

## LAKE DISTRICT NATIONAL PARK (LDNP) – PARTNERSHIP PLAN

**EXECUTIVE MEMBER:** Councillor Cath Giel  
**LEAD OFFICER:** Julie Betteridge, Head of Development Strategy  
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### WHAT BENEFITS WILL THESE PROPOSALS BRING TO COPELAND RESIDENTS

Two thirds of Copeland's footprint is within the Lake District National Park with at least 10% of our residents living and/or working within the Park boundaries.

### WHY HAS THIS REPORT COME TO THE EXECUTIVE?

(eg Key Decision, Policy recommendation for Full Council, at request of Council,etc.)

The Council are members of the LDNP Partnership and are requested to endorse the Partnership Plan and commit to active engagement with it's implementation.

### RECOMMENDATION:

The Executive are requested to

- a) endorse the purpose, vision and key aims of the LDNP Partnership Plan;
- b) recognise the continuing alignment and synergy of the Council and National Park activity, which will shape our participation in supporting the implementation of the Plan
- c) Recognise the need to monitor and test the impact of our activities and how they relate to the Partnership Plan as we develop other strategies, action plans and performance frameworks.;

## 1. INTRODUCTION

1.1 The Partnership Plan is the Management Plan for the National Park - the most important 5 year planning document for a National Park. It incorporates the statutory purposes and management of the Lake District as a National Park:

- *To conserve and enhance the natural beauty, wildlife and cultural heritage of National Parks; and*

- *To promote opportunities for the understanding and enjoyment of the special qualities of the National Parks by the public.*

1.2 The Plan has at its core the National Park as a cultural landscape with a resident population and the duty on National Park Authorities to 'foster the economic and social well-being of local communities within the National Park'. The Plan has been in development since 2005 focusing on how all stakeholders in Cumbria would like to see the Lake District in 25 years.

The Vision for the Lake District National Park is that it will be:

**"An inspirational example of sustainable development in action."**

The new Lake District National Park Partnership adopted this Vision in 2006 as the foundation for the rest of the plan. Since then the Partnership has worked together to create a Partnership Plan and decide the implementation actions and measures needed to deliver the vision.

- 1.3 The Partnership's Plan sets out the priorities for the next five years and the action plan describes the priorities for combined action to get there. The Plan has distinct elements in line with the role of the Lake District National Park and its requirement to manage the Park.
- Part One looks at what is going on in the National Park now including current management and actions and the Local Development Framework that contains the policies to guide new development.
  - Part Two sets out the 25 year vision and aims and State of the Park indicators.
  - Part Three describes actions on the ground by all partners against key indicators and targets for each of the four outcome areas.
  - Part Four sets out monitoring arrangements.
- 1.4 The Plan sets out four key outcomes from its 25 year vision which will be delivered through 24 key delivery aims and 'indicators of success' sets for each outcome, see Appendix A. The four outcome areas are:

- A prosperous economy
- World class visitor experiences
- Vibrant communities
- A spectacular landscape, wildlife and culture

- 1.5 The Plan has a set of Guiding Principles incorporating
- a) Sustainable development and habitats:
    - Living within environmental limits;
    - Ensuring a strong, healthy and just society;
    - Achieving a sustainable economy;
    - Promoting good governance; and
    - Using sound science responsibly.
  - b) Equality and diversity.
  - c) Transparent community and organisational engagement.
  - d) Links to Other Plans
  - e) the spatial planning policies of the LDNP Local Development Framework.
- 1.6 The National Park Authority established the Lake District National Park Partnership, currently with 22 members, who all have a part to play in shaping and delivering the Partnership Plan's vision and objectives.
- 2. ARGUMENT**
- 2.1 Copeland Borough Council through our service plan delivery work in partnership with the Lake District National Park on strategy and service issues relating to our corporate priorities. Our localities and regeneration priorities require engagement from the LDNP to assist and enable action. The Partnership Plan has at its core the priorities and principles of our current West Cumbria community strategy, Future Generations, and will be picked up by the developing Copeland Plan. The council is in a strong position of synergy with the Partnership Plan to endorse the vision, strategic outcomes and action plan.
- 2.2 Within each of the four key strategic outcomes the plan sets out a programme of strategic activities to be developed. The following tables set out these activity sets and indicates related and mirrored Council activity. Looking ahead, Copeland Borough Council will continue to engage where there is this alignment with the Park strategic activities and our corporate priorities, and, in response to locality and Copeland Partnership priorities and, where this is within our current resource and local partnership profile.

**Table 1: Prosperous Economy**

	<i>Strategic Activity</i>	<i>CBC delivery activity / implications</i>
1	Maximise business development in rural centres	Our business engagement strategy enables full engagement throughout the borough and is supported by a current package of business support interventions.

		Locality planning is highlighting the priorities for further intervention. The Council's work is linked to the developments within the BEC vision around business diversification support.
2	Develop a stronger digital infrastructure	Awareness of the issue within our regeneration plan priorities and will work with partners in BEC to link to Cumbria work on this.
3	Ensure a consistent and inclusive approach to planning	Liaison on shared planning issues eg grid. Locality planning picking up opportunities.
4	Maximise economic opportunities from developments outside the National park whilst protecting the special qualities of the National Park	Within the diversification agenda of BEC. West Cumbria Tourism links non National Park areas with National Park developments.
5	Support the farming community	To be picked up within our business engagement strategy implementation and by the locality action plans.
6	Develop renewable energy capacity in the National Park	Links to renewable developments within BEC energy opportunities activity and Copeland involvement in the Cumbria renewable activity.
7	Provide opportunities to develop skills	Copeland Work and Skills Plan to incorporate LDNP areas in Copeland.

**Table 2: World Class Visitor Experience**

	<i>Strategic Activity</i>	<i>CBC implications</i>
8	Improve the quality of visitors' experience	The council are key partners within the West Cumbria Tourism Partnership which has at the heart of its vision and programme of activity funded by BEC, the councils and private sector this strategic mission. Accommodation improvements and registration are current priorities within the strategy.
9	Promote the National Park as a cultural destination	Undertaken through our TIC delivery and the cultural commitments within our

		corporate strategy and service plans.
10	Establish the Lake District as the adventure capital of the UK	Copeland is investigating the opportunities of more active participation by the Western Lakes in this strategy and tourism and sports economy development activities.
11	Improve and promote access and recreational opportunities to land	Working through our leisure and sports development partnerships to deliver local projects.
12	Enhance access and recreational opportunities in, on and to water	Copeland Coastal initiative incorporates the Lake District coastal strip and has a strong focus on visitor enhancements.
13	Raise awareness of, and get people involved in, the National Park	Our borough land mass within the Park results in community leaders and our themed and locality developments directly working to raise residents involvement in their local area and informing service priorities in that area from any provider. The recent 100% housing needs survey in rural areas is an example of council activity.
14	Increase opportunities for visitors and local businesses to support long term sustainability of special qualities of the National Park	Projects will explore opportunities of local supply chains as part of the West Cumbria Tourism Partnership.
15	Manage recreational opportunities to ensure that the special qualities of the National Park are maintained	Liaise and link events in Copeland with partners including Park and aim to use the toolkit developed by Cumbria County Council to enable better co-ordination and management.

**Table 3: Vibrant Communities**

	<i>Strategic Activity</i>	<i>CBC implications</i>
16	Develop opportunities for local needs housing provision	Delivered a 100% rural housing needs survey and using detail to work with partners to set out a 5 year housing strategy for Copeland borough. Strategy

		informs development opportunities to meet local needs within Park.
17	Address the issue of second homes in the National Park	Copeland's housing strategy will include policy delivery on empty homes within urban and rural settlements.
18	Involve communities in planning and decision making	Locality working developments, plans and engagement of service providers facilitated by council resources links the LDNP with localities in addition to their existing work with parishes. Localities and the Copeland Partnership have the LDNP as an important stakeholder and partner.
19	Helping support local communities financially	The LDNP have funded local projects within the localities , specifically mid and south Copeland and are engaged in project teams and community regeneration discussions with locality projects.
20	Improve support for local community services	A number of officers work closely with Park officers on initiatives. Co-ordination and project management is provided by the locality team and regeneration staff. Localities are being supported by the council to develop their priorities for service improvements.
21	Deliver a 21 <sup>st</sup> century sustainable transport network in the Lake District National Park	The council is engaged in partnership working on transport infrastructure within Copeland for both borough residents and to enable economic infrastructure to keep and increase job opportunities in the borough including Park residents.

**Table 4: Spectacular Landscape**

	<i>Strategic Activity</i>	<i>CBC implications</i>
22	Reduce carbon emissions from	Affordable warmth strategy within

	the National Park	our housing strategy and developments with social and private landlords.
23	Maximise carbon storage within the National Park	No delivery role.
24	Co-ordinate projects on a landscape scale, considering environmental, social and economic benefits	Copeland Coastal Initiative is led and co-ordinated by the council re landscape and access improvements to the Park coastline.
25	Improve the condition of upland landscapes	Promote projects within locality planning.
26	Improve biodiversity and geodiversity	No delivery role.
27	Maximise benefits of woodlands in the National Park	Woodlands issues and opportunities being picked up as appropriate through locality planning and partnership working.
28	Develop a joined up approach to our Green Infrastructure	Engagement with the Cumbria wide development of a Green infrastructure strategy improving connectivity and quality of our open spaces with those in Cumbria including our immediate neighbours including the Lake District National Park.
29	Celebrate our cultural heritage and outstanding universal value	Small level of funding and partner engagement from the Council with the World Heritage Site Status bid.
30	Improve the condition of our historic environment	Links to the heritage strand of the West Cumbria Tourism Partnership work programme.
31	Improve the public realm	Public realm improvements linked to design guide for the Coastal Initiative. Cultural and place improvement regeneration element within Copeland Regeneration Plan – no current projects within the Park but considered within community regeneration scheme developments.
32	Improve the quality of design in the national park	Copeland Coastal initiative picks up design quality issues along coastline. Copeland schemes

		and LDNP both use places matter regional design panel to improve design quality.
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**3. OPTIONS TO BE CONSIDERED**

3.1 As a committed and active partner in the Lake District National Park Partnership there is only one viable option, ie to endorse the Plan and set out our willingness to maximise synergy with our service delivery to deliver to the partnership actions within the Plan's strategic activities over the next five years.

**4. CONCLUSIONS**

4.1 The Executive are asked to endorse the vision, key aims and principles of the Lake District National Park Partnership Plan in line with its synergy with our council priorities, existing service delivery and partnership commitments. We have actively participated in the Partnership developing this Plan and have been able to input and influence the final plan to enable active linkages with our own strategies and action plans.

4.2 The tables at 2.2 highlights the existing activities being led or supported by the council against a majority of the Plan's strategic activities. These activities rely on partnership working and are currently resourced. The annual review of the Partnership Plan timing and input allows for a strong cross reference with our annual service planning and priority setting.

4.3 The implications for the council is in maintaining an awareness of our service delivery in how we continue to support and actively participate in delivering to the strategic outcomes in the Partnership Plan. This is supported through our reference to the Plan outcomes and indicators of success within our strategies, action plans and performance measures.

**5. WHAT ARE THE LEGAL, FINANCIAL AND HUMAN RESOURCES IMPLICATIONS?**

5.1 There are no implications. Our Corporate priorities align and link our strategies and actions to contribute to Copeland related elements of the Partnership Plan within our existing corporate resources.

**6. HOW WILL THE PROPOSALS BE PROJECT MANAGED AND HOW ARE THE RISKS GOING TO BE MANAGED?**

6.1 The Quarterly Partnership meetings will receive performance reports on the Plan delivery and development of strategic actions. The partnership will undertake an annual review of the 5 year priorities and action plans



and their continued appropriateness as outcome measures to achieve the vision and strategic aims.

- 6.2 The LDNP have set up task and finish groups for element of the plan development and delivery.

**7. WHAT MEASURABLE OUTCOMES OR OUTPUTS WILL ARISE FROM THIS REPORT?**

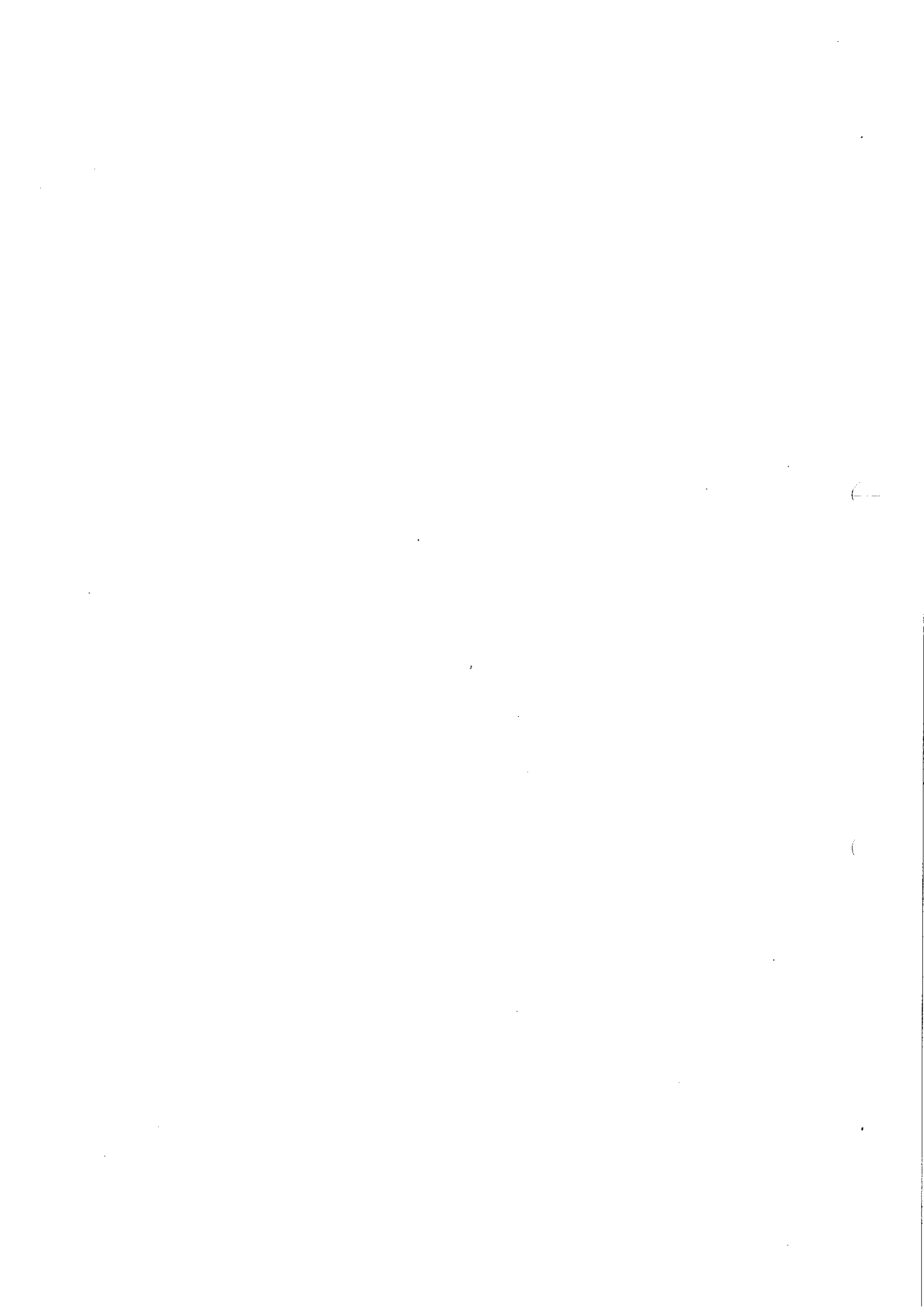
- 7.1 The Council will receive the annual performance report and be part of the monitoring of specific partnership activities we are directly developing or participating in.
- 7.2 The indicators of success for the Partnership Plan align with Copeland Regeneration Plan impact measures and through this we will be able to monitor our impact and contribution on delivering the partnership plan in our rural areas in the National Park.

**List of Appendices**

Appendix A – Strategic Outcomes, success indicators and delivery aims.

**List of Background Documents:**

Partnership Plan, LDNP Partnership minutes



**Appendix A Strategic Outcomes**  
**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 growth and traditional industries maintained to ensure a diverse economy.

**The indicators of success will be:**

- IPE1 An increase in new business registration rate
- IPE2 An increase in the percentage of small businesses in an area showing employment growth
- IPE3 An increase in the median earnings of employees in the area
- IPE4 An increase in the percentage of planning applicants satisfied with the service received
- IPE5 An increase in the amount of additional employment floor space available

**Key delivery aims are:**

- PE1 Adopt a proactive, consistent and inclusive approach to planning.
- PE2 Connect the special qualities of the National Park, including landscape features and cultural heritage, to the economy through imaginative approaches, including use of traditional skills.
- PE3 Maximise the opportunities for the National Park to support the regeneration of Cumbria and wider regional or national initiatives.
- PE4 Actively support land managers in the task of sustainably managing the landscape: delivering environmental and economic benefits for themselves and the wider community.
- PE5 Promote growth of an integrated economy which nurtures vibrant, diverse and high value businesses and enables them to meet market demands, such as use of low-carbon and digital technologies.
- PE6 Encourage small businesses and entrepreneurial aspirations to develop through enabling and appropriate supportive environment.

## **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.

### **The indicators of success will be:**

- IVE 1 An increase in the percentage of visitors rating their overall level of satisfaction with their visit as very good
- IVE2 An increase in the percentage of visitors who return to the National Park
- IVE3 An increase in the average length of stay
- IVE4 An increase in the percentage of visitors using public transport during their visit
- IVE5 An increase in the percentage of accommodation providers in an accredited scheme

### **Key delivery aims are:**

- VE1 Promote a welcoming National Park for all, which encourages people to visit again.
- VE2 Enhance the quality and diversity of the visitor's experience through improvements to accommodation, attractions, public realm and visitor facilities.
- VE3 Encourage opportunities for sustainable tourism, such as visitors staying longer, spending more on local goods and services, contributing to local communities and using public transport.
- VE4 Celebrate and protect what is special about the Lake District by promoting and restoring its rich cultural heritage and wildlife, local traditions and products.
- VE5 Making the most of the landscape and nature as the backdrop for outdoor leisure experiences for all, particularly the next generation of returning visitors - from relaxing and tranquil to adventurous and exhilarating.
- VE6 Engender pride, responsibility and opportunities for scientific research, securing the long term sustainability of the special qualities of the National Park.

## Vibrant communities

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

### The long term indicators of success will be:

- IVC1 An increase in percentage of residents who are satisfied with their local area
- IVC2 An increase in the percentage of residents who feel they can influence decisions in their locality
- IVC3 An increase in the percentage of residents who feel that they belong to their neighbourhood
- IVC4 An increase in the number of affordable homes delivered
- IVC5 An increase in access to services and facilities by public transport, walking and cycling

### Key delivery aims are:

- VC1 Develop and deliver balanced employment and housing opportunities that enable people to live and work in the community.
- VC2 Ensure effective access to a broad range of life long learning opportunities.
- VC3 Enable communities to influence and work with others to support the retention of local services and ensure access to essential services, such as health, information technology, childcare and support for the elderly.
- VC4 Provide an integrated transport network which offers attractive alternatives to the car.
- VC5 Help people within the National Park have a sense of belonging and pride - understanding the distinctiveness of the natural, environmental and cultural heritage of their area and contributing to its future well-being.
- VC6 Involve communities, particularly children and young people, to help develop communities which are sustainable for future generations.

## Spectacular Landscape, Wildlife and Culture

**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.

### The long term indicators of success will be:

- ISL1 Reduce carbon dioxide emissions
- ISL2 Improve local biodiversity – by increasing the proportion of local sites where positive conservation management has been or is being implemented
- ISL3 An increase in the percentage of sites of special scientific interest in favourable or recovering condition
- ISL4 An increase in the percentage and area of land in agri-environment schemes
- ISL5 An increase in the percentage of total length of public rights of way which are easy to use by members of the public
- ISL6 An increase in percentage of water bodies achieving their target ecological status by 2015

### Key delivery aims are:

- SL1 Ensure change strengthens the character of the Lake District's landscapes, whilst sustaining cultural heritage and natural resources to deliver Ecosystem services.
- SL2 Protect and restore natural water features through whole catchment management.
- SL3 Create a joined up approach to manage and enhance cultural and natural features, habitats and wildlife.
- SL4 Mitigate against climate change in line with national carbon budgets and develop strategies and actions to adapt to climate change.
- SL5 Improve the quality of the built environment, promoting innovative, high quality and sustainable design which takes inspiration from its surroundings.
- SL6 Ensure that inhabitants and visitors appreciate the importance of environmental protection by improving access, understanding, enjoyment, education and health.