



ACTion
with communities
in cumbria

**Report on the virtual
'Sustainable Transport in the Lake District'
event that was held on
Friday October 7th 2022**



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FOREWORD

The Lake District National Park in the North West of England is such an extraordinary and unique place that, five years ago, it was awarded World Heritage status by UNESCO.

Ironically, because of that designation, it will undoubtedly attract even more visitors than it has in the past and, coping with them, is becoming an increasingly complex problem, particularly with the urgent need to reduce carbon emissions.

Visitor numbers are around 20 million a year, although the number of 'tourist days' are estimated to be 10 million more than that. There are also nearly 50,000 people living within the Park boundaries and many more commute in to cater for the tourist industry.

A group of partners came together and held a webinar to examine the issues associated with travel to and from and around the Park. Specialist speakers set the scene, providing thought-provoking talks and recommendations and highlighting best practice. Participants were invited to submit questions in advance. These are listed in this report and also all the 'Chat' on the day has been captured. The partners will now formulate questions for a YouGov poll and focus groups and other follow-on work.

Taking place as a background to this event is the establishment of two new Unitary Authorities in Cumbria – Cumberland and Westmorland & Furness – which will come into being on April 1st, 2023. Each will be a transport authority.

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Sustainable Transport in the Lake District

Summary of webinar event held on October 7th, 2022

Introduction

Coping with the pressures caused by traffic movements in and around the Lake District National Park, a UNESCO World Heritage Site, has become increasingly problematic. Official visitor numbers will soon reach 20 million a year, although the estimated number of 'tourist days' are thought to be 10 million more than that. In addition, almost 50,000 people live within the park boundaries and many more commute in to cater for the tourist industry.

There is an over-arching Lake District National Partnership Plan for 2020-2025 in place, with a research programme¹ under the banner of 'Outcome 5 – Sustainable Travel and Transport'. The priorities for this are:

1. *To increase the rate of decarbonisation in travel.*
2. *To increase opportunities for and the use of sustainable and active travel and*
3. *To make use of new technology and digital connectivity to reduce the need to travel and to market and create new sustainable travel opportunities.*

The intention is to do this by examining:

- How visitors and residents would like to move to and around the park
- How to address congestion and net zero with respect to transport and
- Better awareness of relevant global innovation in the transport and mobility sector, specifically in relation to behaviour change and its implementation

With the aim of better understanding:

1. the appetite for change across stakeholder groups and
2. the nature of any changes regarding Lake District access and transport

The research is being sponsored by the Lake District National Park Authority (LDNPA) and Friends of the Lake District and managed by ACTion with Communities in Cumbria. This webinar is the first of a series of activities to gauge the appetite for change regarding how people travel to and around the Lake District.

The event

Eighty three people took part in the event including representatives from principal authorities, parish councils, community groups, political groups, universities, businesses, Natural England, the National Trust, the Zero Carbon Trust and Cumbria Tourism.

The sustainable transport webinar, which was seen as an opportunity to create meaningful and constructive conversation around the future direction for the Lake District's transport system, was chaired by Steve Curl². It was based around a 'select committee' format of experts who were invited to provide their own perspectives to help to lay the basis for thoughtful discussion.

A poll at the **beginning** and **after** the expert presentations asked participants *which of the following reflects best your appetite for the future of how access and transport would work in the Lake District?*

¹ <https://www.lakedistrict.gov.uk/caringfor/lake-district-national-park-partnership/management-plan/sustainable-travel-and-transport>

² Dr. Curl is chair of Zero Carbon Cumbria and the Northern Powerhouse Investment Fund and former chair of National Parks Partnership LLP, former chair of finance at the LDNPA, a former director at Cumbria's Local Enterprise Partnership and a former board member of Transport for the North. However, he chaired this event in an independent capacity.

1. Car access remains dominant: new car parks, better co-ordinated parking management. (3%/2%)
2. Seasonal visitor access management: In busy periods/peak seasons – Valley-based visitor traffic restrictions with integrated transport services linking to gateway park & ride sites. (29%/30%)
3. Integrated transport. A more fundamental shift towards integrated, frequent, affordable public transport which takes priority over private car access. (68%/68%)

The speakers and the questions they posed

Jillian Anable - *invited to provide input from a decarbonisation perspective*³. She made a strong argument that any scenario for the future involves car constraint – either due to ongoing congestion or – preferably deliberately managed. In the contexts of the urgencies and imperatives for decarbonisation, she outlined three principles that should guide scenario building: (1) Getting *to* and moving *around* the Park must be treated with an equal amount of effort; there must be as much effort linked to both aspects, (2) Reduced congestion and carbon cannot be achieved without hard hitting policies that constrain car use (inc. charging for car use) and (3) Fears of social exclusion are not to be used as a ‘discourse for denial’. This leads to a scenario where: [Visitor] cars should not be allowed into the Lake District; Gateway points needed to be identified now and at these gateways there needed to be hubs for shuttle buses, different kinds of vehicles to move people around; This set-up should be integrated with electric car club vehicles, click and collect shopping and bike and dinghy hire; Tenders must be scoped for comprehensive bus networks that were founded on a Zurich-style level of service for buses, which was based on corridors and settlement size; there was a need for ‘the world’s largest electric vehicle car club’. Finally, there is a need for honest conversations to take place and for everyone to talk sufficiently about the trade-offs that are necessary.

Key questions posed: (1) *Is there an acceptance that the Park is already degrading?* (2) *Does the partnership agree that social exclusion already exists?* (3) *Are partners prepared to ban visitor traffic and all fossil fuel vehicles?* (4) *Are partners prepared to invest in collecting necessary data to make the case for a dramatic new approach to transport?*

James Beresford - *visitor economy perspective*⁴. He set out the approaches being taken and the problems of visitor management in the Peak District National Park for comparison. Most interventions are localised, and sometimes lead to undesirable consequences – such as parking restrictions in one place leading to damaging verge parking elsewhere. Their current approach is to understand better patterns of movement of visitors to better inform interventions that are more likely to be effective. He pointed out the significant difference (to the Lake District) of the Peak District NP covering many transport authorities, the implication being more complexity in developing and delivering strategy; In this regard, he mentioned the 2019 Glover review⁵ which highlighted the imperative for different transport governance (for transport in national parks) to lead to meaningful change. He agreed with Jillian Anable’s key point that more strategic, radical approaches are required, but that these would need a programme of public-acceptable steps to realise ambition and also the National Parks need to work even closer with each other.

³ Professor of Transport and Energy at the Institute for Transport Studies at the University of Leeds, chair of the Research and Energy Working Group of the National Transport Strategy for Scotland Review, steering group member of the Electric Vehicle and Energy Taskforce and policy advisor to the Campaign for Better Transport; <https://environment.leeds.ac.uk/transport/staff/915/professor-jillian-anable>

⁴ Deputy Chair of the Peak District National Park and chair of Derbyshire Culture, Heritage and Tourism Board, former chair of the English National Tourist Board and former CEO of Visit England

⁵ Proposal 19 of <https://www.gov.uk/government/publications/designated-landscapes-national-parks-and-aonbs-2018-review> focusses on transport issues and governance.

Key questions: (1) Are the National Parks prepared to ‘up their game’ to gain politicians’ attention? (2) Will all the NPs start taking small steps now in the direction they know they must go in order to secure sustainable futures?

James Blake – *social inclusion perspective*⁶. James focussed on key questions relating to access to the countryside. The YHA welcome about 140,000 staying guests p.a. (representing 300,000 overnights) to their 20 Lake District hostels. He framed his input around visions for the YHA’s 2030 centenary, ie. that ‘everyone has access to the benefits of adventure, for the first time and a lifetime’ and that every child is able to stay away from home, to travel, experience adventure and access outdoors, nature, culture and heritage, noting that many YHA strategic priorities aligned with those of the LDNP Management Plan. He presented arguments that a current barrier to realising fair access relates to the existing transport and access system in the Lake District, the implication being that it needs to change to allow fair, affordable access without a car. He illustrated this by showing the cost, complexity and time to travel by public transport from London to Keswick at the end of a working day.

Key questions: (1) Can modelling be carried out which would address the transport-related issues from various perspectives, ie. the local communities, visitors, businesses, social aspects – and could that look at what can be done to get more young people from ethnic backgrounds to access the countryside and also to make it easier to access destinations in the LDNP by public transport if leaving London at the end of the working day? (2) Can there be an audit of signage that results in a reduction in ‘unwelcoming’/unnecessarily obtrusive signs and in footpath signs being made explicit, ie. stating where they lead to and how long it will take to get there?

Stephen Joseph – *potential within existing transport policy*⁷. Stephen summarised recent “Rural Roundtable” discussions of key national policy and research experts, suggesting that the future for rural transport involves integrated modes - of scheduled public transport, demand responsive transport, shared transport (shared cars, ebikes, ebikes, scooters etc), single ticketing systems & affordable fares and simple guaranteed interchange. This was then illustrated with a rich set of UK case studies: Transport for Cornwall’s approach to public transport integration⁸ is a long term strategy involving single brand, integrated payment and fare systems, a London-style ‘tap on/ tap off’ system for card payments and timetables to facilitate seamless transfers, unified information platforms for users, cuts in fares, real-time information on the buses. High quality bus stations have been built next to rail stations in several locations and the main visitor attractions are accessible by public transport. In other places local buses and demand-responsive transport working alongside ordinary buses⁹ and free buses are provided at weekends¹⁰. He highlighted Snowdonia’s Pen y Pass as an example where proper enforcement of car parking led to widespread usage of shuttle buses where car parking is used to subsidise bus services. He went on to illustrate that evidence exists for the issues of transport-related issues of air pollution, road casualties, carbon emissions and social exclusion across the Lake District.

Key questions: (1) Will partners invest in bringing together existing data sources as well as in new ones? (2) Consider whether a Cornwall-type model would suit the Lake District. If it

⁶ Chief executive of the Youth Hostels Association, former senior civil servant and former chief executive of St. Albans District Council; <https://www.yha.org.uk/about-yha/executive-team/james-blake>

⁷ Transport policy consultant, chair of the Foundation for Integrated Transport (FIT), part time professor at the University of Hertfordshire and former chief executive of the Campaign for Better Transport (CfBT) and OBE;

⁸ <https://www.gocornwallbus.co.uk/transport-cornwall-funding/>

⁹ <https://www.go-coach.co.uk/Timetable>

¹⁰ <https://www.herefordshire.gov.uk/bus-it>

would, what needs to happen to bring it about? (3) Are there options of a lesser scale that the L.D. could be getting on with? (4) Have all funding sources been explored?

The event moved to a moderated panel discussion. The three main discussion points were around:

- Moderating or excluding cars: “The car needs to be moderated or totally excluded. How might we get from where we are now to achieve that more radical position, if that is what we want to achieve?”
- Public Transport and how the current offer in the L.D. compares with Cornwall’s
- The issues around charging car-based visitors to the Lake District

Summary and Next Moves

The speakers posed a number of challenges and raised many issues and thought-provoking ideas. These will now be debated amongst the partnership, along with the questions raised in advance of the webinar which there was not time to address during the event. The intention now is to use the promptings and findings to formulate questions for a YouGov poll, the next stage in the research programme.

Queries about this report or the Lake District National Park Partnership’s Sustainable Transport work programme should be directed to:

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INTRODUCTION

This webinar was attended by 83 people including representatives from principal authorities, Parish Councils, community groups, universities, political groups, businesses, Natural England, the National Trust, the Zero Carbon Trust and Cumbria Tourism. Aimed at feeding into research looking at future transport options for the Lake District, it was a partnership event held under the banner of Outcome 5 – Sustainable Travel and Transport of the Lake District National Park Partnership Plan 2020-2025¹.

Sponsored jointly by the Lake District National Park Authority and the Friends of the Lake District, the research is being managed by ACTion with Communities in Cumbria. Its defined purposes are:

To better inform the framing of three research priorities of the Lake District National Park Partnership Plan. These being:

4. *We will increase the rate of decarbonisation in travel.*
5. *We will increase opportunities for and the use of sustainable and active travel and*
6. *We will make use of new technology and digital connectivity to reduce the need to travel and to market and create new sustainable travel opportunities.*

And to do this by examining:

- How visitors and residents would like to move to and around the park
- How to address congestion and net zero with respect to transport and
- Better awareness of relevant global innovation in the transport and mobility sector, specifically in relation to behaviour change and its implementation

With the aim of better understanding:

3. the appetite for change across stakeholder groups and
4. the nature of any changes regarding Lake District access and transport

Chairman of the event was **Dr. Steve Curl**, chair of Zero Carbon Cumbria and the Northern Power-house Investment Fund, former chair of National Parks Partnerships LLP, former chair of finance at the Lake District National Park, former Deputy Chair at the University of Cumbria, former Transport for the North board member and, most recently, a director at Cumbria Local Enterprise Partnership.

The four speakers, in the order they took part, were: **Professor Jillian Anable**, Professor of Transport and Energy at the Institute for Transport Studies at the University of Leeds, chair of the Research and Energy Working Group of the National Transport Strategy for Scotland Review, steering group member of the Electric Vehicle and Energy Taskforce and policy advisor to the Campaign for Better Transport; **James Berresford**, Deputy Chair of the Peak District National Park and chair of Derbyshire Culture, Heritage and Tourism Board, former chair of the English National Tourist Board and former CEO of 'Visit England'; **James Blake**, chief executive of the Youth Hostels Association, former senior civil servant and former chief executive of St. Albans District Council and **Stephen Joseph**, transport policy consultant, chair of the Foundation for Integrated Transport (FIT), part time professor at the University of Hertfordshire and former chief executive of the Campaign for Better Transport (CfBT). They were invited to set out one or more scenarios for the future of the Lake District for how people might travel to and around it and to think about the consequences if no actions were taken.

Prior to the event there was an invitation to submit questions (see Appendix 1) and, after the talks, there was a panel discussion. All facets, including the 'Chat', are to be addressed by the partnership.

¹ <https://www.lakedistrict.gov.uk/caringfor/lake-district-national-park-partnership/management-plan/sustainable-travel-and-transport>

CHAIRMAN'S OPENING REMARKS AND THE PRESENTATIONS

Steve Curl explained that, although he held several positions, he was acting as an independent chair for the webinar and not representing any body. He also explained that learning from the event would inform focus groups and a YouGov survey to be conducted amongst residents and visitors.

He introduced a quick electronic poll at the outset. This same poll was then repeated after the presentations and there was a small shift in thinking. The poll questions and results are here:

Which of the following reflects best your appetite for the future of how access and transport would work in the Lake District?

4. Car access remains dominant: new car parks, better co-ordinated parking management. [3%/2%]
5. Seasonal visitor access management: In busy periods/peak seasons – Valley-based visitor traffic restrictions with integrated transport services linking to gateway park & ride sites. [29%/30%]
6. Integrated transport. A more fundamental shift towards integrated, frequent, affordable public transport which takes priority over private car access. [68%/68%]

Note: First figures were the result of the first poll. Second figures, the result of the second poll.

Jillian Anable's key area of research, she said, was investigating how and why people travel vis a vis climate change. Her thinking around the brief had been governed by three scenario principles:

- Getting TO and moving around WITHIN the Park must be treated with an equal amount of effort; there must be as much effort linked to both aspects
- Reduced congestion and carbon cannot be achieved without hard hitting policies that constrain car use (inc. charging for car use)
- Fears of social exclusion are not to be used as a 'discourse for denial'

As matters currently stand, things are not looking good, she said. We have made no progress. This means we have to make 40 years' worth of change in the next 10 - 15 years. There will be winners and losers. She accepted that social exclusion existed but felt it was not primarily the job of transport policy society to solve that problem. On the matter of reducing car use she said: "There is nowhere in the world, at any geographical scale, that has ever reduced car use without constraining car use".

Also, the conversation which needed to be had should not revolve around piecemeal solutions such as turning a few roads into 'Quiet Lanes', closing some others, establishing some demand-responsive bus services and how to get residents and visitors to use e-bikes. It does need to include these things – but so much more. There will be no gain without pain and it needs to be recognised that 'carrots' alone cannot reduce car use. There will be losers. We must accept this.

To achieve the desired radical new vision, there were only two scenarios:

1. Cars are restricted physically and fiscally via charges, road closures, parking restrictions and concurrent improvement of alternatives

OR

2. Cars will be restricted physically and via the economic costs of overcrowding, deteriorating landscape and extreme weather disruptions.

This is the trade-off that is being experienced NOW and the honest conversation we have to have NOW, she said. As matters currently stand, the Park is suffering, carbon emissions are rising and there is already social exclusion caused by traffic problems, overcrowding and high prices.

The non-negotiable components of the scenarios were:

- Cars should not be allowed into the Lake District
- Gateway points needed to be identified now and at these gateways there needed to be hubs for shuttle buses, different kinds of vehicles to move people around
- This set-up should be integrated with electric car club vehicles, click and collect shopping and bike and dinghy hire
- Tenders must be scoped for comprehensive bus networks that were founded on a Zurich-style level of service for buses, which was based on corridors and settlement size
- And, there was a need for 'the world's largest electric vehicle car club'

All of that said, it needed to be understood that there was no such thing as a zero emission vehicle. Also, there are 33 million vehicles in the UK. They take up on average a metre more in length than they took up in the 1970s. Charging, she said, must be based on the size of vehicles as even electric vehicles, if they are big, are not really 'green'. They require more space and more electricity. She also advocated reducing the number of car parking spaces in order to have an impact.

The need, she said, was for honest conversations to take place and for everyone to talk sufficiently about the trade-offs that are necessary.

James Berresford pointed out that the Peak District National Park (PDNP) sits in the middle of heavily populated areas. As a result, there were 26 million trips a year into it, 95% of which were made by car. The vast majority were day visitors. Half a million tonnes of carbon were emitted in the Park every year, 90% from visitor traffic. There was only one town – Bakewell – so that was a very busy place. The PDNPA had found that whenever they try to restrict parking, people park on the verges.

A key difficulty was that the PDNPA had to deal with a multiplicity of local authorities. Also, the only train service was end to end. There were no intermittent stops.

Currently there was a mapping exercise underway, examining road-based routes door-to-door. He said: "We know what sort of cars are going where". They were also currently conducting a non-user public transport survey. The majority of respondents were saying that they were too wedded to their cars [to change]. It would never be enough to simply offer alternatives like demand responsive public transport but, that said, such options needed to exist.

There was already one 'gateway'/resort project being pursued by a developer just outside the Park. This involved hydrogen buses, but it would barely scratch the surface, he said. He also referenced a mapping project underway. He agreed with Jillian Anable that draconian measures would probably be the only realistic solution to problems, but favoured small steps as a way of reaching desired objectives because the Authority could not risk killing the tourism business.

An important attraction in the PDNP was the Monsal Trail, a traffic-free cycling and walking route which ran along the route of the former Midland rail line from north of Bakewell to 10 miles north of Matlock. This needed to be extended on to Matlock to be even more attractive.

“We have to try to change people’s views, hard as it will be”, he said. “We have to convince the people who come to ‘tread lightly’ or they will be in danger of killing the place they admire”. The PDNP shares the pain of the LDNP and it was very important that all the National Parks worked well together to plead their cases with government. Julian Glover had challenged the Parks to be more accessible and to think more about sustainable transport. They were doing this through National Parks England, but they needed to work even closer together and to speak with one voice

James Blake explained that the Youth Hostels Association (YHA) had existed for over 90 years and it had 20 hostels around the Lake District. Pre-pandemic, about 140,000 people were welcomed each year to the Park, representing 300,000 overnights. Some 43,000 of these were aged under 26. This probably made the YHA the biggest accommodation provider in the LDNP, but the YHA was not just an accommodation-provider, they were a charity, a social enterprise and a local employer.

The YHA understood the need to mitigate climate change, a point he illustrated by showing an image of the Keswick YHA premises in 2015 during the time it was engulfed with flood water. He also, later, quoted the reduced energy consumption that had been achieved by YHA premises in the five years before the Covid pandemic – 25% - and this was at the same time guest numbers went up by 11%.

In 2030 the YHA will be 100 years old. The vision is that, by then, ‘everyone has access to the benefits of adventure, for the first time and a lifetime’ and that every child is able to stay away from home, to travel, experience adventure and access outdoors, nature, culture and heritage. The mission was ‘to enrich the lives of all, especially young people, by providing brilliant hostel stays and experiences that improve physical health, mental wellbeing and life skills’. The YHA’s strategic priorities chimed with the LDNP management plan. A very important one was ‘connecting people to nature’.

James posed the question - what do we know around inclusion and access to the countryside? He went on to highlight a study by CPRE, ‘Access to nature in the countryside’, published in August 2021, and a Pilgrim Trust funded report, ‘All the Elements’. These asked – do we have equal access to the countryside, the outdoors and the National Parks and what are the barriers? The answer was ‘No’.

For instance, some 20% of ethnic young people access the countryside near to where they live as against 40% of white youngsters. This reflected the observations of the YHA.

The aims were that, by 2030, the YHA was looking to:

- Be certain that ‘access for all’ means ‘all’ – that those people who stay with the YHA benefit from their provision and support and that its employees and volunteers reflect the wider population socially, demographically and economically
- Ensure that every child within an hour of the Lake District has had a night under the stars (the Julian Glover commitment) and
- No-one is prevented from accessing the YHA’s provision in the Lakes because of transport, (ie. transport getting to the Park as well as transport getting around it)

He said he hoped that other organisations would share these aims. As for transport, this needed to be integrated, accessible, affordable and flexible. Whilst things were improving, there was still a long way to go. For instance, on the previous day, he had carried out an exercise to see if he could get himself, by public transport, from London at the end of a working day (around 5 pm) to the YHA premises in Keswick that evening. Using the Google maps, he had established that the route would involve a train and three buses via Carlisle, Maryport and Workington, arriving after midnight. This was because an easier route from Penrith to Keswick ceased operating too early.

There was also an issue around how welcome people were made to feel when they arrive in places like National Parks. They were met with a plethora of signs saying ‘Keep out’, ‘Keep off the grass’, ‘No entry’, ‘Private land’ and ‘No trespassing’, etc. Not to mention the unhelpfulness of signs which merely say ‘public footpath’. Public footpath to where? In most other countries the signage explains where paths lead to and how long the journey will take. He closed by mentioning the ‘Festival of Walking’ that was currently underway and the ‘Outdoor Systems’ initiative set up by YHA which linked together groups working to provide information and assistance to countryside visitors. He concluded that if people were well supported in their endeavours, it made a huge difference.

Stephen Joseph headed his talk ‘The future of transport outside cities – and what this might mean for the Lake District’. The University of Hertfordshire, where he was a part time professor, had a smart mobility unit, a travel plan and, being a non-urban university, it ran its own bus company.

He began by saying that, in some ways, the transport situation outside of cities was worse than Jillian Anable had indicated. And, he said, he was not just talking about places like the Lake District, but also places like Cheshire and Hertfordshire – both of which were on the edge of city regions. Some areas, such as these, were prosperous with high car ownership causing congestion. Other areas, such as small coastal towns, suffered a lot of poverty. One thing many areas had in common was poor or non-existent public transport and what they had was expensive. Also, far too many areas had a lot of car-based employment and housing developments.

The Smart Mobility Unit (SMU) at Hertfordshire Uni. ran several roundtables in 2020 around these issues. Key points that emerged were:

- It is possible to provide public/shared transport in rural areas – for visitors and residents – that people will use. See: www.transportforcornwall.co.uk with integrated timetables, good interchanges, single ticketing systems and reduced fares. There are also other examples like Sevenoaks (local town buses and demand-responsive transport working alongside ordinary buses – <https://www.go-coach.co.uk/Timetable>) and Hereford (free buses at weekends)
- There are new forms of mobility – e-bikes, e-scooters, e-cargo bikes, car sharing, car clubs, etc – that can offer an alternative to traditional car use in rural areas
- There can be alternatives to drowning in visitor traffic mayhem
- Bringing all these things together with rural hubs can help local economies and communities
- A number of places in the UK are doing this, or starting to

As far as Cumbria was concerned, there was a lot of data on transport patterns and their impacts and this can be used to plan better transport. For instance:

- Air pollution. <https://addresspollution.org/> will give a free air quality report for any address. It reveals, eg. that Victoria Street in Windermere exceeds two World Health Organisation limits even though it is in the 11th percentile
- Road casualties on 2021 in Cumbria increased – though they are still lower than pre-Covid. See: www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2021/reported-road-casualties-great-britain-annual-report-2021
- Carbon emissions. In Ambleside, transport emissions are higher than the national average: <https://www.carbon.place/> (place-based carbon calculator) whilst commuting carbon emissions in Eden are around the national average <https://www.mobilityways.com/map/>
- Copeland and Allerdale have among the highest rates of transport-related social exclusion in the North of England. See:

<https://transportforthenorth.com/reports/transport-related-social-exclusion-in-the-north-of-england>

Other areas were using consumer data (Experian, Mosaic) to analyse travel patterns and develop services and policies, eg. the Western Gateway, the transport equivalent for the south west, has just produced a social mobility strategy:

<https://westerngatewaystb.org.uk/our-work/rural-mobility/>.

There was a debate about the effectiveness of demand-responsive transport, but there was a case for it. Providers included Via (<https://ridewithvia.com/>), Padam (<https://padam-mobility.com/en/>) and Spare Labs (<https://sparelabs.com>) and there were journey aggregators like Zeelo and Tandem.

Stephen went on to praise the 'One Public Transport System for Cornwall' that had been established over a number of years, which he had recently sampled whilst on holiday.

Cornwall's integrated transport system was still 'work in progress' but what they had achieved so far was outstanding – a single brand, integrated payment and fare systems and timetables to facilitate seamless transfers, unified information platforms for users and cuts in fares. The main visitor attractions are accessible by public transport and if, for instance, you go to the Eden Project by bus, you get a free guide. There is real-time information on the buses and high quality bus stations have been built next to rail stations in several locations. There is a London-style 'tap on/ tap off' system for card payments and there are family and student tickets and other offers available. They have tied their showcase corridors in with travel-to-work trips and housing developments and are working on a Zurich-style clock-face timetable. Tackling parking charges is on the 'to do' list as is the suppression of private cars travelling into honeypot areas, but the transport planners wanted to get a quality public transport system in place first. There is much that the Lake District could learn from Cornwall.

Snowdonia National Park has introduced pre-booked parking at its main site, although it is expensive. However, the money raised goes towards the cost of subsidising the shuttle buses – which are now being refined to fit in with other buses. And, in answer to something that someone put in 'the chat', Stephen said that there has been rigorous enforcement of parking on the verges. This was introduced last year and, last year, many vehicles were towed away. However, this year, far less vehicles have been towed away because the message has now got around. Also, the North Wales Transport Commission, on which he was serving, has been doing a lot of work on travel around North Wales and the Welsh government was carrying out more strategic work on transport, including on bus networks. In addition, the Hope Valley Climate Action initiative in the Peak District had developed the 'Travelling Light' project. Initially funded by the Foundation for Integrated Transport, this has now received government funding to take forward recommendations on how to decarbonise transport in the Hope Valley. And Loch Lomond has developed a sustainable energy travel plan which is actually planning guidance. Some of these could act as exemplars for the Lake District.

Other things that had emerged from the roundtable exercises were:

- Lift sharing, which can increase car occupancy, especially for commuting and business travel. See: <https://www.mobilityways.co.uk/> and <https://liftshare.com>
- Shared mobility: car clubs, shared bike and e-bike schemes and e-scooters can provide options for rural communities. See: <https://como.org.uk>. Enterprise was setting up car clubs in Cumbria. See: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/penrith.html> and
- Rural hubs can bring different transport modes together, maybe with local services and work spaces for remote working: <https://como.org.uk/shared-mobility/mobility->

[hubs](#) and [https://www.midlandsconnect.uk/media/1839/the future of rural mobility report final.pdf](https://www.midlandsconnect.uk/media/1839/the_future_of_rural_mobility_report_final.pdf). Stephen commented that the Welsh government has been busy promoting this concept and has a target of 30% for remote and hybrid working.

Other concepts and initiatives included delivery hubs with cargo bikes being used to collect from and deliver to the first and last mile. Such a scheme, the Cargodale e-bike Delivery Service, existed in Todmorden in the Pennines and was now expanding. There was the concept of 'Total Transport'. Currently, there were often bespoke services for health, social services and education. These could be brought together in some instances, eg. using the same vehicles. Padam Mobility have been working on this. The Highlands has a 'Mobility as a Service' 'Go High' app: <https://gphi.app/> worth looking at and there are various methods available for involving people in decisions on transport: <https://www.podaris.com/>, <http://www.commonplace.is> and <https://www.mobilitylab.org.uk/#/>. Doing nothing would simply lead to gradually worsening traffic and choked Lake District roads and towns. Strong leadership and an over-arching strategy was required and, also, follow best practice.

PANEL DISCUSSION

The chairman opened this section with his own quick summary of the key messages he had taken from the speakers.

- Jillian Anable, he said, had urged that the Lake District should not be timid in its approach. It must go rapidly towards the very necessary and very radical end point.
- James Berresford had provided a lot of parallels with the Peak District National Park. There were a similar numbers of visitors, similar issues, particularly in respect of rail, and the same issues with motor vehicles.
- James Blake very adeptly addressed some issues of social exclusion and talked about affordable, integrated and flexible travel and the importance of making the Park welcoming.
- Stephen Joseph did an excellent job of demonstrating the feasibility of where to go from where we are. He highlighted some places that have made some very significant progress. However, according to Jillian, no-one has yet gone for the really hard, more radical approach.

Moderating or excluding cars

The chairman then posed the following question: The car needs to be moderated or totally excluded. How might we get from where we are now to achieve that more radical position, if that is what we want to achieve?

James Berresford said he accepted that dramatic changes were needed but he was not convinced that taking a major, radical step would work. Some 25,000 lived and worked in the Peak District. It was necessary to take small steps. He favoured an incremental approach – bite-sized chunks.

Jillian clarified that her approach did involve putting in alternative measures first – before totally banning cars. However, there must be a target date. Nowhere has this been done on the geographical scale of the Lake District, but it must be done. All plans must work towards the same date. However, there did need to be more data collected in order to have the conversation politically and to bring along the public. They need to know what the current situation is costing. There are plenty of people who won't come to the Park now because of the overcrowding situation. She said that she was one such.

James Blake said that a long term plan with goals was needed, but the plan also needed to identify steps along the way so as not to lose the public en route. Consultation and information-sharing is essential. He referred back to the traffic problems on Snowdon that Stephen Joseph had mentioned. A youth hostel positioned by the key park had been very badly affected by the measures that had been put in place and they had been introduced without consulting the YHA. If someone wanted to stay at the hostel on Snowdon for the weekend, it cost them £80 now to park – more than the cost of accommodation. The result had been that, instead of doing that, more people were driving into and out of the Park each day.

Stephen Joseph commented that Center Parks had made a good business out of the proposition that visitors arrive at an attractive location by car, but are then not allowed to use their vehicles until they leave. Instead, people bike or walk. They are totally accepting of this scenario. It could well be the case that people would be more ready for the changes that are needed than might be realised.

Buses

The chairman then raised the issue of buses. All speakers had mentioned them. Cumbria did not have an impressive bus offer. He said he was very taken with the analogy that, in Cornwall, you can get a whole day's travel for £10. He said it would cost more or less that for two people to travel from Ambleside out to Grasmere because there was no subsidy of bus services as there was in other parts of the UK. He also explained that whereas there was currently one transport authority – Cumbria County Council – from next April there would be two – West and East Cumbria.

Stephen made the point that Cornwall had always subsidised its public transport. However, that was not the main point of what they have done. Their transport planners created a segmented approach and as various bit of funding became available, they 'grabbed' it and made use of it for one segment or another. They achieved the 'tap on and tap off' payment system, similar to London, by getting the Local Enterprise Partnership to pay for the ticketing machines to go on every single bus, rather than funding the next road scheme. The LEP did this by using Growth Fund money that was available. European funding was used to upgrade rail services between Plymouth and Penzance and HS2 paid for a super train depot at Penzance because of the disruption caused by HS2 work at Paddington.

The point was that Cornwall had a clear long term strategy, segmented in a way which allowed different pots of money to be slipped into it. The Lake District needs the same approach. It also needs to revisit its policy of not subsidising bus services. As far as the pending local government changes were concerned, he said that the two new local authorities would need to form a partnership and work together.

James Berresford said that the PDNP had to deal with seven local authorities, all of whom were strapped for money, and it was extremely difficult trying to get unanimity. Also, the National Parks have been given budgets for the next three years that are not inflation-proofed. Jillian. He said, had made the argument that more data needed to be collected – but collecting data cost money and the Parks did not have the money that was needed. The only way forward that he could see was for all the National Parks to 'up their game' and argue, very strongly, as one voice, for the funding that would be needed to achieve the desired aims. Arguments need to be nuanced, as well. We need to talk about mental and physical health and about saving National Parks for the nation, he said. Not just focus on the need to get people into, out of and around the parks in a more sustainable fashion. The conversation must not be localised. It must be very hard hitting in order to capture the attention of the national politicians and it must cover the whole deal, not just transport problems.

Charging for vehicles to enter the Park

The chairman said there had been conversations in the Lake District about congestion charging, or sustainability charging or road user charging. Some people argued it would kill off the visitor economy. There is almost inevitably a national programme of road user charging heading our way at some point in the future, he said, so might it not just be better to wait for that to arrive? How might that evolve? He asked James Blake – how might it impact?

James Blake commented that it did not look likely that there were going to be big public spending settlements for local authorities any time soon. He said he would ask, could you get to a position where the volume of income was such that the business case stacks up? There is, in fact, more optimism that that could happen in the case of the Lake District, the Peak District and Snowdonia. So, the question might be about pump priming. Other speakers might have more to say on that. However, he was keen to mention that, in Switzerland, the aps available didn't just look at transport but at the whole visitor economy.

The chairman then asked Jillian Anable if, under her scenario, HGVs would be allowed into the Lake District - or would they be banned? Jillian said that the main thing to target was the visitors. Deliveries had to be allowed for businesses – but fossil fuel vehicles could be disallowed. There could be a transition of deliveries onto smaller vehicles. What was needed was integrated modelling. If assumptions were used as to what the response might be to hard measures, we are going to miss the potential that Stephen Joseph was talking about. We should not assume that people would respond to measures such as charging to enter the Park or simply being restricted from entering it in a car by not coming to the Lake District. She said she believed that the visitor experience was being ruined now. People might well be more open than is imagined to restrictive measures in order to have a more pleasant experience. But, to discover whether they are or not, a survey was needed.

The closing question from the chair, addressed to the three male presenters as Jillian had to leave at that point, was to ask them what the next step would be for the Lake District.

James Blake said he felt some key things had come from the session. It was necessary to carry out some modelling and to do so from different perspectives – community, visitor, business and social perspectives.

James Berresford said 'Let's keep the conversation going – it is leading thinking'. Look at where there have been successes and look at incremental wins and let's make this a national conversation.

Stephen Joseph agreed with the need to have a national conversation. In the past, ideas had come and gone, such as the 'Go Lakes' initiative ². He felt it might be worth trying a car-free week in part of the Lake District as a way of getting things going. The chairman noted that Ullswater were planning a car free day later in the year. It would be interesting to monitor that.

The chairman hoped that observers to the session had found it thought-provoking. There had been some great questions which had come in and which there had not been time to address. However, the organisers of the event would try to follow them up. There would then be the survey exercise carried out.

² Footnote: The 'Go Lakes' travel programme was a £6.9m initiative funded by the Department of Transport that was delivered jointly by Cumbria County Council, the LDNPA and Cumbria Tourism. At the time it was established, it was estimated that 87% of visitors made their way to the National Park by car, creating 322,000 tonnes of CO₂, that car travel by Lake District residents created 165,000 tonnes of CO₂ and that car travel around the Park created 205,000 tonnes. The project ran for four years from 2011 to 2015 and focused primarily on nine project strands which were aimed at achieving a step change in how visitors travelled to and around the central and southern Lake District. It was deemed to have achieved some success and it did create some learning, but much of the impetus was lost once the funding ran out. There was a comment about this in the 'Chat' from Gill Haigh who wrote: "When we had 'See More/Go Lakes' travel funding, we saw significant new sustainable travel/active travel initiatives AND marketing and this saw a huge switch to sustainable and active travel". Later on, Stephen Joseph added to the conversation in the 'Chat' by commenting: "I think the 'See More/Go Lakes' project did show modal shift and behaviour change, but traffic did also increase. The benefits need to be 'locked in' through managing car traffic".

SOME OF THE QUESTIONS THE PARTNERSHIP NEEDS TO ADDRESS

Is there an acceptance that the Park is already degrading as a result of over-use and does the Partnership agree that social exclusion already exists? (Jillian Anable's points).

Are decision-makers, residents and visitors aware that there are air quality problems in Windermere and Ambleside? (Stephen Joseph flagged this up).

The partnership needs to establish how much or how little support there is for seriously suppressing or, ideally, doing away with private car use in the Park (Jillian Anable's options). Assuming that the alternatives were in place, does support exist for charging for private vehicles to enter the Park or for banning them altogether? (The latter option was likened to a Center Parks type arrangement by Stephen Joseph).

How can the National Parks work even better and more closely together, 'up their game' and gain the attention of the politicians? (James Berresford's point).

There are many existing data sources available which need to be brought together (see Stephen Joseph's references) but more data needs to be collected (Jillian Anable's point). Does the Partnership accept that this is the case and is it prepared to commission data collection? Also, what about James Blake's suggestion that there should be modelling carried out from different perspectives – community, visitors, business and social aspects?

In thinking about and planning for public transport improvements, bear in mind another of James Blake's points. Will it be possible to get to destinations in the Lakes if leaving London at the end of a working day?

Will there be an audit of signage in the Park? Too much signage and signage which is garish is unattractive in any event, but James Blake asked the partnership to think about the sheer number of unwelcoming and unhelpful signs and also posting explanations on footpath signs of where they lead to.

Would a Cornwall-type model suit the Lake District and, if it would, how could it be brought about? (Stephen Joseph's ideal).

Are there other options of a lesser scale that the Lake District could be getting on with? (Stephen Joseph listed many measures and best practice examples, set out in this report).

Have all funding sources been explored for bringing about fundamental change?

APPENDIX 1 – QUESTIONS SUBMITTED IN ADVANCE OF THE WEBINAR

The problems caused by private vehicles and some possible solutions (not including public transport or cycling or walking)

- Cars are currently destroying the Lake District. How soon do you think we will be able to limit access to cars?
- What are the panel's views on charging non-residents to enter the national park in private vehicles as a solution to reducing demand for road space and car parks?
- Transport solutions such as park & ride can be effective for able bodied people and those pursuing activities such as walking, but what solutions are possible to cater for family groups with younger children and how can their provision be appropriately targeted?
- What about park & ride facilities at Windermere rail station, initiatives such as Turo car sharing, car clubs, NPR technology at the entrance roads to the Park and declaring clean air zones?

Bus problems and solutions

- Do we agree that a crucial element in achieving sustainable, carbon friendly travel is to see a substantial modal shift from cars to public transport (buses)? Do we agree that that this can only be achieved if there is a transformative reduction in the cost of travelling by bus and the frequency and coverage of service? If so, how can this be financed?
- Bus companies are really only interested in maintaining the main bus routes. How can the small towns and villages in this very rural area be served effectively by public transport all year round?
- Could a successful bus services subsidise improvements to the frequency of that service?
- Consider allowing concessionary bus travel in the LDNP before 9.30 am (there is no reasonable argument for the current restriction); consider joined up schedules allowing bus connections to towns and to Penrith station; consider better bus schedules around the Cumbria Way route, allowing this to be done in sections without the use of the car.

Rail queries

- Can we start a plan for new rail links into the Lake District?
- Is the re-building of the Penrith to Keswick (and even on to Cockermouth and Workington rail line a likely scenario?

Cycling & pedestrian issues

- Living in a rural location with miles of single track roads, do you agree that any further restrictions to help cyclists, etc., should not be imposed without the agreement of locals? What should be the future of 'green lanes'?
- There should be a rigorous review of unnecessary two-lane roads that could be given over to cycle paths
- What steps are being taken to make public transport a more attractive option, eg. adequate storage space for cycles on all buses and trains?
- Any advice on how to get a pedestrian & cycle crossing (indicative cost £6m) installed over a river as part of a Cumbrian Coast sustainable travel initiative? Feasibility studies have indicated local 'buy in'. What is the most appropriate way

to take this forward (in the light of local government reorganisation). [A short promotional video with a video a visualization of a possible bridge is available].

Electric vehicle & electric bike charging

- There isn't an electric charging infrastructure in Cumbria suitable to meet the demands for the number of visitors that are encouraged to be here. How would this be financed and physically achieved when most parking is 'On street' and there is not a useable public transport system?
- What are the plans for the expansion of EV charging infrastructure?
- Should e-bikes with their dependency on lithium resources and electricity production be discouraged, eg. through the LDNP's promotional material?
- What are the current plans for the expansion of EV charging infrastructure?

Financial & funding

- Should there be a tariff for the millions of visitors?
- Could there be a local residents' pass to access discounted travel?
- What material contribution to a sustainable transport system could be expected from second homes/ holiday lets and AirBnB owners;

How can we make sustainable transport equitable for residents while delivering for the visitor economy?

and

Where will the LDNPA be by the end of this decade if it goes for the 'do nothing' option in respect of sustainable transport?

and

The LDNPA wants to be a world leader and test bed for low carbon transport by 2040. In one minute, would each member of the panel make a pitch to the Secretary of State for Transport in order to achieve this aim?

APPENDIX 2 – REPORT OF ‘THE CHAT’ THAT TOOK PLACE DURING THE EVENT

Steve Lenartowitz from Ambleside Action for a Future wrote: “Jillian’s scenario principles are vital and she is right that we need to have an honest conversation about them. David Felton added: “I also appreciate Jillian’s clear and hard hitting candour”. Richard Waller said: “I am interested to learn what the most appropriate case study examples are for places that have made this transition. Would be interested to find out about the pathway they followed”.

The view of Laura Giles, Eco-I, NW University of Cumbria was: “The discussion needs expanding beyond the boundaries of the Park. Many people who work in the Park live outside the boundaries in towns like Penrith, Kirby Stephen, Carlisle, etc”. Simon Blunden commented “100% agree with everything Jillian says”. Cllr. Jill Parry of Cumberland UA and ‘Peter’ agreed.

Karen Mitchell of CAfs asked: “Can the LDNPA put those planning restrictions suggested by Jillian on parking provision for developments in place now? Is anything preventing that?

Dr. Kate Willshaw of Friends of the Lake District wrote: “Thank you, Jillian, this is the blunt speaking that we need. Fiddling around the edges will not deal with the huge issues of carbon and pollution”.

Simon Blunden of Kendal Town Council (Green) commented: “Unfortunately the policy seems to be the opposite (at least at domestic/small scale level) – provision of parking is a requirement, or demonstrating that you are not reducing. Anne Nichols, South Lakes Labour, said: “Speaking personally, not as SLL, I agree with Laura Giles’ comment above. My husband is a sole trader with clients across the south of Cumbria inside and outside the National Park and he has to use a car to reach them”.

Dr. Anne Robinson of CPRE South Yorkshire and Peak District believed “The Peak District National Park could lead the way with Jillian’s vision; the ‘hubs’ are already there in surrounding urban areas”. Anne Brodie of Claife Parish Council wondered: “How could vehicles that choose not to use gateway hubs be policed”?

David Felton speculated: “If one were to follow a congestion model for the Park, presumably one would carve out various exceptions, eg. wider Cumbrian resident, employee of a Lakes business, etc.

Richard Waller said: I agree too, but would be interested to know if there are any places where this kind of transition has been successfully enacted and, if so, how this was achieved”.

Andy Proctor commented: “There are many challenges for public transport for sure. One of the reasons that prevents me [using it] is that I can’t take my bike with me, especially when with the family. The Lake District is big and not fully serviced by train... bus services really need to step up”. ‘Peter’ replied to this: I agree, Andy. We need bikes on buses for residents or near residents NOW. Karen Mitchell from CAfs noted: “Stagecoach put on a service which had space for bikes in place of seats a few years ago. They ended it because of lack of uptake, probably because it was a limited service, lack of marketing and lack of all other things that have to happen that Jillian talked about”.

Cllr. Graham Simpkins of Westmorland & Furness Council remarked: “Many come to the National Parks for the tranquility they offer. Removing the cars will not undermine the Parks, it will make them more attractive”.

Dr. Kate Willshaw of Friends of the Lake District pointed out: “Re. social exclusion – in England 33% of households in the bottom quartile and 17% of households overall do not even have access to a car. As Jillian said, there are many, many people who are already excluded from National Parks”.

Simon Blunden of Kendal Town Council input “As a business owner (architect micro practice) I’m conscious of the challenge of reaching clients in remote locations if cars are restricted. We have learnt to adapt through Covid (remote meetings). It should also be possible to have small (EV) car share /club schemes at well serviced transport hubs”.

Susan Fryer commented: “We need safer routes for pedestrians and cyclists first. My dad came with me in Ambleside. He went missing one day. He had caught a bus to Windermere, then waited hours for a bus back. In the end he walked back to Ambleside, crossing the road at different points to access the footpath on the other side, dodging traffic. At the time I was not aware that he was at the start of his Alzheimer’s journey. Could local/national authorities force/compulsory purchase from land owners to provide land for trails for bikes and pedestrians”?

Tim Clarke observed: “Courageous leadership is needed on the basis of clear principles. A lot of good stuff is being said on this call. Who will take up the baton and lead this process? We all know you can’t make an omelet without breaking eggs. The key MUST be to provide affordable, easy to use alternatives. Above all, it needs investment in affordable, green, public and private transport systems. Our area desperately needs an ambitious, fully costed, integrated transport strategy. Many strategies have been done, the majority without any costing and many without adequate responses to the understandable concerns of those who fear change. Great that this discussion is happening”.

Anne Nicholls of South Lakes Labour added: “Tim Clarke I agree with you re. an ambitious, fully costed, integrated, sustainable transport strategy. It’s such a shame that so many of our small railway stations and routes were axed as rail is a better method of transporting lots of people than individual cars. Would a new system involve re-instating these routes”?

Later on in the ‘Chat’, in response to Tim’s question about who would pick up the baton, Karen Mitchell of CAfs wrote: “Responding to the question of who will provide leadership on this. I think we will need to look Cumbria wide. We have the Zero Carbon Cumbria Partnership of 88+ organisations including public/ private/ third sector and lots of community groups. The ZCCP has a transport sector group underway. So, we have the framework in the Partnership for collaborative solutions, building on localised initiatives. With the right resourcing, ZCCP could take a leadership role here, working closely with the LDNPA and the Unitary Authorities”.

Anne Brodie of Claife Parish Council. asked: “Have Cumbria County Council got it wrong about the type of replacement Windermere ferry? Should it be for pedestrians and cycles only? In reply, Angela Jones of CC posted: “CCC did consider ‘stopping up’ the B5285 (Windermere Ferry route) which crosses the lake as one of the high level options. However, this highway route is also used by emergency vehicles, businesses, etc. and, of course, residents and, reflecting feedback from those users, this more radical option was not taken forward”.

Cllr Graham Simpkins of Westmorland and Furness Council commented: “The bus service between Windermere and Ambleside has a 20 minute frequency. If cars were largely excluded, the frequency would increase probably to 10 minutes. Buses are held up in the same traffic as everyone else”.

Gill Haigh commented: “If we simply penalize the car in terms of entering the Park, then people will go elsewhere, abroad. It might help Cumbria’s CZ ambitions but makes no difference UK wide/ worldwide.

It also damages our economy, jobs, communities, etc. We need a fully integrated and affordable transport system that is well marketed and part of an enjoyable experience”. Later, David Felton came back on the initial assertion made. He wrote: “Gill Haigh – you say that if, say, congestion charging is implemented, then visitors will go elsewhere in the UK or abroad. I wonder if you have any data to support that view”?

Also, Richard Waller made the remark: “Notable here that the places where congestion charging has been introduced are urban environments where there are a number of accessible/affordable alternatives. Key challenge here is that we don’t currently have those alternatives [for instance] Lowrigg’s comment that there is only one bus a week. The provision of fit-for-purpose public transport services surely has to be a starting point. Like the idea of this being part-funded by significant increase in car parking charges”.

Karen Mitchell of CAFs commented: “Interesting to see that, within this chat, we have fallen prey to the discourse of denial that Jillian highlighted. We need to tackle polarization that occurs when discussing radical options, which largely becomes ‘the environment’ versus ‘livelihoods’. Can we triangulate the polarization? For example, find businesses that ‘get it’ and support transformation and give them a voice which could influence their peers”.

Nigel Jenkins of Zero Carbon Cumbria and CAFs said: “I fully agree on the need to be very careful boxing off mobility in just one designated area such as the LDNP, given the mobility needs of residents and visitors across all the many outstanding areas of Cumbria (and beyond). That said, re. examples of National Parks (or equivalent designations) elsewhere in the world, interesting how some may have partly or wholly restricted access by introducing tickets/permits/shuttle buses etc. This then significantly reduces or excludes private vehicles along the lines of Jillian’s challenging ideas. Yosemite and Juizhaigou are two such examples of massively popular destinations – however, with the key difference v the LDNP that the focus within those park boundaries is largely tourism, without a significant resident/working population”.

Tim Clarke explained: “SITU – Sustainable Integrated Transport for Ullswater – is a group of individuals across all parishes around the lake who have talked about and developed an Integrated Sustainable Transport Strategy for Ullswater, linking train, ferries, buses, cars and walkers. We’d be happy to be a pilot. But, of course, we need political buy-in and resources to make it happen”. Gill Haigh commented: “Loving the work you are doing at SITU, Tim”.

Cllr. Jill Parry of Cumberland UA said: “We can’t pander to those who want to use their cars above all else. If we make it easy to not use the car, most will still come. Other countries are ahead of us on this, so the person wedded to their car will find increasingly limited options”.

Richard Waller contributed: “Was running a field trip in the central Lakes in April and conversations with those working in local businesses highlighted costs as a key concern. For those working on min. wage, zero hours contracts, the available public transport was simply not affordable. Later, he added: “Going back to Jillian’s reference to a ‘Zurich model’, I’m guessing this is facilitated by a much higher level of public investment than is available for bus services in particular in England”?

Cllr. Graham Simpkins of Westmorland and Furness Council pointed out: “A seven day group explorer ticket with Stagecoach North West costs £66 – less than £10 per day. This ticket provides access to all the major centres in the Lakes”.

Anne Nichols of South Lakes Labour contributed the following: “There are savings in bus tickets if you buy a weekly bus ticket, but if you are using the bus, say, two to three days a week to travel to work the cost can be much higher per day and exceeds the national minimum wage hourly rate. So, lower paid working people are working more than an hour just be able to get to work. Often the buses are not full. Years ago, Stagecoach did 50p

journeys and every day the buses were full. So, the cost of public transport is a big factor in changing the way that people use public transport. It needs to be genuinely affordable, frequent enough to be usable and not just run on one or two days per week – and not finish running before the end of the working day”.

Simon Blunden of Kendal Town Council added: “For someone on minimum wage, bus transport still represents over £3,000 a year. Not affordable”.

‘Lowrigg’ pointed out: “There was an attempt in the 1990s to create a rural hub in South Lakeland. It never got off the ground because central and local government and local businessmen failed to understand the future growth of leisure at the time”.

Susan Fryer chipped in: “And if you live outside the National Park and travel in, public transport is poor. From Kirby Stephen, to get to Penrith on the train, you have to travel up to Carlisle and then drop back to Penrith. There is a limited bus service to Penrith from Kirby Stephen. Many folks live outside the Lake District and travel in to work. One or two businesses offer transport for their employees”.

Gill Haigh highlighted the employment situation. She said: “We have a significant labour shortage in the central Lakes. We have significant unemployment in areas such as Barrow and the Western Lakes. BUT we can’t get people to the employment because there isn’t the affordable and timely public transport services available. Many employers now hire their own buses to move large groups of employees to and from the work. If we could get this right via public transport, then it could work for visitors and employers”.

This point was responded to by David Felton who said: “Yes to Gill. The current model – of bigger companies running private transport into the Lakes – benefits major tourist businesses to the detriment of smaller indie operations. The end result, if we can’t find a solution, is the big operators survive and the smaller indie ones do not”. Kate McGibbon of the Cumbria Association of Local Councils posted: “<https://www.gov.uk/government/news/sellafield-travel-scheme-success> may be of interest”.

Lorraine Smyth of ACTion for Communities in Cumbria input: “Cumbria has a demand responsive pilot in four areas. We can ask Cumbria CC to provide info. after the event”. Richard Waller responded to say he would be interested to learn more about that.

Liz Clegg remarked: “The Muncaster Microbus has been running demand responsive transport in mid Copeland for 20 years and no-one has ever asked us how it works, what are the problems, etc. I still think that it is the answer for sparse rural communities”.

Chris Wills explained: “Cumbria County Council’s scheme is centred on ‘Rural Wheels’ – which presents an interesting partial solution to problems.

Following Stephen Joseph’s reference to a ‘clock face timetable’, Cllr Jill Parry asked for an explanation of what this was, to which Adrian Anderson of the LDNPA replied: “A clock face schedule or cyclic schedule is a timetable, under which public transport runs at consistent intervals, as opposed to a timetable that is purely driven by demand and irregular headways. The name derives from the fact that departures takes place at the same time or times during the day”. (He was thanked by Lorraine Smyth for his explanation).

Jenny Milne said “I think Stephen Joseph means a ‘pulse’ system. It works in Switzerland and [there is] a great article about it written by Tim – ‘Watching the Swiss: A network approach to rural and exurban public transport’”. And, reacting to another part of Stephen’s talk, Anne Brodie of Claife Parish Council wrote: “Contactless payments/ integrates app for different transport modes would be very helpful for the Lakes. There is a plan to introduce a ticketing app for Windermere ferry in April 2023. Talks should take place with bus services to link in with this scheme.

Stephen’s talk also prompted comments about what was happening in Cornwall. Tim Clarke wrote: “Interesting to hear of rural initiatives that are working in places like Cornwall. When I looked at initiatives to raise political awareness on World Car Free Day – 22nd September, there is not a single example I could find of actions in rural areas in the UK. Urban thinking still, sadly, dominates the debate – and access to resources to address the challenges we face”. ‘Lowrigg’ expressed the opinion: “I bet Cornwall got its money from central government for political reasons, to keep the Lib Dems out. I may be cynical, but this is near the truth”. Liz Clegg added: “Cornwall has always supported their community transport sector, while Cumbria always wanted to do it ‘in house’, which has worked to Cumbria’s detriment. Also, it never supported the railway properly. It should be a real draw for visitors, not a poor relation to other transport and tourist attractions”.

These remarks prompted Jillian Annable to post the following in the ‘Chat: “Just because buses are subsidised now, doesn’t mean they cannot be profitable in the longer term. It is reduced traffic – their main competitor and key cause of high operating costs – which means they are loss making. In the meantime, find new sources of revenue – eco levies on business, second homes taxes, etc”. To which Steve Lenartowitz (Ambleside Action for a Future) responded: “Subsidy for buses and a comprehensive integrated affordable public transport system could come from an eco-charge on vehicles entering the National Park. We need a serious feasibility study into this”.

Cllr. Graham Simpkins of Westmorland and Furness Council added some clarification: “All the bus services within the Lakes are commercial (not subsidised)”. Adding: “A reduction in cars clogging the road network will aid bus services and could well extend the network and increase frequency”. And Jo Guiver suggested another fund-raising avenue: “A small bed-night tax could raise some funds, but it would be resisted by accommodation providers. See Konigs card in the Black Forest”.

‘Lowrigg’ made the following point: “I spoke to a Stagecoach bus driver a few weeks ago. He said that the company was interested only in the major bus routes, such as the 555 Lancaster-Keswick, and the less well [supported] routes could go. So public transport franchising is all about money “Privatised public transport will always focus on the major profitable routes. To have a wider service to smaller communities, then public transport needs to be publicly owned and managed”. Liz Clegg remarked that the operator perspective was needed, to which ‘Lowrigg’ replied: “The bus operator perspective is profit and high salaries for the CEOs”! Which Liz Clegg countered with: “Not for the local bus and taxi companies. They live in the communities”.

There was also a discussion about bus drivers. Mark Fussell observed: “There aren’t enough drivers for the current bus services, so where would all the extra drivers come from to support the changes [being discussed]”? To which Anne Nicholls of South Lakes Labour replied: “A recruitment drive offering decent living wages would be a good place to start to find more bus drivers”.

Picking up another point made by Stephen Joseph, Anne Brodie from Claife Parish Council remarked: “Remote working hubs in villages and new housing developments seems like a way to go. Planning housing development that include this requirement? Alternative or additional use for village halls”?

'Lowrigg' said: "But this [discussion] should not just be about visitors to the National Park. What about those of us who live here and our social background? I suspect that here 60% of inhabitants are retired and over 50% of those are over 70 years old. So, health status, mobility, mental health should play a huge part in organising local transport. In our village, we have one bus a week. I walk three miles to a bus stop to either Lancaster or Kendal. I am over 75 years old, but nobody in central government cares less about me or my ilk. I am supposed to have a car and to use it".

Also, Richard Waller commented: "Like the idea of 'sufficiency' here in relation to vehicle size. Was saddened to read a recent report by the IEA that the carbon reductions associated with increased EV has been more than compensated for by an increase in the sale of large SUVs".

Anne Nichols of South Lakes Labour asked: "How will the change to two Unitary Authorities in Cumbria affect any existing schemes and do the new authorities give us the opportunity to make the changes which are needed"?, To which Cllr Jill Parry of Cumberland UA responded: "Let's hope so".

John Maddy of Long Valley Yurts revealed: "I have just finished some research with the University of Cumbria concentrating on customer travel to the Park over a three year period (across six locations in the Park). I analysed the carbon impact to and from the area. It is very clear (from my finding) that if this data is not collected (accurately) on a wider scope from business across the Lake District and Cumbria, we will not hit our net zero target at all, let alone by 2037. I would be more than happy to talk to any interested parties about my research".

Dr. Kate Willshaw of Friends of the Lake District replied: "John Maddy, I would be really interested in seeing your research, and maybe you could present it to the Zero Carbon Cumbria Transport Group"? Lorraine Smyth added: "John, I will be in touch to invite you to join ZCCP and LDNPP transport group meetings – Thanks". Later there was a positive response from John Maddy to both Kate and Lorraine.

Liz Clegg, remarking on the presentation by James Blake, wrote: "It was not mentioned that you cannot get to some of the hostels in West Cumbria by public transport at all"! Also, Jenny Milne, in response to the point made by James Berresford about the plethora of bodies that the Peak District National Park had to contend with, pointed out: "The Cairngorms National Park have at least three regional transport partnerships and four councils".

Liz Clegg complained: "None of the talk has been about the west of the National Park. There is now the new English Coastal Path, which Copeland wanted to make a cycle AND footpath. At the moment, it does not go through all of the National Park as there is little funding to cross the two rivers (Esk and Irt) or the River Duddon".

Cllr Jill Perry of Cumberland UA requested a list of participants.

APPENDIX 3 – REGISTERED PARTICIPANTS

First Name	Surname	Which Organisation are you representing?
Vanessa	Metcalfe	Keswick Tourism Association
Christine	Poate	Lorton Parish Council
Chris	Shaw	Cumbria association of local councils
Keith	Hitchen	Cumbria County Council Copeland
Jane	Cooper	Resident
Derek	Poate	Melbreak Communities
Graham	Simpkins	Simpkins & Co
Jane	Saxon	The National Trust
Liz	Clegg	The Muncaster Microbus
Richard D	Murray	Local member of public Campaign to Protect Rural England (CPRE) and Friends of the
Lillian	Burns	Lake District (FLD)
Cecilia	McCabe	Friends of the Ullswater Way
Rachael	Kelly	Cumbria Association of Local Councils
Mary	Chapman	Local user
Sarah	Hebblewhite	Ullswater eBikes
Tim	Clarke	SITU/AAFAF
Gill	Browne	Sustainable Duddon
Yvette	Kahane	Buttermere Parish Council
Michael	Carter	LDNPA
Steve	Lenartowicz	Ambleside Action for a Future
Pam	Jaques	Lorton Parish Council
David	Foster	Self
Charlene	Iredale	Lakes and Patterdale Parish Councils
Emma	Moody	Lake District National Park Authority
Mark	Fussell	Gosforth Parish Council
Heather	Morrison	Copeland Borough Council
Stephen	Ratcliffe	Lake District National Park Authority
Jock	Cairns	Western Dales Bus
Peter	Frost- Pennington Von der	Muncaster Castle & Pennington Hotels
Serena	Heyde	Victorian house hotel
John	Postans	The Borrowdale Institute
Anne	Nichols	South Lakes Labour
John	Atkinson	The Victory Hall, Dalston Buttermere Parish Council, Lorton Parish Council, Loweswater
Michael	Milner	Parish Council
Bev	Elliott	Natural England
Susan	Fryer	Natural England
Nicola	Elliott	Appleby Tourist Information/Appleby Town Council
Andrew	Clarke	Office of Trudy Harrison MP
Chris	Taylor	Self
Tim	Brereton	The National Trust
Veronica	Fiorato	Lake District National Park Partnership
Gill	Haigh	Cumbria Tourism
Andy	Procter	Greysouthern Changing for Climate

Demos	Parapanos	University of Cumbria
Charlotte	Carlin	Eskdale Parish Council
Stephen	Henwood	LDNP Partnership
Neil	Robinson	Tyson H. Burrige Limited
Adrian	Anderson	Lake District National Park Authority
Steve	Curl	Independent Chair
Melanie	Fletcher	N/A
David	Pickup	Lake District National Park Authority
Richard	Waller	Penrith Action for Community Transition / Keele University
Tim	Gale	Zero Carbon Cumbria Partnership
Angela	Jones	Cumbria County Council
Alex	Downes	South Lakeland District Council
Nigel	Jenkins	Cumbria Action for Sustainability
	Rockliffe-	
Geoffrey	King	PACT - Penrith Action for Community Transition
Christopher	Wills	Cumbria2Zero
Anne	Robinson	CPREPDSY
Kate	McGibbon	CALC
Stephen	Southwell	Lowca Parish Council
Anna	Newlove	Carlisle Diocese
Jenny	Milne	University of Aberdeen
Shelley	Savasi	None
Laura	Giles	University of Cumbria
Jean	Mckendry	Copeland Climate Monitoring Group
John	Maddy	Long Valley Yurts
Fran	Richardson	ACTion with Communities in Cumbria
Simon	Blunden	Kendal Town Council - Green Party Councillor
Peter	Dicken	Reading for a Zero Carbon Shap
Tomas	Owen-Jones	Rathbones
Karen	Mitchell	Cumbria Action for Sustainability
Jill	Perry	Allerdale and Copeland Green Party
Margaret	Parker	Walkers and climbers
Kate	O'Donoghue	Myself
Helen	Caldwell	Lakeland Housing Trust
Julian	Cruickshank	Company Name (optional) Lorton Parish Council
John	Hiley	Ings Village Hall and Church
John	Farmer	Longsleddale Parish
Susanne	Long	Kendal Town Council & Kendal Futures
Judith	Cooke	Friends of the lake District
Natalie	Naisbitt	Cumbria County Council/Zero Carbon Cumbria Partnership
Chris	Shaw	Climate Outreach
Michael	Clark	Natland Parish Council
Josephine	Guiver	University of Central Lancashire
Andy	Carmichael	UCLan
Anne	Brodie	Claife Parish Council
Ian	Ellison	Natland Parish Council
Dave	Felton	Sustainable Transport in the Lake District initiative
Dianne	Standen	West Cumbria Bus Group



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