



# *A Vision for Burneside*

18 JUNE 2015



BIRDS PORTCHMOUTH RUSSUM ARCHITECTS



Farrer Huxley Associates



## *Contents*

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ABOUT THE AUTHORS

**I.** INTRODUCTION

**2.** WHAT IS BURNESIDE'S POTENTIAL?

**3.** HOW WOULD YOU DESCRIBE BURNESIDE TODAY?

**4.** WHAT IS DRIVING THE APPETITE FOR CHANGE?

**5.** WHAT DEGREE OF CHANGE IS APPROPRIATE OR DESIRED FOR BURNESIDE?

**6.** WHAT SHOULD BE DONE TO INSPIRE WORLD-CLASS COMMUNITY IN BURNESIDE?

**7.** WHAT HAPPENS NEXT?



## About the Authors

THE VISIONING TEAM

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### Noel Farrer FARRER HUXLEY ASSOCIATES

Farrer Huxley Associates (FHA) are a 16 strong award-winning practice offering all aspects of landscape consultancy and masterplanning, founded on the belief that landscape makes an essential contribution to sociable and sustainable places. The practice are members of the Landscape Institute.

Noel Farrer is the founding Director of Farrer Huxley Associates, current President of the Landscape Institute and Past Chair of Policy Committee and Board member for the Landscape Institute and Design Council CABE national design review panel member. He currently sits on other regional design review panels and is a regular columnist and thought-leader on current landscape issues. He has recently been appointed to the Government's Design Advisory Panel for new housing development.

### Richard Portchmouth and Michael Russum BPR ARCHITECTS

Birds Portchmouth Russum Architects (BPR) established their practice in January 1989 and have developed a strong reputation for their award winning projects, visionary masterplans, unique buildings & exquisite drawings. Their work is regularly selected for the Royal Academy Summer exhibition and has the unique distinction of being awarded the RA Architecture Prize on three occasions.

BPR develop proposals by examining the individual requirements of every project. It conceives design concepts and narratives which inform the project development from commencement to completion. Influences range from urban, historical and social analysis, contemporary art and culture extending to the technology of construction. Each project is specifically created and tailored for each context and client.

The practice is renowned for its creativity and innovative use of materials and new technologies. BPR have won many architectural design competitions. A number of these schemes have received a host of awards on completion - a reflection of BPR's strong ethos for quality.

The directors have been visiting critics and lecturers at many schools of architecture and taught at the Bartlett School of Architecture, University College London. Michael Russum is an honorary professor at Nottingham University, while Richard Portchmouth has been a member of a number of London and South East Design Review Panels for the past 15 years.

### Steven Smith URBAN NARRATIVES

Steven Smith is an architect with over 30 years' professional experience of practising as an architect, urban designer and strategist working on a diverse, international portfolio of projects.

His career has developed through his work on projects across Europe, Asia and Australia, and includes some of the most challenging, large-scale development projects in the world.

Steven founded Urban Narrative in 2010 after a successful career at DEGW, an international research-based design consultancy, and before that with Terry Farrell and Partners in the UK and Asia.

Urban Narrative works with clients to create the language for new urban places through research, interactive design, events and enriched conversation.



# Introduction

## What is The Burneside Vision?

This document, The Burneside Vision, is exactly that – a creative imagining of how Burneside could be transformed over the coming years. It is *not a prescriptive blueprint* for future development, but put forward as a document to engage the community and its principal stakeholders.

## Who is involved?

The development of this vision has involved many parties all of whom have a passion and belief that Burneside could be an exemplar community. The team combines immensely creative forces and is underscored by consultation experts who are collectively enthused by the potential of creating a joyful vision for Burneside.

Burneside Parish Council, James Cropper PLC, The Ellergreen Estate, and The Anglers Inn Trust (The Clients), commissioned landscape architects, Farrer Huxley Associates (FHA) along with architects Birds Portchmouth Russum (BPR) and urban design consultancy Urban Narratives.

FHA and BPR have collaborated for many years; we now share the same offices and this decision was based on our collective desire to create unique and joyful places. Together we are currently developing a master plan for Coram Fields, Londons oldest and best public play space, a prestigious project won through a design competition and have previously collaborated on a similar visioning exercise for Clitheroe.

BPR are multi-award winning architects who also have considerable experience in master planning and 'Visioning'; notable projects being their Laganside Masterplan, Croydon the 'Future Initiative' and their 'Vision for Central Salford'.

Urban Narratives is a specialist architectural consultancy advising on the planning and creation of existing and new urban settlements ranging from streets, villages, urban quarters and cities. They work with clients to create the language for new urban places through research, interactive design, events and enriched conversation. There is a strong history of collaboration with BPR most recently on the Vision for Central Salford.

## What has been the timescale?

Work on the vision was commenced in January 2015, and an interim Client workshop was held at the end of March 2015. Following comments from all involved, the completed document for this stage of the vision has been prepared ahead of a final presentation to the Burneside Parish Council in mid-June and further distribution to the wider community.

## What process have we been through?

Our process of research, exploration and articulation that has resulted in the Burneside Vision follows that of the chapter headings for this document.

### Chapters 2-5

*What is Burneside's potential? How would you describe Burneside today? What are the key issues to be addressed? What degree of change is appropriate for Burneside?*

These chapters present the findings from our extensive research. Before we could begin to articulate a future vision for Burneside, it was vital that a thorough understanding of both the place (past, present, village and parish) and the brief was established. This included exploring the extent of ambition and any limitations on the Clients aspirations for Burneside through discussion and workshops. We conducted a detailed site visit of Burneside and its surrounding landscape and communities, which was complemented by in-depth desktop study of the history of the village, parish, and landscape.

### Chapter 6

*What should be done to inspire World-Class community in Burneside?*

Following the establishment of a deep understanding and sense of place of Burneside, work commenced on articulating a vision for Burneside. This chapter presents our ideas of what we believe should be implemented in order to guide Burneside into an exciting future. It is divided into two parts: Part I describes the core principles to inform a strategy for any future development in Burneside. Part II consists of 12 illustrations that embody these principles and together form an overarching illustrated vision for the future of Burneside.

All work has been completed in dialogue with the clients. An interim workshop was held in mid-March and this document incorporates all comments and outcomes of that meeting.

## What documents have been consulted?

Numerous documents have been consulted throughout this process to develop and deepen our knowledge of Burneside. This includes:

- *Burneside: An Illustrated Profile of a Cumbrian Village* (produced by the Burneside Heritage Group)
- *South Lakeland District Council (SLDC) Local Plan* (2010)
- *SLDC Land Allocations* (2013)
- *SLDC Local Development Framework Burneside Fact File* (2011)
- *Action for Communities in Rural England Reports* (2013) for Strickland Roger and Strickland Kettle.
- *Burneside Action Plan* (2010)
- *Ward Profiles from Cumbria Constabulary* (2001) for Staveley and Burneside

## What happens next?

The primary outcome of this body of work is to influence planning policy through informing a neighbourhood plan. In the meantime small changes that have a high-impact such as improving street furniture, landscaping and signage throughout the village should be implemented.

However, it is also important to remember that the quality of change is more important than the speed of change; it is the attention to detail that will make Burneside a world-class village as much as the individual developments.

The establishment of some key performance indicators (KPI's) may offer a useful tool to the Parish Council to evaluate the progress of transformation within the village. This may include targets such as achieving a particular level of mill-employees choosing to reside in the village, or visitors using Burneside's facilities.

A vital part of the process going forward will include addressing constraints such as the current sewerage limitations that at present restrict the number of new dwellings possible within the village.



## 2

### *What is Burneside's Potential?*

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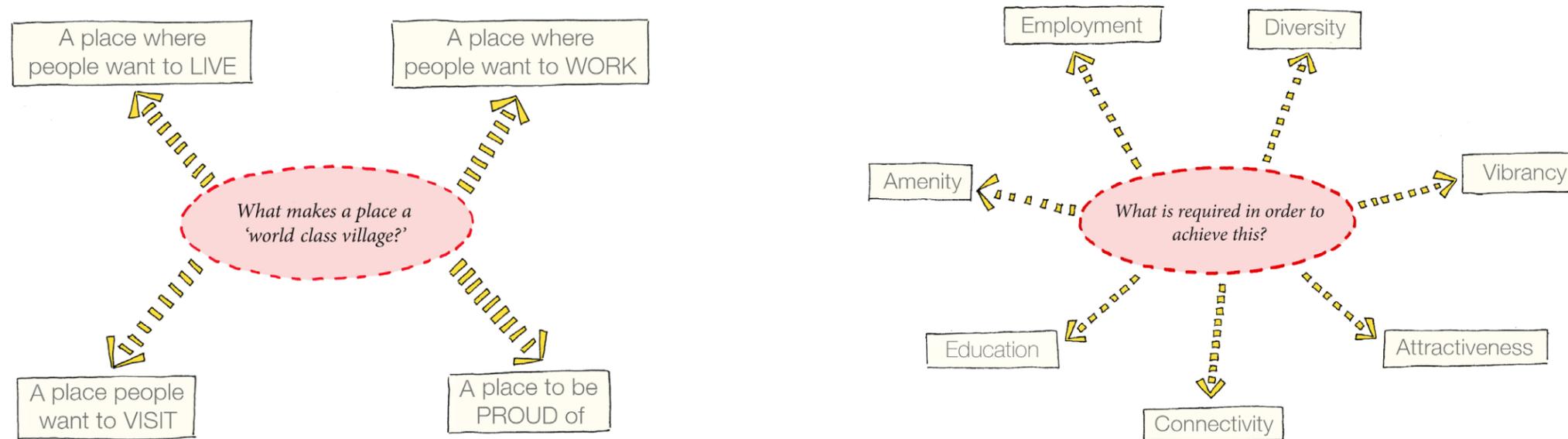
It is the aspiration of the Client that Burneside is transformed into a world-class village for the benefit of the whole community. A world class business, James Cropper PLC, exists at the heart of the village which provides a catalyst and benchmark for the transformation and rejuvenation of the village.

*What constitutes a World - Class Village?*

*Are there aspirational examples?*

*Who thinks Burneside has this potential?*

*Why has the work been commissioned?*



**What Constitutes a World - Class Village?**

Well-established principles for creating an exemplar community broadly stipulate that a world-class community is one where people want to live, work, visit and that inspires pride. It is a multi-faceted, vibrant and diverse place with opportunities for employment, education, relaxation, and high quality housing stock. Crucially, it is a place that has a strong identity that resonates with its residents and attracts visitors and new residents alike.

**Are there aspirational examples?**

Staveley, Snape Maltings, Dartington and Saltaire are all English communities that have reinvented identities that draw large visitor numbers following their transformation. There is some debate as to whether these examples are truly world-class communities, however there are still lessons from each that can be applied to the transformation of Burnside. Most notably is the importance of public communion and celebration which routinely brings people out of their homes and from further afield into the village to breathe life and vitality to the place.

It is important to note that Burnside differs from these examples and is unique in that it benefits substantially from the ongoing operation of the Mill at the heart of the community. More should be done to celebrate and take advantage of this relationship.

**Who thinks it has this potential?**

The Burnside Parish Council, James Cropper PLC, Ellergreen Estates and The Anglers Inn Trust are the principle stakeholders and the driving force behind the production of this document.

Their shared desire is to make the most of the emerging Localism agenda (communities taking responsibility for their own direction) and that developments in the village should be joined up and contribute to overall improvements.

James Cropper PLC owns and operates the Burnside Mills site, covering paper and advanced materials production. It creates some of the World's most distinctive and technically advanced paper products, using materials from cotton and wood to carbon fibre. The business has been family led for six generations and it is the largest private sector employer in South Lakeland. As well as the Mills it owns other land and buildings in the village.

The Anglers Inn Trust is a charitable organization, which owns large areas of land within Burnside, including the community football fields, tennis courts and most recently the village pub.

The Ellergreen Estate manages most of the land surrounding the village including an area allocated for housing development adjacent to Hall Park.

Burnside Parish Council is a locally elected civic body representing the interests of the parish community. Since the introduction of the Localism Act in 2011, Parish Councils have significant opportunities to shape new development within the communities by coming together to prepare neighbourhood plans.

**Why has the work been commissioned?**

The village has suffered from under investment and little care. Despite its beauty and some excellent amenities Burnside is overlooked. The Parish Council and key stakeholders all recognised the poor 'sense of place' and low pride in the village. Present planning policy for Burnside, including the allocation of 93 new homes at the village periphery, has the potential to further exacerbate existing areas of concern within the village. As discussed, the Localism Act of 2011 empowers communities with far greater opportunities to effect development and change within their boundaries. Burnside Parish Council along with James Cropper PLC and Anglers Inn Trust have commissioned this piece of work in order to inspire a wholesale creative and realizable vision of what Burnside could be; to guide change, inform a Neighbourhood Plan and promote new investment that greatly exceeds existing planning parameters.

ARE THESE WORLD CLASS VILLAGES?



STAVELEY, NORTH CUMBRIA

**Staveley Mill Yard:** A collection of businesses, both industrial and retail  
**Hawkshead Brewery :** Beer Festival  
**Staveley Carnival :** Workshops in costume making, drumming and performance arts  
**Excellent Services for its Size:** pubs, shops, cafes, restaurants, doctors surgery, pharmacy

SNAPE MALTINGS, SUFFOLK

**Snape Maltings Concert Hall:** Home of Aldeburgh Music Festival  
**Independent shops,** cafe, tea room and pub  
 Wildlife walks and river trips

DARTINGTON, DEVON

**Dartington Hall Trust :** Programme of education, performance, festivals, film and community days  
**'The Shops at Dartington':** Independent shops and cafes

SALTAIRE, BRADFORD

**Saltaire festival:** Celebration of music and art  
 Roberts Park bandstand, vintage fairs, outdoor events and street parties  
**Salts Mill:** Converted to permanent gallery  
**Saltaire Brewery:** Beer Festival



### 3

## *How would you describe Burneside today?*

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Burneside Parish is located to the north of Kendal on the fringes of the Lake District National Park. The only substantial settlement within the Parish is Burneside village although there are numerous isolated farmsteads and country houses across the landscape.

Burneside village forms part of a journey along the River Kent valley from Kendal to Staveley through beautiful Cumbrian landscape. Historic sheep grazing has left a rolling landscape that is largely devoid of woodland. An ACRE (Action for Communities in Rural England) Report issued in 2013 paints a picture of a broadly average community with slightly below average affluence (6th out of 10 deciles of deprivation) and slightly greater than average travel distance to important community resources such as doctors surgeries, pharmacies, supermarkets and schools.

Burneside's history is strongly connected to the River Kent and the development of water-powered mills along the river's course, including wool and cotton mills. Burneside Hall dates back to the 13th century, and there were already mills in the area at this time. A paper mill was built at Cowan Head in the early 1750s and the Burneside Mills site converted to paper in the 1830's. James's Cropper bought both mills in 1845. The opening of the railway line in 1847 allowed the Mill to grow nationally and sustain a growing community around it over the next century.

The village underwent significant growth in the post-war years with the development of the Hall Park and Churchfield estates.

Burneside currently sustains a population of around 2000 people in 850 homes, with a slightly higher than average concentration of social housing. The Mill employs approximately 500 people, but only around 10% choose to live in the village. The village is connected to Kendal, Staveley and onwards toward Windemere, by rail. However it is limited and infrequent service that doesn't easily facilitate use for commuting. Likewise, a limited bus service operates between Burneside and Kendal. A 'rat-run' between the A591 and A6 bisects Burneside, and HGVs servicing the mill also use this route. This is the way the majority of road users approach Burneside. Burneside is listed as a stopping point on the Dales Way long distance walking route, however, the path itself skirts around the village.

The community benefits from several key amenities, including the village pub, shops, primary school, fish and chip shop, Bryce Institute and sports clubs including tennis, football, cricket and bowling. However, some facilities are suffering from under investment and under utilization due to the small population and none provide a focal point for the village. Many of the village's historic buildings are good examples of local vernacular architecture, using local materials and techniques to maximum benefit, however the majority of the housing stock is more contemporary and of lower quality.

*Where is Burneside Parish?*

*Who lives there?*

*What is the landscape character?*

*How did Burneside Village come to be?*

*What is Burneside like today?*

*Who lives in the village?*

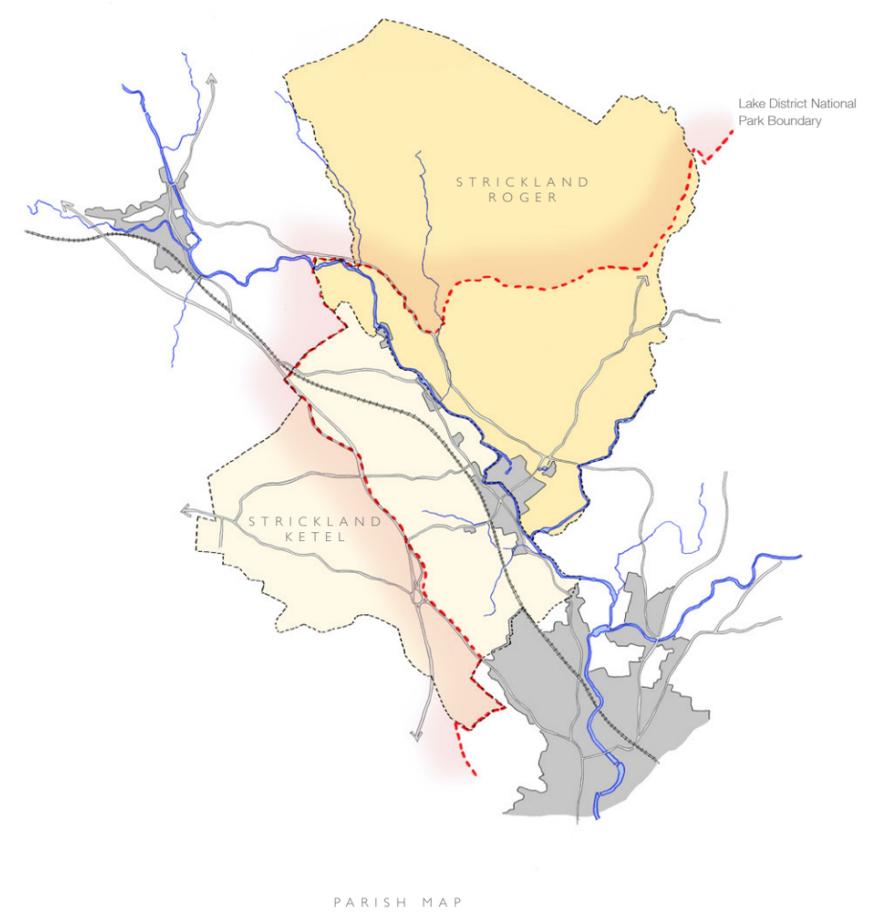
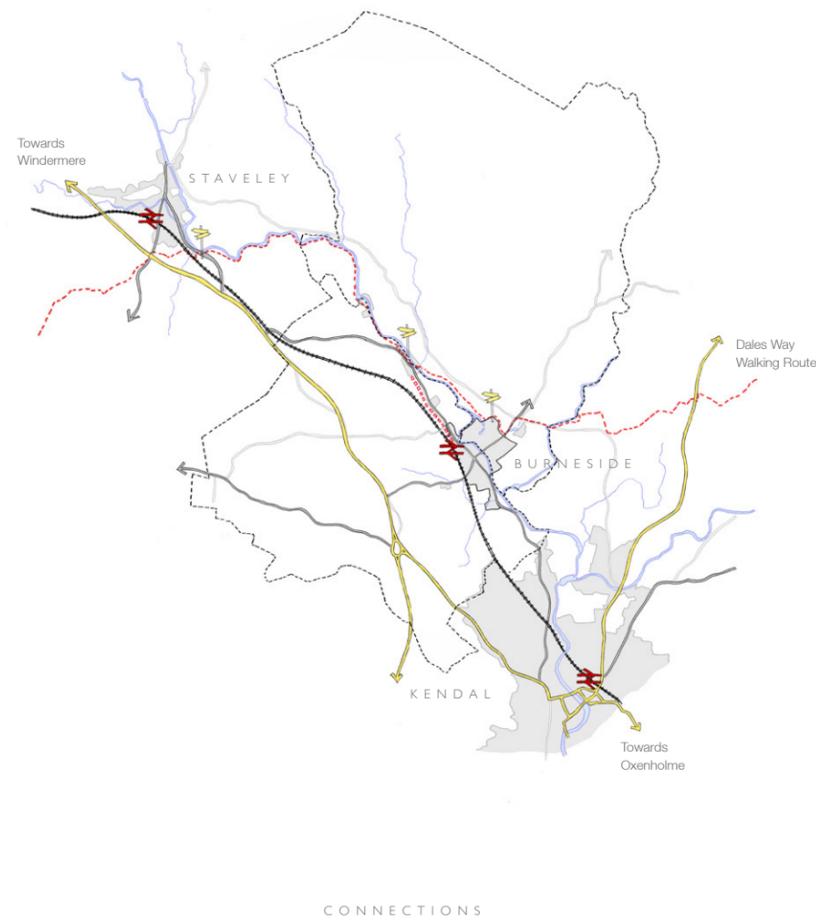
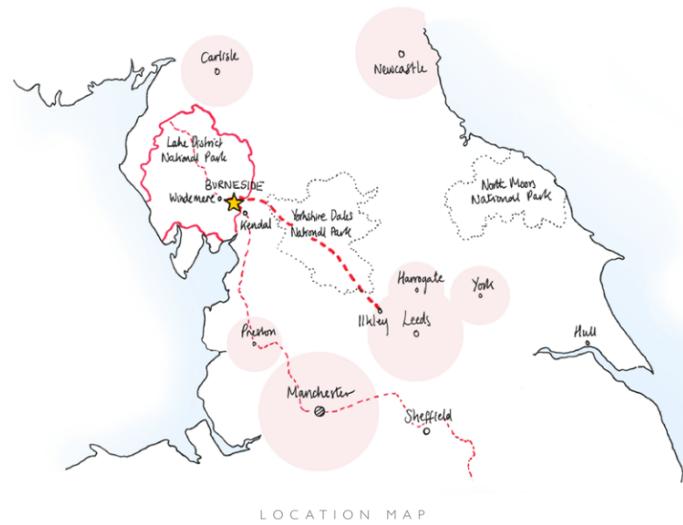
*What are the major environmental considerations?*

*How does Burneside connect to communities beyond the village?*

*What are Burneside's greatest assets?*

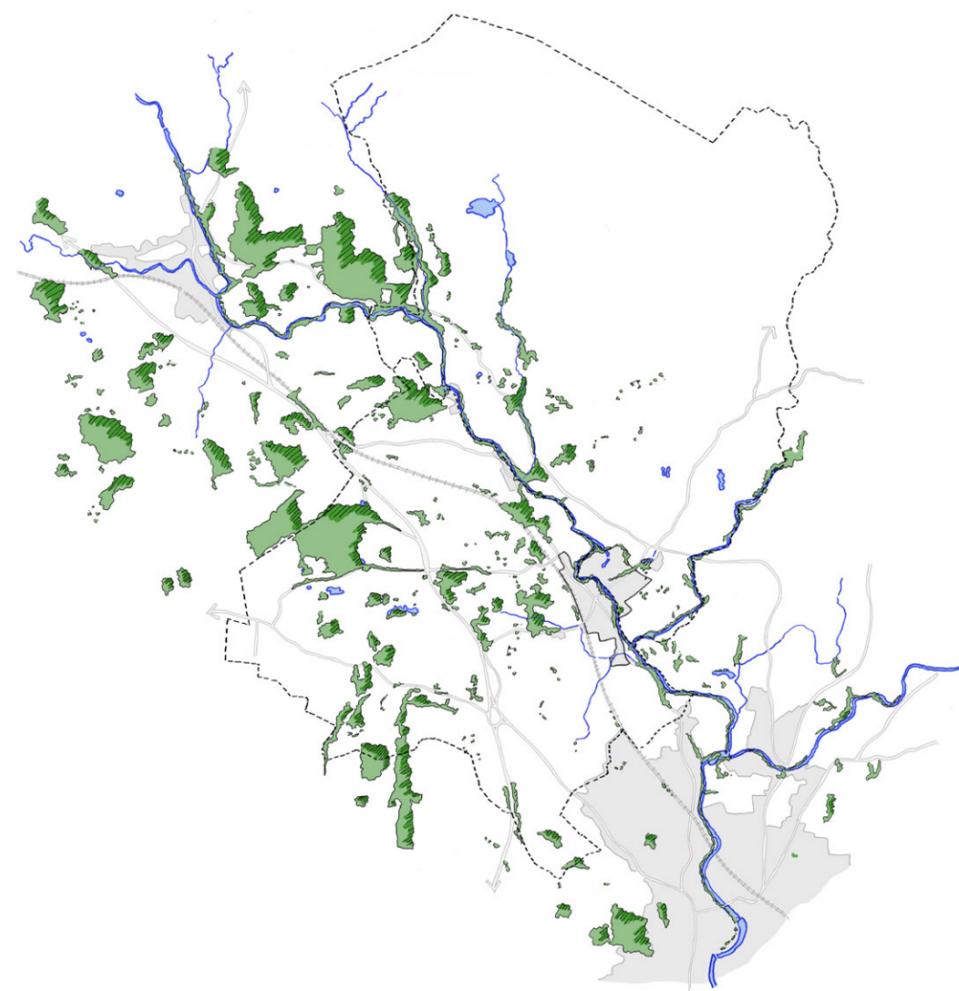
## Where is Burneside Parish?

- Located just outside the south eastern boundary of Lake District National Park, in Cumbria, North England
- Approximately 1.5hr from Manchester, 1hr from Carlisle, 4.25hr from London by road
- 1 direct train a day from Manchester Airport (duration: 2.07) through Manchester Piccadilly, Preston and Lancaster. 1 train an hour via Oxenholme
- Stopping point on the Dales Way long distance footpath
- National Cycle Way 6 (from London to Keswick) runs through the village
- Some of the parish area is sited within the Lake District National Park
- The Parish is administered by South Lakeland District Council (SLDC)

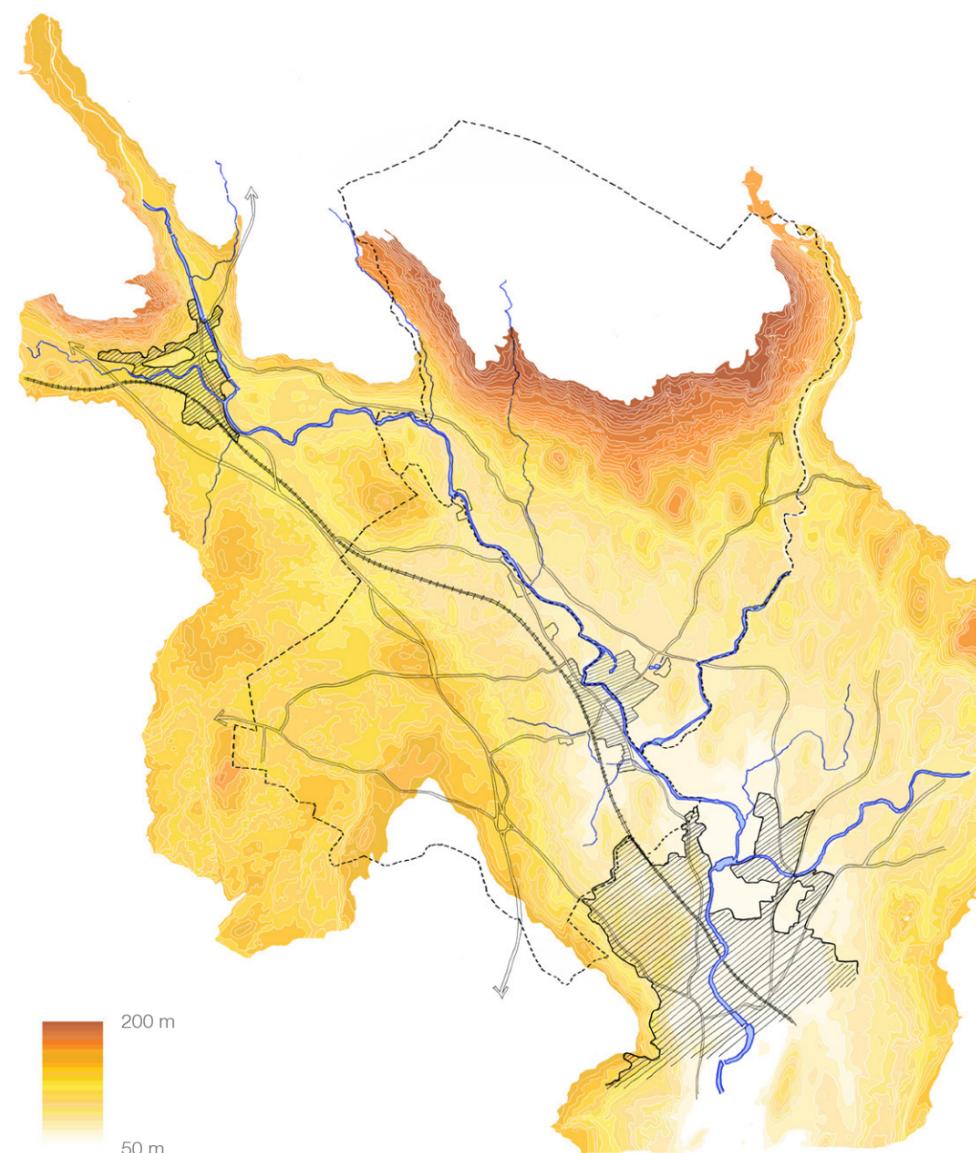


PHYSICAL GEOGRAPHY

- The Parish consists largely of rural, pastoral landscapes
- Historic sheep grazing on the hillsides has resulted in an absence of trees, barring small, sparse patches of woodland
- The Parish topography is dominated by the River Kent valley, falling from the north



WATER AND WOODLAND



TOPOGRAPHY

### SOCIAL GEOGRAPHY OF BURNESIDE PARISH

Burneside Village is the only significant settlement within the Parish

It forms part of the journey between Kendal and Staveley, following the River Kent

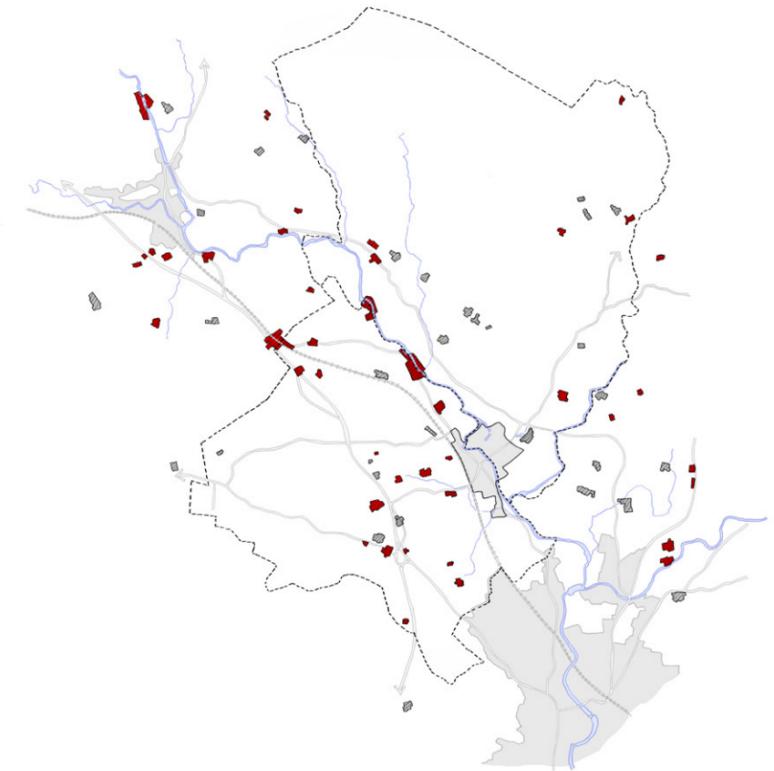
Smaller clusters of farmhouses proliferate the surrounding landscape

Action for Communities in Rural England (ACRE) reports from 2013 suggest:

- Broadly average English community
- Slightly higher population over 65
- Remote community with significantly greater travel times to important resources such as supermarket, GP surgery and secondary schools
- 6th Decile Deprivation (10th being most deprived)
- Below average claimants for all DWP benefits
- Significantly lower than average quantity of homes that are council tax band 'A', with significantly higher than average homes in bands 'E', 'F' and 'G'
- Residents perceive low-crime rates, and high degree of responsibility
- Population has a higher than average civic-engagement



MAJOR SETTLEMENTS



ISOLATED SETTLEMENTS

## How did Burneside Village come to be?

3

- 'Stercaland' (Strickland) is listed in the Domesday Book, and the land transferred to Messers Roger and Ketel sometime after 1086. Authors of the Domesday book largely ignored the north of England as it was considered to be wilderness
- Burneside Hall dates back to the 13th Century and there were mills in the area by that time.
- Water power and paper production is at the heart of Burneside's modern history. Paper making started at Cowan Head in 1753, and woollen and cotton mills were developed at Burneside from a similar date. Burneside Mill was converted to paper in the 1830s and industrial machinery was first introduced in 1835. James Cropper bought both paper mills in 1845
- Oxenholme-Windermere train line was opened in 1847 and contributed greatly to the success of the paper mill

### WHAT ROLE HAS THE JAMES CROPPER PLC MILL PLAYED IN VILLAGE DEVELOPMENT?

- In 1845, the business was sold to James Cropper who wished to move closer to his future wife.
- The expansion of the village from the 1840s to the inter-war years was financed by the business and the Cropper family, sometimes at a loss in order to provide good quality accommodation to employees.
- The Cropper family were Quakers and previously Liverpool merchants heavily involved in the abolition of slavery and other philanthropic causes.
- Strong values continue to be important to the business today and over the generations the company and its directors have played a leading part in supporting the Church, school and other institutions including the Village Hall, and the Bryce Institute which was paid for by director John Bryce.
- The Cropper family have led the business for six generations and have always been closely involved in their local communities.



Burneside Hall, owned by the De Bruneshed family until 1290



C . 1 8 2 0



Water Powered paper-mill first industrialised in 1835 (image c. 1850)



Opening of the Oxenholme-Windermere train line in 1847 enabled the village to flourish



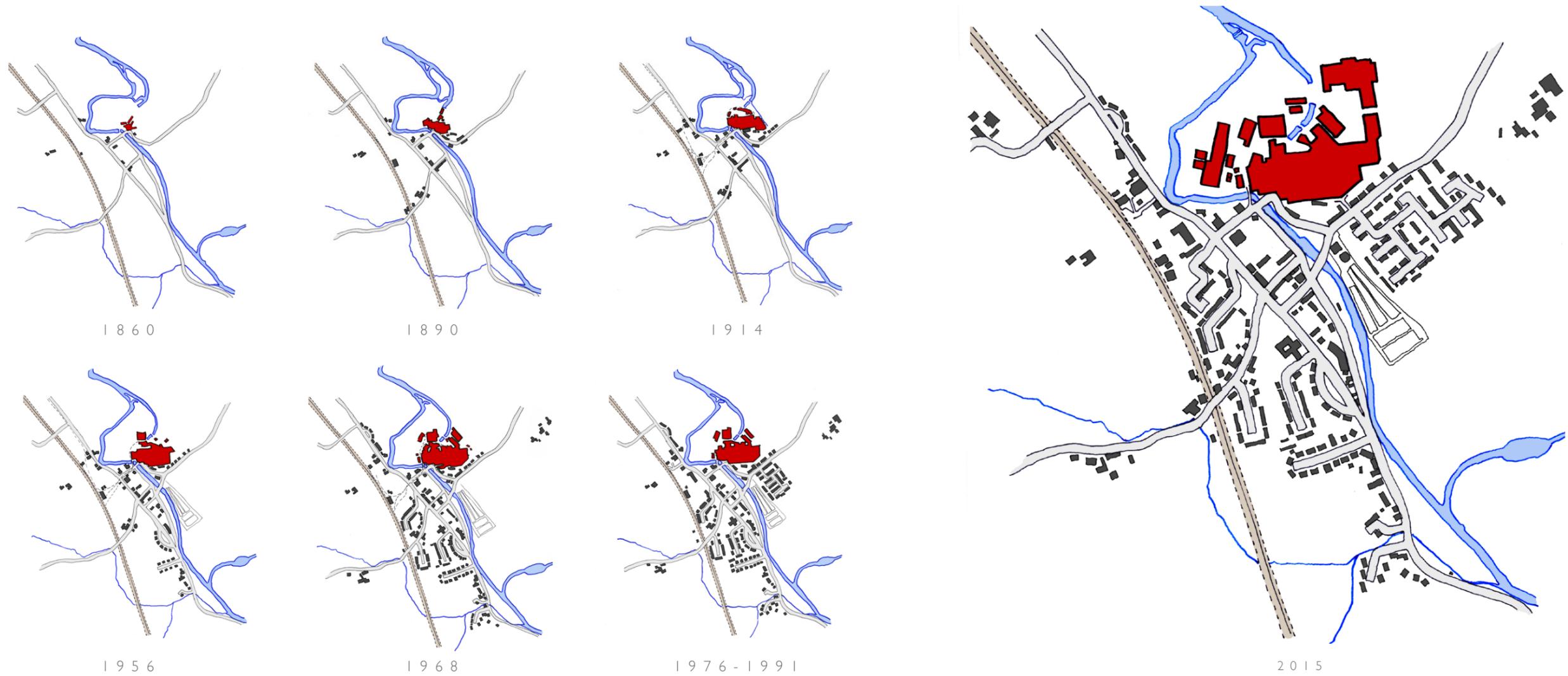
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## How has Burneside grown?

- Growth in Burneside was historically linked with the growth of the paper mill
- Workers accommodation grew up around the mill, church and the main road into Kendal
- Train sheds serving the railway and tramway between the mills at Burneside and Cowan Head filled the land between village and railway.
- New, 'modern' housing estates sprang up in the postwar years and the village has since experienced steady and significant residential expansion



Burnside could be described as a divided village; The River Kent bisects the village from north to south separating the mill from the primary village area; the Hall Park housing estate (which has a high percentage of social housing tenants) is opposite the mill and feels isolated and has poor integration into the village community. Scrub trees along the river bank screen the mill but further exacerbate the feeling of separation between the east and west sides of the village.

The village benefits from many amenities including the Bryce Institute (meeting and performance facility) and several sports clubs and grounds. However, the cricket and football clubs are located across the railway tracks that define the village's western boundary forcing people to use the manually controlled level crossing for access.

The primary vehicular access routes cross at the middle of the village; however this is a staggered crossroads, which provides a poor sense of arrival at the village core.

At the interim workshop meeting, Burnside was described as a place where people walk around with their heads down, avoiding engagement with their physical and social surroundings. This description is contradictory to the 'higher than average levels of community engagement' described in the ACRE reports for the Parish.



CHARACTER AREAS

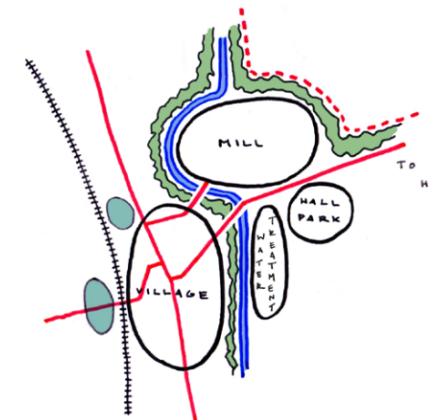
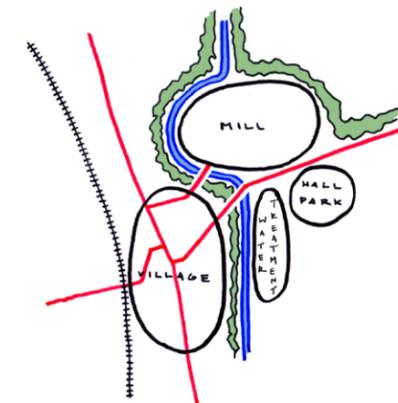
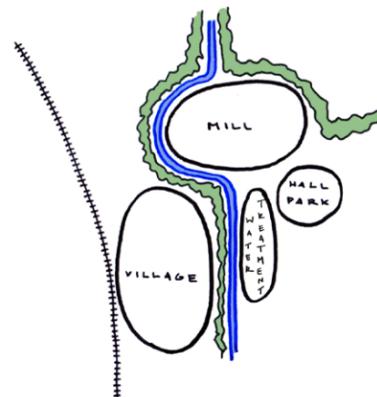
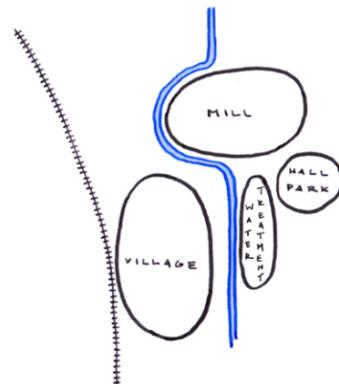
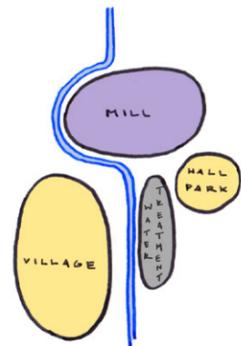
2015

BOUNDARIES / BARRIERS

VEGETATION BARRIER

ROUTES

AMENITY



Village consists of four dominant areas: James Cropper PLC, water treatment Works, Hall Park residential estate, and the primary village area (residential)

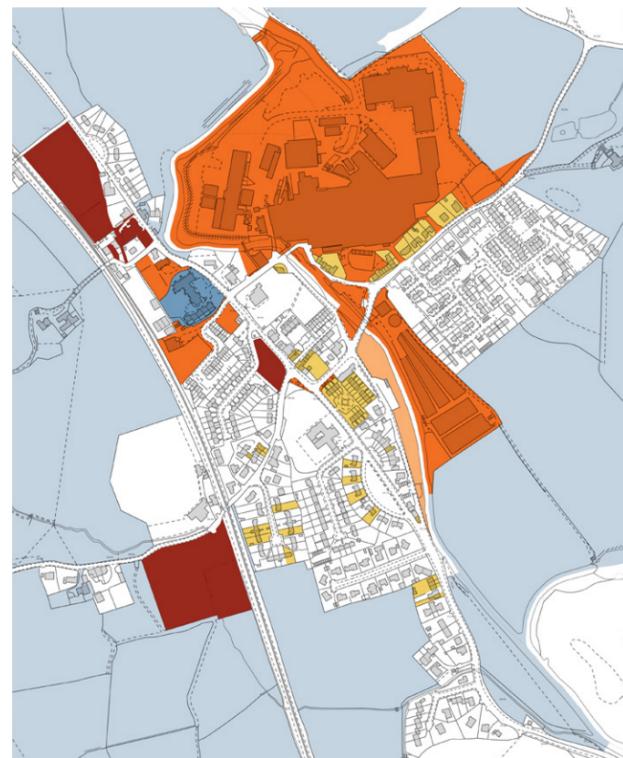
Village has become squeezed between the railway and the river which form physical barriers

Trees along the river screen the Mill and water treatment works. These create a barrier between the village, mill and amenity of the river

Two river crossing points: the historic bridge by the mill, and the modern 'New Road' bridge which ultimately connects to Kendal

Primary outdoor amenity spaces (football and cricket club) located over the railway, along Hollins Lane which has no pavement. Bowls and tennis club and Bryce institute located on northern edge of the village. Dales Way skirts around the back of the mill without drawing people into the village

- The village population is currently just under 2000, living in approximately 850 households
- The number of owner-occupiers is below national average, with an above average provision of social housing
- 28% of Burneside's population is considered 'hard-pressed,' whilst 44% of the population is classed as 'Wealthy Achievers' (*Cumbria Constabulary Ward Profiles 2011*)
- The Mill employs approximately 500 people, of which roughly 10% reside in Burneside



**R O A D :**

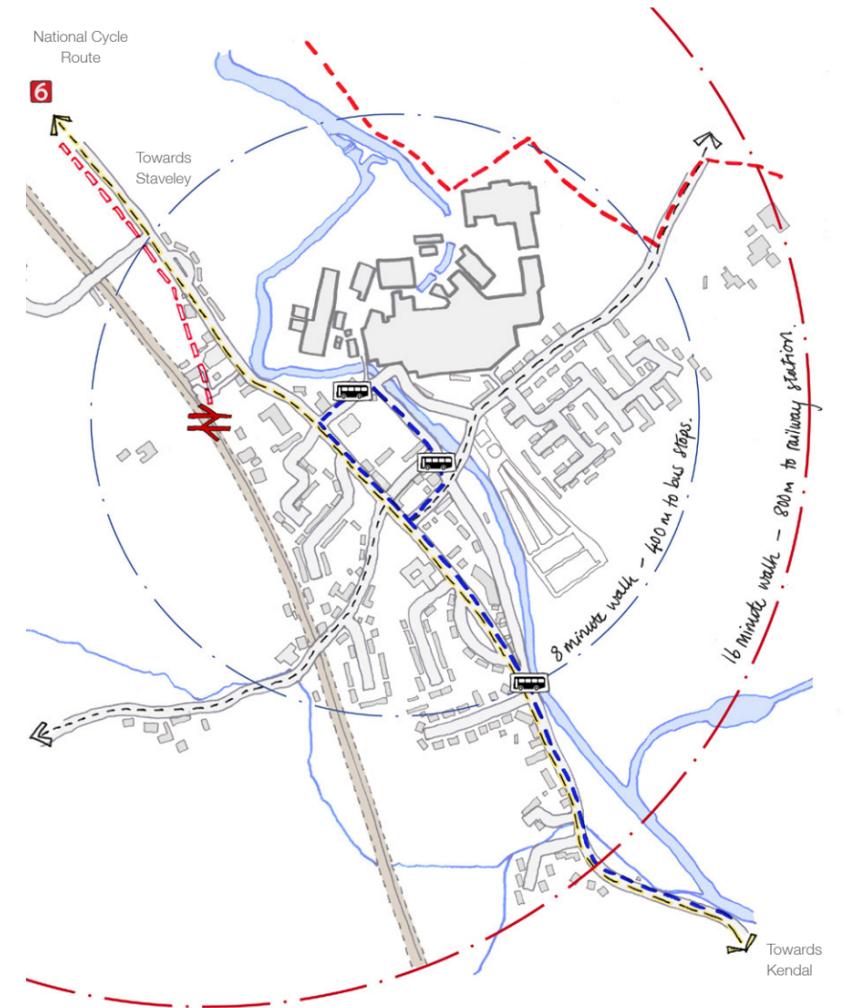
- The main road runs through the middle of the village, connecting to Staveley and Kendal
- The 'Rat Run' between A519 and A6 crosses through the village. This is the way the majority of road users approach Burneside
- HGV's for servicing the Mill cut directly through the Village Core

**P U B L I C T R A N S P O R T :**

- Burneside is connected by both rail and bus routes
- The station is poorly signed and remote to the village core
- There is 1 train per hour, at most, running North to Windermere or South to Oxenholme. From Oxenholme there are good connections across the country
- There is proposed electrification of the Oxenholme-Windermere line by 2016/2017
- The number 45 Bus connects Burneside and Kendal which is a limited service. The route takes the bus through the most pleasing parts of the village

**P E D E S T R I A N :**

- The Dales Way long-distance footpath skirts around the edge of the village behind the mill buildings
- The provision of pavements throughout the village is poor



- Much of Burnside is within Flood Zone 2, 3a or 3b  
 Flood Zone 2: 1 in 100 to 1 in 1000 year risk  
 Flood Zone 3a: 1 in 20 to 1 in 100 year risk  
 Flood Zone 3b: FUNCTIONAL FLOOD PLAIN. 1 in 1 to 1 in 20 year risk
- A Flood Risk Assessment (FRA) will be required for any development in zones 2 and 3a, to demonstrate that the site will not be at risk of flooding, will not exacerbate flooding elsewhere and that appropriate mitigation measures can be implemented
- Only water compatible and essential infrastructure is ideally suitable for zone 3b, and it is unlikely that other development types will be permissible
- The River Kent and its tributaries are protected as a Special Area of Conservation

The SLDC Local Plan - Land Allocations (2013) states:

- there should be careful treatment of trees on the rolling landscape surrounding Burnside Hall
- Landscape to the west is considered to have significant appeal
- The need to safeguard the Scheduled Ancient Monument and Grade II\* Listed Buildings at Burnside Hall and their settings;
- The Green Gap to the south endeavours to prevent the slow merging of Burnside and Kendal

- Flood Zone 2 (1 in 100 to 1 in 1000 year risk) 
- Flood Zone 3a (1 in 100 year risk) 
- Flood Zone 3b (Flood Plain) 
- River Kent and Tributaries Special Area of Conservation 
- Burnside/Kendal Green Gap 
- Trees mentioned in the Local Plan 



CUMBRIAN  
LANDSCAPE  
Amenity  
Requires preservation



RIVER KENT  
Amenity  
Energy



BURNESIDE  
HALL  
Historic building



BURNESIDE MILL  
Employment  
Historic mill buildings  
Community focus  
Energy generation



HISTORIC BUILDINGS

- St Oswalds Church
- Old Bridge
- Old School Building
- Burneside Hall

COMMUNITY AMENITIES

- Bryce Institute
- Pub, Fish and Chip Shop and Bakery
- Cricket, Football, Tennis and Bowling Clubs



## 4

### *What are the key issues to be addressed?*

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We believe Burneside has a substantial amount of potential, however at present much of the village is in need of rejuvenation. We have taken the time to understand why this is the case. A deep understanding of the key issues to be addressed enables the development of targeted and visionary strategies for change that will transform Burneside to a world-class village. It is this process of in depth questioning and exploration of what is not working at present that makes the process we have been through unique from other studies, and what makes this vision uniquely ambitious but ultimately achievable.

Each key issue is broadly comprised of two elements: a tangible, physical concern, and a less obvious social or psychological impact that effects the perception of Burneside by villagers, visitors and prospective residents alike. For example, many of the key issues to be addressed arise from the physical and psychological disintegration of the relationship between the village and the mill. Previously, the mill and the village were reliant upon each other for survival; the mill provided employment, and the village provided employees. The mill was the focal point of the village with most residents entering its grounds daily and children bringing lunch to working parents. However, as the village has expanded the percentage of villagers employed in the mill has diminished, health and safety legislation makes it increasingly difficult for

visitors to enter the mill and consequently many villagers feel little physical or emotional connection with Burneside or its Mill.

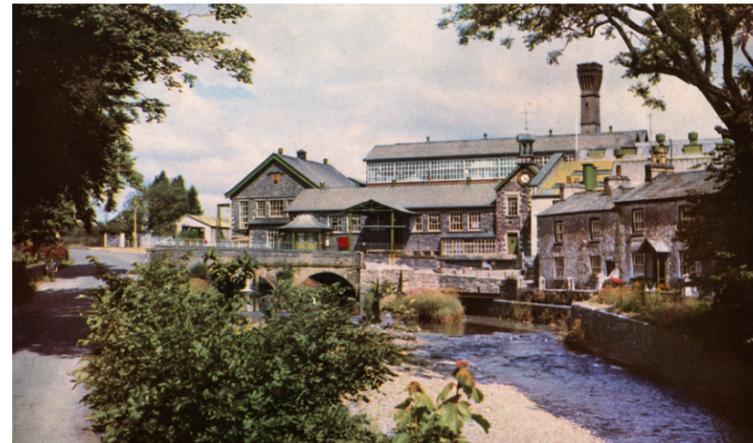
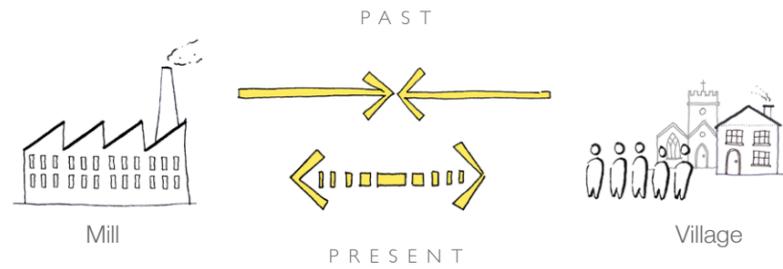
With the breakdown of the relationship with the Mill came the decline in a physical focal point within the village of Burneside. The Mill is divided from the village core by the river Kent, and unlike many villages, there is no market square or village green. This lack of focus contributes to a poor sense of place, a lack of anywhere that villagers may spontaneously meet or gather. Sprawl at the village boundaries and a lack of physical density in the village core highlights this absence of a focal point, and many visitors enter and leave Burneside with little appreciation that they ever arrived, underscoring its poor perception as a destination.

This diminished relationship between villagers and where they live fosters low civic pride, low desirability, and under investment. This is a dangerous perpetuating cycle; fewer visitors or new residents may result in the existing amenities in Burneside suffering from further under investment and potential closure, reducing its perceived desirability further.

It is our vision to ensure a break in this destructive cycle. The Mill is a vital asset to the village and should be celebrated as a catalyst for regeneration.

*Burneside requires wholesale change to create a vibrant sustainable community. The key issues to be addressed are:*

- declining community identity due to severance of relationship between village and mill
- disjointed and sparse village core
- poor quality approach and arrival experience
- low desirability and declining community resources
- low quality street furniture and signage
- existing planning policy that fails to protect the Kendal Green Gap and has the potential to contribute to further decline



1960

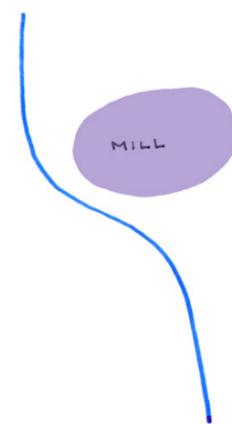


PRESENT

Scrub trees have grown along the river bank, severing the visual connection to the mill at the historic bridge and the heart of the village

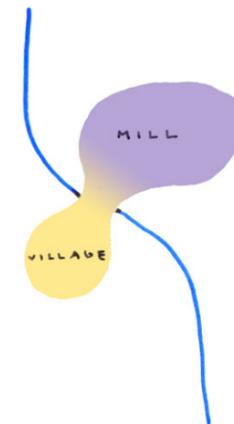
Historically Burnside's identity was strongly informed by the presence of the Mill. This has been gradually eroded as the village has grown and a smaller percentage of residents are mill employees. Scrub trees that have grown along the river bank obscure the mill, physically separating the mill and the river from the village core.

Increasing health and safety legislation has resulted in added security around the perimeter of the site and very few residents today have ever stepped foot inside the mill.



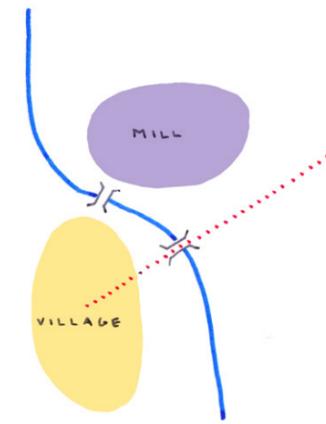
1750'S

A meander of the River Kent provides a suitable location for a water powered mill



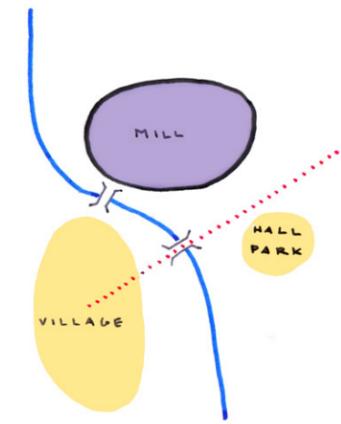
1850'S

Small village of workers cottages develops alongside the mill to accommodate employees who flow back and forth across the bridge



1950'S

Village expands with new housing developments; fewer residents are employed by the mill, and a new bridge bypassing the mill severs the relationship between village core and its founding purpose



TODAY

As the village further expands with addition of the Hall Park housing estate, security measures restrict access to the mill which further enhances the sense of separation; thus the mill becomes a defensive castle within the village

POOR SENSE OF PLACE

Burnside Visioning Brief states:

- The village is not a destination
- There is no 'heart' to the village as assets are all spread out
- Not a desirable place to spend time; at most, people stop at the village shop
- There is little diversity of employment
- No cafe or restaurants, pub has no parking and low grade outdoor space
- The principle sports facilities are located on other side of the railway, with no footpath connection to the village



BURNESIDE COMMUNITY ASSETS

■ Key assets are spread throughout the village:

1. Bryce Institute
2. Train Station
3. St Oswalds Church
4. Jolly Anglers PH
5. Village Shop
6. St Oswalds C of E Infant School
7. Cricket Club

- Mill
- Residential Buildings

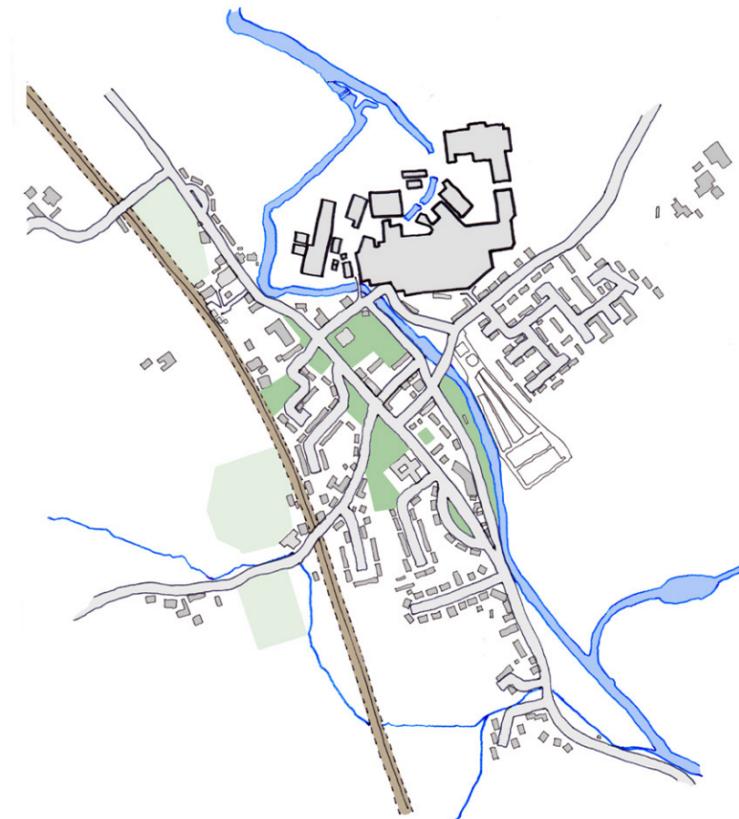
LACK OF PHYSICAL COHESION AND DENSITY

The poor sense of place in the village is exacerbated by a lack of cohesion at the village core:

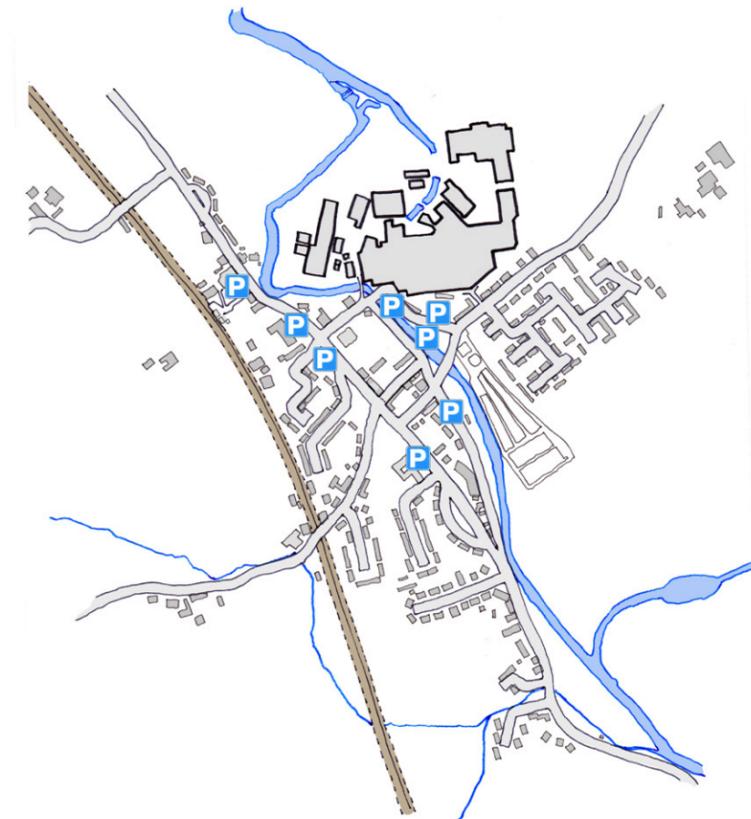
- There is significant open space along the main road, in front of mill and along the river
- A proliferation of open car parking and green space within the centre of the village results in a sense of sparsity and inadequate core
- Low density development results in a sense of sprawl with poorly defined village boundaries and no village core or heart.



EXISTING VILLAGE FIGURE/GROUND showing low density development



OPEN SPACE DOMINATES THE VILLAGE CENTRE



PROLIFERATION OF CAR PARKS

POOR ACCESS AND ARRIVAL EXPERIENCE

- Poor boundary definition and sense of arrival
- HGV route into the mill and through the village is sub-optimal and there are less than ideal areas for lorries to wait for deliveries/collections
- Dangerous narrow winding roads which have no pavements
- Awkward staggered cross-road junction at the centre of the village
- The Dales Way walking route does not enter or visually link to the village
- The train station is poorly signed and located away from the village core



Poor sense of arrival at the village centre  
Staggered cross road junction



Poor boundary definition



Dangerous winding roads for HGV's, with no pedestrian footpath



HGV's which service the mill idle in the village core

POOR QUALITY STREET FURNITURE AND SIGNAGE

- Currently few mill employees choose to live in Burneside, and there are limited opportunities for other employment
- This reduces its desirability as a place to live, which in turn threatens the survival of other, and already limited, village amenities
- At present, the village shop and pub suffer from a lack of investment and are not well used; the school has experienced a decline in pupil numbers for sometime
- Village WC is closed and an eyesore, however there is a facility for walkers within the church
- However, the village is well known in the area for its cricket, football and tennis clubs, and people are willing to travel from the surrounding area to use the available facilities. The Bryce Institute provides space for a wide range of activities including theatrical, exercise and a model railway society. Visitors come from near and far.



- Under-investment in the urban landscape contributes to a sense of neglect
- Low quality
- mundane and indistinct
- Badly maintained
- Defaced buildings



Village shop is poorly stocked



Dwindling pupil numbers at the village infant school



Village WC's are closed and an eyesore.



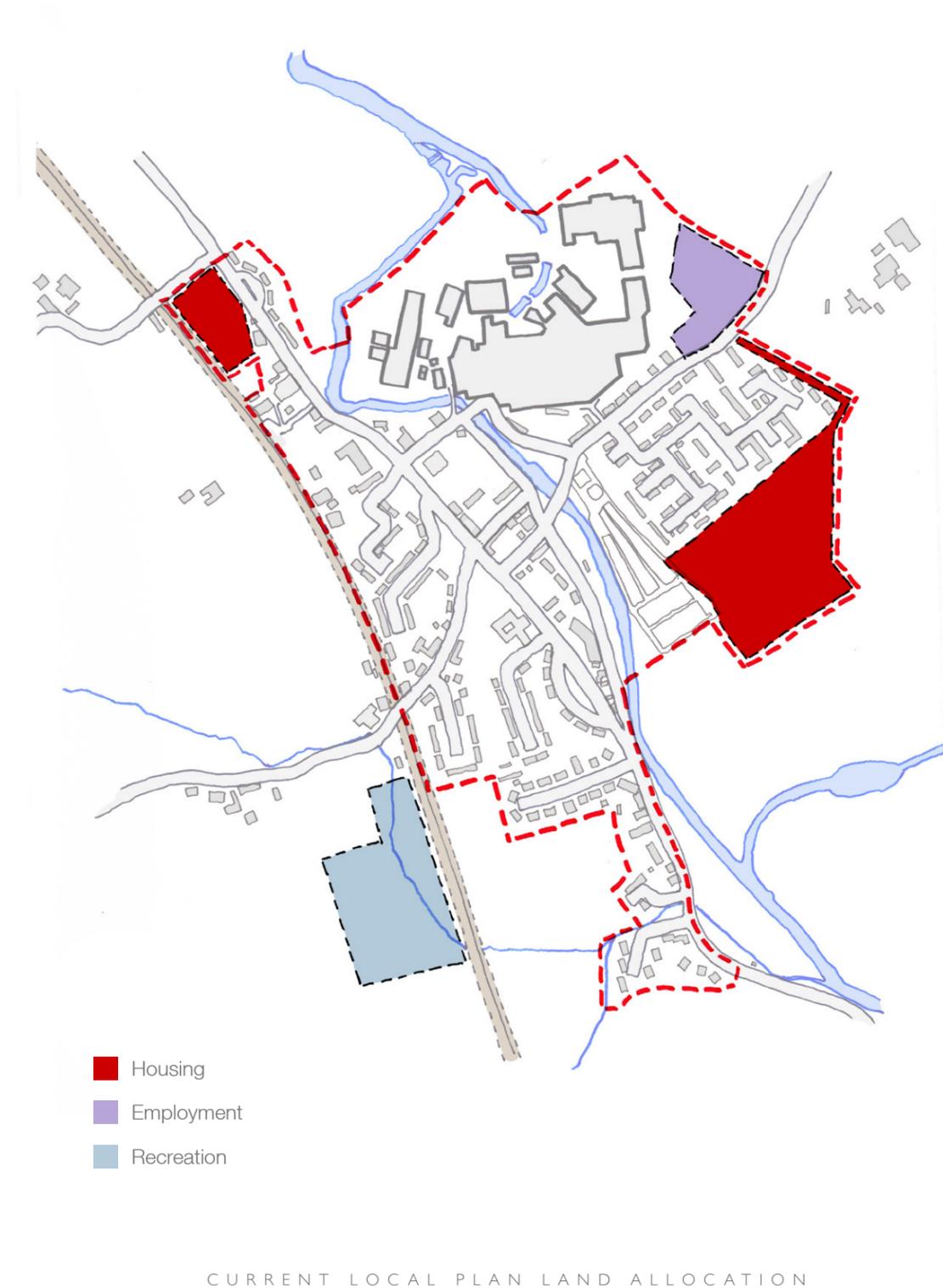
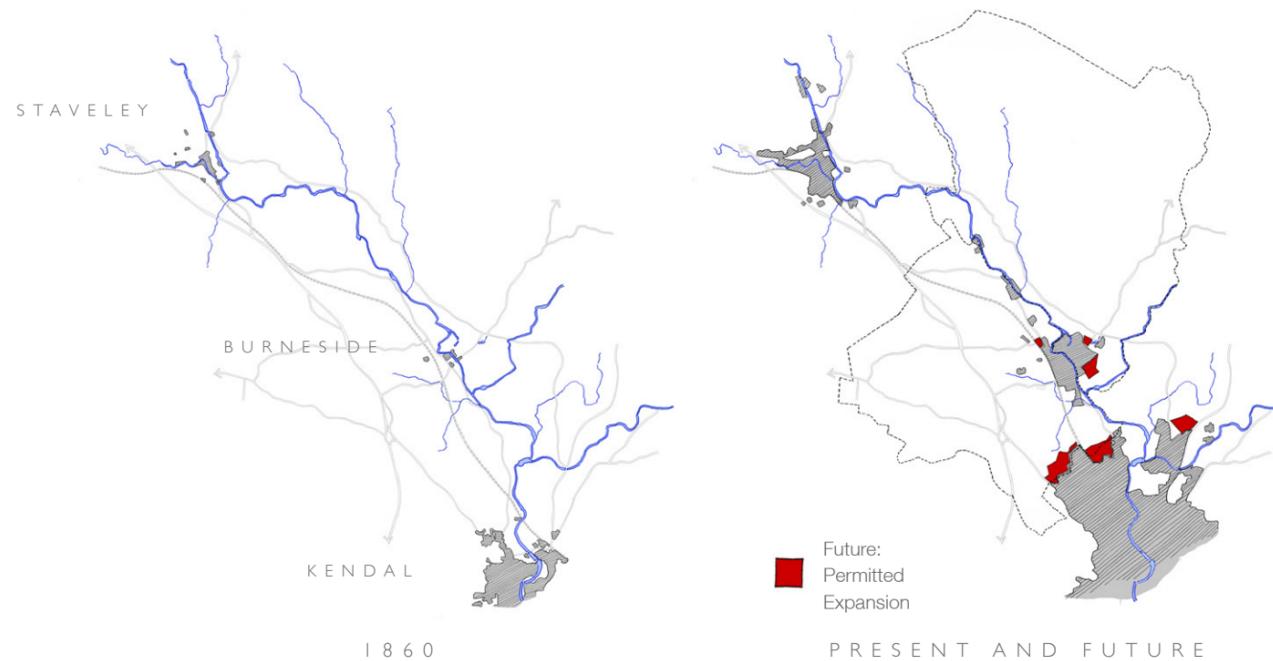
Village pub suffers from a lack of investment.

EXISTING PLANNING POLICY

- Existing SLDC planning policy outlines the need for 665 new homes spread between seven 'Local Service Centres,' including Burnside
- Two sites have been identified around the village boundaries to accommodate 93 homes at low density exacerbating concerns of sprawl and risk of merging with Kendal
- We believe this existing policy is a key issue to be addressed as it is both a constraint and an opportunity. The policy demonstrates the scale of need for new homes within the South Lakeland District; Burnside as a 'local service centre' can certainly accommodate some of these, however the current policy for 93 new homes is a constrained vision of what Burnside could be. We believe there is an opportunity to provide in integrate substantially more new homes within the village that would help to ensure the long-term survival of vital village resources such as the pub, shop and school.

ENCROACHMENT & URBAN EXPANSION

- Over the past 100 years settlements around Burnside have expanded significantly, as illustrated in the diagrams below
- Prior to this, Burnside and Staveley were small hamlets centred around water-powered mills
- Rapid expansion of Kendal in the last 40 years threatens the autonomy of Burnside; current planning policy land allocations permit further encroachment undermining the green gap.





## 5

### *What is the appropriate scale of change proposed for Burneside?*

---

Change will happen in Burneside with or without a plan. Without a new vision, we believe that the village may decline further, therefore there is a critical question of what is the appropriate level of change to transform Burneside; too little and Burneside will continue to suffer, too much and there is a risk of driving key resources such as the mill out of the village.

Finding the right balance ensures adaptability, flexibility and longevity for the future of Burneside. In order to explore the different levels of change, several imagined 'scenarios' of incremental change were developed and critiqued for their possible outcomes. These were presented and tested at a workshop with the client to develop a consensus of what might be an appropriate level of change. The different scenarios are detailed on the following pages.

The primary outcome of the scenario study was the demonstration that a high level of change was necessary and desirable in order to transform Burneside into a world-class village. Of paramount importance was the diversification of employment opportunities, and with it, a substantial expansion of residential accommodation to house potential new workers within Burneside. This works alongside the implementation of a 'festival strategy' to inspire a renewed identification and pride between residents, the mill and the village. This aims to increase the desirability of Burneside, attracting new visitors and residents to the village and in turn sustaining the vital amenities that make the village a vibrant, diverse and exciting place to live.

*What might happen in Burneside without a new vision?*

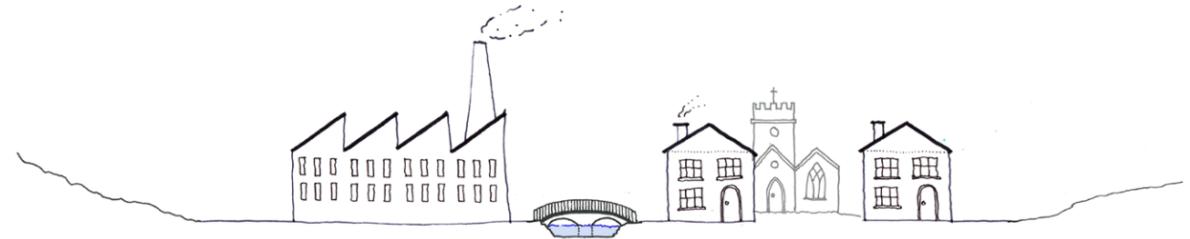
*How have we explored the scale of proposed change for Burneside?*

*What were the outcomes of the 'Scenario Study'?*

## *How have we explored the scale of proposed change in Burnside?*

---

In order to fully understand the ambitions of the client's brief and the extent of potential development in Burnside, several 'Scenarios' of incrementally increasing degrees of intervention were devised and explored in a series of strategic diagrams. Scenario 1 starts with the premise of zero intervention, i.e, what would happen without a future vision for Burnside, finishing with Scenario 6 which is the most ambitious level of change, and includes the wholesale relocation of the Mill.



Existing: Village consists primarily of the Mill and surrounding sparse housing. Open space at the village core gives the village a lack of focus or heart



Scenario 1: 'Steering by Compass without a map'. Village continues to develop without management or structure. New, low density housing developments around the periphery means the village continues to sprawl and identity merges with Kendal



Markets, festivals & open days, can breathe life into the village with minimal permanent physical change or intervention

### 1. Doing Nothing.

Without a plan, change will occur and the Parish Council will be in a position of responding to change rather than steering it. What changes might occur without a plan?:

- Loss of already limited amenities to rival centre
- School closure
- Pub closure
- Shop closure
- Piecemeal replacement of individual buildings
- Ad hoc applications for new houses
- Edge of village incremental sprawl
- Gradual loss of landscape amenity trees etc.
- Traffic alterations devised by the county authorities
- Incremental changes to the Cropper Mill

### 2. Festival Strategy

This scenario focuses on what might be quick, low cost or temporary initiatives to bring new life to the village. It could form the first step in creating a destination at Burneside and improving sense of identity and civic pride. The Festival Strategy would comprise a seasonal programme of events held in, and around, Burneside to bring the community together and to attract visitors. The plan would include the temporary use of public spaces and facilities in the village including the Church, The Bryce Institute, The Mill as available or appropriate. Strategies might include:

- Open days and guided tours of the mill and the village
- Markets
- Arts and cultural festivals (perhaps built around the unique cultural associations with paper)
- Seasonal festivals
- Visiting mobile facilities: library, healthcare etc

This Scenario on its own does not deliver a world-class village and fails to address many of the issues that may manifest without any intervention, such as residential expansion and urban sprawl



The addition of housing to infill sites within the centre of the village, alongside developed public spaces, aids the reinforcement of the core and consolidation of the community



Housing provision is substantially increased to generate a sufficient population to support local amenities and the village is allowed to expand sensitively at the edges

### 3. Consolidating the Community

In this scenario the intention is to add additional housing to the village to create a stronger nucleus and physically reinforce the village core

The plan would therefore be to:

- Identify sites for 20 – 50 more houses in and around the village without encroaching on green boundary sites
- Actively manage and enhance the village landscape
- Actively manage traffic, parking and roads within the village
- Develop public spaces to support the festival strategy

Such addition may not be sufficient to address some of the problems of 'Steering by Compass' so there may remain problems such as:

- Loss of already limited amenities to rival centres
- Risk of Pub closure
- Risk of Shop closure
- Incremental changes to the Cropper Mill
- Piecemeal replacement of individual buildings

### 4. A New Community

In this scenario the number and types of housing is substantially increased in order to generate a sufficient population to support the local village services and amenities

The plan would therefore be to:

- Identify sites for 100 – 200 homes in and around the village, including consolidating the village core and using new development to better define the village boundary.
- Actively manage and enhance the village landscape
- Actively manage traffic, parking and roads within the village
- Add additional amenities and facilities in a renewed village centre
- Develop plans for the reuse of all redundant or under used buildings



Paper related businesses are encouraged to grow within the village core, through the phased development of a research and business park which will create space for business units linked to the mill

### 5. Growing the SME potential

In this scenario the driver for change is the idea of growing a cluster of paper and materials related businesses around the core provided by James Cropper PLC. The Concept will be to attract partner (rather than competitor) research, consultancy and manufacturing capacity to the village such that Burneside becomes a world-class centre for paper and paper related business. It envisages reinforcing and developing links with research centres in the neighbouring colleges and universities such that training, learning and research would form part of the focus on SME businesses. The residential community suggested in Scenario 3 would be designed to support users of the existing and new business space re-establishing the historic link between the residential and working communities of Burneside

In addition to the items identified in Scenario 4, the plan would therefore include:

- The phased development of a research and business park linked to the Mill
- Up to five approximated 1250-2500m<sup>2</sup> research and manufacturing units
- Include capacity for additional future growth



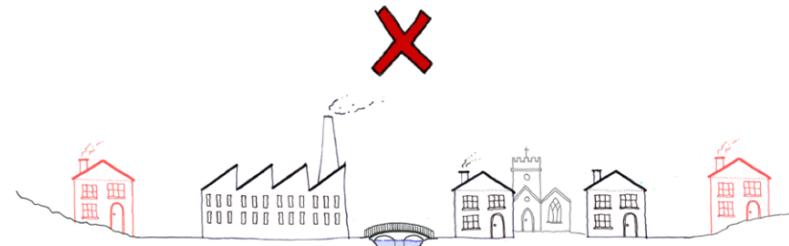
The Cropper Mill is relocated to a new state-of-the-art facility outside of the village core, which allows the existing site to be redeveloped to include retail space for new businesses, apartments and new specialist education facilities

### 6. New Cropper Mill

This scenario envisages a more ambitious version of Scenario 5 in which the Cropper Mill is relocated to and the existing plant is redeveloped as a new village centre focused on a mixed use conversion of the existing buildings for small businesses, retail space, apartments, community and cultural uses

The residential potential explored in Scenarios 4 and 5 is further enhanced with allocations made for 300 new homes in line with the anticipated growth in economic social life of the village

The learning potential would be developed in this scenario with the idea of establishing an independent academy school for the village with strong links to the technological, research and manufacturing expertise of the Mill. This facility would be both a strong attraction for new residents of Burneside, and perhaps serve as the cultural and learning focus for the wider community of all ages



1. *Doing Nothing.*

Scenario 1: 'Steering by Compass without a map'. Village continues to develop without management or structure. New, low density housing developments around the periphery means the village continues to sprawl and identity merges with Kendal



3. *Consolidating the Community*

The addition of housing to infill sites within the centre of the village, alongside developed public spaces, aids the reinforcement of the core and consolidation of the community



Existing

Existing: Village consists primarily of the Mill and surrounding sparse housing. Open space at the village core gives the village a lack of focus or heart



2. *Festival Strategy*

Markets, festivals & open days, can breathe life into the village with minimal permanent physical change or intervention





**5. Growing the SME potential**

Paper related businesses are encouraged to grow within the village core, through the phased development of a research and business park which will create space for business units linked to the mill



**6. New Cropper Mill**

The Cropper Mill is relocated to a new state-of-the-art facility outside of the village core, which allows the existing site to be redeveloped to include retail space for new businesses, apartments and new specialist education facilities



**EXTREME**

**WHAT DO WE BELIEVE IS THE APPROPRIATE LEVEL OF CHANGE FOR BURNESIDE?**

Scenario 5.5 sits between Scenario 5 (growing employment potential) and Scenario 6 (a new mill).

We believe that one of the key ways to attract new visitors and residents to Burnside is to encourage investment in opportunities for greater employment diversity. If businesses elect to locate themselves in Burnside, employees will follow be it to live there or just buy lunch and daily provisions. These businesses could be attracted by the context established by the world-class mill and as such provide a service to the mill, such as engineering firms, or provide a service to employees such as training facilities or cafes.

Cultural facilities relating to the work of the mill, such as museums, galleries and education facilities would further attract visitors to Burnside.

It follows then that our future vision for Burnside should include:

- New and diverse business units, such as manufacturing, craft, research, starter businesses
- 300 new homes
- Festival Square, including cafe, shops, cultural facilities providing further employment diversity
- Facilities for education, training and exhibitions based around paper
- Conversion of historic mill buildings (including the Old School Building)
- Reclamation of the water treatment works site

**What is excluded from consideration?**

It is apparent to us that Burnside must renew its relationship with the Mill and develop an identity and civic pride off the back of this relationship. Therefore it is imperative that the operation of the Mill within the heart of the village is maintained.



**4. A New Community**

Housing provision is substantially increased to generate a sufficient population to support local amenities and the village is allowed to expand sensitively at the edges



VIBRANT VILLAGE CORE



PAPER EXHIBITIONS / MUSEUM



DIVERSE BUSINESS UNITS



# 6

## PART I

### *What should be done to inspire a World-Class community in Burneside?*

---

Using the substantial research and exploration described in the previous chapters, we have articulated four core-principles that should be referenced whenever considering development within Burneside in order to transform it into a world-class village. These principles are outlined in Part I of this chapter. Part II contains 12 illustrated strategies for transformation that embody one or more of the core-principles.

**Core Principle 1: establishing and embedding a community identity**

First and foremost is the establishment of a strong identity for Burneside: 'The Burneside Brand'. This is integral to the transformation of the perception of the village from residents and outsiders alike. This could require little physical change, but might take place through events, festivals and open days at the Mill. It should celebrate the success of the Mill and its vital role in the heart of the village.

**Core Principle 2: maximising existing resources**

In addition to the implementation of a festival strategy, the village should look to maximise its existing resources; this includes open land, existing amenities

including the river, and maximising the use of existing buildings throughout the village.

**Core Principle 3: promote opportunities for new and diverse businesses**

We believe that with the world class paper mill at the heart of the village, it is possible to promote investment to transform the village to a world-class hub for paper and materials-based industries. Through the diversification of employment opportunities it is possible to attract new people into the village, both as daily visitors or new residents, in turn supporting existing businesses such as the existing pub and shop.

**Core Principle 4: expand the village population to reach a critical mass**

In addition to drawing people daily to the village through greater employment diversity, the village should expand to provide accommodation for substantially more residents to reach a 'critical mass'. This means achieving a population size that is able to sustain desirable amenities within the village, and in turn, increase the overall perception of desirability as a place to live, to work, to visit and somewhere that all can be proud of.

*We believe there are several core principles to consider in order to transform Burneside into a World Class Village.*

*These include:*

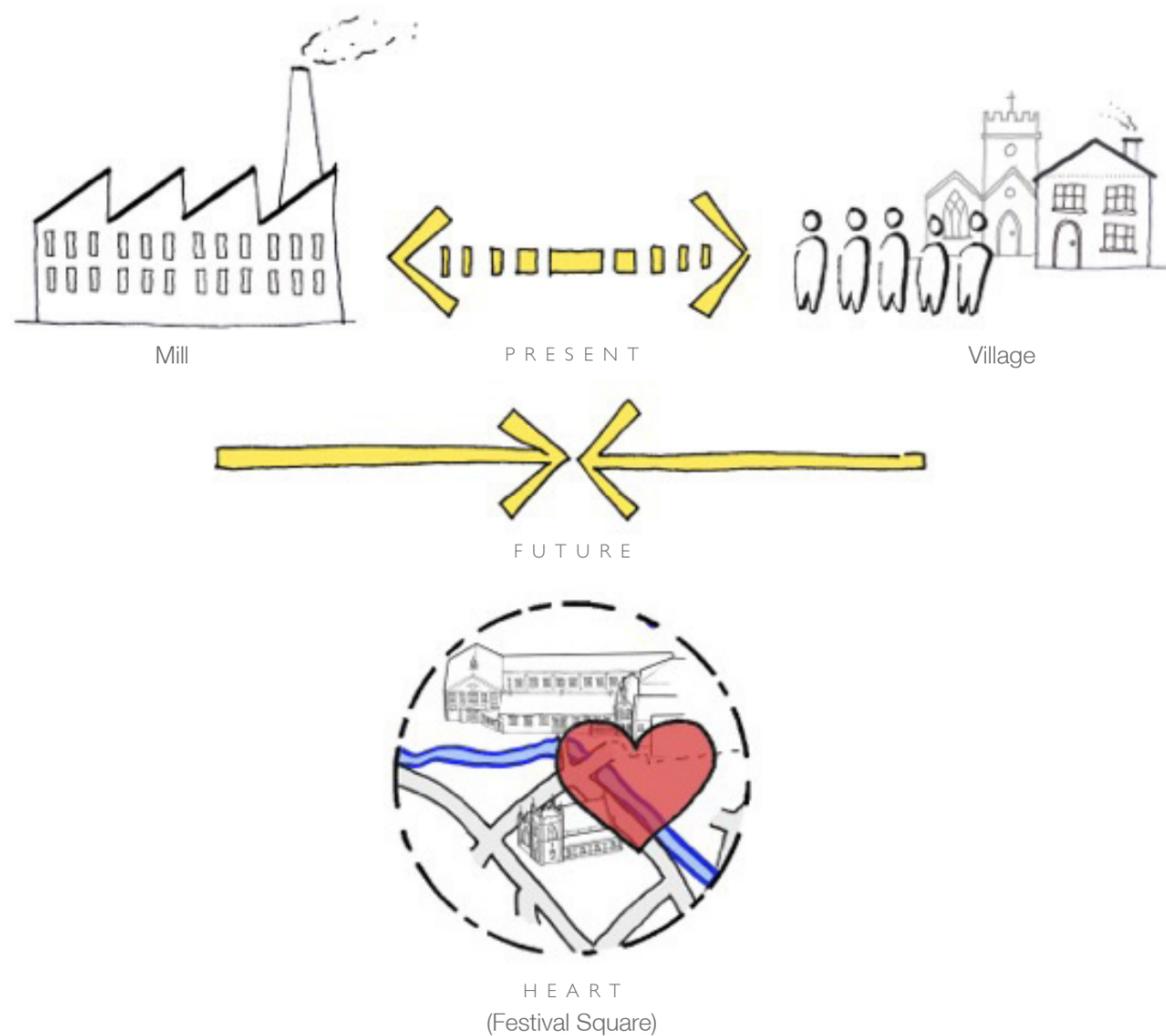
1. establishing and embedding a community identity: a Burneside 'Brand'
2. maximising existing resources, including utilizing surplus energy generated by the mill
3. promoting opportunities for new and diverse paper related-businesses
4. expanding the population to a reach critical mass that would sustain all aspects of village life

*Using these principles, 12 illustrated components have been developed which together form an over-arching strategy for the future: The Burneside Vision.*

# Core Principle 1: establish and embed a strong community identity

## THE BURNESIDE 'BRAND': A Celebration of the Integral and Symbiotic Relationship between Village and Mill

We believe that reconnection between the mill and the wider village community is integral to the transformation of Burneside. Formerly, the two were essential to each other's survival as the Mill provided employment and the village provided employees. However, as the village has changed this relationship has deteriorated; few residents at present have ever stepped foot in the Mill and many have little connection or loyalty to the place where they live. This can and should change. The ongoing success of the Mill is something to celebrate, and something that the village can take pride in. The 'Burneside Brand' that identifies the community as unique from others should take its roots from the historic arrangement, drawing paper-affiliated business, artists, craftsmen, engineers etc. to work and reside in the village. Burneside could transform to become a hub for paper and materials-based industries, cultural & educational institutions and activities.



## WHAT OTHER COMMUNITIES DO:

Festivals are important in building communities and identity, and feature prominently in rural Cumbrian life. There are many existing festivals throughout the year and across the county covering everything from ideas and literature, cinema and music to outdoor activities and rural pursuits

### OPEN AIR



Rydal Show and Dog Trials  
Theme: Country Pursuits  
Type: Open Air  
Space: Field/Open Showground

### STREET FESTIVAL



Staveley Carnival  
Theme: Identity/Celebration  
Type: Procession/Gathering  
Space: Streets and open space

### PERFORMANCE



Words on the Water, Keswick  
Theme: Ideas and Literature  
Type: Performance  
Space: Intimate Theatre

### PUBLIC SPACE



Mountain Festival, Kendal  
Theme: Film and Outdoor Pursuits  
Type: Cinema and Retail  
Location: Public Square

### PRIVATE SPACE



C-Art with Eden Arts, North Cumbria  
Theme: Fine Art  
Type: Visual  
Space: artists studios, galleries and landscape sites throughout area

### COMMUNITY BUILDING



Beer Festivals  
Theme: Beer  
Type: Social  
Space: Pubs, Hotels, Village Halls and outdoor spill-out space

IS THERE AN EXISTING INVOLVEMENT IN FESTIVALS?

Currently there are no existing Burnside Festivals, however, James Croppers PLC have been involved in a number of fine art projects including the 'Gerald, James and Lazerian' project exhibited as part of NYCxDesign (New York City Wide-Design Festival), and DesignersBlock, London. James Croppers PLC are also a major sponsor of the Frieze Masters Festival in London's Regents Park. Recently, James Cropper PLC was involved in the installation of a paper bridge by artist Steve Messam in Grisedale Valley, Lake District.



PAPER BRIDGE (SPONSORED BY JAMES CROPPER PLC)



CUSTOMISED BY ARTISTS: ON DISPLAY AT NYCxDESIGN 2013

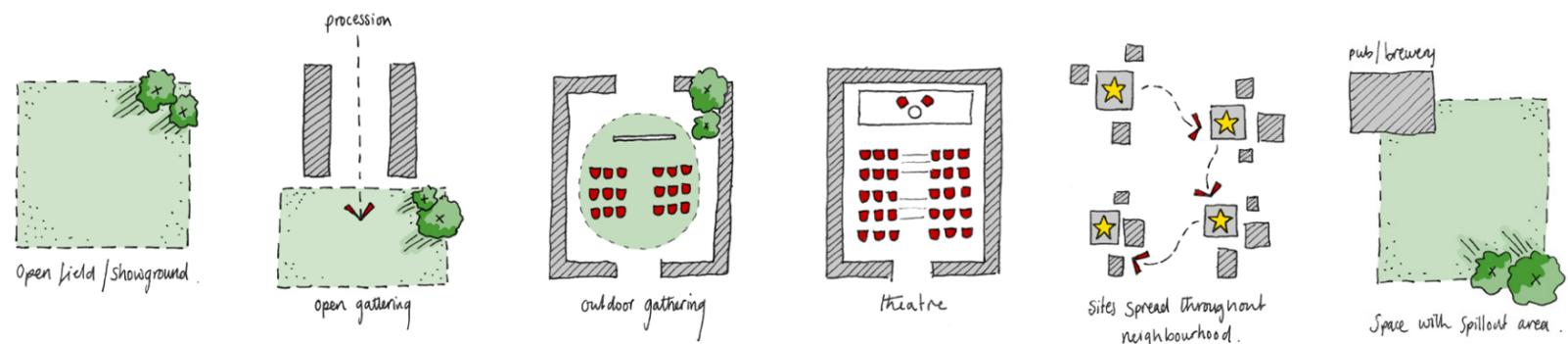
WHAT KIND OF FESTIVAL MIGHT BE APPROPRIATE?

- Origami
- Kite flying
- Wrapping village in paper
- Market of paper products

WHAT PHYSICAL CHANGES WOULD BE REQUIRED?

- Particular events could be held in Burnside with no physical changes; these events could be held with immediate effect in spaces throughout the village such as Millennium Green, the school playing fields, within the Bryce Institute or Church
- With strategic investment and consideration, additional spaces could be created within the village to enhance the festival strategy and village identity. This could include improving the space in front of the Mill to create a 'festival square', consolidating the village to enhance processional routes, and open show grounds or village greens associated with new housing at the boundaries

Each different festival type and theme requires different spaces:



COULD WE INTRODUCE CULTURAL AND EDUCATIONAL FACILITES THAT FURTHER ENHANCE THE BURNESIDE BRAND?

CULTURAL  
Paper Museum  
Exhibitions  
Artist Collaborations

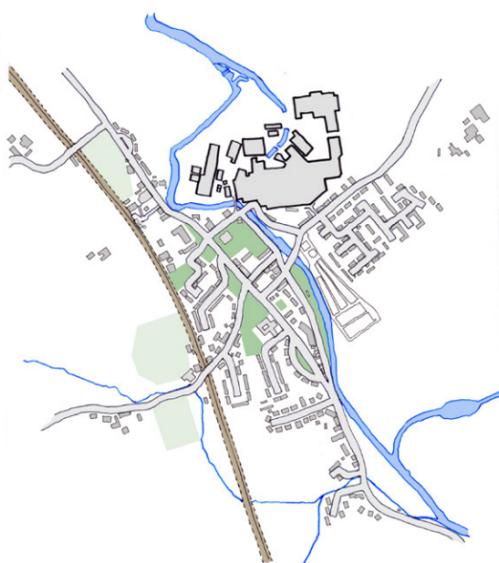


CROPPER'S  
MILL  
Mill Tours  
Training Courses  
Shops  
Cafe



EDUCATIONAL  
Design School  
Paper Making  
Book Binding  
Art Classes

MAXIMISE THE USE OF POTENTIALLY AVAILABLE LAND WITHIN THE VILLAGE



The abundance of undeveloped land within the village core and along the river frontage could be considered the resource with biggest potential within Burneside.

Careful consideration and designation of each site, whether for business, residential or amenity use, could transform Burneside giving a renewed vitality and purpose to the village core. For example, the open area between the river and the mill, currently used as a grade-level car park, could be transformed into a vibrant festival or market square, giving a new focal point to the village where mill, church and river meet. Similarly, new homes could be built along the main road in the village, increasing the definition of village heart and addressing the need for substantial more homes whilst limiting the amount of green-field land required and without adding to sprawl.

Other changes may include the relocation of the village school to a new and substantially improved, vibrant and inspiring facility, still within the village boundary. This would liberate the open land around the primary arrival point in the village for development and thus enable the rationalization of the staggered cross roads and the opportunity to create a rich arrival experience into Burneside.

INCREASE OPPORTUNITIES FOR ENJOYMENT OF THE RIVER AMENITY

The River Kent runs through the heart of the village and represents the roots of industry and prosperity for Burneside. However, at present, there are very few opportunities to appreciate the river amenity. Our vision for Burneside includes maximising public enjoyment of the natural resource through initiatives such as:

- riverside walks (including a rerouting or extension to the Dales Way long distance walking route)
- improved public realm or village square alongside the river at the heart of the village
- the potential for a beautiful feature pedestrian/cycle bridge across the river that facilitates both access and artistic enjoyment.

ARE THESE ASPIRATIONAL EXAMPLES?



WILF'S CAFE, STAVELEY



FOOTBRIDGE, SKELWITH



FOOTBRIDGE, STAVELEY



WORLD-CLASS RIVERSIDE, LJUBLJANA

Throughout history and across the globe, rivers have given rise to communities. Burneside is no exception, and while they differ wildly in scale, inspiration can be still derived from great world-class riverside places such as Ljubljana, or London's Southbank, which are hubs of activity and amenity. Closer to home, cafés like Wilf's in Staveley, or Chester's in Skelwith Bridge, have installed riverside terraces in order to bring people closer to the beautiful resource.

The interesting footbridges at both Staveley and Skelwith are an important addition to the landscape, and demonstrate an investment in both quality and the local economy by hiring local artisans to design and fabricate them.

**Core Principle 2: Maximise the potential of existing resources**

CREATIVE REINVENTION OF EXISTING BUILDINGS TO MAXIMISE POTENTIAL USE:



8. ROGER ROW  
Housing  
Boutique shops on new square  
Accommodation



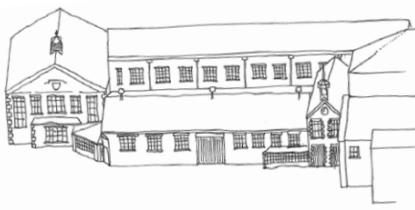
7. OLD ENGINE SHED  
New Train Station  
Office space/Studios?



6. OLD SCHOOL BUILDING  
Gallery  
Workshops/Studios  
Museum



5. MELMORE HOUSE  
Residential Flats  
Single high-end dwelling  
Hotel/Accommodation  
Gallery/Exhibition spaces



4. HISTORIC MILL BUILDINGS  
Office Space  
Gallery/Exhibition spaces  
Museum  
Cafe/Restaurant



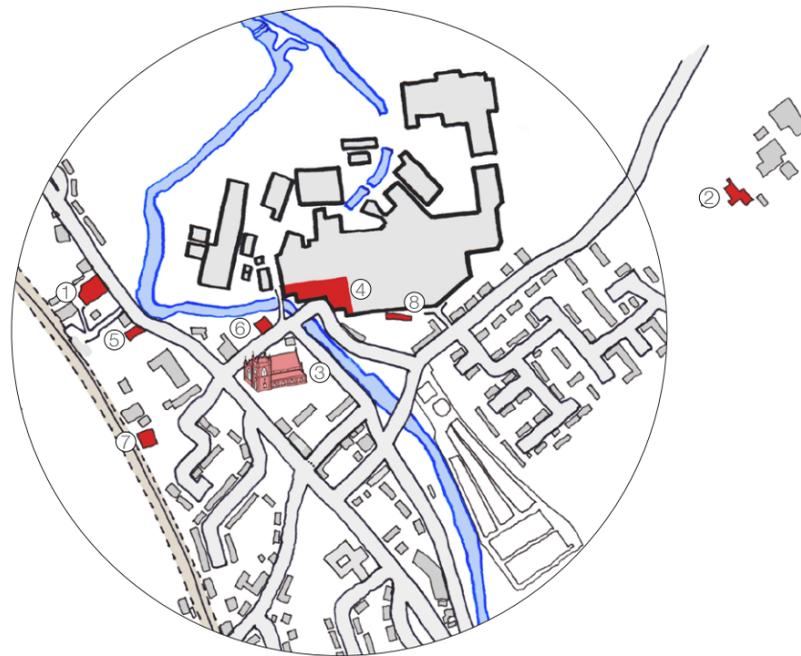
1. THE BRYCE INSTITUTE  
Theatre/Village Hall  
(Studios/Workshops)



2. BURNESIDE HALL  
High-End Hotel/Conference Centre  
Spa



3. ST OSWALDS CHURCH  
Exhibitions  
Concerts and Events



**CAN WE SENSITIVELY ENHANCE THE GRAVEYARD FOR THE WHOLE COMMUNITY?**

Through creative and sensitive improvement of the graveyard it is possible to create a special and unique resting place while also facilitating greater opportunities for enjoyment of the church grounds, the River Kent for the wider community.

In addition, the burial ground is nearing capacity. As part of the future Vision for Burneside along with community consultation a new site could be identified.



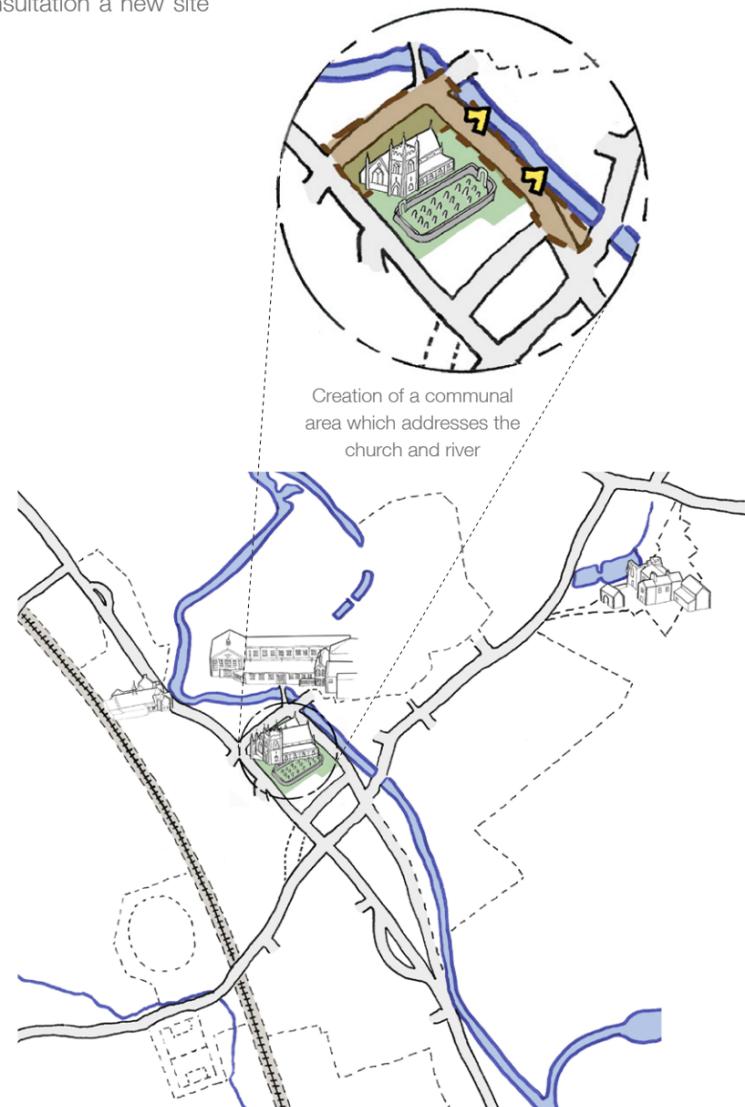
**HARDY TREE, ST PANCRAS OLD CHURCH CEMETERY**  
Creative consolidation of historic graves



**PERE LACHAISE CEMETERY**  
Architectural use of nature



**SALZBURG CEMETERY**  
Boundary definition and compact graves



**CAN BURNESIDE BE AN ENVIRONMENTAL EXEMPLAR?**

Burneside could also be world class in the generation and distribution of sustainable energy. The mill has already installed a micro-hydro plant on the River Kent. There may be an opportunity to capture waste heat from the mills, and potentially generate electricity from PV or other renewable technologies. Heat could be distributed via a district heating system, and this might create more cohesion between mill and community.

The village could also explore community ownership of energy producing assets, with profits reinvested in support of local needs.



wasted heat energy rising from the factory chimneys



Micro-Hydro plant generating power for the mill



**BURNESIDE AS A WORLD-CENTRE FOR PAPER CRAFT AND TECHNOLOGY**

At present Burneside suffers from lack of diverse employment opportunities, which deters individuals and families from residing in Burneside and brings few outsiders to the village. Therefore, it is a core principle of our future vision for Burneside to promote opportunities for new business development and encourage employment opportunities for a diverse skill set from cleaners and café waitresses to business executives.

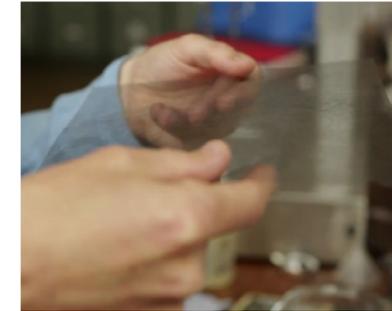
The world-class facility at the mill could be used to attract complementary world-class paper and materials based businesses and institutions. The manufacturing of paper, particularly the varied and high quality paper made in Burneside, requires many diversely skilled individuals and businesses, from engineers maintaining machinery to researchers developing the next technology to manufacturers of pigments, embossing moulds and the like.

Similarly, there are many diversely skilled individuals and businesses that require the finished paper products from local artists to internationally acclaimed artists, artisan printers, publishers and book binders and even come more ordinary uses such a coffee shops with paper cups. All of these businesses could thrive through proximity to the paper mill, supporting the work already undertaken there, but also benefiting from the flow of people and businesses that already engage with James Cropper PLC.

A solid establishment of this principle within any development framework has the potential to be a self-perpetuating success for the village; as more businesses relocate to Burneside, more should want to be there, resulting in a thriving world-centre for paper related industry.



research laboratories (J. Cropper PLC)



new material development ( J.Cropper PLC)



pigments added to paper pulp



complex factory machinery



'Poppies', Cornelia Parker



Traditional Book Binding



supply shops



cafes

**RESEARCH**  
eg. new materials  
new processes  
new pigments

**SUPPLIERS**  
eg. manufacturing of  
pigments  
engineering and  
maintainence services  
embossing moulds

**END USERS**  
eg. fine arists  
book binding  
graphic artists

**SERVICES**  
eg. shops  
cafes  
training/education

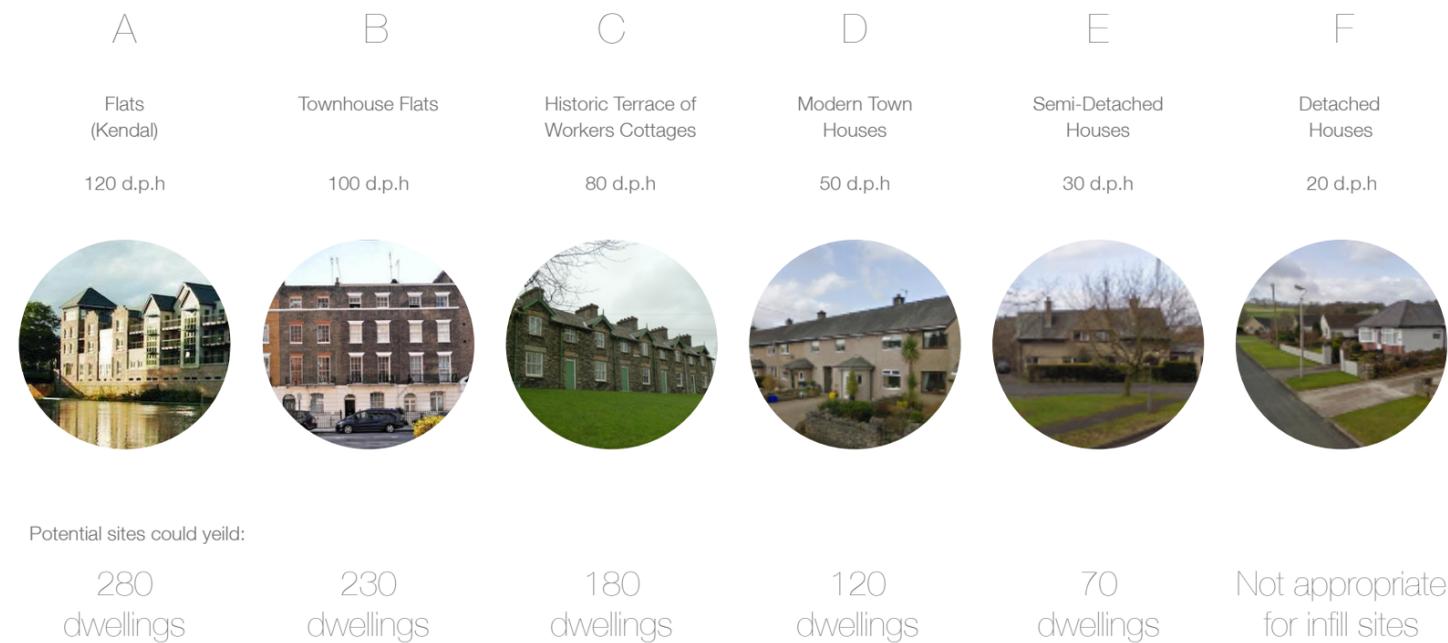
## Core Principle 4: considered expansion of population to reach a critical mass

### BURNESIDE SHOULD EXPAND THE VILLAGE POPULATION SO AS TO ENSURE SUSTAINABILITY OF VILLAGE AMENITIES

Current planning policy is for 93 homes to be built on sites at the periphery of Burneside. We believe that substantial more growth could and should be accommodated within the village in order to meet aspirations of a world class village. By increasing the population, there would be greater demand for the pub, shop, school etc and thereby ensuring the future survival of these amenities.

Many of these homes could be located within the existing village core on brownfield or infill sites. Such development would help address issues arising from low density and poor definition of the village core. Further housing could be provided at the village edge, helping to define a clear village boundary.

### UNDERSTANDING EXISTING DENSITY IN BURNESIDE



### Schedule of Under used Land:

1 . 0.32 ha	9 . 0.05 ha
2 . 0.13 ha	10 . 0.06 ha
3 . 0.24 ha	11 . 0.05 ha
4 . 0.10 ha	12 . 0.01 ha
5 . 0.31 ha	13 . 0.17 ha
6 . 0.72 ha	14 . 0.07 ha
7 . 0.03 ha	15 . 0.02 ha
8 . 0.04 ha	

TOTAL: 2.32 ha





# 6

PART 2

*12 Illustrated Components of an Over-arching Strategy for the Future:*

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*Burnside - A World Class Village*

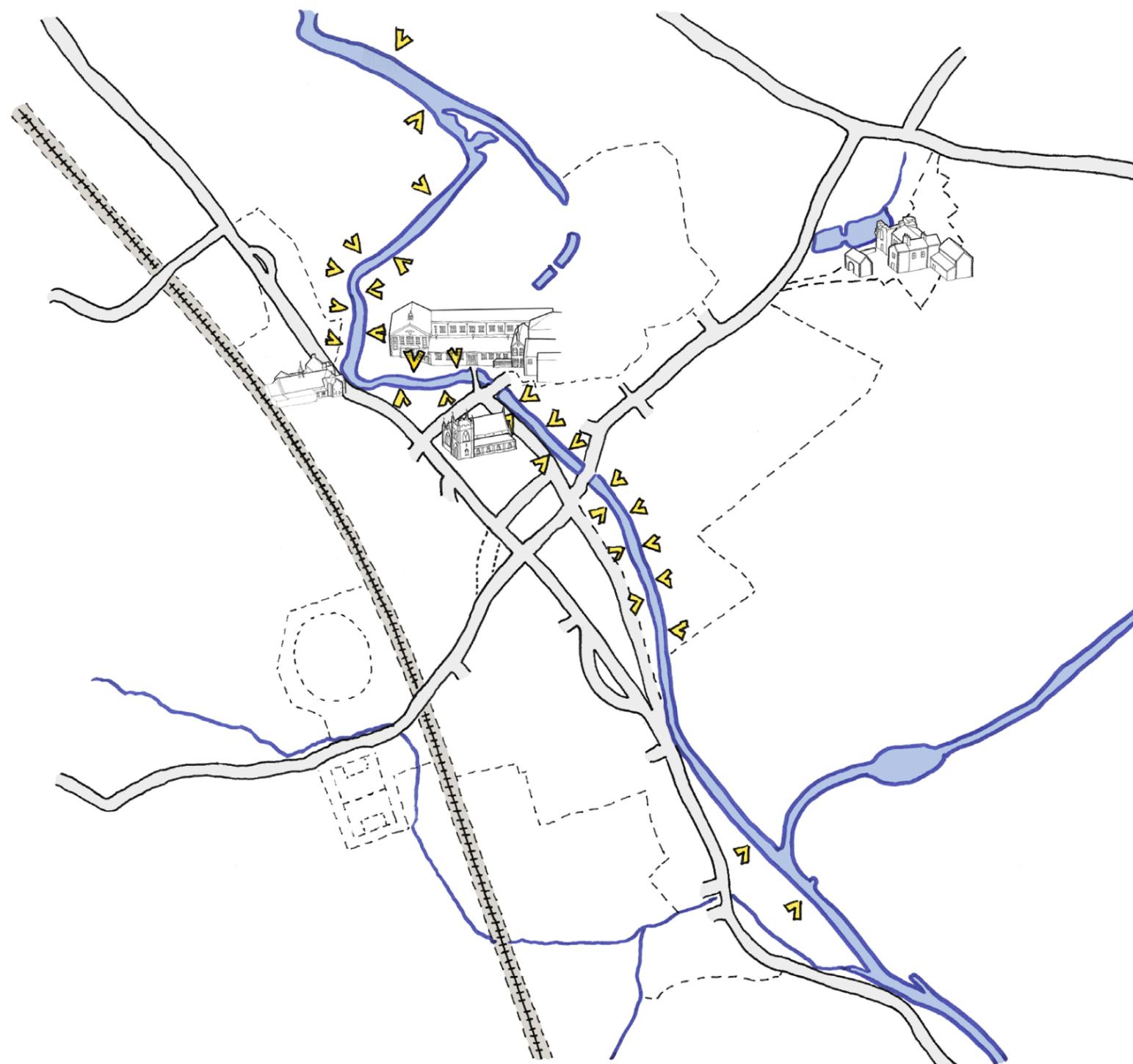




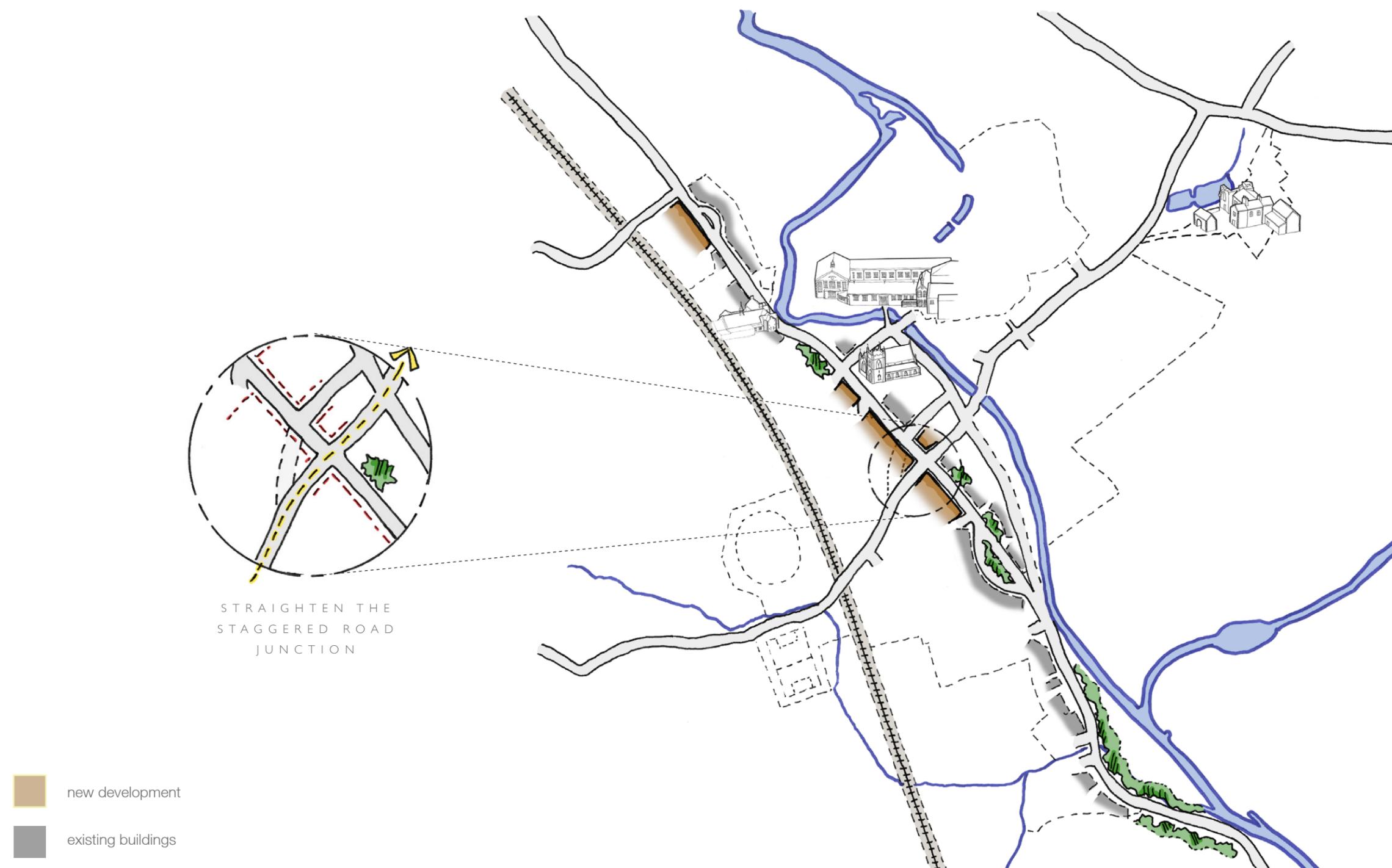


FESTIVAL SQUARE IN VILLAGE HEART

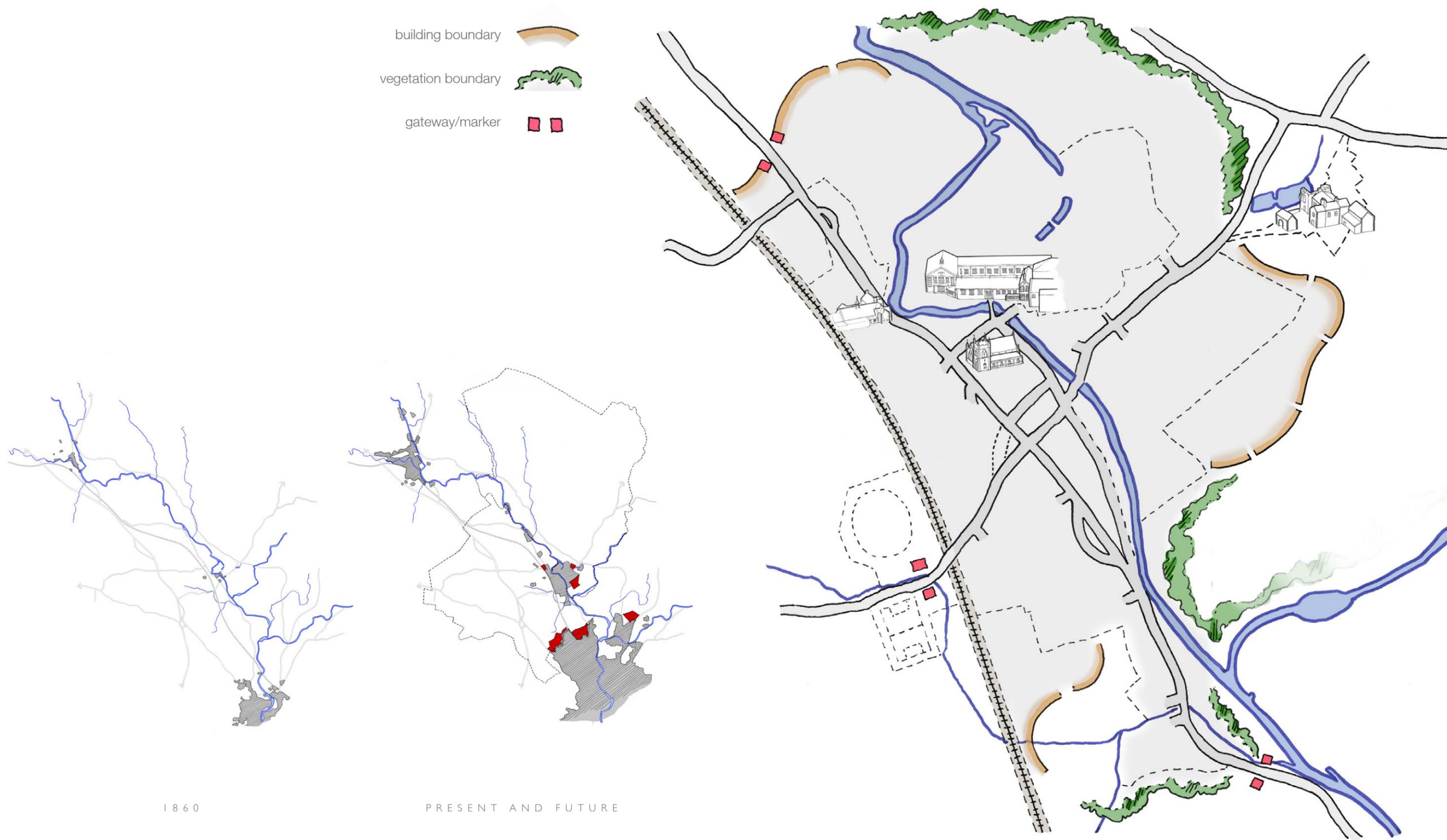
-  festival square
-  village core area







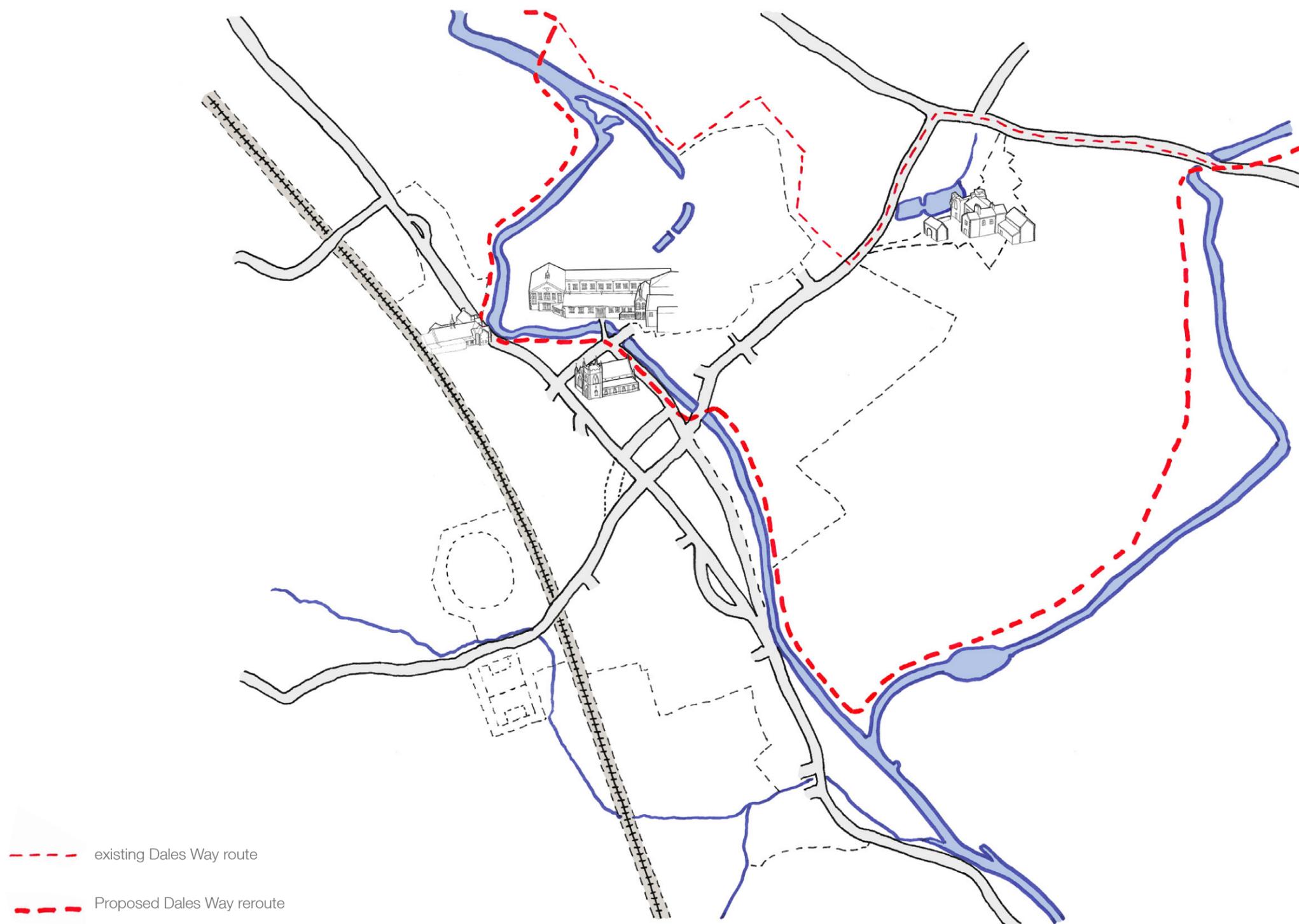




1860

PRESENT AND FUTURE





11. Create new mixed recreation facility 'Burnside Great Park'





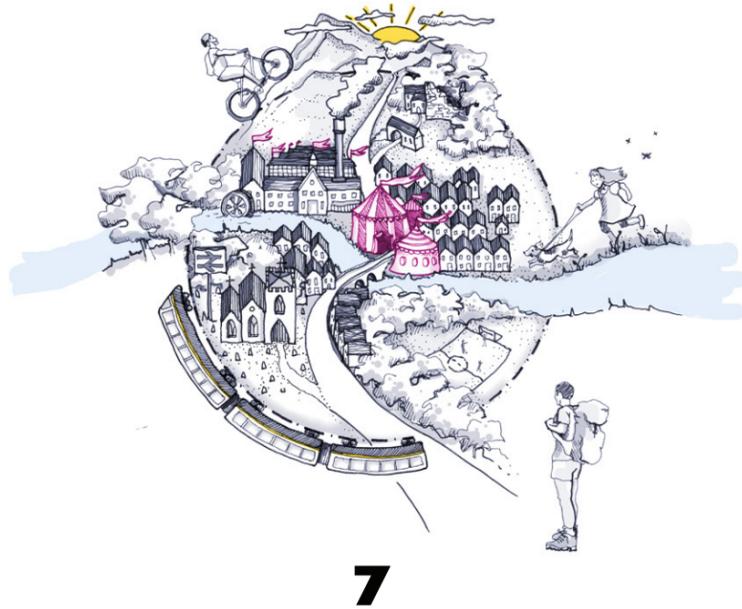


- Celebrate the Mill
- Define the village heart
- Consolidate the village core
- Reinforce boundaries and introduce gateways
- Carefully consider expansion opportunities
- Diversify employment opportunities



- Village Core
- Housing
- Work
- Parking
- ★ Festival Square
- New School
- ⚓ Train Station
- Gateways
- - - Dales Way Footpath





## What Happens Next?

Perhaps the most important role for the document is that it shows what is genuinely possible and empowers the people of the village to discuss and consider what their village can be like. Burneside can take pride in the Vision and, through community based projects, festivals and events, bring positive change that moves towards becoming a world-class village. Crucially, this document also ensures transparency of ideas: by facilitating good accessibility and understanding of the processes and changes proposed, change is likely to be more readily accepted and embraced by local residents and businesses.

The 'Vision' sets out a series of potentials which if realised will revitalise the village making it a more desirable place to live, work in and visit. It enables the whole community as well as the key stakeholders and local government departments to be clear what the aspirations of the people of Burneside are. The Vision should therefore be used as a 'touchstone' to inform all initiatives that deliver change in the village.

These include:

- To develop Local Plans with planning status with SLDC and CCC.
- To focus support of the villages position regarding impacts of other initiatives or impacts affecting the village

- To develop new housing in the village that can be reviewed against the principles set out in the vision
- To develop future work opportunities that can be reviewed against the principles set out in the vision
- To focus on influencing the Local Highways Authority to deliver the changes necessary to achieve the Vision.
- To initiate discussions with the Railways to consider a new station location in the village and potential for increased service
- To initiate discussions with the Church to consider maximising the church assets in the heart of the village

Key to the success of a 'Vision' is action and momentum! A vision can change and adapt as opportunities and needs arise, but it must not fade. We recommend that the proactive community and stakeholder based approach be used to deliver early wins which can act as a catalyst for change in the village. We have identified the following projects as examples which could be taken forward early:

- Re-provision and adaptation of car parking in the village including the repositioning of Mill worker parking within the Mill curtilage in order to free up space for:

- Evolution of high quality new housing revitalising a more focused village centre. This will provide funding to:
- Develop improved public realm, open space and outdoor community amenities
- Develop proposals for a new café or central village focus utilising the theme of paper
- Re-route the Dales Way footpath and provide potential new river footbridge crossing points
- Carry out a transportation and traffic assessment to draw up plans for improved and safer pedestrian and vehicular movement

