



nurture lakeland



 **National Trust**



UNIVERSITY of
Cumbria

Windermere Reflections - Linking Lakes, Landscapes & Lives

This guide has been written and produced by Ruth Kirk, Nurture Lakeland as one of 19 projects being delivered by the Windermere Reflections programme.

Windermere Reflections is a 3 year partnership programme supported by Heritage Lottery Fund and four core funding partners; the Environment Agency, the National Trust, Lake District National Park and the University of Cumbria.

The programme is bringing long term benefit to the area and increasing understanding of environmental issues within the Windermere Catchment.

www.windermere-reflections.org.uk

YOUR GUIDE TO SUSTAINABLE ORGANISED RECREATIONAL EVENTS



*Help play your part in keeping the
Lake District and Cumbria a wonderful,
living resource for your outdoor event.*



TOP TEN TIPS ON THE TRAIL TO SUSTAINABLE EVENTS...

Think - Location, Location, Location

Choose the place to hold your event carefully to make sure it has the capacity, services and infrastructure to host your needs, and consult with the landowners.

Care for Communities

Grow a good name for your event through thinking considerately about your impact on your host community and by communicating your plans.

Think Travel

Offer sustainable options and information. Participants' travel choices can have a huge impact on the sustainability of your event.

Keep it Local

Promote what's on the doorstep to your participants: eating, drinking, staying, hiring.

Visit, Give, Protect

Embed Visitor Giving into your event and put £1 per entry back into safeguarding the Lake District's upland paths through repair and maintenance programme, Fix the Fells.



Respect, Protect and Enjoy

Encourage participants to follow the Countryside Code

Check, Clean, Dry

Stop the spread of non-native aquatic species which can alter local waters dramatically.

Be a teacher

Inspire and educate participants and spectators about how they can have a positive impact through their actions.

Volunteer

Give something back to the environment by doing some local, practical conservation work.

Be a litter picker

Take nothing but photographs - leave nothing but footprints.

INTRODUCTION

A word from the man at the top...

Although my day job is about looking after the Lake District National Park, I'm a keen participant of organised recreational events in my spare time. I consider it a real privilege to have been able to take part in events such as the Lakeland Trails series runs, the Fred Whitton road bike challenge, the Helvellyn Triathlon and the Great North Swim. In the case of the swim I began a whole new personal challenge, encouraged by the staff here as part of our sponsorship of the event. I wasn't much of a swimmer so the target of a place in the swim, and the prospect of one mile in open water, motivated me to find a coach and improve! To my surprise I also discovered the sheer delight of a swim in the lakes and how refreshing an experience this can be. I also saw the landscape from a new perspective and heightened my interest in water quality issues!

The Lake District National Park and the wider countryside of Cumbria provide a simply fantastic and world class venue for organised recreational events. Cumbria has all the ingredients required, with great access to mountains, rivers, lakes and coasts. It has infrastructure to look after competitors and spectators, is accessible from many parts of the country and has good public transport options within the Park. However, the environment is also very fragile and ensuring the county has the resilience to cope with the many demands we place on it, including these events, is a huge undertaking.

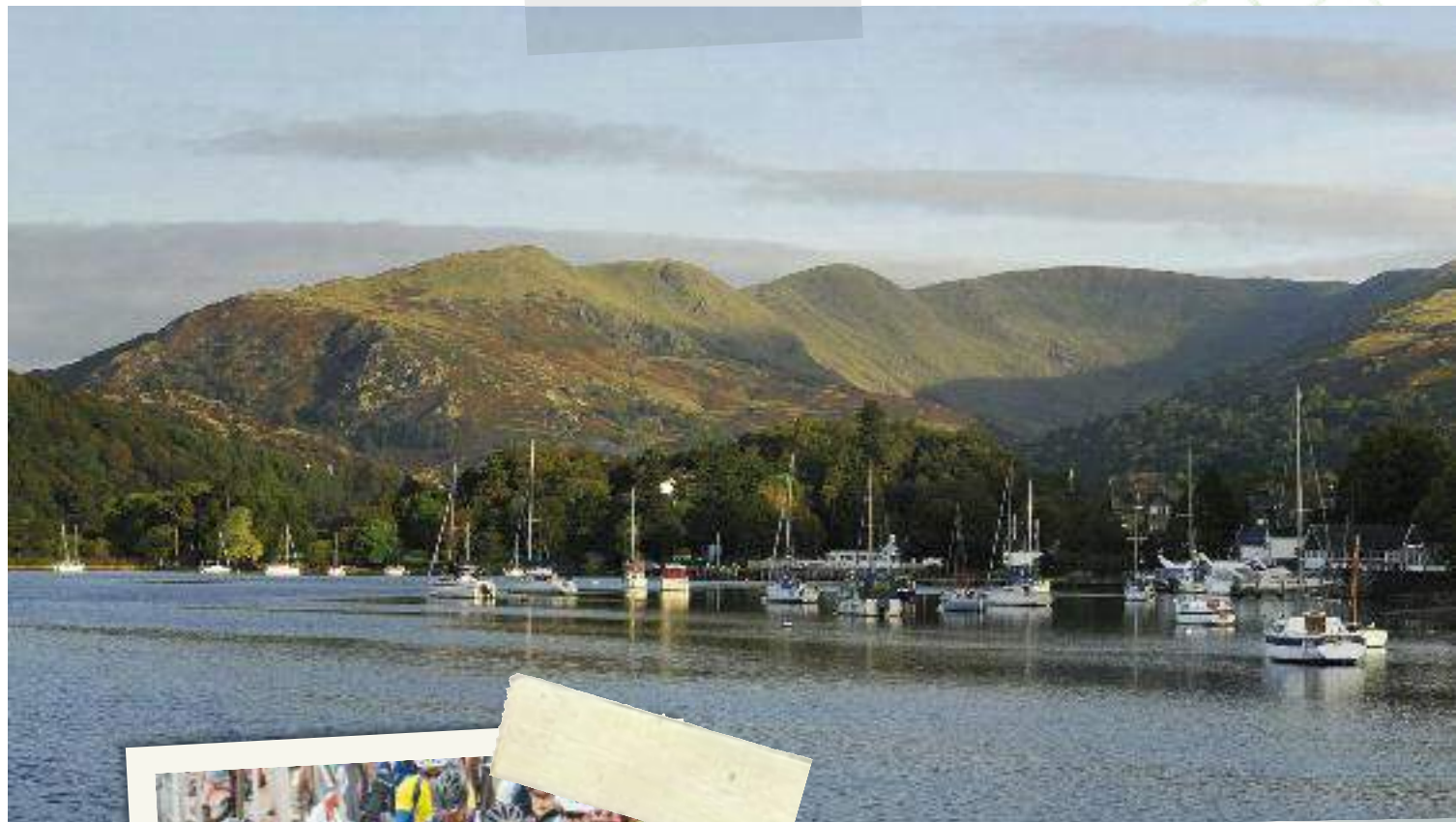
I would urge all event organisers to consider the impact of their event on the fabric and communities of the National Park and Cumbria, and to work with us to mitigate this and put something back. I've enjoyed presenting on a course at the University of Cumbria which aimed to train outdoor providers on issues of sustainability, so I know the industry is keen to learn and benefit from a greater appreciation of its impacts.

I have no doubt this tool kit will be of real value with this challenge and I commend it to you.

Richard Leafe
Chief Executive Lake District National Park



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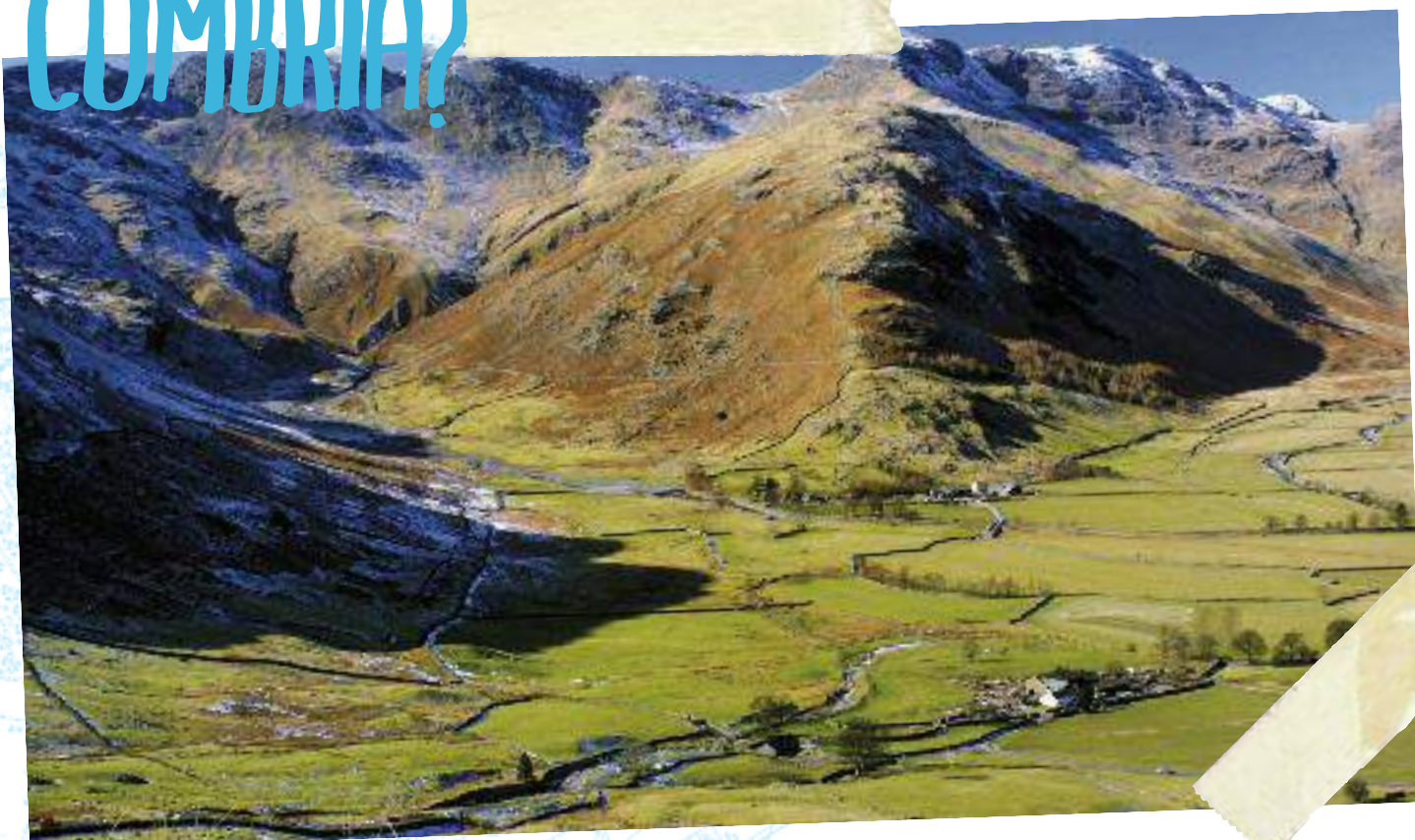
THINKING OF ORGANISING AN EVENT IN THE LAKE DISTRICT AND CUMBRIA?

A SPECIAL PLACE

With famous fells, swooping valleys and sparkling waters, the stunning Lake District and Cumbrian landscape is a true adventure playground for thousands of people who visit every year to take part in an exciting array of organised recreational events. From triathlons to open water swims, fun-runs to fell-runs, thousands of people come to take part in hundreds of events throughout the county every year and we welcome the vibrancy and economic benefits they bring to the area.

Whilst it's great that so many people are benefiting from the outdoor experiences on offer, there is inevitably an impact on the landscape and communities which host these activities. Huge numbers of feet (and wheels) pounding our hills and valleys can lead to trampling, loss of vegetation, damage and disturbance to our range of wildlife and farming livestock, particularly sheep and cattle. And outdoor events often take place in areas that have few or limited facilities to cope with large numbers of people descending all at once, leading to pressure on local communities.

But good planning and management can lead to successful and sustainable events where everyone (from organisers, participants and spectators to local businesses, residents and land managers) gets maximum benefit and enjoyment whilst minimising negative impacts.



By using these guidelines you can help play your part in keeping the Lake District and surrounding countryside a wonderful, living resource for your outdoor recreational event.

WHAT DO WE MEAN BY 'SUSTAINABLE'?

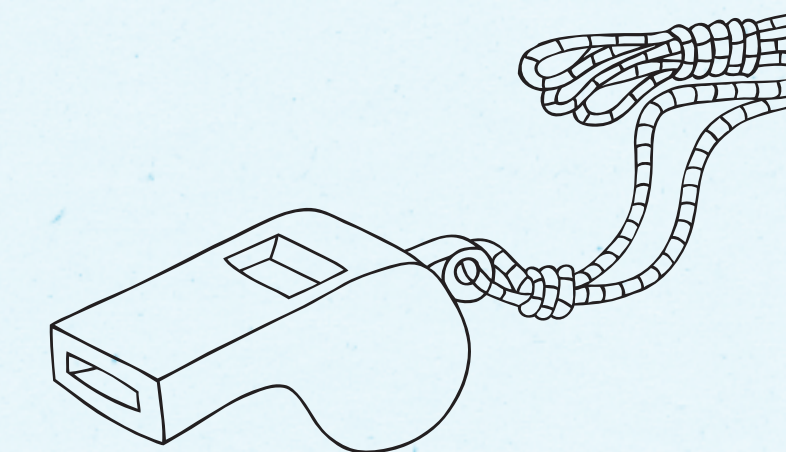
What we really want is for people to be able to enjoy the recreational challenges the county has to offer today without compromising the ability for people to continue this enjoyment tomorrow and right into the future. Therefore a sustainable event will not only be one that can happen again and again, but one in which negative environmental, social and economic impacts are kept to the absolute minimum - and positive impacts are encouraged, enhanced and celebrated.

This is our chance to go beyond picking up litter - important though that is - and model the kind of environmental best practice that will help protect our fantastic Cumbrian landscapes from global as well as local impacts.

WHO IS THIS FOR?

These guidelines are aimed at events that are based on active outdoor recreation, where a group of participants meet at a set date, time and location. The sorts of events for which they might be relevant include: fell and trail running, mountain-biking, triathlons, marathons, orienteering events, sponsored walks, off-roading, canoeing, open water swim events, riding and multi-day events. Obviously events vary in size and complexity so some of the advice contained here will be relevant to your type of event whilst other advice won't.

There is lots of information 'out there' and this guide is intended to focus your thinking and 'signpost' you to the most useful and relevant information to help you run a sustainable organised, outdoor recreational event in the Lake District National Park and surrounding countryside.





WHERE TO START

There are 3 key stages to think about to give you the best chance of running your event successfully and sustainably.

AT A GLANCE:

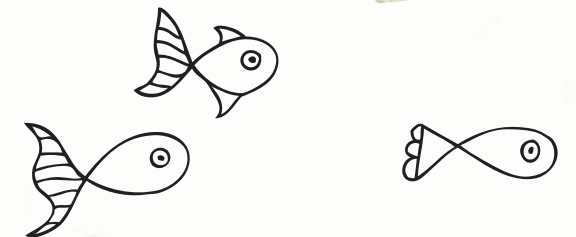


STAGE 1 - RESEARCH & CONSULTATION

- Identify suitable locations, activities and routes taking into account environmental sensitivity and capacity through consulting with major landowners.
- Consider timing to avoid clashes with other events and seasonal activities.
- Contact land managers/owners in identified area to discuss proposals.
- Obtain permissions from land managers.
- Speak to local parish councils and the community in your chosen area to discuss the feasibility of your plans.
- **Decide whether your event plans are feasible and consider making adaptations or altering your plans.**

STAGE 2 - PLANNING & IMPLEMENTATION

- Prepare an Event Management Plan keeping sustainability across all elements as a core principle to minimise your impacts.
- Undertake risk assessments and safety planning.
- Arrange adequate insurance.
- Make sure all approvals are in place.
- Provide participants with information on sustainable options for travel and transport.
- Use local goods and services yourself and also promote to participants.
- Brief all relevant stakeholders.
- Make sure all plans are in place to reduce your event's negative environmental impacts.
- Consider implementing Visitor Giving to allow participants to 'put something back' into the landscape.
- **Hold event.**



STAGE 3 - RESTORATION & REVIEW

- Clear litter, checkpoints and all other event infrastructure.
- Undertake any agreed restoration works as agreed in the Event Management Plan.
- Give thanks and acknowledgement to all those involved in or affected by the event.
- Review your event to assess the benefits, impacts and lessons learned for future event planning and implementation.
- **Share this knowledge with others.**



Fell race damage

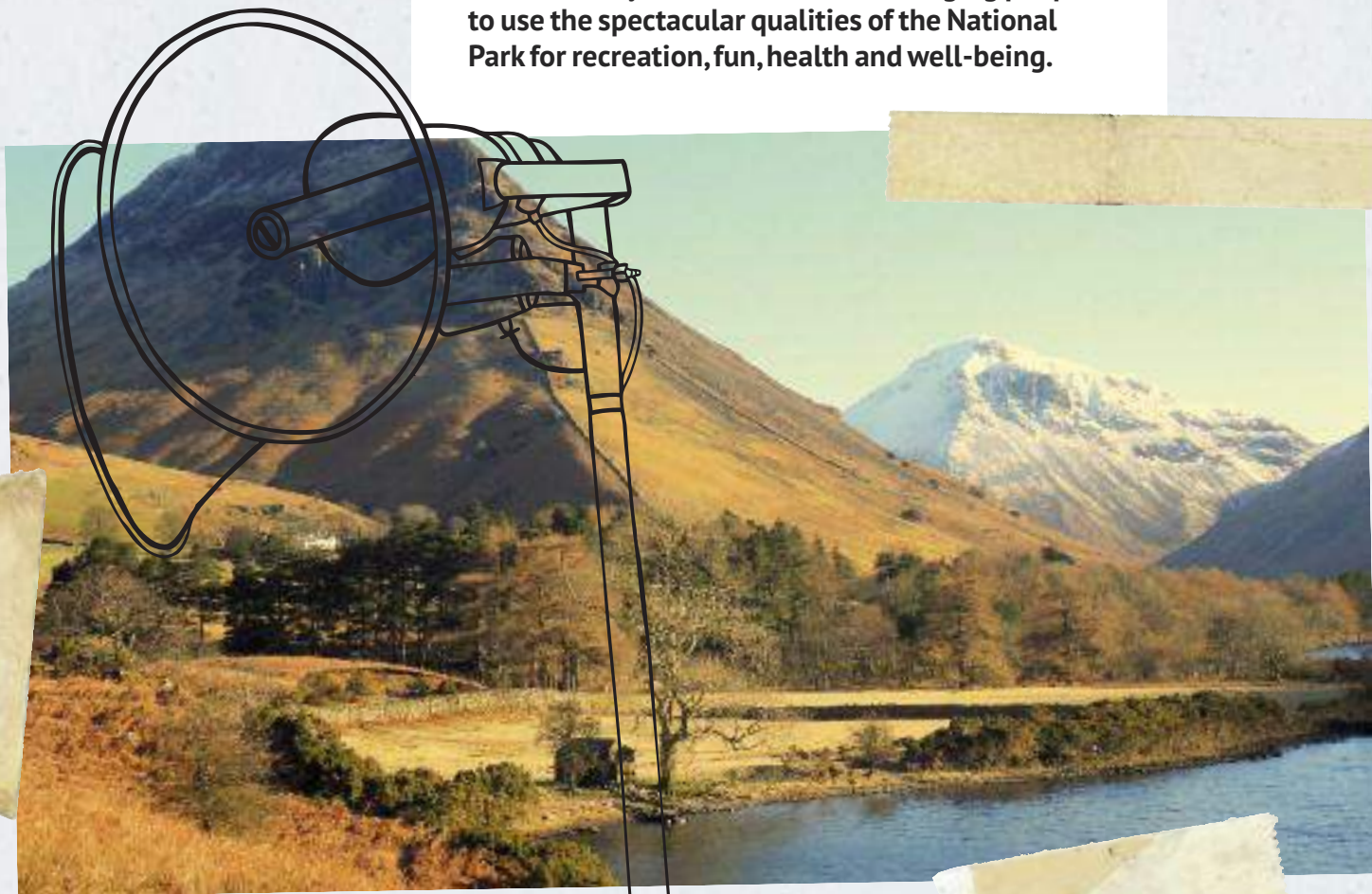
Now read on for more details to help you with each stage...

RESEARCH & CONSULTATION

WHY HOLD YOUR EVENT IN THE LAKE DISTRICT NATIONAL PARK AND SURROUNDING COUNTRYSIDE?

With a stunning background of internationally celebrated scenery, the Lake District landscape and surrounding countryside offers a wealth of opportunity for people to get active and connect with the outstanding natural environment. That's why it's a top choice for challenge event organisers.

For those involved in managing the Park, it's about finding a balance between protecting environmentally sensitive landscapes and wildlife, helping support the economic and social sustainability of the area and encouraging people to use the spectacular qualities of the National Park for recreation, fun, health and well-being.



TOP TIPS

Seeking advice from those in the know...

- The Lake District National Park has a designated Access & Recreation Developer who can offer a wealth of expertise and advice helping with route planning, access and more at the pre-planning stage and beyond.

www.lakedistrict.gov.uk/visiting/events/organised_recreational_events

- With so many events now taking place across Cumbria it's vital you think about what else is happening at the same time and in the same location you're thinking of running your event to avoid putting pressure on local infrastructure and emergency services. Check the online calendars to avoid clashes.

www.golakes.co.uk/adventure-capital/challenge-events-lake-district.aspx

www.cumbria.gov.uk/events_calendar

www.lakelandraces.co.uk

- Contact land managers/owners over whose land you'd like to run your event, to discuss your proposals. Cumbria County Council now has a single point of contact (SPOC). Complete the forms on the website and the SPOC will forward your proposal to the relevant major landowners and managers for you. An Event Advisory Group meeting may be required.

www.cumbria.gov.uk/eventscalendar/eventsafetyinformation.asp

Treading lightly...

- Wherever practicable, plan your event routes to use existing public rights of way, paths and tracks. This can help avoid damage to the environment.
- Consider the timing of your event. There can be environmental sensitivities at particular times of year such as bird breeding (1st March – 31st July) or lambing seasons.

www.naturalengland.org.uk/ourwork/enjoying/countrysidecode/default.aspx

- Site visits and face to face meetings are better than letters and phone calls. The majority of landowners would prefer this and sometimes letters might not get opened and read! If you don't live locally, look to find a local and respected person who could take on this role for you, paid or otherwise, or consider working with locally based event organisers who already know the lie of the land and have established relationships with local landowners.

- Reassure land managers/owners that you have an action plan in place to put right and restore any damage that may occur as a result of your event taking place. Working positively with land managers throughout the whole process is of mutual benefit. By avoiding potential conflict and developing a reputation as a responsible event organiser you'll be in a great position for the next time you plan to run an event.

- Get in touch with the local parish council and community. Involving stakeholders in the early stages will make for smoother planning and implementation.



- Remember also that the Park and surrounding countryside are places many people come to for quiet enjoyment and recreation. Try to imagine what impact your event may have and think about how best to avoid conflict with other users.
- Be aware that there are areas of the Park and Cumbria which are subject to national and international conservation designations (SSSI, SAC, etc.) You will need to work with local organisations during and after the event to make sure you avoid damage to the site.

www.natureonthemap.naturalengland.org.uk

Getting here...

- Choose a venue with good public transport links and which can be accessed easily on foot, by bicycle and by the disabled or less mobile. If you're running a large event you could even consider asking a public transport operator whether they would put on special transport for you – it might get them good publicity.

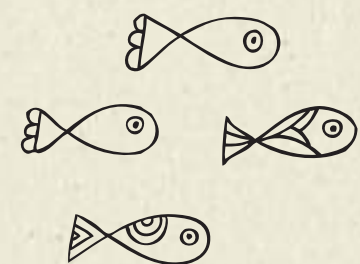
www.golakes.co.uk/information/travel-to-cumbria.aspx

Communicating...

- It really is good to talk - so show those who may be affected by your event that you are serious about minimising the impacts of your event whilst maximising the benefits to the local economy and community.
- Talk to the local community – such as the local parish council, a local hall committee or sports club – they could provide some catering, car parking etc and get some benefit from the event. Keeping the local community in the know will help things run more smoothly for you and for them.

www.calc.org.uk (Cumbria association of local councils)

- If you're gaining sponsorship for your event, think about working with like-minded organisations who share a similar ethos towards sustainability, or work with local companies.



Thinking ahead...

The single biggest complaint about the organisation of events is that too little time is allowed for contact and discussion with the relevant parties before a decision's made to go ahead. It's vital that you have your planning and permissions in place before you promote your event.

The table below gives an indication of the classification of event sizes. For all events however, you should start planning **at least 12 months beforehand**.



EVENT SIZE (PARTICIPANTS & SPECTATORS)

Small	Up to 200 people
Medium	200 - 499
Large	500 +

REMEMBER!

Plan before you promote...

The Event Advisory Group require a minimum of at least 4 months, but preferably longer when making comment and/or holding meetings. This gives you as the organiser time to sort out any identified problems, thereby ensuring that your event goes off without a hitch.

A well planned and managed event need not conflict with the environment, residents, other users or land managers.

What is the Event Advisory Group?

Officers from the relevant local county and district authorities, emergency services, major landowners, conservation agencies and others who network together to ensure a consistent and co-ordinated approach to events in Cumbria:

- Giving proportionate advice on statutory and non-statutory requirements.
- Advising on minimising any inconvenience to local residents.
- Advising organisers on effective planning.
- Encouraging safe management of events.
- Providing consistent professional advice and support.
- Sharing good practice.

PLANNING & IMPLEMENTATION

Now the decision has been made, through consultation, about when and where to hold your event it's really useful to develop your Event Management Plan. This will not only help you to make sure that all matters have been considered and that everyone involved has a clear understanding of the part they have to play, but will also help you to embed sustainability throughout your planning process and whilst you're running your event.



TOP TIPS

Think Travel!

Getting here and getting about...

- Develop a sustainable transport plan for arrival/departure of your participants and moving them to and from different venues. The increasing cost of fuel and growing awareness of the need to reduce our carbon footprint mean that car free options are vital to a successfully sustainable event.

www.golakes.co.uk/information/getting-around-cumbria.aspx

- Encourage participants to use public transport or to car share and publicise links to bus and train timetables and online journey planners prominently on your publicity material/website.

www.traveline.info

www.transportdirect.info



- Consider including a discussion board on your website to help participants share information on car-sharing and travel, or add links to car-share websites.

www.eventcarshare.com

www.liftshare.com/uk

www.direct.gov.uk/en/Environmentandgreenerliving/Greenertravel/Greenercarsanddriving/DG_10036310

- You could even include a prize for the most innovative means of travelling sustainably to an event or offer discounts or incentives to participants who arrive by sustainable means!
- Use electronic registration pre-event, so participants don't have to travel twice.
- Reducing the number of vehicles arriving at a small village will assist in not upsetting the residents and assist you in better traffic management planning.

Parking here...

- Provide adequate, safe and secure cycle parking.
- Lots of cars descending on village locations with limited car parking facilities can be a big issue. Make sure you have sufficient parking at the venue to avoid 'fly parking'. Using up all the available parking spaces can also mean there aren't any left for non-event visitors and this can cause problems for local businesses and attractions which rely on tourism.
- Check out car park availability during your planning process or speak to a local farmer, school or village hall about potential use of a field for additional parking space.

Offsetting...

- We know that giving up the car isn't always easy. You might want to think about making travel to your event carbon neutral by offsetting – compensating for your unavoidable emissions by volunteering to contribute to making an equivalent carbon dioxide saving elsewhere in the world. But remember – offsetting should never be the first choice option.

www.decc.gov.uk/en/content/cms/emissions/co2_offsetting

Staying safe...

- Cumbria County Council provides safety information and guidelines regarding event planning, the environment, risk assessments, traffic management, emergency planning, etc. The County Council website can also assist you in preparing an Event Management Plan for your specific event.
- The safety of all those involved (participants, organisers, marshals, spectators, visitors) is critical. You'll need to undertake a suitable and sufficient risk assessment for the particular circumstances of your event and actively use it to plan a safe event.
- Make sure you put in place appropriate safety, first aid and public liability insurance cover.

www.cumbria.gov.uk/events/calendar/eventsafetyinformation.asp

Staying here...

- Encourage participants, spectators and organisers to use local hotels, B&B's, hostels, campsites and restaurants.

www.golakes.co.uk/accommodation

www.nurturlakeland.org/directory.html





Put something back into the outdoors...

- There's a very simple and effective method of allowing your participants to give something back to the landscape they love while at the same time enhancing your credentials as an event organiser committed to environmental sustainability. An additional voluntary contribution is added to the event entry fee (e.g. £1, £2 or £5 depending on what is appropriate). The participant can choose not to pay the donation but research has shown that **85%** of participants are more than happy to give a little something to help conserve the landscape as a wonderful, living resource for their outdoor recreational activities.
- *Embedding Visitor Giving into your event can help build stronger links between event organisers, participants, the community and the environment and help to make events more sustainable in the longer term.*
- Get your hands dirty! Encourage participants to think about getting involved in practical conservation as a way of giving something back. There are lots of opportunities to make a real, tangible difference to the landscape whilst having bags of fun too.

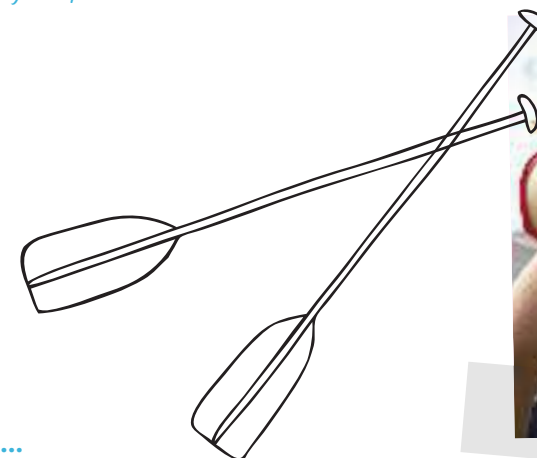
www.windermere-reflections.org.uk/get-involved
www.nationaltrust.org.uk/get-involved/volunteer
www.tcv.org.uk/volunteering



Eating and drinking here...

- If you're providing food and refreshments for participants, your choices can have a huge impact. Sourcing as locally as possible is a great way to reduce transport miles and to support the local economy and communities.
- The Lake District and Cumbria have a strong tradition of producing outstanding local produce which will help give a distinctive, local feel to your event. The local district council environmental health department can assist in this by providing a list of approved caterers.
- The Lake District National Park is working in partnership with Cumbria Fairtrade Network to establish the Park as a Fairtrade Zone. Sourcing Fairtrade products means you'll also be supporting sustainable development globally.

www.lakedistrict.gov.uk/caringfor/projects/fairtrade
www.fairtrade.org.uk/products/retail-products



Leaving no trace...

- Waste is a huge issue for outdoor events. Leaving the areas you use in good condition is vital and a strong rubbish removal/recycling plan will help. Ideally waste should be segregated by providing separate plastic, glass and cardboard bins. Alternatively you might decide to use litter pickers to collect waste and then sort it at a collection point. Most people will notice if you don't provide recycling facilities and may take a negative view of your event. Increasing recycling will also help to decrease removal costs for landfill.
- If you are placing signage, use cable ties which can easily be removed after the event rather than nailing items to trees which can damage them.
- If you need a generator to provide power, use a reputable provider and ask about their 'green/renewable' options.
- Minimise noise pollution where possible by only using PA systems in the areas needed and let local residents know the plan for sound and lights.

Communicating...

- Tell people what you are doing and why. Your educational potential as an event organiser is HUGE. You can aim to inspire and educate participants, spectators and all those involved about everything from very visible recycling; to information about public transport; to a bit of information about local wildlife and landscape; to local food; to carbon reduction. It's all hugely important and you can shout about it on your website and in all your literature. Be proud of your efforts and sell your event as a sustainable one.
- Try to communicate electronically where possible to reduce the printing of promotional materials. Local radio and the internet are a great 'paper-free' ways of advertising!
- Think about sourcing local firms who use recycled papers for your marketing, printing and publicity requirements.



- Many events use portaloos which are taken from site and the contents disposed of at the local sewage treatment works. Check the company you choose has a waste carriers licence and that the contents will be disposed of at an authorised site. Make sure you locate the toilets away from watercourses and away from areas subject to flooding.
- Rain and events equal mud! Lots of mud and sediment can cause significant damage to watercourses and the aquatic life within them. Where this is a risk, think about fencing off any rivers and streams running through the site to prevent access and entry of muddy run off.
- If your event's water based, your participants may unknowingly help spread invasive species from one water body to another via equipment, shoes and clothing. This can have a really damaging effect on our native plants and animals. Provide the recommended advice on how to stop this happening: check, clean, dry.

www.scrt.co.uk/biosecurity/biosecurity

RESTORATION & REVIEW

TOP TIPS

Leaving no trace...

- Tidy up as soon as possible after the event. Make sure you've got sufficient level of stewarding to help.
- Clear up all litter making sure your marshals pick up gel wrappers, bottles etc and take down all direction signs and any other temporary infrastructure used.
- Liaise with the land manager on the day of the event to ensure the 'tidy up' is completed to his/her satisfaction.
- If any damage has occurred, refer to your action plan and work with the land manager/owner to put it right and restore the site as near as possible to its original state.
- Lots of events raise fantastic amounts for charitable causes. Don't forget there is a real financial cost to landowners in putting right any damage and some funds should be put back into maintaining and repairing the landscape you are using.



Learning...

- Get some feedback. It's good practice to survey participants and other interested parties such as residents and land managers when restoration is complete. It'll also give you the chance to say thanks and acknowledge their co-operation, building positive relationships for the future.
- Share your knowledge. Lessons learned can be a great tool for improving good practice in event organisation not only for you but for other organisers who want to operate in the Lake District National Park and other beautiful areas of the county.

Celebrate your achievements!

- After all, it's important to remember that your participants are actually outside doing something physical - already a much more sustainable form of fun than shopping!

So, your event is over and a host of triumphant but weary participants have gone home with happy memories and aching limbs but it's not the end of the event process for you just yet. If minimising the impact of your event has been an integral part of the planning process, there are still a few more things for you to do.

CASE STUDY 'FOR ALL EVENTS' - WALK FOR ALL LAKE DISTRICT WALKING FESTIVAL



'For All Events' was established in 2007 by the Jane Tomlinson Appeal as a not-for-profit organisation to organise mass participation fundraising events aimed at everyone, regardless of age, gender, ability or fitness level. Participants are encouraged to raise money for the Jane Tomlinson Appeal, any of the events' partner charities or causes close to their hearts; with any profit from the events also going to the Jane Tomlinson Appeal.

Following a successful Walk For All in the Yorkshire Dales in 2011, For All Events added a walk in the Peak District in April 2012 and planned their first Walk For All in the Lake District for September 2012. To ensure their event is attractive to participants of all ability levels, the Windermere event incorporates three different routes - short (4.5 miles), medium (13 miles) and long (18 miles) walks. The combined number of participants at the 2011 Yorkshire Dales and 2012 Peak District events reached 3000, with over 1500 walkers expected to tread the stunning fells and shores around Lake Windermere.

For All Events are passionate about running sustainable events and have worked closely with the Lake District National Park and responsible tourism charity, Nurture Lakeland, from the early planning stages through to delivery of the event.

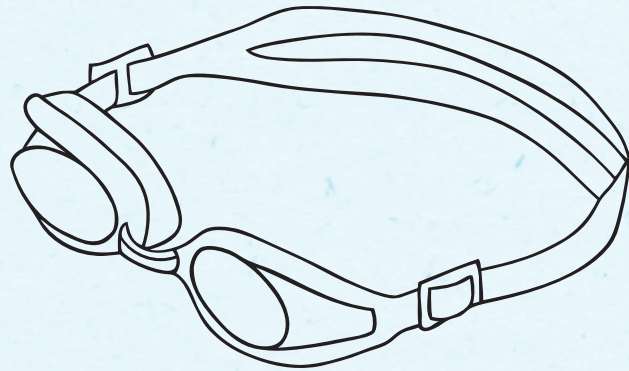
The organisers set aside at least 12 months planning prior to the first Windermere Walk For All, to undertake Stage 1 (Research and Consultation) and Stage 2 (Planning and Implementation).

This time was used to:

- Plan the timing of the event to avoid clashes with other events; an issue which the organisers have previously encountered.
- Contact all relevant bodies several times in the run up to the event to keep them informed and up-to-date and to iron out any possible problems.
- After consultation with the National Trust and Lake District National Park, plan all three routes on public rights of way and personally test each walk to ensure the most accessible route for each distance was chosen.
- Produce a thorough Event Management Plan incorporating event sustainability issues. For example, the organisers chose to use existing infrastructure for the starts, finish and checkpoints to avoid any unnecessary construction.
- Produce a thorough event guide, as with each of their events, detailing information not only on each route but areas of cultural, heritage and environmental interest and importance, as well as Countryside Code information.
- Implement Visitor Giving through Nurture Lakeland (www.nurturelakeland.org) as part of the event, with £1 from each entry fee being donated to support upland path maintenance, repair and education through the Fix The Fells programme (www.fixthefells.co.uk).

CASE STUDY

TRI WINDERMERE



‘Tri Windermere’ started in 2010 with 69 entrants. The following year the number of participants had more than doubled to 200, with expansion in 2012 predicted at around 600. Event organisers, Adventure Challenge Solutions (ACS), are looking at growing this to a full capacity (1000+) two day event, aiming to attract new people to The Lake District National Park as a result.

ACS works closely with the Lake District National Park and The National Trust for all their events, and South Lakeland Council’s Lake Wardens in the case of Tri Windermere. This enables better planning when dealing with the ever changing outdoor environment, especially regarding any contingencies that may be required due to unforeseen circumstances. ACS speaks personally with everyone involved with the land: farmers, wardens and Park Rangers are all involved, and work through concerns together.

ACS believes that mitigating the negative environmental impact of the event is a very important step to ensuring the event continues to grow, whilst allowing the fragile ecosystems of lake and land to remain unaffected. “Everywhere is left as found, or cleaner.” As local residents themselves, they are keenly aware of the need to protect the stunning landscape and promote all the local services their communities have to offer.

Post event, ACS deploys sweeper marshals to trace the event’s entire route. All litter, including energy gel wrappers, stray water bottles etc, is picked up and all the event signage, from traffic awareness to promotion is removed along with all other fixings, such as cable-ties - irrespective of whether they were strictly from their own event!

ACS uses recyclable materials where possible, and uses local companies throughout. Car sharing to the event is promoted in their registration packs, but specific event parking is provided in partnership with local farmers who can also monitor impacts, whilst also allowing for existing tourists’ requirements.

CASE STUDY

LAKELAND 100 “ULTRA TOUR OF THE LAKE DISTRICT”



The Lakeland 100 is an ultra long-distance trail race, run every summer in the Lake District. The tour challenges its competitors to complete the 100 mile course in less than 40 hours. Its route runs through valleys and over the Lake District’s most isolated fells.

The event has become very popular: in 4 years the number of competitors has risen from 80 to 860. Like many others, the event organisers chose to set their event in the Lake District for its fantastic scenery and popularity with participants who come from all over the UK.

The Lakeland 100 organisers appreciate the fragility of running events in the Lake District and their focus remains on the balance between trying to keep both participants and the local community happy. The organisers communicate fully with local landowners, such as the National Trust, to obtain permissions and liaise with Natural England over the issue of sensitive or protected landscapes.

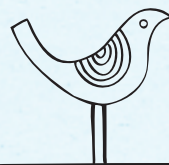
The organisers are hugely keen to see their event supporting local communities and businesses. They use local Cumbrian companies for all aspects of the event including catering and waste collection. Event promotion is mainly internet-based but the organisers attempt to promote the event locally by contacting local councils.

Both local communities and businesses have commented on the positive financial benefits and vibrancy the event brings. However, as with many events, concerns can arise with local people and Lakeland 100 works hard to avoid upset by resolving any issues through communication.

The event organisers firmly believe that those using the Lake District have a vested interest in helping to repair and protect it. Lakeland 100 fundraises through its participants for the Fix the Fells programme (www.fixthefells.co.uk) which works to keep the upland landscape fighting fit for the future. The event has so far put more than £5,000 back into upland path repair and is working hard to achieve a fantastic annual fundraising total of £10,000!



CASE STUDY BRATHAY TRUST WINDERMERE MARATHON



First held in 2007 with the intention of being a one-off event to introduce Brathay Trust's charity work, the Brathay Windermere Marathon has become a successful and well-loved annual charity marathon. The number of participants is steady, with around 1500 places on offer each year.

The first event was thoroughly planned over a period of 18 months working alongside Cumbria Constabulary, the Lake District National Park and Cumbria Highways Agency. This planning partnership has continued and the organisers undertake a review after every year's event, attempting to further improve on their commitment to sustainability.

The marathon itself is run on roads. However, local detrimental impacts can still occur. The Trust attempts to minimise these impacts as much as possible.

The event organisers believe that traffic and temporary road closures are the biggest impact on the local area. They are seeking to improve this by using more marshals and encouraging the use of public transport and car sharing to get to the event, particularly promoting this through running clubs or large groups.

For parking and vehicles on the Brathay Estate, the Trust lays down temporary, metal roads so that, in the event of wet conditions, the grounds are not churned into mud which can lead to sedimentation of local water courses and lakes.

In order to stop damage by vehicles and trampling, all trees and their roots are fenced off, using fencing donated by the local sports committee.

All waste and recycling is co-ordinated and carried out by the Brathay Trust and they are committed to ensuring a full post-event clean-up. This occurs not only immediately after the event, but is then followed up by a second 'sweep' some time afterward to ensure negative impacts such as littering or environmental damage are rectified.



USEFUL LINKS

SAFETY & ADVISORY

Cumbria County Council
www.cumbria.gov.uk
T 01228 606060
info@cumbriagov.uk
contact@cumbriahighways.org.uk
T 0845 609 6609

Cumbria Constabulary
www.cumbria.police.uk
enquiries@cumbriapolice.co.uk

Environment Agency
www.environment-agency.gov.uk
Northern Area Office: T 0370 8506506

Natural England
www.naturalengland.org.uk
T 0300 060 2122
enquiries@naturalengland.org.uk

ACCESS & RECREATION

Forestry Commission
www.forestry.gov.uk
T 01524 565800
northwest.fce@forestry.gsi.gov.uk

Lake District National Park
www.lakedistrict.gov.uk
T 01539 724555
hq@lakedistrict.gov.uk

National Trust
www.nationaltrust.org
T 015394 35599
nw.customerenquiries@nationaltrust.org.uk

United Utilities
www.unitedutilities.com
T 01768 772334

SUSTAINABILITY

Nurture Lakeland
www.nurturelakeland.org
www.nurtureadventure.co.uk
T 01539 822622
info@nurturelakeland.org

SERVICES

Cumbria Association of Local Councils
www.calc.org.uk
T 01768 812141
office@calc.org.uk

Cumbria Tourism
www.cumbriatourism.org
T 01539 822222
info@cumbriatourism.org

PHOTO CREDITS

*brathaywindermere-marathon.org,
keswickmountainfestival.co.uk,
forallevnts.co.uk, highterrainevents.co.uk,
lakeland100.com, Elinor Duckmanton,
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