

**Indicative Strategic Development Proposal:
In pursuit of the Lake District National Park
Business Plan 2009-2012**

Lake District National Park Business Estate

with

integrated modal transfer facility

***Lake District orientation and interpretative Gateway
toward a UNESCO Inscription World Heritage Site entrance***

Low carbon initiative response

consequential park wide highway safety improvements

and

***release and reallocation mechanism of existing unsuitable employment land
for the development of Affordable Housing***

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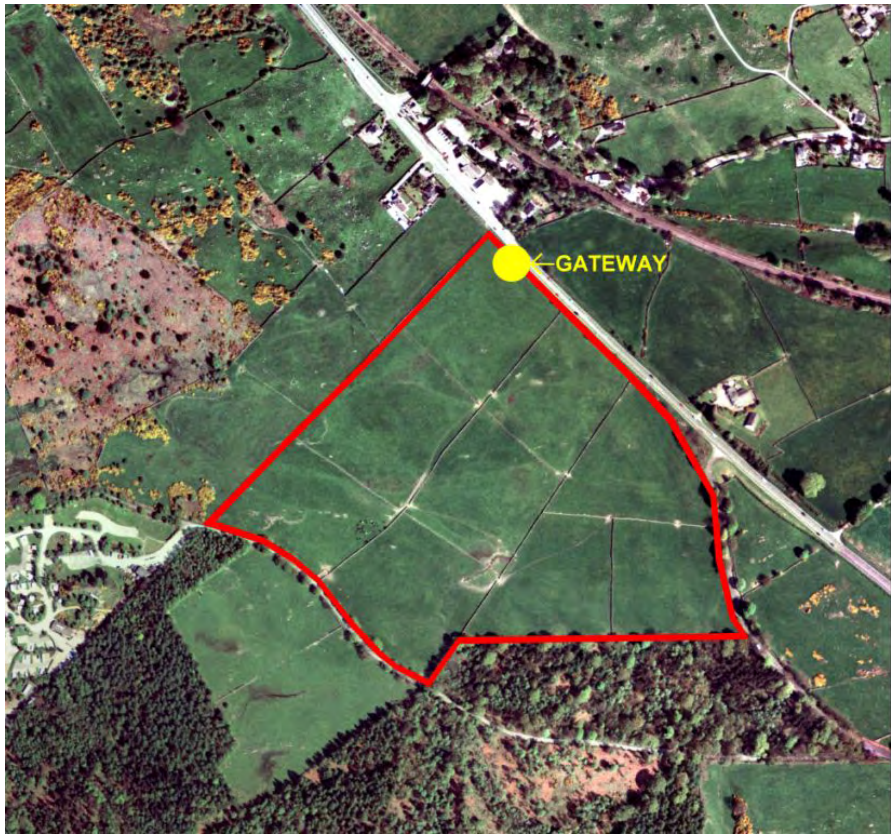


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**Location: Proposed Development Site:
16.5 hectares [38 acres] of land at Ratherheath, immediately adjacent to the A591**



Site and location of Lake District Gateway: an unambiguous distinguished boundary





View across the site from the old main road

Outstanding Unique Value [OUV] of the Ratherheath Site:

Intrinsically

Lake District focussed
Not inalienable
Credible
Certain and available
Centre of the dominant socio-economic sub-region
Within the LDNPA boundary
Immediate to the main arterial transport corridor
Large functionally shaped site
High landscape development absorption capacity

Potentially

Exemplar Green Business Park
Creation of Added Value knowledge based employment occupations
Supportable and effective modal transfer node
Lake District Gateway
Attention capturing location for the substantive indigenous and visitor populations
Educational
Culture change catalyst to raise the OUV of the LDNP
Leveraged Low carbon initiative response

Abstract

The interested governance bodies responsible for the custodianship of the Lake District National Park are arguably at a seminal moment in respect of assessing what its future and raison d'être ought rightfully to be: and how to realise it in a sustainable manner. An adopted vision exists that "The Lake District National Park will be an inspirational example of sustainable development" and may achieve UNESCO Inscription World Heritage Site status.

Interested stakeholders have over recent years generated a plethora of documentation bringing together an unrivalled body of knowledge from which evidence based policy making should ordinarily lead to the contemporary nurturing of naturally occurring sophisticated transformational change: embodied in the Lake District National Park Business Plan 2009-2012: policy, design, implementation, effectiveness, achievement.

Despite the aspirations, assessments and analysis there is real grave danger that potential World Heritage Site status will be achieved coincidentally with the failure of the 4 key identified elements: sustainable development: a prosperous economy, world class visitor experiences, vibrant communities and a spectacular landscape, due to a lack of sufficient critical mass to be sustainable, especially as the "Credit Crunch" will undermine the viability of many presumed opportunities.

Contemporarily, the Lake District National Park does not have a prosperous economy due to an identified severe shortage of employment land and added value knowledge based jobs. It generally does not offer world class visitor experiences due to lack of education and expectation management. Its communities are currently not vibrant due to lack of housing affordability, access to decent employment and historically underinvested infrastructure. Appreciation of its spectacular landscape and derivation of inspiration from it remains the preserve of the educated and the elite rather than a broader society.

At Ratherheath the opportunity exists, without compromising the Outstanding Unique Value of the LDNP, to create transformational change by cultivating a unique situation where it is possible to use "scenario planning" to be a catalyst and bring certainty to achieve the fulfilment of many expressed aspirations of the Lake District National Park Partnership.

The site specific attributes of size at 16.5 hectares, compact configuration, topographical development absorption capacity, access to utility services, location on the principal arterial transport route into the Lake District National Park, and juxtaposition at the heart of the dominant economic and social functionality area make its consequent spatial planning significance unrivalled: representing a potential £70M + investment opportunity.

If “scenario planning” can be embraced the site could, within the existing adopted planning policy framework, be the much needed employment park necessary to ensure a prosperous economy. Duality of purpose could allow the consequential transportation related infrastructure of the employment site to function as an integrated modal transfer facility: significantly reducing the carbon footprint of the Lake District National Park.

Stagecoach, due to the excellent juxtaposition of Ratherheath, is highly supportive of the proposal. Their early assessment is that it ought to be possible to improve the existing 555 Kendal to Windermere service from once hourly to every 15 minutes, and by linking it in to the established 599 Windermere – Bowness - Grasmere route a significant impact could be made on traffic congestion in the central Lake District.

The commitment of Stagecoach to the education and modal transfer of visitors at Ratherheath would secure the most effective method of reducing the carbon footprint of the Lake District and would allow other meaningful transport initiatives to be cultivated from it.

Highway access to the site could readily be designed to be a signature Lake District National Park gateway: an unambiguous distinguished boundary with an educational orientation and interpretative centre communicating the world class visitor experience to be received from the spectacular landscape to come.

Allocation of the site for the desired purposes would also provide a mechanism to enable the release and reallocation of unsuitable employment land for the development of Affordable Housing.

Ratherheath is a potentially transformational site: effective and with foreseeable uplifting impact on the Outstanding Unique Value of the whole of the Lake District National Park.

ISSUES FOR DISCUSSION

Collaborative Partnership working

Text to be sourced and referenced to Lake District National Park Partnership, LDNPA, NWDA, Cumbria County Council, Cumbria Tourism, Cumbria Vision, GONW Operational Guidelines for the Implementation of the World Heritage Convention, English Heritage etc generic and specific studies: in demonstration of compliance with policy & initiatives. Evidence based policy making.

Visionary Statement 2009

Achievement of the goals of the Lake District National Park Business Plan 2009-2012
Scheduled Outline Planning Application in February 2009

Introduction

Timeliness for sophisticated transformational change
Achievement of the business park and a prosperous economy
Exemplar integrated employment and tourist facility site
Landscape visualisations
Outstanding Unique Value
Lake District gateway: unambiguous distinguished boundary
UNESCO World Heritage Site destination point
Orientation and interpretive centre
Awareness raising and education place
Well located for LDNP expansion
Encouragement of low impact UK tourism
Modal shift in transportational culture
Support and commitment of Stagecoach
Climate change initiative
Low-carbon Lake District response
Site certainty and availability
Impact potential: on employment and availability of land for affordable housing
Viability and the Credit Crunch: enduring AAA £70M investment

Employment site need

A new kind of “Lake District park”

Atkins Report: requirement +39,000m²: 5000 jobs potential upper level forecast 69,000m²

Ease of implementation & phasing

Employment site provision

Policy

Benefits of a strategic southern site

Minimisation of sporadic proliferation in wider Lake District landscape

Critical mass of association

Advantages of the integration of incubator & standard units

Benefits of an integrated “green Business Park” hub

Investment

Critical mass

Scale of investment attraction

Development in partnership with blue chip investor

Certainty of provision to meet need

Suitability of alternative sites

Parameters and constraints

Sequential site location testing

Proximity to workforce

Landscape development absorption capacity

Ergonomics of the central Lake District

Strategic transportation corridors A590, A66 & A591: dominant arterial route

Attributes at Ratherheath

Policy compliance

Landscape absorption capacity

Capacity for a node point offset roundabout junction

Development density: 25% buildings; 15% parking; 60% landscaping @ 39,000m²

Ability to provide substantially the 69,000m² upper forecast

Site size: ability to landscape

Availability of utility services

Broadband connectivity: access to high band width commercial services
Proximity to economic centre of the LDNP
Proximity to communities
Sustainable energy sourcing: ground source heat pumping
Proximity to A591: no additional traffic generation
Character of the locality set by the presence of the A591
Located on the established strategic commercial public transport route
Support of Stagecoach to the strategic location
Travel Plans: connecting key places and occupiers
Employee domiciles
Established public transport route
Links to cycleways, footpaths
Hinterland
Neighbours
Associated highway safety improvements
Ability to phase development

Environmental impact assessment

Schedule 2 development
Impact on the Outstanding Unique Value of the Lake District
Landscape quality: no material loss
Biodiversity
Woodland hinterland
Surface water attenuation

Development masterplan

Exemplar
Integration landscape and builtform
Landscaping: fell & water
Scale & massing of building design
Landscape visualisation
Green building
Energy management systems
Visible manifestation or renewable energy usage
Combined heat & power

Perimeter building design
Central building design
Parking design: dual functionality
Maintenance of agricultural practices on the site: grazing
Encouragement of biodiversity
Light intrusion
Zero waste
Recycling facilities

Occupancy

Profile
Demand
Lake District focus
Attraction of Lake District focussed authorities to participate
Freehold/leasehold mix
Local representation
Identification of potential occupiers

Occupancy conditions

Traditional relationship LDNP & Kendal
Socio-economic sub-region
Focus toward LDNP
Benefits of proximity to economic centre at Kendal and LDNPA offices
Proposed conditions
Monitoring

Integrated modal transfer facility

Use of established infrastructure of the employment park
Planning obligation: to maintain the facility
Credible modal transfer destination
Integration into a transport framework for the LDNP
Modal shift
Education and information point
Encouragement and prioritising of public transport usage
Personal Travel Planning

Lake District ticket purchasing
Change in transportation culture
Sustainability objectives
“Carrying capacity” for UNESCO Inscription bid
Viability of location: proximity to Windermere/Bowness/Ambleside activity centre
Park and walk: accessing the place
Park and cycle: accessing the locality & new routes into Bowness
Planning obligation: to develop the new cycleway
Linkage to Lake District National Park Centre at Brockhole
Park and collection: accessing the quieter landscape with guides
Park and ride: accessing key activity centres & places
Improvements to the existing public transport mix
New forms of public transport
Incorporation and usage of the section of old main road
Normal provision: 300+ spaces in normal working hours
Enhanced provision: 1500+ spaces out of normal working hours
Partnership with proven prime mover service providers: Stagecoach
Partnership with specialist niche providers through Stagecoach: Mountain Goat
Central Lake District car park pricing support initiatives

**Lake District orientation and interpretative gateway
toward a UNESCO Inscription World Heritage Site Entrance**

A signature gateway: “a sense of place”
Unambiguous distinguished boundary
Potential UNESCO Inscription World Heritage site entrance
Planning obligation: to develop the gateway
Additionality to the OUV of the Lake District
Orientation and interpretative centre
Development of a Lake District “brand”
Symbiosis with Lake District National Park Centre at Brockhole
Destination welfare facilities
Improvement of the “cultural landscape”
Introduction of rural road character
Reduced necessity for signage within the wider LDNP

Climate change agenda

Clear statement of intent

Effect of modal transfer to public transport: one bus equivalent to 20 cars

Change in education in transportation culture

Personal transport planning

Reduction in carbon footprint

Consequential highway safety improvements.

Improvements to public transport offer

Lower congestion

A591 driver behaviour change

Strategic traffic calming node

Broader LDNP benefits

Access and egress improvements to the locality: Ashes & Winter Lanes & Plantation Bridge

Land use planning

Release and reallocation of unsuitable employment land for the development of:

Affordable Housing

Hough Tullett

Chartered Town Planners

St Andrews

Ecclerigg

Ambleside Road

Windermere

LA23 1LJ

27 October 2008

IDENTIFIED KEY REFERENCES

	Title (Date published)	Document Owner (Author)	Extract
1	Business Plan 2009 – 2012 (Draft version) (October 2008)	Lake District National Park Authority	<p>Prosperous Economy: Key Indicators include</p> <ol style="list-style-type: none"> 1. “There is a Business Park for new and developing small businesses in the national park by 2012” 2. [Measure of] Employment land availability within the national park. [- detail to be developed from the Annual Monitoring Report] <p>Contributing to world class visitor experience: Priorities Include:-</p> <ol style="list-style-type: none"> 1. Facilitate the improvement of public transport in the national park and encourage people to make greater use of it. 2. Provide opportunities for all, especially non-traditional visitors and local people, to find out what is special about the national park and how they can benefit from it. <p>Activities include:</p> <ol style="list-style-type: none"> 1. Working together with partners to develop an improved public transport network in key locations within the national park. 2. Promoting and publicising the range of options for sustainable travel within the national park. 3. Improving and investing in our visitor facilities. <p>Achievements include: World Heritage Site inscription nomination by 2012</p> <p>Managing Climate Change “We will have positioned ourselves as leaders in managing climate change and worked with a range of partners to cut carbon emissions, anticipate the effects of climate change and implement effective adaptation and mitigation strategies.”</p> <p>Priorities include:-</p> <ol style="list-style-type: none"> 1. Set an example to others by reducing our own carbon dioxide emissions. 2. Work with others to reduce carbon emissions by supporting energy reduction and appropriate energy generation schemes <p>Activities include:</p> <ol style="list-style-type: none"> 1. Improving quality of life, promoting health and helping tackle climate change by encouraging people to walk, cycle and take public transport and other sustainable transport options.

2	<p>A vision for the Lake District National Park in 2030. And how to realise it.</p> <p>(4 May 2006)</p>	Lake District National Park Partnership	<p>The VISION includes</p> <p>Prosperous Economy:</p> <p>3) Maximise the opportunities for the National Park to support the regeneration of Cumbria and wider regional or national initiatives.</p> <p>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.</p> <p>6) Encourage the development of small businesses and entrepreneurial aspirations, alongside the appropriate supportive infrastructure they need.</p> <p>Vibrant Communities:</p> <p>4) Enable the provision of an integrated transport network which offers attractive alternatives to the car.</p> <p>World Class visitor experiences:</p> <p>1) Promote a welcoming National Park to the world as part of the wider regeneration of Cumbria</p>
3	<p>Northwest Regional Economic Strategy</p> <p>(2006)</p>	Northwest Regional Development Agency	<p>Action points</p> <p>No 89: Deliver plans that support sustainable growth within and adjacent to The Lake District National Park (REASON: Diversifying and strengthening the Lake District's economic base is essential to secure a sustainable future)</p> <p>No 114. Implement The Lake District Economic Futures Policy Statement to secure the renaissance of The Lake District's tourism offer and broaden its economic performance (REASON: Supports The Lake District Renaissance programme and is essential to broaden the economic base of The Lake District, to maintain its status as a key asset and to promote sustainable economic growth)</p>
4	<p>Joint Structure Plan</p> <p>(2006)</p>	Lake District National Park Authority and Cumbria County Council	<p>Page 33: paras:</p> <p>3.19 Whilst key and local service centres will be the preferred locations for new development, there is a need to strengthen the economy in rural areas and provide diversity in the local economic base. This will include the need to diversify farm businesses and support existing businesses, and may require the conversion and extension of suitable buildings.</p> <p>3.20 Development should not lead to the wide dispersal of activity within the open countryside on a scale that could prejudice the vitality of towns and villages, threaten landscape character and undermine wider sustainable development objectives. Proposed uses will therefore need to be consistent with a rural location and result in no more than a modest increase in traffic. Development should be well related physically to existing buildings and be easily accessible.</p> <p>3.21 In the National Park, the existing dependence on the tourism industry needs to be balanced by encouraging a wider economic base.</p>

			<p>Policy EM15: Employment development in rural areas “Outside key service centres developments which promote business and employment opportunity will be permitted where they are of a scale and type sympathetic to the character of the area within which they are proposed. Developments will be encouraged where they: 1). utilise existing well-suited buildings, especially traditional structures that make a positive contribution to landscape character 2). do not have a significant adverse transport impact”</p>
5	<p>Lake District National Park Employment Sites & Premises Study: Final Report and Executive Summary (December 2007)</p>	<p>Lake District National Park Authority (Atkins)</p>	<p>(Essential Reading)</p> <p>(page iii) Generally there is a shortage of land all over the Lake District, companies that are currently located within the National Park have trouble if they need to expand and companies looking to move to the area find it difficult to find sites. The shortage of land is due to the lack of allocations and planning restrictions (both real and perceived) that prevent companies from developing new employment sites.</p> <p>(page iv)</p> <ul style="list-style-type: none"> • The majority of future demand for employment floorspace is likely to be generated by SMEs and within this group, the micro firm sector will be a generator of demand in the future; • A pro-active approach needs to be adopted to encourage the development of business activities with good growth prospects. The “Banking, finance and insurance” activities are particularly underrepresented. This will require policies to encourage the location of smaller businesses within this sector into the LDNP; • Expansion and consolidation land and premises also need to be provided for larger occupiers. This will be particularly important for established businesses in the area that are planning to expand locally or respond to changing market circumstances. The local authority must foster good relationships with the larger than average employers to discourage them from locating elsewhere in Cumbria thereby retain them in the National Park. <p>(page vi) The following larger settlements are a priority for employment site searches - Gosforth, Bootle, Braithwaite, Broughton in Furness, Lindale, Portinscale, Staveley, and Threlkeld.</p> <p>CONCLUSIONS (page vi) Widening the economic base is a key priority identified in published LDNPA economic development and planning policy. Widening the economic base is believed to be the only way of securing higher value employment and increasing GVA. The main issue in the Lake District is the shortage of available land to accommodate large scale employment</p>

			<p>development. As this situation is unlikely to change there needs to be an acceptance that the Lake District will continue to cater for new and existing businesses while some successful ones will then move outside of the National Park to enable them to expand.</p> <p>(page 41)</p> <p>5.24 There appears to be a two-tier wage economy in the LDNP. Resident-based wages are relatively high but workplace wages are much lower. This implies that there are significant affluent residents who work outside the area but the workplace economy within the LDNP is driven by the “Tourism” sector, which is nationally a low paid sector. This implies the National Park may be too dependent upon a low wage economy and there may be insufficient opportunities for better qualified and ambitious residents. For instance for the younger age groups of the working age population looking to work outside the “Tourism” sector in higher paid jobs the wage differentials imply a lack of opportunities.</p> <p>5.28 There is also a clear pattern whereby those living in the towns but not working there travel further and to a slightly greater range of destinations than those working in the towns but not living there. Therefore town residents may be travelling further to take employment opportunities not available in the Park whereas some of the employment opportunities in the Park are taken by people travelling from outside, but over smaller distances because of the lower comparative value of these jobs.</p> <p>Key Gaps and Needs:</p> <p>9.26 (p86) The LDNPA in order to fulfill statutory responsibilities is in a position of having to identify additional land for employment uses B1, B2 and B8 uses in the future and therefore, new land for employment use should be identified as part of the LDF process.</p> <p>9.27 (p86) It is important in the National Park to focus development in the 20 larger settlements. However, Keswick, Windermere and Ambleside are locations where demand for property is so fierce that it is unlikely that further land will come forward for employment uses.</p> <p>9.32 (p87) There is a danger of losing local business as they are looking to locate outside of the National Park in order to find more modern and appropriate premises.</p> <p>9.33 (p87) There needs to be an improvement in the typology of sites and availability of a range of employment sites and premises in terms of quality, location, size, price and type particularly for local businesses.</p> <p>9.35 (p90) The lack of high value employment is fuelling the ageing population. Emphasis, where possible, should be on higher quality jobs. Growth sectors have been identified including specialist “Manufacturing” and “Digital and creative” sectors.</p> <p>9.55 It is also believed that the LDNPA should pursue the development of a business park within the National</p>
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			<p>Park to respond to modern requirements of knowledge based higher value businesses including provision of incubator space and managed workspace for fledgling companies.</p>
6	<p>North West of England Plan - Regional Spatial Strategy to 2021 (September 2008)</p>	<p>Government Office for the North West</p>	<p>Vision: The economy of Cumbria will be improved.</p> <p>Para2.27: "While the overriding concern is to protect its valuable landscapes, the National Park must also meet its own, locally generated needs.</p> <p>Many local businesses are locked into their existing premises which are incapable of expansion, in this context the following 2 paragraphs are relevant:-</p> <p>Para 6.18: "In many areas there is demand for allocated employment sites to be released for other uses, in particular housing and retail developments, and a stringent review of commitments will be necessary to justify the decision to either release or safeguard individual sites (Policy W3)."</p> <p>Para 6.20: "In the Lake District National Park, employment land is in particularly short supply and subject to competition from other uses that command higher land values. Demand for sites must be carefully managed to ensure the National Park retains an adequate supply of employment sites to support improvements to the local economy."</p> <p>Para 13.2 Three spatial objectives:</p> <ol style="list-style-type: none"> 1. to reduce the dependency for high level services and jobs on towns outside Cumbria 2. to increase the complementary nature of key towns 3. to develop and maintain high quality modern transport networks <p>Para 13.3 Within the Lake District National Park the relationship of the National Park with the wider area beyond its administrative boundaries needs to be addressed, whilst also developing a framework that meets locally generated needs that occur within the National Park</p> <p>Policy CNL 3 "Spatial Policy for the Lake District "includes:</p> <ol style="list-style-type: none"> 1. Priority to the landscape and cultural heritage 2. Diversification and development of its economic base 3. Develop programmes of improvements to traffic management in Windermere Ambleside and Keswick and support their recreational and tourism roles 4. Ensure public transport services are improved and better integrated 5. The proportion of travel by sustainable modes is increased 6. Address the relationship of the National Park with its wider area and develop a suitable framework for meeting locally generated needs 7.

7	<p>Cumbria Economic Plan (September 2007)</p>	<p>Cumbria Vision</p>	<p>Cumbria Today – The Challenges</p> <ol style="list-style-type: none"> 1. Slowest growing UK economy in England 1995-2005 2. Average household earnings significantly below UK 3. Dependency on declining sectors and under-representation in growth sectors 4. Low levels of higher skills 5. Historically, around 2,000 (net) 19-34 year olds leaving the County each year 8. Real infrastructure/connectivity problems, worse perception outside the County. <p>(Page 12) The time has come for change in Cumbria – and with the scale of the challenges that the County faces, the change must be great in scale and effect. The focus for the County must shift from the historical method of small-scale, fragmented interventions that arise as responses to local problems: strategic, transformational projects are required, to make a sustained impact on the economic well-being of the County.</p> <p>3.1.1 The Strategic Priorities</p> <ol style="list-style-type: none"> 1. To encourage business development in the following key growth sectors <ul style="list-style-type: none"> Nuclear, Energy and Environmental Technologies Specialist Manufacturing Food and Drink Digital, Cultural and Creative Industries Tourism Outdoor sport, Education and Recreation 2. To provide business support that encourages entrepreneurship, diversification, innovation and survivability (for example through the Business Link network), and to encourage the growth of business and financial services within the County to facilitate growth in other sectors. 3. To provide improved employment opportunities through the creation of significant numbers of new jobs and improving the quality of existing jobs to ensure all members of the workforce have access to higher paying jobs.
8	<p>Lake District Economic Futures: Policy Statement (March 2005)</p>	<p>Northwest Regional Development Agency (Regeneris Consulting)</p>	<p>Recommendations include:</p> <ol style="list-style-type: none"> 12 Encourage existing and new businesses in outdoor pursuits, management/training and ICT based activities 12.1 Secure a supportive planning policy framework for associated extension/conversion/expansion within the National Park and surrounding areas. 12.2 Support limited development of small industrial units (as in the Blencathra Business Centre). 12.3 Market the area as a niche business location and the availability of business support. 13 Support increases in ICT-based knowledge activity 13.1 Develop economic policy and strategy targeting knowledge based business start-ups and home working. 13.2 Undertake stronger marketing of those areas with ADSL / broadband connectivity. 13.3 Provide specialist ICT / creative space in the

			<p>Kendal area through planning policy and implementation. 14 Provide additional mixed-use business space in the Kendal area 14.1 Secure increased strategic employment land allocation in the Structure Plan and Local Plan. The suggested area of search should lie between J36 of the M6 and Kendal Town Centre.</p> <p>NWDA Response:- Agreed. The consultant's analysis clearly demonstrates Kendal's potential and significance in diversifying the Lake District's economic base. NWDA to pursue in context of Regional Spatial Strategy and open discussions with Rural Regeneration Cumbria and South Lakeland District Council regarding an assessment of alternative sites and locations within an area of search.</p> <p>Recommendation 7: Encourage increased use of public transport by visitors</p>
9	<p>A Transport Framework for the Lake District National Park: Phase One: Evidence and Analysis Report 2 Developing a Vision for transport in the Lake District DRAFT REPORT</p> <p>(28 July 2008)</p>	<p>Lake District National Park Partnership (Steer Davies Gleave)</p>	<p>Framework of Potential Solutions:</p> <p>Overall Theme: Reduce reliance on car Offer high quality alternatives Make the Park a leader in lowering carbon emissions</p> <p>Options include: Strategic Park & Ride at Windermere to ease A591 establishment of mobility centres in key locations Personal travel planning for visitors (face to face on arrival in the Lake District) Better public transport interchange Parking that allows local businesses to thrive Better cycle infrastructure</p>
10	<p>Local Development Framework Core Strategy Preferred Options</p> <p>(May 2008)</p>	<p>Lake District National Park Authority</p>	<p>Core Strategy Preferred Option 26:- "We will take an area by area approach and encourage economic activity that has regard to the characteristics of different parts of the National Park. This will ensure the availability and diversity of a range of sites. We will target high value economic sectors including those promoted in the Regional Economic Strategy, Regional Spatial Strategy and Cumbria Economic Plan."</p> <p>Reasons include: "There is a high risk of the economy having "all its eggs in one basket" from the saturation of jobs in the tourism sector and in declining agriculture sectors. It also exacerbates the problems of the low wages associated with tourism and unaffordable housing prices. The National Park economy needs to diversify. In doing so, securing higher value employment will in turn increase wages and Gross Value Added per capita. To do this we need to develop policies which target a range of high value economic sectors."</p>

11	<p>Low Carbon Lake District - Responding to Climate Change in the National Park</p> <p>(June 2008)</p>	<p>Lake District National Park Authority</p> <p>(Rebecca Willis)</p>	<p>Recommendations:there are six areas in which the Lake District could make a difference, reducing its own emissions and inspiring others to do likewise.</p> <ol style="list-style-type: none"> 1. The Lake District could work to develop community energy solutions, with small-scale energy generation linked to other energy saving measures. 2. A sustainable transport strategy could offer the Lakes a workable alternative to private car travel, which would bring other benefits too, including reduced congestion and parking problems. 3. There is a need to diversify employment in the area, and one way of doing this would be through developing a green business hub, encouraging low-carbon businesses and services to locate in the National Park. 4. Positioning the Lake District as an environmental enabler – inspiring visitors to take action on climate change – would reap dividends. 5. Related to this, the Lakes could join with other National Parks to encourage holidays at home – low-impact domestic tourism. 6. Lastly, there is a need to look at evolving landscapes – joining together debates about conservation and climate change, to examine how the landscape and biodiversity of the Lakes will change over time, and how it can best adapt to future changes in the climate. <p>Each of these opportunities is outlined within the body of the report with indications of how they could be achieved, and who could be involved.</p>
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