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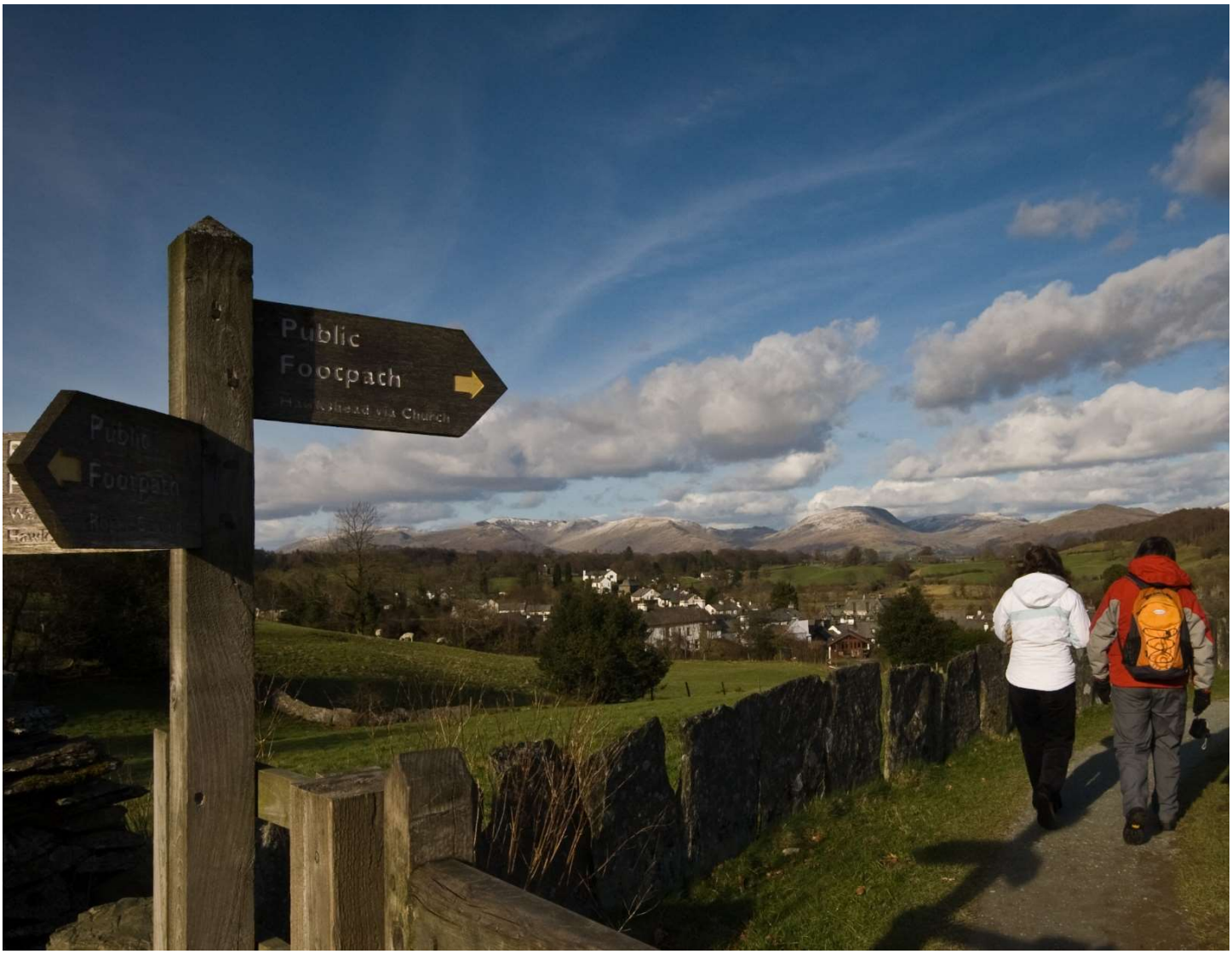


Visioning better Movement

A partnership plan for decarbonising and improving movement in Hawkshead and the West of Windermere through transport visioning & behaviour change

Cumbria Tourism & Low Carbon Destinations

7/17/24

Funded by the Westmorland & Furness Climate & Nature Fund

Contents

Executive Summary 2

The Visioning Process 3

A World Class Destination 4

Wider Context 4

Here and Now 8

What do we Know 8

Strengths, Weaknesses, Opportunities and Threats of current movement 9

Identifying the Gaps 10

Where We Want to Be 12

Vision 12

Aims and Objectives 13

Ambitions and Action Plan 16

Moving Forward 26

Structures to take this forward 26

Priority Actions for 25/26 2

Executive Summary

Hawkshead and the West of Windermere is one of the Lake District's most picturesque and iconic destinations, encompassing Hawkshead; a quintessential Lake District village and Grizedale Forest, a renowned outdoor recreation hub, plus the Western shore of Lake Windermere. Sat in the heart of a UNESCO World Heritage Site, it is a place of national and international appeal.

According to Cumbria Tourism's Online Visitor Survey 2022, Hawkshead was the 11th most visited location in Cumbria and Hill Top was the 5th most visited attraction in 2022 according to the Cumbria Tourism 2022 Visitor Satisfaction Survey.

However, its location and current access routes can make accessing this area challenging. This is compounded by limited parking in the village itself, seasonal transport services and the vulnerability to adverse weather conditions, of the Ferry connecting to Bowness-on-Windermere.

Whilst the village of Hawkshead is busy at key times, our research shows there is a significant drop in visitors outside of the main season. Hawkshead's already pedestrianised village Centre, makes it ideally placed to be positioned as a "Car-Free" sustainable travel destination.

Importantly, Hawkshead is not a standalone destination. It is blessed to be surrounded by a wealth of close by hidden gems, adventures, culture, arts, history, retail and food and drink offers. Future development is also planned at Grizedale Forest, and there is great potential to better link this area with sustainable and active travel connectivity. This would support longer stays and dwell time, extend the local season and create better access for workers and access to the night-time economy of the surrounding area.

The area has already been established as a walking and cycling destination after the introduction of the Windermere West Shore route. However, the western shore of Lake Windermere has recently increased in popularity with those seeking lakeside access, seeing a big increase in vehicles accessing this traditionally quieter area and diminishing its appeal as a safer walking and cycling destination.

There is relatively little accommodation in the area itself so creating better access from nearby accommodation hubs and residential hubs will really support local organisations.

This shared transport vision, ambitions and action plan, supported by public and private sector partners, sets out a joined-up approach to support lower carbon and improved transport for the area in and around Hawkshead and the West of Windermere, supporting economic growth and the natural environment, whilst delivering benefits for its communities.

The plan was developed as part of the 3 Valleys project which aimed to develop movement plans for:

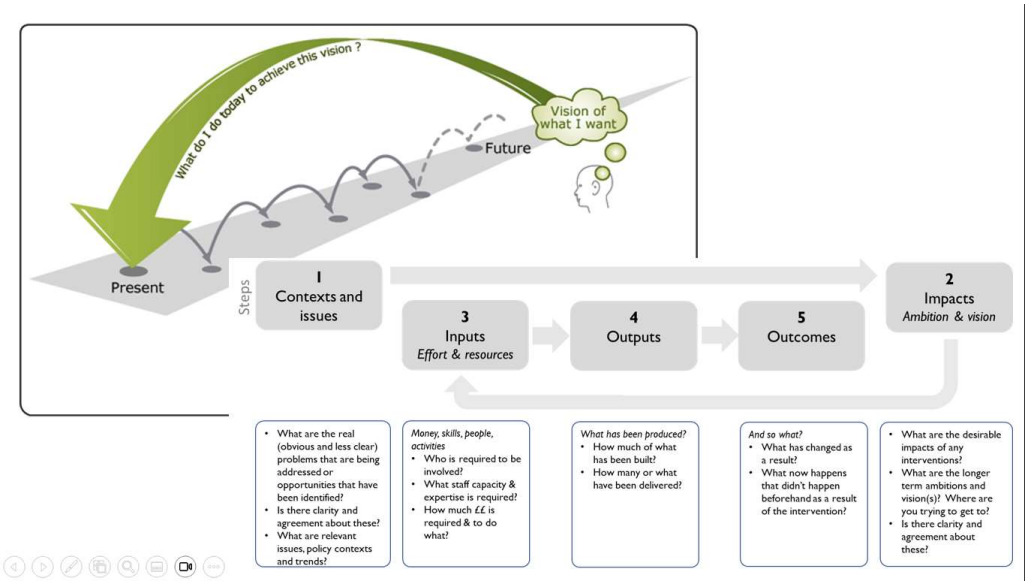
- Ullswater and the Lowther Area
- Hawkshead and the West of Windermere
- The Langdale Valley

This was to aid decarbonisation through better movement and funded by Westmorland and Furness Council's Climate and Nature Fund.

It was recognised that these plans sit alongside the visitor management plans developed by Strategic Visitor Management Group and that co-ordination of delivery of the plans would be overseen by a programme board to enable support, knowledge sharing across areas and the actions to be more embedded in relevant Cumbrian Strategies and Plans.

The Visioning Process

The visioning process involves looking forward to where we would like to be, identifying a vision and ambitions. We then work back from these to identify set outputs and develop an action plan to help us achieve these outputs. This approach helps to overcome some of the instant barriers usually presented when discussing transport planning.



What do destinations need for a sustainable transport system?

Alistair Kirkbride of Low Carbon Destinations developed the below model after completing his Winston Churchill Fellowship, studying best practice international destinations. The model identifies the six components required to be in place for sustainable and active travel to be supported on a destination. We used the model to identify the gaps in the Hawkshead and West of Windermere Area, this work formed a basis for developing the Vision and ambitions for the area, which have then been distilled down into an action plan for the partnership group to take forward.

The vision, ambition and actions are all place based, and provide a way forward, based on the needs and nature of this distinct and individual area or destination, whilst maintaining an awareness of the wider area and the interplay between the two.

A World Class Destination

A piece of work was also completed by Low Carbon Destinations which attempted to translate the draft vision into what that might look like on the ground for the Ullswater and Lowther area. This was not a suggested route forward but more of a snapshot of what "good" could look like, in order to inspire the conversations and ensure they transcended beyond the immediate issues. This piece of work will be circulated with the original plan and is intended to be used as part of the ongoing review process for the action plans, to inspire continued ambitious delivery.

Wider context

The vision, ambition and actions are all place based, and provide a way forward, based on the needs and nature of this distinct and individual area or destination, whilst maintaining an awareness of the wider area and the interplay between the two. The plans were and will continue to be delivered with a strategic awareness of relevant Cumbria, Local Authority and Lake District National Park Authority policies.

The action plans have been developed as a working document which will need to be re-visited and re-aligned on an annual basis to ensure they are still relevant within the local and wider area context.

The Destination Management Plan

The vision is aligned to Cumbria Tourism's Destination Management Plan which is a multi-agency plan for Cumbria and the Lake District. The plan aims to support responsible tourism that benefits the environment and supports vibrant communities by:

1. **OBJECTIVE 1 – DRIVE ECONOMIC GROWTH:** INCREASING THE VALUE AND PRODUCTIVITY OF CUMBRIA'S VISITOR ECONOMY
2. **OBJECTIVE 2 – RESPONSIBLE AND SUSTAINABLE:** SUPPORTING RESPONSIBLE TOURISM THAT BENEFITS THE ENVIRONMENT AND SUPPORTS VIBRANT COMMUNITIES
3. **OBJECTIVE 3 – INCLUSIVE AND ACCESSIBLE:** ENSURING ALL VISITORS CAN ENJOY CUMBRIA AS A DESTINATION
4. **OBJECTIVE 4 – RESOURCED TO DELIVER:** SUPPORTING THE SECTOR AND ENSURING THE INFRASTRUCTURE TO DELIVER WORLD CLASS EXPERIENCES AND MEET THE NEEDS OF COMMUNITIES

More specifically around transport the Destination Management Plan has an ambition to:

Ambition: Improve the overall sustainability of visitor economy activity by:

Transport[8]

1	Supporting the aspiration for Cumbria to be the first Net Zero carbon county by 2037, supported by a reduction in carbon from visitor travel of at least 15% on the 2018 baseline by 2030.

*Improving the sustainability of travel in **getting to Cumbria**.*

2	Increasing the share of visitors arriving in Cumbria by bus/coach and train from 9% in 2022 to 15% by 2030.
3	For those arriving by private vehicle, supporting a growth in the proportion using EV/hybrid vehicles from 10% in 2022 to at least 20%. This reflects the need to ensure Cumbria's visitor economy can cater for the forecasted growth in EV car ownership and usage and does not get left behind.

*Improving the sustainability of travel in **getting around Cumbria**.*

4	Encouraging and enabling the use of sustainable and active travel options, and increasing the main mode of travel recorded as active and sustainable from its 28% in 2022 to 40%.

The Lake District National Park's Partnership Plan

The vision also aligns to the current Lake District National Park Authorities Partnership Plan and the overarching principles of the Partnership's Travel and Transport Key Outcome Group, which states:

What are we trying to achieve?

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

Overarching principles for the Partnership Plans Sustainable Travel and Transport KOG

The following overarching principles will steer the Sustainable Travel and Transport Key Outcome Group in its delivery:

1. All actions to contribute to Net Zero Carbon ambitions.
2. Contribute to the UNESCO recommendation to 'address the issue of excessive private vehicular traffic by enhancing the public transportation system within the property and discouraging access to the property by non-resident private vehicles'.
3. Consider all actions through an accessibility and inclusivity lens to meet Lake District for Everyone objectives.
4. Inform our practice with awareness of global innovation and change in the transport and mobility sector, specifically in relation to behaviour change and implementation.

The Cumbria Transport Infrastructure Plan

The vision also supports the three broad objectives of the current Cumbria Transport Infrastructure Plan, which is under review.

1. **Clean and Healthy Cumbria**
   Promoting active travel and digital infrastructure as enablers of inclusive economic growth and supporting the health and wellbeing of our communities and the decarbonisation of transport networks.
2. **Connected Cumbria**
   Promoting improved transport networks across and into Cumbria to connect our places and support economic growth and opportunities for businesses and communities.
3. **Community Cumbria**
   Promoting integrated approaches to transport that are affordable, safe and meet the access and mobility needs of all, and which support opportunity and renewal within towns and communities across Cumbria with better transport used to improve social inclusion.

The Westmorland & Furness Climate Action Plan

Westmorland and Furness Council's Climate Action Plan also aligns with the vision and states that:

The Council has ambitious plans to get more people cycling, walking and wheeling in Westmorland and Furness, making active travel the natural choice for everyday short journeys.

Further to prioritising active travel, reducing the emissions associated with private vehicles remains a concern for Westmorland and Furness Council.

Westmorland and Furness Council are working closely with key transport partners such as National Highways, Network Rail and our public transport operators with a shared ambition to reduce emissions through supporting mode shift, electrifying fleet and providing EV charging facilities.

The Here & Now

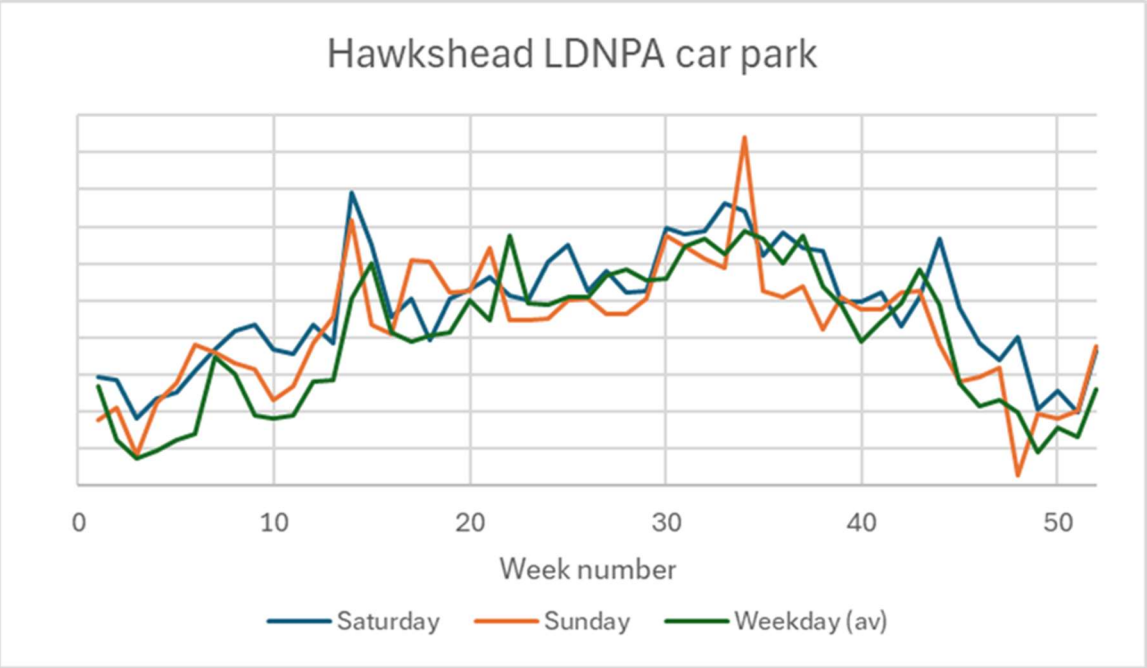
After a stakeholder mapping exercise had taken place stakeholders were invited to become members of the partnership and agree to moving the vision forward. A workshop was held in Hawkshead village to understand the current transport situation, potential challenges and the potential opportunities for the area. Prior to the workshop data was gathered on movement trends and shared with the partners.

A separate piece of work to develop an Area Action Plan for the area along Windermere's Western shore was undertaken at a similar time, led by the National Trust. The longer term actions identified as part pf the Area action Plan have been incorporated into the ambitions and actions below.

What do we know?

The visitor trends revealed that both Hawkshead and Grizedale have a similar pattern of visitors arriving by private vehicle and this was reflected by the patronage of attractions in the area. The summer months and school holidays are constantly "busy" times both mid-week and weekends. Whilst bank holidays are peak capacity.

Outside of these times, particularly during the autumn, winter and early spring, visitor numbers drop significantly. This reflects the wider area of South Lakes as a whole and might be compounded by the less reliable access from Bowness-on-Windermere via ferry in the winter months, due to adverse weather conditions and seasonal public transport offer.



Whilst the car park at Hawkshead is at capacity at peak times, Grizedale Forest has car parking capacity most days.

The western shore of Lake Windermere, however, has seen an increase in patronage over recent years, with a rising demand for those wanting direct access to the Lake. This is often weather dependent and unpredictable. The infrastructure to support these visitors is unfortunately not in this area and lies more in the surrounding villages and destinations. The increase in vehicular traffic in this area has also undermined the areas' appeal as a quiet walking and cycling destination.

Below outlines the potential Strength, Weaknesses, Opportunities and Threats in regard to movement in the Hawkshead/Grizedale area.

Strengths, Weaknesses, Opportunities and Threats of current movement

Strengths	Weaknesses
• Less developed and quieter • Visitors come all year around to some destinations in area, although seasonal in others • Well positioned for walking, cycling • Cluster of attractions and things to do in a small area • Pedestrianized village Centre • Connected to Windermere and close to Coniston • Close to Grizedale forest with good links • Coniston Rambler service • Bike hire in village • Cross Lakes Experience • Excellent links for lower-level walking • Great base for a family day out for biking widows	• Car parking • Reliability of ferry • Poor public transport connectivity • Waymarking/signage/public realm • Seasonal services so don't support spreading the season to lower impacts and access to work • Limited evening services to support the nighttime economy and local residents/visitors accessing leisure activities • Narrow roads not suitable for commercial bus services but smaller mini-buses are harder to make commercially viable • Shuttle services trialled previously • Lack of knowledge around what is out there and what everyone else is doing
Opportunities	**Threats**
• Great base for walking and cycling • Active travel links to Grizedale • Potential links through to Lakeside • Potential better links to Windermere, Coniston and Ambleside • Low traffic area • Opportunity to extend the season? • Desire to promote as a low carbon destination • Opportunity to influence at car parking payment machines and the new TIC/in destination due to last minute booking/lack of prior planning • About 70% of WLC cruises are from A to B not circular, so opportunity to develop "key experiences" that encourage people out of cars • Potential for electric bike network or e-mobility network (including trampers to enable better access) • Potential ferry on Esthwaite to connect to Hill Top • E-bikes have made the hilly nature of the area and connections to Grizedale much more feasible for more people. Using towing is an opportunity for families to take advantage of this • Opportunity to manage how the destination is marketed and accessed from different origination points and to different visitors • Opportunity for promoting longer day trips by offering ticket validation or discounts off bike hire/other sustainable options on production of a ticket	• Increasing costs of labor and lack of worker transport/housing • Want to maintain a sustainable level of visitors • Lack of EV charging as growth in EV continues • People are booking later and planning less so more likely to head to Instagram spots or more obvious walks/attractions, causing pressures • Pop up car parking and camping, whilst alleviating pressures if placed correctly, has limited control mechanisms to enable a strategic approach which does and could cause issues • Lack of parking enforcement can lead to roads being blocked for buses and emergency services

Summary

Whilst mid-week usage of the area is strong there is a real seasonality to visits, with a need to develop a more balanced footfall over the course of the year. Better transport links to the Southern residential hubs of Ulverston and Barrow-in-Furness might encourage more out-of-season visits from locals. This

would also better support residents' health and wellbeing, giving them easier access to green and blue spaces for leisure activities.

The seasonality of the current services to the area offers a challenge, however the ferry connecting to Bowness-on-Windermere has just had works, which should enable it to run more of a reliable year-round service. This might make some of the seasonal services which link to the ferry a more viable option over the shoulder seasons.

Overall, it was felt that the current access to the area wasn't terrible, however there is much room for improvement. The location of the area lends itself well to becoming an active travel hub and creating better active travel links between Hawkshead, Grizedale Forest and ideally down the west shore of Windermere to Newby Bridge and up to Ambleside. Bike carrying facilities on boats and bikes were identified as a needed to support this.

Promoting the area as a low traffic area to explore on foot/by bike from the accommodation hubs in Windermere, Bowness and Ambleside, outside of the main season, could help to position the area as a car-free destination.

Identifying the Gaps

At the workshops we sought to identify the gaps in the current provision against the 6-point model above.

1 First mile and last mile connecting the destination with the station

- perceived lack of connectivity without a personal vehicle
- lack of combined ticketing to smooth the journey

2 Journey to the destination

- Current public transport links to the area are seasonal/reduce seasonally
- Few transport links to residential hubs
- Bike carriage on the ferry but not other options so limits flexible bike hire options

- Significantly reduced connectivity from visitor hubs in the off season
- No services linking to residential hubs

Travel In Destination

- transport run by a number of operators and doesn't always integrate in terms of tickets and timetable
- Limited combined ticketing
- Cross Lakes Experience connecting destinations may not run next year/needs to be sustainable
- Limited access to other key local destinations like Hill Top, Wray and Grizedale and potentially even Lakeside.

Traffic/parking Management

- Lack of central system showing car parking availability in the area
- Car parking pricing structures don't encourage longer stays
- Requirement for more regular enforcement for those parking inappropriately
- Lack of parking at peak busyness

Luggage Transfer and Equipment Rental

- No e-mobility options to enable less experienced visitors to explore which could support travel out of season
- Number of different bike hire operators and no linked up network allowing more flexible hire
- Luggage storage at Windermere Train Station but not available out of hours
- No luggage transfer from station or other accommodation hubs to the destinations

6a- Information and Marketing

- Limited information and supporting signage around walking and cycling accessible from Hawkshead and connectivity to Grizedale in the village
- Lack of information at Grizedale regarding links to Hawkshead
- Limited information informing visitors of things to do and potential dwell times to enable them to purchase sufficient parking and stay longer/explore from here
- Low profile of the destination in local accommodation hubs as somewhere to recommend as a car free option
- Low profile of destination as an accessible option for residents

6b – Appropriate Governance

- No valley level co-ordination of efforts to ensure an integrated system

The Vision – Where we would like to be

By identifying opportunities and gaps in the current provision the Partnership were able to develop a vision of where they would like to be in 10 years' time. They also identified aims/objectives to enable them to achieve their vision, and actions which are required in order to fulfil these aims.

These actions will be allocated to different members of the partnership to take forward. However, this is very much a working document and some of the ambitions the partnership will not currently be able to take forward. These should be re-visited every year to ensure that any new supporting actions can be added and allocated, and the plan changed accordingly.

The Vision

To develop the area west of Windermere into an exemplar of rural sustainable and integrated travel and tourism. Its car-free village centers and great walking and cycling opportunities will attract visitors from across the lake and residents from the south, encouraging them to dwell longer and explore the area as a car free destination.

1. Support net zero targets.
2. To support thriving tourism, businesses and communities.
3. To position the area as a car free destination/experience
4. To support the quality of life of residents.
5. The improve connectivity to local residential hubs to promote and support out-of-season leisure activities to local residents
6. To enable visitors and residents without access to a car to reach the area.
7. To reduce dependency on the private motor vehicle.
8. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
9. To have a self-sustaining transport network.

The matrix below shows how these aims/objectives align with the Destination Management Plan (DMP) and the Westmorland and Furness Climate Action Plan

Aim	Destination Management Plan (DMP)	Westmorland & Furness Climate Action Plan
1. Support Net Zero Targets	**RESPONSIBLE AND SUSTAINABLE** **Objective 2 Ambition 1:** Supporting the aspiration for Cumbria to be the first Net Zero carbon county by 2037, supported by a reduction in carbon from visitor travel of at least 15% on the 2018 baseline by 2030.	**- 3T (Fleet management software)** **- 4T (Fleet decarbonisation strategy)** **- 5T (Deliver on LEVI funding for EVs)** **- 12T (Local Travel Plans w/ carbon monitoring)** **- 17T (Deliver on EV strategy Part 2)** **- 18T (Advice for residents & businesses on EV infrastructure)"**
2. To support thriving tourism, businesses and communities	**RESPONSIBLE AND SUSTAINABLE** **2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city **RESOURCED TO DELIVER** **4D:** Support businesses to adapt, innovate and achieve excellence	**- 1T (Ensure walkways, cycle lanes, storage)** **- 11T (Funding for LCWIPs)** **- 13T (Active travel investments)** **- 18T (Advice on EV infrastructure)"**
3. To position the area as a car free destination/experience	**DRIVE ECONOMIC GROWTH** 1A: Continue to implement strategy to raise appeal and awareness of less well visited parts of the county **RESPONSIBLE AND SUSTAINABLE** 2A: Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers	**- 2T (New local transport plan)** **- 16T (Micro-mobility)** **- 21T (Bus services assistance)"**

4. To support the Quality of life of residents	**RESPONSIBLE AND SUSTAINABLE** **2A:** Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers **2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city **2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities	**- 6T (20MPH policy)** **- 9T (Promote staff cycling)** **- 10T (Review electric pool car fleet)** **- 20T (Active travel digital platform)** **- 24T (Bikeability)"**
5. The improve connectivity to local residential hubs to promote and support out-of-season leisure activities to local residents	**DRIVE ECONOMIC GROWTH** **1A:** Continue to implement strategy to raise appeal and awareness of less well visited parts of the county **RESPONSIBLE AND SUSTAINABLE** **2A:** Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers	**- 1T (Maintain walkways, cycle lanes)** **- 11T (LCWIP funding)** **- 19T (Vehicle idling campaign)** **- 23T (Active Travel Social Prescribing)"**
6. To enable visitors and residents without access to a car to reach the valley	**DRIVE ECONOMIC GROWTH** **1E:** Adapt to and lead market trends and opportunities to ensure Cumbria attracts future new and repeat visitors **INCLUSIVE AND ACCESSIBLE** **3A:** Ensure Cumbria's infrastructure and welcome is accessible to all **3B:** Ensure Cumbria's product and welcome is inclusive for all visitor groups	**- 2T (New local transport plan)** **- 16T (Micro-mobility)** **- 21T (Bus services assistance)"**
7. To reduce dependency on the private motor Vehicle	**RESPONSIBLE AND SUSTAINABLE** **2A:** Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers **2B:** Promote and support sustainable and active travel and experiences	**- 1T (Maintain walkways, cycle lanes)** **- 11T (LCWIP funding)** **- 19T (Vehicle idling campaign)** **- 23T (Active Travel Social Prescribing)"**

8. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.	**RESPONSIBLE AND SUSTAINABLE** **2A:** Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers **2B:** Promote and support sustainable and active travel and experiences **2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities	**- 1T (Walkways, cycle lanes, storage)** **- 9T (Staff cycling)** **- 13T (Active travel investments)** **- 20T (Active travel digital platform)** **- 23T (Social Prescribing)** **- 24T (Bikeability)"**
9. To have a self-sustaining Transport System	**RESPONSIBLE AND SUSTAINABLE** **2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city **RESOURCED TO DELIVER** **4A:** Develop better infrastructure and attract investment in the quality and range of product **4G:** Ensure joined up approach to enable a resilient visitor economy	**- 2T (New local transport plan)** **- 12T (Carbon monitoring in LTPs)** **- 21T (Financial assistance for bus services)"**

Our ambitions and Actions

Ambitions and Actions	Alignment
Ambition One: **Position Hawkshead and the West of Windermere as a car free destination/experience from Bowness and Windermere. Accessible by rial via Windermere Train Station** **Immediate Actions/Projects** • Establish a Hub working group to identify what would be required at Windermere Station to enable this to act more as a hub for travel to Hawkshead and the West of Windermere such as expanding current luggage storage facilities and onward travel options • Refresh information and walking route signage from the Station to The Pier and Ferry Terminal • Re-skin the Monolith at Windermere station with information which also promotes Hawkshead & the West of Windermere • Connect with Northern Rail to look at how the destination is promoted from Windermere Station • Engage with the Windermere Gateway group to ensure the needs of the area are considered in this major development **Medium-term Actions/Projects** • Offer an annual Familiarisation trip to the area for staff at Windermere Lake Cruises, Stagecoach, Northern and the Tourist Information Centre in Bowness, showcasing a visit on foot • Windermere Hub working group to map current joint ticketing offers in the area and identify potential gaps. • Work with Northern to promote and develop their group travel offer to the area • Work with Northern to discuss the possibility of Hawkshead being a virtual station • Work with Tourist Information Centres to offer more accessible luggage storage and develop business case for luggage transfer Service. Could the Cross Lakes Experience carry Luggage? **Longer-term Actions/Projects** • Work with Westmorland and Furness Council and Windermere Lake Cruises to improve signage and information in and around Bowness-on-Windermere	**Primarily Supports Partnership Aims:** Underpins all partnership aims **Wider context** **DMP actions supported:** Objective 2 Ambition 1: Supporting the aspiration for Cumbria to be the first Net Zero carbon county by 2037, supported by a reduction in carbon from visitor travel of at least 15% on the 2018 baseline by 2030. 2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city 1E: Adapt to and lead market trends and opportunities to ensure Cumbria attracts future new and repeat visitors **Component of Visitor Travel Decarbonisation model** 2. Journey to the Destination 3. Travel in destination 5. Baggage Transfer 6. Information and Marketing

Ambition Two:

Better connectivity and awareness of the destination with local residential hubs of Ulverston and Barrow -in-Furness

Immediate Actions/Projects

- Discuss and promote opportunities around the Rural Mobility Pilot
- Support any possibilities around extending/improving the X12 community service possibly through the BSIP Plus funding
- Produce and distribute a ski resort style map showing the connectivity of the area, travel times by mode of transport and how to access from further afield

Medium-term Actions/Projects

- Promotion of leisure opportunities available and the connectivity of the area to main residential hubs
- Work with Cumbria Tourism to develop relationships with employers in the area and target local facebook groups with information and events
- Work with Cumbria Tourism's worker transport officer to identify opportunities to improve access to the area for work
- Seek funding to commission a feasibility study for a bike bus service to connect with residential hubs. Previous trials focussed on visitor hubs, however, servicing an area with a stable residential population as the start point may make the service more tenable. This would also support younger residents seeking to access the forest independently.
- Consider re-branding Grizedale Forest as a gravel biking destination and highlight routes which connect with Hawkshead and surrounding area.

Longer-term Actions/Projects

- Work with Westmorland & Furness Council to feed into their network plans and help prove the need for services connecting this area with Ulverston and Barrow-in-Furness to help improve access to work and leisure opportunities for residents and promote the improved/Educational offer in Grizedale Forest

Primarily Supports Partnership Aims:

Underpins all partnership aims

Wider context

DMP actions supported:

Objective 2 Ambition 1: Supporting the aspiration for Cumbria to be the first Net Zero carbon county by 2037,
supported by a reduction in carbon from visitor travel of at least 15% on the 2018 baseline by 2030.
2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city
1E: Adapt to and lead market trends and opportunities to ensure Cumbria attracts future new and repeat visitors

Component of Visitor Travel Decarbonisation model

2. Journey to the Destination
3. Travel in destination
6. Information and Marketing

Ambition Three:

Encourage coach and long-distance operators to develop tours to the area, possibly using Newby Bridge or Coniston as a hub

Immediate Actions/Projects

- Set up a coach travel task and finish group to assess demand and what is required to attract this market
- Identify current coach parking capacity in the area and identify if this is under-utilised
- Connect with tour operators and bus route operators to help build a business case and identify what information would be needed

Medium-term Actions/Projects

- Develop coach tour offer and seek funding to develop a Hawkshead and West of Windermere by Coach guide
- Approach long-distance coach operators
- Work with Cumbria Tourism's group travel representative

Longer-term Actions/projects

- Talk to potential coach parking sites around opportunities for drop off
- Develop shuttle services between Newby Bridge and Hawkshead
- Approach national express and other long-distance operators with new offer

Primarily Supports Partnership Aims:

1. Support Net Zero Targets
2. To support thriving tourism, businesses and communities
3. To position the area as a car free destination/experience
6. To enable visitors and residents without access to a car to reach the valley
7. To reduce dependency on the private motor Vehicle

Wider context

DMP actions supported:

Objective 2 Ambition 1: Supporting the aspiration for Cumbria to be the first Net Zero carbon county by 2037,
supported by a reduction in carbon from visitor travel of at least 15% on the 2018 baseline by 2030.
2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city
1E: Adapt to and lead market trends and opportunities to ensure Cumbria attracts future new and repeat visitors

Component of Visitor Travel Decarbonisation model

2. Journey to the Destination
3. Travel in destination
6. Information and Marketing

Ambition Four:

Capacity to support EV charging facilities in Grizedale and Hawkshead to enable visitors to arrive by EV

Immediate Actions/Projects

- Identify and feed into existing working group to discuss potential future needs and ambitions with ENW LTD
- Research alternative charging options such as solar with battery and possibly look to install with support form the UKSPF Green Enterprise Hub Funding

Medium-term Actions/Projects

- Feed into Regional Energy Strategic Plan via Local Authority
- Raise awareness of flexible services and how they might support more efficient energy use and potential for community energy generation

Primarily Supports Partnership Aims:

1. Support Net Zero Targets
2. To support thriving tourism, businesses and communities
3. To position the area as a car free destination/experience

Wider context

DMP actions supported:

Objective 2 Ambition 1: Supporting the aspiration for Cumbria to be the first Net Zero carbon county by 2037,
supported by a reduction in carbon from visitor travel of at least 15% on the 2018 baseline by 2030.
1E: Adapt to and lead market trends and opportunities to ensure Cumbria attracts future new and repeat visitors

Component of Visitor Travel Decarbonisation model

2. Journey to the Destination
3. Travel in destination

Ambition Five:

Improve confidence, connectivity and infrastructure to support in-destination travel through developing rural mobility hubs

Immediate Actions/Projects

- Hub working group to identify the key "hubs" into and in the area, using work already undertaken and the Transport for the North Rural Mobility Hubs work to establish what is needed to make these function better
- Talk to Westmoreland and Furness Council, Parish Councils and operators regarding improving waiting areas and the information provided at these in line with the enhanced bus partnerships plan
- Bring together local operators to look at how timetabling of services might be better integrated. Possibly by engaging with the Lakes Line Community Rail Partnership
- Engage with the Ferry Group to be able to forward plan around planned closures
- Get transport operators together to look at further opportunities for joint ticketing including Hawkshead plus bus option or virtual station on a Windermere train ticket, utilising the Cross Lakes Experience
- Develop and promote a collection of Komoot walking and cycling routes from Hawkshead and Grizedale, to other destinations where possible
- Position Hawkshead as

Medium-term Actions/Projects

- Develop a list of backup options if services can't run/have to be cancelled due to adverse whether to be promoted at bus stops and transport terminals. Do Taxi services need improving?
- Task and finish group with current bike hire providers to establish if a wider network could be developed and an agreement reached to enable one way hires or whether an e-bike network could be overlaid using existing providers as hubs

Longer-term Actions/Projects

- Seek funding and support to develop key hubs identified into rural mobility hub

Primarily Supports Partnership Aims:

2. To support thriving tourism, businesses and communities
3. To position the area as a car free destination/experience
7. To reduce dependency on the private motor Vehicle

Wider context

DMP actions supported:

2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city

4D: Support businesses to adapt, innovate and achieve excellence

1A: Continue to implement strategy to raise appeal and awareness of less well visited parts of the county

2A: Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers

2B: Promote and support sustainable and active travel and experiences

Transport for the North

Northern Transport Voices: Attitudes to Rural Mobility Hubs

Component of Visitor Travel Decarbonisation model

2. Journey to the Destination
3. Travel in destination
6. Information and Marketing

Ambition Six:

Improve walking and cycling infrastructure to enable increased active travel between local destinations and into the area

Immediate Actions/Projects

- Work with Westmorland & Furness to support their Westmorland & Furness Way long distance walking route and the opportunity to visit the area as a day trip off the route
- Look at measures such as double yellows, quiet lane designation and reduced speed limits to enable more walking cycling and peaceful enjoyment of Windermere's Western shore

Medium-term Actions/Projects

- Support the further development of the West Windermere Way to connect Newby Bridge to Ferry House and on through to Ambleside
- Support LDNPA in Developing the trail further. Provide data, lobbying and support
- Work with Local Authorities and landowners to bring partners around the table
- Act as ambassadors for the scheme and encourage support from local communities and community groups

Longer-term Actions/Projects

- Develop low gradient multi-user trail connecting Hawkshead and Satterthwaite
- Work with Local Authorities and landowners to plan potential route and bring partners around the table
- Act as ambassadors for the scheme and encourage support from local communities and community groups
- Seek funding to develop shovel-ready project and/or delivery
- Develop segregated Walking route connecting Near Sawrey and Hawkshead
- Work with Local Authorities and landowners to plan potential route and bring partners around the table
- Seek funding to develop shovel-ready project and/or delivery
- Improve bike carriage facilities on other modes to support active travel
- Build a business case/identify funding for a dedicated bike boat on Windermere
- Seek UK destinations who offer bike shuttles/uplift services and find out how these were developed/what is required to support them

Primarily Supports Partnership Aims:

2. To support thriving tourism, businesses and communities
3. To position the area as a car free destination/experience
8. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
7. To reduce dependency on the private motor Vehicle

Wider context

DMP actions supported:

2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city

4D: Support businesses to adapt, innovate and achieve excellence

1A: Continue to implement strategy to raise appeal and awareness of less well visited parts of the county

2A: Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers

2B: Promote and support sustainable and active travel and experiences

Component of Visitor Travel Decarbonisation model

3. Travel in destination

Ambition Seven:

Establish and grow a shuttle service linking the different destinations in the area

Immediate Actions/Projects

- Bring together partners to discuss the current Cross Lakes Experience and how this could be better supported with plan to grow network once established
- Build itineraries and trails around the service and support with branding and on-board commentary e.g the Peter Rabbit shuttle connecting Beatrix potter related attractions, viewpoints locations. This may be classed as a tour rather than a public service so need to research implications of this
- Work together to feed into Local Authorities and respond to consultations about the need for services and when
- Support local services by promoting them to staff and staying guests. Display timetables and ensure staff and visitors know about the transport options available

Medium-term Actions/Projects

- Look at different models (such as the Ullswater Hopper Model) to more sustainably support the Cross Lakes Experience and grow this into a wider service connecting more destinations
- Explore whether a regular shuttle or expansion of the Cross Lakes Experience between Hawkshead and Harrowslack would better connect visitors with the facilities available there
- Further explore opportunities and implications of in destination visitor giving, contributions from staying visitors or drawing down funding support from second homes tax
- Seek case studies of different mechanisms

Longer-term Actions/Projects

- Try to map potential usage of the service and establish potential funding options to pilot new sections

Primarily Supports Partnership Aims:

2. To support thriving tourism, businesses and communities
3. To position the area as a car free destination/experience
7. To reduce dependency on the private motor Vehicle

Wider context

DMP actions supported:

2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city

4D: Support businesses to adapt, innovate and achieve excellence

2A: Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers

2B: Promote and support sustainable and active travel and experiences

Component of Visitor Travel Decarbonisation model

3. Travel in destination

Ambition Eight:

Develop a longer-term parking and traffic management strategy that supports more active and sustainable travel in the area

Immediate Actions/Projects

- Establish car parking and traffic management working group
- Look at payment structures for car parking to encourage dwell time, out of season visits and active/sustainable travel
- Promote Ringo as a payment method in Hawkshead so visitor can top up parking on the go
- Discuss options with LDNPA around partial refund on car parking if LDNPA bike hire purchased
- Promote set walking routes with projected times from the car park to enable better planning
- Explore opportunities and seek case studies (such as Hamsterley Forest trial) for off peak and on peak parking tariffs to encourage visitors out of main season
- Explore possibilities around pre-bookable parking on peak days/special events to enable visitors to better plan their visit and seek alternative options (such as Grizedale park and walk) if car parking at capacity
- Establish task and deliver group to identify how traffic management measures and enforcement could reduce parking issues in the Harrowslack to Red Nab area and minimise vehicle numbers, to encourage more walking and cycling on existing infrastructure.

Medium-term Actions/Projects

- Develop walking and possible shuttle links between Hawkshead and Grizedale so Grizedale car parking facilities can be used when Hawkshead is at capacity and vice versa
- Clearly marked footpath between Grizedale and Hawkshead with promoted walking distance/time
- Special events and online destination platforms and literature to promote Grizedale as another entry point into the area
- Look to extend shuttle services to link the two. Could trial at key times such as bank holidays and special events

Longer-term Actions/Projects

- Work with car parking operators to understand issues around enforcement and develop an enforcement strategy which supports and encourages better travel

Primarily Supports Partnership Aims:

2. To support thriving tourism, businesses and communities
3. To position the area as a car free destination/experience
9. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.

7. To reduce dependency on the private motor Vehicle

Wider context

DMP actions supported:

2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city

4D: Support businesses to adapt, innovate and achieve excellence

2A: Enhance and expand the opportunities and capabilities for convenient, low carbon visitor movement and experiences both into and inside Cumbria for the benefit of visitors, residents and workers

2B: Promote and support sustainable and active travel and experiences

Component of Visitor Travel Decarbonisation model

2. Travel in destination
4. Traffic and Parking Management
6. Marketing & Information

Ambition Nine:

Businesses to work together to explore shared transport options to enable better connectivity to work

Immediate Actions/Projects

- Engage with Cumbria Tourism's worker transport project lead and research options for commissioning a taxi share scheme or shared private hire
- Look into possibility of becoming a wheels to work pilot area

Medium-term Actions/Projects

- Feed into W&F Councils transport plans and consultations, outlining the need for better transport to work in the area and where the workers originate form
- Look at whether work practices could be changed to accommodate shift patterns that align with transport available (where feasible)

Longer-term Actions Projects

- Ensure the shuttle services are extended to support transport to work

Primarily Supports Partnership Aims:

2. To support thriving tourism, businesses and communities
7. To reduce dependency on the private motor Vehicle

Wider context

DMP actions supported:

2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city

4D: Support businesses to adapt, innovate and achieve excellence

Component of Visitor Travel Decarbonisation model

3. Travel in destination

Ambition Ten:

Identify and develop a sustainable co-ordination and funding model to support this development and network

Immediate Actions/Projects

- Engage with and feed into other local plans which have a transport element and may be able to support and or fund
- Establish whether other existing forums exist and work through these to aid delivery if suitable, instead of creating new working groups
- Work with Strategic Visitor Management Group program board to aid delivery
- Work with other Valley Planning areas to share learnings and co-ordinate actions, plus look for opportunities to share resource

Medium-term Actions/Projects

- Explore opportunities with program board for the partnership to evolve the structure, to enable them to take advantage of wider funding opportunities and across area resource sharing
- Develop a resilient economic model for valley access and transport

Longer-term Actions/Projects

Pilot and implement any new structures

Primarily Supports Partnership Aims:

Underpins all partnership aims

Wider context

DMP actions supported:

2C: Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city

4D: Support businesses to adapt, innovate and achieve excellence

Component of Visitor Travel Decarbonisation model

6b. Appropriate governance

Moving Forward

This Movement Plan sits as part of the Three Valleys Project alongside two other plans developed using the same methodology.

1. Ullswater and Lowther Area
2. Hawkshead and the West of Windermere
3. The Langdale Valley

Structures to take this forward

Strategic Visitor Management Group have also developed a Valley Management Plan for The Wasdale Valley and are looking at developing these for other areas. Like the Movement plan the Valley Management Plan is designed to aid delivery of the longer-term vision for the Wasdale area. Whilst the movement plans focus on Transport the Valley Management plan has a slightly wider remit to support and promote responsible visitor behavior and well as manage movement. However, there is a lot of overlap between the mechanisms used in both plans.

It is agreed that in the short-term a Valley Management Plan Programme Board will be established which will oversee and co-ordinate the delivery of the Movement and Valley Management Plans.

In the longer-term the Programme Board will be tasked with establishing how to evolve the governance structure, to better support the governance aims and ambitions outlined across the Three Valley Plans.

Priority Actions 2025/26

Certain actions were identified by the partnership as priority actions to be taken forward. These were added to a 2025/26 season action plan. Delivery of these actions relies on the establishment of the below working groups:

Establishment of a Hub working group

Task and finish groups under this working group

- *Windermere station audit and information upgrade*
- *Development of area map to show connectivity and travel times*
- *Development of curated collection to promote longer dwell time and active between key destinations west of Windermere*
- *E-mobility and bike hire*
- *Car parking and traffic management working group*

Establishment of a Group Travel Working Group

- Identify what needed to reposition the area for the domestic group travel market
- Work with travel trade and Cumbria Tourism to establish and promote the area to the group travel market

Establishment of a joint ticketing working group

- Map out current joint ticketing
- Work with Transport operators in the area and at gateways to establish joint ticketing opportunities