



**Lake District  
National Park**

## **Tactical Visitor Management Group**

### **End of 2022 season**

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 purpose of the group is to:

- To ensure sufficient resources and measures are in place, and coordinated, to effectively deliver the 2021 Visitor Management Tactical Plan (2021 VMTP)
- To regularly submit Implementation Progress Updates of the 2021 VMTP to the CLEPs Visitor Economy Sector Panel, with attendance at the Sector Panel (or relevant Subgroups) by Chair or Vice Chair.
- To respond to the governments evolving guidance (and any potential future local lockdowns/restrictions) that may impact on Cumbria.
- To use established channels to provide effective communications to people who visit/work/live in Cumbria to support the safe social and economic recovery of our communities and tourism businesses; and
- To engage with and reassure our communities to support the maintenance of trust and confidence in the multi-agency working arrangements.

The TVMG group is represented by all major agencies in the Lake District, including the Police, Fire Service, LDNPA, Forestry England, National Trust, LDSAMRA, National Highways, Local Councils, CLEP and Cumbria Tourism, this year the group has supported and delivered multiple new initiatives including:

- Working with landowners to increase car parking capacity by 125% within the Lake District National Park – with an additional 5,941 car parking spaces being made available, the vast majority being under the 56 permitted development rights, thereby easing congestion and easing emergency vehicle access, reducing illegal parking issues and avoiding environmental damage.
- Providing additional temporary portaloos and enhancing the cleaning regimes to enhance cleanliness and minimising health and safety concerns, including minimising the cross contamination of COVID19.
- Installation of considerable numbers of temporary signage to provide clear and concise messaging to visitors and residents, reducing anti-social behaviour; easing congestion; and providing community reassurance. This work includes additional traffic signage including directional signage to car parking. It has also included working with local schools.
- Creating and implementing a new motor home strategy and action plan for the county, including the development of new routes along the West Coast and Pennines / Yorkshire Dales and installation of grey water waste emptying points at certain strategic points, thereby easing congestion and furthering the attract and disperse approach to ensure all aspects of Cumbria benefit from the increased domestic visitor markets.
- Deployment of a new Volunteer Visitor Support Service based in hot spot areas to provide valuable information to the visitor, whilst easing community pressures.

- Development of two new Park and Ride Services: Cockermouth to Buttermere; and in Wasdale Valley, together with the introduction of high season child concessionary fares on Penrith to Ullswater bus services to ease congestion and to rebuild public confidence in sustainable transport.
- Additional rangers on the Lakes and on the Fells to try to both deter anti-social behaviours and to further safety messaging.
- Supporting safety messaging in the outdoors and the development of the Adventure Smart campaign.
- Weekend patrols and Multi Agency patrols to help tackle fly camping and litter issues across the Park.

Many of these initiatives are temporary and it is important that the group take time to evaluate the measures thoroughly over the winter, ensuring we can make informed decisions of what measures are required for 2022 to continue to achieve the objectives of the Tactical Visitor Management Plan which set out to:

1. Reduce pressures on communities
2. Aid recovery of the Lake District and wider county visitor economy
3. Provide a safe, welcoming and world class visitor experience for all
4. Protect the Lake District National Park and wider county environment

From September onwards our teams will continue to monitor the visitor pressures and although the levels of measures will change over the low season, we will put measures in place if required. We appreciate that this may be a concerning time for our communities, our Safer Lakes Officers will continue to operate over this Autumn and Winter to provide support to issues, and the Area Action Plan leads will form part of our evaluation process, with agencies and communities having an opportunity to feedback, allowing us to work together as the Tactical Visitor Management Group to produce long term, sustainable, robust plans for 2022 onwards.

Yours sincerely,



Matthew Pearman  
TVMG Chair



Stephen Ratcliffe  
TVMG Vice Chair



Tony Watson  
Safer Lakes Team Lead



Charlotte Fuke  
Tactical Visitor Management Officer