

What appetites do people have for how they travel around the Lake District?

How might visitors and residents get around the Lake District in the future?

Most people might not have a detailed view of how transport will work, but do have views on the direction of change.

Aim of study

To understand the appetites of people for change: do people want change, and if so, in what sort of directions?

There are mixed views on the current transport system:

TRAFFIC IS SEEN AS THE MAIN PROBLEM



Especially congestion in busy visitor seasons

PARKING IS SEEN AS A PROBLEM, BUT SPLITS OPINION



It needs better coordinating (to provide a better service) OR is part of the congestion problem; especially poor parking

PUBLIC TRANSPORT



Public transport is perceived as needing improvements and must be reliable, affordable and go to more places at more times including early and late

NEGATIVE PERCEPTIONS

The Lake District is difficult to get to



Public transport is poor and expensive

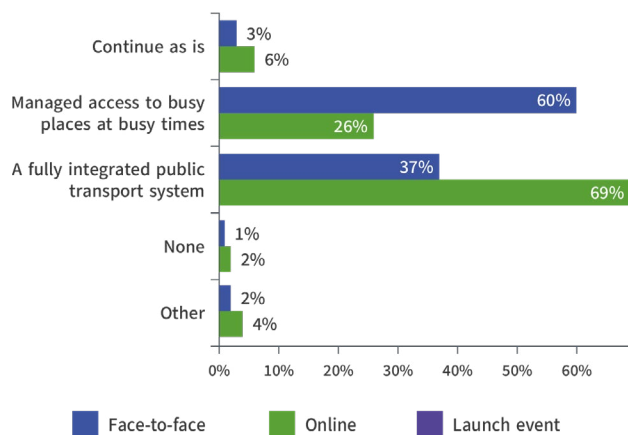
PEOPLE WANT CHANGE: "BUSINESS AS USUAL" IS NOT AN OPTION

Only 1-3% of visitors and 3-6% of residents have an appetite for things to continue as they are

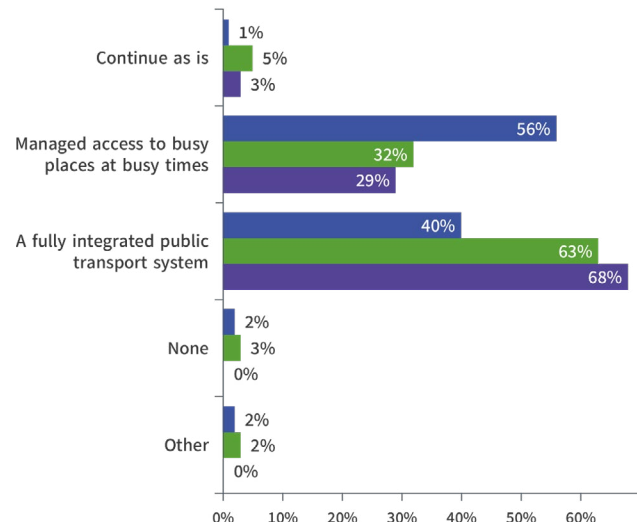
What sort of change do people want?

The two questions tested views of possible futures:

Which, if any, of these do you prefer?



Which, if any, of these do you think should be prioritised?



A notable compatibility between views expressed by visitor and resident:



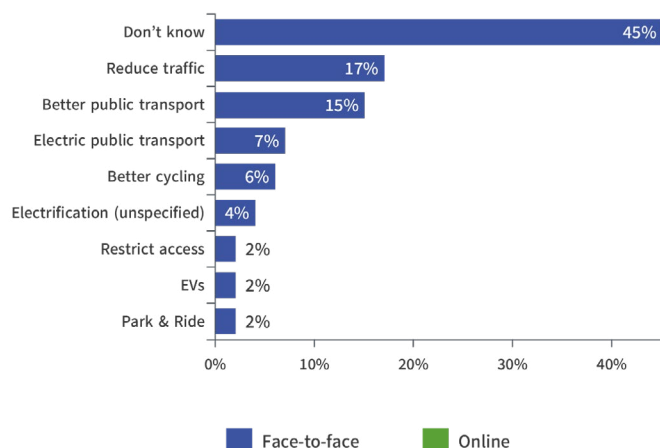
visitors prefer seasonal managed visitor access to busy locations



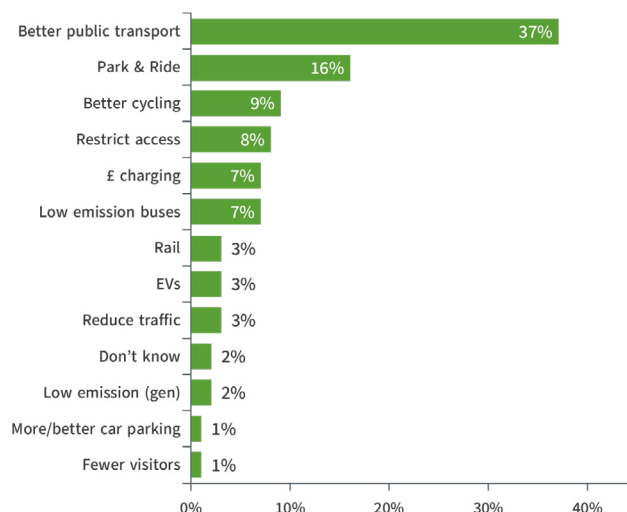
residents prefer comprehensive, integrated public transport

What sort of solutions?

Visitors and residents had different views on solutions; residents had clearer ideas for solutions while visitors were often less certain as indicated in the two charts.



These are related: for instance, behind the summaries, better public transport and opportunities for safe walking and cycling are suggested as ways to reducing traffic; some suggest that visitor traffic restrictions – especially at peak times – is a good idea.



Whilst the specific priorities are different, the nature of change is similar.

People want:

- ✓ less traffic
- ✓ better public transport
- ✓ better walking and cycling
- ✓ cleaner vehicles

✗ There was no meaningful appetite across the respondent types and methods for enhancing car-based transport

Implications:

This study is unique in that it has revealed degree and nature of appetites for change about how people access and travel around the Lake District.

The findings usefully inform:

- Lake District National Park Management Plan, and associated plans of the LDNPP partners
- Transport policy – such as the next generation of Local Transport Plan and Bus Service Improvement plans
- Tourism strategy – such as Cumbria's Destination Management Plan
- Partnership working at national park and valley scales to develop and deliver access management that aligns with the appetites set out here

Perhaps most importantly, its main messages should provide confidence that more progressive and transformative approaches to access and transport align with majority public views.

Whilst focussed on the Lake District, these findings add to the broader body of evidence for public appetites for change to how access and transport are managed.



Further information

The full report, setting out more detail of contexts, methods and results, along with links to the launch and final events, are available via www.cumbriaaction.org.uk/what-we-do/transport.

If you would like to find out more or ask any questions, please email: lorrynnesmyth@cumbriaaction.org.uk.

Who did this research

The study was led by Action with Communities in Cumbria and was made possible with support from the Lake District National Park Authority, Friends of the Lake District and the Esmee Fairbairn Foundation.

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