What might world-class visitor access & transport look like for the Hawkshead & Windermere west-shore area?

What would a really good visitor access & transport system look like for the Hawkshead area[1] that is

- ✓ Truly world class – based on best practice from elsewhere
- ✓ Distinctive – embedded in the specific characters of the locality
- ✓ Economically and environmentally sustainable
- ✓ Fair and providing access for all
- ✓ Marketable – comprising enviable destination marketing propositions
- ✓ Future-ready – to be resilient to changing visitor types and demands

If this area was in e.g. the Swiss or Austrian alps, what would its visitor access & transport system look like (and feel and function)?

If its world-class transport system was featured in the Sunday Times or New York Times weekend travel sections, what would it say?

It is *not* a set of detailed proposals; it is a set of informed ideas to trigger conversations[2].

Informed by what?

These ideas are mainly based on:

- What we know about how visitors approach and move around this area at the moment. Movement patterns are fairly stable over time – people tend to arrive from the same directions and want to visit the same places.
- The 2023 Churchill Fellowship study *Decarbonising the whole visitor journey for rural destinations*[3]. The learning from this has been distilled and presented into a 6-component model[4] which has been used to inform this work.

[1] In this document, "Hawkshead locality" is shorthand for the area west of Windermere, east of Coniston centred on Hawkshead.

[2] In a similar way to the pan-European Starline rail network idea "Starline is an invitation to rethink how Europe moves... it's meant to ignite conversation, a starting point for reimagining connectivity across the continent" https://www.msn.com/en-gb/travel/news/train-map-shows-how-high-speed-tube-of-europe-could-link-scotland-to-the-continent-in-hours/ar-AA1BeiDo "Now, we begin building the network to push for real change, bringing together policymakers, designers, and industry leaders to turn vision into action."

[3] https://churchillfellowship.org/ideas-experts/fellows-directory/alistair-kirkbride/

[4] http://lowcarbondestinations.org/component-model-graphic/

This document complements the XXaction plan for the area. It has been developed through engagement with local partner groups in 2024 as a part of the "Three valleys" project, led by Cumbria Tourism and funded through Westmorland and Furness Council's XXX fund. This project has taken similar approaches in Hawkshead[1], Ullswater and Langdale localities.

Why? Purposes

A key purpose is to allow us to speculate on what is conceivable, explore ideas, dare to dream about "how things could be", and therefore understand better the implications of a different type of transport system. It is about opening opportunities for different types of conversations. It's about the Hawkshead localities "trying on the clothes" of world class visitor access & transport to find out how it feels and to work out what emerge as popular ideas.

A second purpose is to allow us to understand better how longer-term ambitions relate back to shorter terms actions, and whether and how these are mutually supportive:

- What actions are required in the short-to-medium term to deliver longer-term ambitions (that might otherwise not be acknowledged)?
- Will existing planned actions deliver the longer-term vision or even compromise future ambition?

Two guiding ideas are backcasting and logic mapping (Figures 1 & 2).

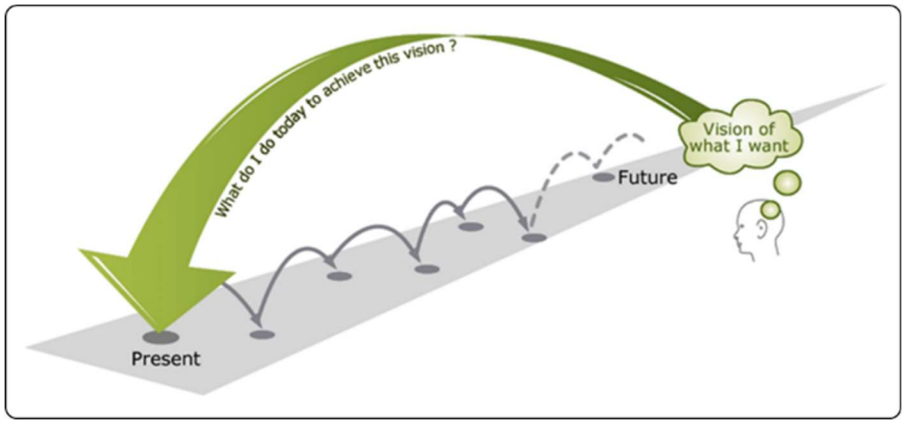


Figure 1: Backcasting means setting out the future vision first, then working backwards to identify the appropriate steps to get there. This makes sure that the first steps are focussed on the longer-term ambition as well as on immediate & urgent priorities.

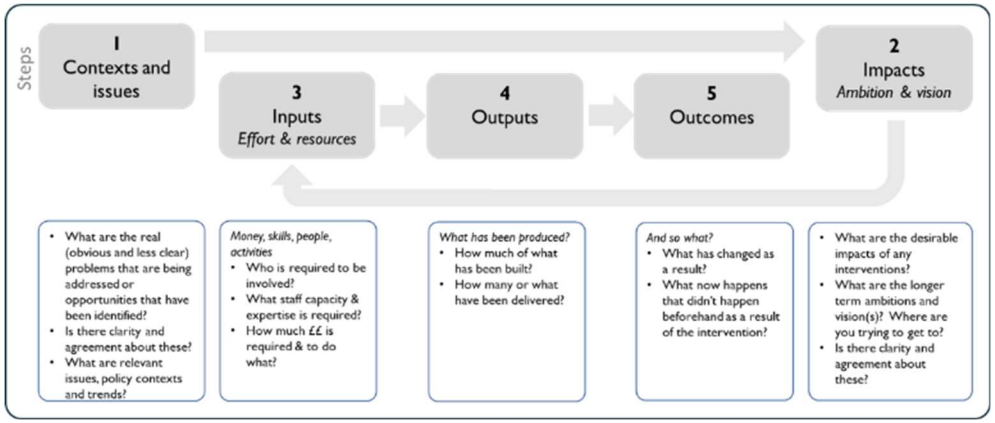


Figure 2: Logic mapping is a discipline used in transport planning that ensures that being clear on desirable impacts (step 2) leads action (step 3). This helps determine appropriate early-stage action and investment priorities.

How?

This work starts from understanding the place:

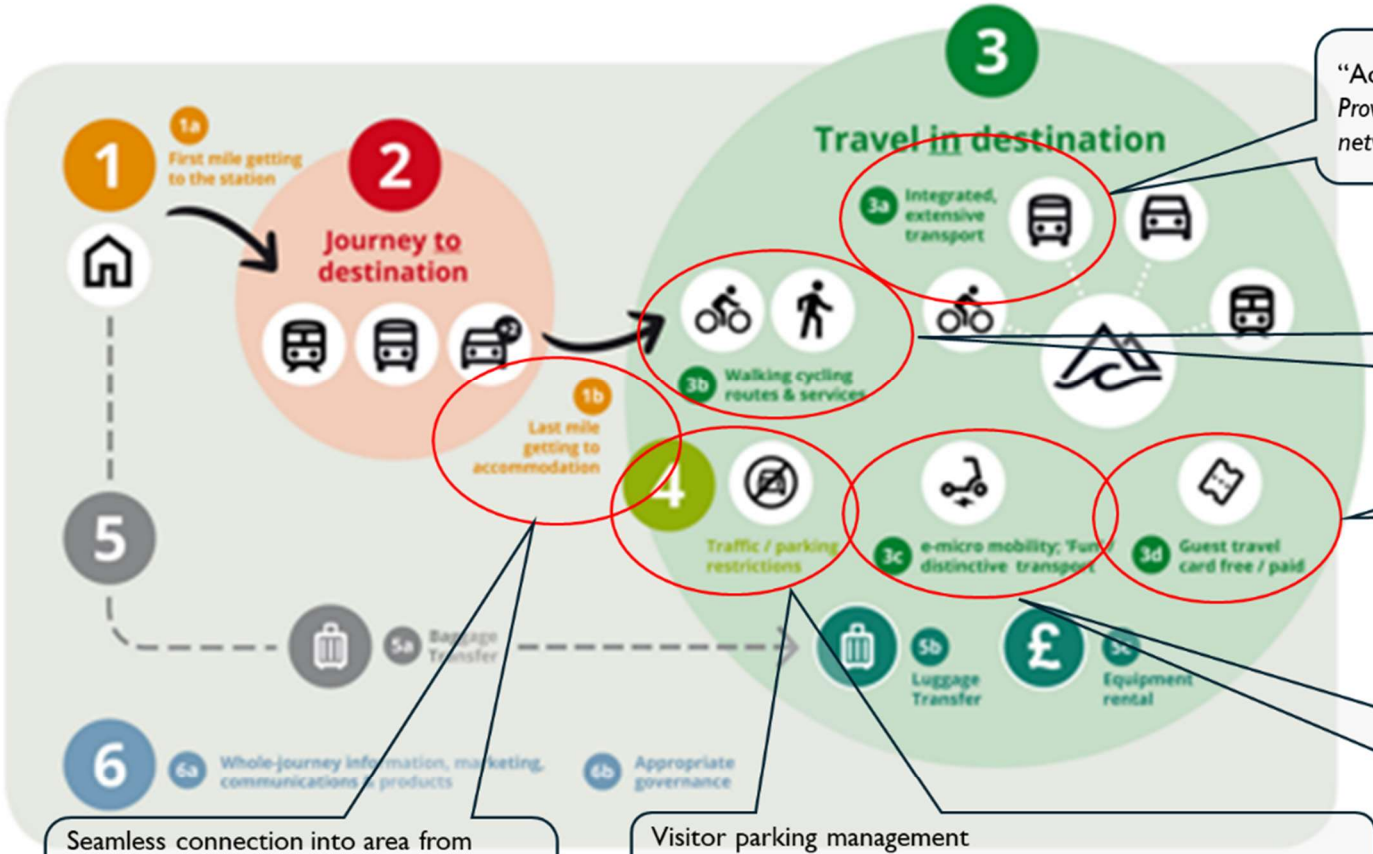
- ✓ What's distinctive about the Hawkshead locality?
  Heritage, forests and woodland, lakeshore...
- ✓ What are the patterns of movement demand?
  What are the main approaches to the area? Where do people go from and to once in the area?... regardless of how they currently make those journeys
- ✓ Where do people want to go or could they go if access was different?
- ✓ When do people visit?
  What does "seasonality" or "busyness" mean for this locality?
  How much busier are peak times compared to other times?

... then carefully identifying and applying the best ideas from elsewhere.

Here, we focussed on 6 main areas as illustrated in the following graphic. This doesn't mean that the others are not important or that there are not other opportunities, but working on these give a good flavour of what things could be like.

Whilst these are mainly presented separately, there are added benefits of them being considered together.

In addition, governance (6b) is considered separately in XXX



"Access all areas" integrated public transport
Providing the main reliable, affordable access network

Active travel routes
Safe, continuous attractive routes & networks; signage, wayfinding & information

Hawkshead pass
Providing clear, easy access to transport options etc

Distributed bike / ebike / e-mobility hire networks
Allowing independent, deeper, social, active exploration of the roads & backroad network

Seamless connection into area from approach travel
Makes for easy visitor journeys, reduces carbon

Visitor parking management
Reduces traffic levels and sense of car domination; helps shift demand to sustainable transport options

1b *Accessing the Hawkshead locality:* Remove barriers between approach & in-destination travel: integration & ticketing

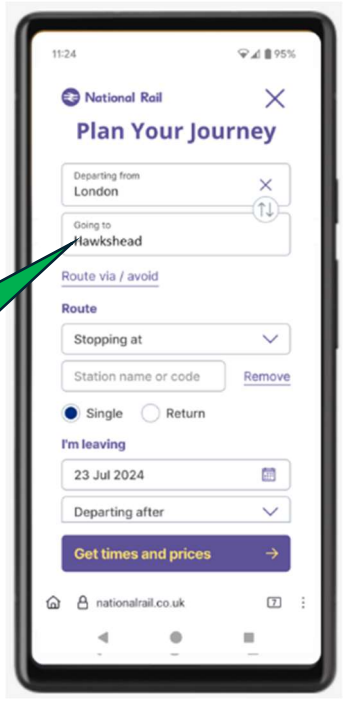
PARK & EXPLORE

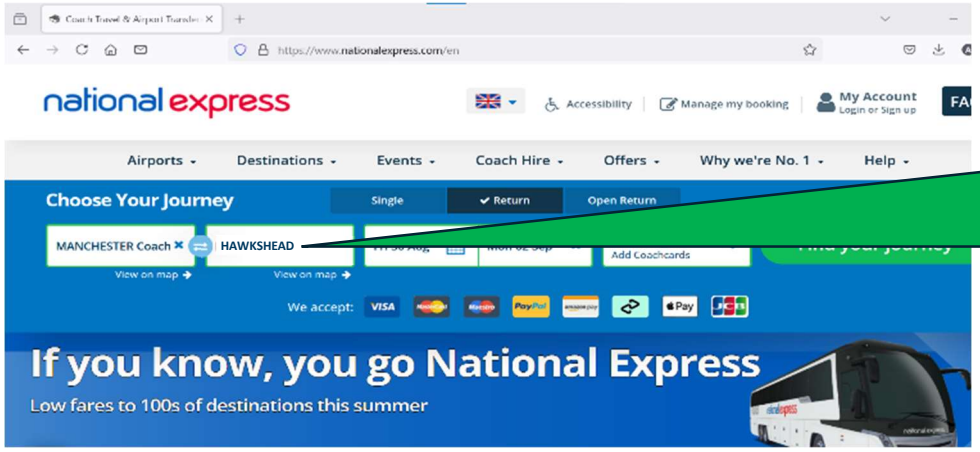
Enjoy the freedom to explore the Lake District by bus with new inclusive bus and parking tickets.

Explorer car parks exist in some locations in the Lake District, including Hawkshead. These are designed as hubs from which it is made easy to explore the surrounding area without the need to use a car

Kewick is already a "virtual" train station. This means that it exists on the National Rail database, meaning it is possible to buy a rail ticket to Keswick – which integrates a rail ticket plus connecting bus journey

Adding (e.g.) "Hawkshead" to the National Rail database – to allow single ticket access by rail & bus into the Hawkshead locality – would simplify approach ticketing





Through ticketing into the Hawkshead locality via scheduled long-distance coach services would provide lower-cost simplified whole-journey ticketing

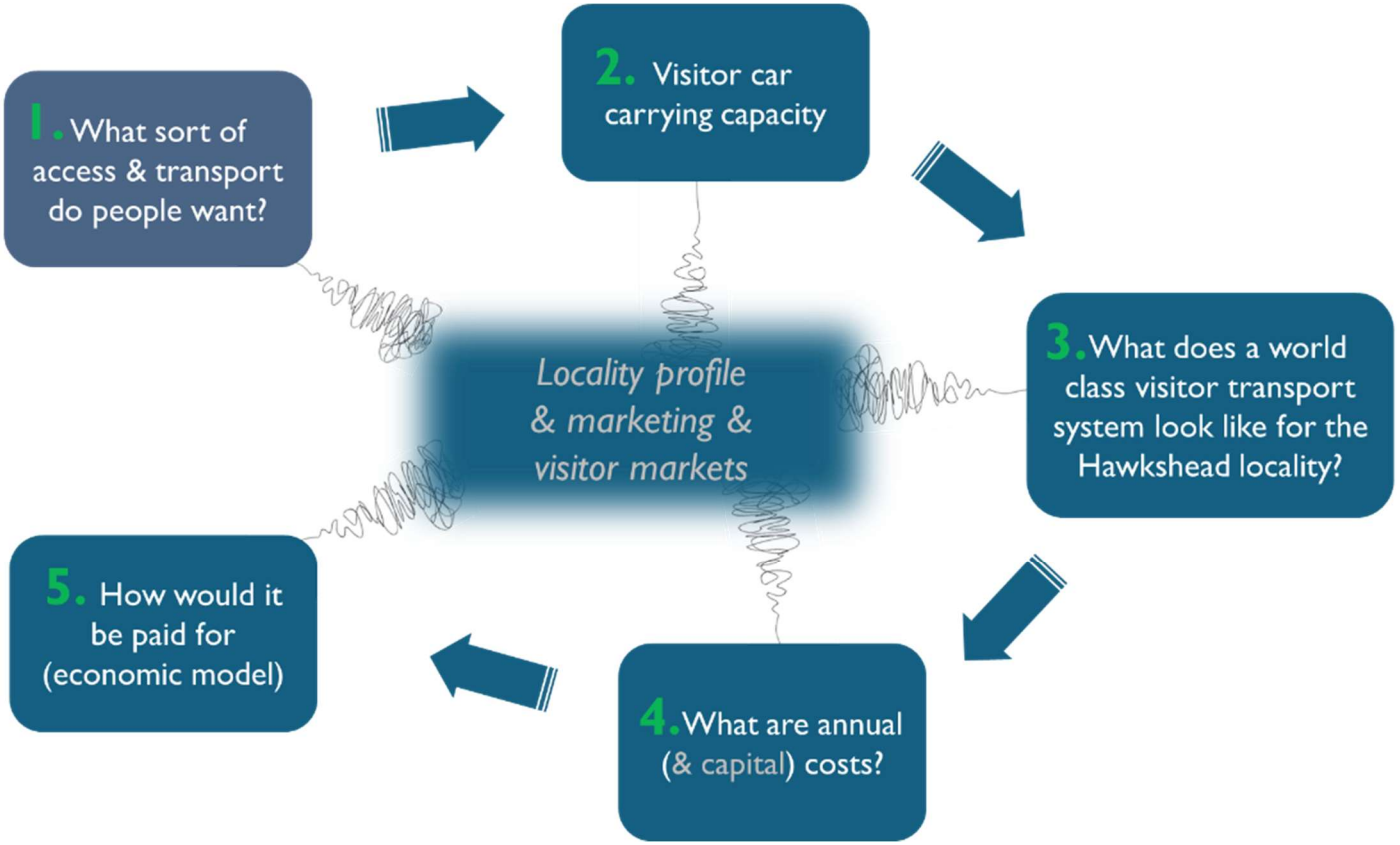
Expand PlusBus destinations to include key places in this locality e.g. "Hawkshead" or "Grizedale".

PlusBus

Once visitor have arrived, this Figure illustrates how we have framed what "world class" might look like *for this place*.

It's different to a standard approach to planning transport in that it is based on three broad alternative starting points:

- broad visitor appetites - rather than origin-destination demand
- the landscape itself – especially how many cars "fit" into that landscape and how this can be used to direct change that visitors want
- what world-class visitor transport systems might look like for here – i.e. how best-of-best practice translates to this locality.



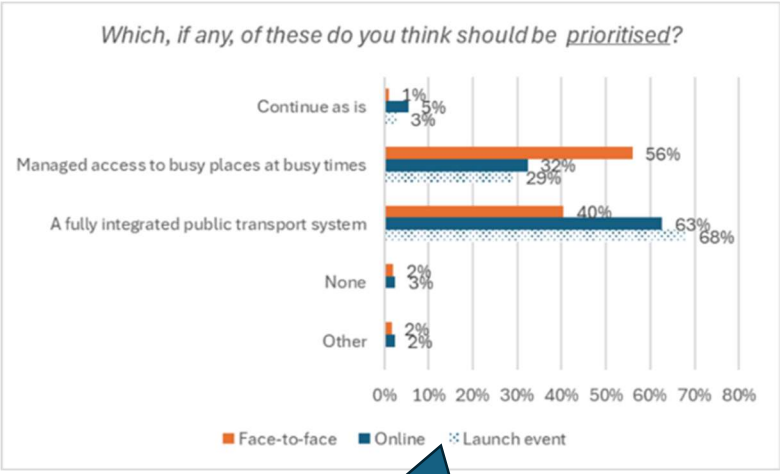
Only at this point are costs and economics considered. This means that the conversation becomes more about whether the world-class system is desirable and hence how the economics could be made to work, not having ambitions constrained by limited budgets.

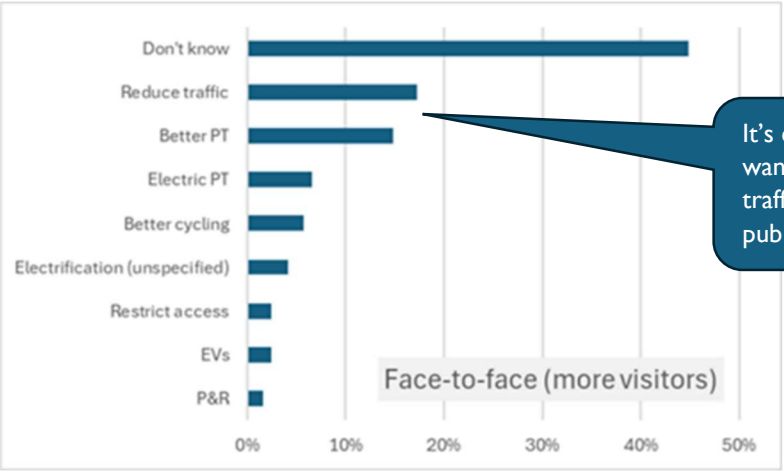
This is more like how the world-class systems overseas are designed and delivered; viability is not on a route-by-route basis, but on the value of the whole network.

The next few slides step thought these components.

What sort of access & transport do people want?

Recent research in the Lake District looked specifically at appetites for change around access and transport among visitors and residents[5]. Using multiple methods, it revealed some clear messages about the changes that people would like to see in terms of how they get around





It's clear that visitors want to see less traffic and better public transport

- No-one want the current system for access and transport to continue as it currently is
- Managed access at busy times is popular.
  Visitors (orange bars – visitors were the majority of face-to-face respondents) especially just want easy, good quality ways to get around
- These, together with high level for integrated public transport give a strong mandate for

[5] *Where do you want to get to? Public appetites for the future of the Lake District's transport system* (May 2024); www.cumbriaaction.org.uk/news-events/news-appetites-to-travel-differently-in-the-lake-district-where-do-you-want-to-go-reports-available-now-2024-05-15

Locality car "carrying capacity"? How many cars is too many?

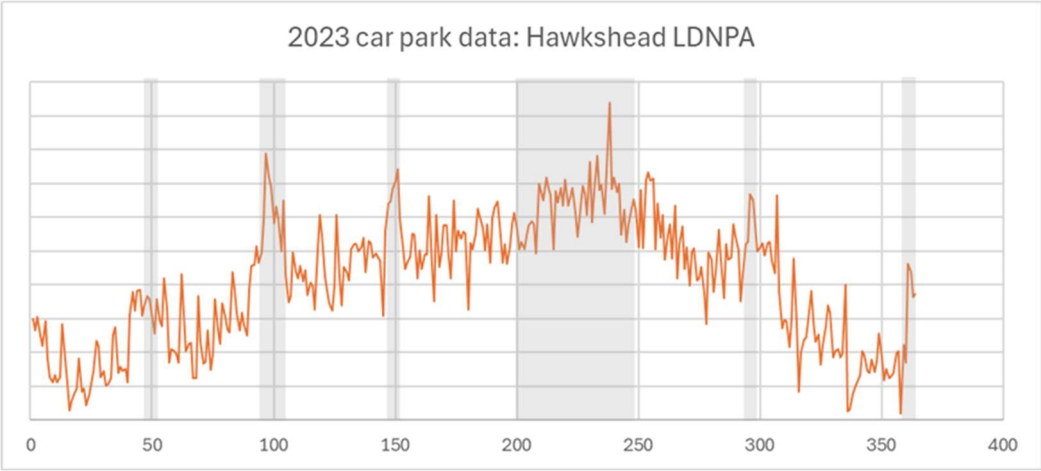
Excessive car volumes lead to parking issues plus higher traffic flows. A sense that a place is "too busy" often (but not always) relates to too many cars rather than too many people. Visitors want less traffic, and the roads in this area are attractive for car-free recreation. Residents want less congestion and more reliable journey times. Also, the dominant use of cars by visitors makes it difficult to create *viable* alternative transport services.

This leads to the question – how can we decouple the volumes of *people* (or even increase the volumes of visitors in some areas or at some times) from the volumes of *cars*?

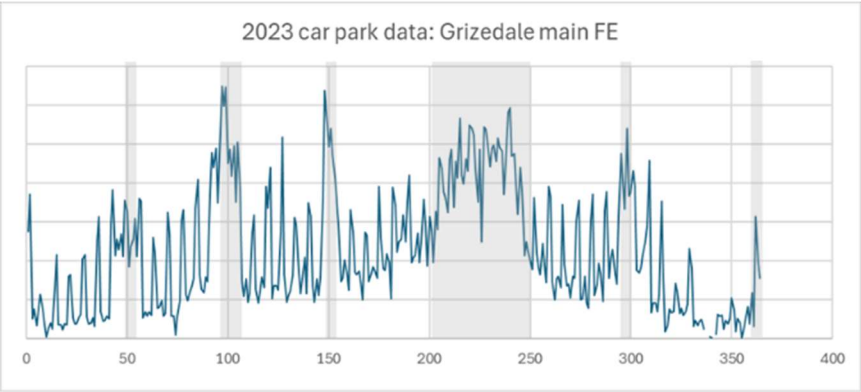
Here, we attempt to use car parking data to consider "busyness", and especially to see if it is possible to identify thresholds of visitor car volumes that lead to different visitor access management – i.e. formally identifying "peak" times.

The reasons for doing this are:

- To understand better how many days and which days might come into focus for different visitor access management
- Estimating the absolute numbers of visitors and visitor cars at different times of the year, and especially how many cars (and therefore visitors) there are at the identified peak times of the year.
- To get an idea of the scale of alternative transport services – both in terms of required capacity (numbers of seats) and when the capacity is needed.
- To work out the scale of costs of required transport services and how these costs might be found. For instance, we can start to explore the economics of bus services that are delivered as part of a locality-scale "guest card" that might also include car parking and other discounts – but let's not get ahead of ourselves.



This chart shows patterns of daily parking volumes for a whole year for the main Hawkshead car park. It is dominated by distinct seasonality with additional peaks during school holidays and weekends.

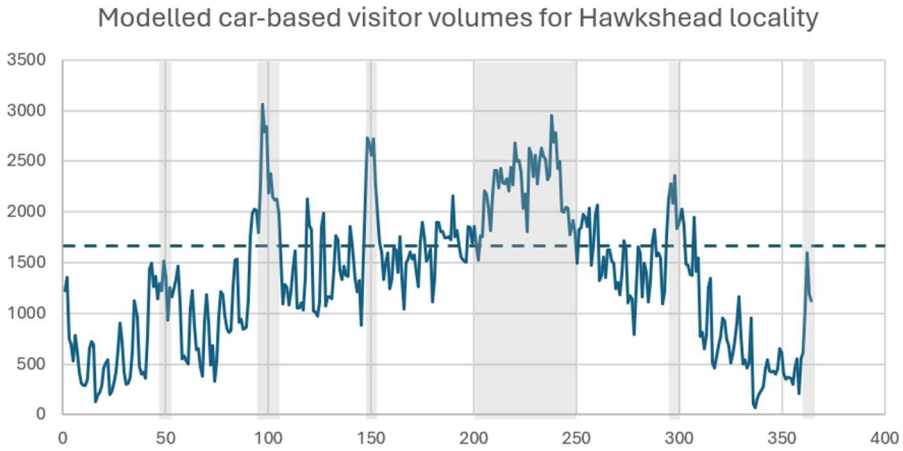


This chart shows the daily volumes of cars for Grizedale. It is characterised by:

- Significant peaks during school holidays
- Weekend peaks throughout the year
- Less seasonality compared to Hawkshead

These two car parks represent about 59% of the total visitor car parking in the locality; we estimate there to be about 917 legal visitor parking places from a survey of all car parks across the whole locality. The chart provides an estimation of the fluctuations in total car-based visitor volumes by day over a year. It does this by (i) combining and weighting the daily car data from the Grizedale and Hawkshead car parks – to provide an overall pattern of daily fluctuations, (ii) scaling this up using the total car parking volumes in the locality (917) and (iii) multiplying the values by 2.5 – a reasonable estimate of car occupancy[6]. This also suggests a total of about 490,000 car-based visitors per year to the Hawkshead locality.

The dotted line represents a threshold set to capture the distinct peaks (>1,700 visitors per day), mainly explained by four school holidays (Easter, summer half-term, summer and autumn half term).



There are about 116 days above the threshold; the above-threshold visitors represent about 10% of the total annual visitor volumes, equating to about 50,000 visitors. This is modest threshold, but one that currently makes sense regarding the current patterns of "busyness".

The next section suggests a possible way for this to be managed.

[6] The National Travel Survey for England (2023) suggests an overall car occupancy of about 1.7 people per car for leisure purposes, and 1.9 when "on holiday". Cumbria Tourism's research has shown that this can be up to 2.8. Here, we use 2.5.

Hawkshead locality seasonal visitor access management

It is fairly common in larger national parks in the USA for there to be different access arrangements in peak season compared to the rest of the year.

In Yosemite[7], for instance, visitor car access is restricted at different times of the year as indicated in the graphic (from 2023). Visitors can pre-book access and extensive frequent shuttle buses from entry points are laid on to provide access.

Closer to home, at Pen y Pass, Yr Wyddfa (Snowdonia), after Covid re-openings: the car park at the pass was made available for pre-booking only with daily charges increased to £18, and park & ride scheme was established at the foot of the pass near Llanberis village with whole-day parking charged at £5 and the Sherpa shuttle service via the P&R site enhanced to a 15-minute frequency at peak time with a £3 return fare[8],[9]

The Hawkshaed area is different to Yosemite as it is a living and working landscape so there would need to be car access for residents and businesses.

However, in order to reduce traffic and help make alternative services more extensive and cost-effective, visitor car volumes *could* be capped based on the evidence set out on the previous page – i.e. to about 90% of current visitor car volumes by implementing car park pre-booking with enhanced shuttle services. This could be over the c.116 days identified – for simple visitor comms & marketing representing 7 days/week for Easter, summer & October half-terms and summer holidays plus other weekends between Easter and the October half term. The information and marketing would be clear about this "season". With the enhanced services plus associated products (e.g. guest cards), information & marketing would be positive and attractive – about ease of (managed) access - *not* about restrictions.

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[7] https://www.nps.gov/yose/planyourvisit/reservations.htm. Emerging Yosemite visitor access management plan at https://www.nps.gov/yose/getinvolved/visitoraccessmanagement.htm

[8] https://www.bbc.co.uk/news/uk-wales-60089285

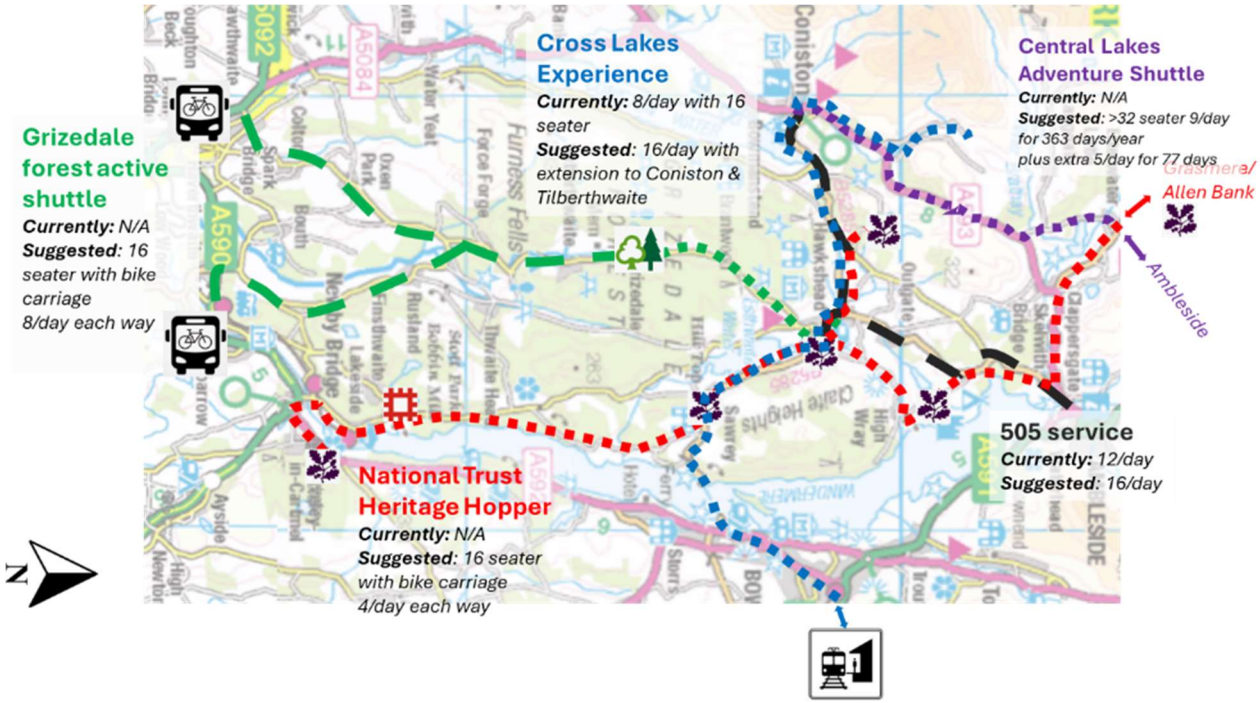
[9] We try out a park and ride bus to see if it helps avoid Eryri traffic mayhem. Is this an alternative to driving in tourist-clogged national park? Daily Post, April 7, 2024; https://www.dailypost.co.uk/news/north-wales-news/try-out-park-ride-bus-28942294

3 Hawkshead locality: Access all areas

*So what **might** world-class services look like for peak season days in the locality?*

The map shows:

- A network of integrated bus services that would provide about the right scale of volumes of services to cater for the suggested enhanced volumes of visitors.
- Visitors would also travel on foot, by bike or boat
- Two new services:
  - The "Heritage Hopper" – linking mainly National Trust Heritage sites to allow for park-once heritage days out
  - Grizedale shuttle – providing access from the south to capture growing Barrow & Ulverston markets. Timings would need further consideration once the nature of these demands were better known.



The Central Lakes Adventure shuttle is mainly linked to pending developments at Elterwater Quarry.

These provide a total new capacity of about 290,000 seats over the season.

But how much might these enhancements cost and who would pay?

The total cost of the bus enhancements is estimated at £143,056 per year. This is based on contracted costs at typical day rates currently used for short-term visitor services in the Lake District. It is acknowledged that for the scale of these enhancements, dedicated buses may need to be acquired hence the costs would be different, but we use these here to give an idea of scale of costs.

The table shows the implications of finding these costs through different ways of charging – from a 29p per person charge on all visitors (year round – not just at peak season) through to per "excess" visitor car of £8.64 – i.e. the charge on a car that is not able to access the area in peak season. These are merely to illustrate the rough scale of the costs of enhancing the bus network to something that could be seen as world-class.

	People	Cost	
Total annual costs :		**£ 143,056**	
Total minus local contributions:			
Total new capacity:	291,156		
		Cost per...	
All visitors:	493,328	£ 0.29	➡ **All** visitors
All visitor (busy times)	246,823	£ 0.58	➡ Peak-season visitor
"Excess" visitors:	49,623	£ 2.20	➡ Excess peak visitors
All visitor cars:	164,443	£ 0.87	➡ **All** parked cars
Visitor cars (peak):	82,274	£ 1.74	➡ **All** peak parked cars
"Excess" cars:	16,541	£ 8.64	➡ Non-car group

3b Hawkshead locality: Active travel

So what does world-class walking and cycling look like?

World class active travel involves

i. networks of safe, connected routes that go from and to where people want to go,
ii. comprehensive, well-designed signage and waymarking (real and virtual),
iii. networks of bikes, ebikes and other e-mobility to provide wheels for people of all abilities and
iv. associated support services such as servicing, guiding and advice.

Wayfinding hub (Seefeld, Austria); locally distinctive markers (Ullswater)

In addition to the well-established Grizedale networks, the development of several routes have helped to transform walking & cycling "legibility" of the local area. New routes in the last 10 years have included the popular Windermere West shore route[10] from Ferry House via Wray Castle[11] to Ambleside and the Wray Castle – Hawkshead route.
Geography means that the locality's networks of smaller lanes and bridleways provide great walking and cycling.

In the Gran Paridis region of the Italian alps "*66 electric pedal assisted bicycles available in 11 docking points in 8 station locations within the Municipalities of Cogne, Introd, Rhêmes-Notre-Dame, Rhêmes-Saint-Georges and Valsavarenche*" https://www.grand-paradis.it/en/services/bike-sharing-r%C3%AAve-grand-paradis

In Werfenweng (Salzburger Alps, Austria) 12 different types of e-mobility – branded as "fun mobility – are available for visitors via the

[10] https://www.lakedistrict.gov.uk/visiting/things-to-do/walking/mileswithoutstiles/mws6
[11] https://www.lakedistrict.gov.uk/visiting/things-to-do/walking/mileswithoutstiles/mws7

In Werfenweng (Salzburger Alps, Austria) 12 different types of e-mobility – branded as

- Bikes and ebikes are rented from hire centres (e.g. Grizedale Mountain Bikes, TIC in Hawkshead)
- ebikes can be delivered to visitor's accommodation by organisations such as ebike Safaris
- Trampers (ruggedised mobility scooters) are available at Tarn Hows for people with limited mobility

In the recent past:

- The Electric Bicycle Network (2011-15) enabled ebikes to be located in a networks of hire points around the locality, mainly at visitor accommodation
- Renault Twizys were available for rent from locations in the Lake District (2013-16)
- A pilot project for distributed ebike rental was designed and tested in Langdale with Grizedale Mountain Bikes (2019), leading to a costed Lake District-wide network but not developed due to Covid. (£80k - £114k / year for 107-324 ebikes; 2019 costs)
- Formal costings for a 50 ebike point-to-point / docking scheme were provided by an operator in 2020 (c. £191k/year in 2024)

Frikar Podbike

ICE e-trikes

GoLakes Travel Twizys

Citroen Ami

Trampers at Tarn Hows

GoLakes Travel / Co-Wheels Twizy video

3b *So what might a e-mobility network look like in this area?*

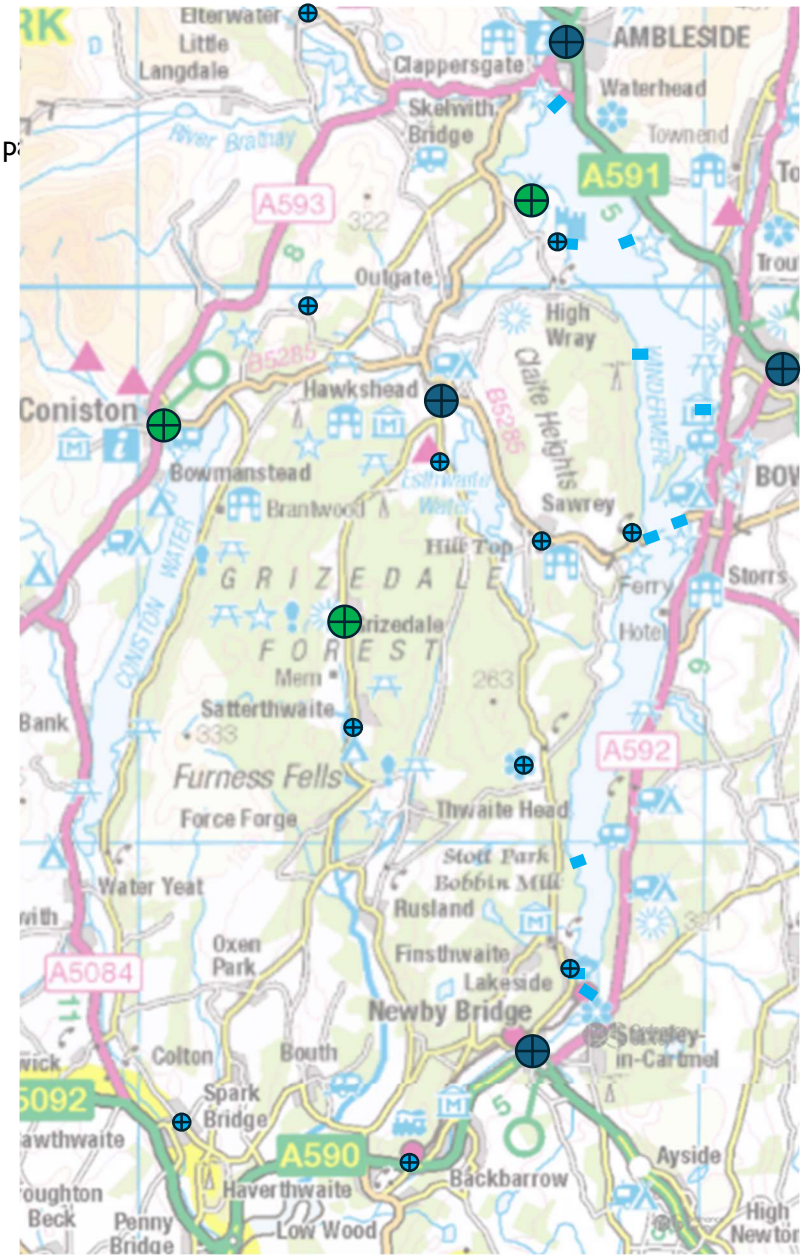
Here, we consider how a flexible e-mobility rental network might look in the area. This would allow access to bikes, ebikes and other e-mobility so that they become pa of how visitors get around the area as well as providing stand-alone experiences.

1. ½ day – day rental from hire centres at bike hubs
2. Ebike delivery to accommodation

Plus

3. Point-to-point ebike share scheme (c.f. Cogne)
   ....for point-to-point journey making

3. E-trike / quadricycle rental available from key hubs (c.f. Werfenweng)
   ...for unique experience local exploration



Access / interchange hub

Bike / active travel hub

ebike share dropoff/pickup point

3d Hawkshead & West Windermere Guest Travel Card

In many popular rural visitor destinations overseas, some form of free or paid-for guest card that provides access to the local transport system[12] is becoming a norm. The main benefits are

- simplicity for visitors – making accessing transport easy, taking away a sense of the unknown & (price) risk and so contributing to great experiences,
- marketable "products" for visitor businesses and in broader destination marketing;
- together, these creating a more meaningful sense of welcome[13] and different type of "social contract" between the destination and its visitors.

By focussing on experience and welcome (rather than "transport"), it opens completely new avenues for changing visitor travel behaviours.

So what might a world-class Guest Travel Card look like for this locality?

This area's visitor travel services – beyond the private car – comprise buses, Windermere Lake Cruises, the Windermere ferry and €bike hire. Each of these deliver different types of experience, are attractive differently across the variety of visitor types and are costed differently per "unit" of travel. The architecture of any guest travel card needs to (i) acknowledge these differences, (ii) acknowledge that the majority of visitors currently arrive in a private car and (iii) be designed to deliver on the agreed ambitions for the destination – less traffic, better experiences etc.

Several models of guest card exist, but two are worked up here to illustrate how they might work.

1. Explorer pass. (day)

This would build on the idea of "Explorer car parks" that exist in some Lake District locations. It would involve bundling onward travel options with a parking fee, such as

- bronze –bus access
- silver - bus access + Steamers/bike hire % discount
- gold - Pre-buy/book transport + attractions with discounts.

2. Travel points pass

This is a multi-mode (bus, boat, bike + 🅿) pass where each mode is charged by points-per-mode based on their unit cost – similar to the Werfenweng Card. It essentially provides a pay-as-you-go travel card.

As a PAYG card, it could be topped up and used over multiple visits for returning visitors. Value could be added that is linked to an overall level of discount (c.f. German BahnCard) such as £50 = 50 points (at cost; benefit is integration), £100 = 125 points (20% discount), £200 = 300 points (33% discount)

Mode	Unit	£/points
bus	*1 journey*	2.5
Steamer	*1 unit journey*	10
ebikeshare	*30 mins*	2
ebike hire	*1/2 day*	25
emobility hire	*1/2 day*	25
car parking	*hour*	2
	day	8
	4 days with key drop	15
		89.5

[12] More explanation and examples at https://lowcarbondestinations.org/six-components-detail/#guest-travel-card

[13] This blog http://lowcarbondestinations.org/so-whats-the-snag/ describes a personal experience of Saas Fee's SaastalCard

4 Visitor car parking in a world class destination?

Many aspects of an ambition for the locality are linked to car parking – both existing and future capacities and locations. Car parking – and any changes – are often highly contentious, whether these are for more car parking or restrictions.
Whilst the scale and patterns of car parking reflect demand (of visitor access by car), they also "lock in" car-based tourism. Here, we take a longer-term look at the issues to try to work out how car parking might look alongside a world-class destination, with some indications as to how any transition might be made.

1. *Existing car parking capacities and locations*

Over the past century as private car use proliferated, space was identified locally to take the pressure off cars being parked on roadsides or other "spare" pieces of land. This was a reasonable response to a practical problem.
The car-driving public's expectation to park at a destination meant that easy access and well-signed car parks became the norm[14,15]. This has led to car parks being at the specific points of attraction within a destination. This presents problems at busy periods including:

- Levels of approach traffic that are seen as inappropriate to the – often small – local road network, compromising the use of these roads for active travel (walking, cycling, wheelchair & pushchair use) – either use of the road or crossing (busy) roads
- It creates a sense of traffic-related "busyness" and threat that is incompatible with the sense of the destination
- Too much demand for existing parking supply. This leads to fly parking[16] and the demand for more car parking locally – either as permanent car parks[17] or pop-ups[18] – which can exacerbate the other problems of peak car volumes.

2. *The role of car parking in a world-class visitor destination?*

Instead of considering changes to existing car parking, let's first consider what role car parking might have in a locality that offers world-class sustainable visitor access and transport. For this area, this would probably mean:

- ➲ Significantly less visitor car parking in the central areas that are accessed by circuitous journeys on smaller roads – to reduce traffic on roads within the locality, and because these areas would be better served by alternative transport services

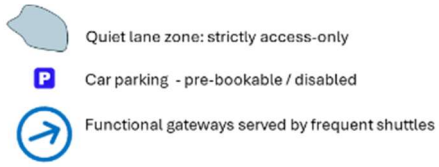
[14] For instance, the parking symbol is shown on Ordnance Survey 1:25,000 (Explorer) and 1:50,000 (Landranger) maps (but not infrastructure for bus use such as interchanges or bus stops)
[15] Online car parking portals are widespread such as https://www.parkopedia.com/ as well as destination-based directories such as https://www.lakedistrict.gov.uk/visiting/plan-your-visit/getting-to-the-lake-district/today#295213
[16] Such as described here https://cumbriacrack.com/2024/06/18/illegal-and-bad-parking-targeted-in-lake-district-trial/
[17] "Village car park plans refused despite 'need'", https://www.bbc.co.uk/news/articles/c0q0djg5g00o 6th December, 2024
[18] https://www.lakedistrict.gov.uk/planning/planning_necessary/gettingplanningadvice/planningguides/temporary-uses-including-pop-up-camping-and-car-parks

- ➲ Access by car would be layered by need: ensuring car access for (1) residents/businesses/services (though better public transport should also reduce this demand), (2) visitors with limited or restricted mobility and (3) visitors/leisure if capacity could be configured that did not create problems.
- ➲ There would be widespread awareness of "peak" and "off-peak" visitor access arrangements[7].
  This means that the number of visitor cars would be capped – through parking pre-reservation – to the "carrying capacity" of the localities, and that the complementary ways of accessing and exploring the area would be at volumes, frequencies and quality of integration that enable world class mobility.

It is notable that whilst many European competitor destinations demonstrated many elements of world-class visitor transport, there were few lessons regarding car parking. Indeed, whilst many Swiss destinations are car-free, they are almost always associated with colossal parking garages on their margins; these are sometimes up to several thousand dedicated spaces for a single valley[19]. In many other places, car parking was often free out of the villages, leading to familiar problems of over-sized car parks, traffic and fly-parking.

The graphic is an attempt to suggest how car parking and access management might look for a world-class destination

- The area would be accessed via five main gateways.
- It is anticipated that most access would be by shuttle or bus from or via the gateways.
- Car parking would be mainly at the two main hubs: Hawkshead and Grizedale. These would be pre-bookable and would have less capacity than at present. Parking for disabled users would be available in these car parks and at attractions.
- Much of the smaller roads would be largely traffic-free 20mph quiet lanes; access would be only by residents, emergency services, public transport and deliveries.

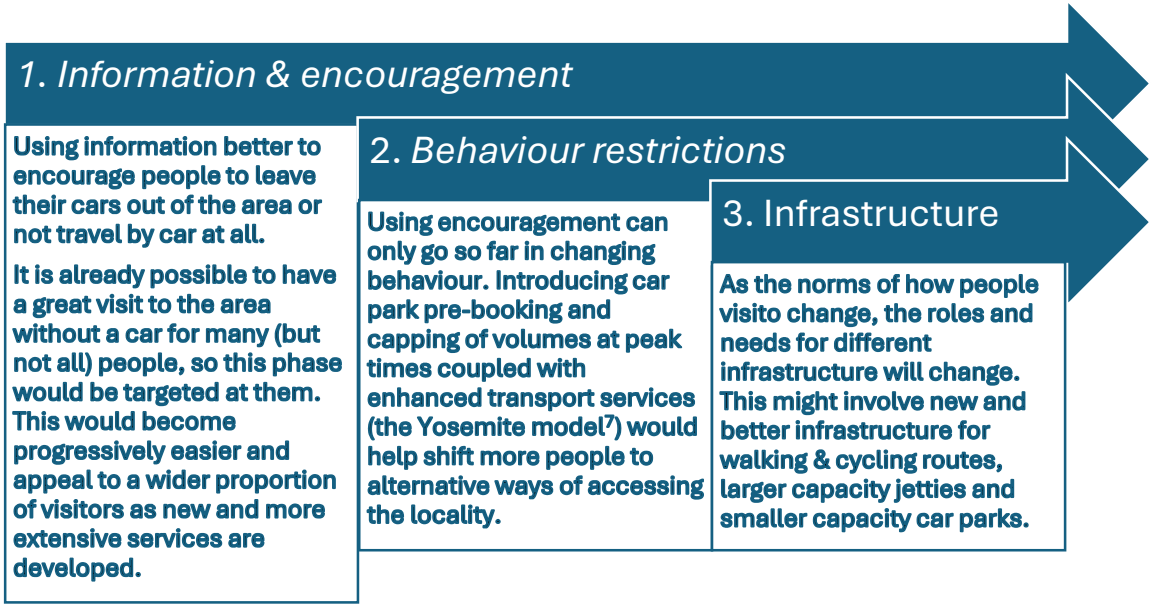


[19] The implications are described at https://lowcarbondestinations.org/six-components-detail/#traffic-parking and some examples are shown at https://lowcarbondestinations.org/wp-content/uploads/2024/01/Swiss-gateway-car-parks.jpg

3. *How to get from where we are to parking in a world-class visitor destination?*

The transition from existing parking arrangements to those compatible with a world-class ambition requires shared ambition among a wide range of partners coupled with strategy for change.

From the point of view of changing visitor behaviour, the "choice architecture" would involve a deliberately phased shift:



None of these three parts on their own would lead to a world-class destination; it is the progressive development of high quality transport services coupled with withdrawal of "easy" car access that will lead to meaningful change. Whilst the idea of restrictions may case nervousness:

- The progressive changes and integration between parts reduces the risk of having negative impacts on visitor volumes
- The quality of the access and transport system being produced will lead to people wanting to come back, provide new opportunities for differentiating the marketing of the locality and open new markets who are not car dependent – such as young urban adults[20].

[20] https://lowcarbondestinations.org/whats-the-problem/#future-visitor

The Hawkshead & Windermere West Shore of the future

How will it operate over the year? How will it function?

- The locality would have two distinct visitor "seasons"
- Winter would be largely as now but with slightly higher frequency bus services, accessed by many via the the Hawkshead Guestcard
- Summer season = Easter – Oct: school holidays + weekends + bank holidays

What will it feel like? What will visitor experiences be like?

- It will feel like a coherent area with a wide variety of attractions – lake, heritage, adrenaline, quiet enjoyment; it will feel easy for visitors to access the type of experience they specifically seek or piece together a variety of experiences.
- The complexity of the geography will be simplified to visitors by clear and extensive integrated bus & shuttle routes linking to lake travel with an overlay of access by cycling, emobility and walking through linked networks of off-road routes and quiet lanes.
- It will feel accessible and permeable without a car: key hubs and attractions will be linked by services frequent enough to allow for multi-destination day itineraries

What will it be like as a resident?

- Uncongested
- Residents and businesses would be able to go about their day-to-day activities without disruption
- The more extensive public transport network provide opportunities for people to access employment (into / out of the valley), for younger people to be more independent and for people to live without having to own a car

What will be new businesses or activities?

- Local bike/emobility rental & support services; guiding; luggage transfer; transfer services from gateways; café/information services/expansion at hubs ("waiting services")