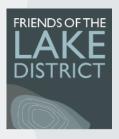
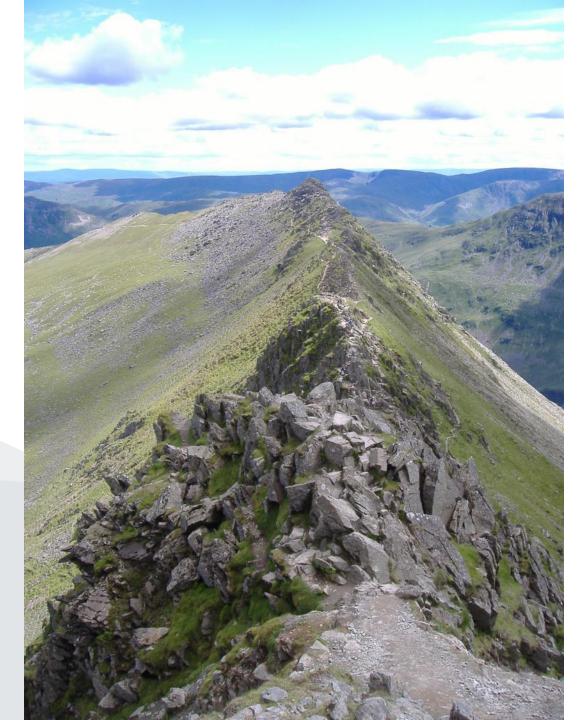
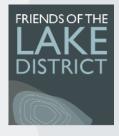


Douglas Chalmers
Director







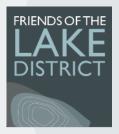


Striding Edge JM







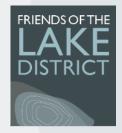


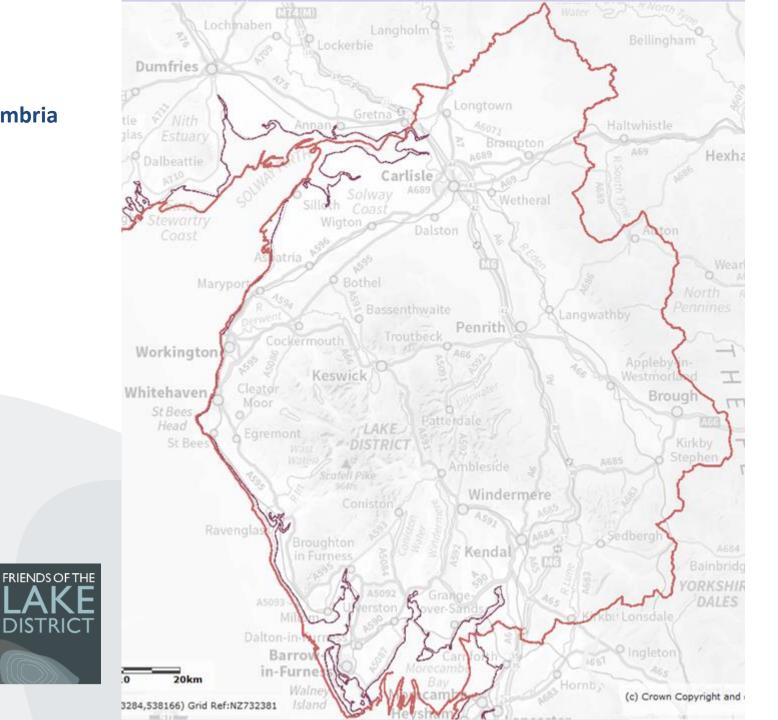
Cumbria 6,768 km<sup>2</sup> - 3<sup>rd</sup> largest County (2% of Finland)

499,800 people – 41<sup>st</sup> most populated (9% of Finland)

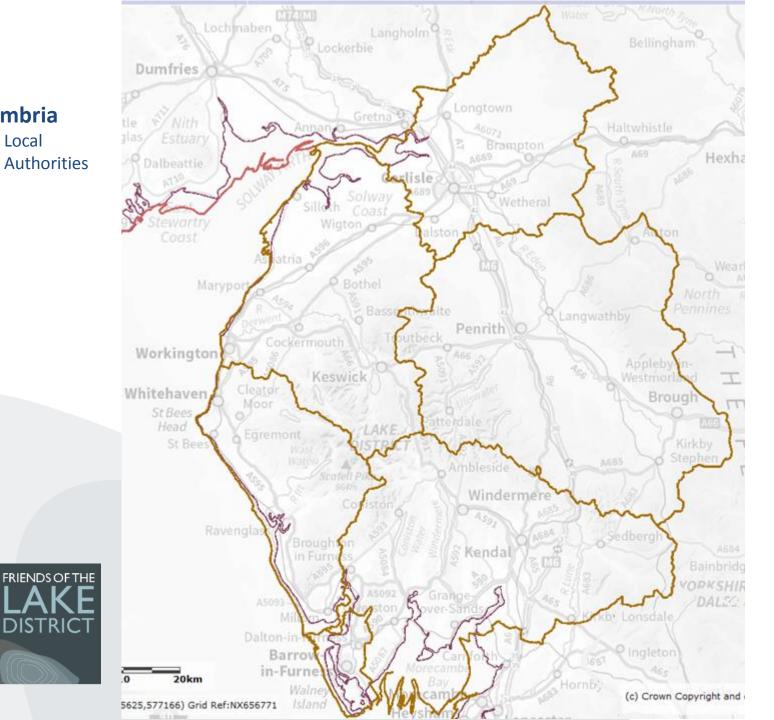
Cumbria 74 people/km<sup>2</sup> Finland 18 people/km<sup>2</sup>



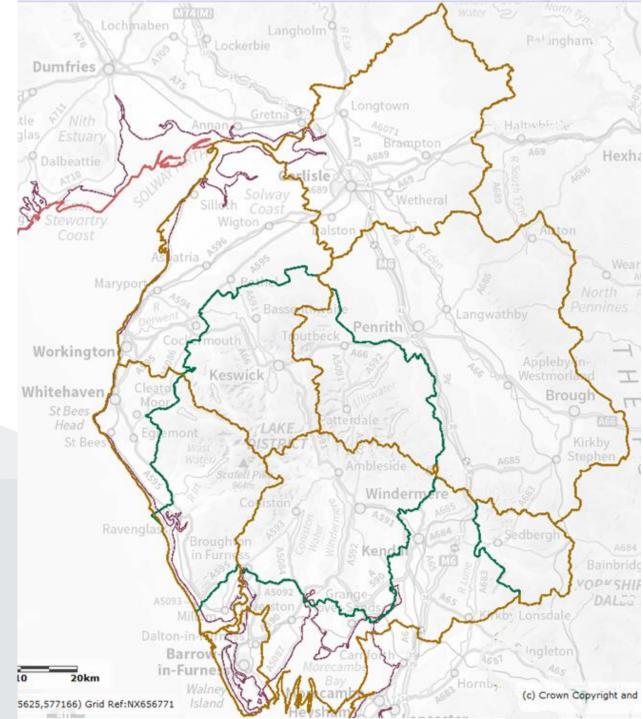


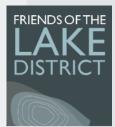


Local **Authorities** 



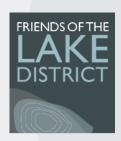
- Local Authorities
- National Parks



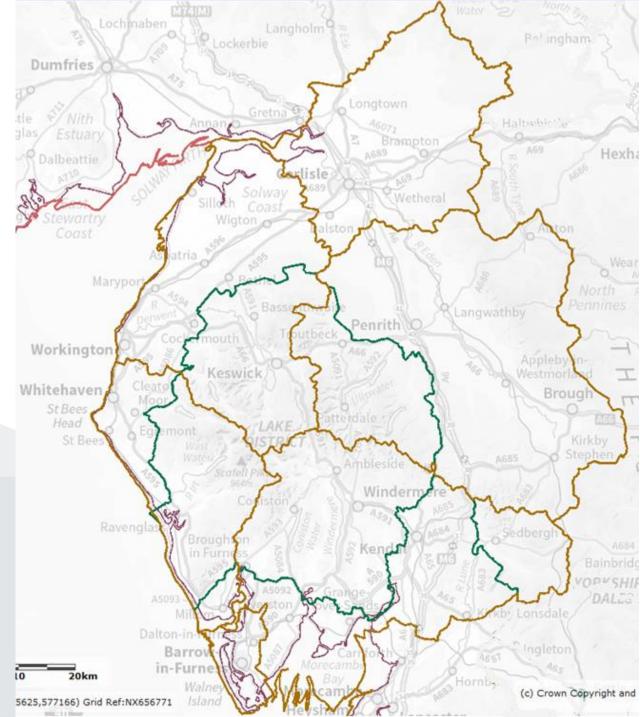


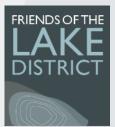
# "Nature knows no boundaries"

..... but politicians do!

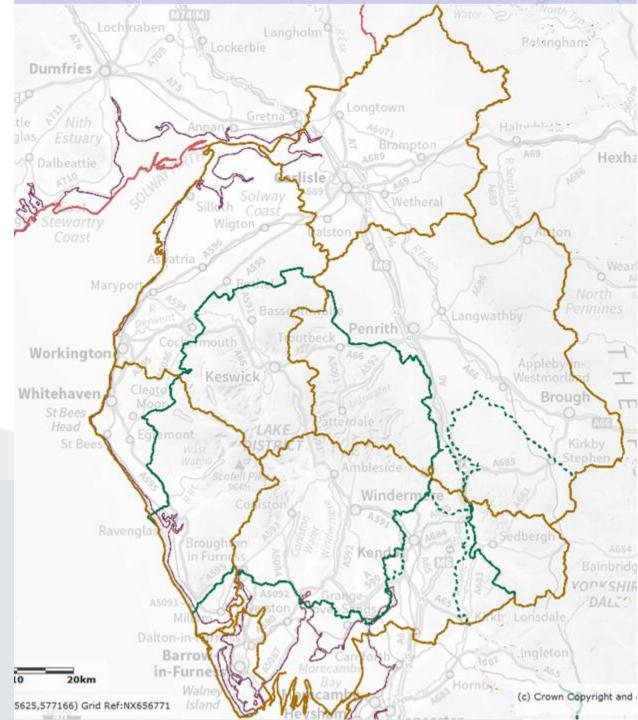


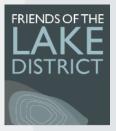
- Local Authorities
- National Parks



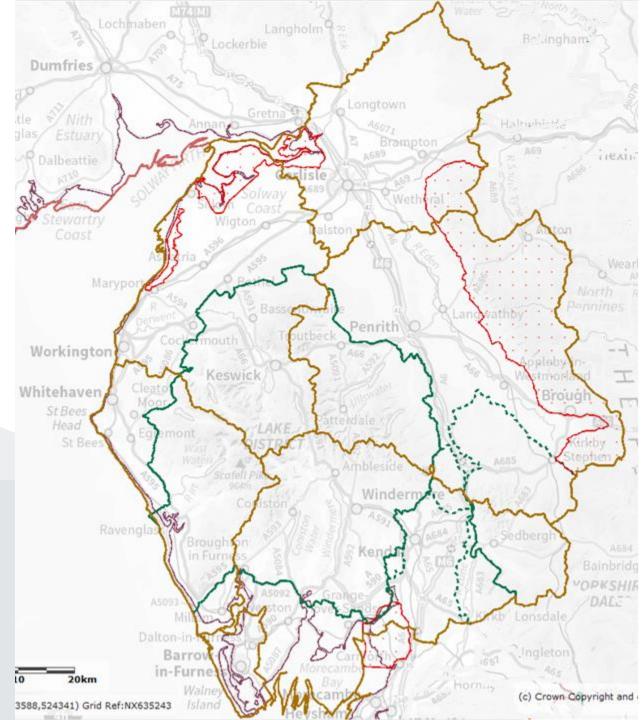


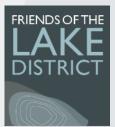
- Local Authorities
- National Parks
- ParksExtensions





- Local Authorities
- National Parks
- Parks Extensions
- Areas of
   Outstanding
   Natural
   Beauty

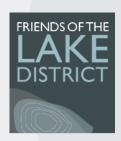




# Friends of the Lake District

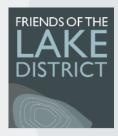
Membership organisation

Members >6,600 Facebook >2,000 likes Twitter >6,500 followers

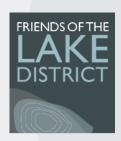


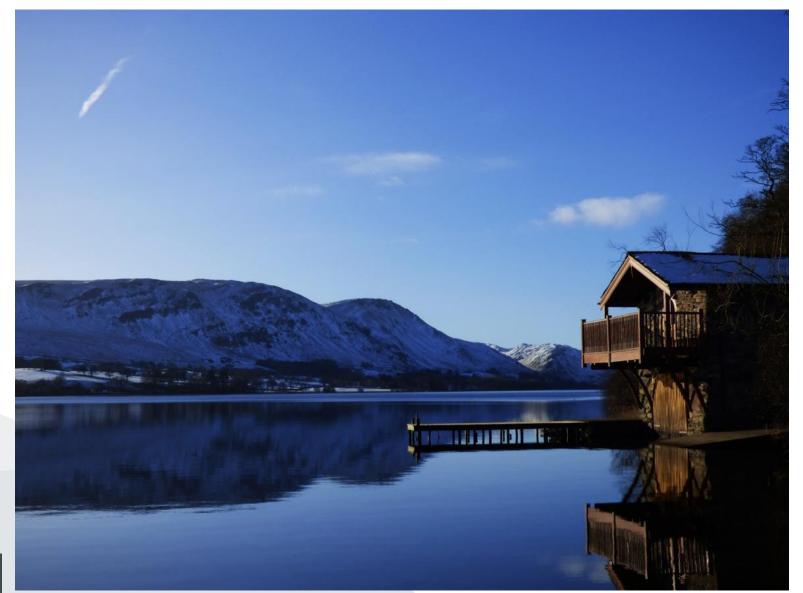
# Friends of the Lake District

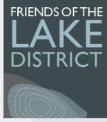
- Membership organisation
- Only organisation dedicated to protecting and enhancing Cumbria's amazing landscapes



## "Nature can often leave us with a sense of awe"

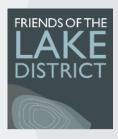






# Friends of the Lake District

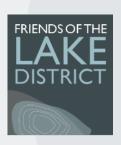
- Membership organisation
- Only organisation dedicated to protecting and enhancing Cumbria's amazing landscapes
- Charity
- Landowners in our own right
  - Credibility when lobbying
  - Greater understanding of real issues











# FYOU WALK CLIMB OR CYCLE IN THE ENGLISH LAKE DISTRICT—

IF you would see its beauty preserved unspoiled—

IF you would safeguard its footpaths and public access—



IF you would control all quarrying, mining and industrial activities in its area—

IF you would banish from it all litter, advertisement hoardings and unsightly petrol-pumps—

IF you would like any new buildings in its area to conform to local architectural traditions—

reserved as a National Park—

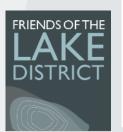
### "FRIENDS OF THE LAKE DISTRICT"

SEND YOUR SUBSCRIPTION (2/6 minimum) to the Hon. Treasurer, Sawrey House, via Ambleside.



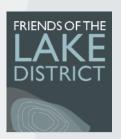
The world has changed since 1934.

How do we stay relevant?



## **Three Strategic Aims**

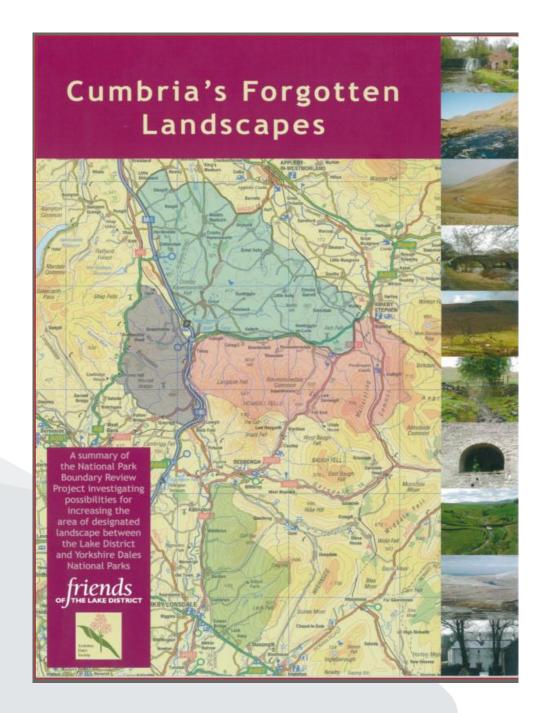
- 1. Looking to the future for Cumbria's landscapes
  - Securing and enhancing landscape character
  - Adapting our landscapes to impacts of climate change
- 2. Engaging People in Cumbria's future landscapes
  - Sustaining upland landscapes in time of change
  - Understanding benefits landscapes provide for people
- 3. Securing our organisation for Cumbria's landscapes
  - Positive profile
  - Sustaining our organisation

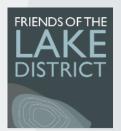


**Protect and improve our landscapes** 

**Support local communities** 

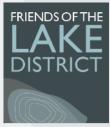
**Educate and inspire** 

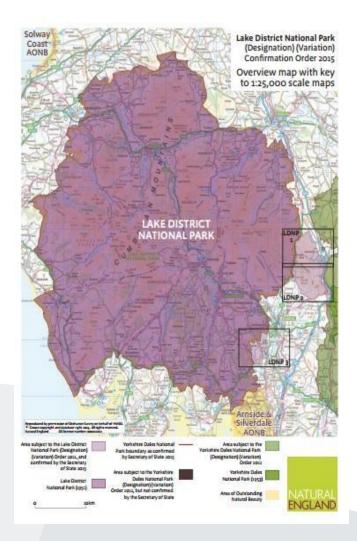




## Part of the Extensions area – my daily commute!

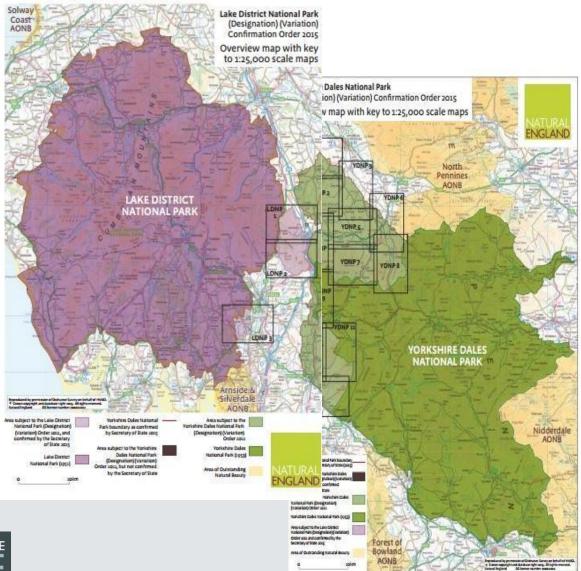


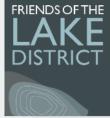






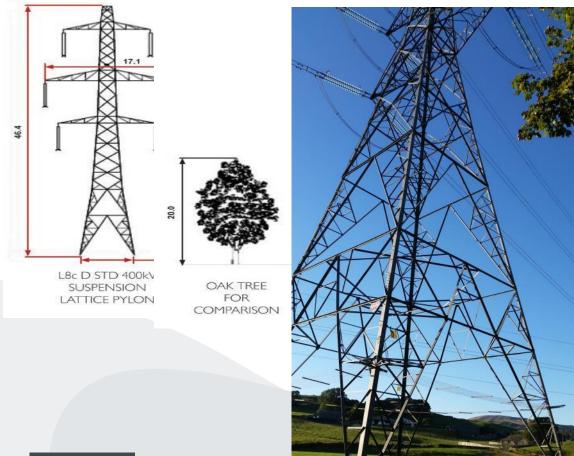




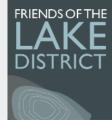




## **North West Coast Connections**

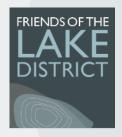






## And we get our hands dirty .....





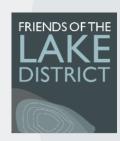
# NATIONAL PARKS Britain's breathing spaces

Designated 1951
Population 40,800
Visitors/Year 16.8 million

Visitor Days/Year 24 million

Visitor Spend/Year £1,146 million



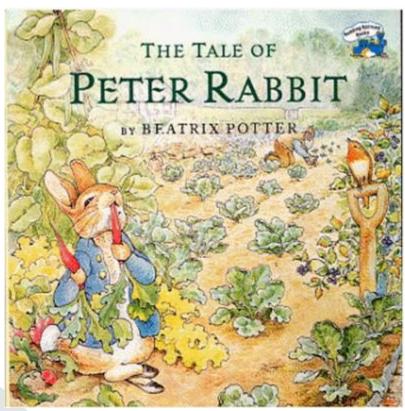


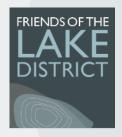
## Who owns the Lake District National Park?

National Trust (Charity)

21%







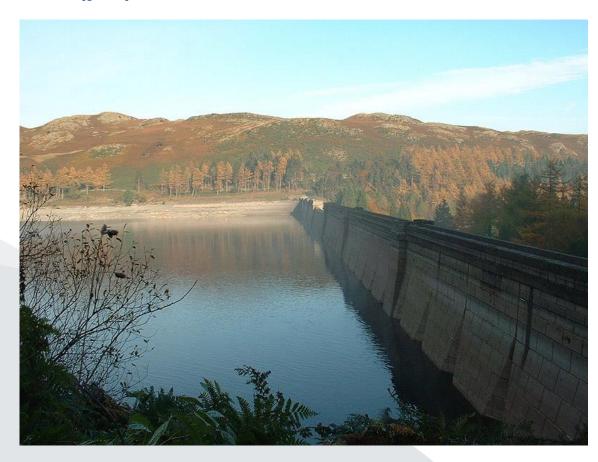
## Who owns the Lake District National Park?

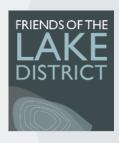
National Trust (Charity)

21%

United Utilities (plc)

8%





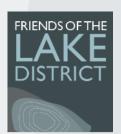
#### Who owns the Lake District National Park?

•	National Trust (Charity)	21%
•	United Utilities (plc)	8%
•	<b>Forestry Commission (Government Agency)</b>	<b>5</b> %
•	Lake District National Park Authority	3.8%

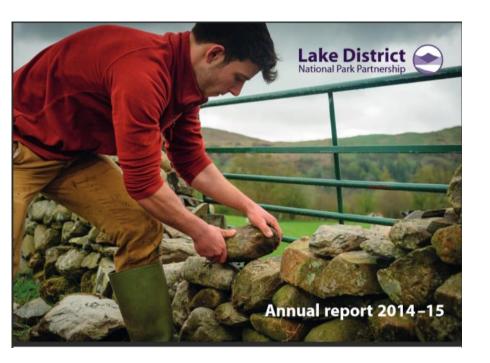
## Over 60% in private ownership

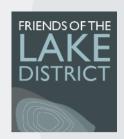
#### **UK National Parks are:**

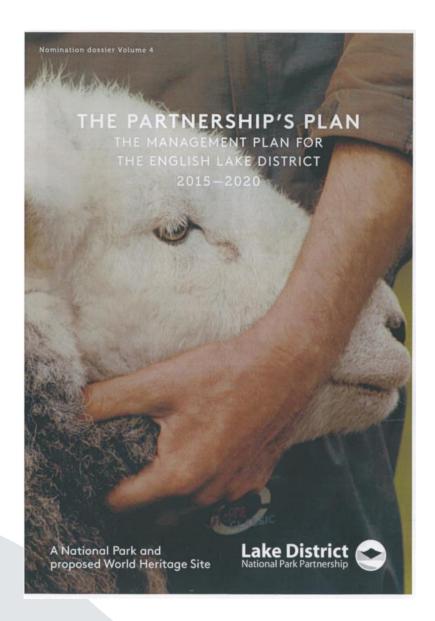
- Settled and worked landscapes
- Most in private ownership
- Resident communities exploit local resources to make a living



Private land protected for the public good







# Lake District National Park Partnership









































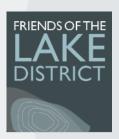






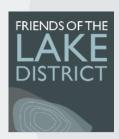






# Lake District National Park Partnership

- Transforming model for running National Parks
  - Lean times for the public sector
- Forced to be more commercial
- Fit with businesses
- Meet Purposes
- Partnership is ever more important
  - Smarter
  - Commercial
  - Facilitate through Partnership



# **Thank You**

