

# Tactical Visitor Management Group

What we're doing for you  
Summer 2021



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**The Tactical Visitor Management Group was formed in October 2020 in response to the visitor management challenges of the pandemic and pandemic recovery, recognising the need to work across agencies to deliver action on the ground.**

The objectives for our action plans are to:

1. Reduce pressures on communities
2. Recovery of the Lake District and wider county visitor economy
3. A safe, welcoming and world class visitor experience for all

4. Protecting the Lake District National Park and wider county environment

The group is formed by senior representatives of:

- Allerdale Borough Council
- Copeland Borough Council
- Cumbria Constabulary
- Cumbria County Council
- Cumbria Tourism
- Cumbria LEP
- Eden District Council
- Lake District National Park Authority
- South Lakeland District Council
- National Trust
- Forestry England
- Cumbria Fire & Rescue
- Lake District Search & Mountain Rescue Assoc.

In response to the pandemic, fourteen Area Action Plans have been produced for the Lake District along with an overarching Tactical Action Plan for Cumbria, these plans are led by different agencies. The actions and outcomes from the AAPs have been implemented and monitored by the TVMG group, with a number of these brought to reality over the past six months.

Huge progress has been made this year, with a lot of new measures and initiatives being implemented to support relieving visitor pressures, and we continue to deal with issues and evaluate our work to support guiding future plans.

# Car Parking & Enforcement

Across the Lake District multi agencies have increased car parking capacity by 5941 spaces for the High Season 2021, an increase of 125% on 2019. We have seen these additional spaces reduce illegal parking issues in some key areas such as Bowness, Grasmere, Ambleside, Wasdale, Borrowdale and Coniston.

Fly parking was a significant concern and issue in 2020 and Cumbria County Council and the Police work quickly

to issue fines and deal with any issues.

We must continue to focus on our sustainable transport strategy, and we are also trialling 2 Shuttle Bus Park & Rides this year at Buttermere and Wasdale, along with subsidised child fares in Ullswater.

These valleys all have limited car parking and the trials will help us plan development of the travel network.



## Toilets

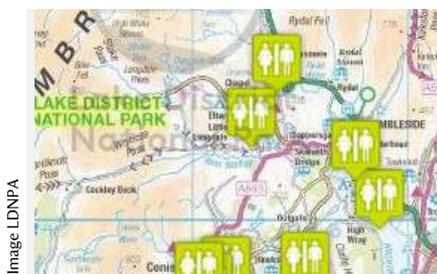


Image LDNPA

Where we have opened additional car parking we have supported this with additional toilet infrastructure.

We also have detailed plans on standby for particular problem areas to allow us to quickly deploy more provision if needed.

Agencies are working hard to keep toilets open and clean with limited resource and we ask you report any specific issues to the toilet owner.

## Litter Provision



Image Adrian Jones

We are continuing to work with and support local litter picking groups such as Lakes Plastic Collective and the Windermere Wombles. TVMG has awarded funding for the purchase of 24 '2 Minute Litter' picking boards which will be distributed across the National Park.

Local Councils have also been working closely with Cumbria Waste & Biffa to arrange additional collections at key locations or extra bins. Where we have been unable to install bins we are using skips as a temporary measure to help agencies dispose with waste.

Image ©National Trust/Paul Harris



# Creating a great welcome

This year LDNPA have introduced Visitor Support Volunteers, this work alongside our agencies Teams and Rangers to help provide a great welcome to the Lakes.

On busy days even the most experienced visitor might find themselves stuck for information or somewhere to park, and that's where our Visitor Support Volunteers step in.

Based in hotspot areas in the Lake District like Buttermere, Coniston, Glenridding, Ambleside and Grasmere, our volunteers help provide an informative welcome to all visitors.

They provide information on what to do, where to park safely and how to make sure visitors leave no trace when they go home.

We're always looking for more volunteers to support

the Lake District, the role will suit you if you are:

Happy meeting new people, self-sufficient, knowledgeable about the Lake District and Smart-phone savvy.

If you're interested in joining the fabulous team you can apply at [Lakedistrict.gov.uk](http://Lakedistrict.gov.uk) and search for volunteering.

## Attract & Disperse

Attract and disperse has been an integral aspect of Cumbria's visitor economy strategy for many years. Over recent years data has evidenced increased visits and economic value to Cumbria's coast.

The strategy is led by Cumbria Tourism and this year is focused on increasing visits to the West Coast, Carlisle and to Upper Eden along with increasing overnight stays through provision of additional camping and motorhome facilities across the county.

We have been working with landowners to support opening additional pop up campsites, particularly in less visited areas, to reduce some of the pressures. There are also multiple campervanning trials running in car parks to help reduce roadside camping.

# Signage

We are working closely with Cumbria County Council to ensure the messaging on temporary signage from the M6 into the Lake District is clear and concise and helps elevate congestion on arterial roads into the Lakes on peak days. We have also deployed a lot of temporary signage quickly at key problems areas along with working with local schools to help design some of the artwork.



Image Langdale Primary

# Lake District Kind



Image LDNPA

This summer, as we ease into a new kind of normal, we're asking everyone to be more mindful while enjoying the Lake District.

Whether it's a new or seasoned visitor, please be #LakeDistrictKind and help us look after the landscape you love.

The webpage has pre-visit information and guides to help support being prepared. [www.lakedistrict.gov.uk/kind](http://www.lakedistrict.gov.uk/kind)

Let's all do our bit to help by parking sensibly, taking our litter home, avoiding crowded areas & knowing our limits on the hills and in our lakes.

# Looking after the Lakes



Image LDNPA

There's over 85 Rangers working for the National Park and National Trust in the Lake District. They're the people caring for the landscape – looking after fells, woodland, lakes, coastline, and valleys for future generations to enjoy. Managing and maintaining public rights of way, access, water-based recreation, and conservation of the land to enhance people's enjoyment of the national park and encourage responsible use. Our Lake Rangers monitor byelaw compliance and this year through TVMG we have funded additional capacity.



Image LDNPA

# Safer Lakes

Last year LDNPA launched the Safer Lakes website and this is now forming a core part of visitor management in the Lake District. The website is now getting over tens of thousands of hits per day and our multi-agency team of over 200 staff and volunteers help us to keep a live status of every area's car parking status.

We have a team of Duty Officers, some of whom have been funded by TVMG, who work throughout the areas tackling fly camping, litter, and anti-social behaviour. We also work as a multi-agency to patrol the area at

peak times and will be continuing to do this over the summer to reduce the impact of fly camping, illegal parking, litter and anti-social behaviour. These multi-agency patrols are supported by SIA Officer Patrols who we work with to create routes that will target specific issues and areas within the park. A variety of patrols will run every day in August and at peak times in September.

In Wasdale we have also introduced Traffic Marshalls this summer to help manage the parking issues at peak times and direct cars to suitable parking areas.

**CVAAlerts@lakedistrict.gov.uk is monitored and responded too up to midnight each evening.**

This email should be used to report fly camping, illegal parking, litter, and anti-social behaviour.

Please remember in an emergency you should always contact 999 and if you are witnessing a criminal offence to 101.

## Key Contacts

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