

TRANSPORT FOR THE LAKE DISTRICT?

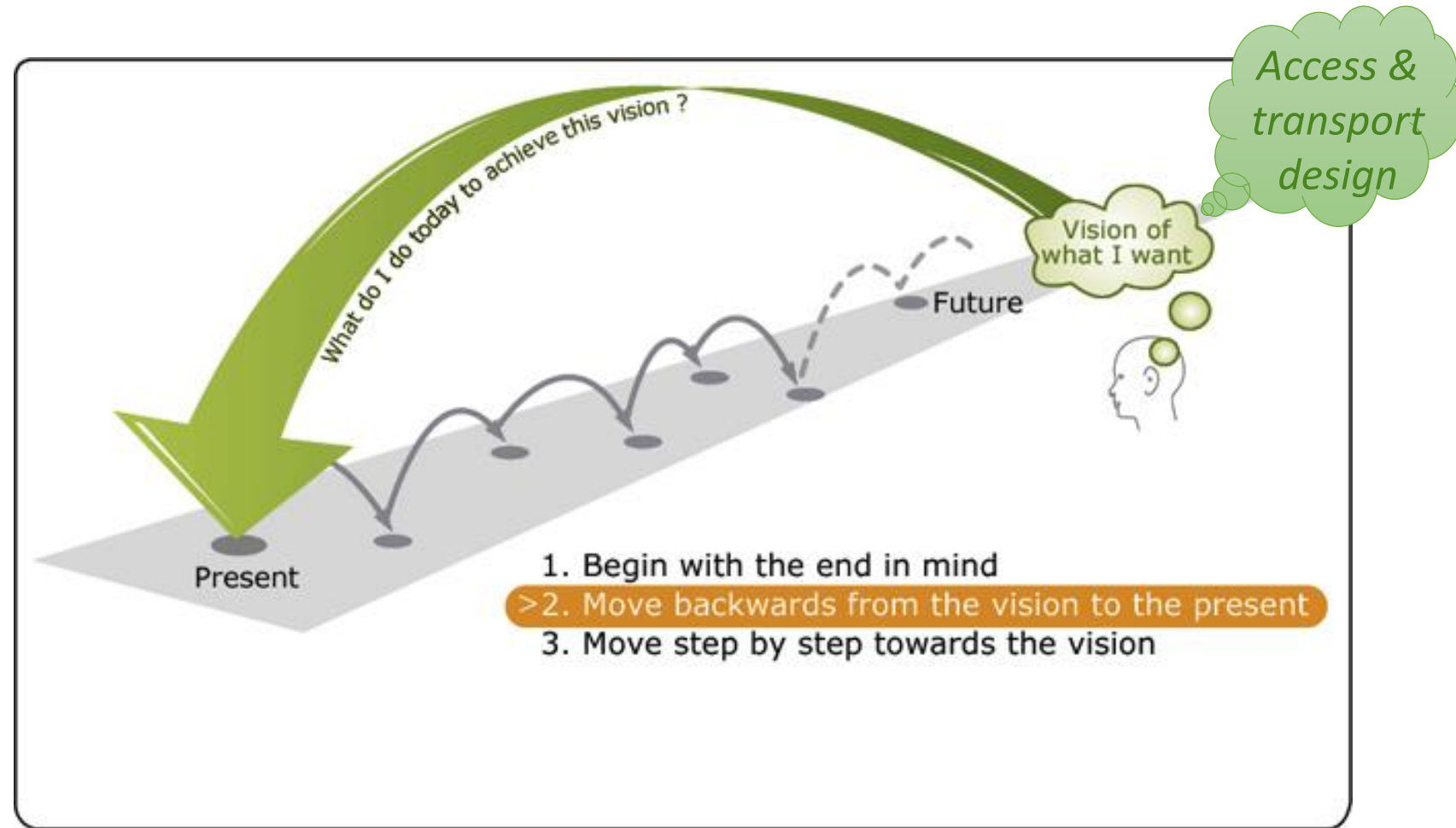
Might vision-led transport planning be a pathway to a world-class, low carbon national park?

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LOWCARBONDESTINATIONS.ORG



“Without a public engagement strategy for sustainable travel transformative change is unlikely, perhaps impossible”
 (Stephen Frost, IPPR, 2025)



STRATEGIC PRIORITY 2: *Reduce need to travel by car (Substitute)*

How	Challenges	Prospective Partners
T2.1 ACTION: Spread the relatively high carbon approach journey from visitors over more in-destination days.		
<ul style="list-style-type: none"> Shift destination marketing emphasis to longer visitor stays. Identify and develop visitor experiences, services and opportunities that enable and create slow and experiential tourism. Work with the tourism industry to look into the potential for incentivised longer stays. 	<ul style="list-style-type: none"> Socially divisive. Slow pace of carbon impact. No local tested examples. Fear of negative impact on markets and behaviours. Resources to review demand from stays in Cumbria and explore extended stay opportunities. Economic implications to businesses. Visitor demographics/rational holiday patterns/workplace practices. 	<ul style="list-style-type: none"> CT National Park Authorities (NPAs) National Landscapes (NLs, formerly Hospitality sector) Local tourism associations Visitor service providers (transport, attractions, etc) Travel agents
T2.2 ACTION: Re-localise services to improve access to day to day services through active travel.		
<ul style="list-style-type: none"> Planning authorities to give more weight to the sustainable travel conditions within current planning policy when assessing new developments. Local planning authorities new spatial planning policies to include the re-establishment and viability of local services - shops, post offices, etc. Develop opportunities for parish councils to be empowered to develop localised community economic and place 	<ul style="list-style-type: none"> Sustainability of services outside of the urban/tourist areas. Fighting national trend. National Planning Policy Framework (NPPF), not providing specific detail on sustainable development. Political willingness. Power to make localised changes 	<ul style="list-style-type: none"> LAs NPAs Cumbria Association of Local Councils ACTION with Communities in Cumbria

1. Begin with the end in mind
- >2. Move backwards from the vision to the present
3. Move step by step towards the vision

What might carbon-reduced transport look and feel like in Cumbrian communities?

MOBILITY HUBS

6AM - MIDNIGHT WINDERMERE - MANCHESTER TRAINS

BIKE BUS

DEMAND-RESPONSIVE SHUTTLE ZONE

SHUTTLE/BUS/RIDESHARE SHELTERS WITH POST LOCKERS

FRIDAY / SUNDAY NIGHT SLEEPER COACHES FROM LONDON

Sleep while travelling instead of flying - on a night bus

FREIGHT CONSOLIDATION HUB

Case Study Loch Ness tourist hub

Get around the Highlands on an e-bike!

HOTEL PICK UP SERVICE.

Lifeshare Westmorland and Furness

JOIN LIFESHARE WESTMORLAND AND FURNESS

twiiner **BOOK NOW**

Sleep like in a bed with lie-flat seats.

A community asset

Get around the Highlands on an e-bike!

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QR Code



Pay-as-you-go ebikes



Pay-as-you-go EVs

Local school trip
(Saas Fee, Switzerland)



Rural bus stop /
rideshare
shelter /
parcel point



Village mobility hubs



Shared
parcel
delivery



Level kerbs,
"pinch point"
crossings,
calmed traffic,
wide pavements
(Dalton in
Furness)



Traffic in
Villages

Safety and Civility for Rural Roads
A toolkit for communities

Varied, diverse offer
Brilliant, with exciting
options to expand
vehicle 'system'
Biking & walking
opportunities to the
centre & pedestrian
route
Change, mixed surface

People-friendly village
street design (Dorset)

APPROACHING THE CENTRE OF THE VILLAGE/TOWN



Village shop parking



Zero emission
trades vehicles



Cycling & walking
route pillar

- Family
- Professional couple
- Single parent
- Elderly couple, one effective carer for other who has limited mobility
- Teenage friendship group
- Local business
- Visitor accommodation
- Gourmet weekend visitor (PEAT)
- Playground users from Kendal & Windermere (SENS)
- Weekend MTB mates (SENS)



Family

One full time work parent (teacher, Ulverston), parent with pre-school child, child at primary school; live on Charney Court, Grange

Getting to work/school

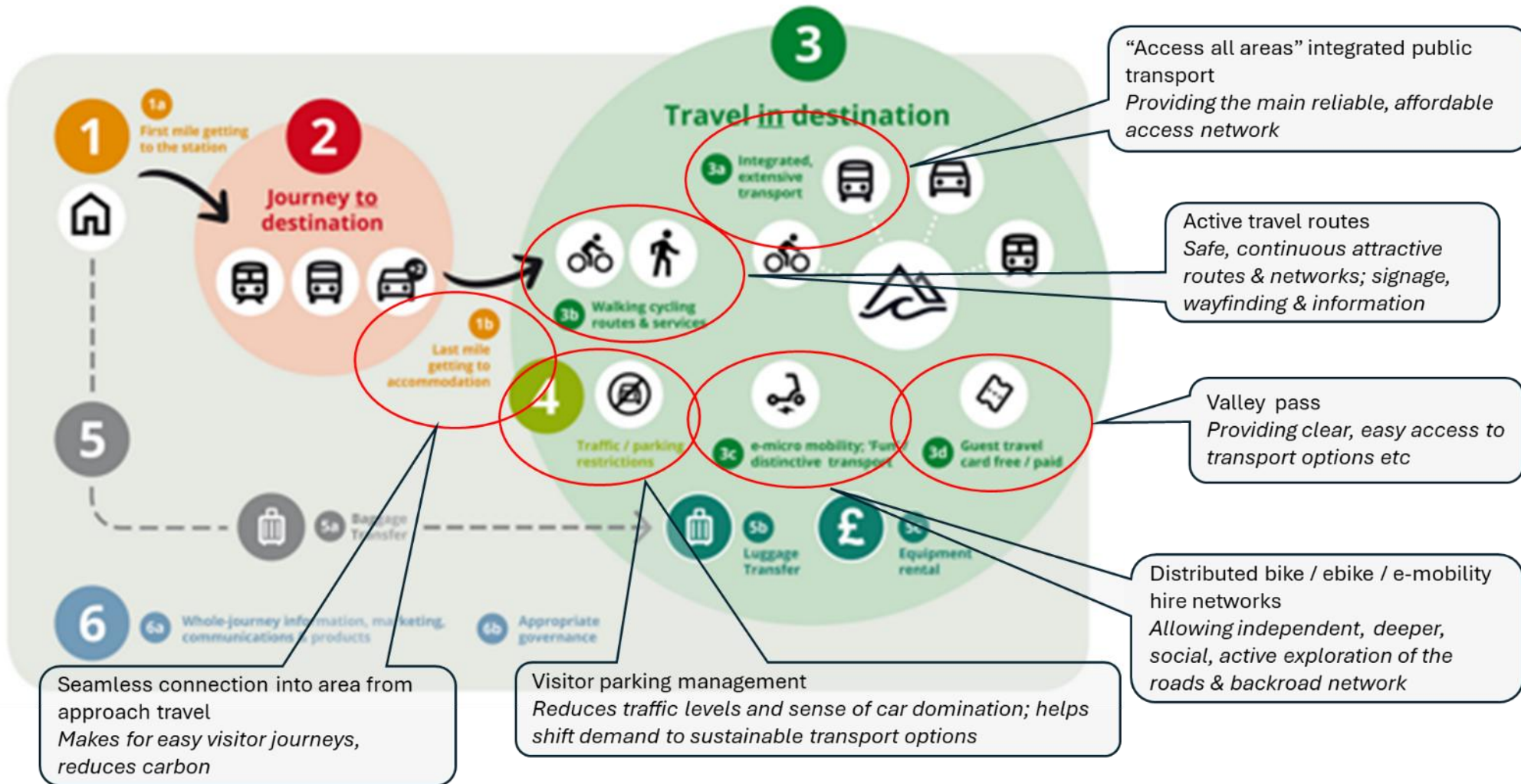
Phil, 39, decides to take the train today to get to work. He uses his [mobility account](#) – which means he could choose between the train, bus, village [shared EV or ebike](#) – all charged back to the account, but today, the train makes sense. He pays for his account in the same way as he does for his phone, broadband and other utilities – on an account that works best for him.

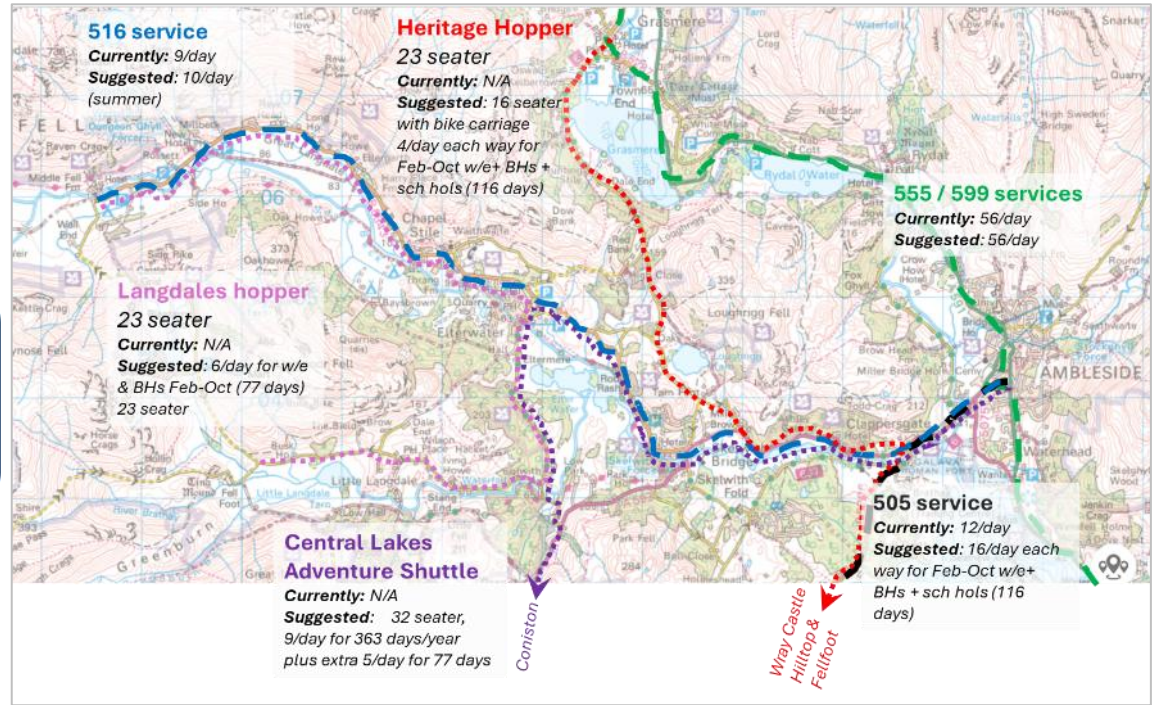
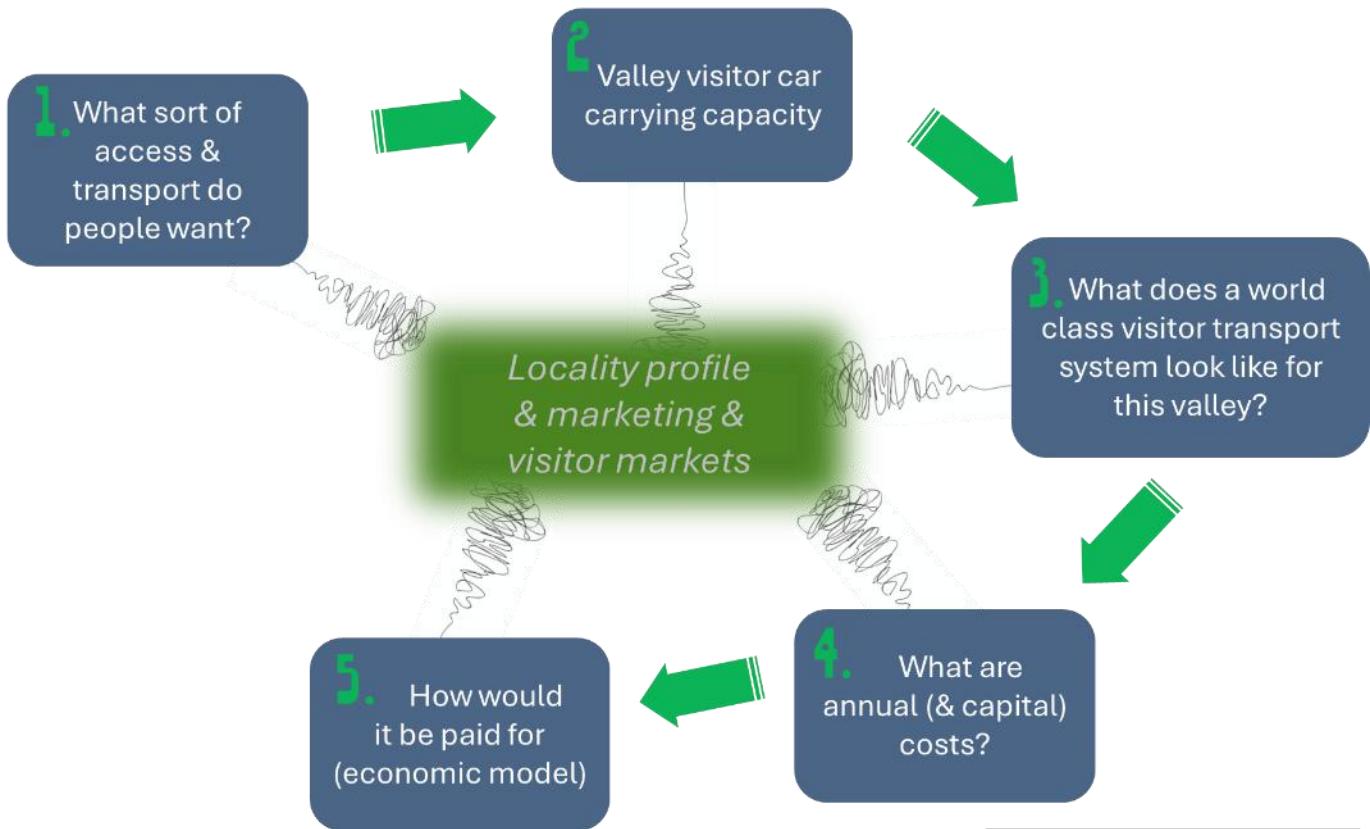
Alice – at year 5 – is now a helper on the [walking bus](#) to school – which is gloriously rowdy this morning. She “catches” it at the end of Charney Court with a parent-helper then pick up people along the route. The pavements are wide, the crossings, the traffic slow and respectful. She gets to school energised and ready for her day.

Today is playgroup day. Katie walks to playgroup. The [pavements are wide, crossings in the right place with build-outs so that the road is narrow at the crossing with and no kerbs. The shared space schemes](#) have transformed the village centre. After playgroup and local café trip, Katie has booked one of the [village EVs](#) to head out with a couple of her mates and their kids to go for a swim on the quiet east shore of Coniston. There's a few of them with quite a bit of baggage so they take a larger car, picking it up from the mobility hub outside the

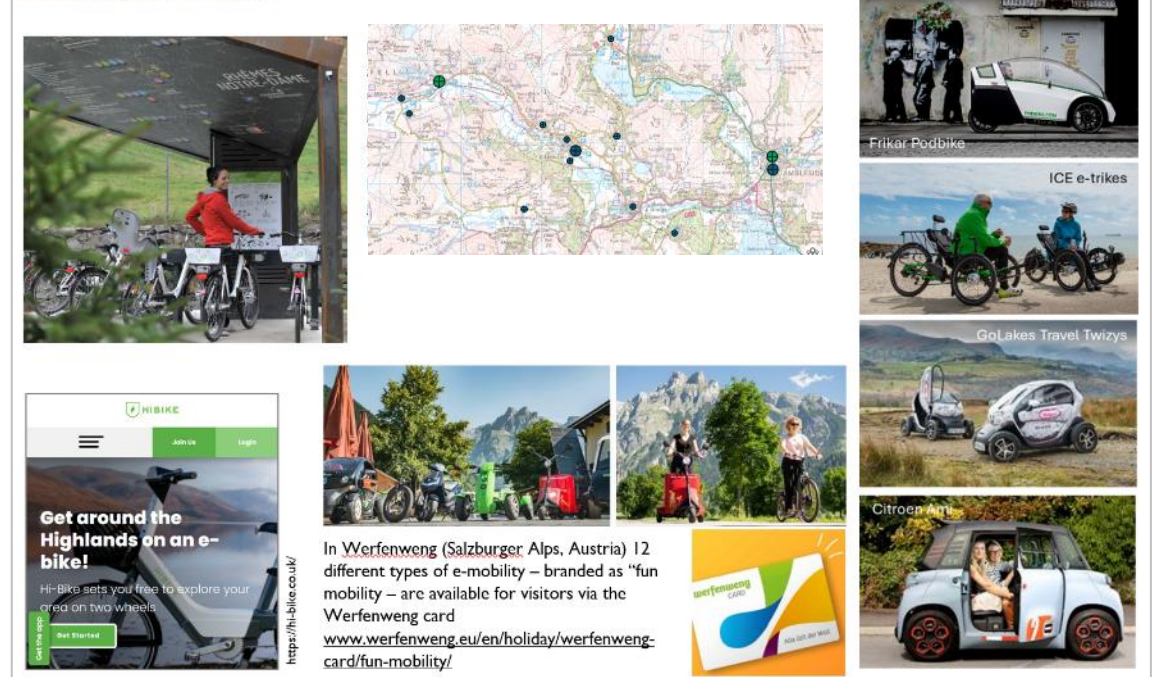


What might world-class visitor transport look like for popular Lake District valleys?





Some examples of e-mobility



	People	Costs
Total annual costs :		£ 306,320
Total new capacity:	224,131	
Total visitors:	520,048	Cost per...
“Excess” visitors:	175,118	£ 0.59
Carrying capacity cars:	137,972	£ 2.22
“Excess” cars:	70,047	£ 4.37

- ➡ If **all** visitors pa
- ➡ Per visitor beyond CC
- ➡ **All** CC parked cars
- ➡ Group cost for non-car access pass



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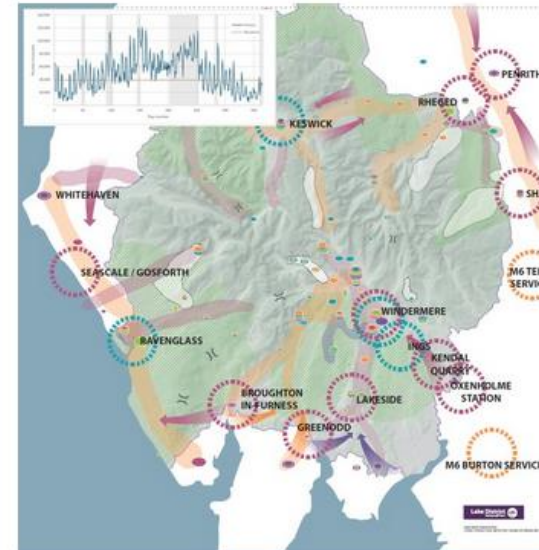
www.TfLD.org.uk



Transport for... whom?



Transport for... what?



Movement patterns & seasons



What might it look like?

Might vision-led transport planning be a pathway to a world-class, low carbon national park?

- ✓ It opens different types of conversations with different types of people
- ✓ It lifts ambition and – if done well – provides opportunities for optimism, imagination & innovation; it provides a license for scheming
- ✓ It provides new ways around no-go barriers
- ✓ Decision-makers like ideas that the electorate understand and like
- ? Does it lead to meaningful change? How long does change take?
- ? “Well that’s all very interesting...
...now what was I doing...?”
- ? Capacity, cultures; the tyranny of urgent & immediate

