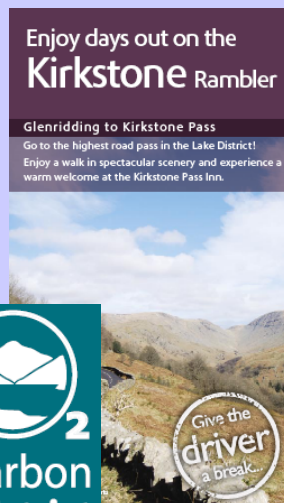


Re-framing transport and travel in Cumbria and The Lake District

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Transport Partnership for the Lake District



...ING – BOWNESS
517 KIRKSTONE RAMBLER
Saturdays & Sundays: 22 March until 1 November 2008
Daily: Monday 21 July until 31 August 2008



Northern Regions Sustainable Travel Conference

Manchester, 26th November, 2008

➔ Lake District & Cumbria – some basics

➔ Good to get around?

➔ Where do we want to go?

What do we want & why?

What does a good transport system look like?

Who is travelling?

➔ How can we get there?

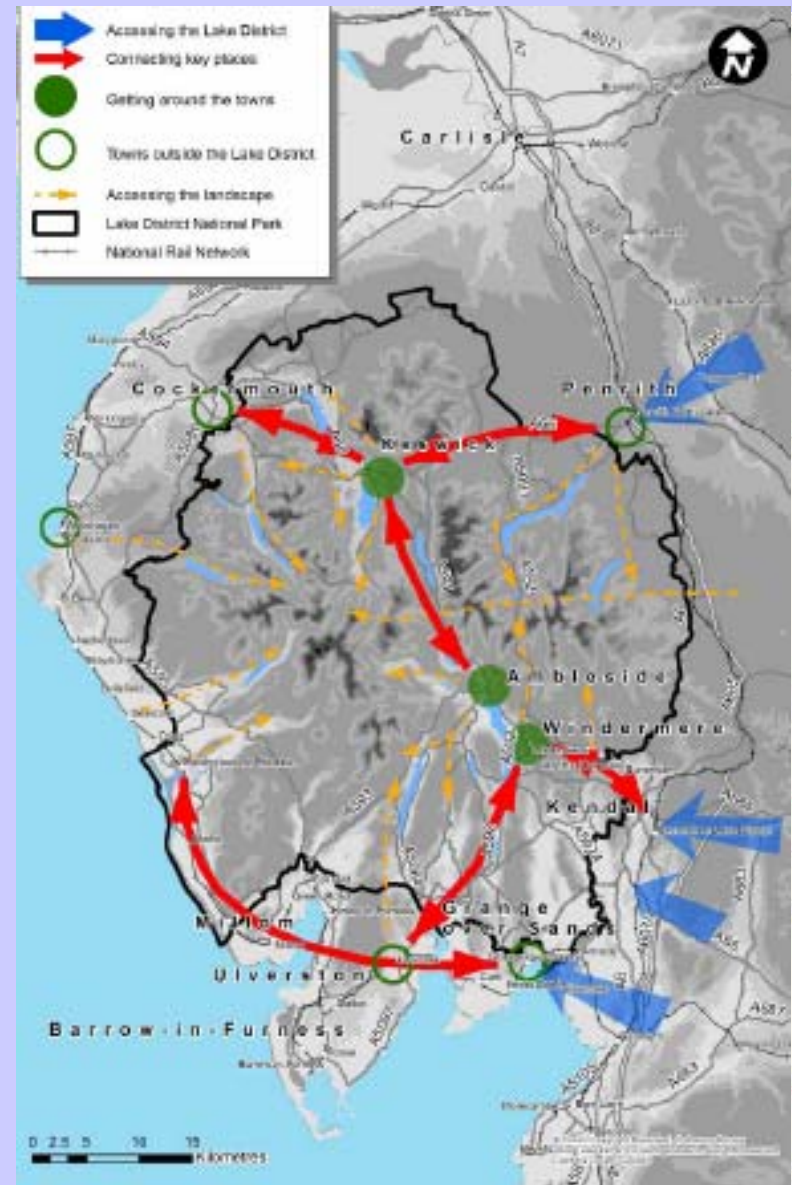
➔ All change please, all change?

Background

- Cumbria population – c.0.5 million
- Lake District population - c. 42,000 (8%)

- Visitors / year - c. 8 million
- Visitor days - c. 15.2 million
- “Resident days” - c. 15.33 million

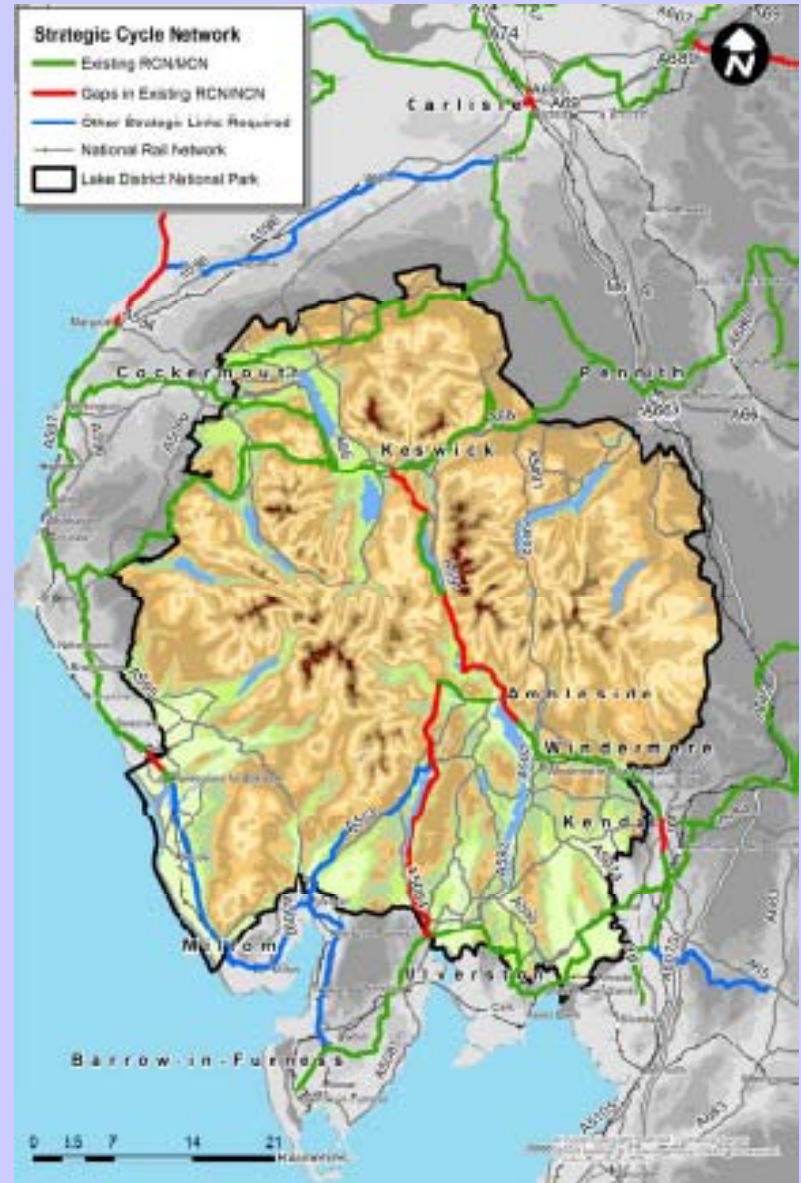
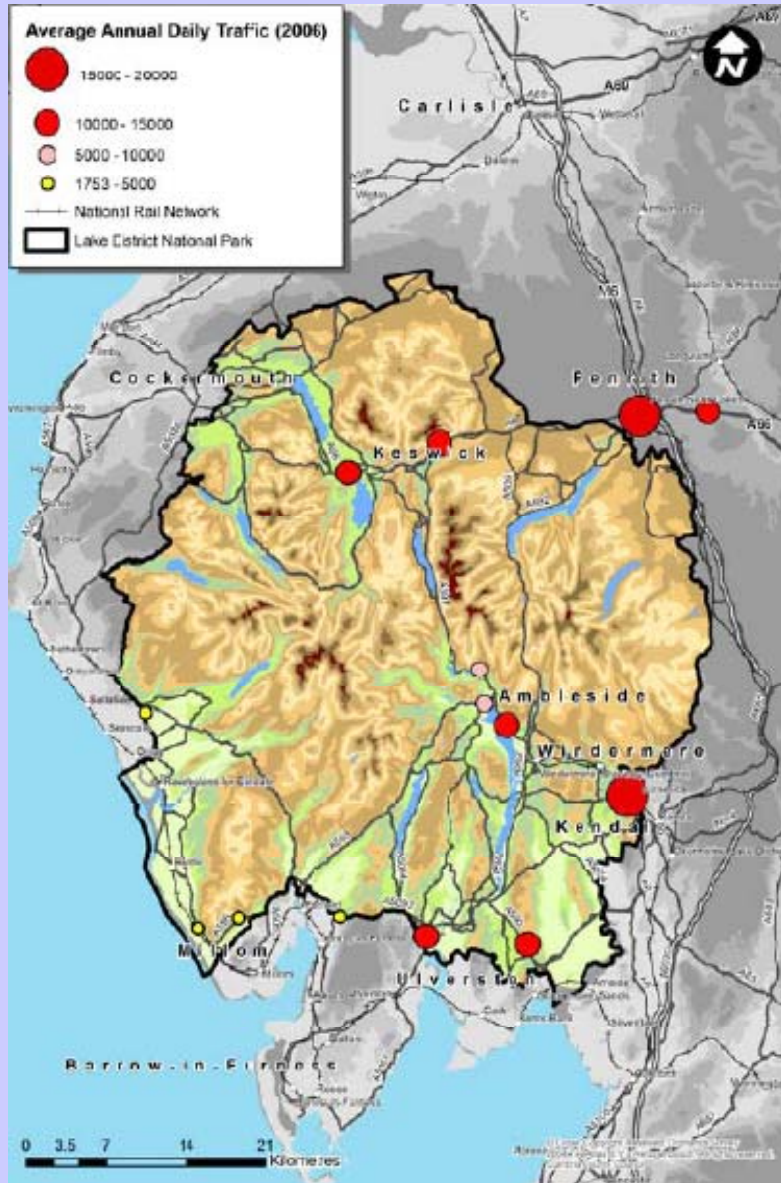
- 85% visitors have visited before
- Tourism contributed c. £659m to Cumbrian Economy in 2007



Good to get around?



Good to get around?





- Home
- Be inspired
- Plan my visit
- Where to stay
- Things to do
- Places to see
- Maps & routes
- Special interests
- Shop online
- Downloads
- Visitor info

cumbria, the lake district...

Welcome to golakes, the official website of **Cumbria Tourism**. With a fantastic choice of exciting [attractions](#) and plenty of [Cumbrian events](#) the Lake District is a perfect holiday destination to visit this autumn. **Accommodation in Cumbria** is varied to suit all needs and budgets, choose from an extensive selection of **Lake District hotels**, campsites or self catering cottages. Use the plan my visit tool to help you choose your **Lake District accommodation**; mix it up with an adventurous [activity](#) and top it off with a meal in a cumbrian [pub](#) or [restaurant](#). Login to [mygolakes](#) to save your plan and share your [unique itinerary](#) with your friends in a bespoke booklet created for you. It is as easy as that to organise your perfect **stay in Cumbria**.

be inspired

Take a tour of the highlights Cumbria has to offer and we guarantee you will be inspired...

[▶ select](#)

plan my visit

Whether its accommodation, things to see and do, or places to visit, find it, and plan it here...

[▶ select](#)

Ways to book...

- ▶ [book online](#)
- ▶ [order a brochure](#)
- ▶ [view interactive guide](#)

Late availability...

It's never too late to book accommodation in Cumbria. Choose from a range of hotels, b&b's and self catering cottages.

- ▶ [book late availability](#)
- ▶ [autumn special offers](#)

[E-newsletter sign up](#)

Where do we want to go?

What do we want and why?

- ➔ Carbon reduction?
- ➔ Traffic reduction?
- ➔ Parking reduction?
- ➔ Better parking?
- ➔ More frequent / earlier/later / more reliable / cleaner / cheaper buses?
- ➔ Less fragmented cycle network?
- ➔ Better quality visitor travel experience?

Contradictory?

Trade-offs?

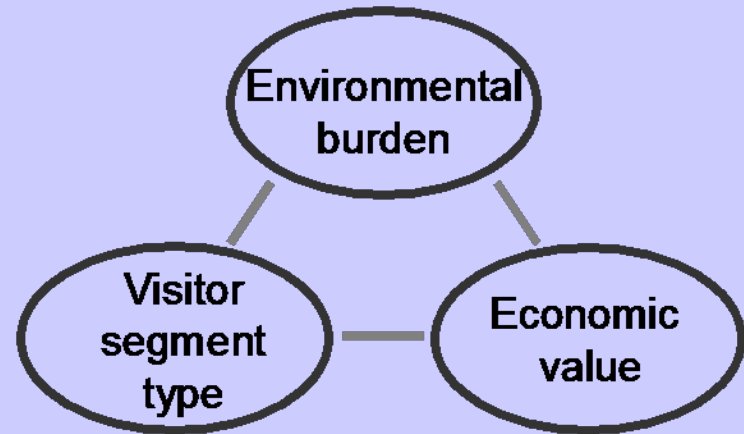
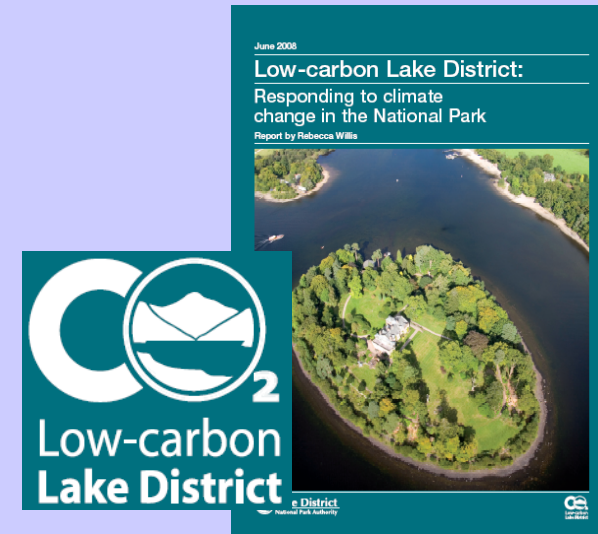


Figure 1: framework for research

Where do we want to go?

What does a good transport system look like?

➔ Encourage economic vitality?

➔ Locally distinctive?

➔ Visibly impressive?

➔ Invisibly effective?



*As part of a high quality
visitor experience*

For whom?

Visitors

New, returning

Day, staying



Residents



Business



Goods & freight



➔ Transport as derived demand or attraction?

Segment willingness and ability

Ability to act High

High potential and willing

Willing to Act

High

Low

Low



Low potential and unwilling

How can we get there?

- ➔ New management at LDNPA - 2007
- ➔ Low Carbon Lakeland - 2008
- ➔ TaSTS? – 2008...

Transport Partnership for the Lake District



+

Lake District Sustainable Transport Framework

- ➔ Transport as part of high quality visitor experience *rather than "please use a bus"*
- ➔ Visionary & transformational thinking
- ➔ Aligning policy directions
- ➔ Framework for moving forwards – *not* strategy



Lake District Sustainable Transport Framework



	PROSPEROUS ECONOMY	WORLD CLASS VISITOR EXPERIENCE	VIBRANT COMMUNITIES	A SPECTACULAR LANDSCAPE
Overall theme from 2030 vision	Sustainability is key - reduce reliance on car, especially for visitors	Offer high quality alternatives to using the car. Manage car use so it makes sense from the visitor perspective	Help communities to grow and thrive; reduced reliance on cars where possible	Enhance and protect and make Park a leader in lowering carbon emissions
Accessing the Lake district	Improve the Coastal line - Sunday service Introduce 'Rail Miles' incentive scheme	Better web-based information on accessing the Lakes Holidays with a strong sustainable theme Encourage accommodation providers to offer pick up services from rail stations	Good public transport in and out of the Lake District	Raise sustainable and low carbon themes in marketing the Lake District
Connecting key places	Keeping roads free for local businesses Bus services to serve the economy (late /shift services) Ensure a public transport network that matches strategic network New light rail	Better public transport interchange Easy to access real time visitor public transport information Lake District travel tourist card New ways of providing bus tickets to visitors Establish mobility centres in key locations	Better public transport interchange - focal point places to meet Develop area (town) travel plans	More opportunities for people to take bikes on buses Electric/zero carbon buses
Getting around the towns	Strategic Park & Ride at Windermere to ease A591 Parking management which encourages visitors to stay for longer Better quality urban realm	Tourist attractions offering discounts if visitors arrive on public transport, by bike Better quality urban realm Intelligent parking information	Parking that allows local business to thrive through proactive management Develop area (town) travel plans	Better cycle infrastructure - quiet lanes and segregated routes Point to point cycle hire schemes
Accessing the landscape	Ensure visitors pay a fair price to access the landscape that protects Monorail services	Manage car users decisions regarding parking and access Intelligent parking information Personal Travel Planning (PTP) for visitors Develop accommodation providers as sustainable travel marketing collateral Demand responsive transport services/shared taxibuses for visitors Roll out Cross Lakes Experience model		Close specific roads at specific times Active management of narrow roads Introduce Sunday Cycle Routes on roads closed to through traffic Price key roads Cordon charge around the park

	Reduce the need to travel	Travel using most efficient mode	Make modes more efficient & reduce emissions
<i>Residents</i>	<p>Tele-working & conferencing</p> <p>Spatial planning – proximity of jobs, services & homes</p> <p>Review school catchment policies</p> <p>Home delivery</p> <p>Internet-based services</p> <p>Multi-function rural service hubs/ pub is the hub etc</p>	<p>Improve quality and integration of bus & rail services</p> <p>Make ticketing integrated and flexible</p> <p>Fill in links in walking & cycling networks</p> <p>Car clubs</p> <p>Car sharing</p> <p>Point to point cycle schemes</p> <p>Bikes on buses</p> <p>Travel planning</p> <p>Cycle training</p> <p>Segment-sensitive marketing of transport options</p> <p>Individualised marketing / Personalised journey planning</p>	
<i>Visitors</i>	<p>Provide local itineraries</p> <p>Link together locally grouped attractions</p> <p>Provide better information about getting around pre-visit</p> <p>Better info re. parking availability?</p> <p>Rethink planning re association between accommodation & attractions?</p> <p>Rethink planning to allow grouped attractions?</p>		
<i>Business</i>			
<i>Goods</i>			

etc...

All change please, all change?

- ➡ Alternative approaches to Transport – visionary and transformative; flip to viability?
- ➡ Constraints of the Park as an opportunity?
- ➡ Alternative partnerships

- ➡ Being car-irrelevant rather than car-or-public transport

- ➡ Clarity re. demand for initiatives
- ➡ Symbiosis between visitor / resident / business demand?
- ➡ Alternative (joint?) funding sources

Where is this taking us?

- ➔ TaSTS?
- ➔ LTP3?
- ➔ Making other policy relevant?

- ➔ Sustainable Travel Towns?
- ➔ Cycle Demonstration Towns?
- ➔ TIFF?

- ➔ National Parks as demonstrators / exemplars of:
 - ➔ Rural transport
 - ➔ Sustainable transport
 - ➔ Transformational planning