

# Appendix 1

## A Vision for the Lake District National Park 2006-2030.

### And how to achieve it.

Final version -

Agreed by The Lake District National Park Partnership on 4 May 2006

**The Lake District National Park will be an inspirational example of sustainable development in action.**

**A place where its prosperous economy, world class visitor experiences and vibrant communities come together to sustain the spectacular landscape, its wildlife and cultural heritage.**

**Local people, visitors, and the many organisations working in the National Park or have a contribution to make to it, must be united in achieving this.**

**What will it actually look like?**

The 4 key elements of the National Park will act as one and we will see:

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

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

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

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

# Achieving the vision

**The Lake District National Park will flourish because people and organisations have worked in purposeful and strong partnership. Co-ordination and delivery on the ground will be paramount.**

The following 24 key delivery aims have been agreed by the Lake District National Park Partnership. They will enable us to achieve the vision together.

Each delivery aim will be achieved by different groups of partner organisations. The Lake District National Park Partnership has identified the organisations they consider are best placed to co-ordinate each delivery aim by pulling together the right partners to agree targets and actions.

These organisations will be supported by the Lake District National Park Authority to do this task over the next few months.

This will involve drawing together actions from existing strategies and plans ( such as Community Strategies ) as well as establishing new ones to fill the gaps. In this way, duplication will be minimised whilst the added value of working together will be maximised.

## **The Lake District National Park Partnership**

The terms of reference of The Lake District National Park Partnership are to:

- Develop, agree, and continuously review, a vision for the Lake District National Park by engaging others;
- Develop, agree and monitor a delivery plan for the vision for the National Park by establishing clear roles for members of the partnership and other organisations;
- Provide strategic advice and recommendations to the National Park Authority in the creation, monitoring and review of policies for developing and managing the National Park and any issues related to its future. This will include the Lake District National Park Management Plan, the Local Development Framework, and the State of Park Report.

The members of the Partnership are currently:

English Heritage  
Cumbria County Council  
Copeland Borough Council  
Eden District Council  
Lake District National Park Authority  
Natural England  
North West Development Agency  
Cumbria Vision  
Environment Agency

Rural Regeneration Cumbria  
Government Office North West  
Forestry Commission  
Allerdale Borough Council  
South Lakeland District Council  
Cumbria Tourist Board  
National Trust  
Friends of the Lake District

The Membership will be reviewed in accordance with the statement of governance for the Partnership which will be agreed in July 2006.

**Important note:** The following tables intend to simply indicate the names of organisations identified to co-ordinate each delivery aim. It is their role to pull together the full list of partners wishing to be involved in each delivery aim. These lists are expected to be significant, given the indication of commitment from many organisations through the process of developing the vision. Any partner organisation interested in getting involved in any delivery aim should contact the Lake District National Park Authority in the first instance.

## A prosperous economy

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

Key delivery aims to achieve the outcome are:	Co-ordinating partner
1. Adopt an active, consistent approach to all aspects of planning; from policy making and decision taking to making things happen. An approach that goes out of its way to develop ideas and deliver practical solutions.	LDNPA
2. Connect the special qualities of the National Park, including landscape features and cultural heritage, to the economy through imaginative approaches.	Cumbria Vision
3. Maximise the opportunities for the National Park to support the regeneration of Cumbria and wider regional or national initiatives.	NWDA
4. Actively support land managers in the task of sustainably managing the landscape: delivering environmental and economic benefits for themselves and the wider community, whilst retaining or adapting traditional skills.	Natural England
5. Coordinate a proactive approach to growing an integrated economy which nurtures vibrant, diverse and high value businesses and enables them to develop and meet market demands	Cumbria Vision
6. Encourage the development of small businesses and entrepreneurial aspirations, alongside the appropriate supportive infrastructure they need.	Cumbria Vision

## World class visitor experiences

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

Key delivery aims to achieve the outcome are:	Co-ordinating partner
1. Promote a welcoming National Park to the world as part of the wider regeneration of Cumbria	CTB
2. Enhance the quality and diversity of the visitor's experience through improvements to accommodation, attractions and visitor facilities. Offer a unique, varied and memorable visit.	CTB
3. Encourage visitors to stay longer and spend more on local goods and services.	CTB
4. Celebrate what is special about the Lake District by promoting: its rich cultural heritage, local traditions, and products; and an appreciation of its spiritual value and sense of tranquillity.	LDNPA
5. Encourage young people to enjoy and value the Lake District so that they want to return in later life.	CTB
6. Engender local pride and responsibility, securing the long term sustainability of the special qualities of the National Park.	LDNPA

## Vibrant communities

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

Key delivery aims to achieve the outcome are:	Co-ordinating partner
1. Co-ordinate and develop balanced housing markets which will provide opportunities for people to live and work in the community.	Cumbria Sub Regional Housing Group
2. Ensure effective access to a broad range of life long learning opportunities and essential services such as health, childcare and support for the elderly.	Cumbria County Council
3. Support the retention of the basic ‘ingredients’ which keep many rural communities alive ( a school, a gathering place such as a village hall or pub, a post office/shop ).	Voluntary Action Cumbria
4. Enable the provision of an integrated transport network which offers attractive alternatives to the car.	Cumbria County Council
5. Work to ensure that everyone understands and feels part of the National Park, and its cultural heritage, and can contribute to its future well-being.	LDNPA
6. Listen to young people and understand what we can do to help them enjoy their lives in the National Park.	Cumbria Youth Alliance

## Spectacular landscape

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

Key delivery aims to achieve the outcome are:	Co-ordinating partner
1. Create a joined up approach to the management and enhancement of cultural and natural features, habitats and wildlife.	Natural England
2. Ensure change strengthens the distinctiveness of the aquatic and land based localities of the National Park.	LDNPA
3. Assess the impacts of climate change and prepare co-ordinated action plans.	LDNPA
4. Promote innovative and high quality design which takes inspiration from its surroundings.	Cumbria Vision
5. Improve the quality of the built environment that people enjoy or use.	LDNPA
6. Enable people to connect with nature and landscape – by improving access, understanding, enjoyment, education and health.	LDNPA