Further possibilities enabled by the development

The fundamental focus and underlying objective of the planning application for the development is to assist in giving sustainable providence to existing businesses already established in the Lake District National Park who are in inappropriate premises that are threatening their well-being, and as a direct and natural consequence the economy and viability of the communities in which they are embedded.
In addition to this core role of ensuring the Lake District National Park's Vision of a *prosperous economy* and *sustainable communities* the location of the site enables it to have the potential to have a high impact value on the issues of ensuring the protection and enhancement of the *spectacular landscape* and promoting a *world class visitor experience.*
The site could:

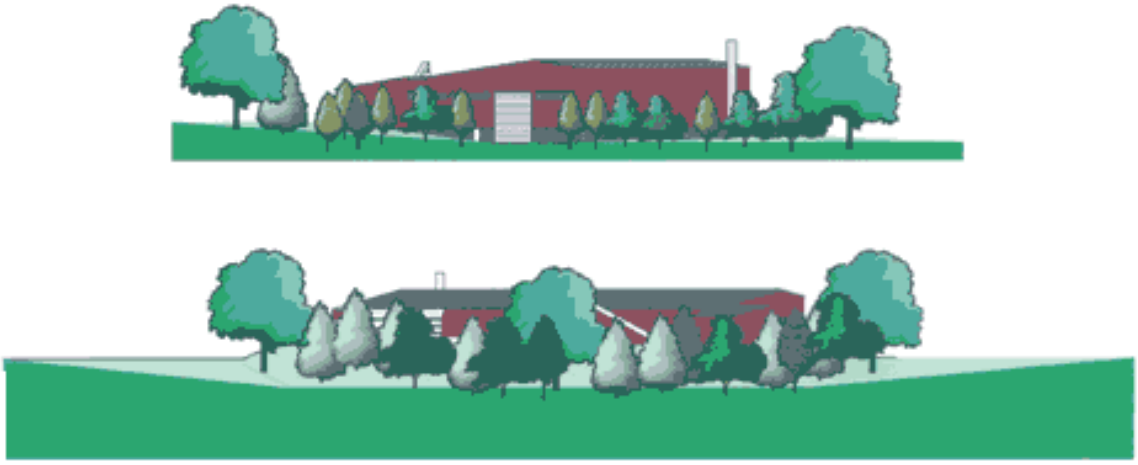
- Increase the potential for achieving enhanced visitor communication by hosting an obvious point of arrival interpretative centre
- More specifically act as a catalyst to educate, on the natural route of substantive entry, the ill informed dominant market sector day tourists away from unfocussed car journeys toward more sustainable and enjoyable activities: involving the Windermere Waterfront and/or Brockhole experience; thereby increasing and directing visitor spend and encouraging repeat patronage
- Accommodate a transformational "park and ride" modal transfer facility that would almost uniquely greatly reinforce, and not compete with, all aspects of the existing rural public transport system, generating a strong and sustainable public transport offer to rival the attractiveness of continuing into the LDNP by exclusively private means
- Generate the ability to consider the possibility of reducing the capacity of central LDNP car parks to encourage alternatives to the private car thereby releasing land for enhanced uses such as Affordable Housing
- Act as a beneficial business hub & cluster point to underpin the smaller enterprises in the wider national park particularly those related to the agricultural community by preventing the need for multiplicity of expensive distribution systems and logistics and negating the requirement for large vehicles to enter congested settlements or even beyond the site
- Enable the further regeneration of the public realm in Windermere by offering businesses such as McClures the ability to relocate within the locality
- Act as a boundary marker for a World Heritage Site
- Act as a recognised destination point for rendezvous

Windermere regeneration concept

Features:

- New high value development on W McClures College Road site to enhance the streetscape.
- One way traffic diverted from Main Road onto College Road
- Urban green park extended from the Library site across Ellerthwaite Square
- Main Road pedestrianised.

Bio-mass renewable energy facility



A number of local business interests have inquired about investing in a green energy renewables facility at Ratherheath to provide communal heating and electrical supply: making the site self sufficient and potentially a nett exporter of renewable energy.
At the Masterplanning stage it was envisaged that utilities on the site will be provided by a communal 2-3MW combined heat and power bio-mass plant fuelled by locally sourced wood chip and waste wood. This will achieve the dual objectives of enabling the LDNP to achieve a renewable energy generating capacity and stimulating the failed commercial forestry market in the locality: enabling sustainable biodiversity encouraging broadleaf woodland to replace barren conifer plantations with replanting in native renewable coppicing broadleaf woodland.
AW Jenkinson, Forest Products, at Clifton, Penrith are one of the UKs largest timber suppliers, who advise that a 2-3MW Combined Heat and Power [CHP] Plant facility would have a consumption demand of around 25,000 tonnes per annum of biomass products: which would be recovered timber waste, forest residues and arboricultural arisings, and sawmill co-products. At this scale of operation the CHP would be of an appropriate size to encourage local downstream market supply formation with initially up to 7500 tonnes sourced from within the LDNP and the locality: gradually increasing as the CHP's presence acted as a catalyst to change woodland management culture from amenity to productive harvesting capacity.
The sites location close to the M6 and equidistant between the forests of the Scottish Borders and North Wales would make the site an ideal location to guarantee security and continuity of supply. Siting a biomass facility at Ratherheath would ensure efficient haulage operations and reductions in current carbon miles accrual..
Advice from United Utilities is that the grid network adjacent to Ratherheath would be a good location for a substation transformer connection where rural energy generation at a local level would assist in the aim of achieving infrastructure security by de-centralising energy supplies.