Cumbria Tourism

At the heart of our visitor economy

3 Valleys or Visitor Access Management Planning Project Overview

Funded by:

Westmorland & Furness Council

Funded by the climate and nature partnership fund the project aims to:

- Decarbonise Transport through behavior change by developing 3 partnership driven travel plans or Visitor Access Management Plans for:
  - Hawkshead & the West of Windermere
  - The Langdale Valley
  - The Ullswater Valley
- Work to improve carbon literacy around transport in each area to enable businesses to support better travel
- Trail CT's travel planning app to gather data on how this influences visitor travel behaviour
- Pilot some actions emerging from draft plans
- Develop infographics for each area enabling visitors and residents to travel better
- Work in collaboration with CAfS, LDNPA and W&F council on plan development and consultation

Visitor access management planning – The Process

An approach led by visions for better futures and best practice

Driven by:

1. *Backcasting*
2. *Findings in Low Carbon Destinations from other places*
3. *Reducing negative impacts and making places future-ready*
4. *Evidence of movement and demand patterns*

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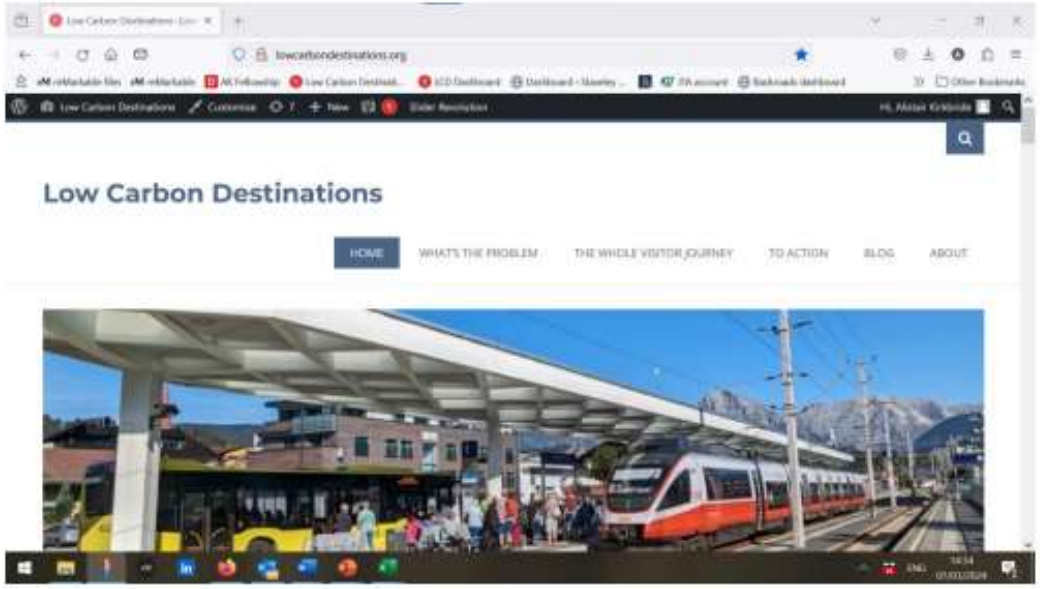
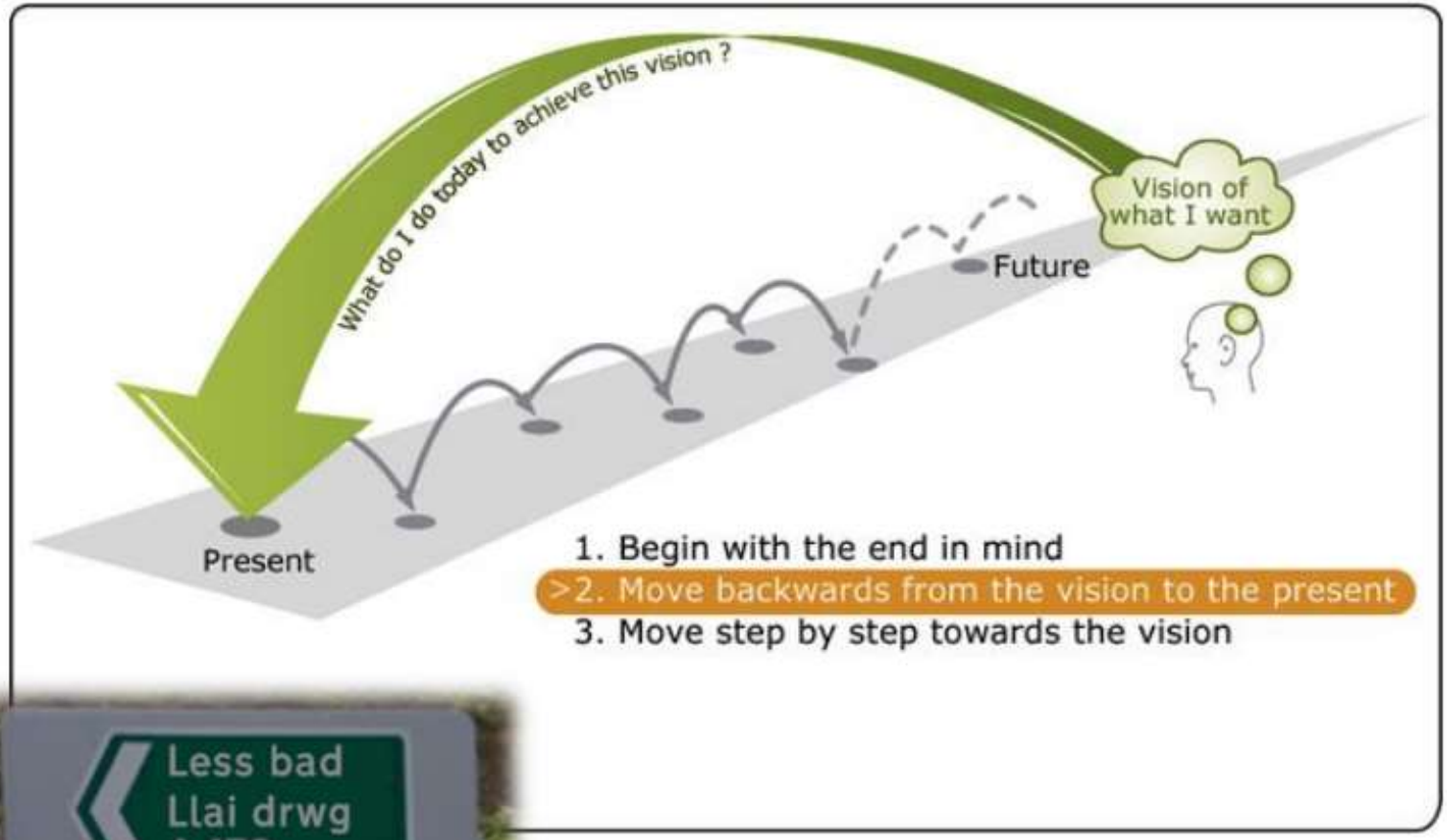
How *do we work out vision(s) for really great futures that fit here?*

- *www.lowcarbondestinations.org has been developed from a Churchill Fellowship that aimed to piece together all good practice into a model for the whole visitor journey*
- *It's all about using this to help work out which components might work here, how different components depend on each other, who needs to be involved and how? "Governance" and "economic model" are important – to work out how revenues and investment will work and how necessary changes might be managed*



So...

1. Understand existing visitor movement patterns and demands
2. Work out what the future could or should be like
3. Test and refine these ideas across all stakeholders to make them robust
4. Consider appropriate governance and economic models for visitor access
5. Work out how to transition to the new future
6. Consider investment cases, funding etc.



What could/should the future be like?

Partnership groups established in each area. Summary of ideas and suggestions from groups workshop and meetings were used to develop Visitor Movement Action Plans. From these priority actions were identified and 2025/26 Action/Delivery plans were developed. The actions are to be delivered by the partnership working groups and overseen by Strategic Visitor Management Group.

Common themes came out in all three visioning processes around the following:

- Better traffic management, car parking co-ordination and enforcement to enable more walking and cycling in the destinations
- Last mile solutions and connectivity to train stations. (Shared transfers/luggage transfer services to help support and encourage these)
- Information to enable behaviour change
- Travel pass/joint ticketing to incentivise and enable behaviour change
- Bus services/shuttle services in the areas to serve workers, resident and visitors and link with any current bus services (last mile solutions)

Some commonalities but each area faces a unique challenges:

- Seasonality or peak busyness is different in each area.
- Some areas are more about management at peak times, whilst others need to drive more mid-week footfall or out of season footfall
- Destinations within different areas have different visitor patterns. Some are weather dependent, and some are heavily influenced by online content and content creators

Hawkshead & The West of Windermere

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.

Low Carbon Langdale

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.

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.

Ullswater and Lowther Valley

The Vision

To develop a valley which is no longer dominated by the car, with a sustainable and integrated travel system to enable residents and visitors to enjoy and conserve the Ullswater Valley, supporting sustainable tourism, businesses and farming.

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 Ullswater with Penrith and the Eden Valley to benefit the rural economy through 'attract and disperse'.
6. To enable visitors and residents without access to a car to reach the valley.
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.

How will the visions be achieved?

Number of ambitions with short, medium and long-term actions under each vision

Strategic Visitor Management Group programme board for strategic oversight and multi-agency support

Partnership working/delivery groups in each area

CT to co-ordinate until the partnership working groups are established

Outputs

- 17 individuals representing businesses in the areas received climate fresk training
- Partnership groups set up in all three valleys consisting of Parish councils, businesses and organisations
- Alistair Kirkbride presented at group sessions for members of the Cumbria Sustainability Network
- Three area maps in developed
- Three pilots (one for each area)
- Wayfinder monolith updated at Windermere station
- Collection of walking routes added to Komoot for each area

Additional Impacts

- National Trust running the Cross Lakes Experience again with hopes this can become a more self-sustaining service
- Talks with Avanti and TFN around shifting more visitors to rail via Penrith Station
- Talks with Northern on through ticketing of plus bus to Hawkshead and Langdale areas
- Additional weekend evening services on the Langdale bus service to service the night-time economy and match identified demand thanks to W&F and the BSIP plus funding
- Recognition of the plans by SVMG and widening to support longer term ambitions from Area Action Plans for Little Langdale and Windermere West Shore
- Summer shuttle service to Little Langdale to help reduce access by car thanks to W&F Council and BSIP plus funding. Through working with the SVMG area action plan
- Additional services on the Ullswater Hopper and staffing support to trial visitor giving to help support their work