



Mist over Grasmere



# SECTION 5

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Protection and Management  
of the Property

# SECTION 5 PROTECTION AND MANAGEMENT OF THE PROPERTY

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This section of the nomination provides a clear picture of the legislative and regulatory measures, including the planning framework and management plan in place to protect and manage effectively the English Lake District as required by the World Heritage Convention.

Here policy aspects, legal status and the wide-ranging protective measures are identified, and the practicalities of day-to-day administration, management and its effectiveness are also explained. It is important to remember that, as a cultural landscape of some size demonstrating the interaction of humanity and nature, the range of attributes contributing to Outstanding Universal Value is unusually wide.

A key element of the approach to management is the Lake District National Park Partnership. The Partnership is made up of key stakeholders in the nominated Property from the public, community, voluntary and private sectors. Together, its 25 members represent all interests in the Lake District and own almost 40 per cent of it. The Partnership, which is chaired by the National Park, is responsible for the preparation and implementation of the World Heritage property management plan (see further below Section 5.e).

## 5.a OWNERSHIP

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The English Lake District nominated Property extends across 2,292 square kilometres (229,205 hectares) and has a wide range of both public and private ownerships, large and small scale. There are a number of legislative and regulatory mechanisms which affect the ability of private and public owners to do as they will with their land. These are discussed further below.

Almost 40 per cent of the nominated Property is owned by members of the Lake District Partnership (the List of Partners may be found at Section 5.e, Table 5.5), and a significant proportion of the land that is held in private/other ownership is owned by estates, conservation bodies and trusts ensuring that land and attributes are managed favourably to maintain their long-term conservation and protection. Due to the diversity and number of these bodies that own land, it is not possible to identify precisely the proportion of land owned by them. But they include organisations such as the Wordsworth Trust, the Brantwood Trust, the Woodland Trust, the Royal Society for the Protection of Birds (RSPB) reserves, the Lowther and Muncaster Estates.

Significantly, 20 per cent of the nominated Property is owned by the National Trust, including many of the most important buildings and pieces of land in the English Lake

District. The lands have been purchased or bequeathed to the Trust. Most of this land is declared 'inalienable' under the National Trust Act 1907. This means that once the Trust has declared a piece of land 'inalienable', it cannot be sold, given away or mortgaged. In addition to the lands owned outright by the National Trust, it also holds legal covenants in perpetuity over a further 4,233 hectares owned by third parties. These covenants restrict the owners' abilities to change their holdings without the Trust's consent.

**TABLE 5.1** Land ownership in the nominated Property

LANDOWNER	AREA OWNED	PROPORTION OF LAKE DISTRICT OWNED
Private/other ownership	Approximately 146,289 hectares	63.8%
National Trust	44,578 hectares	19.4%
United Utilities	15,708 hectares	6.9%
Forestry Commission	11,867 hectares	5.2%
Lake District National Park Authority	8,769 hectares	3.8%
District Councils	Approximately 1,600 hectares	0.7%
Ministry of Defence	400 hectares	0.2%
<b>Total</b>	<b>229,205 hectares</b>	<b>100%</b>

The Trust's estate includes 22,500 hectares of registered Common Land, over 90 farms and over 200 houses and cottages, ranging in size and prestige from large mansions and lakeside villas to small one bedroom cottages (Figure 5.3). The Trust's land is in large part managed through the farm tenancies with whole farmsteads being leased to tenants.

The Trust also owns many other vernacular buildings including public houses, hotels and boathouses, and important natural features including England's highest mountain (Scafell) and deepest lake (Wast Water; in Wasdale) as well as 24 other lakes and tarns. The National Trust ownership ensures that attributes of Outstanding Universal Value and all other elements can be conserved and protected through sympathetic ownership in addition to legislative requirements.

Similar to the National Trust model of land purchases, a number of other attributes that contribute to the nominated Property's Outstanding Universal Value (such as Brantwood, Dove Cottage and the Wordsworth archive) have been purchased by and are owned by charitable trusts, such as the Brantwood Trust, the Wordsworth Trust, in order to preserve these properties and features in perpetuity. Other land is owned or leased by conservation bodies, including, for example, the Royal Society for the Protection of Birds (RSPB) reserve at Haweswater, for management reasons which will directly or indirectly benefit the attributes of Outstanding Universal Value.

The EnglishLake District is unusual for its high proportion of Common Land, some 28 per cent of the property (Figure 5.2). Common land can be privately or publicly owned and its use is subject to the rights over of it of commoners. Its primary purpose is to be used as communal grazing. This Common Land is an important attribute of the Lake District's Outstanding Universal Value and is critical to the upland agro-pastoral farming system. Its protection has been ensured against encroachment and development within

UK statutes since the 19th century. Farmers have rights to graze their livestock (usually sheep) on individual sections; those rights go with the individual farms or properties nearby to the common, they are normally not tradable commodities. When occupiers leave those properties, they do not take their rights with them, the new occupiers exercise them.

The Management Plan ensures that all owners within the proposed World Heritage Site have access to information to understand the requirements for management of the site so they can participate and benefit. Public bodies and Partnership members should set exemplary standards and demonstrate a commitment to conservation, sustainable development and public access.

## 5.b PROTECTIVE DESIGNATION

All necessary measures for the protection of the English Lake District and its setting are in place. An established framework of legislation and planning policy exists within which management of the nominated Property will take place. This framework stems from the European Union, and United Kingdom national and local government. The wide range of statutory legislation, supported by conventions, codes of practice and guidance provides protective measures and designations for the nominated Property, and these are outlined in Table 5.2.

This Table lists first protection through ownership, normally by an appropriate conservation body which is governed by legislation, and then protection by designation. In the latter section, it has been divided to give first international designations, and then national ones. Copies of relevant legislation and documents are in Volume 3.

**TABLE 5.2** List of relevant protective designations (see also Figures 5.4-5.7). Please note that further explanation of how all legislation and regulation is implemented and enforced is contained in Section 5.c.

PROTECTIVE DESIGNATIONS	LEGISLATIVE ACT UNDER WHICH PROTECTIVE STATUS IS PROVIDED	ADDITIONAL INFORMATION
<b>PROTECTION THROUGH OWNERSHIP OR MANAGEMENT</b>		
National Trust ownership – inalienable and covenants	The National Trust Act 1907 (The 1907 Act)	Legislation gives National Trust powers to make their land 'inalienable'; also gives them power to enter into covenants to protect land owned by others
Common Land	Commons Act 2006 Commons Registration Act 1965	Approximately 28% of the Lake District is designated as Common Land; there are a large numbers of individual owners
Guardianship	Ancient Monuments and Archaeological Areas Act 1979 (as amended)	Six sites placed in perpetual management by state via English Heritage. One is owned by English Heritage and the other five are privately owned.
National Nature Reserves	The National Parks and Access to the Countryside Act 1949 (The 1949 Act) Wildlife and Countryside Act 1981	There are 9 National Nature Reserves in the nominated Property

PROTECTION THROUGH DESIGNATION		
INTERNATIONAL		
Candidate World Heritage property	The Convention concerning the Protection of the World Cultural and Natural Heritage (1972) (World Heritage Convention), UK ratification 1984	If inscribed, will be protected under terms of Convention through existing legislation for protecting national designations and through government policy in National Planning Policy Guidelines (see below)
Ramsar sites	The Convention on Wetlands of International Importance especially as Waterfowl Habitat (1971) (the Ramsar Convention 1971, UK ratification 1976)	There are three sites in or straddling the Lake District protected through use of UK legislation (Wildlife and Countryside Act 1981 (as amended))
Landscape	Council of Europe European Landscape Convention	Integration of landscape into spatial planning policies and in cultural, environmental, agricultural, social and economic policies with possible direct or indirect impacts on landscape.
Special Areas of Conservation (SAC)	European Council Habitats Directive (92/43/EEC) and Birds Directive (79/409/EEC as updated in 2009/147/EC) The Conservation of Habitats & Species Regulations 2010	66 Sites comprising of 364 square kilometres (16%) are designated
Special Protection Areas (SPA)	Conservation of wild birds (79/409/EEC as updated in 2009/147/EC) The Conservation of Habitats & Species Regulations 2010	Two sites are designated as Special Protection Areas
Water Framework Directive	European Union Water Framework Directive (2000/60/EC) Water Environment (Water Framework Directive) Regulations 2003	Establishes framework for protection of inland waters, estuaries, coastal waters, and groundwater to achieve good status
PROTECTION THROUGH DESIGNATION		
NATIONAL		
National Park	The National Parks and Access to the Countryside Act 1949 (The 1949 Act) The Environment Act 1995	The Lake District National Park was the second of 10 English and Welsh National Parks to be designated, in 1951
Scheduled Monuments	Ancient Monuments and Archaeological Areas Act 1979 (as amended)	281 Scheduled Monuments have been designated within the nominated Property
Listed Buildings	Planning (Listed Building and Conservation Areas) Act 1990	1771 Listed Buildings have been designated within the nominated Site. There are 31 Grade I, 121 Grade II*, and 1619 Grade II buildings.
Conservation Areas	Planning (Listed Buildings and Conservation Areas) Act 1990	23 Conservation Areas have been designated within the nominated Site
Registered Parks and Gardens	National Heritage Act 1983	There are 9 sites within the nominated Site listed on the national 'Register of Parks and Gardens of Special Historic Interest in England'
Hedgerow designations	The Hedgerow Regulations 1997	Protects historic hedgerows as an important component of landscape
Tree designations	Town and Country Planning Act 1990 Town and Country Planning (Tree Preservation Order) Regulations 2012	Protects designated trees or groups of trees whose loss would have a significant impact on the local environment
Sites of Special Scientific Interest (SSSI)	Wildlife and Countryside Act 1981 Conservation and Habitats and Species Regulations 2010	There are 194 SSSIs designated within or partly within the nominated Property. They encompass both nationally important biological and geological interests. In total this accounts for 419 square kilometres (18%) of the nominated Site.

Marine Conservation Zones	Marine and Coastal Access Act 2009	The Cumbria Marine Conservation Zone includes 1.7 square kilometres of the Lake District.
Local Sites Local Geological Sites (Regionally Important Geological and Geomorphological Sites) and Local Wildlife Sites	Local Sites are sites of local importance for nature conservation but are not legally protected; they are designated by local authorities	There are 140 Local Geological Sites within the nominated Site, and approximately 14,000 hectares of Local Wildlife Sites within the nominated Site. They have weight in the planning system and should be taken into account on decisions on individual development proposals.
Public Rights of Way	The Countryside and Rights of Way Act 2000	Approximately 3,070 kilometres of public rights of way in the nominated Property.

## BUFFER ZONES

The Operational Guidelines 2015 (paras 103 – 106) say that wherever necessary for the proper protection of the property, an adequate buffer zone should be provided. It should **contribute to the protection, management, integrity, authenticity and sustainability of the Outstanding Universal Value of the property.**

It is not proposed to create a buffer zone around the nominated Property for two main reasons.

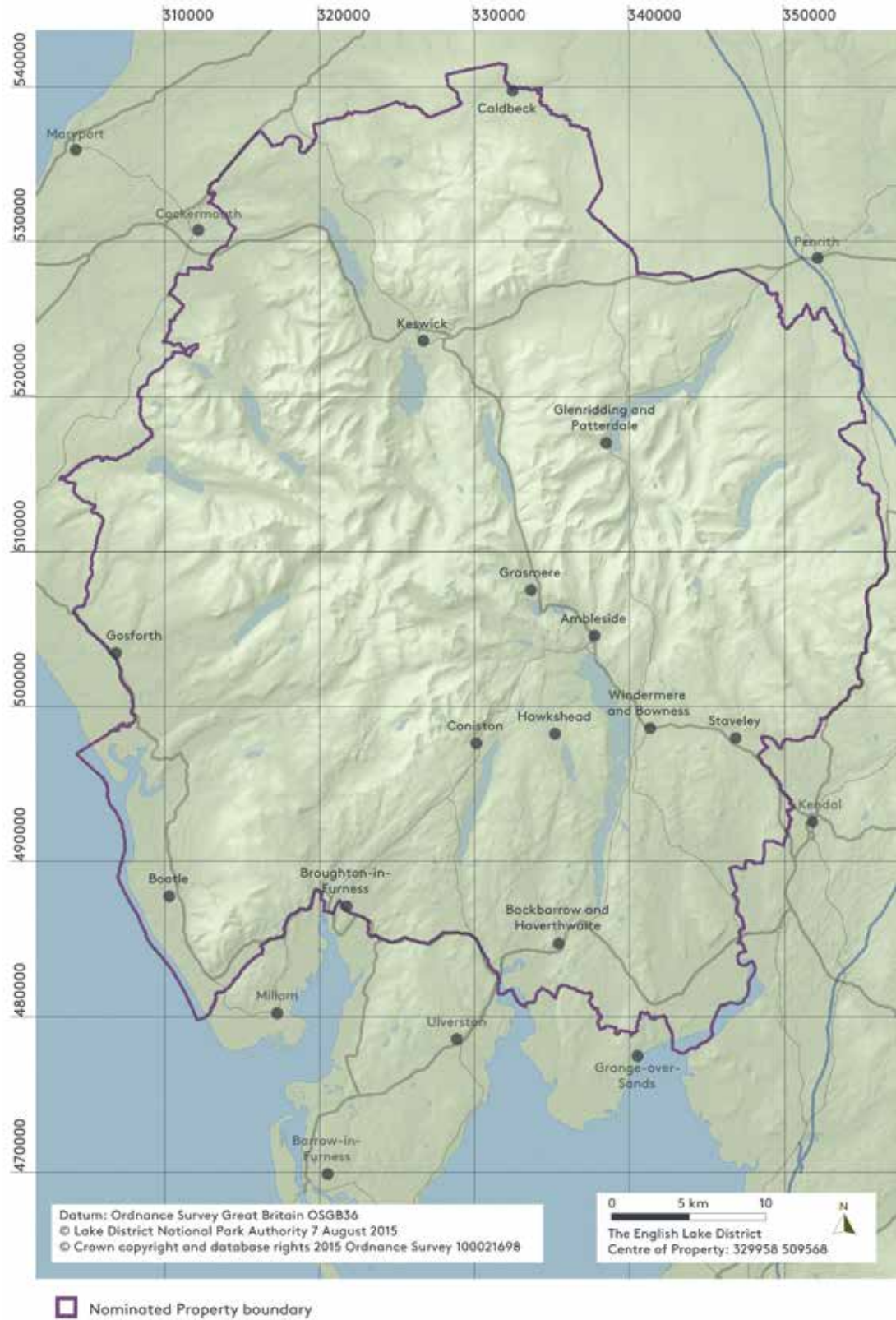
First, like many other IUCN Category V Protected Areas, the nominated Property is in itself of sufficient size to act as its own buffer. Because the nominated Property follows the boundaries of the National Park, it will itself be big enough to prevent development that will have an adverse impact on the attributes of its proposed Outstanding Universal Value.

Second, National Parks are the highest level of landscape protection within the UK planning system and this is recognised in national spatial planning policy (see section 5.c). Legislation (the 1995 Environment Act) requires all relevant authorities (including adjoining local planning authorities) to have regard to the purposes of National Park designation when exercising or performing and functions in relation to, or so as to affect, land in the National Park.

This means that the neighbouring planning authorities must take into account, inter alia, of the need to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park when considering development proposals outside the Park boundaries. If such proposals are likely to have a significant adverse impact on the natural beauty, wildlife and cultural heritage of the National Park (together encompassing the attributes of proposed Outstanding Universal Value) then they should be refused. In the six decades since the creation of the Lake District National Park, these arrangements have worked effectively to protect it, and there is no need to change them by introducing a buffer zone as well.

In addition, all the neighbouring planning authorities are members of the Lake District National Park Partnership and are collectively committed to the project for inscription and appropriate management of the proposed English Lake District World Heritage Site.

FIGURE 5.1 The English Lake District, showing the whole nominated Property and the site boundary



## **5.c MEANS OF IMPLEMENTING PROTECTIVE MEASURES**

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Conservation and protection is achieved by proactive measures alongside steps to manage change in both cultural and natural heritage spheres. In a cultural landscape it is particularly important to manage both cultural and natural heritage holistically, because cultural landscapes represent the interaction of humanity and nature. As identified in Section 5.b there are in fact two parallel and complementary approaches to the protection and conservation of the Lake District. Large parts of the nominated Property are owned by public or charitable bodies for conservation purposes; linked to this is also the effectiveness of traditional means of land management through the extensive Common Lands of the Lake District. Alongside this is the protection and sustainable management of change through the spatial planning system, including the use of a wide variety of designations.

This section first examines the implementation of the international and European designations applying to the Lake District and then outlines the nature of the English spatial planning system which is fundamental to most protective measures in the candidate World Heritage property. The role of the National Park is then described since it is fundamental to the future well-being of the proposed property. The section concludes with more detailed description of how protection through ownership and management and designation works on the ground.

### **THE IMPLEMENTATION OF INTERNATIONAL AND EUROPEAN DESIGNATIONS**

#### **WORLD HERITAGE CONVENTION**

The 1972 Convention was ratified by the United Kingdom in 1984. Its implementation and monitoring is overseen by UNESCO's World Heritage Committee and the World Heritage Centre, assisted by the Advisory Bodies (International Council on Monuments and Sites (ICOMOS), the International Centre for Conservation in Rome (ICCROM) and the International Union for the Conservation of Nature (IUCN)).

Historic England, as the UK Government's lead advisory body for the historic environment in England, provides advice on World Heritage. If the Lake District is inscribed, Historic England will act as the Government's lead advisor.

The 1972 Convention is implemented in the UK through existing designations and the spatial planning system. Policy guidance is provided within the Government's National Planning Policy Framework and Planning Practice Guidance.

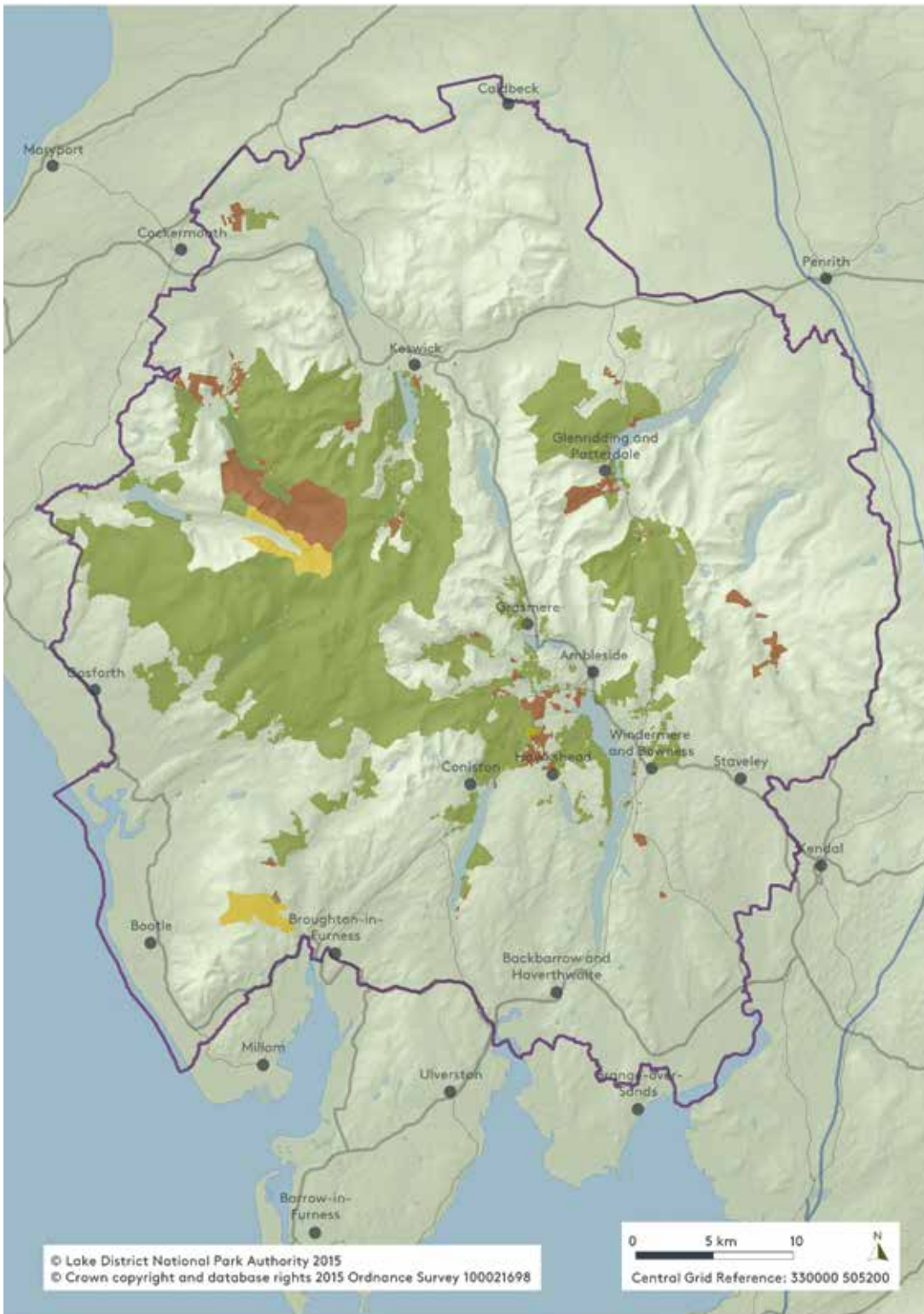
#### **RAMSAR SITES**

Ramsar sites are wetlands of international importance designated under the Ramsar Convention 1971. There are 170 Ramsar sites in the UK, three of which lie within the Lake District National Park Boundary (Figure 5.7). The initial emphasis of Ramsar sites was on selecting sites of importance to waterbirds within the UK, and consequently many Ramsar sites are also Special Protection Areas (SPA) classified under the EU Birds Directive.

FIGURE 5.2 Distribution of Common Land in the English Lake District



FIGURE 5.3 National Trust land holdings in the English Lake District



□ Nominated Property boundary  
■ Inalienable Land    ■ Leasehold Land    ■ Covenanted Land  
Inalienable, Leasehold and Covenanted Land data © National Trust 2015

FIGURE 5.4 Heritage assets within the nominated Property (Listed Buildings and Conservation Areas)

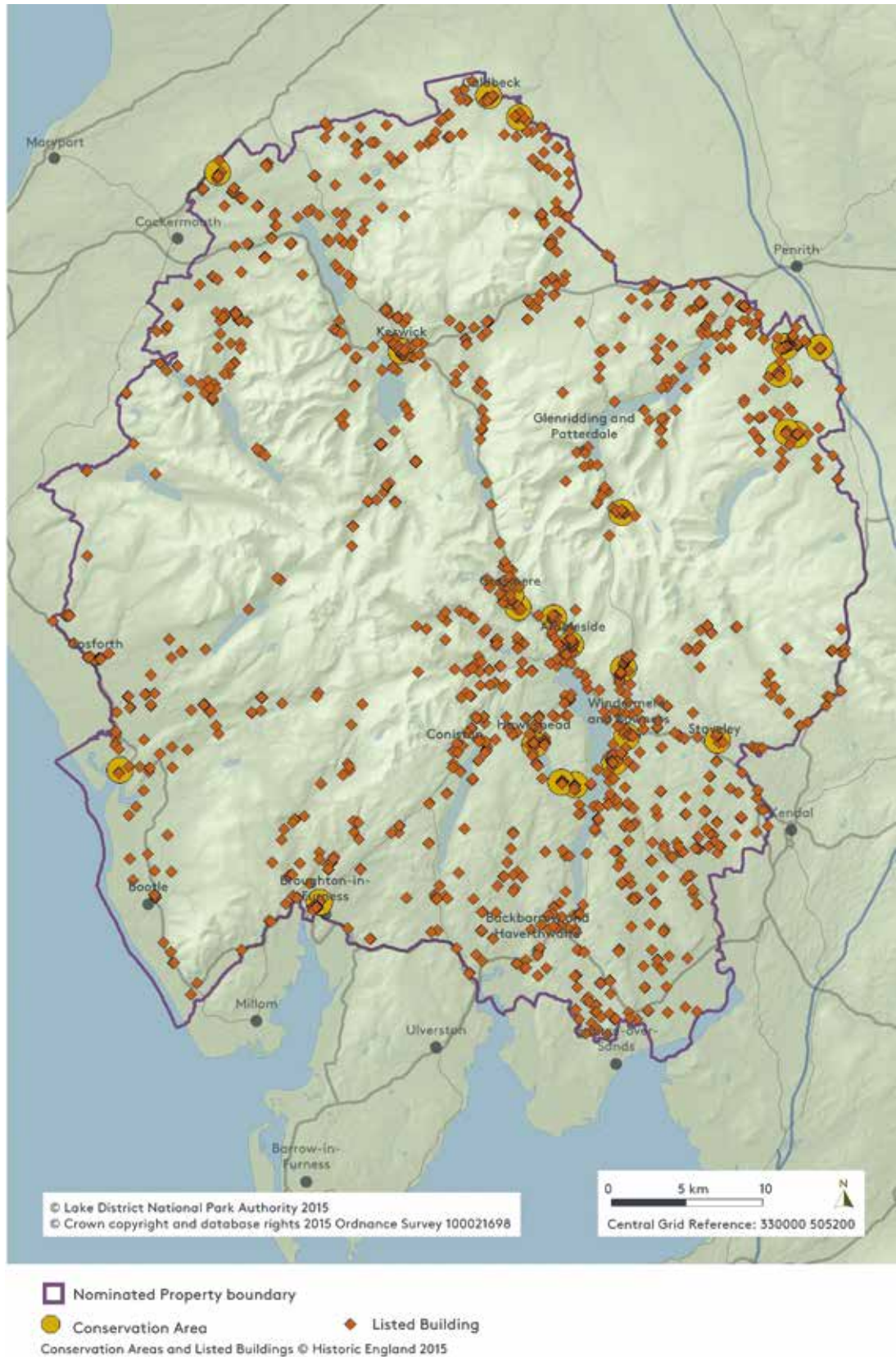
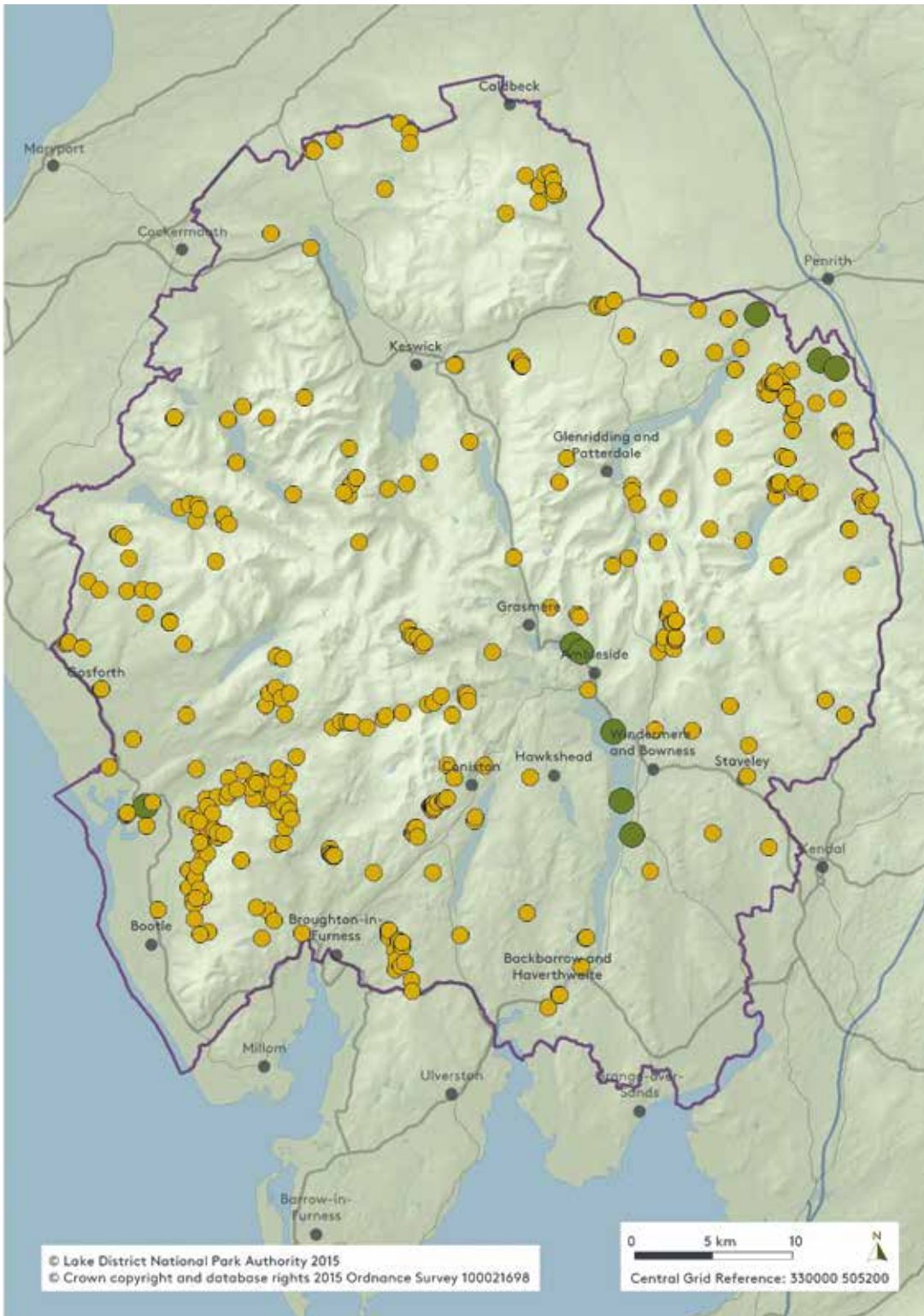


FIGURE 5.5 Heritage assets within the nominated Property (Scheduled Monuments and Registered Parks and Gardens)



Scheduled Monuments and Registered Parks and Gardens © Historic England 2015

FIGURE 5.6 Extent of United Kingdom legal designations in the nominated Property

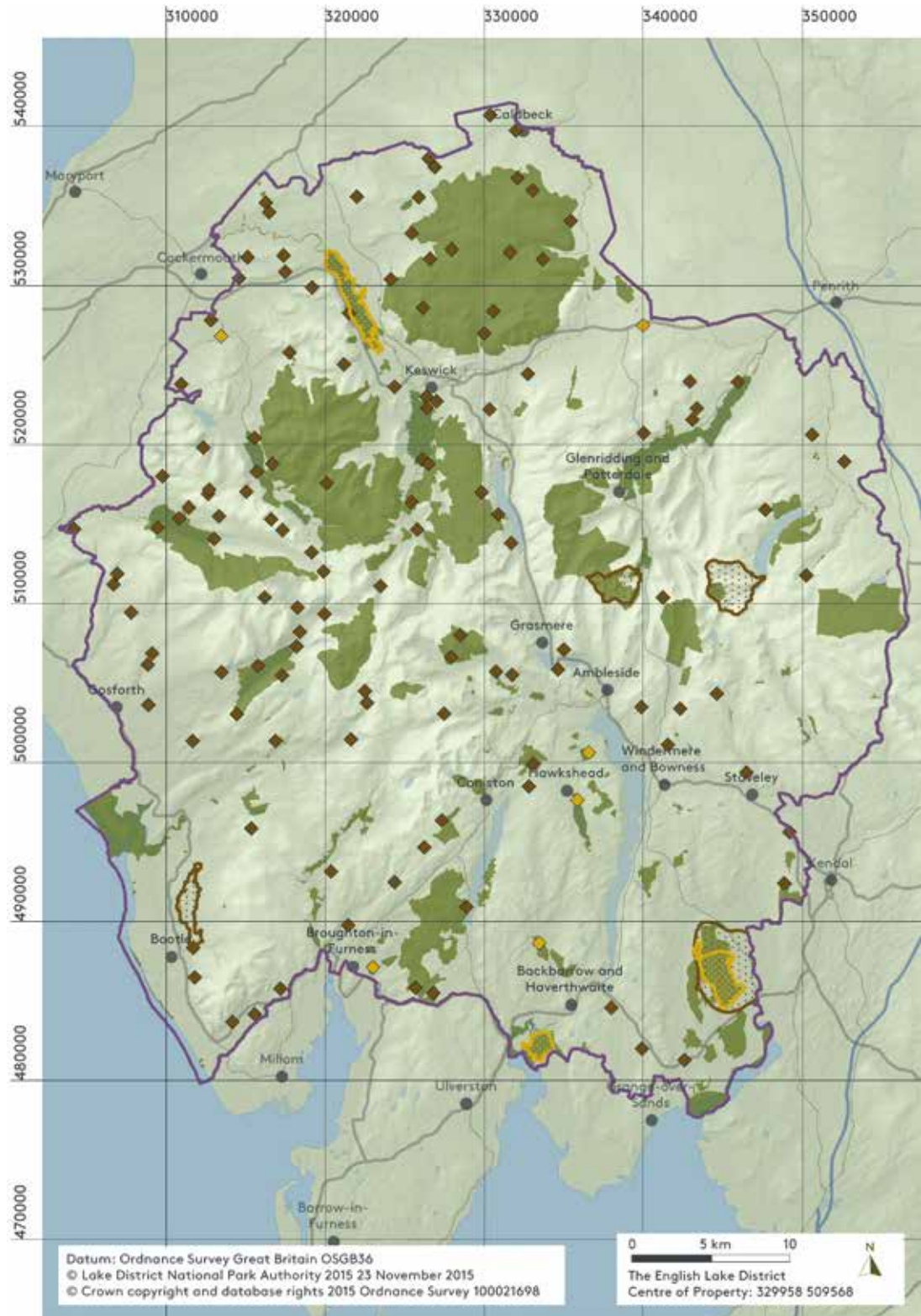
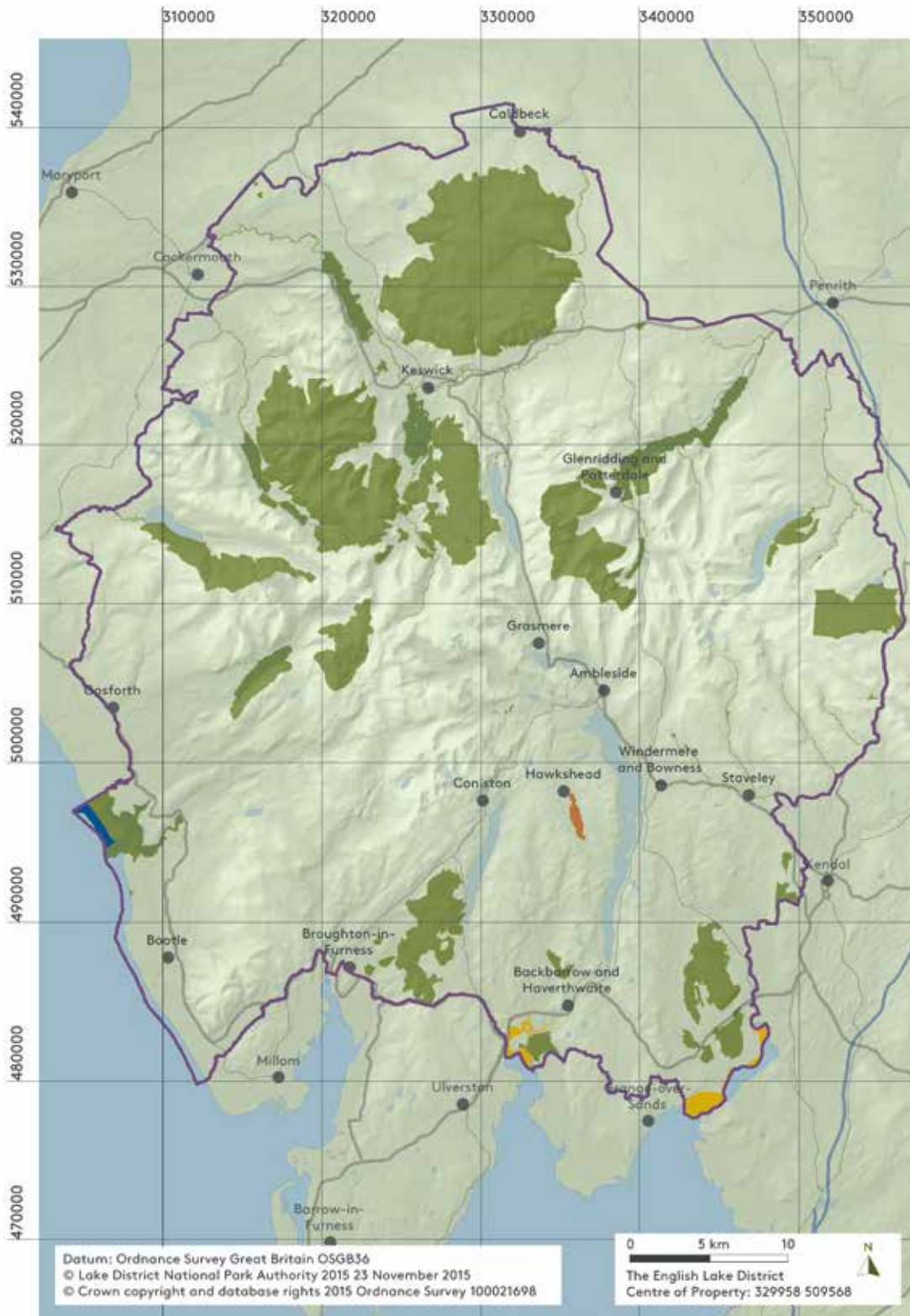


FIGURE 5.7 Extent of European legal designations in the nominated Property



- Nominated Property boundary
- RAMSAR
- RAMSAR and Special Protection Area and Special Area of Conservation
- Special Area of Conservation
- Marine Conservation Zone

RAMSAR, Special Area of Conservation, Special Protection Area and Marine Conservation Zone data © Natural England, 2015

They are protected through national natural heritage designation systems under the aegis of Natural England to restore and maintain biodiversity, ensuring their implementation and monitoring. Its biodiversity is an important support to the character of the Lake District.

### **EUROPEAN LANDSCAPE CONVENTION**

Also known as the Florence Convention, it was ratified by the UK in November 2006. The Convention recognises that the landscape is a basic component of European natural and cultural heritage and requires States who are party to it to protect, manage and plan for their rural, urban and maritime landscapes, therefore this convention helps to protect the Outstanding Universal Value of the nominated Property. The Convention is implemented through incorporating landscape into spatial planning and other relevant policies, as guided by Natural England's 'European Landscape Convention Guidance', 2009.

### **SPECIAL AREA OF CONSERVATION (SAC) AND SPECIAL AREAS OF PROTECTION (SPAS)**

Under the European Council Habitats Directive (92/43/EEC), 364 square kilometres (16 per cent) of the Lake District (66 sites) are designated as Special Areas of Conservation within the nominated Site. They are selected for a number of habitats and species, both terrestrial and marine, which are listed in the Habitats Directive. Under the EC Directive on the conservation of wild birds (originally 79/409/EEC, updated in 2009/147/EC), two sites are designated as Special Protection Areas. The Conservation of Habitats and Species Regulations 2010 provide (in England and Wales) for the designation and protection of 'European sites', the protection of 'European protected species', and the adaptation of planning and other controls for the protection of European Sites. Special Areas of Conservation and Special Protection Areas form a network of protected sites called Natura 2000 (these sites are established under the European Council Habitats Directive (92/43/EEC) and Birds Directive (79/409/EEC as updated in 2009/147/EC)).

Natural England is responsible for ensuring that designated natural sites are managed appropriately under the provisions of the legislation that govern them, through appropriate monitoring and implementation of this legislation. These include SSSI, SAC, SPA and Ramsar sites, covered by the Wildlife and Countryside Act 1981, the Conservation of Habitats and Species Regulations 2010, the Ramsar Convention 1971, the European Council Habitats Directive (92/43/EEC), and Birds Directive (79/409/EEC and 2009/147/EC). Natural England is also responsible for the designation of new sites, and for assessing and monitoring their condition. Where proposed developments may affect protected sites such as SSSI, SPA, or SAC the local planning authority takes advice from Natural England on planning applications. Standing advice is also issued by Natural England to explain what developers must do to stay within the law, for example relating to bats, wild birds or Great Crested Newts. The standing advice outlines the survey requirements needed to show whether protected species are present in the area or nearby, and how the species use the site. It identifies the impacts that need to be considered for each species, and outlines the requirements of mitigation plans which show how to avoid, reduce or manage any negative effects to protected sites.

Where harm is caused to a protected site such as a SSSI, Natural England has the power to prosecute and take action against those responsible for causing damage.

## **WATER FRAMEWORK DIRECTIVE**

Water is a key feature in or shaping many of the Lake District's attributes, therefore protection of water is of critical importance. Adopted by the European Union in December 2000, the purpose of the Water Framework Directive is to establish a framework for the protection of inland surface waters (rivers and lakes), transitional waters (estuaries), coastal waters and groundwater. It ensures that all aquatic ecosystems and, with regard to their water needs, terrestrial ecosystems and wetlands do not deteriorate and meet 'good status' by 2015. Where this is not possible, and subject to the criteria set out in the Directive, the aim is to achieve good status by 2021 or 2027. In England, the Water Environment (Water Framework Directive) Regulations 2003 transposed this directive into national law. The directive requires management of the water environment at the river basin scale, and these River Basin Management Plans (produced, implemented and monitored by the Environment Agency) focus on the protection, improvement and sustainable use of the water environment. The Lake District National Park is within the Northwest River Basin District.

## **THE IMPLEMENTATION OF NATIONAL LEGISLATION**

### **THE ENGLISH PLANNING SYSTEM**

Town and country planning in the United Kingdom concerns land use planning and implements the controls required for many designations of heritage assets, as well as controlling spatial development in general. The main legislation relevant today to the planning system is:

- National Parks and Access to the Countryside Act 1949;
- Town and Country Planning Act 1990 for England and Wales, and The Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990;
- Environment Act 1995;
- Planning and Compulsory Purchase Act 2004;
- Planning Act 2008;
- Marine and Coastal Access Act 2009;
- Localism Act 2011;
- Town and Country Planning (Environmental Impact Assessment) Regulations, 1999, and 2011, as amended.

Under this legislation most forms of significant development and changes in land use in open countryside, towns and villages require a planning application to be made to the local planning authority – of which the Lake District National Park Authority is one. Decisions are made in accordance with national guidance, local guidance and planning policies in the form of Local Plans such as the Lake District Local Plan, supplementary guidance, and relevant material considerations.

The Planning Act 2008 makes National Park Authorities statutory consultees for Nationally Significant Infrastructure Projects, and also for National Policy Statements prepared by Government. This ensures that where these proposals, for example, may affect the Outstanding Universal Value of the nominated Site or its attributes, the Lake District National Park Authority is able to make representations on the large scale developments judged to be of national importance, that are determined by the Planning Inspectorate.

Further provisions of the UK planning system require that certain developments must have Environmental Impact Assessments before they are granted development consent, under the provisions of the Town and Country Planning (Environmental Impact Assessment) Regulations 1999, and Environmental Impact Assessment Regulations 2011, in accordance with the European Directive 2011/92/EU which require developers to compile an Environmental Statement describing the likely significant effects of development on the environment and proposed mitigation measures. Aspects of the environment which might be significantly affected by a project include population, fauna, flora, soil, water, air, climatic factors, material assets including the architectural and archaeological heritage, landscape and the inter-relationship between the factors. As such this is an important mechanism to ensure the protection of the Outstanding Universal Value of the nominated Site is considered for certain developments.

The Planning and Compulsory Purchase Act 2004 made provision for the preparation of local development documents setting out development and land use policies for the area of the National Park. Every local planning authority must prepare and maintain a local development scheme which outlines a schedule of what documents authorities plan to create. The Local Plan sets out a Local Planning Authority's policies to tackle local issues and outlines constraints to control development within their local area to preserve the quality of the built environment and its characteristics, and form a key part of the management system for the nominated Site.

The Localism Act 2011 made provision for communities to draw up a Neighbourhood Plan giving members of a community an opportunity to influence the places where they live by developing additional planning policies. There are currently six neighbourhood plans under preparation within the nominated Property. These plans, when adopted following a public referendum, will form part of the Local Plan, giving a locally distinctive interpretation to the planning policies contained in the Lake District Local Plan.

## ENGLISH NATIONAL PLANNING POLICY AND GUIDANCE

The legal basis of the planning system is amplified by national planning policy and guidance. This has been consolidated in the last five years into two key documents, the National Planning Policy Framework (2012) and Planning Practice Guidance (2014). Relevant planning policy documents include:

**TABLE 5.3** National Policy Documents

PLAN OR GUIDANCE	RESPONSIBLE BODY	SUMMARY OF PLAN
Marine Policy Statement 2011	Department for Environment, Farming and Rural Affairs	Provides the high level policy context within which national and sub-national Marine Plans will be developed, implemented, monitored, and amended. It helps to inform planning decisions that affect marine areas, part of which includes the nominated Site.

English National Parks and the Broads UK Government Vision and Circular 2010	Department for Environment, Farming and Rural Affairs	The purpose is to provide policy guidance on the English National Parks and the Broads. It is relevant to those bodies with appropriate statutory functions and will be of interest to all those who have a key role in contributing to the success of the Parks, including landowners and land managers, private companies and voluntary bodies. This is relevant to the nominated Site given the extensive powers provided by National Park designation to help manage and protect the Outstanding Universal Value.
National Planning Policy Framework, 2012 and National Planning Practice Guidance 2014	Department for Communities and Local Government	The framework acts as guidance for local planning authorities and decision-takers, both in drawing up plans and making decisions about planning applications. This includes outlining the weight that should be attached to heritage assets such as World Heritage Sites.
The Heritage at Risk Register, 2014	Historic England	The register highlights where priority action is required to preserve and enhance the Outstanding Universal Value of the Lake District through direct maintenance action of designated assets.
Mineral Extraction and the Historic Environment, 2008 updated 2012	Historic England	This sets out Historic England's position on mineral extraction and the high-level policies that will form the basis for responses and views put forward by Historic England on any matter relating to the winning, working and safeguarding of minerals. Minerals extraction is important to maintain supplies of materials required to maintain and repair heritage assets.
National Heritage Protection Plan 2011-2015 (last updated 2013)	Historic England	The Plan sets out how Historic England together with partners in the heritage sector, will prioritise and deliver heritage protection.
UK Forestry Standards, 2011	Forestry Commission	Sets out the approach of the UK governments to sustainable forest management, defines standards and requirements, and provides a basis for regulation and monitoring. These standards, together with the Management Plan for the Lake District help to ensure the Outstanding Universal Value is protected.

The UK Government provides Planning Practice Guidance to support the National Planning Policy Framework for England ([www.gov.uk/government/publications/national-planning-policy-framework--2](http://www.gov.uk/government/publications/national-planning-policy-framework--2)). World Heritage Sites are a material consideration in the process and regarded as designated assets. The guidance states:

"in line with the National Planning Policy Framework, policy frameworks at all levels should conserve the Outstanding Universal Value, integrity and authenticity (where relevant for cultural or 'mixed' sites) of each World Heritage Site and its setting, including any buffer zone or equivalent.

"Appropriate policies for the protection and sustainable use of World Heritage Sites, including enhancement where appropriate, should be included in relevant plans. These policies should take account of international and national requirements as well as specific local circumstances.

"When developing Local Plan policies to protect and enhance World Heritage Sites and their Outstanding Universal Value, local planning authorities, should aim to satisfy the following principles:

- protecting the World Heritage Site and its setting, including any buffer zone, from inappropriate development
- striking a balance between the needs of conservation, biodiversity, access, the interests of the local community, the public benefits of a development and the sustainable economic use of the World Heritage Site in its setting, including any buffer zone

- protecting a World Heritage Site from the effect of changes which are relatively minor but which, on a cumulative basis, could have a significant effect
- enhancing the World Heritage Site and its setting where appropriate and possible through positive management
- protecting the World Heritage Site from climate change but ensuring that mitigation and adaptation is not at the expense of integrity or authenticity

“Planning authorities need to take these principles and the resultant policies into account when making decisions.

“Applicants proposing change that might affect the Outstanding Universal Value, integrity and, where applicable, authenticity of a World Heritage Site through development within the Site or affecting its setting or buffer zone (or equivalent) need to submit sufficient information with their applications to enable assessment of impact on Outstanding Universal Value. This may include visual impact assessments, archaeological data or historical information. In many cases this will form part of an Environment Statement.

“World Heritage Sites are ‘sensitive areas’ for the purposes of determining if an Environmental Impact Assessment is required for a particular development proposal. Lower development size thresholds apply to the requirement for Design and Access Statements within World Heritage Sites as compared with the norm.”

Both national and local planning policies and guidance provide significant protection to the Outstanding Universal Value of the Lake District, and require that sufficient information is provided in order for any application to be adequately considered through the development management process.

## **NATIONAL PARK DESIGNATION AND ROLE**

### **THE NATIONAL PARK AUTHORITY IS THE LOCAL PLANNING AUTHORITY**

The National Parks and Access to the Countryside Act 1949 provided for the creation of National Parks and the establishment of a National Parks Commission (subsequently the Countryside Commission, then the Countryside Agency before being subsumed into Natural England). Natural England has a duty to consider which areas in England meet the criteria for designation as a National Park, and designate accordingly at a time of choosing. The Wildlife and Countryside Act 1981 also empowers Natural England to make orders varying the boundary of the National Park. In 2012 Natural England made an order extending the Lake District National Park boundary, and a final decision on this is awaited from the Secretary of State.

Government regards National Park designation as conferring the highest status of protection as far as landscape and natural beauty is concerned. This is taken into account in the National Planning Policy Framework and local planning policy.

The Lake District National Park was the second of 10 English and Welsh National Parks to be designated in 1951, and covers 2,292 square kilometres. The 1949 Act defined the statutory purposes of a National Park as:

- “Conserve and enhance the natural beauty, wildlife and cultural heritage

- “Promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the Public

and their duty as:

- “Seek to foster the economic and social well-being of local communities within the National Park for which they are responsible

The Environment Act 1995 made fundamental changes to the system of care and control of National Parks. Since April 1997, each National Park has been managed by its own National Park Authority. The 1995 Act gives statutory force to the recognition that the statutory purposes can conflict and in such cases, under the “Sandford Principle”, conservation comes first:

**“Where irreconcilable conflicts exist between conservation and public enjoyment, then conservation interest should take priority”**

**National Parks Policy Review Committee, 1974**

This principle was updated in the 1995 Environment Act, to say:

**“If it appears that there is a conflict between those purposes, [the National Park Authority] shall attach greater weight to the purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the area”**

The 1995 Act also creates a new statutory duty on National Park Authorities and other ‘relevant authorities’ (which for the purpose of this provision means any Minister of the Crown; any public body; any statutory undertaker; or any person holding public office) to have regard to the purposes of National Park designation when exercising or performing any functions in relation to, or so as to affect, land in the National Park.

These pieces of legislation demonstrate the level of protection afforded to National Parks and this provides one of the key means by which the Outstanding Universal Value of the Site will continue to be maintained and protected – with the legislation applying not only to the National Park Authority itself but other relevant authorities, many of which are members of the Lake District National Park Partnership.

Much of the control provided to National Park Authorities to ensure the statutory purposes and duties relates to the Authority discharging its function as a Local Planning Authority. The National Park designation is primarily protected through its Management Plan and implementation of the planning system. Within the UK planning system, the Lake District National Park Authority has statutory responsibility for land use planning, including preparing planning policies, determining planning applications for development proposals, and for minerals workings including mining and quarrying. It is also a statutory consultee for nationally significant infrastructure projects where these are within or may affect the setting of the National Park.

As well as the National Park Management Plan dealing with issues which are not part of land-use planning, the Lake District National Park Authority prepares the Lake District Local Plan which contains the local planning policies for the nominated Site. The Local Plan is made up of a suite of documents and guidance including the 'Core Strategy' describing the overarching planning policies including those relating to minerals planning, the 'Allocations of Land Plan' which outlines those sites that have been professionally assessed to accommodate future development, the 'Minerals Safeguarding Areas' which identifies where important mineral resources exist, and 'Saved Planning Policies' which contain more detailed policies relating to specific issues.

A key policy in the Local Plan for protecting the attributes of Outstanding Universal Value is:

### **POLICY CS27: THE ACCLAIMED HISTORIC ENVIRONMENT**

We will protect the internationally acclaimed historic environment of the Lake District National Park.

Development proposals will seek to conserve and enhance the character, integrity and setting of the historic environment including:

- historic assets on the statutory list of buildings of special architectural or historic interest, or on the schedule of ancient monuments; or
- non-statutory sites including historic parks and gardens, conservation areas, and designated or proposed world heritage sites; or
- locally important sites and features identified on the Lake District Historic Environment Record; or
- the historic character of settlements.

We will encourage the reuse of buildings of archaeological and historic importance that make a positive contribution to the landscape character or historic environment of the Lake District National Park.

Repairs and alterations will employ, where appropriate, local crafts, skills and traditions and traditional building techniques and materials.

**Lake District National Park Core Strategy, 2010**

The Local Plan also includes 'Supplementary Planning Documents' which currently provide more detailed guidance on Wind Energy, Landscape Character, and Housing Provision. The 'Landscape Character Assessment Supplementary Planning Document' is an important piece of evidence in decision-making as it identifies features that give an area a 'sense of place', and describes places in a systematic way. This enables informed and evidenced based decisions to be made on planning applications to ensure any change can respect local character or add to it.

The planning policies contained in the Lake District Local Plan cover a wide range of issues designed to protect and manage the evolution of the cultural landscape of

the nominated Site, and recognise the highest regard national Government holds for National Park landscapes. The Local Plan is provided in Volume 3 of this nomination, and includes policies on:

- National significance and distinctive nature of the Lake District
- Achieving vibrant and sustainable settlements
- Settlement form
- Protecting the spectacular landscape
- Geodiversity and biodiversity
- The acclaimed historic environment
- Lakeshore development
- Mineral extraction
- Sustainable development principles
- Delivering sustainable tourism

#### **DEVELOPMENT MANAGEMENT WITHIN THE NATIONAL PARK**

Planning applications within the nominated Property are assessed by a team of professionally qualified planners employed by the National Park who oversee the preparation of the Local Plan and its associated documents and all aspects of development management where planning applications are considered. To back up these powers of development management, the local planning authority is empowered to take enforcement action against development that proceeds without planning permission. Enforcement action can be initiated against unauthorised development through legal proceedings with financial penalties against offenders where enforcement notices are upheld.

The planning process affords significant protection to heritage assets, especially where these are recognised through formal designation, in line with National Park statutory purposes (above). As such, if the nominated Site is inscribed as a World Heritage Site attributes that contribute to the Outstanding Universal Value will be afforded greater weight, even if not designated individually, in the decision-making process to ensure they are protected and not harmed.

When the National Park receives a planning application, like any other Local Planning Authority, it must determine the application, either granting or refusing planning permission, within a specified time limit. The Lake District National Park Authority offers a pre-application advice service for its planners to discuss ideas with developers and land owners, with the intention of securing an acceptable proposal when a planning application is submitted. Once the planning application is submitted, statutory consultees (which may include the Environment Agency, Local Highway Authority, Natural England, Historic England, or local Parish Councils) are given the opportunity to comment on the proposal. Their comments, together with any others that may be received are taken into consideration when a planning officer assesses the merits of the

application in light of planning policies, guidance, and material planning considerations such as impact on attributes of Outstanding Universal Value.

Planning policies and published guidance, both local and national, are the starting point in the consideration of proposals, and proposals must be in accordance with these policies and guidance unless other material considerations indicate otherwise.

Material considerations may include information submitted by the applicant including heritage statements – these are required as part of the information submitted with planning related applications when the proposed development might affect an archaeological site or historic building. The requirement for Heritage Statements is included in the National Planning Policy Framework (2012). This application assessment process ensures the Authority's protective measures described through planning policies are applied to new development within the nominated Site. Conditions may be attached to planning permissions to enhance the quality of development. If a development is judged to cause harm to the Outstanding Universal Value then it is likely that planning permission would be refused, given the strong planning policy presumption against harm to the Outstanding Universal Value.

### **NATIONAL PARK MANAGEMENT PLAN**

The English National Parks and the Broads UK Government Vision and Circular 2010 requires production of a plan outlining how the National Park will be managed. The Management Plan is reviewed every five years and a new one produced. This plan has a different role to the Local Plan discussed above since it deals with management and not with spatial planning. The 2010-15 Management Plan evolved a new partnership approach to management planning within the Lake District, as it was produced by the Lake District National Park Partnership and then adopted by the National Park Authority.

The current Management Plan covers the period 2015-2020 and outlines the strategies, actions and monitoring process required to deliver effective management and protection to deliver the Lake District's agreed 2030 Vision (this is the Lake District Partnership's Plan 2015-2020 – a joint National Park and World Heritage Site Management Plan as described in section 5.e). The 2010-2015 Management Plan evolved the approach to the way Management Plans are produced in the Lake District.

The Management Plan sets out the National Park Authority's policy for managing and carrying out its functions in relation to its National Park designation, reflecting the statutory purposes and duties, and how local authorities, statutory agencies, and a wide range of partners, stakeholders and communities engage with each other. In order to monitor progress of the Management Plan, a State of the Park report is published every five years, in addition to annual monitoring to support the Management Plan.

Resources are aligned to deliver the Lake District National Park Authority's contribution to the shared Management Plan. This includes for example maintaining rights of way, developing planning policy, and improving understanding of the National Park by providing information and advice at information and visitor centres.

Because the National Park designation provides the significant means of protecting the Outstanding Universal Value of the Lake District, the Management Plan is important for

guiding decisions that do not affect land use planning decisions which are dealt with through development management. For example, the Management Plan may guide management and restoration of the historic environment, visitor interpretation and presentation of the Site, improving biodiversity, and providing strategies to support maintenance of traditional skills and farming practices. Policies and the implementation of the Management Plan are discussed more fully in Section 5.e below, and the text of the Management Plan itself is appended as Volume 4.

## **IMPLEMENTING PROTECTION THROUGH OWNERSHIP**

The fact that a significant proportion of land – 40 per cent – is owned by public bodies, utilities companies, national heritage agencies, and charitable trusts for conservation purposes, helps to ensure the responsible management and protection of attributes. As such ownership and management are one of the two means by which attributes of Outstanding Universal Value are protected in the candidate World Heritage property. Common Land is also an important means of protecting the farming traditions and practices of the Lake District.

### **NATIONAL TRUST OWNERSHIP**

The National Trust Act 1907 sets out National Trust's charitable purpose and guides all of their activities. It states that "The National Trust shall be established for the purposes of promoting the permanent preservation for the benefit of the nation of lands and tenements (including buildings) of beauty and historic interest and as regards lands for the preservation (so far as is practicable) of their natural aspect, features and animal and plant life." The National Trust does this for the 'everlasting delight' of the people.

The National Trust has the power to declare land which it owns "inalienable". Once the Trust has declared a piece of land inalienable, the Trust cannot sell, give away or mortgage that land. Nor can the land be compulsorily acquired from the Trust against its will without a special procedure involving both Houses of Parliament. As such, land in National Trust ownership, especially where it is declared inalienable, is afforded significant protection from harm. National Trust ownership therefore offers significant protection to attributes of Outstanding Universal Value resulting from the Trust's significant land holdings.

In addition to owning almost 20 per cent of the Lake District National Park, the National Trust holds restrictive covenants on some 4,233 hectares of land and property owned by third parties. Through these covenants the Trust holds rights which can be exercised to oppose unsympathetic development or usage. Under its acts the National Trust is unique in England in being able to hold covenants on land to which they do not own adjoining land or property.

The National Trust also owns approximately 21,000 sheep in the Lake District, the vast majority of them the native Herdwick breed. These sheep form Landlord's Flocks and form part of the tenancy agreement on about 54 farms. As part of their agreement the tenant is obliged to return these sheep to the landlord at the end of their tenancy at the same number, quality, and age classes they took on at its start. This is a fundamental part of maintaining the unique hefting and acclimatisation of the region's common-grazed,

fell-going sheep, ensuring continuity of sheep flocks and shepherding management beyond the span of individual farm tenures. This helps to ensure these attributes of Outstanding Universal Value are maintained.

The National Trust is the most prominent of several landowners with conservation as a principal aim, and demonstrates that the pattern of ownership is critical to future management because the tenancies of these properties place obligations on tenants to manage this landscape and its attributes of Outstanding Universal Value through farming and land management of a traditional kind. The National Trust produces regional business plans, valley plans, and whole farm plans to ensure conservation of its sites is maintained.

The Trust's current strategy document 'Playing Our Part' presents its aspirations within a broader geographical context. These aspirations, which will remain fixed for the period 2015 to 2025, include 'looking after the national special places', restoring a 'healthy, more beautiful environment', providing 'experiences that move, teach and inspire' and 'helping to look after the places where people live'. A number of regional and sub-regional plans exist which aim to deliver this strategy. These include the regional business plans, sub-regional strategies and property business plans.

Sustainable land management planning is being developed in collaboration with other land owners and stakeholders to express the significance and future management vision for distinctive valley areas in the Lake District, ensuring the management and protection of the Outstanding Universal Value at a local level. A new sustainable land management toolkit is being developed to assess the inherent value of land, the benefits it delivers to the nation, and the priorities for its management. This approach will provide a GIS-based approach to produce catchment scale evidence packs that are robust, informative and science based, to allow pro-active and prioritised action planning to deliver careful and considered management of change. This toolkit is a key aspect of monitoring the Outstanding Universal Value to ensure its ongoing future protection.

Future development of sustainable land management planning will draw upon work undertaken in recent decades on topics such as whole farm planning. This involved the National Trust and its farm tenants working to develop a plan for future management of each of its farms linked to conservation needs and a business case for farming. In some areas, valley plans were written to address broader scale issues which were often common across many farms in one locality, and to provide a different scale of analysis for measuring and planning change affecting particular rural environments.

### **OTHER OWNERSHIP BY CHARITABLE TRUSTS**

A variety of charitable trusts own and manage specific sites and areas of land within the nominated site. Their purpose usually seeks to preserve the attributes of those sites and inform and educate people about the importance of specific features or sites, and more generally the wider cultural landscape. For example, the Wordsworth Trust, Brantwood Trust, Brathay Trust, Woodland Trust and Friends of the Lake District all own sites and land within the nominated Site.

The Wordsworth Trust, founded in 1891, looks after Dove Cottage (Wordsworth's home from 1799 to 1808) and is also the custodian of an archive containing the most

important collection of Wordsworth manuscripts anywhere in the world. Nowhere else can so much of a great writer's work be seen in the very place where it was created. This archive is the cornerstone of a collection of manuscripts, printed books and works of art that tells the story of British Romantic movement, containing works of other leading Romantic writers, including Coleridge, Byron, Keats and Shelley. It is rich in material relating to the writer Thomas De Quincey (who lived at Dove Cottage after the Wordsworths), including the only surviving manuscript of his 'Confessions of an English Opium Eater', published in 1821. Highlights of the fine art collection include 'Ullswater, Cumberland', by J. M. W. Turner, a watercolour described by Ruskin as "the great central work of Turner's life". There are also major oil paintings, watercolours and drawings by other leading British artists of the 18th and 19th century, including John Constable, Thomas Gainsborough and Joseph Wright of Derby. The collection of the Wordsworth Trust includes Dorothy Wordsworth's Journal, which in 2012 was included on the UK Memory of the World Register by the UK National Commission for UNESCO as a work of literature of international significance.

### **MANAGEMENT BY NATIONAL HERITAGE BODIES**

National heritage bodies, such as English Heritage which runs the National Heritage Collection of historic properties, are responsible for protecting and conserving, and usually enabling access to these properties within the nominated Site.

### **GUARDIANSHIP SITES**

Landowners can place ancient monuments in state ownership or placing it under guardianship, under the terms of the Ancient Monuments and Archaeological Areas Act 1979 (as amended). Under the latter, the owner retains the freehold, while the appropriate national heritage body maintains it and often opens it to the public. The five sites (Ambleside Fort, Castlerigg Stone Circle, Hardknott Fort, Ravenglass Bathhouse, and Shap Abbey) classified as Guardianship Monuments in the Lake District, and the other site managed and owned by English Heritage (Stott Park Bobbin Mill) are all examples of attributes of Outstanding Universal Value, so this designation is valuable in ensuring their protection and access to enable people to learn about the features.

### **NATIONAL NATURE RESERVES**

Established to protect and provide research opportunities for some of the most important habitats, species, and geology in the country, National Nature Reserves are designated under the National Parks and Access to the Countryside Act 1949 and Wildlife and Countryside Act 1981. The Lake District National Park Authority manages some of these nine National Nature Reserves within the nominated Property on behalf of Natural England. The Forestry Commission and Cumbria Wildlife Trust are also involved in the management of some sites.

### **COMMON LAND – PROTECTION BY LEGISLATION AND CUSTOM**

Sheep and cattle have grazed Cumbria's fell sides and pastures for hundreds of years. Above the valley bottoms vast tracts of unenclosed land provide a communal grazing resource, known as common land. This Common Land is an important attribute of

the Lake District's Outstanding Universal Value and is critical to the upland agro-pastoral farming system. Its protection has been ensured against encroachment and development within UK statutes since the 19th century (for example the Commons Act 1876), embedding this traditional management system in national legislation. The Commons Act 2006 aims to protect areas of Common Land in a sustainable manner delivering benefits for farming, public access, and biodiversity:

- the Act enables commons to be managed more sustainably by commoners and landowners working together through commons councils with powers to regulate grazing and other agricultural activities;
- it provides better protection for Common Land and greens;

The Act prohibits the severance of common rights, preventing commoners from selling, leasing or letting their rights away from the property to which rights are attached.

The right to graze stock on commons is attached to individual farms or properties. Rights attached to individual common land holdings are not unique to the Lake District, and are registered with the Local Authority (Cumbria County Council for Cumbria) under the provisions of the Commons Registration Act 1965. Individual commons or groups of commons are currently managed through local commons associations, and the Federation of Cumbrian Commoners is an important membership organisation that represents commoners. The continuation of protection for Common Land ensures the unique attributes of the Lake District farming system will be maintained, thus assisting in the protection of the Outstanding Universal Value of the nominated Site.

Farmers are given rights to graze their livestock (usually sheep) on individual sections. There are 121,046 hectares of unenclosed land in the Lake District (Figure 3.2) that makes up 53 per cent of the total area of the nominated Site. Of these 64,539 hectares (28 per cent of the Lake District area) is registered 'Common Land' which is protected by legislation and custom from irreversible change to ownership or management. Common Land is therefore an integral and valuable part of the agro-pastoral system of the Lake District as it provides important summer grazing for ewes and lambs.

## **PROTECTION BY DESIGNATION**

### **SCHEDULED MONUMENTS**

The Ancient Monuments and Archaeological Areas Act 1979 provides the statutory framework under which a schedule of archaeological and historical monuments deemed to be of national importance is established and maintained. The 281 Scheduled Monuments in the Lake District (Figure 5.5), which are attributes of Outstanding Universal Value, are protected since all works to them require Scheduled Monument Consent from the Secretary of State for Culture, Media and Sport, who is advised on applications by Historic England.

Historic England also provides advice on the protection and management of historic assets and works in partnership with other authorities, including National Park Authorities, and owners, to achieve conservation projects. For the last five years Historic England has been working with the Lake District National Park Authority

and its volunteers to conserve Scheduled Monuments to remove them from risk. This practical work ensures that these monuments continue to contribute to the Outstanding Universal Value.

## **LISTED BUILDINGS**

Listed Buildings are key attributes of Outstanding Universal Value (see 2.a). Under the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990, the UK Government through Historic England, has designated 1,771 Listed Buildings within the nominated Site including examples such as Wray Castle, Dove Cottage, and Brantwood (Figure 5.4). Any persons wishing to modify a Listed Building must apply to the Local Planning Authority (the Lake District National Park Authority) for Listed Building Consent. Historic England is a statutory consultee on applications for listed building consent, and the Authority's in-house specialist also advises on proposals.

This consent process controls the works that may affect buildings to ensure the continued protection of the special interest and integrity of these important features. In addition to the Listed Building consent, a development proposal affecting a Listed Building may also require preparation of a Heritage Statement so that planning officers can consider any potential impacts on its significance.

Listed Building designation ensures that these features, which contribute to the Site's Outstanding Universal Value, have an established mechanism to protect them and secure their enhancement. Historic England holds a register of Listed Buildings at risk and works with owners and other interested parties to ensure their long term protection through maintenance and repair.

## **CONSERVATION AREAS**

As the Local Planning Authority, the Lake District National Park Authority can designate Conservation Areas under the 1990 Act, and it has designated 23 such areas within the nominated Site (Figure 5.4; listed in Section 7). They are designated because they demonstrate special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Their special character relates to the quality and interest of an area as a whole rather than just an individual building, and this character is managed through an appraisal and management plan. Each Conservation Area in the Lake District (with the exception of Keswick currently) has a Conservation Area Appraisal and Management Plan to identify features that should be preserved or enhanced, and setting out how this can be done. By defining what contributes to the character of the Conservation Area, the appraisal and management plan can help manage future development and enhancement, and ensure that it is of good quality and sensitively designed. They also provide invaluable guidance for property owners and potential developers.

Conservation Area designation helps to protect the Outstanding Universal Value of the Lake District as certain development proposals require Conservation Area Consent in addition to planning permission. Conservation Area Consent prevents landowners demolishing certain buildings, gates, fences, walls, railings, or trees without first seeking consent. This enables the Local Planning Authority to protect features and attributes that

may contribute to the Outstanding Universal Value of the nominated Site, which would not otherwise be protected.

### **REGISTERED PARKS AND GARDENS**

The national 'Register of Parks and Gardens of Special Historic Interest in England' provides a listing and classification system for historic parks and gardens similar to that used for listed buildings. The register is managed by Historic England under the provisions of the National Heritage Act 1983. None of these Parks and Gardens are classified as being 'at risk' (Figure 5.5).

It is intended that registration should increase awareness of the value of such places and encourage those who own them, or who have a part to play in their protection, to treat the sites with due care, whether through appropriate maintenance or making changes to the site. Their registration is a material consideration in the planning process so, following a planning application for development which would affect a registered park or garden, local planning authorities must take into account the historic interest of the site when deciding whether or not to grant permission for any changes.

### **HEDGEROW DESIGNATIONS**

The Hedgerow Regulations 1997 give the Local Planning Authority protection over 'important hedgerows' helping to prevent them being removed (uprooted or destroyed). Hedgerows are protected if they are at least 30 years old and meet certain criteria including archaeology and history, or wildlife and landscape. Among those hedges that are protected are those located on or next to land used for agriculture or forestry, land used for keeping horses, ponies or donkeys, common land, a village green, a site of special scientific interest, and a local nature reserve.

With respect to archaeology and history, hedgerows benefit from this Act if the hedgerow:

- marks the boundary, or part of the boundary, of at least one historic parish or township; and for this purpose "historic" means existing before 1850;
- incorporates an archaeological feature which is either included in the schedule of monuments compiled or recorded at the relevant date in a Sites and Monuments Record;
- is situated wholly or partly within an archaeological site included or on land adjacent to and associated with such a site; and is associated with any monument or feature on that site;
- marks the boundary of a pre-1600 AD estate or manor recorded at the relevant date in a Sites and Monuments Record or in a document held at that date at a Record Office, or is visibly related to any building or other feature of such an estate or manor;
- is recorded in a document held as an integral part of a field system pre-dating the Enclosure Acts, or is part of, or visibly related to, any building or other feature associated with such a system, and that system is substantially complete, or is of

a pattern which is recorded in a document prepared before the relevant date by a local planning authority, within the meaning of the 1990 Act, for the purposes of development control within the authority's area, as a key landscape characteristic.

The process of application to remove hedgerows ensures that an assessment of the importance of the hedgerow can be made and whether its loss would be acceptable, helping to manage the character of the landscape and maintain attributes of Outstanding Universal Value that contribute to traditional agro-pastoralism, and character of the cultural landscape.

## **TREE DESIGNATIONS**

Tree Preservation Orders can be served on individual trees, groups of trees or woodlands. They are used to protect trees and woodlands if their removal would have a significant impact on the local environment and its enjoyment by the public. These important trees can make a significant contribution to the rich cultural landscape. A Tree Preservation Order's principal effect is to prohibit the cutting down, uprooting, topping, lopping, wilful damage, or destruction of trees without appropriate consent. If deemed to cause harm then the Local Planning Authority can refuse to grant consent, or require replacement trees to be planted if removal is justified.

The Forestry Act 1967 also gives responsibilities and powers to the Forestry Commissioners to prevent loss of tree cover and ensure that new forests and related operations do not harm the environment. The Forestry Commission are responsible for protecting, improving and expanding England's woodland; this includes protecting trees and woodland from threats such as pests, diseases and climate change using regulation and working with woodland owners and managers to deliver responses. The Forestry Commission provide grants for the creation and management of new and existing woodland, putting in place management plans. Any woodland creation must ensure that the Lake District's Outstanding Universal Value is not harmed as a result of new planting proposals, and these will be guided in part using the World Heritage Site Management Plan (The Lake District National Park Partnership's Plan). A felling licence is required to fell trees if certain criteria cannot be met, and penalties can be imposed where felling takes place without a licence. A felling licence will normally include conditions that the felled area must be restocked and the trees maintained for a period of time.

## **WATER**

The Water Resources Act 1991 regulates water resources, water quality and pollution, and flood defence. The Act provides the general structure for the management of water resources, explains the standards expected for controlled waters; and what is considered as water pollution. It also provides information on mitigation through flood defence.

The Environment Agency has a central role in the protection of water environment including the ecology of rivers and wetlands, and the maintaining and improving the quality of surface waters and ground waters, with responsibility for the provisions outlined in the Water Framework Directive (see Section 5.c). The use and conservation of water is managed through the issue of abstraction licences for activities such as drinking water supply, irrigation, and hydro-electricity.

Through the Environment Agency's regulatory role in respect of air, water and land, and its environmental permit process the Agency can prosecute those who fail to comply with consents or permits through the justice system.

### **SITES OF SPECIAL SCIENTIFIC INTEREST**

Sites of Special Scientific Interest (SSSI) conserve and protect the best of England's wildlife, geological and physiographical heritage for the benefit of present and future generations. SSSIs give legal protection to the best sites for wildlife and geology in England under the Wildlife and Countryside Act 1981. In total this accounts for 419 square kilometres (18 per cent) of the nominated Site – a significant proportion of the nominated Site (Figure 5.6).

The Wildlife and Countryside Act 1981 whilst also widening the protection for Sites of Special Scientific Interest, provided protection to native species, especially those under threat, and placed control on the release of non-native species.

Natural England is responsible for ensuring that Sites of Special Scientific Interest (SSSI), Special Areas of Protection (SPA), Special Areas of Conservation (SACs), and Ramsar sites are managed appropriately under the provisions of the legislation that govern them including the Wildlife and Countryside Act 1981, the Ramsar Convention, the European Council Habitats Directive (92/43/EEC), and Birds Directive (79/409/EEC). The organisation is also responsible for the designation of new sites, and for assessing and monitoring their condition. Permission is required from Natural England for certain activities on SSSI land to ensure activities do not damage the sites' special features. This ensures additional protection for elements of the natural environment covered by designation. Where proposed developments may affect protected sites such as SSSI's, SPA's, SAC's the local planning authority should take advice from Natural England on planning applications. Standing advice is also issued by Natural England to explain what developers must do to stay within the law, for example relating to bats, wild birds or great crested newts. Where harm is caused to a protected site such as a SSSI, Natural England has the power to prosecute and take action against those responsible for causing damage.

### **PUBLIC RIGHTS OF WAY**

The Countryside and Rights of Way Act 2000 (CRoW Act 2000) provides for public access on foot to certain types of land, amends the law relating to public rights of way, further increases protection for Sites of Special Scientific Interest and strengthens wildlife enforcement legislation.

Cumbria County Council has a significant role in countryside access as it is the statutory highway authority required to assert, protect, map, record and manage the public rights of way network in Cumbria. Access to many areas of the Lake District is often enjoyed from public rights of way, and these have helped to engage artists, writers and many others with the landscape over centuries. The public rights of way contribute to the Lake District's attributes, so their maintenance and improvement is important. Cumbria County Council manages public rights of way in partnership with other bodies including the Lake District National Park Authority – delivering the Cumbria Countryside Access Strategy.

TABLE 5.4 Plans relating to the Lake District

PLAN	RESPONSIBLE BODY	GEOGRAPHICAL SCOPE OF PLAN	SUMMARY OF PLAN
<b>NATIONAL AND REGIONAL PLANS</b>			
National Trust Strategy, 2015-2025	National Trust	UK wide (not specific to nominated Site)	A 10 year plan for whole of the National Trust that sets direction and targets for the organisation in line with its charitable purpose. Given the extent of the Trust's ownership within the nominated Site the strategy influences how significant areas of land will be managed to ensure the Outstanding Universal Value is protected.
National Trust Regional Business Plan	National Trust	North West England National Trust region	A three year plan setting priorities for the region, including projects, targets and resources.
North West River Basin Management Plan (Kent /Leven, Derwent NW, South West Lakes) and Solway Tweed River Basin Management Plan (RBMP)	Environment Agency (and Scottish Environment Protection Agency)	North West England	Led by the Environment Agency, and involving Natural England these plans set out measures to improve water in rivers, lakes, estuaries, coasts and in groundwater as required by the Water Framework Directive which requires all EU countries to manage the water environment to consistent standards. The first six year cycle will end in 2015 when, following further planning and consultation, RBMPs will be updated and reissued. These Plans help to protect and enhance attributes of Outstanding Universal Value associated with the natural environment.
Shoreline management Plan	North West and North Wales Coastline Partnership	North West of England and North Wales	A policy document for coastal defence management planning. It takes account of existing planning initiatives and legislative requirements, and is intended to inform wider strategic planning. It provides a large-scale assessment of the risks associated with coastal evolution and presents a policy framework to address these risks to people and the developed, historic and natural environment in a sustainable manner. Sub cell 11d covers the Site.
Cumbria Local Transport Plan 2011-2016	Cumbria County Council	Cumbria	The Local Transport Plan ('LTP') is the statutory document that sets out the County Council's vision, strategy and policies for transport. It sets out how roads, footways, cycleways, rights of way, and bus and train services in Cumbria will be improved and managed. The Plan contains a strategy for the next 15 years, 2011 to 2026, and a rolling programme of implementation plans.
Cumbria Rights of Way Improvement Plan within the Cumbria Countryside Access Strategy, 2014	Cumbria County Council	Cumbria	The CRoW Act introduced the requirement for Rights of Way Improvement Plans. These plans are designed to provide the strategic overview of access and recreation, and include goals and priority areas. The County Council provides funding to parishes and community groups to develop and enhance the rights of way network in their areas. This assists in enhancing access and presentation of the Site.
<b>NATIONAL PARK/NOMINATED SITE PLANS</b>			
The Partnership's Plan – The management plan for the National Park and prospective World Heritage Site 2015-2020 (Volume 4 of this nomination)	Lake District National Park Partnership/ Lake District National Park Authority	The National Park the nominated Site	The Management Plan outlines the Partnership's approach and strategies to manage proactively the Lake District to deliver the 2030 Vision, and conserve, protect, present and transmit the nominated Site. See section 5e for full description

STATUS	APPRAISAL OF EFFECTIVENESS	CONSISTENCY WITH PROTECTION, CONSERVATION AND MANAGEMENT OF THE SITE
<b>NATIONAL AND REGIONAL PLANS</b>		
No legal status	Too early to establish effectiveness of this plan as no monitoring has been undertaken yet.	Plan is consistent as it seeks to: <ul style="list-style-type: none"> <li>• “play our part in restoring a healthy, beautiful, natural environment</li> <li>• offer experiences that move, teach and inspire</li> <li>• help look after the places where people live”</li> </ul> The strategies will deliver site protection, conservation, and management.
No legal status	The Plan offers effective prioritisation of projects for the region, but it is of limited effectiveness at the Lake District scale because the plan is covers a larger area. The plan does identify the regeneration of Fell Foot as one of its priority projects for the region.	The Trust’s Regional Business Plans establish the high level conservation principles that are applied to specific properties within the nominated Site, so this Plan is consistent with conservation requirements where properties are located within the nominated Site.
Legal requirement under the Water Framework Directive (2000/60/EC)	These plans are effective in securing improvements to the condition of waterbodies within the nominated Site. Since 2009 when these plans were developed the ecological status of waterbodies has increased as a result of implementation of this Plan.	The plan seeks to improve the condition of the natural environment, with a particular focus on waterbodies. A wide range of different measures are identified to achieve this. In general these measures are consistent with the protection and conservation of the nominated Site, as they seek to maintain and enhance attributes. The plans also seek to take action on climate change, which is again consistent with the Management Plan for the nominated Site.
Non-statutory policy document	The Shoreline Management Plan identifies a series of actions specific to each sub-cell area of the coast. This ensures they are effective at delivering the objectives for each particular stretch of coastline, informing a wide range of relevant plans including Local Plans.	In general terms the Shoreline Management Plan is consistent with the protection, conservation and management of the Site. Natural processes will be allowed to continue for most areas of the Site’s coast but features such as the Ravenglass Roman Fort will be protected by defences which also protect the coastal railway line.
Legal Requirement Transport Act 2000	The Local transport Plan has delivered a number of benefits to the Lake District, including improved rights of way and public transport services, through the delivery of projects such as ‘GoLakes’ travel programme. As such the plan is effective.	The Plan is plays an important role in the management of visitors by seeking to deliver sustainable transport solutions to reduce the amount of private vehicle journeys. This is consistent with the conservation and management of the Site.
Legal requirement under the CRoW Act 2000	The effectiveness of the previous Plan covering the period 2005 to 2103 was mixed. It delivered opportunities to access and enjoy the Site, but some larger schemes (Coniston to Foxfield cycleway) faltered due to landowner and funding issues. However, small incremental changes elsewhere in the nominated Site providing real value to the users demonstrated effectiveness of implementation of the Plan. It is too soon to establish the effectiveness of the new plan.	The Rights of Way Improvement Plan generally seeks to maintain and deliver improvements to the rights of way network rather than being focussed specifically on protecting and conserving the nominated Site. The Plan does complement the management of the Site as it supports visitor management by ensuring access to many of the attributes including high fells, and commons is accessible.
<b>NATIONAL PARK/NOMINATED SITE PLANS</b>		
Legal requirement of National Parks Circular 2010; also acts as the World Heritage Management Plan	The Plan is effective, it has been prepared by 25 member organisations who have collectively agreed to work together to deliver the actions and shared vision of the Plan. It provides a mechanism and framework for partners to work together to protect, conserve and manage collectively for the benefit of the Site.	This Plan establishes the protection, conservation and management of the Site.

Lake District Local Plan (including Minerals Plan) 2010 – 2025	Lake District National Park Authority	The National Park the nominated Site	<p>A Statutory planning document which outlines planning policies required to deliver the 2030 Vision. It sets out what type of development is acceptable and the broad locations where this should take place. It also outlines policies that seek to protect the Outstanding Universal Value, covering:</p> <ul style="list-style-type: none"> <li>• National significance and distinctive nature of the Lake District</li> <li>• Achieving vibrant and sustainable settlements</li> <li>• Protecting the spectacular landscape</li> <li>• Geodiversity and biodiversity</li> <li>• The acclaimed historic environment</li> <li>• Lakeshore development</li> <li>• Sustainable development principles</li> <li>• Delivering sustainable tourism</li> </ul>
Lakes Culture – Cultural Tourism Strategy 2014-2020	Cumbria Tourism	The National Park / the nominated Site	<p>The plan is a collaboration between tourism and cultural sectors to attract new visitors, and give existing visitors reasons to come more often, by promoting the Lake District's outstanding cultural assets. It establishes a strategy to "establish the Lake District as the UK's leading rural cultural destination", and identifies a series of actions.</p>
<b>SITE SPECIFIC PLANS</b>			
Conservation Area management Plans	Lake District National Park Authority	Site -specific plans relate to individual Conservation Areas	<p>The Conservation Area Management Plan</p> <ul style="list-style-type: none"> <li>• deal with any issues brought up by the appraisal</li> <li>• recommend any boundary changes</li> <li>• recommend the development of policies, guidance and measures to prevent the loss of traditional features</li> <li>• may identify enhancement opportunities</li> <li>• may recommend an Article 4 Direction</li> </ul>
Natura 2000 Site Improvement Plans, 2012	Natural England	Site-specific plan for each Special Area of Conservation or Special Protection Area.	<p>Site Improvement Plans (SIPs) have been developed for each Natura 2000 (SAC and SPA) site in England as part of the Improvement Programme for England's Natura 2000 Sites (IPENS). The plan provides a high level overview of the issues (both current and predicted) affecting the condition of the Natura 2000 features on the site(s) and outlines the priority measures required to improve the condition of the features, helping to protect and enhance these aspects of the natural environment.</p>
Public Forest Estates Forest Design Plans	Forestry Commission	Site -specific plans related to each woodlands managed by Forestry Commission within the nominated Site.	<p>There are 27 Forest Design Plans relating to sites in the Lake District. These Forest Design Plans are used by the Forestry Commission to demonstrate sustainable forest management on the public estate in the long-term and to define a 10-year programme of approved work. A Forest Design Plan is produced in co-operation with internal and external stakeholders, and they help to ensure forests in the nominated Site do not harm the Outstanding Universal Value.</p>
Sustainable Catchment Management Plans	United Utilities	Site – specific catchments within the nominated Site	<p>Sustainable Catchment Management Plans are designed to improve raw water quality, diversity of habitats and carbon sequestration of specific sites whilst maintaining viable farm businesses for its tenants particularly in the Thirlmere and Haweswater catchments.</p>

Legal requirement of the Planning and Compulsory Purchase Act 2004	This Plan is effective at guiding and managing development within the Site. An Annual Monitoring Report provides an assessment of the effectiveness of the implementation of this Plan each year to ensure the Outstanding Universal Value and Special Qualities of the Lake District are maintained.	This Plan forms one of the key management tools to ensure the protection and conservation of the nominated Site by managing proposals for land-use developments.
No legal status	The plan was only adopted in late 2014 so it is too soon to assess its effectiveness.	The plan compliments the visitor management plan by identifying the cultural associations and attractions of the Lake District as a focus for visitation. The plan does not specifically cover aspects of protection and conservation of the Site but recognises the need that destinations must be high quality.

#### SITE SPECIFIC PLANS

Legal requirement of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990	Each conservation area is unique. The character and appearance of conservation areas can change through incremental stages or quite suddenly. Regular appraisals help to identify threats and opportunities which can be developed into a management plan to maintain and improve the quality of these areas. As such they are an effective conservation tool for these designated areas.	A Conservation Area management plan sets out the way in which development pressure and neglect (for example enhancement schemes) will be managed to ensure conservation areas retain the qualities which led to their designation. This is consistent with conservation and management principles.
No legal status – live documents regularly updated to reflect changes in knowledge and evidence	These plans are effective as they identify specific actions to address identified priorities and actions. Costs, timescales, delivery bodies are identified to deliver each action.	In general these plans are consistent with the protection and management of the Site where they relate. However these plans are focussed on the natural environment, posing potential risks to the management cultural assets, for example measures to address issues like overgrazing may affect traditional agro-pastoralism practises, stocking numbers and therefore hefting on high fells.
No legal status	These plans are effective at delivering specific improvements identified within the forest plans. Where felling occurs the restocking takes on a more organic shape creating a more natural appearance in the landscape.	These plans have a degree of consistency with the management requirements of the nominated Site. The plans aim to balance the different objectives of timber production, landscape amelioration, ecological restoration, recreation provision and other relevant objectives. Clearly new woodland creation has the potential to harm attributes of Outstanding Universal Value, but these plans are prepared for existing woodland sites to improve their quality.
No legal status	The evidence from the monitoring of these management plans suggests that they are effective in delivering their outcomes. Part of the measure is the condition of Sites of Special Scientific Interest. In the Lake District approximately 91.5% being in 'favourable' or 'unfavourable recovering' condition.	The primary purpose of these plans is to improve water quality through improved vegetation restoration. This is consistent with protecting and conserving the Site in general terms but recognises that some measures can lead to risks to other attributes, particularly those associated with agro-pastoralism leading to restrictions of stock numbers and temporary fencing on areas of open land.

## MARINE CONSERVATION ZONES

Marine Conservation Zones are like the nature reserves of the sea – spaces to protect our most precious sea life. Part of the nominated Site falls within a Marine Conservation Zone as the National Park boundary extends into the sea. Natural England work with Marine Management Organisation's to create and manage the Marine Conservation Zones, including the Cumbrian Marine Conservation Zone under the provisions of the Marine and Coastal Access Act 2009. This is a result of Natural England's responsibility to protect marine species that are protected by European and UK wildlife legislation.

## LOCAL SITES

### LOCAL GEOLOGICAL SITES (REGIONALLY IMPORTANT GEOLOGICAL AND GEOMORPHOLOGICAL SITES)

Local Geological Sites are sites of geological or geomorphological interest (excluding sites of national importance designated SSSI) that are considered worthy of protection for their education, research, historical or aesthetic importance.

They are selected by voluntary geo-conservation groups, and are protected through the Lake District Local Plan.

### LOCAL WILDLIFE SITE

Local Wildlife Sites are areas which are locally important for the conservation of wildlife. They are identified and selected for the significant habitats and species that they contain. Whilst the designation of Local Wildlife Site is non-statutory and as such they are not directly protected by law they are vital in maintaining the full range of wildlife across the nominated Site. They are afforded protection through the Lake District National Park Authority Local Plan.

## 5.d EXISTING PLANS RELATED TO THE SITE AND REGION

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A wide range of existing plans are relevant to the management of the Lake District, ranging from strategic plans covering the whole of the nominated Site through to plans related to specific locations and attributes of Outstanding Universal Value. The table below summarises plans that are relevant to the nominated Site, highlighting which Lake District Partnership body is responsible for delivery of the each plan.

Table 5.4 lists first plans with national or regional coverage, then those covering the whole National Park or nominated Property, and finally those specific to parts of the nominated Property. The way in which many of these plans are implemented has been covered in the previous section, 5.c.

## 5.e PROPERTY MANAGEMENT PLAN AND SYSTEM

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### INTRODUCTION

The Lake District Partnership's Plan (the National Park's and nominated Property's Management Plan) is the key element in the management system for the Lake District. It has been informed by a strategic environmental assessment and sustainability report.

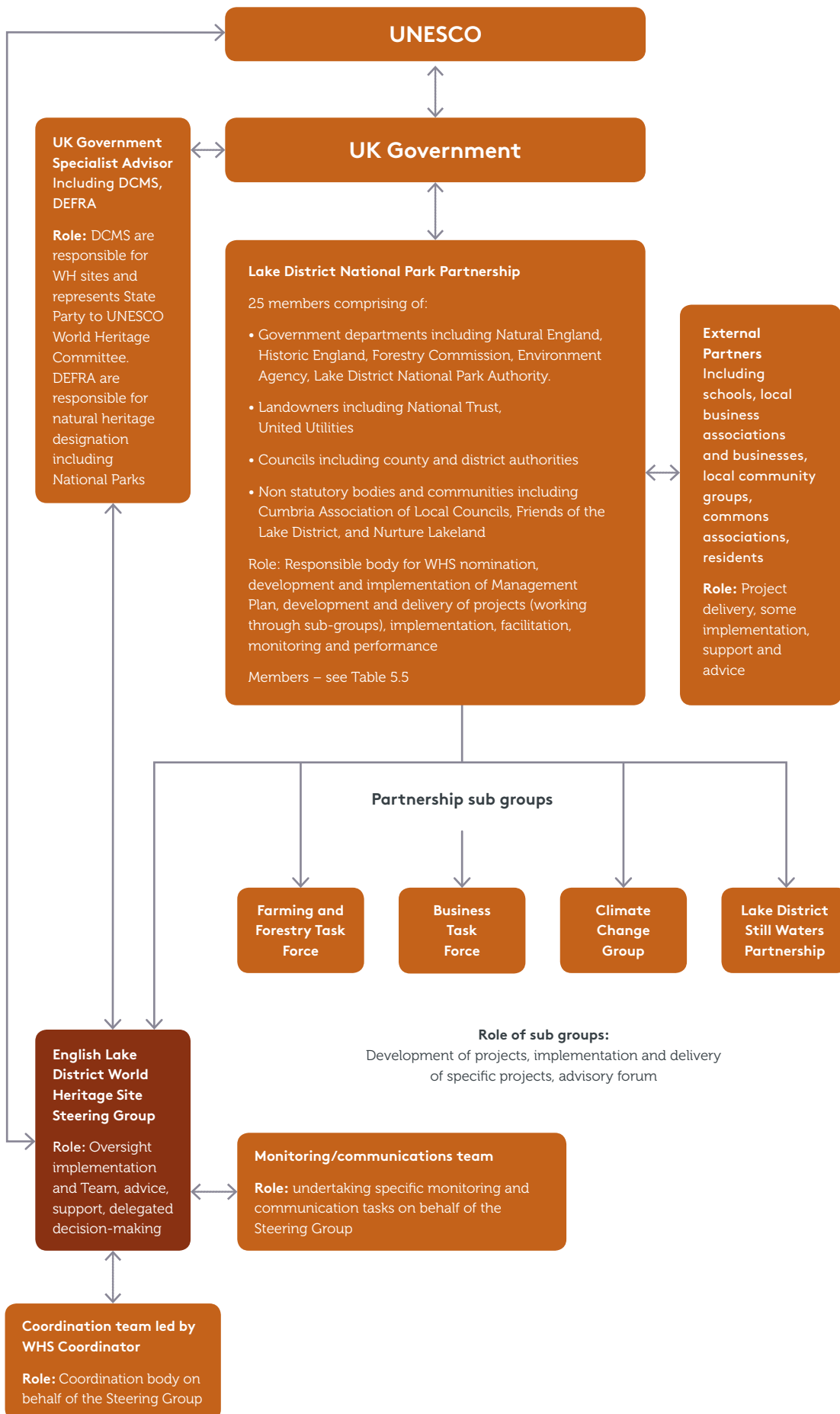
The 25 key organisations (see Table 5.5 for membership) with an interest in the Lake District apply this Plan to their decision making to ensure protection and conservation management of the Site. The key features of the established management system which provide the protection and management approach for UK World Heritage Sites include:

- Significant ownership by public bodies, national heritage bodies, charitable trusts which ensure sympathetic land ownership offering protection to attributes.
- Planning authorities should include policies in their Local Plan to protect the Outstanding Universal Value, authenticity and integrity of World Heritage Sites.
- Designation of specific assets within World Heritage Sites including National Parks, Listed Buildings, Conservation Areas, Scheduled Monuments, Parks and Gardens, Areas of Outstanding Natural Beauty, Guardianship Sites, Sites of Special Scientific Interest, Special Areas of Conservation, and Special Protection Areas. These assets are protected through specific legislation and guidance to ensure the protection of these assets, which in turn offers protection to attributes of Outstanding Universal Value.
- World Heritage Sites are afforded significant protection through national planning policies and guidance. They are defined as heritage assets of the highest significance, meaning that protection of attributes is afforded significant weight in the determination of applications in the determination of planning applications. Substantial harm to such designated heritage assets should be wholly exceptional.
- Each World Heritage Site should have an agreed Management Plan. This plan ensures the protection, management, presentation and transmission of the Outstanding Universal Value.
- Local and regional authority commitment to the protection, promotion and management of World Heritage Sites. This is secured through partnership involvement and agreement of the Partnership's Plan.
- A stakeholder steering group and support from key partners including major owners, managers and communities.
- Effective coordination by a World Heritage Site Coordinator.

The nominated Site, thanks in part to its National Park designation and management approach, already has a well-developed management system with all the features outlined above in place. This means that the Lake District can easily absorb the requirements for a World Heritage property.

The governance of the management system for the English lake District is outlined in Figure 5.8. This diagram outlines the key elements of the proposed management

FIGURE 5.8 Proposed governance structure for the nominated Property



structure. As State Party, the United Kingdom Government is responsible for liaison with UNESCO. Through the UK Government Departments, including DCMS and DEFRA, the Lake District National Park Partnership takes responsibility for the management of the nominated Site. Day to day management responsibility for policy and operational matters sits with the Steering Group - a sub group of the Partnership.

## THE LAKE DISTRICT NATIONAL PARK PARTNERSHIP

The management approach for National Park designation that has been adopted in the Lake District far exceeds the statutory requirements for the National Park Authority to produce a Management Plan, and for public bodies to have regard to the National Park purposes. In 2006, to strengthen working relationships and to improve management of the Lake District, the National Park Authority established the ground-breaking Lake District National Park Partnership. This Partnership is the first in the English family of National Parks to come together in this way and remains unique in its approach.

The breadth and diversity of its membership is a key strength. As neither the legal protection nor the planning system can be totally relied upon for protection of all the attributes, this Partnership approach to management is integral to the management and protection of the nominated Site's Outstanding Universal Value and attributes.

The 25 Partnership bodies from public, private, community, and voluntary sectors, represent all interests in the Lake District (see table 5.5), and almost 40 per cent of its ownership. The Partnership operates under a Memorandum of Understanding that has been agreed by all members of the Partnership.

The Partnership, agreed on the 4 May 2006, shares a Vision of what the Lake District will look like in 2030:

**"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.

To deliver the Vision four 'Themes and Outcomes' have been developed which guided the development of Management Plan's actions. The Vision's Themes and Outcomes are:

### **A spectacular landscape, its wildlife and cultural heritage**

A landscape which provides an irreplaceable source of inspiration, whose benefits to people and wildlife are valued and improved. A landscape whose natural and cultural resources are assets to be managed and used wisely for future generations.

### A prosperous economy

Businesses will locate in the National Park because they value the quality of opportunity, environment and lifestyle it offers – many will draw on a strong connection to the landscape. Entrepreneurial spirit will be nurtured across all sectors and traditional industries maintained to ensure a diverse economy.

### World class visitor experiences

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

### Vibrant communities

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

The Partnership has a proven track record of developing and delivering the actions of an agreed Management Plan having produced the 2010-2015 Lake District Partnership's Plan. This Plan also worked towards delivering the agreed Vision and its themes and outcomes through specific actions. The Partnership aims to rise to the challenge of managing the whole of the Lake District as a World Heritage Site and a coherent entity, and to a consistently high standard through a new shared and agreed Management Plan for 2015-2020 (known as the Partnership's Plan), Volume 4 of this Nomination. To deliver the 2030 Vision the Partnership has identified 34 strategies across each of the Vision's four Themes and Outcomes, and developed eight key breakthrough areas for action (and sub-actions) where Partnership members will need to work together and combine resources to deliver. This is in addition to the wealth of actions undertaken by individual Partners as part of

**TABLE 5.5** Members of the Lake District National Park Partnership

LAKE DISTRICT NATIONAL PARK PARTNERSHIP MEMBERS	
Action with Communities Cumbria	Lake District Local Access Forum
Allerdale Borough Council	Lake District National Park Authority
Copeland Borough Council	Lake District National Park Partnership's Business Task Force
Country Land and Business Association	Local Enterprise Partnership, Cumbria
Cumbria Association of Local Councils	National Farmers Union
Cumbria County Council	National Trust
Cumbria Tourism	Natural England
Cumbria Wildlife Trust	Nurture Lakeland
Eden District Council	Royal Society for the Protection of Birds
Historic England	South Lakeland District Council
Environment Agency	United Utilities
Forestry Commission	University of Cumbria
Friends of the Lake District	

their ongoing management and conservation of the nominated Site. Further details of the strategies and actions are found in the Management Plan for the Site, which is included in Volume 4. The Lake District National Park Partnership will be the World Heritage Site Steering Group and has the advantage of a decade's experience of joint working.

This multi-agency and organisation approach is used to provide an effective means of implementing protective measures through the statutory and discretionary responsibilities of these bodies. The key partners with statutory responsibilities are the National Trust, Lake District National Park Authority Natural England, Environment Agency, Forestry Commission, Historic England, United Utilities, Cumbria County Council, and four District Councils covering the nominated Site. This provides assurances to the future and on-going management of the Site. Local communities and volunteers also play an important role in protecting and conserving the Outstanding Universal Value, with Partnership members working individually or collectively with local communities to deliver projects to conserve attributes of Outstanding Universal Value. For example the Rusland Horizons Heritage Lottery Fund project brings together the Lake District National Park Authority, Forestry Commission, Natural England with the Parish Council, local residents, farmers, and the local commoners association.

The 2015-2020 Management Plan, adopted in December 2015, establishes a single management approach for an area that is a National Park designation and potentially will be a World Heritage Site, both of which are highly significant conservation and management tools, and which normally require management plans in their own right. However, many of the objectives and purposes of the preservation of the nominated Site are similar:

**TABLE 5.6** World Heritage Site and National Park purposes

WORLD HERITAGE SITE PURPOSES	NATIONAL PARK PURPOSES
<ul style="list-style-type: none"> <li>• Each State Party to the Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation, and transmission to future generations of the cultural and natural heritage belongs primarily to that State</li> <li>• That effective and active measures are taken for the protection, conservation and presentation of the cultural and natural heritage.</li> </ul>	<ul style="list-style-type: none"> <li>• Conserve and enhance the natural beauty, wildlife and cultural heritage (of the National Parks); and</li> <li>• Promote opportunities for the understanding and enjoyment of the special qualities (of the National Parks) by the public.</li> <li>• In pursuing the statutory purposes, National Park Authorities have a duty to:</li> </ul>

Integrating these dual Management Plan requirements into this single Plan makes planning simpler for stakeholders, residents and businesses, and ensures all Partnership members look at the Lake District holistically and that the strategic approach taken is consistent and appropriate for inscription and National Park designation. The Management Plan titled 'The Lake District National Park Partnership's Plan for 2015-2020: The Management Plan for the English Lake District – a National Park and prospective World Heritage Site' is appended in Volume 4. This dual purpose Plan outlines the Outstanding Universal Values of the Site, and identifies the National Park's 'Special Qualities'. The National Park 'Special Qualities' are the characteristics that distinguish National Parks from each other and from other parts of the country, and demonstrate many of the attributes of Outstanding Universal Value.

The integration of the World Heritage Site Management Plan and National Park Management Plan reduces potential conflicts between plans and purposes. The greatest cause for conflict between the purposes comes from the National Park's duty to foster socio-economic well-being of its local communities. However, conflicts often present themselves between National Park purposes. The English National Park designation statutorily requires the natural beauty, wildlife and cultural heritage to be given greater weight in decision making where there is conflict with other interests. The most important aspects of natural beauty, wildlife, and cultural heritage are reflected by specific Special Qualities; the protection of those Special Qualities is therefore given great weight in decision making (See Special Qualities listed in Section 2.a.10). The attributes of Outstanding Universal Value are specific components of these Special Qualities, and consequently benefit from the same decision making principle (the 'Sandford Principle'; above, Section 5.c, National Park Designation and Role) which is outlined in the Environment Act 1995. The Lake District National Park Authority recognises that tensions between purposes do occur, and is able to demonstrate through its plans, policies, and decision making that it is able to manage conflicts when they arise.

The Management Plan describes the nominated Site, and summarises the Outstanding Universal Value of the Site and the Special Qualities of the National Park. The attributes of Outstanding Universal Value are specific components of some of the Special Qualities of the National Park, and these are described in the Plan. The Plan describes the Vision that the Plan is seeking to achieve through its strategy and management approach. This Vision is also outlined in the Lake District Local Plan to ensure both these Plans seek to deliver the same, shared outcomes.

The Plan identifies management and governance arrangements of the nominated Site, and the risks and issues affecting it. The risks identified are managed through implementation of strategies and actions contained within the Plan. To ensure these risks are managed effectively they will be monitored. The Plan outlines 34 strategies required to deliver the Vision across each of its four themes and provides positioning to protect, conserve, present, and transmit the Outstanding Universal Value and Special Qualities of the nominated Site. The strategies for example, seek to support agro-pastoralism, sustain the living cultural landscape, the built and historic environment, and ensure the continuation of the Lake District as a source of artistic and cultural inspiration.

The Plan is already being implemented through a series of agreed activities and actions. A vast amount of activity is already being undertaken by members of the Lake District National Park Partnership to deliver this Management Plan in addition to activity planned for the next five years. The Plan also identified a small number of new breakthrough actions which are assigned to lead partners who are responsible for delivering the action and monitoring its progress. The key actions include developing, agreeing and implementing initiatives to achieve a more profitable and sustainable future for the Lake District and its farmers; developing evidence and tools to manage and monitor the cultural landscape; agreeing and delivering future funding and finance opportunities to ensure ongoing protection of the Lake District's Outstanding Universal Value; developing programmes for visitation offered by the cultural landscape; improving focus on

biodiversity and ecosystem delivery at a landscape scale by delivering specific projects that deliver environmental and educational benefits (see Part 2 of Management Plan for full details of the actions).

The progress and ultimate success of the strategies and actions of the Management Plan, and ultimately whether the Outstanding Universal Value is being conserved and protected, is assessed through a monitoring and research framework. This monitoring framework establishes a series of key indicators that are used to assess the condition of the Site, as described in Section 4 and 6 of the nomination.

## **TIMETABLE FOR THE IMPLEMENTATION OF THE MANAGEMENT PLAN**

Having been agreed in May 2006, the Vision for the nominated Site extends to 2030. The current Management Plan, adopted in December 2015, covers a five year period from 2015-2020; the actions and activities identified are those that are being delivered during this time period. Actions and activities vary from shorter term to longer term actions – as specifically detailed in the Management Plan, and some will even extend beyond the timeframe of the plan period, but these are recognised as contributing to the 2030 Vision. A great deal of activity is also continuing from the 2010-2015 management plan for the National Park designation, and this ongoing, resourced activity provides an excellent starting point to continue progress to deliver the Vision.

### **5.f SOURCES AND LEVELS OF FINANCE**

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As described in Section 5.e above, the existing and established management system means that many of the management activities needed to protect, manage, transmit, and present the World Heritage Site are already being carried out in order to manage the National Park. This means that the funds spent by Partners in the Lake District (Table 5.7) directly benefit the candidate World Heritage property as the objectives of the World Heritage property are so closely aligned to the National Park. The complexity and size of the Lake District means it is very difficult to isolate all expenditure specific to the World Heritage property, given the range of activities and number of stakeholders, including private owners who will also be spending money on conservation. However, as shown in Table 5.7, the information available demonstrates that funding levels are adequate and funds from within the finance available will be identified for specific World Heritage purposes including World Heritage Coordination.

The amount of funding available to public bodies has decreased over the past few years; we recognise that this could be a potential problem to the management and protection of the Site and will monitor the situation actively through the monitoring of the Plan. But we remain confident that there is significant revenue and capital funding available to managing the nominated Property. Under Section 33 of the VAT Act 1994 the Lake District National Park Authority is considered to be the same as District Councils and County Councils meaning it must set a balanced budget which ensures it will continue to operate as a going concern and ensure the ongoing management of the Outstanding Universal Value of the nominated Property. Further to this, the Partnership approach to management and

TABLE 5.7 Examples of the range of levels of finance available from members of the Lake District National Park Partnership

ORGANISATION	REVENUE (2014)	CAPITAL (2014)	RESOURCES AVAILABLE (2014) (E.G STAFF...)	PLANNED INVESTMENTS (TO LAND, BUILDINGS, REPAIRS, MAINTENANCE, MARKETING ETC)
Eden District Council	-	£65,000	Officer and member time is committed to the Lake District Partnership	
Forestry Commission	In the region of £1 million	£567,000 grant spend	35 Full Time Equivalent (FTE)	£130,000
Friends of the Lake District	£250,000	£20,000	£180,000 200 volunteers	£31,000
Lake District National Park Authority	£9.0 million	£1.69 million	138 FTEs 400 volunteers	£1.29 million capital
National Trust	£2.8 million	£2.7 million	£3.6 million In the North West the National Trust has approximately 600 staff and 5,000 volunteers. In the Lake District there are 868 volunteers.	£734 million
Natural England	There were 1101 existing Entry and Higher Stewardship Agreements in the Lake District during the last Rural Development Programme for England covering 145,000 hectares, at a total cost of £135 million. These agreements are in place for 5 or 10 years.	-	38 staff covering the Lake District	Countryside Stewardship, the new Common Agricultural Policy (CAP) environmental land management scheme, will have funding available from 2015.
Nurture Lakeland	£87,000 raised and dispensed on conservation projects, and £190,000 from grant funding for campaign work	Around £20,000 on publications, banners, maps, photos and brochures	Approximately £136,000 on the estimated basis that 90% of staff capacity is spent on work in the Lake District National Park	Approximately £90,000 for conservation projects
South Lakeland District Council	£2 – 3 million	Circa £800,000 on Ferry Nab, Steamboat Museum, Waterhead, Affordable Housing schemes	Staff and contracts which: <ul style="list-style-type: none"> <li>• manage Parks, open spaces and grounds maintenance,</li> <li>• undertake street cleansing, litter removal</li> <li>• manage Car Parks</li> <li>• manage the Lake service on Windermere</li> <li>• work on events, economic development, licensing etc.</li> <li>• housing advisers, affordable housing officers</li> </ul>	£300,000 – 400,000 on The Glebe (Bowness), other recreation sites, affordable housing contributions
United Utilities	Significant investment in the Cumbrian region – over the last 12 months in excess of £76 million of capital was invested in all parts of the business including conservation and management.	An annual revenue budget in Cumbria of over £30 million which makes a contribution to a better environment.	The company employs over 200 people across the Cumbrian region who are involved in maintaining and ensuring our assets are fit for purpose and comply with relevant legislations, this includes supporting the environment of the Lake District.	The figure for the next financial year is likely to be approximately £55 million in the region.

maintenance of the nominated Property ensures the levels of funding are adequate for this on-going management as funding from many partner organisations can be pooled together to deliver specific actions and interventions. Additional funding will be sought by a range of partners for specific projects defined in the Management Plan, for example Heritage Lottery Fund projects. This funding cannot be guaranteed, but previous successes (Coniston Copper, Windermere Steamboat Museum) and the potential inclusion of the Site on the World Heritage list increases the likelihood of successful outcomes. Successful delivery of capital investments by public bodies encourages and stimulates investment by private owners thereby leveraging further capital investment into the nominated Property.

In addition to the levels of finance available to manage the nominated Property, significant levels of staff and volunteers support its adequate management. For example, the National Trust has 860 volunteers, Lake District National Park Authority has 400 volunteers including the Archaeology Volunteer Network, and Friends of the Lake District has 200 volunteers in the Lake District undertaking activities that conserve and enhance specific attributes of Outstanding Universal Value. The role of around 1500 volunteers working for these various bodies is a crucial contribution to the conservation of the Lake District. The involvement of volunteers in such numbers also demonstrates substantial awareness of, and commitment to the conservation and sustainable use of the Lake District. Many of these volunteers are residents from local communities who feel a sense of responsibility for maintaining and improving the quality of the nominated Property. Activities that they undertake include leading guided walks and other special interest events; repairing and maintaining the network of upland paths; practical conservation tasks such as tree planting, bridge building, and access work that helps to maintain the landscape; meeting and greeting people at information and visitor centres; supporting lake users by providing information and safety advice; delivering workshops to young people to help them understand the importance of the Lake District; and helping with many visitor experience activities including osprey watch, marshalling at events; and supporting children's trekking events.

## AGRI-ENVIRONMENT SCHEMES

Natural England administers Environmental Stewardship which is a land management scheme providing funding to farmers and land managers to deliver effective environmental land management on areas of land, and ensure the ongoing protection of attributes of Outstanding Universal Value. Land managers have signed up to these schemes for five or ten years depending on the type of agreement. This successful

### EXAMPLES OF HERITAGE LOTTERY FUNDED PROJECTS IN THE LAKE DISTRICT

The Heritage Lottery Fund, using funds from the UK National Lottery, has become a significant source of funding for conservation and outreach projects in recent years and the Lake District has been successful in securing substantial grants for a range of work. Projects have been arranged both by individual organisations and by groups of partner organisations working together with

local communities. These have included the major schemes of 'Bassenthwaite Reflections' (£1.9 million) and 'Windermere Reflections' (£1 million), both of which included significant work on recording and protecting the landscape, and thereby supporting the aspirations of World Heritage management. These projects were led by the Environment Agency in partnership with the Lake District National Park Authority, National Trust and others.

The 'Fix the Fells' project, organised jointly by the National Park Authority and National Trust, secured £2 million for repairs to eroded footpaths in the Lake District fells. It now continues with substantial input from volunteers. Smaller projects have included 'Ring Cairns to Reservoirs' (£50,000 – a community survey of the archaeology and cultural landscape of the Duddon Valley) and 'Romans in Ravenglass' (£130,000 – community excavation of Ravenglass Roman settlement).

Current projects (in 2015) include: the landscape scheme of 'Rusland Horizons: Working a Lakeland landscape', which is being run by the local community of the Rusland Valley in partnership with the Lake District National Park Authority, Natural England and other organisations to celebrate and secure the future of local woodland and traditional woodland industries; redevelopment of the Windermere Steamboat Museum; and the 'Coniston Copper' project which will protect the historic industrial landscape of copper mining in the Coniston and Tilberthwaite areas.

It is anticipated that the constituent organisations in the Lake District National Park Partnership will continue to develop projects with local communities for submission to the Heritage Lottery Fund.

#### WINDERMERE REFLECTIONS EXAMPLES:



FIGURE 5.9 Claife Viewing Station prior to restoration



FIGURE 5.10 The restoration of Claife Viewing Station



FIGURE 5.11 Roman Galava at Ambleside



FIGURE 5.12 Interpretation Panel of the Roman Galava

scheme closed in December 2014, with 1,078 Environmental Stewardship agreements in the Lake District covering 145,689.2 hectares or 63.6 per cent of the total area of the Lake District, many of them with some years to run. A new land management scheme, called Countryside Stewardship, is now being delivered by Natural England and the Forestry Commission with first agreements starting on 1st January 2016 to deliver further environmental land management benefits.

## **WORLD HERITAGE POTENTIAL**

Rebanks Consulting Ltd undertook a study ('World Heritage Status: is there opportunity for economic gain?', Rebanks Consulting Ltd and Trends Business Research Ltd, 2008, see section 4.b.(iv) into the potential social and economic benefits to the Lake District from WHS inscription. The findings suggest there is potential for World Heritage status to contribute to the economic sustainability of the Site through appropriate tourism development, changes in visitor profile, and the possibility of greater conservation payback through visitor giving mechanisms such as those delivered by Nurture Lakeland.

### **5.g SOURCES OF EXPERTISE AND TRAINING IN CONSERVATION AND MANAGEMENT TECHNIQUES**

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The English Lake District is well provided with trained staff in conservation and management techniques required to ensure its long term protection to benefit the nominated site's Outstanding Universal Value. Through the nomination process staff from Partnership organisations including National Trust, Natural England, Environment Agency, Forestry Commission, Friends of the Lake District and other organisations are being aligned, by partnership working and projects, to protect, conserve and transmit the nominated sites Outstanding Universal Value of the Lake District. This will continue to happen if the property is inscribed. These organisations host a number of specialist roles, for example:

- The National Trust has a wide range of roles which support its work in the Lake District including an archaeologist, a wildlife and countryside adviser, planning adviser, rangers, water and catchment advisers, forestry adviser, gardens and parks adviser, an environmental practices adviser, food and farming adviser, fundraisers, marketing and communications officers, and its head of conservation;
- The Lake District National Park Authority provides the following expertise: strategy advisors for historic environment, natural environment and land management, recreation and sustainable transport, and planning; advisors providing specialist advice on cultural heritage and archaeology, biodiversity, landscape and the built environment, tourism and outdoor activity, and climate change. Other sources of expertise include development management officers, tree and woodlands advisor, park rangers and lake rangers;
- Natural England's Cumbria Area Team has senior, lead and advisor roles specialising in conservation and land management. These include protected site advice, catchment sensitive farming, freshwater, marine conservation, sustainable development and land use planning, access and engagement with the natural environment, and National Nature Reserve management;

- United Utilities have a number of roles which have an impact on Conservation and Management in the Lake District. Those which have a direct impact are the biodiversity officer, woodland officer, land agent, and catchment manager.

Training schemes have also been developed (for example Fell Futures Apprentices) to ensure that those working within the site now and in the future are provided with the necessary new and traditional skills to conserve and protect the Outstanding Universal Value. The Lake District National Park Authority hosts the World Heritage Site bid team within the Strategy and Partnerships Team. The bid team has access to and includes in-house specialists providing a range of skills and experience across the bid partnership.

The University of Cumbria has the largest School of Outdoor Studies in Europe. It is home to the National School of Forestry, and the Institute for leadership and Sustainability courses. The University of Cumbria is part of a collection of organisations that have, for decades, been influencing leadership for sustainable development worldwide, in ways that also generate useful knowledge transfer for the region to continue to conserve its landscape.

The National Centre for the Uplands is located within the nominated Site. It provides specialist education and training for the uplands, and seeks to demonstrate and disseminate best practice and research. The Centre recognises the need to pass on traditional skills and develop new skills appropriate to entrepreneurial growth in the uplands.

Breed societies, such as the Herdwick Sheep Breeders Association, provide and retain specialist knowledge of the breeds in the Lake District including the specifications of the sheep, register rams and sheep, and provide Flock Books listing the flocks of recognised and pure bred livestock.

## TRAINING SCHEMES

A range of training schemes are provided by the members of the Partnership to develop skills and knowledge in conservation and management. Examples of programmes and schemes include:

- **Fell Futures Apprentices Scheme** – This scheme trains young people in skills essential to the sympathetic management of somewhere as special as the Lake District National Park. It was set up to fill an identified gap in the rural and heritage skills sector.
- **University Of Cumbria's Institute for Leadership and Sustainability (IFLAS) courses**
  - The University of Cumbria is involved in knowledge transfer in and out of the Lake District in ways that leverage its heritage:
    - IFLAS brings internationally known leaders in sustainable enterprise to its open lecture series (20 speakers over 3 years);
    - IFLAS has, over 3 years, brought over 600 senior executives to the area to engage with the region on week-long residential programmes;
    - the eastern part of the Lake District is already a world leading hub for leadership development using the outdoors, with a number of firms headquartered in the

area, and the Ambleside Campus of the University of Cumbria has expertise in this field;

- The IFLAS programmes Post Graduate Certificate in Sustainable Leadership and MA in Sustainable Leadership Development provide the mechanism through which the heritage of the region will further inspire learning for people from around the world;
  - IFLAS hosts workshops for the local community, on matters of sustainable economics;
  - The University has academics and ongoing undergraduate and postgraduate programmes in Event Management, Performing Arts, Fine Art (including museum curation), English Literature (including the Romantic poets, and courses on contemporary utilisation by popular culture and visitor attractions), Conservation Biology, Forest Management, Marine and Freshwater Conservation, Outdoor Adventure and Environment, Transcultural European Outdoor Studies, and Sustainable Leadership Development.
- **The National Centre for the Uplands and Newton Rigg College** – provide education and training courses in a wide range of land based courses including Agriculture with Land Management, Animal Management, Countryside Management, and Gamekeeping and Wildlife Management
  - **Fix the Fells** – This upland footpath repair project delivers formal technical skills and mountain skills through a partnership between the National Trust and Lake District National Park Authority.
  - **National Trust Working holidays** – These working holidays teach a broad range of conservation skills depending on interests, such as hedge laying, stone walling, and gardening.
  - **National Trust volunteer management and leadership training** – Many of the National Trusts volunteers are also volunteer managers therefore the Trust provides this training to ensure the successful operation of its visitor sites and houses. National Trust staff and volunteers are also trained in conservation techniques.
  - **Friends of the Lake District Volunteers** – A volunteer programme every year that includes training in techniques such as dry stone walling, and competitions relating to dry stone walling and hedge laying. There are over 300 volunteer days a year in countryside conservation work.
  - **Friends of the Lake District fell care days** – there are two fell care days organised each year that bring together local communities, schools and volunteers to deliver on the ground conservation work in the Lake District.
  - **Royal Society for the Protection of Birds (RSPB) volunteering** – at Haweswater, Bassenthwaite Ospreys, and wider volunteering opportunities
  - **Lake District Volunteers** – The Lake District volunteers share their knowledge and passion for the Lakes by leading Guided Walks and other special interest events, helping to train other volunteers to survey sites for archaeological importance,

providing a regular presence on the water as Volunteer Lake Rangers and supporting lake users by providing information and safety advice where necessary, and helping young people understand and appreciate the Special Qualities of the National Park through activities and workshops.

- **Flora of the Fells leaders landscape training** – Friends of the Lake District hold six flora of the fells training events each year that are aimed at outdoor practitioners to help deepen their understanding of the variety and importance of Cumbria's upland ecology, and to have a clearer understanding of some of the issues and pressures of outdoor users on the Lake District landscape, wildlife and habitats.
- **Nurture Lakeland business support and advice** – support and advice to the tourism sector to help it reduce its environmental impact. For example, running the 'Love Your Lakes' campaign to encourage businesses to use phosphate free cleaning products.
- **Nurture Lakeland visitor giving** – support and train businesses in their application of visitor giving, helping them to market the scheme online and face to face. The funds raised go to practical conservation projects in the Lake District.
- **Natural England supports the 'North Lakes 2020' labour scheme** – This scheme supports young people to gain experience in farm management and administration. The scheme currently supports three farm workers and one farm administrator.

The University of Cumbria is also developing a new Master of Arts course in Cultural Enterprise, in partnership with leading British conservation and heritage organisations, which would provide a way for the fast-growing heritage sectors to learn about effective and sustainable development and management of cultural heritage in rural locations, from arguably one of the world's first nature and heritage tourism regions. This proposal combines two areas of unusual excellence: knowledge of conservation and heritage, and knowledge of management development.

## 5.h VISITOR FACILITIES AND INFRASTRUCTURE

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Key trends illustrated in Section 4.b show that total visitor numbers have remained relatively consistent for the past five years averaging between 15 and 15.5 million. The proportion of overnight visitors is increasing relative to the total number of visitors, and these overnight visitors contribute more to the total visitor spend than day visitors. Relative to the rest of the UK there has not been a significant increase in international visitors, but there is evidence of a growth in out-of-season markets, including short breaks and activity based holidays. In this context it is considered that World Heritage Site status might assist the promotion of sustainable out-of-season visiting particularly by special interest tourists, including international visitors, which helps to sustain local employment opportunities throughout the year, in line with policies of the Management Plan. The Rebanks Consulting study, 'World Heritage Status: is there opportunity for economic gain?', (Rebanks Consulting Ltd and Trends Business Research Ltd, 2008) suggests that some World Heritage Site visitors have a different profile and therefore stay longer and spend more during their visit.



**FIGURE 5.13** Lake cruising on Ullswater



**FIGURE 5.14** An early coaching inn, the Swan Hotel at Grasmere

The nominated Property is a long-established destination for visitors, since the origins of the Picturesque fascination with the Lake District landscape and its potential for aesthetic experiences in the 18th century. There is a tradition of unrestricted access to the fells together with a historical network of roads, tracks and footpaths which has resulted in the Lake District becoming a focal point for recreational walking. The coming of the railway 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 that continues today. Given this long history of visitation to the Lake District it is therefore well provided for with the necessary infrastructure required for visitors.

Today, the majority of visitors arrive during the summer season. This can create some pressures especially during peak holidays periods, but the nominated Site is well served by a well-developed and professionally managed infrastructure of visitor information centres, museums and other attractions, accommodation, public amenities and facilities, roads and public transport. The tourist industry, together with members of the Lake District National Park Partnership has made significant strides to make the industry more sustainable. For example, a travel initiative, called GoLakes Travel sought to encourage more visitors to travel around the Site without their private motor vehicle, encouraging visitors to arrive by public transport, and use various modes to travel around the nominated Site including steamers and cycles.

Some of the visitor facilities already provided in the Lake District include:

- Lake cruises on Windermere, Coniston Water, Ullswater, and Derwent Water
- Ravenglass and Eskdale Railway and Haverthwaite to Lakeside railway
- Aira force waterfall walk and facilities
- Brockhole, the Lake District Visitor Centre
- Dove Cottage and the Wordsworth museum
- Wray Castle
- Allan Bank, Grasmere
- Townend, Troutbeck

- Blackwell, the Arts and Craft house
- Brantwood (Ruskin's residence)
- Coniston Ruskin Museum
- Keswick Museum
- Hilltop, Beatrix Potter's cottage
- The Beatrix Potter Gallery
- Tarn Hows walks and facilities
- Claife Viewing Station
- Lowther Castle and Gardens
- Extensive Rights of Way network comprising of 2,170 kilometres of public footpaths and 882 kilometres of public bridleway
- 40 'Miles without stiles' routes providing access for all
- Honister slate mine tours
- Whinlatter and Grizedale forests and visitor centres
- Many outdoor adventure and education centres
- Coniston Boating Centre
- Row boats on Ullswater, Derwent Water, and Buttermere
- Fell Foot Park
- 815 serviced accommodation establishments
- 2,887 non-services accommodation outlets
- A large and varied selection of cafes, restaurants, public houses and inns

The Lake District is also well served by a wide range of visitor services including:

- Public transport and sustainable travel
  - Rail services from the West Coast Main Line and branch line from Kendal to Windermere
  - Bus services serving the Lake District, including within, to and from the nominated Site
  - Lake cruises
  - Cycle routes and cycle hire
- Public toilets
  - Approximately 45 locations of public toilets distributed across the nominated Site, plus many more available for customers to the many cafes, restaurants and public houses, and visitor attractions.



FIGURE 5.15 National Trust's visitor attraction, Wray Castle, provides a range of visitor facilities



FIGURE 5.16 Traditional row boats for hire on Derwent Water



FIGURE 5.17 A visitor enjoying a view of Tarn Hows using one of the access for all 'miles without stiles' routes



FIGURE 5.18 One of the Lake District Mountain Rescue Teams rescuing an injured person



FIGURE 5.19 A visitor entering one of the Lake District's information centres

- Visitor information centres
  - Lake District National Park Authority Visitor Centres at Bowness, Keswick and Ullswater (Glenridding).
  - Eight other information centres located in Ambleside, Broughton-in-Furness, Coniston, Grasmere, Hawkshead, Pooley Bridge, Ravenglass, and Windermere.
- A range of guided walks provided by volunteers, rangers, and private companies.
- The Lake District National Park and Cumbria Tourism websites provide online information and guides to attractions, places to stay, ways to travel around using public transport, the locations of visitor services like information centres and toilets, and maps.
- The Lake District Events Guide provides visitors with information of events taking place throughout the year. This is also available online in an interactive version on the "golakes" website.
- The Lake District Search and Mountain Rescue Association comprises of 12 teams across Cumbria and the Lake District who provide support to the police to locate and evacuate injured and/or lost persons in upland environments.
- The Lake District is well served by car parking sites which are available throughout the nominated Site, ranging from public car parks in towns and villages, on street parking, to car parks at visitor attractions and accommodation.

In summary, because the English Lake District has a long history of visitation there is a good supply of visitation facilities within the nominated Site. There is sufficient capacity within these facilities to meet the needs of visitors, although it is expected that new visitor facilities will continue to be provided to improve the offer and quality for visitors. Inevitably, there is always potential for conflicts between the provision of visitor facilities and conservation of the Site. For example, a speed limit was introduced in 2005 for boats on Lake Windermere in the interest of conservation of the lake and its shores. Decisions regarding visitor facilities are informed by the Site's Management Plan and where decisions involve development the Lake District Local Plan provides guidance.



FIGURE 5.20 Rescue helicopter in Buttermere Valley

## 5.i POLICIES AND PROGRAMMES RELATED TO THE PRESENTATION AND PROMOTION OF THE PROPERTY

### OVERVIEW

The Management Plan (Volume 4) provides the framework for visitor management, and the presentation and promotion of the property and the wider objectives of the World heritage Convention. This is supported by programmes and policies developed by Cumbria Tourism, the official tourist board for the nominated Site and Cumbria. Cumbria Tourism is a partner of the Lake District National Park Partnership and takes a lead role in co-ordinating the promotion of the site domestically and internationally.

The Management Plan (Section 3.3 – Visitor Experience) outlines some key strategies which form part of this overall strategy to present and promote the nominated Site. They include:

#### VE 1 – OPPORTUNITY FOR EXPERIENCES IN A UNIQUE LANDSCAPE

Our strategy is to:

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

##### Landscape and environment

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

##### Culture and heritage

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

##### Adventure

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

##### Hospitality, food and drink

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

**VE 2 – RESPONSIBLE VISITING**

Our strategy is to:

- a. Ensure a range of learning opportunities are provided and tailored to the needs of different audiences to embed understanding and appreciation of the Special Qualities. This will be done using visitor information sources, events and other more formal learning methods to identify and communicate how and where these Special Qualities can be seen, appreciated and experienced. We will work with others to maintain and implement an up-to-date learning strategy.
- b. Provide opportunities for people to give, to significantly increase the amount of voluntary contributions given by visitors. These will be used to sustain, maintain and improve the Lake District's environment and the landscape. We will do this by identifying and implementing appropriate opportunities to secure contributions.
- c. Bring together relevant organisations, including voluntary groups and charities, to identify where help is needed, and to develop and implement appropriate ways of coordinating these contributions accordingly.

**VE 5 – AVAILABLE AND ACCESSIBLE INFORMATION FOR VISITORS**

Our strategy is to:

- a. Ensure visitors are able to easily access relevant information in a variety of ways and languages, with particular focus on developing an official visitor website and mobile application (an "app"), and through visitor information centres and businesses providing information.
- b. Ensure visitors have access to superfast broadband, mobile telephone and mobile internet coverage in every valley through identification, implementation and support for appropriate proposals, such as open WiFi networks and mast sharing (Also see strategy PE1 – Digital infrastructure).

These strategies and others in the Management Plan provide the framework for more specific policies and programme which may be focussed on a particular aspect of the Site. For example a Cultural Tourism Strategy ([www.cumbriatourism.org/marketing/lakes-culture-intro-page.aspx](http://www.cumbriatourism.org/marketing/lakes-culture-intro-page.aspx)) has been prepared by a group of organisations including Cumbria Tourism "to establish the Lake District as the UK's leading rural cultural destination."

The sheer diversity and number of stakeholders with an interest in the nominated Site means there are numerous projects and programmes which present and promote the nominated Site in line with the objectives of the Management Plan and Cumbria Tourism Strategy.

## **ACTIVITIES TO PROMOTE AND PRESENT THE NOMINATED SITE**

### **WORLD HERITAGE CAMPAIGN: AN EVOLVING MASTERPIECE**

An engagement campaign has been developed to inform, inspire, engage and ultimately extend the value of the Lake District's bid for World Heritage status. The initial campaign will run to January 2017 and centres around three components:

1. Extensive customer research: creative packs were sent to people from across the region and various sectors, including 20 schools, interviews and workshops to test out key themes and capture content from them to use in the campaign.
2. Authentic voice: the campaign must be owned by local people, telling their own story rather than messages being pushed out through a broadcast style approach. This adds authenticity, ownership, and it will extend the reach and longevity of the campaign.

3. Breadth and partnership: the campaign has been specifically designed to integrate with existing activity to help utilise as many outlets for engagement as possible.

From the initial insight a key message framework was developed for partners to use in their own communications, with an engagement website, a Public Relations and social content plan incorporating activity and events from partners, communities, visitors and businesses. This campaign is solely focused on presenting and promoting the Outstanding Universal Value of the Site, to improve understanding of why the Lake District is special. It is being resourced from within existing Lake District National Park Authority budgets available to promote the Site. The effectiveness of this campaign will be monitored, but as the campaign is in its early stages of rollout it is not possible to assess its effectiveness yet.

The World Heritage Campaign will integrate and deliver wider UNESCO strategic objectives by enhancing the role of local communities, and increasing public awareness of World Heritage Sites through communication.

## EXHIBITIONS



**FIGURE 5.21** Brantwood – A historic house, museum and vibrant centre for the arts

The National Trust has a range of events and exhibitions, funded from within their existing budgets, at their places within the site that present the story of those special places within the context of the Lakes. The best example is perhaps that of Hill Top, the home of Beatrix Potter, the world famous author who lived in the Lakes from 1913 to 1943 and was a great supporter of the National Trust.

As well as these places, there are a range

of other activities such as changing exhibitions at the Beatrix Potter Gallery and Wray Castle and events at Allan Bank and Townend.

In 2016, the focus for National Trust activities will be around celebrating the 150th anniversary of the birth of Beatrix Potter; telling her whole story from artist to conservationist, scientist to farmer, landowner and donor to the National Trust.

A number of special exhibitions take place in the Lake District from time to time supported by the Lake District National Park Authority and other members of the Partnership. The 'Land Keepers' exhibition has been touring the Lake District, and been at the Royal Geographical Society. This exhibition throws the spotlight on Cumbria's upland farmers highlighting what really goes on in the lives of the people who are most closely connected to the land.

A special fine art photography exhibition 'Herdwick: A portrait of Lakeland' recently took place which provides a year round look at the Lake District landscape, the fell farmers who care for it and its much loved native inhabitant, the Herdwick Sheep. This free-to-access event proved to be incredibly popular and effective at improving the public's understanding of the role of agro-pastoralism within the nominated Site.

The Wordsworth Trust curates a changing programme of exhibitions and events at the Wordsworth Museum and the Jerwood Centre, Grasmere, including the following which are planned for 2015:

- Wordsworth, War & Waterloo – this is the first-ever exhibition to explore the impact of William Wordsworth and other writers of the Romantic period as ‘war poets’.
- Power of the Hills: 250 years of guides to the Lakes – This event will trace their development through generations, beginning with Thomas Gray’s account from 1769 and running through to the present day.
- Grasmere Township 1859: Before and After – an exhibition curated by the Grasmere History Group, which explores the development of Grasmere from the mid 19th century onwards.

The Brantwood Trust runs a programme of exhibitions at John Ruskin’s home, Brantwood, in its studio and gallery. Exhibitions planned for 2015 include ‘Turrets and Towers: Watercolours and drawings by John Ruskin’, ‘One-to-One: New Work by Martin Greenland’, and ‘Glen Fender Meadows: A celebration of diversity’ with John Ford’.

All these exhibitions identified above help to build understanding of the English Lake District’s attributes of Outstanding Universal Value, and therefore the wider understanding of the role of World Heritage Sites. Many exhibitions also fulfil an important educational role with some exhibitions specifically designed for educating students.

## SPECIAL EVENTS

There are over 500 events and activities taking place each year in the Lake District to suit a wide range of tastes and interests. Many of these events are attributes of Outstanding Universal Value, with events ranging from agricultural shows, cultural and music events, to traditional sporting events and craft fairs. They are effective in presenting the nominated Site to a wide range of people, and are usually self-resourced attracting sponsorship or covering their costs from admission ticketing. These events are usually organised by local communities to showcase their area, maintain traditions, and educate visitors to the area of local traditional cultural events. Some of the larger events are:



**FIGURE 5.22** Fell runners preparing for the race at Ambleside Sports

**Ambleside Sports** – dating back to 1886, this event is packed with traditional Lakeland sports including Cumberland and Westmorland wrestling, hound trailing, and fell racing.

**Grasmere Sports and Show** – dating back to 1868, it is now one of the most popular traditional events in the English Lake District, with visitors coming to watch participants compete in a variety of sports, including Cumberland Wrestling, Fell Running and Hound Trails.

**Grasmere Gallop** – National Trust trail runs in the setting of Grasmere and Rydal. A variety of races for all abilities, with the entry fee being invested right back into looking after this world-famous landscape.

Agricultural shows, and shepherds meets including:

- Eskdale Show – A classic county show set against the backdrop of the stunning Eskdale Fells, it is the premier show for Herdwicks in the country. It also boasts hound trails, local handicrafts, and fell races.
- Gosforth Show – including sheep, cattle, horses, goat, and poultry shows, Cumberland and Westmorland wrestling, and traditional crafts.
- Borrowdale Shepherds Meet and Show – including Herdwick and Swaledale sheep show, traditional crafts, sheep dog trials, shepherds crook and stick show, hand clipping, and fell races.
- Wasdale Head Shepherds Meet and Show – There has been a “Shepherds Meet” at Wasdale Head for over 100 years. It is believed that the “Shepherds Meet” started off with farmers from Wasdale meeting the farmers from the adjoining valleys of Ennerdale, Buttermere, Borrowdale, Eskdale and possibly Langdale, who walked their Tups (Rams) over to Wasdale Head to trade them, swap them or hire them. This is why the show is held so late in the year, as farmers let the rams loose with the ewes in the valleys in November so lambs being born in April.
- Rydal Show – includes sheepdog trials and hound show, shepherds crook and stick show, and gun dog demonstration.
- Hawkshead Show – including the showing of cattle, horses, sheep, traditional crafts and horticulture.



FIGURE 5.23 Judging Herdwicks at one of the local agricultural shows

- Keswick Agricultural Show – including the showing of fell ponies, heavy horses, cattle, sheep, sheepdog and gun dog trials, Cumberland and Westmorland wrestling, traditional crafts.
- Loweswater Show – dating back to 1876, this show includes sheep, poultry, goat and horse judging, sheep dog trials, traditional crafts, fell races, Cumberland and Westmorland Wrestling, and hound trailing.

**Friends of the Lake District fell care days** – they bring together local communities, schools and volunteers from many different walks of life to understand and learn about the value and importance of our unique upland landscapes through taking part in practical action to protect them. This is one example of an event that delivers effective and practical conservation, and helps to raise public awareness of protection and conservation issues and management.



**FIGURE 5.24** A festival taking place in the Lake District

**Friends of the Lake District hedging and walling competition** – these are annual events which promote and present traditional land management skills to the general public.

**Keswick Mountain Festival** is a weekend event with a huge programme of activities, world-class speakers, sporting events, camping and live music in the evening. The Keswick Mountain Festival strives to inspire visitors to get out into

the great outdoors and offers a varied range of activities for beginners who are looking to try something new to enthusiasts who are looking for their next challenge.

**Kendal Mountain Festival** is an award winning weekend event; the most diverse event of its type in the world. Their vision is to inspire more people to explore, enjoy, and represent mountains, wilderness, and their cultures. At the heart of Kendal's programme is the mountain film competition, attracting film premières from around the world. Over 50 films are screened (from 200+ entries) with 10 themed prizes available. Together with the photography events, numerous competitions, specialist sports nights (Bike, Snowsports, Free-Flight, Underground, and Endurance Sports) and the Schools programme it is an important event to help people appreciate and understand mountain environments and their cultures, like the Lake District.

**Lakes Alive** is a website where all the Lakes Alive events that take place in the spectacular landscapes of Cumbria can be found. These events include **Mintfest** – an event of street performances from across the world.

## STRATEGIES AND CAMPAIGNS

The Lake District was one of 10 destinations chosen as part of VisitEngland's 'Cultural Destinations' programmes designed to support and develop cultural tourism, and the World Heritage bid was part of the case for securing funding. A **Cultural Tourism Strategy** has been developed for the Lake District to promote the Site as destination for

cultural tourists. The strategy recognises that if the Lake District is a cultural destination the public agencies and those working in the tourism and cultural sectors need a single-minded collaborative focus on:

- Attracting visitors – spending more – motivated by cultural experiences
- Understanding and committing to cultural tourism
- Working effectively together
- Strengthening the cultural offer to meet the needs of visitors.

The strategy seeks to tell the shared story of the Lake District:

**“In the Lake District, familiar things are made extraordinary by the landscape. There’s international film shown halfway up a mountain, rock bands in a deer park with a backdrop of the fells, a perfect arts and crafts house beside the country’s longest lake... and high in the hills are the Sheepfolds sculptures, made from Lakeland stone.**

**It’s not just England’s best-known, best-loved landscape: the Lake District has a creative spirit that puts it in a class of its own, with an abundance of cultural experiences to rival many cities.**

**Big names, now known across the world, have long found inspiration here such as the radical thinkers and artist pioneers of their time: William Wordsworth, Beatrix Potter, JMW Turner, John Ruskin, Kurt Schwitters, and Andy Goldsworthy.**

**Today, a rich creative life builds on that exceptional heritage. You can see it and feel it within a few short miles: the artworks in mountains and forests, the scores of galleries and artists’ studios, the packed programme of festivals – not just music and comedy but wool, print, ceramics – and the intimate venues and outdoor stages in stunning settings.**

**For more than 200 years, tourists have been coming to the Lakes. They come for a new perspective: to see life afresh, through a different lens. For adventures for the body and soul, the mind and spirit”**

**Lakes Culture: ‘Cultural Tourism Strategy 2014-2020’, Cumbria Tourism, 2014**

As part of the Cultural Tourism Strategy a special event ‘Spring awakening’ is in development. The event will be curated by a celebrity with Cumbrian links, and will involve the commissioning of new work, as well as selecting from the best of the current programme.

The Cultural Tourism Strategy seeks to improve public's awareness of cultural assets, in turn helping to ensure their conservation. The Lake District Partnership is mindful of the impact of promotional strategies and the potential impact these can have on the conservation of specific attributes, and the Management Plan seeks to ensure protection through the strategies described in the Plan.

An **Adventure Capital Strategy** has been developed to promote and present the Lake District's outdoor and activity offer. Adventure activities such as hiking, biking, canoeing or climbing can change forever the way people experience and think about Lake District. This will have a profound effect on the future of Cumbria as a younger, more active destination.

The **GREAT Britain campaign** showcases the very best of what Britain has to offer, including its National Parks. Since 2011 Visit Britain have been running an ambitious four-year £100 million match funded marketing programme, and a multi-million pound GREAT image campaign, working with Government and a vast range of partners to boost Britain's image overseas, increase the aspiration to travel here, and turn that aspiration into bookings.

Cumbria Tourism recently undertook a major promotional campaign (**Place to be Campaign**) for The Lake District, in the next phase of a joint campaign with VisitEngland as part of the Government's Regional Growth Fund marketing project: 'Growing Tourism Locally'. The campaign fully integrates Cumbria Tourism's web, public relations and print with a high impact national press and poster campaign.

The **Taste Cumbria** campaign seeks to promote Cumbria and the Lake District's food and drink history. Rich in self-sufficiency, dramatic landscapes are farmed, the sea and the rivers and Lakes are fished, family businesses thrive and new producers and ideas continue to find space and support. Cumbria's landscape is rich in produce and the campaign shows off the best. The campaign tells you where and when to find it, eat it, drink it, and celebrate it.

The campaigns and strategies which help to promote the Site, identified above, are usually financed from within existing organisational budgets, such as Cumbria Tourism's budget, or it is becoming increasingly common for these to be resourced by match funding from existing organisation's budgets and from available funding schemes such as VisitEngland, Local Enterprise Partnership's, or the Arts Council. Research of the effectiveness of these campaigns is usually identified in economic terms, outlining how much additional spend is generated from spend on the campaign. Cumbria Tourism reports that it is not uncommon for every £1 spent on promotion to deliver an additional £5 is spent within the local economy of the nominated Site.

In addition to various marketing campaigns and strategies, a series of other methods of presentation and transmission are utilised including:

## **CONFERENCES**

The annual Lake District Archaeology Conference, resourced by the Lake District National Park Authority, showcases the research that takes place within this rich cultural landscape of the Lake District, providing opportunities to learn about recent projects and attributes of Outstanding Universal Value.

In 2008 the Lake District launched the Low Carbon Lake District Initiative at a conference. This successful conference was followed up with another in 2010 to bring together all those who have been working with on this initiative. It took stock of the achievements and planned for the future.

## **PUBLICATIONS**

A large range of material is published to promote the Lake District every year. The tourist board coordinates a significant amount of visitor material including magazines and guides. Individual businesses and attractions also undertake significant promotions given the competition in the market within the Lake District. The publications are designed to raise awareness of a range of events, attractions, visitor information, conservation projects. It is envisaged that new publications will be created to raise awareness of the Lake District if it is inscribed as a World Heritage Site. Examples of current publications include the:

- Food & Drink Guide
- Attractions Guide
- Lake District and Cumbria Holiday Guide
- Lake District Events Guide
- Friends of the Lake District magazine for their members
- Annual Eden Visitor Guide and associated media campaign includes Ullswater area
- 'Your Guide to Sustainable Outdoor Recreational Events'
- National Trust newsletter for the North West England which goes to all National Trust members in the region and a magazine which goes to 4 million national members.

## **ONLINE CONTENT**

The English Lake District World Heritage Site website [www.lakesworldheritage.co.uk](http://www.lakesworldheritage.co.uk) celebrates the identity, inspiration and conservation of the Lake District. The site provides platform on which communities, visitors and businesses can share their Lake District stories. This enhances their role, enabling them to take ownership and share information about the prospective World Heritage Site, helping to support UNESCO's wider strategic objectives. These unique perspectives, told through real words and pictures, offers an authentic voice on what life is like in the Lake District.

The website has been created using innovative content curation software which pulls social media posts through from a range of publicly available accounts and hashtag subjects, such as #lakedistrictbid. These are moderated by relevance to the three campaign themes of identity, inspiration and conservation. The posts are then shared via the newsfeed on the home page of the website, meaning people with similar interests in the Lake District can view a stream of content in one place.

Lake District National Park Authority website [www.lakedistrict.gov.uk](http://www.lakedistrict.gov.uk) provides visitor information relating to all aspects of visiting including walks, public amenities, maps, and attractions.

National Trust use their website [www.nationaltrust.org.uk](http://www.nationaltrust.org.uk) to market their properties, and attractions.

The official tourist board website [www.golakes.co.uk](http://www.golakes.co.uk) showcases the visitor offer in the Lake District.

Eden District Council's [www.visiteden.co.uk](http://www.visiteden.co.uk) website includes Ullswater area information on accommodation, attractions, events, eateries, walking, cycling, conference venues etc.

South Lakeland District Council deliver two online programmes:

- 'Explore South Lakeland' [www.exploresouthlakeland.co.uk](http://www.exploresouthlakeland.co.uk)  
This programme provides a comprehensive listing of events, attractions and services in South Lakeland.
- 'Invest in South Lakeland' [www.investinsouthlakeland.co.uk](http://www.investinsouthlakeland.co.uk)

The programme includes business to business events, promoting investment opportunities to national and international audiences.

The **See More Lake District** mobile app provides information and suggestions for car free days out and things to do in the Lake District.

Almost all members of the Lake District National Park Partnership use social media to present and promote their organisation and the Lake District through twitter, facebook and YouTube. Twitter and Facebook used by various Partner organisations promote the Lake District includes Cumbria Tourism @golakes, Nurture Lakeland @nurturelakeland, Lake District National Park @lakedistrictnpa, and National Trust @nationaltrust. Notable groups on facebook include 'I Love Lake District', the 'Lake District Osprey Project', and 'the Lake District'.

A number of attractions, including Brockhole the Lake District Visitor Centre, post videos which promote the Lake District's attractions on You Tube. A series of videos is also available on the Lake District National Park's website [www.lakedistrict.gov.uk/visiting/webcams-videos-and-photos/video](http://www.lakedistrict.gov.uk/visiting/webcams-videos-and-photos/video) showing:

- A fly over the lakes – Windermere, Crummock Water, Grasmere, Rydal Water, Tarn Hows and Coniston Water
- The ever changing skyscape as clouds scud over Ullswater, Langdale Pikes and Great Gable
- The yachts and steamers making their way along Windermere and Coniston Water
- The breath-taking ridges and summits of Helvellyn and Scafell Pike, following walkers taking in the view
- Ospreys eye view swooping over Buttermere, Hardknott Roman fort and Saint John's in the Vale
- Bowness by Windermere, Keswick by Derwent Water and some stunning and historic houses in between

Each organisation responsible for their own website provides the necessary resources as part of their existing budgets. This growing online content is very effective for the

promotion and presentation of the Site, as it has the potential to access many more individuals in different ways than more traditional forms of promotion. Online content enables much more information about the Outstanding Universal Value to be presented to interested parties.

There are no conflicts between the promotion and presentation of the Site and its ongoing conservation and protection. The nominated Site has an established visitor infrastructure and facilities to accommodate visitors to the Site, and the overall strategy is not to increase visitor numbers through the promotion and presentation of the Site, but to increase the length of stay and improve the understanding of the Outstanding Universal Value by seeing more of the Site. The complexity of the site and the many attributes of Outstanding Universal Value mean it is impossible to understand and appreciate the English Lake District in just a day. The Strategies of the Management Plan seek to capitalise on presentation and promotion of the Site by encouraging responsible visiting and giving to assist in the conservation of the Site.

## **5.j STAFFING LEVELS AND EXPERTISE**

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The majority of staff resources required to manage the nominated Site will come from the members of the Lake District National Park Partnership. However, it is not possible to give precise numbers of staffing levels and areas of expertise for all partners due to the wider geographical remit of many of the Partner organisations. Examples of staffing levels and expertise from some of the Lake District National Park Partnership are provided in Table 5.8.

There is also a wide variety of expertise available outside the Lake District National Park Partnership. For example:

### **Herdwick Sheep Breeders Association**

Formed in 1916 the Herdwick Sheep Breeders Association's purpose is to carry on any trade, industry or business for the benefit of the community by the protection and promotion of the Herdwick breed of sheep as defined and the support of those involved in breeding Herdwick sheep especially in and around the Lake District in the County of Cumbria. The Society has a specialist knowledge of this native breed, registering new stock, and holding information on bloodlines, and stock numbers.

### **Farming and Forestry Task Force**

The Farming and Forestry Task Force is a sub-group of the Partnership which brings together industry experts, individual farmers, foresters, and government organisations such as the Forestry Commission.

### **Local archaeology and history groups and societies**

Many amateur groups and societies research the Lake District's past and record and hold specialist local expertise, often working with specialists at the Lake District National Park Authority to undertake research and improve understanding. Examples of the groups include:

- Cumbria Local History Federation
- Bampton and District Local History Society
- Cumberland and Westmorland Antiquarian and Archaeological Society
- Lorton and Derwent Fells Local History Society
- Cumbria Amenity Trust Mining History Society
- Lamplugh Heritage Society

#### **Wordsworth Trust**

The Wordsworth Trust has extensive specialist knowledge of William Wordsworth, and has been preserving Dove Cottage since it was created for this purpose in 1890. Their activities include producing special exhibitions on particular writers, artists or themes.

#### **Lakeland Horticulture Society**

The Lakeland Horticultural Society exists to promote the art, science and practice of horticulture, with particular reference to conditions in the Lake District. The society not only develops and maintains the gardens but runs educational lectures and courses, a specialist library, an extensive photographic and documentary archive, and publishes a full-colour garden guide, journals and newsletters.

The Partnership's expertise and staffing (Table 5.8), together with the expertise available outside the Partnership demonstrates there is significant staff resource and expertise available. This is adequate to protect and conserve the Outstanding Universal Value of the Site. The range of skills outlined together with the training in conservation and management, as described in Section 5.g, is also adequate for the ongoing protection and management of the Site. There is room for improvement and this is identified in the factors affecting the property in Section 4.b as there is a need to ensure the availability of private organisations and individuals to ensure traditional skills such as maintenance of stonewalls, hedge-laying, and agricultural skills are maintained and passed on. This is being addressed through the strategies and actions of the Management Plan for the nominated Site.

TABLE 5.8 Staffing levels and areas of expertise available in the Lake District

ORGANISATION	STAFFING LEVELS (FOR THE LAKE DISTRICT/REGION)
Forestry Commission	35 full time equivalents
Friends of the Lake District	10 staff providing 7.5 full time equivalents 200 volunteers
Historic England	-
Lake District National Park Authority	138 full time equivalents 400 volunteers
National Trust	Approximately 600 staff and 5,000 volunteers. In the Lake District it has 868 volunteers.
Natural England	36 full time equivalent staff focussed on the Lake District
Nurture Lakeland	4.2 full time equivalents
Royal Society for the Protection of Birds	In the Lake District the RSPB provides dedicated staff: Three full time site wardens with managerial support One people engagement officer plus casual support when required A part time Futurescapes project officer A variable number of farmers and agricultural and land management contractors to support the 800 hectares of farmland managed by the RSPB
South Lakeland District Council	-
United Utilities	Over 200 staff employed across the Cumbria region

### AREAS OF EXPERTISE (PROFESSIONAL, TECHNICAL AND MAINTENANCE)

Government's specialist woodland and forestry advisors. Also manage deer populations on Forestry Commission estate, manage the Red Squirrel reserve areas including Grizedale and Whinlatter, are a key partner in the Lake District Osprey and Bassenthwaite Lake Reflection Projects and led on the Red Kite re-introduction programme. Forestry Commission is responsible for the management of several SSSI's its estate and other valuable habitats

A range of professional expertise in planning issues, nature, wildlife and landscape conservation. They also recently delivered a Farming Landscapes Project, a three year partnership with the Cumbria Farmer Network. It aimed to raise awareness of local produce and the link between farming, food and the landscape.

Government's statutory and specialist historic environment advisors. Ensure World Heritage Sites have relevant protection and that planning policies are applied effectively.

A wide range of staff dedicated to the good management of the Lake District, providing expertise in:

World Heritage Site Coordinator – to coordinate and facilitate the preparation and delivery of the World Heritage Site Management Plan and coordinate the World heritage Site Steering group.

Lake District National Park Partnership Manager and Partnership Facilitator – to ensure the effective operation of the Lake District National Park Partnership and ensure outcomes are being delivered.

Spatial Planning – development of planning policies and undertaking development management processes.

Park Management – delivering projects and programmes relating to land management, open access and rights of way, and common land management.

Specialist advice – covering biodiversity, landscape character, recreation, tourism, climate change, access, archaeology and historic built environment.

Communications – presentation of Site using a variety of medium. A team of information advisors supporting the Information Centres.

Park maintenance – A team of field rangers and apprentices with specialist and traditional skills in landscape maintenance such as drystone walling, footpath repair and creation, hedge laying, bridge building, and river bank stabilisation.

A wide range of staff with considerable experience at a whole Lake District level, for example through ranger work, and at a site specific level, for example through curators deliver a range of expertise in the Lake District.

Staff contribute to Natural England's delivery within the National Park, across a range of specialisms including conservation and land management, freshwater, marine, National Nature Reserves management and access and engagement.

Providing expertise and technical advice relating to responsible tourism including visitor giving, nurture tourism, and carbon reduction.

The RSPB provide expertise in land management on the two farms they manage, as well as expertise in nature conservation and wildlife protection, and improving water quality.

The North Lakes Futurescapes Project seeks to to inspire a landscape that combines the Lake District's dramatic scenery with wildlife-rich areas. RSPB work to help improve the water quality of lakes, tarns and rivers, restore lost hay meadows, rewet dried-up upland bogs and reverse the historical loss of native woodland and heather moorland.

Aiming for a landscape that: supports wildlife; provides livelihoods for future generations of farmers; supports tourism and local communities; and can adapt to climate change; as well as provide high-quality drinking water.

Staff cover a wide range of areas providing expertise, and technical and maintenance staff in:

- managing Parks, open spaces and grounds maintenance
- undertaking street cleansing, litter removal, litter bins
- managing Car Parks
- managing the Lake service on Windermere
- work on events, economic development, licensing etc.
- Housing advice, including affordable housing officers

A wide range of areas of expertise associated with operating, maintaining and ensuring our assets are fit for purpose and comply with relevant legislation.

There are also a number of roles which have an impact on Conservation and Management in the Lake District, particularly on its Thirlmere and Haweswater estates.