

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 miles 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 CO₂ (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.

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

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%.