the Lake District, which are comprehensive. Key legislation and actions that contribute are summarised in Annex 7. They include the planning framework - used to manage development, and the statutory duties and responsibilities of the Partnership's constituent organisations.

To address these challenges there are a lot of 'day-to-day' activities and services provided by many organisations and businesses to support social, economic and environmental activities. Our focus in this Plan is where we, as a Partnership, can collectively add value, over and above the 'day-to-day' activities of the Partners which are often captured through their statutory functions, for example the Strategic Coordination Recovery Group's *Cumbria Recovery Strategy*. Through the following five Outcomes we have identified the key transformational actions that we will focus our collective efforts and resources.

A number of other actions that we have also identified and will seek to deliver over the lifetime of the Plan are found in the *Supporting delivery of the Sustainable Development Goals in the Lake District through action* section. Local action and delivery will also support the achievement of the following five Outcomes.



Outcome 1: Vibrant communities and prosperous economy following COVID-19

What are we trying to achieve?

1. We will increase the number of permanent residents and the share of the resident population that is of working age.
2. We will support the Lake District's economic recovery from Covid-19.
3. We will increase private financing in natural capital and green growth to create more jobs and enhance the natural environment.
4. We will increase digital infrastructure coverage to grow a resilient, more diverse and sustainable economy.
5. We will reduce carbon emissions and improve climate change resilience in our resident communities and businesses.

A further description of the intentions for the agricultural economy is in the farming and forestry, nature recovery and climate change outcome. The combination all these intentions will help to sustain and grow a diverse and resilient economy for the benefit of our communities and environment.

Key transformative actions to achieve our ambitions

VCPE.act.1

Lobby Homes England to make the social rent funding available for all relevant housing schemes throughout the Lake District not just South Lakeland by 2022.

VCPE.act.2

Lobby central Government to agree to introduce a mechanism to control the conversion of first to second homes in the Lake District, and to remove the small business rates exemption for furnished holiday homes by 2023.

VCPE.act.3

Lobby mortgage lenders to agree to be more flexible when lending on properties with local occupancy controls, and review annually.

VCPE.act.4

Deliver the projects within the Windermere Gateway area to improve Windermere Station, and deliver affordable housing (circa 160 units) and employment space through:

- a. Delivery of Windermere Station improvements;
- b. Delivery of highway improvements
- c. Delivery of site allocation CSE01M.

VCPE.act.5

Continue to support the multi-agency visitor management response to the Covid-19 pandemic including delivering the Visitor Management Tactical Action Plans.

VCPE.act.6

Work with businesses, transport operators and infrastructure providers to help connect people with jobs in rural areas they couldn't otherwise take through the provision of an effective and innovative rural bus service.

VCPE.act.7

Secure private financing in natural capital drawing on the Partnerships investment ready schemes, including working through the National Park's Partnerships Net Zero for Nature programme.

VCPE.act.8

To maximise the opportunities presented by the Project Gigabit Cumbria pilot project to connect gigabit capable broadband in hard to reach premises in the Lake District.

VCPE.act.9

For those premises which will not be covered by Project Gigabit, we will work with communities to help promote the opportunity presented by 'altnet' providers to connect rural communities to gigabit capable broadband.

VCPE.act.10

Monitor 4G coverage in the National Park as the Shared Rural Network delivers and assess whether further intervention is required so that no-one and no place is left behind.

Our measures of success include:

- No net increase in homes used as a second home in those areas where 25 per cent of the housing stock is not used as permanent residential.
- Delivery of affordable housing in all Districts in the National Park for social rent.
- Access the broadband as close to 100 per cent as possible.
- Core areas of nature recovery will cover at least 10% of the National Park by 2025.

Research priorities

- Understanding the future opportunities for farm diversification in the Lake District.
- What are the financial costs to a local economy with respect to non-permanent residences in communities?
- How do we attract young people to stay or arrive in the Park?
- What makes a holistically sustainable rural community (including research covering housing, employment, services and transport)?
- Develop location and skill-specific data on employment requirements.

More information can be found in the research framework.



Outcome 2: Climate action – achieving net zero and adapting to climate change

What are we trying to achieve?

1. We will support Cumbria's 2037 net zero carbon ambition.
2. We will lead a coordinated step change in climate action and net zero throughout the lifetime of this Plan.
3. We will implement measures over the next ten years that will help the Lake District adapt and demonstrate resilience to the effects of climate change.

Key transformative actions to achieve our ambitions

CA.act.1

Using evidence from the Carbon Budget and other sources, lobby Government to develop new net zero incentives to re-trigger an acceleration in renewable energy production.

CA.act.2

Lobbying Government to reduce VAT on the maintenance, repair and retrofitting of traditional buildings as a pilot in the Lake District.

CA.act.3

By June 2024 secure agreement, by all Partners, on significantly reducing carbon emissions through business planning and delivering of carbon savings by integrating climate action into their business plans.

CA.act.4

By June 2023 develop and agree a pipeline of new Zero Carbon Cumbria Partnership sector projects for climate action to move towards addressing the gap identified that can be feasibly implemented in the next 10, 15, 20 years.

CA.act.5

Empowering locally led climate action by creating a network of “climate champions” within communities by working with Zero Carbon Cumbria Partnership to support delivery of local projects and community action, including citizen climate juries.

Other transformational actions that deliver climate action can be found in the other *Outcome* sections too. A number of additional actions we aim to deliver are identified in Annex 6 ([Climate Action](#)).

Details of the Net Zero ‘gap’ can be found in Annex 10 (Climate Action key challenge).

Our measures of success include:

- A 70% increase in renewable energy production by 2025 within the Lake District
- 95% of the LDNPP organisations signed up to addressing and delivering Climate Action.
- Partners contribute a 10% annual carbon saving from their activities.
- Five of the sector groups that operate in Zero Carbon Cumbria Partnership produce a pipeline of investment ready projects for the Lake District.
- Ten community champions coordinate delivery of local projects.

Research priorities

- Production of a sensitivity/resilience map to climate change across the Lake District.
- Exploring drought risk with respect to communities on private water supplies- planning for the future.
- Investigating the relationship between drought and Lake District economic functionality of lake water levels.

More information can be found in the research framework such as developing carbon budgets for land management in the Forestry, Farming, Nature and Climate section.



Outcome 3: Securing the future of farming and forestry, nature recovery, and climate change

What are we trying to achieve?

1. We will champion farming led nature recovery, supporting agricultural transition and delivery of the multiple public goods and benefits identified in the 25 Year Environment Plan.
2. We will deliver the ambition and vision of the nature recovery priorities identified in the Local Nature Recovery Strategy.
3. We will maintain, celebrate and strengthen traditional Lake District farming systems including the livestock, the food its produces, and the land management practices that support our natural and cultural heritage that are essential to the Lake District National Park Special Qualities, and sustain World Heritage Outstanding Universal Value.
4. We will support profitable farming, forestry and land management businesses, maintaining traditional land based skills and sustaining our agro-pastoral farming system.
5. We will develop and grow the network of landscape scale nature recovery areas and delivery approaches that combine farming, forestry and land management choices to achieve nature recovery, and a broader range of multiple public goods and benefits.
6. Farming, forestry, land management working together to achieve net zero or negative carbon by reducing emissions, investing in our natural capital and increasing carbon storage by 2040.

7. Farming, forestry, land management and nature will become more resilient to the impacts of climate change and help to reduce the impacts of climate change on people and landscape.

Key transformative actions to achieve our ambitions

FFNC.act.1

Develop and deliver a coordinated Partnership transition support programme to enable business adaptation, nature and climate recovery, and maintenance of the cultural landscape and supporting support young entrants by securing the high take up of options within the Government's Agricultural Transition Plan 2021-2024, through:

- a. Delivering business (including succession planning) and environmental advice and support to those farmers, foresters, and land managers who request it to help develop and adapt their business plans to apply for schemes within the Agricultural Transition Plan.
- b. Delivering the Farming in Protected Landscapes programme to secure the climate, nature, people, and place themes.
- c. Delivering the Environmental Land Management test and trials and pilots, and influence Environmental Land Management policy that secure the future of the special qualities and attributes of Outstanding Universal Value.
- d. Assist farmers with advice in securing and delivering Countryside Stewardship schemes between 2021 and 2023.
- e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.

FFNC.act.2

Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:

- a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes.
- b. Championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management.
- c. Delivering targets for woodland creation and restoration schemes in line with the Partnership's "Tree planting and woodland creation guidelines".
- d. Delivering targets for peatland restoration schemes through schemes at
 - Rusland Moss National Nature Reserve
 - Caldbeck Common
 - Barf Common

-Linking the valleys.

- e. Pursuing the restoration and reintroduction of key species (inc BOOM).
- f. Improving the system to assess condition and extent of priority habitats.
- g. Supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage.

FFNC.act.3

Reduce the contributions from farming and land management make to greenhouse gas emissions in line with the National Farmers Union net zero goal and support farmers and land managers on adaptation by:

- a. Securing resources, promoting, and delivering carbon budget assessments for individual farms, farm clusters and community farming initiatives.
- b. Co-creating and delivering farming led carbon reduction or carbon storage measures through the funding packages available.
- c. Co-creating and supporting farmers and land managers make adaptation part of their plans, and helping to deliver schemes to reduce their own risk to climate change, and deliver public benefits to reduce risks to local communities and the Special Qualities of the Lake District.

FFNC.act.4

Maintain, celebrate and strengthen traditional Lake District farming systems by:

- a. Preparing and publishing an updated Lake District Shepherds Guide by 2023 to establish a baseline of fell going flocks to understand and support the viability of hefted flocks.
- b. Increasing number of Commons in successful agri-environment schemes and landscape recovery pilots and projects to sustain and enhance the value and benefit Commons provide.

FFNC. act.5

Deliver actions to improve the water environment of Lake Windermere. Resources and projects are being coordinated through the Love Windermere Partnership.

A number of additional actions we aim to deliver are identified in Annex 6.

Our measures of success include:

- 90% of Lake District National Park land in Environmental Land Management by 2028 delivering individual business' and local area's priorities (55% in 2020).
- Nature recovery targets - to be developed through the Cumbria Local Nature Recovery Strategy pilot and linked to LDNP contribution to National Parks England wildlife and nature recovery delivery plan.
- 81% of SSSIs in recovering condition by 2025, 100% of SSSIs in recovering condition by 2030, and 90% of SSSIs in favourable condition by 2040 (21.6% in 2018).

- Core areas specifically focussed on nature recovery will cover at least 10% of the National Park by 2025.
- 75% of water bodies at or above Water Framework Directive Good Ecological Status by 2027 (37% in 2019).
- We will agree our targets and actions to meet the Government's 30% by 2030 commitment, as part of our Nature Recovery Delivery Prospectus, by the end of 2022.
- At least 17% woodland cover by 2050 (13% in 2018).
- Farm business are net zero/net negative carbon by 2040.
- Continuation of fell going flocks appraised through an index. Publish an updated Shepherds Guide for the Lake District by 2023.
- Increasing number of commons in successful agri-environment schemes to lead to Environmental Land Management schemes; No reduction of Common Land in traditional land management practices; No reduction in the total area of common land.

Research priorities

The research needs below were those identified as the initial priorities, through a Partnership prioritisation process in early 2021, from a long list of farming, forestry, nature, and climate research proposals. The research needs will be subject to further development throughout the plan period in order to help us deliver the objectives of the Plan.

- Explore how Lake District farm system operations can reduce and mitigate greenhouse gas emissions to achieve net zero and deliver adaptations to address climate change, and become more resilient themselves.
- Develop a shared evidence base and an agreed set of management options that will support traditional Lake District farming practises including the livestock, hefting and commoning, with holistic grazing regime management that will enable delivery of public goods and nature recovery as part of a profitable and sustainable farm business.
- How can different Lakeland farming systems deliver nature recovery in a cultural landscape, and financially thrive? Identifying options and good practice applicable to diverse and distinctive local circumstances.
- Understanding future opportunities for farm diversification in the Lake District: develop market-led diversification options beyond public goods provision; review options available now and in future; demonstrate good practice case studies; develop self-assessment mechanism for farmers; advice and guidance mechanisms; tools for promotion and branding.

More information can be found in the research framework



Outcome 4: A Lake District for everyone key challenge

What are we trying to achieve?

1. We will increase our awareness of the needs and requirements of a diverse audience of people and seek to deliver their priorities over the next five years.
2. We will increase support to help underserved groups and people to access the outdoors and promote the health and wellbeing benefits of the outdoors.
3. We will improve representation of voices developing strategies and corporate processes.
4. We will improve visitors' understanding of how to care for the Lake District and its communities.

These intentions outline our long term aspirations to build on our Vision for a world class visitor experience. The actions detailed below provide a starting point from which to build – they are part of the journey rather than the final destination to ensure the Lake District serves the whole of British society.

There is a separate multi-agency response to environmental, visitor and community safety issues resulting from the Covid-19 pandemic (see 'vibrant communities and prosperous economy' Outcome).

Key transformative actions to achieve our ambitions

LDFE.act.1

Create a dedicated Engagement and Outreach Team to provide progressive opportunities for engagement to target underserved groups either in local outdoor spaces or in the Lake District itself. The Engagement and Outreach

Team will then identify priority activity to ensure the Lake District is a place for everyone whether connected through association or by a physical visit.

LDFE.act.2

Ensure the Lake District is welcoming for all by:

- a. Developing a 'Warm Welcome' certificated training scheme, applicable to the Tourism sector and other staff engaging with visitors. Embed the training as a requirement into existing staff professional development and into new staff roles.
- b. Promoting the 'Warm Welcome' training scheme to businesses and organisations through existing networks to encourage its take up to develop staff skills.
- c. Delivering greater coverage of 'on the ground ambassadors' by joining up and focusing visitor facing rangers, staff, and volunteers across the Partnership organisations, and where possible appointing additional rangers to fill gaps.
- d. Developing and promoting a wider range of volunteering opportunities and packages (including volunteering holidays) that meet the needs of a diverse audience to create enjoyable experiences.

A number of additional actions we aim to deliver are identified in Annex 6.

Our measures of success include:

- Establishment of an Engagement and Outreach Team which delivers actions to improve engagement within two specific geographical areas where communities are underserved with their connection to National Parks and the outdoors.
- At least 25% of businesses in the tourism sector complete the 'Warm Welcome' training scheme by 2025.
- At least 25% of people undertaking new volunteering packages are from a combination of low socio-economic groups, Visibly Minority Ethnic, and young people.
- 25% increase in use of monitored active travel routes on 2019 baseline.
- Increasing number of people who feel health and wellbeing benefits.

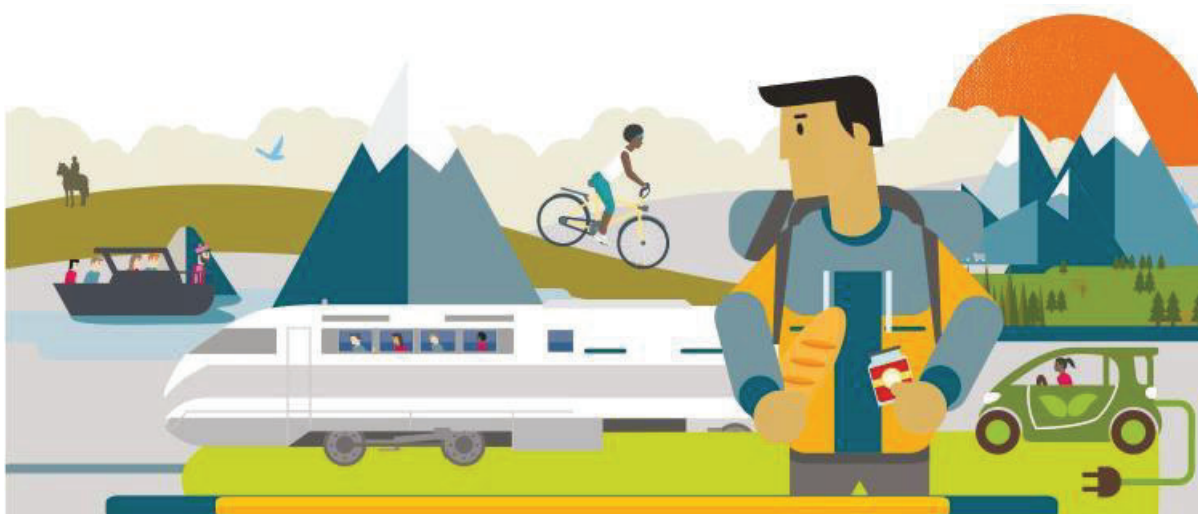
As this is a new topic area for the Partnership these indicators may be subject to further refinement once the Engagement and Outreach Team has been established and their delivery plan is developed further.

Research priorities

- Understanding the benefits and costs of the Lake District for health and well-being.

- How do we encourage visitor behaviour that supports the Lake District environment?
- What is the social, environmental and economic value created by the Lake District National Park as a result of investing in equality and diversity? A Social Return on Investment (SROI) study.

More information can be found in the research framework



Outcome 5: Sustainable travel and transport

What are we trying to achieve?

1. We will increase the rate of decarbonisation in travel.
2. We will increase opportunities for and use of sustainable and active travel.
3. We will make use of new technology and digital connectivity to reduce the need to travel and to market and create new sustainable travel opportunities.

Key transformative actions to achieve our ambitions

STT.act.1

Advocate and support initiatives for multi-modal ticketing and enhanced connectivity from the West Coast Mainline between Penrith and Keswick and from Oxenholme and Windermere Stations.

STT.act.2

Lobbying and working with relevant bodies and organisations to support proposals for funding and delivery of following rail upgrades:

- a. Doubling of capacity on the Lakes Line.
- b. Cumbria Coast Line improvements.
- c. West Coast Main Line service stopping and capacity improvements. Direct services to/from London, Scotland and Manchester Airport.
- d. Improved number of trains stopping at Penrith and Oxenholme and connectivity with HS2 to meet the needs of Lake District.
- e. Station accessibility improvements on all lines, and in particular improved accessibility at Ulverston and Staveley.

STT.act.3

Develop marketing and ticketing initiatives for all sustainable and active transport modes. All Partners to promote sustainable travel through their own communications.

STT.act.4

Work in partnership to secure the decarbonisation of transport including:

- a. Rolling out EV charging.
- b. Support carbon reduction technology on buses, trains and water transport.
- c. Secure funding for and delivery of rail improvements on the Lakes Line to deliver passing loop, and electrification or other low carbon technologies.

STT.act.5

Develop high quality active travel measures including:

- a. Develop cycle corridors and spurs and set out in CTIP Cumbria Transport Improvement Plan and Borderlands See More Lake District Project.
- b. Develop a network of e-bike charging points.
- c. Targeted traffic management in suitable locations through community pilots.

STT.act.6

Work with communities to pilot sustainable travel improvements.

A number of additional actions we aim to deliver are identified in Annex 6.

Our measures of success include:

- Reduction in visitors stating car as their main mode to travel around by 15% on 2018 baseline.
- Reduction in carbon from visitor travel of at least 10% on 2018 baseline.
- Increase in number of people arriving in the Lake by bus and rail by 15% on 2019 baseline.
- 25% increase in use of monitored active travel routes on 2019 baseline.

Research priorities

- What makes a holistically sustainable rural community (including research covering housing, employment, services and transport)?
- Comparing attitudes and behaviour for visitors and residents in terms of how they would like to move around the park.
- A cost benefit analysis of changing away from car dependency for businesses in the Lake District to address congestion and net zero.

- By 2025, inform our practise with awareness of global innovation and change in the transport and mobility sector, specifically in relation to behaviour change and implementation.

More information can be found in the research framework.

Local Action and Delivery

We appreciate that many of the actions for delivering the outcomes will need to be tackled locally - these could be in individual valleys, towns or villages, transport routes, catchments or other local areas. This is also a critical element of the delivery of national policy.

Local action and delivery – freedom in a framework



We recognise that to deliver this Partnership Plan people living and, or working within a community have a passion for improving local areas and are often best placed to understand what needs to happen, and to facilitate local action. We believe that through local initiatives which involve engagement with individuals, groups and organisations good progress could be made on delivering the outcomes set out in this Plan. They could be led by communities, Partners, or other groups or organisations. Through this Plan and the Partnership we want to support this happen.

The support from Partners could include:

- Sharing data, knowledge, skills.
- Sponsorship – to provide a link into the Partners.
- Support with funding opportunities and applications, governance or to navigate regulatory processes.
- Sharing learning, good practice and connect communities with similar objectives locally and nationally to help achieve success.

Innovation and resources are key to being able to do this. Options are being explored for this at present, alongside considering how to increase the engagement of new audiences with the Lake District and cultural and natural heritage.

We don't want to say what local action should cover, when they should be done or include. We want to ensure *flexibility within a framework* so they can be used where they are needed, led by whoever needs to lead them, and be responsive to a specific challenge, funding opportunity, or collective ambition to delivery.

A number of communities and local organisations have begun to identify and establish local projects to deliver actions which will contribute to the achievement of the five key outcomes. If you have an idea or opportunity please get in touch via LDNPP@lakedistrict.gov.uk to see how the Partnership may be able to provide support.

Examples of local action and delivery:

- Catchment, valley, or area initiatives for farming, nature and climate.
- Green investments in nature recovery.
- Initiatives to consider local opportunities to attract and retain young people.
- Local sustainable transport or low carbon plans.
- Local business initiatives to create green jobs, increase local resilience, promote Lake District skills and products.

Implementing the Plan

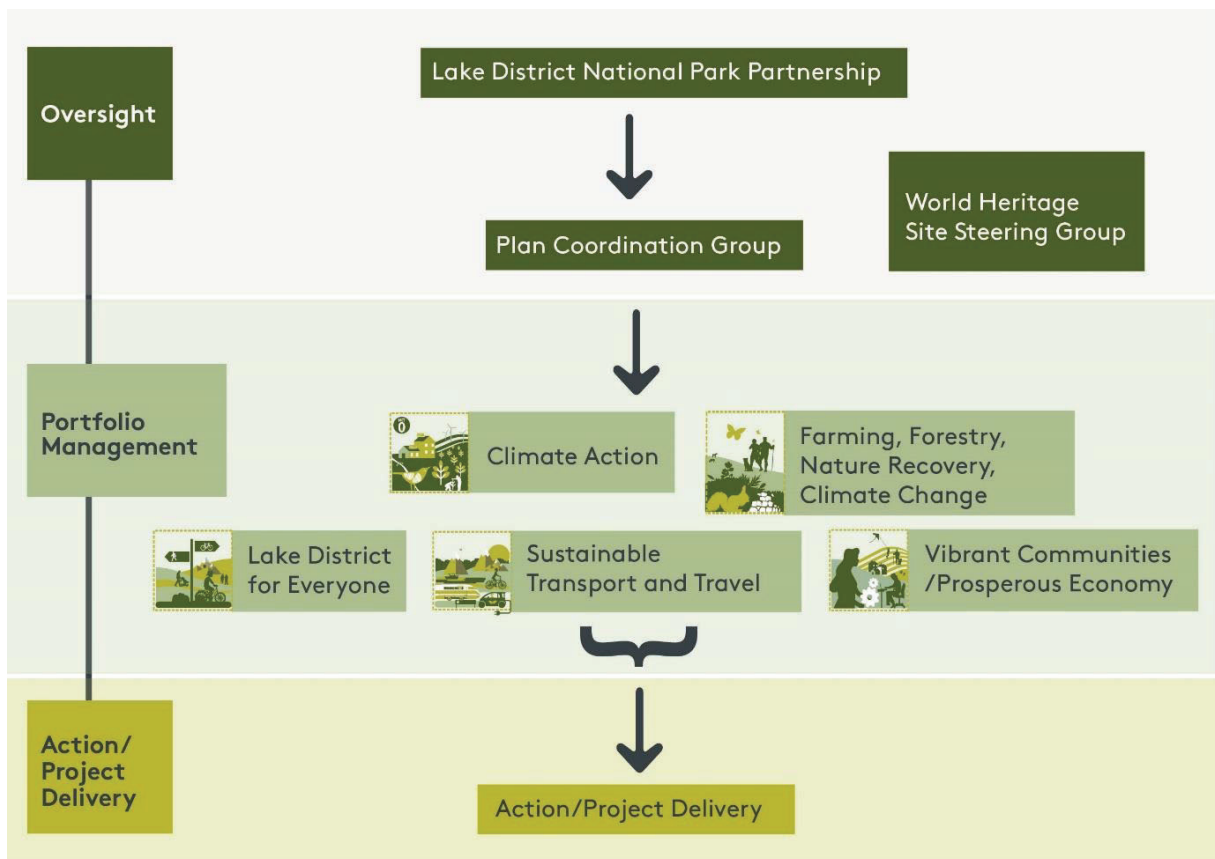
The achievement of the objectives (“what are we trying to achieve”) and actions identified in this Plan will require our collective commitment and efforts as well as a wide range of other organisations and individuals.

We will work in the following ways to deliver this Plan:

- **Use the best evidence and support new research.** Using the most up to date evidence and data, for example the latest technology to monitor landscape change, sharing data and evidence among the partners.
- **Make best practice, common practice:** Share best practice between partners, whether land managers, communities, local authorities and agencies, businesses or Non-Government Organisations.
- **Build skills for the future:** For example by equipping the farmers and foresters of today to make the best plans and decisions for tomorrow, and investing in the future by bringing new entrants into the profession.
- **Network to form partnerships:** Create Joint Accords and work collaboratively with expertise from across sectors.
- **Empower communities:** Help individuals, parishes and communities to take action locally on the issues which matter to them – local action and delivery.
- **Develop ways to evaluate the benefit of all projects in terms of natural capital, social and community value.**
- **Reach out to new audiences.** Use communication channels across many organisations to ensure full and active participation for all in this National Park.
- **Ensure support for creative engagement with the landscape and its heritage.**
- **Build on existing successful pilot initiatives and scale them up.**
- **Engage new volunteers from underserved groups** and provide a cohesive volunteering offer that supports innovation and training.
- **Support individuals to make small changes and incremental difference** through behaviour change campaigns and promoting micro-volunteering ideas.

Partnership Governance

As part of the preparation of this Plan we have begun a review of the Partnership’s governance to ensure it is fit for the future to help delivery this Plan. To support the delivery of this Plan we have identified the following structure to focus on the Outcomes to address the five key challenges identified. This structure will be further refined and developed during the delivery of this Plan.



Overview of governance structure

Resourcing the Plan

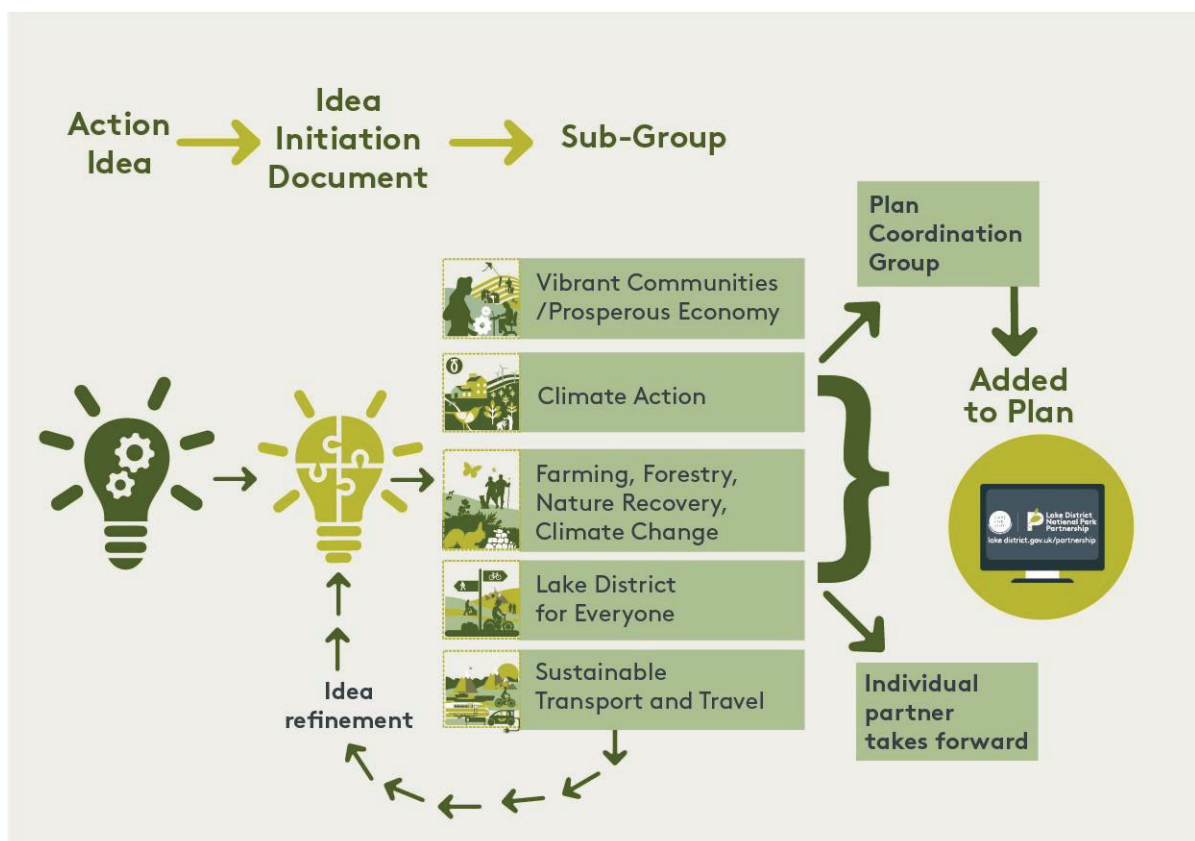
As a collective Partnership, we have considerable resource (staff and financial) already in place to ensure effective implementation and resourcing of our Plan. Whilst there is no doubt the level of ambition in this Plan will require further financial resources to ensure successful delivery of all aspects of the Plan, this is factored into the actions. We will actively identify and seek to secure funding to deliver the Plan from external sources, to complement our core resources. This enables projects and programmes to be delivered more quickly and/or with even greater impact than would otherwise have been achievable. We expect a number of the actions identified in this Plan will be identified in relevant Partner's Business/Corporate Plans thereby supporting delivery through the allocation of resources.

Reviewing actions and delivery

In addition to the transformational actions identified in the *Outcomes* sections there are a number of additional actions that we have already identified that we would like to deliver over the next five years. The list of additional actions are identified in Annex 6 – presented by how they will deliver the United Nations' Sustainable Development Goals. This is not an exhaustive list, and new actions will be added in time.

We also recognise that local action is also already happening, and is critical to achieving progress to address these key outcomes and contribute to the Sustainable Development Goals too. We will continue to support local delivery and action over the life of the Plan.

We will continue to develop the actions and seek the resources to deliver this Plan over the coming years. Our actions will be subject to regular review to ensure they remain relevant and deliverable. New actions may be identified and added as opportunities or challenges emerge.



Process for new actions to be brought into the Plan

Delivering actions and projects – need for further assessment

Some projects may require further assessment before delivery can take place. There are statutory requirements that need to be complied with, including the need in some cases for planning permission to be secured. Heritage Impact Assessments may also be required for specific proposals to understand the likely impact on the Outstanding Universal Value of the Lake District.

The Conservation of Habitats and Species Regulations 2017 also states that any development, project or plan that is likely to have significant effect upon an Special Area of Conservation, Special Protection Area or Ramsar site, then (Subject to Regulation 63 and Regulation 64) the Lake District National Park Authority (or other

competent authority) may not issue planning permission, adopt a plan or implement a project until it has carried out an Appropriate Assessment. The Appropriate Assessment will assess the implications of the development or plan against the European Site's conservation objectives and ascertain whether the development or plan will have an Adverse Effect upon the Integrity of the Site.

How we will monitor the condition of the Lake District

Monitoring is an essential element of resource management. Our Plan includes details of monitoring which will grow our understanding of the Lake District (what do we have now), the regular measurement of indicators to monitor its condition, and enable us to evaluate the progress towards meeting the ambition we have set in this Plan.

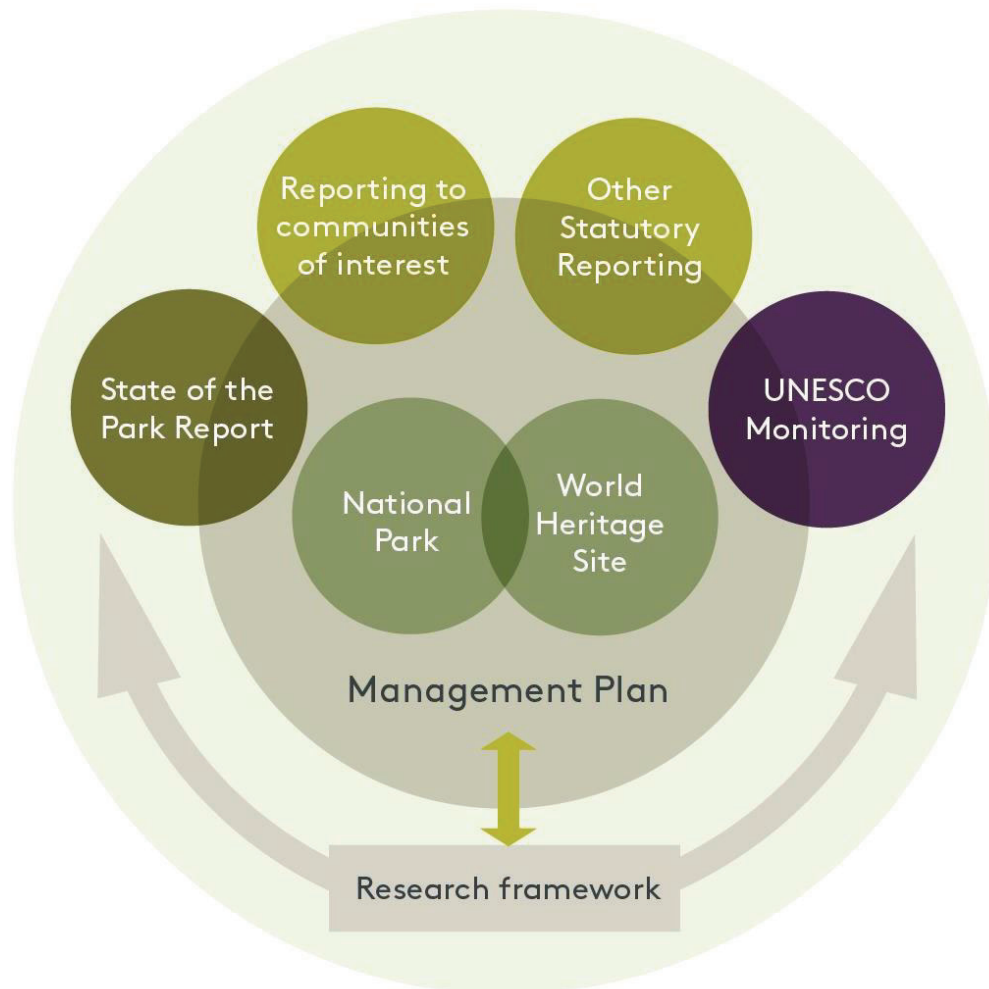
Developing our Monitoring Plan

Understanding the quantity of a resource and its quality allows effective management to sustain, improve and develop those aspects desired and to address, eliminate or suppress those which are not. It allows managers to recognise where demand is, and who or what supply, can support that need. Most importantly, monitoring also allows us to check our activity is effective and if not, indicates where we may need to change tactics to reach our desired result.

The *State of the Park* report is the main document which reports upon the Special Qualities (and where possible the attributes of Outstanding Universal Value of World Heritage status) of the English Lake District in response to the Lake District Partnership's monitoring framework. The most recent and comprehensive version was published in 2018 through our collaborative efforts using secondary data gathered for a range of other purposes. The report was designed to summarise and present key findings for consideration to feed into this Management Plan for 2020 to 2025. This Management Plan is the product of the State of the Park report, amongst other drivers, and that we will use monitoring to measure how effectively we are achieving our objectives using a series of indicators. The State of the Park report also identified number of gaps and flaws in our monitoring; for example, the condition of the high fells, and there were no data on the habitat quantity and quality outside formally recognised protected areas. Recent work by the World Heritage Site Technical Advisory Group has identified priorities for monitoring and gaps in our information regarding the condition of some of our attributes of Outstanding Universal Value and this has input into the research framework.

Other directly related work has also identified other weaknesses in our monitoring and data collection. We will continue to develop our monitoring processes ready for the next round of State of Park reporting and Periodic Reporting to UNESCO. This will ensure we are communicating effectively to the various communities of interest as to how the English Lake District is addressing its strategic aims.

The Relationship between the Lake District Management Plan, Monitoring & Research



Monitoring is made up of three elements:

- Understanding the baseline – what do we have now
- True monitoring – the regular measurement of the phenomenon
- Evaluation – comparing the monitoring to the baseline to report on any changes

The evaluation phase is crucial as it allows us to check if our management regime is working. Generally we seek improvement in a phenomenon, sometimes we want it to remain static and other times it would be nice to see a decline. For example:

- Improvement – the condition of biodiversity on the high fells
- Static – good water quality in our lakes

- Decline – number of algal blooms on the lakes

When something is not how we want it, research is conducted, however small or short, to understand the problem and why things are going wrong. In this way we can re-direct our management to resolve the challenge. Sometimes we do not understand why things are going wrong, thus longer more complex research is needed to unpick the issue and rectify the problems, hence the new research framework.

We will continue to monitor the Special Qualities and attributes of Outstanding Universal Value using indicators and standards. We are in the process of identifying indicators and corresponding standards which could be used monitor progress on addressing the key challenges.

Monitoring of the World Heritage Site inscription is in three parts:

- Monitoring of the condition of the World Heritage Site (State of Conservation);
- Monitoring of the implementation of the Plan's actions; and
- The response to UNESCO nine recommendations at the time of our inscription in 2017 and other information as requested by UNESCO.

Monitoring of the condition of the World Heritage Site (State of Conservation) includes the protection of our Outstanding Universal Value. The protection of our Outstanding Universal Value is a mandatory requirement set out by UNESCO within the convention (UNESCO Convention of the Protection of World Natural and Cultural Heritage of 1972) and is the focus for monitoring of the World Heritage Site. UNESCO monitors the State of Conservation of each World Heritage Site through its Periodic Reporting process. Our periodic reporting process for the Lake District World Heritage Site starts in 2022, this will then be reviewed by UNESCO with feedback expected in 2024.

We have highlighted three priorities for monitoring of our attributes to sustain our Outstanding Universal Value in the short term due to current circumstances; these are:

- Agro-pastoral system
- Villas and designed landscapes
- Landscape Conservation -The landscape is protected for its scenic and cultural value for the nation.

We recognise the other attributes will need to be monitored in the long term and as part of the periodic review. We will seek to use similar monitoring mechanisms as described under the Research Framework.

Annex 8 summarises how this Plan will address the issues raised in the Technical Reviews from ICOMOS including where additional monitoring is required.

Monitoring the implementation of transformative actions is identified in Annex 5, and we continue to develop and finalise our Monitoring Plan to identify the indicators to monitor delivery, how the strategies are supporting the Vision, State of the Park, and other reporting.

Research Framework - our ideas for further research to improve understanding

What is a Research Framework?

In 2018, we published our State of the Park report, which identified a number of questions where there is urgent need for more knowledge and information if we are to ensure the Special Qualities and attributes of Outstanding Universal Value are protected and enhanced for future generations.

Our research framework represents an attempt to set out and explore those questions in detail as a precursor to further research and investigation. The aim of this research framework is to provide a structure for us to investigate what we need to know, what we don't know and how we can go about prioritising these to allow us to better deliver our strategic aims and ambitions. It also provides a mechanism to help us to understand how the Special Qualities will be affected by future changes in society and the natural environment, such as climate change, and our role in maintaining socially vibrant, economically thriving communities. It has been prepared by drawing on our collective knowledge and expertise to understand and prioritise the issues and challenges that affect the management of the Lake District.

What do we need to know?

The research framework is designed specifically to:

- Answer questions about the challenges we face managing and sustaining the National Park & World Heritage Site.
- Identify the information we need to know in order to inform and guide future decision making.
- Review and re-assess existing data we have about the Lake District in order to assess its usefulness and future application.
- Identify the character of any new data we require to inform future decision making.
- Inspire and facilitate new research of benefit to the Lake District.
- Ensure future research in the Lake District is of practical relevance to policy and has practical application.

How have we developed our research framework?

We have used a consensus approach to work out the research we would like to conduct. Whilst there are many areas of interest, the process we have used has focused on what we believe to be the most critical priorities for managing the Lake District. We achieved this through a number of rounds of negotiated prioritisation.

What are we currently doing in terms of research?

Conducting research to solve challenges in the Lake District is an ongoing process and not new. Whilst this research framework is a new tool to help with this, there are a number of projects currently underway.

The value of the research framework is therefore to help the ongoing work bring greater focus to the needs of the National Park and World Heritage site as well as develop new areas to explore. Furthermore, because funding is always an issue, making sure we do not replicate work that has already been undertaken is essential. There are, nevertheless, instances where work becomes out of date and needs to be refreshed, an example of this is the production of a Park Tranquillity map, which was last completed in 2005. The current updating project, supported by Friends of the Lake District, seeks to measure the lack of noise pollution, perceived naturalness in a landscape and the quality of calm people can enjoy.

What types of research projects are we thinking about?

In line with the structure of the Plan we will be investigating the five key challenges with a number of initial priority projects and an overarching one:

Overarching

- How do we work better together? Accepting compromise is not capitulation.

Climate Action

- Production of a sensitivity/resilience map to climate change across the Lake District.
- Exploring drought risk with respect to communities on private water supplies- planning for the future.
- Investigating the relationship between drought and Lake District economic functionality of lake water levels.

Sustainable travel and transport

- What makes a holistically sustainable rural community (including research covering housing, employment, services and transport?)
- Comparing attitudes and behaviour for visitors and residents in terms of how they would like to move around the park.
- A cost benefit analysis of changing away from car dependency for businesses in the Lake District to address congestion and net zero.

By 2025, inform our practise with awareness of global innovation and change in the transport and mobility sector, specifically in relation to behaviour change and implementation.

Vibrant communities and prosperous economy following Covid-19

- Understanding the future opportunities for farm diversification in the Lake District.

- What are the financial costs to a local economy with respect to non-permanent residences in communities?
- How do we attract young people to stay or arrive in the Park?
- What makes a holistically sustainable rural community (including research covering housing, employment, services and transport)?
- Develop location and skill-specific data on employment requirements.

Lake District for everyone

- Understanding the benefits and costs of the Lake District for health & well-being.
- How do we encourage visitor behaviour that supports the Lake District environment?
- What is the social, environmental and economic value created by the Lake District National Park as a result of investing in equality and diversity? A Social Return on Investment (SROI) study.

Future of farming & forestry, nature recovery and climate change

- Explore how Lake District farm system operations can reduce and mitigate greenhouse gas emissions to achieve net zero and deliver adaptations to address climate change, and become more resilient themselves.
- Develop a shared evidence base and an agreed set of management options that will support traditional Lake District farming practices including the livestock, hefting and commoning, with holistic grazing regime management that will enable delivery of public goods and nature recovery as part of a profitable and sustainable farm business.
- How can different Lakeland farming systems deliver nature recovery in a cultural landscape, and financially thrive? Identifying options and good practice applicable to diverse and distinctive local circumstances.
- Understanding future opportunities for farm diversification in the Lake District: develop market-led diversification options beyond public goods provision; review options available now and in future; demonstrate good practice case studies; develop self-assessment mechanism for farmers; advice and guidance mechanisms; tools for promotion and branding.

This list is by no means exhaustive we have many other ideas and projects we would like to pursue but we feel these above, at the current time, are the ones on which we need focus our minds. We are also very aware that many of the projects above are inter-dependant; what we learn from one will give us better understanding for another and help us create better solutions to the challenges faced.

What are the limits and opportunities to our research framework?

Whilst we have every intention to move forward with our research agenda there are a number of challenges, of which we need to be aware that could slow our desired pace. The key ones we need to consider are:

- Availability of funding;
- Lack of expertise in the relevant research communities;
- Social or environmental catastrophes which re-direct or halt research;
- Changes in government policy with regard to the role of national landscapes; and
- Lack of support from partners and the public.

Research also brings with it a range of opportunities, which include:

- Commercialisation of results;
- Sharing results with sister National Parks and World Heritage sites facing similar challenges;
- More transparent and evidence-based management and decision making;
- Creating a forum for Partners to deepen their interest and understanding of the range of issues faced in the Lake District;
- A deeper empathy of the challenging issues faced by the Lake District Partnership, and by local communities and sectors, in continuing to live and work in the Lake District; and
- Building upon the Lake District's global reputation as a crucible of new and innovative approaches for landscape conservation.

Where we will be find the money to complete our research framework projects?

As noted above, funding is the most limiting factor for the completion of research. This is one of the reasons we have spent so much time prioritising which work needs to be conducted first. Recent global events have also led to many formal research funds diverted away from their original purpose and thus we have to acknowledge that pots may be smaller than in the past for the work we wish to complete. Many funds also have strict criteria in terms of who can apply and what money will be provided for, so in some instances we may not be able to find the funds for the foreseeable future, but there are other ways to address this situation.

As well as the typical funding streams such as National Research Councils, philanthropic charities and Government departments we propose to approach a range of northern universities who have undergraduate and post-graduate taught (ie MScs, MAs) and post-graduate by research (ie. MPhil and PhD) programmes. We are aware that academic staff are constantly looking for a range of types of research

project, which provide collaborative value and real-world application for students as part of their research training.

Finally, we would like to consider using citizen science to explore some of our needs in terms of baseline mapping and monitoring across the Lake District. We are particularly interested in the status of field boundaries and the occurrence of different types of biodiversity. In this respect, we welcome approaches from species-interest or social community groups covering all families of plants and animals who would like to become involved in monitoring across a range of kilometre squares of our area.

How can people access our research results?

The knowledge we gain from the research we commission and undertake will be available to everyone unless commercially sensitive. We are exploring whether a portal can be hosted by our local University, the University Cumbria for this purpose.

If you have access to additional work that helps us better understand the challenges facing the Lake District we would be pleased to hear from you by contacting the following email address: LDNPP@lakedistrict.gov.uk

Annex 1 – Special Qualities

Note: **Bold text** represents the World Heritage Site attributes of Outstanding Universal Value.

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 medieval 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-bye (including pastures and hay meadows), 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 pavements, 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 contain one of the greatest concentrations of ancient trees in Europe and form a living record of past land use, 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 through the District of the Lakes of 1835 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 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.

Annex 2 – Statement of Outstanding Universal Value

From <https://whc.unesco.org/en/list/422>

Outstanding Universal Value

Brief synthesis

The English Lake District is a self-contained mountainous area in North West England of some 2,292 square kilometres. Its narrow, glaciated valleys radiating from the central massif with their steep hillsides and slender lakes exhibit an extraordinary beauty and harmony. This is the result of the Lake District's continuing distinctive agro-pastoral traditions based on local breeds of sheep including the Herdwick, on common fell-grazing and relatively independent farmers. These traditions have evolved under the influence of the physical constraints of its mountain setting. The stone-walled fields and rugged farm buildings in their spectacular natural backdrop, form an harmonious beauty that has attracted visitors from the 18th century onwards. Picturesque and Romantic interest stimulated globally-significant social and cultural forces to appreciate and protect scenic landscapes. Distinguished villas, gardens and formal landscapes were added to augment its picturesque beauty. The Romantic engagement with the English Lake District generated new ideas about the relationship between humanity and its environment, including the recognition of harmonious landscape beauty and the validity of emotional response by people to their landscapes. A third key development was the idea that landscape has a value, and that everyone has a right to appreciate and enjoy it. These ideas underpin the global movement of protected areas and the development of recreational experience within them. The development in the English Lake District of the idea of the universal value of scenic landscape, both in itself and in its capacity to nurture and uplift imagination, creativity and spirit, along with threats to the area, led directly to the development of a conservation movement and the establishment of the National Trust movement, which spread to many countries, and contributed to the formation of the modern concept of legally-protected landscapes.

Criterion (ii): The harmonious beauty of the English Lake District is rooted in the vital interaction between an agro-pastoral land use system and the spectacular natural landscape of mountains, valleys and lakes of glacial origins. In the 18th century, the quality of the landscape was recognised and celebrated by the Picturesque Movement, based on ideas related to both Italian and Northern European styles of landscape painting. These ideas were applied to the English Lake District in the form of villas and designed features intended to further augment its beauty. The Picturesque values of landscape appreciation were subsequently transformed by Romantic engagement with the English Lake District into a deeper and more balanced appreciation of the significance of landscape, local society and place. This inspired the development of a number of powerful ideas and values including a new relationship between humans and landscape based on emotional engagement; the value of the landscape for inspiring and restoring the human spirit; and the universal value of scenic and cultural landscapes, which transcends traditional property rights. In the English Lake District these values led directly to

practical conservation initiatives to protect its scenic and cultural qualities and to the development of recreational activities to experience the landscape, all of which continue today. These values and initiatives, including the concept of protected areas, have been widely adopted and have had global impact as an important stimulus for landscape conservation and enjoyment. Landscape architects in North America were similarly influenced, directly or indirectly, by British practice, including Frederick Law Olmsted, one of the most influential American landscape architects of the 19th century.

Criterion (v): Land use in the English Lake District derives from a long history of agro-pastoralism. This landscape is an unrivalled example of a northern European upland agro-pastoral system based on the rearing of cattle and native breeds of sheep, shaped and adapted for over 1,000 years to its spectacular mountain environment. This land use continues today in the face of social, economic and environmental pressures. From the late 18th century and throughout the 19th century, a new land use developed in parts of the Lake District, designed to augment its beauty through the addition of villas and designed landscapes. Conservation land management in the Lake District developed directly from the early conservation initiatives of the 18th and 19th centuries. The primary aims in the Lake District have traditionally been, and continue to be, to maintain the scenic and harmonious beauty of the cultural landscape; to support and maintain traditional agro-pastoral farming; and to provide access and opportunities for people to enjoy the special qualities of the area, and have developed in recent times to include enhancement and resilience of the natural environment. Together these surviving attributes of land use form a distinctive cultural landscape which is outstanding in its harmonious beauty, quality, integrity and on-going utility and its demonstration of human interaction with the environment. The English Lake District and its current land use and management exemplify the practical application of the powerful ideas about the value of landscape which originated here and which directly stimulated a landscape conservation movement of global importance.

Criterion (vi): A number of ideas of universal significance are directly and tangibly associated with the English Lake District. These are the recognition of harmonious landscape beauty through the Picturesque Movement; a new relationship between people and landscape built around an emotional response to it, derived initially from Romantic engagement; the idea that landscape has a value and that everyone has a right to appreciate and enjoy it; and the need to protect and manage landscape, which led to the development of the National Trust movement, which spread across many countries with a similar rights system. All these ideas that have derived from the interaction between people and landscape are manifest in the English Lake District today and many of them have left their physical mark, contributing to the harmonious beauty of a natural landscape modified by: a persisting agro-pastoral system (and supported in many cases by conservation initiatives); villas and Picturesque and later landscape improvements; the extent of, and quality of land management within, the National Trust property; the absence of railways and other modern industrial developments as a result of the success of the conservation movement.

Integrity

The English Lake District World Heritage property is a single, discrete, mountainous area. All the radiating valleys of the English Lake District are contained within it. The property is of sufficient size to contain all the attributes of Outstanding Universal Value needed to demonstrate the processes that make this a unique and globally-significant property. The boundary of the property is the Lake District National Park boundary as designated in 1951 and is established on the basis of both topographic features and local government boundaries. The attributes of Outstanding Universal Value are in generally good condition. Risks affecting the site include the impact of long-term climate change, economic pressures on the system of traditional agro-pastoral farming, changing schemes for subsidies, and development pressures from tourism. These risks are managed through established systems of land management overseen by members of the Lake District National Park Partnership and through a comprehensive system of development management administered by the National Park Authority.

Authenticity

As an evolving cultural landscape, the English Lake District conveys its Outstanding Universal Value not only through individual attributes but also in the pattern of their distribution amongst the 13 constituent valleys and their combination to produce an over-arching pattern and system of land use. The key attributes relate to a unique natural landscape which has been shaped by a distinctive and persistent system of agro-pastoral agriculture and local industries, with the later overlay of distinguished villas, gardens and formal landscapes influenced by the Picturesque Movement; the resulting harmonious beauty of the landscape; the stimulus of the Lake District for artistic creativity and globally influential ideas about landscape; the early origins and ongoing influence of the tourism industry and outdoor movement; and the physical legacy of the conservation movement that developed to protect the Lake District.

Protection and management requirements

As a National Park, designated under the 'National Parks and Access to the Countryside Act 1949' and subsequent legislation, the English Lake District has the highest level of landscape protection afforded under United Kingdom law. Over 20 per cent of the site is owned and managed by the National Trust, which also has influence over a further two per cent of the site through legal covenants. The National Park Authority owns around four per cent of the site, and other members of the Lake District National Park Partnership, including the Forestry Commission and United Utilities Ltd, own a further 16 per cent. A substantial number of individual cultural and natural sites within the English Lake District are designated and have legal protection. The Lake District National Park Partnership has adopted the bid for World Heritage nomination. This provides long-term assurance of management through a World Heritage Forum (formally a sub-group of the Partnership). The National Park Authority has created a post of World Heritage Coordinator and will manage and monitor implementation of the Management Plan on behalf of the Partnership. The Management Plan will be reviewed every five years. A

communications plan has been developed in order to inform residents and visitors of the World Heritage bid and this will be developed and extended.

The Management Plan seeks to address the long-term challenges faced by the property including threats faced by climate change, development pressures, changing agricultural practices and diseases, and tourism.

Annex 3 – Attributes of Outstanding Universal Value

These are the English Lake District's attributes of Outstanding Universal Value and the component parts of these attributes. They have been agreed by the Partnership.

Theme 1: A landscape of exceptional beauty, shaped by persistent and distinctive agro pastoral and local industry which gives it special character

Attribute: Extraordinary beauty and harmony

- The physical natural landscape of mountains, rivers, lakes, and valleys.
- The physical cultural landscape in the main the product of agro-pastoralism, settlements and local industry, including woodlands.
- The variety and combination of differing landscape characters and physical attributes of each of the 13 valleys.

Attribute: Agro-pastoral system

- Evidence, intactness, and legibility of settlements and the agro pastoral character and function of the field systems and their waterways.
- Farmsteads and Farmhouses.
- Shepherds meets/shows and traditional sports.
- The unique practices of the agro-pastoral farming system.
- The surviving physical and social elements of hill farming e.g. shepherding and common gathering.
- Local techniques of landscape maintenance (stonewalling, hedging, pollarding).
- Local management and governance of Lake District farming systems, e.g. activities of breeders associations and commons committees.
- Common land and the long standing and continuing traditions of Common land management.
- Semi-natural habitats created and sustained as a result of a continuing agro-pastoral systems, for example hay meadows, pollards, wood pasture, and coppiced woodland. The mosaic of semi natural habitats above the fell wall within an actively grazed landscape.
- Ancient Semi-Natural Woodlands.

Attribute: Local industries

- Traditional local woodland industries, people and skills.
- The physical remains of past woodland industries, buildings, structures (i.e. Bark Barns, Charcoal Sheds).
- The physical remains of historic mines and quarries which have shaped the landscape.

Attribute: Towns and settlements

- The English Lake District's settlement pattern of individual farms, small hamlets, large villages and market towns, historically derived and functionally.
- Medieval buildings.
- Vernacular buildings.

Theme 2: A landscape which has inspired artistic and literary movements and generated ideas about landscapes that have had global influence and left their physical mark

Attribute: Early tourism

- Places and collections associated with early tourism.
- Early tourist infrastructure.
- The location of viewing stations, including structures in very limited cases.
- Other key views that form the image of the Lake District.
- The values, aesthetic ideals and perceptions which led to the creation of early tourism.

Attribute: Villas, gardens and formal landscapes

- Villa Landscapes – their buildings, gardens and surrounding designed landscapes.
- The values, aesthetic ideals and perceptions which led to their creation.
- Physical designed landscapes.

Attribute: Sites and collections associated with the Picturesque and Romanticism

- Residences and places associated with significant writers and poets.

- Key literary and artistic associations with Landscape. Surviving landscape which inspired literature and art.
- The value and significance of ideas and writings of writers and poets and artist.
- Perception and enjoyment of sites and collections associated with Picturesque and Romanticism.
- Key associations with the origins of the outdoor movement.
- Buildings linked to early outdoor holiday movement.
- Surviving landscape which inspired early climbing, outdoors recreation and the early outdoor holiday movement.
- The Romantic emphasis on outdoor activity and experience – principally walking.
- The open access to the Lake District Fells and lakes for recreation.

Theme 3: A landscape which has been the catalyst for key developments in the national and international protection of landscapes

Attribute: Landscape conservation

- Areas of the World Heritage property where historic landscape conservation battles were both won and lost.
- The idea of landscape conservation inspired by the English Lake District landscape and the universal value of scenic and cultural landscape transcending traditional property rights.
- The landscape is protected for its scenic and cultural value and is protected for the Nation.
- The perception that the landscape is protected for its scenic and cultural value and is protected for the Nation by public and state support.
- Properties owned or managed by the National Trust.
- The knowledge and perception that the creation of the National Trust was inspired by the English Lake District.
- Landscapes owned and sympathetically managed to sustain our Outstanding Universal Values by the Partnership and other landscape conservation bodies.
- Farms and land purchased by individuals and public subscription to protect the landscape and our Outstanding Universal Values e.g. traditional farming.
- Organisations and public participating in landscape conservation.
- The perception and enjoyment of an open landscape.

Attribute: The ability of people to experience the spirit and feeling of the Lake District

- The ability to feel the values, ideas and perceptions of harmonious beauty and other significance derived from the Picturesque and Romantic traditions specific to the English Lake District.
- The value of landscape for restoring the human spirit and wellbeing.
- Opportunities for quiet enjoyment and spiritual refreshment.

Annex 4 – Vision themes

A prosperous economy

We will see the following Vision outcome:

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.

Vibrant communities

We will see the following Vision outcome:

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

World Class Visitor Experience

We will see the following Vision outcome:

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

Spectacular landscape, wildlife and cultural heritage

We will see the following Vision outcome:

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.

Annex 5: Key indicators to measure the success of the Plan

The table below identifies a number of key indicators to measure the success of this Plan and the Outcomes we seek to deliver. A Monitoring Plan is currently being developed to monitor a wider range of indicators and the condition of the Lake District.

Measure of success	Indicator	Outcome measured
No net increase in homes used as a second home in those areas where 25 per cent of the housing stock is not used as permanent residential	Percentage of second homes by Parish Local demand for 'affordable housing'	VCPE
Delivery of affordable housing in all Districts in the National Park for social rent	Number of homes built	VCPE
Access the broadband as close to 100 per cent as possible	Percentage of properties covered by Broadband in Lake District	VCPE
95% of the LDNPP organisations signed up to addressing and delivering Climate Action.	Percentage of partners delivering climate action	CA
Partners contribute a 10% annual carbon saving from their activities.	Percentage increase of carbon savings	CA
A 70% increase in renewable energy production by 2025 within the Lake District	Percentage of renewable energy produced	CA

Ten community champions coordinate delivery of local projects	Number of community champions	CA
Five of the sector groups that operate in Zero Carbon Cumbria Partnership produce a pipeline of investment ready projects for the Lake District	No. of sector groups who produce a pipeline of investment ready carbon reduction projects	CA
90% of Lake District National Park land in Environmental Land Management by 2028 delivering individual business' and local area's priorities (55% in 2020)	Percentage of land within Environmental Land Management	FFNC
Nature recovery targets - to be developed through the Cumbria Local Nature Recovery Strategy pilot and linked to LDNP contribution to National Parks England wildlife and nature recovery delivery plan	Condition of SSSI's + others TBC	FFNC
81% of SSSIs in recovering condition by 2025, 100% of SSSIs in recovering condition by 2030, and 90% of SSSIs in favourable condition by 2040 (21.6% in 2018)	Condition of SSSI's	FFNC
Core areas specifically focussed on nature recovery will cover at least 10% of the National Park by 2025	Area of Lake District in core nature recovery areas	FFNC VCPE
We will agree our targets and actions to meet the Government's 30% by 2030 commitment, as part of our Nature Recovery Delivery Prospectus, by the end of 2022	Condition of SSSI's + others TBC	FFNC
75% of water bodies at or above Water Framework	Condition of waterbodies (lakes, rivers, tarns)	FFNC

Directive Good Ecological Status by 2027 (37% in 2019)		
At least 17% woodland cover by 2050 (13% in 2018)	annual ha of woodland creation in Lake District Total percentage of woodland cover in Lake District	FFNC
Farm business are net zero/net negative carbon by 2040	Carbon quantification of farms towards achieving Net Zero	FFNC CA
Continuation of fell going flocks appraised through an index. Publish an updated Shepherds Guide for the Lake District by 2023.	Index of the ratio of fell going flocks of traditional sheep breeds on common land to fell going flocks on freehold land	FFNC
Increasing number of commons in successful agri-environment schemes to lead to Environmental Land Management Schemes; No reduction of Common Land in traditional land management practices; No reduction in the total area of common land	Area of common land Number of commons in agri-environment schemes	FFNC
Establishment of an Engagement and Outreach Team which delivers actions to improve engagement within two specific geographical areas where communities are underserved with their connection to National Parks and the outdoors	When was the Engagement and Outreach Team established Number of people engaged by Engagement and Outreach Team action delivery	LDFE
At least 25% of businesses in the tourism sector complete the 'Warm Welcome' training scheme by 2025	Percentage of businesses completing 'Warm Welcome' training scheme	LDFE
At least 25% of people undertaking new volunteering	Percentage of people undertaking specifically identified volunteering	LDFE

packages are from a combination of low socio-economic groups, Visibly Minority Ethnic, and young people	packages from low socio-economic groups, Visibly Minority Ethnic, and young people	
Increasing number of people who feel health and wellbeing benefits	<p>Percentage of people who feel health and wellbeing benefits</p> <p>No of users on monitored active travel routes (miles without stiles)</p>	LDFE
Reduction in visitors stating car as their main mode to travel around by 15% on 2018 baseline	<p>Numbers of passengers using stations within or adjacent to the National Park (ORR annual stats)</p> <p>Number of passengers using gateway stations (Penrith, Oxenholme, Ulverston, Grange, Carlisle)</p> <p>Percentage of visitors using sustainable modes to reach the Lake District (Cumbria Visitor Survey)</p>	STT
Reduction in carbon from visitor travel of at least 10% on 2018 baseline	<p>Numbers of passengers using stations within or adjacent to the National Park (ORR annual stats)</p> <p>Number of passengers using gateway stations (Penrith, Oxenholme, Ulverston, Grange, Carlisle)</p> <p>Percentage of visitors using sustainable modes to reach the Lake District (Cumbria Visitor Survey)</p> <p>Number of visitors using Electric Vehicles</p>	STT CA

Increase in number of people arriving in the Lake by bus and rail by 15% on 2019 baseline	<p>Numbers of passengers using stations within or adjacent to the National Park (ORR annual stats)</p> <p>Number of passengers using gateway stations (Penrith, Oxenholme, Ulverston, Grange, Carlisle)</p> <p>Percentage of visitors using sustainable modes to reach the Lake District (Cumbria Visitor Survey)</p>	STT
25% increase in use of monitored active travel routes on 2019 baseline	Number of people counted on multi user trails and surveys on routes	STT LDFE

Annex 6: Delivering the Sustainable Development Goals in the Lake District through action

We have developed a list of actions which help to address the identified key challenges facing the Lake District. These same actions contribute to delivering the United Nations' Sustainable Development Goals.

The key transformational actions from the Outcomes section are highlighted in this list as these have been prioritised for delivery

SUSTAINABLE DEVELOPMENT GOALS



Sustainable Development Goal 1 – No Poverty

Key challenge reference	Action
VCPE.act.1	Lobby Homes England to make the social rent funding available for all relevant housing schemes throughout the Lake District not just South Lakeland by 2022.
VCPE.act.5	Continue to support the multi-agency visitor management response to the Covid-19 pandemic including delivering the Visitor Management Tactical Action Plans.

VCPE.act.8	To maximise the opportunities presented by the Project Gigabit Cumbria pilot project to connect gigabit capable broadband in hard to reach premises in the Lake District.
VCPE.act.6	Lobby transport operators and infrastructure providers to help connect people with jobs in rural areas they couldn't otherwise take through the provision of an effective and innovative rural bus service
VCPE.act.22	Develop a training programme for communities to reskill and/or retrain to help build a climate resilient Lake District, including platforms for local community groups to share best practice.
VCPE.act.23	Support communities at very high or extreme vulnerability to the impacts of climate change to create Community Emergency Plans to prepare for extreme weather events or Plans to adapt and increased resilience.

Sustainable Development Goal 2 – Zero Hunger

Key challenge reference	Action
FFNC.act.1	<p>Develop and deliver a coordinated Partnership transition support programme to enable business adaptation, nature and climate recovery, and maintenance of the cultural landscape and supporting support young entrants by securing the high take up of options within the Government's Agricultural Transition Plan 2021-2024, through:</p> <ul style="list-style-type: none"> a. Delivering business (including succession planning) and environmental advice and support to those farmers, foresters, and land managers who request it to help develop and adapt their business plans to apply for schemes within the Agricultural Transition Plan. b. Delivering the Farming in Protected Landscapes programme to secure the climate, nature, people, and place themes c. Delivering the Environmental Land Management test and trails and pilots, and influence Environmental Land Management policy that secure the future of the special qualities and attributes of Outstanding Universal Value

	<p>d. Assist farmers with advice in securing and delivering Countryside Stewardship schemes between 2021 and 2023</p> <p>e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.</p>
FFNC.act.2	<p>Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:</p> <p>a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes.</p>

Sustainable Development Goal 3 – Good Health and Well-being

Key challenge reference	Action
VCPE.act.5	Continue to support the multi-agency visitor management response to the Covid-19 pandemic including delivering the Visitor Management Tactical Action Plans.
LDPE.act.1	Create a dedicated Engagement and Outreach Team to provide progressive opportunities for engagement to target underserved groups either in local outdoor spaces or in the Lake District itself. The Engagement and Outreach Team will then identify priority activity to ensure the Lake District is a place for everyone whether connected through association or by a physical visit.

Sustainable Development Goal 4 – Quality Education

Key challenge reference	Action
VCPE.act.22	Develop a training programme for communities to reskill and/or retrain to help build a climate resilient Lake District, including platforms for local community groups to share best practice.

CA.act.8	Develop a training programme for sustainable retrofit of traditional buildings and raise awareness of traditional building performance and energy efficiency.
FFNC.act.7	Support and encourage young people into farming, forestry and land management, to maintain traditional skills and develop new ones to accrue the knowledge necessary for the maintenance of our cultural landscape and delivery of a 'public payment for public goods' agenda.

Sustainable Development Goal 5 – Gender Equality

Key challenge reference	Action
LD FE.act.3	<p>Establish an Equality Advisory Forum to ensure legal and legislative compliance, to embed equality inclusion in strategies and corporate processes, to provide ongoing critical assessment, to promote the equality and inclusion work. The Forum should:</p> <ul style="list-style-type: none"> a. Undertake an Equality Analysis of the Partnership's organisations, looking at their compliance, governance, recruitment; b. Drive a Partnership commitment to the Diverse Sustainability Initiative; c. Establish a sub-group of the Equality Advisory Forum with a specific focus on information and communications to continually address and review the messages and information sharing routes in the Lake District including design of information apps, signage and notice boards (including QR codes), as well as having overall responsibility and understanding for sharing information.

Sustainable Development Goal 6 – Clean Water and Sanitation

Key challenge reference	Action
FFNC.act.2	<p>Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:</p> <ul style="list-style-type: none"> a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature

	<p>and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes.</p> <p>b. championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management.</p> <p>c. Delivering targets for woodland creation and restoration schemes in line with the Partnership’s “Tree planting and woodland creation guidelines”</p> <p>d. Delivering targets for peatland restoration schemes through schemes at</p> <ul style="list-style-type: none"> - Rusland Moss National Nature Reserve - Caldbeck Common - Barf Common - Linking the valleys <p>e. Pursing the restoration and reintroduction of key species (inc BOOM)</p> <p>f. Improving the system to assess condition and extent of priority habitats</p> <p>g. supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage</p>
FFNC.act.1	<p>Develop and deliver a coordinated Partnership transition support programme to enable business adaptation, nature and climate recovery, and maintenance of the cultural landscape and supporting support young entrants by securing the high take up of options within the Government’s Agricultural Transition Plan 2021-2024, through:</p> <p>a. Delivering business (including succession planning) and environmental advice and support to those farmers, foresters, and land managers who request it to help develop and adapt their business plans to apply for schemes within the Agricultural Transition Plan.</p> <p>b. Delivering the Farming in Protected Landscapes programme to secure the climate, nature, people, and place themes</p> <p>c. Delivering the Environmental Land Management test and trails and pilots, and influence Environmental Land Management policy that secure the future of the special qualities and attributes of Outstanding Universal Value</p>

	<p>d. Assist farmers with advice in securing and delivering Countryside Stewardship schemes between 2021 and 2023</p> <p>e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.</p>
FFNC.act.9	Core areas of nature recovery will cover a minimum of 10% of the National Park by 2025, where natural processes are being restored at scale and nature can recover and thrive.

Sustainable Development Goal 7 – Affordable and Clean Energy

Key challenge reference	Action
VCPE.act.18	Actively engage with the Clean Energy Sector Panel of the Cumbria Local Enterprise Partnership to assist with the delivery of a Clean Energy Prospectus and the Cumbria Nuclear Prospectus.
CA.act.1	Using evidence from the Carbon Budget and other sources, lobby Government to develop new net zero incentives to re-trigger an acceleration in renewable energy production.

Sustainable Development Goal 8 – Decent Work and Economic Growth

Key challenge reference	Action
VCPE.act.4	<p>Deliver the projects within the Windermere Gateway area to improve Windermere Station, and deliver affordable housing (circa 160 units) and employment space through:</p> <ul style="list-style-type: none"> a. Delivery of Windermere Station improvements; b. Delivery of highway improvements c. Delivery of site allocation CSE01M.
VCPE.act.4d	Adopt Windermere Gateway Area Supplementary Planning Document

VCPE.act.6	Lobby transport operators and infrastructure providers to help connect people with jobs in rural areas they couldn't otherwise take through the provision of an effective and innovative rural bus service
VCPE.act.13	Promote 'takeover spaces' to support young people and the creative economy to deliver technology, arts and cultural activities
VCPE.act.14	Lobby central Government for continued provision of fundamental financial support to sustain the Lake District economy through the Covid-19 pandemic and the subsequent recovery.
VCPE.act.15	Lobby central Government to recognise, through various policy measures, such as the Tourism Recovery Plan and Levelling Up agenda, the role the Lake District visitor economy plays in the wider economy.
VCPE.act.5	Continue to support the multi-agency visitor management response to the Covid-19 pandemic including delivering the Visitor Management Tactical Action Plans.
VCPE.act.17	Encourage longer and overnight stays and extend the visitor season through coordinated marketing campaigns and product development.
VCPE.act.7	Secure private financing in natural capital drawing on the partnerships investment ready schemes, including working through the National Park's Partnerships Net Zero for Nature programme.
VCPE.act.18	Actively engage with the Clean Energy Sector Panel of the Cumbria Local Enterprise Partnership to assist with the delivery of a Clean Energy Prospectus and the Cumbria Nuclear Prospectus.
VCPE.act.8	To maximise the opportunities presented by the Project Gigabit Cumbria pilot project to connect gigabit capable broadband in hard to reach premises in the Lake District.
VCPE.act.22	Develop a training programme for communities to reskill and/or retrain to help build a climate resilient Lake District, including platforms for local community groups to share best practice.
FFNC.act.2	Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through: a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature

	<p>and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes.</p> <p>b. championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management.</p> <p>c. Delivering targets for woodland creation and restoration schemes in line with the Partnership’s “Tree planting and woodland creation guidelines”</p> <p>d. Delivering targets for peatland restoration schemes through schemes at</p> <ul style="list-style-type: none"> - Rusland Moss National Nature Reserve - Caldbeck Common - Barf Common - Linking the valleys <p>e. Pursuing the restoration and reintroduction of key species (inc BOOM)</p> <p>f. Improving the system to assess condition and extent of priority habitats</p> <p>g. supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage</p>
FFNC.act.1	<p>Develop and deliver a coordinated Partnership transition support programme to enable business adaptation, nature and climate recovery, and maintenance of the cultural landscape and supporting support young entrants by securing the high take up of options within the Government’s Agricultural Transition Plan 2021-2024, through:</p> <p>a. Delivering business (including succession planning) and environmental advice and support to those farmers, foresters, and land managers who request it to help develop and adapt their business plans to apply for schemes within the Agricultural Transition Plan.</p> <p>b. Delivering the Farming in Protected Landscapes programme to secure the climate, nature, people, and place themes</p> <p>c. Delivering the Environmental Land Management test and trails and pilots, and influence Environmental Land Management policy</p>

	<p>that secure the future of the special qualities and attributes of Outstanding Universal Value</p> <p>d. Assist farmers with advice in securing and delivering Countryside Stewardship schemes between 2021 and 2023</p> <p>e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.</p>
FFNC.act.7	Support and encourage young people into farming, forestry and land management, to maintain traditional skills and develop new ones to accrue the knowledge necessary for the maintenance of our cultural landscape and delivery of a 'public payment for public goods' agenda.
LD FE.act.2	<p>Ensure the Lake District is welcoming for all by:</p> <p>Developing a 'Warm Welcome' certificated training scheme, applicable to the Tourism sector and other staff engaging with visitors. Embed the training as a requirement into existing staff professional development and into new staff roles.</p> <p>Promoting the 'Warm Welcome' training scheme to businesses and organisations through existing networks to encourage its take up to develop staff skills.</p> <p>Delivering greater coverage of 'on the ground ambassadors' by joining up and focusing visitor facing rangers, staff, and volunteers across the Partnership organisations, and where possible appointing additional rangers to fill gaps.</p> <p>Developing and promoting a wider range of volunteering opportunities and packages (including volunteering holidays) that meet the needs of a diverse audience to create enjoyable experiences</p>
ST.act.9	Deliver short term actions set out in the Visitor Management Tactical Action Plan to support covid-19 recovery including attract and disperse, active travel development, recovery of public transport use, temporary car parking and ensuring safe space in public realm and on road for walking and cycling.

Sustainable Development Goal 9 – Industry, Innovation and Infrastructure

Key challenge reference	Action

VCPE.act.4	<p>Deliver the projects within the Windermere Gateway area to improve Windermere Station, and deliver affordable housing (circa 160 units) and employment space through:</p> <ul style="list-style-type: none"> a. Delivery of Windermere Station improvements; b. Delivery of highway improvements c. Delivery of site allocation CSE01M.
VCPE.act.4d	Adopt Windermere Gateway Area Supplementary Planning Document
VCPE.act.6	Lobby transport operators and infrastructure providers to help connect people with jobs in rural areas they couldn't otherwise take through the provision of an effective and innovative rural bus service
VCPE.act.18	Actively engage with the Clean Energy Sector Panel of the Cumbria Local Enterprise Partnership to assist with the delivery of a Clean Energy Prospectus and the Cumbria Nuclear Prospectus.
VCPE.act.8	To maximise the opportunities presented by the Project Gigabit Cumbria pilot project to connect gigabit capable broadband in hard to reach premises in the Lake District.
VCPE.act.20	We will promote the Cumbria County Council Digital Infrastructure Strategy particularly to the hardest to reach areas in the Lake District
VCPE.act.9	For those premises which will not be covered by Project Gigabit, we will work with communities to help promote the opportunity presented by 'altnet' providers to connect rural communities to gigabit capable broadband.
VCPE.act.21	Use the funding from European Structural Investment Fund to deliver low-carbon investments to support a wide range of businesses by 2023.
ST.act.1	Advocate and support initiatives for multi-modal ticketing and enhanced connectivity from the West Coast Mainline between Penrith and Keswick and from Oxenholme and Windermere Stations.

ST.act.2	<p>Lobbying and working with relevant bodies and organisations to support proposals for funding and delivery of following rail upgrades:</p> <ul style="list-style-type: none"> a. Doubling of capacity on the Lakes Line. b. Cumbria Coast Line improvements. c. West Coast Main Line service stopping and capacity improvements. Direct services to/from London, Scotland and Manchester Airport. d. Improved number of trains stopping at Penrith and Oxenholme and connectivity with HS2 to meet the needs of Lake District. e. Station accessibility improvements on all lines, and in particular improved accessibility at Ulverston and Staveley.
ST.act.8	Encourage providers to improve digital platforms to promote and inform sustainable travel on and between all modes.
ST.act.13	Support new opportunities and research coming forward from technology developments including shared mobility, information, ticketing and research.
ST.act.17	Support the Community Rail Partnership to deliver rail improvements including funding applications to improve station accessibility at Ulverston and Staveley.
FFNC.act.1e	e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.

Sustainable Development Goal 10 – Reduced Inequalities

Key challenge reference	Action
VCPE.act.1	Lobby Homes England to make the social rent funding available for all relevant housing schemes throughout the Lake District not just South Lakeland by 2022.
VCPE.act.2	Lobby central Government to agree to introduce a mechanism to control the conversion of first to second homes in the Lake District,

	and to remove the small business rates exemption for furnished holiday homes by 2023.
VCPE.act.3	Lobby mortgage lenders to agree to be more flexible when lending on properties with local occupancy controls, and review annually.
VCPE.act.6	Lobby transport operators and infrastructure providers to help connect people with jobs in rural areas they couldn't otherwise take through the provision of an effective and innovative rural bus service
VCPE.act.10	Review and seek to increase council tax on second homes to raise additional revenue for the provision of more affordable homes
VCPE.act.12	Continue to secure funding to deliver improvements at Bowness Bay and the Glebe
VCPE.act.14	Lobby central Government for continued provision of fundamental financial support to sustain the Lake District economy through the Covid-19 pandemic and the subsequent recovery.
VCPE.act.15	Lobby central Government to recognise, through various policy measures, such as the Tourism Recovery Plan and Levelling Up agenda, the role the Lake District visitor economy plays in the wider economy.
VCPE.act.5	Continue to support the multi-agency visitor management response to the Covid-19 pandemic including delivering the Visitor Management Tactical Action Plans.
VCPE.act.8	To maximise the opportunities presented by the Project Gigabit Cumbria pilot project to connect gigabit capable broadband in hard to reach premises in the Lake District.
VCPE.act.9	For those premises which will not be covered by Project Gigabit, we will work with communities to help promote the opportunity presented by 'altnet' providers to connect rural communities to gigabit capable broadband.
LDPE.act.1	Create a dedicated Engagement and Outreach Team to provide progressive opportunities for engagement to target underserved groups either in local outdoor spaces or in the Lake District itself. The Engagement and Outreach Team will then identify priority

	activity to ensure the Lake District is a place for everyone whether connected through association or by a physical visit.
LDFE.act.1 a,b,c,d,e	<p>Identify and understand the numerous organisations and associations that might already be supporting a person or group of people to make a connection with the Lake District (physical or otherwise) and to identify where they might best provide additional support;</p> <p>Develop programmes of activities supported by local leaders and role models to create 'ladders' of experience for outdoor experiences;</p> <p>Focusing on nearby underrepresented groups, make access to the outdoors easier by creating and promoting attractive destinations, affordable travel, and information available in appropriate formats;</p> <p>Improve partnerships with outdoor provider centres by developing a project to work with providers and visitor groups to develop activities that link the Lake District with home settings.</p> <p>Undertake action research or evaluation to support the sharing of best practice more widely (such as that commissioned by Forestry England to review their Digital Forest Project in Grizedale).</p>
LDFE.act.3	<p>Establish an Equality Advisory Forum to ensure legal and legislative compliance, to embed equality inclusion in strategies and corporate processes, to provide ongoing critical assessment, to promote the equality and inclusion work. The Forum should:</p> <ul style="list-style-type: none"> a. Undertake an Equality Analysis of the Partnership's organisations, looking at their compliance, governance, recruitment; b. Drive a Partnership commitment to the Diverse Sustainability Initiative; c. Establish a sub-group of the Equality Advisory Forum with a specific focus on information and communications to continually address and review the messages and information sharing routes in the Lake District including design of information apps, signage and notice boards (including QR codes), as well as having overall responsibility and understanding for sharing information.
LDFE.act.4	Develop formal engagement pathways, with a focus on increasing diversity of uptake and representation, across the Lake District by working in partnership with community organisations to develop connections for potential employees and volunteers.
LDFE.act.2	Ensure the Lake District is welcoming for all by:

	<p>Developing a 'Warm Welcome' certificated training scheme, applicable to the Tourism sector and other staff engaging with visitors. Embed the training as a requirement into existing staff professional development and into new staff roles.</p> <p>Promoting the 'Warm Welcome' training scheme to businesses and organisations through existing networks to encourage its take up to develop staff skills.</p> <p>Delivering greater coverage of 'on the ground ambassadors' by joining up and focusing visitor facing rangers, staff, and volunteers across the Partnership organisations, and where possible appointing additional rangers to fill gaps.</p> <p>Developing and promoting a wider range of volunteering opportunities and packages (including volunteering holidays) that meet the needs of a diverse audience to create enjoyable experiences</p>
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Sustainable Development Goal 11 – Sustainable Cities and Communities

Key challenge reference	Action
VCPE.act.1	Lobby Homes England to make the social rent funding available for all relevant housing schemes throughout the Lake District not just South Lakeland by 2022.
VCPE.act.2	Lobby central Government to agree to introduce a mechanism to control the conversion of first to second homes in the Lake District, and to remove the small business rates exemption for furnished holiday homes by 2023.
VCPE.act.3	Lobby mortgage lenders to agree to be more flexible when lending on properties with local occupancy controls, and review annually.
VCPE.act.10	Review and seek to increase council tax on second homes to raise additional revenue for the provision of more affordable homes
VCPE.act.4	Deliver the projects within the Windermere Gateway area to improve Windermere Station, and deliver affordable housing (circa 160 units) and employment space through:

	<p>a. Delivery of Windermere Station improvements;</p> <p>b. Delivery of highway improvements</p> <p>c. Delivery of site allocation CSE01M.</p>
VCPE.act.4d	Adopt Windermere Gateway Area Supplementary Planning Document
VCPE.act.6	Lobby transport operators and infrastructure providers to help connect people with jobs in rural areas they couldn't otherwise take through the provision of an effective and innovative rural bus service
VCPE.act.11	Partners review their landholdings and consider their potential as future affordable housing sites.
VCPE.act12	Continue to secure funding to deliver improvements at Bowness Bay and the Glebe
VCPE.act.13	Promote 'takeover spaces' to support young people and the creative economy to deliver technology, arts and cultural activities
VCPE.act.5	Continue to support the multi-agency visitor management response to the Covid-19 pandemic including delivering the Visitor Management Tactical Action Plans.
VCPE.act.8	To maximise the opportunities presented by the Project Gigabit Cumbria pilot project to connect gigabit capable broadband in hard to reach premises in the Lake District.
VCPE.act.9	For those premises which will not be covered by Project Gigabit, we will work with communities to help promote the opportunity presented by 'altnet' providers to connect rural communities to gigabit capable broadband.
VCPE.act.23	Support communities at very high or extreme vulnerability to the impacts of climate change to create Community Emergency Plans to prepare for extreme weather events or Plans to adapt and increased resilience.
VCPE.act.24	Promote initiatives to improve energy efficiency and reduce carbon emissions in traditional and community buildings.
CA.act.2	Lobbying Government to reduce VAT on the maintenance, repair and retrofitting of traditional buildings as a pilot in the Lake District.

CA.act.8	Develop a training programme for sustainable retrofit of traditional buildings and raise awareness of traditional building performance and energy efficiency.
FFNC.act.6	That we work together to champion, promote incentives, and provide researched options to support traditional Lake District farming systems which sustain World Heritage Outstanding Universal Value, support profitable businesses, and deliver nature recovery, climate and other public benefits.
LDFE.act.1	Create a dedicated Engagement and Outreach Team to provide progressive opportunities for engagement to target underserved groups either in local outdoor spaces or in the Lake District itself. The Engagement and Outreach Team will then identify priority activity to ensure the Lake District is a place for everyone whether connected through association or by a physical visit.
LDFE.act.3	<p>Establish an Equality Advisory Forum to ensure legal and legislative compliance, to embed equality inclusion in strategies and corporate processes, to provide ongoing critical assessment, to promote the equality and inclusion work. The Forum should:</p> <ul style="list-style-type: none"> a. Undertake an Equality Analysis of the Partnership's organisations, looking at their compliance, governance, recruitment; b. Drive a Partnership commitment to the Diverse Sustainability Initiative; c. Establish a sub-group of the Equality Advisory Forum with a specific focus on information and communications to continually address and review the messages and information sharing routes in the Lake District including design of information apps, signage and notice boards (including QR codes), as well as having overall responsibility and understanding for sharing information.
LDFE.act.4	Develop formal engagement pathways, with a focus on increasing diversity of uptake and representation, across the Lake District by working in partnership with community organisations to develop connections for potential employees and volunteers.
LDFE.act.2	<p>Ensure the Lake District is welcoming for all by:</p> <p>Developing a 'Warm Welcome' certificated training scheme, applicable to the Tourism sector and other staff engaging with visitors. Embed the training as a requirement into existing staff professional development and into new staff roles.</p>

	<p>Promoting the 'Warm Welcome' training scheme to businesses and organisations through existing networks to encourage its take up to develop staff skills.</p> <p>Delivering greater coverage of 'on the ground ambassadors' by joining up and focusing visitor facing rangers, staff, and volunteers across the Partnership organisations, and where possible appointing additional rangers to fill gaps.</p> <p>Developing and promoting a wider range of volunteering opportunities and packages (including volunteering holidays) that meet the needs of a diverse audience to create enjoyable experiences</p>
ST.act.1	Advocate and support initiatives for multi-modal ticketing and enhanced connectivity from the West Coast Mainline between Penrith and Keswick and from Oxenholme and Windermere Stations.
ST.act.2	<p>Lobbying and working with relevant bodies and organisations to support proposals for funding and delivery of following rail upgrades:</p> <ul style="list-style-type: none"> a. Doubling of capacity on the Lakes Line. b. Cumbria Coast Line improvements. c. West Coast Main Line service stopping and capacity improvements. Direct services to/from London, Scotland and Manchester Airport. d. Improved number of trains stopping at Penrith and Oxenholme and connectivity with HS2 to meet the needs of Lake District. e. Station accessibility improvements on all lines, and in particular improved accessibility at Ulverston and Staveley.
ST.act.8	Encourage providers to improve digital platforms to promote and inform sustainable travel on and between all modes.
ST.act.10	Continue to improve access to information on parking, travel and congestion including the Safer Lakes website and develop and market opportunities to park up for the day and walk, cycle, or use sustainable transport.
ST.act.3	Develop marketing and ticketing initiatives for all sustainable and active transport modes. All Partners to promote sustainable travel through their own communications.

ST.act.11	Ensure the Lake District's plans to decarbonise its transport are covered fully in the Cumbria Transport Infrastructure Plan (CTIP) and support the delivery of these actions. Make sure these two strategic planning initiatives are mutually reinforcing.
ST.act.5 a, b, c	Develop high quality active travel measures including: <ul style="list-style-type: none"> a. Develop cycle corridors and spurs and set out in CTIP Cumbria Transport Improvement Plan and Borderlands See More Lake District Project. b. Develop a network of e-bike charging points. c. Targeted traffic management in suitable locations through community pilots.
ST.act.14	Communities and businesses to promote public transport and active travel in their communications. We will support them to provide sustainable travel itineraries, information, ticketing linked with attractions and accommodation.
ST.act.15	Work with communities to: <ul style="list-style-type: none"> develop local actions deliver actions at a community level.
ST.act.17	Support the Community Rail Partnership to deliver rail improvements including funding applications to improve station accessibility at Ulverston and Staveley.
ST.act.6	Work with communities to pilot sustainable travel improvements.

Sustainable Development Goal 12 – Responsible Consumption and Production

Key challenge reference	Action
VCPE.act.17	Encourage longer and overnight stays and extend the visitor season through coordinated marketing campaigns and product development.

VCPE.act.18	Actively engage with the Clean Energy Sector Panel of the Cumbria Local Enterprise Partnership to assist with the delivery of a Clean Energy Prospectus and the Cumbria Nuclear Prospectus.
VCPE.act.21	Use the funding from European Structural Investment Fund to deliver low-carbon investments to support a wide range of businesses by 2023.
VCPE.act.25	Encourage local businesses in the area to procure locally when sourcing goods and services.
CA.act.12	Promote the circular economy based on maintenance/repair/upgrade of traditional buildings.
FFNC.act.2	<p>Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:</p> <ul style="list-style-type: none"> a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes. b. championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management. c. Delivering targets for woodland creation and restoration schemes in line with the Partnership's "Tree planting and woodland creation guidelines" d. Delivering targets for peatland restoration schemes through schemes at <ul style="list-style-type: none"> - Rusland Moss National Nature Reserve - Caldbeck Common - Barf Common - Linking the valleys e. Pursuing the restoration and reintroduction of key species (inc BOOM) f. Improving the system to assess condition and extent of priority habitats g. supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage

FFNC.act.3	<p>Reduce the contributions from farming and land management make to greenhouse gas emissions in line with the National Farmers Union net zero goal and support farmers and land managers on adaptation by:</p> <ul style="list-style-type: none"> a. Securing resources, promoting, and delivering carbon budget assessments for individual farms, farm clusters and community farming initiatives b. co-creating and delivering farming led carbon reduction or carbon storage measures through the funding packages available c. co-creating and supporting farmers and land managers make adaptation part of their plans, and helping to deliver schemes to reduce their own risk to climate change, and deliver public benefits to reduce risks to local communities and the Special Qualities of the Lake District.
FFNC.act.1	<p>Develop and deliver a coordinated Partnership transition support programme to enable business adaptation, nature and climate recovery, and maintenance of the cultural landscape and supporting support young entrants by securing the high take up of options within the Government's Agricultural Transition Plan 2021-2024, through:</p> <ul style="list-style-type: none"> a. Delivering business (including succession planning) and environmental advice and support to those farmers, foresters, and land managers who request it to help develop and adapt their business plans to apply for schemes within the Agricultural Transition Plan. b. Delivering the Farming in Protected Landscapes programme to secure the climate, nature, people, and place themes c. Delivering the Environmental Land Management test and trails and pilots, and influence Environmental Land Management policy that secure the future of the special qualities and attributes of Outstanding Universal Value d. Assist farmers with advice in securing and delivering Countryside Stewardship schemes between 2021 and 2023 e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.

Sustainable Development Goal 13 – Climate Action

Key challenge reference	Action
VCPE.act.21	Use the funding from European Structural Investment Fund to deliver low-carbon investments to support a wide range of businesses by 2023.
VCPE.act.22	Develop a training programme for communities to reskill and/or retrain to help build a climate resilient Lake District, including platforms for local community groups to share best practice.
VCPE.act.23	Support communities at very high or extreme vulnerability to the impacts of climate change to create Community Emergency Plans to prepare for extreme weather events or Plans to adapt and increased resilience.
VCPE.act.24	Promote initiatives to improve energy efficiency and reduce carbon emissions in traditional and community buildings.
CA.act.5	Empowering locally led climate action by creating a network of “climate champions” within communities by working with Zero Carbon Cumbria to support to deliver local projects and community action, including citizen climate juries.
CA.act.1	Using evidence from the Carbon Budget and other sources, lobby Government to develop new net zero incentives to re-trigger an acceleration in renewable energy production.
CA.act.2	Lobbying Government to reduce VAT on the maintenance, repair and retrofitting of traditional buildings as a pilot in the Lake District.
CA.act.3	By June 2022 secure agreement, by all Partners, on significantly reducing carbon emissions through business planning and delivering of carbon savings by integrating climate action into their business plan.
CA.act.4	By June 2023 develop and agree a pipeline of new Zero Carbon Cumbria Partnership sector projects for climate action to move towards addressing the gap identified that can be feasibly implemented in the next 10, 15, 20 years.

CA.act.5	Each Lake District Partnership sub group, as well as Zero Cumbria Carbon Partnership, understanding and identifying what is required to scale up and prepare for rapid and more ambitious action to secure net zero.
CA.act.7	By June 2023 establish a net zero carbon tourism network working together on climate change.
CA.act.8	Develop a training programme for sustainable retrofit of traditional buildings and raise awareness of traditional building performance and energy efficiency.
CA.act.9	Deliver an integrated innovative communications strategy that supports all efforts to work towards net zero.
CA.act.10	Organise and facilitate an annual Lake District Climate Festival, demonstrating climate leadership, showcasing projects and inspiring action.
CA.act.11	Deliver a number of public engagement workshops that inform on the risk of climate change to the Lake District and the role individuals and communities can play in addressing this through fair and equal action.
CA.act.12	Promote the circular economy based on maintenance/ repair/ upgrade of traditional buildings.
CA.act.13	Identify low carbon solutions and case study promotion to encourage adoption through Green Business Networks.
FFNC.act.2	<p>Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:</p> <ul style="list-style-type: none"> a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes. b. championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management. c. Delivering targets for woodland creation and restoration schemes in line with the Partnership's "Tree planting and woodland creation guidelines" d. Delivering targets for peatland restoration schemes through schemes at

	<ul style="list-style-type: none"> - Rusland Moss National Nature Reserve - Caldbeck Common - Barf Common - Linking the valleys <p>e. Pursuing the restoration and reintroduction of key species (inc BOOM)</p> <p>f. Improving the system to assess condition and extent of priority habitats</p> <p>g. supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage</p>
FFNC.act.3	<p>Reduce the contributions from farming and land management make to greenhouse gas emissions in line with the National Farmers Union net zero goal and support farmers and land managers on adaptation by:</p> <ul style="list-style-type: none"> a. Securing resources, promoting, and delivering carbon budget assessments for individual farms, farm clusters and community farming initiatives b. co-creating and delivering farming led carbon reduction or carbon storage measures through the funding packages available c. co-creating and supporting farmers and land managers make adaptation part of their plans, and helping to deliver schemes to reduce their own risk to climate change, and deliver public benefits to reduce risks to local communities and the Special Qualities of the Lake District.
FFNC.act.8	<p>The Partnership's "Tree planting and woodland creation guidelines" are being used from 2022 to help everyone to get the right trees and woodlands in the right places for the right reasons and in the right way.</p>
ST.act.7	<p>Lobby Government to support providers to deliver low carbon trains, buses and boats.</p>
ST.act.10	<p>Continue to improve access to information on parking, travel and congestion including the Safer Lakes website and develop and market opportunities to park up for the day and walk, cycle, or use sustainable transport.</p>

ST.act.3	Develop marketing and ticketing initiatives for all sustainable and active transport modes. All Partners to promote sustainable travel through their own communications.
ST.act.11	Ensure the Lake District's plans to decarbonise its transport are covered fully in the Cumbria Transport Infrastructure Plan (CTIP) and support the delivery of these actions. Make sure these two strategic planning initiatives are mutually reinforcing.
ST.act.4a, b, c	<p>Work in partnership to secure the decarbonisation of transport including:</p> <ul style="list-style-type: none"> a. Rolling out EV charging. b. Support carbon reduction technology on buses, trains and water transport. c. Secure funding for and delivery of rail improvements on the Lakes Line to deliver passing loop, and electrification or other low carbon technologies.
ST.act.4d, e, f	<ul style="list-style-type: none"> d. Deliver better passenger waiting facilities and interchanges, including Ambleside Bus Station. e. Support more resilient infrastructure and increased capacity for water transport. f. Deliver integrated transport projects including those set out in the Keswick Transport Study.
ST.act.12	All partners to commit to a reduction in staff and visitor travel and travel related carbon emissions through continuing opportunities for virtual working, meetings and events.
ST.act.5 a, b, c	<p>Develop high quality active travel measures including:</p> <ul style="list-style-type: none"> a. Develop cycle corridors and spurs and set out in CTIP Cumbria Transport Improvement Plan and Borderlands See More Lake District Project. b. Develop a network of e-bike charging points. c. Targeted traffic management in suitable locations through community pilots.
ST.act.5 d, e, f	d. Market and promote opportunities for active recreation including cycling, walking and horse riding.

	<p>e. Create, maintain and promote waymarked walking routes on the existing rights of way network.</p> <p>f. Create new routes, including accessible Miles without Stiles routes and links from visitor hubs to key visitor locations.</p>
ST.act.17	Support the Community Rail Partnership to deliver rail improvements including funding applications to improve station accessibility at Ulverston and Staveley.

Sustainable Development Goal 14 – Life Below Water

Key challenge reference	Action
FFNC.act.2	<p>Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:</p> <p>a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes.</p> <p>b. championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management.</p> <p>c. Delivering targets for woodland creation and restoration schemes in line with the Partnership’s “Tree planting and woodland creation guidelines”</p> <p>d. Delivering targets for peatland restoration schemes through schemes at</p> <ul style="list-style-type: none"> - Rusland Moss National Nature Reserve - Caldbeck Common - Barf Common - Linking the valleys <p>e. Pursing the restoration and reintroduction of key species (inc BOOM)</p> <p>f. Improving the system to assess condition and extent of priority habitats</p>

	g. supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage
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Sustainable Development Goal 15 – Life on Land

Key challenge reference	Action
VCPE.act.7	Secure private financing in natural capital drawing on the partnerships investment ready schemes, including working through the National Park's Partnerships Net Zero for Nature programme.
VCPE.act.19	Encourage businesses, individuals, and organisations operating in the Lake District to invest in natural capital projects through the Lake District Foundation, and promote when this occurs.
FFNC.act.1	<p>Develop and deliver a coordinated Partnership transition support programme to enable business adaptation, nature and climate recovery, and maintenance of the cultural landscape and supporting support young entrants by securing the high take up of options within the Government's Agricultural Transition Plan 2021-2024, through:</p> <ul style="list-style-type: none"> a. Delivering business (including succession planning) and environmental advice and support to those farmers, foresters, and land managers who request it to help develop and adapt their business plans to apply for schemes within the Agricultural Transition Plan. b. Delivering the Farming in Protected Landscapes programme to secure the climate, nature, people, and place themes c. Delivering the Environmental Land Management test and trails and pilots, and influence Environmental Land Management policy that secure the future of the special qualities and attributes of Outstanding Universal Value d. Assist farmers with advice in securing and delivering Countryside Stewardship schemes between 2021 and 2023 e. Developing and securing a mix of finance opportunities for natural capital and public services projects from private, charitable, public crowdfunding sources.

FFNC.act.2	<p>Make on-the-ground contributions to deliver the Cumbria Local Nature Recovery Strategy by developing the Lake District National Park Nature Recovery Prospectus and delivering it through:</p> <ul style="list-style-type: none"> a. Working with individual farms, farm clusters and community farming initiatives to increase understanding of options for nature and climate recovery and identifying and co-creating farming led local nature recovery and landscape scale recovery schemes. b. championing and resourcing the recovery of priority and, or protected habitats and species across the Lake District through restoration schemes. This will include their long-term protection and management. c. Delivering targets for woodland creation and restoration schemes in line with the Partnership's "Tree planting and woodland creation guidelines" d. Delivering targets for peatland restoration schemes through schemes at <ul style="list-style-type: none"> - Rusland Moss National Nature Reserve - Caldbeck Common - Barf Common - Linking the valleys e. Pursuing the restoration and reintroduction of key species (inc BOOM) f. Improving the system to assess condition and extent of priority habitats g. supporting the delivery of four community led land management initiatives to increase nature recovery, climate recovery and maintain cultural heritage
FFNC.act.3	<p>Reduce the contributions from farming and land management make to greenhouse gas emissions in line with the National Farmers Union net zero goal and support farmers and land managers on adaptation by:</p> <ul style="list-style-type: none"> a. Securing resources, promoting, and delivering carbon budget assessments for individual farms, farm clusters and community farming initiatives b. co-creating and delivering farming led carbon reduction or carbon storage measures through the funding packages available

	c. co-creating and supporting farmers and land managers make adaptation part of their plans, and helping to deliver schemes to reduce their own risk to climate change, and deliver public benefits to reduce risks to local communities and the Special Qualities of the Lake District.
FFNC.act.4	<p>Maintain, celebrate and strengthen traditional Lake District farming systems by:</p> <p>a. preparing and publishing an updated Lake District Shepherds Guide by 2023 to establish a baseline of fell going flocks to understand and support the viability of hefted flocks.</p> <p>b. increasing number of Commons in successful agri-environment schemes and landscape recovery pilots and projects to sustain and enhance the value and benefit Commons provide.</p>
FFNC.act.6	That we work together to champion, promote incentives, and provide researched options to support traditional Lake District farming systems which sustain World Heritage Outstanding Universal Value, support profitable businesses, and deliver nature recovery, climate and other public benefits.
FFNC.act.7	Support and encourage young people into farming, forestry and land management, to maintain traditional skills and develop new ones to accrue the knowledge necessary for the maintenance of our cultural landscape and delivery of a 'public payment for public goods' agenda.

Sustainable Development Goal 16 – Peace, Justice and Strong Institutions

Key challenge reference	Action
LDfE.act.3	<p>Establish an Equality Advisory Forum to ensure legal and legislative compliance, to embed equality inclusion in strategies and corporate processes, to provide ongoing critical assessment, to promote the equality and inclusion work. The Forum should:</p> <p>a. Undertake an Equality Analysis of the Partnership's organisations, looking at their compliance, governance, recruitment;</p> <p>b. Drive a Partnership commitment to the Diverse Sustainability Initiative;</p>

	c. Establish a sub-group of the Equality Advisory Forum with a specific focus on information and communications to continually address and review the messages and information sharing routes in the Lake District including design of information apps, signage and notice boards (including QR codes), as well as having overall responsibility and understanding for sharing information.
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Sustainable Development Goal 17 – Partnership for the Goals

Key challenge reference	Action
CA.act.4	By June 2023 develop and agree a pipeline of new Zero Carbon Cumbria Partnership sector projects for climate action to move towards addressing the gap identified that can be feasibly implemented in the next 10, 15, 20 years.
All	Working together as a Partnership of 25 organisations to deliver the actions of the Partnership's Management Plan

Annex 7 - Key legislation and actions to deliver the strategies

Special Quality	Attributes of Outstanding Universal Value	Strategy	Our Strategy is to:	Legislation and actions to contribute to achievement of strategy	Contribution being made to Sustainable Development Goals
		Vision theme: Spectacular landscape, wildlife and cultural heritage			
SQ 1 - A world class cultural landscape SQ 4 – Unique farming heritage and concentration of common land SQ 5 - The high fells	Extraordinary beauty and Harmony	1. A world-class living cultural landscape of exceptional beauty	<p>a. Protect and conserve the extraordinary beauty and harmony of the Lake District landscape and attributes of Outstanding Universal Value and Special Qualities:</p> <p>i by using and promoting the Lake District Landscape Character Assessment and Heritage Impact Assessments to inform land management and development management decisions to achieve a consistent, evidence-based approach.</p> <p>ii by increased coordinated management, understanding and appreciation of the landscape character at a valley scale. We will encourage local approaches to landscape management informed by the Landscape Character Assessment, our World Heritage Statement of Outstanding Universal Value, the World Heritage Nomination Dossier and monitoring landscape change.</p> <p>b. Support the maintenance of traditional upland farming systems in the Lake District based on the open fell hefted grazing of local breeds of livestock including the Herdwick sheep, and commons management.</p>	<p>Landscape Character SPD adopted by LDNPA 2021</p> <p>Heritage Impact Assessment preparation guidance</p> <p>Local Nature Recovery Strategy</p> <p>Vehicle access on unsealed roads monitoring</p> <p>Local Plan 2020-2035</p>	<p>3 Good health and wellbeing</p> <p>13 Climate action</p> <p>15 Life on land</p>
	Agro pastoral system			<p>Our Common Cause NLHF Project</p> <p>Agricultural Transition Plan 2021-2024</p> <p>Farming-led nature recovery</p>	
	Landscape conservation		c. Lead action to adapt to Climate Change through land management practices and mitigate the predicted effects of climate change, by reducing the Lake District's carbon budget and working towards net Carbon zero, whilst also sustaining and increasing the resilience of the Special Qualities and attributes of Outstanding Universal Value.	<p>Agricultural Transition Plan 2021-2024</p> <p>Farming-led nature recovery</p>	
	Towns and settlement		a. Develop and maintain an awareness and understanding of the nature, extent, significance and condition of the built and historic environment. It will inform Conservation Management Plans, Conservation Area Management Plans, the Historic Environment Record, and the local and national registers of Heritage at Risk.	<p>Deliver the Historic Environment Strategy for the Lake District</p> <p>3500ha more archaeological surveyed land over 5 year plan</p>	12 Responsible consumption and production
SQ 3 – Rich archaeology and historic landscape SQ 9 – Distinctive buildings and settlement character	Villas, gardens and formal landscape	2. Sustained distinctive and well maintained built and historic environment and landscape			

					Develop projects and programmes for the coordinated management, conservation, enjoyment and understanding of built and historic environment assets, giving priority to attributes of Outstanding Universal Value, and according to significance and condition of asset.	Remove sites from Heritage at Risk Register to meet targets	Deliver the Local List Project	12 Responsible consumption and production
					b. Encourage and support design which is inspired by and complements the Special Qualities and attributes of Outstanding Universal Value of the Lake District's cultural landscape, guided by the principles within the Local Plan.	Deliver the Historic Environment Strategy for the Lake District.		
					c. Support the extraction of building stone and slate where this is principally 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.	Greenside Lead mine project	Local Plan 2020-2035	
SQ 2 – Complex geology and geomorphology	Local Industries	3. Mineral extraction in the Lake District						12 Responsible consumption and production
SQ 7 – Mosaic of lakes, tarns, rivers and coast	Extraordinary beauty and harmony	4. Improved water quality and resources in lakes, tarns, rivers, ground waters, and sea						6 Clean water and sanitation 13 Climate action 14 Life below water 15 Life on land
SQ 8 – Extensive semi-natural woodlands	Local industries (ancient semi natural woodlands)	5. Well considered tree and woodland establishment and improvement					Local Nature Recovery Strategy	13 Climate action 15 Life on land

	Agro pastoral system					b. Support the establishments of 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, historic environment, conservation of the cultural landscape, recreation, loss of grazing land, landscape change, hefting, and communal management of common land, where relevant. c. Support a coordinated approach to increasing the resilience of woodlands by managing the spread of disease in tree species, increase resilience to pests, and take a planned approach to landscape restoration if and where required.	Undertake opportunity mapping to identify areas for planting that do not impact negatively on the historic environment and OUV		15 Life on land 13 Climate action
	Local industries								
SQ 6 – Wealth of habitats and wildlife				6. Resilient and well-functioning habitats and wildlife		a. Support interventions that help to achieve bigger, better and more joined up resilient habitats and species in line with the 25 Year Environment Plan, national and international targets to enhance biodiversity, using an 'ecosystem approach'. b. Support projects that help to restore protected sites, priority habitats and species, including locally native species most in need of appropriate management measures. c. Encourage sustainable soil management by developing improved understanding of soils and conserving and enhancing the quality, stability and function of soils.	Local Nature Recovery Strategy Local Nature Recovery Strategy		
SQ 10 – A source of artistic inspiration SQ 12 – A long tradition of tourism and outdoor activities SQ 13 – opportunities for quiet enjoyment	Sites and collection associated with the Picturesque and Romanticism Early tourism The ability of people to experience the spirit and feeling of the Lake District Sites and collection associated with the Picturesque and Romanticism			7. The continuation of the Lake District as a source of artistic, literary, and cultural inspiration		a. Realise and support opportunities for continued inspiration from the cultural landscape and rich heritage by further understanding and celebrating the breadth and depth of artistic and cultural inspiration through relevant strategies and engagement with communities. b. Conserve, maintain, manage and make use of cultural heritage assets through supporting and promoting how these assets are understood and interpreted, which will support the growth of cultural tourism in the Lake District. c. Sustain and promote the relationship between people and landscapes by creating opportunities for inspiration through further developing visitor experiences and locally-led initiatives and events.	Deliver Historic Environment Strategy for the Lake District		3 Good health and wellbeing

SQ 11 – A model for protecting cultural landscapes	The ability of people to experience the spirit and feeling of the Lake District Landscape conservation	8. Engender a strong sense of pride and ownership of the local environment and its distinctive character	a. Promote local understanding and increase responsibility for what makes a place special. b. Celebrate and support the continuation of local cultural traditions, skills and activities to pass them onto future generations.	Deliver Historic Environment Strategy for the Lake District	17 Partnership for the Goals
	Agro pastoral system (shepherd meets/shows and traditional sports – Local techniques of landscape maintenance)			Farming Officer engagement Deliver Historic Environment Strategy for the Lake District Our Common Cause NLHF Project Agricultural Transition Plan 2021-2024	
SQ 6 – Wealth of habitats and wildlife		9. Improve air quality	a. Support initiatives that reduce nitrogen deposition on sensitive habitats and species in order to meet favourable conservation status.		13 Climate action
			b. Support initiatives that reduce key pollutants contribution to background atmospheric levels		15 Life on land

Special Quality	Attributes of Outstanding Universal Value	Strategy title	Our Strategy is to:	Legislation and actions to contribute to achievement of strategy	Contribution being made to Sustainable Development Goals
		Vision theme: Vibrant communities and a prosperous economy			
SQ 4 - Unique farming heritage and concentration of common land	Agro pastoral system	10. Profitable land management, farming, and forestry industries maintaining traditional land based skills and sustaining our agro-pastoral farming system	a. Support and encourage initiatives that ensure farming, forestry and land management remain or become profitable through diversifying their income, adding value to their products, collaboration, securing efficiency savings and identifying and establishing new markets.	FFNC Key Challenge Actions	8 Decent work and economic growth
	Agro pastoral system		b. Secure relevant opportunities for farming, forestry and land management businesses to access advice and funding that transforms businesses to remain or become profitable and resilient to economic shocks and climate change.	Our Common Cause NLHF Project	13 Climate action
	Agro pastoral system		c. Maximise opportunities provided through funding incentives for investment in natural capital, ecosystem services, climate resilience, landscape conservation and 'payment for public goods' schemes available for farming, forestry and land management.	Agricultural Transition Plan 2021-2024	15 Life on land
	Agro pastoral system		d. Support and encourage young people into farming, forestry and land management, to maintain traditional skills and develop new ones to accrue the knowledge necessary for the maintenance of our cultural landscape and delivery of a 'public payment for public goods' agenda. We will support the retention of farming and land management education provision that meets the need of the farming, forestry and land management community.	Farming-led nature recovery	
SQ 12 - A long tradition of tourism and outdoor activities SQ 13 - Opportunities for quiet enjoyment	The ability of people to experience the spirit and feeling of the Lake District	11. Growing a sustainable Lake District visitor economy	a. Ensure the Lake District visitor economy continues to grow by attracting UK and overseas visitors, encouraging longer and overnight stays.	PE/VC Key Challenge Actions	8 Decent work and economic growth
	The ability of people to experience the spirit and feeling of the Lake District		b. Support initiatives that 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.		
SQ9 - Distinctive buildings and settlement character	Towns and settlement	12. Access to services	a. Support complete coverage of superfast broadband, mobile telephone, and 4G and 5G mobile internet coverage to all premises in every valley. This will connect customers to businesses and provide the widest choice of location for businesses and residents, and reduce the need to travel for work/business.	PE/VC Key Challenge Actions	8 Decent work and economic growth

	Towns and settlement			c. Support small scale housing schemes, including community led schemes, to meet local needs in appropriate locations, guided by the adopted Local Plan.	Local Plan	
	Towns and settlement			d. Ensure the work of housing authorities, enablers and housing providers is coordinated to maximise the delivery of new affordable housing.	PE/VC Key Challenge Actions Cumbria Housing Group, Cumbria Housing Supply Group.	
SQ9 - Distinctive buildings and settlement character	Towns and settlement		15. A high proportion of housing in permanent occupation	a. Ensure new homes contribute to community vibrancy by requiring their permanent occupancy, as part of the planning consent.	Local Plan	10 reduced inequalities
				Empower local communities by maintaining a compliance planning tool which enables the reporting of suspected breaches of local occupancy conditions.	Planning tool created, awaiting external testing	11 Sustainable cities and communities
				b. Support appropriate ways to tackle excessive numbers of empty and, or 'holiday houses' where this occurs. This is to ensure a sufficiently high proportion of existing houses are permanently occupied.	PE/VC Key Challenge Actions	
				a. Protect amenity and recreation green spaces and facilities from other forms of development using the Local Plan.	Local Plan	3 Good health and wellbeing
SQ13 - Opportunities for quiet enjoyment SQ10 - A source of artistic inspiration		Sites and collections associated with the Picturesque and Romanticism	16. Access to high quality amenity and recreation green spaces, public realm, public rights of way, and facilities	b. Promote healthy living by supporting the Cumbria wide public health strategy, and projects and initiatives that improve the quality of amenity and recreation green spaces.	Cumbria Joint Public Health Strategy PE/VC Key Challenge Actions	11 Sustainable cities and communities
				c. Continue to develop and maintain a high quality public rights of way network, including supporting the Fix the Fells Partnership.	Fix the Fells ST Key Challenge Actions LDFE Key Challenge Actions	
				d. Support projects that secure high quality public realm and amenities, prioritising improvements in locations where these are deficient.	PE/VC Key Challenge Actions PE/VC Key Challenge Actions	
SQ4 - Unique farming heritage and concentration of common land	Agro pastoral system		17. Increased resilience to flooding	a. Support projects that provide the optimum solution to flood resilience for the catchment as a whole, balancing the need to reduce flood risk in towns and villages against potential impacts up and down stream, including on agricultural land, and sustaining the Special Qualities and attributes of Outstanding Universal Value.		11 Sustainable cities and communities
	Agro pastoral system			b. Mitigate and adapt to the increased likelihood and severity of flooding that is predicted to result from climate change. Support		13 Climate action

SQ5 - The High Fells			measures that increase the resilience to flooding including slowing surface water run-off by increasing absorption and storage, or protecting settlements with hard defences whilst sustaining the Special Qualities and attributes of Outstanding Universal Value.		15 Life on land
SQ1 - A world class cultural landscape	Extraordinary beauty and harmony	18. Sustained major industries and provision of infrastructure outside the Lake District	Recognise the importance of nuclear and low carbon energy industries in West Cumbria and other major economic investments in Cumbria. Where they do not prejudice the Lake District, its setting, Special Qualities, attributes of Outstanding Universal Value, or visitor economy we will assist with the development of proposals for associated infrastructure.	CLEP Cumbria Clean Energy Prospectus Cumbria Nuclear Prospectus Habitats Regulations Assessment required for any relevant projects.	9 Industry, innovation and infrastructure
		19. Addressing workforce and skills gaps	a. Support initiatives that maintain a working age population which can provide a workforce for existing and new businesses.	Local Plan PE/VC Key Challenge Actions	4 Quality education
			b. Support initiatives that address labour shortages and skills gaps in the local workforce, including delivery of Cumbria's Local Industrial Strategy via its Sector Panels and Strategy Groups.	CLEP Local Industrial Strategy	8 Decent work and economic growth
			c. Support initiatives that attract working aged people to live and/or work in the Lake District and support the delivery of Cumbria's Local Industrial Strategy through its Sector Panels and Strategy Groups.	CLEP Local Industrial Strategy	
SQ4 - Unique farming heritage and concentration of common land	Agro pastoral system	20. Supporting businesses with advice and access to investment opportunities	a. Support initiatives that ensure businesses have easy access to a wide range of support and advice, including relating to Post EU Exit and Post CAP transition through appropriate bodies, such as the Cumbria Business Growth Hub, and Farming Officer.	CLEP Local Industrial Strategy	4 Quality education
			b. Support the development of programmes of investment opportunities that encourage further appropriate economic development in the Lake District.		8 Decent work and economic growth
	Agro pastoral system		c. Promote the Lake District World Heritage Site marketing toolkit to businesses to utilise and promote their products. d. Support provision of business advice and support to start-ups.		
SQ1 - A world class cultural landscape	Extraordinary beauty and harmony	21. Energy efficiency, and reasonable fuel and energy costs to	Support initiatives and projects, guided by planning policies, which improve the energy efficiency and reduce the cost and need for fuel and, or energy. This includes energy efficiency measures and community-scale energy generation (e.g. small scale hydro schemes) that will contribute to reducing the Lake District's Carbon	CA Key Challenge actions	7 Affordable and clean energy

		help secure net-zero carbon emissions	Budget and achieving Net Zero Carbon in the Lake District whilst sustaining the Special Qualities and attributes of Outstanding Universal Value.		13 Climate action
		22. An effective and integrated transport infrastructure supporting low carbon travel options	a. Support improvements to the Cumbria Coast and Furness rail lines, the Lakes Line and Windermere ferry where they contribute to an integrated transport service and do not prejudice the Lake District's Special Qualities and attributes of Outstanding Universal Value.	Cumbria Transport Infrastructure Plan	9 Industry, innovation and infrastructure 11 Sustainable cities and communities
			b. Ensure that maintenance and development of transport infrastructure allows for the delivery of enhanced transport services to and within the Lake District whilst delivering the net zero ambitions for Cumbria.	ST Key Challenge actions	13 Climate action
			c. Support development and delivery of infrastructure and services that decarbonises travel and enables low carbon and active travel (including cycling and walking infrastructure electric vehicles, electric bikes and other modes of transport), and more people to reach the Lake District by rail and integrated onward travel.		
			d. Support initiatives that revolutionise how visitors and residents travel using smart tech developments, including shared transport, mobility as a service and travel information.		

Special Quality	Attributes of Outstanding Universal Value	Strategy title	Our Strategy is to:	Legislation and actions to contribute to achievement of strategy	Contribution being made to Sustainable Development Goals	
		Vision theme: A world class visitor experience				
SQ 12 - A long tradition of tourism and outdoor activities	Early tourism	23. Opportunities to discover, appreciate and experience a unique, rich cultural landscape	a. Ensure that every visitor has the best experience through the breadth of activity for visitors that benefit their health and wellbeing, and enhance understanding and appreciation of the Special Qualities and Outstanding Universal Value of the Lake District. 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 experiencing, tranquility, peacefulness, spiritual refreshment, dark skies, and wildlife. ii Support the maintenance of routes so people can explore and enjoy Culture and heritage Support the conservation and enhancement, and promotion of cultural heritage assets to improve learning and understanding Adventure i. Support and promote new and existing opportunities for outdoor adventure on foot, bicycles, ropes, in and on water, and through events – all sensitive to the unique landscape. ii. Support organised events where they are sensitively managed and where the organisers have undertaken community engagement and consultation, and developed event management plans. Hospitality, food and drink i. Encourage a consistently high standard of hospitality. ii. Celebrate the provenance and quality of Cumbria's food and drink by supporting the showcasing and marketing of local produce available in the Lake District to raise its profile through the World Heritage Site brand.	Deliver relevant actions in the Historic Environment Strategy for the Lake District	3 Good health and wellbeing 10 Reduced Inequalities	
SQ 13 - Opportunities for quiet enjoyment	The ability of people to experience the spirit and feeling of the Lake District					
SQ 10 - A source of artistic inspiration						
	The ability of people to experience the spirit and feeling of the Lake District		b. Promote the Lake District as a place for everyone to enjoy and appreciate, and to support the nation's health and wellbeing. We want to ensure a range of experiences, easy access to and around the Lake District, quality public realm and amenities, available and accessible information, and outreach work to support visitation	Cumbria Transport Infrastructure Plan		

SQ 12 - A long tradition of tourism and outdoor activities	Early tourism	24. Ensure Responsible visiting	a. Support opportunities to embed understanding and appreciation of the Special Qualities and Outstanding Universal Value of the Lake District, and Countryside Code, tailored to the needs of different audiences.	3 Good health and wellbeing
	Sites and collections associated with the Picturesque and Romanticism			
SQ 13 - Opportunities for quiet enjoyment	The ability of people to experience the spirit and feeling of the Lake District		b. Support opportunities for people to give in order to significantly increase the amount of voluntary contributions made by visitors. These will be used to sustain, maintain and improve the Lake District's environment and the landscape.	4 Quality education
	The ability of people to experience the spirit and feeling of the Lake District		c. Ensure visitors are able to easily access relevant information in a variety of ways and languages.	10 Reduced Inequalities
SQ 12 - A long tradition of tourism and outdoor activities	Early tourism	25. Provision of a diverse range of high quality accommodation to suit all budgets	d. Support the multi-agency response to the Covid-19 pandemic	3 Good health and wellbeing
			a. Support the evolution of all types of visitor accommodation, to meet continuously changing domestic and international visitor expectations guided by appropriately supportive planning policies.	
			b. Support skills training to improve the quality of the hospitality sector	
SQ 12 - A long tradition of tourism and outdoor activities	Early tourism		Local Plan	3 Good health and wellbeing
			CLEP Local Industrial Strategy	8 Decent work and economic growth

Annex 8 – Incorporation of UNESCO recommendations into the Plan

This table demonstrates how UNESCO recommendations have been incorporated into the Partnership's Management Plan strategies.

UNESCO recommendation	Management Plan Strategy and actions and comments from the State of Conservation on actions in progress.
a) Providing assurances that quarrying activities within the property will be progressively downsized and extraction volumes limited to what is needed for carrying out conservation of the assets supporting the attributes of the property,	Refer to Strategy 3 (Mineral extraction in the Lake District) which directs decision making to Local Plan Policy 27: Mineral Extraction.
b) Formally committing to avoiding any negative impact on the Outstanding Universal Value and related attributes of the property from the NWCC energy transportation facility being currently planned; and informing the World Heritage Centre about the results of the Heritage Impact Assessment, and how these will be integrated into planning consent and in the development	Refer to Strategy 18 Sustained major industries and provision of infrastructure outside the Lake District

consent order (DCO),	
c) Informing about the timeframe of the integration of World Heritage consideration into the local plans and policies,	Local Plan review
d) Developing proactive strategies, including alternative national farm-supporting policies, with the farming community, to address the issues that threaten the viability of the shepherding tradition that maintains many of the landscape's significant attributes; recognising and financially compensating farmers for their heritage services in caring for the cultural landscape, as well as values such as genetic diversity of herds and food security,	<p>Refer to Strategy 1 (b) Support the maintenance of traditional upland farming systems in the Lake District based on the open fell hefted grazing of local breeds of livestock including the Herdwick sheep, and commons management</p> <p>Refer to Strategy 10 (a), (b), (c), (d) Profitable land management, farming, and forestry industries maintaining traditional land based skills and sustaining our agro-pastoral farming system</p> <p>Farming and Forestry, Nature Recovery and Climate Change key challenge and actions</p> <p>See section d. of the State of Conservation report - The LDNPP established its Post-CAP group in late 2017 to work on strategies and approaches to farming, forestry and land management in the National Park in response to the UK departure from the EU. In June 2019 the Post-CAP group was asked by the LDNPP to lead the development of the next Partnership's Plan for 2020-2025 in the integrated themes of Farming and Forestry, Nature Recovery, and Climate Change. The Group proposes that for hill farms to survive and thrive they need to be able to respond positively to the challenges and opportunities of the Government's direction of travel of "public money for public goods", develop future diversification opportunities, and adapt their economic farming enterprises.</p>

	<p>Our Common Cause Project. The LDNPP is working with the Foundation for Common Land on the Lake District part of this national project:</p> <p>https://foundationforcommonland.org.uk/our-common-cause</p> <p>The project has four central aims:</p> <ul style="list-style-type: none"> • Secure and support collaborative management of Common Land; • Ensure that the health of commons is secured by supporting resilient commoning in a fast-changing world; • Reconnect the public with the natural and cultural heritage of Common Land; • Enhance the environmental and
e) Rebalancing programs and funding dedicated to improving natural resources with the need to conserve the valuable cultural landscape that the Lake District is by acting on its key attributes and factors,	<p>Refer to Strategy 5 (a), (b), (c) Well considered tree and woodland establishment and improvement</p> <p>Farming and Forestry, Nature Recovery and Climate Change key challenge and actions</p> <p>See section e. of the State of Conservation report.</p> <p>The UK Government has just announced the Farming in Protected Landscape programme whereby National Park Authorities such as the Lake District National Park will support farmers and land managers to help grow their businesses and create more jobs to make improvements to natural environment, cultural heritage and public access. This will increase the farm business resilience which in turn contributes to a more thriving local economy and community.</p> <p>The wider benefit of hill farming needs to be recognised beyond natural capital and a recognition of the key structures and processes which are central to sustaining this farming system which forms a component of the OUV of the WHS, such as hefting, heft management, gathers, inbye, intake and fell land with the hefts, local knowledge systems, social networks and connectedness and sense of place. Agricultural land is rich in a social and cultural relevance beyond just the economic and environmental.</p>

	Farmland has shaped and continues to shape this unique cultural landscape.
f) Strengthening risk preparedness strategies for floods and other disasters that incorporate local knowledge on how to cope with recurrent disastrous natural events,	<p>Refer to Strategy 17 (a),(b) Increased resilience to flooding</p> <p>Farming and Forestry, Nature Recovery and Climate Change key challenge section and actions and Vibrant Communities and a Prosperous Economy Following Covid 19 section and actions</p> <p>See section f. of the State of Conservation report. The statutory flood risk management authorities in Cumbria ensure that they work closely with local communities through the Cumbria Strategic Flood Partnership, a wide ranging partnership of statutory, academic, community and NGO organisations.</p> <p>An emerging local initiative since the Storm Desmond floods in 2015 has been the creation of community initiatives to address flood risks, for example the Ullswater Community Interest Company. The LDNPP has recognised the potential of such initiatives to bring together local communities, farmers and land managers and flood risk experts to combine expertise in flood risk with local knowledge of land management.</p> <p>The LDNPP have the benefit of knowing that there is a lot of excellent work being done by partner organisations on natural flood management which sits comfortably with sustaining our OUV and using local knowledge from landowners, farmers and commoners. These projects are being assessed for potential impact on the WHS and how they can make local communities more resilient to flooding and mitigate for climate change.</p>
g) Developing convincing programs to prevent depopulation, including: 1. develop affordable housing for new	<p>Refer to Strategy 12 (a), (b),(c),(d),(e) Access to services</p> <p>Refer to Strategy 13 (a), (b), (c) Access to a range of employment opportunities</p>

<p>households and for local retirees,</p> <p>2. ensure that communities have a mix of commercial outlets that serve the local community,</p> <p>3. further develop and market local products that benefit residents and local farmers,</p>	<p>Refer to Strategy 14 (a), (b), (c), (d) Availability and supply of a full range of housing types, sizes and tenures to meet local needs</p> <p>Refer to Strategy 15 (a), (b) A high proportion of housing in permanent occupation</p> <p>See section g. of the State of Conservation report. Ensuring a supply of housing for local people is addressed through the existing LDNPA Local Plan policies and carried forward in the review of the future Local Plan. The Housing Provision Supplementary Planning Document (SPD) recognises the need to provide housing for local people at affordable levels.</p> <p>The Local Plan will establish a housing requirement to be delivered during the plan period, based on up to date and robust evidence of housing need during the time of preparation and examination. The Allocations of Land is a delivery mechanism and it should be viewed alongside the use of windfall opportunities to achieve the aim of meeting local housing needs including affordable housing.</p> <p>Refer to Strategy 19 (a),(b),(c) Addressing workforce and skills gaps</p> <p>Refer to Strategy 20 (c) Supporting businesses with advice and access to investment opportunities</p> <p>The Partnership is aware from business feedback and events such as the second anniversary event and Westmorland Show that the WHS Brand has been well received and is being used. Businesses are seeing value in distinguishing their product from others as being from a Word Heritage Site.</p> <p>Vibrant communities and Prosperous Economy Key Challenge section and actions</p>
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<p>h) Developing an interpretation strategy at the landscape level which communicates the different strands of the Outstanding Universal Value by using the documents put together for the nomination dossier,</p>	<p>Refer to Strategy 1a(i), a(ii) A world-class living cultural landscape of exceptional beauty</p> <p>Refer to Strategy 8 (a) , (b) Engender a strong sense of pride and ownership of the local environment and its distinctive character</p> <p>Refer to Strategy 23 a(i), ii Opportunities to discover, appreciate and experience a unique, rich cultural landscape</p> <p>Refer to Strategy 24 (a), (c) Ensure Responsible visiting</p> <p>The Partnership is aware of the need to address this interpretation strategy but this work has been put on hold at the present time due to limited resources as a result of the impact of Covid 19 and managing visiting safety.</p>
<p>i) Ensuring that careful attention is paid to conservation of landscape-defining features such as land-use patterns, structures such as shelters, dry stone walls, hedgerows, and also to vernacular architecture and Victorian buildings, not only in designated Conservation Areas, but in the whole property;</p>	<p>Refer to Strategy 1 (a) A world-class living cultural landscape of exceptional beauty</p> <p>Refer to Strategy 2 (a), (b), (c) Sustained distinctive and well maintained built and historic environment and landscape</p> <p>Refer to Strategy 7 (a), (b), (c) The continuation of the Lake District as a source of artistic, literary, and cultural inspiration</p> <p>Farming and Forestry, Nature Recovery and Climate Change key challenge section and actions</p> <p>Lake District National Park Local Plan</p> <p>See section i. of the State of Conservation Report. Our attributes of OUV and components of those attributes</p>

	<p>includes landscape defining man-made physical features, such as dry stone walls, villas, and farmhouses.</p> <p>Technical Advisory Group is in the process of identifying the way to monitoring those attributes. The LDNPP research framework is also identifying possible monitoring systems for the attributes and clarity of indicators to help with that monitoring.</p> <p>Environmental Stewardship (ES) and Countryside Stewardship (CS) provide Capital funding for the restoration of field boundaries provides financial support for the traditional skills of drystone walling and hedge laying.</p> <p>The UK Government has just announced the Farming in Protected Landscape programme whereby National Park Authorities such as the Lake District National Park will support farmers and land managers to help grow their businesses and create more jobs to make improvements to natural environment, cultural heritage and public access. In terms of WHS this would provide funding for historic structures and features to conserve, enhance or interpret more effectively and closely aligns to UNESCO request to ensure conservation of landscape defining features.</p> <p>The Partnership has just agreed in July additional guidance document on assessment of OUV for projects for the Partnership and others. This was drawn up with advice from our ICOMOS UK and Historic England Technical Advisory Group members. This will form a background paper to the Management Plan currently under review.</p>
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Annex 9 – Context that has informed our Plan

The Plan is influenced by wider global, national and local priorities as highlighted below.

Global context

United Nations Sustainable Development Goals

The 2030 Agenda for Sustainable Development is a global agreement which includes the United Nation's 17 integrated Sustainable Development Goals. Since the publication of the last Management Plan, world leaders have agreed these goals which form a "blueprint to achieve a more sustainable future for all" and seek to address global issues including poverty, health, equality, famine, climate and the environment.

The UK Government is supporting the delivery of the Sustainable Development Goals across all government departments.

Our Plan will contribute to the achievement of some of these Sustainable Development Goals through actions which address our key challenges. Our actions will identify where we are contributing to tackling these Sustainable Development Goals.



COVID-19

This infectious disease has spread rapidly around the world and has had profound effects throughout 2020 posing enormous health, economic and social challenges to the entire human population. Its effects have been significant on the Lake District, particularly in the tourism sector resulting from the three national lockdowns.

Recovery will be a focus of our Plan over the next five years, both economically and socially, and our Plan will continue to support Cumbria Local Enterprise Partnership's Restart, Reboot, Rethink Plan, and Strategic Recovery Coordination Group's Recovery Strategy.

Environment and climate emergency

In the last 100 years the Earth's average temperature has increased faster than previously seen (global warming or global heating). The United Nations released a report in October 2018 on the impacts of global warming and warned that the world has just twelve years left from 2018 to limit a climate crisis. A continuation of global warming at current rates will significantly increase the risk of drought, floods, extreme heat, and climate-related poverty for millions of people across the world. In November 2021, the UN Climate Change Conference (COP26), in Glasgow, will bring parties together to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change. Government's recently published report *Global Britain in a Competitive Age: the Integrated Review of Security, Defence, Development and Foreign Policy* recognises that tackling climate change and biodiversity loss will be the UK's international priority through COP26 and beyond.

We need to reduce carbon emissions in the Lake District to play our part in limiting climate change, supporting Cumbria's ambition to become carbon neutral (known as net zero). But some significant climate change is already inevitable.

The impact of climate change will be the biggest driver of change in the Lake District. Our food and water supplies depend on stable seasonal patterns of temperature, rain, and wind in the UK and elsewhere. The Lake District has seen first-hand some initial impacts, in particular drought, wildfires, and extreme flooding events such as Storm Desmond in 2015. The Climate change Adaptation Risk Assessment for the Lake District has been updated. This demonstrates that many of the things we value as special about the Lake District are extremely vulnerable to the changes in temperature, rainfall and sea level expected. Some of the inevitable changes may create new opportunities, but they will undoubtedly also create new and difficult challenges.

National context

Brexit

The United Kingdom left the European Union on 31 January 2020, after 47 years of membership. This process has become commonly known as ‘Brexit’. It is a ‘once in a generation’ event which will have a significant and long-lasting impact on all parts of the United Kingdom.

The full implications for the Lake District over the next five years are not yet known but following the transition period there are now new barriers to trade and cross-border exchanges.

The most immediate impact for the Lake District is the fundamental change in the structure of support to agriculture, now that we have left Europe’s Common Agricultural Policy. The Agricultural Transition Plan 2021-2024 sets out the changes being made to agricultural policy in England, pending the adoption of new long-term arrangements (see section on 25 year Environment Plan).

There may also be pressures resulting from uncertainty and barriers to access to markets. Within the tourism sector it is a mixed picture. Changes to travel and visa processes may add to demand for staycations, for which the Lake District is well placed to meet the demand. However, reduced access to European Union labour will add to the challenges of retaining a workforce willing to work in a rural area.

Landscapes Review

In September 2019 the Government published Julian Glover’s independent report “Landscapes Review” (Glover Report) which recommends a series of proposals for national landscapes of National Parks and Areas of Outstanding Natural Beauty. The Review highlighted many issues identified in our State of Park Report 2018, and makes a series of positive recommendations including endorsing our Partnership approach. We await to see what the response of the Government will be and will built this into our plans.

As a result of this review we have also identified “Lake District for everyone” as a key challenge for this Plan to address.

National Parks England four priorities

England’s nine National Park Authorities and the Broads Authority have come together and agreed four collective priorities that will guide the work of the family of National Parks, and in partnership with many others. Four Delivery Plans have been developed covering:

- Wildlife and Nature Recovery
- Climate Leadership
- Sustainable Farming and Land Management
- Landscapes for Everyone

25 Year Environment Plan, Environment Bill, and Agriculture Act

Cumbria is one of five Local Nature Recovery Strategy (LNRS) Pilot areas. The purpose of the Local Nature Recovery Strategy is to restore and link up habitats to deliver a bigger, better and more joined up nature network. This has tested our approach to developing the strategic framework for nature's recovery in the county. It has produced a prototype strategy and the partners and stakeholders involved across the County have for the first time in more than 20 years, an agreed prioritised statement of where nature can potentially be restored for the benefit of everyone.

In January 2018 Government published the "A Green Future: Our 25 year Plan to Improve the Environment" which seeks to leave the environment in a better state than we found it. It sets out its plan to improve the UK's air and water quality and protect the many threatened plants, trees and wildlife species. It sets out a series of targets and goals which will have direct and indirect impacts on the Lake District. The Environment Bill 2020 aims to bring into UK law environmental protections and recovery. The Agricultural Act 2020 also sets out a framework for how farmers and land managers in England could be rewarded in the future, under the Environmental Land Management scheme, with public money for "public goods" – such as better air and water quality, thriving wildlife, soil health, or measures to reduce flooding and tackle the effects of climate change.

While there is still much uncertainty over the exact design and implementation arrangements for this promising new approach to agriculture and the environment, our Plan will aim to identify actions to support our farmers and nature recovery in this new context.

Local context

Partnership's Plan 2015-2020

There have been a number of successes that we have delivered through the current Management Plan including:

- Secured World Heritage Site status and produced and shared marketing and branding tool kit.
- Secured funding for pilot projects on farm payments and the natural environment, and worked with other Partners to pilot transformative ideas.
- Lobbied Government on issues such as affordable homes, transport and broadband development.
- Delivered the SeeMore sustainable transport programme.

- Through the Low Carbon Lake District initiative we have monitored the carbon budget for the Lake District and achieved small reductions in net carbon emissions.
- The Local Nature Partnership has developed a better understanding of current activities/gaps which will support the development of a Nature Recovery Network.
- Helping senior leaders across a range of organisations to develop relationships and trust which are critical when it comes to acting during emergency situations.
- Working together to produce the most comprehensive evidence base for the current State of the Park Report ever produced in 2018.
- Heritage at risk – 37 Scheduled Monuments have been removed from the Heritage at Risk Register, and 10 listed buildings have also been removed.
- Produced a State of Conservation report of the World Heritage Property ‘The English Lake District’ and a response to ICOMOS Technical Review of State of Conservation Report
- Working together to submit a collaborative bid for National Lottery Heritage Funding “Secured for our Future – Nature, World Heritage and Farming in the Lake District”.

UNESCO Inscription of the Lake District

When the Lake District was inscribed by UNESCO in 2017 it listed nine recommendations which we need to consider. These recommendations are addressed through the strategies and the actions addressing the key challenges set out in this Plan.

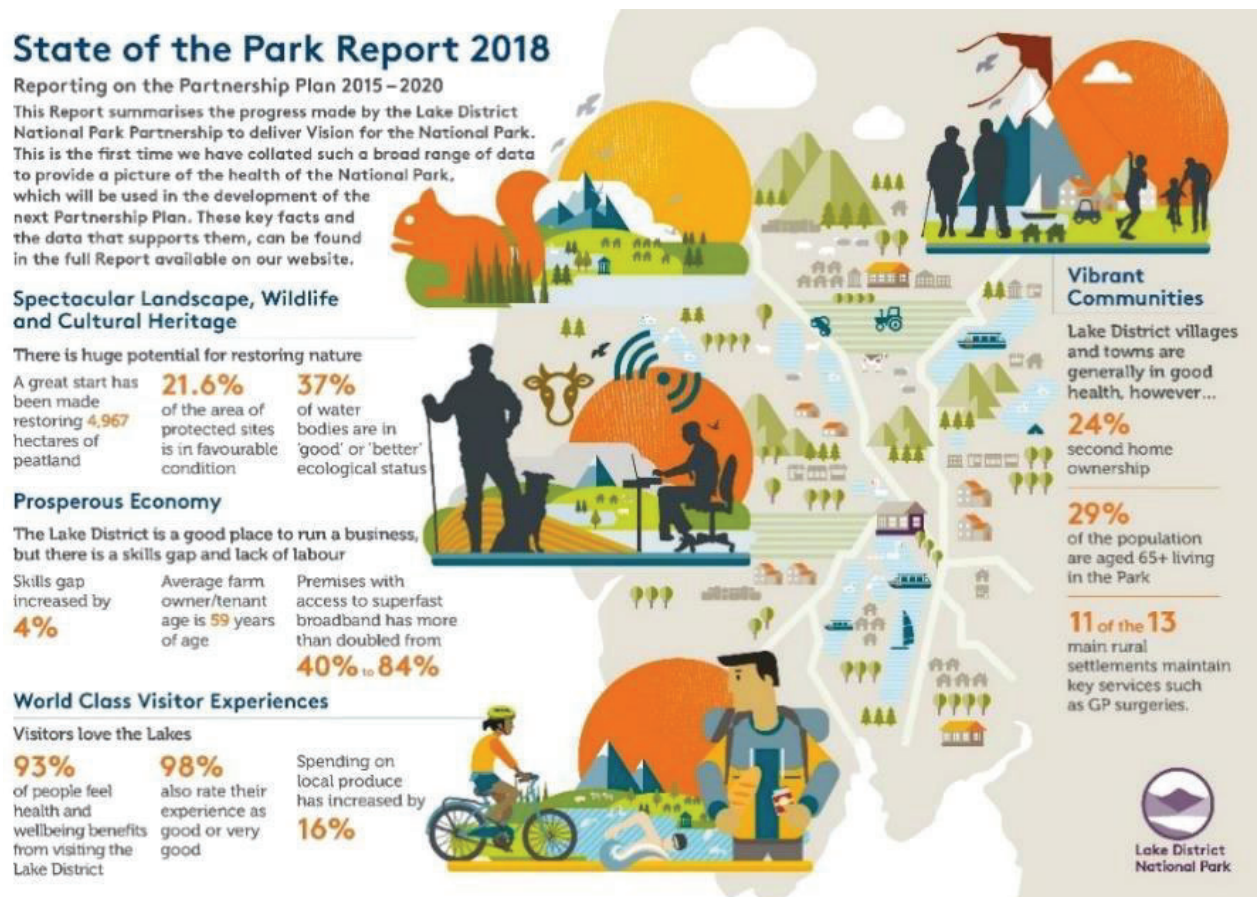
Smarter Travel

We published our “Visitor travel in the Lake District A: 2040 vision” in 2018 with the aim to catalyse transformational change in the way people get to and around the Lake District.

Our vision for travel in the Lake District is of a place where visitors and residents can experience new opportunities to travel sustainably, where visitors from around the world are served by integrated quality, iconic travel experiences, to the benefit of the economy. Where more people choose to walk, cycle, travel by boat, rail or bus as the best way to discover the spectacular landscape.

Lake District State of Park Report

This report monitors the condition of the Lake District and summarises the progress made by the Partnership to deliver the Vision for the Lake District. A summary of the findings is shown in the overview graphic. It also highlights the changes and trends, and what the future challenges are and what gaps need investigating and addressing. In particular, it underlined the challenge created by a declining and aging permanent population, the fragility of traditional farming, the growing threats to wildlife and biodiversity, and climate change.



The State of Park Report led to the identification of a number of challenges that we recognised that we need to collectively address in the next Partnership's Management Plan through the strategies and actions. These challenges are:

- Climate change
- Nature recovery
- The future of farming
- Demographics
- Affordable housing
- Visitor management and experience
- Diversification and Local Industrial Strategy
- Finance and delivery
- Political uncertainty

Each of these challenges identified through the State of the Park Report are a key challenge in their own right. However, we recognised early on that many of these challenges are interrelated and could have a bigger impact if they brought together, so to ensure the most effective delivery to address these challenges and secure the outcomes we collectively seek to achieve, we have sought to bring together some of these challenges under the following headings:

- Vibrant communities and prosperous economy following COVID-19
- Climate action – achieving net zero and adapting to climate change
- Future of farming and forestry, nature recovery and climate change
- A Lake District for everyone
- Sustainable travel and transport

This ensures our collective action through our combined resources will secure the greatest opportunity to address these challenges over the next five years

Sustainability Appraisal / Habitats Regulations Assessment

The Conservation of Habitats and Species Regulations 2017 states that any development, project or plan that is likely to have significant effect upon an Special Area of Conservation, Special Protection Area or Ramsar site, then (Subject to Regulation 63 and Regulation 64) the Lake District National Park Authority (or other competent authority) may not issue planning permission, adopt a plan or implement a project until it has carried out an Appropriate Assessment. The Appropriate Assessment will assess the implications of the development or plan against the European Site's conservation objectives and ascertain whether the development or plan will have an Adverse Effect upon the Integrity of the Site. The Habitat Regulation Assessment should be sent to Natural England for advice on the impacts to the European Site. The development, plan or project may not be carried out unless it can be concluded that there will be no Adverse Effect upon the Integrity of the Site.

Annex 10 – Key challenge background information



Vibrant communities and prosperous economy following COVID-19

The Lake District is a special and unique place to live and visit. Having such a high quality environment literally on your doorstep is valued by residents, and also makes it a very popular tourist destination which underpins the economy of the Lake District. People have been living and working in the Lake District for centuries; they are proud to belong to the Lake District and have a strong local identity. The Lake District plays an important role in the Cumbrian economy, and provides Cumbrian residents many health and wellbeing opportunities.

COVID-19 has had an extreme impact across many sectors of the local economy, and we recognise it could lead to further business closures, more unemployment and greater job insecurity which in turn could lead to increased ‘localised’ deprivation, adding to the pressures on people living and working in the Lake District. The immediate priority is one of recovery from Covid-19 and in particular the tourism and hospitality sector, but longer term there is a need to grow a more diverse and resilient economy. To support vibrant communities, action is needed to connect labour supply with businesses with acute labour shortages and encourage the return of customers to businesses. During the first lockdown in 2020 our residents experienced a quieter Lake District, with significantly reduced traffic, better air quality and an improved environment for nature with obvious tangible benefits for mental health and well-being. This was followed by an extremely busy summer and pressures associated with an influx of visitors creating tensions between residents and visitors, particularly those residents who are not reliant on jobs within the Lake District. The Landscapes Review notes:

“Any attempt to create a division between what visitors need and what locals want will always be arbitrary: lots of people who live in national landscapes love their natural beauty, and lots of people who visit want to be in places which are real communities. It is a shared interest. After all, the most popular social media account linked to any national landscape is not about nature or tourism but the one run by a sheep farmer and writer, James Rebanks (Twitter handle:@herdyshepherd1).”

Final report on Landscapes Review by Julian Glover

We know there will always be tensions between different pressures in the Lake District and ensuring vibrant communities and a prosperous economy is no different. How do you sustain a national landscape without real communities living and working in the landscape? We know that house prices and jobs are critical issues to

living in the Lake District, and this impacts on the balance of population and permanent residents in our communities.

Behind the 'rural ideal' our evidence highlights many of the Lake District's communities face a number of challenges including:

Challenge 1: An economy particularly vulnerable to external change, such as covid-19, but also other factors such as economic, legislation and policy changes as a result of being primarily based on tourism and land based industries.

Challenge 2: Acute pressure for local and affordable housing resulting from a high number of second and holiday homes, a lack of homes in permanent occupation and high property prices.

Challenge 3: A threat to the viability of local services, such as primary schools, as a result of decreasing resident populations.

Challenge 4: A changing age structure of the resident population resulting from the lack of suitable, affordable housing for younger people.

Challenge 5: An environmental capacity which cannot accommodate a level of housing growth that would be necessary to meet the demand for local occupancy, especially affordable housing.

Challenge 6: A lack of a range of high productivity employment opportunities as much of the economy is reliant on the visitor economy, and a shortage of resident workforce.

Challenge 7: Inadequate digital infrastructure including broadband and mobile phone coverage in some more rural areas of the Lake District.

Challenge 8: A potential reduction in migrant labour and economic impacts on the farming sector as a result of Brexit.

Challenge 9: The impacts of climate change on residents and businesses.

For rural communities to remain strong and vibrant, we need to address the declining population and to ensure there are more permanent residents to provide a balanced population in terms of age. The evidence clearly outlines the strong interlinkages between community and the economy, particularly in the context of how the following aspects interact:

- Affordable housing – high affordability ratio, high earnings required to afford a house
- Balanced age structure – labour supply shortages, decline in local service provision
- Employment opportunities – dominated by lower paid jobs



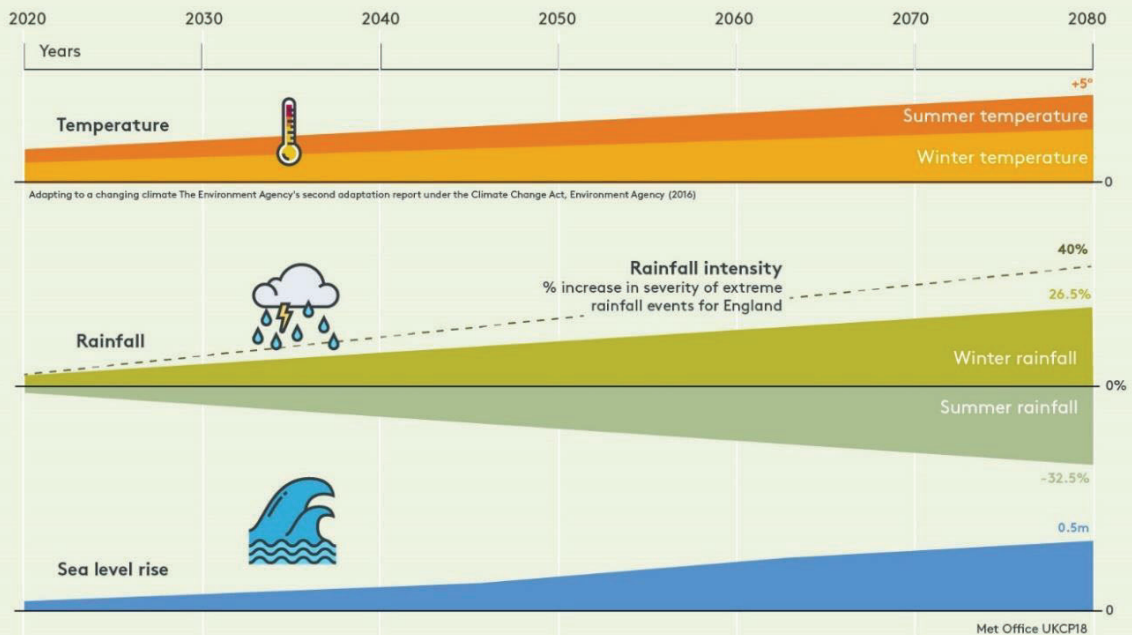
Climate action – achieving net zero and adapting to climate change

Globally and nationally the response to addressing climate change has not been adequate. Global warming reached 1°C in 2017, and the Intergovernmental Panel on Climate Change (IPCC) assesses that it is likely to reach 1.5°C between 2030 and 2052 if it continues to increase at the current rate. This means if global greenhouse gas emissions continue to be released on the current trajectory resulting in more global warming, the scale of change expected through to 2080 in the Lake District is going to be significant. Climate change is therefore a universal pressure on and threat to the Lake District, its environment, economy and communities.

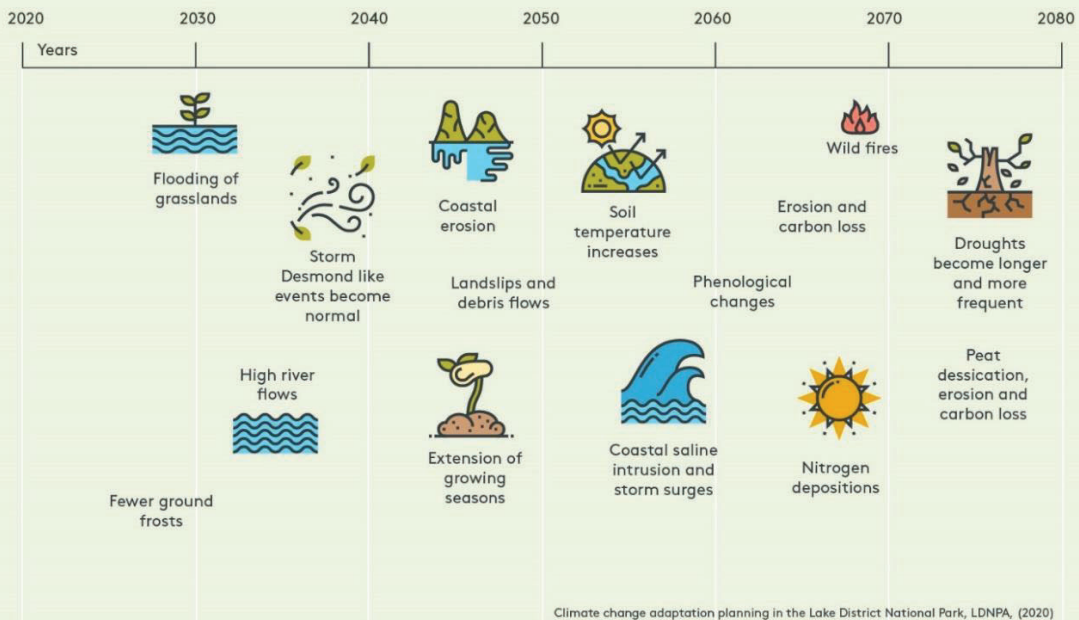
In recent years the Lake District has experienced a number of storm and flooding events creating significant damage. Storm Desmond caused catastrophic damage on the 5th December 2015 and we are still recovering five years on. The new 'Pooley Bridge' has only just been built and the Keswick to Threlkeld multi-user trail opened on the fifth anniversary of the storm. But it is not just storm and flood events, as warmer drier summers are likely to bring their own issues such as more frequent droughts, wildfires, and inhospitable climates to habitats and species. We have updated the Climate Change Adaptation Risk Assessment for the Lake District [\[hyperlink\]](#) this shows that climate change will impact the special qualities and outstanding universal value of the Lake District, and our experiences of living, working and visiting the area.

We have prepared a Climate Change Risk Adaptation Report which predicts, using the latest Met Office Data (UCKP18), what climate change means for the Lake District in a worst case scenario. Based on this evidence if we do nothing, the future looks stark.

How will Climate Change affect the Lake District?



How will Climate Change affect the Lake District?



The UK Government passed laws in 2019 to end its contribution to global warming by 2050. This means the UK will be required to bring all greenhouse gas emissions to net zero by 2050. In December 2020, the UK Government also set a new plan which aims for at least 68% reduction in greenhouse gas emissions by the end of the decade, compared to 1990 levels. In April 2021, the UK Government substantially increased its commitment by setting a new target of 78% carbon emission reduction by 2035. This Plan sits well within the context of this new target.

As a Partnership, we must therefore act now through this Plan to contribute to delivering major and rapid reductions in greenhouse gas emissions. We have a good starting point to lead the way in supporting Government to achieve this ambitious target, with over 10 years' experience reporting against a carbon budget and reducing carbon emissions through the Low Carbon Lake District project.

The Zero Carbon Cumbria Partnership have prepared a Cumbria Baseline Report proposing how to reduce greenhouse gases in Cumbria by breaking down carbon savings required sector by sector. From this a Lake District baseline has been created which is reported in the Climate Action and Net Zero supporting paper which suggests an ambitious trajectory to reach net zero by 2037. The value of this report sets out the scale of the challenge and the gap we need to work on with partners. We want to support the global goal of limiting climate change to within 1.5°C of warming – to prevent the worst of its impacts. Achieving net zero by 2037 in Cumbria, together with Zero Carbon Cumbria Partnership, will be our contribution to this.

The Glover Review discusses how National Parks should be leading climate action to address the impacts of climate change and recommends that National Park Management Plans should set out clear priorities for responding to climate change. It quotes the Committee on Climate Change saying *“significant changes to land use are needed now and over the next 80 years to move the sector towards achieving net zero greenhouse gas emissions, while protecting natural capital that the land currently represents and which will otherwise degrade as the climate changes.”*

The evidence demonstrates the challenges for the Lake District resulting from climate change:

Challenge 1: More unpredictable and unseasonable weather patterns as well as significantly hotter, drier summers, and warmer, wetter winters.

Challenge 2: Environmental responses triggered by weather patterns will impact upon what is special in the National Park and what it provides to society.

Challenge 3: The sea level will rise affecting our coastal areas.

Challenge 4: Many of our current species, some of which are iconic and already rare on a UK scale, will not survive in the National Park as their habitats become inhospitable to them.

Challenge 5: Agriculture in the Lake District will change.

Challenge 6: Some cultural heritage and historic environment will be under threat from changing weather patterns.

Challenge 7: Achieving net zero will be extremely challenging and requires the collaboration of all partners across Cumbria to achieve

Challenge 8: Progressing towards net zero carbon in the timetable being set without disadvantaging the economy of the Lake District

The impact of restrictions imposed in response to the Covid-19 pandemic has created a large scale economic impact on society bringing much hardship to businesses and people. However, the annual emissions (nationally) are expected to be down by 6-8%, in 2020, close to the target of 7.6% that is required every year between 2020 and 2030 to keep global warming below 1.5°C. It is important that the recovery packages from covid-19 ensures and supports the decoupling of economic growth from greenhouse gas emissions to achieve future reductions to net zero. In doing so, we want to create the conditions to support sustainable growth of the Lake District economy and communities. We also want to unlock funding and opportunities to make the changes that are needed to grow world class visitor experiences; and at the same time balance this with the Vision for the National Park.

To mobilise climate action, the Partnership agreed that we need to identify clear and deliverable actions to reduce emissions. Our approach is to do all we can to adapt to climate change and to reduce emissions as our contribution to the global effort to prevent a worst case scenario and avoid its longer term impacts.

We have identified a fifth of the savings needed over the next 5 years to put us on a 2037 net-zero trajectory through actions integrated into the Future of Farming, Nature and Climate Change, Sustainable travel and transport and Vibrant Communities and a Prosperous economy sections in the Plan. Whilst the remaining gap between our current carbon emissions and net zero does look overwhelming, the Partnership is at the forefront of understanding our carbon budget in the Lake District and have identified the carbon savings of deliverable projects which help address that gap. Whilst ambitious and challenging, we believe the carbon savings identified are deliverable and play to the strengths, knowledge and influence of the Partnership. It is clear that reducing this figure to zero is a major challenge, and that the bulk of the reduction must come from the vigorous implementation of appropriate policies at the national level. Nevertheless, we are committed to urgently developing further actions that we as a Partnership could take over the lifetime of the Plan to help close the gap further, including investment and work at a county level with partners through the Zero Carbon Cumbria Partnership to support Cumbria to achieve net-zero by 2037.

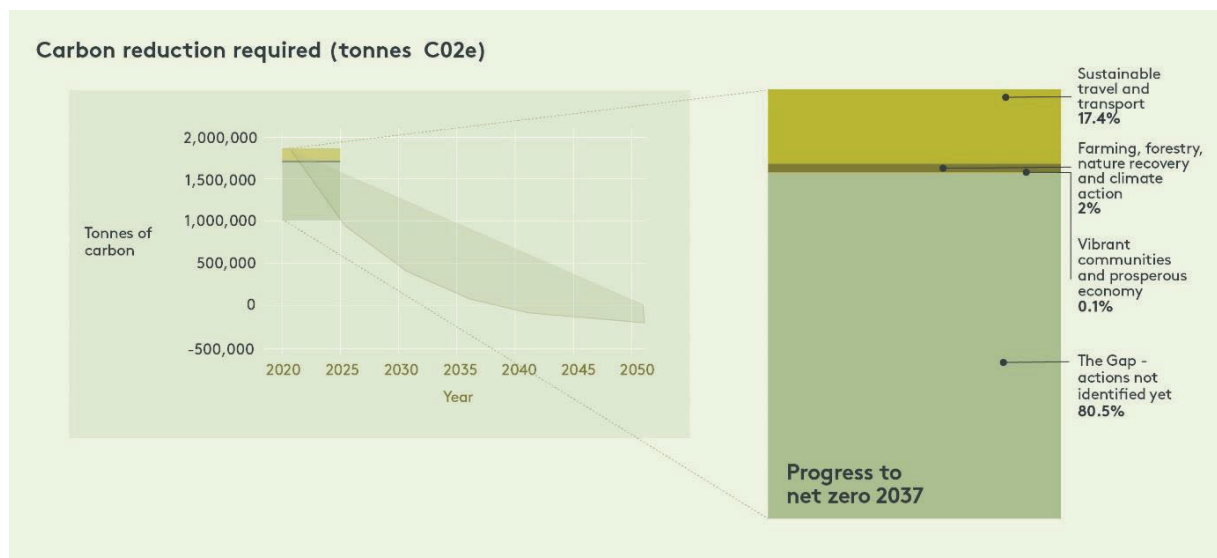
The proposal for Cumbria to aspire to be net zero by 2037 is included in the Cumbria Recovery Strategy. This Strategy is led by the Strategic Coordination Recovery

Group (made of the county's decision making bodies). Delivery will be through the work of the Zero Carbon Cumbria programme.

From evidence gathered, we know that to reduce the required amount of carbon to remain on a trajectory towards net zero, between now and 2025, we need to reduce carbon emissions by 860,000 tCO₂:

- 167,880 tonnes CO₂e (a fifth of the 2025 trajectory) can be reduced, if we meet the current proposed Plan actions and targets
- We need to find further reductions of 693,866 tCO₂e.

By identifying the scale of the national and global challenge and working together across the County with the Zero Cumbria Carbon Partnership, we believe there are significant opportunities to close this gap and have committed to developing further local actions over the lifetime of the Plan Closing the large gap that remains will also depend in large part on policies at the national level which are beyond the control of the Partnership.



Future of farming and forestry, nature recovery and climate change

The Lake District National Park faces the biggest change in half a century with the implementation of the Agriculture Act 2020 and the delivery of the Government's 25 Year Environment Plan. Both offer challenge and opportunity to embrace change, and ensuring the effective delivery of both are integral to achieving our ambitions for vibrant communities, prosperous economy, spectacular landscape, wildlife and cultural heritage, and a world class visitor experience in the Lake District. Our

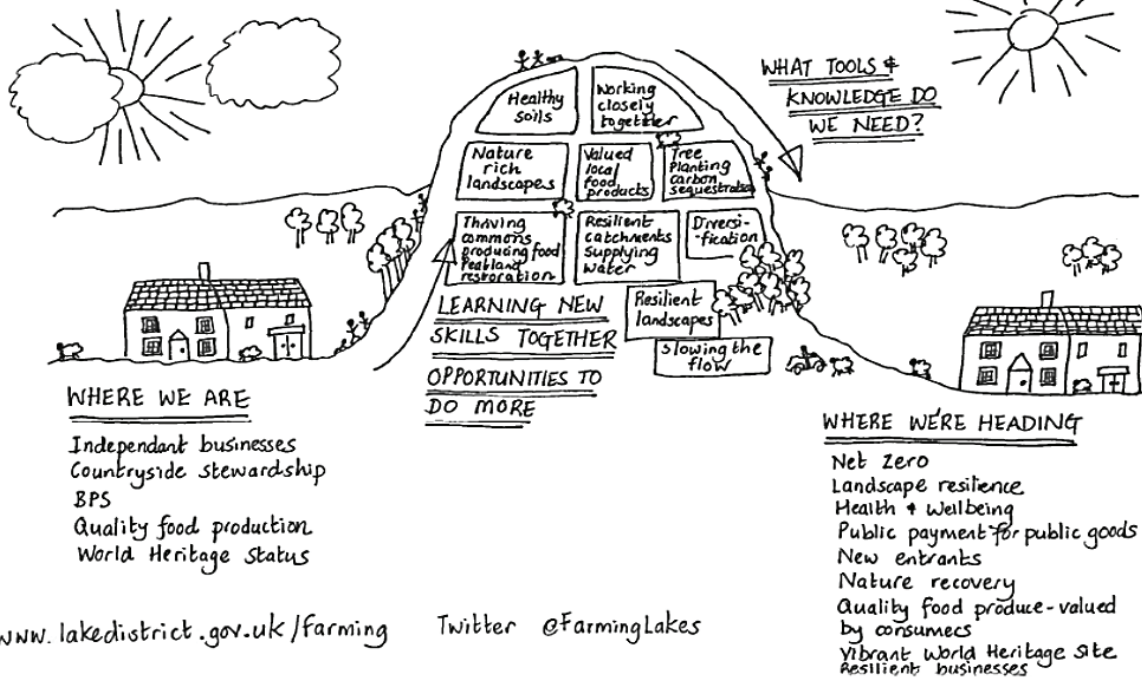
priority is to achieve a recovery that will celebrate, sustain and enhance the Lake District National Park's Vision and Special Qualities, and World Heritage attributes of Outstanding Universal Value. Our farming traditions, our natural environment and our climate are in crisis and our recovery from this shared crisis drive the priorities and objectives for the Partnership.

The landscape character of the Lake District National Park and World Heritage Site has developed through a long history of agro-pastoralism and local industry interacting with the natural and physical environment of the area. Our future land management choices are critical to delivering the public goods and benefits set out in the Government's 25 Year Environment Plan. The Government's Agricultural transition plan 2021-2024, published in November 2020 sets a clear direction, with a move away from subsidies and to a new way to pay farmers and land managers to produce public goods, for example through nature friendly practices, and grants and other initiatives to help improve farm productivity and prosperity. This is our opportunity to work collaboratively to implement this in the Lake District, to maximise the benefits we can deliver for farming, nature and climate recovery, for example cleaner water, healthier soils, and greater resilience to floods and droughts.

The decisions partners, land owners, farmers and foresters make about how land is managed will make the greatest impact on achieving the Partnership's shared ambitions for farming, nature and climate recovery. There is a strong, unifying connection between farming, forestry, nature and climate. Farming led nature recovery is at the heart of how the Lake District National Park Partnership's collaborative working will support farmers and other land managers through the agricultural transition period to adapt their businesses for economic, environmental, social and cultural benefit. Farmer led nature recovery can work alongside and in combination with other existing and new nature recovery approaches that are active in the Lake District today. Some of these place restoration of natural processes as a primary driver for nature recovery. This range of approaches can be complementary in tackling the challenges of the nature and climate crises. The principles set out in the Lawton Review (2010) are to improve, expand, buffer, and connect core nature sites which we can do through both farmer led and nature led approaches.

Further information about the challenges and supporting evidence can be found in the Future of Farming and Forestry, Climate Change and Nature Recovery Supporting Paper. Our findings from the 2018 Lake District State of the Park Report, and Climate Change Adaptation Report provide further evidence for the development of this Plan.

FARMING IN THE LAKE DISTRICT ... IS ON A JOURNEY.



Our ambition is to have a high percentage of the Lake District land in ambitious and successful schemes within the Agricultural Transition Plan, including Environmental Land Management (ELM) and Farming in Protected Landscapes. These schemes will deliver measurable and positive environmental benefits. The Cumbria Local Nature Recovery Strategy (LNRS) is critical to us having a better shared understanding of the condition of nature, and will establish the ambition for nature recovery in Cumbria, and the Lake District and provides an important evidence base that we can all use to highlight opportunities where farming led nature recovery can make the most difference. The State of the Park Report 2018 clearly sets out the breadth and scope of the challenge we face. We are developing the Lake District National Park Nature Recovery Delivery Prospectus to support delivery of the Cumbria LNRS ambition. The prospectus will establish the local ambition, evidence, and delivery plan for nature recovery in the Lake District.

The Partnership recognises that actions to aid the sustainability of farming and the recovery of nature and climate will require delivery by both the farming community and a range of other partnership delivery across farming, common and forestry land in the Lake District, providing a significant opportunity to collaboratively deliver the objectives of the Plan.

Throughout the development of the Plan we have engaged through a range of mechanisms with farmers and farming groups, particularly through our Defra Environmental Land Management (ELM) tests and trials, with existing local initiatives, and through the development of a Heritage Horizons National Heritage

Lottery Fund bid. In early 2021 a group of partners engaged with over 100 farmers in the LDNP through online meetings and surveys. This engagement has helped to shape the Plan.

There are many good examples of agri-environment schemes, landscape restoration, and catchment initiatives, which have positively contributed towards looking after this fantastic landscape and its natural and cultural assets. However, the State of the Park Report 2018 is clear that these examples have not been enough to halt and reverse the loss of wildlife throughout the landscape. These positive examples need to become more widespread if we are to protect and restore precious habitats, biodiversity and soil quality, and to adapt to climate change across the Park. We need to secure and build on the gains and learning achieved through successful examples to help us tackle the nature, farming, and climate crises and in so doing, establish a sustainable future for the unique cultural and natural heritage of the Lake District.

The Plan sets out a strategy for the next five years for how we can take an integrated approach building on current best practice and making the most of new opportunities, for these priorities. We will achieve this through new approaches to farming led nature recovery combined with a range of other innovative and sustainable land management practices, projects and partners.

Key to protecting and enhancing the Lake District National Park's Special Qualities and World Heritage attributes of Outstanding Universal Value is to ensure that:

- Farming and forestry adapt to new challenges and opportunities and maintain the authenticity of traditional hill livestock farming systems
- Our habitats and species urgently recover. The Cumbria Local Nature Recovery Strategy and the Lake District National Park Nature Recovery Delivery Prospectus will be essential tools to help us collaboratively define the priorities for recovery
- Farming, forestry and nature, working together, reduce Greenhouse Gas emissions and store more carbon
- Farming, forestry and nature become more resilient, are in a stronger position to adapt to the impacts of Climate Change, and are actively working to mitigate the impacts of Climate Change, for example threats to soil and water quality, and an increasing risk of floods, droughts, and wildfire.

Wider Cumbria Partnerships

There are a number of other established partnerships that are essential to the further development and delivery of the ambitions set out in this Plan. This Plan does not try to duplicate their work, and the actions in this Plan are focussed on where we can add most value by working collaboratively.

Area Planning

Through early engagement we recognise and understand the role of local leaders for farming led nature recovery and climate adaptation. We have learned from Ullswater Community Interest Company how natural flood management projects, designed and created by a network of local farmers, land owners, partners and community members, have empowered people through local decision making. They share knowledge and learning to support each other in their projects, such as river restoration and habitat creation, with land management practices that help restore nature that also improves soil and plant health. Within the Plan we refer to this type of community initiative as area planning. We would like feedback on this approach as a key delivery mechanism for the Plan, as part of the consultation.

Nature recovery initiatives

Approaching 10% of the area of the Lake District National Park currently encompasses a range of areas and sites being managed to deliver nature recovery and other public goods. These are led by a range of partners in the Lake District National Park Partnership and other land managers. These places act as core areas for nature recovery and provide employment, training, and recreation. Nature recovery and public goods delivery are predominantly driven by sustainable farming practices. These areas have built up a good evidence base to support decision making and monitoring that helps to inform options for delivering nature recovery and public goods. Examples include Wild Ennerdale, Wild Haweswater, Eycott Hill, Foulshaw Moss, Lowther Estate, and Restoring Hardknott Forest. These areas are represented in the Nature Recovery Delivery Plan as opportunities to retain, improve and expand core areas of nature recovery in the National Park. These areas and sites can complement farmer and community led initiatives such as the Ullswater Catchment Management Community Interest Company.

In addition to habitat restoration, a number of well-considered species recovery and reintroduction projects are underway across the park through initiatives such as the Back On Our Map (BOOM) Project. An enclosed scientific release of Eurasian Beaver in the National Park is trialling the reintroduction of this ecosystem engineer species and fits with the Government commitment to providing opportunities to reintroduce formerly native species, such as beavers, where the benefits for the environment, people and the economy are clear.

Funding our actions

The Lake District National Park Partnership will work collaboratively to build a framework to enable farm businesses to proactively adapt to the challenges in this Plan. Our aim collectively and individually is to deliver improved outcomes and resilience for our cultural landscapes, the natural environment, businesses and communities.

We need to identify funding sources and resource for many of the actions within the Plan. Those may be found within the collaborative partnership resources, but we also need to find additional and new sources of funding to achieve our ambitions.



A Lake District for everyone

National Parks contain the most beautiful, spectacular and dramatic areas of countryside in England. The Government's Landscapes Review 'Landscapes for Everyone' theme highlights;

"We want our nation's most cherished landscapes to fulfil their original mission for people, providing unrivalled opportunities for enjoyment, spiritual refreshment and in turn supporting the nation's health and wellbeing."

Final report on Landscapes Review by Julian Glover

The time is right to act now as the founding mission is just as important today as it was in 1949, with the nation recovering from the global pandemic, Covid-19. Changing demographics, physical and mental health, and technology mean there are new challenges, but recent research has clearly demonstrated the value of spending time in nature and the outdoors to children, individuals, and societal health and well-being. The historic environment, cultural and heritage assets also contribute to and support people's health and well-being. We need to remove barriers to access and embrace the opportunity of broadening our visitor demographic to everyone to benefit society's health and well-being. The proactive engagement of new visitor groups also opens up new markets to support a prosperous economy in the Lake District, and support the economic recovery from Covid-19.

The Landscapes Review reports:

"The statistics show certain groups especially disconnected. Most visits are made by the same (better off, less diverse) people repeatedly, and those who miss out are the older, the young – especially adolescents – and those from lower socio-economic groups and black, Asian and minority ethnic communities."

Final report on Landscapes Review by Julian Glover

Whilst our own data suggests our visitors aged over 65 are not disconnected from accessing the Lake District, the other findings are consistent with the Landscapes Review findings. The evidence that demonstrates the challenges and inequity of access to the countryside and nature by particular audiences, and that we can be doing more to address this:

Challenge 1: Young people visiting is declining (Cumbria is currently attracting a declining market share (13% in 2017) of 16-34 year olds (15% in 2006).

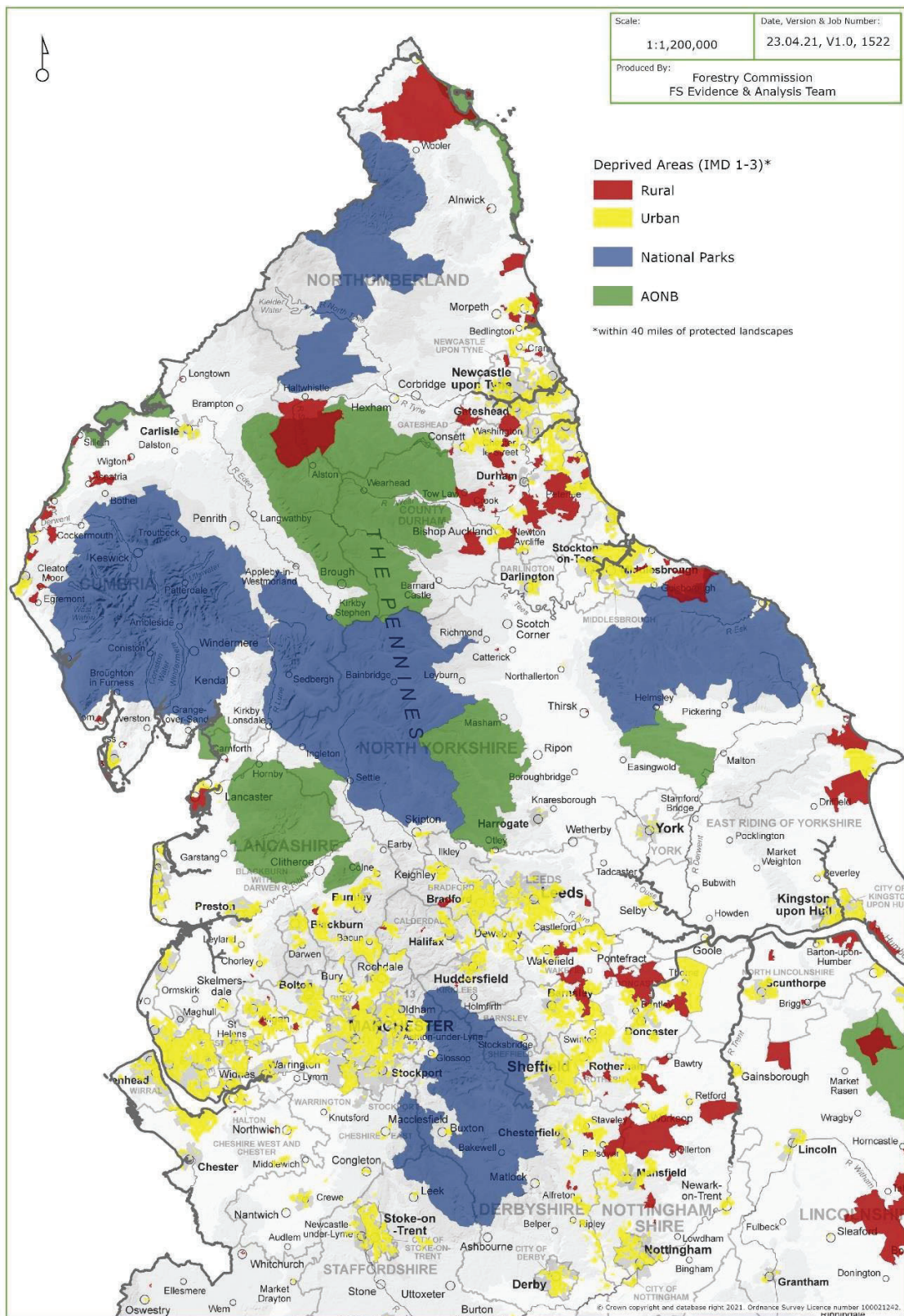
Challenge 2: Representation of ethnic minority visitors is below representation in the North West and in the UK overall (97% of visitors do not identify as being part of a minority ethnic community).

Challenge 3: There are many low income households in Cumbria and the North West (One in ten households in Cumbria live in poverty (including 11,700 children), and children living in England's 10% most deprived areas are 20% less likely to spend time outside than children from more affluent areas).

Challenge 4: Health and wellbeing challenges, and access to the outdoors (68% of adults are overweight, 34,000 Cumbrians are experiencing depression, almost 20% of visitors to the Lake District consider themselves to have some form of disability).

Challenge 5: There is low diversity of residents (only 1.8% identified as not being from "white" Ethnic Group in 2011) and this is therefore reflected in organisational representation and people working within Cumbrian businesses.

The figure below highlights the location of deprived areas within 40 miles of National Parks and Areas of Outstanding Natural Beauty. The data highlights there are almost 800,000 people within 40 miles of the Lake District, and 253 primary schools classified as being in deprived areas. Recognising that travelling to the Lake District may be unaffordable or unattainable for some people, success may mean that some people do visit the Lake District but people may also visit other National Parks and Areas of Outstanding Natural Beauty in order to secure health and wellbeing benefits, and outdoor experiences resulting from addressing this key challenge.



Covid-19 and the experience of lockdown has, at least in the short term, changed the relationship people have with nature. In the Lake District, the combination of the experience of the lifting of the first lockdown restrictions with the good weather meant we had a large increase in domestic visitors and the demographic of visitors has changed; there was an increase in first time visitors, a slight increase in ethnic minority visitors, an increase in visitors from urban areas and there were more young adult groups visiting. We see this change as an opportunity; our ambition is to secure and grow the changed visitor demographic we experienced in 2020.

Connecting people with nature is not just important for people, it is also important for nature as it is shown that the more people spend time in the environment and value the positive impact it has on their own lives, the more they will want to care for, cherish and protect our environment and wild places. Like many other places nationally, the Lake District, has experienced some new or heightened challenges for visitor management this summer.

We know there are a number of organisations, groups, charities and businesses with lots of experience and doing fantastic work to provide opportunities to spend time in the Lake District for many parts of our society (see examples in the 'Lake District for everyone' Key Challenge Paper) however, it is clear from the evidence there is more that needs to be done. We wish to help and support these organisations, groups, and charities continue to do this work and assist wherever we can. We commissioned a piece of research to hear from people who face barriers accessing the Lake District and the countryside to help inform what our actions need to focus on. Their recommendations are to:

Recommendation 1: Re-define engagement success and blur the boundaries of the Lake District National Park, for example through outreach activities.

Recommendation 2: Create Outdoor Provider Partnerships

Recommendation 3: Change Organisational Representation

Recommendation 4: Develop a 'Warm Welcome' certificated training scheme

Recommendation 5: Ensure Rangers and visitor facing staff and volunteers have an education focus

Recommendation 6: Put user voice at the heart of developing and sharing information

Recommendation 7: Create new formal engagement pathways

If you grew up in the countryside, playing in the woods, riding around the village streets, being dragged up hills by your parents, or splashing in the river on the one hot sunny day a year, visiting a city can seem like a daunting experience, just like visiting the countryside can for some people. The recommendations will help to

overcome some of the fears, barriers and challenges by engaging with people where they live to explore and enjoy the outdoors.



Sustainable travel and transport

As noted in the Landscapes Review *“The days when Alfred Wainwright wrote his walking guides to the Lake District setting off from Kendal each morning by bus have long gone.”* Before Covid-19, over 85% of visitors arrive to the Lake District by private motor vehicle. We know it’s not just visitors relying on private motor vehicles, as workers who cannot afford to live in the Lake District have to commute and public transport is not widely available at the times and locations required. The challenge for transport therefore extends beyond the Park boundary. We want the Lake District to be a place where everyone, regardless of wealth or ability is able to access the national park sustainably. Where low carbon travel is the obvious and most attractive choice for essential and leisure travel. Where the community, the economy and the nation’s mental and physical health benefits from active travel in an inspirational landscape.

During the 2020 season, as a result of COVID-19, the proportion of visitors arriving by private vehicle increased further as more people went on staycations, and Government advised people to avoid public transport as ‘lockdown’ restrictions eased. Much of this behaviour will continue into 2021 therefore our Visitor Management Strategy for 2021 seeks to mitigate some of these risks in the short term. As confidence rises and restrictions are eased we must restore confidence in the use of public and shared transport services for our communities, economy and environment.

Our evidence and further research looking into the current provides a greater insight into challenges like car dependency, traffic, and public transport.

The Climate Change Adaptation report sets out the far reaching impacts of expected climate change on the transport network and its consequences for the visitor economy, highlighting the importance of the network having in-built resilience. Our actions are realistic at the current time but we will strive to develop more ambitious actions.

One of the few positive experiences of the Covid-19 lockdown was that larger number of people have enjoyed cycling and walking more, and many people discovered, or rediscovered the health and wellbeing benefits of cycling, walking and horse riding on quiet roads with reduced traffic and better air quality. We now have a unique opportunity to work together to ensure some of these benefits can continue to

be experienced through a 'green recovery', attracting new visitors to the Lake District to undertake quiet and healthy recreation, helping to support the economy. Improved and available sustainable transport is crucial as it supports delivery against the other key challenges.

In order for the English Lake District economy to thrive, transport for residents and visitors requires further change, to enable it to meet the needs of more people more often. As noted in the Landscapes review:

"We don't think all car use is wrong, or that it can be ended. But we do think people should be given a choice and we also think that unlimited car use can spoil the natural beauty of the special places people come to see in the first place. It is not much fun being on the shores of somewhere such as Windermere on a bike or on foot when the A592 is nose to tail,"

Final report on Landscapes Review by Julian Glover

The pressures caused by visitors arriving by car can damage the visitor experience. They are a significant contributor to the English Lake District's carbon budget and, can at times, cause anxiety to our communities. Improvements to sustainable transport alongside the decarbonisation of existing transport would deliver benefits to our communities and build capacity for economic growth.