

Communities and Economy Evidence Review

Introduction

The Lake District was designated a national park in 1951. A number of its Special Qualities are relevant to this evidence paper including: a world class cultural landscape; complex geology and geomorphology; unique farming heritage and concentration of common land; distinctive buildings and settlement character; and a long tradition of tourism and outdoor activities; and opportunities for quiet enjoyment.

In 2017 the English Lake District was also designated as a World Heritage Site cultural landscape. The landscape of the Lake District has been shaped by thousands of years of human activity and the communities who have lived, worked and been inspired by the Lake District continue to shape its form and cultural identity resulting a local distinctiveness and sense of place.

Relevant outcomes stated in Partnership Plan 2020-2025

- We will increase the number of permanent residents and the share of the resident population that is of working age.
- We will support the Lake District's economic recovery from Covid-19.
- We will increase digital infrastructure coverage to grow a resilient, more diverse and sustainable economy.

Facts, figures, trends

1. Demographics

- 1.1. The resident population of the Lake District is declining. Between 1991 and 2021 the total population of the Lake District reduced by 7.7% from 42,239 to 38,993. This is due to a number of factors, including the availability of housing and high property prices.
- 1.2. The declining population trend is reflected across many other national parks as shown in Figure 1. Figure 1 shows the population percentage change of national parks between 2001 and 2021.¹
- 1.3. Across the county, between 1991 and 2021 the total population of Cumbria has increased by 7.5% from 464,702 to 499,800. More recent Census data shows a slight reduction in the total population of Cumbria, between 2011 and

¹ The boundary for the Yorkshire Dales National Park increased by 417km² in 2016, hence the large percentage increase in the population. Data source: National Park residents, England and Wales: Census 2021

2021 the population declined by 0.02%. Figure 2 shows the population density across Cumbria.

- 1.4. In England, between 1991 and 2021 the resident population has increased by 19.4%, from 49.9 million to 59.6 million.
- 1.5. When compared to the population in the rest of England and Wales, the population who live in national parks tend to be less ethnically diverse and

more likely to speak English as a main language. Figure 3 shows the percentage of population by ethnic group based on the 2021 Census.

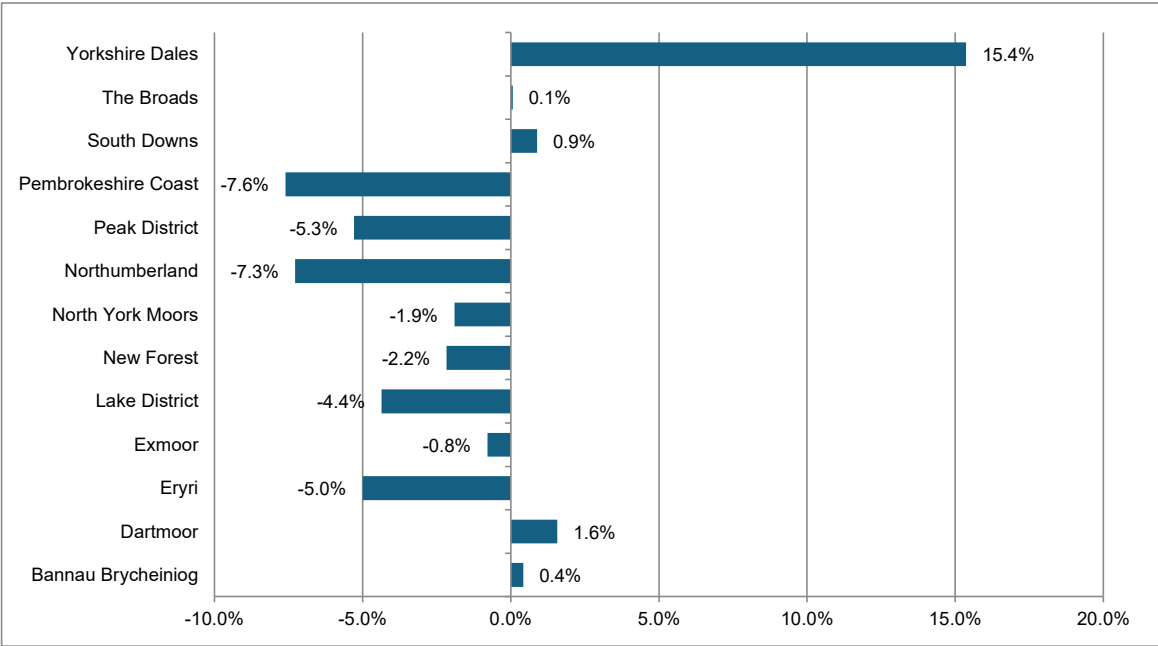


Figure 1 - Population percentage change of national parks between 2001 and 2021

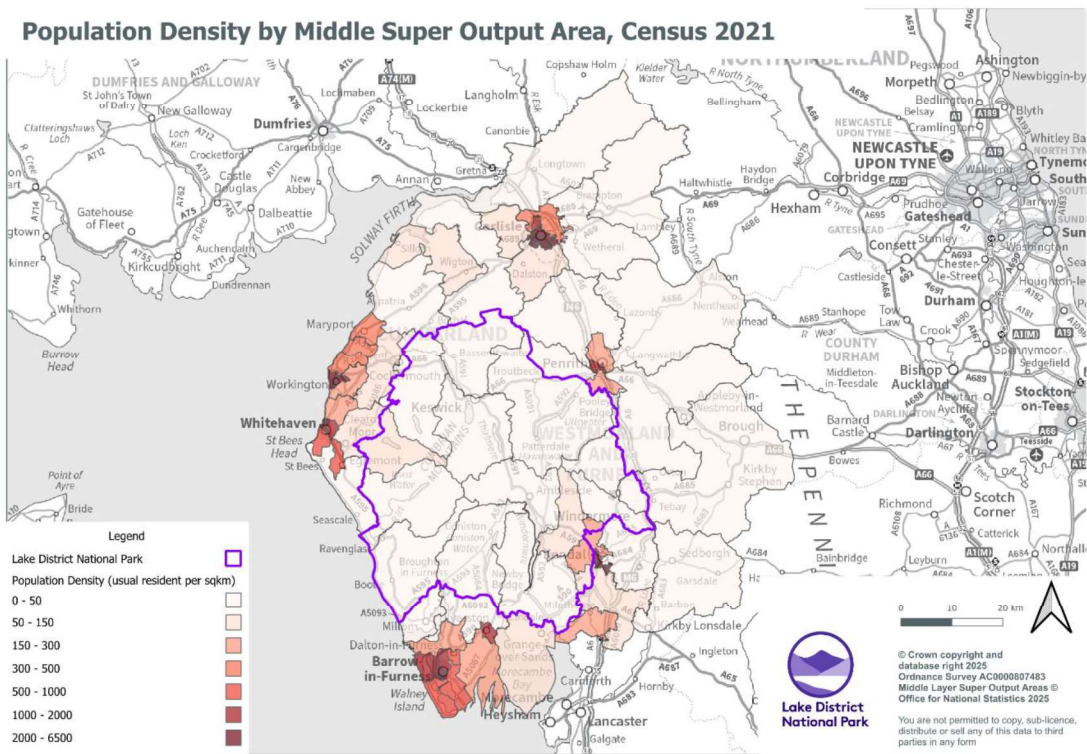


Figure 2 - Population Density by Middle Super Output Area, Census 2021

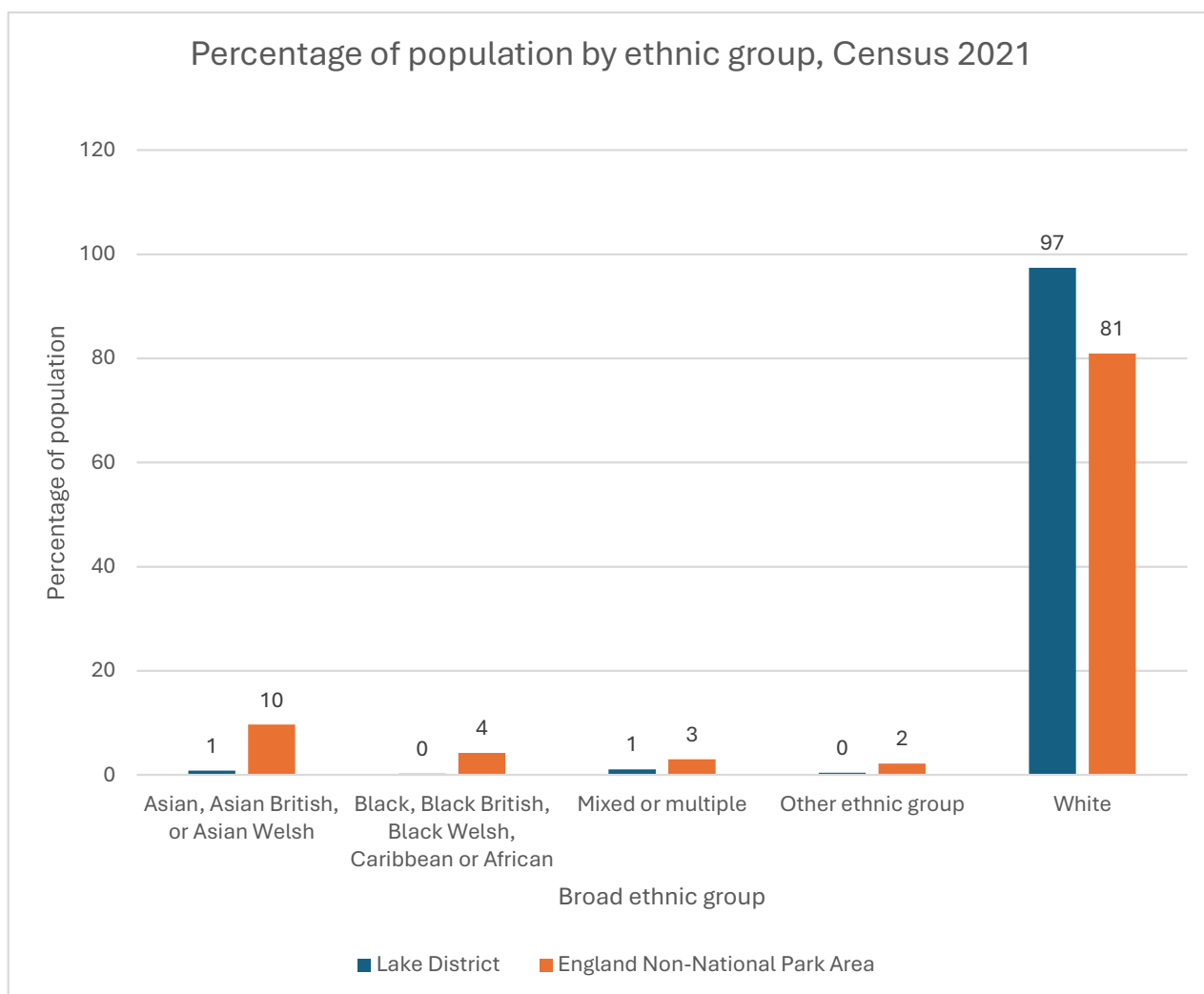


Figure 3 – Percentage of population by ethnic group, Census 2021

- 1.6. Between 2011 and 2021 the working age population (those aged between 16 and 64) in the Lake District decreased by 3%, from 25,234 to 23,142. The proportion of the population who are working age in the Lake District is 59% (very similar to Cumbria's working age demographic, see below). The proportion of the population who are working age in England is 63%.
- 1.7. In Cumbria, the working age population is comparable to the Lake District. In 2011, 313,470 people were aged 16-64 (62.7% of the population) in 2021 this figure has declined to 299,108 people (59.2% of the population).
- 1.8. The 2016 sub-national population projection of the Lake District is forecast to decline by 6.3%² between 2019 and 2034. This projection was based on demographic trends, including birth rates, death rates and migration patterns within and out of the Lake District. The dwelling-led population projection

² [Lake District National Park Demographic Update, 2018](#)

based on housing growth assumes that the construction of 80 new dwellings per year could support the net migration of 258 to the Lake District, resulting in an estimated population growth of 1.3% over the 15-year plan period.

- 1.9. There is a significant imbalance between the proportion of people aged 65 and over (29.4% compared to 24.3% for Cumbria and 18.4% for England).

Proportion of population aged 65+

Locality	Total population aged 65+, 2011 Census	Proportion of population aged 65+, 2011 Census	Total population aged 65+, 2021 Census	Proportion of population aged 65+, 2021 Census	Population percentage change
Lake District National Park	10,410	25.5%	11,464	29.4%	10%
Cumbria	102,800	20.6%	121,600	24.3%	18.3%
England	8,660,529	16.3%	10,401,200	18.4%	20.1%

- 1.10. The proportion of people aged under 15 is also imbalanced. In the Lake District the proportion of people aged under 15 is 11.3% (compared to 16% for Cumbria and 17% for England).³

Proportion of population aged under 15

Locality	Total population aged under 15, 2011 Census	Proportion of population aged under 15, 2011 Census	Total population aged under 15, 2021 Census	Proportion of population aged under 15, 2021 Census	Population percentage change
Lake District National Park	5,126	12.5%	4,406	11.2%	-14%
Cumbria	83,499	16.7%	79,819	16%	-4.4%
England	9,891,138	17.6%	10,352,600	17.4%	4.6%

- 1.11. Without 'in migration' flows to counter the impact of the population ageing, a greater increase in the number of people aged 75+ is predicted between 2017 and 2034.⁴

³ [Population and Household Estimates, Census 2021](#)

⁴ [Lake District National Park Demographic Update, 2018](#)

2. Economy and Employment

- 2.1. The working age population across Cumbria is forecast to decline. Some reports estimate the working population could shrink by between 6 and 15%.⁵
- 2.2. Figure 4 show the proportion of employment by broad industry sector for the Lake District, 2023. The Lake District economy is heavily dependent on tourism. Comparing employment in the Lake District with Cumbria and England highlights significant differences. In England the distribution is much more even across all sectors, the largest sector being health, followed by professional, scientific and technical, business administration and support services and education. Whereas in Cumbria manufacturing is the largest employment sector followed by health, retail and accommodation sectors. Farm-based agriculture is excluded from the broad industry group statistics. The agriculture, forestry and fishing sector is expected to be a larger than the England average if data was available at this level. (Data about the economic impact of farming is available in the Farming evidence paper.)
- 2.3. Cumbria is experiencing labour supply constraints driven by the declining workforce. Overall unemployment rates are low, as shown in the table below, but youth unemployment rates are above average in some areas (Barrow, West Cumbria and some areas of Carlisle).⁶

Standard Claimant Count, April 2025

	Number of people
Lake District	325
Cumbria	6,800
UK	1,741,995

Lake District figures are a 'best-fit' comprising lower super output areas. The claimant count measures those on Job Seekers Allowance and those on Universal Credit who are required to seek work.

- 2.4. The apprenticeship system is strong across Cumbria and exceeds national rates for apprenticeships (79 starts per 10,000 compared to 59 per 10,000 nationally in 2022/23).⁷ There is strong engagement with employers and take-up by young people, especially in the manufacturing and engineering sectors.⁸

⁵ [United Utilities, Summary Business Plan for Cumbria 2025-30, Cumbria Economic Strategy 2025-2025](#) 6% equivalent to 27,000 people

⁶ [Local Skills Report 2022, Cumbria Skills Advisory Panel](#)

⁷ [Going for Growth, Enterprising Cumbria Economic Strategy, 2025](#)

⁸ [Cumbria Apprenticeship Strategy, 2023](#)

- 2.5. There are particular areas of strength in the number of apprenticeships in Cumbria. The majority of apprenticeships (90%) are in five broad areas: engineering and manufacturing (25%), business, finance and admin (20%), health, public services and care (21%), building and construction (15%), retail, hospitality and catering (8%).
- 2.6. At a national level, Cumbria stands out in having high shares of apprenticeship starts in manufacturing, engineering and construction (40% overall) compared to England (22%).
- 2.7. The area of Cumbria's economic specialism that is not well represented in apprenticeships is the visitor economy sector. In 2021/22, 'leisure tourism and travel' and 'hospitality and catering' account for only 4% of apprenticeship starts. Furthermore, the number of starts has been falling in this subject area.
- 2.8. Labour productivity in Cumbria is, on average between 17% to 19% below the national average⁹ - low productivity is linked to below average wages across the economy.
- 2.9. At a broad level the water and utilities sector performance above average for productivity, but this is a relatively small sector. Accommodation and food services, a larger sector is well performing. Retail, wholesale and construction are also large sectors but have relatively low productivity. Agriculture, a very specialised sector is low in productivity based on gross value-added measures.¹⁰
- 2.10. The median earnings for males and females in 2024 are shown below¹¹.

	Males	Females
Lake District	£42,700	£33,400
All National Parks	£40,600	£32,300
England	£40,400	£34,000

- 2.11. By leveraging innovation and through the creation of high-quality jobs Cumbria's Economic Strategy¹² aims to have closed the 14% productivity gap with the North-West by 2045.

⁹ [Cumbria Apprenticeship Strategy, 2023](#)

¹⁰ [Cumbria Productivity Thinkpiece, January 2022](#)

¹¹ [Protected Landscapes Targets and Outcomes Framework Statistical Release May 2025](#)

¹² [Going for Growth, Enterprising Cumbria Economic Strategy, 2025](#)

2.12. Cumbria and the Lake District are experiencing acute skills shortages and labour gaps across the hospitality, adult social care, health sector, logistics and manufacturing construction (including retrofit) sectors. Across some sectors and geographies vacancy rates are up to 20%.¹³

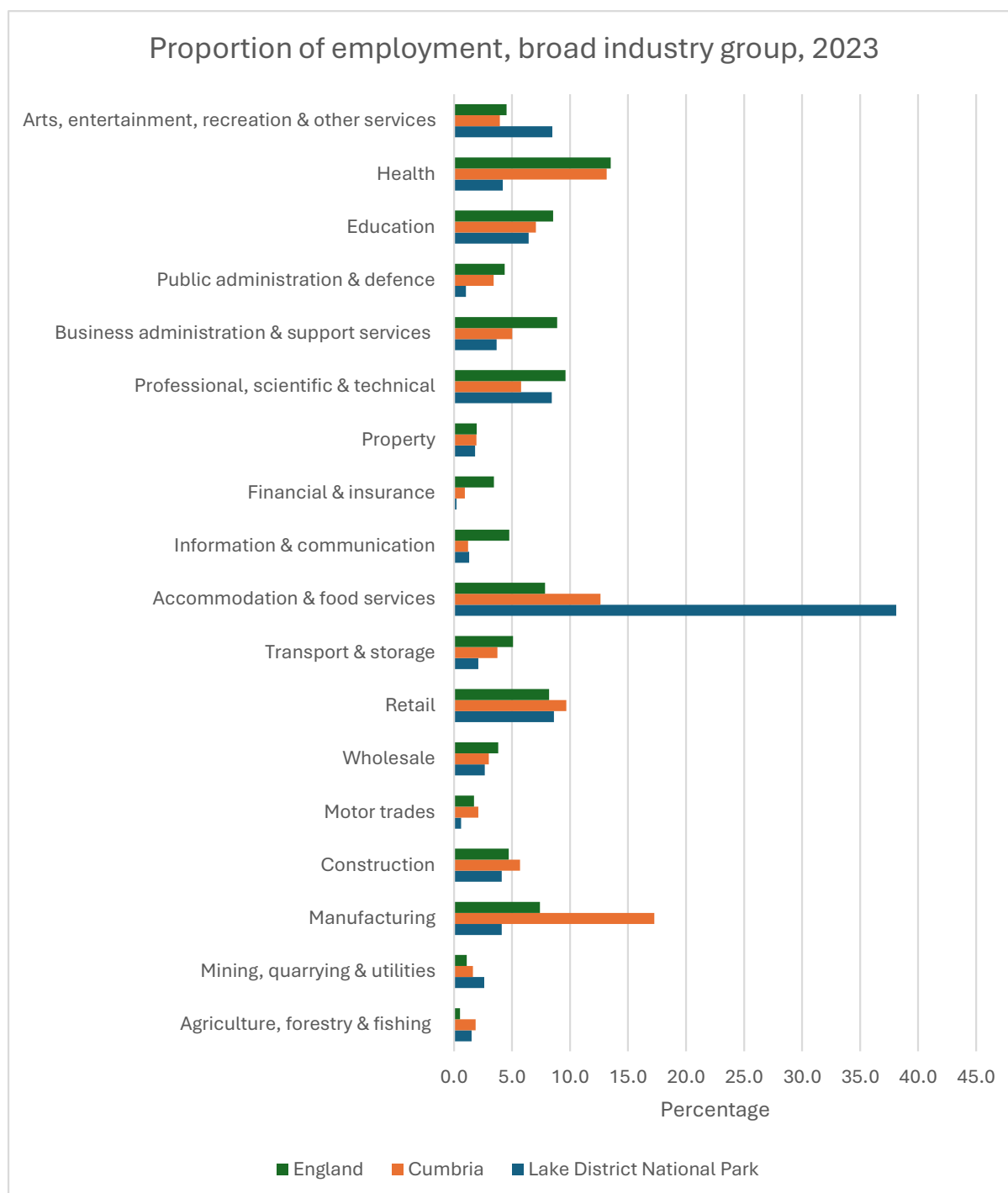


Figure 4: Proportion of employment, broad industry group, 2023

¹³ [Local Skills Report 2022, Cumbria Skills Advisory Panel](#)

- 2.13. Data from the Cumbria Business Survey confirmed the growing skills gap: in 2020 22% of businesses identified a skills gap, a significantly higher proportion than in 2015/16 (14%).¹⁴
- 2.14. Technical and practical skills and skills specialist to sectors predominate the reported skills gap (63% of those reporting skill gaps). Advanced IT or software skills are the next most frequently mentioned (42%), followed by management skills (34%).¹⁵
- 2.15. The proportion of higher-level skills in the Cumbrian economy is partly a composition effect, given the importance of sectors with relatively low rates of people with NVQ Level 4, such as tourism and agriculture, and a below average proportion of private sector knowledge-based service sectors. 35% of the working age population in Cumbria are qualified to NVQ Level 4.¹⁶
- 2.16. Agricultural and leisure, travel and related personal service occupations are noted to have occupation replacement demand rates above the average for Cumbria.¹⁷
- 2.17. As reported by the Business Task Force there is an increasing reliance on adjacent towns for labour supply: some businesses bus employees in from towns outside the Lake District to solve their staffing crises and some hotels have converted guest houses into staff accommodation to retain staff. Improved public transport links provide an opportunity for employers to look further afield to recruit staff.¹⁸
- 2.18. Enterprising Cumbria's Economic Strategy focuses on securing a devolution deal that meets the needs of Cumbria and provides Cumbria with the tools and powers necessary to maximise contributions to national defence, clean energy and housing delivery whilst providing opportunities for local people. Further information is available in [Enterprising Cumbria's Creative and Cultural Strategy](#).

¹⁴ [Local Skills Report 2022, Cumbria Skills Advisory Panel](#)

¹⁵ [Local Skills Report 2022, Cumbria Skills Advisory Panel](#)

¹⁶ [Local Skills Report 2022, Cumbria Skills Advisory Panel](#)

¹⁷ [Local Skills Report 2022, Cumbria Skills Advisory Panel](#)

¹⁸ [Cumbria Tourism Business Research, 2025](#)

3. Tourism and Visitor Management

- 3.1. In the ten years between 2014 and 2024, the number of visitors to the Lake District has increased by over 1.3 million more visitors a year as shown in Figure 5.

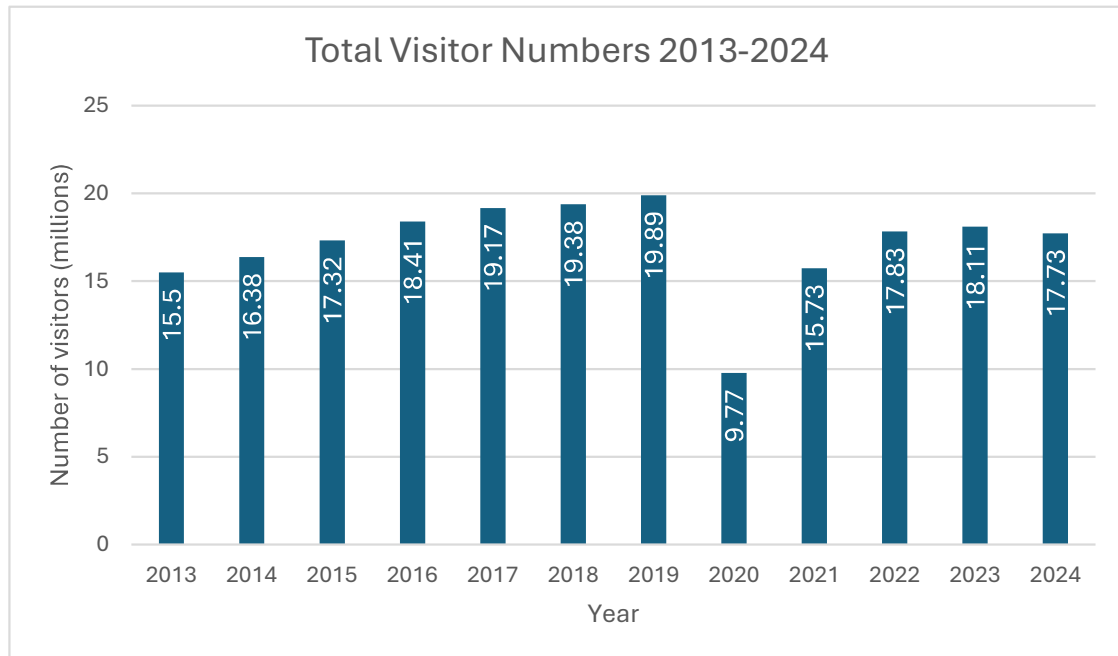


Figure 5 – Graph showing total visitor numbers 2013-2024

- 3.2. The number of tourists peaked in 2019 when 19.89 million visitors brought in £1.5 billion to the Lake District economy and provided employment for the equivalent of 18,947 jobs: many of these being part time or seasonal.
- 3.3. In comparison, in 2023 18.11 million visitors brought in £2.3 billion to the Lake District economy and provided employment for the equivalent of 22,495 full time jobs. Despite the reduction in visitor numbers since 2019, those who visited had a greater economic impact.
- 3.4. Between 2023 and 2024, visitor numbers declined by 2.1% to 17.73 million visitors and the economic impact of these visitors declined by 1.8% from 2.42 billion to 2.37 billion. Across Cumbria, the decline in visitor numbers is more significant, declining from 41.18 million day visitors in 2019 to 33.61 day visitors in 2024, an 18% reduction.
- 3.5. Figures from Cumbria Tourism's Cumbria Visitor Research 2022 shows that visitors to the whole of Cumbria were more local than in previous years reflecting the impacts of the pandemic. Almost a fifth (19%) were from within Cumbria itself, with another 18% from Lancashire, 12% from Yorkshire and the Humber, and 10% from the North East. In 2018, 32% of visitors came from the North West region in comparison to 57% in 2022.

- 3.6. Across Cumbria the total number of people employed in tourism jobs is estimated to be 78,895, around 29% of the county's total employment.¹⁹
- 3.7. Cumbria Tourism's 2025 Business Research, representing 4,500 member businesses across Cumbria, demonstrates that tourism businesses are increasingly concerned about increased costs, passing increased costs onto consumers and the impact of less consumer spend. Over the next 5 years 47% of represented businesses predict to grow, 24% predict to stay the same and 29% expect to shrink.²⁰
- 3.8. The objective of the [Destination Management Plan](#) is to increase the value and productivity of Cumbria's visitor economy with the ambition to grow the value of the visitor economy by up to a third by 2030. This will be achieved by attracting visitors to stay longer, visit less well-known parts of Cumbria and to increase out of season visitors.
- 3.9. The 2022 Cumbria Tourism visitor survey shows the top five most visited places to be Ambleside, Keswick, Windermere, Grasmere and Bowness.
- 3.10. The Destination Management Plan maps tourist activity using Trip Advisor data. Dark red hotspots on the left-hand side map in Figure 5 indicate areas with a high density of attractions and a significant number of visitors. The right-hand side map reflects tourism activity using the number of reviews on

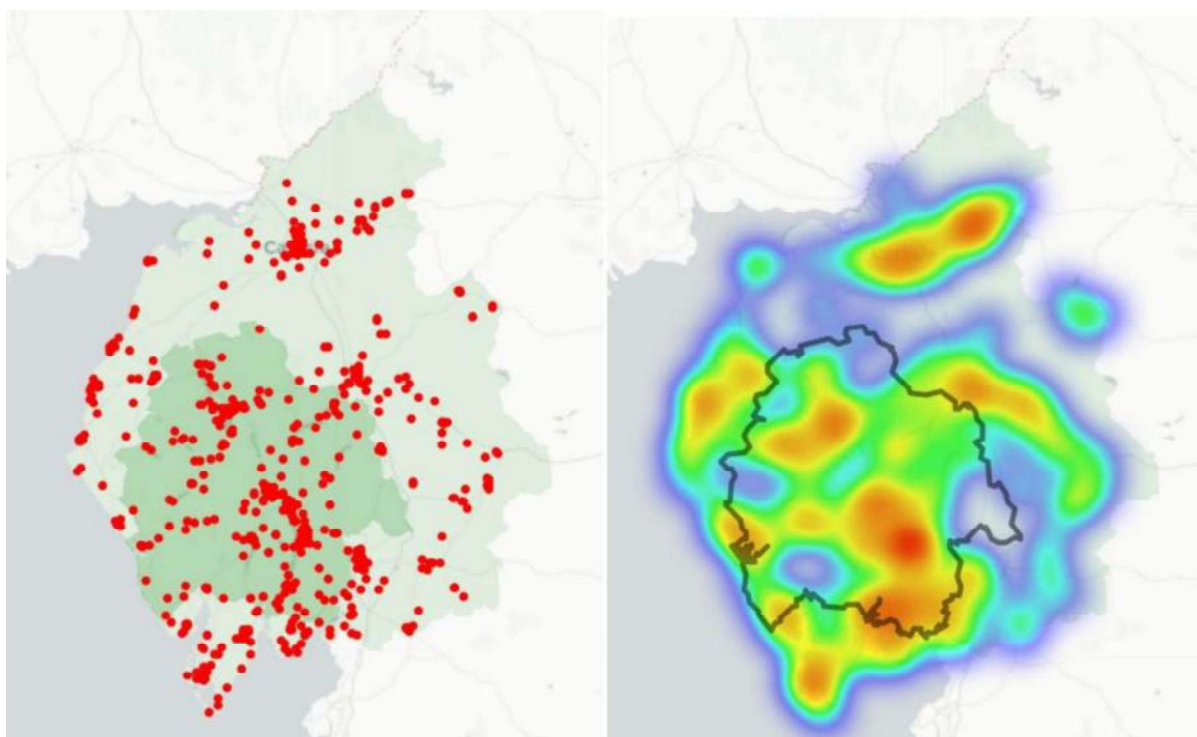


Figure 5 – Tourist attractions and activity based on Trip Advisor data, 2021

¹⁹ [Tourism Volume and Value in Cumbria STEAM Analysis, 2023](#)

²⁰ [Business Research 2025, Cumbria Tourism](#)

Trip Advisor as a proxy. Figure 5 shows that tourism is predominately concentrated within the Lake District National Park, albeit not across all areas of the National Park.

- 3.11. The large visitor numbers do bring some challenges of fly camping, littering and congestion.
- 3.12. Fly-parking in popular tourist destinations including Wasdale and Buttermere has, on occasion, prevented access for public transport services and emergencies services. In Wasdale, a citizen's panel was established to create a warm welcome for visitors and consider challenges of visitor management, this dovetails well with the valley transport plan work also taking place in Wasdale. The panel produced nine [recommendations](#) that include improved visitor information and education to address the negative impacts of visitors in the valley. Cumbria's Strategic Visitor Management Group, established during Covid 2019, still meets frequently to oversee a co-ordinated approach to managing visitors to, and within, Cumbria.
- 3.13. Both Cumberland and Westmorland and Furness Councils have designated Public Space Protection Orders (PSPO) relating to anti-social behaviour of visitors. PSPOs address anti-social behaviour (not incidences of poor visitor behaviour such as fly camping and illegal parking).
- 3.14. Research conducted in 2020 found that more than a quarter of visitors to the Lake District admitted to littering. The most commonly admitted-to behaviours were leaving an item next to or on top of a bin, dropping unwanted food and leaving behind camping equipment because it was broken or no longer needed.²¹
- 3.15. [Visit England's 'The Social Value of Tourism' report 2025](#) reveals that host communities (the people who live and work in the communities most impacted by tourism) consistently report stronger social cohesion, higher levels of local and national pride, better infrastructure and higher quality services than non-host communities.
- 3.16. In 2022, 64% of visitors who completed Cumbria Tourism's visitor survey said there was a sufficient level of Wi-Fi access.
- 3.17. Positively, the most recent visitor profile (2022) shows a visitor demographic that better reflects today's national population. This is discussed in more detail in the Lake District for Everyone evidence paper.
- 3.18. Regenerative tourism is an approach which reimagines the tourism industry as a force for sustainability, inclusivity, accessibility, and genuine hospitality.²² There is an opportunity to adopt regenerative measures to ensure tourism contributes positively to people, places and shared prosperity.

²¹ [Understanding Littering and Related Anti-Social Behaviours in the Lake District, 2021](#)

²² [The Social Value of Tourism, Visit England May 2025](#)

- 3.19. The Lake District Mountain Rescue Search Association (LDMRSA) has reported a record number of callouts, partially due to social media trends encouraging people to venture into potentially dangerous areas without adequate planning, knowledge or equipment.

4. Housing and Communities

- 4.1. In the Lake District, in 2025, 29.5% of the total housing stock is not in permanent use, 14.8% is holiday lets and 14.6% is used as second homes. According to 2001 census data, holiday houses in England represent only 1% of the total housing stock. The following table sets out the figures for the Lake District:

	2025
Dwellings	23,839
Second/holiday home dwellings	7,035
Percentage of dwellings not in permanent use	29.5%

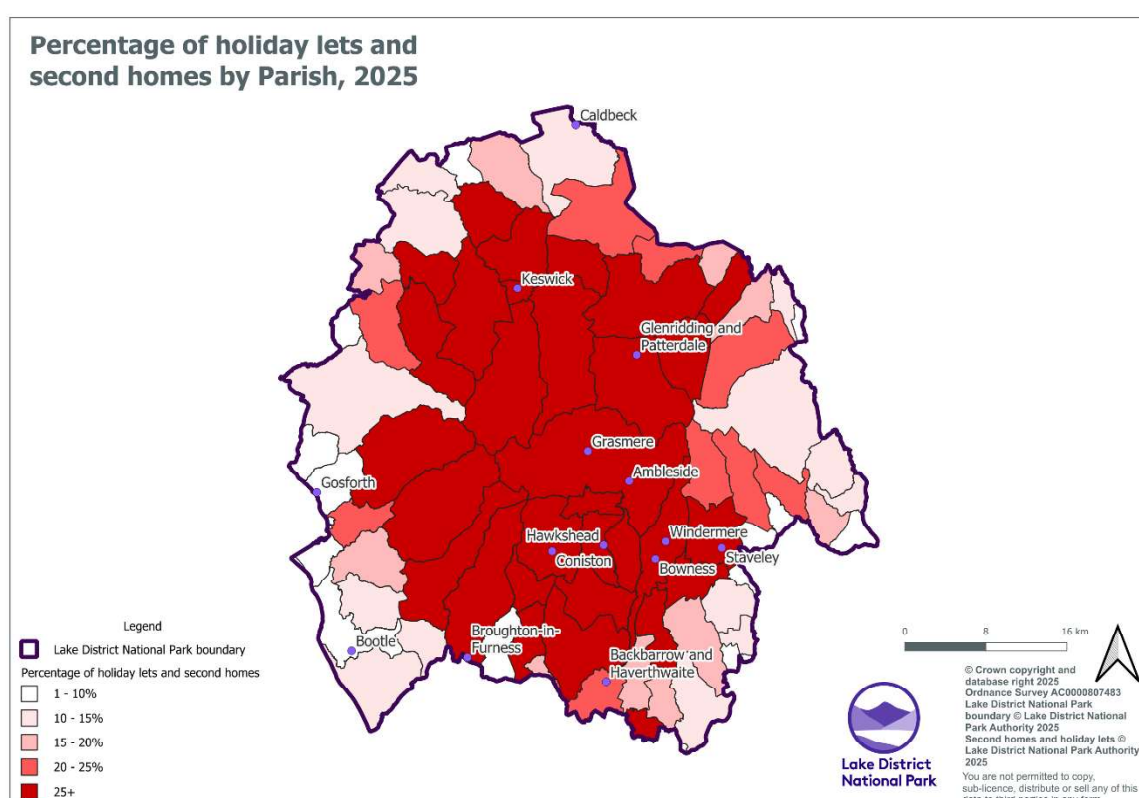


Figure 6 – Map showing percentage of holiday lets and second homes by Parish, 2025

- 4.1. The Levelling Up and Regeneration Act 2023 strengthened the ability of local authorities to manage council tax for empty properties, second homes and holiday lets. From April 2025, Westmorland and Furness and Cumberland Council have been charging a 100% Council Tax premium for furnished second homes and unoccupied furnished properties. The total Council Tax payable is 200%.
- 4.2. Announced in the Spring Budget 2024, the government confirmed that the Furnished Holiday Lettings tax regime will be abolished from April 2025. This means furnished holiday lets are taxed in line with long term residential or commercial lets.
- 4.2. Government have proposed requiring short-term rental properties to have a valid EPC at the point of being let. This proposal is welcome in the Lake District National Park where the number of holiday lets exceeds 75% in some parishes. It is important for short term holiday lets to be subject to the same EPC and minimum energy efficiency standards as private rented properties.
- 4.3. Since 2019 there have been 281 residential housing completions in the Lake District. The number of approvals and completions since 2019 is shown in Figure 7. Since 2019, 221 completed dwellings were local occupancy, and an additional 37 completed dwellings were affordable homes.

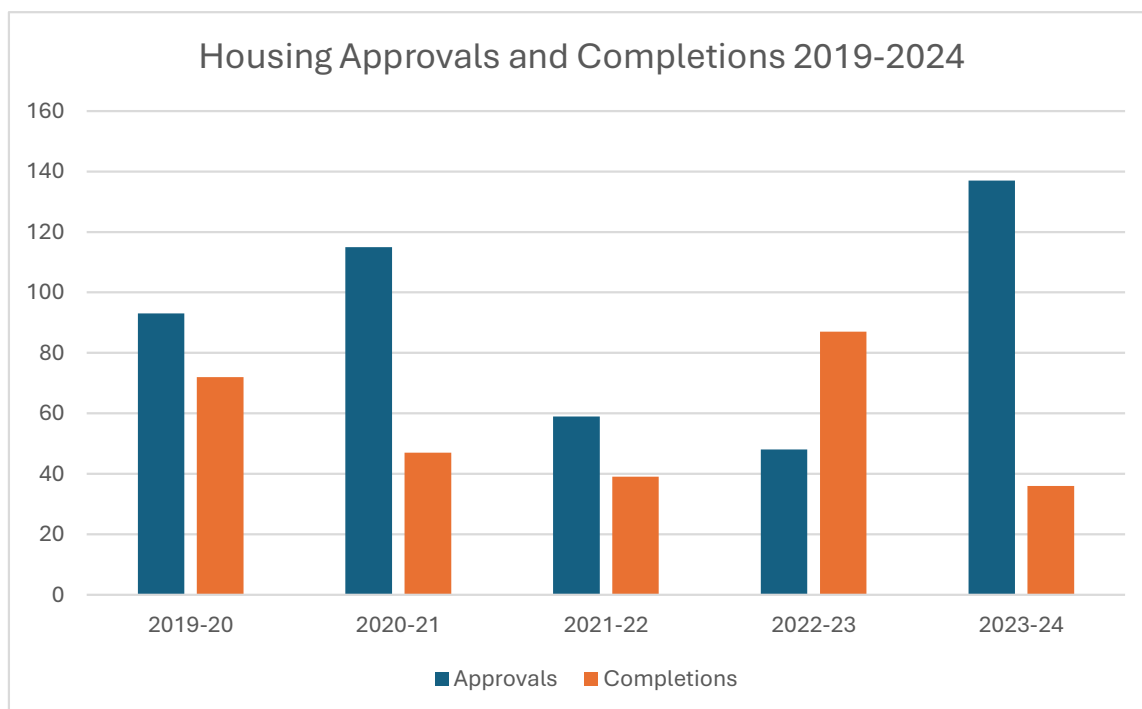


Figure 7 - Housing Approvals and Completions 2019-24

- 4.4. The average house price in the Lake District is £380,000²³ compared to the national average of £268,000.²⁴
- 4.5. The revised National Planning Policy Framework 2024 reintroduces mandatory housing targets and a revised standard method for the calculation of local housing needs. For Westmorland and Furness Council this figure is 1,331 homes per year. For Cumberland Council this figure is 1,105 homes per year. For the purposes of plan making, the standard methodology should be applied from March 2025, meaning it will apply to the preparation of both Council's new Local Plans.
- 4.6. Housing is expensive in relation to average household income. Using the gross median annual full-time earnings²⁵ for Cumberland house prices are 10 times the average income. For Westmorland and Furness, house prices are just over 9 times average income. This puts house purchasing out of reach for many people.
- 4.7. In 2025 average monthly rent in Westmorland and Furness is £741 and £610 per month in Cumberland. Data from Rightmove shows the rental properties in the Lake District significantly exceed this average. At the time of writing (May 2025), 24 properties were available to rent ranging from £650 per month for a one-bedroom property to £1,800 per month for a three-bedroom property.
- 4.8. In the Lake District, 96.7% of residents scored their health as fair, good or very good and as a result are in typically better health than communities outside the border of the national park.²⁶
- 4.9. The Local Service Provision Survey shows us that the number of pupils in primary schools is reducing across the Lake District. Seven primary schools out of a total 28 are identified as each having less than 40 pupils.²⁷
- 4.10. Broadband speeds vary across the Lake District. 42.9% of premises are gigabit, 86.6% >30Mbps and 2.3% <10Mbps. Communities with poor connectivity risk becoming digitally excluded, limiting access to online healthcare, banking, and social services.
- 4.11. 12.8% of the Lake District has no 4G connectivity and 26.9% has partial 'not spot' 4G coverage (a 'not spot' is a geographic area that receives no mobile coverage) from one, two or three mobile network operators. Across all four mobile network operators the outdoor geographic coverage is 60.3%. Limited 4G services can create delays in emergency response as rescue services, residents and visitors may be unable to contact them.

²³ [National Parks Special Report, 2022](#)

²⁴ As of December 2024 - [UK House Price Index](#)

²⁵ [Employee Earnings in the UK, 2024](#)

²⁶ [National Park residents, Census, 2021](#)

²⁷ [Local Service Provision Survey, 2024](#)

What does this mean?

5. Demographics

- 5.1. There is little research to demonstrate the expenditure of second homes owners and their impact on local economies.²⁸ However, evidence does show that in areas with high numbers of holiday lets and second homes the viability of many local primary schools, community shops and services are threatened by the decline in the number of children and working aged people living in the area.^{29 30}
- 5.2. Young people and families are being priced out of the housing market due to the high house price to income ratio, a factor in the declining population of the Lake District.
- 5.3. The population is predicted to continue to age and will require additional support in the form of appropriate accommodation including accessible housing and public transport to enable health and care support for elderly people, placing additional pressure on the shrinking working age population.

6. Economy and Employment

- 6.1. Low unemployment rates reflect the imbalance between the supply of, and demand for, labour. There are acute skills shortages and vacancies across many employment sectors in Cumbria, in part due to an aging population, a declining total resident population, high housing and living costs. Investment to upskill and retain a skilled workforce and improving access to affordable housing is required to remove barriers to employment.
- 6.2. Improved and affordable public transport connections between the Lake District and urban centres are critical to facilitating access to wider employment opportunities for people living in and around the national park.
- 6.3. Devolution presents an opportunity to take greater control over Cumbria's growth ambition, enabling localised decision-making to drive investment, unlock potential, and empower communities whilst ensuring the rural voice is considered and prioritised within the new strategic authority.
- 6.4. Devolution will be an important lever in delivering the ambitions of Enterprising Cumbria's Economic Strategy 2025-2045, which includes tackling the productivity gap, enabling Cumbria to compete nationally in key sectors, including manufacturing.

²⁸ [Research to Develop an Evidence Base on Second Homes, 2021](#)

²⁹ [Low-use homes in rural and coastal areas of the UK: Geography, impact and responses, 2024](#) Low-use homes includes long-term vacant or derelict dwellings, but also those used as second homes, and those rented out for short periods.

³⁰ [RTPI Cymru, Holiday Homes in Wales, 2021](#)

7. Tourism and Visitor Management

- 7.1. The visitor economy plays a significant role in supporting the economy of Cumbria, providing employment opportunities for local people, supporting public transport, underpinning resilient supply chains and vibrant towns and village centres.
- 7.2. Environmental challenges created by visitor economy activity include water usage, water pollution, litter and waste, car parking (see Transport evidence paper) and pressure on visitor infrastructure including toilets and footpaths.³¹
³² Funding and collective partnership working to provide better visitor education, visitor responsibility campaigns, signage and enforcement are needed to tackle the pressures resulting the large number of visitors that support the tourism economy in Cumbria.

8. Housing and Communities

- 8.1. Action is required to improve the balance between under- or temporarily occupied homes (second homes and holiday lets) and permanent dwellings to support local services and increase the working age population to address employment needs. An increase in the delivery of local occupancy, affordable and social housing will make small contributions to enable local, working people to continue living in the Lake District, but addressing the proportion of under or temporarily occupied homes could result in more significant contributions.
- 8.2. New housing needs to provide a variety of house types to accommodate a more diverse population including 1- and 2-bedroom properties and housing suitable for older people. This means new housing provision needs to contribute to the solution of increasing the number of permanently occupied properties, which means considering how to prevent the loss of unrestricted housing stock that may become available through people moving into new accommodation, and it not being 'lost' to the second/holiday home market.

References and policy context

Some of the key international, national, regional and local strategies that provide important context for updating the Management Plan include:

- [National Planning Policy Framework](#), Department for Levelling up Housing and Communities (December 2024), sets out the Government's planning policies for sustainable land use development.

³¹ [Destination Management Plan, 2024](#)

³² [The Invisible Burden of Tourism, 2019](#)

- [English National Parks and the Broads: UK Government Vision and Circular, Defra \(2010\)](#) - sets out national Government Policy for National Parks, including the need to foster and maintain vibrant, healthy and productive, living and working communities.
- [Levelling-up and Regeneration Act 2023](#) aims to drive local growth, empower local leaders to regenerate their areas and ensure that everyone can share in the UK's success. The Act introduces a duty for relevant authorities to 'seek to further' the statutory purposes of Protected Landscapes.
- [Lake District National Park Local Plan 2020-2035](#) sets out the strategy for all new development in the Lake District.
- [Housing Supplementary Planning Document 2023](#) explains the Lake District National Park Authority's requirements for all new housing development and explains how Local Plan Policy 15 will be applied in the determination of planning applications.
- [Westmorland and Furness Council Plan 2023 - 2027](#) sets out the council's vision to be 'a great place to live, work and thrive' and guides the council's transformation over the next five years.
- [Cumberland Council Plan 2023 - 2027](#) sets out how the council will enable positive outcomes for health and wellbeing, prosperity and the environment we will fulfil the potential of our people and our area.
- [The Destination Management Plan for Cumbria 2024 to 2030](#) seeks to ensure a balance between the economic benefits from a successful visitor economy and the need to support the environment and communities of Cumbria.
- [Going for Growth: Cumbria's Economic Strategy 2025 – 2045](#) sets out a new economic vision for Cumbria. The strategy provides direction to unlock the full potential of Cumbria's assets and address persistent barriers to growth.