

# The state of traffic and transport

## Measuring changes in traffic and transport

Traffic and transport are important issues for visitors, local businesses and residents.

The National Park attracts approximately 8 million visits per year, 83% of which arrive by car.

(Source: State of the Environment Audit of Cumbria, Cumbria County Council, 2002).

The National Park also has a population of 42,000 residents, with the average car ownership level among residents being almost one per household.

(Source: The Lake District Transport Strategy Research & Development South East Approaches Summary Report, CAPITAdb, 1999).

The promotion of sustainable travel choices has become more relevant to people's lives. There is an understanding of the need to cycle, walk and use all forms of public transport. There appears to have been a drop, in recent years, in the number of visitors travelling to Cumbria by car (83% in 2002 compared to 90% in 1996) and in the proportion of visitors travelling around the county by car (77% in 2002 compared to 86% in 1996).

(Source: CTB Cumbria Tourism Survey, 2002).

Public transport in the Lake District National Park is diverse and includes not only trains and buses but also ferry services, which are a special feature of the National Park. In the remoter communities public transport includes community transport and post buses. However, the terrain and geography mean it is not always easy to switch smoothly between different forms of transport and different carriers within a single journey.

As road safety management has improved over the years, there has been a change in the amount of roadside equipment, including large signs and associated poles, traffic lights, chevrons, speed humps and traffic islands. And with this equipment, the character of the rural road network is changing.

The National Park is expected to always be at the centre of debate around transport initiatives and policy. People continue to be concerned about accessibility, noise, pollution, parking, public transport and congestion.

The key indicators which we will measure to inform the debate are:

### SOP23

#### Changes in use of road

1. Road traffic levels and car parks at key locations
2. Purpose of journeys and length of stay

### SOP24

#### Changes in use of public transport

1. Provision and patronage of public transport, including ferries
2. Profile of sustainable transport activities, including cycling and walking

### SOP25

#### Changes in route character and safety

1. Changes inconsistent or consistent with a defined rural road character
2. Results from road management studies

### SOP23

#### Changes in use of road

We will measure the use of roads at sample locations. The locations will represent a broad range of road transport issues.

A traffic counter on the A66, west of Keswick, measures changes on an important route linking the North East and Central Lakes providing access to the popular Ullswater Steamers. Data from this counter will inform us of any links between road and boat use. Langdale Chase, Windermere, measures changes over time on one of the most popular tourist routes within the Park. A new counter at Watermillock in Wasdale will measure road use in a remote valley and, from 2005, one at Grizedale will provide information about a significant tourist attraction that is situated in a relatively remote area.

---

**Annual average daily traffic flows – 2004**

---

A66 West of Keswick	14,400
Watermillock	5,700
Langdale Chase	15,100

Source: Highways Agency (A66), Cumbria Country Council

An annual review of average daily traffic flow figures will provide evidence of any increase/decrease in the rate of traffic growth in the National Park, and enable comparisons with regional and national trends. It can also be used to inform traffic management and future transport policy decisions.

We will collect information about the purpose of journeys and more detailed information about the mode of transport.

We will also analyse the use of car parks in key locations, including the cost and length of stay. This will help us analyse appropriate provision of parking for visitors and residents and any changes in use of car parks related to the promotion of public transport.

**SOP24**  
**Changes in use of public transport**

We will balance our measurements of road use with measurements of provision and use of public transport – buses, trains and ferries. Data is available for transport on the main lakes and information will be collected on buses and trains from key locations in the future.

---

**Annual use of lake ferries – 2004**

---

Windermere Lake Cruises 1,289,866

Ullswater Steamers 267,473

---

Information about the use of other sustainable transport options will be collected from key locations. From surveys we will understand how many people travel by train into different locations (Windermere and Eskdale) and then use a cycle or walk to get to their next destination. We will also monitor the impact of initiatives such as the B4 network that provides easy transportation across the lakes by bike, bus, boat and boot.

---

**Eskdale Trail in 2004**

Cycles carried on train 888

---

**B4 Network in 2004**

Cross-Lakes Shuttle passengers carried	8,617
Car movements reduced by	3,721
Local spend per day per passenger	£35.08
Visitors/residents ratio	11 to 1

Source: Lake District National Park Authority, 2005

**SOP25**  
**Changes in route character and safety**

Whilst it is important to monitor the use of routes within the National Park, we will also monitor the change in their character by measuring the factors that are directly affecting a visual change.

This will be done in an objective way, using a tested methodology based upon the research carried out by Capita Symonds in 2004. We will monitor changes that detract, support or enhance a defined road character. For example, the effect of walls being restored and the introduction of signs and traffic-calming measures.