Westmorland & Furness Council

Delivered in Partnership with

# Visioning better Movement

A partnership plan for decarbonising and improving movement in the Langdale Valley through transport visioning & behaviour change

Cumbria Tourism & Low Carbon Destinations

7/17/24

Funded by the Westmorland & Furness Climate & Nature Fund

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## Executive Summary

The Langdale Valley is one of the Lake District's most iconic destinations, encompassing a quintessential Lake District village, some of the areas most recognized fells and social media hot spots. The area has a long history as a base for climbers and outdoor enthusiasts, but also lends itself well to road biking and accessible walking along the valley bottom. 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, Langdale and Elterwater were the 18th and 19th most visited locations in Cumbria. And its wealth of "instagrammable" highlights (such as Cathedral Quarry) has made it very popular, with footfall sometimes unpredictable, as linked to social media activity.

However, its location and current access routes can make accessing this area challenging. This is compounded by limited parking in the more popular areas of the valley. Whilst public transport links are relatively good, there is a lack of early morning and late-night services, and services connecting through to the train station at Windermere and worker/residential hubs such as Windermere and Kendal.

There is limited connectivity between the Valley and other destinations such as Little Langdale and Grasmere. However, links through to Coniston and Hawkshead can be connected to. There is relatively little accommodation in the area itself, so creating better access from nearby accommodation and residential hubs could support local organisations.

A high proportion of the bedspace in the valley itself are camping pitches, which tend to be a lot more seasonal/weather dependent than other types of accommodation. This may make the valley itself feel busier over the summer months and quieter over the winter period. Whilst the area overall is impacted by seasonal fluctuations, our research shows there is sustained weekend footfall all year round, however mid-week footfall is not as strong. Further research is required to identify whether the weekend footfall is driven primarily by day trippers or overnight visitors staying nearby.

The Landgale Valley is very much a destination, however most of its appeal is based around outdoor activities, so can be negatively impacted by adverse weather. With a lot of visitors relocating to Ambleside and Grasmere when the weather is inclement. There is great potential to better link this area with the other larger towns and villages by sustainable and active travel connectivity. This would support longer dwell time, enabling visitors to base themselves in the valley for the full day. It would also create better access for workers and access to the night-time economy of the surrounding area.

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 the Langdale Valley, 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:

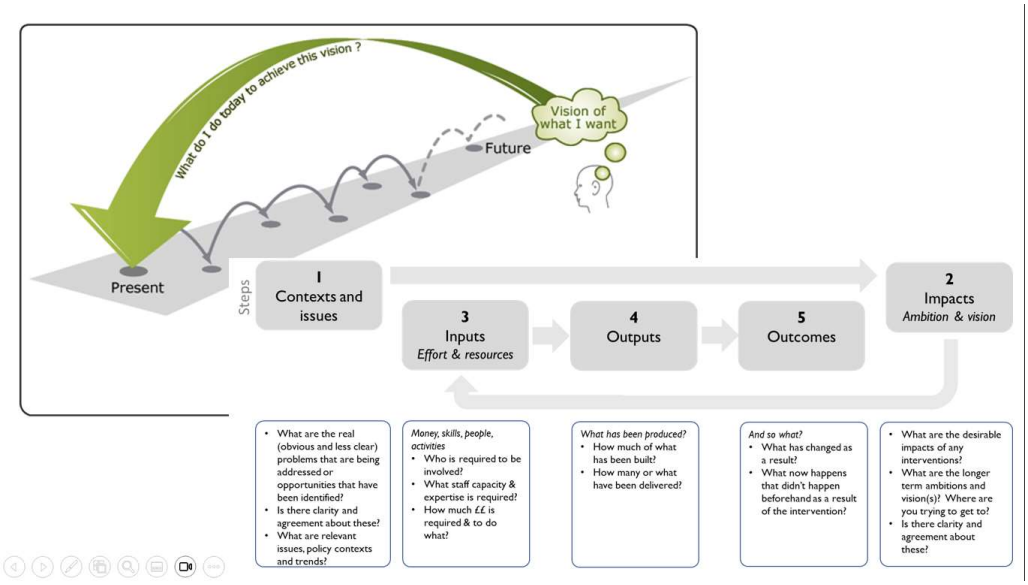
- Ullswater and the Lowther Area
- Hawkshead and the West of Windermere
- The Langdale Valley

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 Langdale Valley, this work formed a basis for developing the Vision and ambitions for the area, which have then been developed into an action plan for the partnership group to take forward.

## 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 Langdale Valley. 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

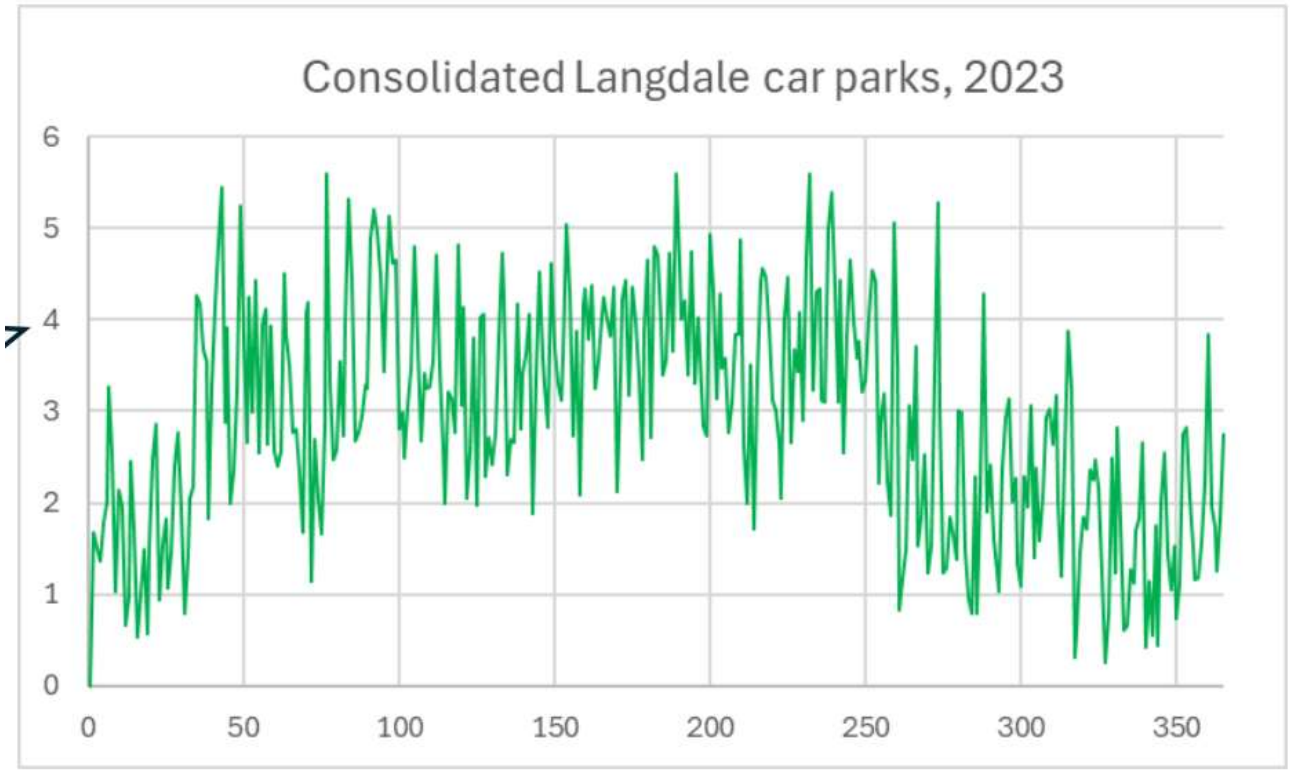
After a stakeholder mapping exercise had taken place stakeholders were invited to become members of the partnership and agree to moving the vision forward. A workshop was held at Cumbria Tourism's offices to understand the current transport situation, potential challenges and the potential opportunities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

As part of developing an Area Action Plan for the Little Langdale/Cathedral Quarry the National Trust led on a stakeholder engagement exercise and drew up and Area Action Plan for this specific area, which also sits under the Strategic Visitor Management Group. The longer-term actions developed as part of this process have been added as ambitions and actions in this Movement Plan.

### What do we know?

### The Langdale Valley Itself

The visitor trends revealed that in terms of visitors accessing the valley and parking, Langdale's footfall profile is dominated by weekends. Over the 9-month period from Feb-Oct weekend footfall remains high, with mid-week footfall also above winter levels. Over the winter months footfall still peaks at weekends but not to the same extent. As the valley itself is not a major accommodation hub it is hard to establish whether these visitors will have travelled from their home address by car or are staying in a nearby accommodation hub and have travelled from there. How we shift behaviour differs slightly based on where they are originating from.




Whilst the bus services currently serving the area are relatively good, there are some obvious gaps in the network. Later and more frequent services have been introduced on the Langdale Rambler, which is a great benefit to the area. However, connections to residential hubs, for transport to work purposes are limited, leading some businesses in the area to charter their own private hire services.

Links through to the train station at Windermere are also limited to a couple of times a day, preventing visitors from arriving by rail and travelling to the area by bus, without having to connect at Ambleside.

There is also a lack of late evening services to connect those staying in the valley with the food and drink offering in the evenings, this may not be sustainable as a week day bus service as, as previously stated, accommodation in the valley is limited and some is of a more seasonal nature. Connection to the wider area in the evenings might open up the valley a little more for those staying in accommodation nearby and for valley residents.

There is also no current connectivity between Langdale and Little Langdale, to enable visitors to access parking in the Langdale area and visit on foot, rather than parking in Little Langdale where there is no official parking provision.

## Little Langdale/Cathedral Quarry

Social Media content is driving increased visits to Cathedral Quarry and Slaters Bridge. Access to this area is restricted by narrow roads, fords and very limited parking and facilities. Some visitors are seeking to park in the Langdale Valley and access this area from there, adding pressure to the car parking in the Langdale Valley at peak times.

## Strengths, Weaknesses, Opportunities and Threats of current movement

| Strengths | Weaknesses |
|---|---|
| • Langdale Rambler bus service (just increased frequency over summer) probably under-utilised.<br>• Good walking links up the valley<br>• Low level walks<br>• Mixture of classic a more accessible route.<br>• Tramper hire @ Landale Estate<br>• Network of places to fuel up in between activity | • Bus services don't support worker travel<br>• Not a regular enough service up the valley<br>• Doesn't connect to Windermere and key visitor gateways<br>• No link to Grasmere<br>• Not a wet weather destination so visitors move to Ambleside and don't stay on the destination<br>• Lake of connection/quiet routes to connected attracters such as Little Langdale and Grasmere |
| **Opportunities** | **Threats** |
| • Langdale CIC (shares similar ambition to the group)<br>• Suggested for early and late services in BSIP Plus consultation.<br>• Potential for shared solutions amongst valley-based accommodation providers/businesses<br>• Quieter mid-week<br>• Different car parks attract different visitor types and different usage types:<br>  ○ Old Dungeon Ghyll more serious hikers out for the day and an early start<br>  ○ Stickle Tarn – less serious walkers doing Stickle Tarn<br>  ○ Elterwater – multi-generational groups using the Langdale Trail/Loughrigg Fell/Loughrigg Tran | • Social media featuring iconic spots risk overloading the valley<br>• People parking on verges making others think car parking is full and impacts negatively on visitor experience.<br>• Increase in water-based activities means very quiet on a hot day as no lake access.<br>• Feels at high capacity at weekends during high season<br>• Irresponsible parking limits emergency access |

## Summary

Weekend usage of the area is strong all year round, with some peak weekends feeling very busy. There is an opportunity to look at how we can position the area as an ideal area for mid-week walks, amongst visitors who are more likely to/could visit mid-week, such as digital nomads and retirees. This might help balance the footfall better and support local businesses.

There is a good network of walking and cycling routes in the area, including some iconic fells, although a lot of these are out and back and more circular routes would be ideal. There is a miles without stiles route through the valley bottom and a mobility tramper available to hire from the Langdale Hotel and Spa. Further e-mobility and hire options, to enable usage of the current walking and cycling network might help support less car use.

Footfall can be hard to predict and is sometimes driven by social media activity and special events. There is a feeling that special events in the valley need to better managed and coordinated, with access plans in place to minimise the impact of those travelling to attend the event. It is also felt that better information should be presented online and targeting social media platforms, to give recommended access guidance for the known social media hotspots.

There is an appetite amongst stakeholders in the valley to look at how we manage visitors on peak weekends and to also look at more permanent traffic management measures in the valley such as clearways. A car free day has previously been discussed, however the local farming community expressed concerns on how this could negatively impact on their daily access needs.

Better connectivity and information around the connectivity, to the visitor hubs of Grasmere, Windermere, Ambleside and Coniston are needed to enable visitors staying locally or arriving by rail to access the area.

Better connectivity to residential hubs such as Kendal and those on the west coast and south coast could enable better access to work.

In terms of Little Langdale/Cathedral Quarry, more information is required to identify where visits to Little Langdale originate from (day trippers or staying visitors), where they start their walk to the caves and where they are obtaining their information, in order to better manage the movement of these visitors.

Whilst parking capacity in the Langdale area, as a whole, is limited at peak times and weekends, there may be the opportunity to encourage mid-week visits where possible. Whilst a shuttle service from Ambleside to the area has been suggested, there is limited parking capacity in Ambleside at peak times to facilitate this. Longer term there is the opportunity to look at positioning Coniston Village as an access point for exploring the Little Langdale area. Coniston Village offers facilities and currently has better parking capacity due to the recent introduction of a new car park.

## 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

- Poor links to the train station for accommodation providers.
- Poor access to work and everyone managing their own separate solutions. Could worker buses/transport be shared between valley-based businesses. Could worker transport underwrite a daytime/public service (even just a valley shuttle free to those staying in the valley
- Could we use better connectivity with the cruises to enhance the experience of reaching the valley. Access from Windermere via the Ferry/cruises and a bus service

## 2 Journey to the destination

- Need for better connectivity by rail including passing loop on Windermere to increase frequency of services.
- Need for long distance bus/coach routes to the area

## 3 Travel In Destination

- Potential need for a shuttle bus to facilitate transport up and down the valley itself and to link in with Little Langdale/Coniston
- Potential for circular cycle route up and down the valley to enhance existing provision
- Better information and publicity for current options/services
- Lack of consistency in car parking info boards showing what can be done in the area and average time taken. Due to the number of car parking operators. This would better inform decisions around car parking to enable people to dwell longer. Also showing ease of connectivity to Ambleside, Grasmere and Coniston by sustainable modes
- Lack of combined parking and public transport tickets
- Need for taxi share services for supporting work and the night-time economy
- Potential for a Travel Pass. This could be fully funded or just discounts on certain services or a reward card for regular use.

## 4 Traffic/parking Management

- Could low traffic or even traffic free roads at peak season encourage use of sustainable and active travel once in the valley
- Resident only access to Red Bank Road to create better access to Grasmere on foot?
- Lack of information around what parking is available and where/how busy this is
- Pre-bookable parking of certain days peak season and other options to access

## 5 Luggage Transfer and Equipment Rental

- Discounted bike hire with accommodation to encourage bike usage once in the valley.
- Could be a point-to-point bike hire network or a pre-booked deliver to your door as currently no bike hire in the valley
- Baggage transfer service from Windermere Train Station allowing visitors to catch the bus and start their stay before they check in.

## 6 6a- Information and Marketing

- Marketing as the ideal mid-week getaway for walkers may help spread the footfall
- Position the area as a good place to be based and can access other key destinations sustainably
- Promote the opportunity to link with the Coniston Rambler service which stops at Skelwith Road End and explore the mining links of both areas
- Develop and market the food and drink offer in the area giving something to keep visitors in the area when it rains and longer dwell time in the area rather than driving on to another destination to eat

### 6b – Appropriate Governance

- Love Langdale valley level CIC which touches on transport and possible governance mechanism

## 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 ambitions to enable them to achieve their vision, and actions which are required in order to fulfil these ambitions.

These actions will be allocated to different members of the partnership to lead on taking 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***

***By 2034 the partnership will have worked together to make the Langdale Valley a walking, cycling and climbing hub, for those looking to explore this unique landscape and mining history by partaking in anything from an easy and accessible stroll to a more challenging experience. Visitors will be able to base themselves in the valley for the day or longer or access the valley by sustainable means.***

## Aims/Objectives

1. Support net zero targets.
2. To support sustainable tourism, businesses and farming.
3. To protect the environment.
4. To support the quality of life of residents.
5. To connect Langdale with nearby accommodation and residential hubs to benefit the rural and night time economy.
6. To enable visitors and residents to enjoy the valley for events with minimal impact.
7. To reduce dependency on the private motor vehicle and their impact on the landscape
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**<br>**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)**<br>**- 4T (Fleet decarbonisation strategy)**<br>**- 5T (Deliver on LEVI funding for EVs)**<br>**- 12T (Local Travel Plans w/ carbon monitoring)**<br>**- 17T (Deliver on EV strategy Part 2)**<br>**- 18T (Advice for residents & businesses on EV infrastructure)"** |
| **2. To support sustainable tourism, businesses and farming.** | **RESPONSIBLE AND SUSTAINABLE**<br>**2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city<br>**RESOURCED TO DELIVER**<br>**4C:** Support businesses to move to more environmentally sustainable operations<br>**4D:** Support businesses to adapt, innovate and achieve excellence | **- 1T (Ensure walkways, cycle lanes, storage)**<br>**- 11T (Funding for LCWIPs)**<br>**- 13T (Active travel investments)**<br>**- 18T (Advice on EV infrastructure)"** |
| **3. To protect the environment** | **RESPONSIBLE AND SUSTAINABLE**<br>**2E:** Support activities that sustain and enhance the environment<br>**2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities<br>**RESOURCED TO DELIVER** | **- 2T (New local transport plan)**<br>**- 7T (Upgrade streetlighting to LED & smart systems)**<br>**- 14T (Dark skies switch-off trials)**<br>**- 15T (Promote walkable, cyclable development)** |

| | | |
|---|---|---|
| | **4C:** Support businesses to move to more environmentally sustainable operations | **- 16T (Explore micro-mobility)"** |
| **4. To support the Quality of life of residents** | **RESPONSIBLE AND SUSTAINABLE**<br>**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<br>**2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city<br>**2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities | **- 6T (20MPH policy)**<br>**- 9T (Promote staff cycling)**<br>**- 10T (Review electric pool car fleet)**<br>**- 20T (Active travel digital platform)**<br>**- 24T (Bikeability)"** |
| **5. To connect Langdale with nearby accommodation and residential hubs to benefit the rural and night time economy.** | **RESPONSIBLE AND SUSTAINABLE**<br>**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<br>**2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city | **- 21T (Financial assistance for bus services)**<br>**- 22T (Increase active travel routes)"** |
| **6. To enable visitors and residents to enjoy the valley for events with minimal impact.** | **RESPONSIBLE AND SUSTAINABLE**<br>**2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city<br>**2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities | **- 2T (New local transport plan)**<br>**- 16T (Micro-mobility)**<br>**- 21T (Bus services assistance)"** |
| **7. To reduce dependency on the private motor Vehicle and its impact on the landscape** | **RESPONSIBLE AND SUSTAINABLE**<br>**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<br>**2B:** Promote and support sustainable and active travel and experiences | **- 1T (Maintain walkways, cycle lanes)**<br>**- 11T (LCWIP funding)**<br>**- 19T (Vehicle idling campaign)**<br>**- 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**<br>**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<br>**2B:** Promote and support sustainable and active travel and experiences<br>**2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities | **- 1T (Walkways, cycle lanes, storage)**<br><br>**- 9T (Staff cycling)**<br><br>**- 13T (Active travel investments)**<br><br>**- 20T (Active travel digital platform)**<br><br>**- 23T (Social Prescribing)**<br><br>**- 24T (Bikeability)"** |
| **9. To have a self-sustaining Transport System** | **RESPONSIBLE AND SUSTAINABLE**<br>**2C:** Increase the local social and economic benefit from visitor spend, supporting the vibrancy of our villages, towns and city<br>**RESOURCED TO DELIVER**<br>**4A:** Develop better infrastructure and attract investment in the quality and range of product<br>**4G:** Ensure joined up approach to enable a resilient visitor economy | **- 2T (New local transport plan)**<br><br>**- 12T (Carbon monitoring in LTPs)**<br><br>**- 21T (Financial assistance for bus services)"** |

Westmorland & Furness Council

Delivered in Partnership with

50 YEARS AT THE HEART OF OUR VISITOR ECONOMY

Lake District National Park

Towards Zero Carbon Cumbria
CAfS Cumbria Action for Sustainability

## Our ambitions and Actions

| Ambition | Wider Context |
|---|---|
| ***Ambition one:***<br><br>***Improve the visitor's arrival experience through better connectivity by rail and developing an option to arrive by boat***<br><br>**Immediate Actions/Projects**<br>• Improve connectivity to Windermere Station to enable visitors to arrive by rail by working with current operators who access the valley for different services and discuss opportunities for more frequent connections to the Station<br>**Medium-term Actions/Projects**<br>• Look at mobility on demand and pre-bookable based alternatives and seek case studies and statistics from accommodation providers on the valley to prove business case/need<br>• Investigate opportunities around expanding baggage lockers at the station and potential for baggage transfer services, allowing visitors to walk into their accommodation from nearby transport hubs<br>**Longer-term Actions/Projects**<br>• Develop and option where visitors can arrive by boat making the arrival part of the experience<br>• Work with existing operators and map out current connections to identify if feasible, and/or look for funding for a feasibility study<br>• Work in partnership to position the area as accessible by boat as a day trip. Work with Rail Operators to promote this as an add on ticket and a destination highlight | ***Primarily supports partnership aims:***<br>Underpins all aims<br><br>***Wider Alignment***<br><br>***DMP Actions Supported:***<br>2.1. Enable more visitors to arrive in Cumbria via public transport<br>2.3. Sustain and improve public transport infrastructure within Cumbria for visitors/communities<br>2.4. Develop an integrated end-to-end transport system for visitors with a proactive approach to parking provision and traffic management, to support model shift<br><br>***Component of Visitor Travel Decarbonisation model***<br><br>2. Journey to the destination<br>5.Baggage Transfer and Bike Hire |

***Ambition Two:***

***Understand more about how visitors travel and where from in order to better understand how to influence their journey***

**Immediate Actions/Projects**

- Data sharing agreement across businesses in the partnership to better understand where visitors originate from. Anonymised data to give an indication of origination points for staying visitors/attraction visitors. This should help the area establish a baseline for current visitor travel to monitor against.
- More specific research into what type of visitors are accessing the Little Langdale/Cathedral Quarry area, where their visit originates from and what information resources they are utilising
- If Cumbria Tourism travel assistant continues then adopt across partner platforms, as this would give a greater insight into how visitors are intending to actually make their journey and allocates a carbon cost to this.
- Once origination and therefore impact of visitors and modes of transport are better understood, more informed discussions on a way forward can take place

**Medium-term actions/Actions**

- Use this information to inform working groups and the conversations/longer-term planning
- Use the information to understand gaps in the visitor market due to current access and transport and explore how developments could support new markets

**Longer -term Actions/Projects**

- Review the data periodically to ensure visitor movements are being influenced

***Primarily supports partnership aims:***

Underpins all aims

***Wider Alignment***

***DMP Actions Supported:***

1.13. Research into new market opportunities
2.4. Develop an integrated end-to-end transport system for visitors with a proactive approach to parking provision and traffic
2.15. Data sharing and real-time information on visitors

***Component of Visitor Travel Decarbonisation model***

2. Journey to the Destination
3. Travel in destination

***Ambition Three:***

***Support visitors arriving by EV with improved EV charging infrastructure***

**Immediate Actions/Projects**

- Engage with Electricity Northwest and Local Authorities on network capacity and feedback plans/ambitions
- Partners look at where EV charge point installation can support their businesses
- Engage with Cumbria Action for Sustainability on their "Electric vehicles unpacked" webinar to understand more about the benefits of EVs and myth busting

**Medium-term Actions/Projects**

- Set up a car park/hubs working group to identify gaps in current public EV charging provision or whether the group need to focus on a charge before you arrive approach at Windermere/Coniston and other gateway sites
- Establish what good would look like? How many chargers. Public vs private and review what is already available

**Longer-term Actions/Projects**

- If it is established that a network of chargers is required in the valley, set up a task and finish group as part of the car parking group to take this forward by seeking to fill the gaps established in the review and working with the DNO (Electricity North West) and the Local Authority (LA) to do so. This may be through using external providers at suitable sites rather than businesses investing directly.

***Primarily supports partnership aims:***

1. To protect the environment.
2. To support sustainable tourism, businesses and farming.
3. Support net zero targets.
4. To connect Ullswater with Penrith and the Eden Valley to benefit the rural economy through 'attract and disperse'.
5. To support the quality of life of residents.

***Wider Alignment***

***DMP Actions Supported:***

2.5. Develop suitable EV charging infrastructure for visitors in Cumbria and en-route to Cumbria

***Component of Visitor Travel Decarbonisation model***

2. Journey to the Destination
Travel in destination

***Ambition Four:***

***Connect Langdale with nearby accommodation and residential hubs through active and sustainable travel, to benefit the rural and nighttime economy.***

**Immediate Actions/Projects**

- Work with land managers to ensure footpaths between the Valley and Little Langdale/Cathedral Quarry, Coniston, Grasmere and Ambleside are clearly marked and promoted with walking distance/time
- Work with partners, land managers, special event planners and online destination platforms to promote these destinations as alternative entry points into the area
- 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.
- Design a ski style map showing the connectivity of the area. Map to be adopted across partner communications e.g in booking confirmations, digital info and central locations

**Medium-term Actions/Projects**

- Work with Local Authorities/Highways Authority to explore whether certain roads in the area connecting key destinations could be designated as Quiet Lanes enable more walking and cycling. Quiet lanes still allow vehicle usage but prioritise usage by more vulnerable users such as walkers and cyclists through speed limits and discrete road signs, to encourage walking and cycling
- Explore feasibility of providing a shuttle service to link these accommodation hubs with the valley and Little Langdale.
- Look at different models (such as the Ullswater Hopper Model) to more sustainably support a shuttle service and grow this into a wider service connecting more destinations
- Bring together partners to discuss how this could be supported and grown
- Work with Cumbria Tourism's Transport to work officer to identify possibilities for shared transport to work options and how these could support/be supported by visitor led services

**Longer-term Actions/Projects**

- Build itineraries and trails around the service and support with branding and on-board commentary e.g Caverns and Quarries connecting the areas slate mining history with viewpoints and locations. This may be classed as a tour rather than a public service so need to research implications of this
- Try to map potential usage of the service and establish potential funding options to pilot

**Primarily supports partnership aims:**

1. To protect the environment.
2. Support net zero targets.
3. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
4. To reduce dependency on the private motor vehicle.
5. To support the quality of life of residents.

***Wider Context***

***DMP Actions Supported:***

2.4. Develop an integrated end-to-end transport system for visitors with a proactive approach to parking provision and traffic management, to support model shift

2.7. Further expand and develop the network of cycling routes across the county

2.12. Invest in the renewal and improvement of landscape enjoyed by visitors

4.7. Develop and extend worker transport initiatives

***Component of Visitor Travel Decarbonisation model***

2. Journey to the destination
3. Travel in destination
5. Baggage Transfer and Bike Hire

***Ambition Five:***

***Improve walking and cycling opportunities and infrastructure within the valley itself***

**Immediate Actions/Projects**

- Sub-group with local bike hire providers and venues to establish if Langdale could link into a wider network as a satellite hire location. Talk to those that currently offer delivery to a location or hire operators in the nearby local area.
- Promote walking and cycling in the valley from car parking and hubs
- Agree selection of accessible and well waymarked routes to promote
- Develop trusted content on Komoot with detailed route information
- Work together to promote the content through partner website and in destination
- Link to free downloadable route guides
- Give suggested walking times and show bus network to allow visitors to plan better

**Medium-tern Actions/Projects**

- Develop bike hire options and an e-mobility hub to link destinations through active travel
- Support the further development of the cycling infrastructure in the valley bottom providing a circular route
- Support LDNPA in Developing the trail further. Provide data, lobbying and support
- Work with Local Authorities and landowners to plan potential route and bring partners around the table
- Pilot an open roads weekend to showcase the walking and cycling opportunities available

**Longer-term Actions/Projects**

- Seek funding to develop shovel-ready project and/or delivery
- Act as ambassadors for the scheme and encourage support from local communities and community groups
- Assess feasibility of an e-mobility hub which flagged hire of the existing trampers but built on this

**Primarily supports partnership aims:**

6. To protect the environment.
7. Support net zero targets.
8. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
9. To reduce dependency on the private motor vehicle.

To support the quality of life of residents.

***Wider Context***

***DMP Actions Supported:***

2.4. Develop an integrated end-to-end transport system for visitors with a proactive approach to parking provision and traffic management, to support model shift

2.7. Further expand and develop the network of cycling routes across the county

2.12. Invest in the renewal and improvement of landscape enjoyed by visitors

4.7. Develop and extend worker transport initiatives

***Component of Visitor Travel Decarbonisation model***

2. Journey to the destination
3. Travel in destination
5. Baggage Transfer and Bike Hire

***Ambition Six:***

***Work with Landowners and Strategic Visitor Management Group to better manage scheduled events and travel to/from events***

**Immediate Actions/Projects**

- Identify ways for the partnership to feed into the event planning process and SVMG event groups to better manage event-based activities at peak times
- Partnership needs to understand more about how events are planned to understand how to influence/manage

**Medium-term Actions/Projects**

- Work with landowners and event managers to identify how best to support the decision making process, in order to minimise impacts from travel
- Work with event planners through landowners to provide better quality planning and travel information through an info pack.

**Primarily supports partnership aims:**
To enable visitors and residents to enjoy the valley for events with minimal impact.

**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
**2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities

***Component of Visitor Travel Decarbonisation model***

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

***Ambition Seven:***

***Improve confidence, connectivity and infrastructure to support in-destination travel***

**Immediate Actions/Projects**

- 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
- 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.
- Target Social Media platforms and in destination hubs with better quality information and advice
- Develop and provide content and itineraries for partners to provide

**Medium-term Actions/Projects**

- Get transport operators together to look at opportunities for joint ticketing
- Further explore opportunities and implications of in destination visitor giving or contributions from staying visitors as per the Love Langdale CIC car park
- Seek funding for paid for marketing options to promote content on social media and support Cumbria Tourism's Go-Car Free campaign where possible

**Longer-term Actions/Projects**

- Look for funding opportunities or in-kind opportunities to provide materials at key accommodation and transport hubs
- Produce a suite of materials which can easily be used by partners
- Seek funding for feasibility of a Guest Pass which could be sold be accommodation providers
- Explore opportunities for visitors to contribute to supporting transport systems and seek case studies of different mechanisms

**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

**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 Eight:***

***Look at how traffic management and parking measures could create an environment which supports more walking and cycling in the Valley***

**Immediate Actions/Projects**

- Establish a Car Parking/Traffic Management Working Group to enable consistency of service and information
- Promote Ringo as a payment method, where possible in the valley so visitor can top up parking on the go
- Promote set walking routes with projected times from the car parks to enable better planning and payment

**Medium-term Actions/Projects**

- Look at payment structures for car parking to encourage dwell time, out of season visits and active/sustainable travel and discourage other behaviours
- Explore opportunities and seek case studies (such as Hamsterley Forest trial) for off peak and on peak parking tariffs to encourage visitor's mid-week.
- Work with car parking operators and the Local Authority/Strategic Visitor Management Car Parking and resources group to understand issues around enforcement and develop an enforcement strategy which supports and encourages better travel
- Work with the Local Authorities/Strategic Visitor Management Group to establish whether a clearway or double yellow lines in the Valley's would discourage anti-social parking and enable better bus flows (as utilised in the Wasdale Valley)

**Longer-term Actions/Projects**

- Explore possibilities around pre-bookable parking on peak days or special events to enable visitors to better plan their visit and seek alternative travel options if car parking at capacity

***Primarily supports partnership aims:***

1. To protect the environment.
2. Support net zero targets.
3. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
4. To support the quality of life of residents.

To have a self-sustaining transport network

***Wider Context***

***DMP Actions Supported:***

2.3. Sustain and improve public transport infrastructure within Cumbria for visitors/communities

2.4. Develop an integrated end-to-end transport system for visitors with a proactive approach to parking provision and traffic

2.6. Ensure planning to reduce traffic issues and minimise disruption at peak periods

4.13. Review and develop a joined-up strategy for toilets, waste and parking provision

4.14. Public realm review of key visitor destinations across Cumbria

***Component of Visitor Travel Decarbonisation model***

4. Parking and traffic management

6. Information and Marketing

***Ambition Nine:***

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

**Immediate Actions/Projects**

- Explore and possibly pilot opportunities around visitor giving/a travel pass to help support the partnership work and delivery
- 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:***

**4.1** Support local businesses and organisations to access grant and other funding opportunities

**4.2**. Help attract distinctive external investment into the sector

***Component of Visitor Travel Decarbonisation model***

6.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*

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

## Establishment of a Parking and Traffic Management working group

*Task and finish groups under this working group*

- *Langdale and wider area*
    - Ensuring information on how to access destinations in the valley's is consistent
    - Using a platform to show visitors where parking capacity is
    - Look at a shared approach to pricing which helps shift behavior, such as pre-booking for events and/or cheaper mid-week rates.
    - Look at how operating different car parks on a long-stay/short-stay model might avoid visitors driving to the valley head seeking parking spaces
    - Help Co-ordinate potential pop-up parking in the shorter term to manage busy days
- *Little Langdale/Cathedral Quarry group*
    - to look at the current gateways into this specific area and how a mix of traffic management, enforcement and better quality information may shift visitors to more fitting entry points.

## Establishment of a Bike Hire Network working group

- Work with current operators in the area and at gateways to establish opportunities around a satellite or on-demand hire option in the valley