

16.vi Tourism Provision & Infrastructure

Summary

The geographical location of Ennerdale is a key factor influencing the nature and scale of tourism provision. As one of the most remote and least visited of all the major Lakeland valleys, the tourist infrastructure is modest when compared to more popular neighbouring valleys (with easier access & more facilities) such as Borrowdale, Buttermere and Wasdale.

Ennerdale is designated a 'Quiet Area'¹ within the Lake District National Park and as such has stricter development control policies in terms of tourist attractions, marketing and visitor facilities. Tourism does however play an important part in supporting the local economy and livelihoods in Ennerdale, with an infrastructure which includes B&B's, Inns, holiday homes, self-catering cottages, camping/caravan sites, a Field Studies Centre, YHA's and a bunk barn.

The long distance Coast-to-Coast² walk attracts a large proportion of visitors supporting accommodation outlets in the Ennerdale & Kinniside Parish, along with two YHAs in the heart of the valley. Additional support comes from 'business tourism' with approx. 10% of B&B overnights³ associated with Sellafield Nuclear Processing Plant. A field study centre at Gillerthwaite draws on a different market, with outdoor activities and education the main attraction for groups. Tourist related facilities are minimal; a village shop and information board in Ennerdale Bridge and two car parks at the west end of the lake.

Actions (within next 10 years)

- Develop a better understanding of the economic significance of tourism provision and infrastructure in Ennerdale.
- Work with local tourist providers to identify tourism opportunities from Wild Ennerdale.
- Work with partners in the tourism industry to ensure the appropriate marketing of Ennerdale.
- Work with other 'wild land' managers (e.g. JMT, SNH, NTS) to share best practice in balancing the sensitivities of tourism in wild places.

[Linked maps: K, R & S](#)

[Linked photos: Plates 45 - 48](#)

¹ Lake District National Park Management Plan, 2004

² Coast-to-Coast = official long distance walking route stretching 190 miles between St. Bees Head (Cumbria) and Robin Hoods Bay (East Yorkshire)

³ Shepherds Arms Hotel, Ennerdale Bridge