Westmorland & Furness Council

Delivered in Partnership with

Visioning better Movement

A partnership plan for decarbonising and improving movement in the Ullswater 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 Ullswater Valley is one of the Lake District's most enduring destinations, encompassing the 2nd largest lake in the area and classic Cumbrian Towns and villages amongst a stunning backdrop. The area has a long history as a base for walkers, and the network of footpaths which can be connected by bus and boat, lends itself well to longer sustainable stays. 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, Ullswater was the 6th most visited location in Cumbria. And its wealth of "instagrammable" highlights (such as Aira Force) 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 Penrith and worker/residential hubs such as Penrith, Windermere and Kendal.

There is also limited connectivity between the Valley and other local visitor destinations such as the Lowther area.

There is a good level and mix of accommodation in the area and many staying visitors are likely to be based in the Ullswater Valley. There is quite a high proportion of caravan and camping sites in the area, which 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 a greater seasonality amongst day-trippers at the northern end of the Lake (Pooley Bridge), however the southern end of the Lake shows less seasonality. Further research is required to identify whether there are different users, heading to different areas, at different times of year.

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 Ullswater Valley and Lowther, 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:

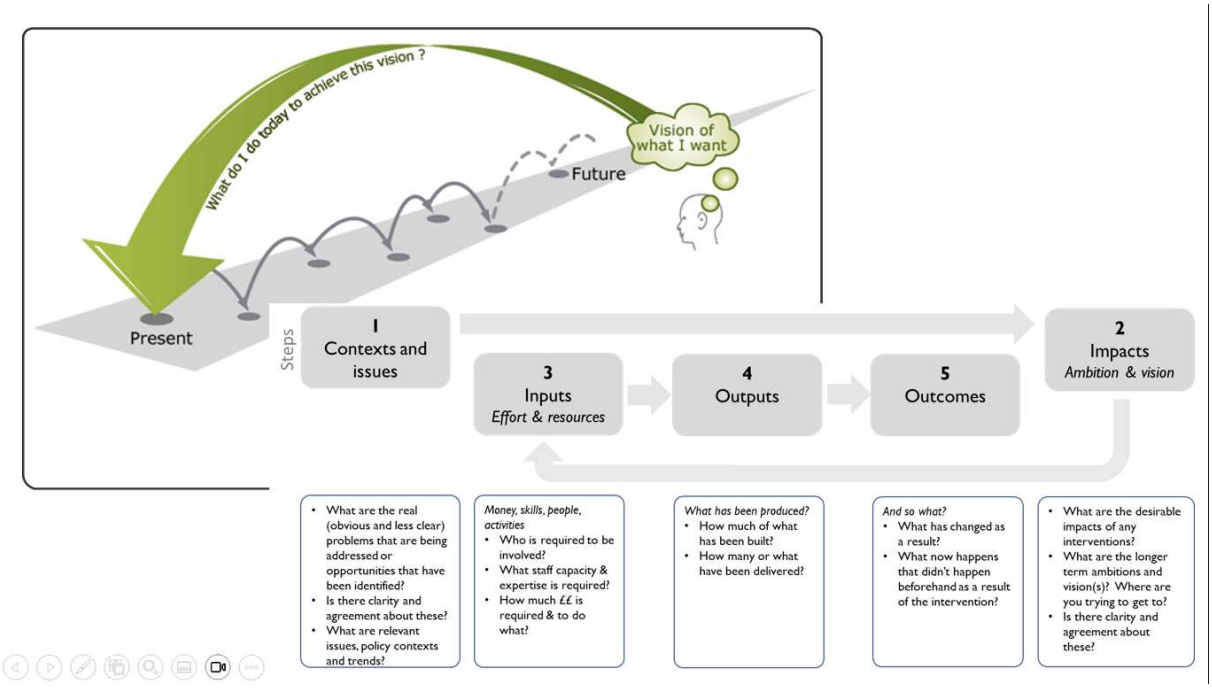
- Ullswater and the Lowther Area
- Hawkshead and the West of Windermere
- The Langdale Valley

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 any gaps in the work already carried out in the Ullswater Valley and to categorize existing agreed actions. The SITU work and the LDNPA's Ullswater Integrated Transport Plan formed a basis for the vision and ambitions for the area, which have then been distilled 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 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.

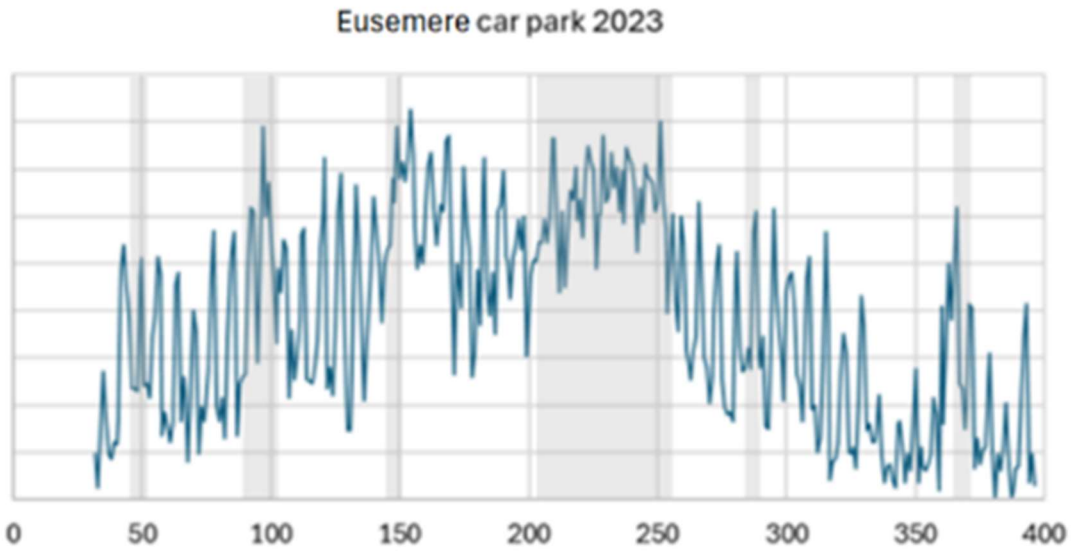
Here & Now

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 to understand the current transport situation, potential challenges and the potential opportunities for the area. The actions from the current plans for the area were also mapped against the visitor travel model below to identify any gaps.

Prior to the workshop data was gathered on movement trends and shared with the partners. A lot of work had already been done in this area by both the Sustainable Integrated Transport for Ullswater Group and the Lake District National Park Authority. The project didn't seek to replicate this work but build on this and try to create a more formalized partnership structure to aid delivery, bringing it in line with the other 3 Valley Area Movement Plans and enabling the existing groups to access further support. Previous transport plans for the area were identified and any actions which were still supported were encapsulated in the action plan.

What do we know?

The charts below show usage throughout the year at Eusemere (Pooley Bridge) and Glenridding car parks. Both are used almost exclusively by visitors or residents for leisure purposes. They both show distinct weekend peaks all year round.



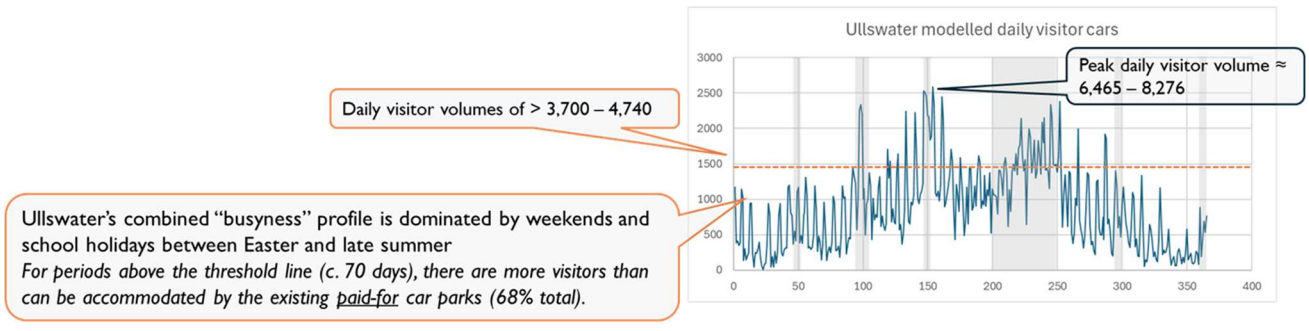
The Eusemere car parking figures suggests that Pooley Bridge also gets busy during weekdays in school holidays, especially over the summer months. Glenridding however, is generally less busy outside of the peak school holiday season of Easter, summer half term and summer holidays.

It is worth noting that the impacts of pop-up car parks on these figures is unknown, so quieter periods may be impacted by increased temporary car parking capacity nearby.

The table below summarises the total amount of car parking available to visitors in the Ullswater valley. The information is from official data of formal car park capacities (e.g. from the LDNPA, Visit Lake District and Parkopedia sites) coupled with on-the-ground surveys. The surveys were used to estimate capacities of other car parks (pubs etc) plus verges and laybys where there was clear evidence that they were used for occasional car parking. The data suggests that currently only about 68% of all car parking is paid for.

Total	**Car park**			**Layby**	**Verge**	**On-road**
	Paid	*Free*	*Pub/café?*			
912	622	20	40	177	16	37
	68%	2%	4%	19%	2%	4%

The data was used to model daily visitor cars to the area. This suggests that there are about 70 days that are mainly during the Easter, summer half-term and summer holidays when visitor car volumes exceed the capacity of the formal car parks, but not necessarily the additional 32% of informal car parking spaces and pop up car parks.



Strengths, Weaknesses, Opportunities and Threats of current movement

Below outlines the potential Strength, Weaknesses, Opportunities and Threats regarding current movement in the area.

Strengths	Weaknesses
• An excellent network of footpaths and bridleways throughout the valley, including promoted routes such as the Ullswater Way and loops to Lowther and Dalemain and Eamont Way. • Mountain bike and cycling opportunities throughout the valley for more confident cyclists. • A good bus service 508 from Penrith to Patterdale all year round and extending over Kirkstone to Winderere and Bowness in summer. • Summer open top buses are an added attraction. • The iconic travel experience of Ullswater Steamers, which connect Pooley Bridge with Glenridding and provide sustainable access to Howtown and Aira Force. • Pay as You Drive car hire at Penrith Station • Ullswater e-bike hire is based in Glenridding and will deliver to • businesses within 5 miles free of charge	• Car parking • Weather can impact travel options • Seasonal services so don't support spreading the season to lower impacts, and access to work • Limited evening services to support the night-time economy and local residents/visitors accessing leisure activities • Easy ticketing to promote onward travel from train station • Pay as you drive car often booked out when you need it • No baggage transfer options to encourage cycling and walking to your accommodation and using the Ullswater Way as a multiday route • Electricity supply limits electric transport options
Opportunities	**Threats**
• New e-bike hire hub at Penrith Station • A mainline rail station at Penrith offering potential for easy and quick rail access to Ullswater from the rest of the UK and beyond. • A supportive and proactive community with groups such as SITU (Sustainable and Integrated Transport for Ullswater), FOUW (Friends of the Ullswater Way) and the Ullswater Association. • Demand Responsive Transport	• 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 • Lack of parking enforcement can lead to roads being blocked for buses and emergency services • Open road events not always supported by businesses in the valley • The dualling of the A66 between Scotch Corner and Penrith

Identifying the Gaps

At the workshops we sought to identify the gaps in the current plans against the 6-point model above. The below maps the current actions and highlights areas where gaps exist.

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

Ambitions:

- Better connectivity to Penrith Train Station to enable visitors to arrive by rail
- Improved Ticketing options to make it easier to do so

Actions:

- Safe, easy and cost-effective travel from Penrith to the Ullswater valley by bicycle, electric buggy, small eCar, eBus or tram
- Work with rail operators to improve through ticketing options

2 Journey to the destination

Ambitions:

- Support visitors arriving by EV with improved EV charging infrastructure
- Explore opportunities around car share and lift share schemes
- Understand more about how visitors travel in order to better understand how to influence their journey

Actions:

- Work with partners to install more EV charging provision at car parks and attractions
- Set up discussions with partners about through ticketing
- Gather more data about how visitors travel, making use of the technology available
- Carry out feasibility work on rolling out shared vehicles and car sharing
- A lift-share scheme.

3 Travel In Destination

Ambitions:

- Shuttle bus/on demand services connecting the area
- Walking and cycling improvements
- Joint Ticketing/Ullswater Pass
- Explore using the Lake as a transport corridor

Actions:

- Publicise cycle routes on existing network through LDNPA website, others to share to this
- Publicise walking routes through LDNPA website and partners to share
- Support SITU in the continuation of an Ullswater Hopper and investigate innovative and sustainable funding streams
- Continue to try to create off-road and quiet road cycle options and develop an action plan to take this forward
- Support Westmorland and Furness council roll out the new demand responsive bus service (2024)
- Take part in conversations about public realm improvements
- Work with the Ullswater Association and its members to ensure footpaths and bridleways from key accommodation sites are in good condition and are promoted and waymarked where needed

- Exploring, in conjunction with Ullswater Steamers, opportunities for increasing the use of Ullswater as a transport corridor with better connections between the major settlements, lakeside holiday parks and attractions
- The business community would develop an 'Ullswater Card' which would be included in your stay in the valley offering free or discounted travel on buses, boats and discounted bike hire. A funding model for this would be developed whereby guests pay as part of their booking, either on an opt in or opt out basis, or it could be an automatic payment so all visitors benefit from it
- For day visitors car parks would act as hubs with visitors travelling beyond using sustainable modes. The Ullswater Card charge could be included in the car parking fee.
- Accommodation sites would become visitor hubs, where their guests can leave their cars in the existing car parks whilst they explore the valley. Whether camp sites, guest houses or hotels they would provide:
- Information about sustainable tourism options provided to all guests before and during their stay.
- Hopper buses would collect visitors from the door,
- bike hire would be available from reception and
- there would be well-maintained footpaths and cycle routes signed from your door.
- Established by local communities, and in consultation with local business and relevant authorities, create gateways or hubs where visitors can leave their cars or coaches to connect with other more sustainable transport options.
- Incentives for visitors to leave their cars at gateways or accommodation through a combination of: cost effective and convenient alternatives, attractive sustainable transport experiences & convenience disincentives (such as speed limits).
- Continue to promote and interpret the Ullswater Way and consider future connections or medium distance routes
- Network of family-friendly, cycle routes from Penrith to the valley and around the valley.

4 Traffic/parking Management

Ambitions:

- Look at how traffic management measures could create an environment which encourages more walking and cycling
- Open road day pilot

Actions:

- Support SITU 'open road' day pilot and monitor impact to inform future schemes here and elsewhere
- Work with W and F Council to look at whether some roads could be made safer for cycling, walking and for residents to drive on through speed reduction and discouragement of visitor traffic

5 Luggage Transfer and Equipment Rental

Ambitions:

- Valley wide E-bike hire scheme

Actions:

- Develop a valley-wide e-bike hire scheme, possibly building on the private hire network currently available

6a- Information and Marketing

Ambitions:

- Utilise technology and apps to influence travel
- Normalise sustainable transport use by businesses recommending sustainable travel through booking comms
- Marketing campaign to promote area as a sustainable destination

Actions:

- Market all sustainable options and share on social media
- Work with academic partners to consider how we can develop a sustainable travel app
- Develop marketing and behaviour change communications to encourage use of sustainable travel options
- Imaginative use of technology to help residents and visitors plan more sustainable travel options
- Marketing-we would work with partners such as Cumbria Tourism to market the sustainable visitor offer in the valley, which would lead to behaviour change and to work with businesses to help them market their sustainable travel links

6b – Appropriate Governance

Ambitions:

- To have a self-sustaining governance model that provides capacity to facilitate the action plan and drive it forward, whilst sharing knowledge and ensuring alignment with other Valley Planning areas
- A central resource which can help facilitate across the areas and communicate with relevant Local Authority and Strategic partners to feedback on consultations and ensure the plan aligns with the wider Cumbrian Transport Landscape
- An opportunity to share resources and have across area initiatives where relevant, leveraging economies of scale

Actions:

- Work with SITU to identify and apply for funding to deliver their action plan and research/pilot alternative funding streams
- Work through locality boards?
- Establish who should lead on this/where does this sit?

The Vision – Where we would like to be

The Partnership were able to agree a slightly amended version of the current vision of where they would like to be in 10 years' time. They also identified aims/objectives, and under these more specific ambitions, to enable them to achieve their vision. Under these ambitions sit identified and agreed actions which are required to fulfil these ambitions and aims, and work towards delivery of the overall vision.

These actions will be allocated to different members of the partnership to take forward. However, this is very much a working plan and some of the ambitions the partnership will not currently be able to take forward. These should be revisited every year to ensure that any new supporting actions can be added and allocated, and the plan changed accordingly. This annual review should revisit the World Class Destination work from Low Carbon Destinations and also take into account any changes and learning in the wider transport landscape of Cumbria and the other Valley Plans, to inform the best pathways to achieving the vision.

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.

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 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.

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 sustainable tourism, businesses and farming.	**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** **4C:** Support businesses to move to more environmentally sustainable operations **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 protect the environment	**RESPONSIBLE AND SUSTAINABLE** **2E:** Support activities that sustain and enhance the environment **2D:** Encourage, educate and engage visitors in responsible tourism protecting and valuing our environment and communities **RESOURCED TO DELIVER** **4C:** Support businesses to move to more environmentally sustainable operations	**- 2T (New local transport plan)** **- 7T (Upgrade streetlighting to LED & smart systems)** **- 14T (Dark skies switch-off trials)** **- 15T (Promote walkable, cyclable development)** **- 16T (Explore micro-mobility)"**

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. To connect Ullswater with Penrith and the Eden Valley to benefit the rural economy through 'attract and disperse'.	**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	**- 21T (Financial assistance for bus services)** **- 22T (Increase active travel routes)"**
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)"**

Westmorland & Furness Council

Delivered in Partnership with

Lake District National Park

Ullswater and Lowther Area Action Plan

Red = Priority actions for 2025/26

Ambitions and Actions	Alignment
Ambition One: **Develop safe, easy and cost-effective travel from Penrith to the Ullswater and Penrith to Lowther valley by walking, bicycle, electric buggy, Taxi share,eCar, eBus, rail or tram.** **Immediate Actions/projects:** • Develop safe cycling route connecting Ullswater to Penrith Train Station (PUCH) • Improve/support bike hire from Penrith Train Station • Look at opportunity and requirement for a battery swap scheme to enable more e-biking in the area **Medium-term Actions/projects:** • Look into opportunities for baggage transfer to "piggy back" on existing services • Look at opportunity for a more regular shuttle between Penrith and Ullswater to enable visitor to arrive by rail and for Penrith to become more of a hub serving the Ullswater Valley • Look at the opportunity for better connectivity between Penrith and Lowther area • Engage with Connecting Cumbria who deliver the Cumbria Digital Infrastructure Strategy, to ensure better digital connectivity to support measures **Longer-term Actions/Projects:** • Seek feasibility study/pilot for e-mobility services in the valley	***Primarily Supports Partnership Aims:*** 1. To enable visitors and residents without access to a car to reach the valley 2. To connect Ullswater with Penrith and the Eden Valley to benefit the rural economy through 'attract and disperse' ***Wider Alignment*** ***DMP Actions Supported:*** 2.1. Enable more visitors to arrive in Cumbria via public transport 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 management, to support model shift 2.7. Further expand and develop the network of cycling routes across the county ***BTIP/Penrith Place Plan*** 1. Promote and consolidate Penrith as a gateway to and destination for the surrounding world class landscapes and cultural heritage, thereby sustaining and nurturing innovation within the local visitor economy ***Component of Visitor Travel Decarbonisation model*** 2. Journey to the destination 5.Baggage Transfer and Bike Hire

Ambition Two:
Develop Penrith Station as a gateway to the area, improving rail connectivity

Immediate Actions/Projects:

- Continue to work with Avanti to develop the station and lobby for Penrith as a gateway. Work through the partnership group already established.
- Engage with/support the Borderlands Penrith Place Plan or BTIP which has the objective to promote and consolidate Penrith as a gateway to and destination for the surrounding world class landscapes and cultural heritage, thereby sustaining and nurturing innovation within the local visitor economy
- Work with transport operators to simplify ticketing and introduce combined tickets such as a plus bus option and/or a virtual station. Set up ticketing working group to drive this forward

Medium-term Actions/projects:

- Look into remote luggage storage services at Penrith Station and the possibility of developing a network of luggage storage options in the valley (similar to the stasher scheme)
- Identify what is required for Penrith to become more of a hub serving the Ullswater and Lowther Valley

Primarily supports partnership aims:

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

Wider Alignment

DMP Actions Supported:

2.1. Enable more visitors to arrive in Cumbria via public transport
2.4. Develop an integrated end-to-end transport system for visitors with a proactive approach to parking provision and traffic

BTIP/Penrith Place Plan

1. Promote and consolidate Penrith as a gateway to and destination for the surrounding world class landscapes and cultural heritage, thereby sustaining and nurturing innovation within the local visitor economy

Component of Visitor Travel Decarbonisation model

2. Journey to the destination
3. Travel passes.

Ambition Three:

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.
- 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 Four:

Support visitors arriving by EV with improved EV charging infrastructure

Immediate Actions/Projects

- Engage with Electricity Northwest and LAs 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 Rheged and other gateway/M6 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
3. Travel in destination

Ambition Five:

Carry out feasibility work on rolling out shared vehicles and car share schemes and e-mobility network

Immediate Actions/Projects

- Connect with Alistair Kirkbride who is leading increasing car share on behalf of the Zero Carbon Cumbria Partnership
- Support and promote the current car share scheme available from Penrith Station and work with Co-wheels to see how well this is utilised/could be improved/rolled out further

Medium-Term Actions/Projects

- Explore models for developing a network of shared e-mobility in the valley (e-bikes, trikes, quads, Twizy's)
- Engage with Connecting Cumbria who deliver the Cumbria Digital Infrastructure Strategy, to ensure better digital connectivity to support measures
-

Longer-term Actions/Projects:

- Seek a feasibility study/pilot for e-mobility services in the valley

Primarily supports partnership aims:

1. To protect the environment.
2. Support net zero targets.
3. To reduce dependency on the private motor vehicle.
4. To enable visitors and residents without access to a car to reach the valley.
5. To support the quality of life of residents.

Wider Alignment

DMP Actions Supported:

2.1. Enable more visitors to arrive in Cumbria via public transport

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

Component of Visitor Travel Decarbonisation model

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

Ambition Six:

Shuttle bus/on demand services connecting the area

Immediate Actions/Projects

- Support SITU in the continuation of an Ullswater Hopper and investigate innovative and sustainable funding streams
- Start planning for how the Hopper would need to expand (if it does) to meet future needs and develop funding streams to support this
- Look at how the hopper could be extended to better support worker transport
- Support Westmorland and Furness council roll out the new demand responsive bus service pilot
- Take part in conversations about public realm improvements and look at ways to work in partnership with the Enhanced partnerships group and Local Authorities to improve bus stop provision and information.

Medium-term Actions/Projects

- Pilot alternative funding streams and economic models
- Establish how the connection works with visitors to Ullswater and Lowther and whether a separate shuttle/improved service from Penrith to Lowther would be viable. This could support the Penrith Place Plan point 5. *Maintain and increase the number of visitors spending money in Penrith, increasing spend per visit and extending the visitor season*

Longer-term Actions/Projects

- Build a network of shuttle services which enables visitors to arrive without their vehicle and day trippers to park and shuttle into and around the area
- Research from ambition 3 to inform this

Primarily supports partnership aims:

1. To protect the environment.
2. To support sustainable tourism, businesses and farming.
3. Support net zero targets.
4. To reduce dependency on private motor vehicles.
5. To enable visitors and residents without access to a car to reach the valley.
6. To connect Ullswater with Penrith and the Eden Valley to benefit the rural economy through 'attract and disperse'.
7. To support the quality of life of residents.
8. To have a self-sustaining transport network.

Wider Alignment

DMP Actions Supported:

2.1. Enable more visitors to arrive in Cumbria via public transport

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

4.7. Develop and extend worker transport initiatives

4.14. Public realm review of key visitor destinations across Cumbria

BTIP/Penrith Place Plan

Component of Visitor Travel Decarbonisation model

2. Journey to the destination
3. Travel in destination

Ambition Seven:

Improve and encourage opportunities for walking and cycling and active travel in the area

Immediate Actions/Projects

- Prioritise taking part in conversations about public realm improvements and feedback to LDNPA and W&F council on consultations
- Work with the Ullswater Association, its members and LDNPA to ensure footpaths and bridleways from key accommodation sites are in good condition and are promoted and waymarked where needed
- Publicise cycle routes on existing network through LDNPA website, others to share to this
- Publicise walking routes through LDNPA website and partners to share
- Continue to promote and interpret the Ullswater Way and consider future connections or medium distance routes
- Commitment from partners to promote Arrogon cycles and Ullswater e-bike bike hire delivery services in pre-visit information and in-room info
- Support and continue to work on the Ullswater PUCH project

Medium-term Actions/Projects

- Continue to try to create off-road and quiet road cycle options and develop an action plan to take this forward. Need to take a strategic view to ensure these routes support the longer-term vision of the partnership and don't create greater vehicle demand.
- Look at developing a Komoot or similar, curated collection of walks promoting walking and cycling in the area on the existing network
- Delivery of the PUCH project

Longer-term Actions/Projects

- Working group to establish feasibility of e-mobility network which supports the potential park and shuttle service plus the other ambitions/objectives of the partnership and the wider stakeholders/policies

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 Eight:

Exploring, in conjunction with Ullswater Steamers, opportunities for increasing the use of Ullswater as a transport corridor with better connections between the major settlements, lakeside holiday parks and attractions

Immediate Actions/Projects

- Set up working group to identify key destinations (utilising data from ambition Three where possible) to identify transport gaps and how these might be filled.
- Check feasibility/footfall levels to establish if viable opportunities
- Feed into combined ticketing/travel pass discussions
- Work with Ullswater Steamers and bus operators to better understand restrictions and identify what is possible

Medium-term Actions

- Work with Ullswater Steamers to produce a potential product pipeline for feasible services

Longer-Term Actions

- Identify funding for and/or pilot feasible options with Ullswater Steamers to adopt if have promise to become self-sustaining/commercially viable

Primarily supports partnership aims:

1. To support sustainable tourism, businesses and farming.
2. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
3. To reduce dependency on the private motor vehicle.
4. To have a self-sustaining transport network.

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
2.6. Ensure planning to reduce traffic issues and minimise disruption at peak periods
4.1. Support local businesses and organisations to access grant and other funding opportunities

Component of Visitor Travel Decarbonisation model

3. Travel in destination

Ambition Nine:

Explore opportunities and funding models for an 'Ullswater Card' which would be included in your stay in the valley offering/encouraging travel on buses, boats and discounted bike hire.

Immediate Actions/Projects

- Development of combined ticketing options and plus bus etc should help to inform this conversation

Medium-terms Ambitions/Projects

- Establish the aims of the card. Is it to financially support the services or simply to inspire usage?
- Research case studies and models to identify an opportunity which fits the area and whether this would need to be a wider area offer for it to be sustainable
- Research potential platforms and costs.
- Work with other Valley Planning areas to establish geographic scope of the card and explore options for sharing resources across areas

Longer-Term Ambitions/Projects

- If feasible develop as a project and seek funding to kick start

Primarily supports partnership aims:

1. To support sustainable tourism, businesses and farming.
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 have a self-sustaining transport network.

Wider Context

DMP Actions Supported:

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

4.12. Roll out high-quality digital infrastructure to support mobile and fixed location connectivity for all visitors

Component of Visitor Travel Decarbonisation model

3. Travel in destination
6. Information and Marketing

Ambition Ten:

Explore the opportunity to create visitor hubs in car parks for day visitors and at accommodation providers for staying visitors. Encouraging onward travel from these by more sustainable means and reducing car use in the valley itself, enabling more opportunities for active travel.

Immediate Actions/Projects

- Establish car parking and hubs working group with a hubs specific task and finish group
- Identify potential hubs and define what is required for a location to become a "hub". e.g connectivity, information. Luggage lockers, battery lockers, bike hire/e-mobility
- BTIP/Penrith Place Plan suggests Penrith as a hub and could be considered a gateway hub. Look at how this could fit with the hub approach
- Look at previous work done by the GoLakes Travel work on Visitor Hubs

Medium-term Actions/Projects

- Audit potential "hub" sites and identify what is missing
- Conduct/refresh information audits from each of the hubs and find support/funding to implement findings
- Refresh and Roll out the park and explore scheme to relevant hubs in the area (some hubs may be car free hubs so not relevant?)

Longer-term Actions/Projects

- Develop partnership group/task and finish group to take hub development forward for each and identify funding/partnership opportunities to support

Primarily supports partnership aims:

1. To protect the environment.
2. To support sustainable tourism, businesses and farming.
3. Support net zero targets.
4. To improve health and wellbeing of residents and visitors through active travel and engagement with the environment.
5. To reduce dependency on the private motor vehicle.
6. To support the quality of life of residents.
7. 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

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

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

3. Travel in destination
6. Information and Marketing

Ambition Eleven:

Look at how traffic management and parking measures could create an environment which encourages more walking and cycling

Immediate Actions/Projects

- Develop car parking group/ hub group to work together to ensure visitors are encouraged to park up and leave their vehicles, and attempt to establish currently temporary and future possible needs of visitors
- Establish whether better quality information provision prior to travel would limit day trippers and residents from driving up and down the valley trying to find parking provision.

Medium Term Actions

- Look into the feasibility of a peak season park and shuttle option into the valley for the busiest months of the year and look at what car parking strategy would be required to support this.
- Work with W and F Council to look at whether some roads could be made safer for cycling, walking and for residents to drive on through speed reduction and discouragement of visitor traffic.
- Develop a network of park and explore car parks and launch the start of an Ullswater pass to encourage and enable visitors to park their cars and travel into and around the area more sustainably
- Develop messaging for accommodation providers in destination to push out and promote parking up and leaving private vehicles at accommodation

Longer Term action

- Implement park and shuttle scheme and car parking/quiet lane interventions

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.
6. 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

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

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 Twelve:

Develop marketing and behaviour change communications to encourage use of sustainable travel options and normalise sustainable and active travel in the area. Work with partners to promote the area as a sustainable/slow tourism area.

Immediate Actions/Projects

- Provide content to Cumbria Tourism and other partners to feature in their Go Car Free campaign as a great opportunity for a car free stay
- Promote partners and local projects which offer sustainable travel opportunities
- Continue to raise media awareness through press releases and networking to raise the profile of what is happening in the valley
- Work with the Ullswater association to continue promotion of the area

Medium-term Actions/Projects

- Work with partners to provide visitor information to bookers to the area which highlights sustainable transport and active travel options and positions this as they best way to see the area
- Engage with Connecting Cumbria who deliver the Cumbria Digital Infrastructure Strategy, to ensure better digital connectivity to support measures

Longer-term Actions/Projects

- Look into feasibility/opportunities to develop a sustainable travel app or website for the valley (this might tie into the Ullswater Pass Platform)

Primarily supports partnership aims:

- Underpins all partnership aims

Wider Context

DMP Actions Supported:

2.2. Market and promote visitor travel to Cumbria by public transport

Component of Visitor Travel Decarbonisation model

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

Ambition Thirteen:

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

The actions highlighted in the table, in red, were identified by the partnership as priority actions to be taken forward. Delivery of these actions relies on the establishment of the below working groups:

Establishment of a car parking/hub working group

Task and finish groups under this working group

- *EV charging*
- *Visitor hubs*
- *Penrith as a Gateway/Park and Shuttle*
- *Car parking and traffic measures*

Establishment of a Water Transport Working Group

- Scope out possibilities of further on-water transport and outlining barriers/limitations
- Start building business case form shared data and identify additional data requirements

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