

# Lake District Communities and World Heritage Status



## Exploring the Opportunities and Challenges



Report by ACTION with Communities in Cumbria, Fran Richardson





**ACTion with Communities in Cumbria (ACT)** is the community development organisation and Rural Community Council for Cumbria. We champion community and rural issues, and support communities to: plan for their future; develop projects; work with others; and influence and change policy.

ACT's work focuses on helping people and communities achieve their aspirations; we provide practical advice and support and deliver training. Through a variety of partnerships we are also able to represent the interests of communities locally, regionally, and nationally.

Registered as Voluntary Action Cumbria | Charity No: 1080875 | Company No: 3957858

Address: Offices O-Q Skirsgill Business Park, Penrith, Cumbria CA11 0FA

Tel: 01228 817224 | [www.cumbriaaction.org.uk](http://www.cumbriaaction.org.uk) | [info@cumbriaaction.org.uk](mailto:info@cumbriaaction.org.uk)

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## Project Origins

ACTion with Communities in Cumbria is a founder member of the Lake District National Park Partnership, the group responsible for overseeing the World Heritage Site Designation for the Lake District National Park, secured in July 2017. The work outlined in this report has taken place entirely post-designation. For further information about how the designation was secured see [www.lakesworldheritage.com](http://www.lakesworldheritage.com)

ACT regularly attends and contributes to the meetings of the LDNPP. At a meeting in early 2018 it was acknowledged that impetus was needed to work better with communities, to raise awareness and understand public views of the designation. ACT offered to organise an event to catalyse conversations between partnership members and local communities, including a wide network of Lake District stakeholders. The intention was to explain the principles of Identity, Inspiration and Conservation - the Outstanding Universal Values recognised by UNESCO - and see how these ideas and priorities resonated with communities in and around the Lake District.

A successful exploratory event took place at the University of Cumbria in Ambleside in May 2018. The session was oversubscribed with more than 40 people booking to attend. We used all the information and views gathered at this event to inform proposals and work with partners to secure funding for further conversations and to find out what World Heritage Status means to the people who live and work in the Lake District. (See the format and summary feedback from this event at Appendix 1.)

## Thanks to partners and funders

We are very grateful for the interest and support shown by Lake District Foundation who agreed to fund a short series of events, gathering further community views from around the county to inform Partnership work around WHS. It was recognised as important that local residents should engage with WHS in ways which they feel are of benefit to them. Lake District Foundation agreed that this work would help to build an evidence base for future Partnership initiatives with communities, around Lake District culture and heritage.

At the same time, an opportunity arose to engage with the RSA and the Food, Farming and Countryside Commission. RSA were keen to utilise and build on our proposed work as part of their Locally Led Inquiry in Cumbria. Our conversations will contribute to the work of the Commission, helping explore World Heritage Status in the light of UK food production and the land management issues prevalent in the Lake District.

This report includes work which has been funded by both these partners and we are very grateful for their active involvement in the events and the development of the conversation throughout the period of delivery.

This work has been made possible by support we receive from DEFRA as a member of the ACRE network.

Abbreviations used throughout this report include:

ACT – Action with Communities in Cumbria

LDF – Lake District Foundation

LDNPP – Lake District National Park Partnership

Partners – members of the Lake District National Park Partnership

RSA – Royal Society of Arts, Culture and Manufactures

WHS – World Heritage Site

## What we were tasked to do

- Deliver 6 public workshops across Cumbria to explore ideas and concerns about World Heritage Status, and community connection with the landscape.
- Write up feedback and actions from each workshop to inform funders and partners.

## Delivery and Process

The ACT approach to these conversations has been to mix information with a range of viewpoint inputs, and to encourage discussion. There were three main elements of each public conversation:

- An introduction to World Heritage Site Designation and the OUV's
- Business, Farming and Conservation views from local contributors
- Discussion and questions about how this resonates with participants

## What we planned to do

Two phases of work were proposed, broadly falling before and after the New Year. ACT arranged a series of four events in November, timed so that the audience would be more likely to include local participants, rather than paid officers. Events were scheduled for early evening (4-8pm) within the Lake District, spread across four of the five Distinctive Areas. Community venues were chosen and a light supper was offered to make the events welcoming and accessible.

Events were planned as follows:

- Tuesday 13<sup>th</sup> November – Coniston Institute, Coniston
- Tuesday 20<sup>th</sup> November – Parkin Memorial Hall, Pooley Bridge
- Thursday 22<sup>nd</sup> November – Santon Bridge Village Hall, Santon Bridge
- Thursday 29<sup>th</sup> November – Lamplugh Village Hall, Lamplugh

Following these events, our proposal was to examine the information gathered and see how emerging themes could be developed into new conversations with wider audiences in the second phase of the project. We anticipated holding a further two or three events in the New Year, followed by feedback to the Partnership and other interested parties.

Throughout this period (October-February) there would be additional opportunities to explore some of the key issues with communities and partners.

## Who we worked with

For each event four speakers were secured; three local speakers selected to speak from their position in the business, farming or conservation community, and one officer (English Lake District World Heritage Site Engagement Officer, Alex McCoscrie) to speak about how designation was secured and to outline the OUV's. (See Appendix 2 for a full list of speakers engaged.)

All events were publicised electronically through the Lake District National Park Partnership network, in the local press and on Radio Cumbria. ACT directly mailed to all community contacts (iro 1500) and used social media (facebook and twitter) to promote these events.

## **Total reach of the conversation:**

More than 90 community representatives attended 4 public events taking part in discussions about their views on World Heritage Status.

Approximately 15 further people engaged with this conversation outside these events – by phone or email or at other ACT events – feeding in their views in lieu of being able to attend a local event.

There were over 250 responses to our five week online survey. The results of this survey are now being shared with a much wider audience.

Social media reach was good with some posts being viewed by over 2000 people. The focus was to drive the conversation towards events and towards completing the survey.

In January 2019 the National Park's Farming Officer ran some small events specifically focussed on the views of the farming community on WHS. Briony Davey was kind enough to share some of the feedback she gathered to inform and support this work.

All 26 Partnership members were invited to contribute to the conversations. Considerable support was offered by Partnership Managers Eric Barker and Liz Davey.



## Feedback and Discussions

The first two events (Coniston and Pooley Bridge) were delivered successfully and were well attended with good participation. Speakers were well received and locally relevant, stimulating useful and varied discussion.

The event at Santon Bridge did not generate enough bookings to run, so the decision was taken to cancel, and invite those who had expressed an interest to the event at Lamplugh. Bookings at Lamplugh were also lower than we would have liked so the format was changed it ran as an information workshop and discussion, with no speakers. This workshop approach worked very well, and with additional participants arriving at the venue without booking, this turned out to be a very useful local conversation. Summary information from each event is included at Appendix 3.

These conversations gave us some strong indications what Lake District residents recognise as the opportunities and challenges presented by living in a World Heritage Site. There was no sense that World Heritage Status was ‘to blame’ for any of the challenges highlighted (such as expensive housing or poor public transport) however there was some appetite for using the designation as a tool to strengthen action aimed at tackling these big issues.

It was interesting that though there was a clear recognition of the cultural landscape voiced in most of our conversations, celebrating this was not what people wanted to discuss. There is scope for more focussed work on this in a different conversation.

## The role of Farming

Discussions about heritage centred on the pastoral management of the landscape by farmers. There was inevitable distraction in this area owing to new government papers (the Agriculture Bill) and ongoing uncertainty around the impact of Brexit. We had insightful conversations about what ‘public goods’ could encompass (in the context of the Agriculture Bill ‘public money for public goods’). Listed here are some of the suggestions we heard when people thought about what farmers could be paid for as ‘public goods’:

- Their role as ‘park keepers’ or ‘custodians’
- Protection of natural and social capital
- Maintaining healthy waterscape and landscape
- Facilitating opportunities for better mental health and wellbeing in the wider population
- Food security
- Traditional boundary management



Fundamentally, there was a recognition that farmers represent part of the rural community and economy which needs protecting (subsidising) in order to sustain a rural way of life familiar in this landscape. The questionable financial sustainability of hill farming, coupled with Brexit uncertainties, highlighted the need to find public goods which communities recognise as the values we all receive as a result of farming, to be paid for using public money.

## World Heritage Site focus?

The question, ‘Does WHS capture the important things for you locally?’ rapidly turned into a discussion about ‘**What is important to you locally?**’ with little reflection on the question of cultural heritage (identity, inspiration and conservation). People wanted to talk about their daily lives and their frustrations, both with visitor management (‘when will we realise that the place is full?’) and the authorities they are working with (‘ride roughshod over community objections’).

Throughout our conversations the opportunity to respond positively was not taken. The views outlined below reflect many of the perceptions which were aired:

- Comments show a deep concern about the future – changing demographics, pressure on honeypot areas and poor infrastructure to cope with ever increasing numbers of people with escalating service expectations. A broadly low wage economy dominated by tourism, retail and farming does not look set to change. The Lake District may become a place where you have to be rich to live or visit.
- Agreement that the Lake District is poorly served by public transport, has poor (and declining) road and rail infrastructure and inadequate (but improving) digital provision.
- Agreement that housing is an issue – with specific concerns about the affordability of housing and the loss of housing to the visitor economy.
- Frustration with the lack of a joined up spatial planning approach across the county. The planning requirements of the National Park appear to be at odds with adjoining communities which creates tension over development priorities.
- There is tension between the drive to engage more visitors and the inadequacy of Lake District (and surrounding) infrastructure to support higher numbers. There must be a balance which does not allow the Lakes to become a victim of its own success.
- Disagreement over messaging around visitors. We are proud of the Lake District and want to share it with others, but the experience of being here is being spoilt, and services for visitors don’t necessarily work for those who live here. vs. There are the areas where more tourists would be welcomed and could be absorbed (eg Ennerdale C2C) Tourism is undoubtedly an opportunity for jobs.

- Serious frustration in some areas at the perceived remoteness of decision makers, local authorities planning authorities and major landowners who are not talking effectively to communities and are seen to be paying lip-service – ie when they do engage they are not listening or not following up fairly. This was mostly in relation to house building decisions (planning policies of National Park and Copeland Borough Council for example causing real tensions for communities on the fringes.)
- At Lamplugh we heard a great deal of frustration with United Utilities and the National Trust, despite the fact that the community is generally supportive of the big aims of the Wild Ennerdale project. Attendees felt their own ideas and preferences were not being listened to at all (in relation to footpaths and car parks, for instance).

## Extending the conversation

To build on these responses, and acknowledging the difficulty in engaging communities in face to face discussion within this brief, ACT designed a short on-line questionnaire to bring in views from a larger audience. This was based largely on what we had heard in communities during our events.

Aside from generating wider public engagement we used this survey to target groups including workers in the hospitality industry (eg Langdale Estates) and those with particular environmental interests (eg Friends of the Lake District's Dark Skies project and Cumbria Action for Sustainability). ACT circulated the survey via CALC (Cumbria Association of Local Councils) to all 280 parish council clerks in Cumbria. It was promoted by partners and funders via social media with some facebook posts reaching around 2000 people.

Developed during January and February, the survey incorporated input from partners, funders and stakeholders to ensure that there was balance, whilst allowing the voices we had heard to be represented. It was public between February 11<sup>th</sup> and March 18<sup>th</sup> and has turned out to be a powerful piece of engagement (over 250 responses) which helped to inform our closing event for this work.

For full details of the on-line survey questions and responses, see Appendix 4.

On March 26<sup>th</sup> we held a very successful Question Time style event at The Theatre by the Lake in Keswick. Chaired by Stephen Henwood, independent Chair of the Lake District National Park Partnership, this was an open discussion, dialogue between interested residents and active members of the LDNPP. Panellists Stephen Ratcliffe from the Lake District National Park, Lorraine Smyth from ACTion with Communities in Cumbria, Julia Aglionby from the Foundation for Common Land, Douglas Chalmers from Friends of the Lake District and Jennifer Cormack from

Windermere Lake Cruises and Cumbria Tourism responded to all audience questions submitted.

This debate aimed to conclude the series of events by bringing together people with questions about World Heritage Status and those who could respond on behalf of the Partnership. It was not intended to be the end of the conversation, but to indicate to all concerned that there is lots still to do, and that there are ways of working together in the future to achieve mutually beneficial outcomes.

This event was fully booked (over-subscribed) with 47 people attending. A copy of the papers for the event is included at Appendix 5 and 5a showing the topics for discussion and the questions raised.

## Sharing responses

ACT has worked hard to keep Partners informed of the progress and substance of these conversations so that we are all able to hear about the experience of living and working in a World Heritage Site.

- A paper was prepared for the Partnership in July 2018 with feedback from the initial exploratory event in May 2018. (See appendix 1)
- A presentation was made to the Partnership meeting on December 3<sup>rd</sup> 2018 with headlines from our events and conversations in November. (See appendix 6)
- An update was presented to the Partnership in March 2019 gathering interest in and support for the online survey and the Question Time debate.
- Papers prepared for the Questions Time debate included headline results from the on-line survey for all those attending (see appendix 7). A press release was also circulated (appendix 7a).
- This summary has now been shared with several students, planners and members of staff at the National Park who wish to use the information. Where they have requested it, full response data has been shared, allowing for more in-depth analysis.

## What we have learned

There is no claim here that this work gives us a full understanding of how people who live and work in the Lake District feel about the World Heritage Status designation. ACT has been working with partners to raise awareness of the designation and to find out what might encourage communities to engage with it, and with the Partnership, in the future. We are confident that the conversations indicate some real concerns for people which they see possibly being exacerbated by the designation. There is also a clear appetite to use the prestige of World Heritage

Status as a lever or as a tool to support communities as they work to solve some of their long-standing issues. Below are three of the main discussion points, each followed by an initial Partnership response or proposed way to work on the highlighted issue.

1. Expensive housing and the impact of second home ownership were frequently cited as areas of concern. There is concern that the planning system is not working for the benefit of those who live and work in the Lake District, and is causing tensions in the outlying areas where the National Park borders another planning authority with different rules.
  - Partnership members have made a clear offer to work with communities to explain their planning objectives and to try and find solutions to some of the causes of tension. World Heritage Status does not explicitly change local planning policy.
2. Poor travel infrastructure is a major concern for an area with so many visitors. Those who are living and working in the area see no alternative to car ownership, and they are troubled by the volume and nature of visitor traffic – not, when clarified, by the visitors themselves.
  - Projects like Go Lakes have been successful in highlighting alternative travel options for visitors. Tourism bodies are making sustainable travel a priority. There is a commitment from the Partnership to ensure that residents and workers also benefit from investment in transport projects.
3. There is an underlying concern about environmental damage caused by any increase in visitor numbers. This encompasses physical erosion on footpaths, uninformed use of the countryside (including littering and fouling) and climate change factors associated with international air travel and reliance on cars.
  - As noted above, tourism leaders are prioritising sustainable transport itineraries and recognise there are opportunities to inform visitors about ‘countryside code’ type issues. Partners are happy to work with local communities and support voluntary responses (a good example is Friends of the Ullswater Way). Maintaining World Heritage Status is, to some extent, dependent upon the Partnership demonstrating how the balance between cultural landscape and visitor impact is managed beneficially.

## Conclusions and Next Steps

Having spoken with a number of communities about WHS, ACT acknowledges:

- The LDNPP commitment to Vibrant Communities (Management Plan Breakthrough Action 6) and the opportunity that WHS creates to open up useful dialogue to support this work.
- The work described here has reached a relatively limited audience and their views will not be completely representative.
- Some members of the Partnership have taken advantage of the opportunity to engage directly with communities, but others have not. Like the communities we are trying to engage, Partners often have more pressing priorities.
- The topic of World Heritage Status is not currently one which excites people to engage. They have more immediate concerns.
- Some of these concerns are highly complex, for instance prohibitively expensive housing and paucity of public transport. They cannot be addressed simplistically. *The role of the Partnership may be to advocate for policies which better reflect the reality of living in a World Heritage Site.*
- There is a perception that the LDNPP is motivated to increase tourism above all else. This is *in itself* a barrier to engagement. People do not think that they will be listened to.

In response to the information gathered, ACT recommends:

- Members of the Partnership be in ‘listening mode’ when they are working in or with communities on WHS.
  - Any projects or initiatives pursued around World Heritage Status must have community interest at their heart, otherwise they will perpetuate the idea that the Partnership is motivated by tourism development above all else.
- Members of the Partnership should take all opportunities to work with communities to address the concerns which have emerged in this consultation, however complex these issues are.
  - The first step here is ensuring that staff in Partner organisations disseminate this work internally and highlight with colleagues the opportunities to engage.
- Members of the Partnership to bring front line (community facing) staff to speak at Partnership meetings periodically, to maintain a broad connection between strategic vision and grassroots reality.
  - This will illustrate the range of community conversations Partners are involved with and may bring forward opportunities for joint working which meet the needs of communities as well as partners.

As a result of the work described in this report, ACT will:

- Continue to work with communities on projects which are important to them.
- Continue to support members of the Partnership who want to try new ways of working to meet the needs of Lake District residents.
- Champion the view that a world class visitor destination should have world class facilities – for both visitors and residents. This will include highlighting the need for well maintained public toilets, for instance.
- Follow up with communities and relevant partners on a small number of ‘live’ issues which were aired during this consultation. Notably planning and land management issues in Lamplugh.
- Explore with Partners some of the more ambitious suggestions – such as area based congestion charging.



## What can we do with World Heritage Status?

To begin exploring how communities feel about the opportunities and challenges presented by World Heritage Inscription, ACT facilitated a public event, with the Lake District National Park Partnership, on May 11th. The event was fully booked and very much welcomed by all who attended, as an opportunity to engage in this discussion.

### The aim of the event

Our objectives were:

- To prompt discussion within (and between) communities about WHS.
- To invite engagement with Partnership members, so that more people living and working in the Park have a voice in this forum.
- To bring back to the Partnership comments and suggestions from the session, and consider options going forward.

People attending included parish and district councillors, interest group representatives (wildlife, carers, flood groups) officers from Districts and agencies, local businesses and people working in agriculture. These communities are keen to share their views on WHS and to pursue—and benefit from—the opportunities it presents. They are also mindful of some of the tensions which will arise and are interested to discuss and overcome any obstacles.

The event was structured so we could hear from speakers about the opportunities and

challenges they have identified in their workplace or community. Coming from Farming, University, Leisure/Hotel sectors, speakers had a range of views and ideas to share and stimulate discussion.

Participants were encouraged to express their concerns and to identify opportunities. Our aim was to find things participants could do as a result of their conversations. We had wide-ranging conversations about what people could follow up in their place of work, or in their home community to find out more or to share ideas about WHS.

We also asked attendees to consider the role of the Partnership—as the body responsible for securing inscription.

***The aim was to be specific about how the represented communities would like to work with members of the Partnership, and what the main role of the Partnership could be, going forward.*** Delegates came up with suggestions for ACT to bring back to the Partnership along with comments.

#### Conservation

- CHALLENGE: 'How does WHS coherently support our wildlife?'
- OPPORTUNITY: 'Preservation of unique heritage –past, now, future.'

#### Inspiration

- CHALLENGE: 'Is the fringe of the Park given the consideration it merits?'
- OPPORTUNITY: '...to enhance the existing Lake District identity with a new, more diverse identity which will sustain it into the future.'

#### Identity

- CHALLENGE: 'Too much focus on tourism.'
- OPPORTUNITY: 'For the Lake District to become a national and global exemplar for genuine sustainable development.'



## Feedback to LDNPP from the event

The main talking points were gathered through conversation about Challenges, Opportunities and Future Actions guided by the principles of Conservation, Inspiration and Identity.

## Challenges

The challenges identified included:

- The need to develop infrastructure - specifically public transport, roads network, medical services, housing provision - to service current and expanding numbers of visitors.
- Making sure that the Park boundary does not become a barrier to inclusion - the benefits need to be felt countywide not just within the Park itself as so many communities support the work of the Park from the periphery.
- The fear of a landscape 'pickled in aspic' - that additional 'protection' will stifle good development as well as stopping poor development.
- Keeping the Lake District open and welcoming to all - not just older, richer residents and wealthy tourists.

## Opportunities

Many opportunities were also brought forward:

- World Heritage Status is a lever for funding, raising the profile of the Lake District as an international tourism destination and providing a new branding opportunity for the area.
- Create stronger connections between different ways of life (eg farming, retail, visitor economy) to build an inclusive and valued identity.
- Conserve heritage and cultural features whilst building sustainability in farming.
- Work together to drive improvements in

infrastructure (public transport and housing, in particular).

- Use technology to improve the living working and visiting experience - Broadband service in particular.

## Future Actions

Suggestions for the Partnership to be mindful of were wide ranging and have been fully noted for further discussion. The main points, in summary, are:

- **Invite more participants to inform the Partnership, periodically.** Specialist groups have a lot to offer.
- **Keep the conversation county-wide.** The Lake District does not operate in isolation and is serviced by many who do not live in it.
- **Keep flood resilience solutions on the agenda.** How will the WHS be affected by an event comparable to Storm Desmond?
- **Be a clear and effective voice for the communities represented** to lobby government when policy needs challenging. Housing, transport, environmental protection, farming.

## Feedback about the event

Feedback from the event was entirely positive. There appears to be an appetite for further engagement with this group, and they recommended wider engagement with more communities.

## Next steps....

ACT is working to secure funding to prompt more conversations like this, to grow the engagement of communities across the county with WHS and the Partnerships approach to it. We will work with the new WHS Engagement Officer and the Vibrant Communities group to pursue the issues and opportunities effectively with the wider Partnership.

**For more information about ACTion with Communities in Cumbria please contact us on Tel: 01228 817224 or visit our website: [www.cumbriaaction.org.uk](http://www.cumbriaaction.org.uk)**

## ACT champions community and rural issues

ACTion with Communities in Cumbria, Offices O-Q, Skirsgill Business Park, Penrith, Cumbria CA11 0FA  
T: 01228 817224 | [www.cumbriaaction.org.uk](http://www.cumbriaaction.org.uk) | [info@cumbriaaction.org.uk](mailto:info@cumbriaaction.org.uk) | Follow us on Twitter @ACTCumbria  
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## **Appendix 2**

### **Speakers engaged for November event series:**

Anne Clarke, Friends of the Ullswater Way

Alex McCroscrie, Lake District National Park and National Trust

Clare Dyson, Rusland Horizons

Fran Richardson, ACTion with Communities in Cumbria

Jim Webster, Farmer, Farmer Network representative and ACT Trustee

Lorraine Smyth, ACTion with Communities in Cumbria

Peter Hensman, Lake District Estates

Phil Jonston, Coniston Coppermines

Rachel Oakley, National Trust Wild Ennerdale

## Appendix 3

### Notes from each November event

#### **Coniston, Coniston Reading Room, Tuesday 13<sup>th</sup> November**

##### **Does WHS capture the things which are important to you?**

- Reforesting the fells. WHS could manage this debate.
- National Trust combining farms
- Will WHS keep communities vibrant and sustainable?
- Concern about tourist numbers increasing. Disperse people.
- What type of visitors do we want or need?
- We need to change and grow people's visitor experience.
- How do we manage the message to attract higher spending visitors? National Park has a principle of wider engagement.
- WHS has put a spotlight on challenges – they have always been there. The Partnership needs to continue to address these issues.
- Once you have lived here it's in your soul.
- Taxing vehicles rather than people entering areas? It is perfectly possible to have exclusions on congestion charge eg for residents or workers.
- Employment needed what can WHS do to develop this?
- We have full employment. Need more people to move here to fill vacancies. European workforce has been helpful.
- Many people commute into the Park to work – because of the cost of housing.
- Employers providing transport for workers.
- Housing prices and second homes
- Government needs to address change of use for second homes.
- People caring for aged relatives need to move into the area.
- Clarification - 2<sup>nd</sup> homes = community charge which stays local. Holiday lets pay business rates which go to central govt.
- Visitor giving in the Lake District
- Tax in general very high in the UK – doesn't allow for tourist tax (like the French example).
- Car parking charges are very high.
- When will we see the place is full?
- Challenge for locals to travel through the area to live. How do we manage numbers?
- The visitor economy is providing year round employment now. (longer seasons)
- General education could include understanding your responsibility to respect and look after the environment.
- Children will hold parents to account for the way we manage now.
- Small area – we should be able to manage issues.

### **What are 'Public Goods' which public money could pay for in the Lake District context?**

- Clean water – land management links – Coniston and Crake project. Slurry Management.
- Stone walls – maintenance and care
- Need to help people learn to look after the environment
- Training in heritage skills – subsidy to use the skills like Rusland Horizons.
- Short term projects have challenges – need 5-7 years money (or more)
- Sorting out septic tanks!
- Biodiversity
- Recreation and fitness
- Footpath maintenance
- Flood Management
- Keeping sheep on the fells. How can this be sustainable?
- Change from support for food production – potentially.
- Sustaining farming and rural families.

### **Who is the Lake District for?**

- Everybody who loves it!
- Access to the fells has been won through public campaign – freedom to roam.
- Travel in the LD can be so difficult there is no freedom to move.
- Light railway system could reduce some pressure.
- For entrepreneurs and small business.
- People who appreciate it, respect it, work here, live here, visit here.
- The people who are here!

## **Pooley Bridge, Parkin memorial Hall, Tuesday 20<sup>th</sup> November**

### **Does WHS capture important things where you live?**

- Affordable housing needed in Pooley Bridge area – Increase in workforce has been significant in the last few years and employers are using caravans and short term options to house workers who can't afford to live in the area. Housing goes for second homes and holiday lets. Employment needs local housing solutions.
- Improve quality of service (for visitors) – invest in training. Keeping workers on longer is hard as they can't settle here and travel is difficult (no public transport)
- Visitor numbers going up – insufficient infrastructure.
- UNESCO designation brings this into focus.
- Climate Change - Tourism is carbon heavy.

### **Public Goods – what are they?**

- Which public? What is the market value of public goods?
- Social capital is a public good
- Natural Capital – understanding is being developed.
- Environmental schemes to protect the landscape
- Shifting attitudes of land managers towards being paid as 'park keepers'
- DEFRA – flood reduction/alleviation
- Heritage and culture are public goods
- Mental health and wellbeing
  - Access to the countryside
  - Water and air quality
  - Forestry and interdependence
- WHS as a shining example
- Phosphates in soil – need to be removed, not just a consequence of farming practice. UU costs?
- Fewer tourists would lead to less phosphates...
- How will ££ be distributed. Less of it. Who gets it?
- Filter effect – what we do here in the Lakes has a much wider effect (water and air quality etc)
- Food security – wider than Cumbria.
- Local dialect – can this get lost or should efforts be made to preserve?

### **Who is the Lake District for?**

- The next generation
- It is for the whole country – so the whole country should contribute.
- Hospitals for 500,000 people – serving 17m visitors. Need investment.
- Invest in people who live and work here so they maintain it and share it with others.
- People who visit.
- For everyone who loves it.
- For those who can pay to get in?
- Congestion charge with local exemption. Managing day visitors. Wealth tax. Visitor tax.

- People don't come here for the wildlife (surveys say) but there is an offer which could be developed.
- Q&A final points
- Complex Management Challenge recognised
- Re-introduction schemes for wildlife – white tail eagles/wolves (!)
- Habitat plans

### **Additional conversation points**

- Control of quarrying and industry – development of small scale (10-20 employees) appropriate in the park (queried if this not better outside the park) Needed by locals – local economic infrastructure development.
- Improve infrastructure Roads, public transport, broadband, toilets, parking, apprenticeships, railways, further education, world class hospitality facility.
- Maintain farms
- Adventure Capital of the UK / Rockies of the UK – is this what we want? Perhaps it is if we are to attract young people to live or remain here.
- Capture investment in developing WHS – knowledge capital – eg a Centre for Cultural Landscape. There are lots of experts being brought together to drive this. Retain the learning for another time.

### **Local examples for connection btwn nature and mankind. How it resonates with Vibrant communities.**

**Examples:** Aira Force, Ullswater way, Fell farmers, Livestock (breeds), Mining, Maiden Castle, stone circles, Hydro schemes.

Discuss the definition of a 'vibrant community' – Village halls, shop, school, transport, not too many second homes. Able to change things. Sustainability, mixed demographic.

### **Relevance?**

- Improved local economy, through spend from visitors.
- Varied and complex stakeholders (on fells) dynamic conversation – ability to compromise.
- Balance tourism and the rest of the economy.
- Maybe too much tourism. Historic decisions – not necessarily correct for now.
- Could something else provide the income instead?
- LDNP Partnership is successful due to the range of participants.
- Incentives to bring on the next generation of farmers through skills coupled with lifestyle.
- Effects of decisions outside the area.
- Need more parking
- Park and ride
- Tourist tax – reinvested into transport.

## **Lamplugh, Lamplugh Village Hall, Thursday 29<sup>th</sup> November**

### **Does WHS capture the things which matter to you locally?**

- Doesn't capture conservation of species – butterflies and wildflowers eg.
- Land in Ennerdale – management of the land (or lack of)
- Protecting mussels – great – but land needs managing. There must be other solutions to runoff to 'stop grazing and traffic'. Farm closures by agencies unacceptable. Locals should be living in those farms and working the land.
- Nat Park should be aware of who has Rural Payment (RPA?) and other payments which have obligations re managing footpaths, access and env ben.
- Footpath management
- Tensions on housing Borough/LDNP barriers Lamplugh/ Ennerdale – Affordable needs.
- Rural decimation. (Depopulation, closure of shops and schools because of unaffordable housing and poor connectivity...)
- Signage restoration
- Parking
- Housing development distortion created by the NP boundary. Even when building goes against good advice on drainage and community needs.
- Planning authorities ignoring each other because they have different agendas (NB CBC vs NP) Argument for buffer zone as development meters outside the park is having a detrimental effect.
- Move visitors out of the NP. Places on the periphery could benefit relatively easily.
- Communities should be helped to flourish, not be abandoned.
- It's important to get it right – it's not for us, it's for our children.
- What's the future for the nuclear industry? Huge impact on the population + on water resources if underground repository... after 2048?
- NP's have now been removed from a list of areas protected from being considered for these geological sites.
- History of the area – built, lived, environment
- Water, forest, land use
- Management of the water estate
- Keeping it as it is – eg Moss and Ennerdale Water, not going well.
- Relationship with UU = Poor communication
- BALANCE – value of living and working on the land with industry and environment. An overview is needed. (One interest is too dominant otherwise)
- Farmers are skilled managers of the land with years (generations) of knowledge.
- Nuclear industry – major employer
- Want to see more green energy.
- Who manages the inscription and ensures it is maintained/developed?
- Challenge of commercial vs culture
- Access – no problems with common ground: Around lakes and on bridleways there are local concerns.



- Making best value of the coast to coast cycle route. 15,000 walkers use the 'Gather' for a loo stop each year.
- Celebrate the Gather – community generated, funded and run.
- School has done engagement work with passing visitors (postcards to send back).
- Disconnect between authorities and community. Discussion always seems very one way. Authorities are keen to talk about what they want. They don't listen.
- We want more people to visit. Good for the community and can be managed.
- Bleach Green car Park. Closing and moving 1.5 miles away. Access to the lake becomes impossible for those who don't walk that far.
- How to maintain tranquillity? Can improve visitor experience, but don't disrupt the tranquillity.
- Planning executive vs low cost/affordable housing (what is affordable?) – Obvious conflict between planning policy inside and outside the park creating insensitive results.
- Need much better understanding and listening from CBC and others (Wild Ennerdale partners) – ride roughshod and don't listen (despite talking) and don't care for reasonable, rational argument from the community.
- Ennerdale has no major 'attraction' and is lucky to have so many visitors on foot or bike.
- What is the right number of visitors?
- Lost arable farming; we are too focussed on sheep. Return of eg Barley fields poss to help with food security. (When do we turn the clock back to for WHS?)

Get involved in the consultation currently running on National Parks and AONBs

Use the Ennerdale Show to re-engage Wild Ennerdale Partners. (They have not come in the past).

### **Public goods for Public money.**

- Toilets
- Conservation
- Farming
- Signage
- Traffic calming
- Public transport
- Roads and laybys
- Mobile phone signal
- Grants for management
- Footpaths
- Bridleways
- Street lighting
- Car parks
- Air quality (fresh air)

**Who is the Lake District for?**

- People and the environment
- 'Life, liberty and the pursuit of happiness!'
- People who want to live and work here
- People who live here are custodians for the country, and international community
- Not for anyone to dominate
- For peaceful, stressless enjoyment
- People who live in towns nearby
- Wild Ennerdale should be managed by those with environmental not industrial/commercial skills

## Lake District Communities and World Heritage Status: Summary report

The consultation ran from 13/02/2019 to 18/03/2019.

### Contents

Question 1: Please tell us if you are answering these questions as a visitor or as someone who lives and works in the county. Do you live or work in Cumbria?

Question 2: Which area do you live in? (Residents only.)

Question 3: How much do you currently know about the Lake District World Heritage Site designation?

Question 4: Please indicate to what extent you agree with the following statements, which were gathered from community members at recent events

Question 5: Please indicate priorities for the Lake District from the following, which were captured at recent community events

Question 6: Overall, do you think the World Heritage Site celebrates the things which make the Lake District a great place to live and work?

Question 7: Do you have any additional comments?

Question 8: How old are you?

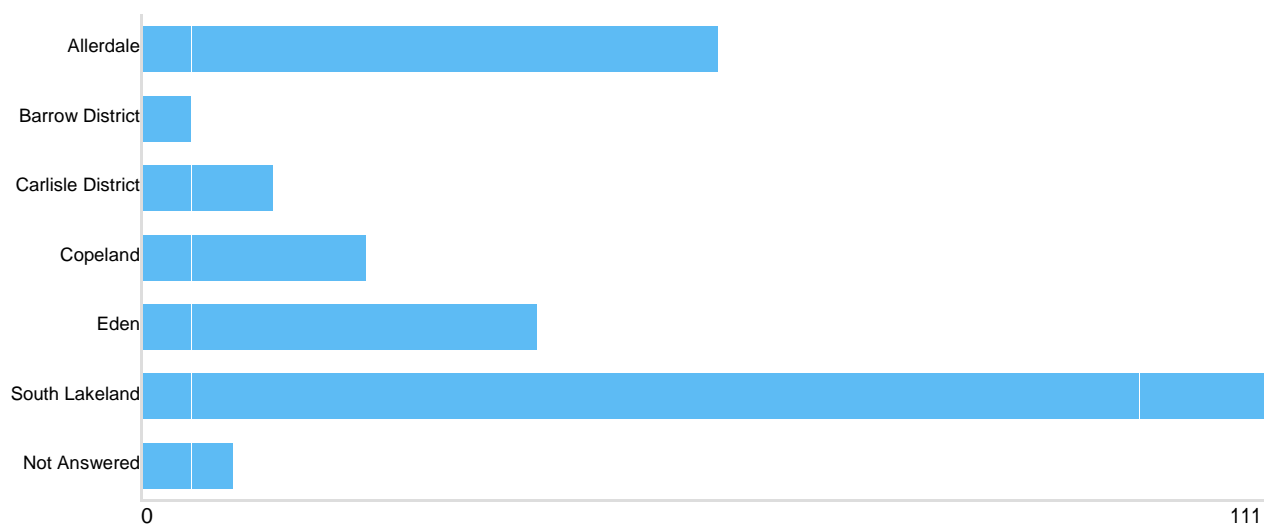
**Question 1: Please tell us if you are answering these questions as a visitor or as someone who lives and works in the county. Do you live or work in Cumbria?**



Option	Total	Percent
Yes	248	97.25%
No	6	2.35%
Not Answered	1	0.39%

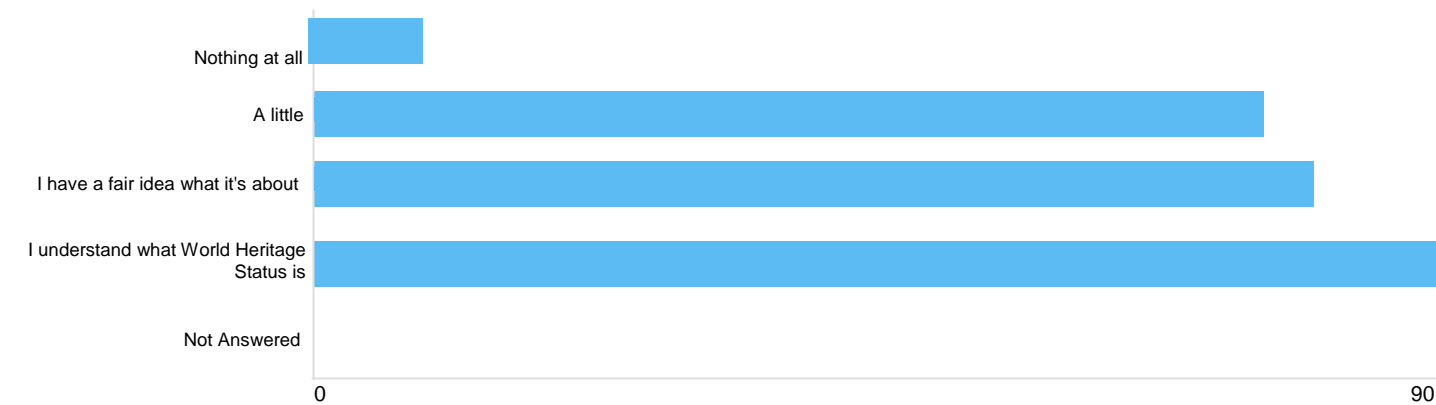
**Question 2: Which area do you live in? (Residents only.)**

*district*



Option	Total	Percent
Allerdale	57	22.35%
Barrow District	5	1.96%
Carlisle District	13	5.10%
Copeland	22	8.63%
Eden	39	15.29%
South Lakeland	111	43.53%
Not Answered	9	3.53%

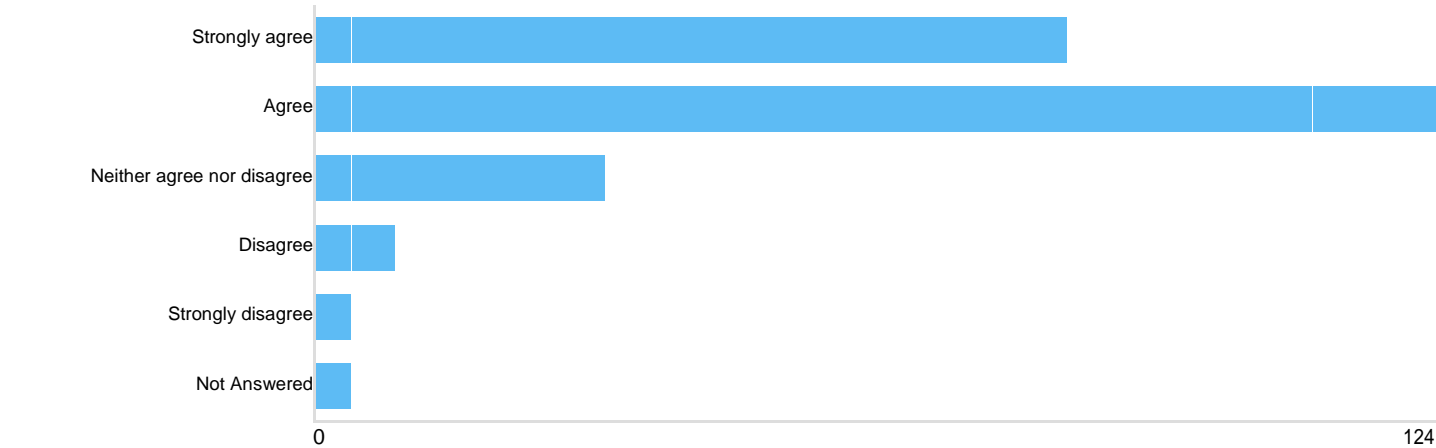
Question 3: How much do you currently know about the Lake District World Heritage Site designation?



Option	Total	Percent
Nothing at all	9	3.53%
A little	76	29.80%
I have a fair idea what it's about	80	31.37%
I understand what World Heritage Status is	90	35.29%
Not Answered	0	0%

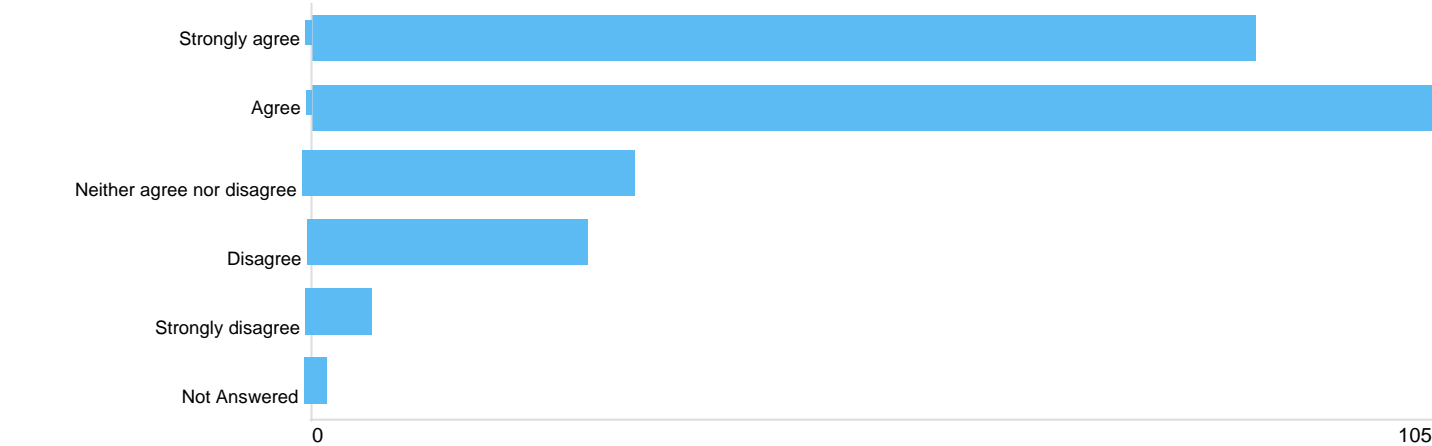
Question 4: Please indicate to what extent you agree with the following statements, which were gathered from community members at recent events

Statement 1 - World Heritage Status provides an opportunity to develop the international visitor profile of the Lake District.



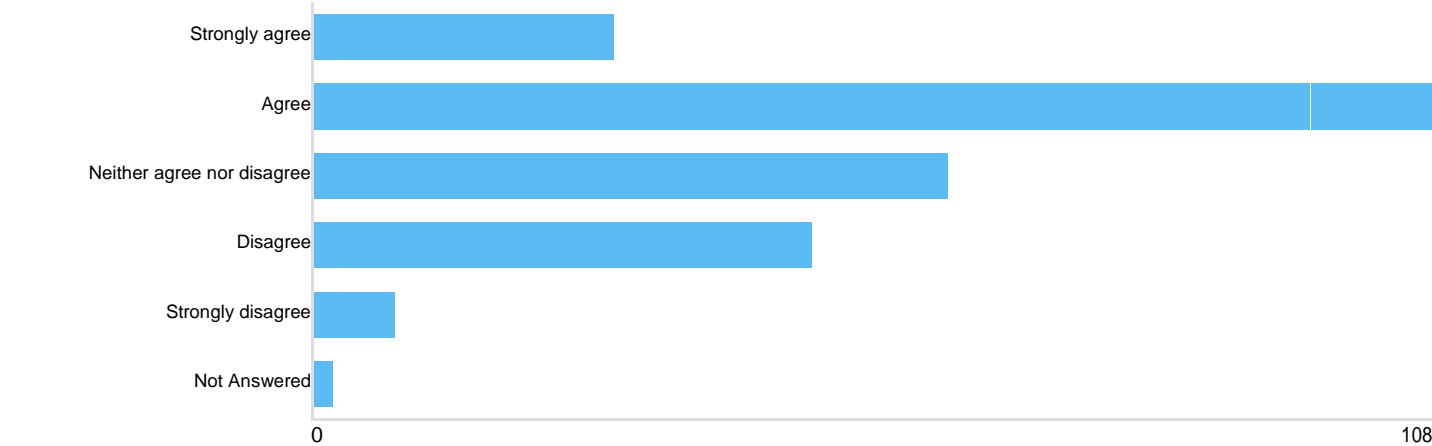
Option	Total	Percent
Strongly agree	83	32.55%
Agree	124	48.63%
Neither agree nor disagree	32	12.55%
Disagree	9	3.53%
Strongly disagree	4	1.57%
Not Answered	4	1.57%

Statement 2 - Parts of the Lake District are full. Our infrastructure cannot cope with more visitors.



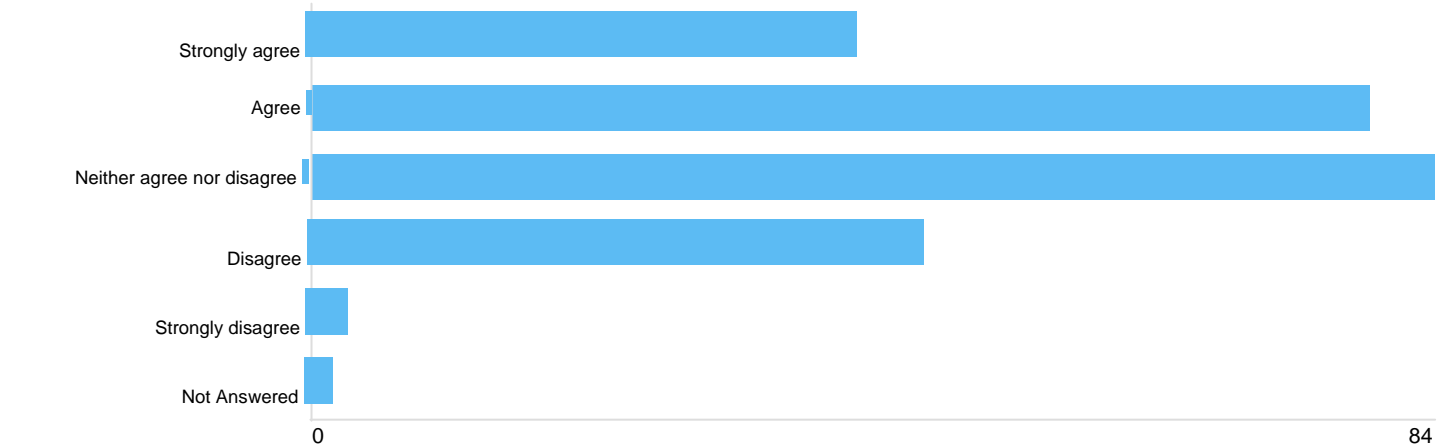
Option	Total	Percent
Strongly agree	88	34.51%
Agree	105	41.18%
Neither agree nor disagree	31	12.16%
Disagree	26	10.20%
Strongly disagree	6	2.35%
Not Answered	2	0.78%

Statement 3 - WHS is a real opportunity for areas of Cumbria outside the National Park to benefit financially.



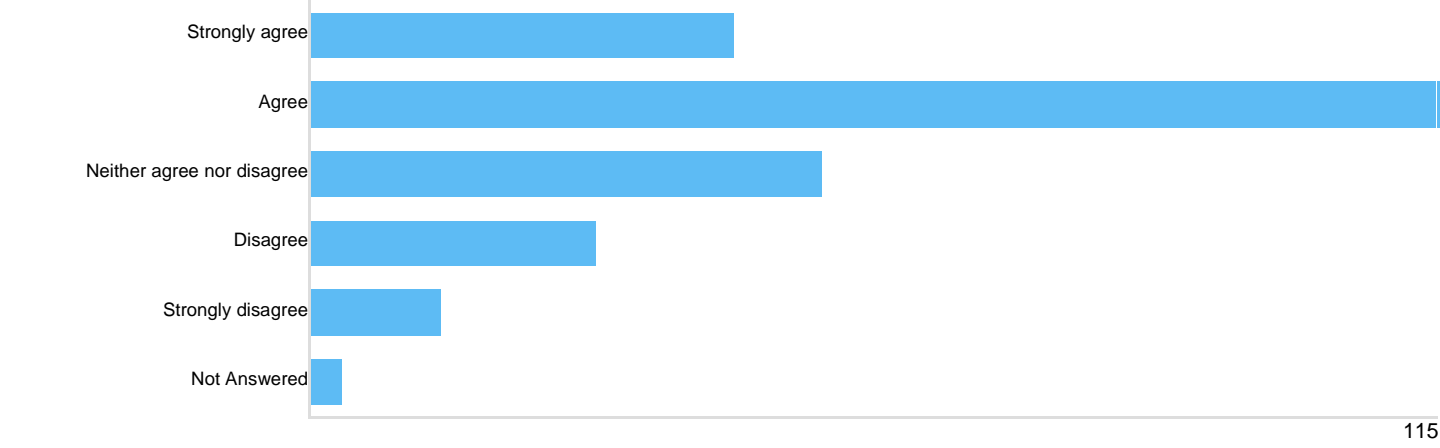
Option	Total	Percent
Strongly agree	29	11.37%
Agree	108	42.35%
Neither agree nor disagree	61	23.92%
Disagree	48	18.82%
Strongly disagree	8	3.14%
Not Answered	2	0.78%

**Statement 4 - With a focus on tourism development, WHS will perpetuate a low wage economy in the Lakes.**



Option	Total	Percent
Strongly agree	41	16.08%
Agree	79	30.98%
Neither agree nor disagree	84	32.94%
Disagree	46	18.04%
Strongly disagree	3	1.18%
Not Answered	2	0.78%

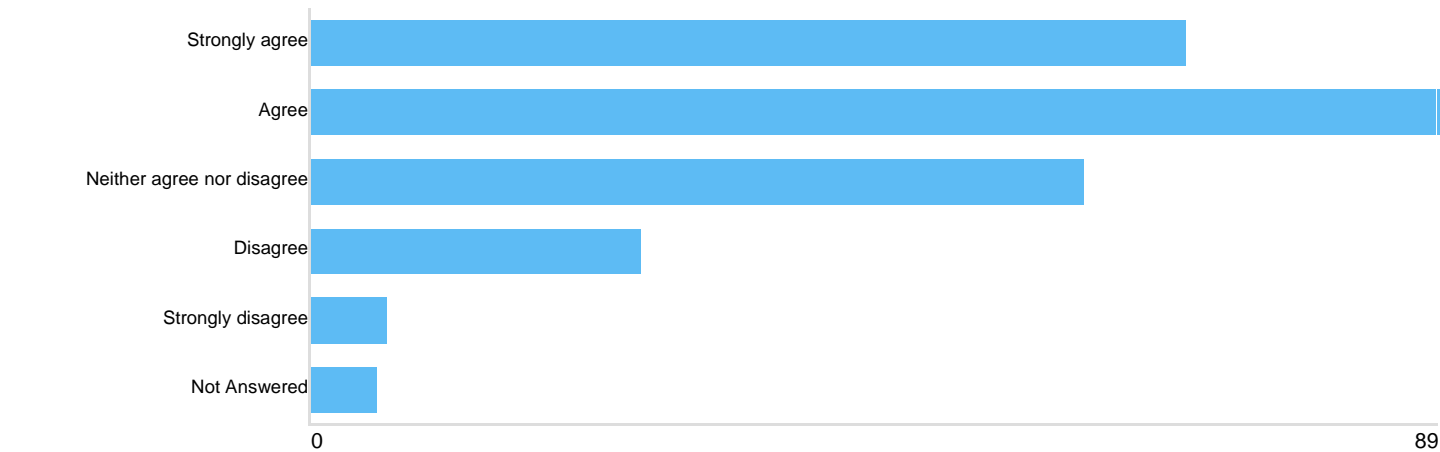
**Statement 5 - WHS gives communities a chance to celebrate and protect their local heritage.**



Option	Total	Percent
Strongly agree	43	16.86%
Agree	115	45.10%
Neither agree nor disagree	52	20.39%
Disagree	29	11.37%
Strongly disagree	13	5.10%
Not Answered	3	1.18%

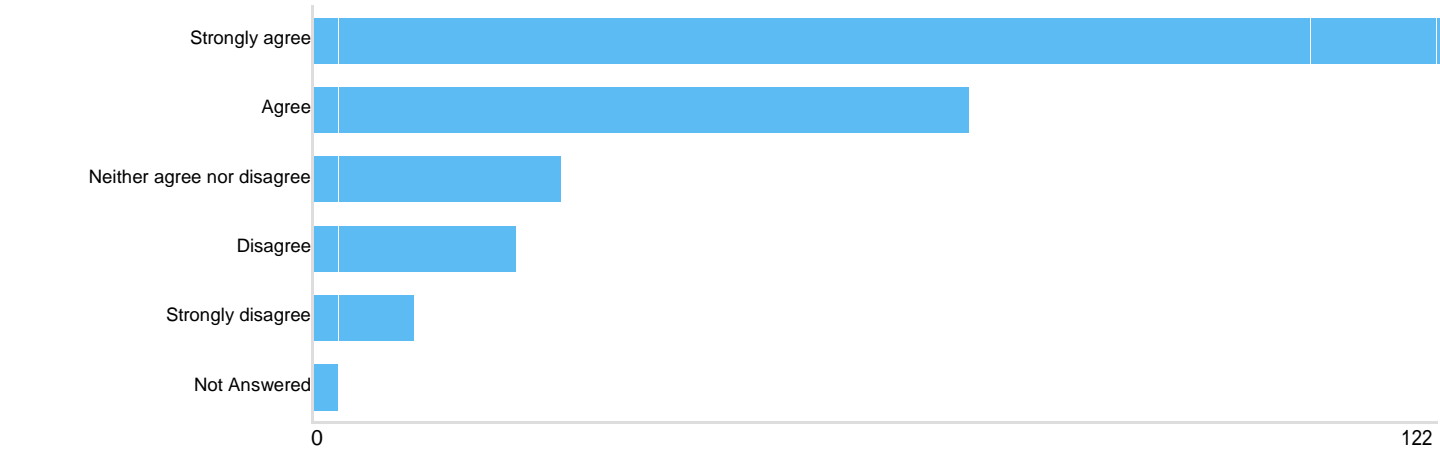


Statement 6 - Tourism is carbon heavy; think about climate change.



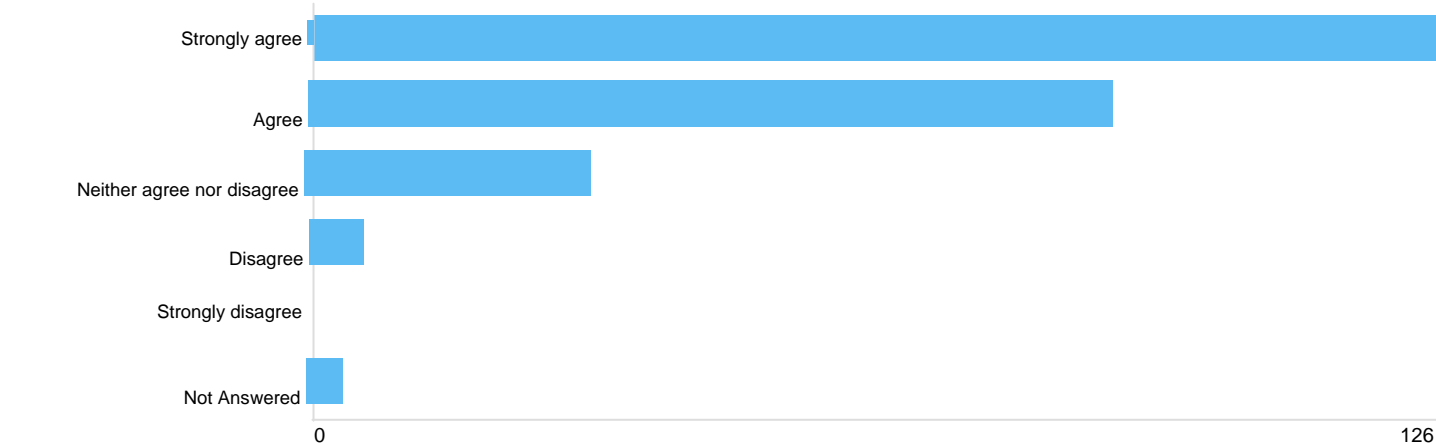
Option	Total	Percent
Strongly agree	69	27.06%
Agree	89	34.90%
Neither agree nor disagree	61	23.92%
Disagree	26	10.20%
Strongly disagree	6	2.35%
Not Answered	5	1.96%

Statement 7 - Hill farming in the Lake District is a way of life which must be protected as it is at the heart of World Heritage Status.



Option	Total	Percent
Strongly agree	122	47.84%
Agree	71	27.84%
Neither agree nor disagree	27	10.59%
Disagree	22	8.63%
Strongly disagree	11	4.31%
Not Answered	3	1.18%

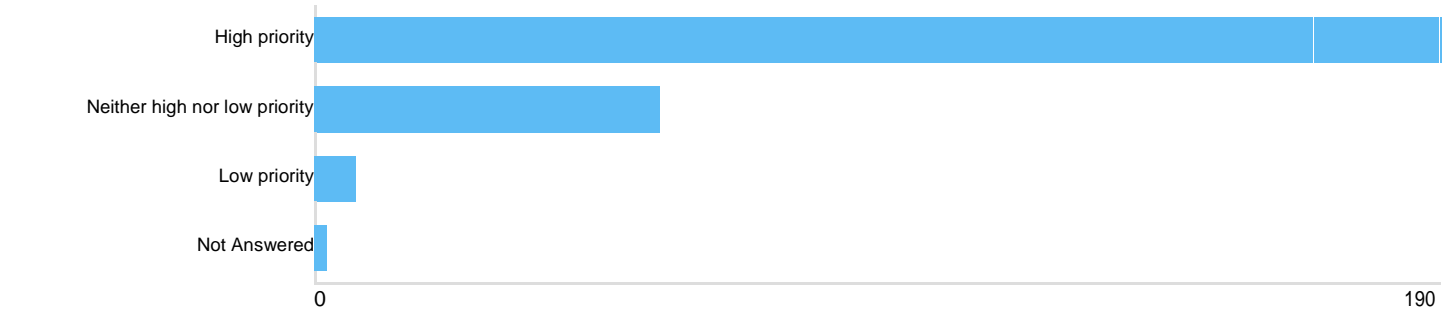
Statement 8 - Many people commute into the Park for work because of the cost of housing.



Option	Total	Percent
Strongly agree	126	49.41%
Agree	90	35.29%
Neither agree nor disagree	32	12.55%
Disagree	6	2.35%
Strongly disagree	0	0%
Not Answered	4	1.57%

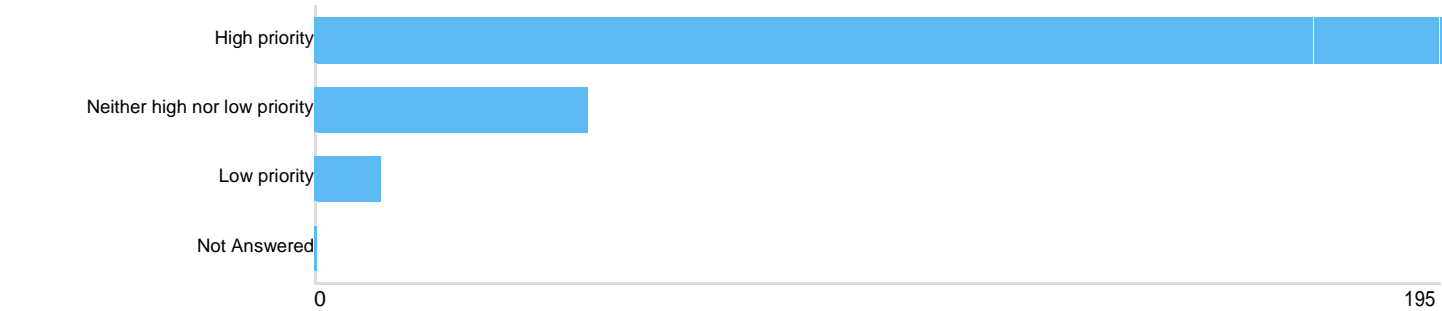
Question 5: Please indicate priorities for the Lake District from the following, which were captured at recent community events

Priority 1 - Maintaining traditional boundaries (hedges and drystone walls).



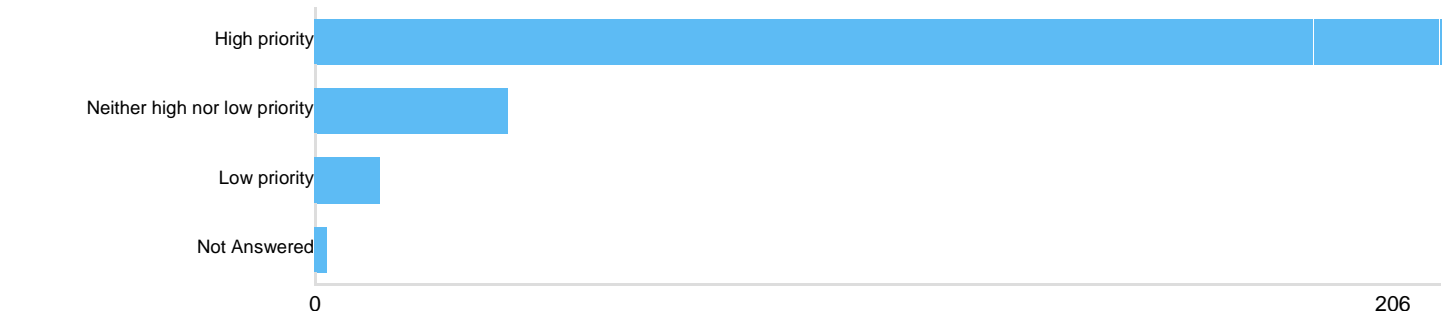
Option	Total	Percent
High priority	190	74.51%
Neither high nor low priority	58	22.75%
Low priority	7	2.75%
Not Answered	2	0.78%

Priority 2 - Supporting farming communities.



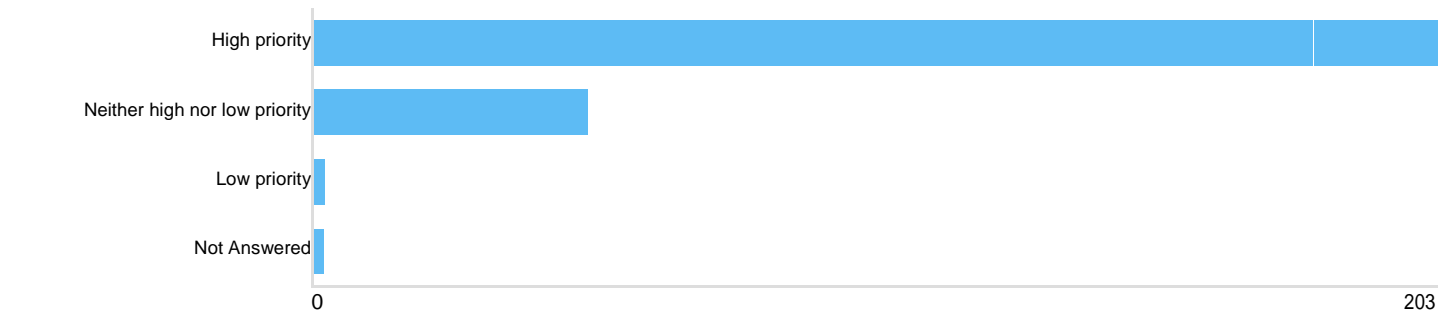
Option	Total	Percent
High priority	195	76.47%
Neither high nor low priority	47	18.43%
Low priority	12	4.71%
Not Answered	1	0.39%

Priority 3 - Reducing the impact of second homes in rural communities.



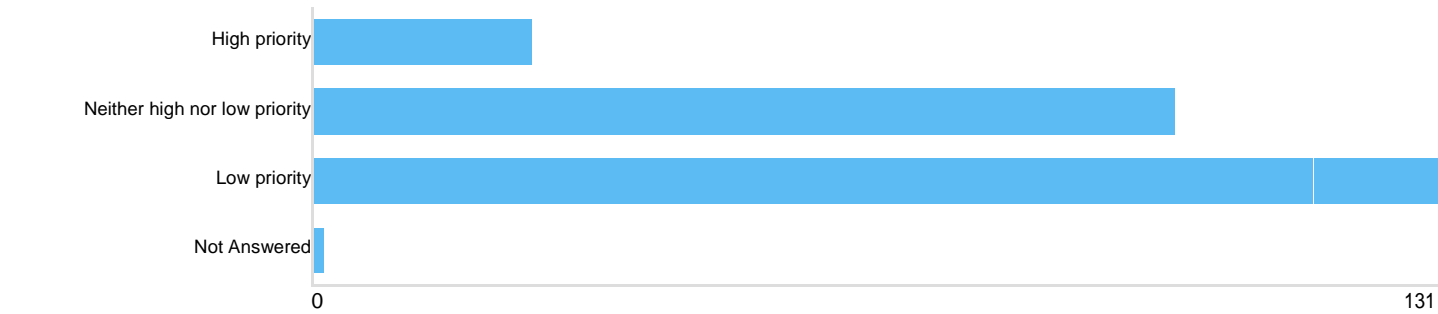
Option	Total	Percent
High priority	206	80.78%
Neither high nor low priority	35	13.73%
Low priority	12	4.71%
Not Answered	2	0.78%

Priority 4 - Investing in rural skills.



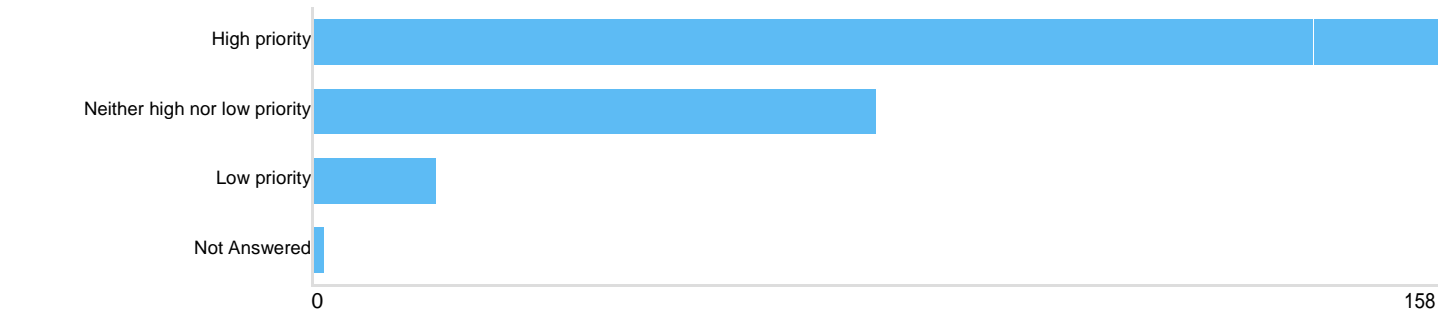
Option	Total	Percent
High priority	203	79.61%
Neither high nor low priority	49	19.22%
Low priority	3	1.18%
Not Answered	2	0.78%

Priority 5 - Developing the luxury tourism offer.



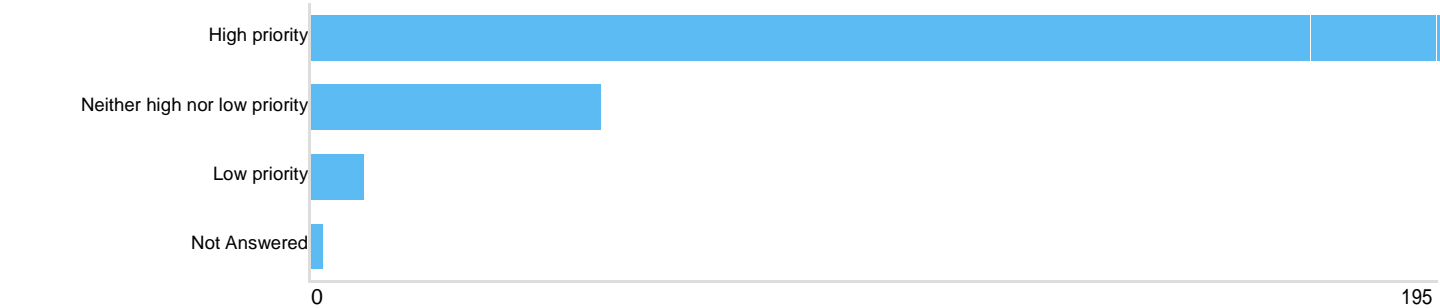
Option	Total	Percent
High priority	25	9.80%
Neither high nor low priority	100	39.22%
Low priority	131	51.37%
Not Answered	1	0.39%

Priority 6 - Addressing problems associated with 'super-aging population'.



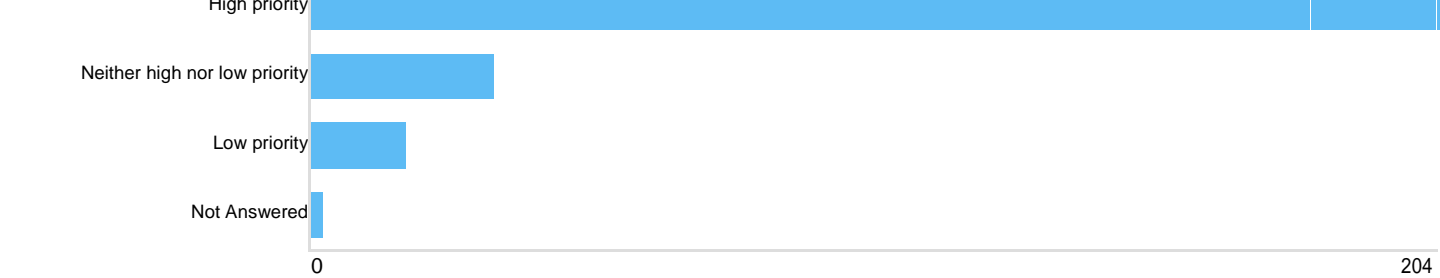
Option	Total	Percent
High priority	158	61.96%
Neither high nor low priority	79	30.98%
Low priority	17	6.67%
Not Answered	1	0.39%

Priority 7 - Protecting Lake District villages from over-development.



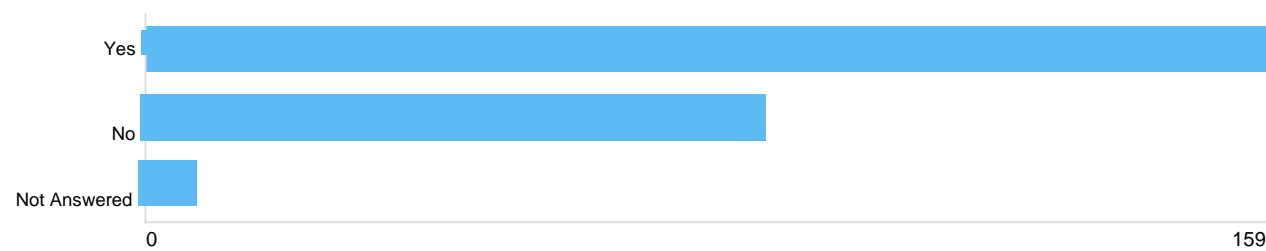
Option	Total	Percent
High priority	195	76.47%
Neither high nor low priority	50	19.61%
Low priority	9	3.53%
Not Answered	2	0.78%

Priority 8 - Improving transport links for people coming to, and moving around, the Lake District.



Option	Total	Percent
High priority	204	80.00%
Neither high nor low priority	33	12.94%
Low priority	17	6.67%
Not Answered	2	0.78%

Question 6: Overall, do you think the World Heritage Site celebrates the things which make the Lake District a great place to live and work?



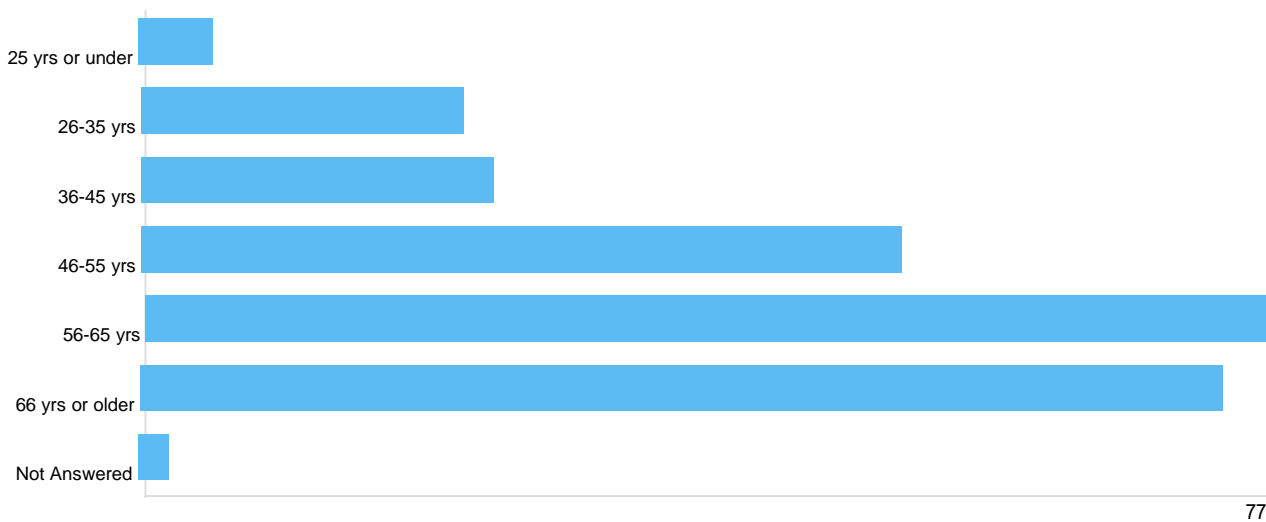
Option	Total	Percent
Yes	159	62.35%
No	88	34.51%
Not Answered	8	3.14%

Question 7: Do you have any additional comments?

There were 107 responses to this part of the question. (see Appendix 1 FR)

Question 8: How old are you?

age - Please tell us your age



Option	Total	Percent
25 yrs or under	5	1.96%
26-35 yrs	22	8.63%
36-45 yrs	24	9.41%
46-55 yrs	52	20.39%
56-65 yrs	77	30.20%
66 yrs or older	74	29.02%
Not Answered	2	0.78%

Question 9: What is your email address?

There were 144 responses to this part of the question. (Information withheld FR)

## APPENDIX 1 – all comments, as submitted:

- should be about conservation NOT money grabbing exploits
- Don't forget about our industrial heritage and built heritage of towns and villages - these are at risk of being lost or irreversibly damaged too!
- Red squirrel conservation is a key component of the Lake District's cultural heritage.
- I think the questions asked are extremely specific and can have many interpretations associated with the tick box scale. Could do with box for additional comments option. For example I wanted to define further my answer to 'uphill farming is a priority to WHO status.' I don't object to uphill farming as such but the amount of sheep on the hills is an issue.
- Too heavy focus on generating money from tourists, and by default too many tourists
- Not as such we are almost part of Durham!
- There is a considerable job of work to ensure the NP is Cumbrian, not just for those lucky enough to live in it.
- Needs more focus on natural assets which are free to all, rather than building more commercial tourism attractions which charge high entry fees. A safe cycleway from Windermere to Ambleside would be transformative. Climate change is going to drive a cart and horses through our experience of the Lakes - we need to do more to prepare for that.
- Traffic is a horrendous problem!! We live with pollution all the time!! What are your suggestions to make life better for local people?
- Has to be seen within statutory status as a National Park. Transport should be sustainable not just any old 'transport links'. Tourism offer should be directly related to and demonstrably supportive of the primary purpose of National Park and WHS designations
- Allow hill farming to maintain the unique landscape. More Guest Houses outside the settlements.
- The focus on the so-called "traditional farming practices" which have led to scraped bare hillsides devoid of natural vegetation is deeply worrying and chilling. WHS promises to be a serious obstacle to the type of landscape and ecological restoration that is badly needed in our uplands.
- the parks agenda has worked against the industrial dev of the west need for dual carriage road through the park penrith to working ton eight years to late. the park has been no help to the west
- Some of your questions are reductionist; there are degrees of probability & value in most cases.
- I am afraid that I feel the whole issue of World Heritage has been a waste of time and resources which could have been spent on much more important things locally - ie housing, transport and the environment.
- Agree in principle to extension of National Park Boundaries to protect heritage and ensure farmers get financial support after Brexit. Road and rail infrastructure needs a major overhaul to cope with visitors. Public transport and low carbon emitting vehicles needs development.
- Too many "jobs for the boys"
- No
- A strong need for increased management of the raising visitor numbers, and less acceptance of planning applications which are more appropriate in city environments.
- We do not need WHS
- An added burden to an already over governed area
- WH status for the Lake District as I understand it, will increase the number of visitors to the Lake district from 17m to 19m in the next three years.. While doing this, it will provide no additional infrastructure, no additional resources, no additional protection of the environment, no support for local communities, and no support for local heritage. Apart from being a successful vanity project for LDNPA, it is hard to see what benefit it will bring to the area apart from a lot of additional pressure on resources that are already under considerable pressure.
- Not enough emphasis is being placed on protecting and enhancing the natural environment and wildlife - which is a part of the remit of the LDNP.
- must develop the whole of cumbria
- Care must be taken to avoid over-tourism. We struggle now to deal with numbers of people and vehicles and it is impossible to expand the road system. Also we MUST not even consider turning us into a "theme park" or such as that would destroy our unique countryside.
- Heritage....whose is it...?future generations'.....!!
- I believe that the WHS makes the Lake District a wonderful place to visit, however I think it is wildly detrimental to those who want to live and/or work there. Houseprices will only rise as development is further demonised and obstructed, making it almost impossible for regular working people to buy a home where they have either grown up or currently work, meaning they must commute on vastly insufficient roads and almost non-existent rail networks.
- Public transport improvements need to be the number one priority if we are to have even more visitors - the re-opening of the railway from Penrith to Keswick and MUCH better bus rural services are vital.
- There is an urgent need to address the impact of larger and larger delivery vehicles and coaches on Lake District roads. I urge you to consider limiting the size of vehicles on some of our roads, eg the Windermere to Newby Bridge road and those to Hawkshead and Coniston.



- Most of these comments are difficult to disagree with. If you are asking about priorities, then it would have been more challenging to have to rank them. There is also the difficulty that the west of Cumbria has very different access problems to the rest of the county. While centre of the Lakes is full, especially on public holiday, the western fringes are often quite neglected.
- the project sounds highly controversial and there are clear and genuine conflicts of interest that could split communities
- I think WHS could be an opportunity to develop a resilient landscape and community for the economic, social and environmental changes ahead
- Rewilding projects (such as Ennerdale) do not fit with the World Heritage Site status as rewilding removes the "cultural" from "cultural landscape".
- We should address housing affordability by encouraging a thriving economy and increasing housing supply. If we throttle tourism in attempts to address housing, this could have a far more damaging impact on housing affordability by reducing jobs and incomes. I.e. it's important to get the balance right.
- I am delighted we have World Heritage Status, we just need transport to cope with visitors, rather than having narrow roads clogged up with traffic.
- Have yet to see WHS statu bring any practical benefit to average working person in the district.
- **THE LAKE DISTRICT DOES NOT NEED ANY FURTHER VISITORS. THE ROADS AND INFRASTRUCTURE CANNOT COPE WITH EXTRA TOURISM.**
- WHS is handed out willy nilly all over the world, its power is heavily diluted by too many awards
- the LDNPA has neither the will or the expertise to protect the national park
- WHS status has helped the Lakes take the world stage, and has boosted myself as a local resident to feel proud of my heritage!
- There is a need for a comprehensive transport system update for the south at least. This should focus on the reduction of day visitor cars entering the park. I'm not advocating for a reduction in day visitors, just their cars and the associated air pollution, noise pollution, congestion and parking problems in designated parking, on street parking and in the rural environment that in turn affects the visual impact of the park as a whole.
- Keep it 'nuclear free' at all costs!!
- I live on the western side of the Lake District. I enjoy meeting our visitors and am glad that they add to the vibrancy of the area in the seasons when they visit. However tourism is generally low paid and seasonal with many minimum wage jobs. I live next to a large holiday let and my village has many holiday homes. I question how much they add to the economic vibrancy of the area, noticing that most of the visitors next door have their food delivered from a supermarket and often don't even go to the local pub. I would strongly support encouragement of other businesses and industries which can take advantage of new communications technologies - for which we need a 21st century IT infrastructure, Our children should learn how to code and much more to take advantage of this. We should have a transport infrastructure which encourages us to use public transport, not just for visitors but to allow us to get to GP surgeries, hospitals and other essential services. Most people I know HAVE to drive to get anywhere, even when they know themselves that they are older and their reactions and abilities might not be as good as they once were. I support my neighbouring farmers but sheep aren't the only answer. I would support testing of rewilding in some areas and of planting to benefit flood prevention and other environmental benefits. On the whole I am uncomfortable with the prevalence of the idea that the Lake District should be set in aspic for the benefit of one industry. We need a mixed and sustainable economy if we are not to become a theme park peopled by people who in one way or another service a single low paid industry.
- The LDNPA seek only to see the Park as a source of income.
- it is all fluff. there is no money attached to do anything extra. It rely heavily on farming yet there is no financial support for farmers. Any development people need/want has to fit in with WHS and thus costs extra. The LD is full, we don't want yet more people we cannot cope. Keswick is awash with people who have moved here and do B&B..the more people like this we have the more tourists we need to keep them in business ...there is no end to this. I haven't answered a couple of questions as I think they are very badly worded and you are just trying to lead people...
- Focusing on making local communities more livable - transport, resources, services - is most important, and will also benefit tourists. Focusing on tourists will benefit no one in the long term.
- I am very sad that all the emphasis seems to be on getting more tourists - and on 'adventure' rather than noticing and caring for the natural environment
- I am a farmer and my dry stone walls are falling. I don't have the money to pay someone to repair them and I'm very slow at doing it myself. I then see Friends of the LD building practice walls for tourists. Well they could come here to train and then the farm nextdoor and so on. I personally don't mind if they look a little crazy, it's better than what I have.
- There just isn't the infrastructure..... it will ruin the environment it seeks to honour (like most things done in the name of the tourist economy)
- WHS status must not be to the detriment of the existing rural traditions of the Lake District such as hill farming and mining/quarrying. WHS must not try to change the existing characteristics of the National Park.
- The planners are ruining the Lake District they are allowing over development our communities are disappearing due to holiday homes so what will the WHS celebrate in the future it's a waste of time they need to be controlling tourism not developing it they need to improve roads and parking first or it will get so congested that visitors will stop coming WHS or not, it was just a man making a name for himself and not giving a shit about the lake district

- Transport (or lack of it) is a massive issue that should be addressed. No railway links to Keswick for example.
- The Lake District brand is already better known than WHS brand. We should support farming regardless of WHS. We don't need WHS to celebrate & protect our culture. We need transport for locals even more than for tourists. Over development is already massive and very scary in my village. What are the probs of super-aging? Transport is one, but what others?
- We appear to be subject to over-development in our village, particularly since WHS was awarded. This is very concerning. My overall view is that the 'Lake District' brand is far stronger than WHS and this is what should be the focus . I fail to see the real value that WHS adds.
- Stop houses being build on every scrap of land that's where our precious wildlife lives.
- Maybe we should have kept quiet about it - it won't stay unspoilt! Drones over standing stones, conspicuous sign posting , gridlock at cat bells ...
- 595 south needs improving desperately! AS well bus for tourists going round Lakes taken off just as it was building up! Bus service for Wast water & Ennerdale in tourist times no cars like derbyshire has had for years We could cope with higher numbers but access is terrible 595 to south!
- I live on Wasdale rd, the gateway to Wasdale and fells in West Cumbria. The roads and surfaces are appalling and an embarrassment. From Gosforth village to Wasdale head the road is terrible. Improve that journey and then we might get more visitors.
- Need to be aware of the 'honey-pot' effect on areas/communities just beyond LDNP boundaries
- Work should be done to provide good footpaths, with signage where needed.
- No questions about wildlife and nature
- Not sure about 6 above, but unlike the other questions, the answer is only Yes or No.
- Cashing in on tourists through luxury and high adrenaline experiences will ruin the place. The magic of the Lake District lies in the simple things and lack of polish.
- More focus on biodiversity please. Less on more development.
- Scrap the LDNP plan which proposed further development along A591 between Windermere and Grasmere; stop allowing major developments in the park - they are ruining it with excessive traffic; protect Grasmere from further development - it is NOT a hub!
- the questions highlight the dilemma of improving heritage and environment within the park whilst managing the impact of increased tourist numbers in particular areas, risking destroying the things that attract people here. Improved transport must be a priority, as well as properly taxing second homes/holiday homes, and looking at ways of rewinding parts of the landscape.
- we got WHS on what we have to offer as it is now .Leave it like it is
- WHS will bring more tourists, we don't need anymore tourists. Protecting certain areas in the Lake District would have been better (e.g. Langdale) rather than restricting the development. Wages are too low and the main industry is tourism, then some token farming, and villages that have a low resident population - just look at Elterwater for an example of how to kill a community. What we need are diversified employment opportunities, affordable and nice places to live.
- It would be good to see a broader strategy developed for the Lake District and Cumbria which takes account of the factors that you ask questions about. How for example can we move to a lower carbon footprint for the Lake District, at the moment there isn't an integrated transport policy for the area that takes account of tourists and locals. What there does seem to be is an unwillingness to embrace change and look at new solutions. There are areas of the Lakes that have less traffic (in all senses) so how do we encourage our visitors to go there? If Snowdon can have a cafe on top then why not Skiddaw with a railway climbing up to reach it?
- I am not pleased with the noticeable increase in summer traffic since WHS status
- Creating greener reliable transport for residents .
- I'd like to see more emphasis on caring for Cumbria's natural environment, not just keeping to the status quo of over grazing because that's the scenery people have come to expect. There needs to be a far higher priority given to restoring our landscape and reintroducing biodiversity to barren hillsides.
- Need also to develop higher paid jobs, based on knowledge and internet maybe
- For the Lake District to fully take advantage of being a World Heritage Site the offer for tourists must be exploited. The more money that is generated will help communities throughout Cumbria. The potential for more international visitors from Carlisle Lake District Airport will only expand in the future.
- You need to protect the communities that immediately ring the LDNP from development that is inappropriate with WHS eg Wind Turbines.
- Some of my comments are not quite right because I should prefer the chance to qualify a response - like I do think transport in the area should be a priority but not just linking car-based means within the park or some farming communities need support to flourish but not just by extending or celebrating current practice
- Diversify the economy and expand and care for existing woodland
- Farming as it stands is increasing environmental damage. It must have care of the environment at its heart.
- WHS is surely about the community benefits, outdoor activities and sports that are conducted in the park. Its not simply the rural nature of the fells that needs to be protected but also the activities and historic activities that have taken place in these lands.

- Organisation tends to be a jobs for the boys excuse rather than a genuine attempt to benefit the local community. Very often the locals get left behind in the joy and excitement of the new appointment to something which is not man made and does. Not need man's interference..... It needs quiet support and funny
- We need to consider the number of all year round visitors we are continuing to encourage into Cumbria and whether the infrastructure can actually cope with these ever increasing numbers. I consider myself very fortunate to live and work in South Lakeland but at times during the year it becomes almost unbearable to tolerate the number of people/cars/coaches that come into the area, in particular Windermere and Bowness. These two towns are beginning to suffer from mass tourism/second homes and over development. We have to ensure that protecting this wonderful landscape and the rural way of life is at the forefront of all decisions.
- The current focus must be on meeting the challenges of loss of biodiversity and adaptation to climate change. By have a perceived focus on traditional farming and attracting international visitors World Heritage status distracts us from efforts to meet these challenges. Supporting the Cumbrian economy to meet these challenges must be our priority. That will include the farming community but they should be supported in the same way as others, not a special case.
- no
- No
- have not seen any difference with areas outside Windermere/Grasmere/Kendal spending seems to be focussed in these areas and the southern rural areas forgotten or ignored in Broughton
- Not enough done to monitor and control second homes. Rules flouted and bent.
- we need to have more joined up thinking between formal partners and equal support for all districts
- The World Heritage status should not protect a farming landscape at the expense of biodiversity and other services provided by the environment, including biodiversity, carbon sequestration, flood and drought mitigation. Bare fells result from sheep farming, this is not everyone's idea of a beautiful landscape and a greater mix of habitats including trees and shrub areas would give greater benefits to the area. Hill sheep farming is an industry subsidised by tax payers money, it should only be subsidised if it can provide great benefits for society and I personally prefer to see more natural fell landscapes with less extensive areas of sheep grazing.
- Although I am generally supportive of WHS status for the National Park I have a concern that it could be used by some people to stifle development. Planning control already exists and National Park status provides adequate protection. I doubt the problems of second home ownership will be addressed by WHS and some of these owners will vehemently oppose any kind of development. Tourism is the heart of the LD economy and although it must be managed sensitively appropriate development must take place. The area cannot be mummified.
- Totally unnecessary development for the Lake District! It's already bursting at the seams - we don't need more tourists. We need protection of the existing environment - beak watchers, litter picking, enforcement of existing planning regulations, proper parking areas so that narrow lanes are not clogged with vehicles, widespread provision of toilet facilities, discouragement of dogs (fouling, sheep worrying).
- WHS may appear to be a good thing on the surface, but WHS in the Lake District means that our environment is now likely to suffer as a result, not just from increased tourism, but efforts to retain hill sheep farming at current (unprofitable) levels and keep our lake district 'looking pretty' mean that efforts to increase the resilience of our landscape for the environment and people will be squashed through WHS status. A level of upland hill sheep farming needs to be retained, as it is part of our cultural heritage, but not at the expense of increasing the resilience of our landscape. As our climate is changing, floods and droughts are becoming more frequent and our protected areas are failing to reach good condition, despite many of them being in agri-environment schemes. This also applies to those catchments used for large scale public water supply such as Thirlmere, and the increased cost and reduction in security of (water) supply that climate change is bringing. It should be becoming easier to implement measures such as river restoration or tree planting to safeguard our environment and biodiversity and reduce impacts on lake district communities and tourism through flooding (in line with the government's 25 year plan), not harder. From my eyes, WHS means that it will now become harder and more costly to deliver measures such as this which bring huge benefits to local communities as well as the environment and landscape resilience. Our upland landscape in particular needs to deliver for all – yes it is important to retain a sustainable level of upland farming for our rural communities, but landscape change is required to bring about other public (and tourism) benefits, and one should not be at the expense of another. Personally I see for example, Skiddaw, as a bare degraded mountain, which is not at all attractive to walk up either. As a local resident I much prefer to go walking where there is a mix of vegetation types and complexity, who has made the decision that mountains such as Skiddaw must be kept bare to retain the 'cultural' heritage of the lake district?
- There is a risk that the WHS could end up altering the area for the worse

- It depends on your definition of communities. We, as a lake district native with centuries of history here, find that LDNPA and NT, influential control bodies, rate incomers, retirees and second home owners before real locals. They're invited onto control groups and have a say. I have direct experience of this. An example is the group responsible for the WHS branding. An 18 month exercise in inefficiency which missed the boat. Some on that panel from the NT said they want to ban mining and quarrying from within the park. People who want to suburbanize their holiday and retirement homes have too much influence over real working locals, and WHS gives them another forum that they and their mates can control. I work in tourism, have worked for the LDNPA, they are predominantly white middle class self interested blokes. WHS is great if it protects historic working communities that made the lakes look like this. Not the usual partisan, patronising, self serving incomer and their cronies. In their hands it's a community disaster waiting to happen.
- as a cultural landscape designation, how do we value culture? how do we appreciate and support our particular indigenous culture (not modern 'arts')
- Sorry the Lake District has got WHS as it likely to attract more visitors to an already saturated area ,especially traffic and damaging an environment which is so precious and needs protection . WHS could easily destroy what it seeks to conserve Traffic, and especially very large coaches on narrow roads, and parking are major problems at the height of the season and can overwhelm fragile environments. Luxury tourism may bring revenue but excludes more ordinary people and is often not eco friendly or necessary to enjoy the area.
- The continued focus on farming rather than protecting the Lakeland environment, in conjunction with farming is a concern. The landscape, wildlife and biodiversity of the NP had nose dived and a refocusing is urgently required to protect the asset for future generations
- Transport infrastructure is a major concern as so many routes through the area are vulnerable. It only takes one accident or flooded road for the system to fail.
- National Parks are already a celebration. The threat of losing WHS status is a problem
- Too many small houses are 'developed' into larger ones, beyond local's ability to purchase forever.
- As a conservationist I feel that too higher proportion of the Lake District is over-grazed to the detriment of biodiversity, carbon storage and water storage capacity (ie. Increasing risk and severity of flooding)
- If the intention is to capture the landscape as it was at the time of the lake poets then agriculture will need to be disintensified and become more diverse. This will require payment for "ecosystem services" if it's to be economically viable; and probably require more labour and expertise.
- Leave a little piece of the island (GB) to flourish with other species too! Enough tourism before WHS
- World Heritage Status is only helpful if it attracts funding to continue maintenance of such a beautiful landscape. Perhaps the title promotes a situation whereby too many visitors ruin the area, eroding the landscape with their footprints and demanding inappropriate facilities.
- The World Heritage Site status gives options to protect local heritage beyond that of just farming culture, but it is not used. The cultural aspects of the Lake District as a living place are being overlooked and not enough is being done to support young people in staying here, who are ultimately the ones who can sustain the culture going forward.
- I'm strongly concerned that WHS keeps the LDNP stuck in a period of time that is not sustainable in terms of profitable farming and actually damaging to the biodiversity value of the LDNP along with lack of adaptability to address issues such as climate change resilience.
- The emphasis of WHS is completely on farming at the expense of the rest of the community
- Villages have turned into Disney satellites with low paid 'workers' living in social housing if they're lucky.

# World Heritage Status 'Question Time' style debate

Tuesday March 26th 2019, 1pm, Theatre by the Lake, Keswick,  
Cumbria CA12 5DJ

## Chair of the Debate:

**Stephen Henwood**

Independent Chair, Lake District National Park Partnership

## Panel Members:

**Douglas Chalmers**, Chief Executive Officer, Friends of the Lake District

**Jennifer Cormack**, Director, Cumbria Tourism and Director UK Inbound

**Julia Aglionby**, Executive Director, Federation for Common Land

**Lorraine Smyth**, Chief Executive Officer, ACT

**Steven Ratcliffe**, Director of Sustainable Development, LDNPA

## Timetable:

- 1.00pm - 1.30pm Coffee and registration
- 1.30pm - 1.50pm Opening statements from the Panel
- 1.50pm - 3.25pm Debate of submitted questions
- 3.25pm - 3.30pm Round up and closing remarks

This event is now fully booked with a waiting list. **Please let us know if you no longer plan to attend so we can allocate your place to someone else.** Thankyou.

# Update on BA6.1

**Fran Richardson**





**ACTion**  
with communities  
in cumbria

## ACTion with communities in cumbria

champions community and rural issues



*ACT champions community and rural issues*



**BA6.1 Milestone 2: Plan and deliver at least one event/activity in each of the 4 LDNP Distinctive Areas where we:**

**Inform resident communities about the outstanding universal values of the cultural heritage & natural environment of the Lake District**

**Facilitate Community conversations with a focus on listening to Community interpretations of their cultural heritage & natural environment.**

**Explore with communities' ways in which they can celebrate their cultural heritage and conserve the natural environment**





**ACTion**  
with communities  
in cumbria

Will WHS keep  
communities  
sustainable and  
vibrant?

Grow the  
visitor  
experience –  
educate  
better?

Low wage  
economy.  
Perpetuated.

Depopulation and  
aging population.

Train and retain  
young people.  
World class  
hospitality  
school?

Too much  
tourism, too  
concentrated.

Higher spend visitors?  
National Park has a  
principle of wider  
engagement.

Infrastructure is  
insufficient  
(transport and  
services).

If young  
workers  
cannot settle  
we lose  
schools,  
shops etc.

Affordable  
housing isn't  
affordable

Entrepreneurial  
people live here  
– but our young  
have limited  
horizons.

Keeping  
workers is hard  
as they can't  
afford to settle.

Climate change  
concerns –  
tourism is  
carbon heavy.

Visitor tax –  
overnight or on  
vehicles.

Broadband –  
social,  
business and  
visitor use.

Second homes  
and holiday lets  
decimate  
communities.

Planning  
contradictions  
inside vs outside  
the Park. Work  
together please?



*ACT champions community and rural issues*

# Public Goods?



- Role of ‘park keepers’ or ‘custodians’
- Natural and social capital
- Waterscape and landscape
- Mental health and wellbeing
- Food security
- Traditional boundary management
- Sustaining farmers and rural families



*ACT champions community and rural issues*

# Who is the Lake District for?



**ACTion**  
with communities  
in cumbria

Everybody  
who loves  
it

Entrepreneurs  
and small  
business

Visitors

People who  
live here,  
work here

For those  
who can  
pay to get  
in??

People who  
appreciate  
it

The next  
generation

People and the  
environment.  
Could do better on  
wildlife tourism.

For the whole  
country – so the  
whole country  
should contribute

Invest in people  
who live here so  
they can maintain  
it and share it with  
others



*ACT champions community and rural issues*

- Follow up in the new year, working with community representatives and partners.
- Links to other Breakthrough Actions.

## Lake District Communities and World Heritage Status Online Survey.

On behalf of the Lake District National Park Partnership, ACT carried out an online survey, collecting data from 255 people between 13<sup>th</sup> February and 18<sup>th</sup> March 2019. This survey built on information we gathered from communities at events in November 2018. Our aim is to generate conversation between communities and agencies, to foster working relationships in order to tackle some of the difficult issues facing Lake District communities. Below are some initial headlines from this survey:

- 81% of respondents either agreed or strongly agreed that World Heritage Status provides an opportunity to develop the international visitor profile of the Lake District.
- 76% of respondents either agreed or strongly agreed with the following statement; "Parts of the Lake District are full. Our infrastructure cannot cope with more visitors."
- 75% of respondents agreed or strongly agreed that Hill Farming is at the heart of World Heritage Status and is a way of life which must be protected.

Respondents were asked to identify high and low priorities, from a list of eight. Most were agreed to be high priority for the Lake District. (% shows the 'high priority' response)

1. Reducing the impact of second homes in rural communities. (81%)
2. Improving transport links for people coming to, and moving around, the Lake District. (80%)
3. Investing in rural skills. (79%)
4. Protecting Lake District villages from over-development. (76%)
5. Supporting farming communities. (76%)
6. Maintaining traditional boundaries (hedges and drystone walls). (75%)
7. Addressing problems associated with a 'super-aging population'. (62%)
8. Developing the luxury tourism offer. (9%)

Almost all respondents (97%) live or work in Cumbria, with all districts represented to a greater or lesser degree: 43% of respondents live or work in South Lakeland.

107 of the responses included additional comments.

- There were a large number of comments about the pressure of traffic and the weakness of Cumbria's road and transport infrastructure.
- Some people want the Lake District to remain exactly as it is while others are keen to see more housing (affordable to local workers) and more diverse business opportunities.
- There were comments also about challenges to biodiversity, and concerns about climate change.

ACT will produce a full report on this survey, feedback from today's debate and on the conversations which led to this event. Please let us know if you are interested in seeing this report when it is completed in April. [info@cumbriaaction.org.uk](mailto:info@cumbriaaction.org.uk)

## NEWS RELEASE

Issued 3<sup>rd</sup> April 2019

### **Lake District World Heritage Status...Questions, questions!**

Community development charity ACTion with Communities in Cumbria hosted forty community representatives keen to raise questions about the value and impact of World Heritage Status for the Lake District, at a recent debate at Theatre by the Lake, Keswick. Expert panellists took questions from the audience, sparking lively discussion on topics which included increased tourism and traffic, farming sustainably and land-use and a range of planning and development queries.

Chaired by Stephen Henwood, independent Chair of the Lake District National Park Partnership, this was an open discussion touching on the motivations for securing and maintaining this internationally acclaimed designation. Panellists Stephen Ratcliffe from the Lake District National Park, Lorraine Smyth from ACTion with Communities in Cumbria, Julia Aglionby from the Foundation for Common Land, Douglas Chalmers from Friends of the Lake District and Jennifer Cormack from Windermere Lake Cruises and Cumbria Tourism responded to all the questions presented and have pledged to work with communities to address concerns and maximise benefits.

The discussion was also informed by the results of a recent online survey, part of a programme of community engagement funded by the Lake District Foundation and the RSA to explore community views on Lake District World Heritage Status. Following a series of community conversations, ACT gathered views from over 250 online respondents. Reacting to statements gathered during these conversations;

- 81% of respondents either agreed or strongly agreed that World Heritage Status provides an opportunity to develop the international visitor profile of the Lake District.
- 76% of respondents either agreed or strongly agreed with the following statement; “Parts of the Lake District are full. Our infrastructure cannot cope with more visitors.”
- 75% of respondents agreed or strongly agreed that Hill Farming is at the heart of World Heritage Status and is a way of life which must be protected

Fran Richardson, ACT Development Officer, said, “It has been really interesting exploring what matters to Lake District communities - and those outside the Park – using World Heritage Status as a way into conversation. The things people want to talk about are not



new. Housing which people can afford to live in, sustainable jobs and transport; the infrastructure which supports those who live and work here, as well as the millions of visitors who come to share our space each year.”

Commenting on the survey results she said, “People are not ‘anti-tourism’ by and large; they are expressing concerns about too many vehicles on roads which cannot cope with ever increasing numbers. The challenge brought to the panel in Keswick was to make sure that the Lake District remains a great place to live, as well as a world class visitor destination. ACT will support anyone taking action to achieve this, at both a practical and a policy level.”

Addressing some of the difficult and long-standing challenges, panellists offered a number of solutions.

- Recognising that there is a huge shortfall on funding for the infrastructure aspirations of the area, work with partners and authorities to lever in additional funding to support the maintenance of WHS.
- A well-managed congestion charge was mentioned as one way of funding much-needed sustainable transport infrastructure.
- There are resources available on the [www.lakesworldheritage.com](http://www.lakesworldheritage.com) site to help communities tie their existing local identity to World Heritage Status.

For further information please contact ACT [info@cumbriaaction.org.uk](mailto:info@cumbriaaction.org.uk) 01228 817224

**- Ends -**

**Image:**



Facing the Questions L-R Steve Ratcliffe, Lorraine Smyth, Julia Aglionby, Stephen Henwood, Jennifer Cormack and Douglas Chalmers at Theatre by the Lake, Keswick.

**Further press information available from:**

Fran Richardson, ACTion with Communities in Cumbria – Development Officer

Tel: 01228 817224 Email: [franrichardson@cumbriaaction.org.uk](mailto:franrichardson@cumbriaaction.org.uk)

Dani Hall, ACTion with Communities in Cumbria – Office Manager

Tel: 01228 817224 Email: [danihall@cumbriaaction.org.uk](mailto:danihall@cumbriaaction.org.uk)

**Notes to Editors:****ACTion with Communities in Cumbria (ACT)**

- ACT is the community development organisation and Rural Community Council for Cumbria.
- ACT champions community and rural issues and supports communities to plan for their future, develop projects, work with others, and influence and change policy.
- ACT's work focuses on helping people and communities achieve their aspirations; we provide practical advice and support and deliver training. Through a variety of partnerships we are also able to represent the interests of communities locally, regionally, and nationally.
- ACT is registered in England as Voluntary Action Cumbria, Charity Registration Number 1080875, Company Number 3957858.

For more information, please visit ACT's website: [www.cumbriaaction.org.uk](http://www.cumbriaaction.org.uk)