

Westmorland and Furness Tourism Summit – sustainable transport, joining the dots

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**Lake District
National Park**

Agenda:

Inspire and give a greater understanding, leading to action & provoke debate.

- Why?
- Behaviour change
- Opportunities:
 - walking,
 - cycling,
 - bus,
 - rail,
 - reducing need to travel
- Case studies in Westmorland and Furness
 - Keswick to Threlkeld Trail
 - Ullswater Way
 - £2 bus fare



Why?

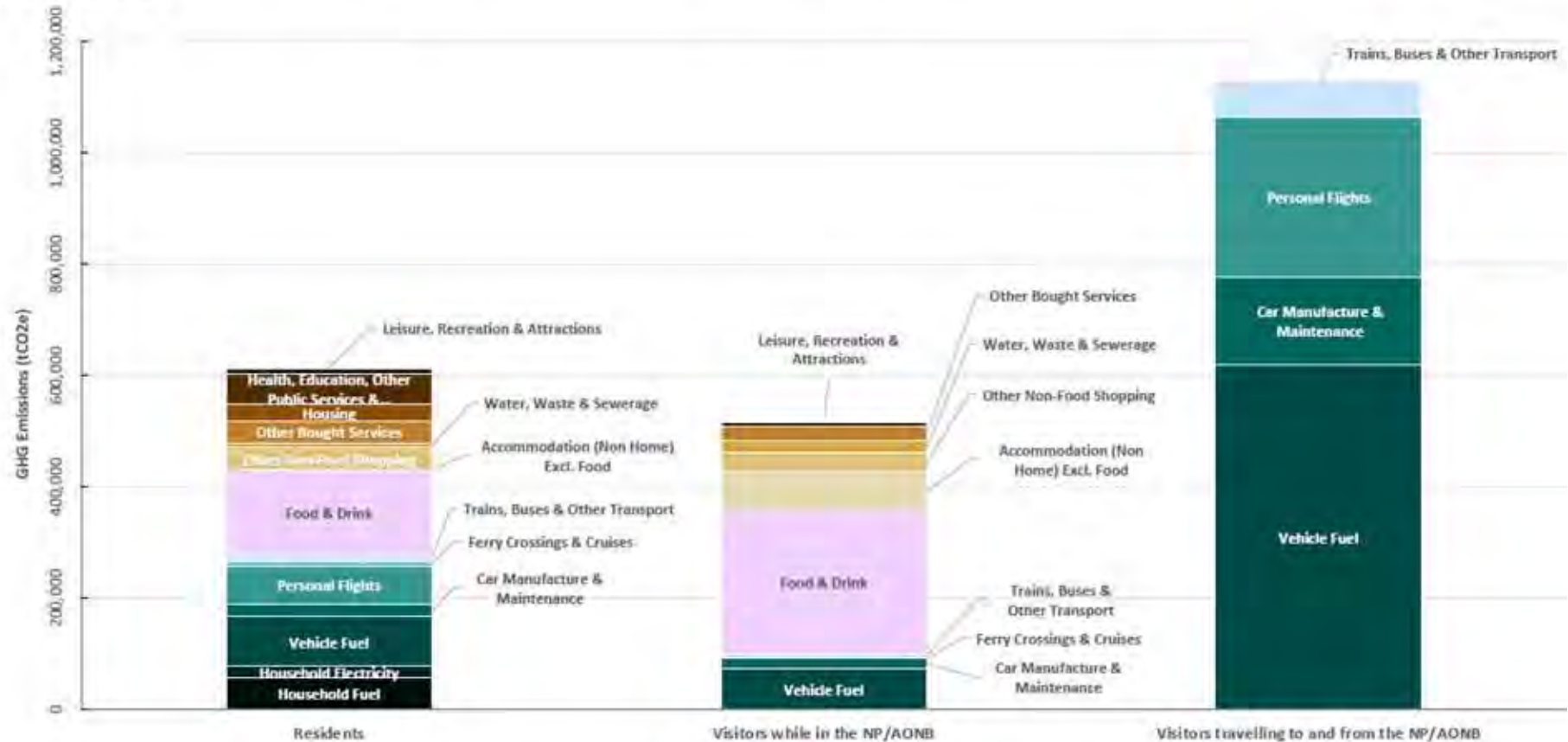
- Improve quality of life and visitor experience
- Reduce traffic and parking pressures
- Health and wellbeing
- Inclusivity
- Economic benefits
- Climate emergency
- Changing behaviour



Residents
613,687 tCO₂e/year

Visitors while in the area
517,202 tCO₂e/year

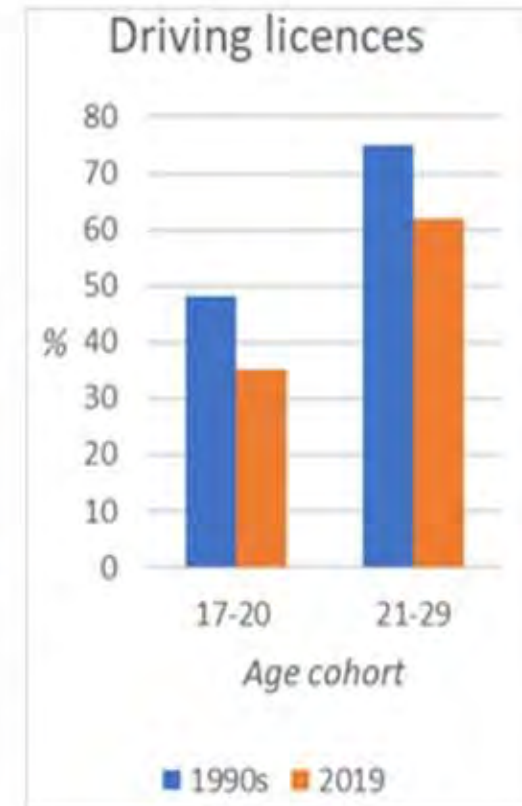
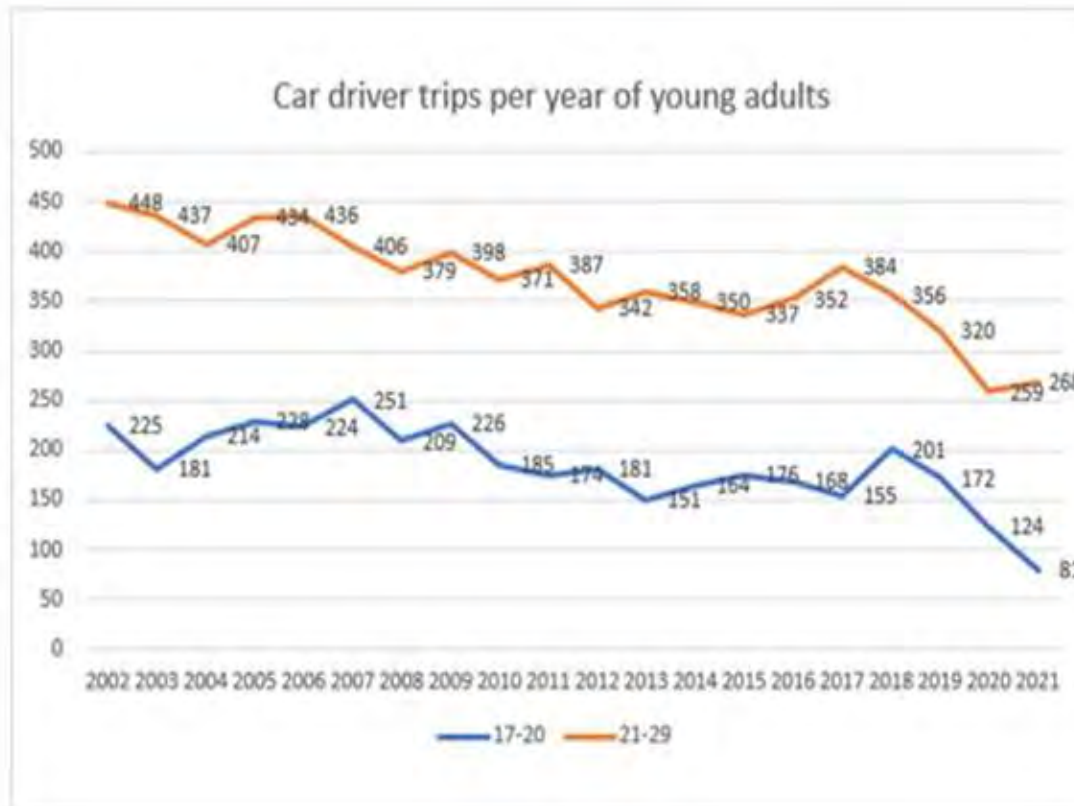
Visitors travelling to & from the area
1,130,135 tCO₂e/year



➤ Consumption-based GHG emissions for Residents and Visitors. See Appendix for sector definitions and data sources

Changing behaviour, the national picture

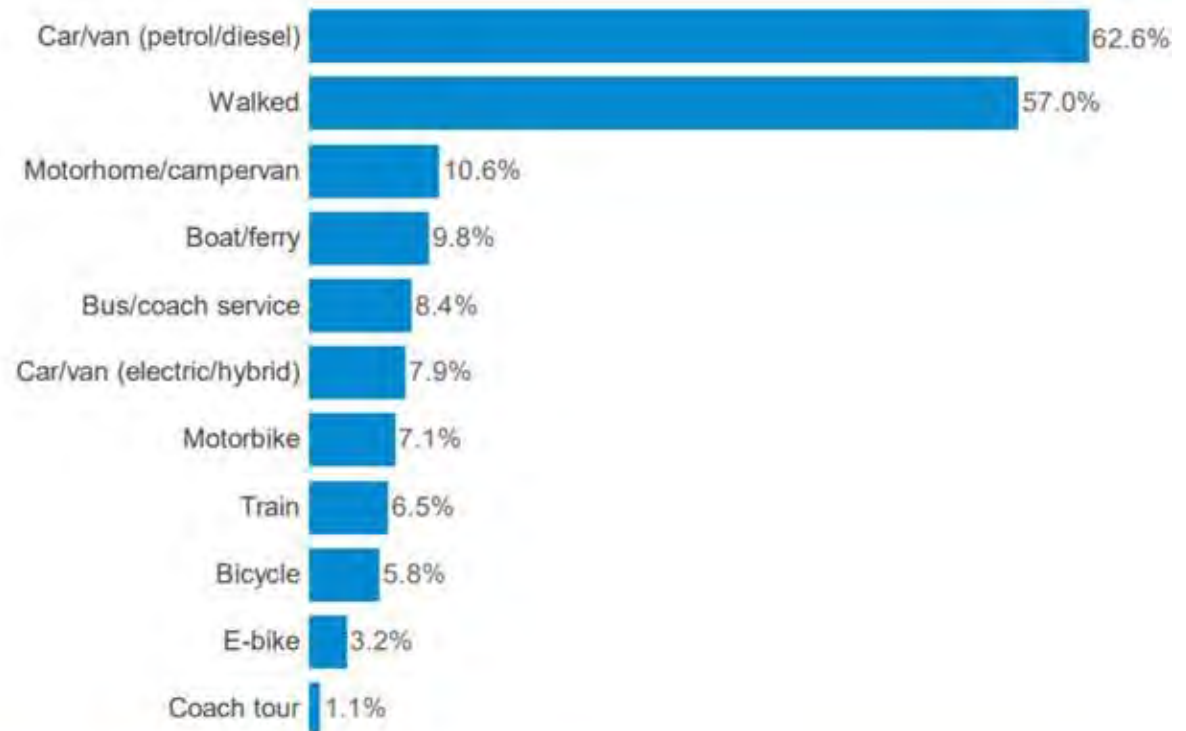
Making visitor economies future-ready



How do people travel now?

91% currently arrive by private vehicle, 6.9% by train

Once here more likely to also walk, boat, bike



Opportunities

- Walking -Rights of way network
 - Open access, trails and parks
 - Cycling
 - Cycle routes on and off road
 - National Cycle Network
 - Dedicated cycle paths
 - Buses
 - Rail – best way to get here!
 - Can offer great experiences
-
- Reducing need to travel
 - What is available from door?



New multi-user trails



>£10mIn external investment
2016-2023

K2T Trail

- 265,000 users per annum
- £15mIn benefit to the local economy



West Windermere Way

- Opened 2023
- Already popular

Other projects including
Orrest Head Path, Eamont
Way, Eskdale TRail

£2 Bus fare

- Government initiative
- Making transport more affordable for everyone
- Opportunities for promotion



Lake District @lakedistrictnpa - Sep 22
To celebrate #WorldCarFreeDay we are sharing some of our favourite walks from bus stops across the Lake District.

And with the £2 bus fare cap in place until 31 October, it's a great time to take a scenic bus ride.

Discover the walks here ow.ly/AKXSDPNIA11

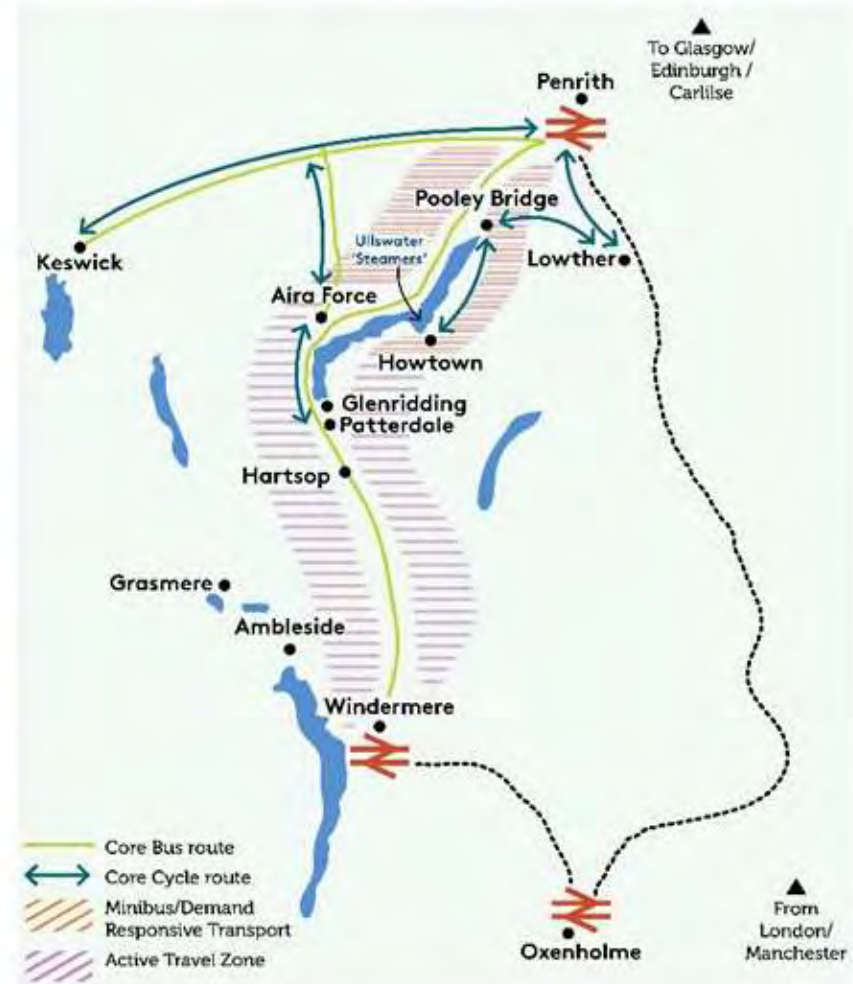


Ullswater Way

- Opened in 2016
- 70,000 people per annum
Sandwick, 20,000 Maiden
Castle
- Links with Steamers and
buses
- Lowther and Dalemian Loops
- Eamont Way
- FOUW Art and heritage
- Charity challenge events e.g.
Macmillan Mighty Hike
- Ongoing maintenance and
improvements e.g. Dunmallard



Ullswater Intergated Transport Strategy



The future

- What is good could be amazing!
- Willingness for change
- How do we benefit resident, businesses and visitors?



THANK YOU

Let's discuss...
