

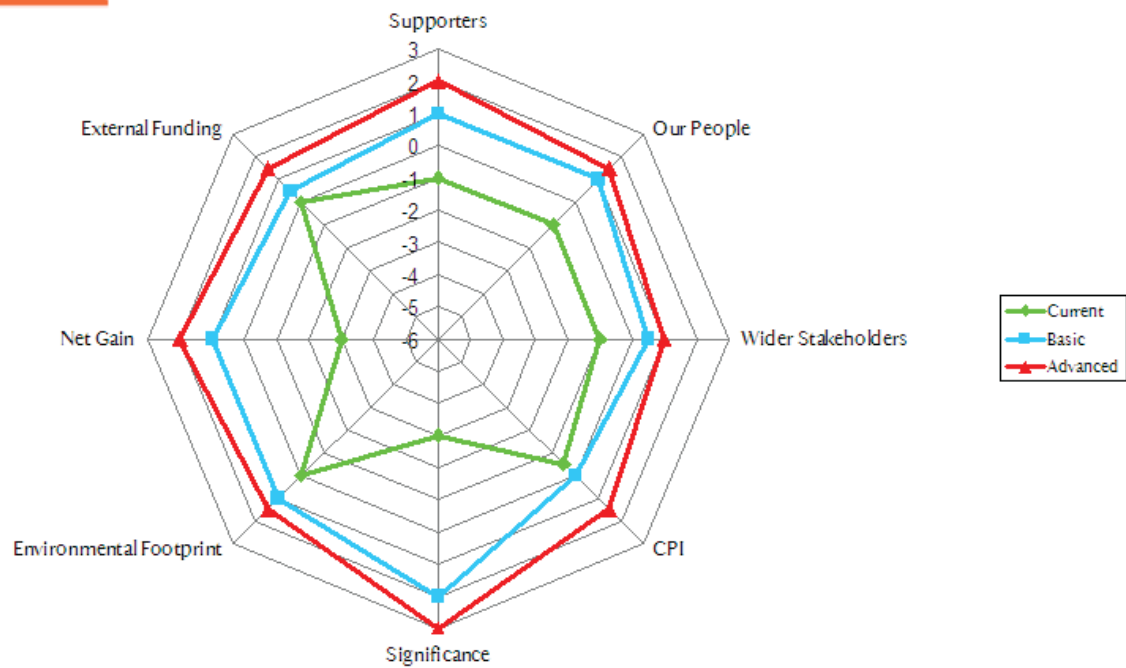
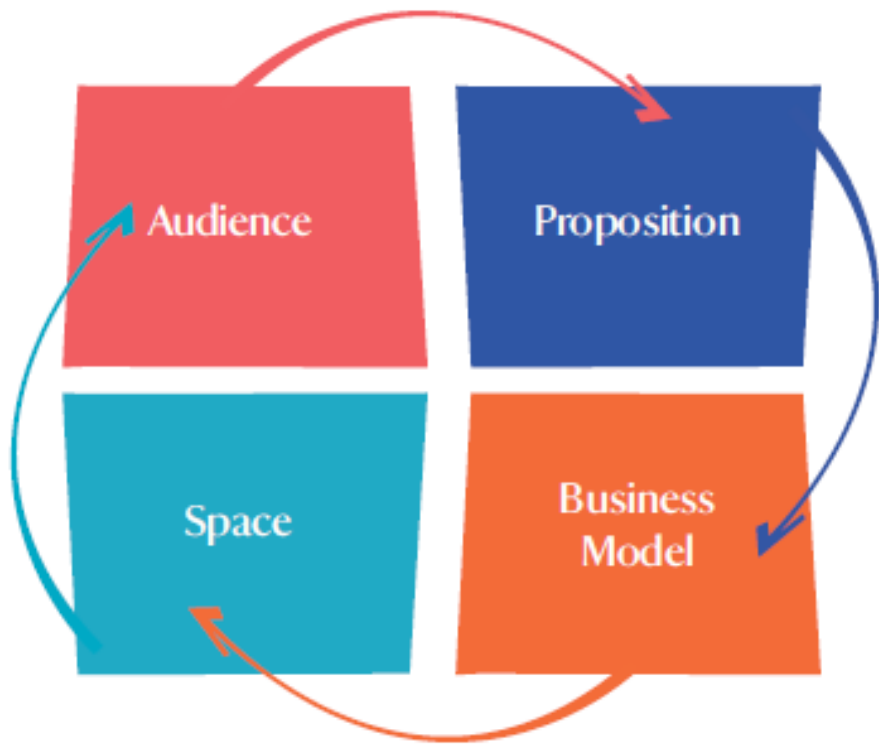


# Malham Visitor Masterplanning



What can we learn from other places..?

caseymorrison



# Fells Crowd

**Motivation**  
 Confident outdoor users, pretty self-sufficient, low spenders, found at remote parking places e.g. Fell walkers on Langdale Pikes.

**National Trust Segment fit**  
 Design for Live Life to the Full

**Will also work for**  
 Young Experience Seekers, Active Curious

**Actions**  
 Few interventions needed but maximise of this audience at targeted events e.g. Kew

# Foothills Explorers

**Motivation**  
 Peak holiday/weekend visitors; pretty self-sufficient but will mix activities; generally avoid peak tourist spots e.g. Half day walk Cat Bells.

**National Trust Segment fit**  
 Design for Explorer Families

**Will also work for**  
 Some Young Experience Seekers, Active Curious

**Actions**  
 Develop our product offer for this group especially camping/outdoor activities through partnerships

# Lakeside Amblers

**Motivation**  
 Entry level countryside users; could be mixed age group; like to feel catered for; 2 - 3 miles is a good walk e.g. round the tarn walk at Tam Hows.

**National Trust Segment fit**  
 Design for Out and Aabouts

**Will also work for**  
 Younger Explorer Families, Curious Minds, Home and Family

**Actions**  
 Potentially a large market, need to focus on app development, catering offers & partnership work

# Rovers and Sightseers

**Motivation**  
 Have come for views, visits and photos; don't look prepared for the countryside; wet weather alternative is important; like iconic views e.g. Tour of Lakeland passes, Aira Force

**National Trust Segment fit**  
 Design for Curious Minds

**Will also work for**  
 Out and Aabouts, Home and Family, Young Experience Seekers

**Actions**  
 Maximise opportunities to engage with this group through cross promotion of destinations and/or more partnerships. Ensure great welcome at each site.

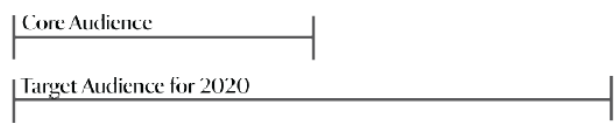
# Shoppers and Attraction Seekers

**Motivation**  
 Aspirational outdoor users; seeking out the crowds. Will be found around Windermere, on Lake cruises, World of Beatrix Potter, visiting some Trust properties such as Wray Castle etc. May feel intimidated by those they view as 'real' outdoor people.

**National Trust Segment fit**  
 Design for Home and Family

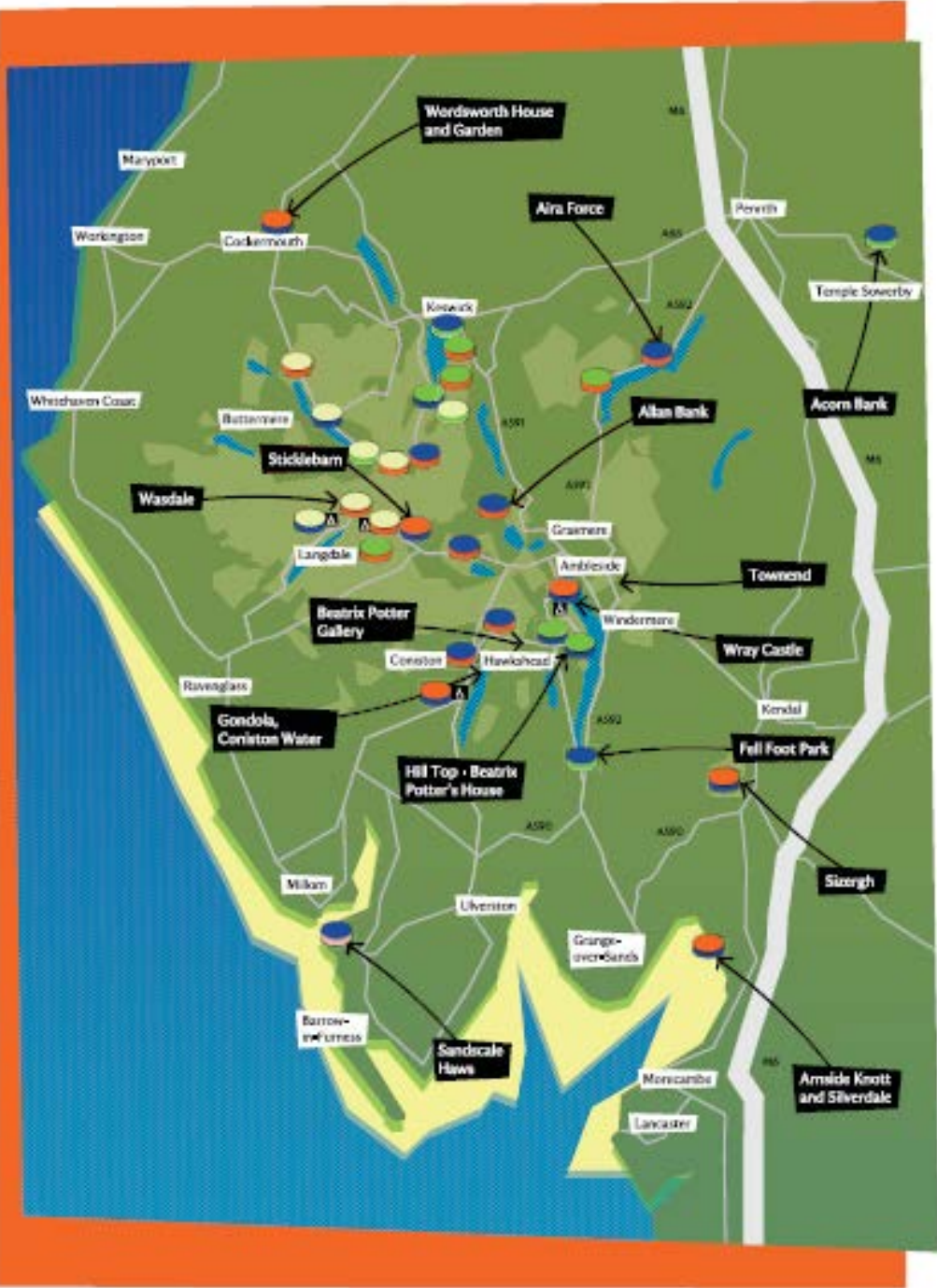
**Will also work for**  
 Out and Aabouts

**Actions**  
 Some of our 'Pay for Entry' sites will appeal, we need to ensure a warm welcome at these destinations. Consider developing appropriate product in the future.



<b>'Fells Crowd'</b> Design for LLTF Will also work for: YES, Active CM, Older EF	<b>'Foothills Explorers'</b> Design for EF Will also work for: YES, Active CM	<b>'Lakeside Amblers'</b> Design for O+A Will also work for: Younger EF, CM, H+H	<b>'Viewpoint Sightseers'</b> Design for CM Will also work for: O+A, H+H, YES	<b>'Shoppers and "attraction" customers'</b> Design for H+H Will also work for: O+A
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# Fell foot park - weaknesses

The park is largely a seasonal outdoor attraction and is very dependent on good weather, with a lack of indoor or covered space

- Existing **car park** is by no means large enough to accommodate visitors during peak summer periods, resulting in traffic issues on the road outside the park
- The **story, significance and spirit of place** is not clear to visitors
- Modern buildings such as chalets, bungalow and toilets are unattractive and in a **state of disrepair**
- **Public access** and enjoyment of the wider site is compromised.
- **Dwell time** is low as the offer is small and reliant on good weather
- Relies on the **income from car parking** which is open to abuse
- Little income generated from **events and other activities** due to lack of wider infrastructure
- Ability to capture **secondary spend** is low due to the poor site orientation and flow.

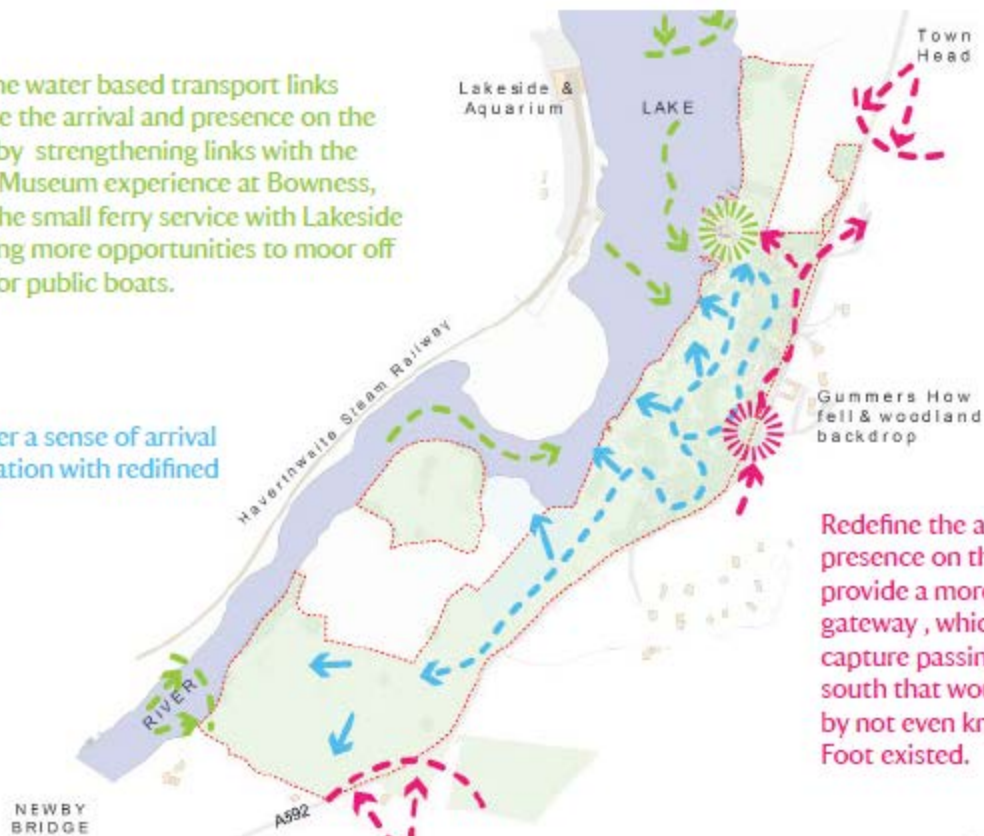
# Fell foot park – opportunities

- **Enhance the lake and riverside experience** whilst preserving its rustic charm and natural setting
- Attract more visitors with a **better all-year round and wet weather offer**
- Create a new anchor to give better sense of **arrival and orientation**, which would ultimately re-establish the integrity and story of the site
- - Improve **entrances, circulation and gateways** to enhance legibility
- - Remove the **clutter and poor building stock**
- - Create **better definition of spaces for passive and active uses**.
- there is opportunity to capture many more visitors if the **catering offer** is good and a short distance
- A well designed **retail space**, could form part of the wet weather offer and increase income
- Improved car park alignment and visitor flow would reduce **leaking**
- Opportunity to capitalise on other planned investments in the South Windermere area and the general uplift in visitors and awareness this could bring from the car park

## Grab

Maximise the water based transport links and enhance the arrival and presence on the waterfront by strengthening links with the Steamboat Museum experience at Bowness, increasing the small ferry service with Lakeside and providing more opportunities to moor off the jetties for public boats.

Create better a sense of arrival and anticipation with redefined footpaths

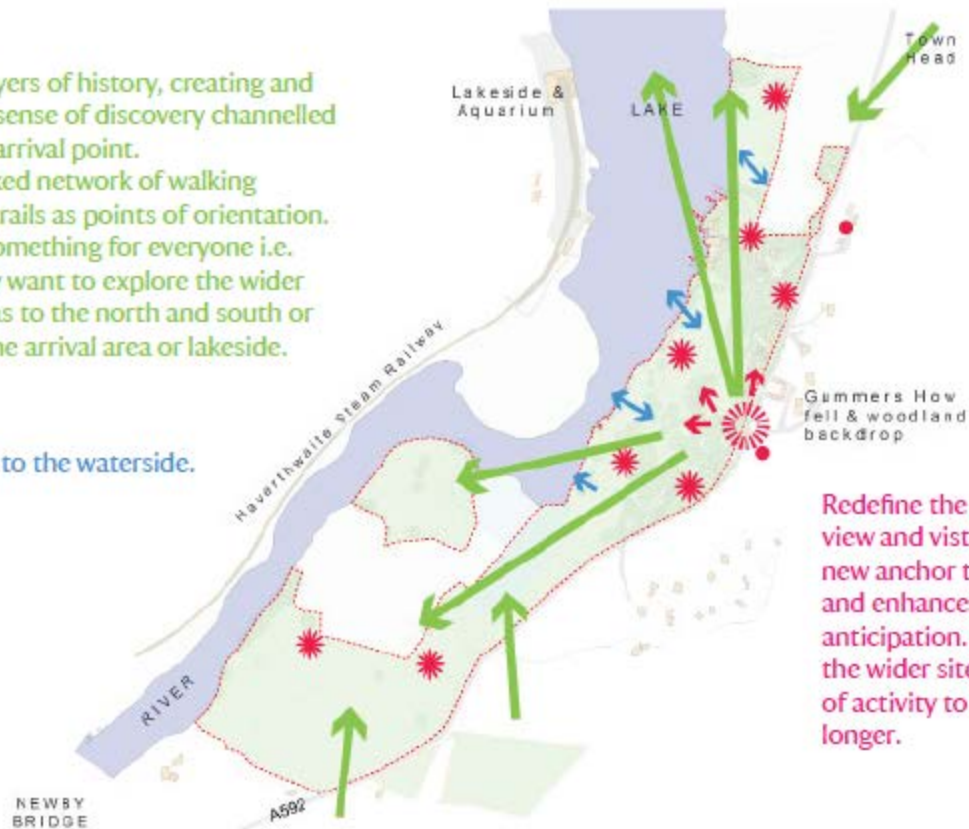


Redefine the arrival and presence on the A592 to provide a more welcoming gateway, which will also help capture passing traffic from the south that would normally pass by not even knowing the at Fell Foot existed.

## Gasp

Reveal the layers of history, creating and enhancing a sense of discovery channelled through the arrival point.  
Provide a linked network of walking circuits and trails as points of orientation. To provide something for everyone i.e. whether they want to explore the wider meadow areas to the north and south or stay within the arrival area or lakeside.

Draw people to the waterside.



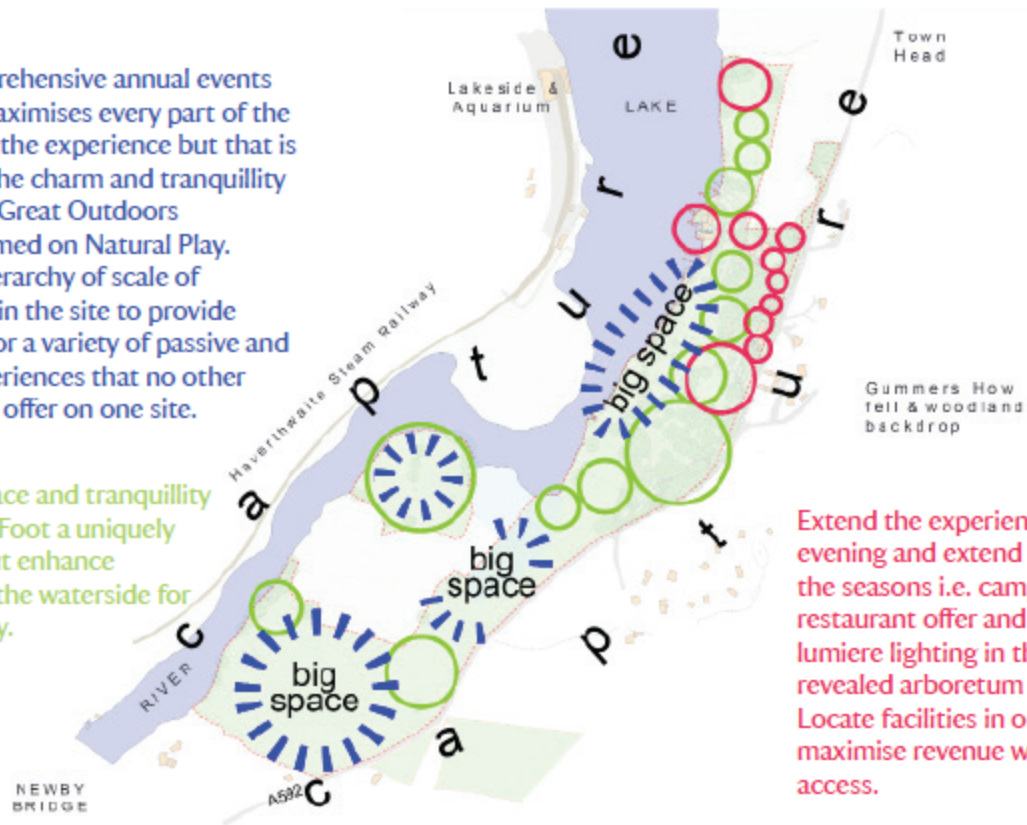
Redefine the historic principle view and vistas by establishing a new anchor that sets the scene and enhances the sense of anticipation. Draw people into the wider site by creating hubs of activity to help keep visitors longer.



## Grasp

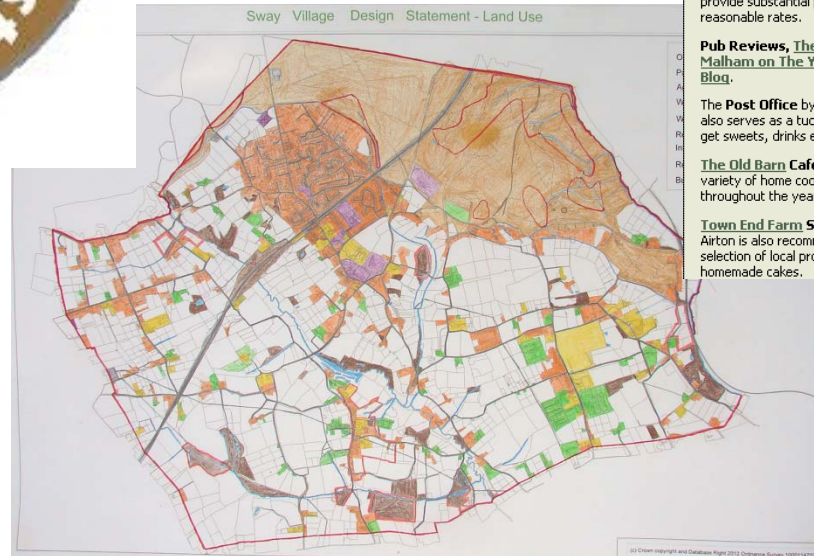
Provide a comprehensive annual events strategy that maximises every part of the site to energise the experience but that is balanced with the charm and tranquillity of the site. The Great Outdoors Experience themed on Natural Play. Enhance the hierarchy of scale of the spaces within the site to provide opportunities for a variety of passive and active play experiences that no other destination can offer on one site.

Respect the peace and tranquillity that makes Fell Foot a uniquely special place but enhance accessibility to the waterside for families to enjoy.



Extend the experience into the evening and extend through the seasons i.e. camping, cafe/restaurant offer and son et lumiere lighting in the newly revealed arboretum for example. Locate facilities in order to maximise revenue with improved access.

# What do you want to do..?



malhamdale.com  
Links and local information for Malham, North Yorkshire, UK

Back Contents

## Food & Drink



There are two pubs in Malham and one in Kirkby Malham, the [The Buck Inn](#) and the [Lister Arms](#) in Malham are both big old country pubs (Listers has the date 1723 carved over the door). The smaller [Victoria Inn](#) is in Kirkby Malham, just a mile down the road. All have a good selection of ales, and provide substantial pub meals at reasonable rates.

**Pub Reviews, The Lister Arms, Malham on The Yorkshire Dales Food Blog.**

The [Post Office](#) by the bridge in Malham also serves as a tuck shop, where you can get sweets, drinks etc.

The [Old Barn Cafe](#) in Malham serves a variety of home cooked meals and snacks throughout the year.

[Town End Farm Shop and Tearoom](#) in Airton is also recommended for its great selection of local produce, snacks and homemade cakes.

### Food and Drink in Malhamdale

<a href="#">The Buck Inn</a> (Pub)	Malham	830317
<a href="#">Lister Arms</a> (Pub)	Malham	830330
<a href="#">Victoria Inn</a> (Pub)	Kirkby Malham	830499
<a href="#">Old Barn Cafe</a>	Malham	830486
<a href="#">Town End Farm</a>	Airton	830902
Farm Shop and Tearoom		
<a href="#">River House</a>		
Evening Meals 6.30 - 8pm	Malham	830315
Bookings Only		
<a href="#">Beck Hall</a> (Cafe)		
Summer: Open 11:30-5:30		
Tues-Sun, Winter: Open	Malham	830332
Sat & Sun Only 11:30-4:30		
tea's to full meals		
<a href="#">YHA Cafe</a> drinks & light bites, Youth Hostel Cafe	Malham	830321
<a href="#">Passanum Artisan</a>		
Butchery & Charcuterie	Kirkby Malham	830727
<a href="#">Yorkshire Chorizo Mail</a>		
order Charcuterie	Kirkby Malham	830727
All phone no.s have the Malham area code (01729) Some opening hours are seasonal, please check during the Winter months, please mention malhamdale.com when booking		

Take a look at our local Yorkshire Dales Food Blog [Yorkshire Dales Food Blog](#) for more Foodie Musings from the Dales, includes restaurant and pub food reviews, info on Farmers market's, mail order shop reviews and more.



**We're proud to support local food**

Join the Yorkshire Dales Food Network for FREE