

Three Peaks Partnership (formerly the Inter Mountain Working Group)

(organisations managing Ben Nevis, Scafell Pike, and Snowdon – currently includes John Muir Trust, Nevis Landscape Partnership, Highland Council, National Trust, Lake District National Park Authority, Snowdonia National Park Authority, and the BMC)

Aim to improve the sustainable management of events, particularly Three Peaks challenges by:

- Sharing knowledge and best practice
- Improving communications
- Co-ordinated management and response
- Raising awareness and education of users

Sarah Lewis John Muir Trust
Wilderness v commercialisation of our mountains

Graham Standring Lake District National Park Authority
Sarah Medcalf National Trust
Proactive approaches to Three Peaks management in Wasdale

John Harold Snowdonia Society
Getting a grip on the litter – a charity's perspective



What makes Wasdale special?

- England's highest mountain – Scafell Pike (978m)
(around 80% of walkers visit to climb the Pike)
- England's deepest lake – Wastwater (approx 80m)
- Three Sites of Special Scientific Interest and two Special Areas of Conservation
- One of Europe's best preserved patterns of dry stone walls
- Tranquil and wild ambience, away from the bustle of central lakes

**WASDALE
VISITOR
MANAGEMENT
PLAN
2013**

**THE WASDALE WHOLE VALLEY PLANNING
PARTNERSHIP**

REPORT PRODUCED BY: REBANKS CONSULTING LTD AND ASSOCIATES

Visitor pressure

- ❖ At least 250,000 visitors a year to Wasdale Head. 100,000+ climb Scafell Pike
- ❖ Difficult to estimate Three Peaks participants (majority arrive in middle of night) – vehicle and people counters suggest **1500-2000 per night** on a June weekend, with around 140 minibuses using the valley on one night. The peak season is April to September.
- ❖ Community, environment and National Trust as landowner feeling the strain
- ❖ Improved data collection in 2014 – getting to know our visitors and their behaviour (surveys, counters, staff presence)



National Trust

Lake District
National Park



www.nationaltrust.org.uk

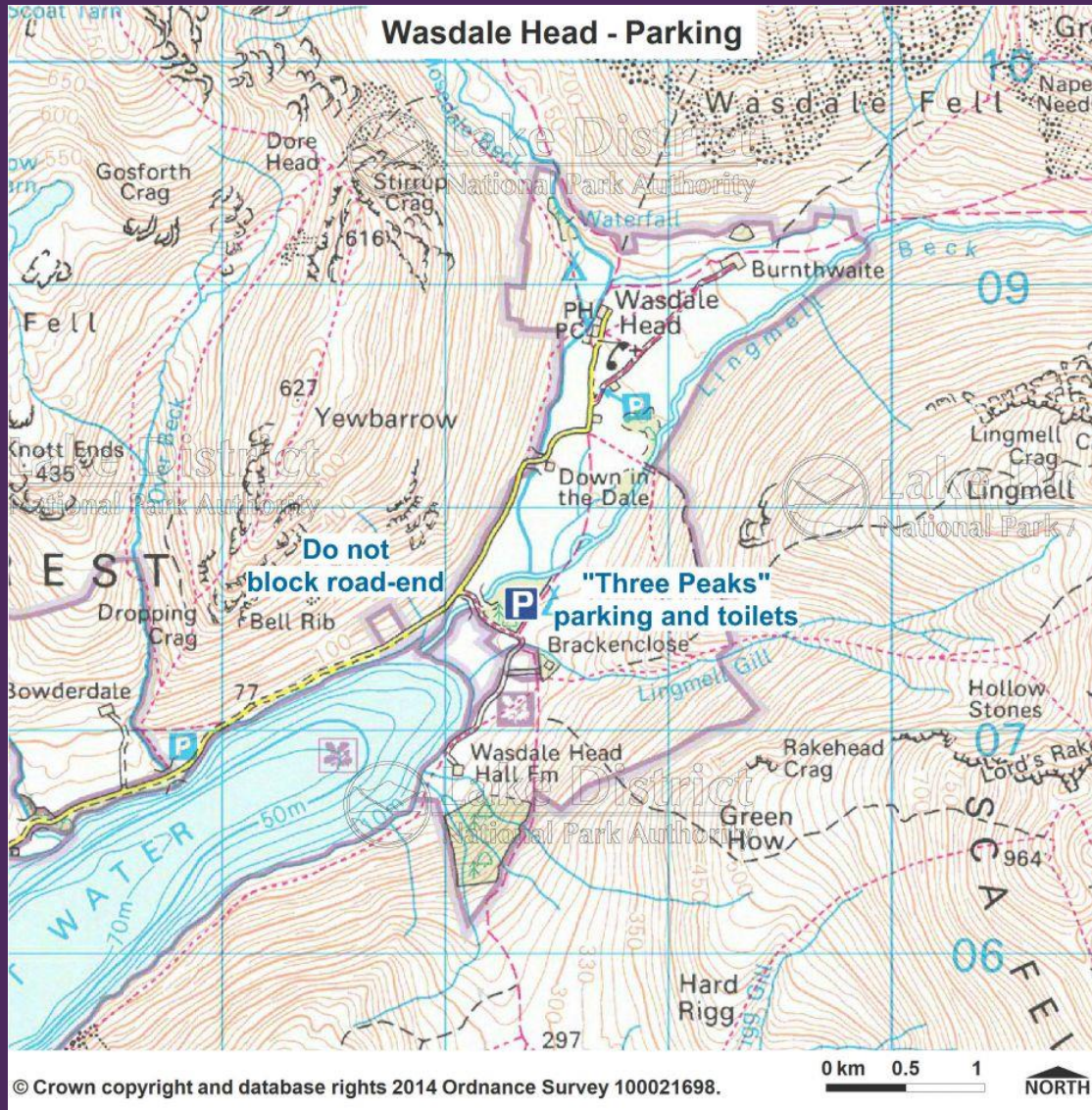
www.lakedistrict.gov.uk





Traffic and transport issues

- Parking on the village green is damaging and open to legal challenge
- Informal and seriously disruptive parking along the road – affects visitors, residents, businesses and the mountain rescue team
- From 2014, overnight parking is now permitted at National Trust campsite (Lake Head) car park
- Three Peaks challengers are encouraged to park at Lake Head







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Toilet & litter issues

- ❖ Litter problems from valley floor to mountain top. Litter bins removed from the village green in 2014.
- ❖ Temporary toilets at the village green not able to cope with numbers of Three Peaks participants, and not always used - antisocial toilet behaviour in many areas
- ❖ New temporary toilets installed at Lake Head for 2014 – improvements planned for 2015. Staff presence in Lake Head car park means litter is dealt with immediately.

All sites need to continue to promote the message to visitors to **TAKE LITTER HOME.**

Footpath problems and Three Peaks impacts

- £500,000 footpath repairs on Scafell massif in last decade
- Ongoing erosion issues due to numbers of users and people avoiding the paths - £250,000 needed for further repairs
- Not three peaks alone, but a huge proportion of our visitors (and they're in a hurry!)
- **Education** of many of Three Peakers required –
- Including path erosion and usage, navigation, noise, litter, toilets and the need for visitor payback



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Communications are key...

The biggest change in 2014 has been proactive communication with three peaks visitors before their visit:

- ❖ Mailing list of large providers and charities – all sent guidelines and a parking map
- ❖ Helpful dialogue with many of these providers – now a two-way conversation, they can provide feedback and ideas
- ❖ Wasdale Welcome leaflet – simple messages, available at Ben Nevis and Snowdon
- ❖ Responsible three peaks film by Movie iT – a more effective way of getting the key messages across
- ❖ Better use of social media and interacting with three peaks participants – targeting individuals as well as organised challenge events



Go before you get to Wasdale

New public toilets are planned for Wasdale Head, but the current facilities are temporary and very basic. Please use motorway services or public toilets before you reach the valley.

Parking is limited

There are plans to improve parking in the next few years. Please follow signs and park as instructed.

Please keep noise to a minimum

If you're arriving in the early hours for the Three Peaks challenge walk up Scafell Pike, please keep noise to a minimum. Respect people living and staying in the valley and maintain your 'silence' until you are some way up the climb out of the valley.

Don't drop litter

Simple – please don't drop it, take it home with you. And if you want to really help, pick up any odd bits you see on the way.

This leaflet has been produced by the local community with support from the Lake District National Park and National Trust. We want you to enjoy Wasdale, and aim to provide appropriate visitor facilities for this world class landscape.



Help us help you

You are one of 250,000 annual visitors to Wasdale. We are raising money to provide excellent facilities for you, such as toilets, car parking, and well maintained footpaths. You can really help by putting money in the donation box, or for footpath repairs donate at www.fixthefells.co.uk

Don't get lost

Make sure you have at least one person in your group who can navigate in difficult conditions. Take the right footwear, clothes and equipment, and bring enough food and drink. Route information and top tips are available at www.fixthefells.co.uk/three-peaks

Weather

Ring 0844 846 2444

Come again

Next time stay a while, explore, enjoy the local hospitality, and get to know the place and the people.

Want to know more?

Steve Jolley, National Trust
019467 23463
Graham Standring
Lake District National Park
01539 792698 Extn 2734

www.lakedistrict.gov.uk

Photo: Geoff Brown, Trip Advisor © 2012, DMM/ST/UK

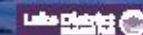
Wasdale Welcome

Gateway to Scafell Pike

Wasdale is a very special place – it is 'Britain's Favourite View', the birthplace of British mountaineering, and an iconic farmed landscape.

Here's how you can help to keep it special.

Thank you!



Three peaks partnership – working together

- Consistent messages and guidelines across all three sites
- Communicating about large events, sharing data
- Three peaks partnership website
 - Currently seeking funding through ACT or other partner
 - Non-commercial information portal providing objective and accurate details of the facilities and guidelines for each site
 - Encouraging responsible behaviour, with case studies of responsible providers and examples of best and worst practice
 - In future, it will incorporate a registration system and encourage donations towards the practical management of the three mountains.

Review of action in 2014:

- ❖ Interim actions were a trial this year, accurate data collection will inform future permanent developments
- ❖ Changes to NT Lake Head car park management - including extending car park, overnight opening for Three Peakers, temporary toilets, increased staffing – positive but more to be done in terms of encouraging use (and better toilets needed!)
- ❖ Visitor survey data shows that all audiences, including those on challenge events, would welcome the opportunity to learn more about the valley (and want to come back!) – **untapped potential**
- ❖ Design and feasibility study for two Wasdale Head parking options. Taking one of these forward and applying for funding and planning permission in the new year.
- ❖ Clear way status due to be implemented in early 2015 – no roadside parking

Longer term actions:

- NT Lake Head car park – plans developed for permanent facilities based on 2014 ‘trial’ to include a Visitor ‘Hub’ with improved toilets and interpretation
- Permanent parking and facilities at Wasdale Head
- Re-instatement of village green
- Funding bids and visitor payback
- Improved walking links from Wasdale Head to Lake Head
- Improved education/ interpretation/signage targeting all visitors – tapping into huge potential three peaks audience
- Marketing/ PR/ Media, communicating with our visitors before, during and after their visit

Keeping Wasdale special for everyone to enjoy, for ever

