

A scenic landscape of a mountain valley with two cyclists riding on a paved road. The cyclist in the foreground is wearing a red shirt and black shorts, while the one behind is in a blue shirt and black shorts. The background features rolling green hills and mountains under a clear sky.

SEE MORE

CUMBRIA AND THE LAKE DISTRICT

KEY HIGHLIGHTS AND LEGACY OF THE PROGRAMME

SEE MORE

Funded by the Department for Transport,
Delivered in partnership by Cumbria County Council,
Lake District National Park Authority and Cumbria Tourism

INTRODUCTION

The 'See More Cumbria and the Lake District Programme' came to an end in March 2016.

The project succeeded the four year GoLakes Travel (GLT) Programme funded by the Local Sustainable Transport Fund (LSTF) and was delivered by Cumbria County Council, the Lake District National Park Authority and Cumbria Tourism.

Although the GoLakes Travel Programme focussed on the south and central Lakes, the See More programme extended some of GLT's successful initiatives across four areas:

1. Carlisle to Hadrian's Wall
2. Penrith to Ullswater
3. Keswick to Borrowdale
4. Oxenholme to Grasmere

In July 2014, £999,000 of revenue funding was secured through a partnership bid between the County Council and the Lake District National Park Authority from the LSTF for the delivery of See More.

The objectives of the See More Programme included:

- Transform the quality of transfer and travel from gateways into Cumbria, in particular the Lake District, and on to the prime visitor destinations
- Change the image of sustainable travel, making a further shift to low carbon travel becoming a default choice
- Optimise the economic benefits from people's travel choices, focusing on international visitor demands as the main generator of economic benefit and producing viable transport services for domestic visitors and residents

The Programme was split into 5 specific projects in order to deliver these objectives:

Project 1 - Corridor Travel Planning

Development of Corridor Travel Plans. Identifying measures to develop through the See More programme and establishment of stakeholder groups.

Project 2 - Visitor Transport Services

Kick-starting transport services to provide high quality travel options suitable for international visitors (bus services, coach tours, water transport).

Project 3 - Pay As You Drive (Low Carbon & Electrical Vehicles)

Low emission car hire at visitor arrival points (railway stations), and Twizy hire at service providers in two of the corridors

Project 4 - Cycling

Encouraging cycling through the Sky Ride Local programme, Tour of Britain, and rebranding and marketing of the Cumbria Cycleway.

Project 5 - Marketing & Information

Visitor Information, promotional campaigns.



PROJECT 1 – CORRIDOR TRAVEL PLANNING

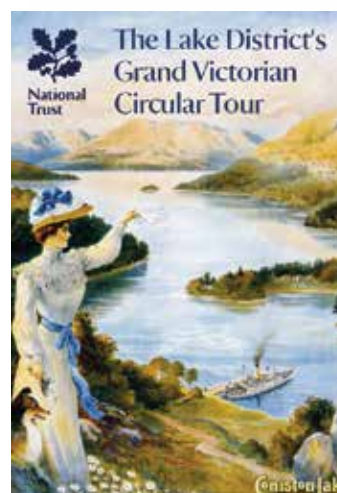
Corridor Travel Plans were developed for each of the four corridors within the See More programme. The plans informed the programme by identifying the barriers to sustainable travel, and the measures needed in order to make a difference in terms of visitor travel.

Key Highlights

1. Corridor Travel Plans completed in all four travel corridors
2. Stakeholder networks set up and have met regularly in each corridor
3. A small grants scheme resulted in 12 projects receiving funding of up to £2,000 each, including promotion of the Ullswater Way and Derwentwater Walk round lake footpaths, marketing to China, Lingholm Jetty survey, marketing support for the Grand Victorian Circular Tour, promotion of Park and Explore bus and parking discount tickets, and Lakes Line maps at a number of railway stations
4. Feasibility studies have been developed for a number of potential infrastructure schemes:
 - Pooley Bridge Coach Parking
 - Derwentwater Cycleway
 - Derwentwater Jetty Improvements

Legacy

1. It is hoped that each Corridor Travel Plan Group will continue to meet beyond See More, and will identify further funding opportunities for developing additional improvement measures
2. The small grants scheme has enabled smaller projects to be kick started and attract further funding
3. The feasibility studies developed by the programme will make these projects much better placed to apply for any relevant future funding streams



PROJECT 2 – VISITOR SERVICES

The Visitor Services project kick-started service developments to provide high quality travel options suitable for international visitors.

This was done through grant aiding tours in the four project corridors and providing funding to operators to start new or enhanced quality transfer bus or boat services and tours. The aim was for the routes to become self-sustaining in 2016 and beyond, offering enhanced travel opportunities without the need for a car.

Key Highlights

1. Three new or improved bus services introduced.
2. Three new coach tours introduced.
3. A new lake cruise introduced.
4. 13,575 passengers carried on See More supported services during summer 2015.
5. Based on on-service monitoring 99% of passengers rated the services as 'good' or 'very good'.

Legacy

All the following services are being continued commercially with no public subsidy:

1. Ullswater Open Top Bus service 508 (Stagecoach)
2. Additional journeys on the Honister Rambler service 77/77A (Stagecoach)
3. Hadrian's Wall Coach Tour (Open Book Visitor Guiding)
4. Best of the Lakes Tour (Mountain Goat)
5. Red Squirrel Tours (Alba Travel)



PROJECT 3 – PAY AS YOU DRIVE LOW CARBON & ELECTRIC VEHICLES

The Pay as You Drive (PAYD) vehicles project was made up of two elements: The first was to provide low emission car hire at visitor arrival points so visitors could arrive without a car.

The second focused on the provision of a flock of sheep-branded electric Twizys at service providers in the Penrith - Ullswater and Keswick - Borrowdale corridors. This allowed visitors to arrive without a car or leave their larger vehicle behind once here, and explore in a more sustainable, fun and quirky way. Both elements have been developed with our appointed car club partner Co-wheels.

Key Highlights

1. Low emission hybrid cars now available to hire at Carlisle, Penrith, Oxenholme (two cars) and Windermere railway stations, via www.co-wheels.org.uk/cumbria
2. A flock of 10 electric Twizys were launched at Rheged in early February 2016, and are now available to hire from local businesses, branded as sheep with individual names and characters. Look out for #twizyflock on social media. Host locations and further information can be found at www.co-wheels.org.uk/twizyflock

3. The Twizys can be hired for part of, or a full day. Drivers just need to take along their driving licence and national insurance number
4. All of the vehicles available to hire from train stations are fitted with two bike racks

Legacy

This project is running for an additional year, so the vehicles will be available to hire during 2016/17. The project then aims to be self-sustaining beyond the See More funding.



Low emission hybrid Toyota Yaris



Flock of electric Twizys

PROJECT 4 – CYCLING

The Cycling project has built upon the work of the GoLakes Travel Programme and the Cumbria County Council cycling delivery plan. The project aimed to encourage more journeys by bicycle in the See More corridors.

Key Highlights

1. Stages 3 and 5 of the Tour of Britain (ToB) were delivered in September, passing through the Ullswater and Hadrian's Wall corridors. The ToB Economic Impact Report showed a total net economic impact for Cumbria of £3.39m and attracted 105,000 spectators to the stages within the county
2. A programme of Sky Ride Local led cycle rides has been delivered throughout Cumbria. 60 cycle routes have been defined, and 1,186 participants took part in the 2015 British Cycling recreational programme
3. A number of cycling guides containing route maps have been produced for the See More corridors including Hadrian's Wall, Penrith, Ullswater and Keswick

Legacy

1. The Tour of Britain will return to Cumbria in 2016, with a whole stage within the county, starting in Carlisle and finishing in Kendal. The significant impact of the 2015 Tour was sufficient to attract private sector sponsorship, so the legacy of the See More programme means no further funding will be required to stage the event in 2016
2. The Cumbria Cycleway has been rebranded and signed as the Lakes and Dales Loop. This circular route offers an accessible, long distance challenge ride or tour for all cycling interests and abilities. The route description and further information can be found at www.lakesdalesloop.co.uk
3. The 2015 recreational cycling programme created 63 new cycle commuters, resulted in £39k investment in the economy and £68k of health savings through increased activity. The British Cycling partnership programme will continue in 2016



Sky Rides Local



Tour of Britain



Lakes & Dales Loop



PROJECT 5 – MARKETING & INFORMATION

This project was created to support the other projects and generally improve the awareness of sustainable travel options in the corridors.

Key Highlights

1. Produced and distributed a series of group travel guides for the corridors which were also translated into Chinese and Japanese
2. Worked with the University of Lancaster and the University of Cumbria to produce a guide to accessing the area for students and their families
3. Media campaign on the backs of buses and in restrooms on routes into the areas
4. Complemented and extended the marketing of the visitor services supported by the programme, including the development of a suite of promotional literature enriching the visitor experience
5. Extensive PR coverage including pieces in The Independent, The Guardian and The Sun.
6. Produced a wealth of literature including translated Welcome Posters for the four corridors, Days Out by Bus guides, Mini Traveller's guides to the corridors, and an update and reprint of the 'Do in a Day'

cycling guides

Legacy

1. Cumbria Tourism will continue to support the Transport and Travel information added to www.golakes.co.uk
2. All business resources developed by the Programme (reports, base maps, literature etc) are available at www.cumbriatourism.org/seemore
3. PDFs of all literature developed under See More will remain available on www.golakes.co.uk
4. Partners involved in the project are adopting some of the information developed and incorporating it into their future marketing and information.
5. The www.cumbria4coaches.co.uk campaign will be continued by Cumbria Tourism with regular Travel Trade e-shots



The 2015 Cumbria Visitor Survey revealed that 58% of visitors used their cars to travel within the county in 2015. A drop of 15%. This is a significant benefit in terms of reducing the impact of cars on the landscape.

The See More Cumbria and the Lake District Programme has contributed towards a change in perception to sustainable travel in the area.

SUMMARY

As the programme ended, new figures revealed a 15% decrease in the number of people using cars as their main form of transport while on holiday in Cumbria.

The 2015 Cumbria Visitor Survey revealed that 58% of visitors used their cars to travel within the county in 2015, compared to 73% in the last survey in 2012.

Although this shift in behaviour cannot be attributed solely to See More it shows a significant increase in visitors travelling sustainably over the course of the LSTF funded Programmes.

Ian Stephens, Managing Director at Cumbria Tourism, says:

“There are really positive indications that people are considering different ways to travel around Cumbria. We’ve seen that convenience is one of the key motivations for people’s choice of transport, but creating ‘an experience’ is also an important factor. ‘See More’ has been instrumental in providing new ways for visitors to really immerse themselves in Cumbria’s stunning landscape.”

