

Strategic Appraisal Report

Section 1: Introduction

- 1.1 The following appraisal has been undertaken to help inform the identification of a strategic location within the Core Strategy for the development of a suitable scheme, which has the ability to fulfil the role of a world class visitor experience within the National Park. The aim of the appraisal is to ensure that Bowness Bay and The Glebe, and all alternative locations within the National Park which have the capacity to deliver the project objectives are properly assessed.
- 1.2 The key objective of this project is to deliver a comprehensive exemplar regeneration project of outstanding sustainable design quality which takes inspiration from the surroundings and incorporates connectivity by sustainable modes of transport and secures access for all sections of the community. This will be achieved by a scheme which:
- Establishes a mix of uses which cater for all sectors of the community;
 - Promotes the highest quality of design, architecture, public realm and natural landscape to reinforce local character and sense of place;
 - Gives consideration to the level of access that should be facilitated within the area, particularly in relation to the potential of Braithwaite Fold as a transport interchange and linkages between different transport nodes;
 - Promotes social, environmental and economic sustainability at all levels;
 - Takes into account local history, culture, and character to ensure that the vision is rooted in and reinforces local distinctiveness;
 - Is integrated with other initiatives ongoing in the area, particularly as part of the wider Windermere Waterfront programme.
- 1.3 The appraisal will focus upon identifying sites which are considered well placed to deliver the project objectives in order to help inform the identification of a strategic location for tourism development within the Lake District National Park LDF Core Strategy. As a result, this appraisal will form part of the comprehensive evidence base to inform the policy framework for the Core Strategy.

Section 2: Methodology

2.1 Figure 1 sets out the key processes and outcomes of the appraisal. It begins with the scoping process, which involves a detailed review of all national, regional, sub-regional and local regeneration plans, policies and programmes in order to define two outputs. The first output is the generation of a 'long list' of alternative sites within the National Park boundary that could potentially deliver a comprehensive exemplar regeneration project, which could fulfil and sustain the role of a world class visitor attraction / experience.

2.2 In order for sites to be considered as part of the appraisal, it was important at this stage to scope out locations which were unable to satisfy the following criteria, requiring locations to:

- be clearly definable in terms of their geographic location
- have the capacity to accommodate a level of development commensurate with an exemplar regeneration project
- be capable of connectivity by sustainable modes of transport
- have access for all sections of the community in its widest sense i.e. both residents and visitors

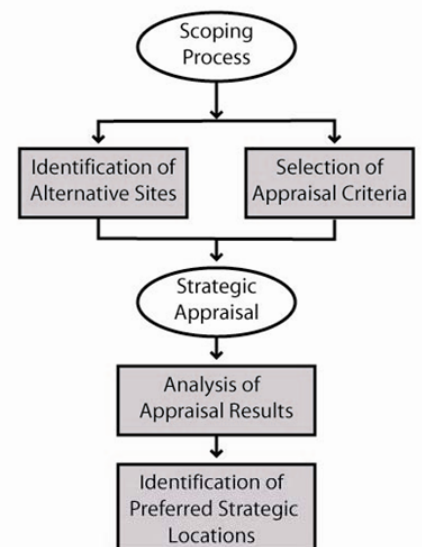


Figure 1: Appraisal Process

- 2.3 The second output is the appraisal criteria that will be used to assess the suitability of these alternative attractions in fulfilling a world class visitor destination. The list of sites and appraisal criteria have been incorporated into an appraisal matrix, which will be used to identify those sites, which are considered well placed to develop an exemplar regeneration project that fulfils the objectives outlined in paragraph 1.2.
- 2.4 Each site will be scored against the appraisal criteria on the basis that it has either a strongly negative impact (minus 2 points), a negative impact (minus 1 point), a neutral impact (no points), a positive impact (1 point) or strongly positive impact (2 points). Certain criteria are also weighted in order to place more emphasis on those criteria which are considered critical in view of the requirements and priorities of key policies of relevance to sustainable tourism development as outlined in section 3.

Scoring System

Impact	Score	
	A strongly negative impact	--
A negative impact	-	-1
A neutral impact	0	0
A positive impact	+	1
A strongly positive impact	++	2

- 2.5 The higher scoring sites are those which are most likely to sustain a world class attraction / experience.

Section 3: Scoping

Selecting Alternative Sites

- 3.1 The scoping process has involved an in depth review of the following plans/strategies and programmes to identify sites, priorities and development principles:
- Regional Economic Strategy
 - Lake District Economic Futures Policy Statement
 - North West of England Plan Regional Spatial Strategy
 - Joint Cumbria and Lake District Structure Plan
 - Cumbria Tourism Management Plan
 - Lake District National Park Core Strategy Preferred Options Consultation Draft
 - Vision for Lake District
 - Windermere and Bowness Enhancement Masterplan
 - Ambleside and Waterhead Strategic Masterplan
 - Waterhead Feasibility Study
 - Keswick Masterplan

3.2 This has led to the identification of 12 potential sites, which form the 'long list' of alternative locations to be appraised. These sites are described in greater detail in the table below.

1. Bell Close, Otley Road and Central Car Parks, Keswick	Site Location
	Bell Close, Otley Road and Heads Road, Keswick Town Centre
	Site Description
	<p>As detailed in the Keswick Town Centre Masterplan, the clearance of sites in the town centre – including the former abattoir and the gas works as well as business premises to the north of Market Place – has enabled the construction of Bell Close and Otley Road car parks.</p> <p>Bell Close is centrally placed and feels part of the town centre, with active uses developing along its edges. There is convenient but neglected passageway and lane access to Market Square. Bell Close functions as a social space; it is visually unattractive but with great potential for improvement.</p> <p>The Otley Road car park is in a back land location separated from the town centre by Victoria Street and is too concealed to be completely comfortable or sociable.</p> <p>Central Car Park at Heads Road appears to have been created by site clearance and demolition, although this is not the case. The car park contains some mature trees and there are numerous links through lanes up to the town centre, but it does not feel like an integral part of the town centre in the same way as Bell Close. Work is required to make it a more sociable space but remoteness from the Market Place may militate against this.</p> <p>The masterplan proposes:</p> <ul style="list-style-type: none"> ▪ Bell Close Car Park and Otley Road Car Park - conversion of the Crown Court building into a gallery / retail / workspace, new underground car park, new public space and mixed development retail / residential /workspace. ▪ Central Car Park - Two blocks of mixed use development at the east and west ends of the car park each containing a mix of retail, leisure, space for micro-businesses and residential, construction of underground and/or concealed car parking using the natural level differences across the site (north to south) and a central pedestrian priority space or square for performances, events and commercial promotions which can also be used for car parking. <p>(Source: Keswick Town Centre Masterplan, November 2006)</p>
2. Bowness Bay & The Glebe Masterplan	Site Location
	Bowness-on-Windermere
	Site Description
<p>An exemplar regeneration project to provide for the comprehensive redevelopment of the Lake Windermere frontage, together with improve traffic management, improved public access to the lake shore and a strengthening of the role of the Glebe public space.</p> <p>(Source: Bowness Bay and the Glebe Masterplan, BDP, May 2009)</p>	

3. Brockholes Visitor Centre	Site Location
	The Visitor Centre is located between Windermere and Ambleside off the A591. Lake District Visitor Centre at Brockhole, Windermere, Cumbria LA23 1LJ.
	Site Description
	The National Park Visitor Centre which is owned by the Lake District National Park Authority was opened in 1969, and is set in 30 acres of terraced gardens stretching down to the shore of Windermere, with splendid views of the surrounding countryside. The centre currently comprises an adventure playground, lakeside setting, exhibitions, fabulous gardens, information centre, gift shop and cafe and a pay and display car park. There is also the Brockhole Jetty. In recognition of the potential of the site, there are already plans in place to develop the centre into a world class visitor attraction. (Source: Lake District National Park Website)
4. Derwentwater Foreshore Scheme	Site Location
	North Eastern edge of Derwent Water near to Keswick Town Centre along the extent of Lake Road.
	Site Description
	This project aims to improve physical and intellectual access to one of the UK's premier landscapes by conserving the environment of the Derwentwater Foreshore, treating natural erosion and managing high-volume use. The built and natural environment will be regenerated to maximise the potential of the high quality landscape and improve circulation/seating/resting area provision. The project will restore the site as a high quality recreation area linked to the natural assets of an exceptional landscape setting and the approach to 'Friar's Crag'. The design scheme is based on three areas; <ul style="list-style-type: none"> ▪ Activity area - at the foreshore embarkation point to facilitate heavy pedestrian use; ▪ Transition area - a lower intensity of use; and a ▪ Naturalised area - on land owned by the National Trust. Here access to the lakeshore will not be formalised and there will be a minimum of hard surfacing. Overall the scheme aims to tackle footpath and shoreline erosion and to refurbish low-grade patched asphalt with sympathetic materials capable of withstanding the impact of millions of visitors and resolve conflict of interest arising from commercial and vehicular use of the site. It is proposed to improve and upgrade the facilities on site in such a way as to minimise the possibility that they may detract from the impact of the landscape itself whilst at the same time improving the safety of the site and providing for greater physical access. (Source: Allerdale Borough Council)
5. Grizedale Forest Park	Site Location
	Grizedale is located to the west of Windermere and to the east of Coniston Water. The two service centres of Coniston and Hawkshead are situated to the north of Grizedale.
	Site Description
	The Grizedale Forest Park covers an area of 2500 ha of forest and farmland, which is owned and managed by the Forestry Commission. In addition to being managed as a working forest, there are also a range of facilities for the benefit and enjoyment of visitors to Grizedale these include: <ul style="list-style-type: none"> ▪ Visitors Centre with Forest Shop and Information Centre, an exhibition about the forest, its wildlife and history

8. Keswick Pencil Mill	Site Location
	Southey Works, Greta Bridge, Keswick, Cumbria, CA12 5NG
	Site Description
	<p>The Pencil Factory was a major employment land use and a local landmark in Keswick up until early 2008 when the Cumberland Pencil Company relocated to the Lillyhall Industrial estate near Workington. This site now comprises a redundant three storey mill building and associated land close to the centre of Keswick with a riverside setting, although the Pencil museum is still operational in the south east corner of the site. The entire site is located within a flood zone 3a (high risk).</p> <p>(Source: Keswick Town Centre Masterplan, November 2006 / Employment Sites Programme, November 2008)</p>
9. Lowther Castle and Gardens, near Askham	Site Location
	Lowther Castle and Gardens are located at the Northern edge of the Lake District National Park, 3 miles from junction 40 of the M6, providing an gateway into the National Park.
	Site Description
	<p>This 133 acre, Grade II* listed site contains the remnants of at least three significant buildings and much of its 17th century gardens remains intact. The grounds were once opened to visitors in 1938 but after being used to test a secret tank weapon during the Second World War, the place was deliberately dismantled and abandoned. The Castle and its Gardens have been closed for 70 years and now stand inaccessible and buried in vegetation. The Lakeland Bird of Prey Centre is also situated within the walled garden of Lowther Castle.</p> <p>Lowther Gardens and Castle has been identified as a major project by Cumbria Vision in its Economic Plan and is a priority project for Cumbria Tourism. The Trustees of the Lowther Castle and Gardens Trust plan to transform the imposing remains of the Gothic Castle, its massive stables and over 20 hidden gardens into a unique visitor destination. A masterplan has already been created for the site and it is intended that plans will be implemented over three years, with the first phase planned to open in Summer 2009. The finished scheme will create a visitor centre in the stables next to the Castle which will be free to access. The visitor centre will offer shopping, eating, education and orientation facilities, including a 1,500 seat amphitheatre. The ruined Castle will be stabilised and spectacular access will be provided to its central staircase tower. Over 121 acres of abandoned gardens will be gradually renovated. A children's play area will be built in the woods.</p> <p>(Source: Lowther Gardens and Castle Development Plan September 2008, www.transforminglowther.co.uk/)</p>
10. Waterhead on Windermere	Site Location
	Waterhead is located on the northern edge of Lake Windermere, close to the town of Ambleside.

	<p>Site Description</p> <p>A programme of physical regeneration to improve the quality of public realm design and parking and create a more welcoming and improved lakeside experience, including creation of a 'new' gateway to Ambleside and a major recreation and leisure anchor to the central Lakes, rivalling anything Europe or the rest of the world has to offer, creation of a high quality and more generous pedestrian lakeside 'cultural' boulevard (with attractive beach, paving, lighting, seating, shelters, planting and sculptures at the head of Lake Windermere, creation a new enhanced junction together with an efficient tree-lined road link to relieve car congestion and improving pedestrian safety along Lake Road, provision of significant mitigation to prevent risk of future flooding, improved mooring facilities, a larger, safer and easier to maintain car park accessible from Lake Road, new shops and residential development, a cultural arts or food market, new improved views for both pedestrians and car passengers, improved pedestrian links, improved landing facilities to the Wateredge Inn with possible Steam Boat access, new improved toilet facilities and water features.</p>
<p>11. Wellbank Camp, Bootle</p>	<p>Site Location</p> <p>This site is located just out of Bootle but the site is considered to be well related to the village, and the site is also well related to Hycemoor to the west of the site.</p> <p>Site Description</p> <p>This site is a former Ministry of Defence camp, which comprises redundant land and buildings apart from the swimming pool which is used by members of the local community. This site is identified as being suitable for mixed use development including an element of residential development. (Source: Employment Sites Programme, November 2008)</p>
<p>12. Windermere Steamboat Museum</p>	<p>Site Location</p> <p>Windermere Steamboat Centre Located on Rayrigg Road, Windermere, LA23 1BN.</p> <p>Site Description</p> <p>The Windermere Steamboat Centre is home to a collection of 15 historic steam and motor boats in a covered setting on Lake Windermere. The site offers parking, tearoom, shop, picnic area and there are stream launch trips are offer.</p> <p>The Lakeland Arts Trust have embarked on a project to redevelop the Windermere Steamboat Museum. This will involve a major overhaul of the collection and complete rebuild of the museum complex which currently houses the internationally important collection of boats, which are a key part of Windermere's heritage. (Source: www.lakelandartstrust.org.uk/steamboat/)</p>

Defining Appraisal Criteria

- 3.3 The second output of the scoping process has been to define the criteria for the appraisal. The criteria are based on an interpretation of key policies of relevance to sustainable tourism development in the Lake District. The sources of reference are referred to in more detail below.
- 3.4 The 'Vision for the National Park in 2030' adopted by the Lake District National Park Partnership is the agreed mechanism for the development of Local Development Framework plans and policies. It thus provides a particularly appropriate set of headline principles in which to assess the suitability of proposed strategic sites, so that they help achieve the statutory processes of the National Park, which are:
- To conserve and enhance the natural beauty, wildlife and cultural heritage of National Parks; and
 - To promote opportunities for the understanding and enjoyment of the special qualities of the National Parks by the public.
- 3.5 The four key elements of the vision have formed the main structure of the appraisal matrix, which will review project proposals under the same key headings of 'A prosperous economy,' 'World class visitor experiences,' 'vibrant communities,' and 'Spectacular landscape.' Indeed, the appraisal is informed by some of the key delivery aims, which will be used to test each proposal:
- **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.
 - Connect the special qualities of the National Park, including landscape features and cultural heritage, to the economy through imaginative approaches.
 - Maximise the opportunities for the National Park to support the regeneration of Cumbria and wider regional or national initiatives.
 - **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.
 - Promote a welcoming National Park to the world as part of the wider regeneration of Cumbria.
 - Enhance the quality and diversity of the visitor's experience through improvements to accommodation, attractions and visitor facilities.
 - Offer a unique, varied and memorable visit.
 - Encourage visitors to stay longer and spend more on local goods and services.
 - Celebrate what is special about the Lake District by promoting: its rich cultural heritage, local traditions, and products; and an appreciation of its spiritual value and sense of tranquillity.
 - Encourage young people to enjoy and value the Lake District so that they want to return in later life.
 - Engender local pride and responsibility, securing the long term sustainability of the special qualities of the National Park.
 - **Vibrant communities:** People successfully living, working and relaxing within upland, valley and lakeside places where distinctive local character is maintained and celebrated.
 - Enable the provision of an integrated transport network which offers attractive alternatives to the car.
 - Work to ensure that everyone understands and feels part of the National Park, and its cultural heritage, and can contribute to its future well-being.
 - **Spectacular landscape:** 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.
 - Ensure change strengthens the distinctiveness of the aquatic and land based localities of the National Park.
 - Promote innovative and high quality design which takes inspiration from its surroundings.

- Improve the quality of the built environment that people enjoy or use.
- Enable people to connect with nature and landscape – by improving access, understanding, enjoyment, education and health.

3.6 The strategic objectives within the Lake District National Park LDF Core Strategy Preferred Options May 2008 also provide a useful point of reference for helping to define the appraisal criteria. These are based upon the same four key elements of the Vision for the National Park in 2030:

Spectacular landscapes

- SO1 Ensure development protects and enhances the environment, its wildlife, culture and Heritage
- SO2 Recognise that different areas of the LDNP have a different capacity and ability to accommodate change
- SO3 Enable development that secures the wealth of traditional skills and materials necessary to maintain the environment
- SO4 Support change and development where it strengthens the distinctiveness of an area
- SO5 Promote use of natural resources and minimise energy requirements of development to mitigate against the impact of climate change

Prosperous economy

- SO6 Encourage development of businesses which trade on a connection with the special qualities of the National Park
- SO7 Support of development which transforms the economy of the National Park and Cumbria according to where it is needed
- SO8 Provide opportunities and infrastructure for diversification and incubation of new business and future expansion by identifying needs and providing sites

World-class visitor experiences

- SO9 Enable development which ensures the diverse needs of visitors are met
- SO10 Encourage the continued enhancement of the public realm in settlements
- SO11 Support development which contributes to the infrastructure necessary to support sustainable tourism
- SO12 Ensure accessibility to the spectacular landscape

Vibrant communities

- SO13 Enable development to meet the needs of the community, its safety and well-being
- SO14 Encourage development in sustainable locations to support vibrant, rural Communities
- SO15 Ensure high quality design and location within development that enhances the reputation of the area whilst supporting local character and distinctiveness, safety and well-being
- SO16 Support regeneration which transforms communities at risk and protects community facilities or services
- SO17 Provide new housing to support and maintain our vibrant communities, which is of a type and tenure appropriate to meeting the identified local need, is of a standard which helps to address the issue of climate change and is assessed in the context of other land use demands.

3.7 Moving on to the wider policy framework, the North West of England Plan Regional Spatial Strategy (RSS) is significant in that it not only forms the ‘development plan’ to which development proposals are assessed, but it also provides the framework for sub-regional and local planning. Policies W6, W7 and CNL3 set out a number of development principles for the general development of tourism as well as the specific needs of the Lake District. These are abridged below and interpreted within the appraisal:

- Development should be of an appropriate scale and be located where the environment and infrastructure can accommodate the visitor impact.

- Sustainable tourism activity which will strengthen and diversify the economic base will be supported but the statutory purposes of these designations (National Park, Areas of Outstanding Beauty etc.) must not be adversely affected.
- Plans and strategies should ensure high quality, environmentally sensitive, well-designed tourist attractions, infrastructure and hospitality services, which:
 - improve the region's overall tourism offer, increasing the market share of attractions;
 - meet the needs of a diverse range of people and are easily accessible by sustainable means;
 - support the provision of distinct tourism resources that harness the potential of sites and their natural attributes, including built heritage and cultural facilities;
 - encourage and facilitate regeneration;
 - promote facilities which will extend the existing visitor season;
 - harness the potential of sport and recreation, particularly the role of major sporting events;
 - improve the public realm;
 - are viable in market and financial terms;
 - help to relieve pressure on locations vulnerable to the impacts of climate change;
 - respect the environmental sensitivity of the coast, particularly the undeveloped coast along with other sensitive areas, and ensure that the integrity of sites of international importance for nature conservation are maintained through assessment of proposals and through careful visitor management and restrictions on visitor access where necessary;
 - promote eco-tourism in areas of high natural value in a way that minimises any adverse effect on the natural assets that visitors seek to experience.
- Plans and strategies should give priority to the protection of the landscape and cultural heritage of the Lake District National Park. In addition they should:
 - promote further diversification and development of its economic base;
 - develop programmes for improvements to the public realm and effective traffic management in Windermere, Ambleside and Keswick, to enhance the urban fabric and support their recreational and tourism roles;
 - manage recreational and sustainable tourist activities, in suitable locations;
 - ensure that public transport services are improved and better integrated, and that the proportion of travel to and within the National Park by sustainable modes is increased;
 - and address the relationship of the National Park with its wider area, and develop a suitable framework for meeting locally generated needs.

3.8 In addition to the RSS the Regional Economic Strategy (RES) outlines a series of 'transformational actions' that emphasise the needs and potential of the Lake District and which have informed the context of the appraisal (highlighted in italics). These are:

- Transformational Action 56. Implement plans to ensure *ongoing growth in the rural economy* as part of the Regional Rural Delivery Framework
- Transformational Action 101: *Improve the product associated with the region's tourism 'attack brands' and 'signature projects'* as identified in the Regional Tourism Strategy, in line with market demand (the Lake District is an 'attack brand' and the Renaissance of the Lake District a 'signature project.'
- Transformational Action 113. *Develop the economic benefit of the region's natural environment through better alignment of environmental activities and economic gain.*
- Transformational Action 115. *Deliver sustainable growth through use of the region's heritage environments and assets – especially... The Lake District*
- Transformational Action 119: *Invest in quality public realm, green space and environmental quality* focused on... Tourism "Attack Brand" and "Signature Project" locations and key arrival points...

3.9 One of the key Transformational Actions (TA) not mentioned above is TA 114, which outlines the implementation of the Lake District Economic Futures Policy Statement to secure the Lake District's tourism offer and broaden its economic

performance. The policy statement sets out the North West Development Agency's position on the recommendations of the Lake District Economic Futures Study and will be used by the NWDA and partners as one of a number of resources to inform regional, sub-regional and local policy development. The central theme to emerge from this statement is to achieve a step-change in quality within the Lake District. This means securing an outstanding natural environment, a superb food and accommodation offer, a pristine public realm, increased standards of customer care, sharply improved urban design standards understanding and building on the distinctiveness of each of the towns, and premium local produce and retail and has been reflected in the appraisal.

3.10 At the sub-regional level some policies of the Joint Cumbria and Lake District Structure Plan have been extended until replacement by a further review of the RSS. Policy EM16 is a saved policy and is particularly relevant as it refers to the development of tourism. Suitable criteria to be considered in the appraisal include:

- New tourism facilities will be directed to key service centres and to locations that enable the economic and physical regeneration of an area, where they bring benefit to the local community.
- Tourism development will be permitted where this does not prejudice Cumbria's distinctive environmental, cultural and historic character and visitors' enjoyment and understanding of it. The emphasis should be on sustaining these attributes and adding quality.
- Tourism proposals in the Lake District National Park and AONBs will only be permitted where the statutory purposes of the designated areas are not contravened. In the Lake District National Park changes of use or conversions which result in the loss of important tourism accommodation or public amenities will not be permitted unless they are demonstrated to be unviable.
- Tourism development within or affecting the Lake District National Park will only be permitted where:
 - it would not conflict with the special qualities of the National Park or diminish opportunities for quiet enjoyment,
 - it would not introduce inappropriate activities or levels of use, or otherwise be of a nature and scale detrimental to the character and quality of the environment, and
 - it would not result in the loss of serviced accommodation and of touring caravan pitches to other tourist uses.

3.11 The appraisal criteria that have been used in the appraisal matrix are detailed below and links to the relevant plans and programmes that have helped to define the appraisal criteria and inform the weighting assigned to each criterion are identified.

A Prosperous Economy

1. Does the site have the capacity and ability to accommodate the level of change necessary to improve the region's overall tourism offer, by increasing the market share of attractions and diversification of the economic base? (weight x3) (*RSS Policies W7 and CNL3*)
2. Is the site well related to a rural service centre? (weight x3) (*Joint Cumbria and Lake District Structure Plan Policy EM16*)

The thirteen Rural Service Centres which are identified in the Core Strategy Preferred Options document dated May 2008 include:

- Ambleside
- Backbarrow
- Bootle
- Broughton-in-Furness
- Caldbeck
- Coniston

- Gosforth
- Grasmere
- Glenridding / Patterdale
- Hawkshead
- Keswick
- Staveley
- Windermere / Bowness

World Class Visitor Experiences

3. Does the site have the potential to fulfil and sustain the role of a world class visitor attraction / experience? (weight x3)
4. Does the site offer the opportunity to promote the area's rich cultural heritage, local traditions, natural attributes and products? (weight x3) (*Vision for the National Park in 2030*)
5. Does the site offer a high quality, unique, varied and memorable visitor experience? (*Vision for the National Park in 2030*)

Vibrant Communities

6. Is the site well served by public transport links and could it increase travel to and within the National Park by sustainable modes? (weight x2) (*RSS Policy CNL3*)
7. Does the site enable local people and visitors to connect with nature and landscape – by improving access to, understanding and enjoyment of and increasing educational and health benefits? (weight x2) (*Vision for the National Park in 2030*)

Spectacular Landscape

8. Is the site of an appropriate scale and located where the environment and infrastructure could accommodate the visitor impact? (weight x2) (*RSS Policy W6*)
9. Will development of the site help to enhance the quality of the built environment and the public realm? (weight x2) (*Vision for the National Park in 2030*)
10. Does the site relate well to the landscape and its special qualities and celebrate what is distinctive about the Lake District? (*Vision for the National Park in 2030*)

Explanation of Weighting Applied

- 3.12 Certain criteria are also weighted in order to place more emphasis on those criteria during the appraisal. This section of the report provides further justification on the weightings applied.

Criteria which have been assigned weighting x3

1. Does the site have the capacity and ability to accommodate the level of change necessary to improve the region's overall tourism offer, by increasing the market share of attractions and diversification of the economic base?
2. Is the site well related to a rural service centre?
3. Does the site have the potential to fulfil and sustain the role of a world class visitor attraction / experience?
4. Does the site offer the opportunity to promote the area's rich cultural heritage, local traditions, natural attributes and products?

- 3.13 The greatest weighting has been applied to these criteria to reflect their importance in the appraisal. In determining a site's suitability it is critical to ensure that the site has the sufficient capacity and ability to accommodate a scheme that has the potential to fulfil the role of a world class visitor attraction, in order to ensure that the project objectives can be satisfied, given that this is the principal reason for identifying a strategic location within the National Park.
- 3.14 Given that the scheme will be developed as a world class attraction, it will be important that the site provides the opportunity to promote the area's rich cultural heritage, local traditions, natural attributes and products, in order to create an attraction that is locally distinct and able to compete with the best in the international market.
- 3.15 Ensuring that the site is within close proximity to the identified Rural Service Centres will be important to maximise opportunities for these centres to benefit from the multiplier effect generated from tourism development e.g. increased expenditure by visitors which will help to support the local economy, which will be of utmost importance. Also it will ensure that local people have the opportunity to benefit from any new jobs created associated with any such scheme.

Criteria which have been assigned weighting x2

6. Is the site well served by public transport links and could it increase travel to and within the National Park by sustainable modes?
 7. Does the site enable local people and visitors to connect with nature and landscape – by improving access to, understanding and enjoyment of and increasing educational and health benefits?
 8. Is the site of an appropriate scale and located where the environment and infrastructure could accommodate the visitor impact?
 9. Will development of the site help to enhance the quality of the built environment and the public realm?
- 3.16 In addition to determining whether the site is physically able to accommodate change, it will be important to give due consideration to the environmental capacity of the site to ensure its long term sustainability.
- 3.17 Also in order to ensure that the development is truly sustainable in the long term, it will be important that the site is easily accessible by sustainable modes of transport to ensure accessibility for all. This will also provide the opportunity to enable strong links to be created between other attractions and local facilities within the wider area.
- 3.18 As set out within the project objectives, it will be important that the scheme promotes the highest quality of design, architecture, public realm and natural landscape to enhance the quality of the built environment and reinforce local character and sense of place.

Section 4: Appraisal Results

- 4.1 Overall as the table on page 14 reveals, the results of the strategic appraisal have shown that with the exception of the Honister Slate Mine site which scored 0, the remaining locations all scored positively. Out of a potential score of 44 which was the maximum sites could be awarded through this appraisal process, only three sites achieved greater than 50% of the total score which could be awarded. These sites include Bowness Bay & The Glebe Masterplan, Waterhead on Windermere and collectively the Backbarrow Motor Museum / Lakeside/Fell Foot / Haverthwaite Railway Terminal sites. This demonstrates that these locations have the greatest capacity to accommodate change and would all therefore be well placed to develop an exemplar regeneration project that would provide a suitable tourist attraction, which would have the ability to fulfil the role of a world class visitor attraction.

Appraisal Criteria	Alternative Sites											
	Bell Close, Otley Road and Central Car Parks, Keswick	Bowness Bay & The Glebe Masterplan	Brockhole Visitor Centre	Derwentwater Foreshore Scheme (inc the Theatre by the Lake)	Grizedale Forest Park	Honister Slate Mine	Backbarrow Motor Museum Lakeside/Fell Foot	Haverthwaite Railway Terminal	Keswick Pencil Mill	Lowther Castle and Gardens, near Askham	Waterhead on Windermere	Wellbank Camp, Bootle
A Prosperous Economy												
1. Does the site have the capacity and ability to accommodate the level of change necessary to improve the region's overall tourism offer, by increasing the market share of attractions and diversification of the economic base? (weight x3)	+	++	+	-	+	-	+	+	++	+	+	-
	3	6	3	-3	3	-3	3	3	6	3	3	-3
2. Is the site well related to a rural service centre? (weight x3)	++	++	-	+	--	--	+	++	--	++	+	+
	6	6	-3	3	-6	-6	3	6	-6	6	3	3
World Class Visitor Experiences												
3. Does the site have the potential to fulfil and sustain the role of a world class visitor attraction / experience? (weight x3)	-	++	++	+	+	-	+	+	++	+	-	+
	-3	6	6	3	3	-3	3	3	6	3	-3	3
4. Does the site offer the opportunity to promote the area's rich cultural heritage, local traditions, natural attributes and products? (weight x3)	+	++	++	+	+	++	+	+	++	++	-	++
	3	6	6	3	3	6	3	3	6	6	-3	6
5. Does the site offer a high quality, unique, varied and memorable visitor experience?	+	++	+	++	+	++	++	+	++	++	-	++
	1	2	1	2	1	2	2	1	2	2	-1	2
Vibrant Communities												
6. Is the site well served by public transport links and could it increase travel to and within the National Park by sustainable modes? (weight x2)	+	+	+	+	-	+	+	+	-	+	+	+
	2	2	2	2	-2	2	2	2	-2	2	2	2
7. Does the site enable local people and visitors to connect with nature and landscape – by improving access to, understanding and enjoyment of and increasing educational and health benefits? (weight x2)	-	++	+	++	++	+	++	-	+	++	-	+
	-2	4	2	4	4	2	4	-2	2	4	-2	2
Spectacular Landscape												
8. Is the site of an appropriate scale and located where the environment and infrastructure could accommodate the visitor impact? (weight x2)	+	+	+	+	+	--	+	+	++	0	+	+
	2	2	2	2	2	-4	2	2	4	0	2	2
9. Will development of the site help to enhance the quality of the built environment and the public realm? (weight x2)	++	++	+	+	+	+	+	++	++	+	++	+
	4	4	2	2	2	2	2	4	4	2	4	2
10. Does the site relate well to the landscape and its special qualities and celebrate what is distinctive about the Lake District?	-	++	+	++	++	++	++	-	0	++	-	+
	-1	2	1	2	2	2	2	-1	0	2	-1	1
APPRAISAL TOTAL SCORE	15	40	22	20	12	0	26	21	22	30	4	20

Alternative Locations	Appraisal Results		Ranking
	Score	Score expressed as % of total score (44)	
Bowness Bay & The Glebe Masterplan	40	91	1
Waterhead on Windermere	30	68	2
Backbarrow Motor Museum / Lakeside/Fell Foot / Haverthwaite Railway Terminal	26	59	3
Brockhole Visitor Centre	22	50	4
Lowther Castle and Gardens, near Askham	22	50	5
Keswick Pencil Mill	21	48	6
Derwentwater Foreshore Scheme (inc the Theatre by the Lake)	20	45	7
Windermere Steamboat Museum	20	45	8
Bell Close, Otley Road and Central Car Parks, Keswick	15	34	9
Grizedale Forest Park	12	27	10
Wellbank Camp, Bootle	4	9	11
Honister Slate Mine	0	0	12

4.2 The following section of this report draws out some of the positive and negative aspects that were identified through the appraisal for each of the sites.

1. Bowness Bay & The Glebe Masterplan

- Due to the area's natural attributes and geographic location, this site is considered to have the qualities that would enable it to fulfil the role of a world class visitor experience.
- This site overlooks Lake Windermere and Belle Isle and therefore enables visitors to enjoy the natural landscape and qualities that are distinctive to the Lake District.
- This site is well related to a rural service centre.
- It is located approximately 2 kilometres from Windermere Railway Station so there is the potential to strengthen public transport links to the site.
- Development will help to significantly enhance the quality of the existing public realm.

2. Waterhead on Windermere

- The site is situated within easy access of Ambleside which is identified as a rural service centre
- The site is unlikely to have the environmental capacity to accommodate future change on a scale that would be necessary to create an attraction that has the potential to sustain the role of a world class attraction.
- The area overlooks the northern shores of Lake Windermere and enables visitors to enjoy the natural qualities that are distinctive to the Lake District.
- The area is currently accessible by public transport and as it is located approximately 5 miles from Windermere Railway Station there is the potential to strengthen public transport links to the area.

3. Backbarrow Motor Museum / Lakeside/Fell Foot / Haverthwaite Railway Terminal

- Backbarrow is identified as a rural service centre.
- A new rail halt at Backbarrow will help to improve sustainable transport links to these sites.
- Development of these sites will help to enhance the quality of the public realm.
- These sites are all situated close to the southern shores of Lake Windermere and will therefore allow people to easily connect with nature and the landscaping.

4. Brockhole Visitor Centre

- The site is not located within a rural service centre, however, Ambleside can be easily accessed from the A591.
- The site is located on a bus route.
- The site's location and access to Lake Windermere enables local people and visitors to easily connect with nature.

5. Lowther Castle and Gardens, near Askham

- The scale of the site offers the capacity and ability to accommodate the level of change necessary to create an attraction that could potentially improve the region's tourism offer, however as the site is located on the far eastern edge of the National Park any facility developed here would not be accessible to residents or visitors in the west of the Lake District.
- The site is located approximately 6 miles south of Penrith off the A6. Although there are currently no existing public transport links to the site, there is the potential to improve links to Penrith railway station.
- Development of the site will help to improve the quality of the built and natural environment given the site's current largely desolate state.
- The site offers the opportunity to promote the area's cultural history.
- The site is not located within easy access of any service centres.

6. Keswick Pencil Mill

- This site is located within short walking distance from Keswick town centre, an identified service centre.
- As this site currently contains redundant buildings and associated land, development of this site is likely to enhance the quality of the built environment and the public realm.
- This site could easily encourage increased levels of walking and cycling on account of its town centre location.
- On account of its town centre location, this site is unlikely to enable people to connect well with nature and the natural landscape, although the site affords a riverside setting.

7. Derwentwater Foreshore Scheme

- The waterside location enables visitors to easily connect with nature and the landscape.
- Its close proximity to Keswick town centre offers a varied and memorable experience for the visitor.
- The area's natural attributes help to create a high quality location that could fulfil the role of a world class attraction.

8. Windermere Steamboat Museum

- The site overlooks Lake Windermere and enables visitors to enjoy the natural landscape.
- It is located approximately 1.5 kilometres from Windermere Railway Station so there is the potential to strengthen public transport links.
- This site is easily accessible off the A592 which connects to the A591 the main route which connects Windermere to Ambleside and Waterhead.
- The site's natural attributes help to create a high quality location that offers a memorable visitor experience.
- The site is unable to have the market capacity to accommodate the level of change necessary to improve the region's overall tourism offer.

9. Bell Close, Otley Road and Central Car Parks, Keswick

- These car park sites are located in the heart of Keswick town centre, an identified service centre.
- Collectively these sites are unlikely to have the market capacity to fulfil and sustain the role of a world class visitor attraction / experience.
- On account of their town centre location, these sites are unlikely to enable people to connect well with nature and the natural landscape.
- Given their current use as car parking areas, development of these sites is likely to significantly enhance the quality of the built environment and the public realm.
- There is the potential to encourage increased levels of walking and cycling within the town centre.

10. Grizedale Forest Park

- This site covers an area of 2500 ha of conifer forest and farmland so will enable local people and visitors to easily connect with nature and the local landscape.
- As the site is managed as a working forest by the Forestry Commission it provides the opportunity to promote local traditions and provide educational benefits for the community.
- Whilst the site is served by a rural shuttle bus, its location is quite remote from the existing centres of population so would not serve to effectively increase travel by sustainable modes.
- The site is situated well outside of any of the identified service centres.

11. Wellbank Camp, Bootle

- This site is well related to Bootle, which is identified as a rural service centre.
- The site itself is located on a 'B' road and there is no footpath to Bootle or Hycemoor from the site, and no bus route within 500 metres of the site, however, it is approximately 1km from the railway station at Hycemoor which is on the west coast mainline so there is the potential to strengthen public transport links to the site.
- As the site contains redundant buildings and associated land, development of this site is likely to enhance the quality of the built environment and the public realm.
- Whilst this site is of an appropriate scale and likely to have the environmental capacity to accommodate the visitor impact, on account of its geographic location on the far western edge of the National Park it would not be particularly accessible to residents or visitors travelling from the east of the Lake District.

12. Honister Slate Mine

- The site is not located within a rural service centre.
- This site is served by a bus route.
- This site offers the opportunity to promote the area's natural attributes.
- This site is unlikely to have the environmental capacity to accommodate the degree of change necessary to transform the site into a world class visitor attraction.
- Further development of this site could potentially have a detrimental impact on the natural landscape but would enhance the quality of the existing public realm.