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Lake District  
National Park



# Smarter Travel

A vision for smarter visitor travel in the  
Lake District National Park 2018-2040



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# 1. Executive Summary

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Our vision for travel in the Lake District National Park in 2040 is to keep the Lake District special through four key themes:

- Reaching the Lakes
- Linking the Lakes
- Active travel
- Smarter Travel

We anticipate growth in visitor numbers, with potentially 22 million visitors per annum coming to the Lake District by 2040. We aim to increase the share of visitors who use sustainable travel in order to minimise this impact on the landscape and communities, to maintain, and where possible enhance, the tranquility and beauty for which the Lake District is appreciated.

The sustainable travel measures are wide ranging and innovative, embracing opportunities presented by technological advances alongside developing opportunities for travel and recreation such as walking and cycling.

Whilst the vision is for 2040, the delivery plan is until 2020, to enable us to update as new opportunities arise. The delivery plan is wide ranging and includes 'quick wins' alongside work towards the development of iconic walking and cycling projects and innovative new approaches.

## 2. Introduction

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2.1 Our vision for travel in the Lake District is of a place where visitors and residents can experience new opportunities to travel sustainably, where visitors from around the world are attracted to quality, iconic, travel experiences, to the benefit of the economy. Where more visitors will choose to walk, cycle, travel by boat, rail or bus as the best way to discover the spectacular landscape. This will result in:

- A more enjoyable, relaxing and healthier visitor experience
- Reduced impacts of traffic on communities and the landscape
- Reduced carbon emissions
- Increased spend in the visitor economy

As well as informing the delivery of visitor travel actions, this vision will form policy background and evidence to inform our review of the Lake District Local Plan.

2.2 The two infographics on the following pages summarise our draft/indicative vision for 2040, and the actions that will take us to this place. Commitment and investment will be required in order to achieve this vision, and this document sets out actions to deliver the vision.

# Visitor travel in the Lake District: A 2040 vision

Our aim is to catalyse transformational change in the way people get to and around the Lake District. Our vision for travel in the Lake District is of a place where visitors and residents can experience new opportunities to travel sustainably, where visitors from around the world are served by integrated quality, iconic travel experiences, to the benefit of the economy. Where more people choose to walk, cycle, travel by boat, rail or bus as the best way to discover the spectacular landscape.

This will result in:

- Creating a more enjoyable, relaxing and healthier visitor experience
- Reducing impacts of traffic on communities and the landscape
- Reducing carbon emissions
- Increasing spend in the visitor economy

## 1 Reaching the Lakes

- Transformational transport enabling 50% more visitors to reach the National Park by rail and integrated onward travel linking showcase areas of the Keswick, Ulthwaater and Windermere corridors
- Quality, integrated marketing and mobile ticketing engaging visitors to explore the Lake District sustainably
- Cultural and international visitors to the Lake District World Heritage Site arriving at quality designed gateway stations

## 2 Linking the Lakes together

- World class integrated water transport, zero carbon bus and autonomous vehicle services with stop and jerry infrastructure and information carrying 30% more visitors
- Improving transport hubs and managing car parks to encourage use as explorer hubs

## 3 Active travel

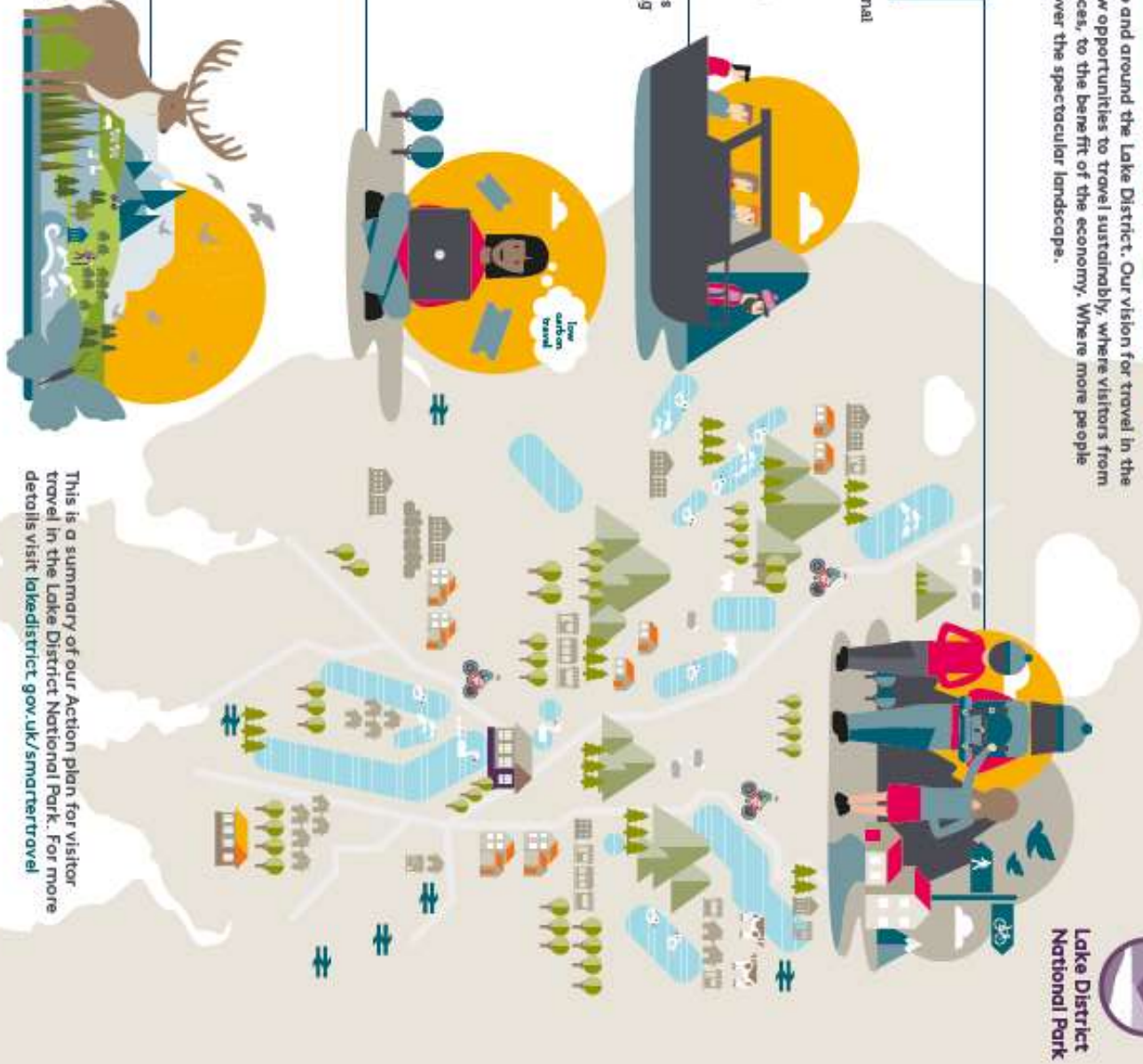
- More visitors walking or cycling from their door on a promoted route from every village or accommodation hub.
- Walking and cycling activity promoting health and well being and linking communities and visitor destinations
- Creating 120 kilometers of new multi user trails

## 4 Smarter travel

- Working with partners on new smart tech developments to revolutionise how visitors and residents travel, including shared transport, mobility as a service and real time parking and transport information linked to existing mapping and booking apps
- Ensure the Lake District is a leading place for transport innovation and accelerating new technologies to market including intelligent parking and transport systems, electric bikes and electric, hydrogen and autonomous vehicles

## 5 Keeping it special

- As a minimum % visitors arriving by car decreasing from 83% in 2015 to 64% in 2040. Less than 4% of visitors main mode of travel around the Lake District is car by 2040. Ideally, we are aiming for even greater increase in sustainable visitor travel
- Our action plan requires investment into the Lake District transport and visitor services, delivering economic benefits from visitors who stay longer and spend more locally



This is a summary of our Action plan for visitor travel in the Lake District National Park. For more details visit [lakedistrict.gov.uk/smartertravel](http://lakedistrict.gov.uk/smartertravel)

# Visitor travel in the Lake District: 2040 vision

Where and how visitors will drive less and see more.

Embracing new technologies, driverless pods, electric vehicles and integrating travel through 'Mobility as a Service'

Discovering new ways to travel

Prioritising people and the environment through traffic management

Digital information and promotion to encourage sustainable travel



More people enjoying scenic boat and bus rides

50% more people arriving by rail at iconic gateway stations

Creating more opportunities for walking and cycling on new and improved routes

This is a summary of our Action plan for visitor travel in the Lake District National Park. For more details visit [lakedistrict.gov.uk/smartertravel](http://lakedistrict.gov.uk/smartertravel)



### 3. The Lake District National Park Partnership's Vision

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3.1 The Vision agreed by the Lake District National Park Partnership states:

Figure 3: The Lake District National Park Partnership's Vision



## What will it actually look like?

**A spectacular landscape, its wildlife and cultural heritage** – A landscape which provides an irreplaceable source of inspiration, whose benefits to people and wildlife are valued and improved. A landscape whose natural and cultural resources are assets to be managed and used wisely for future generations.

**A prosperous economy** – Businesses will locate in the National Park because they value the quality of opportunity, environment and lifestyle it offers – many will draw on a strong connection to the landscape. Entrepreneurial spirit will be nurtured across all sectors and traditional industries maintained to ensure a diverse economy.

**World class visitor experiences** – High quality and unique experiences for visitors within a stunning and globally significant landscape. Experiences that compete with the best in the international market.

**Vibrant communities** – People successfully living, working and relaxing within upland, valley and lakeside places where distinctive local character is maintained and celebrated.

3.2 An effective, sustainable transport network is essential if we are to achieve this, with transport cutting across all four key elements of the vision; affecting the landscape, being vital to the economy, essential to the visitor experience and linking communities.

## 4. Where does it fit with other strategies?

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4.1 This document sits within a strategic family of documents produced by the National Park. It complements the thinking already developed but articulates in more detail our focus for action. The Venn diagram below illustrates the recent pieces of work that have informed our direction:

Figure 4 Lake District travel related plans and strategies that overlap directly with and inform this document



4.2 The Lake District National Park Authority is currently reviewing the Local Plan, and this Travel Vision is part of the thinking that informs it.

4.3 It has also been informed by regional and national policies, which are covered in more detail in Appendix A.

## 5. Aims and Objectives

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5.1 The Lake District Travel Vision aims to reduce reliance on the car in order to:

- Create a more enjoyable, relaxing and healthier visitor experience
- Reduce impacts of traffic on communities and the landscape
- Reduce carbon emissions
- Increase spend in the visitor economy

5.2 We will achieve this by:

- Building on the framework of gateways and hubs developed through the Intentions for Movement.
- Building on the lessons learned through the GoLakes Travel and See More programmes.
- Working in partnership to build a sustainable visitor economy.

5.3 The potential actions are covered in more detail below, but when added together the aim is that they will:

- Reduce the percentage of visitors arriving by car from 83% in 2015 to 64% in 2040
- Reduce the proportion of visitors using car as their main mode of transport while on holiday to less than 45% in 2040, down from 58% in 2015

These targets have been calculated to keep overall traffic levels stable if visitor numbers increase from 18.4 million in 2016 to 22 million per annum by 2040 as illustrated by the table below:

Table 1

Year	2015	2040 projections*
<b>Total visitors</b>	17.3 million	22 million
<b>% arriving by car</b>	83%	64%
<b>Number arriving by car</b>	14.4 million	14.4 million
<b>% using car as main mode of transport within the Lake District</b>	58%	45%
<b>Number using car as main mode of transport within Lake District</b>	10 million	10 million

\*visitor projections are based on extrapolating visitor growth trends as reported by STEAM tourism economic impact model from 2009-2012 as shown in figure 11

These are the minimum figures, to keep things as they are. Ideally we would wish to reduce traffic levels and bring tranquility back to some parts of the Lake District, so our greater ambition would be to reduce traffic in the Lake District.

## 6. Intentions for Movement

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6.1 The Intentions for Movement maps form the basis and foundations of this strategy. These were agreed by LDNPA in 2012 and form part of the Lake District National Park Partnership's Plan. This document builds on the Intentions for movement maps and provides more detail linked to actions.

6.2 The Intentions for Movement (IfM) Strategy provides a spatial dimension, leading on from the Lake District Transport Framework (2008). The IfM aims are to:

- Provide a vision for how people will move around the different Distinctive Areas in the future
- Develop places and conditions that will lead to an enduring shift to viable lower impact travel

6.3 The basis for IfM is the journeys people make as these patterns are generally the most stable. The mode of travel (car, bus, boat, train, cycling or walking) is more flexible and the IfM approach is to influence how people make these journeys and provide opportunities to reduce the negative impacts of transport on the National Park.

Five main components of journeys where influence could be made were identified:

Approaches - there will be more opportunities for people to approach by non-car modes in the future. This may involve direct rail services and coach services from urban areas, and “catching” car journeys at a hierarchy of gateways on approach, with the onward journey being made by coach, rail or car sharing.

Gateways - gateways provide a sense of entrance – that what happens beyond them is somehow different from that before. They will provide appropriate combinations of orientation and information, a variety of options and interchange for onward travel and associated facilities such as booking, hire, baggage forwarding, cafés and shops.

Corridors - corridors will be developed and movement along them increasingly managed to help deliver a shift to lower impact ways of providing access. Three types of corridor will exist: principal, distributor and local. The nature of how travel is influenced along the three types will reflect their different functions.

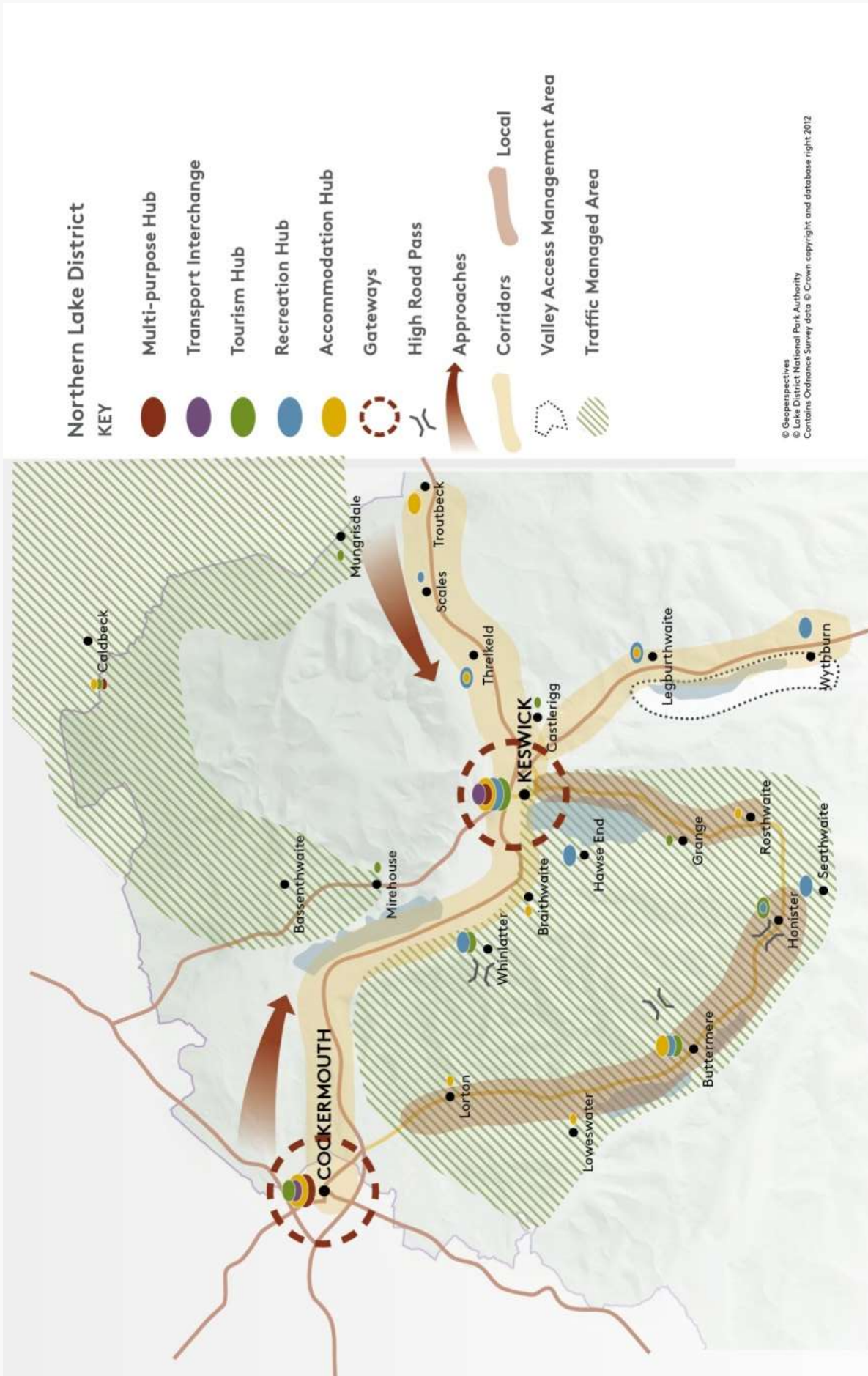
Hubs - hubs define the structure of the network through which people move. The hubs network is the most stable and enduring part of the transport system. Hubs are where people pause to think about how they intend to travel and/or have opportunities for interchange. Creating a network of hubs that is strategically designed to promote sustainable travel provides a more enduring structure for the development of viable transport services.

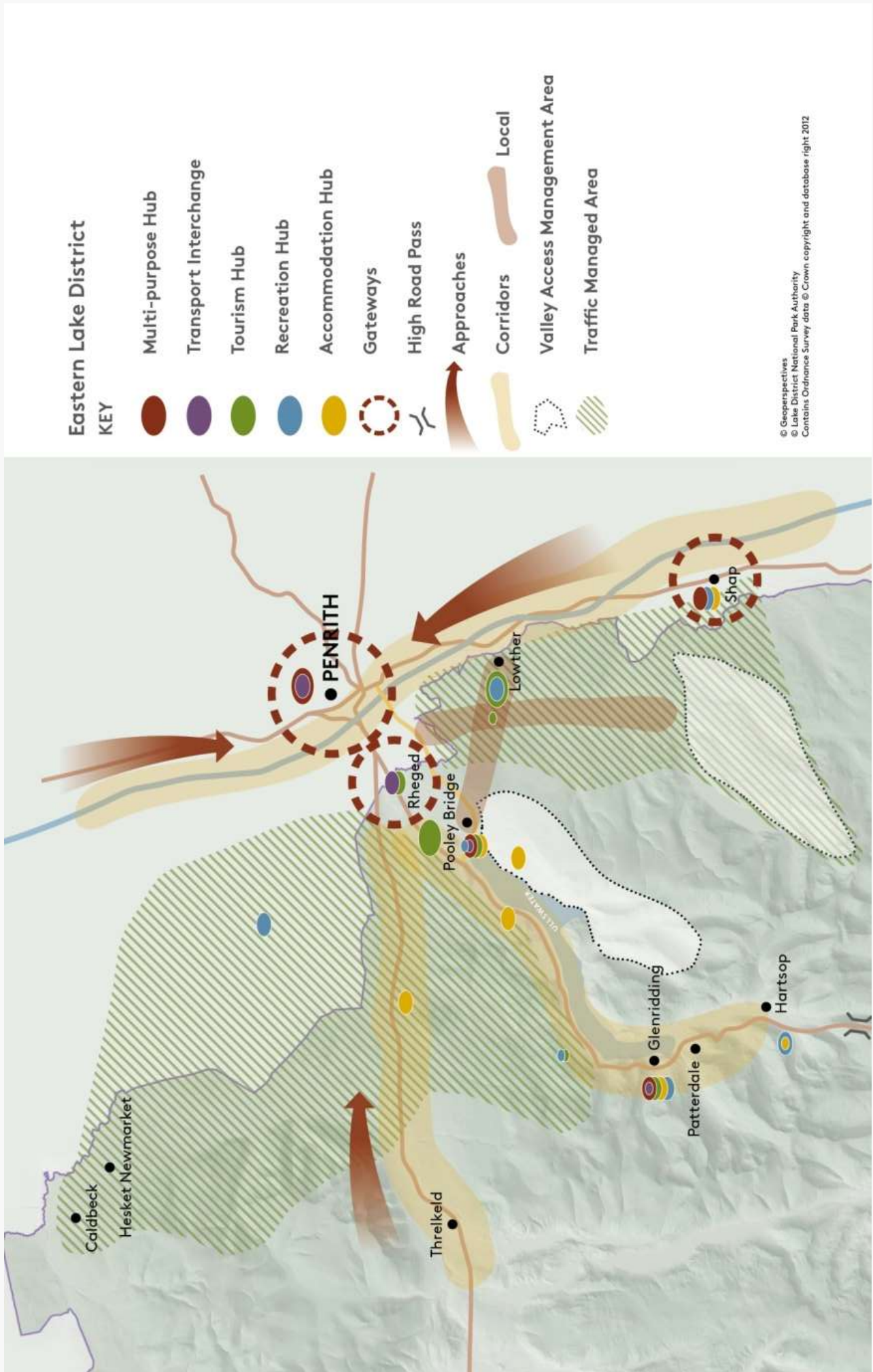
Traffic Managed Areas - these could be managed as areas where the road network is primarily for walking and cycling, and car use is primarily for essential access. The road network should feel safe and attractive for families to use without a car.

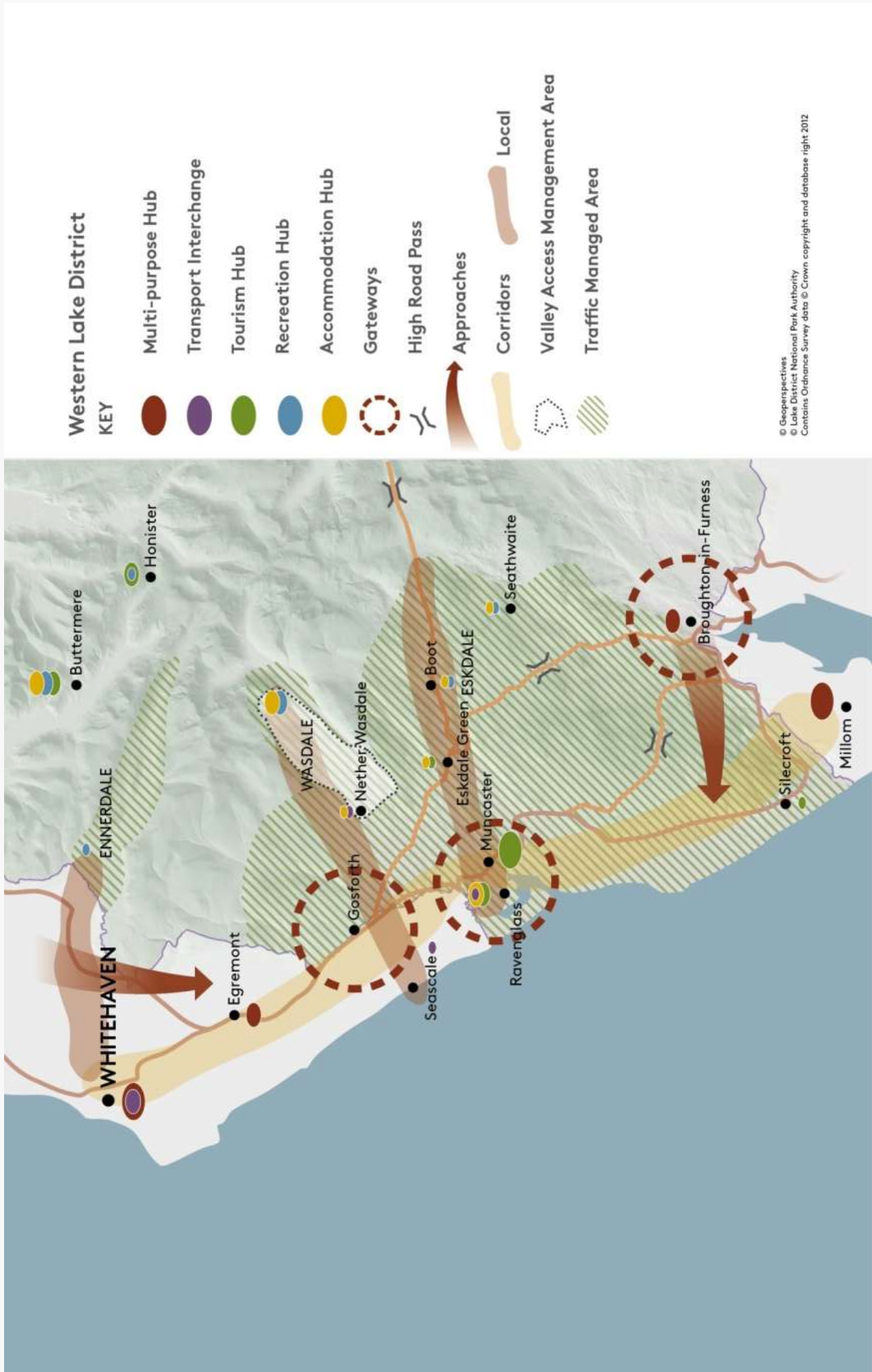
Hubs and gateways are the points at which visitors pause and decide what to do next, which is a key opportunity to influence their decisions to use sustainable travel options.

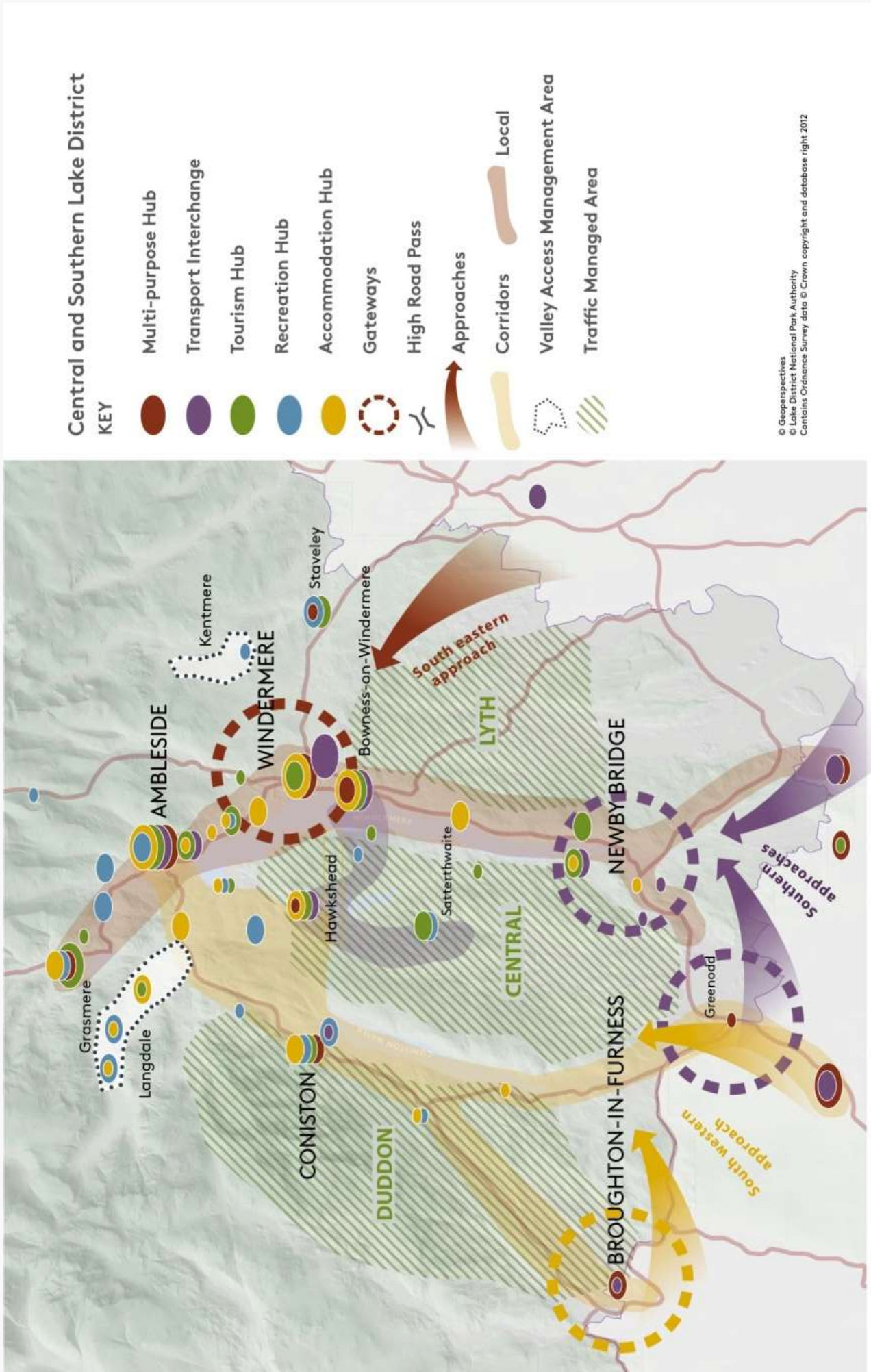
The Intentions for Movement have informed the Corridor Travel Plans which were developed for the Keswick to Borrowdale, Oxenholme to Grasmere and Penrith to Ullswater as part of the See More project. These have in turn influenced the development of the draft ‘Showcase Area’ policies in the Local Plan (draft).

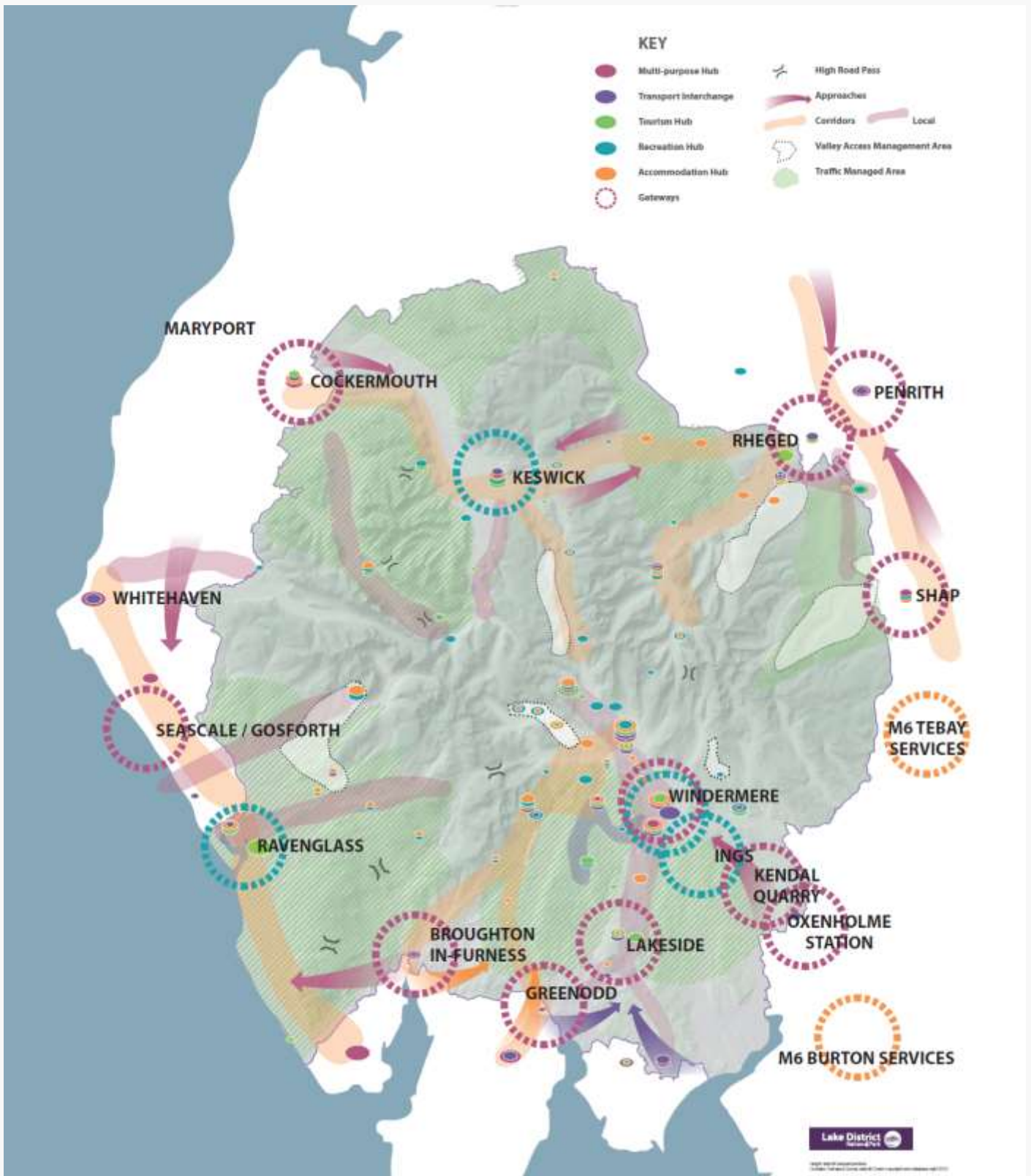
The Intentions for Movement maps are shown on the following pages:











## 7. Behaviour change is possible

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7.1 Through recent partnership work, including working with Cumbria County Council and Cumbria Tourism on Department for Transport funding projects, we have learned that behaviour change is possible in the Lake District, resulting in Carbon reductions and a better visitor experience.

### GoLakes Travel

GoLakes Travel was a £4.9 million project funded by the Department for Transport (DfT) through the Local Sustainable Transport Fund (LSTF) with the aim of transforming visitor travel to and within the South and Central Lake District.

- Over 4 years between 2011 and 2015 GoLakes travel:
- Created 50 kilometres of cycleway
- Organised with British Cycling 81 Skyrides
- Improved or created 5 bus services which carried 20,000 passengers in 2014 alone and introduced the innovative bike bus and bike boat
- Built two new jetties on Windermere
- Provided low carbon or electric vehicles at 9 locations

Between 2011 and 2014 this has contributed to: (based on comprehensive visitor surveys before and after)

- Reduction in vehicle mileage in the Golakes Travel area of 14.5%, which equates to 4.8 million miles.
- 7.8% reduction in Carbon emissions from visitor travel, a saving of 41,000 tonnes CO<sub>2</sub> (well above the target set at the start of the programme of 11,000 tonnes)
- Based on the visitor surveys, of people that had tried sustainable travel modes while on holiday in the Golakes Travel area.
- 94% of visitors gave a positive rating to their sustainable travel experience.
- 61% said they were definitely more likely to choose this mode of travel again on holidays
- 38% definitely more likely to use that sustainable mode of transport even when back home

### See More Cumbria and the Lake District

See More Cumbria and the Lake District was a one year revenue project building on the foundations laid by GoLakes Travel and with a new emphasis on providing for overseas visitors, maximising economic benefits and expanding to area covered to Cumbria's four 'showcase' corridors: Penrith to Ullswater, Keswick to Borrowdale, Oxenholme to Grasmere and Carlisle to Hadrian's Wall. This was led by Cumbria County Council and LDNPA.

The scheme was supported with £999,000 from the DfT's LSTF funding and was for one year, 2015-2016. Key Outputs include:

- Four Corridor Travel Plans setting out the direction of future transport management in the corridors. These were created with a stakeholder group made up of local businesses, organisations, landowners and parish councils.
- Introduction of 3 new bus services, 3 new coach tours and a new lake cruise

- Creating a ‘flock’ of 10 electric Twizys, hosted by local businesses
- Supporting the Skyride programme, creating and marketing the Lakes and Dales Loop cycle route and bring the Tour of Britain to Cumbria
- A comprehensive marketing and PR programme to change the way people think about their travel to and around Cumbria and the Lake District

A further Corridor Travel Plan was developed for the Western Lake District.

7.2 The action plans from the Corridor Travel Plans have fed into the action plan in Chapter 10, and our lessons learned from these corridors will be applied elsewhere. As See More was a revenue only programme, the capital schemes have been carried forward to be developed through further project funding.

**Cumbria Tourism Visitor Surveys show that between 2012 and 2015 the percentage of visitors stating car as their main mode of travel while in the Lake District has decreased by 15%, from 73% to 58%.**

7.3 Our experiences with Go Lakes Travel and See More show that many people are motivated by the different experiences offered by sustainable transport modes, the chance to relax, get out in the scenery and enjoy some exercise. The Mosaic profiling and market segmentation undertaken enabled us to tailor marketing to the products most likely to interest the target market. For example, ‘Drive Less See More’ gets over the message that a visitor will have a better experience if they choose not to drive.

7.4 We must appreciate that different people have different needs and aspirations for their holidays and travel within it. This depends on many factors including their interests, level of activity, age, income levels, location of their accommodation (if staying), time and environmental awareness. **As long as we can encourage some of the people switch transport mode some of the time we will make a difference.**

7.5 There are a number of options for reducing the environmental impacts of leisure travel:

- Encourage longer stays
- Arrival by car but park for the day and use other modes of transport
- Arrival by car but leave car at accommodation and explore on foot or bike from your door
- Arrival by public transport
- Switch from air to rail / coach
- Coach tourism
- Use greener mix of travel options – e.g. incentives / value added offers for visitors using electric cars, bicycles etc.
- Slower driving speeds and safety measures to encourage safe walking and cycling
- Avoidance of the most sensitive areas by car
- Make the mode of alternative travel part of the attraction, selling the experience

And a successful scheme will be made of not just one of these elements but a combination, which add together to create the conditions that encourage sustainable travel.

## 8. Challenges for the future

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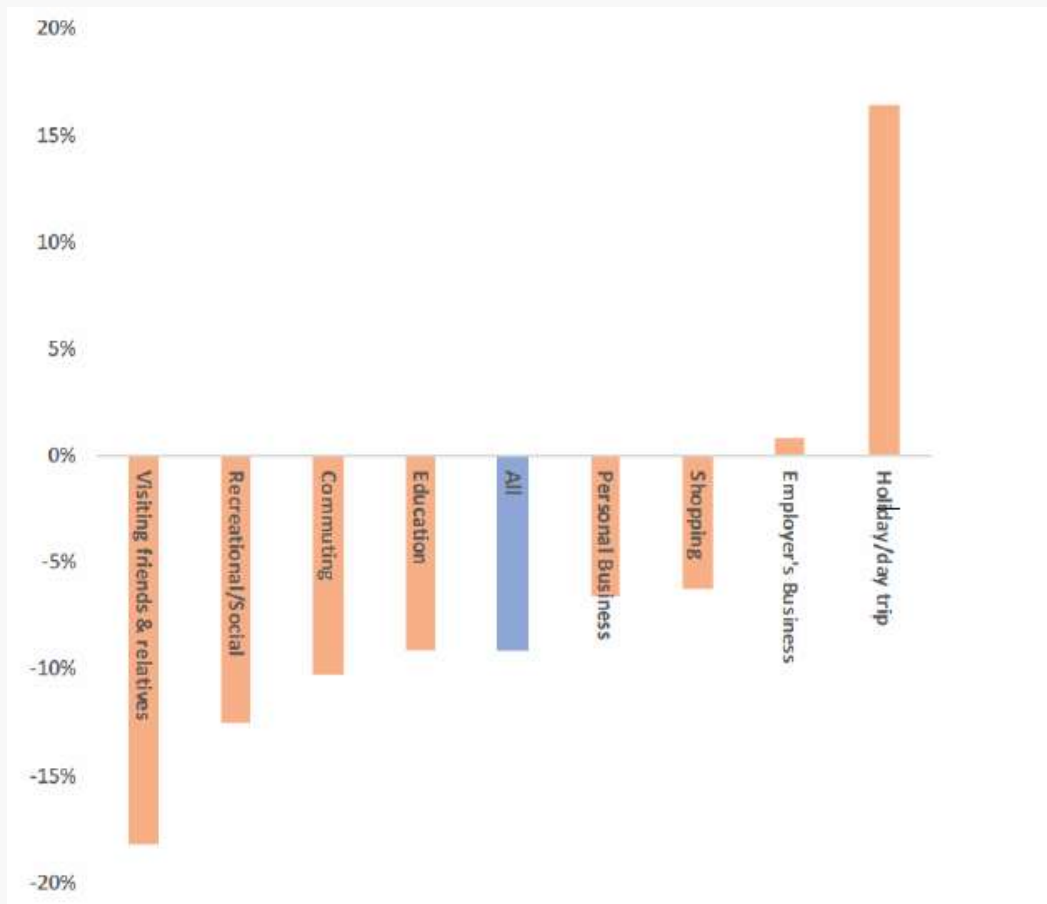
8.1 Transport and travel are a key element of everyday life; however, the journeys people make and the mode of travel used is often determined by non-transport related factors such as where we live and the facilities available there. This is nowhere more apparent than the Lake District National Park where a low density and scattered resident population have to travel to access services at key rural service centres. The large number of visitors to the National Park, the majority of which arrive by car, also create issues such as congestion and pressure on car park capacity.

8.2 The Lake District National Park Authority (LDNPA) is not the Highway Authority in Cumbria so therefore has no statutory duty relating to the highway network, its maintenance and legislative enforcement. However, transport influences much of our work and we will continue to work in partnership to influence travel, helping to achieve more sustainable travel patterns that will help achieve a modal shift away from the car and towards both public transport (bus, rail, coach and boat) and active travel such as cycling and walking. We have a track record of working collaboratively with Cumbria County Council and other partners, with a particular focus on sustainable travel and the visitor experience. Proactive partnership working with Cumbria County Council and other stakeholders is essential to the delivery of the actions set out below.

### **Increasing traffic?**

8.3 There are many factors which affect this. Nationally this includes growth in wealth, population growth and changing driving habits. The National Travel Survey shows that people are making fewer journeys (see below) but the average distance of these journeys is increasing. It is also noteworthy for the Lake District that holiday and day trip travel is showing the most significant increase.

Figure 10: Change in trip rate 2003-2010, DfT, National Travel Survey



8.4 Whilst the number of journeys per person and even total distance travelled is decreasing, Britain's population continues to grow. The Department for Transport's National Traffic Model (NTM), suggests five scenarios for road traffic changes. These forecasts depend on trends in population growth, GDP changes, fuel price changes and travel policies and investments. Based on detailed modelling the percentage car traffic growth by 2040 is expected to be between 9% and 45%. The highest increases are expected to be found on rural roads and the Strategic Route Network (trunk roads). Modelling carried out for the West of the M6 Strategic Connectivity Study (WSP Parsons Brinckerhoff, 2016) suggests growth rates of all traffic of 19.7% to 22.6% on the A590, A66 and A595 from 2014-2030. While no-one knows the extent at this stage we can assume that there will be increased traffic pressures in the Lake District.

8.5 Continued traffic growth will lead to increased congestion and parking capacity issues, potentially damaging the environment and the visitor experience. Our challenge is to enable visitors to enjoy their visit sustainably, while not inconveniencing local residents or damaging the landscape they have chosen to visit.

8.6 However, technology is moving fast, and it can be argued that the NTM and other models are not taking account of future changes where people move from a car ownership model to more flexible car sharing. The impacts of driverless cars is uncertain as is the continued rise in online shopping, home working and social networking reducing the need to travel. We have shown through GoLakes Travel that when attractive alternatives are available

visitors can be attracted to use them and enjoy the experience and that when people are on holiday they are more amenable to change, so our strategy will encourage the creation, improvement and promotion of sustainable visitor experiences.

## Congestion

8.7 Compared with city centre locations, the Lake District does not experience serious, long term traffic congestion. However at peak times and in the busiest locations traffic congestion is a problem. Peak times would traditionally have been described as the school summer holidays and the May 'Whit Week' holiday, but over the past 20 years there has been the following gradual but change in visitor patterns:

- The increase in day visitors to the Lake District, more short breaks and the ability to book online last minute has led to more spontaneous visitor patterns. A weekend with a good weather forecast, whatever time of year, will see a notable increase in visitors
- The ageing population profile of residents and visitors to the Lake District, who are not constrained by school holidays, leading to busy times in June and September.

8.8 Marketing to encourage year-round visiting and longer overnight stays, and promotion of wet weather alternatives may help distribute this traffic and benefit the economy and community, through the creation of year round permanent jobs.

The congestion hotspots more reported by stakeholders are:

- Windermere to Ambleside A591
- Windermere to Bowness A5074
- Borrowdale to Keswick B5289
- Ings to Windermere A591

Consideration should be made as to how traffic pressures could be minimised in these locations.

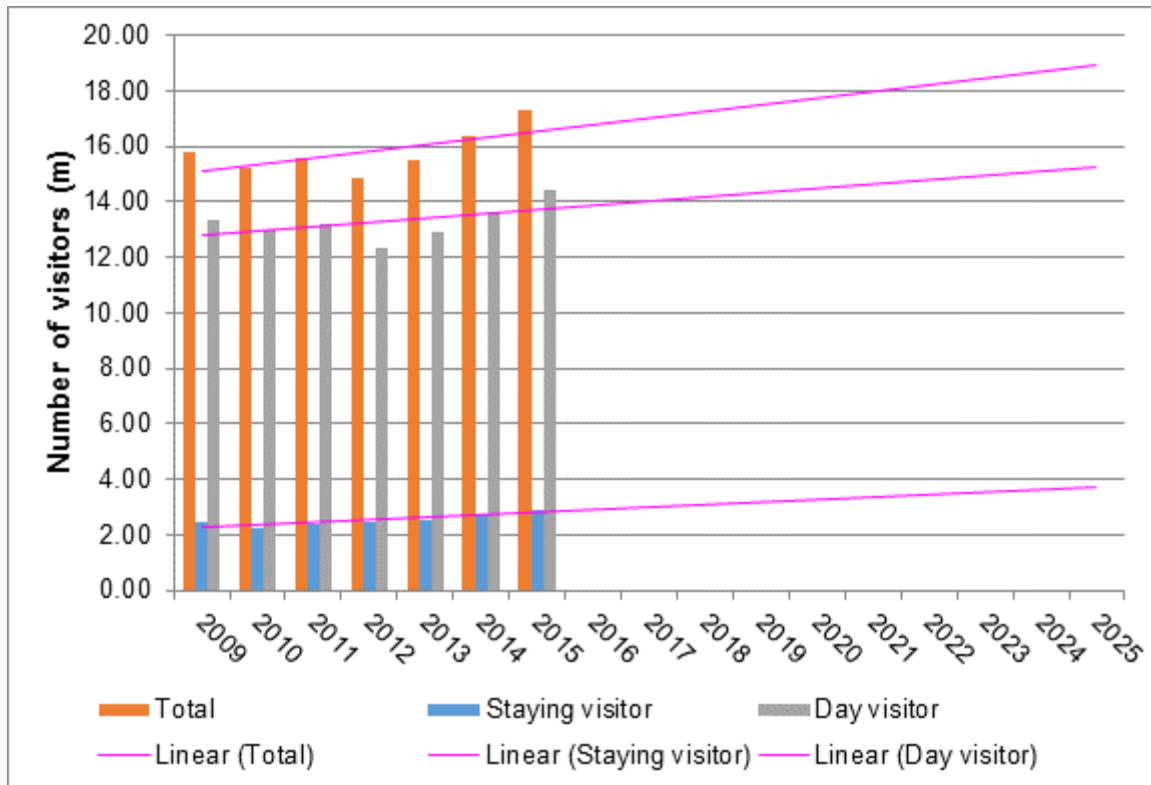
## Visitor numbers

8.9 This is both a challenge and an opportunity. Visitor numbers are rising and their contribution to the Lake District economy is vital. In 2017 tourism in the Lake District was worth £1.418 Billion and supported 18,565 FTE jobs (STEAM 2017, Cumbria Tourism). Higher visitor numbers lead to economic growth but can also lead to traffic growth. At peak times car parks are full and roads can be congested. We want our visitors to have a positive experience to promote future visits, but this experience can be spoiled by both insensitive development of car parks or lack of transport facilities. The impact of 'Brexit' is uncertain, but the changing value of the pound and changes to ease of movement could impact negatively on international visitors but positively on domestic visitor numbers. Over the past 10 years domestic consumer trends have led to more short breaks in the Lake District and fewer long holidays, and this is expected to continue.

Table 2: Total and breakdown of number of visitors to the Lake District National Park (STEAM 2009 – 2017)

Year	Serviced accom. (million)	Non-serviced accom. (million)	Visiting Friends & Relatives (million)	Staying visitor (million)	Day visitor (million)	Total (million)
<b>2009</b>	1.37	1.04	0.07	2.48	13.32	15.80
<b>2010</b>	1.24	0.96	0.07	2.26	12.96	15.22
<b>2011</b>	1.35	0.98	0.07	2.39	13.19	15.59
<b>2012</b>	1.37	1.05	0.07	2.48	12.36	14.84
<b>2013</b>	1.41	1.08	0.07	2.56	12.94	15.50
<b>2014</b>	1.49	1.22	0.07	2.78	13.61	16.38
<b>2015</b>	1.56	1.29	0.07	2.92	14.40	17.32
<b>2016</b>	1.64	1.46	0.07	3.18	15.24	18.41
<b>2017</b>	1.69	1.60	0.07	3.36	15.81	19.17

Figure 11: Potential scenario of future visitor numbers based on trends since 2009



8.10 These visitor numbers are not equally spread through the year, with higher numbers in the summer, in school holidays and at weekends. There is a national trend towards shorter domestic holidays and the distance from which visitors are prepared to travel for a day visit is increasing. Traffic at most times and locations is not congested, and car parks are not full, but at peak times there are hotspots of congestion, with Windermere to Bowness, Ambleside and Keswick being areas that experience the most congestion. If visitors were spread more evenly through the year and stayed longer it would benefit the economy and the environment and we should work with tourism organisations to promote this.

8.11 As a result of the Lake District achieving World Heritage Site status there is not expected to be an increase in total visitor numbers, but a change in the visitor mix, with more overseas visitors and cultural visitors, who will have different priorities in how and where they travel. International visitors in particular are likely to fly to Britain and then need quality public or group transport to get around within the UK. If this is not available there is a risk they will choose other more accessible destinations and the Lake District will not fully realise the economic benefits of World Heritage Site inscription.

8.12 Looking to the future, we can expect more visitors and a subtle change in the mix of visitors. As visitor markets in the Far East mature we expect to see more independent travellers, rather than group travel. Unless it is easy and convenient to travel by public transport these visitors will hire cars, exacerbating traffic problems. So with partners we must ensure that appropriate provision of services, infrastructure and information are available.

8.13 Due to all the factors above it is difficult to forecast accurately visitor numbers into the future. If we consider linear growth year on year based on the average yearly growth between 2009 and 2016 our forecast for 2040 total visitor numbers would be over 22 million people per annum, an increase of almost 3 million visitors on 2017 figures.

### **Decreasing public spending**

8.14 Public spending is decreasing in the UK, with local authorities in particular being forced to cut key services. In Cumbria this has led to withdrawal of bus service support, reductions in road maintenance, fewer resources to improve or maintain public transport and cycling infrastructure and more pressures on funding maintenance of rights of way. Authorities are increasingly led by commercial opportunities and the challenge is to look to alternative income streams and other ways of achieving strategic objectives and this approach is likely to continue. Bus service cuts have impacted some Lake District areas severely, most notably Coniston to Ulverston, Shap to Penrith and the Bootle, Ravenglass and Gosforth routes. In these cases communities have worked together to fund replacement services. However, due to visitor numbers boosting patronage and making services more viable the central Lake District was not affected to the same extent.

### **A less active and ageing population**

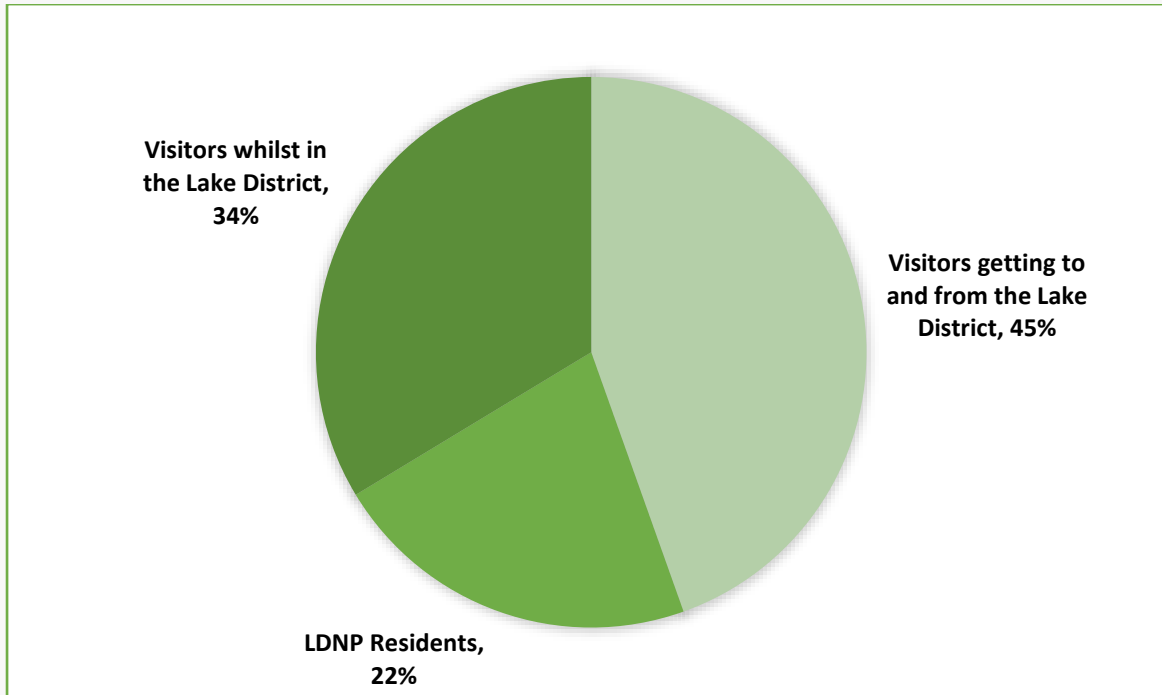
8.15 People's lifestyles are becoming less active, and this is one of the key causes of increased obesity, poor health and lower life expectancy. This is forecast to get worse unless interventions take place to encourage a more active lifestyle. Regular travel on foot or by bicycle can help address this and is another compelling reason to take action to encourage more active travel.

8.16 The Lake District already has higher than average population over 65 and this is forecast to rise to bringing further challenges in meeting travel needs and maintaining engagement in healthy activity.

## Carbon reduction

8.17 The Lake District National Park Partnership's Plan, The Management Plan for the Lake District National Park, commits to 'mitigate against climate change in line with national carbon budgets'. As part of this a carbon budget has been set. The current greenhouse gas footprint is shown below.

Figure 12: The greenhouse gas footprint of residents and visitors including travel to and from the park: 2.3million tonnes CO<sub>2</sub>e.



(A Carbon Budget for the Lake District National Park, Small World Consultancy, 2017)

8.18 From the above it can be seen that visitor transport contributes 50% of the Lake District's carbon footprint, with resident travel making up a further 10%. Flights from international visitors contribute 28% of the total. One of our challenges is to balance the economic value of increased visitors, especially overseas visitors, with the increased carbon emissions created. Encouraging visitors to stay longer when they are here can help both the economy and environment.

## Building resilience to climate change and flooding

8.19 Extreme weather events such as Storm Desmond in 2015 have brought home the damage that can be done to footpath, road, cycleway and jetty infrastructure by extreme weather events. We will work to ensure that resilience is built-in to new designs and infrastructure is improve to minimise damage and, where possible routes can remain open during flooding and drought events.

## Parking capacity

8.20 With peak demand for car parking increasing there is pressure to create more car parks to meet this demand. However, creating permanent car parks that will only cater for the school holidays is neither economically or environmentally sustainable. The creation of these car parks

will utilise land that could be used more beneficially for farming, local housing or local businesses and their impact on the landscape can be detrimental.

8.21 When car parks are full, or if they are considered too expensive this can create fly-parking which restricts access which impacts on bus services, residents' and farmers' access and can lead to delays and unsightly damage to roadside verges. It can also lead to traffic circling in search of a free parking place.

8.22 But although our aim is to decrease car travel to the Lake District the majority of visitors will continue to arrive in the Lake District by car and we should acknowledge this, while encouraging them once they get here, to leave their cars for longer, or to leave their cars at their accommodation and travel by other means. The strategy is therefore to carefully consider measures to encourage people to stay longer at car parks in hubs, whilst discouraging new parking in the open countryside. This will be articulated in more detail in the Local Plan.

8.23 Car parks could also be managed in order to utilise existing parking space better with new real time parking technology, tariffs could be modified to encourage longer stay and better digital information could be available on location and capacity of car parks.

## 9. Opportunities

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### Reaching the Lakes

9.1 Rail access from the major cities can provide a more relaxing and quicker journey compared to the car, and is a popular choice for international visitors. The development of HS2 may further improve connectivity from southern Britain to Birmingham, but its impact on the North is uncertain. Reliability and cancellations on the Lakes and Furness Line have highlighted the importance of these lines to communities and the visitor economy. There are issues as highlighted earlier, and due to the rail franchising system and high capital cost of even modest changes it can take many years for improvements to take place. Work is being carried out on the Lakes Line, where a study is being undertaken to look at capacity and accessibility issues, and potential solutions. The Cumbrian Coast Line is receiving some long-overdue investment and a Sunday service was introduced in May 2018. Cumbria Local Enterprise Partnership (LEP) is working with stakeholders to investigate further infrastructure developments that would meet the business needs of West Cumbria.

9.2 There are also potential opportunities relating to the reinstatement of former railway lines, particularly Penrith to Keswick and possibly further links from Haverthwaite. These may not be traditional heavy rail but possibly light rail/tram or other mass movement, which could include improved cycle access. More work is required to fully assess what may be possible, cost effective and sustainable in the long-term

9.3 Although travel by air has a high carbon footprint, we must accept that a high proportion of overseas visitors will fly into the country. We should work to ensure that onward travel from the airport can be achieved easily without hiring a car. Rail links from Manchester Airport are crucial. The introduction of passenger services into Carlisle 'Lake District' Airport may encourage passengers who would otherwise have travelled by rail to take internal flights. Rail

should continue to be the mode of travel promoted for access to the Lakes. It is also important that sustainable onward travel into the Lake District from the airport is achievable, without visitors feeling that they need to hire a car.

9.4 There is also an emerging market for cruise ships to use Cumbrian ports, and steps should be taken with partners to ensure that cruise passengers are able to access the Lake District sustainably.

### **A test bed for new experiences**

9.5 When we are on holiday we are more open to try new ways to travel. Monitoring and Evaluation carried out for the Golakes Travel programme showed that 38% of visitors were likely to continue to use the mode of transport they tried out while on holiday at home. There is exciting potential for a holiday in the Lake District to become a catalyst for longer term behaviour change that will benefit urban areas suffering from air quality, health and congestion issues.

### **Embracing new technologies**

9.6 New technologies can be harnessed to benefit visitors to and residents in the Lake District and we will be innovative and imaginative in exploring how these can be applied to the Lake District. This may include driverless (or autonomous) vehicles, electric vehicles, tech based solutions to travel and parking information, new ride sharing apps and 'Mobility as a Service. This sector is moving fast but LDNPA will lead and work with developers to trial new opportunities. Opportunities include collaborating with Transport for Greater Manchester and private sector suppliers through 'Travel Spirit' to investigate applications that could be trialled in the Lake District.

### **What is 'Mobility as a Service'?**

Mobility as a service is described by the Transport Systems Catapult in 'Mobility as a service, exploring the opportunity for mobility as a service in the UK, July 2016'

'MaaS is a new concept that offers consumers access to a range of vehicle types and journey experiences. MaaS may be perceived by travellers as a 'better choice' and may change how we currently travel. In the future the private car may not be perceived as such a popular choice for getting from A to B.'

There is uncertainty as to how the MaaS marketplace will develop; MaaS offerings may take many forms and be marketed to different types of customer. Providing mobility using MaaS may result in consumers deciding they no longer need to own a car. It may also have other consequences, such as increasing the number of journeys or leading to mode-shift away from public transport.

9.7 In recent years technology has evolved to the point where we are on the brink of a new transport revolution. Real-time communications and the 'internet of things' is enabling communication between vehicles, traffic signals, roadside and car parking sensors as well as with other vehicles. This will enable better management and integration of infrastructure, services and the customers. Automation has developed to the point where the technology is

almost ready for deployment. Big data, whether through anonymised mobile phone data or generated by vehicles and sensors is allowing greater understanding of behaviours. And new platforms, such as Uber have disrupted traditional approaches to mobility.

9.8 New technology will also enable shared transport to work better. Car clubs and lift sharing are already available but not yet realising their potential.

9.9 Connected Autonomous vehicle technology is moving ahead quickly. These will enable shared driverless vehicles to provide new or more flexible transport connections. We will work with industry partners to investigate use cases and where possible trial new developments.

9.10 We in the Lake District can enable and create the conditions where we can see innovations brought to market early. Our combination of 19 million visitors and the ability to work with partners to get rapid deployment will enable the Lake District to be a testbed for new technology and approaches.

### **Case Study: Lancaster University Management School Lake District Hackathon**

A Hackathon is where a group of multidisciplinary teams of students try to come up with a solution to a task in a short period of time (in this case 2 days) using technological solutions.

Students were invited to think outside the box to present solutions to a real business challenge. Students to work with industry experts in translating new Internet of Things (IoT) technologies into real-life solutions that could be applied to the Lake District National Park.

The Smart Parks Hackathon, which was co-organised with the National Park Research Centre, took place on March 1-2. It formed part of the MSc E-Business and Innovation (EBIN) and saw over 30 students from this and other courses taking part, all with an interest in technology and innovation.

The winning team created an app for cycling, which through putting sensors on bikes to collect detail enables people to track where you are (safety reasons), suggests where you can go to eat, drink or visit, but also collects info about routes, your health etc.

Another was an app booking platform, incorporating e-ticketing, Augmented Reality information on the journey, booking for hotels/bikes, smart parking (each parking space has a sensor) and enables you to track journeys.

### **Case Study: Driverless PODs feasibility study and testing**

The Lake District National Park teamed up with Westfield Technology Group and Innovate UK to for the first rural trial of autonomous vehicles.

The PODs ran in the grounds of the Lake District Visitor Centre at Brockhole and stakeholders and members of the public had the opportunity to ride in them and gave feedback as to suitable use cases, their confidence in the technology and how the PODs could be improved.

The learning from this will inform future work, which could lead to the PODs being deployed on a more regular basis in future.

## **New approaches to data gathering**

9.11 We have a body of evidence regarding visitor travel, but this is a dynamic area which in the past has relied on sample surveys which can depend on the amount of information visitors are able to supply, or traffic counts which identify numbers but not where and who is in them. We have recently started working with Telefonica to gain greater insights into how and where visitors travel to and within the Lake District. Using aggregated and anonymised data gathered from smartphones we can identify popular itineraries within the national park and gain a better understanding as to where our visitors originate. The results will be reported shortly.

## **Valley access managed areas**

9.12 The Intentions for Movement maps show valleys where walking and cycling will be encouraged, whilst car use discouraged, and how this interlinks with hubs and gateways. But there are many ways in which this could be implemented, and we have an opportunity to carry this out to the benefit of residents, businesses and visitors. Each valley and community will be different, so we will explore with businesses, farmers and communities, where and when this could be most effective, through short term pilot schemes. These could take the form of one day trials with certain roads closed to traffic, other than local access traffic. These would be carefully managed and monitored to learn lessons regarding how to devise schemes to make a positive impact on businesses and communities.

Experience in the Peak District and in cities shows that this can work and can stimulate extra walking and cycle tourism. If we select appropriate roads, which are not key transport links, and work with resident communities we could make a real difference and demonstrate that with fewer cars we can bring the tranquility back and allow the landscape and people to thrive.

## **Bus, coach and park and ride**

9.13 15% of visitors currently travel by bus as part of their holiday in the Lake District (Cumbria Visitor Survey 2015, Cumbria Tourism). Due to the volume of visitors many of the most populous areas of the Lake District have an excellent bus service. The services receive no public subsidy, yet due to growth in popularity and potential for further growth, Stagecoach has been heavily investing in new high quality vehicles, which include free Wifi, USB ports and leather seats. In the past 5 years they have invested £6.5 million in new vehicles for the 555 Keswick to Lancaster service, the 599 Bowness to Grasmere, open top, service and the X4/5 Penrith to Keswick and Workington service. The bus has great potential in carrying large volumes of passengers, and routes can be set up relatively quickly compared with other modes. It is hoped that we can work with bus operators to advise on improvements, jointly promote services and ensure that our local plan policies support sustainable travel choices, including bus.

9.14 Park and Ride (P&R) schemes have been proposed at various times as a solution to the Lake District's traffic and parking problems. However, when you look in detail at the business case for park and ride for the Lake District it shows that it is not suitable for all areas and that considerable work would be required to introduce it for the following reasons:

- Park and ride schemes traditionally work where people are all heading to the same place, and the nature of the Lake District is that people have multiple destinations

- Park and ride schemes in most areas receive ongoing revenue funding, as to be attractive they need to be cheap or:
- Parking or driving has to be so difficult, slow or expensive that P&R becomes attractive on a time-saving consideration
- Locations must be found for extensive car parks and a frequent transfer service needs to be available.

9.15 More work is needed to assess the feasibility. It would work best where there is already a frequent bus service, reducing costly revenue subsidies and it should be considered as part of the strategic traffic management of the area and in tandem with other schemes, which could include traffic and parking restrictions, improvements to waiting facilities and bus priority measures on the highway.

9.16 If considering P&R we can be innovative and also consider other transfer modes such as driverless pods, electric bikes or cable cars.

### **Coach travel**

9.17 Coach tours or group travel are an important part of the visitor economy, and are particularly significant for the growing Chinese visitor market. As large numbers of visitors can be accommodated on one vehicle they are also an efficient and sustainable way to travel. We will work with partners to ensure information is available, which promotes the Lake District, but also advises as to which roads are suitable and availability of coach parking. Through our local plan policies we will consider the need for improved coach parking where there is high demand.

### **Water transport**

9.18 Traveling by lake steamer or wooden launch along a lake is one of the iconic Lake District experiences. It also offers a sustainable transport mode between towns and to the start of walks. Scheduled water services are found on Windermere, Ullswater, Coniston and Derwentwater. We should work with operators to promote services, improve infrastructure where appropriate and develop new offers. We will look into the potential demand for water taxis.

### **Active Travel**

9.19 Our Access and Recreation strategy, 'Out There' has the strategic objective to develop 'A better connected access network fit for purpose in the 21st Century with high quality infrastructure, facilities and services meeting the needs of all users, in particular families and young people'. Four themes are described which will enable the above goal to be delivered: management, improvement, integration and promotion.

9.20 A priority list for action has been developed. The top priorities are included in the delivery plan of this vision, but more details can be found in the full document. These two strategies will work together to encourage and enable more visitors to walk and cycle for recreation and for travel.

9.21 Active Villages is a concept that is covered in more detail in the Access and Recreation and Health and Wellbeing Strategies. It revolves around creating opportunities around Lake District villages where residents and visitors can walk, cycle or jog from their door and promoting other outdoor recreation opportunities. This could involve creating new walking and cycling routes or promoting existing ones. Providing and promoting opportunities from the door

both increases activity levels and therefore health in the residents and visitor population and creates conditions that reduce the need to travel by car.

### **Creating iconic and transformational projects**

9.22 We will be innovative and forward looking in the design and solutions we support, working with new technologies and designers to meet our challenges and inspire visitors to travel sustainably. This is particularly relevant to the design of gateway infrastructure, such as Windermere Railway Station where visitors' first impressions are crucial.

### **Designing inspiring public realm**

9.23 Well designed public realm at gateways and hubs has the power to influence travel behaviour. Showing visitors the way, not only through signage and information, but through surfacing, attractive walking routes and facilities. The interchanges with the biggest footfall such as Windermere, Bowness, Keswick and Ambleside/Waterhead would make the biggest impact.

## **10. The Five Year Delivery Plan**

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The actions below encompass one or more of the following themes:

- **Reaching the Lakes** - creating the information, services and infrastructure to encourage visitors to use sustainable transport to get to the Lakes
- **Linking the Lakes** – encouraging and enabling visitors to travel sustainably within the Lake District
- **Active Travel** – creating and promoting walking and cycling routes to promote health and wellbeing
- **Smarter Travel** – embracing new technology on travel information and new low-carbon ways to travel

Which together can reduce the impact of traffic to:

- **Keep the Lake District special**

These potential actions have been developed through stakeholder discussions, the development of the See More Corridor Travel Plans and analysis of the key challenges and opportunities. They reinforce the Gateways and Hubs ideas developed through Intentions for Movement.

The active travel actions align with the Cumbria Cycling Strategy and the Access and Recreation Strategy, recognising that walking and cycling can be both a form of recreation and a form of transport. More detailed cycling and walking actions are included in these strategies. Through partnership working we can develop a raft of complementary measures which added together will improve the visitor experience and maintain and improve the Lake District's environment.

These actions vary in scale, but the impacts of smaller schemes will combine with the iconic projects to create the conditions where the natural choice for more visitors will be sustainable travel for the benefits of the environment, people and the economy.

### Table 3: Delivery Plan to 2025

These are our primary actions for the next 7 years, however this list will be kept under review to enable us to seize new opportunities as they arise.

Actions beyond this timescale will be developed to ensure a rolling programme of improvements.

Action	Proposed Partners involved	Themes addressed				
		Reaching the Lakes	Linking the Lakes	Active Travel	Smarter Travel	Keeping it special
Improve our intelligence as to visitor travel data	LDNPA/Telefonica	✓	✓	✓	✓	✓
Promote rail travel to the Lake District	LDNPA/Rail Operators	✓			✓	✓
Develop more incentives for sustainable transport users at attractions	Bus and rail operators		✓			✓
Continue to develop and promote the Park and Explore parking/bus ticket and other incentives for park and ride	LDNPA/SLDC/Stagecoach		✓			✓
Review car parking charges to encourage longer stay	LDNPA/ CP strategy group		✓			✓
Create new cycle, walking and sustainable travel content on LDNPA website	LDNPA	✓	✓	✓	✓	✓
Create social media campaigns to promote sustainable transport	LDNPA	✓	✓	✓	✓	✓
encourage more travel by sustainable modes, and encourage long stay at Brockhole and Coniston Boating Centre	LDNPA		✓	✓		✓
Work with partners to lobby for improvements to capacity and accessibility on the Lakes Line as set out in 'Lakes Line Fit for 2030'	CCC/CRP/LEP/LDNPA and others	✓				✓
Investigate feasibility for operating driverless pods in the Lake District	LDNPA/Private Sector/InnovateUK		✓		✓	✓

Action	Proposed Partners involved	Themes addressed				
		Reaching the Lakes	Linking the Lakes	Active Travel	Smarter Travel	Keeping it special
Evaluate options from the Smartparks report and options for Mobility as a Service and real time parking information	LDNPA/private sector		✓			✓
Work with partners to promote new Sunday rail services on the Cumbrian Coast Line	Northern Rail, Community Rail Cumbria/ LDNPA/CT	✓	✓			✓
Work with partners to promote and facilitate smart and integrated ticketing initiatives	Private sector/Transport for the North	✓	✓		✓	✓
Undertake feasibility work to identify options for traffic management to reduce visitor travel	LDNPA					✓
Investigate options improve waiting and interchange facilities at hubs	LDNPA/Operators/CCC					
Develop Car Sharing/car clubs/bike sharing/e-bike sharing	Carplus/Bikeplus/ car club operators	✓	✓	✓	✓	✓
Investigate opportunities to reinstate disused railway lines for sustainable travel	LDNPA	✓				✓
Work with partners make Windermere Station a world class gateway to the Lake District World Heritage Site	Cumbria LEP, Network Rail, TOC, CCC, private sector	✓				✓
Encourage and enable investment in new infrastructure such as charge points and fuelling for electric vehicles/bikes and hydrogen vehicles	LDNPA/CCC	✓	✓		✓	✓
Look at feasibility for water taxi services.	LDNPA/Private Sector		✓		✓	✓
Work with operators to consider expansion of bike-boat services	LDNPA/Private Sector		✓	✓		✓

Action	Proposed Partners involved	Themes addressed				
		Reaching the Lakes	Linking the Lakes	Active Travel	Smarter Travel	Keeping it special
Work with operators to advise on the development of bus services, marketing and ticketing	LDNPA/ Stagecoach		✓			✓
Influence new rail franchises through input to consultation process	LDNPA	✓				✓
Through the local plan review develop policies to encourage sustainable transport and promote rural accessibility	LDNPA	✓	✓	✓	✓	✓
Work with partners to develop onward travel for cruise liner passengers to the Lake District	LDNPA/ CT/Port Authorities	✓				✓
Work with partners to develop onward travel from Airports to the Lake District	LDNPA/Airport Authorities	✓				✓
Implement Cumbria Cycle Strategy actions	LDNPA/CCC/ British Cycling/CT/District Councils		✓	✓	✓	✓
Develop Access and Recreation Strategy medium actions, particularly work towards the implementation of priority routes identified, marketing and monitoring.	LDNPA		✓	✓		✓
Work with partners to encourage longer stay and out of season visits	CT/District Councils/ tourism businesses	✓				✓
Support Cumbria LEP and partners to improve infrastructure on the Cumbrian Coast Line	LEP/CCC	✓	✓			✓

## Appendix A: Policy Review

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This document sits within a strategic family of documents produced by the National Park either solely or in partnership with the County Council. It complements the thinking already developed but articulates in more detail our focus for action. The diagram on figure 4 illustrates the recent pieces of work that have informed our direction.

There are also a number of National and regional policies that have informed our thinking:

### **8 Point Plan for England's National Parks, DEFRA, 2016**

This document sets out the Government's vision for the future of National Parks in England. The 8 priorities are:

#### Inspiring Natural Environments

1. Connect young people with nature
2. Create thriving natural environments

#### Drivers of the Rural Economy

3. National Parks driving growth in international tourism
4. Deliver new apprenticeships in National Parks
5. Promote the best of British food from National Parks

#### National Treasures

6. Everyone's National Parks
7. Landscape and Heritage in National Parks
8. Health and wellbeing in National Parks

Points 3, 6 and 8 are of particularly relevance to Access and Movement.

### **Cycling and Walking Investment Strategy, 2015**

This strategy sets out the Government's ambition 'to make cycling and walking the natural choice for shorter journeys, or as part of a longer journey'. By 2040, the Government wants walking and cycling to be a normal part of everyday life, and the natural choice for shorter journeys such as going to school, college or work, travelling to the station, and for simple enjoyment. They want everyone in the country to have access to safe, attractive routes for cycling and walking. To help achieve this, cycling and walking must be seen as transport modes in their own right and an integral part of the transport network.

The objectives and target to measure progress towards the 2040 ambition are to:

- Double cycling, where cycling activity is measured as the estimated total number of bicycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025;
- Reverse the decline in walking activity, measured as the total number of walking stages per person per year;
- Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled, each year;
- Increase the percentage of children aged 5 to 10 that usually walk to school.

There are three themes that will focus delivery to achieve the above targets. These are:

- Better Safety - A safe and reliable way to travel for short journeys
- Better Mobility – More people cycling and walking – easy, normal and enjoyable
- Better Streets – Civilised places where people come first

The Northern Powerhouse: One Agenda, One Economy, One North: a report on the northern transport strategy March 2015

This focusses on travel to and around the north to aid economic growth. It covers strategic investment in road networks where congestion is most regularly experienced, improvements to the rail network to shorten journey times and reduce overcrowding and integration of transport information and ticketing.

Much of the focus is on the cities, where the bulk of the North's population live, however key links to the Lake District by road and rail will be considered and the integrated ticketing and information proposals could have an positive effect on use of sustainable travel by visitors, particularly those travelling to the Lake District from the Northern Powerhouse region.

### **The Four Pronged Attack: Cumbria Strategic Economic Plan 2014 - 2024**

This Plan has been developed by the Cumbria Local Enterprise Partnership (LEP) with a vision for Cumbria 'to have one of the fastest growing economies in the UK, in an energised and healthy environment. In 2024 Cumbria will be an internationally recognised destination for business and visitors. In particular the county will be known as a global leader in advanced manufacturing, nuclear engineering, energy production, tourism and food production. Supporting these sectors, the county will be home to a highly skilled and innovative workforce, a diverse range of employment sites, attractive city and town centres, a housing mix that can

meet the needs of communities, reliable transport and infrastructure links... all framed by a world-class landscape’.

The LEP has identified the following priority areas for economic growth in Cumbria:

- Advanced manufacturing growth
- Nuclear and energy excellence
- Vibrant rural and visitor economy
- Strategic connectivity of the M6 Corridor

Intervention will be focused on four economic drivers - business support, skills development, infrastructure improvements and environmental sustainability.

It is the objectives for the vibrant rural and visitor economy and infrastructure improvements that will have most impact on, and relevance for, transport issues for the Lake District National Park.

Moving Cumbria Forward: Cumbria Transport Plan Strategy 2011 – 2026, Cumbria County Council

This Plan sets priorities for transport investment in Cumbria. These are:

- Safe, strong and inclusive communities
- Health and wellbeing throughout life
- A sustainable and prosperous economy
- Effective communications between people and places
- World class environmental quality

It includes the following key statements relevant to this paper:

- We will explore options to encourage visitors to the Lake District National Park to use lower carbon forms of transport
- New housing, shopping, healthcare and employment opportunities will be directed to locations that reduce the need to travel by car.

### **A Sustainable Transport Framework for the Lake District National Park, Steer Davies Gleave, 2008**

This comprehensive study identified the key issues and barriers to sustainable transport in the Lake District National Park. It reviewed resident and visitor travel patterns, collected and

evaluated data on public transport service provision and patronage, traffic counts and car parking statistics as well as cycle infrastructure. The study found that although many stakeholders considered current road traffic levels as a problem, there was little evidence of serious congestion on even the busiest of highways such as the A591 and A66. A relatively good public transport network was in place including a wide variety of services – scheduled bus, demand responsive bus, rail, steam rail, ferry and car ferry, although some of these are promoted as attractions rather than a transport service. The network is enhanced during the summer but a good number of services operate all year round. The bus network in particular was seen as very stable over time providing a solid and important foundation for this area with such a high number of repeat visitors.

Less positive issues centred around the age and condition of many public transport vehicles, the apparent high cost of fares, the limited influence of rail travel within the Park, the low levels of cycle infrastructure and the inconsistent approach to car parking and the overall poor visitor experience this leads to. Encouragingly the age and condition of public transport vehicles in the Lake District has improved significantly, with the main bus operator, Stagecoach investing heavily in Lake District services, some key routes now being branded as ‘Gold’ routes.

The study developed an overarching aspiration for visitor transport in the Lake District:

‘We want a Lake District where transport adds value to people’s experiences of the National Park; where it enables our many visitors to visit and enjoy the special qualities of the National Park in a way which both meets their needs and minimises their impact on the local environment; where it contributes positively to quality of life by enabling local people to have good and affordable access to jobs and services; where it benefits businesses; and where the quality of the transport system matches the world class environment on offer’.

To achieve this, the study recommended four action areas:

- Connecting key places – the connections between the key towns, destinations, residential areas – both inside and just outside the National Park;
- Accessing the landscape – travelling into the more remote parts of the Lake District, the valleys, fells and the lakes, in more sustainable ways;
- Getting around the towns – improving the ability to move around sustainably within towns themselves;
- Accessing the Lake District – identifying the strategic access points into the National Park.

Lake District Beacon Area Transport Hubs: Review, Definition and Design Guidance, 2012

This piece of work, undertaken by consultants AECOM, informed the intentions for movement maps described below. It identified the locations and types of hub locations and

advised on design of infrastructure to improve the journey experience and help visitors choose their onward travel.

### **Lake District National Park Partnership Plan 2015**

The principles developed in Intentions for Movement underpin the strategic objectives for visitor transport in the Partnership's Plan. The Plan focusses on three specific areas of the Lake District, which are called Showcase Areas. These areas are Keswick and Borrowdale, Ullswater and Windermere and epitomise the Lake District's credentials as a National Park and World Heritage Site. They offer particular opportunities not only to see and experience the Outstanding Universal Value of the Lake District, but also offer the greatest opportunities to make it easy and attractive for visitors to move through these areas without being reliant upon having their own car.

The Plan recognises that cars will always continue to be the most practical option for some journeys; indeed it is extremely difficult to imagine the Lake District functioning without people using cars. But the car certainly does not need to dominate the experience of the visitor and the journey itself should be an attraction in its own right.

The Strategy aims to transform visitor movement to, from and within the Lake District, focussing on changing the travel choices visitors make by:

- a. Influencing operators of train, coach and bus services to provide frequent and direct services between Britain's major towns and cities, international airports and the Lake District's entrance Gateways.
- b. Improving entrance Gateways and the information available at these locations, making visitor travel easier. We will do this by developing delivery projects and programmes and securing their funding.
- c. Improving visitor travel between Lake District attractions and destinations by enhancing their integration with services and infrastructure (for example cycle routes and car parking). We will strive to make sure that the travel experience on these main travel routes is of the highest quality by developing delivery programmes and projects, and securing their funding.

#### Corridor Travel Plans, 2015-2016

Between 2015 and 2016 a partnership between the County Council and LDNPA worked with partners to create Corridor Travel Plans, focussing on 4 key corridors in the National Park: Oxenholme to Grasmere, Penrith to Ullswater, Keswick to Borrowdale and West Cumbria. These articulated a vision as to how visitor travel would develop for each corridor and identified

sustainable transport measures that would realise that vision. Some were actioned through the Department for Transport funded 'See More' programme and others are ongoing.

### **Cumbria Cycle Strategy 2017**

We have developed, in partnership with Cumbria County Council and other partners a cycle strategy for Cumbria. The goal of the Strategy is:

“For Cumbria and the Lake District to be the best place for everyone to cycle, with more people cycling, more often, in our spectacular landscapes.”

Four main themes reflect the ways in which cycling outcomes will be realised:

- Embedding cycling as a healthy lifestyle;
- Enabling cycling to support the economy;
- Improving cycling infrastructure; and,
- Promoting Cumbria as the best place to cycle.

### **Cumbria Access and Recreation Strategy 2017**

The Access and Recreation Strategy was adopted in 2017. The goal for access and recreation in Cumbria is that:

“Cumbria is a place where visitors and local people can explore, enjoy and develop an understanding of the diverse countryside, both on land and water, and are enabled to do so in a variety of sustainable and responsible ways.”

In order to achieve this goal the three access authorities (CCC, LDNPA and YDNPA) and key access providers across the county are committed to working together to maintain and improve public access and recreation to the countryside of Cumbria. This can be summarised as the following four strategic aims:

- Provide high quality, well maintained access to the countryside including the public rights of way network, open access land, access to water and other means which meets the needs of its users.
- Develop an integrated network of access, recreation and transport facilities on both land and water that will contribute to improved quality of life and health and carbon emission reduction, by encouraging people to walk, cycle and take public transport.

- Ensure access and recreation contributes to a thriving economy whilst protecting and, where possible enhancing, the sustainability of the County's natural and cultural resources.
- Work with partners, visitors, businesses, residents and farmers and landowners to encourage responsible use of the countryside and to minimise conflict through appropriate management and guidance.



## Appendix B Existing Characteristics

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This information was collected and published as part of the Local Plan Review in the Access and Travel Topic Paper.

### **What is accessibility in the Lake District like now?**

Accessibility relates to the ease with which people can get to key services and opportunities, such as places of work and learning, health care, shops and leisure venues. In the National Park, with high volumes of visitor transport, that also means accessing key destinations and attractions. Therefore, accessibility is not solely concerned with transport services, nor about just locating or designing new development near existing services but also about reducing barriers (such as busy roads or lack of facilities) to traditional visitor destinations so they become easier and more attractive to access by more sustainable travel modes.

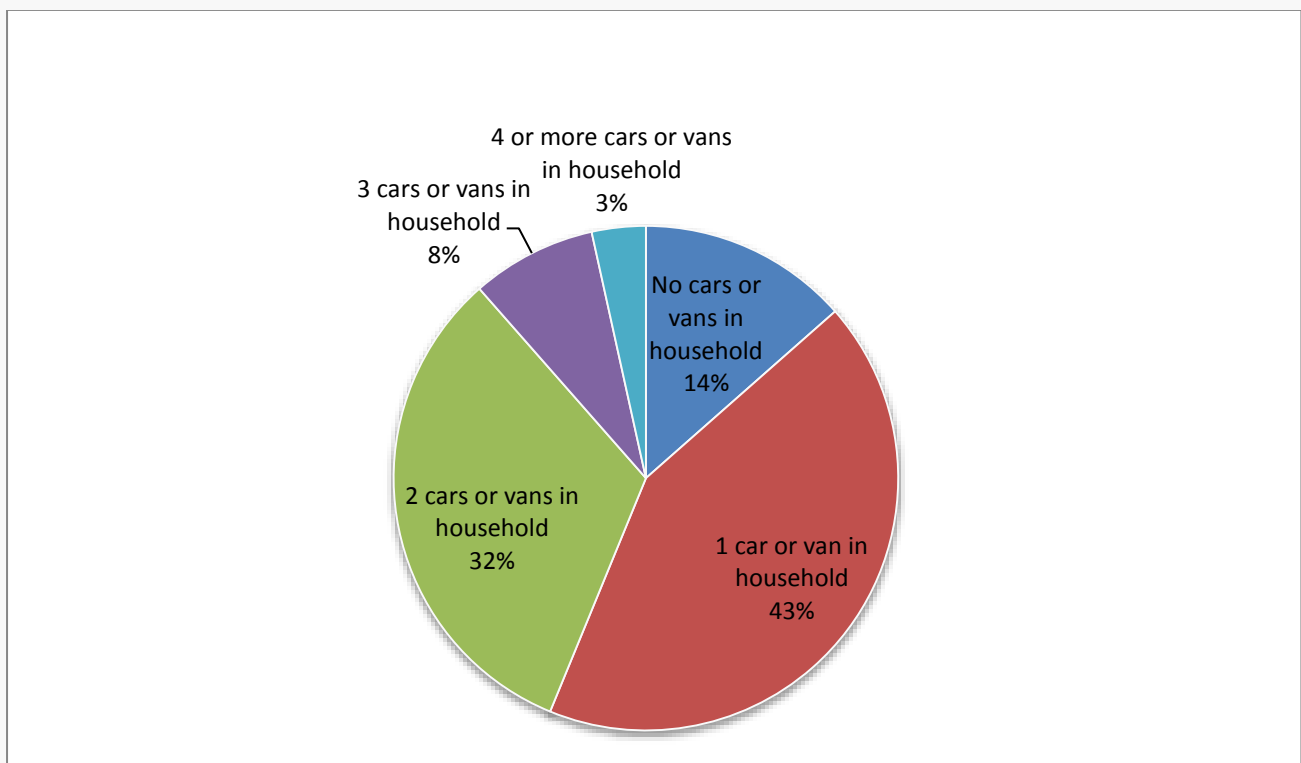
The following sections outline the current state of play with both resident and visitor travel patterns and an audit of the transport services that help shape them. The summary reflects the influence of the Go Lakes Travel and See More Programmes and how they have helped deliver the aims of the policies and strategies outlined in the previous section.

### Resident travel within the Lake District

As can be seen from the chart below, 14% of households in the Lake District National Park do not have any cars or vans. There are big differences between the parishes, with the percentage of households without a car in Keswick being 24%, whereas in Cartmel Fell it is only 2%. This reflects mainly a higher proportion of low income households, but also a lower need to own a car in Keswick due to proximity of work, services and leisure opportunities and good public transport services.

Conversely a high proportion of households have 2 or more cars, reflecting in some cases extremes of wealth, but in others the rural nature of the area with family members requiring separate transport to different work locations.

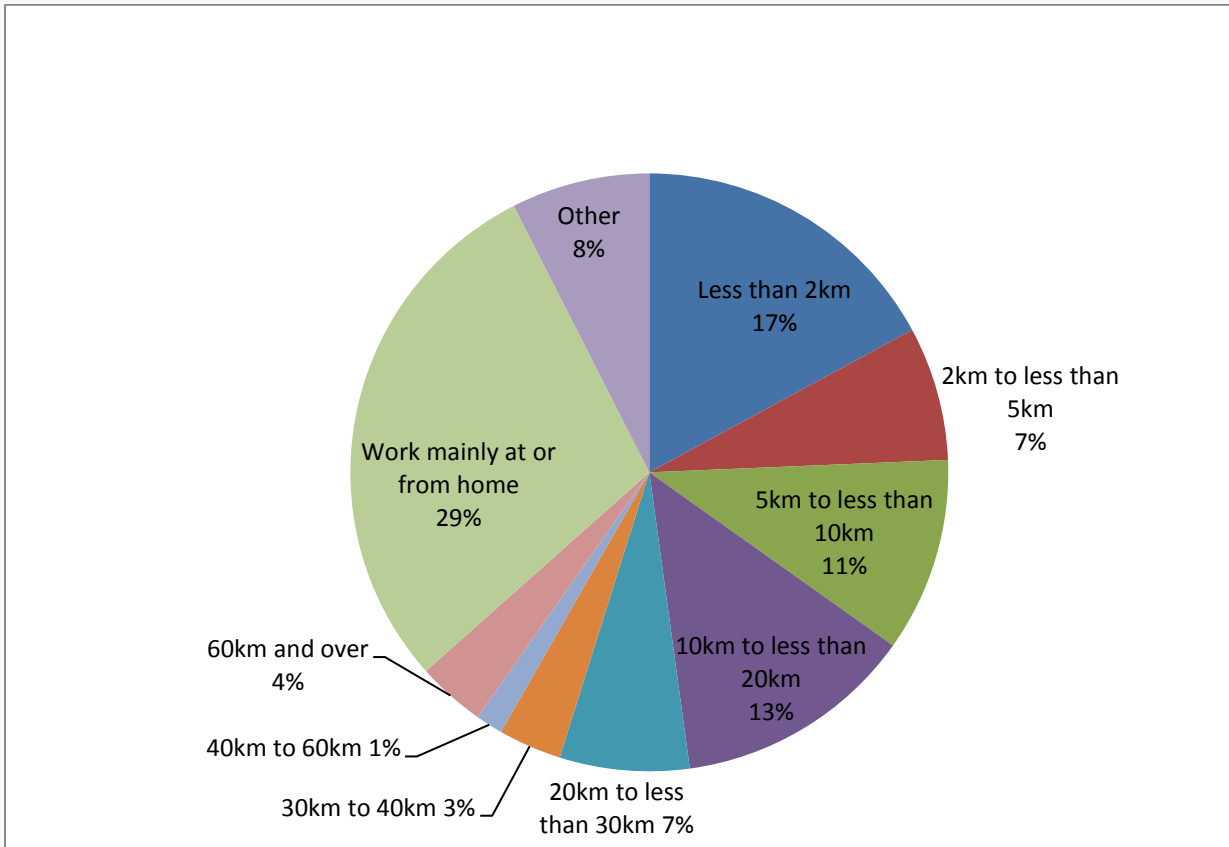
Figure 2: Car or van availability within the Lake District National Park parishes



Source: 2011 Census

When looking at the distance travelled (see Figure 3), out of those in employment 29% of Lake District residents work from home, significantly higher than the national average of 5.4% reflecting changing working arrangements brought about partly by new technology, where access to work depends more on good broadband availability than on provision of transport infrastructure or services.

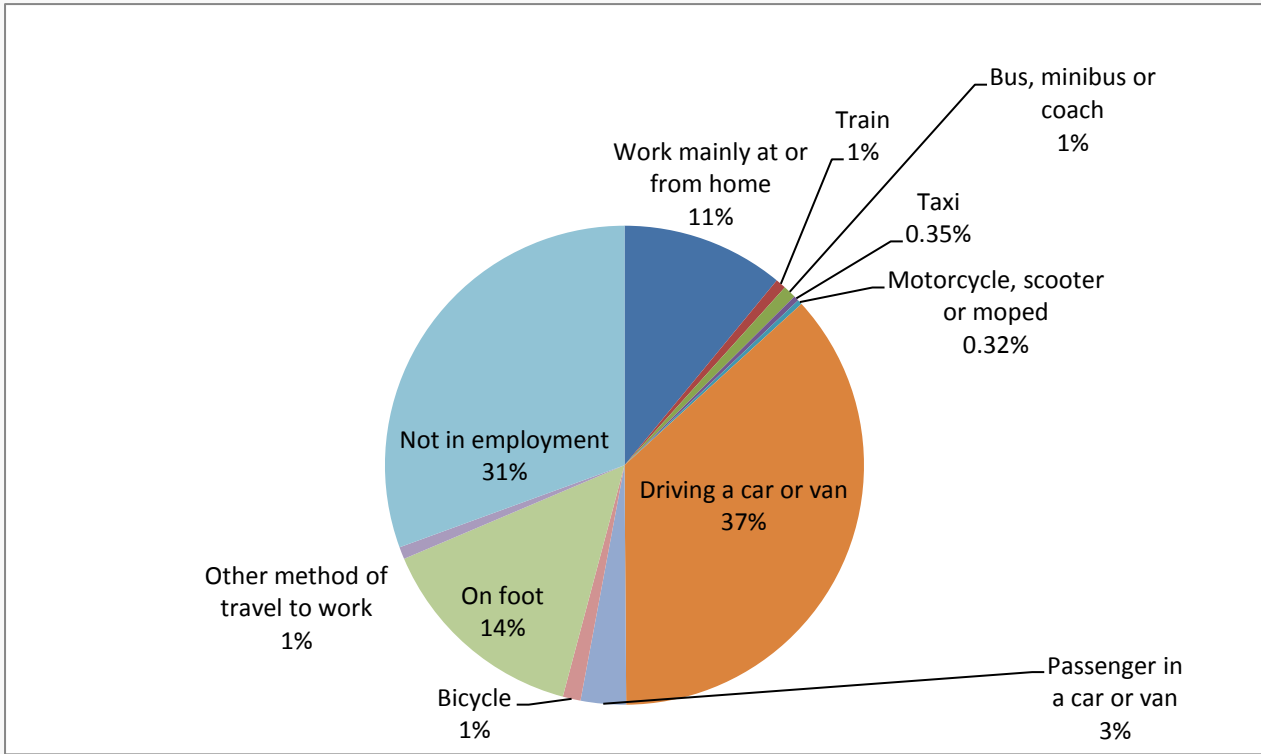
**Figure 3: Distance travelled to work within the Lake District National Park parishes**



Source: 2011 Census. **NB** data for those in work only and does not include retired people.

Census statistics for method of travel to work indicate the high proportion of retired people in the national park, with 31% not in work. The car again dominates at 37%.

**Figure 4: method of travel to work within the Lake District National Park parishes**



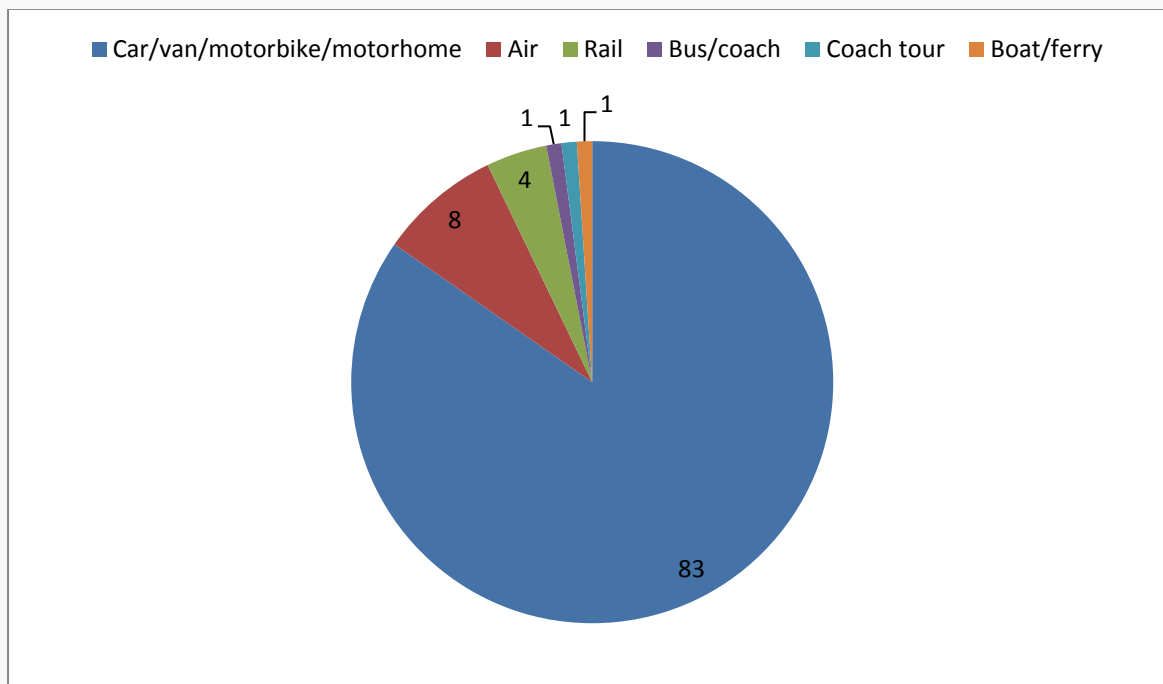
Source: 2011 Census, includes those not in employment

## Travel to the Lake District

It is important that we also consider travel to the Lake District. Services and infrastructure available once within the Lake District will influence visitors' decisions regarding whether to or how to travel to the area.

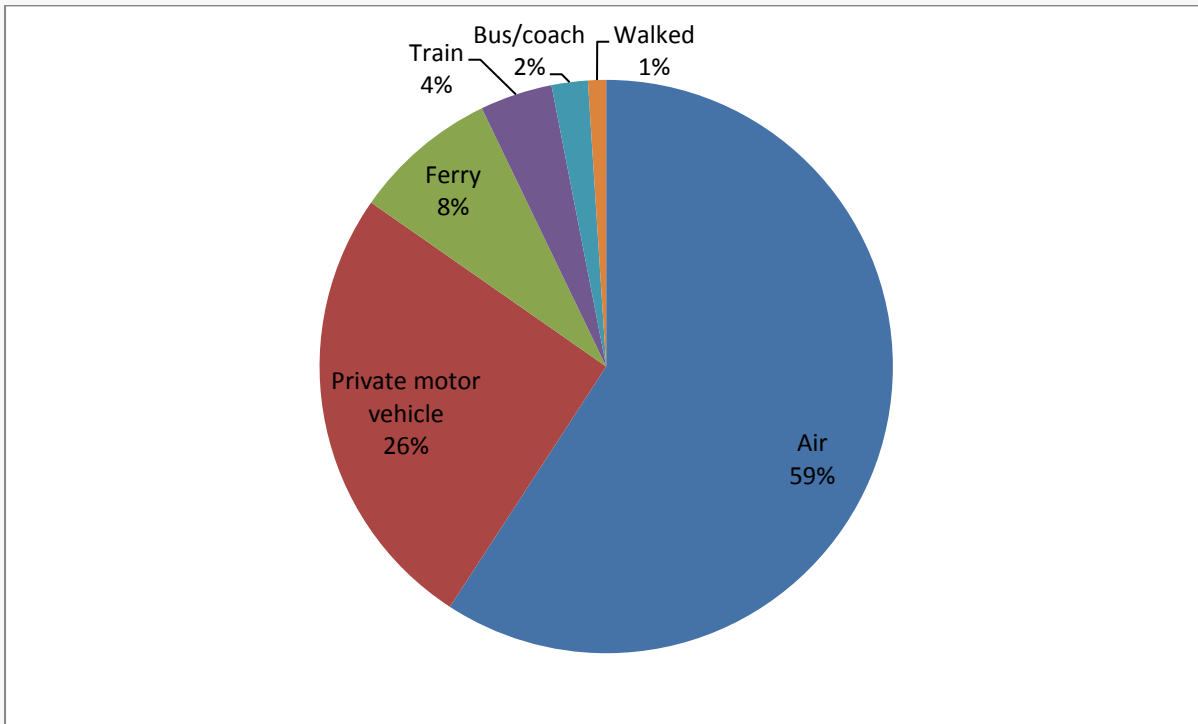
The chart below indicates the most popular mode of travel for visitors to and within the Lake District. For travel to the Lake District 83% of visitors rely on motor transport, but once within Cumbria other modes, particularly walking become more popular. This has decreased from 93% in 2006<sup>1</sup> with modal share by air increasing from 2% to 8%, rail from 3% to 4% and bus/ coach/ coach tours from 1% to 2%.

**Figure 5: Main mode of travel to the Lake District, all visitors**



Source: Cumbria Visitor Survey, Cumbria Tourism, 2015

For international visitors however the mode of travel to Cumbria is very different. It should be noted that the chart below refers to travel to Cumbria rather than the Lake District as the data is not currently available at Lake District level. It also states main mode of travel, so for instance what mode do those who arrive by air use for onward travel?

**Figure 6: Main mode of travel to Cumbria, International Visitors**

**Source: Cumbria Visitor Survey, Cumbria Tourism, 2015**

Trends in county of origin of international visitors are interesting too. Until recently the main countries were the USA, Australia, Germany and the Netherlands. There was a big increase in Japanese visitors between 10 and 20 years ago, but this market is now fairly static. Over the past 3 years there has been a very significant increase in Chinese visitors. This can be indicated by the number of direct flights to Manchester airport from China, 0 in 2014, 4 per week in 2015 and it is anticipated 6 per week in 2016. As these new markets are developed our challenge is to meet their transport needs sustainably, so the Lake District economy can benefit.

Many of challenges involve improvements to rail services including increasing capacity and electrification of the Lakes Line, increasing stops on the West Coast Mainline at Oxenholme and Penrith and service improvements to the Lakes Line. The key improvements required are outlined in the table below. For visitors by car better directional signage is required from the M6 to ensure visitors take the most appropriate route into the Lake District. Long distance coach services and coach tours could also be encouraged and the provision of infrastructure for them where needed could be supported.

Infrastructure at hubs and gateways is key to a positive arrival. For visitors travelling into the Lake District Windermere, Oxenholme and Penrith railway stations are key and should show world class public realm, visitor information and onward travel connections.

The provision of marketing and information, both prior to the visit and on arrival, is essential to meeting the needs of international and domestic visitors. And, importantly the travel within the Lake District must be of a suitable quality to give visitors the confidence that they can travel around easily and conveniently once they arrive in the National Park.

Although the above data is based on visitor travel, effective links to the Lake District are also important for business and resident travel, and the issues below apply to all travel to the Lake District.

**Table 1: Travel to the Lake District**

#### Issues

- **Limited capacity on the Lakes Line due to single line infrastructure**
- **Reduction in through services from Manchester Airport to Windermere**
- **Delay to electrification of the Lakes Line, making through services less likely**
- **Reduction in through services from Manchester to Barrow**
- **Quality of rolling stock is variable leading to poor passenger experience on some lines**
- **Delay to introduction of Sunday services on the Cumbrian Coast Line**
- **Electrification not planned for the Furness Line**
- **Motorway signage for the Lake District is not always helpful**
- **The public realm at arrival and interchange station is not of high quality**
- **Coach parking can be a problem at some locations**

#### Visitor travel within the Lake District

The main mode of transport within Cumbria has shifted since 2006. This data, as gathered by the Strategic Transport Framework study, showed that 85% travelled around by car, 9% on foot, 3% by bus/coach/coach tour and only 1% by train and by bike. Travel by motor vehicle within the National Park has fallen steadily since 2006, and rather more dramatically from 2012 to a figure of 59%. Walking has seen a corresponding large increase, up to 29% in 2015 although cycling as a means of transport has remained static at 1%. Bus and coach travel has increased modal share to 6%.

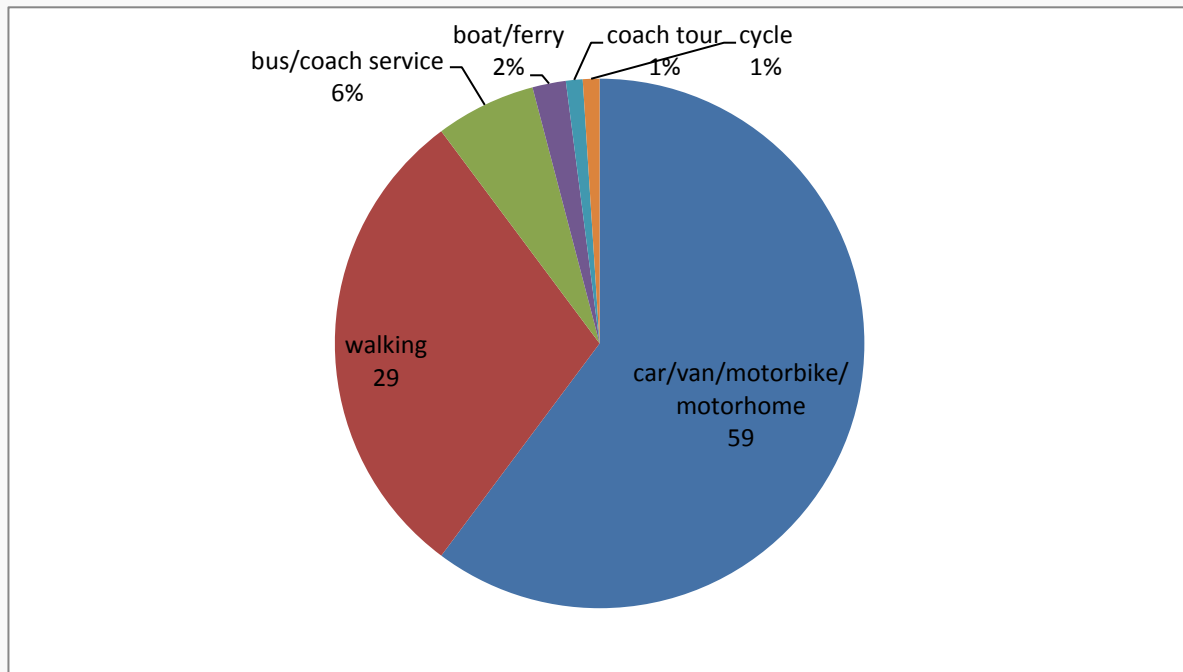
Figure 7 shows how the changes over time in modal share of transport. It is not known how this will develop in future, as many factors will impact on people's travel choices including fuel prices, economic considerations, provision of alternatives, and visitor patterns generally. New external funding to continue projects such as Golakes Travel would also make a difference. Brexit may impact on visitor figures, both domestic and from Europe. However, a

continued decrease in vehicle use and an increase in use of sustainable modes would improve the visitor experience and the environment of the Lake District.

If the Lake District is successful in being inscribed as a World Heritage Site in summer 2017 this could also affect the number and distribution of visitors. Initial studies have suggested an increase in cultural and international visitors. International visitors are more likely to arrive by air and then use rail, bus or coach to travel once in the UK.

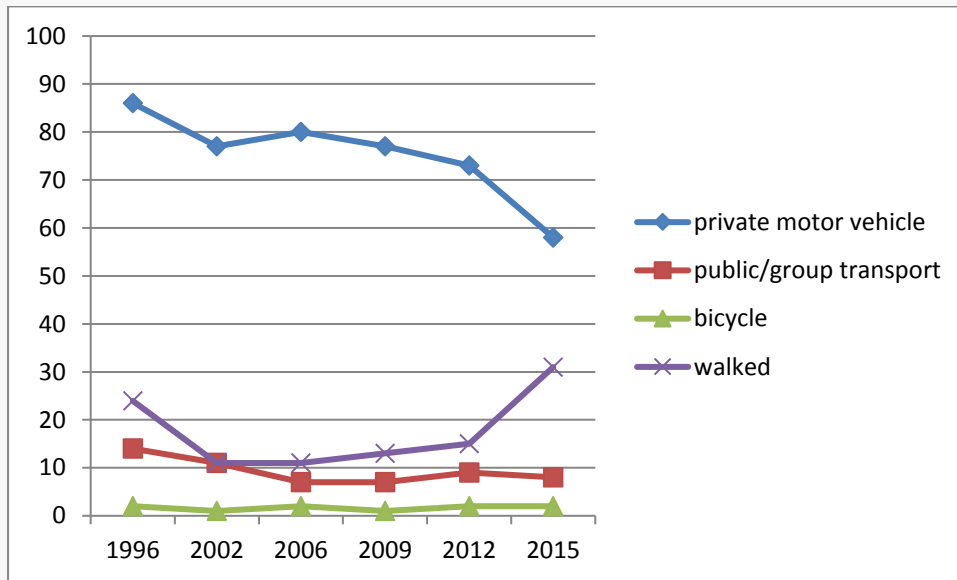
**Figure 7: Main mode of visitor travel around the Lake District, 2015, all visitors**

Source: Cumbria Visitor Survey, Cumbria Tourism, 2015



**Figure 8: Main mode of visitor travel within Cumbria (percentage), changes 1996-2015**  
 (note this is all Cumbria data. Lake District only data is only available from 2012)

Source: Cumbria Visitor Survey, Cumbria Tourism, 2015



## Traffic

The map below (Figure 7) shows Annual Average Daily Flow (AADF) data for key roads in and into the National Park. This data is taken from the Department for Transport (DfT) database and is derived from a sample of traffic counts. As suggested by the name the figure is an estimate of the average over a full year number of vehicles passing that point in a day. This includes all vehicles including cycle. The map shows figures for 2015, although figures are available over the last 10 years, most showing a gradual downward trend. As these counters are mostly on busy parts of the road network cycle use is generally low, being less than 10 per day in all locations.

These average annual figures do however mask significant seasonal variations, particularly on the busiest routes through the Lake District such as the A591. For instance the daily traffic count figures for the A591 at Langdale Chase vary in 2015 from 4035 to 9947 (excluding data affected by Storm Desmond). Key pinch points at busy times include through Ambleside, Windermere to Bowness and around Brockhole. An indication of visitor perception is in the Cumbria Visitor Survey (Cumbria Tourism, 2015) in which 60% of visitors agree with the statement 'the roads are free of congestion'. When broken down into districts this drops to 52 % in South Lakeland and is as high as 75% in Allerdale.

In summary, congestion is not a serious problem for the majority of visitors but at key times as places it is an issue, for residents and visitors. Strategies to encourage out of season visitors and the reduce reliance on the car could alleviate this.

Traffic and road safety are big concerns to local residents. Increased traffic is commonly stated as a reason for objecting to a planning application. This is not surprising as there are real dangers created by traffic, in 2015 alone there were 1,293 road traffic accidents in Cumbria, 27 of them fatal, 177 serious and 1,089 slight. The safety issue of traffic 'rat running' on narrow roads to avoid congested areas has been highlighted. This particularly affects the Cold Fell and Corney Fell roads in the Western Lake District, which are heavily used by Sellafield workers.

Traffic management has taken place in areas of conflict between pedestrians and vehicles, including the recent 'Optimising Connectivity 2' schemes at Grasmere Town Head and Bowness on Windermere, the Glebe. These incorporate public realm improvements and surfacing to reduce vehicle speeds. This approach could be applied elsewhere if funds were available and there is support from the resident community.

Highways design and signage is essential for traffic management and road safety, but if done insensitively can at times be detrimental to the landscape. Where possible options should be considered that are in keeping with the National Park setting.

The Intentions for Movement mapped out 'Valley Access Management Areas' (for locations see Appendix A). These are areas where sustainable transport would be encouraged and vehicle traffic would be discouraged. The level of discouragement would depend on the location, availability of alternative and the support of stakeholders, but could take the form of reduced parking, reduced vehicle access at key times or some roads being designated 'access only'.



## Issues

- **Traffic congestion at peak times, which are particularly May and summer holiday periods.**
- **Potential traffic growth at certain points as a result of World Heritage Site inscription encouraging new visitors**
- **Traffic and transport implications of major development proposals, both within and outside the Lake District**
- **Traffic volumes mean many roads unattractive to pedestrians and cyclists**
- **Speed, volume and noise of traffic can impact on local residents' safety and wellbeing**
- **Impact of existing highway infrastructure on the landscape**
- **Impact on landscape of future highway infrastructure projects in the Lake District**
- **Severance of communities, which particularly impacts on the young, elderly and disabled residents**
- **'rat running' can cause safety issues when excessive traffic uses narrow roads**

## Car Parking

On- street car parking is managed by Cumbria County Council. The County Council manage traffic flow and parking through time restrictions, residents only parking zones and no parking zones for on-street parking areas within towns and villages in the National Park. The County Council do not charge for on-street parking, a recent proposal to introduce this was rejected following public opposition.

Off street car parks in the Lake District National Park are managed by district councils, the Lake District National Park Authority, National Trust, the Forestry Commission, United Utilities and other private sector suppliers. Each of the principal operators in the Lake District manages its car parks and on-street spaces independently with a range of different opening and closing times, regulations, enforcement practices and charging regimes. This can prove to be challenging for visitors, particularly those from overseas, who are faced with lots of separate transactions and limited compatibility between the car parks. Various attempts to rationalise or merge the management of car parks operations and introduce a transferrable permit across the National Park have failed - largely because of the legislative differences under which each of the providers operates, but also because of political and strategic differences. The majority operate a 'Pay and display' system, although the LDNPA, the Forestry Commission and Lowther Estates have introduced the Park with Ease pay on exit system at busier sites. In addition there are many more private car parks run in conjunction with visitor attractions and shops.

Car parking can provide an important component of a broader sustainable transport strategy for the Lake District. Its location, pricing, promotion and integration with other forms of transport can have an important influence on the way both locals and visitors move around the area. The challenge is to identify changes to the car park infrastructure, management and information network which incentivises visitors to park for longer periods, explore the area by changing to more sustainable modes of cycling, walking, bus and lake transport and crucially, to drive less. This would bring environmental benefits and reduce carbon emissions.

A National Park Car Parking Strategy is being developed by a partnership of the key stakeholders (Lake District National Park, Allerdale Borough Council, South Lakeland District Council, Cumbria County Council, Cumbria Tourism, National Trust and the Forestry Commission) which will focus on the operation of existing car parks and on-street spaces with a view to raising standards, improving the user's experience and encouraging more sustainable travel in and around the National Park. It does not address any issues in the amount or location of the car parking provision in the National Park as these are for the Local Plan to address. The collective ambition for the strategy is: 'To deliver high quality and co-ordinated parking services in the Lake District which provide a world class visitor experience, supporting sustainable travel and which strike a fair balance between supporting a healthy local economy, meeting the needs of operators and helping to look after the National Park'.

Figure 8 summarises key public car park sizes and locations. It doesn't include on-street parking or customer-only car parking at supermarkets or car parks at attractions or accommodation for customers only.

Data from ticket machines, where available, suggest that the average stay of visitors is around 2 hours, with visitors moving from car park to car park. The exception to this is Glenridding where visitors stay longer in order to climb Helvellyn. Key facts include:

- The most popular tariff at all LDNPA car parks apart from Glenridding is 60minutes.
- At Glenridding the most popular tariff is 2 hours in July, August and September, but 1 hour the rest of the year.
- The mean time spent at LDNPA and SLDC car parks is under two hours, higher at the Forestry Commission sites of Grizedale and Whinlatter.

If visitors could be encouraged to stay in once place for longer, and park for the day and walk, cycle or use public transport. This encouragement could take the form on setting parking charges to encourage longer stays and in further promotion and development of joint tickets such as Park and Explore joint bus and parking tickets.

Concerns are often expressed at planning permission stage that a development will create parking problems. The current Car Parking Requirements were produced in 1997 and

are based on the number and types of units being developed with no regard for local considerations such as the availability of other local parking. A more tailored approach may work better within the National Park.

## Coach Parking

Coach travel is an important component of the visitor market, is low carbon and, where appropriate roads and parking is available, low impact compared to car travel.

There are some locations where lack of availability of coach parking can lead to loss of business to local attractions or inconsiderate coach parking leading to congestion. Pooley Bridge is one location that has been highlighted and options have been suggested in the Pooley Bridge Coach Parking Study (Mott MacDonald for Cumbria County Council, 2015) which include new parking within the village, improvement to the stopping arrangements and public realm within the village and coach parking outside the village.

Coach parking is available in the locations shown below. LDNPA charge the same for coach parking as for car parking.

**Table 3 Public coach parking in the Lake District**

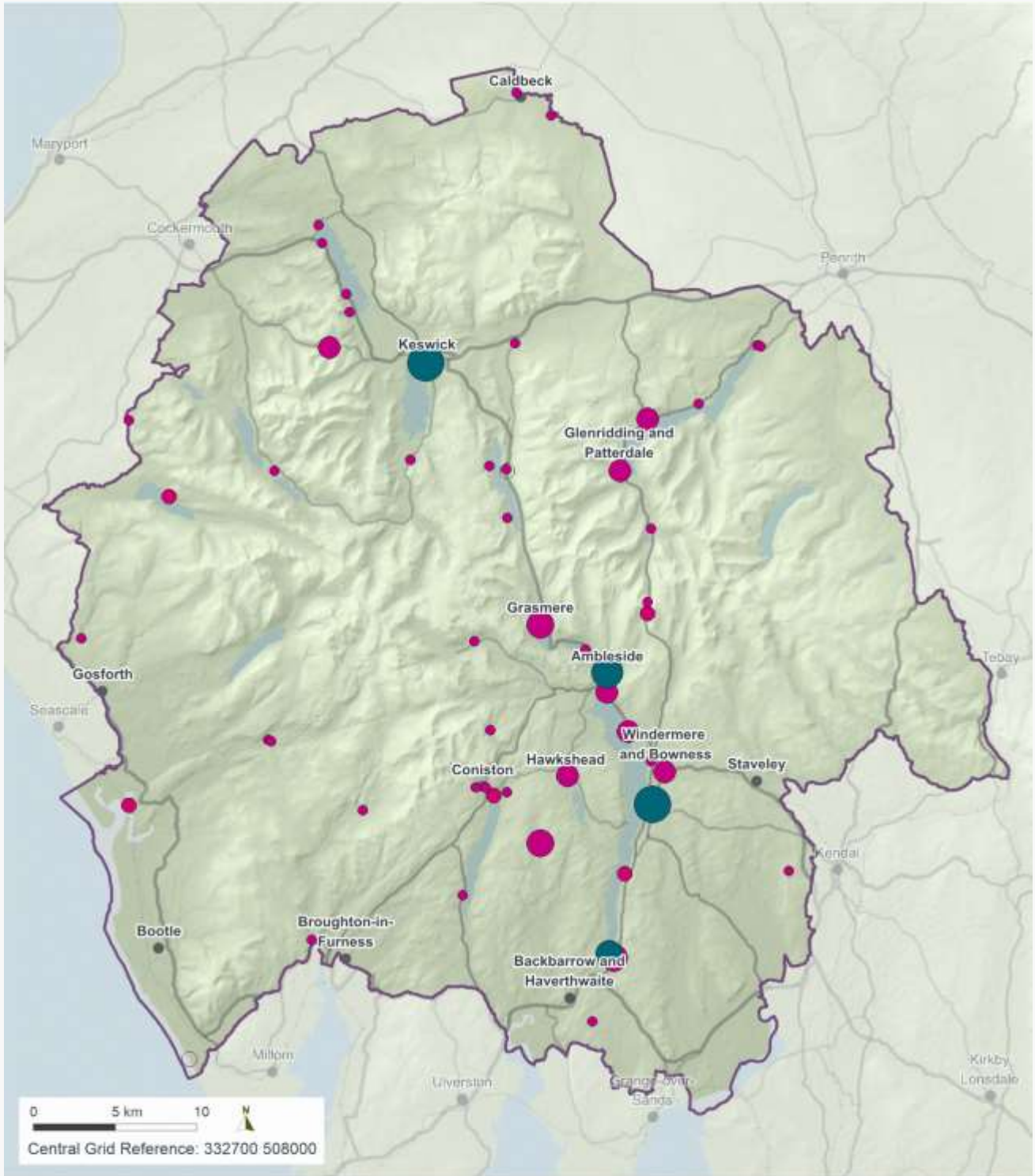
Location	No. of spaces	Operator
<b>Bowness, Rectory Road</b>	28	Windermere Lake Cruises
<b>Silecroft</b>	12	LDNPA
<b>Grasmere, Stock Lane</b>	10	LDNPA
<b>Ravenglass</b>	8	LDNPA
<b>Ambleside, Rothay Holme</b>	8	South Lakeland DC
<b>Brockhole</b>	6	LDNPA
<b>Hawkshead</b>	5	LDNPA
<b>Waterhead</b>	4	LDNPA
<b>Keswick, Lakeside</b>	4	Allerdale BC
<b>Glenridding</b>	3	LDNPA
<b>Ambleside, Low Fold</b>	3	South Lakeland DC
<b>Coniston, Ruskin Ave</b>	3	LDNPA
<b>Coniston, Boating Centre</b>	2	LDNPA
<b>Langdale, Stickle Ghyll</b>	2	NT

Table 4: Parking

## Issues

- Demand for parking can exceed supply at peak times, particularly 11am-2pm during the summer and May school holidays and sunny summer weekends
- Car parks provided under 28 day permitted development rights' may not cover enough of the season to meet demand
- Car park charges or lack of availability can lead to 'fly parking' on roadsides, leading to traffic hazards and visual impacts
- Provision of more car parking can lead to increased traffic on quiet roads
- Car parking has an impact on the visual amenity of the area
- Potential increases in visitor numbers will increase these pressures unless well managed
- Parking charges can be variable and unpredictable
- Current Car Parking Standards referred to for new developments are inflexible and out of date
- Accurate data required on location of key parking problem areas
- Lack of coach parking in some locations
- More parking can attract more cars and exacerbate traffic problems on the approaches
- Some remote visitor sites such as nature reserves have limited sustainable transport options and parking

Figure 10: Car Park capacity in public car parks in the Lake District



Individual car parks (number of spaces):

- 4 - 28
- 29 - 68
- 69 - 143
- 144 - 300

Combined car parks (number of spaces):

- 80 - 628
- 629 - 758
- 759 - 876

— Lake District National Park boundary

Car park data © Lake District National Park Authority 2017.

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## Public transport

Provision of public transport within the Lake District is very variable, with some parts having frequent quality services seven days a week and others having no public transport. The following section covers the key public transport services by mode.

### Bus and Coach Travel

#### Bus services

The map below produced by Cumbria County Council shows the spatial distribution of bus services within the Lake District. There are two key arteries through the Lake District;

The 555 bus service which runs from Lancaster to Carlisle via Kendal, Windermere (including interchange with rail at Windermere Station), Ambleside and Keswick following the A591 through the Lake District and,

The X4/5 bus service which runs between Penrith and Workington, interchanging with mainline rail at Penrith Station and running to Keswick and Cockermouth.

Service X6 also provides a link along the south of the National Park, running between Kendal and Barrow.

The most frequent bus service corridor in summer is the Bowness to Grasmere 599 corridor, on which open top double deck vehicles run up to every 20 minutes in the peak summer timetable serving Bowness, Windermere, Brockhole, Ambleside and Grasmere.

Conversely, there are valleys in the Western Lake District such as Wasdale, Ennerdale and the Duddon Valley that have no public transport. This pattern of public transport is a product of market forces and reflects patterns of demand by residents and visitors. The Transport Act 1985 enforced the deregulation of bus services in England, Scotland and Wales outside metropolitan London. Transport Authorities were given powers to tender for additional services where 'socially necessary', and until 2014 Cumbria County Council (CCC) supported a network of services making up around 5% of the network. As a result of cuts in central government funding to the County Council it was decided in 2014 to no longer financially support any public transport services, saving £1.9 Million. This has left with some communities having reduced transport and or having to fight to provide their own such as the Friends of the X112 for the Coniston to Barrow route. However, the Lake District has not seen the reduction in services suffered by rural areas outside the National Park, due to fares revenue from visitors bringing income for services up to commercial levels. There is now no public subsidy of bus services in the Lake District and the authorities have limited influence over routes, fares and timetables. Fares are set by the operators, and there are local concerns that these are particularly high in the popular visitor areas of the Central Lake District. Free travel is available on all scheduled bus services after 9.30am under the English National Concessionary Fares Scheme (ENCTS) from the female state pension age (currently 63). This can be used on Lake

District services by local residents and eligible visitors who are resident in England. The operator is reimbursed a proportion of the single fare foregone by Cumbria County Council.

**Figure 11: Bus service 508, Ullswater**



### Existing public transport route maps by Distinctive Area

Figure 12: Public transport in the Central and South East and South Distinctive Areas





Figure 13: Public transport in the West Distinctive Area



Figure 14: Public transport in the North Distinctive Area

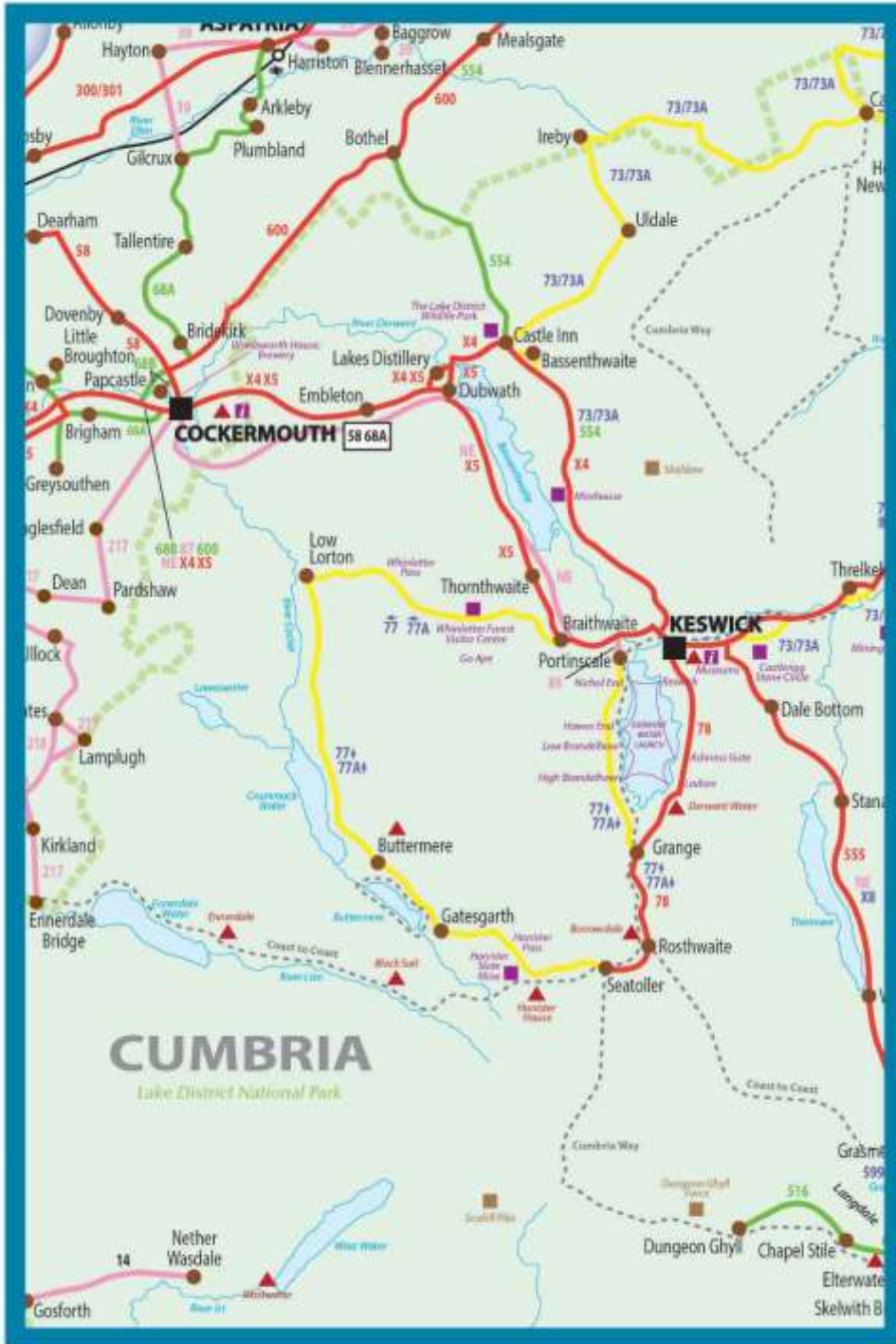




Figure 16: Key for figures 12-15. Figures 12-16 provided by Cumbria County Council.

KEY	
Service with at least one bus every two hours at least six days a week	
Service with at least two buses per day on five days a week	
Service with one bus per day or on certain days of the week	
Summer only service or where summer services are predominant	
Summer only service (see notes above)	
Winter only service	
Dial-a-ride service (colour of road indicates days of week)	
Town/city bus services	
Route operates in direction of arrow only	
Ferry service	
National Express coach route	
Railway line and station	
Steam or narrow gauge railway station	
Long distance footpaths	
Information point/centre	
Places of interest	
Hadrian's Wall	
Youth Hostels	
Lake District National Park boundary	
Cumbria county boundary	
Eden Benchmarks	
<p>Only services starting, finishing or passing through Cumbria are shown on this map. Services are not shown within town and city centres. Roads without public transport routes are not shown. Services operating on school days / college days only are not shown.</p> <p>Whilst every care has been taken in the production of this map, Cumbria County Council cannot accept liability for the consequences of any errors or omissions it may contain.</p> <p>© Crown Copyright. All rights reserved. (100019596) (2007) December 2015</p>	

Any licensed bus company is able to operate any route within the Lake District if they feel it is commercially viable and give the Traffic Commissioners Office 56 days notice. In the Lake District the majority of the network is operated by Stagecoach. Notable exceptions include:

- The Mountain Goat 525 'Cross Lakes Experience' from Ferry House to Hawkshead via Hilltop and
- Service X112 from Barrow to Ulverston to Coniston, which is operated by Blueworks Travel with support from the communities along the route.

Table 1 below and the maps above provide a summary of the availability of transport to the villages and Rural Service Centres of the Lake District (based on October 2016 data). High visitor volumes support a good bus network in the Central and South East Distinctive area and visitors are well catered for with some routes offering open top vehicles or high quality branded vehicles. Outside the busier areas these are villages with poor or even no public transport provision.

**Table 5: Provision of public transport to rural service centres and villages in the Lake District National Park.**

Area	Settlement*	Public transport availability by Journey purpose					Comments
		Shopping	Doctors appointment	Work/college daytime	Evening – Work/leisure	Sunday – Work/leisure	
North Distinctive Area	<b>Keswick</b>	✓	✓	✓	✓	✓	
	<b>Caldbeck</b>	✓	X	X	X	✓	Service 73 summer only. Community bus
	Bassenthwaite	✓	✓	✓	✓	✓	
	Braithwaite	✓	✓	✓	✓	✓	
	Embleton	✓	✓	✓	✓	✓	
	High/Low Lorton	✓	✓	x	x	✓	Summer bus/ Village Wheels
	Portinscale	✓	✓	✓	✓	✓	Most services run to A66
	Rosthwaite/ Stonethwaite	✓	✓	X	X	✓	Better summer service
	Threlkeld	✓	✓	✓	X	✓	
	East DA	<b>Glenridding/ Patterdale</b>	✓	✓	✓	X	✓
Askham		✓	✓	X	X	X	
Bampton		✓	✓	X	X	X	
Penruddock		✓	✓	✓	X	✓	
Pooley Bridge		✓	✓	✓	X	✓	
West Distinctive Area	<b>Bootle</b>	✓	✓	✓	X	X	Rail, 1 mile away
	<b>Gosforth</b>	X	X	X	X	X	Village Wheels/Community Bus
	Ennerdale Bridge	✓	✓	X	X	X	
	Eskdale Green	✓	✓	X	X	✓	Ravenglass & Eskdale Rwy/Community Bus

	Lane End (Waberthwaite)	X	X	X	X	X	Community Bus
	Ravenglass	✓	✓	✓	X	X	Rail/ Community bus
	Silecroft	✓	✓	✓	X	X	Rail
Central and South East Distinctive Area	<b>Ambleside</b>	✓	✓	✓	X	✓	Better services in summer
	<b>Bowness and Windermere</b>	✓	✓	✓	✓	✓	
	<b>Grasmere</b>	✓	✓	✓	X	✓	
	<b>Staveley</b>	✓	✓	✓	✓	✓	
	Chapel Stile/ Elterwater	✓	✓	X	X	✓	
	Crosthwaite	X	X	X	X	X	Community Bus
	Lindale	✓	✓	✓	✓	✓	
	Troutbeck/ Troutbeck Br.	✓	✓	✓	X	✓	
	Witherslack	✓	✓	✓	✓	✓	
South DA	Backbarrow/ Haverthwaite	✓	✓	✓	✓	✓	
	<b>Broughton in Furness</b>	X	X	X	X	X	Rural Wheels
	<b>Coniston</b>	✓	✓	X	X	✓	
	<b>Hawkshead</b>	✓	✓	X	X	✓	

\* Settlements in bold are Rural Service Centres as defined in the Core Strategy.

### Bus service infrastructure

There are 750 bus stops in the Lake District National Park. Some are not marked on the ground and require local knowledge to know that the bus will stop on request, others have a flag, timetable, kerb and shelter. Cumbria County Council provided flags and timetables and maintain existing ones. Government cuts mean they are no longer able to provide stop infrastructure at new locations. Shelters are provided by parish or district councils and designs vary locally. Kerbs of the correct height are important as they facilitate access for passengers with disabilities. Their provision is widespread within towns, but in rural areas less common, and even if the kerb is provided at the bus stop there may be limited accessible routes to reach the bus stop.

### Coach travel

Coach is used by 1% of visitors to reach the Lake District National Park (Cumbria Tourism Visitor Survey, 2015), which although a small proportion equates to approximately

170,000 visitors per annum. A growing sector within the coach market is the international visitor, whereas the traditional domestic coach tour market has seen a decline in recent years in the Lake District. For some tourist businesses, that are able to provide for the volume of visitors at one time and provide parking this is a key market. Increase in demand has led to an aspiration for more coach parking, particularly at Bowness and Pooley Bridge.

Likewise accommodation for this market has distinct needs in terms of capacity, vehicular access and parking. Some coach operators choose to stay outside the National Park due to accommodation within the National Park not meeting their cost, availability and accessibility requirements.

Some roads are not suitable for coach travel, and others are only passable with care. There are some key pinch points such as Kirkstone Pass, on which there is a voluntary agreement between coach companies regarding timing and direction of travel. Some car drivers consider the delays to their journeys caused by coaches as an issue. For travel within the Lake District minibuses are becoming more popular with companies such as Mountain Goat and Lakes Supertours developing day tours which can reach less accessible parts of the Lake District such as Wasdale.

Table 6: Bus and coach travel

**Issues**

- **Reduced funding has led to some settlements having limited or no public transport**
- **Lack of transport can lead to social isolation, lack of access to health services and limited work opportunities for residents who do not have a car or are unable to drive. This affects people with disabilities, on low incomes, the young and old disproportionately**
- **Communities are working together to help maintain services in some areas, but it is difficult to raise the required finance**
- **Limited funding for maintenance, improvement or development of supporting infrastructure**
- **Fares are high, particularly affecting young people**
- **Post 16 education travel is no longer subsidised, leading to reduced education and training opportunities for young residents**
- **Concessionary fares currently enable older people to travel free, but this could change in the future leading to decreased affordability and reduction in services**
- **Bus travel is popular with visitors, but some areas are difficult or impossible to reach by bus**
- **Use of some roads by coaches can lead to localised congestion and safety concerns**
- **Visitors and residents require information and cannot always obtain it**
- **Integration between services can be poor**
- **Poor information for coach companies can lead to use of inappropriate roads**

## Rail

The location of key rail routes within, to and around the Lake District National Park are shown on Figure 16. The routes are as follows:

- **The West Coast Mainline**

This is the main arterial rail route between London and Glasgow and has a regular fast rail service, seven days a week with trains from Oxenholme to London Monday to Saturday. There is a more limited service on Sundays with the first train from Oxenholme departing at 11.26 (summer 2016 timetable). The current West Coast franchise holder is Virgin, with Transpennine services also running along this line from Manchester to Glasgow or Edinburgh.

### The Furness Line

- The Furness Line links Lancaster and Barrow with stops including Grange and Ulverston for interchange to the Lake District. As well as being an important link from Barrow for work and business this line offers a scenic rail journey with spectacular viaduct crossings, which in Victorian times was a key access for tourists to the Lake District. This line is now part of the Northern franchise.

### The Lakes Line

- This line links Oxenholme on the West Coast Mainline to Windermere station, with stations at Burneside, Staveley and Windermere. Visitor travel is a key part of the passenger mix, although it is also an important service for local residents. This line is part of the Northern franchise. Since the new franchise this line has seen a reduction in through-trains to Manchester and Manchester Airport.



Figure 17: Visitors at Windermere Station

- **The Cumbrian Coast Line**

Running between Carlisle and Barrow via the coast this line provides vital access for jobs in the west as well as being important for visitor access to attractions such as the Ravenglass and Eskdale Railway. With potential nuclear developments in West Cumbria its importance for passenger and freight movement will increase. After many years of underinvestment the new franchise offers improved services, including later night and Sunday services and investment in rolling stock and infrastructure. More is needed if it is to meet the needs of the new industry proposed for the area, and options for this are being investigated by a group of businesses affected, led by the Cumbria LEP. This line is also part of the Northern franchise.

All these lines have experienced passenger growth over the past 10 years, which can create overcrowding at peak times. If we are to meet our aspirations for more visitors to arrive by public transport investment will have to be made in rail services and infrastructure

Historically there were more railway lines in the Lake District. These include the Cockermouth, Keswick and Penrith Railway which linked Keswick with the West Coast Mainline. This was closed in 1972. A company has been set up with the aim of reopening the line. The Keswick to Threlkeld Section was opened as a multi-user trail until damage in Storm Desmond (2015) led to its closure. At the time of writing options are being considered for its reopening.

The Link from Ulverston to Lakeside was once an important link for visitors to reach the Lake District but was closed in 1967 following a long decline in passenger and freight traffic. The three and a half mile section from Haverthwaite to Lakeside reopened as a steam heritage railway in 1973 and operates as the Lakeside and Haverthwaite railway.

The Coniston Railway formed a link from the Furness Railway at Foxfield (near Broughton-in-Furness) to Coniston for industrial, resident and visitor travel. It was closed in 1962. The Coniston to Torver section and 2km north of Broughton have been reopened as multi-user trails.

There are a number of disused railway tracks in the Lake District that served the mining and quarrying industries.

Figure 18: Rail routes in Cumbria



## Franchising

Since rail privatisation in the 1990s the operation of rail services has been a part of a franchising process. Since April 2016 passenger services on the Cumbrian Coast Line, Furness Line and the Lakes Line have been a part of the Northern Franchise which was won by Northern Rail, owned by the Arriva Group. This franchise runs until 2025, with a possible 1 year extension, and was won with a service requirement which included improved rolling stock, services and infrastructure.

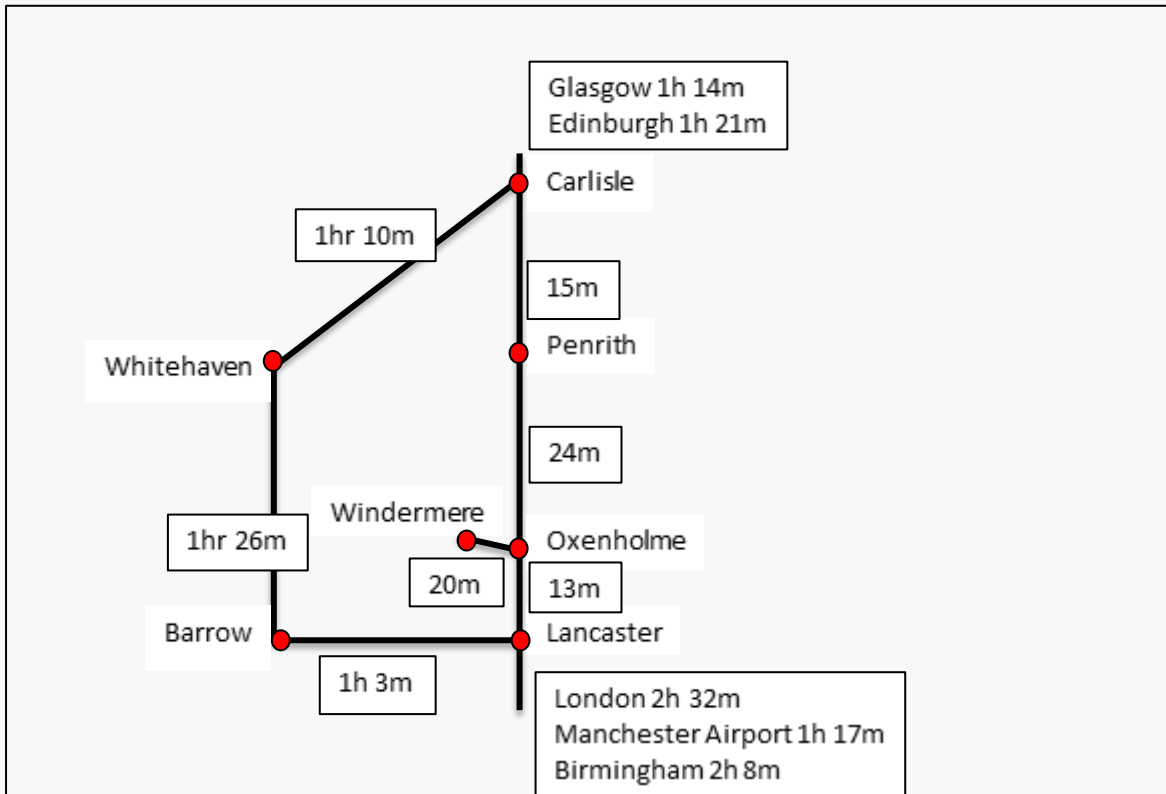
Services on the West Coast Mainline form part of the Transpennine Franchise or the Intercity West Coast Franchise. The Transpennine franchise has since 2016 been operated by Transpennine Express, owned by First Group. This franchise will run until 2023 with the option of a 2 year extension. The Intercity West Coast franchising process has been delayed following legal challenges to the decision to award the franchise to FirstGroup in 2012, and Virgin Trains have had an extension until 2018.

Making any changes to rail services is a long-term process and requires dialogue with the Train Operating Companies and input into the franchise consultation process. The Community Rail Partnerships which are active on the Furness, Cumbrian Coast and Lakes Line form an opportunity for stakeholder input. There are also action groups on this line who act as pressure groups supporting and lobbying for service and infrastructure improvements.

## Services

Mainline rail journey times compare very favourably with car, for example London to Oxenholme can take as little as 2 hours 45 minutes by rail. On the branch lines due to the number of stops and the signalling and infrastructure the times can be long compared with the car.

**Figure 19: Minimum rail travel times between and to main stations in Cumbria**



Since the Transpennine and Northern refranchising there has been a reduction in direct rail services from Manchester Airport to Windermere and to Barrow.

**Key stations**

Below is a summary of usage at stations within the Lake District National Park, or acting as an interchange point for access into the Lake District National Park. The figures here reflect the national trend for increasing rail usage. In 2005-06 footfall at Oxenholme and Penrith was 266,500 and 267,100 respectively and Windermere 245,900 while passenger numbers using Staveley Station have more than doubled, partly as a result of increased use for education transport.

The figure of 418,456 at Windermere Station is a significant number, and yet believed to be a conservative estimate as it is derived from ticket sales to that station. It therefore does not include people travelling on multi-journey passes such as the Britrail pass, which is popular with overseas visitors.

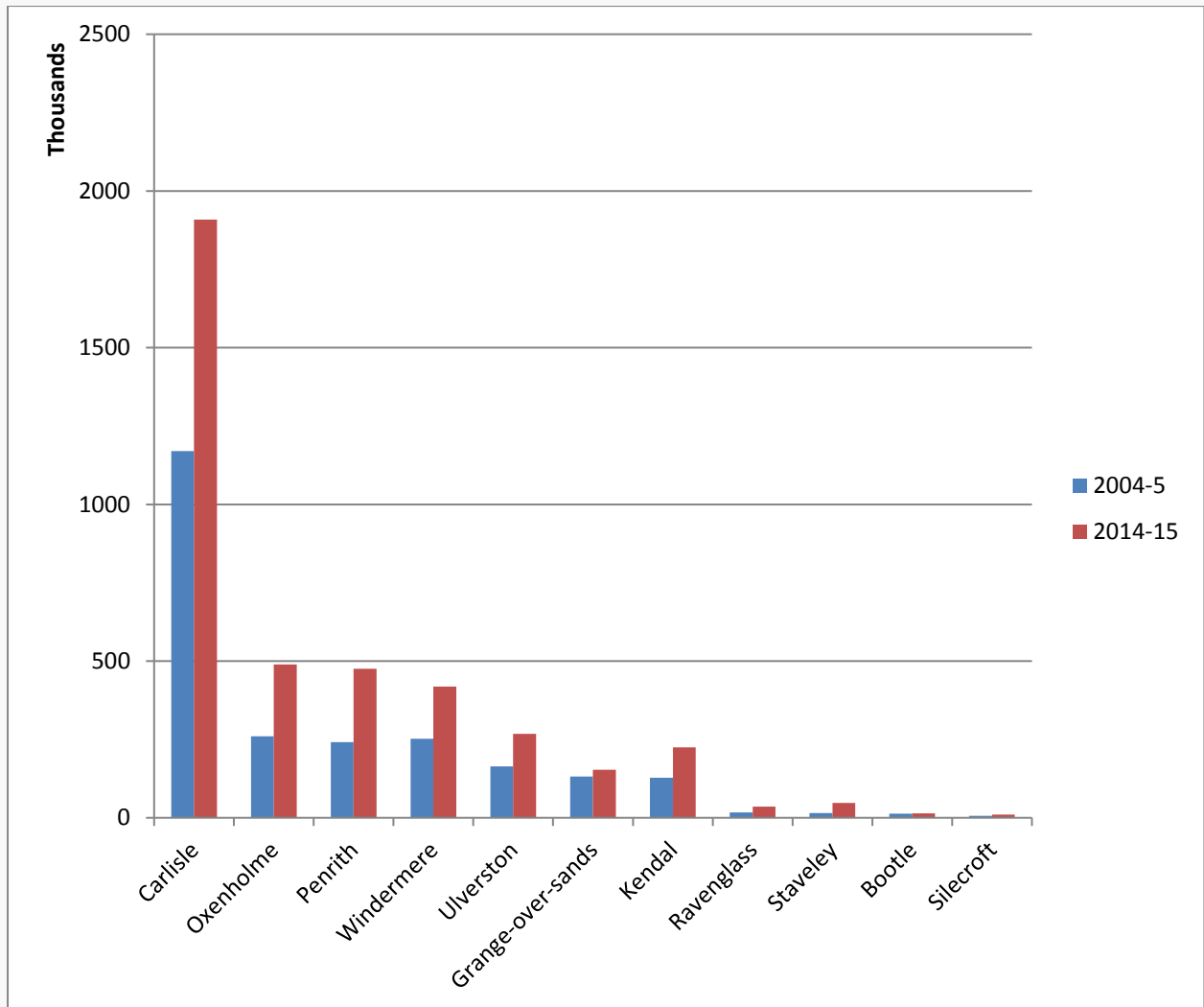
**Table 7: Summary of use of stations use for travel to or within the Lake District National Park**

	Station	Annual Passenger numbers 2014-15	Line	Interchange for
<b>Within Lake District National Park</b>	Windermere	418,456	Lakes	Central Lakes
	Staveley	47,492	Lakes	Kentmere
	Ravenglass	35,334	Cumbrian Coast	Eskdale
	Bootle	13,862	Cumbrian Coast	
	Silecroft	10,372	Cumbrian Coast	
<b>Interchange stations serving, but outside the Lake District National Park</b>	Lancaster	2,004,122	WCML	South Lakes and Furness
	Carlisle	1,908,872	WCML	North Lakes
	Oxenholme	489,158	WCML	Lakes Line and South Lakes
	Penrith	475,964	WCML	North Lakes
	Whitehaven	271,098	Cumbrian Coast	Western Lakes, C2C Cycle route
	Ulverston	267,570	Furness	South Western Lakes
	Kendal	224,580	Lakes	South Lakes
	Workington	197,204	Cumbrian Coast	Western Lakes, C2C Cycle Route
	Grange-over-sands	153,576	Furness	South Lakes
	St Bees	61,174	Cumbrian Coast	Coast to Coast Walk
	Seascale	36,410	Cumbrian Coast	Gosforth and Western Lakes
	Foxfield	26,698	Furness	Broughton and SW Lakes
	Burneside	14,258	Lakes	South Lakes
Drigg	10,466	Cumbrian Coast	Western Lakes	

WCML – West Coast Main Line

Source: Office of Road and Rail (ORR) Estimates of Station Usage Dataset, 2014-15, Compiled by Steer Davies Gleave, 2015

**Figure 20: Increase in passenger use of key Cumbrian stations between 2004 and 2014**



Station infrastructure varies greatly across the area, with issues such as accessibility, information and shelter provision being highlighted by stakeholders.

### Heritage Railways

Heritage railways provide a visitor experience as well as transport and can be used by visitors as well as local people to reach less accessible places.

The Ravenglass and Eskdale Railway is a seven mile long 15 inch gauge railway, operated by mainly steam but with some diesel services. The timetable varies throughout the visitor season, but ranges from trains approximately every half hour in peak season to limited winter weekend services. The line runs from Ravenglass on the coast through the Eskdale valley to Dalegarth Station near Boot village. At Ravenglass passengers can interchange with standard rail on the Cumbrian Coast Line, and through-tickets are available.

In 2014 200,169 passengers were carried (*Cumbria Tourism, Visitor Attractions Visitor Volume Monitor, 2014*). Many visitors combine walking with the rail journey, and there are good links with the footpath and bridleway network, including the recently improved routes around Dalegarth developed by the Boot Riverside Access Group. Bikes are carried on the trains and the Eskdale Trail cycle route can be accessed by rail. The railway provides sustainable access to the historic site and visitor attraction of Boot Mill. As well as visitors the railway also provides transport for residents in a valley with no other public transport.

The Lakeside and Haverthwaite Railway is a 4.8km long railway line which is operated by standard gauge steam locomotives. It operates a frequent summer timetable with weekend and holiday winter services. By connecting with Windermere Lake Cruises at Lakeside, onward travel to Bowness-on-Windermere is possible, through-tickets are available.

In 2014 182,720 passengers were carried. It is well used by overseas visitors and coach tours along with visitors staying in Bowness taking a car-free day out.

There is also a short steam railway at Threlkeld Quarry and mining museum which offers a steam tour of the quarry and surrounding scenery.

Table 8: Rail Travel

### Issues

- **Lakes Line at capacity at peak times**
- **Reduction in number of direct services from Windermere to Manchester Airport**
- **Station 'skipping' between Oxenholme and Penrith can lead to long waiting times**
- **Poor accessibility at some stations**
- **Historical lack of investment in the Cumbria Coast Line**
- **Aspiration for re-opening disused railway lines, but difficult to implement due to cost and land ownership**
- **Rail crossings of rivers and estuaries act as a barrier to other forms of access**

## Water Transport

Scheduled passenger water transport services operate on four of the Lakes in the Lake District, Windermere, Coniston, Ullswater and Derwentwater. These offer scenic, car-free days out as well as transport for visitors to walk routes. They are well used by residents for leisure purposes, and there is some use for utility purposes. The table below summarises services on the lakes:

**Table 9: Water transport services in the Lake District**

Lake	Windermere	Ullswater	Derwentwater	Coniston	
Operator	Windermere Lake Cruises	Ullswater 'Steamers'	Keswick Launch	Coniston Launch	Steam Yacht Gondola
Number of stop points served	10	4	8	6	4
Number of routes offered	7	2	1	2	1
Full length of length cruise distance	17.2km	12.8km	9.8km round trip	8.7km	9.3km
Frequency of operation – Peak	Every 30 mins approx.	Every 45 mins approx.	Hourly in two directions.	Hourly	Approx. hourly
Seasonality	All year	All year	No Service mid December to early Feb and weekends only much of winter.	All year but weekends only in winter	No Winter service
Number of vessels in regular service	3 'steamers', 6 modern launches, 4 traditional launches	5 heritage 'steamers'	4 traditional launches	3 traditional launches	1 steam yacht
Annual Passenger numbers	1,482,999(2015)	379,651(2015)	Figures not available	30,000 (2010)	21,329 (2015)

The Windermere ferry is not included in the above table as it is a different type of operation, being set up for motor vehicles. It is a motorised cable ferry that carries up to 18 cars and over 100 passengers, managed by Cumbria County Council as part of the highway network. It runs between Ferry Nab (near Bowness) and Ferry House on the western shore of Windermere for access to Hawkshead and West of Windermere. It runs approximately every 20 mins from 0650 (0910 on Sundays) to either 2200 in summer or 2100 in winter. As well as being an important transport link for local residents it is becoming an increasingly popular route for foot passengers and cyclists as a result of development and promotion of the Windermere West Shore Cycle route, the development of Claife Viewing Station and Wray Castle by the National Trust and the continued popularity of visiting Beatrix Potter's former home of Hill Top. From Easter to October the Cross Lakes Experience minibus service provides integrated public transport from Ferry House onwards to Hawkshead via Hill Top.

The route is subject to closure during adverse weather leading to long detours for residents and visitors. At busy times such as school holidays vehicles can experience delays of over an hour as demand exceeds capacity, and the automated ticketing system does not appear to have helped.

Infrastructure for water services includes jetties, piers and other supporting passenger facilities such as ticket offices, waiting areas, interchange facilities, information, toilets and refreshment provision. The need and provision of these varies greatly depending on the location and popularity of the pier/jetty. At Bowness Bay all these are available, whereas at a rural jetty such as High Brandelhow on Derwentwater only a jetty is required. In the past 5 new public jetties have been developed on Windermere at Bark Barn and YMCA Lakeside and on Ullswater at Aira. Accommodation providers are increasingly seeing the benefit of water services for their guests and providing jetties that can be used for charter or regular passenger use, for example Low Wood and Hill of Oaks on Windermere.

Table 10: Water Transport

### Issues

- **Many jetties and piers are not able to be used at high or low water levels leading to cancellation of services**
- **On Windermere and Ullswater there are long distances between jetties making short walks between jetties difficult**
- **Higher fares reduce use by residents**
- **Cycles cannot be carried on some boat services**
- **Some vessels have poor disabled access, historic vessels cannot be modified to accommodate better accessibility**

- **Jetties and piers can have poor accessibility, especially at high or low water levels**



**Figure 21: MV Tern on Windermere**

### **Air travel**

There are no airports within the Lake District National Park. International Travel to the Lake District is covered in the Travel to the Lake District section above.

Helicopters are an important form of emergency transport, with the Air Ambulance service being a vital service in remote areas. Helicopters are also used to fly materials for upland path repairs. Helicopters are used by a small minority of residents and visitors, particularly in the Windermere area where there is a concentration of luxury hotels and homes.

A stakeholder has raised the issue of loss of tranquillity created by increased helicopter flights. This is difficult for us to control, although we can consider policies relating to creation of helicopter businesses and the creation of new helipads, most helicopters are able to land on any level field. Similar issues are arising regarding increased drone use.

## Community and Demand Responsive Transport

In recent years the County Council, with the help of central government funding, has invested in the development of community transport provision throughout the county, particularly in sparsely populated rural areas where bus services are not commercially viable. The schemes developed have followed various models:

### a) Community Minibuses

Muncaster Microbus provides a scheduled bus service. Operating from Bootle, Eskdale, Wasdale, Holmrook, Seascale and Gosforth for regular weekly trips to Whitehaven on Tuesdays and Thursdays and day trips every other Saturday. One Wednesday a month there is a trip to Workington or Cockermouth.

Northern Fells run a demand responsive accessible minibus for those without their own transport in the parishes of Caldbeck, Ireby, Uldale and Mungrisdale area.

The County Council also received funding in 2012 to set up 'Community Wheels' community minibus schemes, one of which is located in the Lyth Valley, operating a one day a week service into Kendal.

### b) Rural Wheels

Rural Wheels provides door-to-door transport for people who do not have, or are unable to access scheduled transport. It is operated by taxi operators, passengers pay a standard amount per mile via a prepaid smartcard and is subsidised by the County Council.

The service can be used for a variety of purposes including making connections with buses or trains, doctor, dentist or optician appointments, visiting friends or family in hospital, shopping of visiting friends or family. It is however restricted to use by residents.

### c) Village Wheels

Provides a timetabled service for communities to their nearest town and uses the Rural Wheels membership scheme planning service for booking and smartcard for payment. The following services are within or part within the Lake District National Park:

- Buttermere to Cockermouth
- Greystoke to Penrith
- Grizebeck to Ulverston
- Seascale – Gosforth - Egremont

It is not available for visitors and Concessionary fares passes cannot be used on it.

#### d) Voluntary Car Schemes

There are 50 schemes throughout the county whereby volunteers are paid to give people lifts in their own vehicles. These are aimed at local residents who are unable to make the journey by other means.

All the above do not duplicate other County Council transport provision and therefore cannot be used for transport to day care, school, nursery or college or for hospital appointments/ treatment if Patient Transport is available. `

#### Issues

- Depends on availability of volunteers and willingness and ability of community to set up and manage, so many areas not covered
- May cover some essential journeys but not usually geared towards work or leisure journeys by residents
- Not available for visitor use

### Cycling and Walking

The dominant function for cycling and walking in the Lake District is for leisure and recreation. Greater distances between home and workplace, the hilly topography and busy main roads are among the reasons why levels of cycling and walking to work are low at 1% and 14% respectively (see Figure xx). This is reinforced by the Annual Average Daily Flow traffic data which shows that cycling levels on main roads between settlements is very low. For example less than 10 cyclists per day are recorded on the A66 outside Keswick where daily vehicle totals are over 10,000 and between 10 and 15 cyclists per day on the A591 south of Keswick where daily vehicle totals are over 4,500.

Notwithstanding this, and the fact that we do not have quantifiable user data, it is unarguable that the number of people cycling in the Lake District and Cumbria has increased dramatically in the last 10 years. Mirroring the national picture, people have been inspired to take up cycling by the successes of the British Cycling Team at the last three Olympiads and the Tour de France and cycling as an activity has never been more popular. The most visible sign of this is the number of road cyclists on the highway network but there are other more surrogate measures too including:

- Increase in the number of cycles carried on the Windermere ferry
- New cycle shops in Ambleside and Ings
- Growth in number of cycle hire outlets

- Popularity of the British Cycling led Sky Ride Local, Breeze Rides and Ride Social programmes of guided bike rides. There have been 3000 attendances to date on more than 600 bike rides. 80 Cumbria-based volunteers have supported the Guided Ride and Breeze women's cycling programmes, and over 1000 people have signed up as Ride Social buddies
- Growth in number of cycle sportives and number of participants in each event
- 5% (or 865,000) of visitors used cycling as a mode of transport in 2015

The 2008 Sustainable Transport Framework stated that provision for cycling was low, both in terms of infrastructure and opportunities for integrating with other forms of transport. Major steps have been taken in the last six years to address this, predominantly through the Go Lakes Travel and See More Cumbria and the Lake District programmes. These were funded by the Department for Transport's Local Sustainable Transport Fund and had an overall aim to transform how visitors get to, and travel around, the Lake District. The aim was to better integrate transport modes and increase opportunities to get around the Lake District without a car to help make visitors' trips to the area more enjoyable and relaxing.

The Go Lakes Travel cycle network (see Appendix B) developed a series of five 'trails', primarily off road, in the central and southern Lake District linking key destinations and attractions from Bowness and Ambleside and allowing visitors to explore the west and north of Lake Windermere by bike. The destinations included Hawkshead and Wray Castle, Langdale and Grasmere and an off-road link between Coniston and Torver. A new bike boat service was developed in conjunction with Windermere Lake Cruises and new jetties at Brockhole, Bark Barn and YMCA Lakeside means there are now far more integrated transport options in the Windermere basin.

**Figure 23: Windermere West Shore Cycle Route**



Walking is far and away the most popular activity in the National Park. The Cumbria Visitor Survey 2015 highlighted that 56% of visitors go on short walks (< 2 miles) and 36%

go on longer walks (> 2 miles) compared to only 6% that cycle. The rights of way network is the foundation for access in the National Park, and all 3,200km of the network is available for walkers. In addition over 500 square miles of open access land was opened up in 2005, as a result of the Countryside and Rights of Way Act 2000, and this provides access for those on foot only. Apart from the advent of open access, the network is stable but slow to evolve to user needs. In recent years, and because of financial constraints, some roadside permissive paths have been lost as the National Park Authority could not meet the continued lease of land and maintenance costs.

### Issues

- **There is demand for new safe off-road routes for visitors and residents**
- **Links to work and schools not always safe or suitable**
- **New developments aren't always linked to cycle and walking routes**
- **Routes for cycle access for visitors can be unattractive**
- **Cycle parking is not always available at work or visitor sites**
- **The proposed creation of cycle routes can have local opposition on the grounds of landscape impact, walker safety and loss of tranquillity**
- **On some highways the conflict between cyclist and motor vehicle has increased due to an increase in road cycling**
- **Due to the terrain many cycle routes are too steep or rough for less confident cyclists**
- **Routes are not always suitable for cyclists with disabilities**

### Issues

- **Walking is the most important and universally used form of sustainable transport, for both residents and visitors, but is often not considered as such**
- **Public access benefits the health and wellbeing of both residents and visitors yet can be overlooked**
- **Many towns, villages and settlements do not have footways or they are of limited width**
- **There are gaps in the network, that can lead to people having to walk on busy roads**
- **Increasing extreme weather events and declining public spending can lead to deterioration of condition of routes**
- **Many routes are not suitable for people with disabilities, people who find hills or rough terrain difficult or people with pushchairs**



**Figure 23: Walking the Ullswater Way**

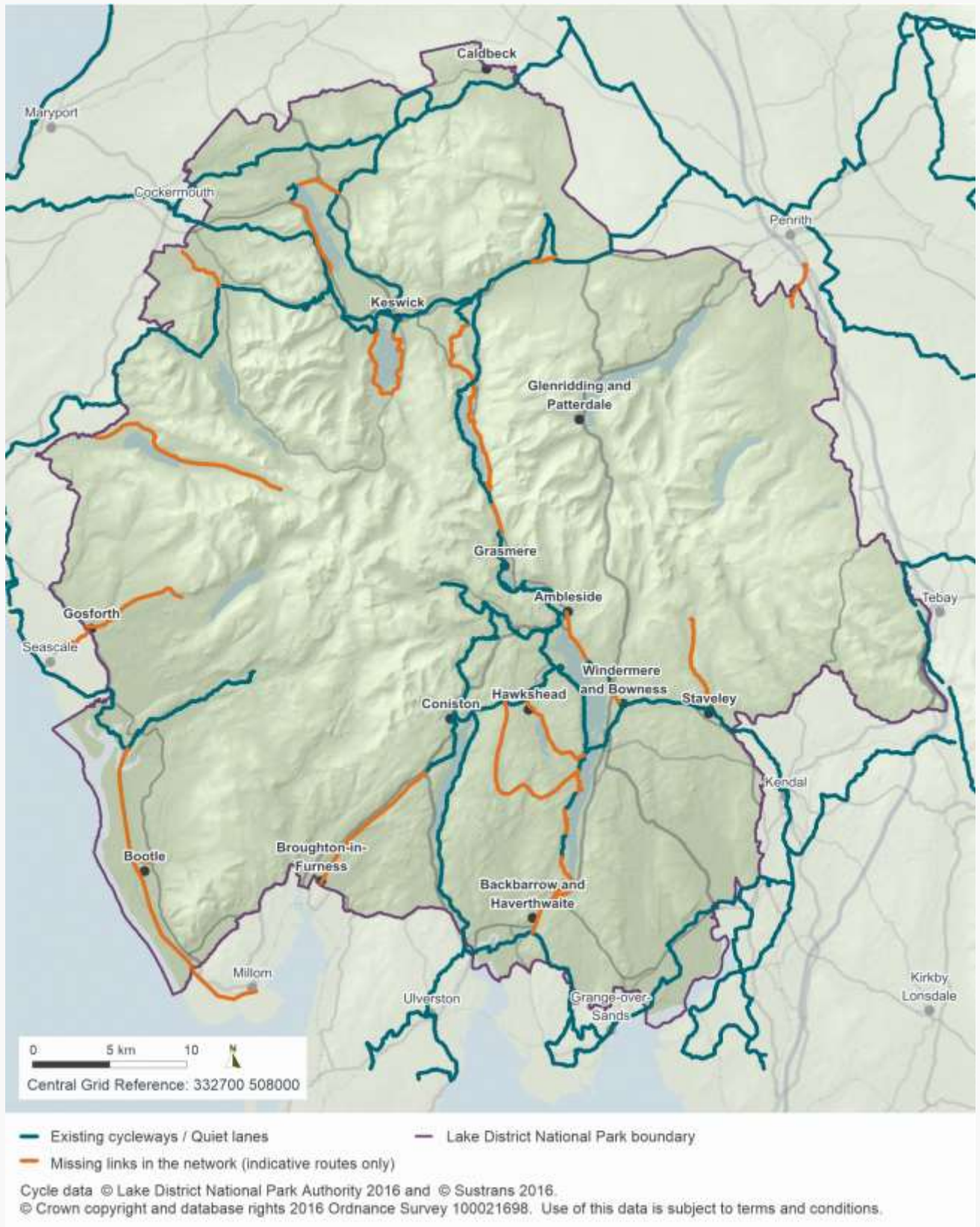


Figure 24: Cycle routes in Cumbria

## Water based recreation

The Lake District has the greatest concentration of inland waters and the greatest length of rivers in England. It also includes 26 miles of the Cumbrian coastline and estuaries. Water related access and recreation is a key part of the activities the Lake District offers, contributing to the world class visitor experience and the vibrant communities within this spectacular landscape.

The most popular and easily accessible lakes for water based activity are Windermere, Ullswater, Derwentwater and Coniston. Other lakes have more restricted access which can include lack of shoreline access, permits restricting use or, in the case of lakes used for water supply, no boat or swimming permitted.

The Lake District National Park's Access to Rivers and Coast Strategy sets out our approach to developing sustainable water based travel, and will be incorporated into the Access and Recreation Strategy. Water uses include canoeing, kayaking, paddle boarding, sailing, windsurfing, rowing, motor boats and open water swimming. Anglers need access to water and walkers and cyclists enjoy access beside lakes, river and coast.

Issues raised include lack of access, parking, toilets and changing, hire opportunities and launching sites. There can be conflicts between different users, conservation issues and with landowners.

**Table 13: Water based recreation**

- **Issues**
- **Lack of access to lakeshores**
- **Restricted use on some lakes**
- **Lack of opportunities for boat hire**
- **Lack of or poor toilet and changing facilities**
- **Landscape impacts of water sport developments**
- **Conflicts between users**
- **Conservation concerns**
- **Demand for more landing and mooring points for sailing and motorboats, particularly on Windermere**
- **Lack of Lakeshore parking**
- **Lack of opportunities for people with disabilities to enjoy water based recreation**

## Education travel

Cumbria County Council provide free transport to pupils aged 5-16 who are attending their catchment school and who live more than 2 miles away for under 8s, under 3 miles away for 8-16s. This is on a mixture of private hire buses, taxis and scholar's passes for existing bus or rail routes. There are some exceptions for children with special needs, those attending faith schools and those who would have to use an unsafe walking route. The latter applies to a number of schools within the National Park due to narrow rural roads without footways or busy roads without safe crossing facilities. Free transport is no longer available for pupils of 6<sup>th</sup> Form age. A high proportion of parents opt for their children to attend out of catchment schools or choose to drive children who live too close to receive free transport.

Statistics available (Cumbria County Council) suggest a wide variation between schools, depending on catchment population, number of non-catchment children and suitable routes for travel by bike, scooter or on foot. Some schools have up to half of the pupils using school bus or taxi to travel to school, whereas one school in the National Park has none.

## Taxi

There are private hire taxi operators based in all Lake District towns and in some villages. They provide an important service for residents and visitors when the journey is not possible by other means or where door-to-door travel is not available. Some offer accessible vehicles. Hackney licensed taxis can also be found at taxi ranks in larger towns and interchanges such as Windermere station.

There are over 800 Private Hire and Hackney vehicles licensed in Allerdale, South Lakeland, Eden and Copeland. This includes those based outside the National Park but operating within the National Park when required.

## Shared Mobility

There are car club hybrid vehicles located in Oxenholme, Windermere, Penrith and Carlisle that were started through the See More and GoLakes Travel programmes. There is a car club vehicle at Staveley developed by the community and managed by Co-wheels car club. There are also 10 electric Twizys located with businesses in the Ullswater and Borrowdale corridors. These are all managed by the Co-wheels car club.

Lift sharing occurs between friends and neighbours on an informal basis throughout the Lake District, and its extent is difficult to quantify. There are also workplace lift sharing schemes, most notably at Sellafield where through a travel plan it is incentivised through car parking being restricted to multiple occupancy vehicles. Websites such as liftshare.com can

be used to share lifts and are used by residents and visitors to the National Park. A bespoke Lake District site was developed through liftshare.com for the GoLakes Travel programme, but due to funding deadlines it only operated for a year so did not have time to reach its full potential. Advances in technology will enable lift sharing to develop further.

### **Wheels to work**

This is a scheme where young, unemployed individuals are given subsidised lease of a moped for a limited time to allow them to access work or training. It currently runs in Cumbria.

## Smart technology

Technology is changing people's travel needs within the Lake District National Park as elsewhere in the country. On-line shopping is used widely for goods for home delivery, which reduces the need for shopping journeys. Social networking is reducing the need to travel for social reasons, especially amongst younger people. People without access to technology, typically the older age group can then be excluded and when demand decreases for local services can be left without.

Technology can also be used to manage travel and there are new developments including apps that can facilitate car sharing, taxi booking, public transport real time information, car parking space availability and cycle route information, making it easier and more attractive to use sustainable transport for some people. There are also ticketing developments which can make paying for these services simpler and start making their ease of use more comparable or even easier than with the private motor car.

## Electric vehicle infrastructure

Electric vehicles offer lower emissions at the vehicle, offering air quality benefits, and if charged using renewable energy, offer carbon savings. They also are virtually silent reducing the noise pollution that can affect residents and visitors. The screenshot below, taken from the 'zap map' website, shows the distribution of electric vehicle charge points in and around the Lake District. There are a high number of slower chargers, often located at businesses but a more dispersed network of rapid chargers. Electric vehicle sales in the UK have seen a rapid increase in the past two years as is indicated on the graph below. In 2014 0.2% of new vehicles registered were classed as ultra low emission vehicles (ULEVs), in 2015 this increased to 0.8% and in the first half of 2016 this rose to 1.1%, so there is likely to be demand for increased charging availability and speed.

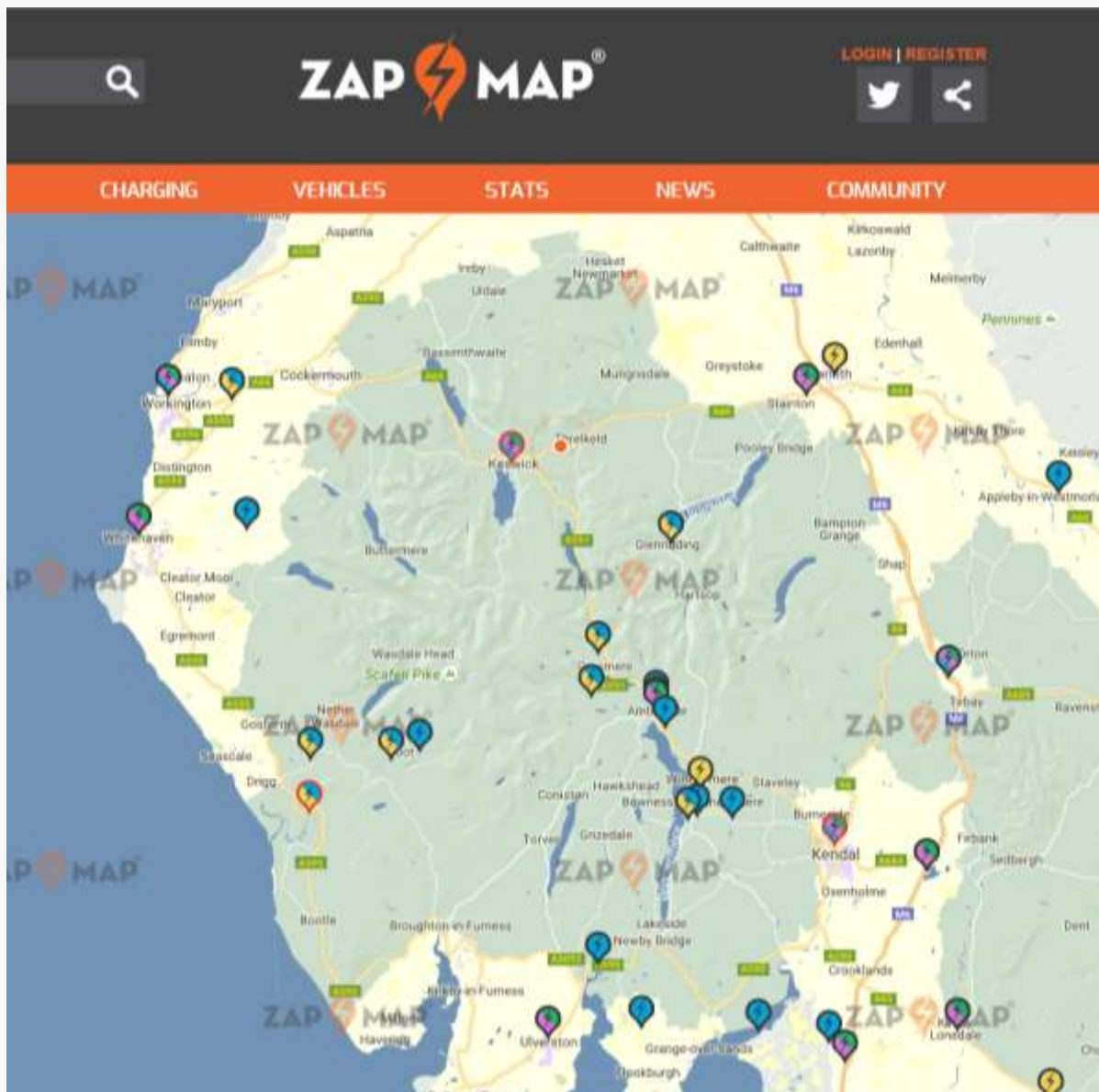
**Table 14: Innovative solutions**

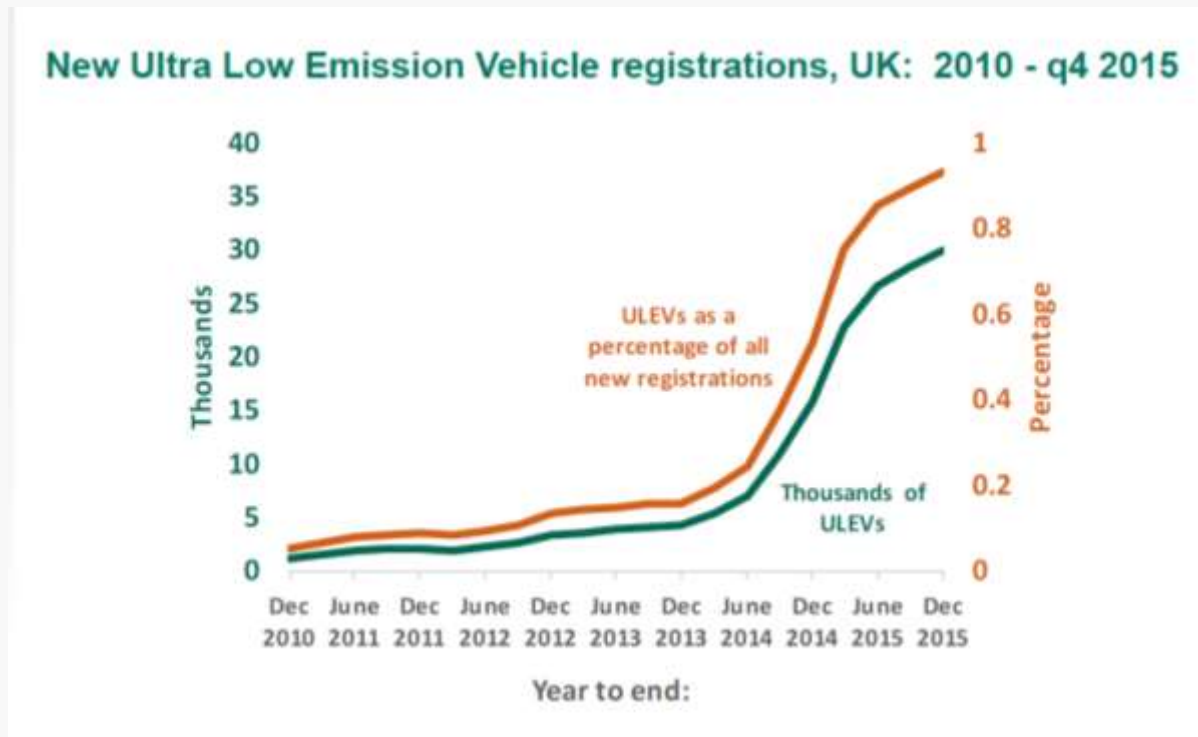
### Issues

- **Poor broadband and mobile availability in some rural areas can inhibit home working and technology based solutions to visitor and resident travel**
- **Many new technologies are being applied to urban areas and would need to be adapted for rural use**
- **Opportunities for new innovative solutions are not covered within existing policies**
- **Rapidly developing technologies will affect transport patterns and the need to travel, but the precise impacts are still not known**

- Visual impacts of new innovative transport on landscape

**Figure 25: Location of Electric Vehicle Charge Points in the Lake District (Zap map 2016)** Key: Yellow – Slow, 3kW, Blue – Fast, 7-22kW, Green - Rapid, 43kW, Pink – Rapid/super, 50+kW



**Figure 26: Increase in purchase of electric vehicles (Department for Transport)**

### Summary

In terms of visitor transport, both national and local policies and strategies, as well as practical delivery through the Go Lakes Travel and See More Programmes, have contributed positively to a modal shift away from the private car. Against the backdrop of increasing visitor numbers, in the last decade we have seen a 10% reduction in visitors travelling by car to the Lake District and a 26% decrease in visitors using their cars to get around the National Park.

Through the control of our policies and the influence of our strategic work, we are obviously heading in the right direction. With the development of Corridor Travel Plans for the three showcase areas, and the improvements in both sustainable travel infrastructure and services these will bring, we can expect further modal shifts towards active travel and sustainable public transport.

That is not to say there are not serious transport issues that should be addressed, or that the current policies will help deliver the kind of development and design that will facilitate the modal shift we want to see. Rural isolation and decreased accessibility to work and essential services because of withdrawal of public transport services, traffic volumes, speeds and seasonal congestion, car parking, safety of other road users such as cyclists and walkers, lack of infrastructure and facilities for cycling and poor integration of ticketing and transport services have all been raised as areas for concern. These and other issues are explored in more detail in the next section.

People's travel behaviour can and does change over time, and we can influence behaviour and create positive changes. This is evidenced through the success of the See More and GoLakes Travel projects which led to a reduction of vehicle mileage and carbon savings. This is shown in appendix C.

## Hubs and Gateways

Hubs and gateways have many similarities: both imply a change in the journey, from one place to another or from one mode of transport to another. There are similarities in practical terms too as facilities such as transport interchanges shops and refreshments may be available at both.

To strengthen this role as a transport hub and gateway we have created a typology for key sustainable transport hubs. We will identify the primary hubs/ gateways for each Distinctive Area and develop a basic facilities and services checklist that each settlement should have to achieve that function. We will also define an aspirational list of facilities for each hub that will allow us to meet the strategic aim in the LDNP Partnership Plan that hubs and gateways will provide a variety of options and interchange for onward travel and appropriate facilities such as booking, hire, baggage forwarding, recreational opportunities, cafés and shops.

As well as a shop, public house and post office which have already been identified as key rural service centre facilities, the checklist of services and facilities for sustainable transport is:

- Sustainable transport link, either bus, rail or boat
- Car parking
- Cycle Hire
- Cycle Parking
- Tourist Information
- Public Toilets
- Network of walking and cycling routes

The aspirational checklist would include:

- Cycle shop with sales/ repair
- Showers/ changing facilities
- Bus shelters
- Public bike wash/ pump
- Electric charge points

- Walking and cycle route information

**Table 15: Gateways and hubs by Distinctive Area**

Distinctive Area	Gateway/ Hub
South East and Central	Ambleside; Windermere/ Bowness; Grasmere and Staveley
South	Broughton in Furness; Coniston and Hawkshead
West	Gosforth and Ravenglass
North	Keswick
East	Pooley Bridge; Glenridding

The table below shows the current facilities at hubs.

Sustainable Transport Gateway/ hub	Standard facilities										Aspirational facilities						
	Public parking	Cycle Hire	Cycle parking	Rail station	Bus stop	Jetty/ boat service	Shop	Tourist information	Network of Cycling and walking routes	Toilets	Cycle shop with repairs/sales	Bus shelter	Wifi hotspot	Showers/ changing facilities	Public bike wash/ pump	Electric vehicle/ cycle charge points	Signposts/ waymarking for onward walking and cycling routes
Ambleside	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Bowness/Windermere	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓					✓
Broughton-in-Furness	✓		✓		✓		✓	✓	✓	✓		✓					
Caldbeck	✓				✓		✓		✓								
Coniston	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓			✓		✓
Glenridding/Patterdale	✓	✓			✓	✓	✓	✓	✓	✓		✓				✓	
Gosforth	✓				✓		✓		✓	✓		✓					
Grasmere	✓		✓		✓		✓	✓	✓	✓		✓					✓
Hawkshead	✓		✓		✓		✓		✓	✓		✓					✓
Keswick	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Staveley	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓		✓			✓
Pooley Bridge	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓					✓
Ravenglass	✓		✓	✓	✓		✓	✓	✓	✓		✓					✓

**Table 17: Infrastructure****Issues**

- **Public realm at many hubs is looking tired**
  - **Facilities visitors expect at key hubs are not always present or can be difficult to find**
  - **Poor accessibility at some hubs**
  - **Lack of inspirational design**
  - **Lack of coherence of hub facilities due to numerous providers**
  - **Lack of funding for infrastructure improvements**
  - **Peaks in travel flow can lead to overcrowding during summer and May holiday times**
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