

A Sustainable Transport
Framework for the Lake District
National Park:
Phase One: Evidence and Analysis

Summary

Prepared for the Lake District
National Park Partnership by Steer
Davies Gleave

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1. Introduction and overview

In March 2008 Steer Davies Gleave was commissioned to undertake the first of two phases of work to develop a Sustainable Transport Framework for the Lake District National Park. The aim is to compile evidence and analysis about the current ‘challenges’ (problems) of transport in the national park, identify opportunities and constraints, and examine what can be learnt from good practice elsewhere.

Phase One brings this evidence together to build a framework, around which a future transport strategy can be built. Developing this framework has been the primary purpose of the project. This framework sets out the aspirations, a prioritisation of the challenges, and scopes the range of possible solutions. The framework is the range of local and regional solutions which are possible within the set of opportunities and constraints identified, and which fit with the overall vision for the park. The framework is a tool to build consensus around solutions, and from it the detailed strategy can be derived.

It is important to highlight that the purpose of this study is to develop a framework, not a strategy - it is not an attempt to link specific solutions to specific problems. This will be the purpose of a further commission.

The work included the following:

- Collation and analysis of a wide range of existing data and information relating to travel and transport in the Lake District;
- GIS analysis and presentation of data;
- Comprehensive stakeholder engagement through over 30 in-depth one to one interviews, and a one day stakeholder workshop; and

- Case study research to look at places overseas which have experienced similar transport problems and issues to the Lake District National Park, the solutions that have been introduced, and the degree of success they have had.

The intention was to incorporate stakeholder input as much as possible.

The project largely focuses on visitor travel, rather than travel by residents, business travel, or goods/freight travel. This is because it is visitor travel that places most stress on the Lake District networks. However, the report does consider transport provision for those who live and work in the Park.

The work was commissioned by the Lake District National Park Partnership and managed by a Steering Group which was led by the Lake District National Park Authority, with representation from the North West Development Agency, Cumbria County Council, Cumbria Vision and Cumbria Tourism.

This study comes at an important time for the Lake District. The national policy context has shifted towards more integrated planning with a focus on transport’s contribution to wider economic, social and environmental outcomes. External factors, in particular the price of oil, but also the growing concern over climate change, look set to strongly influence both travel and tourism trends. Furthermore, local authorities are starting to think about LTP3 and the forthcoming Integrated Regional Strategy. In preparation for these regional and local strategies, the Lake District National Park Partnership needs a clear vision of the future for transport in the Park.

2. Approach

There were a number of distinct workstreams to Phase One as described below.

Data collation and analysis

The available data relating to the following was collated, analysed and presented to help identify transport issues and problems:

- Contextual data, such as Census data;
- Public transport - to and within the Lake District;
- Car parking;
- Road traffic;
- Cycling;
- Visitors and visitor travel.

In depth interviews with stakeholders

Over 30 key stakeholders were interviewed for this study with the interviews undertaken from March - May 2008. The aim of each interview was to establish the stakeholder's opinion about:

- the key transport problems and issues;
- the cause of those problems and the impacts they have;
- evidence of the problems;
- potential solutions; and
- barriers to the solutions and how they might be overcome.

Most interviews were undertaken by telephone, a small number were done with a face to face meeting. Interviews were undertaken with representatives from a wide range of organisations - including transport providers, tourism organisations, conservation/heritage, economic development, attraction providers, hoteliers and key employers.

Researching good practice elsewhere

A number of case studies from around the world were researched to identify best practice examples of how the issue of increasing traffic levels in popular tourist destinations are being addressed, and to see what lessons could be learned and potentially applied to the Lake District context. A long list of examples was initially produced, from which four case studies were chosen for more detailed research, which we believed provided a diverse range of good practice from North America and Europe. The examples studied in more detail were:

- Zion National Park, Utah, USA - car restraint and provision of alternative shuttle services to access a sensitive canyon area;
- Acadia National Park, Maine, USA - intelligent information systems to make better use of parking provision and transport services;
- Sintra in Portugal - implementation of a range of sustainable travel initiatives for visitors, including the establishment of mobility centres to provide visitors with personal tourist and mobility advice; and
- Werfenweng in Austria - encouraging visitors to leave their cars at the hotel with the provision of a travel card and improvement in public transport services.

Stakeholder workshop

A stakeholder workshop was held on Tuesday 24th June 2008 at Staveley Village Hall. The aim of the workshop was to:

- describe and discuss the work undertaken to date which identified the problems, issues and evidence;
- describe and debate objectives for the Sustainable Transport Framework;
- describe and debate potential solutions for the National Park;
- identify any other relevant information for the Transport Framework; and
- start to develop consensus about the way forward.

34 stakeholders attended the workshop representing 23 different organisations.

3. Study outputs

There are two key outputs to Phase One.

Report 1: Problem identification, data and evidence base

Report 1 is a presentation of the problems and challenges for transport in the Lake District, focusing on the data and evidence which underpins it, as a basis for considering the development of a transport framework in Report 2. The report is not intended as a narrative, rather as a resource to dip into which pulls together the data used in this study.

This report begins by presents some key characteristics of the Lake District in order to provide a useful context for understanding the data and information subsequently presented, including current policy context, existing transport provision, and an appreciation of the role of visitors in the Lake District.

The report also describes the process of problem identification - which has been through consultation with stakeholders (in depth interviews and workshop) and analysis of the data collated. Problems are presented in the following themes, together with a presentation of the data and evidence available relating to those problems:

- Traffic levels and congestion;
- Public transport services within the Lake District;
- Public transport to the Lake District;
- Provision for cyclists;
- Car parking;
- Visitors and visitor travel.

The concluding part of each chapter provides a useful summary of the problems relating to each of these themes.

These problems are then drawn together into a series of key conclusions, which effectively provide the basis for Report 2.

Appended to report 1 are:

- A table summarising the data collated for this study;
- A list of the organisations with whom one to one interviews were undertaken;
- Attendees of the stakeholder workshop;
- Findings from the research into the approaches used to tackle the problems of high levels of car use in environmentally sensitive locations elsewhere, including an analysis of how applicable these examples are to the Lake District.

Report 2: Developing our aspirations for transport in the Lake District

The purpose of Report 2 is to draw together the problems and issues identified through report 1, and, together with an understanding of the opportunities and constraints available, develop a framework of the local and regional solutions which are possible within that context. The framework outlines the range of options from which the solutions can be drawn, and also highlights some front running solutions.

This report highlights the wider policy context of the study, such as changing national policy which is providing a focus on more integrated planning with a focus on transport's contribution to wider economic, social and environmental outcomes, the increasing role of the regions in determining transport priorities, the need to think about LTP3, and the need for a clear vision for transport in the Park to underpin these strategies.

The Partners' aspirations for transport in the Lake District are set out in Report 2, together with the objectives of a transport framework. Views were sought on a set of draft aspirations and objectives at the stakeholder workshop, and these responses have been reflected in those presented in Report 2.

The report builds on the following to set out the potential options from which solutions can be drawn:

- a summary of the problems and issues (the challenges) which are discussed in detail in Report 1;
- the opportunities that exist that can be taken advantage of;
- the constraints which either stand in the way of tackling problems or making the most of the opportunities; and
- a summary of the key aspects of approaches used elsewhere.

The 'framework' as the sum of all these parts - it is the range of local and regional solutions, possible within the set of opportunities and constraints, and fitting with the overall aspirations for the park. It is a tool to build consensus around solutions, and from it the detailed strategy can be derived.

A similar concept of 'network layering' and 'nodes' which is used in both the Eddington report and Towards a Sustainable Transport System has been used to structure the framework - connecting key places, accessing the landscape, getting around the towns, and accessing the Lake District. The range of possible options which relate to each of these layers makes up the framework itself.

The framework is illustrated overleaf. The table also indicates likely timescales for the implementation of each:

- options in green are short term (up to 5 years);
- options in amber are medium term (5-15 years); and
- options in red are long term options (15+ years).

Finally report 2 identifies a number of front-running solutions which are felt to be worthy of consideration, based on the options identified in the framework. These solutions are ones which are likely to have the greatest impact, but which are likely to be relatively easy to implement.

A framework of potential solutions

	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	<p>Improve the Coastal line - Sunday service</p> <p>Introduce 'Rail Miles' incentive scheme</p>	<p>Better, coordinated, web-based information on accessing the Lakes</p> <p>Holidays with a strong sustainable theme</p> <p>Encourage accommodation providers to offer pick up services from rail stations</p>	<p>Good public transport in and out of the Lake District</p>	<p>Raise sustainable and low carbon themes in marketing the Lake District</p>
Connecting key places	<p>Keeping roads free for local businesses</p> <p>Bus services to serve the economy (late /shift services)</p> <p>Ensure a public transport network that matches strategic network</p> <p>New light rail</p>	<p>Better public transport interchange</p> <p>Easy access real time public transport information</p> <p>Simplify ticketing options</p> <p>Lake District travel tourist card</p> <p>New ways of providing bus tickets to visitors</p> <p>Establish mobility centres in key locations</p>	<p>Better public transport interchange - focal point places to meet</p> <p>Develop area (town) travel plans</p>	<p>More opportunities for people to take bikes on buses</p> <p>Electric/zero carbon buses</p>
Getting around the towns	<p>Strategic Park & Ride sites</p> <p>Parking management which encourages visitors to stay for longer</p> <p>Better quality urban realm</p>	<p>Tourist attractions offering discounts if visitors arrive on public transport, by bike</p> <p>Better quality urban realm</p> <p>Intelligent parking information</p> <p>Develop and market better transport links to attractions</p> <p>Exploit bus-walk opportunities</p>	<p>Parking that allows local business to thrive through proactive management</p> <p>Develop area (town) travel plans</p> <p>Better walking and cycling routes</p>	<p>Better cycle infrastructure - quiet lanes and segregated routes</p> <p>Point to point cycle hire schemes</p>
Accessing the landscape	<p>Ensure visitors pay a fair price to access the landscape that protects</p> <p>Monorail services</p>	<p>Manage car users decisions regarding parking and access</p> <p>Intelligent parking information</p> <p>Personal Travel Planning (PTP) for visitors</p> <p>Develop accommodation providers as sustainable travel marketing collateral</p> <p>Demand responsive transport services/shared taxibuses for visitors</p> <p>Roll out Cross Lakes Experience model</p>		<p>Close specific roads at specific times</p> <p>Active management of narrow roads</p> <p>Introduce Sunday Cycle Routes on roads closed to through traffic</p> <p>Price key roads</p> <p>Cordon charge around the park</p>

Control sheet

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Document originator: Helen Bonner

Other contributors: Ben Still

Review by: Ben Still