CORRIDOR TRAVEL PLAN

Carlisle to Hadrian’s Wall

2015/2016
Carlisle to Hadrian’s Wall Corridor Travel Plan

Executive Summary

In July 2014 £1 million of revenue funding was secured for 2015/16 from the Local Sustainable Transport Fund (LSTF) through a partnership bid between the County Council and the Lake District National Park Authority.

See More Cumbria and the Lake District (See More) is a programme of work which will maximise the economic benefit of travel in the county by focussing on the quality of visitor travel to Cumbria’s international destinations.

The programme focuses on four key visitor corridors and sets out recommendations for sustainable visitor transport improvements and marketing through Corridor Travel Plans (CTPs). This plan concerns the Carlisle to Hadrian’s Wall corridor, but plans have also been developed for the Penrith to Ullswater, Keswick to Borrowdale and Oxenholme to Grasmere corridors.

The plan was developed by auditing existing provision, analysing current travel patterns and consulting with stakeholders representing transport and tourism businesses, local authorities and communities. A stakeholder group has been set up and meets regularly to develop and implement the Plan.

Barriers to sustainable travel and measures to improve visitor travel were identified. A priority package of measures to be actioned within the one year See More programme was created including:

- A Hadrian’s Wall Coach Tour
- Introduction and marketing of Pay as You Drive car hire at Carlisle Station
- Funding towards a ‘Grip 3 ‘ Study to assess the feasibility of reopening Gilsland Railway Station
- Marketing and promotion of cycling, walking, bus and rail opportunities to and within the Hadrian’s Wall Corridor

A 10 year vision for the corridor has been developed, with the aspiration to implement improvement measures that will make sustainable travel by visitors ‘the norm’. This would also encourage visitors to stay longer and spend more money, bringing benefits to the Cumbrian economy and local businesses.
1. Introduction

1.1 See More Cumbria and the Lake District

In July 2014 £1 million of revenue funding was secured for 2015/16 from the Local Sustainable Transport Fund (LSTF) through a partnership bid between Cumbria County Council and the Lake District National Park Authority.

See More Cumbria and the Lake District (See More) is a programme of work which will maximise the economic benefit of travel in the county by focussing on the quality of visitor travel to Cumbria’s international destinations, particularly the Lake District.

The objectives of See More include:

- Transform the quality of transfer and travel from gateways into Cumbria, in particular the Lake District, and on to the prime visitor destinations;
- Change the image of sustainable travel, making a further shift to low carbon travel;
- becoming a default choice; and
- Optimise the economic benefits from people’s travel choices; in focusing on international visitor demands as the main generator of economic benefit, it will produce viable transport services for domestic visitors and residents.

See More will focus on key gateways for visitors arriving in Cumbria, in particular the Lake District, and the associated corridors and hubs that serve the major visitor destinations within the county (See Figure 1).

The See More Corridor Travel Planning (CTP) programme will focus on these four corridors:

- Carlisle > Hadrian’s Wall
- Penrith > Ullswater valley
- Keswick > Borrowdale valley
- Oxenholme > Grasmere

The programme comprises:

- Development of key visitor gateways and associated corridors that will improve access to the main destinations;
- Design and implementation of world class quality visitor focused transport services;
- Encouraging cycling through resigning, rebranding and marketing of the Cumbria Cycleway and delivery of a Skyride Local Programme;
- Provision of low emission and electrical vehicles;
- Information, marketing and promotion; making sense of complex geography and nudging visitors to use sustainable transport.

There are 5 delivery projects which relate to the themes of the See More programme, with a project lead to deliver each project. The 5 projects are:

1. Corridor Travel Planning
2. Visitor Services
3. Pay As You Drive Low Emission and Electrical Vehicles
4. Cycling
5. Marketing and Information
Figure 1: Approaches, gateways and corridors used by visitors to access the county's key attractions and experience the Lake District's landscapes.
1.2 Corridor Travel Planning

The corridor travel planning process aims to identify the measures that will need developing or improving in order to improve the situation for visitors and provide them with sustainable transport services they want to use to explore the destinations.

Some of the measures identified will be implemented through the See More revenue funding. The funding is only for one year, and will therefore be a building block towards where we want to be in a number of years’ time. Revenue funding can be spent on measures such as new or improved transport services, promotion and marketing, information provision such as leaflets, cycle rides, and measures that do not require new infrastructure on the ground, these would generally require capital funding.

As part of the process we are also identifying aspirational capital measures that would make a real difference in terms of visitor travel to key attractions in the County. Although these capital measures cannot be funded through See More, feasibility studies will be developed for a number of key schemes, to be implemented in the future when appropriate funding can be secured.
2. **How this Corridor Travel Plan was developed**

### 2.1 Phases

There were five phases to the Corridor Travel Plan development:
1. Corridor definition and audit of existing services and infrastructure
2. Engagement with public transport service operators
3. Wider stakeholder engagement
4. Issues and barriers identified
5. Improvement measures identified

### 2.2 Audit

To inform the development of this Plan, an audit of existing services, facilities, information, and infrastructure was undertaken for each of the four corridors. Described in more detail in section 3, these included:

- Passenger transport services (including rail, bus and water services)
- Cycling and walking (including route networks, cycle hire opportunities, cycle parking infrastructure)
- Car (including parking, any existing Pay As You Drive electric or low emission vehicle hire)
- Transport Interchanges
- Transport Information

### 2.3 Stakeholder Engagement

#### 2.3.1 Public Transport service operator engagement

In order to kick start service developments that will provide high quality travel options suitable for international visitors, public transport operators were engaged in early 2015. Expressions of interest were requested for proposals that would improve the sustainable travel experience in each corridor that could be supported through See More grant aid. This would act as start-up subsidy, with the aim of the routes becoming self-sustaining in 2016 and beyond, to offer enhanced travel opportunities without the need of the car. The proposals for the Carlisle-Hadrian’s Wall corridor are included in Section 8.

#### 2.3.2 Wider stakeholder engagement

A review of existing stakeholder networks identified the key stakeholders in the corridor. These included local businesses, local authorities, transport operators, and community groups in order to ensure as broad a buy-in to See More objectives as possible, to optimise private sector delivery and to share responsibility for delivery.

Stakeholders were also invited to a TravelEdge conference on the 11\(^{th}\) March 2015 at Penrith where the aims and objectives of See More would be outlined and where both barriers and improvement measures could be discussed in more detail. Stakeholders were asked to put any issues and potential improvement schemes into the four main areas of work for See More which are:

- Public transport services
- Pay As You Drive/ Low Emission Vehicles
- Cycling and Walking
- Promotion/ Marketing
Stakeholders were individually surveyed and asked to identify current issues and problems in terms of sustainable transport and what possible improvement measures might be needed to resolve these issues. These measures are for both See More revenue funding and for potential infrastructure/ capital schemes to be funded by other sources. The Stakeholder Survey Form is included in Appendix B.

We also asked stakeholders whether they would be willing to participate in a Corridor Travel Planning Group (CTPG). This would not only serve as a means of project communication but also allow stakeholders to help shape the development and delivery of the Corridor Travel Plan. It is envisaged that the CTPG will meet every two months. The Terms of Reference and Membership of the group is detailed in Appendix D.

2.4 Issues and barriers

In order to identify potential improvement measures, the current issues and barriers to sustainable transport movement have been identified in each corridor. This process has been informed by the audit of existing services, facilities, infrastructure and information; our understanding of current travel patterns and movements; and through engagement with local stakeholders, including through survey forms and discussions at the Traveledge event. The issues and barriers to sustainable travel are detailed in section 6.

2.5 Improvement measures

Following the identification on issues and barriers to sustainable transport, the next task is to identify potential improvements measures that might make a difference in terms of visitor travel, particularly for international visitor travel along each corridor. The potential improvements will be grouped under the See More programme themes – Visitor Services, Pay As You Drive vehicles, Cycling, and Marketing and Information. Infrastructure measures that would need to be funded through other capital funding streams will also be identified. Potential improvement measures are detailed in section 7.

2.6 What this Plan will deliver

The processes outlined above will provide short term measures that will be funded by, and implemented during, the See More Programme. Just as importantly, it will also identify the longer term aspirations and infrastructure required to truly transform how visitors travel to and around Cumbria. Hadrian’s Wall is a World Heritage Site with international significance. We need to ensure that visitors have the best experience on offer and that includes how they move to and along the Wall.

As well as providing a platform and kickstart for commercial sustainable transport services in 2015-16, the See More Programme and the corridor travel plans will look to the future to offer attractive means of travelling between different attractions and destinations. They will develop the concept of making the journey itself an attraction in its own right and create a network of options to move visitors around each corridor. We have seen this begin to happen through the Go Lakes Travel programme — integrated, high quality cycle routes, a network of jetties for lake services to make frequent stops at, buses and boats that carry bikes, improved railway station facilities, electric cars for hire by the hour, and charging points to keep them on the move and these need to be applied and finessed in other areas of Cumbria and the Lake District.
2.7 Future Vision for the Corridor

The See More funding will only develop new measures over one year funding. It is recognised that further improvements will be required over a longer time period to become an exemplar of sustainable transport in action. This Carlisle- Hadrian’s Wall corridor travel plan will develop site specific actions to deliver these changes. They will not be complete during the timespan of the See More Programme but will provide a strategic direction for the years ahead. These are detailed in Chapter 9.
3. The Corridor

3.1 Corridor Overview

The Carlisle to Hadrian’s Wall corridor begins in Carlisle and runs eastwards towards Gilsland on the Cumbria/ Northumberland boundary. Carlisle to the north Lakes – although an original bid idea, it is considered that it would be difficult to influence behaviour change through this 1 year programme from Carlisle directly into the Lakes. Visitors travelling by train or bus from Carlisle into the Lakes are most likely required to travel south to Penrith or Oxenholme; and it is considered that visitors (particularly international visitors) exploring the area by car are unlikely to then leave the car in Carlisle and transfer to other modes to head in to the Lake District. Therefore measures will be aimed at supporting the Ullswater, Borrowdale and Windermere corridor travel plans, and links to them, for passengers arriving in Carlisle.

Figure 2: The Corridor Plan

3.2 Main approaches to the corridor

If arriving by train, the main approaches are via the West Coast mainline, Carlisle/Settle line, Carlisle/Newcastle line, and the Cumbria Coast line. Trains along each line stop at Carlisle Railway Station, which is the major station in the corridor. Visitors to Hadrian’s Wall can travel along the Carlisle to Newcastle line, with relevant stops including Brampton and Haltwhistle. By road, the major approaches to the corridor are the M6 motorway from the south and north, the A69 from the east, and the A595 and A596 from the west. The main walking approach to the corridor is via the Hadrian’s Wall National Trail which runs the length of Hadrian’s Wall. The main cycling route is via Hadrian’s Cycleway, National Cycle Route 72.
3.3 Primary and Secondary Corridors

3.3.1 Primary corridor
This is the main route from the gateway through the entire corridor. For the purposes of the Travel Plan, the primary corridor covers the key gateway of Carlisle, and the main transport interchanges at the railway station and bus station, the A69 and minor roads to Brampton, Lanercost Priory, Birdoswald Roman Fort, and Hadrian’s Wall itself. The corridor also includes Hadrian’s Wall National Trail and Hadrian’s Cycleway. And via rail the Carlisle to Newcastle railway line, with a stop at Brampton, and further afield at Haltwhistle, where bus links serve Hadrian’s Wall and associated features in Northumberland.

3.3.2 Secondary corridor
These are explorer corridors not necessarily from the main gateway where other forms of public transport and walking and cycling interventions will encourage onward sustainable travel. Carlisle to Bowness on Solway is a minor secondary corridor - Heading west out of Carlisle, the 93 Stagecoach bus service serves Bowness and the western end of Hadrian’s Wall. It is unlikely that measures will be aimed west of Carlisle however due to the lack of key international visitor attractions and destinations.

3.4 Main towns, villages and hubs along the corridor
- Carlisle
- Carlisle railway station
- Carlisle bus station
- Brampton
- Brampton railway station
- Gilsland

3.5 Key attractions:
- Hadrian’s Wall
- Tullie House
- Talkin Tarn
- Carlisle Cathedral
- Carlisle Castle
- Birdoswald Roman Fort
- Lanercost Priory
- Lanercost Tea Rooms and Hadrian’s Wall Gateway Visitor Information Centre
4. **Audit of existing services, facilities, infrastructure and information**

In order to determine potential improvements in each corridor, an audit of what is currently in place was undertaken. Site visits and audits of existing transport services, facilities, infrastructure and information relating to different transport modes in each corridor was undertaken in March and April 2015.

4.1 **Bus, Rail and Water Transport**

In terms of passenger transport services, an audit of existing bus services, tours, rail services and water transport was carried out by Cumbria County Council Transport Officers. This included routes and frequencies, in summer and winter and by operator.

**Table 1: The current services in the Carlisle-Hadrian’s Wall corridor**

<table>
<thead>
<tr>
<th>Route</th>
<th>Summer Frequency</th>
<th>Winter Frequency</th>
<th>Operator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train, Carlisle to Newcastle via Brampton and Haltwhistle</td>
<td>Approximately hourly 7 days a week</td>
<td>Approximately hourly 7 days a week</td>
<td>Northern Trains</td>
</tr>
<tr>
<td>685 Bus, Carlisle to Newcastle via Brampton and Haltwhistle</td>
<td>Approximately hourly Monday to Saturday, less frequent on Sundays</td>
<td>Approximately hourly Monday to Saturday, less frequent on Sundays</td>
<td>Arriva and Stagecoach</td>
</tr>
<tr>
<td>185 Bus, Carlisle – Brampton – Gilsland – Haltwhistle</td>
<td>3 buses a day</td>
<td>3 buses a day</td>
<td>Arriva and Telford</td>
</tr>
<tr>
<td>Hadrian’s Wall Bus AD122 <em>(serving Hadrian’s Wall but not running along the corridor in Cumbria)</em></td>
<td>Approximately hourly between Hexham and Walltown, May to Sept</td>
<td>No winter service</td>
<td>Go Northeast</td>
</tr>
<tr>
<td><strong>Tours</strong></td>
<td>As and when demanded, various companies offer tours, notably Open Book Guiding and Hadrian’s Wall Safaris.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
There is a good rail service on the Hadrian’s Wall Country line, but the closest Cumbrian station to the Wall is Brampton which is approximately 1 mile southeast of Brampton, and an approximate 4 mile walk to Hadrian’s Wall. A seasonal bus service or an approximate 3 mile walk/cycle ride is required from Haltwhistle to reach Hadrian’s Wall.

The Cumbrian end of Hadrian’s Wall is poorly served by public buses at present. The Hadrian’s Wall Bus AD122 ran from Carlisle, taking in Lanercost and Birdoswald between 1994 and 2013. Since Cumbria County Council withdrew funding for bus services due to budget cuts, and with the demise of Hadrian’s Wall Heritage, the service has only operated in the Northumberland part of Hadrian’s Wall, with funding from Northumberland County Council. Although a reinstatement of the Cumbrian link of the AD122 would be popular, it is unlikely to reach commercial viability after one year.

If travelling from Carlisle to the Wall however, it is possible to connect with the Northumberland AD122 service at Haltwhistle and Hexham using the Northern Rail train service. And there are bus services from Carlisle serving Brampton and Gilsland.

In terms of ticketing, there is a combined bus/rail Hadrian’s Wall Rover ticket and Hadrian’s Wall Country Ranger rail ticket. Awareness could be raised for the options for reaching Hadrian’s Wall by bus and rail from Carlisle. Tours currently available and any new ones started up will need extensive marketing, particularly to international visitors.

Bus infrastructure has also been considered. Bus stops are marked along the corridor, with good quality flags to make visitors aware of the stops. Timetable information is also present, but there is a lack of information regarding the type of tickets and costs for visitors who may be unaware of what is available. Within Brampton there is a westbound bus shelter present at Market Place, but no eastbound shelter for passengers travelling towards points on the wall. Shelters are also limited in rural areas.
In terms of water transport, there is none in the corridor. However, there is boat hire at Talkin Tarn to the south of Brampton.

4.2 Transport Interchanges

Carlisle Railway Station is the primary transport interchange for this corridor, and is a major station on the West Coast Main Line. It is also the northern terminus of the Carlisle-Settle Line, which is a continuation of the Midland Main Line from Leeds, Sheffield and ultimately London St Pancras.

Long distance services are operated by Virgin Trains, between London/Birmingham and Edinburgh/Glasgow. Trans Pennine services run between Manchester Airport and Edinburgh/Glasgow. Northern Rail operate local stopping services between Carlisle and Newcastle via the Tyne Valley Line, services to Barrow in Furness via the Cumbrian Coast Line, and to Leeds via the Carlisle-Settle Line.

Parking at the station is available 24 hours a day. The station car park has 163 parking spaces, with 10 accessible spaces available. Daily parking rates are £10, or £4 off peak. Monthly (£105) and annual (£995) tickets are also available.

Cycle storage is available at the station, and directions to Hadrian’s Cycleway are signed from the station forecourt.

Bus stops located on English Street and The Crescent, both adjacent to the railway station, all serve the Carlisle city bus services. Longer distance bus services mostly run from Carlisle Bus Station, a short walk away on Lonsdale Street. The Stagecoach and Arriva bus services that run between Carlisle and Newcastle via Brampton and Haltwhistle leave from the bus station, and many National Express coach services call here also. The bus station is located in reasonable proximity to Tullie House, Hadrian’s Trail and Hadrian’s Cycleway. Bus shelters are present at the bus station and at all the nearby city centre bus stops.
Brampton Railway Station is located on the Tyne Valley line between Carlisle and Newcastle, approximately 1 mile southeast of Brampton. The station’s role as an interchange is limited. The station is not served by buses and has limited car parking spaces. The station has covered waiting areas, and is unstaffed. There is a Tourist Information board at the entrance to the station, and also an information sign provided by the Tyne Valley Community Rail Partnership. These includes onward journey information including telephone numbers for taxi companies, and local information including attractions, accommodation, places to eat and drink and other facilities in the area.

Although Gilsland Railway Station closed in 1967, there is a campaign for the station to be reopened due to the increasing demand for rail travel along the Tyne Valley and the increased popularity of the area for visitors on foot and bicycle since the Hadrian’s Wall long distance path opened in 2003. The station would allow convenient rail access to the Hadrian’s Wall World Heritage site.

The consultants JMP produced a report on behalf of the Tyne Valley Rail Users’ Group which assessed the potential for the reopening of the station. The report concluded that there is an economic case if spending by additional visitors to the area is taken in to account. Despite Gilsland’s location on the county border, the station site is within Northumberland, therefore Northumberland County Council are looking at ways of funding the next stage of the process. Both Cumbria County Council and Cumbria Tourism are supportive of this. Regarding potential funding for the next stage, members of the See More programme team met with Northumberland County Council and Northumberland National Park Authority at the end of April to discuss a funding bid to be made to Visit England for sustainable transport along the Hadrian’s Wall corridor. Gilsland Station was discussed and it was agreed that funding towards the GRIP study would be included in the bid. Should they be successful with their funding bid, NCC hope to receive a conditional offer letter in June 2015.

Between Brampton and Gilsland, adjacent to Lanercost Priory and Lanercost Tea Room, the large private car park (for patrons of Lanercost and Hadrian’s Wall Gateway Visitor Information Centre) could act as a potential transport interchange with the installation of cycle parking facilities and electric vehicle charge points.

### 4.3 Cycling and Walking

The Hadrian’s Cycleway (National Cycle Network 72) runs the length of the corridor. It connects Bowness on Solway, Carlisle, Brampton and Gilsland, and runs past Birdoswald and in close vicinity to Lanercost. The Cycleway uses a mixture of off and on roads sections. There are a number of other published cycle routes in the area.

Bike hire facilities along the corridor include Pedalpushers near Brampton and through Carlisle Leisure at Bitts Park in Carlisle. Bicycle storage areas are also available at Birdoswald (in the form of bike boxes) and Gilsland (Sheffield stands). The Birdoswald cycle parking is signposted from the main road that passes by. There is a lack of quality cycling parking facilities along the corridor at places such as Tullie House, Carlisle Bus Station, Brampton town centre and at Lanercost.
In terms of walking, the Hadrian’s Wall National Trail is an unbroken 84 mile, signposted footpath that runs from coast to coast following the Wall. The Trail runs alongside the remains of the Wall and runs near to Lanercost, passes Birdoswald Roman Fort, and then on to Gilsland. There are approximately 12,000 end to end users of the Trail annually. There are companies that offer baggage carriage services for walkers of the Trail, such as Sherpa Travel.

At key locations such as Brampton town centre, Lanercost and Birdoswald there is fingerpost signage directing visitors to key locations. The Hadrian’s Wall National Trail and the Hadrian’s Cycleway National Cycle Network 72 are also clearly signposted.

Fingerpost directional signage in Brampton and at Lanercost

4.4 Motor Vehicle and Parking

There are parking options available at all the key visitor attractions in the corridor. Birdoswald Roman Fort, Lanercost Priory and Lanercost Tea Room, and Talkin Tarn all have large car parks.

Birdoswald car park is pay and display, run by English Heritage with a £3 charge for visitors. However, full refunds of the parking charge are given against the admission charge to Birdoswald Roman Fort. There is a coach drop off point and also disabled parking near to the entrance of the Fort.

The Lanercost car park is free, although to park for more than 2 hours visitors must obtain a permit from Lanercost and display this clearly.

There are a number of public car parks within Carlisle city centre and also on-street parking available for short stay parking. Most of the parking is on-street in Brampton with disc zones in place, although there is an off-street car park located between Front Street and Gelt Road.

There is a car park at Gilsland adjoining Hadrian’s Wall, and a short walk away from the Poltross Burn Milecastle, with cycle parking also available within the car park.

There are electric vehicle charge points located along Hadrian’s Wall, including at a number of accommodation providers such as Bush Nook guest house at Upper Denton near Gilsland. Solway Renewable Energy based in Bowness on Solway installed the charge points at 30 points along the length of Hadrian’s Wall with the help of government funding, with the aim of attracting more visitors to the region.
Electric vehicle charge points can be found in Carlisle at locations such as Asda at St Nicholas Gate retail park, Orton Grange, Lloyd BMW, Benfield Motors, and the Crown Hotel at Wetheral. However, many require membership or contact prior to arrival.

4.5 Marketing and Information

There are a number of leaflets marketing local attractions and sustainable transport options available in the corridor. These are available from Tourist Information Centres in Carlisle and Brampton, Carlisle Railway Station, and also from within the Hadrian’s Wall Gateway Visitor Information Centre at Lanercost.

The Hadrian’s Wall Country map leaflet contains information on all the major Roman sites, forts and museums to be found in the area, and provides advice for visitors planning to visit by walking, cycling, using public transport or driving, with driving times between key attractions.

There are leaflets detailing cycle ride routes in and around Hadrian’s Wall country, including ‘do in a day’ cycle routes. And there are leaflets promoting things to do and places to visit, with each local attraction having their own marketing leaflet. Many of these contain a location and a how to get there section.

There are static information signs at a number of locations. Good quality orientation ‘you are here’ style information boards with maps and local information are located at Brampton Railway Station, and in Brampton town centre.

Information boards at Brampton Railway Station and Brampton Town Centre

Information provision at key locations along Hadrian’s Wall is let down by the poor state of the signs. Information signs at Banks Turret and Gilsland for example are cracked and difficult to read. At Gilsland, information is missing from the plaque located at the Wall itself.
Poor quality information signage at Banks Turret and at Gilsland

Within Carlisle and Brampton, and also at Lanercost, pedestrian fingerpost directional signage is present, directing visitors to key locations. Wooden signs direct walkers along the Hadrian’s Wall path, and the National Cycle Network is signed along its route.

There are a number of websites which contain useful information on sustainable transport in the area, local attractions, and services. A selection of these can be found below:

- [www.visithadrianswall.co.uk](http://www.visithadrianswall.co.uk)
- [www.discovercarlisle.co.uk](http://www.discovercarlisle.co.uk)
- [www.nationaltrail.co.uk/hadrians-wall-path/public-transport](http://www.nationaltrail.co.uk/hadrians-wall-path/public-transport)
- [www.english-heritage.org.uk/visit/places/hadrians-wall](http://www.english-heritage.org.uk/visit/places/hadrians-wall)
- [http://explore-hadrians-wall.com/travel](http://explore-hadrians-wall.com/travel)
- [www.golakes.co.uk/travel](http://www.golakes.co.uk/travel)
- [www.cumbria.gov.uk/buses](http://www.cumbria.gov.uk/buses)
- [www.stagecoachbus.com](http://www.stagecoachbus.com)
- [www.simplygo.com/all-services/ad122](http://www.simplygo.com/all-services/ad122)
5. **Current travel patterns**

This section looks at where are people are moving from and to, and how they are travelling. The Carlisle to Hadrian’s Wall corridor has both key attractions and attractors. Attractions are discrete sites that have specified access points and often have an entrance/parking fee attached from which visitor numbers can be collated. It is much more difficult to estimate visitor numbers at key natural attractors because they can be free and have more than one point of access. The investment in adjacent infrastructure such as car parks and access improvements is also an indicator of popularity and for these attractors car park occupancy rates could be used as a surrogate for visitor movement.

5.1 **Visitor numbers**

5.1.1 **General**

Cumbria and the Lake District received 39.68 million visitors in 2013, up from 37.97 in 2012\(^1\). 86% of these were day visitors and only 14% were staying visitors. The Carlisle district had 7.38 million visitors, of which 0.6 million were staying visitors and 6.77 million were day visitors. Between 2012 and 2013, Carlisle achieved an increase of 4.7% in tourist numbers and 8.5% in tourism revenue. Staying visitors grew the most, increasing by 8.4% in numbers and 6.5% in nights, their spend grew by 10.7% across the two years. The largest increases among staying visitors were for non-serviced accommodation. For this sector, tourist numbers grew by 11.3%, nights by 8.1%, and spend by almost 22%. Day visitors grew by 4.3% and their spend increased by 7.8%.

5.1.2 **International Visitors**

In 2012, 8% of visitors to Cumbria were from abroad\(^2\), equating to 3.02 million visitors. In the Carlisle district, 17% of visitors were from overseas. From this survey, and the International Visitor Research Report from 2010\(^3\), we know that across Cumbria:

- The most frequent overseas visitors are from the USA, Australia, China, Germany, Netherlands, Japan and France. 78% of overseas visitors arrive in the UK by aeroplane.
- During their stay in Cumbria, the main mode of transport used by overseas visitors to get around is a private/hire vehicle (includes car/van/motorbike/motorhome) with 64% using this form of transport.
- 10% travel around Cumbria by bus/coach service and 5% are on a coach tour.
- 4% travel around by train.
- 3% travel around on bicycle, and 15% walk once here.
- 44% stay for a short break of 1-3 nights, compared to 32% for domestic visitors.
- 56% stay for 4 nights or more, compared to 68% of domestic visitors.
- 63% stay in serviced accommodation (hotels, guesthouses and B&Bs), compared to 37% for domestic visitors. 10% stay in self-catering accommodation, 3% caravan and camping, 5% in hostels and 20% stay with friends and relatives.
- 48% of Japanese tourists and 49% of group travellers by coach (predominantly Chinese and Japanese) stay in hotels compared to an overseas visitor average of 20%.
- 8% of overseas visitors stayed overnight in Carlisle and of these, the highest numbers were from the USA, Spain, Netherlands, Australia and France.
- Overseas visitors spend more per day than domestic visitors (£64.92 compared to £59.11)

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\(^1\) Cumbria Tourism: Tourism in Cumbria 2013: key facts and trends
\(^2\) QA Research for Cumbria Tourism: Cumbria Visitor Survey 2012
\(^3\) QA Research for Cumbria Tourism: International Visitor Research Report 2010
• Daily spend per person, excluding accommodation, in Carlisle is higher than all other districts in Cumbria. The daily spend is £30.10 compared to £23.36 for the county average.

In summary international visitors tend to stay for shorter periods, as a visit to Cumbria is one part of a UK wide trip. They are higher spenders and are more likely to use serviced accommodation for overnight stays, in particular visitors from China and Japan.

5.2 Tourist attractions

The top attractions in terms of recorded visitor numbers in the Carlisle to Hadrian’s Wall corridor are:
• Tullie House Museum and Art gallery (232,700 visitors in 2014) 4
• Talkin Tarn (214,500 visitors in 1999 - last available data)
• Carlisle Cathedral (168,566 visitors in 2014)
• Carlisle Castle (51,572 visitors in 2014)
• Birdoswald Roman Fort (34,882 visitors in 2014)
• Carlisle Racecourse (65,239 visitors in 2010 – last available data)
• Lanercost Priory (10,144 visitors in 2009 – last available data)

5.3 Bus and Rail

5.3.1 Bus

We do not have information on passenger numbers because of commercial sensitivity. We have therefore used frequency of services as a surrogate measure of passenger movement i.e. frequency of service is an indicator of levels of use.

As discussed in Section 3, the Cumbrian end of Hadrian’s Wall is poorly served by public transport at present due to Cumbria County Council budget cuts and the demise of Hadrian’s Wall Heritage. Go North East operated the AD122 route last year with a limited number of journeys along the Cumbria section of the route. Around 5% of the patronage was on the Cumbrian section. Although a reinstatement of the Cumbrian link of the AD122 would be popular, it is unlikely to reach commercial viability after one year. In Northumberland the AD122 service runs between Hexham and Haltwhistle every hour during the day Monday to Sunday. The 185 service still runs limited journeys to Gilsland.

The 685 bus service operated by Stagecoach and Arriva, linking Carlisle with Brampton and Newcastle, operates hourly Monday to Saturday, with a reduced service on Sundays via Brampton and Haltwhistle.

5.3.2 Rail

Carlisle Railway Station is on the West Coast Main Line (WCML) and is the gateway for rail passengers visiting Carlisle, Hadrian’s Wall and the north Lakes. In 2013–14, a total of 1,814,786 passengers used Carlisle station, an increase of 14,000 on 2012-13. Of these, 327,151 passengers used the station as a rail interchange i.e. stayed at the station to connect with another timetabled train. 5 Brampton Railway Station was used by 17,821 passengers in 2013-14; Wetheral a similar number with 17,258 passengers; and Haltwhistle had 74,491 passengers.

4 QA Research for Cumbria Tourism: Cumbria Visitor Survey 2012
5 Steer Davies Gleave Estimates of Station Usage December 2014 for Office of Rail Regulation
5.4 **Cycling and Walking**

The Rights of Way network in the Hadrian Wall corridor is extensively used by walkers, particularly the Hadrian’s Wall Path – with approximately 12,000 end to end users of the trail annually. Cycle routes in the area are also popular, such as the Hadrian’s Cycleway, although there is no data held on the numbers of cyclists using the route.

In terms of on-road cycle routes, from previous traffic counts carried out in the area in September 2013, we can see that an average of 40 cyclists per week used the minor C1013 road in Walinton, to the west of Lanercost and close to the Hadrian’s Wall path.

5.5 **Motor Vehicle and Parking**

The key car parks in the area are those in Carlisle, Brampton, Lanercost, Birdoswald, Gilsland and Talkin Tarn. We do not have car park utilisation data for these however. Car park surveys would need to be carried out, as they were for the Go Lakes Travel area, to determine usage and duration of stay for each car park. There are no park and ride facilities serving the Carlisle-Hadrian’s Wall corridor.

5.6 **Baseline Data**

In order to assess whether the Travel Plan has been successful in achieving its objectives, it is important to identify a baseline travel figure. This has been taken from the results of the Cumbria Visitor Survey in 2012, which was carried out on behalf of Cumbria Tourism, and is due to be undertaken again later in 2015.

The survey results show that the main mode of travel that visitors use to get around the Carlisle district is by private vehicles (52%). The next highest mode is by walking (33%), followed by bus or coach service (8%) and by bicycle (3%).

<table>
<thead>
<tr>
<th>Mode of Travel</th>
<th>% in Carlisle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car/van/motorbike/motorhome</td>
<td>52%</td>
</tr>
<tr>
<td>Bus / coach service</td>
<td>8%</td>
</tr>
<tr>
<td>Coach tour</td>
<td>1%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>3%</td>
</tr>
<tr>
<td>Train</td>
<td>2%</td>
</tr>
<tr>
<td>Walked</td>
<td>33%</td>
</tr>
<tr>
<td>Boat / ferry</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

This baseline travel figure will be monitored using the Cumbria Visitor Survey due to be carried out later in 2015, when implemented measures through the See More programme, particularly transport services, will be starting to have an effect. As the See Programme funding is only for 1 year it will be difficult to monitor beyond 2015/16.
6 Issues and barriers

6.1 Overview

This section identifies current issues and barriers to sustainable transport movement, informed by the audit of existing services, facilities, infrastructure and information; our understanding of current travel patterns and movements; and through engagement with local stakeholders.

6.2 Visitor services

Barriers and issues for passenger transport can be split between bus / coach travel, and rail. For bus and coach travel the main issues identified in the corridor are:

- No means of travelling from Carlisle directly to Hadrian’s Wall by bus.
- No public transport to Birdoswald, the most important Cumbrian Wall fort / feature, or to Lanercost.
- Lack of bus service from Carlisle to link with Hadrian's Wall AD122 bus (Hexham to Haltwhistle).
- Lack of public transport from transport hubs to the main tourist sites e.g. from Brampton Railway Station to Hadrian's Wall.
- Lack of awareness of the existing rail/bus connections from Carlisle to the AD122 Northumberland bus service. More marketing required.
- Bus timetables vary greatly from year to year or have often changed half way through the season. This doesn’t instil public confidence.
- A sustainable passenger transport solution is difficult to achieve, due to the low volume of customer demand and isolated locations of attractions. Public transport can also be expensive and in some cases unattractive to customers.
- Need regularity of service - visitors do not want to be left stranded.
- Short stay destination - do visitors have time to commit to seemingly slower modes of transport?
- Perceived cost of using public transport - more expensive than the car?

With regard to rail travel, the main issues identified are:

- Distance to the Wall from the nearest stations such as Brampton.
- No railway station at Gilsland which would provide direct access to Hadrian’s Wall. The longest continuous stretch of Hadrian’s Wall, Poltross Burn Milecastle, Hadrian’s Wall National Trail and National Cycle Route 72 are all within a few minutes walk of the Gilsland Station location.
- Low capacity for bicycles on trains (Northern Rail and Virgin).
- Not all trains stop at Brampton Station.
6.3 Low Emission and Electric Vehicles

- Lack of PAYD vehicle availability in the area, including electric vehicles.
- Lack of usage of electric vehicle charging points where these exist.
- Lack of PAYD car parking capacity at key locations such as Carlisle Railway Station.
- Reluctance of visitors to transfer from one travel mode to another - visitors want ease of use.

6.4 Cycling and Walking

- Low availability of bikes to hire in the area.
- Lack of usage of electric bikes where these are in place (e.g., Bush Nook guest house).
- Trains have inadequate bike facilities – often 2 bikes per train - turn up and it’s up to the guard.
- No safe cycle storage at Brampton station.
- Insufficient cycle storage at Carlisle railway station.
- Lack of baggage storage at Carlisle railway station, so visitors cannot explore without bags.
- Condition of cycle paths in places.

6.5 Marketing and Information

- Low awareness of existing bus/sustainable travel options in corridor by visitors.
- Poor state of information boards at key locations along Hadrian’s Wall.
- Available information needs to be up to date - day by day, and for events.
- The profile and customer offering of attractions in the area might limit the visitor market potential.
- Lack of understanding of the current market demographic and the target market for Hadrian’s Wall corridor?
- Lack of marketing/coordination to better sell the Hadrian’s Wall experience as a specific destination.
- Area lacks ONE clear representative.
- Lack of co-ordination.
- Hadrian’s Wall tourism projects always seem to fold. Need to take a more sustainable approach when forming an organisation to promote the wall.

Following the identification on issues and barriers to sustainable transport, the next task is to identify potential improvements measures that might make a difference in terms of visitor travel, and particularly international visitor travel along each corridor.
7 Potential Improvements

7.1 Overview

This section identifies potential improvement measures. These include the enhancements to transport services put forward by passenger transport service operators, revenue measures for the other three See More project areas (Pay As You Drive vehicles, cycling and walking, and promotion/marketing), and infrastructure measures that would need to be funded through other capital funding streams.

The measures are listed by See More project area, with a brief description of each. Ideas for improvement measures have come from stakeholders, captured via survey forms and during discussions at the TravelEdge conference in March, and also from the See More programme team, Cumbria County Council, LDNPA and Cumbria Tourism officers.

7.2 Visitor Services

7.2.1 Bus / Coach / Taxi

- Introduce a new type of bus tour to Hadrian’s Wall from Carlisle, with improved marketing. There are some tours, but for international visitors a day tour that takes in Tullie House in the morning, then a guided tour to Birdoswald, Lanercost and attractions in Northumberland in the afternoon is an attractive proposition. It could be timed to meet trains, so that the tour could be taken in on route between the Lake District and Edinburgh for example.
- Hadrian’s Wall bus - Explore the re-introduction of a Carlisle connection to the AD122 Northumberland service.
- Marketing of existing bus/rail connections between Carlisle and the central part of Hadrian’s Wall would help make the connections clearer and more attractive. This could be included in a See More Traveller’s Guide for the area.
- Investigate using smaller ‘Mountain Goat’ style vehicles such as 16 seater buses to run along Hadrian’s Wall – Hadrian’s Chariot?
- Buses along wall should be able to accommodate bikes (without booking) should be possible for a whole family to transport bike eg 6 bikes.
- Services must be seen as offering good value for money – users must see an economic benefit for using the bus as an alternative to the car e.g. day tickets, season tickets, discounts at attractions, etc.
- Discount offers from local businesses when visitors travel by bus.
- Taxi pricing signage at Carlisle railway station.

7.2.2 Rail

- Open a railway station at Gilsland and call it ‘Gilsland on Hadrian’s Wall’.
- Consideration should be given to allocating a space at in Carlisle station forecourt for a PAYD car.
- Carlisle Railway Station forecourt improvements, improving the station’s status as an important interchange, and making the vicinity more attractive to pedestrians and sustainable transport users.
- Increased capacity for bicycles on Virgin Trains.
- More frequent service trains Carlisle-Brampton-Newcastle, few stop at Brampton.
- Baggage storage facility at Carlisle train station within the proposed cycle hub development.
• Signing could be installed at the station to show directions to the Hadrian’s Trail and Tullie House. Similar directional signing should be provided at the bus station.

7.3 Low Emission and Electric Vehicles

• A low emission PAYD car should be located at the key gateway of Carlisle railway station.
• Dedicated PAYD/electric car parking spaces at locations such as Lanercost and Birdoswald.
• Recharging station for electric cars, possibly car hire, at a Gilsland Station (subject to station re-opening).
• Make Brampton a suitable ‘transport’ hub. This should involve a synchronised and reliable bus network, strategically placed electric car charging points and provision of electric bike stores at regular points along the wall (suitable locations have already been identified).

7.4 Cycling and Walking

7.4.1 Cycling

• Signage from train stations to Hadrian’s Wall cycle route.
• Carlisle Road Cycle Network with Carlisle as its hub exploring quiet roads and stunning scenery out towards the Hadrian’s Wall corridor, including routes to Lanercost and Birdoswald.
• Upgrade the Dandy surface for safe off-road cycling into Brampton from the railway station.
• A station at Gilsland would link immediately in to cycleways – Hadrian’s and onward up to Newcastleton and Kielder.
• The car park at Lanercost could act as a potential transport interchange with the installation of cycle parking facilities and also dedicated parking spaces for electric vehicles and electric vehicle charge points.

7.4.2 Walking

• Walkers bus service & guides along the wall.
• Promote walking routes in the area within a Traveller’s Guide.
• Promote walks from Brampton railway station.

7.5 Marketing and Information

• Better information provision at key gateways and tourism and accommodation hubs, showing how visitors can get around more sustainably.
• Improved information provision throughout the Carlisle to Hadrian’s Wall corridor so visitors can orientate themselves, and also use public transport, walk or cycle to get around from appropriate locations by highlighting public transport links and local walking and cycling routes.
• Produce a mini Traveller’s Guide to the corridor, with map, available from key pick up points.
• Market cycle initiatives being implemented through the See More programme such as Sky Ride Local bicycle rides in the area, the Tour of Britain and the re-branded Cumbria Cycleway.
• Market existing cycle routes including the Hadrian’s Cycleway.
• Market the introduction of PAYD low emission vehicles through the See More programme.
• Work with individual transport operators to market key transport services, particular new services being funded through See More to make visitors aware.
• Promote any existing public transport ticket offers, such as for rail and bus.
• Provide marketing literature such as posters, pocket timetables, and leaflets - such as ‘days out from’ walking and cycling leaflets, and itineraries from Birdoswald and Lanercost.
• Refresh and update the Cycling around Hadrian’s Wall country ride leaflets.
• Amend the current Go Lakes Travel website www.golakes.co.uk/travel to include information from the See More programme, and specific information for the corridor.
• Sustainable transport information to be provided at key car parks, such as at Birdoswald and Lanercost, to provide examples of routes that can be used without the car where applicable.
• Business awareness - encourage businesses to work together to assist visitors.
• Better marketing that links with / incentivises visitor attractions en route.
• Get more businesses to see the value of supporting public transport services, and promoting PT to their customers – this could be done through the See More Ambassador.
• Produce/promote travel itineraries that are based upon existing (sustainable) services.
• Review signage from Brampton Railway Station advertising Hadrian’s Wall and surrounding sights.
• Better marketing of what CAN be achieved already.
• Government funding is on the decline so need to look at fundraising means so the projects can be sustained and objectives achieved.
• Team up in some way with Virgin Trains.
• Increased marketing in the nearest densely populated areas; North East England, Northern Cumbria, Glasgow & North West England and Manchester.
• Marketing and promotion of bus services – this is absolutely critical for the success of any bus services in rural areas. All attractions must also play their part in promotion
• Consider rebranding or promoting the existing bus (685) and rail services, to better promote the Hadrian’s Wall connections as well as historic Carlisle, Tullie House and Castle.
• Facilitate press trips to the area with a sustainable travel emphasis.
8 See More Revenue Measures

8.1 Overview

The potential measures outlined in Chapter 7 were reviewed by the See More programme team and key stakeholders, who have formed a Carlisle-Hadrian’s Wall Corridor Travel Plan Group. It is not possible for all of the measures from Chapter 7 to be implemented through the See More programme in 2015/16, as some are longer term aspirations that will require significant sums of capital investment and funding, and landowner and business negotiation in some cases. These measures are discussed in Chapter 9 and form the long term vision for sustainable transport in this corridor.

The following Revenue measures are recommended for implementation through the See More programme in 2015/16.

8.2 Visitor Services

Table 3: Visitor Services Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>New Hadrian’s Wall Tour Bus</td>
<td>• Introduce a new guided coach tour picking up from Tullie House and Carlisle Railway Station, and taking in Lanercost, Birdoswald, Gilsland, Vindolanda and Housesteads.</td>
</tr>
</tbody>
</table>

8.3 Low Emission and Electric Vehicles

Table 4: Low Emission and Electric Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
</table>
| B1  | PAYD vehicle at Carlisle railway station | • PAYD low emission car to be based at Carlisle Railway Station to serve the Carlisle-Hadrian’s Wall corridor.  
|     |         | • Work with car club operator, Virgin Trains and Network Rail to host and promote. |

8.4 Cycling and Walking

Table 5: Cycling and Walking Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
</table>
| C1  | Sky Ride Local guided bike rides – in partnership with British Cycling | • 2015 programme of Sky Ride Local guided bike rides will include locations within the Carlisle – Hadrian’s Wall corridor.  
|     |         | • Liaise with businesses in the area to be locations for start/end points or food and drink stops. |
8.5 Marketing and Information

Table 6: Marketing and Information Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1</td>
<td>Information provision at key locations</td>
<td>• Better information provision at key gateways, tourism and accommodation hubs, showing how visitors can get around more sustainably.</td>
</tr>
<tr>
<td>D2</td>
<td>Mini Traveller’s Guide</td>
<td>• Produce a mini Traveller’s Guide to the corridor, with map, available from key pick up points.</td>
</tr>
<tr>
<td>D3</td>
<td>Cycling promotion</td>
<td>• Market cycle initiatives being implemented through the See More programme, such as Sky Ride Local bike rides, Tour of Britain, and the re-branded Cumbria Cycleway.</td>
</tr>
<tr>
<td>D4</td>
<td>PAYD vehicle promotion</td>
<td>• Market the introduction of a PAYD low emission vehicle at Carlisle Railway Station.</td>
</tr>
<tr>
<td>D5</td>
<td>Promote new Hadrian’s Wall Tour</td>
<td>• Dedicated marketing support for new transport service, to include leaflets and posters.</td>
</tr>
<tr>
<td>D6</td>
<td>Promote existing transport services and connections</td>
<td>• Work with individual transport operators to market key transport services, and connections from Cumbria to the AD122 bus service in Northumberland.</td>
</tr>
<tr>
<td>D7</td>
<td>Promote public transport ticket offers</td>
<td>• Review and promote existing public transport ticket offers, such as rail and bus offers. Potential to provide information within Traveller’s Guide.</td>
</tr>
<tr>
<td>D8</td>
<td>Marketing literature for walking and cycling</td>
<td>• Provide marketing literature such as posters, walking and cycling leaflets, and itineraries from Birdoswald and Lanercost.</td>
</tr>
<tr>
<td>D9</td>
<td>Travel Ambassador</td>
<td>• Provision of a Travel ambassador for the corridor during the 2015 summer season, to work with businesses and accommodation providers to promote sustainable transport.</td>
</tr>
<tr>
<td>D10</td>
<td>Website improvements</td>
<td>• Amend the current Go Lakes Travel website <a href="http://www.golakes.co.uk/travel">www.golakes.co.uk/travel</a> to include information from the See More programme, and specific information for the corridor.</td>
</tr>
</tbody>
</table>
9 Future Vision for the Corridor

9.1 Context

The Travel Planning process for all four Travel Plans in terms of visitor travel can be broken down into four main components:

1. Approaches – how people travel to Cumbria, for example the West Coast Main Line and the M6
2. Gateways – the first transport interchange and place that provides an ‘entrance’ to Cumbria and the Lake District
3. Corridors – key routes for visitors to travel to destinations
4. Hubs – where people break from travelling and carry out a variety of other activities, for example shopping, eating and drinking, recreation, stay, or change onto another form of transport

In broad terms, the strategies and actions within this Corridor Travel Plan will develop infrastructure and services in each of these four components that will influence and change people’s travel behaviour and modes of transport. Therefore in 10 years’ time we want to see:

- Approaches - more opportunities for people to travel to Cumbria and the Lake District by non-car modes in the future. This may involve direct rail services and coach services from urban areas, and “catching” car journeys at a hierarchy of gateways on approach, with the onward journey being made by coach, rail or car sharing.
- Gateways - there will be orientation and information, a variety of options for onward travel and associated facilities such as booking, hire, baggage forwarding, cafés and shops.
- Corridors – these will be clearly defined, with simple service numbering, branding and signage, integration between different types of services, such as bus/boat ticketing & timetabling, and cycle carriage on buses & boats.
- Hubs – infrastructure, facilities and information appropriate to the function of a hub will be developed. Infrastructure could include bus shelters or bike racks, services could be cycle hire, guided rides and cycle friendly accommodation and information could be online, orientation maps and leaflets detailing options for onward travel.

9.2 Overview

The future vision for this corridor is of a showcase area where in ten year’s time sustainable transport is more easily accessible and attractive, especially along key routes. The map below gives an indication as to where and how the key transport improvements could take place. It identifies the key corridors for movement of large numbers of people, key bus routes, existing and potential cycle routes, zones for development of quiet walking and cycling and lakes for enhanced water transport infrastructure. The routes are not precise or exhaustive, more an indication of where future work could be directed. More detailed consultations, feasibility studies and funding applications would take place before further progress could be made.

Overleaf is an indication of the strategic vision for the corridor, showing the key hubs and corridors.
Figure 4: Future Vision for Corridor

Carlisle to Hadrian’s Wall Corridor
Potential direction - next 10 years

Key
- Road
- M6 motorway
- Railway
- Quality bus route - to include world-class information, infrastructure and services
- Existing cycle link
- Potential cycle link
- Promoted quality walk route
- Primary sustainable transport link
- Secondary sustainable transport link
- Limited car usage
- Gateway - to include iconic interchange facilities, information and visitor services
- Hub - to include visitor services and businesses
- Railway station

Future Vision
Carlisle to Hadrian’s Wall Corridor
Potential direction - next 10 years

- Hadrian’s Wall National Trail, promotion of route
- Hadrian’s Cycleway, further promotion and improvements
- Develop and promote connectivity with central section of Hadrian’s Wall
- Potential new railway station
- Walk/cycle links Brampton - Hadrian’s Wall and Brampton - station
- Strategic rail link from Newcastle and local link to Brampton and potentially Gilsland
- West Coast main line
- Strategic route to Carlisle
- To Edinburgh and Glasgow
To further transform the quality of visitor travel beyond the scope of those revenue measures funded through the See More programme in 2015/16, infrastructure and capital measure improvements are required.

The long term vision should be to ensure that the area becomes an exemplar of sustainable transport in action, where greater connectivity means visitors travelling by public transport to the key gateway of Carlisle can seamlessly use other sustainable transport modes to reach the key attractions within the Carlisle and Hadrian’s Wall areas. It means that those people arriving by car have sufficient options to travel onwards by bus, by bike and on foot, and can leave their car behind for the duration of their stay.

There are long term aspirations to re-open the railway station at Gilsland, placing walkers and cyclists directly on to Hadrian’s Wall, Hadrian’s Cycleway and Hadrian’s Trail; Redesign the forecourt at Carlisle Railway Station, to increase its attractiveness as a sustainable transport interchange; Build on the proposed station cycle hub with improved cycle routes out of the city towards key attractions; increase the level of public transport options for visitors; and provide world class information and signage at key locations within the corridor.

9.3 **Capital Infrastructure Measures**

The longer term aspiration would be for high quality rail infrastructure, including a potential new station at Gilsland and high quality signage, information and passenger interchange facilities at other stations, including the main hub station of Carlisle. Improved walking and cycling links are also a priority to link settlements with Hadrian’s Wall visitor attractions and the Hadrian’s Wall National Trail or Hadrian’s Cycleway.

9.4 **Feasibility Studies**

Support is being offered towards the Grip 3 Feasibility study into the reopening of Gilsland Railway Station.

9.5 **Improvement Measures**

Longer term improvement measures which would require capital funding are listed below:

9.5.1 **Visitor Services**

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
</table>
| E1  | Re-opening of Gilsland Railway Station | • Sustainable transport access to Hadrian’s Wall by train.  
• Placing walkers and cyclists directly on the Wall, Hadrian’s Cycleway and Hadrian’s Trail. |
| E2  | Redesign of Carlisle Railway Station forecourt. | • To increase the station’s attractiveness as a sustainable transport interchange.  
• A better environment for pedestrians and cyclists.  
• Improved links in to cycle routes to coincide with the station’s cycling hub development. |
| E3  | Bike bus | • Buses along the Wall that would accommodate bikes without booking to enable a family to transport bikes for example. |
9.5.2 Low Emission and Electric Vehicles

Table 8: Low Emission and Electric Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1</td>
<td>PAYD low emission vehicle fleet expanded</td>
<td>• Self-sustaining fleet of vehicles at key gateways and hubs.</td>
</tr>
<tr>
<td>F2</td>
<td>Expansion of electric vehicle charge points</td>
<td>• Charge point network expanded throughout corridor, particularly within Carlisle, providing numerous options for visitors.</td>
</tr>
</tbody>
</table>

9.5.3 Cycling and Walking

Table 9: Cycling and Walking Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>G1</td>
<td>Improved cycle network</td>
<td>• Improved cycle network heading out from key gateways such as Carlisle Railway Station.</td>
</tr>
<tr>
<td>G2</td>
<td>Bicycle hire</td>
<td>• Bicycle hire at key locations along the corridor.</td>
</tr>
<tr>
<td>G3</td>
<td>Bicycle storage</td>
<td>• Cycle storage at key locations such as Lanercost to enable visitors to leave their bikes securely. Encourages visitors to dwell longer.</td>
</tr>
<tr>
<td>G4</td>
<td>Electric bike charge points</td>
<td>• Charge point network expanded throughout corridor, providing numerous options for visitors.</td>
</tr>
</tbody>
</table>

9.5.4 Marketing and Information

Table 10: Marketing and Information Measures

<table>
<thead>
<tr>
<th>No.</th>
<th>Measure</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Improved information provision throughout corridor</td>
<td>• World class information provision throughout the Penrith to Ullswater corridor, at gateways, hubs, accommodation providers and attractions, providing visitors with sustainable transport options.</td>
</tr>
</tbody>
</table>
Appendices
Appendix A – Existing Infrastructure
This section contains photographic records of current infrastructure in the Carlisle-Hadrian’s Wall corridor.

<table>
<thead>
<tr>
<th>Carlisle Railway Station</th>
<th>Hadrian’s Wall Country Line signage on Carlisle Station platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Welcome to Carlisle’ and orientation signage in arrival area</td>
<td></td>
</tr>
</tbody>
</table>

<p>| Hadrian’s Wall Country Line – leaflet / information rack on platform – empty on day of site visit |
| Settle-Carlisle Line leaflet rack on platform – full of leaflets |</p>
<table>
<thead>
<tr>
<th><strong>Brampton</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus stop and timetable in Brampton town centre</td>
</tr>
<tr>
<td>Pedestrian and National Cycle Route directional signage within Brampton</td>
</tr>
<tr>
<td>Brampton Parish Map with Brampton Town Centre</td>
</tr>
<tr>
<td>Brampton Railway Station</td>
</tr>
<tr>
<td>Brampton Railway Station platform and waiting shelter</td>
</tr>
<tr>
<td>Brampton Tourist Information sign at entrance to platform for Newcastle trains</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Tyne Valley Community Rail Partnership local information sign and map at Brampton Railway Station</td>
</tr>
<tr>
<td><strong>Gilsland</strong></td>
</tr>
<tr>
<td>Hadrian’s Wall at Gilsland</td>
</tr>
<tr>
<td>Lack of information on the plaque at Hadrian’s Wall in Gilsland</td>
</tr>
<tr>
<td>Image</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td><img src="image1.jpg" alt="Image" /></td>
</tr>
<tr>
<td><img src="image2.jpg" alt="Image" /></td>
</tr>
<tr>
<td><img src="image3.jpg" alt="Image" /></td>
</tr>
<tr>
<td><img src="image4.jpg" alt="Image" /></td>
</tr>
<tr>
<td>Birdoswald Roman Fort</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>Brown tourist directional signage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Directional signage to the cycle parking and main car park at Birdoswald</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Cycle boxes in Birdoswald car park – 2 boxes</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Inside the bike box at Birdoswald car park</th>
</tr>
</thead>
</table>
Car park charges at Birdoswald car park

Information sign at Birdoswald - in a poor state

Good quality English Heritage sign at Birdoswald Roman Fort

Local taxi company advert at Birdoswald car park
<table>
<thead>
<tr>
<th>Image</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Hadrian’s Wall at Birdoswald" /></td>
<td>Hadrian’s Wall at Birdoswald</td>
</tr>
<tr>
<td><img src="image" alt="Hadrian’s Wall Path fingerpost signage at Birdoswald" /></td>
<td>Hadrian’s Wall Path fingerpost signage at Birdoswald</td>
</tr>
<tr>
<td><img src="image" alt="Banks Turret" /></td>
<td><strong>Banks Turret</strong></td>
</tr>
<tr>
<td><img src="image" alt="View from Banks Turret near Birdoswald" /></td>
<td>View from Banks Turret near Birdoswald</td>
</tr>
<tr>
<td><img src="image" alt="Information signage at Banks Turret - in a poor state" /></td>
<td>Information signage at Banks Turret - in a poor state</td>
</tr>
<tr>
<td>Information sign at Banks Turret</td>
<td>good quality</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Lanercost</td>
<td>Directional signage fingerposts within the car park</td>
</tr>
<tr>
<td>Orientation signage at Lanercost</td>
<td></td>
</tr>
<tr>
<td>Orientation signage at Lanercost</td>
<td></td>
</tr>
<tr>
<td>Image</td>
<td>Text</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>![Image](129x628 to 317x769)</td>
<td>Leaflet racks within the Visitor Centre at Lanercost</td>
</tr>
<tr>
<td>![Image](131x477 to 315x614)</td>
<td>Leaflet racks within the Visitor Centre at Lanercost</td>
</tr>
<tr>
<td>![Image](130x323 to 316x463)</td>
<td>Hadrian’s Wall and Roman section inside the Visitor Centre at Lanercost</td>
</tr>
<tr>
<td>![Image](169x154 to 277x309)</td>
<td>Example of a cycle leaflet – Hadrian’s Wall County cycling routes</td>
</tr>
</tbody>
</table>
Appendix B – Stakeholder survey form
See More Cumbria and the Lake District
Stakeholder Engagement

Please complete each section below. For further information, please see the See More summary sheet and corridor plans attached to the introductory email.

Name:
Position:
Business / Organisation:
Address:

Email address:
Contact telephone number:

Corridor (Please place an X in the appropriate corridor):

Carlisle to Hadrian’s Wall □  Penrith to Ullswater □  Keswick to Borrowdale □
Oxenholme to Grasmere □  All (if applicable) □

Barriers / Issues preventing sustainable travel in the corridor (expand box as necessary):

Ideas / suggestions for sustainable transport improvement measures (expand box as necessary):

Any ideas put forward could be discussed further at the Traveledge event on the 11th March, where we will be kick-starting the ‘See More Cumbria and the Lake District’ programme.

Can you offer any assistance in progressing measures? For example your time or financial assistance? Please provide details:
Corridor Travel Planning Group

As part of the See More corridor travel planning process, we will be engaging with stakeholders as we progress improvement measures through 2015/16. We are looking for stakeholders in each corridor to be part of a Corridor Travel Plan group. For now we are looking for expressions of interest.

Would you be interested in being part of a Travel Plan group? *(Place an X in the appropriate corridor):*

Yes ☐ Maybe ☐ No ☐

Any other comments

Thank you for taking the time to complete the form.

Please email completed forms to: paul.marriott@cumbria.gov.uk
no later than Friday 27th February.

or post to:

Paul Marriott
Project Manager, Highways and Transport
Cumbria County Council
Parkhouse Building
Kingmoor Business Park
Carlisle
CA6 4SJ

For more information regarding the Traveledge event at the North Lakes Hotel in Penrith on the 11th March, please contact Tracey Chaplin at Cumbria Tourism via TChaplin@cumbriatourism.org or Tel: 01539 825047.
Appendix C – Transport Services expression of interest form
<table>
<thead>
<tr>
<th>‘See More Cumbria and the Lake District’ transfer services - Expression of interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operator name</td>
</tr>
<tr>
<td>E-mail</td>
</tr>
</tbody>
</table>

1. What would the See More funding go towards? (please x relevant box, you can x more than one)
- □ Start up costs for a new service
- □ Extension or enhancement to existing service
- □ Tour
- □ Marketing sustainable transport services
- □ Other

2. Which of the See More corridors would it serve? (please x relevant box)
- □ Carlisle to Hadrian’s Wall
- □ Penrith to Ullswater valley
- □ Keswick to Borrowdale
- □ Oxenholme/Windermere to Ambleside and Grasmere and to Coniston

3. What do you propose? If a service is proposed please include details of route, frequency, vehicle specification and season. (Up to 200 words, additional information such as timetables can be added as a separate attachment)

4. Please provide any evidence you have of demand, this can be based on past experience. (Up to 100 words, additional evidence can be attached)

5. Please provide any evidence you have of stakeholder support for this scheme. (Up to 100 words, additional evidence can be attached)

6. Costs
   Note: These are estimates only, not legally binding.

<table>
<thead>
<tr>
<th>Contribution from</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>See More</td>
<td></td>
</tr>
<tr>
<td>Other contributions</td>
<td>£</td>
</tr>
<tr>
<td>Total cost of scheme</td>
<td>£</td>
</tr>
</tbody>
</table>

7. Would your business be able to add any in-kind help such as marketing services to this scheme?

8. How would this complement or integrate with existing services?

9. How does the scheme meet See More objectives?

10. Legacy in 2015/16, how will the service continue once the 2015 funding is no longer available?

Please expand boxes as required. Guidance notes below.
Guidance notes

a. See More funding is for one year only, and can commence 1st April 2015
b. Schemes should have legacy beyond 31st March 2016 when the funding ceases
c. See More funding is revenue only so can fund services but not capital
   items/building/infrastructure
d. New services should complement not compete with other services

Please complete form(s) and return to Emma Moody via emma.moody@lakedistrict.gov.uk by 5pm on 16th January 2015. You may submit more than one scheme, please fill in a form for each scheme.

We will be evaluating the potential schemes based on the following criteria:

- How it meets See More Objectives (including innovation)
- Potential Legacy
- Cost/Value for money
- Deliverability
- Evidence of Stakeholder support

These will then be considered by the See More Programme Board and we aim to let you know the outcome by 22nd January 2015.

Following this we will work to procure the services according to our statutory procurement rules. Where a service is an enhancement to an existing commercial route, deminimus arrangements may apply, otherwise the services may be subject to competitive tender.

Confidentiality

All information received will remain confidential and we will not share with anyone outside the project team at Cumbria County Council and Lake District National Park Authority, and the GoLakes Travel Programme Board until 22/01/14.
Appendix D - Corridor Travel Planning Group

Membership

Terms of Reference
## Membership

### Carlisle to Hadrian’s Wall - Corridor Travel Plan Group

<table>
<thead>
<tr>
<th>Name</th>
<th>Business/organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Marriott</td>
<td>Cumbria County Council (Chair)</td>
</tr>
<tr>
<td>Emma Moody</td>
<td>Lake District National Park</td>
</tr>
<tr>
<td>Mark Hodgkiss</td>
<td>Cumbria County Council</td>
</tr>
<tr>
<td>Gemma Procter/Tracey Chaplin</td>
<td>Cumbria Tourism</td>
</tr>
<tr>
<td>Michelle Wiggins</td>
<td>Tullie House – Marketing Manager</td>
</tr>
<tr>
<td>Mark Richards / Helen Richards</td>
<td>Wall Together / Author</td>
</tr>
<tr>
<td>Carol Donnelly</td>
<td>Open Book Visitor Guide</td>
</tr>
<tr>
<td>Victoria Farley</td>
<td>Lanercost Tea Room &amp; Visitor Centre</td>
</tr>
<tr>
<td>Michael Sanderson</td>
<td>Stagecoach</td>
</tr>
<tr>
<td>Alison Higgs</td>
<td>Campaign to open Gilsland Station</td>
</tr>
<tr>
<td>Julie Gibbon</td>
<td>Campaign to open Gilsland Station</td>
</tr>
<tr>
<td>Duncan Wise</td>
<td>Northumberland National Park</td>
</tr>
<tr>
<td>Nigel Jarvis</td>
<td>Heart of Hadrian’s Wall Tourism Association</td>
</tr>
<tr>
<td>Heather Tipler</td>
<td>Sustainable Brampton, Travel Action Group</td>
</tr>
<tr>
<td>Mike Fox</td>
<td>Brampton Economic Partnership</td>
</tr>
<tr>
<td>Keith Meller / Bob Rose</td>
<td>Border Rambler Community Transport CIC</td>
</tr>
<tr>
<td>Claire Rankin</td>
<td>Carlisle Parish Councils Association (CPCA)</td>
</tr>
<tr>
<td>Richard Wise</td>
<td>Carlisle Ambassador – Carlisle Road Cycling Network</td>
</tr>
<tr>
<td>Wendy Graham</td>
<td>HF Holidays</td>
</tr>
<tr>
<td>Sue Fitzpatrick</td>
<td>Liberty Work and Leisure Wear</td>
</tr>
<tr>
<td>Cyndy Potter</td>
<td>Saints Tourism &amp; Leisure</td>
</tr>
<tr>
<td>Malcolm Redman</td>
<td>Bush Nook accommodation</td>
</tr>
<tr>
<td>Allison Riddell / Geoff Prest</td>
<td>Brampton Parish Council</td>
</tr>
<tr>
<td>Lawrence Fisher</td>
<td>Cumbria County Council - Councillor</td>
</tr>
<tr>
<td>Robert Pickles</td>
<td>Birdoswald</td>
</tr>
<tr>
<td>Wendy Bond</td>
<td>Llogbus transport initiative, Gilsland</td>
</tr>
<tr>
<td>Dan Richards</td>
<td>Lake District Cycling</td>
</tr>
<tr>
<td>Nigel Mills</td>
<td>Hadrian’s Wall Connect</td>
</tr>
<tr>
<td>Emily Railton</td>
<td>English Heritage</td>
</tr>
<tr>
<td>Jo Mills</td>
<td>Carlisle City Council</td>
</tr>
</tbody>
</table>
Terms of Reference

The See More Cumbria and the Lake District Programme
‘See More Cumbria and the Lake District’ is a programme of work which will maximise the economic benefit of travel in the county by focussing on the quality of visitor travel to Cumbria’s international destinations, particularly the Lake District. Although the focus is on visitor travel, this will also provide benefits to residents and businesses in rural areas.

Composition of the Corridor Travel Plan Group
The Corridor Travel Plan Group (CTPG) in each of the 4 See More corridors will consist of representatives from the following:

- Cumbria County Council – including the Corridor Travel Planning Project Lead
- Lake District National Park Authority
- Cumbria Tourism
- District and Parish Councils
- Local businesses
- Landowners
- Transport operators
- Other key stakeholders, including Tourism and Business Associations

Aims of the Corridor Travel Plan Group
To support the See More programme’s objectives, which are to:

- Transform the quality of transfer and travel from gateways into Cumbria, in particular the Lake District, and on to the prime visitor destinations;
- Change the image of sustainable travel, making a further shift to low carbon travel becoming a default choice; and
- Optimise the economic benefits from people’s travel choices; in focusing on international visitor demands as the main generator of economic benefit, it will produce viable transport services for domestic visitors and residents.

Purpose of the Corridor Travel Plan Group

- To provide an opportunity for local stakeholders to feed in to the development of the Corridor Travel Plans.
- To help identify the current issues and barriers to sustainable travel in the corridor.
- To enable local stakeholders to assist in identifying potential sustainable transport improvement measures.
- To work together to develop and deliver transport projects which encourage visitors to use sustainable transport when travelling to and around Cumbria and the Lake District.
- To support and market measures implemented through the See More programme.
- To provide an opportunity for local businesses to bid for small grants from the See More programme.
- To provide a legacy for the future by continuing to meet and develop improvement measures beyond the one year See More funding period.
• To develop and help implement a future vision for the corridor. In 10 years’ time the aspiration is for high quality sustainable transport infrastructure and information to be in place in key locations.

• To circulate information to other stakeholders where necessary and appropriate.

Please note: The See More programme team and programme board will have ultimate control over how the See More funding will be used.

Frequency of meetings
The Group will meet as required, provisionally every 2 months as the Travel Plans progress, unless there is a requirement to meet more or less often. Meetings will be held in suitable locations, where possible within the transport corridor itself.

Minutes
The minutes of the CTPG meetings will be distributed by Cumbria County Council, to the meeting attendees as well as other interested parties.

2 July 2015