

# CARTMEL

TOWNSHIP INITIATIVE

Final report | December 2014

**Allies and Morrison**  
**Urban Practitioners**





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**1**

**CONTEXT AND  
BACKGROUND**



## 1.1 INTRODUCTION

Allies and Morrison Urban Practitioners was appointed by Lower Allithwaite Parish Council to prepare a strategy for the village of Cartmel called the Cartmel Township Initiative. The strategy has been prepared under the guidance of a working group comprising key members of the Parish Council together with representatives from Cumbria County Council, South Lakeland District Council and the local business community.

Cartmel is a very attractive village in a beautiful valley setting bounded by the ridges of Hampsfell to the east and Howbarrow to the west. Within the conservation area are many fine listed buildings clustered around the Grade 1 Priory Church of St Mary and St Michael. The river and water meadows running through the heart of the village soften the hard edges of the built environment and are key features which must be protected.

The balance between the built environment and the natural setting was analysed and understood in the 1993 Cartmel Village Design Statement, which remains an authoritative record of the Cartmel's unique village environment.

There is concern that the pressures of the twenty first century are slowly eroding the village heritage and the Cartmel Townscape Initiative seeks to address the relevant issues including highway and traffic matters but also the broader picture of village environment and conservation which should be preserved and enhanced by high quality design and implementation.

### Aims and objectives

The aims and objectives of the Cartmel township initiative have been informed by the issues raised during the preparation of the Lower Allithwaite Community Plan in 2012 - see section 1.4. The Community Plan was itself informed by an extensive community engagement process and therefore presents an accurate and dependable reflection of the key issues facing the village.

The overarching aim of the Cartmel Township Initiative is:

- To protect the exceptional quality of the historic village and its immediate environs.

The objectives of the Initiative are:

- To enhance the special historic character of the town;
- To create a better quality and safer public realm for pedestrians;
- To address parking issues for local residents, local businesses and visitors to the village;
- To improve vehicular movement within the village;
- To enhance wider access to the village; and
- To support and promote local businesses.



1993 Cartmel Village Design Statement extracts





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- 1 The Red Pepper
- 2 L'Enclume
- 3 Cartmel Racecourse
- 4 The Village Shop
- 5 The Square



## 1.2 A VIBRANT RURAL AND VISITOR ECONOMY

The Cumbria Local Enterprise Partnership (LEP) identifies a 'vibrant rural and visitor economy' as one of its four key 'prongs' to unleash Cumbria's potential fully in both rural and urban areas in order to bring the best return on public and private investment. It is widely acknowledged that Cartmel already punches well above its weight in terms of the role it plays in supporting this crucial sector of the local economy.

The visitor numbers associated with The Priory and the profile and potential growth of Cartmel Racecourse are elements underpinning the Cartmel brand. This is further supported by an emerging and rapidly strengthening food and beverage offer underpinned by the village's high profile independent businesses including L'Enclume and its associate businesses, the Village Store and its signature Sticky Toffee Pudding range of products and the businesses that have established in and around Unsworth Yard which include Hot Wines and The Red Pepper, the recently established Cartmel Cheeses, Cartmel Bakehouse and Unsworth's Yard Brewery. The supply chain associated with these successful businesses stretches across the county and beyond.

Just like its many successful businesses, Cartmel has achieved its economic success independently. Cartmel is not mentioned in Cumbria LEP's Strategic Economic Plan 2014-2024: The Four Pronged Attack. Many of the recommended actions put forward in this Cartmel Township Initiative Report can be implemented and delivered through collaborative working with local stakeholders. However, in the longer term and as nearby towns and villages in the Lake District and Yorkshire Dales secure further investment for environmental enhancements, Cartmel will need to consider more significant physical improvements to ensure it can continue to compete with these places and attract the visitor numbers needed to sustain its local attractions.

An objective should therefore be to raise Cartmel's profile in the Cumbria LEP and work collaboratively with them and other key stakeholders to build the case for funding support to deliver a co-ordinated package of high quality environmental improvements.

## 1.3 THE NEED FOR ONGOING INVESTMENT

The Cartmel Township Initiative has been prepared at an important time for the village. In taking an holistic perspective, it provides an opportunity to consider how improvements to the village can complement investment decisions being made regarding some of its principal attractions.

### Cartmel Racecourse

Hosting only a handful of race events each year, Holker Estates are keen to explore how the racecourse estate can generate greater revenue. Key strands in this approach will include:

- Improvements to the stable accommodation which will enable the existing off-site stable block to be redeveloped for housing;
- The relocation and improvement of the camp site will complement the spectrum of visitor accommodation on offer in the village;
- Improved access arrangements across the racecourse estate including the upgrading of existing race-day access arrangements.
- Potential expansion of the racecourse car park.

All of these improvements will be subject to the views of the local community and the planning and highway authorities. They are designed to increase the opportunities for revenue generation across the racecourse estate and, in doing so, should deliver economic benefits to local businesses and the wider supply chain.

### Cartmel Priory

Cartmel Priory attracts thousands of pilgrims and secular visitors to Cartmel every year. However, the Parochial Church Council of Cartmel Priory are of the view that facilities within the existing church estate to accommodate these visitors are inadequate. This view is compounded in light of the Priory's aspiration to widen its appeal, attract more visitors and users and generate more revenue. The Priory has therefore identified the need:

1. To create flexibility internally to allow a range of uses;
2. To facilitate the creation of a new building that will complement the existing structure to provide desperately needed practical facilities;
3. To re-imagine spaces to provide for quiet contemplation; and
4. To create new revenue opportunities.

Such improvements will further strengthen the attractiveness of the Priory for visitors and ensure it is better equipped to accommodate greater numbers of visitors and users. This will in turn deliver community and economic benefits to the village as a whole.



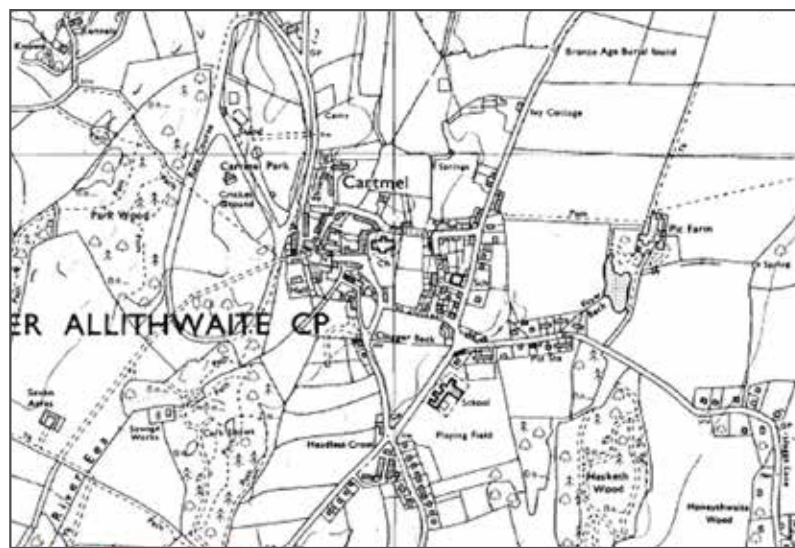
1851



1919



1956



1977

The plans above show the development of Cartmel village from 1851 to 1977. The village developed around the Priory Church, avoiding the land that floods regularly. By 1977 the school is in place and homes have been built along the routes into and out of the village to the south.

## 1.4 HISTORY OF CARTMEL

Located just south of the southern fells of the Lake District, Cartmel is centred around its magnificent 12th century Priory. The earliest mention of the village dates from 677 when King Ecgfrith of Northumbria gave the village to St Cuthbert. The priory was founded in 1190 by William Marshal and was colonised by twelve monks from Bradenstoke Priory in Wiltshire. In 1536 the priory was dissolved during the dissolution of the monasteries but the building was saved from demolition because the villagers petitioned to keep the church as it was their only place of worship. During the 17th century parts of the church were used as a prison and a grammar school. The Priory Church and its gatehouse date from the 12th century and the building is grade I listed.

The manor of Cartmel was owned by the canons of the Priory during the 12th century which was held by the crown for many years and sold in 1610 to George Preston of Holker. The manor, located south-west of the village, is now known as Holker Hall and its house and gardens are open to the public.

Historically, agriculture has been the chief industry of the parish, with some fishing, for shellfish, in Morecambe Bay. Cartmel also has an historic market and is famous for its horse racing with a course which has existed since 1856.

## 1.5 PLANNING POLICY CONTEXT

A number of documents in the Local Plan make reference to Cartmel and its locality:

### **South Lakeland Local Plan Core Strategy (2010)**

Cartmel is classified as a Local Service Centre (LSC) in the South Lakeland Core Strategy (2010). The Core Strategy states that the seventeen LSCs within SLDC are expected to accommodate 21% of the development forecast for the area between 2010 and 2025, with a range of services and facilities. However, extensions to LSCs will be pursued only when there is clear local need for development and significant environmental impacts can be avoided. The Core Strategy highlights a series of objectives for Cartmel Peninsula. Those with a high significance to the village include:

- **Housing:** The need for local affordable housing at a small scale (CS4), particularly in the context of high second home ownership. At least 35% of new homes should meet identified need for affordable housing and, up to 55% of these should be social rented.
- **Access:** Accessibility into the peninsula is limited, via the B5277/8 (off the A590). Minor roads then form the route to Cartmel. The Core Strategy calls for an improvement to public transport accessibility.
- **Economy:** Tourism is a fundamental part of the local economy and the strategy for Cartmel Peninsula is to enhance the quality of the offer.
- **Environment:** 'Secure the preservation and enhancement of the very distinctive character and appearance of Cartmel village and ensure that its characteristic landscape setting is protected from harmful development'.
- **Historic Environment (CS.8.6)** which provides a policy framework orientated towards the safeguarding and, where possible, enhancing of historic environment assets.
- The village is classified in zone 3a, located on low-lying land next to the River Eea, and has a high probability of flooding.
- **Health and well being:** maintain and enhance sports and community facilities in line with identified need.

### **South Lakeland Local Plan Land Allocations (2013)**

The Local Plan Land Allocations identifies land within the District outside the National Parks for development up to 2025. Land is allocated by type such as housing or employment.

The emerging Site Allocations development plan document states the key issues affecting development in Cartmel include:

- The need to manage and develop Cartmel as a visitor destination;
- The need to safeguard Cartmel's outstanding built heritage and its setting;
- The need to avoid development in areas at risk of flooding;
- The need to protect the quality of the surrounding landscape;
- The need to ensure that any new development is sympathetic in scale and character;
- The need to sustain local facilities;
- The need to address issues relating to road capacity restrictions caused by the narrow lanes and streets in and around the village through appropriate traffic management;
- Sewerage capacity is a problem throughout the village.

The only sites within the Cartmel area include land at Haggs Lane, which has been allocated as an available, deliverable and sustainable site for new housing to meet the needs of the community. The site is 1.43ha and is expected to deliver 19 new homes between 2012-2017 and a further 20 homes between 2017-2022. The site is on the south side of Haggs Lane, adjoining the conservation area, Hesketh Wood and the secondary school. Key issues will be ensuring appropriate access points, including pedestrian access into the village, incorporating open space and ensuring that the development enhances the setting and character of the conservation area.

The other site is at The Stables, Cartmel Racecourse, with an area of 0.48ha and is expected to deliver 15 new homes between 2012-2017. This site could be made available with the relocation of Cartmel stables to an appropriate alternative site. Key issues for development will be the need to mitigate flood risk and provide appropriate access. The site is also set within the Cartmel Conservation Area and careful consideration will therefore need to be given to the design of any proposals.

### **Cartmel Conservation Area**

Cartmel is protected by the Cartmel conservation area, which covers the 12th century Priory and the village's urban form and street pattern, influenced by the arrangement of ecclesiastical buildings. Some of the houses and the church retain mediaeval fabric. The Core Strategy (2010) suggests 'the general impression today is of Georgian townhouses with a coherent appearance of rendered and colour washed frontages organised around close-knit streets and squares'. At present, a Conservation Area Review document is under consideration and the Village Society and South Lakeland District Council are working on a Conservation Area Management Plan.

## 1.6 LOWER ALLITHWAITE COMMUNITY PLAN

The new community plan provides a 'vision' for the village created by local people – identifying valued aspects of the village and areas of concern. The Action Plan provides a strategy to help meet these competing demands over a five year period. The plan covers the villages of Allithwaite and Cartmel and the surrounding rural area. Key findings from the plan include;

Aspects valued in the village:

- The high quality of the countryside and its scenery
- Peace and quiet
- The community and the quality of village life
- Crime free
- Open spaces within the village
- Local businesses providing employment and contributing to a vibrant community
- Events to attract visitors and build community spirit

Desires for the village:

- A hope that the village would stay the same with minimal change
- A small amount of affordable housing for families so that they stay in the village
- Improving car parking with the possibility of additional parking provision on the edge of the village
- An improvement to traffic and road safety problems, possibly through a 20mph speed limit restriction, pavement widening, signage, limiting access and traffic calming
- The protection of the countryside
- Reduce the amount of street clutter in the centre of the village
- Improved recycling arrangements
- Management of the scale and types of events taking place in the village
- Better maintenance of roads to include gritting and cleaning
- A better and more frequent public bus service
- Faster broadband

The Action Plan sets out a series of aims that are organised into key objectives that local organisations will take responsibility for:

- To protect the built and natural environment for the continuing enjoyment of the present and future generations.
- To encourage the take-up of environmental initiatives appropriate to local community level.
- To balance the needs of increasing number of vehicle users with the protection of the local environment and quality of everyday life.

- To ensure that housing provision meets genuine local need with minimum detrimental impact on the local environment.
- To help enable local businesses to thrive – for the benefit of all – without a detrimental impact on the local community and the attractiveness of the area to visitors; particularly to support events which enhance the experience of community.
- To enhance local quality of life by helping make day to day living easier and more enjoyable in a family friendly locality.

These aims provide an excellent context against which to assess any future plans for the village. The plan is very useful in helping to articulate key issues and opportunities in the village, identified by the people who know it best.

Lower Allithwaite Parish Council's intention is to compile a Neighbourhood Plan. An application has recently been submitted for designation as a Neighbourhood Area.



2

**CARTMEL  
TODAY**

LAKE DISTRICT NATIONAL PARK

MILLOM

ULVERSTON

CARTMEL

GRANGE OVER SANDS

LINDALE

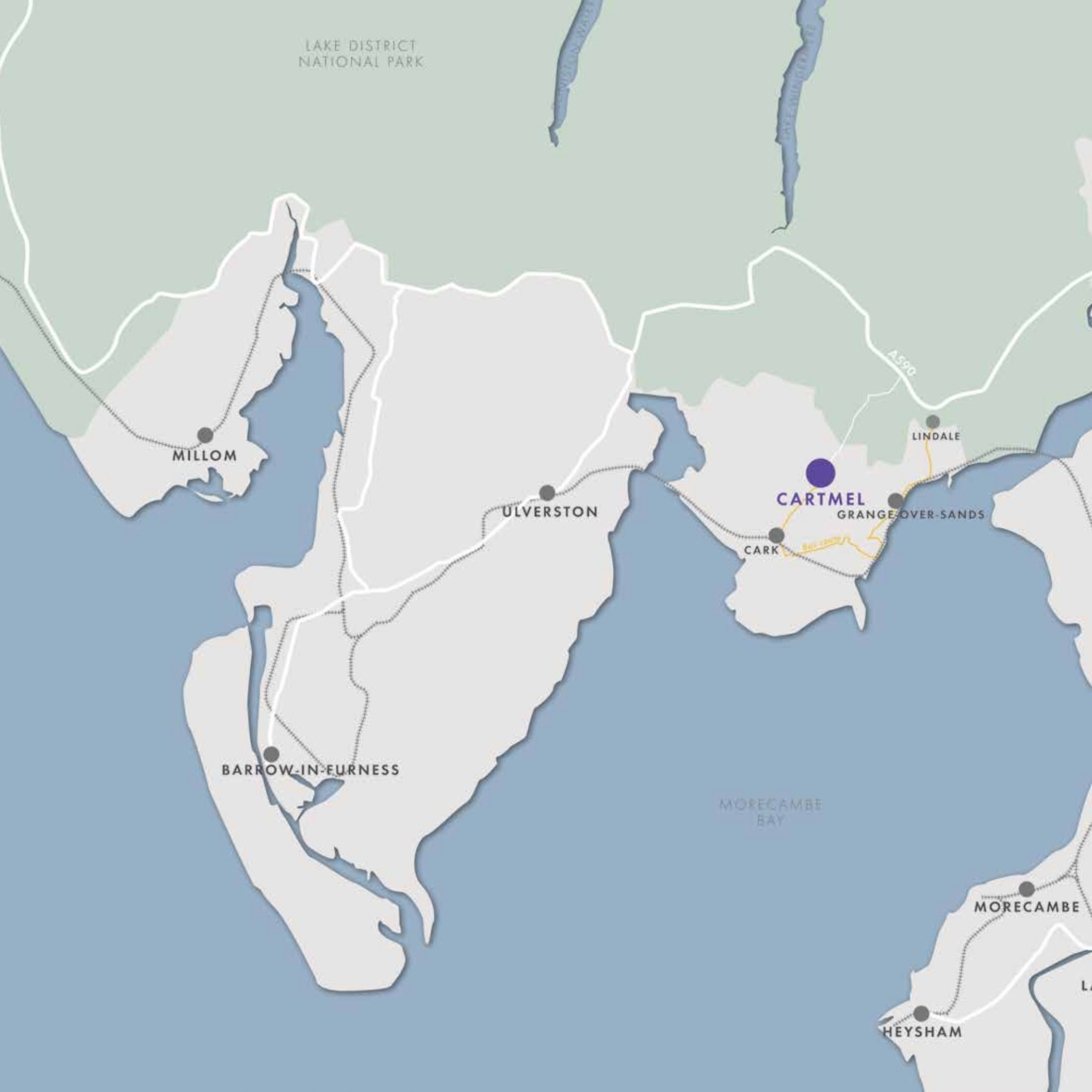
CARK

BARROW-IN-FURNESS

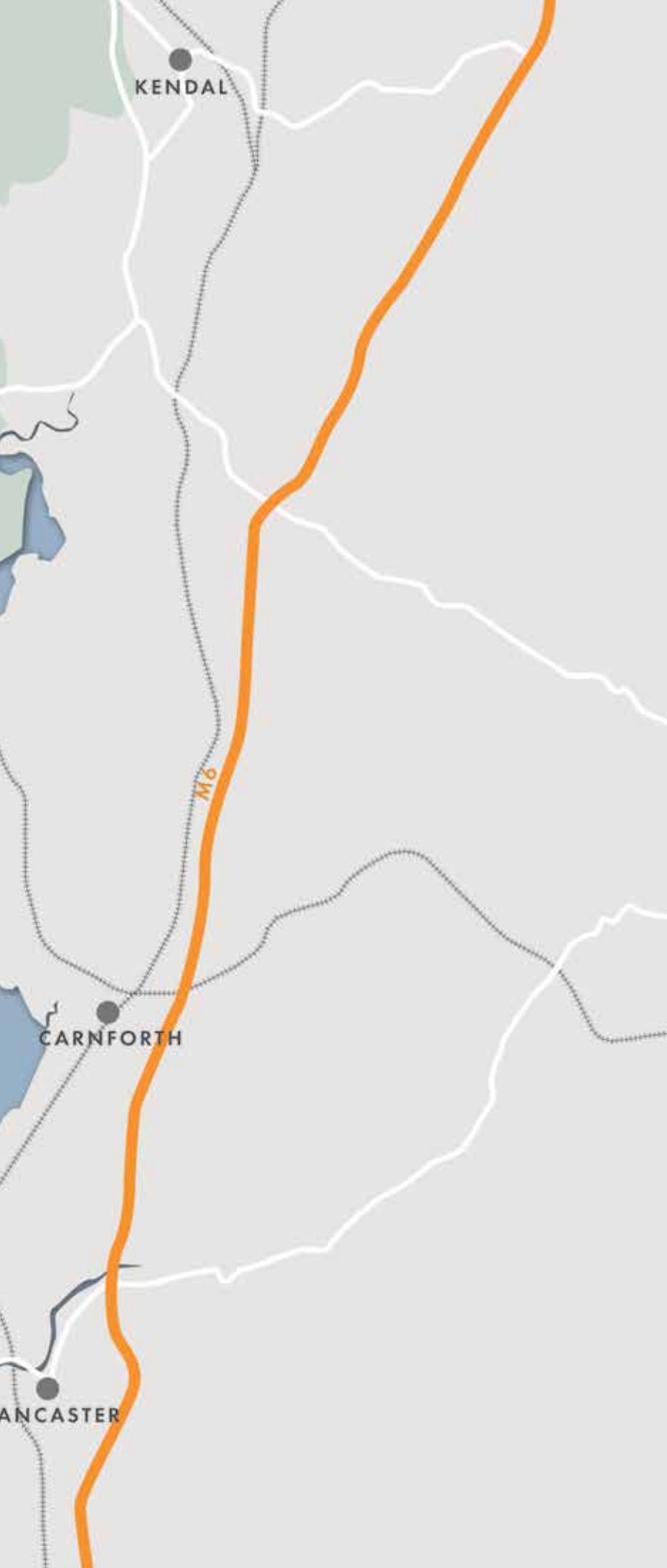
MORECAMBE BAY

MORECAMBE

HEYSHAM







## 2.1 LOCATION AND ACCESS

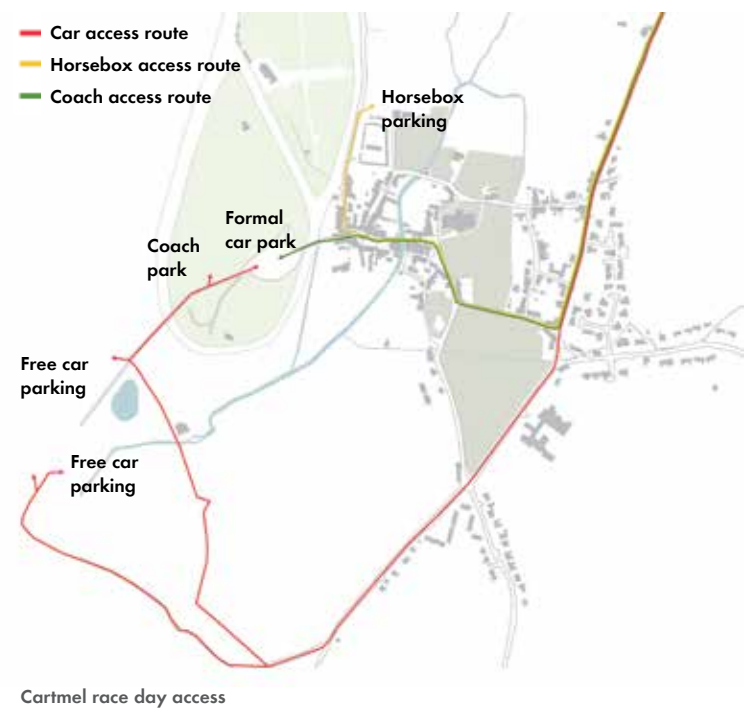
### Location

Cartmel is an attractive historic village in Cumbria. It is located just outside the Lake District National Park in the centre of Cartmel Peninsula and on the edge of Morecambe Bay. The village is set within the tranquil Cartmel Valley, with stunning views of the Lake District Fells and surrounding countryside.

### Access

The nearest train stations are Grange-over-Sands to the east and Carnforth to the south-west. The 530/532 bus services connects Cartmel with neighbouring villages and Kendal but the service is infrequent and the route is not direct. There are minimal facilities for coaches and provision for cyclists is limited.

Most cars approach the village from the Low Newton junction on the A590 and from the north east. On race days, access is arranged to prevent cars from entering the village centre but coaches and horseboxes are still able to pass through The Square. Cartmel is also served by local roads from the east and south which connect to the B5277.



## 2.2 SPATIAL CHARACTERISTICS



### HERITAGE

Cartmel is a highly attractive village with a strong built heritage. This is reflected in a high proportion of listed buildings and the conservation area designation. The conservation area includes the central open spaces which are a key characteristic of the village and are important for the setting of the Priory.

The Square at the centre of the village and west of the River Eea has a distinct character and virtually all the buildings which border The Square are listed.



## VILLAGE COMPOSITION

Open spaces divide the village into three clusters of buildings, with the western cluster forming the village centre focused on The Square. The Priors is geographically central and is a prominent and highly attractive landmark which can be seen across the village greens. The racecourse borders the village to the west with direct access from The Square.

- Central open spaces
- ⋯ Village clusters
- Views of the Priors



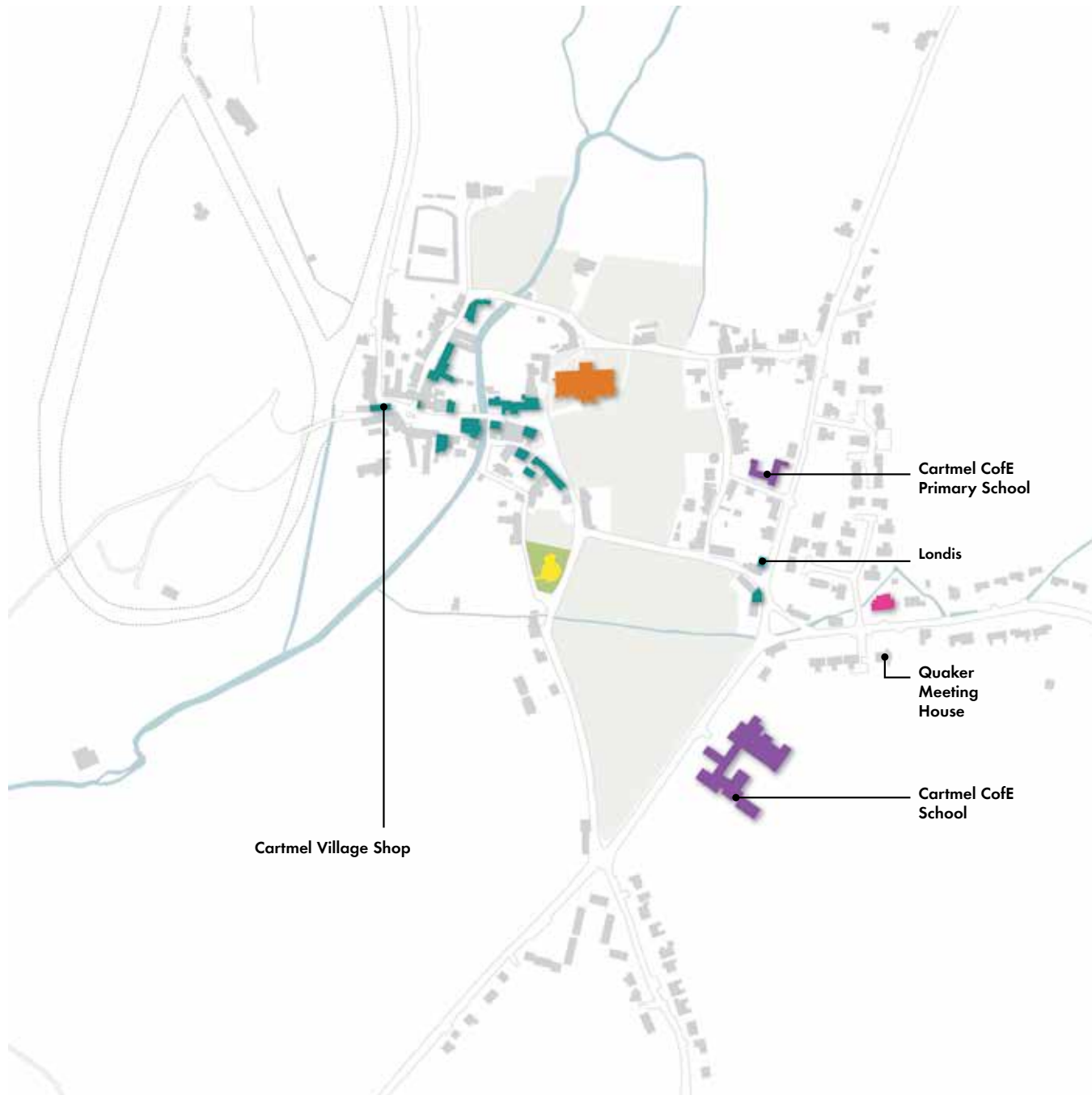
## TOURIST ATTRACTIONS

The strong character and built heritage of Cartmel is an attraction in its own right. However, other specific tourist draws include:

- The Priory Church - the establishment of the Priory Church in 1190 anchors the village. It attracts many thousands of visitors to Cartmel each year, who spend time and money in the village's other attractions.
- Cartmel racecourse - which in addition to the races offers facilities for weddings, conferences and other events;
- L'Enclume - Simon Rogan's two Michelin starred restaurant and rated number one restaurant in the 2014 Good Food Guide; and
- Sticky toffee pudding - on sale in many of the country's leading stores and supermarkets including Waitrose

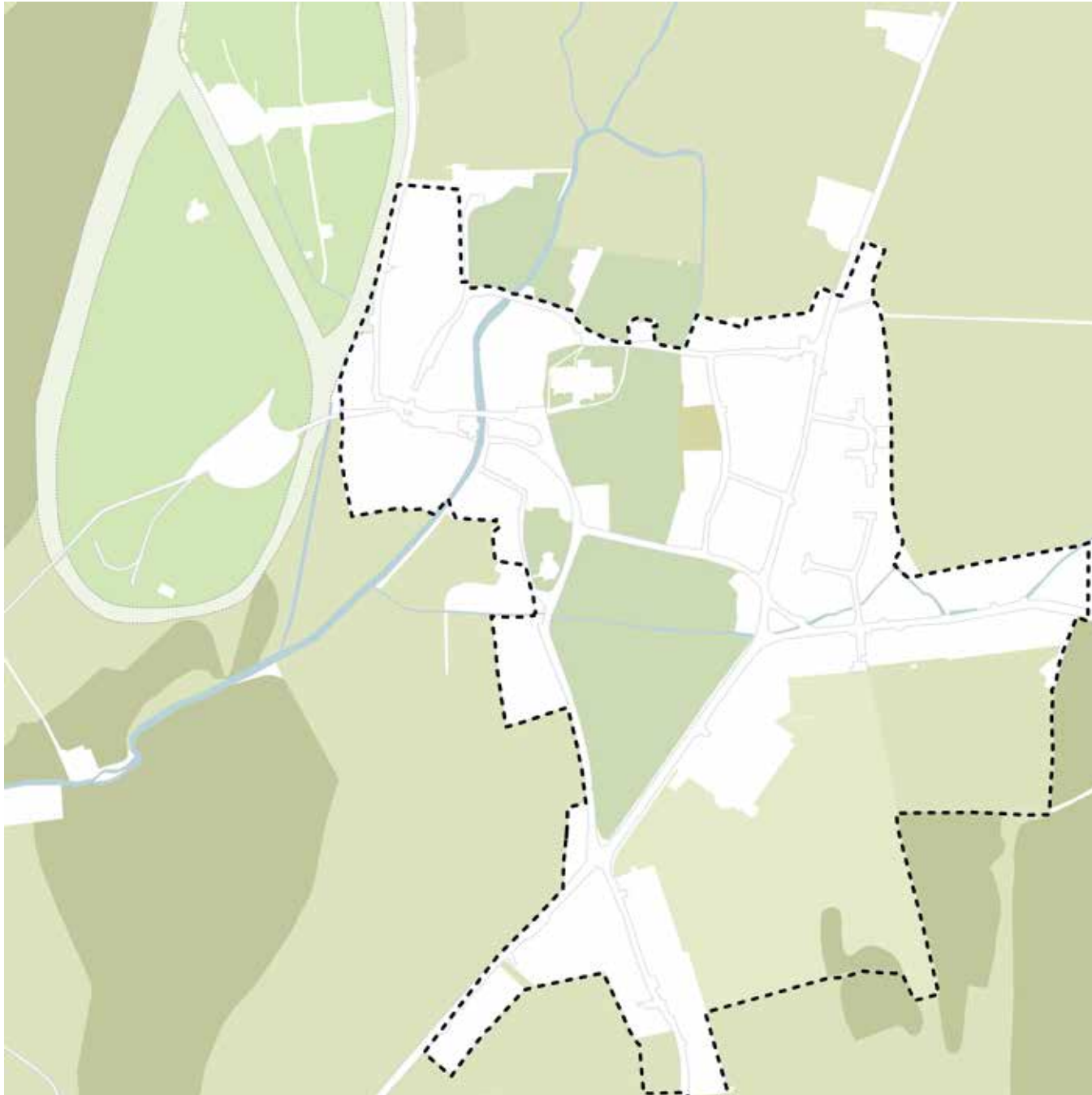
The number of guest houses, pubs and restaurants in the village is a sign of its appeal as a tourist destination.

- Cartmel racecourse
- Food destinations
- Village centre



## COMMUNITY USES

The village has its own medical centre, primary and secondary school. However, the majority of shops cater for tourists. A small Londis to the east of the village is the main convenience store and appears to satisfy most local needs especially including the sale of newspapers and occasional post office service.

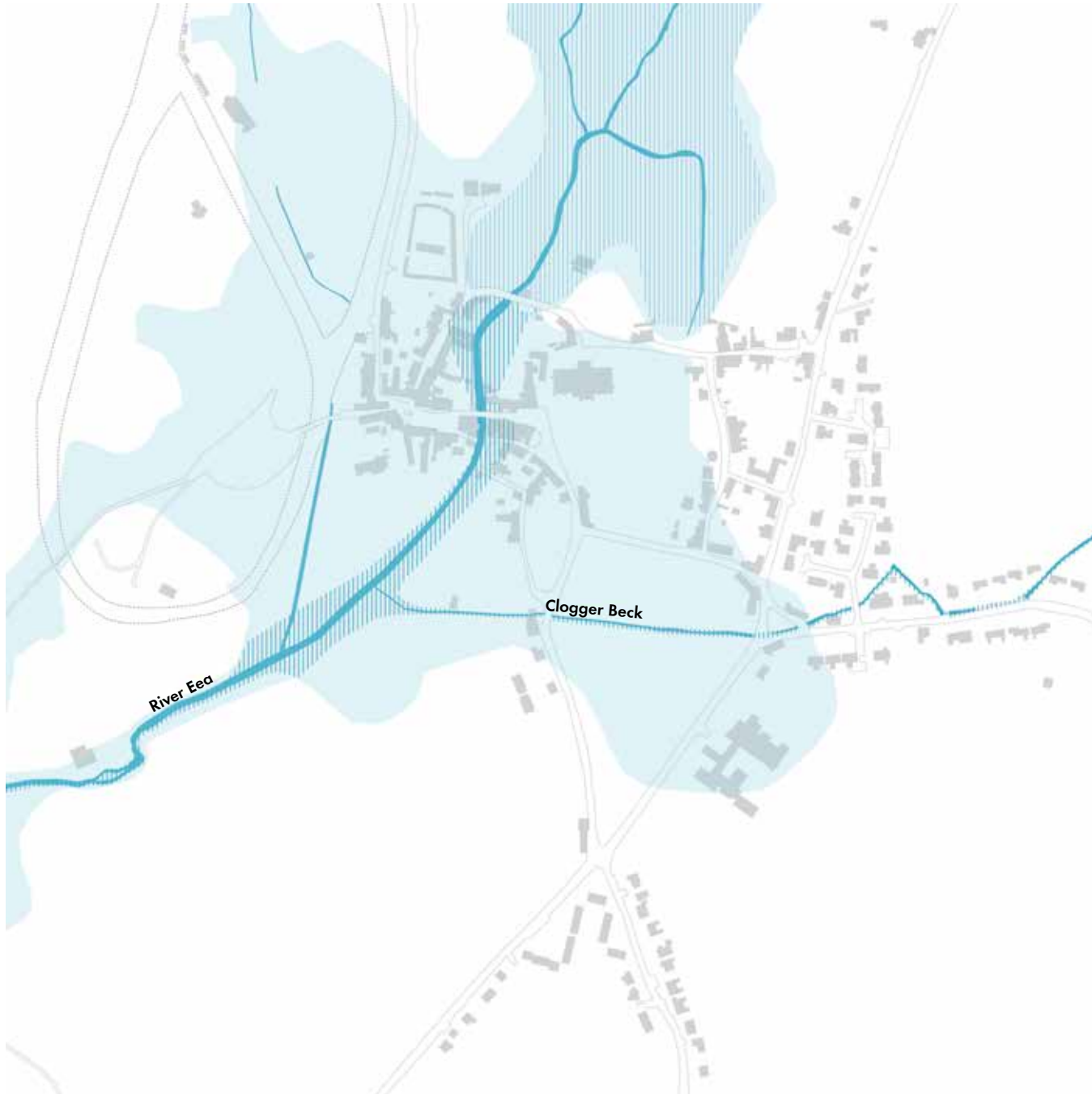


### LANDSCAPE SETTING

The open land and hills surrounding Cartmel provides an attractive countryside setting, with the Prioory visible from key points along approach roads giving the village the appearance of being nestled within rolling fields.

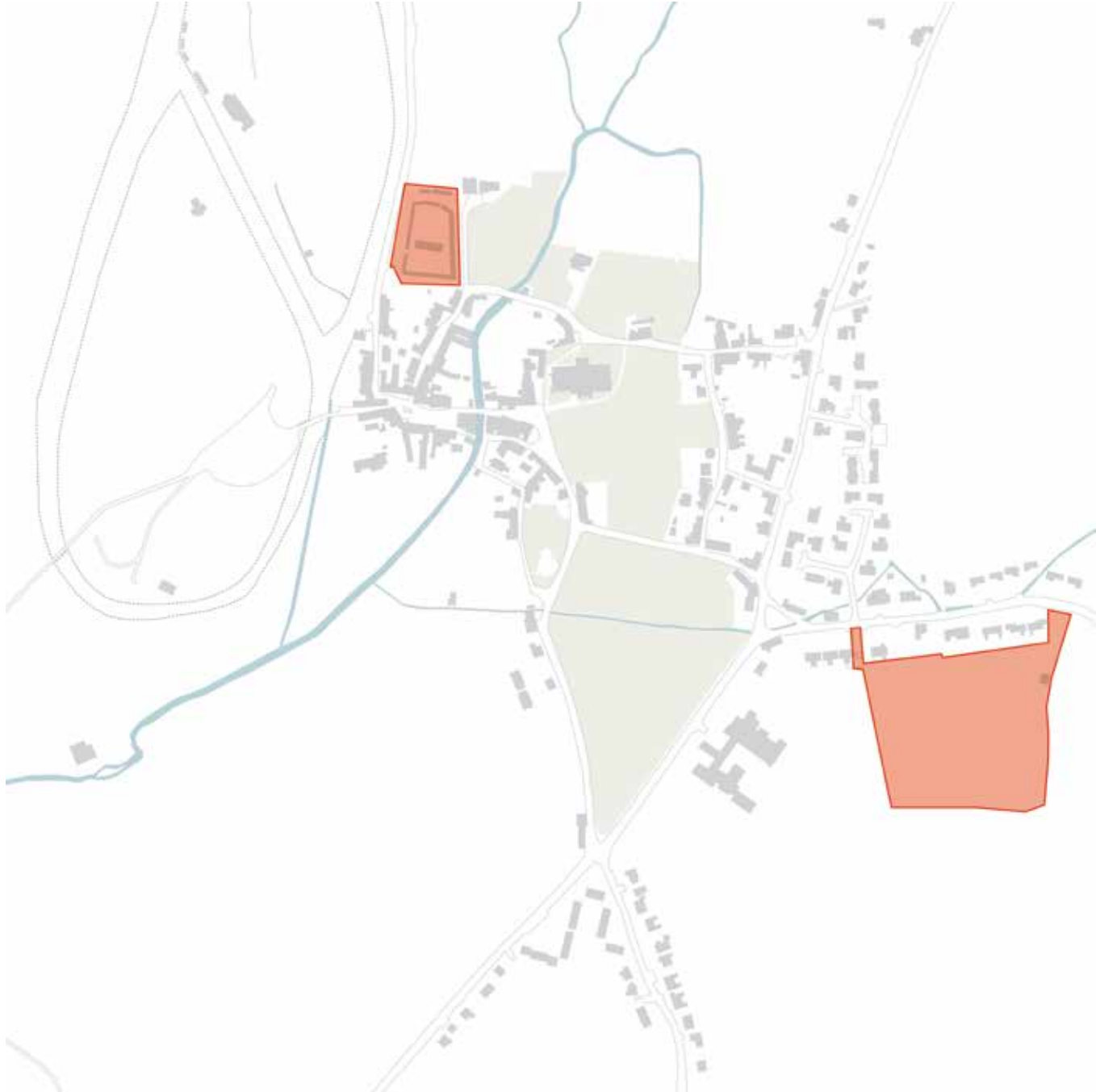
Hesketh Wood to the east and Park Wood to the west add to the varied landscape character, with Park Wood forming part of the backdrop to the racecourse.

- Central greens
- Surrounding fields
- Woodland
- Racecourse green
- Village boundary



### **WATERWAYS AND FLOOD RISK**

The River Eea runs through the village and parts of Cartmel lie within its flood plain.



### HOUSING ALLOCATIONS

There are two main housing allocations within Cartmel, the stables to the north west and a field to the south east accessed from Haggs Lane.

 Land allocated for housing

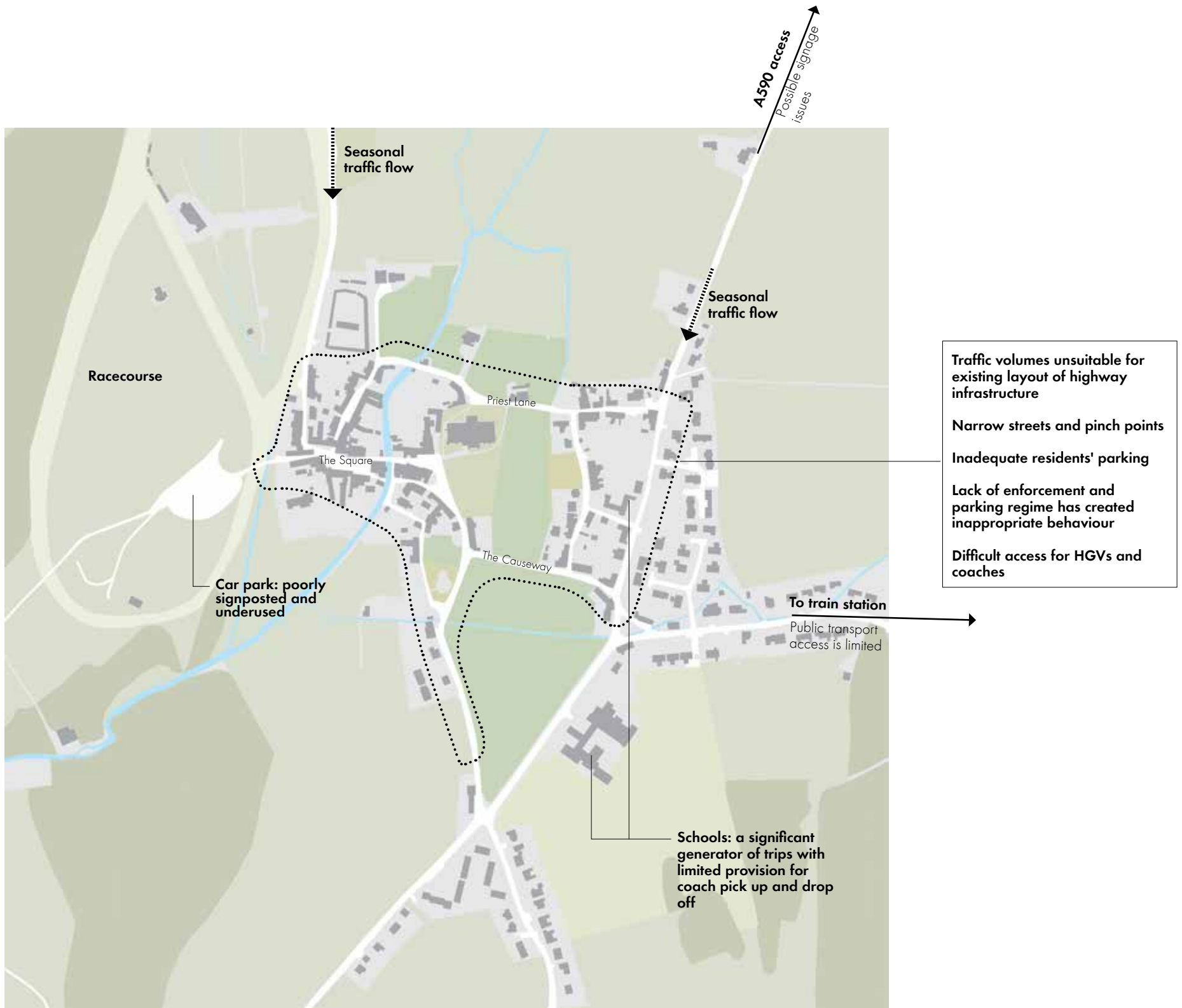




## NARROW ROADS

The narrow roads are a key part of Cartmel's character resulting in cars moving slowly and creating a relatively safe environment for pedestrians, albeit the provision of dedicated footways in the village is intermittent. However, the roads are so narrow, with several pinch points for two-way movement, which can make it difficult to drive around the village. There are also limited parking opportunities in the centre, with the car park at the racecourse accessed via a significant number of pinch points when approaching through the village.

- Narrow roads
- Car park
- ▨ Central on-street parking
- ▶▶▶ Road pinch points



Transport issues

## 2.3 MOVING AROUND THE VILLAGE

There are four roads mainly used for travelling through the village which are Haggs Lane, Priest Lane, The Causeway and The Square. Access around the village is therefore restricted, which is exaggerated by narrow streets, restricted visibility in places (for both vehicles and pedestrians), excessive amounts of parked vehicles and servicing activity.

There are three access and exit roads into Cartmel. One from the north, one from Grange-over-Sands to the east, and one to the south. All vehicles entering and exiting the village travel along one or more of these routes. The historic fabric of the village restricts opportunities to increase capacity on the highway network using 'traditional' initiatives.

Traffic flow is seasonal, due to the high proportion of holiday homes and fluctuations due to horse racing. When events are taking place at the racecourse, a considerable amount of traffic passes through the village in preparation for the event, causing congestion within the village centre. Access into the racecourse is only available via Park View, and horseboxes, coaches and other large vehicles currently all pass through The Square.

Vehicle speed has been identified as an issue. A traffic calming scheme was implemented outside the primary school in 2012, which has had a mixed response. Pedestrian movement around the village can be difficult due to the limited footways, parked vehicles and vehicle speed in some parts of the village. It should be noted that the majority of employees who travel into the village are on low wages and need to travel by car because of the distance from where they live and the poor local public transport constraints.



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- 1 Delivery and fairground vehicles pass through The Square
- 2 Parking on white lines restricts movement
- 3 Inappropriate parking prevents access
- 4 Narrow lanes
- 5 Ill-defined edges
- 6 Movement in the square
- 7 Congestion outside the Priory



Parking supply review - village centre west



Parking supply review - village centre east

**KEY**

- property without on-plot parking provision
- on-plot parking provision
- existing places where on-street parking takes place

## 2.4 CAR PARKING

### Issues

Parking is not managed or enforced and formal car parking within the village is limited. On-street parking creates congestion within the village centre, and restricts pedestrian movement. Some parking is available along The Square and opposite Ford Road, although this is all on-street and only a limited number of spaces are available. Much of the resident parking relies on on-street parking. Business employees often take up limited on-street spaces and remain in the space all day. This is a particular issue for the village. These cars also have a visual impact on the Conservation Area.

The existing race course car park has received much investment in recent years. However, with a £2 minimum parking fee, combined with no on-street parking controls, parking associated with businesses and visitors tends to conflict with the needs of local residents. Poor signage also contributes to a situation where space for parking is not as well utilised as it could be.

### Supply

Survey work undertaken as part of this CTI reveals that approximately 47 properties on the western side of the village are without on-plot parking spaces.

Properties on the eastern side of the village largely have on-plot parking provision and there is therefore less of an issue around parking on this side of the village. However, Barn Garth has 7 properties without on-plot parking provision and 9 existing places appropriate for on-street parking. The Pig & Whistle and Londis junction is often crowded with parked cars and would potentially benefit from the introduction of dedicated parking arrangements at this key access point to the village.



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- 1 Inappropriate parking often limits access
- 2 Outside the Priory
- 3 Painted signs tend to be ignored
- 4 The Square
- 5 Holker Car Park
- 6 Priest Lane



3

**ENGAGEMENT**





### 3.1 INTRODUCTION

The Cartmel Township Initiative has been informed by engagement with a range of stakeholder groups. Key stages of engagement are as follows:

1. Regular steering group meetings;
2. Public exhibition with an associated questionnaire – please see Appendix A;
3. Business survey distributed to all local businesses – see Appendix B;
4. Initial introductory presentation to local businesses including direct liaison with Holker Estates and a key land owner in the area – see Appendix C; and
5. Direct engagement with statutory stakeholders, i.e. Cumbria County and South Lakeland District Councils supported by respective elected District and County Councillors.



### 3.2 ENGAGEMENT SUMMARY

The findings from the engagement indicate that traffic related issues are of primary concern for the village of Cartmel. Parking facilities are one of the key areas that need to be addressed in the village. The Square and access to the village are also seen as important issues.

Access to the current car parking facilities should not go through the village as this has created a number of traffic related issues. A number of respondents highlighted the idea of introducing a one way system through the village. Formalising the existing route of The Racecourse, which currently only operates on race days only, would be regarded as a “short term” solution.

Parking provision should be made for village residents. Certain mechanisms should be adopted for business parking, for example, seasonal tickets. Restricting large vehicular movement in certain parts of the village was highlighted as the most appropriate traffic management arrangement. Making The Square free of traffic at certain times as well as changing the road and pavement surfaces on key streets to indicate pedestrian priority were also indicated as key measures that should be adopted.

The majority consider that the introduction of a parking permit system for those who work in the village is the most appropriate way to address parking concerns. The introduction of time restrictions on public parking in the centre and the establishment of resident only parking on certain streets were also mentioned as potentially suitable measures. Restrictions should also be placed on HGVs. Signage throughout the village and its surroundings needs to be improved. Coach parking needs a coherent strategy in terms of traffic management i.e. access, parking, signage etc. A number of additional car park locations have also been identified.

In terms of access to the village, the entrance to Cartmel is important for the sustainability of the visitor economy. Additional comments highlighted the green spaces/landscaping, heritage of the village and the farmer's market as important aspects of the visitor economy. A better convenience store and improvements to the playground are thought to be particular amenities which would be welcomed in Cartmel.

Cycle routes and facilities are also important. An approach to

transport which balances the needs of vehicles, cyclists and pedestrians is required. Participants mentioned the potential which would be created by moving traffic from the square to enable more local markets and events. The important contribution of the cobbled surface to Cartmel's character was also highlighted.



**4**

**IMPROVEMENT  
STRATEGY**



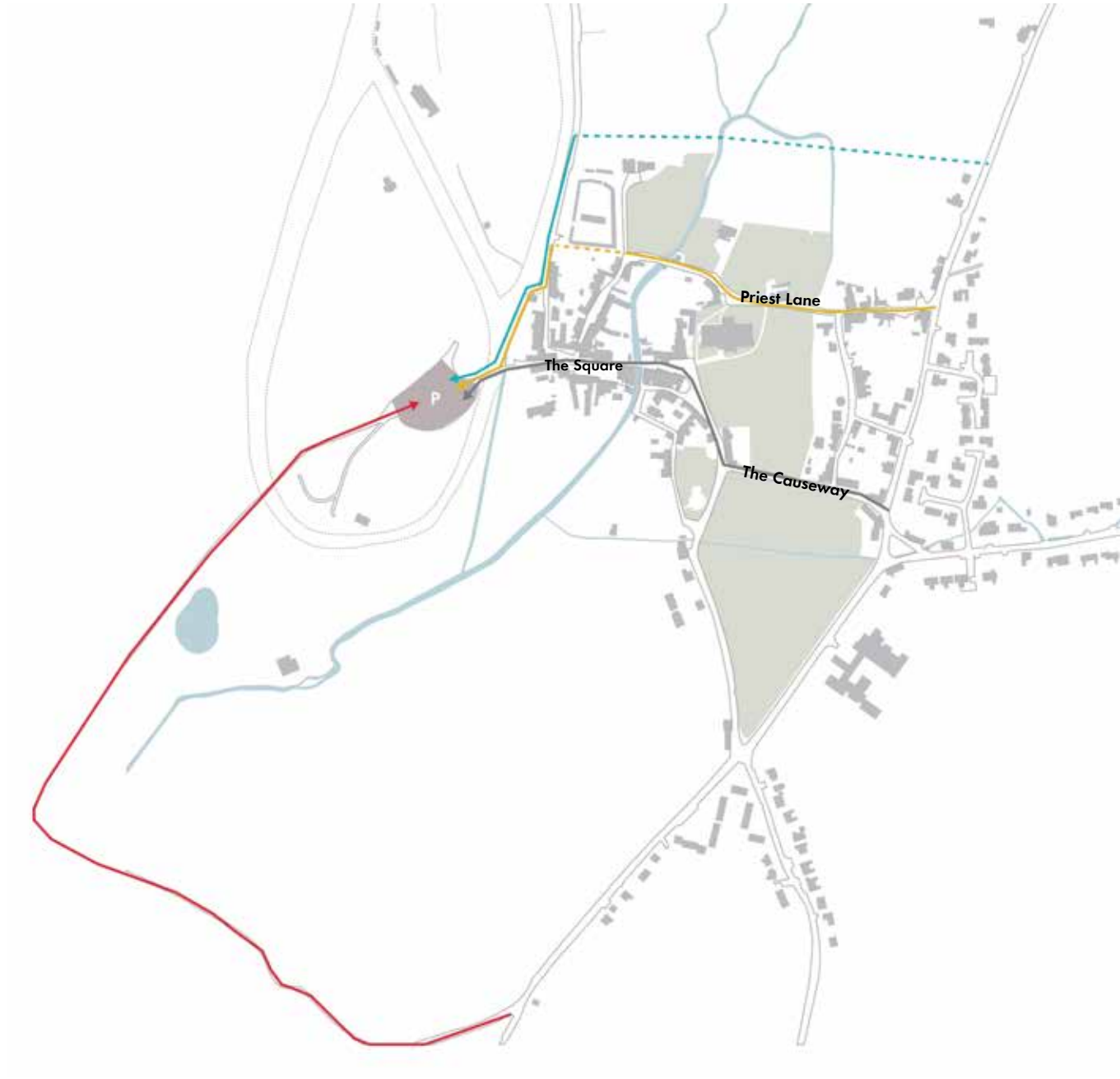
## 4.1 INTRODUCTION

In setting out a strategy for potential improvements to Cartmel Village, this Cartmel Township Initiative report puts forward recommendations for short and longer term actions. Actions are recommended on a number of key identified issues. For each issue, the recommendations have been informed by the following:

- Site observations and site-based analysis and survey work;
- Liaison with the local business community;
- Liaison with the local resident community; and
- Liaison with Cumbria County and South Lakeland District Councils.

Recommendations are made for the following key issues in the village:

- 4.2 Access to the existing village car park;
- 4.3 Resident and public on-street parking;
- 4.4 Business parking;
- 4.5 Coach parking;
- 4.6 Additional off-street parking;
- 4.7 Traffic management;
- 4.8 Wider links to the village;
- 4.9 Signage;
- 4.10 Enforcement; and
- 4.11 Public realm.



Options for accessing the existing car park



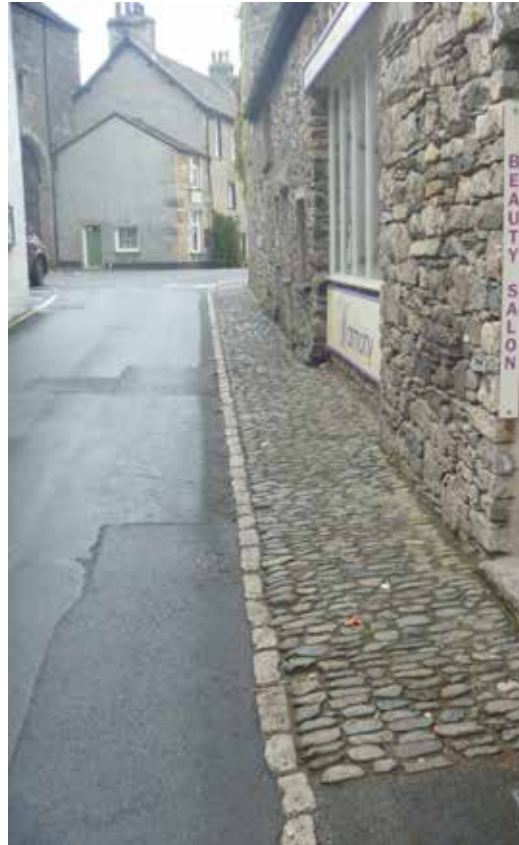
## 4.2 ACCESS TO THE EXISTING CAR PARK



Racecourse car park



Race day access to the car park



Existing narrow two-way access to the car park

### Background

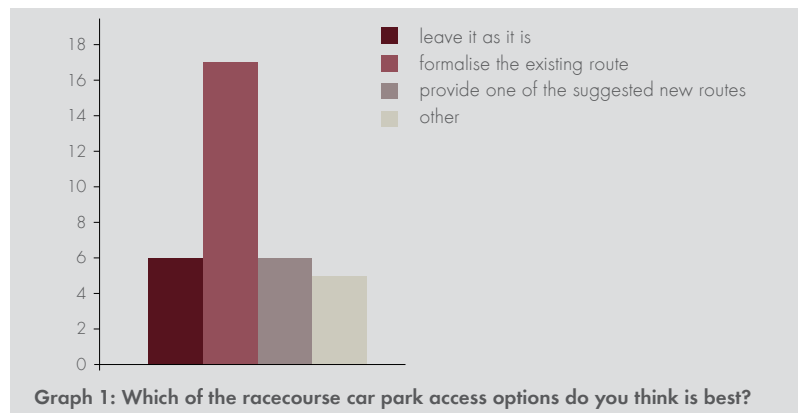
The village has an excellent existing car parking facility at the racecourse, which was recently modernised with a new public toilet block. The Racecourse car park is owned and managed by Holker Estates. However, access to the car park requires all vehicles to pass through the centre of the village – with the reverse movement also required for all vehicles exiting the car park. Temporary alternative access arrangements are put in place on race days with the principal access and exit being made via the Cark Road to the south of the village. This arrangement means all trips in and out of the car park are kept out of the historic core of the village. However, such a route represents a significant diversion and additional journey time.

### Options considered

1. Formalising and then permanently utilising race day access arrangements. This would require collaboration with Holker Estates who own the land but they have expressed willingness to consider such an approach.
2. Establish a new east-west vehicular route north of the village to provide a route for vehicles to access the racecourse area without needing to pass through the village centre. One suggested route was north of the village itself. An alternative could be to consider extending the alignment of Priest Lane to meet Park View.
3. Provision of new additional public off-street parking provision in a location that is more accessible for principal approach roads to minimise the need for traffic to drive through the historic core.

### Feedback received

There was considerable support given during the public exhibition to formalising and making permanent the use of race day access arrangements to the racecourse car park. However, the idea of one-way access to the existing car park was raised during the consultation and is considered to present a good compromise.





Preferred approach: Entry through village centre, exit via formalised race day route



The race course during race days



Race day access to the car park

### Recommended actions

- Retain existing car park access arrangements, but prevent a similar reverse egress movement. It is suggested that, once the quality of the route has been made up to an appropriate standard, exit movements are directed towards the race day gate on the Cark Road south of the village. However, this options requires further more detailed analysis and a full options appraisal in order to appropriately assess its merits before being taken forward.
- Signage to the existing the car park should be reviewed and improved where possible and new directional signage will be required - see section 4.9.
- The capacity of the car park may need to be increased to ensure that there are ample spaces in the event that people are no longer able to park throughout the village. This will require collaboration with Holker Estates.
- Improved but discrete lighting facilities will be required within the car park and key routes to/from it.

### Reasons, explanation and notes

- The primary aim should be to make best use of existing car parking facilities in the village before any other new off-street car parking options are considered.
- Whilst the Racecourse car park is a well used and valued facility, parking survey data indicates that the site has capacity on non-special days and therefore could play a more prominent role in providing for the parking needs of the village. However, if the car park is to be more heavily used, this may result in more vehicles traversing The Square each day, therefore exacerbating the existing traffic problems in the centre of the village.
- Orientation for visitors arriving will be aided by travelling through the heart of the village.
- New east-west roads north of the village would be expensive and environmentally harmful. They would also require third party land so would be difficult to implement. Access to the car park itself would remain a difficult issue to resolve particularly given the acute layout of the car park access junction with The Square.
- The extension of Priest Lane to meet Park View is considered to have more merit as a pedestrian/cycle route.
- The Village Hall and properties along the approach route will require two-way working to continue and therefore the one way access will be at the point of entry to the car park.

## 4.3 RESIDENT AND PUBLIC ON-STREET PARKING

### Background

Parking is a major issue in the village centre. Ad hoc on-street parking currently creates congestion within the village centre and restricts pedestrian and vehicular movement. Designated spaces are limited, located along The Square and opposite Ford Road. Many properties in the village centre do not have on-plot parking provision and therefore require alternative parking options.

A more co-ordinated approach to resident and visitor parking (with knock-on effects for business parking – see 4.4 below) should be introduced by Cumbria County Council to give greater priority to residents to park near their homes and visitors to park short term in the centre to the benefit of local businesses with the Holker Car Park promoted for use by business employees and visitors on day trips.

### Options considered

- Establishment of local resident-only car parks;
- Removal of parking from central area to prioritise space for pedestrians;
- Introduction of a resident parking permit regime;
- Introduction of short stay limited waiting visitor parking bays in central areas.

### Feedback received

Lots of support was expressed for the need to improve parking conditions for local residents, and participants expressed concern about the parking patterns of local employees and the negative impact this has on the ability of residents to park close to their homes and the availability of parking bays to support local traders.

### Recommended actions

- The village centre should be designated a restricted zone by Cumbria County Council, with no waiting at any time except in marked bays.
- In the central area of The Square, the area outside the Priory and potentially along parts of Cavendish Street, marked bays should be managed to encourage a regular turn-over of spaces for the benefit of local businesses, with free of charge short stay spaces and no return permitted within a specified time.
- Any changes to the current parking regime in the centre of the



- Restricted parking zone with time-restricted bays
- ▨ Restricted parking zone with marked resident bays

Proposed restricted parking zone



The Square



The Square is currently dominated by parked cars, often staying for long periods, with narrow pedestrian edges.



Time-restricted parking, Ingleton

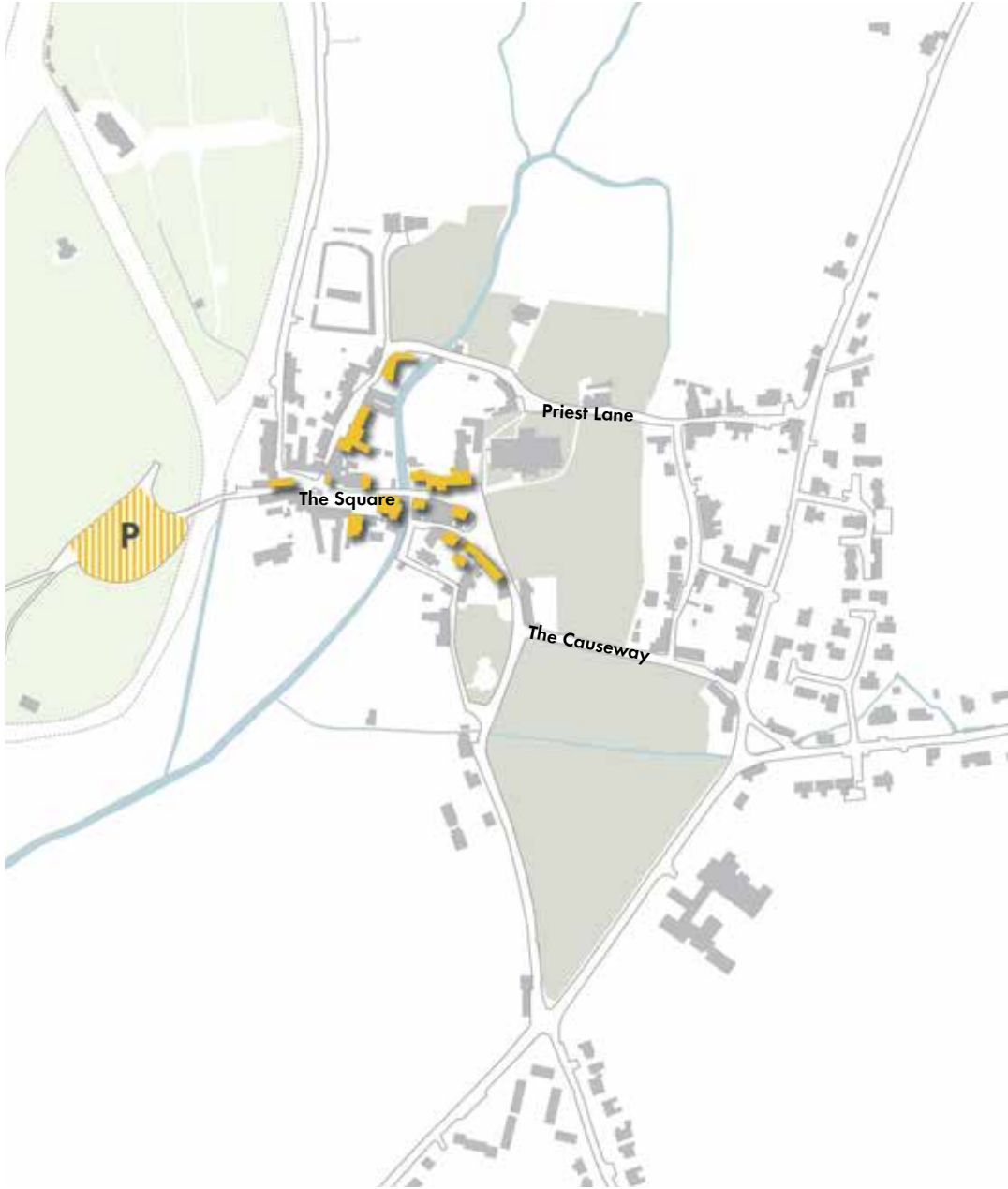


Clearly defined parking zones, Ingleton

- village should acknowledge the needs of the Priory and its visitors.
- A residents' parking regime should be introduced, whereby existing residents are invited to purchase a parking permit to park throughout the remainder of the village centre and potentially in the designated short stay bays outside the permitted restrictions i.e. night time.
  - Consideration should be given to allowing resident permit holders to use their permit within the existing race course car park, perhaps for a limited number of days a year – this could be included in the annual fee for the permit.

#### Reasons, explanation and notes

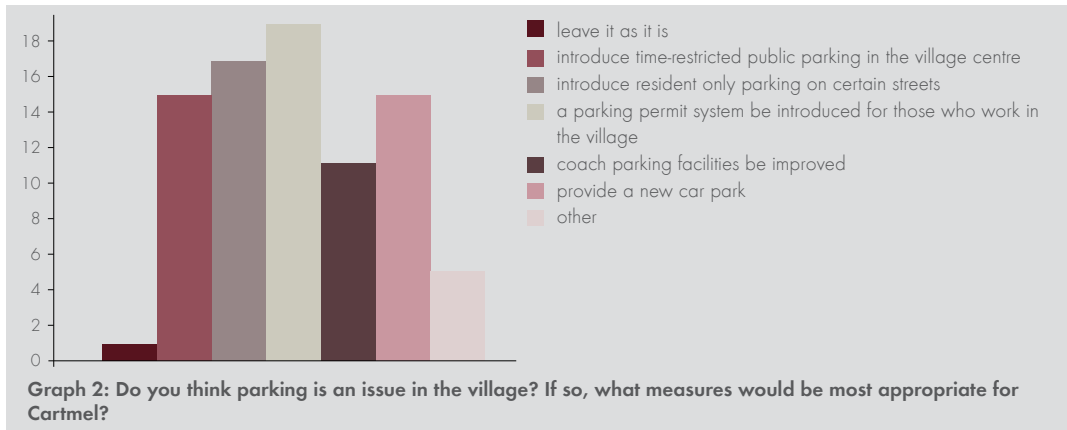
- This would ensure that residents could park near their properties rather than visitors or businesses using these limited on-street spaces.
- The issuing of permits would be limited per residential addresses. Premises already benefitting from off-street parking provision should not be excluded from the scheme.
- Only one parking zone is considered necessary.
- A position on holiday lets will be required – with one permit per address being the most logical approach.
- Local residents could use the short stay bays in the same way as anyone else, i.e. time restrictions would apply to them.



- || Existing car park
- Village centre businesses

Promote an employee parking scheme at the existing car park

## 4.4 BUSINESS PARKING



### Background

Cartmel is a victim of its own success. Cartmel's businesses have flourished, the number of people working in the village has also increased. Surveys undertaken as part of the Cartmel Township Initiative found that most employees drive to work and park on-street throughout the village. This means that the limited on-street spaces throughout the village centre are often occupied all day by employees.

### Feedback received

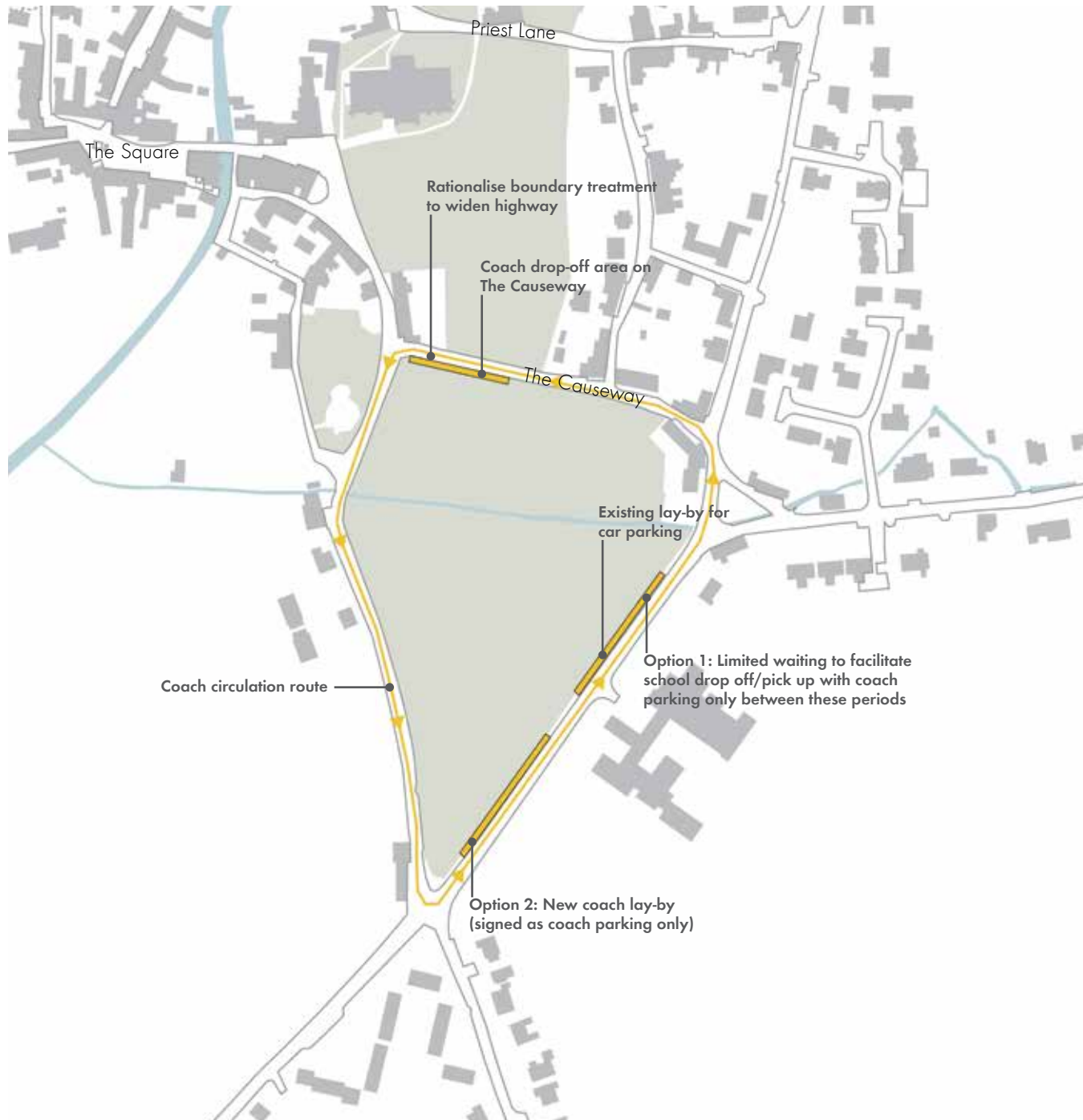
The issues associated with the growing number of employees parking on streets and spaces across the village in order to avoid the charges associated with the use of the Racecourse car park has attracted significant public concern. Significant support was expressed during the public exhibition for the introduction of controls that would give local residents greater parking priority.

### Recommended actions

- In partnership with Holker Estates, who manage the Racecourse car park, a parking permit scheme should be offered to businesses in the village at an incentivised cost. Local businesses and employers should be encouraged to provide their employees with business parking permits for use within the racecourse car park.
- In tandem with this measure, the village should be designated a restricted parking zone by Cumbria County Council within which parking for existing residents in the village should be given priority through the introduction of the use of resident parking permits.
- Employees who are not local residents will not be able to park in on-street spaces within the restricted parking zone.
- To help prevent the migration of parking management problems to areas immediately beyond the restricted zone, local businesses should be encouraged to support their staff in the purchase of business parking permits.

### Reasons, explanation and notes

- It will be important to ensure the pricing regime associated with the introduction of a business parking permit system is attractive to employers and employees alike in order to ensure parking issues are not created in adjacent streets.
- Some scepticism was expressed regarding the additional distance associated with the suggested new exit arrangements for the Racecourse car park. An enforcement regime will be required to ensure any new business parking permit regime is not abused.



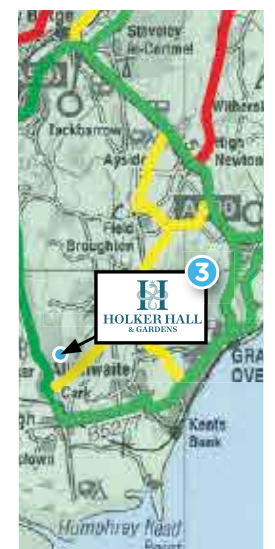
Proposed coach parking and access strategy



Location of bus stop, Cartmel



View across The Causeway towards the Priory



Cumbria coach drivers' map and guide

Cartmel is obscured by the Holker Hall sign but is shown as possible for coaches with difficulty and extreme care.



## 4.5 COACH PARKING

### Background

A key issue for the Cartmel Township Initiative is to promote the continued economic health of the centre, supporting the Village's local economy. Whilst increases in the size of local businesses and an increasing number of visitors being attracted to the village in light of its growing reputation, arranged coach trips continue to play only a modest role in supporting the local economy. Coach trips can deliver approximately 70 visitors to the heart of the village per trip – none of whom will traverse the village by car, and most of whom will have money in their pocket to spend locally.

Existing coach parking facilities are available at the Racecourse car park, but anecdotal evidence indicates that touring companies are reluctant to visit the village given the need to travel through the heart of the historic centre to gain access. A guide for coach drivers in Cumbria has been produced which grades the county's routes in terms of their respective ease of navigation for coaches. The Cumbria4Coaches guide promotes the nearby Holker Hall as a key coach destination. Cartmel is obscured on the guide map despite the village offering visitors the potential to combine their visit to Holker Hall or Grange-over-Sands.

It is important to ensure coach drop off points are located as close to the village centre as possible.

### Options considered

- Coach access to Racecourse car park could be provided via the race day access route.
- Coach drop off facilities at the western end of The Causeway could be formalised. Coach standing could be provided in the vicinity of the Secondary School.

### Feedback received

There was strong support for the improvement of coach parking provision in the village – in recognition of the economic impact coach trips can have on the village economy.

### Recommended actions

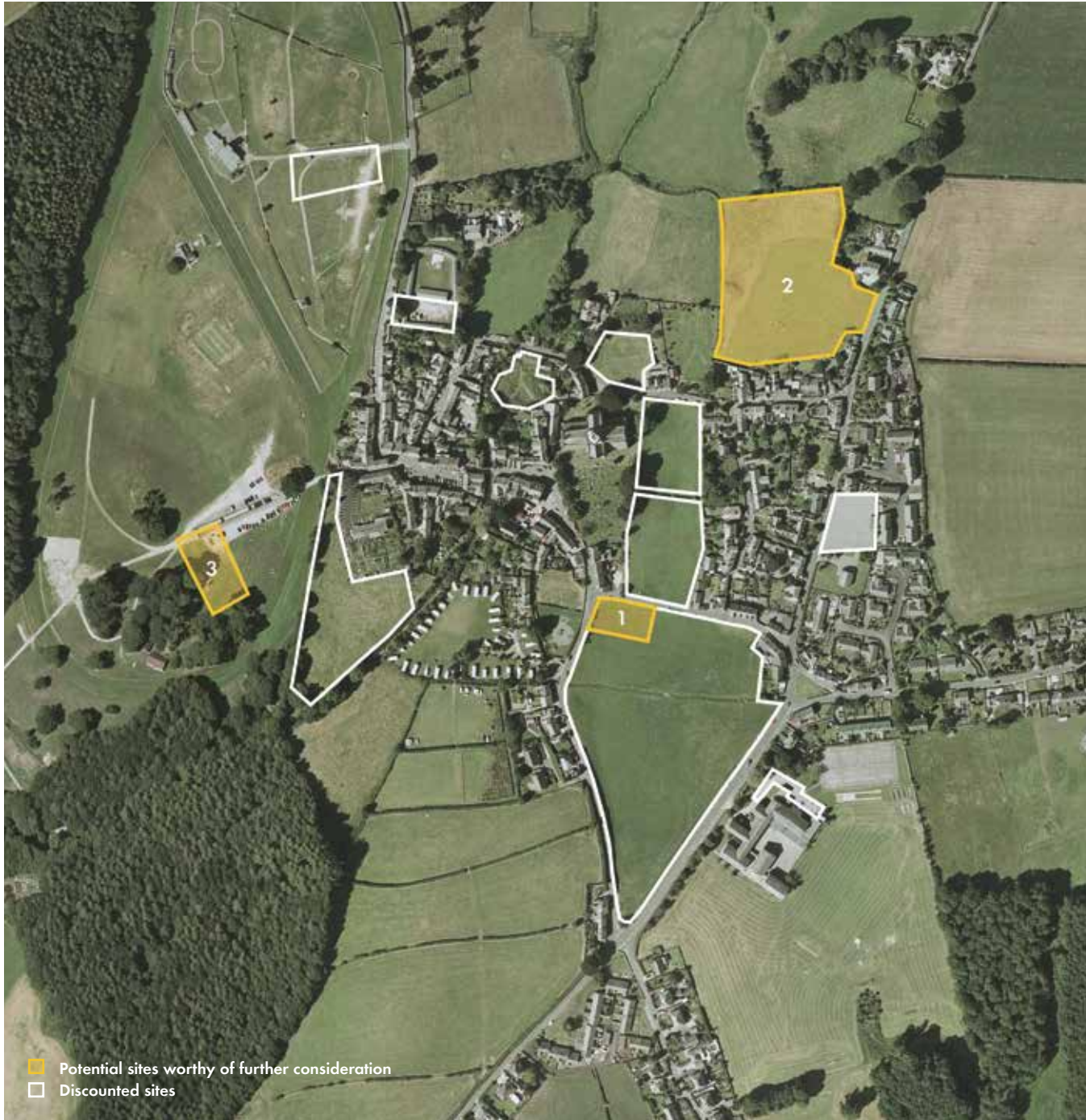
New coach facilities should be provided for drop off to occur at the western end of The Causeway. Coach stand facilities would be required for which there are two options:

1. To introduce limited waiting on the existing lay-by opposite the secondary school. This would facilitate school drop off and pick up with coach parking only between these periods.
2. To introduce a new coach lay-by nearer Headless Cross, signed as coach parking only.
3. A key issue will be access along The Causeway at the junction with Aynsome Road. With the pub, the Londis store and the houses with no off-street parking provision, this junction is a very constrained environment for coaches to navigate. Parking controls might therefore be required here to ensure this junction remains open for coaches to park. Note that this junction falls within the suggested Restricted Parking Zone which may assist in this regard.
4. Cumbria4Coaches should be approached to discuss how they could work with the village to highlight the opportunity for coaches to visit.

Both options are likely to require the repositioning of hedgerow boundaries along this roadside edge.

### Reasons, explanation and notes

- Whilst using the race day access arrangements might be a feasible longer term option, the upgrading to highways standards would be required and this falls outside of the control of Cumbria County Council's control.
- It is assumed that toilet provision for drivers can be provided via the Pig and Whistle pub.
- The provision of coach drop off and layover spaces should be managed to ensure the local bus service does not suffer any disruption.



Locations considered for additional off-street parking provision

## 4.6 ADDITIONAL OFF-STREET PARKING

### Background

Consideration of potential new locations for additional off-street parking provision serving the village was a key part of the brief for the Cartmel Township Initiative. Many people believed that additional parking capacity was required for the village to continue to function effectively. However, new off-street car parks would require planning permission and, in view of the tightly defined settlement boundary surrounding the village, would be likely to require the development of rural and previously undeveloped land. In view of the important role in establishing the setting of the Grade I listed Priory Church which many of the key open spaces perform in and around the village, securing planning permission for a car park on such land will be far from straightforward.

If such a decision was to be made, evidence relating to the social, environmental and environmental benefits of such a development would need to be presented. If a site for new off-street car parking spaces is considered necessary, the suitability of sites should be considered using criteria which assess the extent to which:

- The site is not dependent on vehicles passing through the village
- The car park would capture the approaching visitors before they enter the village.
- There is potential for good coach access.
- There is potential for good pedestrian links to the village centre.
- The development would not harm the setting of the historic village and key heritage assets.
- It would not harm the amenity of existing local residents.
- The site is considered likely to be deliverable in terms of ownership.

### Options considered

- A wide range of potential sites for new off-street parking were considered during the production of the Cartmel Township Initiative, as shown on the plan opposite.
- In addition to considering the suitability of a range of potential sites, the option of not identifying a site was also considered, with the focus being on introducing parking management measures which seek to make better use of the spaces already available within the village.



Site 1, The Causeway



Site 2, land off Aynsome Road



Site 3, The Racecourse Carpark



Use of grasscrete, Dent



Sensitively designed public car park, Ambleside

### **Feedback received**

- The potential need for a new car park has attracted considerable debate both in the lead up to and during the public consultation. It was also the subject of considerable discussion between the steering group and the County and District Councils.
- There was a consensus of local support at the public engagement event for a new car park on the western end of The Causeway. It is understood that this location had already been considered the most suitable location for car parking in earlier studies. However, the District Council does not support The Causeway in view of the potential impact on the setting of the Priory Church.
- The site on the west side of Aynsome Road just north of the junction with Priest Lane received considerable objections from local residents.
- Holker Estates promoted the potential to extend their existing Racecourse car park.

### **Recommended actions**

- No decision should be taken on the need for an additional public car park until shorter term measures regarding the management of parking spaces across the village have been introduced and their benefits assessed through an agreed post-implementation monitoring regime. When combined with improvements to the access arrangements to the Racecourse car park, it may be found that the perceived pressure for the need for additional public off-street spaces subsides.
- Any future decision on the need for a new public off-street car park in Cartmel should be 'plan-led' - that is, it should be allocated as such through the development plan process. The potential preparation of a Neighbourhood Plan for Lower Allithwaite could be relevant in this regard.

### **Reasons, explanation and notes:**

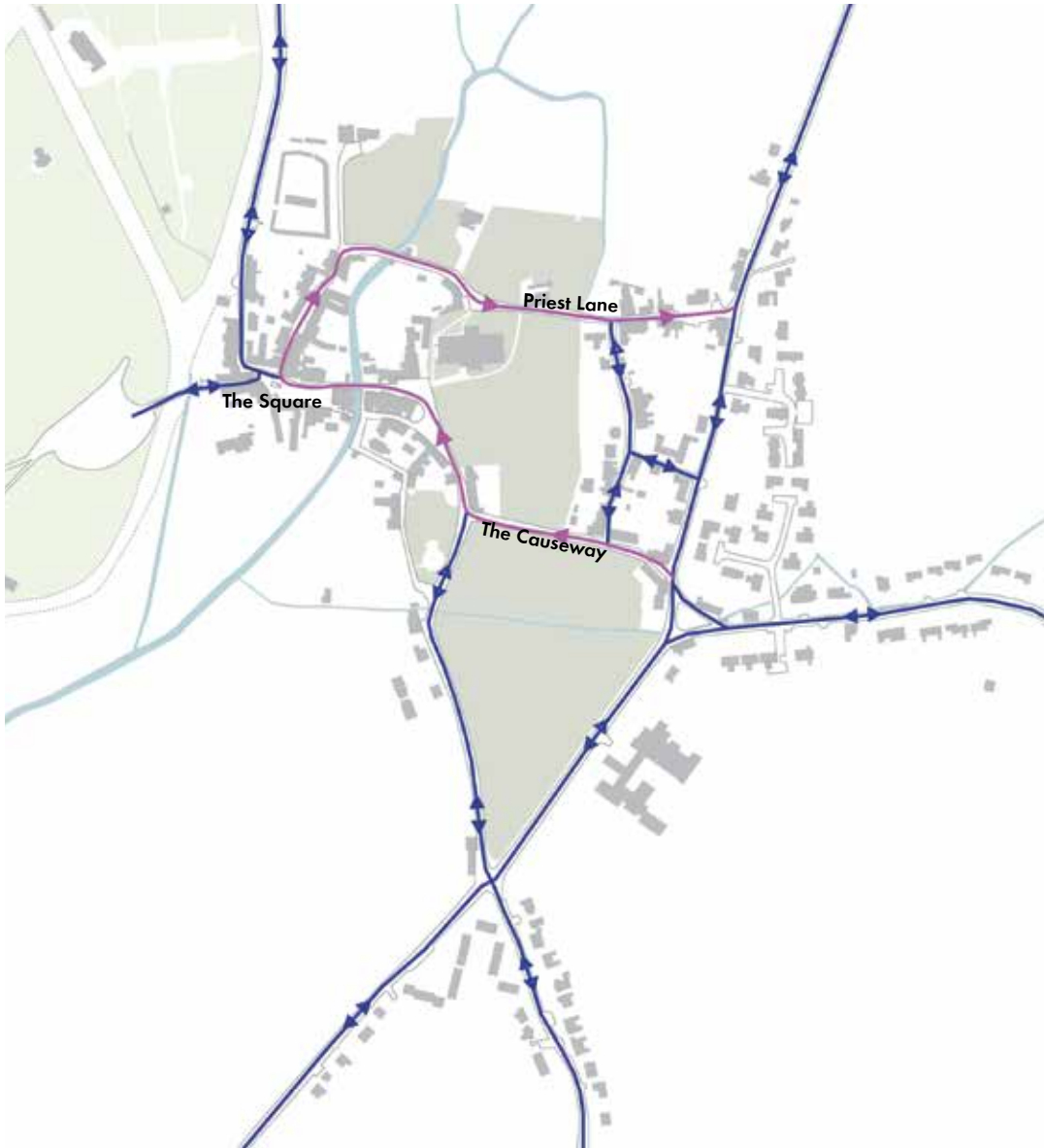
In the longer term, if additional public off-street parking is considered necessary, three potential sites have emerged as worthy of further more detailed consideration:

1. The site at the western end of The Causeway (south side), although the concerns on the impact of development in this location on the setting of the Priory Church will need detailed consideration.
2. Despite considerable local objection, the Aynsome Road site

just north of the eastern end of Priest Lane is considered, from a technical perspective, to be the most suitable site for additional off-street parking. However, it is considered that a footpath link leading directly to Priest Lane will be required for the site to operate successfully. The site is owned by Holker Estates.

3. If improved access to the existing Racecourse car park can be delivered, extension of the existing racecourse car park would be worthy of further consideration.

It should be noted that any car park would require planning permission and would therefore need to be considered against the policies in the adopted development plan and would need to be demonstrated as being in the public interest.



- One way traffic
- Two way traffic

Preferred approach: Implement a clockwise one-way system

## 4.7 TRAFFIC MANAGEMENT

### Options considered

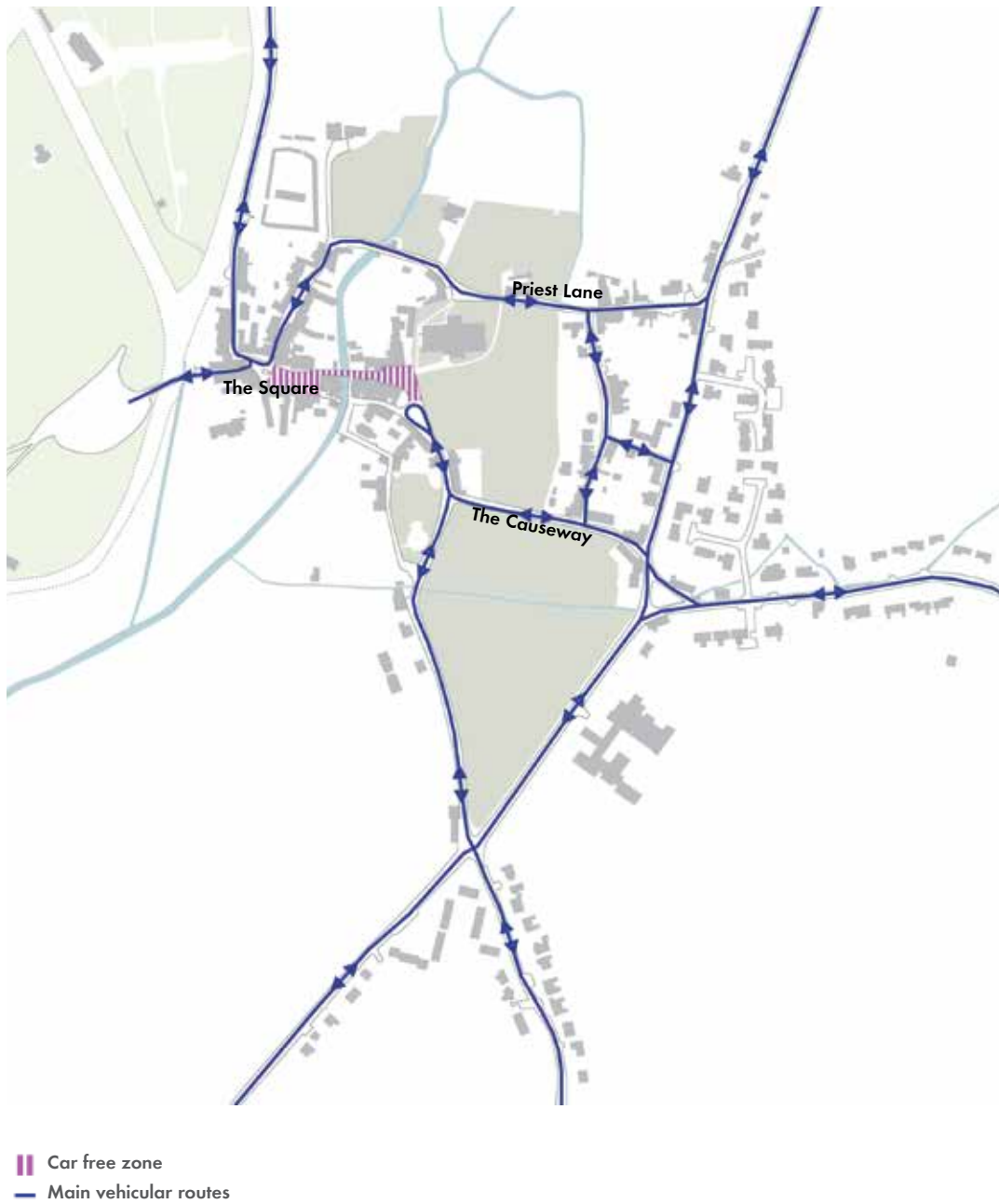
A range of traffic management options have been considered for Cartmel including implementing a one-way system, making The Square traffic free public realm improvements on key streets that indicate pedestrian priority, restricting vehicular speeds and improved control of delivery and servicing activity in certain parts of the village.

### Feedback received

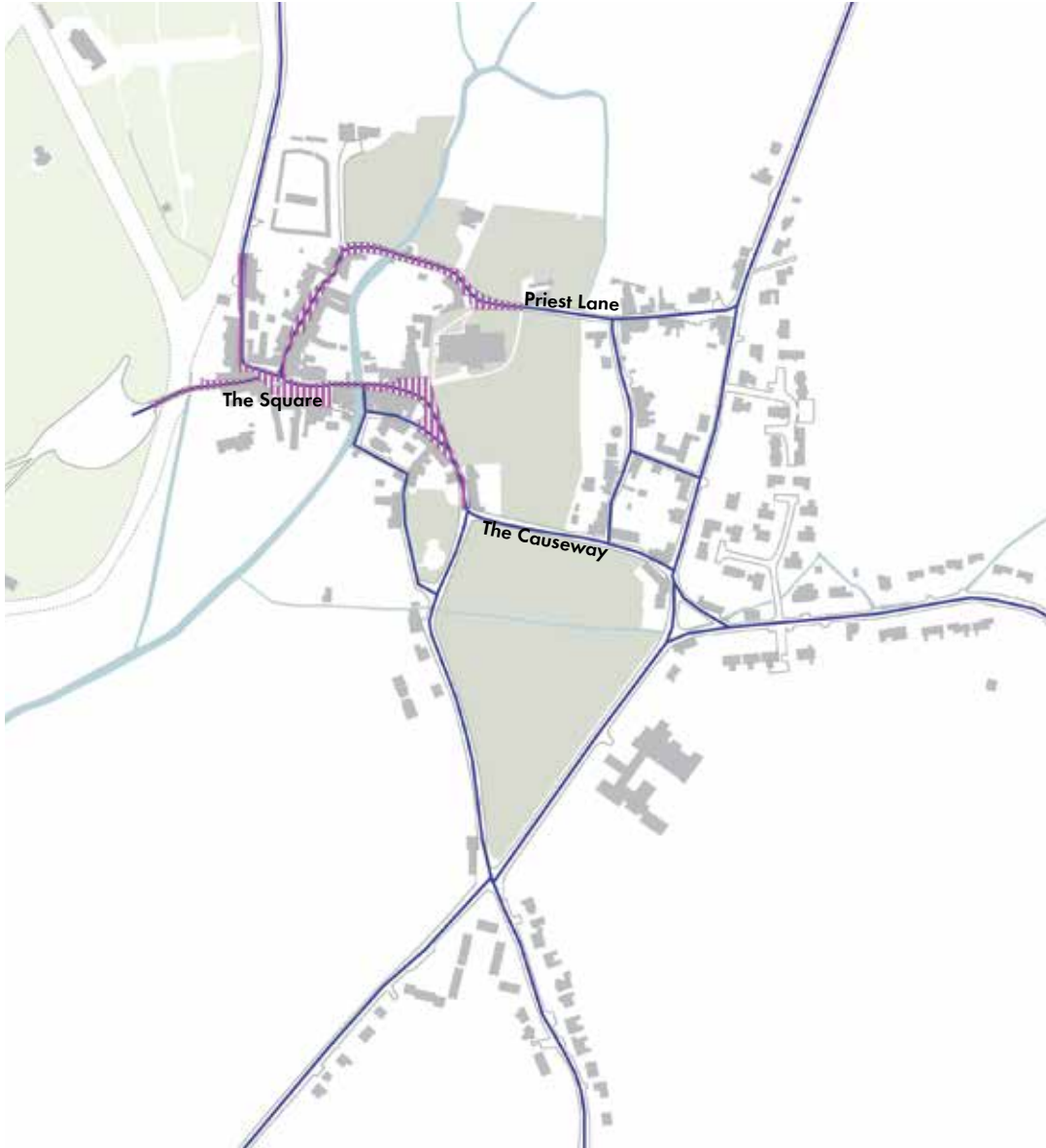
- Each option presented at the public exhibition received support.
- There was very little support for leaving existing traffic management measures as they are with no one-way system, traffic restrictions or environmental improvements.
- Traffic management during market days was of particular concern.

### Recommended actions

- Cartmel is a working village community. The existing two-way working should be maintained in the short to medium term. Two-way working helps to control traffic speeds.
- Consider implementing restrictions with regard to both the size and timings of delivery vehicles accessing Cartmel Village.
- To help address the issue of service and large vehicles passing through The Square, an upgrade to the race day access route would enable larger racecourse related vehicles access to the course.
- This might also enable large vehicles to have a more appropriate exit route from the village thereby avoiding the Cavendish Street arch which has been damaged by large vehicles passing beneath it.
- In the longer term, and in association with a comprehensive programme of environmental improvements, the introduction of one-way working should be considered. A clockwise arrangement would be preferable with traffic passing through The Square and turning right into Cavendish Street. Large vehicles should exit The Square via the car park. A one-way system would enable reallocation of road space in The Square and the area outside the Priory with more space given over to pedestrians.



Alternative 1: Pedestrianise the village square and the area outside the Priory



|| Opportunity for traffic calming measures  
— Unchanged route

Alternative 2: Use traffic calming measures on key village centre streets





One-way system, Ingleton



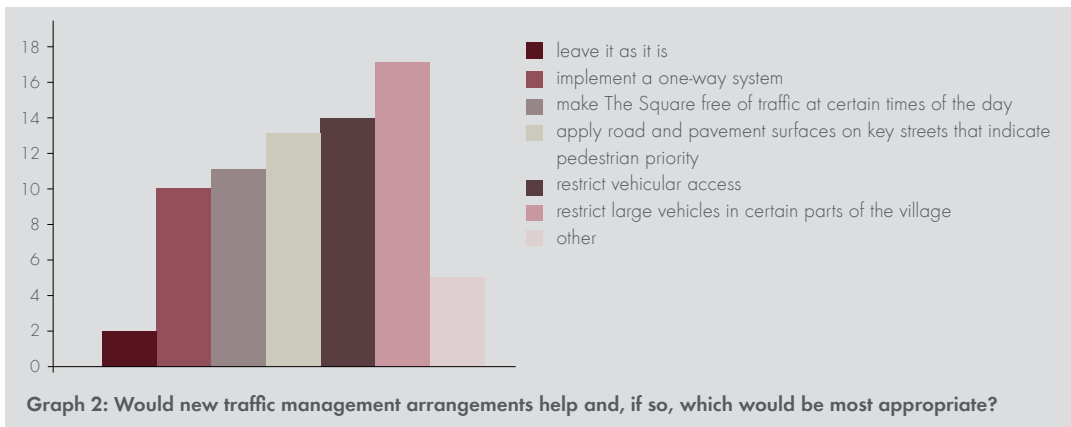
Limited vehicular speed, Dent



Cobbled streets, Dent



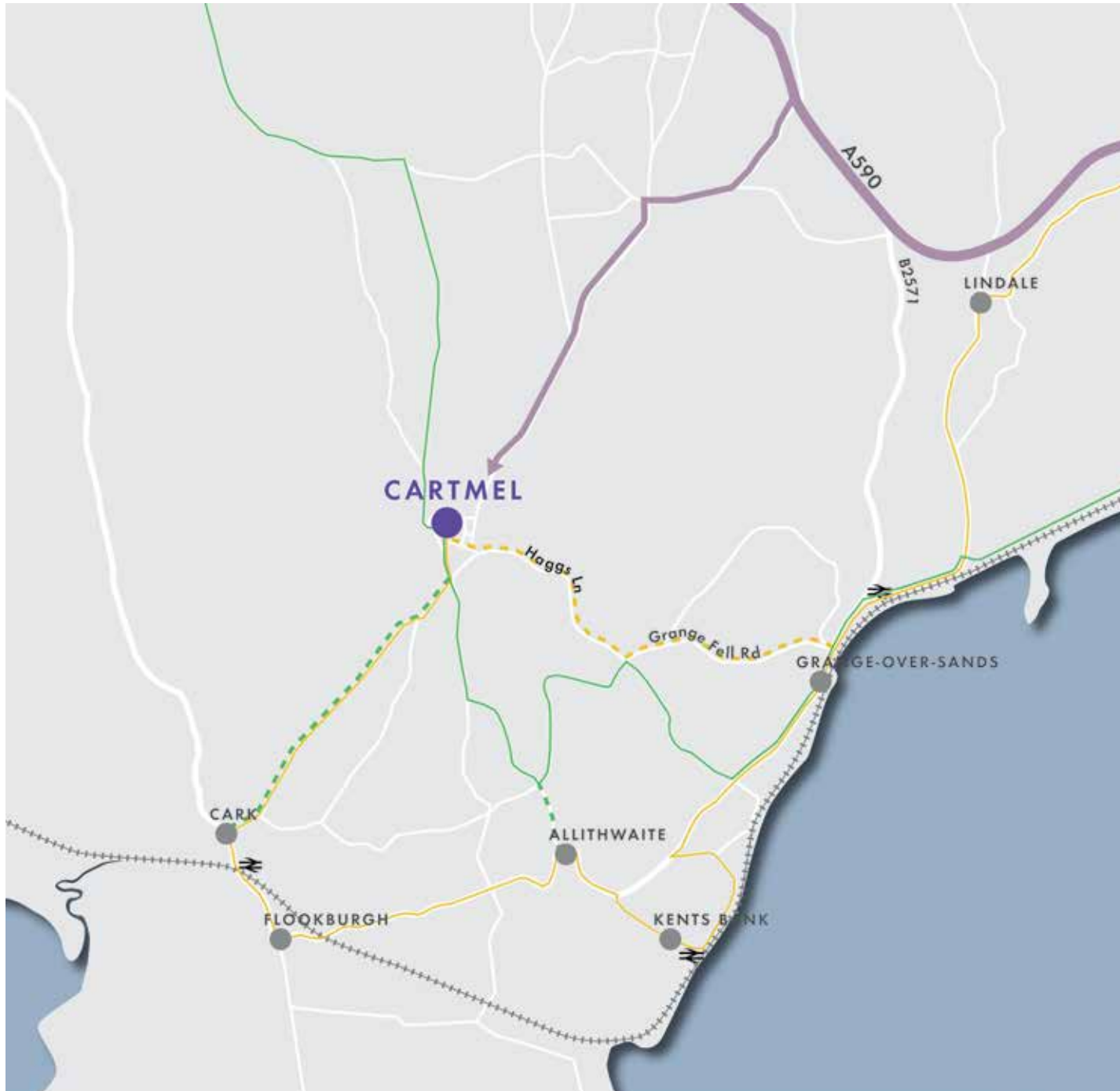
Pedestrian friendly street, Grassington



Graph 2: Would new traffic management arrangements help and, if so, which would be most appropriate?

### Reasons, explanation and notes

Cartmel's traffic and movement issues cannot be considered in isolation. Whilst significant levels of support has been expressed for the introduction of one-way working, it is considered that new parking controls which will seek to make the best use of existing spaces and, most particularly, remove business parking from village streets, will help to ease traffic congestion.



KEY

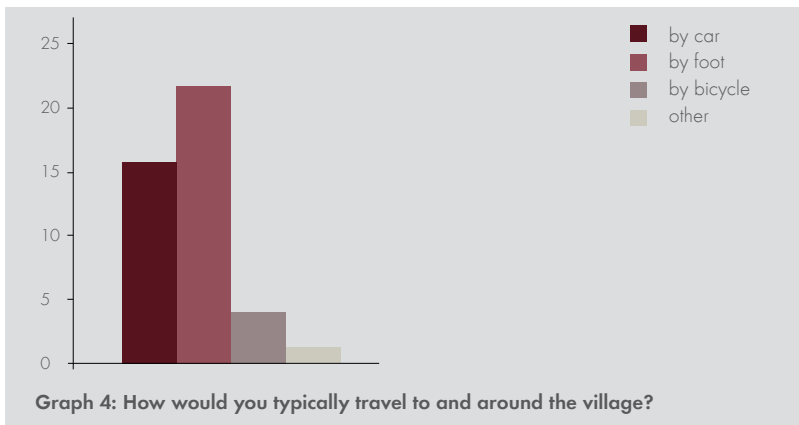
- Principal signed vehicular route
- Existing bus route
- Existing cycle route
- Train line
- Potential new bus route
- Opportunity to improve cycle links



Grange-over-Sands Station



Morecambe Bay at Grange-over-Sands



Graph 4: How would you typically travel to and around the village?

## 4.8 WIDER LINKS

### Car

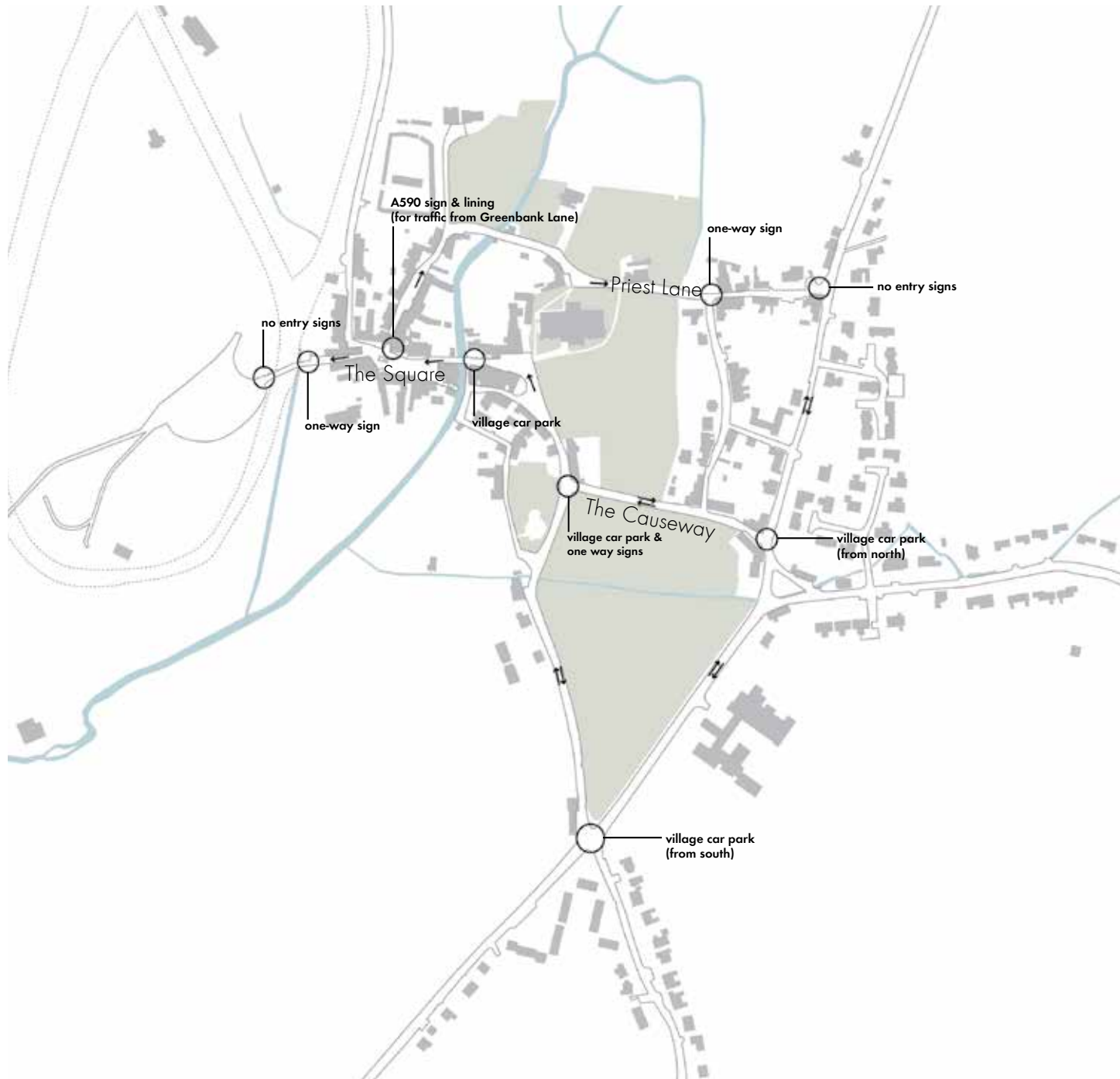
Most people who visit Cartmel do so by car. Currently, the majority of visitors arrive via the principal signed vehicular route which exits the A590 at Cartmel Lane. An alternative vehicular route was proposed at the Cartmel Township Initiative public consultation event along the B5277 and through Grange-over-Sands but this was strongly opposed due to existing traffic problems through Grange-over-Sands.

### Public transport

Public transport is limited, with the closest railway stations located in Grange-over-Sands and Cark and only 3 bus services operating within the village. As a key Lake District National Park Station, there are intentions for Cark Station to be developed as a hub station to assist access to the South Lakes and Carmel Valley. The current bus routes are indirect and infrequent, although the Cartmel service provides links to both Grange-over-Sands and Cark where there is access to the rail network. A new bus route directly from Grange-over-Sands to Cartmel, along Haggs Lane and Grange Fell Road, particularly on race days, would enable more people to visit the village using public transport. This would also benefit residents as many of the nearest local amenities are based in Grange-over-Sands.

### Cycling

The cycling route National Route 70 runs through Grange-over-Sands and Cartmel. A new 100 mile long cycle route is also currently being proposed by Sustrans and Morecambe Bay Partnership, which will run around Morecambe Bay from Walney Island to Glasson Dock and pass through Cartmel. The Bay Cycle Way will hopefully encourage more people to visit the village by bicycle and should be promoted on the Cartmel Village website. Improved local cycle and pedestrian links to Holker, Allithwaite and Cark should also be considered. Additional measures such as provision of cycle hire/parking facilities along with a map of the area (in the form of a sign) to indicate potential recreation routes for cyclists would help promote cycling, with the opportunity to strengthen Holker Racecourse Car Park as the main 'parking hub'. It is recognised that Sustrans is developing major cycle routes in the Cartmel Valley on behalf of the Morecambe Bay Partnership and other developments in the area will complement those already underway.



#### 4.9 SIGNAGE



Example restricted parking zone signs from left to right: sign at entrance to restricted zone, sign at exit to restricted zone, sign to be repeated within restricted zone.

Signage is a necessary element to improving the legibility and safety of roads in Cartmel for residents and frequent users of the village as well as for visitors. The signage strategy for Cartmel centres around clearer directions to the village centre car park, potential future one-way working of the road network and parking restrictions (see plan on opposite page). There should also be signage for specific points of interest around the village, which could be linked to the racecourse car park and coach parking drop-off points in particular. Signage should acknowledge the full range of people using the village, from car drivers and coach visitors to cyclists and walkers.

The set of signs shown to the left were prepared for Dent by Cumbria County Council and restrict parking within the village centre. Cartmel's centre should be designated a restricted parking zone, which should largely prevent the need for double yellow lines which could harm the character of the conservation area. The signs for Cartmel would include 'except in marked bays' under the 'at any time' text, which would mean that it would only be permissible to park in marked bays within the restricted zone. When implementing these signs, a 'less is more' approach should be employed, with a preference for signs to be mounted on buildings and limited use of poles and columns so as not to detract from the heritage character of the village. The proposals with regard to the implementation of parking controls and new signage would require further liaison and development with Cumbria County Council Highways and the South Lakeland District Council Conservation Officer.



Considerate signage, Dent



Discreet wall sign, Dent



Flexible on-street parking regime, Ambleside





## 4.10 ENFORCEMENT

### Background

The introduction of new parking controls across the village will need to be supported by an effective enforcement regime. At present there are no traffic or parking controls in the village. The nearby town of Grange-over-Sands has parking controls and a corresponding parking enforcement regime.

The Racecourse car park is owned and managed by Holker Estates. The car park is staffed at specific times of the week.

### Options considered

- With a new parking regime being implemented across the local highway network, Cumbria County Council as the local highway authority is the responsible body to implement any new enforcement arrangements.
- The potential for extending the remit of existing Holker staff managing the use of the Racecourse car park to cover key streets in the village where new parking arrangements were in place has been discussed.

### Feedback received

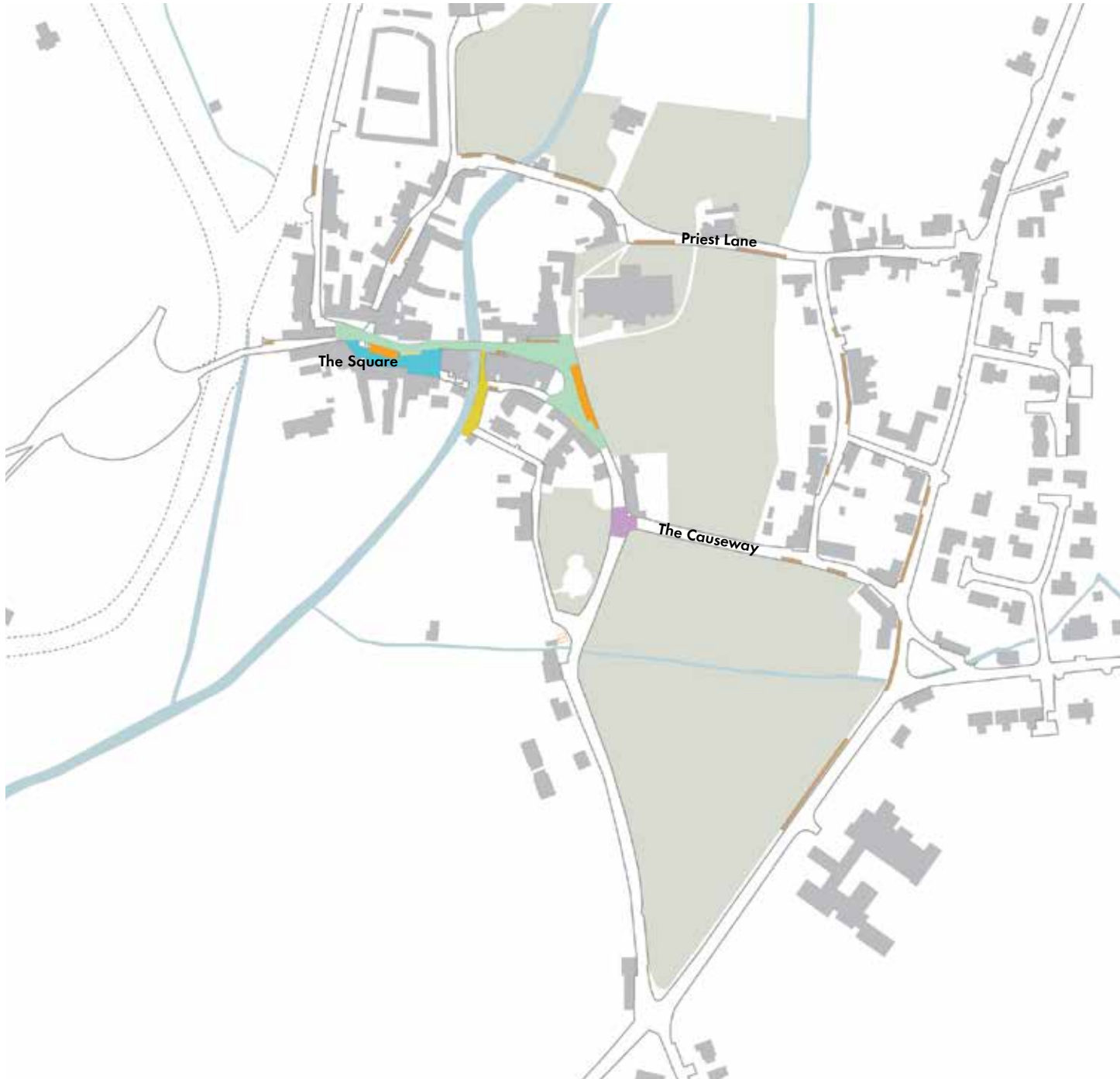
- Holker Estates have indicated that they would be happy in principle to support the widening of the remit of Racecourse car park manager to also include central village streets.
- The Parish Council would support parking enforcement throughout the village.
- Cumbria County Council has confirmed that they would need to be the responsible body in terms of any enforcement regime.

### Recommended actions

- Cumbria County Council is the legally responsible authority who will be required to administer, resource and enforce any new parking controls in the village.
- In practice, this is likely to be resourced by way of a co-ordinated extension to the resources currently deployed in Grange-over-Sands.

### Reasons, explanation and notes

Whilst there may be day to day interaction between Holker staff who oversee the Racecourse car park, there is no legal basis which would allow their remit to extend to into the public highway.



KEY

- Key public realm enhancements
- Minor public realm enhancements
- Raised table treatment
- Riverside environment improvements
- Marked resident marked parking bay
- Marked short stay parking bay
- Servicing bay



## 4.11 PUBLIC REALM AND MOVEMENT IMPROVEMENTS



Clearly defined edges, Hawes



Cobbles and historic setts, Cartmel



Raised surface indicates pedestrian priority, Oswestry



Slender bollards appropriate to historic setting, Grassington



Clear parking zones, Dent



Green edges, Dent



Landscaping indicates pedestrian priority, Windermere



Attractive paved parking spaces, Windermere

The recommended actions outlined in the preceding sections can be implemented in the short to medium terms. Once new measures have been implemented and behaviour has adjusted accordingly, the benefits they bring to local residents, visitors and local businesses should be assessed. This should be done through a survey of local residents and businesses at appropriate points in the future.

The recommended actions are put forward in order to deliver benefits to local residents, businesses and visitors to the village within the context of limited financial resources. However, should the opportunity emerge to access more significant financial resources, a more comprehensive package of environmental enhancements could deliver a much improved village centre for the benefit of residents, businesses and visitors alike. This will help to strengthen the local economy, protect existing and create new jobs and ensure that Cartmel village plays an even stronger role in Cumbria's four pronged attack to fully unleash Cumbria's potential in both rural and urban areas and will bring the best return on public and private investment.

Key opportunities for a more comprehensive package of longer term improvements include:

1. **One-way working** – depending on the impact of shorter terms parking and traffic management measures, it may be necessary to consider again in the long term the benefits of introducing one-way working in the village. A clockwise direction would seem to be more logical. In order to ensure such an approach would not result in vehicles simply moving faster through the village, a comprehensive and co-ordinated programme of high quality public realm improvements should be delivered as part of any such approach. This would help to ensure the village benefitted from the environmental qualities associated with high profile tourist destinations and would ensure that one-way working was delivered in tandem with greater priority and space being given to walking and cycling.
2. **Significant environmental improvements to The Square** – at present, parking is pushed hard up to the edge of the shopfronts on the southern side of The Square and the central space is used to hold cars and other vehicles waiting for oncoming vehicles to traverse the road bridge. In combination with a new one-way



Artist's illustration of The Square  
Medium intervention



The Square on a normal day



Artist's illustration of The Square  
Significant intervention



The Square on a race day



Existing riverside environment, Cartmel



Existing riverside environment, Cartmel



Existing riverside environment, Cartmel



Footbridge, Skelwith



Mathematical footbridge, Cambridge

working arrangement, road space could be freed up to enable wider footpaths adjacent to the businesses on the south side of The Square. The market cross, water pump, and fish slabs could be repositioned and parking, including provision for servicing bays, realigned to create a higher quality environment which would encourage more people to dwell in the space and support local businesses. A new high quality footbridge between Ford Road and The Square would provide a pedestrian only link between the Priory and Village Shop sides of The Square.

### 3. Minor enhancements outside The Priory and at The Causeway junction – with clockwise one-way working entry into this space

would be the principal gateway to the village. Appropriate surface treatment would communicate that drivers are entering a special environment. Parking areas and pavements could be subtly demarcated with simply surface treatments and without the use of curbs.

### 4. Riverside environment improvements – the publicly accessible riverside environment along Ford Road and adjacent to Rogan's restaurant presents a more immediate opportunity for improvement. This area is very important because it is the only publicly accessible riverside environment in the village. The area has been neglected and is now dominated by large commercial bins and unmade surfaces. There is scope for a well designed hard and soft landscape scheme along the river edge which would create an attractive amenity for visitors and residents. Subject to the identification of funding, this area presents a short term improvement opportunity which could be delivered independently of any new footbridge in this location.

### 5. Additional off-street parking provision – actions are put forward above to make best use of existing parking capacity across the village. The impact of such measures should be monitored and the potential need for the provision of additional public off-street parking reviewed. The relative suitability of numerous potential car park locations was assessed during the preparation of the Cartmel Township Initiative. Following that assessment and taking account of the views expressed during community and stakeholder engagement, a number of potential locations might be worthy of further consideration should the need arise. See section 4.6 for more details.



5

**ACTIONS**



## 5.1 INTRODUCTION

### Working in partnership

The delivery of projects through the Cartmel Township Initiative is dependent on ongoing partnership working. Led by Lower Allithwaite Parish Council, the Initiative is dependent on the collaboration and support of Cumbria County Council – principally in their role as highway authority – and South Lakeland District Council – principally in their role as planning authority which includes conservation.

Whilst the Initiative’s alignment with those statutory functions is fundamental, progress will need to be driven by these authorities in terms of their community liaison and economic development services. Both authorities have supported the Initiative to date in this way and ongoing support will be crucial to the successful implementation of the recommendations.

The involvement of the local business community and other key local stakeholders will also be of critical importance. Cartmel Priory and Holker Estates are both planning to invest in their respective estates with the intention of attracting more visitors to the village and its key attractions. Working in partnership with these key stakeholders will be critical – particularly in view of the fact that the Racecourse car park is owned and managed by Holker Estates and suggested changes to local accesses and parking management arrangements will directly impact on this key piece of infrastructure.

A Cartmel Township Initiative working group should be established with representation from all relevant stakeholder groups, including the following:

- Lower Allithwaite Parish Council (lead)
- Cartmel in Bloom
- Cumbria County Council
- South Lakeland District Council
- Holker Estates
- Cartmel Priory
- Local business community
- Local resident community
- Cartmel Village Society

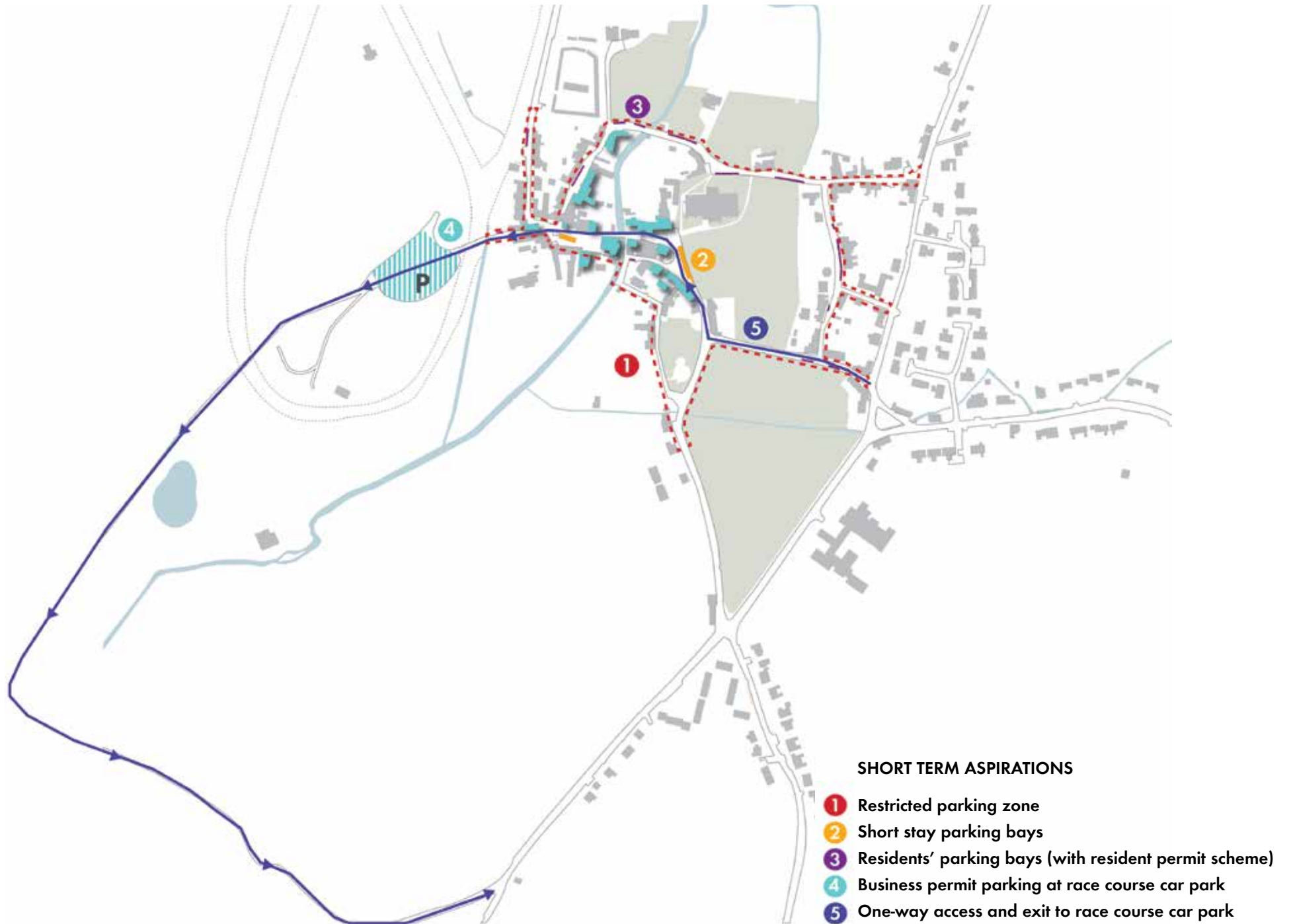
(It is recognised that some representatives sit on more than one of the bodies.)

### Action plan

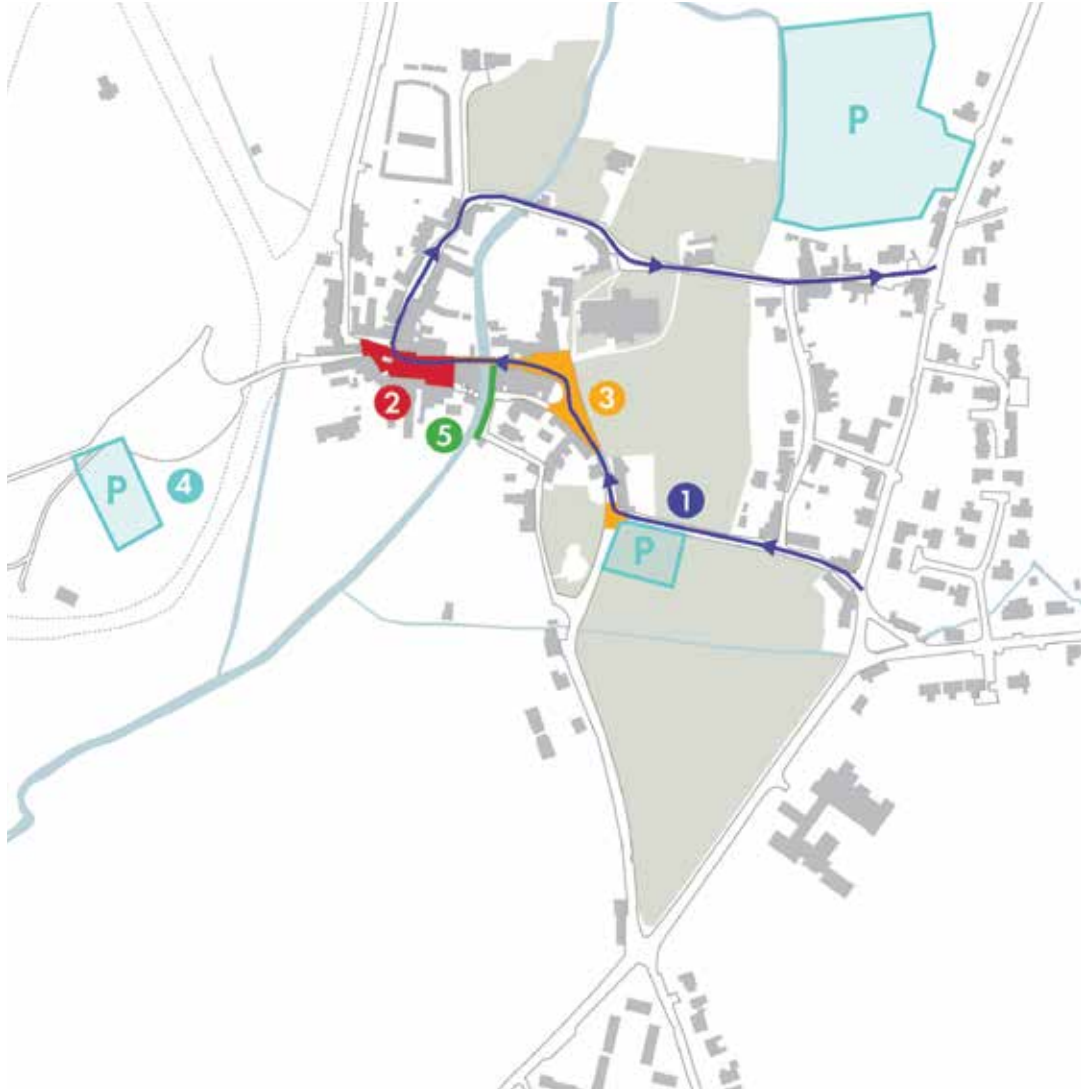
Recommendations on a wide range of issues have been made in this report. The purpose of the Action Plan is to highlight the priority actions which could then be considered by the working group as projects in their own right. Sub-groups could then be formed who would provide regular updates on progress and implementation.

This action plan should be kept under continual review.

## 5.2 LONGER AND SHORT TERM ASPIRATION PLANS







#### LONGER TERM ASPIRATIONS

- ① One-way working
- ② Significant environmental improvements to The Square
- ③ Minor enhancements outside The Priory and at The Causeway junction
- ④ Additional off-street parking provision
- ⑤ Riverside environment improvements

### 5.3 ACTION PLAN

ACTION		NOTES	TERM	LEAD AND PARTNERS	FUNDING/ RESOURCES
1	<b>Introduce a Restricted Parking Zone across the village</b>	This measure will require an associated dedicated consultation period and Cumbria County Council (CCC) approval. CCC will be the responsible body regarding enforcement.	Short	CCC	CCC
2	<b>Introduce short term time-limited public parking bays in the centre of the village</b>	This measure will require an associated dedicated consultation period and Cumbria County Council (CCC) approval. CCC will be the responsible body regarding enforcement.	Short	CCC	CCC
3	<b>Introduce residents' parking permit regime across Cartmel's Restricted Parking Zone</b>	This measure will require an associated dedicated consultation period and Cumbria County Council (CCC) approval. CCC will be the responsible body regarding enforcement.	Short	CCC	CCC
4	<b>Formalise business parking permit scheme on the Racecourse car park</b>	Will need an attractive pricing regime to encourage uptake together with effective promotion. Responsibility for enforcement will be shared between Holker Estates and CCC.	Short	Holker Estates	Holker Estates
5	<b>Improve signage</b>	Develop a signage strategy focusing on clearer directions to the village centre car park, points of interest around the village and parking restrictions.	Short	CCC	CCC
6	<b>Improve coach parking and lay over provision, travelling anti-clockwise along The Causeway</b>	Likely to require a review of on-street parking regime around the junction between Aynsome Road and The Causeway as part of the new restricted parking zone measures.	Short	CCC	CCC
7	<b>Promote Cartmel as a good destination for coach trips</b>	Will require an update of the Cumbria4Coaches promotional leaflet and liaison with Cumbria Tourism. It may be that local businesses come together to contribute to this promotional activity.	Short	Local business community	Local business community
8	<b>Riverside enhancements</b>	Implementing a well designed hard and soft landscape scheme along the river edge to create an attractive amenity for visitors and residents.	Short	CCC	CCC

ACTION		NOTES	TERM	LEAD AND PARTNERS	FUNDING/ RESOURCES
9	<b>Cycle Facilities</b>	Measures would include provision of cycle parking/hire facilities to promote recreational cycling around the village for visitors.	Short	Holker Estates in partnership with CCC	CCC and Holker Estates
10	<b>Formalise race day access arrangements to enable one-way entry/exit of Racecourse car park</b>	Upgrading of the route for public use across private land will need to be progressed in consultation with CCC. Will require directional signage at the threshold with the public highway. Any proposed highway works to improve the exit route from the racecourse should be undertaken in accordance with Cumbria County Council Highway Design Standards.	Short to medium	Holker Estates in partnership with CCC	Holker Estates
11	<b>Improve lighting across Racecourse car park, along routes to and from it and within the village</b>	Design and impact will need to be managed carefully to maintain the rural character and avoid light pollution.	Short to medium	Holker Estates in partnership with CCC and SLDC	Holker Estates
12	<b>Introduce one way entrance arrangement to Racecourse car park</b>	Should only be implemented once exit improvements via the race-day access gate have been implemented. Will need signage on the public highway.	Medium	CCC and Holker Estates	Holker Estates
13	<b>Co-ordinated programme of environmental improvements in conjunction with potential introduction of one-way working</b>	Comprehensive programme of environmental improvements across the village - focusing on the public spaces either side of The Square. Key elements in such an approach would be: 1. A gateway feature at the southern end of The Square to signify entry into the historic core of the village; 2. Agree with CCC and SLDC the pallet of materials for surface treatment improvements; 3. A new pedestrian bridge connecting Ford Road with The Square	Long	CCC in partnership with SLDC, LAPC, local business community - potentially via LEP funding	Explore potential funding streams which might include: • HLF bid • LEP bid



## 5.4 COSTING

Allies and Morrison Urban Practitioners has not provided any cost advice during this commission. Cost estimates included in this report have been provided by the Lower Allithwaite Parish Council.

### **Signage**

The potential cost for 25 signs could be up to £20,000.

### **Racecourse car park access**

Re-routing the access to the car park to non-adoptable standards is likely to cost around £175,000 - £200,000 and to adoptable standards £800,000 - £1million.

### **Additional car parking**

The provision of additional car parking spaces in the racecourse car park is likely to cost around £1,800 per space.



# APPENDICES

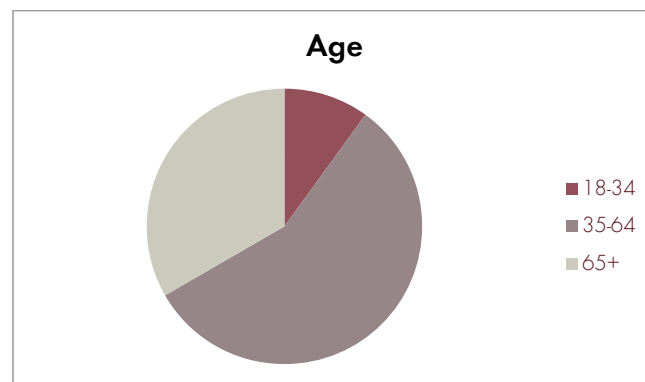




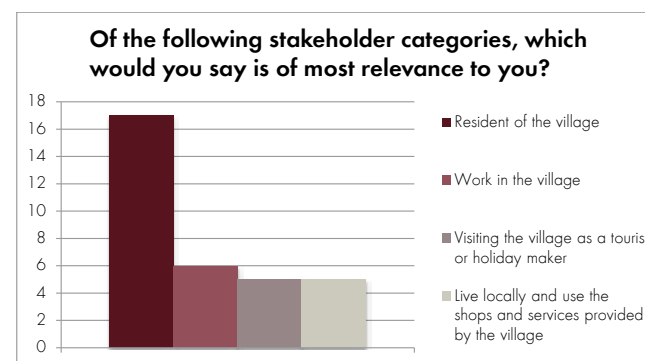
## A PUBLIC EXHIBITION

On 17 July 2014, a public exhibition was held at the Cartmel Village Hall. The event was well attended by local residents, businesses and some visitors to the village. The aim of the exhibition was to test the emerging issues and opportunities identified as part of the Cartmel Township Initiative. A questionnaire accompanied the exhibition, with questions focused around the range of themes presented. The questionnaire responses are analysed below.

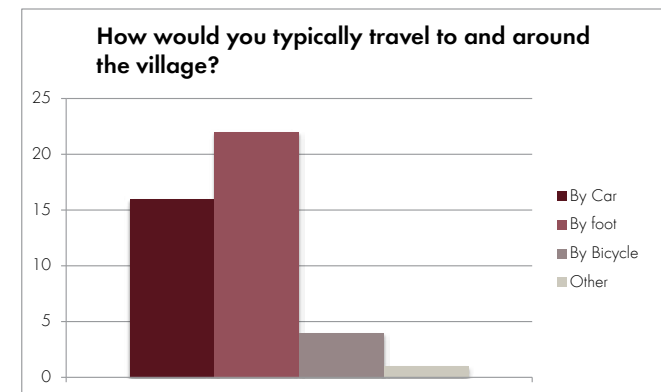
The majority of people were aged between 35 – 64 with the second largest category being the age group 65+.



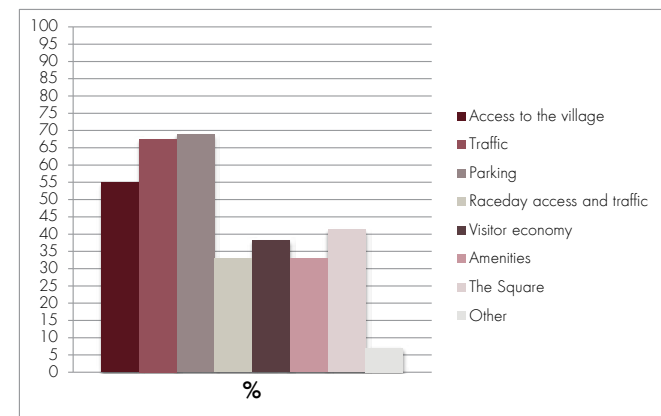
Residents of the village were the main stakeholder category.



The majority of respondents would travel by foot which was closely followed by people travelling by car.



What do you think are the most important issues facing the village?



Traffic and parking are the predominant issues facing the village. This is closely followed by access to the village. Additionally The Square and the visitor economy are also seen as important factors for the village of Cartmel.

The following are sub categories established from the public exhibition which took place in Cartmel. They capture the main thoughts and opinions of the people associated with the village of Cartmel who attended the consultation;

1. Access to the existing car park
  - There is the issue of the current situation of having to drive through the village square to get to the existing car park
  - Holker Estates has already invested in the car park facilities and provides excellent access to the village centre. This also has the capacity to expand
  - Access to car parks should not be through the village
  - The opportunity to utilise the racecourse parking better should be explored
  - There could be better routes - suggestion to talk to local active travel group
  - Caravans for the racecourse should access from a different area.
  - Aynsome Road proposal unworkable- too far from centre.
  - People who park under the current system are faced with having to decide on arrival how long they will stay and pay accordingly. It puts people off return visits other than by finding free parking on the streets.
  - If the car park had an electronic barrier (e.g. Kendal multi-storey car park) where you collect a timed ticket on entry and the barrier only lifted when the paid ticket is submitted. The first half an hour is free.
2. Residents' parking:
  - There should be facilities for residents parking only areas - Parking in The Square should only be allowed for residents and businesses
  - Not sure if there are many resident issues in Cavendish Street to The Square as they are mainly second homes/rentals
  - Any street parking during the day should be locals only by way of a permit attached to the vehicle number and no more than two per household. This would allow houses without car parking the opportunity to park and to off-load shopping during the day.
3. Business parking
  - Businesses should be encouraging their staff to park away from the centre of the village
  - Tradesman vehicles should have access to the race course car park with concessions
  - Employers should help pay for season parking ticket for their employees
  - Space for deliveries needs to be organised in The Square
  - Provide a car park specific for employees
4. On-street parking
  - The only areas in the main part of the village for car parking should be; the marked bays outside the Priory, alongside the Priory Shop, marked bays by The Priory Salon and marked bays in the Square.
  - Introduce time restrictions for parking.
  - HGV's should not be permitted after a certain time of the day.
  - Access to and through the village is very difficult due to inappropriate parking at several points.
  - Parking should be prevented around junctions and at pinch points.
  - No car park at the "front" end of village i.e. off The Causeway.
  - No parking except in the currently marked bays.
  - Limited time or resident parking only – Parking on one side of The Square.
  - Restricted parking - Pedestrian only at certain times in The Square.
  - Need various schemes in various locations that satisfy all.
  - No parking in The Square.
  - Limiting the parking in The Square to residents and shopkeepers using a permit- Introduce one or two hour limits along priory section.
5. Traffic management
  - By reducing traffic and implementing a coherent parking scheme, the environment for pedestrians and cyclists would instantly improve throughout the village
  - Pedestrians only in The Square and keep as many of the historic lanes as feasible
  - To facilitate deliveries to the businesses - "pedestrian only" areas could function possibly between 10 am and 5 pm
  - A one way system via Causeway /Priest Lane should be implemented
  - Double yellow lines needs to be incorporated into a traffic management scheme
  - One way on Cavendish Street and Priest Lane may help access, provided larger vehicles can safely negotiate the corner at The Gatehouse
  - The possibility of introducing traffic light
  - A one way system would improve traffic movements but could make village worse for pedestrians
  - Treatment of surface (cobble) to compliment traffic management scheme

- Formalising the race-day route as the normal access to the car park at all times would be a quick solution, which would facilitate other improvements
  - Pedestrianising the square would be unsuitable due to the needs for access
  - Essential to introduction 20mph speed limit in through the village, happy to park in a car park outside the village as long as it was sensitively designed to complement the village
  - Pedestrianise The Square- Use for more local markets, events etc
  - Reduced traffic through and restrict large vehicles except for essential deliveries
  - Pedestrianise The Square perhaps bicycles could also be allowed
  - Designated driving times in the village, stricter parking, and pedestrian priority
  - Yellow lines restrictions are necessary
6. Signage
- Improve signage throughout the village
  - Improve signage for visitors entering the village
  - At the end of The Causeway, vehicles parking opposite the junction and opposite St Mary's Lodge cause problems. This is made worse by the directional signs being overgrown at this point
  - Clearer signage especially to car park which a lot of current visitors never find
  - Better signage throughout the village
  - Better signposts for car park, particular bad pinch- junction of The Causeway and Ford Road
  - Better signage for visitors parking and attractions as well as for onward journeys
  - The current car park is signposted at the end of The Causeway by a small sign which is often unseen due to overgrown vegetation
  - Signs could be posted at the entrances to the village directing visitors to the car park and stating that there was no car parking in the village other than evenings after 6pm. This would allow the pubs/restaurants to benefit in the evenings.
7. Coach parking
- Keep buses to a separate park
  - Possibly extend lay-by by secondary school
  - Access for bus services is a priority – Coach access car park via the wood access in 7 Acres and non school periods opposite the main school
  - Some parking space for coaches needed but not in front of Priory museum
  - Stop other vehicles parking close to bus stops and close to junctions which the bus routes use
  - Provide better signposting to car park and clear ways through the village to the car park
  - Adequate to keep out of village centre
  - Possibility of operating a “link” bus from e.g. Grange station a few times a day and to tied in with some of the trains and bus timetables
  - Should park by main school at weekends or on the car park
8. Additional off-street parking
- Car parking on Eastern side of village – Short stay facilities and coach area.
  - Consider a car park off The Causeway (field opposite The Causeway)
  - Car park access road to south of village may be good
  - On the side leading in from Allithwaite
  - Provide a new car park from part of field behind Pig & Whistle
  - Disabled parking in village centre, e.g. near church
  - Car park on the periphery of the village
  - External existing car park on racecourse
  - Outside of the village about 10min walk away
  - Coach parking facilities should be improved-Outside village centre
  - Not sure more is needed-If people knew where the existing car park was, they would possibly use it more
  - A new car park is not needed as the present one is rarely full
  - A large reasonably-priced car park on the field opposite the school with no access (except) for businesses deliveries and locals into the village by car would help traffic problems considerably. Pedestrian access could be provided at the corner off The Causeway / St. Mary's lodge
  - Hawkshead-style car park. This would need to be reasonably priced to encourage its use
  - Provide a new car park- Off The Causeway/Clogger Beck

## 9. Routes to the village

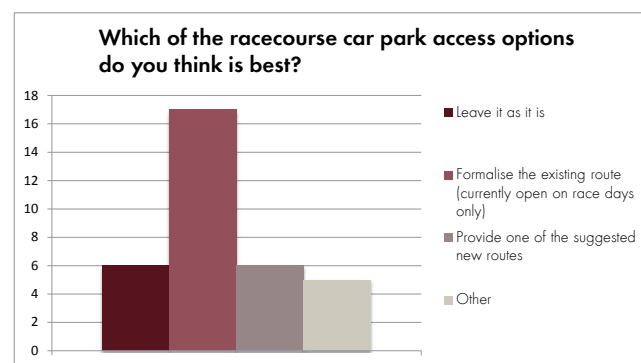
- Vehicular access to the village is a priority and crucial for insufficient local knowledge
- Formalise the raceday route to the carpark permanently for all visitors, cars and coaches
- Create a “sense of arrival” at village entrance - Most visitors arrive along Aynsome Road from the A590. Near the current 30mph sign construct a “village entrance” feature to provide a genuine sense of arrival somewhere special. This entrance to the village could be an important statement about Cartmel. A carpark as an entrance statement is simply not worthy of Cartmel and would give the wrong impression
- Potential pedestrian route to Holton and Cark Station
- Must come through woods as the road is used to bring cars to the race course
- Expand lay by opposite priory school
- Formalise the existing route. This would require two-way or one-way with passing places
- Suggest one way in through village and exit via new route (would it need to be a fully adopted road?)
- Must not be through Grange as there is already traffic problems
- One way system out via Archway and in via Causeway
- Not off Causeway – Improve parking and access (via Car Swans Wood) to Cartmel Park
- Not to implement a one way system, it would speed up traffic
- Essential to retain street particularly on main routes to avoid even more speeding traffic and avoid physical measures that make Cartmel a suburban dormitory rather than a pretty rural village
- Mixed pedestrian / vehicle use – Reduce parking but not to the extent that through traffic has clear route which might increase speed
- Whilst currently traffic is allowed into the village through The Square, it should be stopped approximately two hours before the first race, to make it safer for pedestrians gathering in the square

## 10. Enforcement

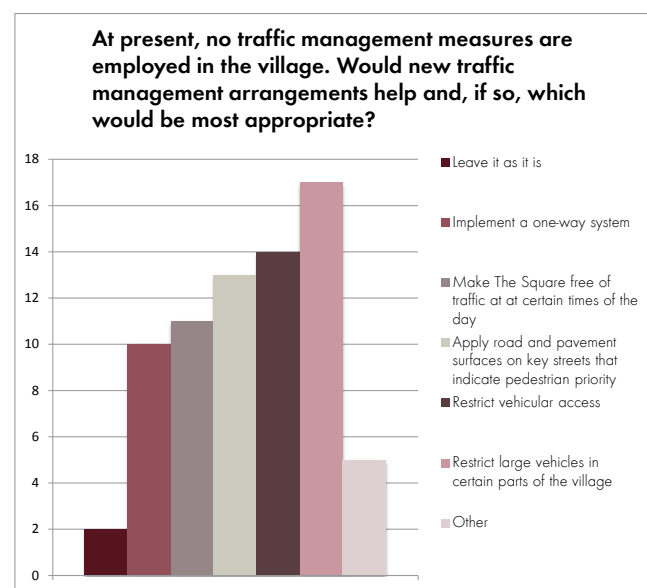
- Police presence
- Residents permits should be “policed”
- Camera enforcement for speeding and parking could be considered -Initially wardens would be good
- Do not want wardens

## Access and traffic management

The preferred racecourse car park access option is formalising the existing route (currently open on race days only)

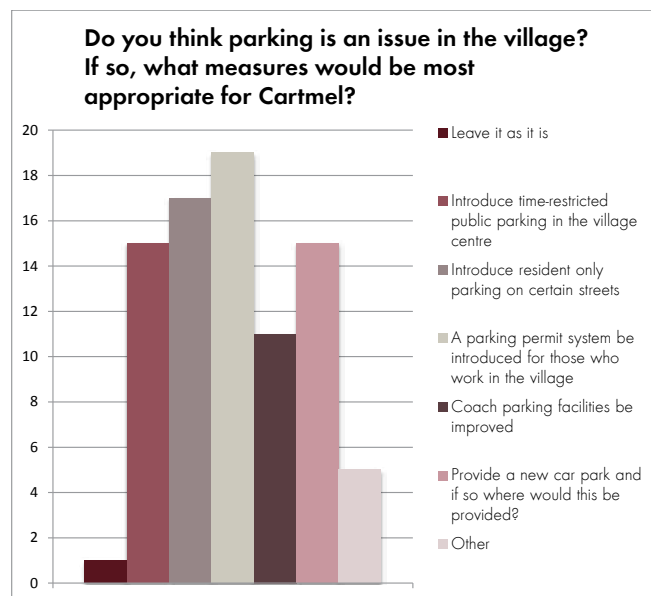


The most appropriate traffic management arrangement selected was restricting large vehicles in certain parts of the village. This was closely followed by making The Square free of traffic at certain times along with applying road and pavement surfaces on key streets indicating pedestrian priority.

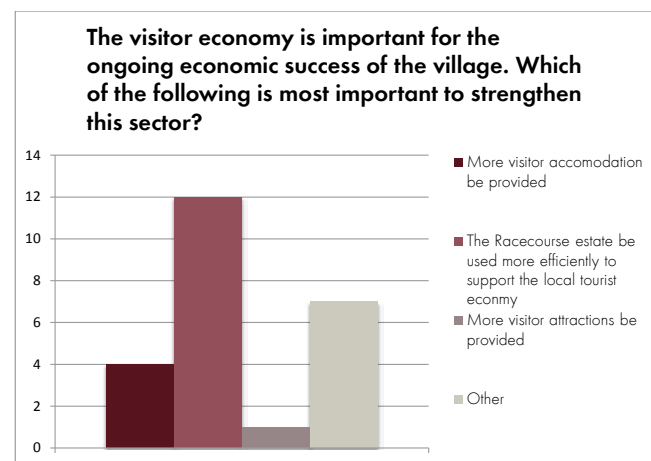


## Parking

The majority believe that a parking permit system be introduced for those who work in the village be the most appropriate measure against parking issues. This is closely followed by the introduction of resident only parking on certain streets and introducing time-restrictions on public parking in the village centre.



## Visitor economy



## Additional comments

- Protection of existing settlement boundary from development and the protection of heritage buildings
- The green spaces in and around the village provide superb views to the Priory and the ancient buildings of the village centre. These features of the village should be kept as present
- Enhance with planting - Introduce planting areas throughout the village to enhance the villagescape
- Employment for young people – so they can afford to live here
- Threat of additional housing developments would result in more traffic/more parking problems
- There should be specific cycle lanes around the village
- A cycle route and cycle stand for locking bikes
- Need for greater safety awareness for cyclists
- Possibility of new football, cricket ground at entrance to village
- Priory developed/heritage/history displays/events
- In terms of catering for visitors it is adequate as it is
- Race day is a planned event - How permanent is this attraction?
- No more visitor accommodation should be provided
- Children play area needs updating with some other equipment
- Village should retain medieval character. Limiting number of visitors can be good to maintain a community sense and working together
- The river is an important amenity/feature winding through village – Attractive sitting/playing space could be created along Ford Road
- Devonshire Square could be improved with a creative landscaping scheme
- The monthly farmers market is a great amenity which should be supported. A new location should be considered.
- Lack of footpaths
- Parking detracts from the beauty of the place and if we lose the visitors, who come because it is attractive, then the local economy and businesses will suffer
- From a visitors point of view a good local butcher and local greengrocers selling local produce and an artisan bakers would improve the strong gastronomic interest of the village
- Londis shop could be improved – for both locals and visitors
- Adequate as it is-Any more would spoil the village
- Cartmel can't stay as it is
- Byways that link communities – used by pedestrians and cyclists (good example in Lancaster)
- What the village needs is for the percentage of live in residence to greatly exceed the number of second homes.
- There is a need for affordable accommodation.



## B BUSINESS SURVEY

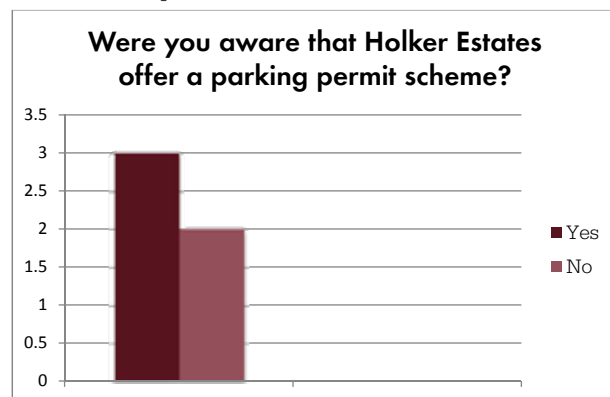
A business survey questionnaire was sent out to businesses based in Cartmel. There were 9 forms completed in total. The names of the businesses that completed the questionnaire are as follows; Pig & Whistle Chamberlain of Cartmel, Kerr & Sons booksellers, Sweeney Bobs & Mrs Lovetts, Aynsome Manor Hotel – Cartmel and L’Enclume, Cartmel Priory CofE School and Greaves Farm Caravan Park.

The following points summarise the questionnaire responses:

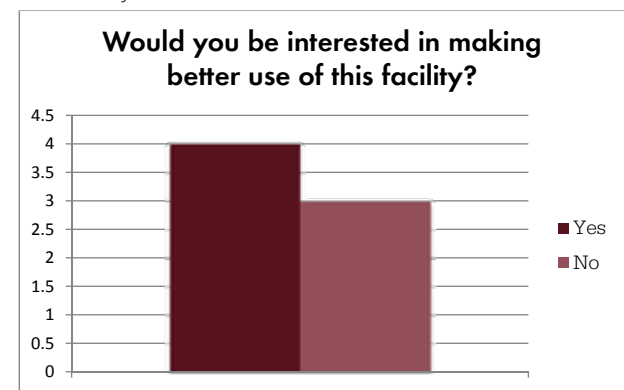
- The majority of respondent businesses have been established in the local area for over 20 years.
- The majority of respondent have also occupied their current premises for over 20 years.
- The majority of employees are working full time.
- The majority of people travel to work by car.



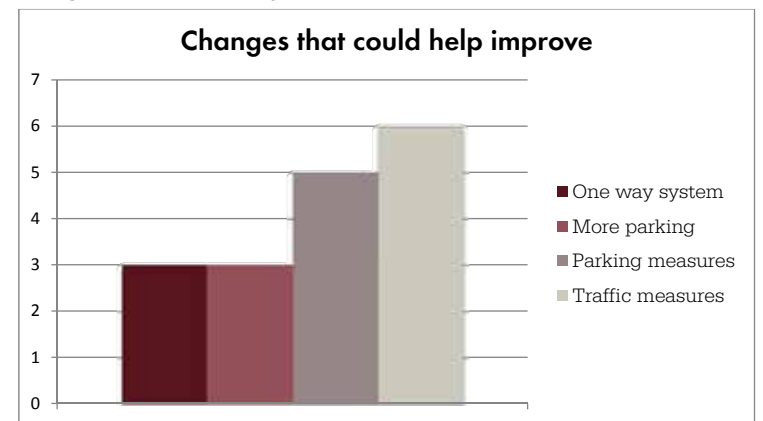
- The majority would park on streets (namely Aynsome Road, Priest Lane and Barn Garth) and some in the car park.
- Working hours vary from the morning to late evening.
- Half of the respondents were aware of the Holker Estates Offer.



- The majority of respondents do not take advantage of the facility with five out of the nine respondents stating “No”.
- Half of the respondents would be interested in making better use of the facility.



- If you could implement three changes to help improve Cartmel Village, what would they be?



## Summary

Half of the business respondents were aware of the Holker Estates Offer parking permit scheme. The majority do not take advantage of the facility but half of the respondents would be interested in making better use of the service. Parking and traffic measure were seen as the predominant factors in terms of helping to improve the village of Cartmel. Additional commentary on parking and traffic measures highlighted by respondents are set out below.

- One way traffic system.
- Better traffic flow.
- Develop on interception car park on the south-east side of the village-near the school for visitors etc.
- Car parking on a second site on the edge of the village
- Build new access to racecourse car park from the Cark Road (same as racedays).
- Finger post signage for business.
- Restrict on street parking to favour businesses and residents – some yellow lines.
- 1 hour free parking outside the shop.
- Create a one way system through the village or car free zone.
- Remove all parking from The Square and encourage a “cafe-culture” environment.
- Increase parking spaces.
- Make Cavendish and Priest Lane a one way street and restrict size of vehicles using such whilst allowing for deliveries, due to pinch points at Gatehouse etc.
- More allocated spaces for Cartmel businesses and their customers.
- Make the centre of the village less congested with cars.
- Re Design traffic calming at Priory School.
- Restrict times and size of HGV's accessing The Square and central area.



## C HOLKER ESTATE VIEWS

The Holker Estate has held land on the Cartmel Peninsula and elsewhere across South Cumbria since the 16th century. The Estate is owned by the Cavendish family and comprises approximately 17,000 acres of land. They are committed to investing locally and working with the local communities. In Cartmel this commitment is illustrated by the investment they have made recently in the Grandstand at Cartmel Racecourse, racecourse facilities and the new village car park and toilet block. The Estate also maintains Cartmel Park and numerous local footpaths/ permissive routes for the benefit of visitors and local residents.

They welcome and support the CTI. As an established landowner in the area they are happy to offer cooperation and assistance. They hope that the CTI will nevertheless respect and recognise the benefits that the Holker Estate and the Racecourse bring to the local community. The impact of any future plans by the Parish Council/CTI on their ability to service this investment will be an important issue for Holker.

As they are one of the primary landowner in the area surrounding Cartmel, it is important to capture the thoughts and opinions of the Holker Estate in terms of the Cartmel Township Initiative. The main points made by Holker Estate regarding the CTI are as follows:

- The routes used for race day traffic should be utilised to relieve traffic congestion in the village centre and improve access to the existing car park. Introduction of a one way system should be examined.
  - Parking in the centre of the village should be restricted to prevent the few car parking spaces that do exist from being occupied by the same people all day and every day. This could be remedied by timed parking restrictions in those areas under greatest pressure.
  - Consideration should be given to extending the existing village car park at the racecourse. Existing infrastructure is already in place including toilet facilities. Car park wardening services could also be extended to cover unauthorised parking in the wider village.
  - A parking permit scheme for businesses based in the village could be accommodated as part of the car park extension.
- An additional dedicated coach park would alleviate traffic congestion in the village and also provide an incentive for more coach parties to visit Cartmel. Holker would be happy to consider providing sites for this purpose.
  - There is already informal access onto Cartmel Park and adjacent woodlands. Holker believes there is scope for formalising and improving permissive access on its landholding around the village.

## ACKNOWLEDGEMENTS

Preparation of this report has been led by Allies and Morrison Urban Practitioners, with support from JMP on transport related issues. Thanks are due to a range of individuals who have participated in the process. These include the following:

The Cartmel Township Initiative Group:

- Barry Dean (FRICS JP Chair)
- Nick Devenish (Vicar Cartmel Priory)
- Phil Turner (Parish Council Treasurer)
- Tiffany Hunt (Cartmel resident)
- David Huggett (Parish Councillor Vice Chair)
- Rod Wilson (CCC Councillor)
- Chris Anderson (Parish Councillor)
- Mary Wilson (SLDC Councillor)
- David Unsworth (Cartmel Guild and Traders Representative)

Kelly Alty (CCC Engagement Officer)

Victoria Upton (CCC Officer)

Peter Hosking (CCC Officer)

Sarah Williams (CCC Officer)

Richard Greenwood (Cumbria Tourism)

Michael Hoare (SLDC Officer)

Graham Darlington (SLDC Officer)

Lorayne Woodend (SLDC)

Jim Atkins (Sedbergh Parish Council)

Percy Unsworth (Resident)

Yasmin Dewan (Resident)

Mike Shaw

Duncan Peake (Holker Estates)

Jonathan Garratt (Cartmel Racecourse)

John Coward (John Coward Architects)

and for the use of the Village Hall and Priory School

Thanks are also due for all the valuable support and comments from residents and Cartmel Business Proprietors and to the Parish Council and Priory School for use of their venues for consultation events.

Finally, thanks are due to all those who have contributed financially to this report, which includes the following:

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Holker Group

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Cartmel Trust

David Crabtree

John Coward Architects Limited

South Lakeland District Council

Cartmel Village Society

WS & AW Walmsley

Barry Dean

Cumbria County Council

David White

Chris Anderson

J P Collins

Cartmel Sticky Toffee Pudding

David Kerr

Top Dog Grooming

L'Enclume

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