

# The future of transport outside cities – and what this might mean for the Lake District

Stephen Joseph

University of Hertfordshire Smart  
Mobility Unit

# Smart Mobility Unit (SMU)

- Teaching, including new MSc in transport planning, and data unit
- Research (developing local, national & international partners/collaboration)
- Professional Aspects (University Travel Plan/Uno – UH’s bus company)
- Consultancy (EU Work/ Quality Partnerships / Social Enterprise (CIC))
- Seminars/Workshops – Sharing & disseminating best practice
- Multi-disciplinary: SMU includes specialists in data, behavioural psychology, engineering and business

Increasingly SMU is part of other university teams, including this [Centre for Climate Change Research \(C3R\)](#) and [Centre for Future Societies](#)

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**The future of  
transport outside  
cities: a report on  
roundtables held  
by the University of  
Hertfordshire Smart  
Mobility Unit**

# Future Mobility for Counties - Rationale

## Transport research & policy focuses on cities

- but counties and rural areas need attention (not just Cumbria but also places like Cheshire and Hertfordshire on edge of city regions)
- some are prosperous with high car ownership and severe traffic congestion
- there are also smaller and coastal towns with a lot of poverty
- many have poor/no/expensive public transport
- many have a lot of car-based development – employment and housing

**SMU ran several roundtables in 2020 to develop a research and policy agenda for these places (for reports see <https://www.herts.ac.uk/study/schools-of-study/life-and-medical-sciences/business-support-and-consultancy/smart-mobility-unit/research>)**



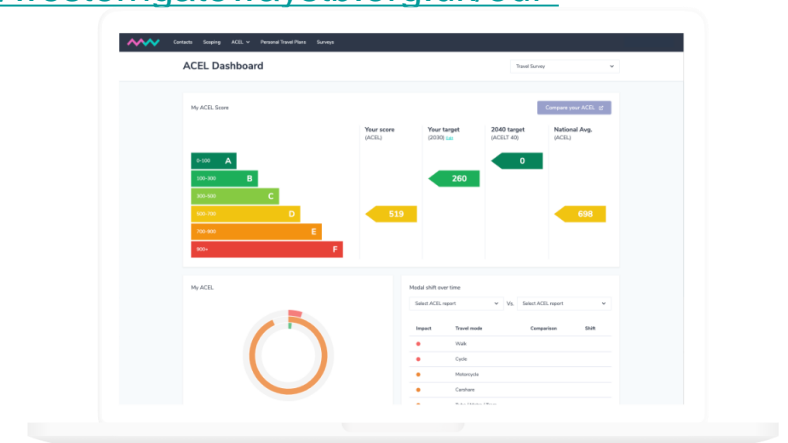
# Future of transport outside cities – some key points

- It is possible to provide public/shared transport in rural areas, for visitors and residents, that people will use
- 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 at least starting to

# We do have data on transport patterns and their impacts in Cumbria and can use this to plan better transport:

- Air pollution: <https://addresspollution.org/> will give a free air quality report for any address – e.g. Victoria Street in Windermere exceeds 2 World Health Organisation limits though is in the 11th percentile
- Road casualties in 2021 in Cumbria increased though are still lower than pre-Covid [www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2021/reported-road-casualties-great-britain-annual-report-2021](http://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2021/reported-road-casualties-great-britain-annual-report-2021)
- Carbon emissions: e.g. Ambleside's transport carbon emissions are higher than the national average <https://www.carbon.place/> (place-based carbon calculator)
- Carbon emissions from commuting in Eden are around the national average at 577 average commuting emission levels), with 35% zero carbon commuters <https://www.mobilityways.com/map/>
- Copeland and Allerdale have among the highest rates of transport related social exclusion <https://transportforthenorth.com/reports/transport-related-social-exclusion-in-the-north-of-england/>

Other areas are using consumer data (Experian, Mosaic) to analyse travel patterns and develop services and policies based on these <https://westerngatewaystb.org.uk/our-work/rural-mobility/>



# Future mobility for counties: directions of travel

- Public transport: it is possible to improve rural public transport, see [www.transportforcornwall.co.uk](http://www.transportforcornwall.co.uk), with integrated timetables, good interchanges, single ticketing system and reduced fares. There are other examples – e.g. Sevenoaks (local town buses and DRT working alongside ordinary buses - <https://www.go-coach.co.uk/Timetable> ) and Hereford (free buses at weekends)
- Demand responsive transport: there is debate about this, but there are clear cases for DRT.

Various sorts: DRT providers like Via, <https://ridewithvia.com/> , software and systems specialists like Padam <https://padam-mobility.com/en/> and SpareLabs, <https://sparelabs.com>, and journey aggregators like Zeelo, <https://zeelo.co> and Tandem <https://www.ridetandem.co/>



# One Public Transport System for Cornwall

- ✓ An integrated transport system
- ✓ A single brand
- Integration of timetables to facilitate seamless transfers
- ✓ Unified information platforms for users (RTPI, Wayfinder app, Ticket purchasing app)
- Integration of payment systems
- Integration of fare systems and cuts in fares

<https://www.transportforcornwall.co.uk/>

## Current modes being worked on:

- ✓ Bus
- ✓ Rail

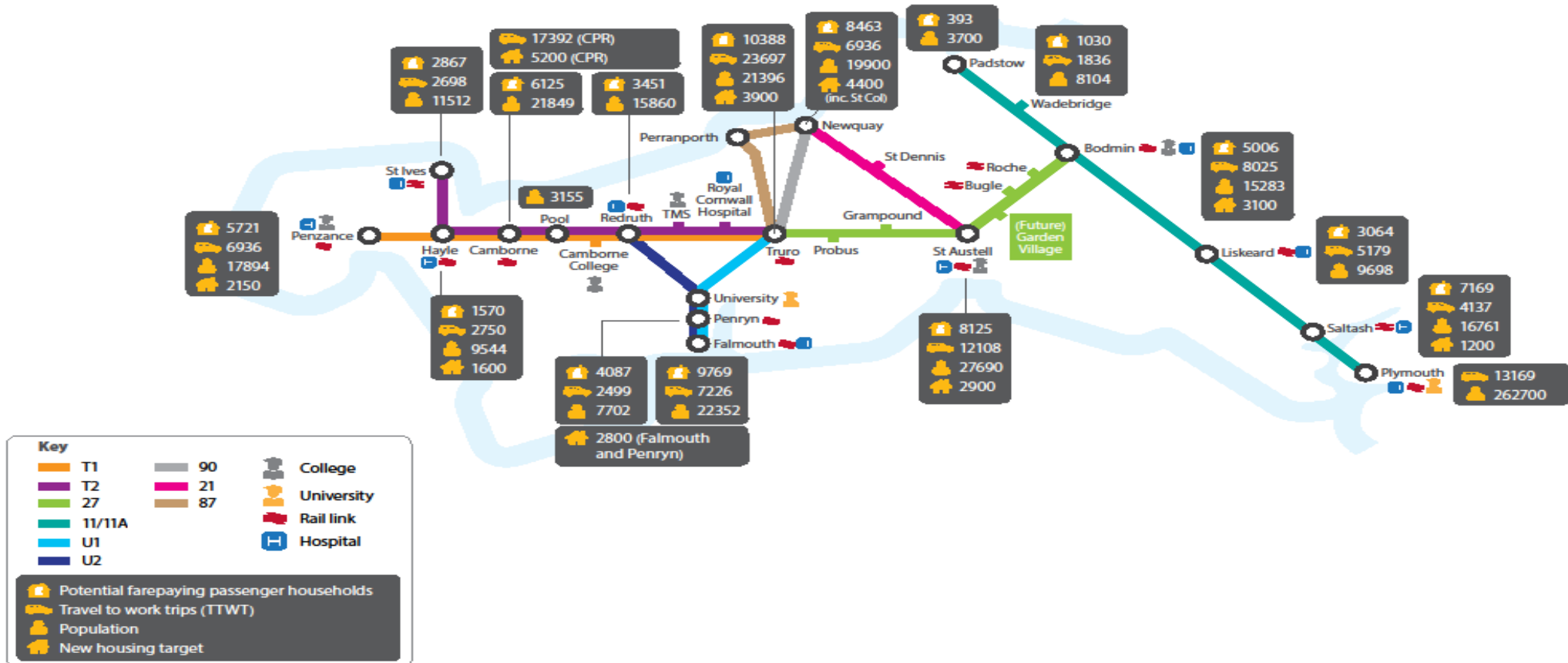
## In future phases:

- P+R
- Ferries
- Micro-mobility modes



 **Transport  
for Cornwall**  
Karyans rag Kernow

# Cornwall showcase corridors



# Cornwall lessons for Lake District

- High quality interchanges and bus stations, some next to rail stations
- Services linked to key leisure attractors (Eden project, Lost Gardens of Heligan)
- Multi-operator ticketing offer (tap on, tap off)
- Clockface timetables

Above all, a clear long term strategy to attract public and private investment



# Future mobility for counties: directions of travel

- Visitor travel: decarbonising tourism and visitor travel is difficult, but there are some initiatives; Snowdonia has pre-booked parking, park and ride “Sherpa” shuttle buses and traffic restrictions for those without parking. This is now being refined with better local and longer distances buses <https://www.liverpoolecho.co.uk/news/uk-world-news/rules-visiting-north-wales-snowdonia-20695902>
- Peak District: Hope Valley Climate Action have developed a blueprint for decarbonising rural travel, which now has Government funding: <https://hopevalleyclimateaction.org.uk/travel-and-transport/travelling-light/>
- Loch Lomond is developing a sustainable and active travel plan and has developed planning guidance and journey apps to support this <https://www.lochlomond-trossachs.org/park-authority/publications/visitor-management-plans/>



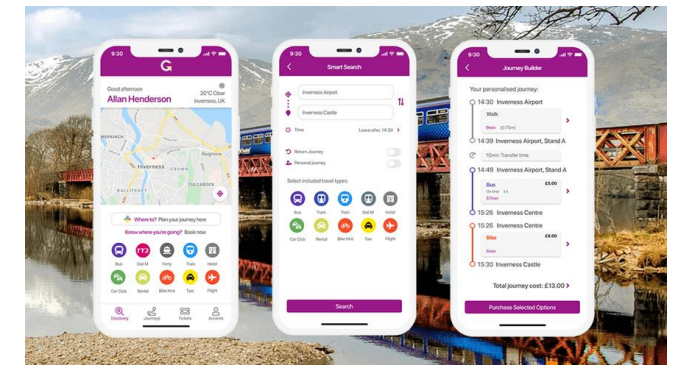
# Future mobility for counties: directions of travel

- Lift sharing 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 all provide options for rural communities, see <https://como.org.uk>; Enterprise is setting up car clubs in Cumbria, see e.g. <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/penrith.html>
- Rural hubs can bring different transport modes together, maybe with local services and workspaces for remote working, <https://como.org.uk/shared-mobility/mobility-hubs>; <https://www.midlandsconnect.uk/media/1839/the-future-of-rural-mobility-report-final.pdf>



# Bringing it all together

- Delivery hubs with cargo bikes for first/last mile
- Total transport- integrating other transport services (health, social services etc)
- Joint ticketing and information – “mobility as a service, even in the Highlands - <https://gohi.app/>
- Bringing people with you: there are various methods for involving people in decisions on transport - <https://www.podaris.com/>; <https://www.commonplace.is/>; <https://www.mobilitylab.org.uk/#/>



# Scenarios for the future

## 1: Do nothing/ business as usual:

- Gradually worsening traffic choking Lake District roads and towns
- Limited access to jobs for those without cars, and continued social exclusion for some people and communities
- High carbon emissions

## 2: Following current best practice:

- Better public transport, fixed and on-demand
- E-bike hire schemes for residents and visitors
- Travel plans for businesses and visitors
- Visitor management plans – charges for honeypots with the revenue going into better buses
- Rural hubs with car clubs, workspaces, delivery points etc

## 3: Leadership: an overarching strategy and vision to attract public and private funding and work with partners

- Integrated bus and rail services with integrated ticketing
- a “Lake District card” covering travel, visitor attractions and accommodation
- Car-free areas with e-bike hire, on-demand transport (free/cheap) and high quality active travel routes

# Conclusions

- There is a consensus that reducing mileage will be critical to meeting decarbonisation targets.
- It is possible to cut vehicle mileage and give people living in and visiting places like the Lake District good alternatives to private car use. Universal SUVs are not the only option!
- There are many examples the Lake District could look to, but it needs to decide which direction it wants to go in.
- Some of this does need Government support and more/ longer term funding would make things much easier, but some of this is about joining up and making better use of what exists, and enlisting travel generators such as employers and tourist attractions to join in
- A clear vision and strategy, with a delivery plan, will help!



# Thank You

Twitter: @stephenjoseph7

Email: [smartmobility@herts.ac.uk](mailto:smartmobility@herts.ac.uk)