

Appendix One

References

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Appendix Two – Summary of Cumbria Tourism Statistics

2006		Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria
Bedspace	Total	20,075	1,641	5,994	6,962	32,303	40,003	106,978
	% serviced	30	82	56	30	13	34	29
Tourist Numbers (000's)	Total	2,516	1,875.90	2,405.61	1,786.74	1,935	4,651	15,170.60
Tourist Days (000's)	Total	5,306.6	2,265.56	3,227.68	2,843.66	4,039.3	9,832.1	27,514.95
	In visitor accommodation	3,426.3	290.26	960.77	1,201.37	2,648.5	6,853.1	15,380.37
	At friends/relatives	354.1	322.78	386.81	262.90	194.1	378.4	1899.07
	Day visitors	1,526.2	1,652.52	1,880.10	1,379.40	1,196.6	2,600.7	10,235.52
Expenditure (£'s millions)	Total	194.70	58.81	120.01	89.61	142.96	467.78	1073.87
	Direct	146.63	44.45	90.79	67.09	107.45	354.12	810.6
	Indirect	48.07	14.36	29.21	22.52	35.51	113.67	263.34
Employment (FTE's)	Total	4,136	1,102	2,206	2,148	3,095	8,635	21,322
	Direct	3,458	899	1,794	1,830	2,594	7,032	17,607
	Indirect	678	203	412	318	501	1,603	3,715

Source: STEAM 2006, other than bedspace figures which are from CT DMS files (April 2007)

Expenditure Per Person Per Day		
	Day Visitors	Staying Visitors
Accommodation (estimated cost per person per night)	-	25.53
Travel in and around the area today	5.78	3.74
Food & drink	6.55	7.90
Attractions	2.57	1.93
Other leisure and recreation	0.63	0.53
Shopping for daily needs	1.55	1.06
Shopping, gifts & souvenirs	3.00	2.56
Other expenses	0.82	0.83
Total	18.78	41.01

Source: Cumbria Visitor Survey 2006

ATTRACTION	VISITOR NUMBERS 2006
Windermere Lake Cruises	1,267,066
Rheged	463,708
Tullie House Museum and Art Gallery	270,766
Grizedale Forest Park and Visitor Centre	250,000
Ullswater Steamers	187,656
Whinlatter Forest Park & Visitor Centre	180,985
Carlisle Cathedral	149,762
Ravenglass & Eskdale Railway	118,517
Lake District Visitor Centre - Brockhole	91,715
Cumberland Pencil Museum	83,400
Muncaster	82,639
The Dock Museum	79,415
The Homes of Football	68,000
Dove Cottage and The Wordsworth Museum	66,094
Sizergh Castle and Garden	65,062
Hill Top	64,584
The Teapottery	62,854
Northern Lights Gallery	60,000
Wetheriggs Country Pottery	50,000
Lake District Coast Aquarium Maryport	47,464

Source: Cumbria Tourism's Visitor Attractions Monitor (excludes non participating attractions)

Total Expenditure	£1073.9 (m)
Category of Spending	%
Accommodation	26
Food and drink	16
Recreation	5
Shopping	8
Transport	10
Indirect Expenditure	25
VAT	11
Total	100

Source: STEAM 2006

Accommodation Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2006 Average
Serviced (bedspace occupancy %)	25	37	35	50	49	53	59	63	58	52	37	35	47
Self-catering (bedspace occupancy %)	20	29	24	50	39	44	56	74	48	47	24	32	42
Touring Caravan and Camping touring (pitch occupancy %)	13	16	24	53	48	56	66	72	52	35	27	23	54*

Source: Cumbria Tourism's accommodation occupancy survey (Serviced, Self-

DISTRICT	Serviced Accommodation		
	Establishments	Rooms	Bedspaces
ALLERDALE	382	3,046	6,043
BARROW-IN-FURNESS	54	678	1,344
CARLISLE	151	1,594	3,329
COPELAND	109	1,051	2,090
EDEN	351	2,123	4,337
SOUTH LAKELAND	827	6,625	13,539
Lake District National Park	910	7,619	15,559
CUMBRIA COUNTY	1,874	15,117	30,682

catering, and Caravan and Camping (touring). *Based on the seven months between April and October

Accommodation Stock – Cumbria 2006

Source: STEAM 2006

DISTRICT	Non Serviced Accommodation			
	Total Bedspaces	Houses, Cottages, Flats, Static Caravans, Chalets & Boat Moorings	Touring Caravans & Camping	Alternative (including Hostels, Camping Barns, etc)
		Units	Units/Pitches	Properties
ALLERDALE	14,032	1,497	2,078	23
BARROW-IN-FURNESS	297	6	90	0
CARLISLE	2,665	133	610	7
COPELAND	4,872	500	831	11
EDEN	27,966	865	7,649	21
SOUTH LAKELAND	26,464	3,211	3,394	35
Lake District National Park	37,136	3,642	5,972	54
CUMBRIA COUNTY	76,296	6,212	14,652	97

Source: STEAM 2006

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Appendix 3: Strategy Summary Table: Who does what

	Strategic Priority	Main Headings	Sub Headings	CT Lead	Lead Organisation	NWDA Lead	County Strategic Partnership	Private sector engagement	
S T R A T E G I C P r i o r i t i e s	1	Improving Quality	Improving profitability	Quality accreditation	Industry Services	CT	DG	C. Vision	CT Industry Services working group, BHA
				Business development	Industry Services	Business Link	DG	CLEAN C. Voice	CT Industry Services working group
				Skills development	Industry Services	People 1 st	DG	LSC	CT Industry Services working group
				Sustainable Management practices	Industry Services	CCC	MA	CSP	CT Industry Services working group
				Tourist Information Centres	Industry Services	VB	BP	CT	CT Industry Services working group
	2	Development & Investment	Place making, Spreading benefits & Signature Projects	Accommodation	Development	CT	DG	CSP/CV CEDOG	CT Development working group
				Attractions	Development	CT	DG	CSP/CV	CT Development working group
			Traffic Management & Transport Hotel Development	Public Realm	Development	LAs, CCC, NPA	PR/JR	CSP/CV	CT Development working group
				Transport strategy	Development	CCC	PR	CTG	CT Development working group
				Green Product and business efficiencies	Development			CBEN	CT Development working group
	3	Market Development & Communications	Acquisition Retention	Destination Marketing	Marketing	CT	NBS/RMF	CSP/CV	CT Marketing working group
				Visitor Information	Marketing	CT	BP	CSP/CV	CT Marketing working group
				Food & Drink	Marketing		PR or FNW	CV	DC/MiC/CT
				Culture	Marketing	CC	NBS or CNW	CC	Culture Cumbria
				Outdoors	Marketing		NBS/AG	CV	OIWG
				Green Tourism product promotion	Marketing	CT	MA or SNW	CC Action Plan	CBEN
	4	Tourism Strategy & Leadership	Targets & Measures	Evaluation research Reporting Business Planning	Executive Board & CEO	CT	JB	CSP	CT Executive Board & CM's Group

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	5	Skills, R&D & Innovation	Schools, Colleges and University	See Cumbria Economic Plan	Industry Services	Cumbria Vision		LSC UoC	CT Industry Services working group
	6	Housing Strategy	Private sector, Affordable	See Cumbria Economic Plan	Development	Cumbria Vision		CCC	CT Development working group
	7	Business Support and Enterprise	Business Link, Invest Cumbria, Premises, Public sector	See Cumbria Economic Plan	Industry Services	Cumbria Vision		BL iC	CT Industry Services working group
Cross Cutting Themes	8	Rural Strategy	Agriculture Access Home working Services + Support	See Cumbria Economic Plan	Development	Cumbria Vision		CCC	CT Development working group
	9	Connectivity	Roads Rail Air Water Sustainable transport ICT	See Cumbria Economic Plan	Development	Cumbria Vision		CCC	CT Development working group
	10	Sustainable Communities Economic + Social Inclusion	Worklessness, Cultural/sporting, migrant workers	See Cumbria Economic Plan	Industry Services	Cumbria Vision		CSP	CT Industry Services working group

Key to Abbreviations

CT – Cumbria Tourism	CCC – Cumbria County Council	LSC – Learning and Skills Council	CBEN – Cumbria Business and Environment Network	BL - Business Link iC – Invest in Cumbria
VB - VisitBritain	NPA – National Park Authority	CSP – Cumbria Strategic Partnership	CLEAN – Cumbria Local Enterprise Network	CM’s Commercial Members of Cumbria Tourism
CV – Cumbria Vision	LA’s – Local Authorities	OIWG – Outdoor Industries Working group	UoC – University of Cumbria	

Appendix 4: Strategy Summary Table: Targets and Measurement

Strategic Aim	Measures	Notes	Evaluation methods
1. To grow the value and volume of tourism in Cumbria	Increase visitor spend from £1.1 billion to £1.5 billion in real terms by 2017	This is based on an 'ambitious' but achievable medium growth scenario	STEAM
	Increase the volume of trips to the county from 15.2 million to 17 million by 2017	The biggest increase in volume of trips will occur in areas outside the Lake District where there is the greatest capacity and scope for growth	STEAM
	Increase tourism supported jobs from 21,322 to 26,500 by 2017	Employment growth in tourism will occur throughout Cumbria and lead to demands for new and improved accommodation	STEAM
2. To develop new and retain existing high value visitor markets by vigorous collaborative marketing and promotion	Increase Return on investment target - Retention activity 30:1 - Acquisition activity 5:1	Using VB methodology.	CT Evaluation Research
	Increase value of online bookings by 5% per annum.	Analysis of Destination Management System	CT Evaluation Research
	Improve media recognition of Cumbria by 10%	Equivalent advertising value assessments	CT Evaluation Research
3. To help the regeneration of Cumbria and the Lake District by improving the quality and productivity of existing businesses and encouraging new enterprise and business development	To raise the proportion of tourism businesses that have a written business plan from 27% in 2007 to 37%.		Cumbria Business Survey (CEIP)
	To increase the proportion of accommodation providers with national quality assurance standards from 53% to 80% by 2017 across all categories of accommodation.		National Quality Assurance Scheme data review
	To establish quality standards and targets in other 'non-accommodation' sectors.		National Quality Assurance Scheme and VisitBritain data review
	To maintain and improve success in the Enjoy England awards for Excellence.		CT Annual Awards recruitment and success
	To increase the number of tourism employees with NVQ2 to 80%	National Skills Strategy seeks to achieve 90% by 2020 increasing from 69% in 2005.	People 1st
	To improve customer service in line with Cumbria's world class aspirations	Perceptions research required to establish baseline	VB and NWDA perceptions studies

Appendix 4: Strategy Summary Table: Targets and Measurement

<p>4. To provide the conditions that will deliver a world class visitor experience while continuing to recognise the need to maintain and enhance Cumbria’s environmental integrity.</p>	<p>To raise a further £2 million from visitor payback schemes.</p>	<p>Tourism and Conservation Partnership</p>	<p>T&CP</p>
	<p>To promote accreditation of environmental performance and deliver a minimum of 250 of assessed tourism businesses by 2017</p>		<p>Green Tourism Business Scheme and other green accreditation schemes</p>
	<p>To improve the carbon footprint of visitor-dependent businesses in Cumbria by establishing effective waste recycling targets and improving the range and quality of public transport provision for visitors.</p>	<p>Climate Change Action Plan</p>	<p>Cumbria Business Survey (CEIP)</p>
<p>5. To contribute to sustaining local communities in Cumbria by encouraging investment in local services, employment, the environment, culture, creativity, heritage and healthy outdoor activities.</p>	<p>To ensure that visitor needs and opportunities in Cumbria are fully embraced in all relevant plans and strategies.</p>		<p>1/4ly Progress Report to NWDA. Also reflected in overall value and volume annual STEAM reports.</p>
	<p>To lobby politicians for increased investment in the public realm improvements and to publicise their benefits for visitors and local residents alike</p>		<p>1/4ly Progress Report to NWDA. Also reflected in overall value and volume annual STEAM reports.</p>
	<p>To lobby with Cumbria’s tourism industry for policies and regulations that help improve business performance and visitor satisfaction.</p>		<p>1/4ly Progress Report to CT Commercial Members Committee.</p>
	<p>To support the industry’s labour force, both indigenous and immigrant, and to encourage employers to adopt the highest skills development standards</p>		<p>Cumbria Employment Survey (CEIP)</p>