What might world-class visitor access & transport look like for the Ullswater valley area?

What would a really good visitor access & transport system look like for the Ullswater area 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 places such as the Swiss or Austrian alps, what would its visitor access & transport system look and feel like?

If the quality of visitor transport system was featured in e.g. 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.

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*[1]. The learning from this has been distilled and presented into a 6-component model[2] which has been used to inform this work.

[1] https://churchillfellowship.org/ideas-experts/fellows-directory/alistair-kirkbride/
[2] http://lowcarbondestinations.org/component-model-graphic/

This document complements a separate action plan for the area. It has been developed through engagement with local partner groups in 2024-25 as a part of the "Three valleys" project, led by Cumbria Tourism and funded through Westmorland and Furness Council's Climate & Nature Partnership Fund[3]. This project has taken similar approaches in Ullswater, Langdale and Hawkshead 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 Ullswater area "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-term actions (embedded in the complementary action plan). This scaling has been scrutinised to understand 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 logic mapping and backcasting (Figures 1 & 2).

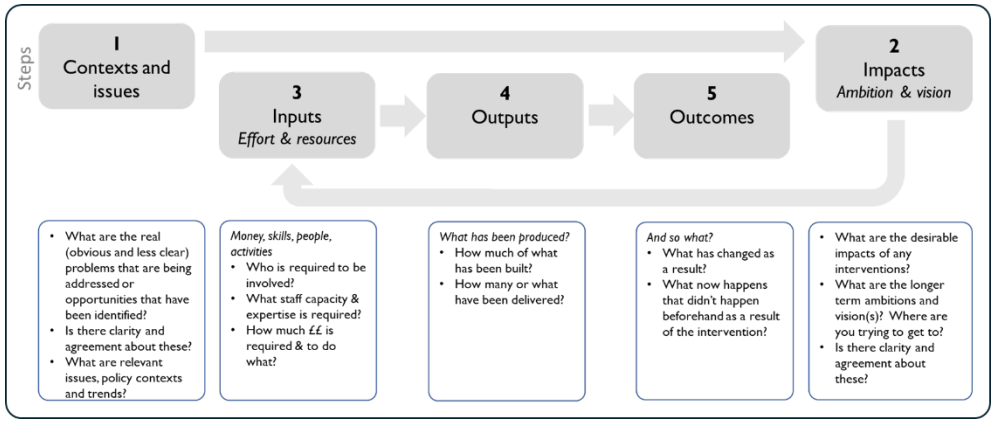


Figure 2: Logic mapping is a discipline used in transport planning that ensures that being clear on desirable impacts (step 2) leads action (step 3). This helps determine appropriate early-stage action and investment priorities.

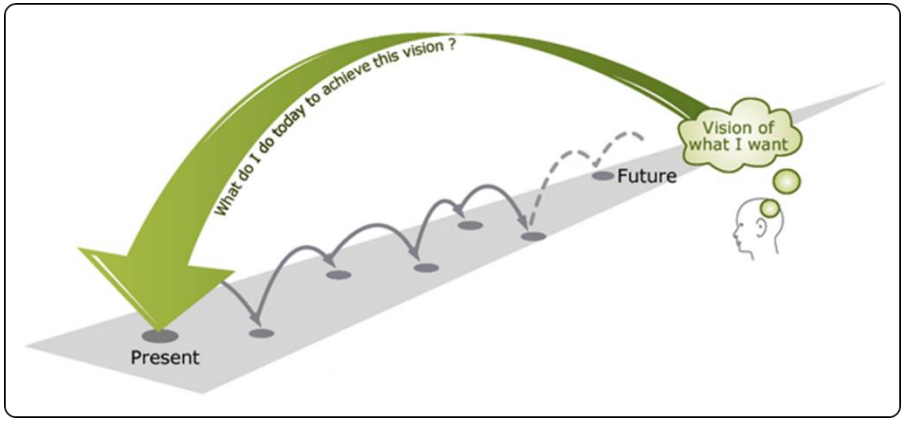


Figure 1: Backcasting means setting out the future vision first, then working backwards to identify the appropriate steps to get there. This makes sure that the first steps are focussed on the longer-term ambition as well as on immediate & urgent priorities.

[3] https://www.westmorlandandfurness.gov.uk/your-environment/climate-change-and-natural-environment

How?

This work starts from understanding the place:

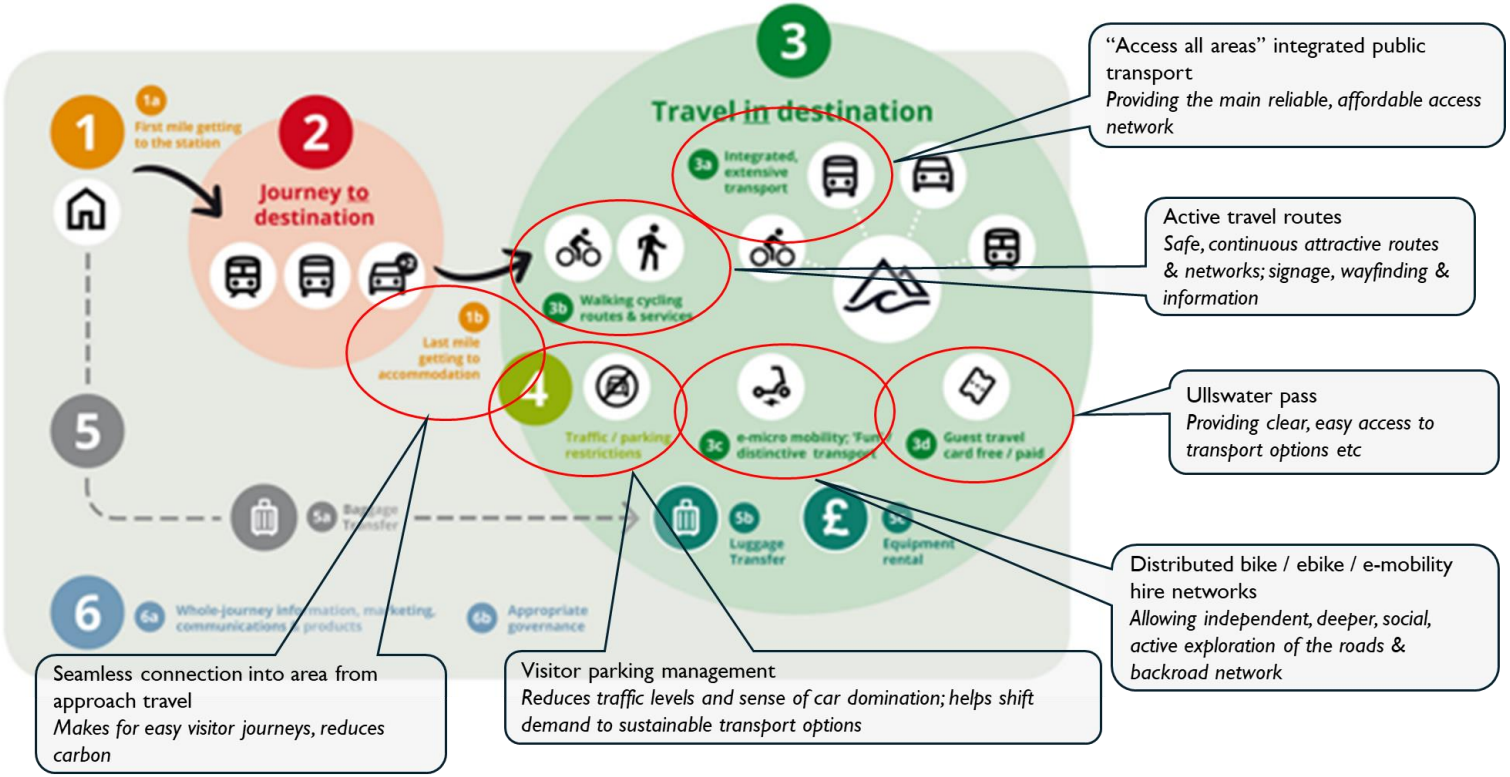
- ✓ What's distinctive about the Ullswater and Lowther valleys?
  Lakes, mountains, views, heritage, steamers...
- ✓ What are the patterns of movement demand?
  What are the main approaches to the area? Where do people go from and to once in the area?... regardless of how they currently make those journeys
- ✓ 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 of or relating to transport. This doesn't mean that the others are not important or that there are not other opportunities, but working on these gives a good flavour of what things could be like.

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

We recognise that appropriate governance (6b) is pivotal to meaningful change, but that is not covered here.



Ib *Accessing Ullswater & Lowther:* Remove barriers between approach & in-destination travel: integration & ticketing

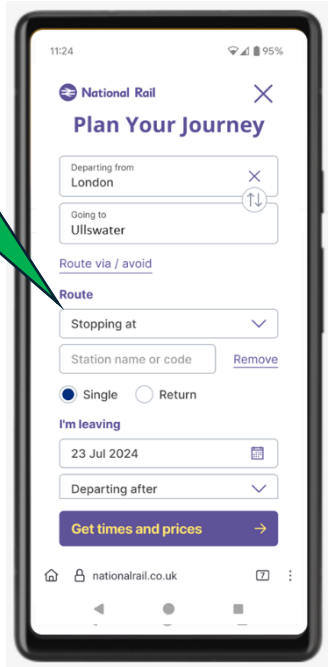
PARK & EXPLORE

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

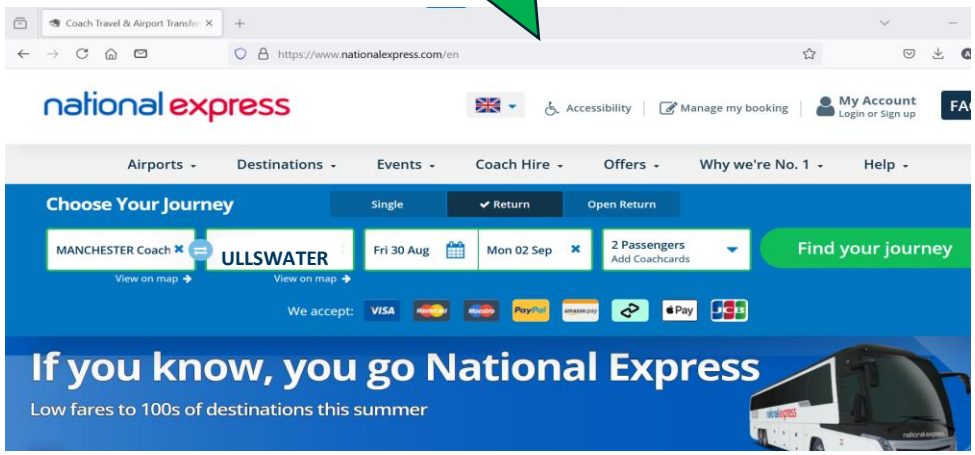
Explorer car parks exist in some locations in the Lake District. These are designed as hubs from which it is made easy to explore the surrounding area without the need to use a car

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.) "Ullswater" to the National Rail database – to allow single ticket access by rail & bus into the Ullswater valley – would simplify approach ticketing



Through ticketing into the Ullswater valley from scheduled long-distance coach services would provide lower-cost simplified whole-journey ticketing



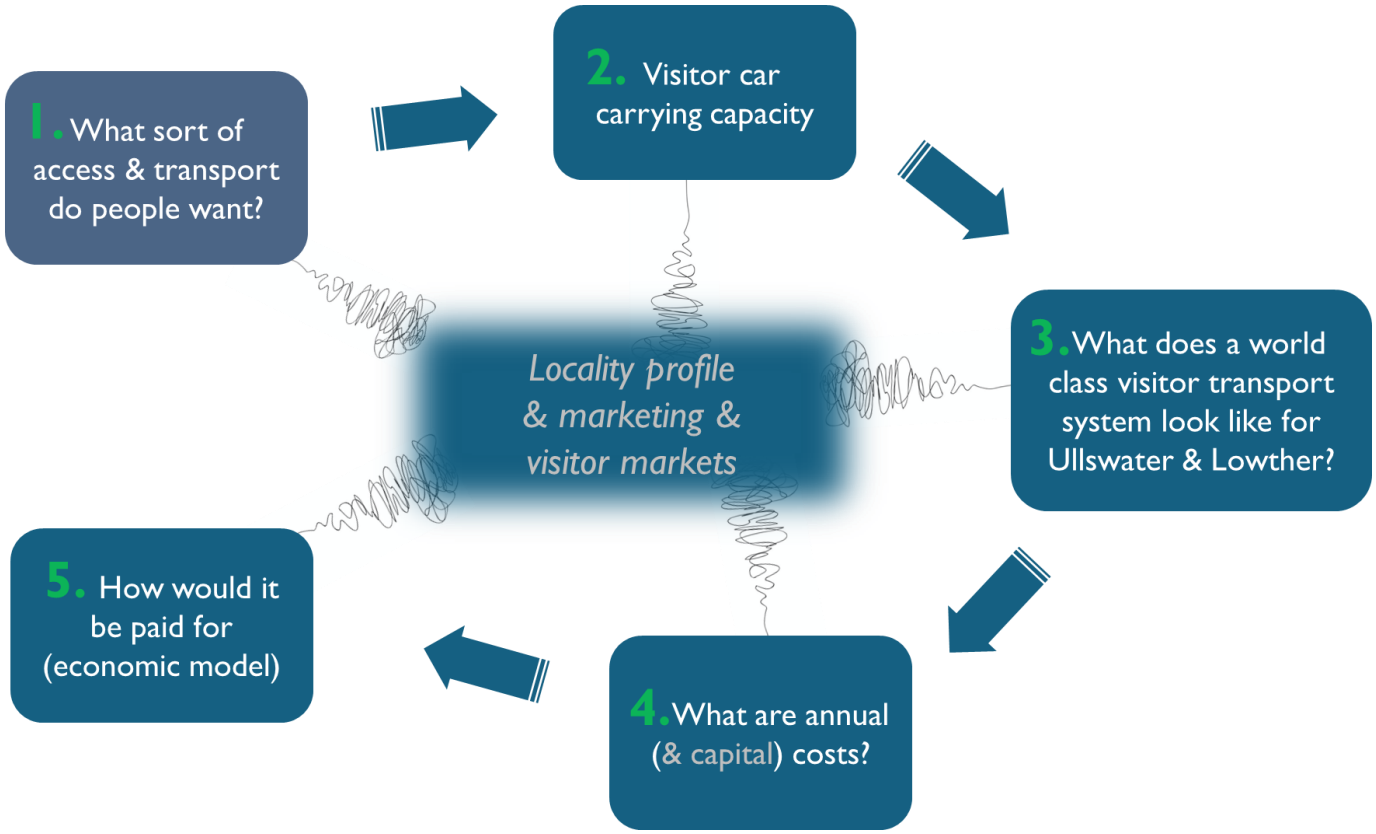
PlusBus

Expand PlusBus destinations to include key places in this locality e.g. "Ullswater", "Lowther" or "Haweswater", Glenridding, Pooley Bridge or Askham.

Once visitors have arrived, this Figure illustrates how we have approached working out 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.



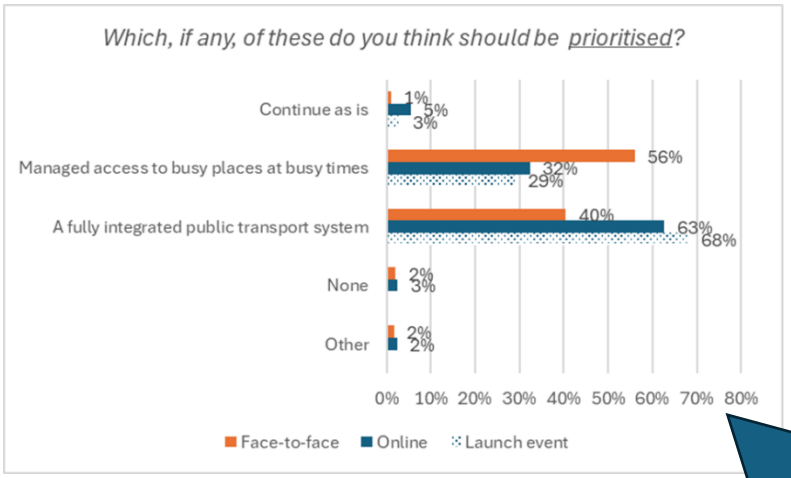
Only at this point are costs and economics considered.

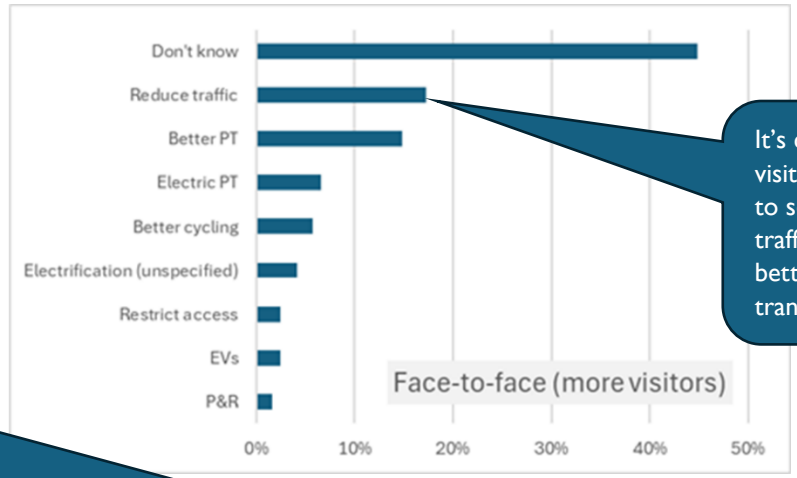
This means that the conversation becomes more about whether the world-class system is desirable and hence how the economics could be made to work somehow. This is more like how the world-class systems overseas are designed and delivered; viability is not on a route-by-route basis, but on the value of the whole network and associated propositions.

The next few slides step through 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[4]. 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 wants the current system for access and transport to continue
- Managed access at busy times is popular.
  Visitors especially just want easy, good quality ways to get around
- These - together with high level for integrated public transport - give a strong mandate for ambitious, seasonal visitor transport systems that aren't car-based

[4] *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

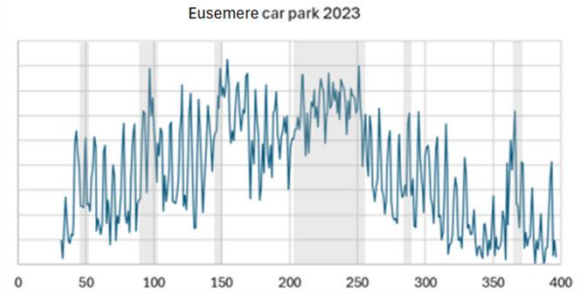
Valley car "carrying capacity"?

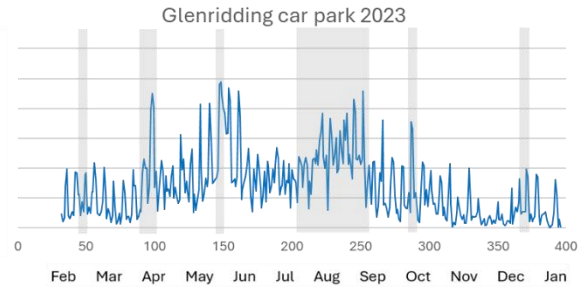
Excessive car volumes lead to parking issues plus higher traffic flows. A sense that a place is "too busy" often (but not always) relates to too many *cars* rather than too many *people*. This leads to the challenge of how we decouple the volume of people (or even increase the volume of visitors in some areas or at some times?) from the volume of cars?

Here, we attempt to use car parking data to consider "busyness", and especially to see if it is possible to identify what "too busy" means for this area.

The reasons for doing this are:

- To understand better how many days and which days are "too busy"
- Estimating the absolute numbers of visitors and visitor cars at different times of the year, and especially how many "excess" cars there are at the "too busy" 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 enhanced transport services, but also to sketch out economic models more similar to those that exist in competitor destinations overseas. For instance, we can start to explore the economics of bus services that might be delivered as part of a valley-scale "guest card", which might also include car parking and other discounts – but let's not get ahead of ourselves.





- These charts show "busyness" throughout the year at Eusemere (Pooley Bridge) and Glenridding car parks. Both of these are used almost exclusively by visitors or residents for leisure purposes.
- They both show distinct "sawtooth" weekend peaks all year round.
- Eusemere suggests that Pooley Bridge also gets busy during weekdays in school holidays, especially in summer.
- Glenridding is generally less busy outside Easter, summer half-term and summer holidays.

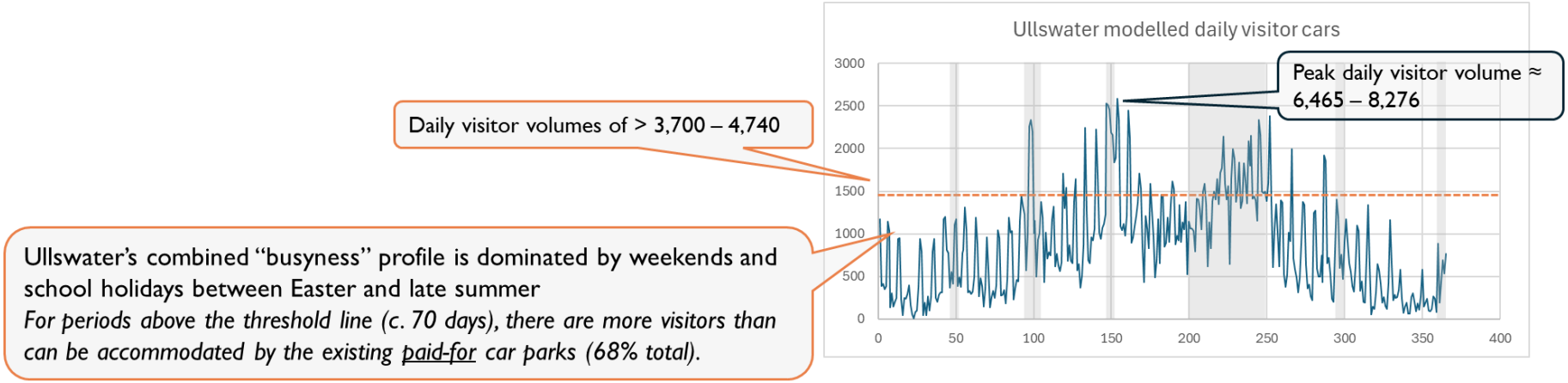
The table summarises the total amount of car parking available to visitors in the Ullswater valley. Note that this does not include informal parking in the Lowther valley (see map on p. 15). The information is from official data of

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

formal car park capacities (e.g. from the LDNPA[5], Visit Cumbria[6] and Parkopedia[7] sites) coupled with on-the-ground surveys. The on-the-ground 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. It does not include car parking at visitor accommodation; the purpose for doing this is about cars used by visitors for getting to places in the locality – i.e. journeys that might be shiftable to other modes, hence car parking at destinations.

The data suggest that about 68% of all car parking is paid for. That means that - in principle – the volume of cars at peak times could be reduced to this amount without any car parking provider losing revenue – if the outcome is to help deliver the desire for traffic reduction stated by visitors and residents. This would require complementary parking management which would be implemented progressively over time (see *Visitor car parking in a world class destination?* on p15) – i.e. gradual withdrawal of informal car parking. Note that this doesn't equate to an intention to reduce visitor *volumes*, but provides a scale for considering changes to broader visitor access management.

The chart below is an estimate of the fluctuations of *total* car numbers; it does this by weighting and bulking together the available daily car parking "busyness" data (from paid car parks), then scales these up to the *total* number of car parking spaces (912) available to visitors (including informal and free car parks). It indicates what a 68% threshold look like across the year; *we are suggesting here that this represents an initial estimate of what "too busy" (relating to cars, not visitors) might be like.* This threshold means the volume of visitor cars that can be accommodated if all paid-for car parks are at capacity, and visitor car parking was not allowed elsewhere. Note that it also indicates the daily volumes of car-based visitors to the valley.



[5] https://www.lakedistrict.gov.uk/visiting/today#295213
[6] E.g. https://www.visitlakedistrict.com/explore/travel/glencoyne-car-park-national-trust-ullswater-p1403421
[7] https://en.parkopedia.co.uk/parking/ullswater/

This suggests that there are about 70 days (those above the threshold) that are mainly during the Easter, summer half-term and summer holidays - when visitor volumes exceed the capacity of the formal, paid-for car parks. This equates to a total of about 103,000 cars which translates to 257,500 – 329,600 visitors (= 2.5 – 3.2 visitors per car). Whilst this could be used as an argument for more car parks, it is considered here as a starting point for *reducing* overall car parking in a way that doesn't have an impact on car park revenues through the development of an appropriate scale of attractive, integrated alternative visitor transport options.

This suggests that could be a market of about 300,000 visitors for alternative visitor access services over about 70 peak days of the year where different visitor access management would be in operation.

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

Ullswater 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[8], for instance, visitor car access is capped at different times of the year as indicated in the calendar graphic (from 2023). Car access can be pre-booked if available, otherwise visitors use the extensive frequent shuttle buses from entry points. This is done not only to reduce issues relating to visitor traffic, but to enhance the experience of visitors.

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; the Sherpa shuttle service via the P&R site was enhanced with up to 15-minute frequency at peak times with a £3 return fare[9],[10]

Ullswater 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 above – i.e. to about 70% of current peak visitor car volumes by implementing car park pre-booking with enhanced shuttle services coupled with enforcement of informal parking. This could be over the c.70 days identified, but for simpler visitor comms & marketing could be 7 days/week for Easter, summer half-terms and summer holidays plus weekends between Easter and Summer holidays. This makes a total of about 87 days of "peak" visitor access period.

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 and high quality *better* experiences - *not* about restrictions.

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

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

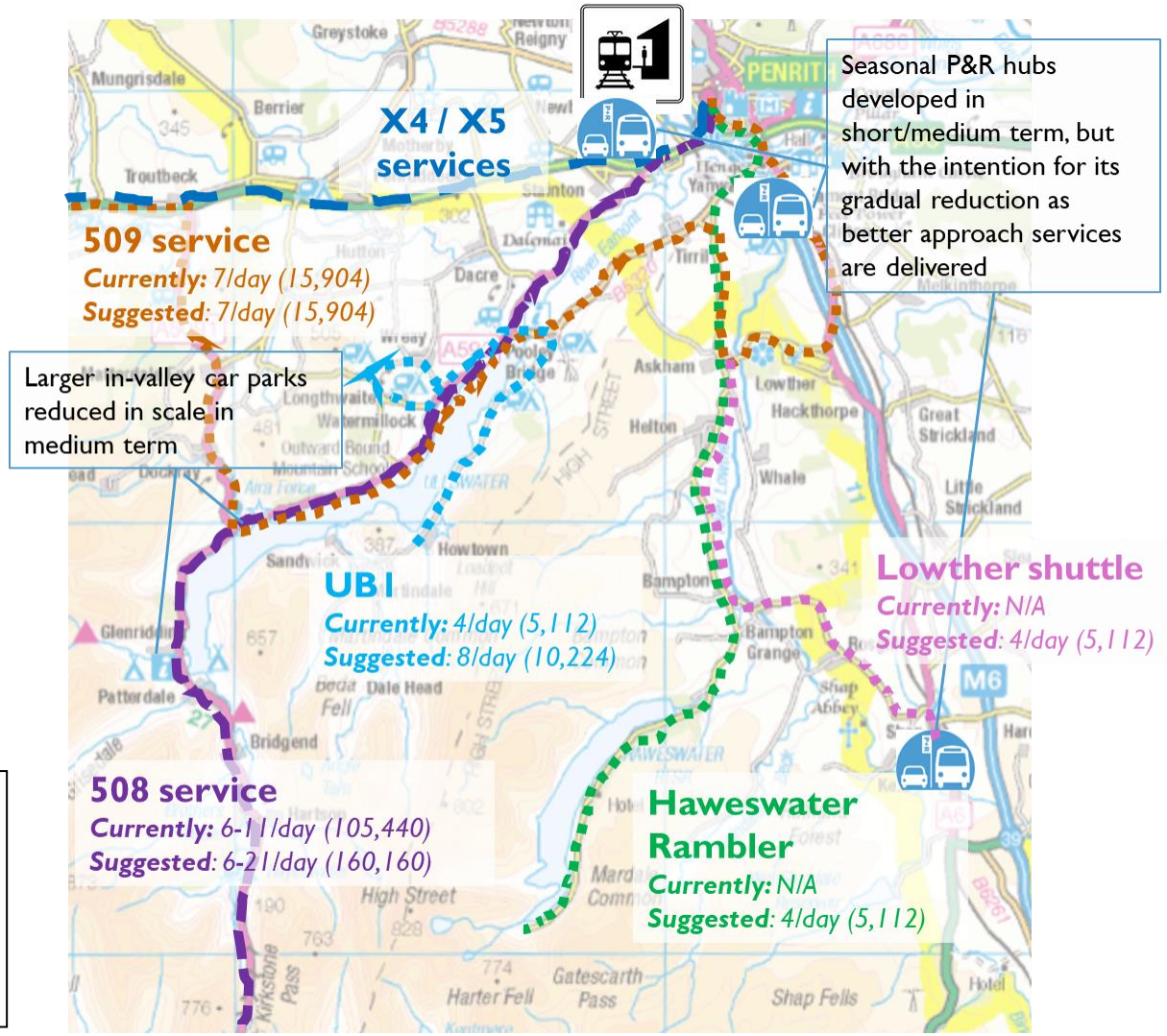
[10] We try out a park and ride bus to see if it helps avoid Eryri traffic mayhem. Is this an alternative to driving in tourist-clogged national park? Daily Post, April 7, 2024; https://www.dailypost.co.uk/news/north-wales-news/try-out-park-ride-bus-28942294

3 Ullswater & Lowther: Access all areas

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

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 suggested services are new: The "Haweswater Rambler" provides access along the Lowther valley to the head of Haweswater, with possible access into Swindale and Naddle reserves
  The "Lowther Shuttle" provides access into the area via Shap and J39 of the M6. This would relieve pressure on J40 and Pooley Bridge as well as opening better access to the eastern areas.
- These services are partly dependent on strategic changes to car parking as set out later in this document.



- *Total current capacity of all bus + annual users of Steamers ≈ 525,000 ≈ 51-66% of all visitors*
- *Expanded capacity ≈ 600,000 ≈ 59-75% of all visitors*
- *Estimated cost for enhancements (contracted): £142,000*

3b Ullswater & Lowther: Active travel

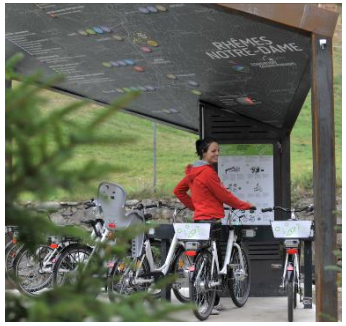
So what does world-class walking and cycling look like?

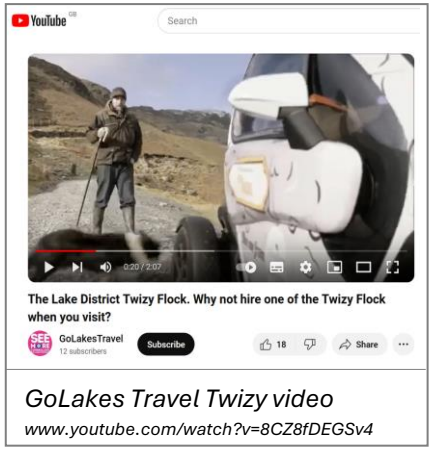
World class active travel involves

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.

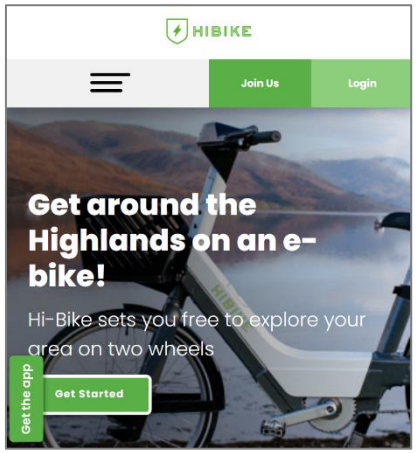
Wayfinding hub (Seefeld, Austria); locally distinctive markers (Ullswater)

In recent years, the development of the Ullswater Way and Eamont Way have helped to transform walking "legibility" of the local area. The ongoing ambitions for an offroad cycle route from Penrith via Rheged to Ullswater/Pooley Bridge ("PUSH" – Penrith Ullswater Super Highway) would be transformative for cycle access.
Geography means both that the locality's networks of smaller lanes provide great cycling, but the physical constraints near Stybarrow present an ongoing challenge to connect the upper and lower parts of the Ullswater valley.
Bikes and ebikes are rented from hire centres (e.g. Ullswater e-bikes (Glenridding), Lowther Castle). Pre-rented ebikes can be collected from Penrith rail station or from Arragon's in Penrith with day or multi-day rates.


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



GoLakes Travel Twizy video
www.youtube.com/watch?v=8CZ8fDEGSv4



https://hi-bike.co.uk/

In Werfenweng (Salzburger Alps, Austria) 12 different types of e-mobility – branded as "fun mobility – are available for visitors via the Werfenweng card www.werfenweng.eu/en/holiday/werfenweng-card/fun-mobility/

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

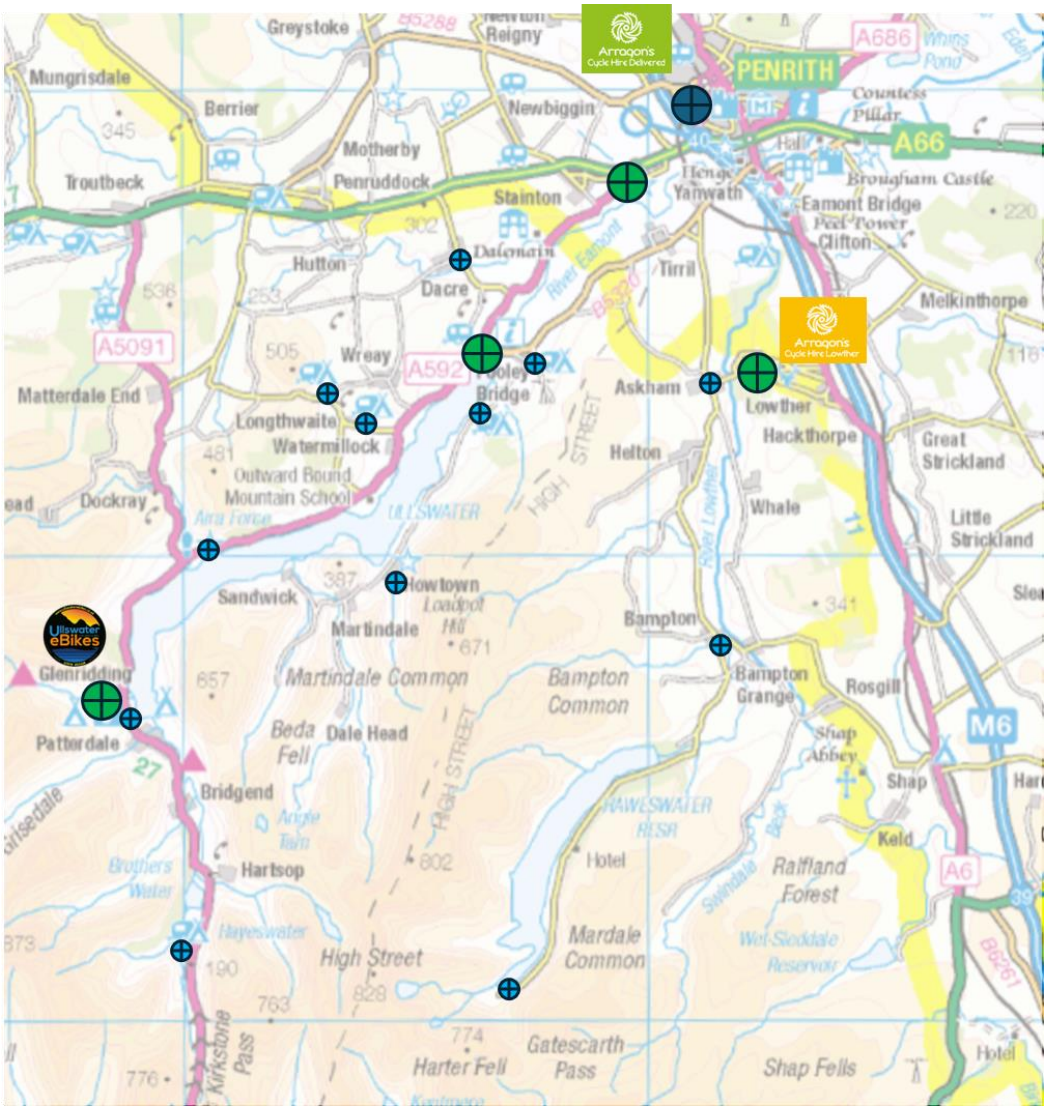
Here, we consider how a flexible e-mobility rental network might look in the area.
This would allow access to bikes, ebikes and other e-mobility so that they become part of how visitors get around the area as well as providing stand-alone experiences.

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

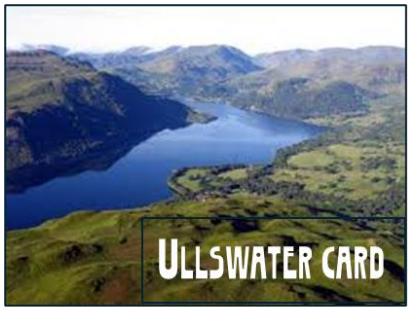


Access / interchange hub

Bike / active travel hub

ebike share dropoff/pickup point

3d Ullswater & Lowther **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[11] is becoming a norm. The main benefits are

- simplicity for visitors – making accessing transport easy, taking away a sense of the unknown & (price) risk of using public transport and so contributing to great experiences,
- creating diverse marketable "products" for visitor businesses and for use in broader destination marketing;
- together, these creating a more meaningful sense of welcome[12] and different type of "social contract" between the destination and its visitors.

By focussing on experience and welcome (rather than "transport"), it opens 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, Ullswater Steamers and ebike 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 briefly set out below 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

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

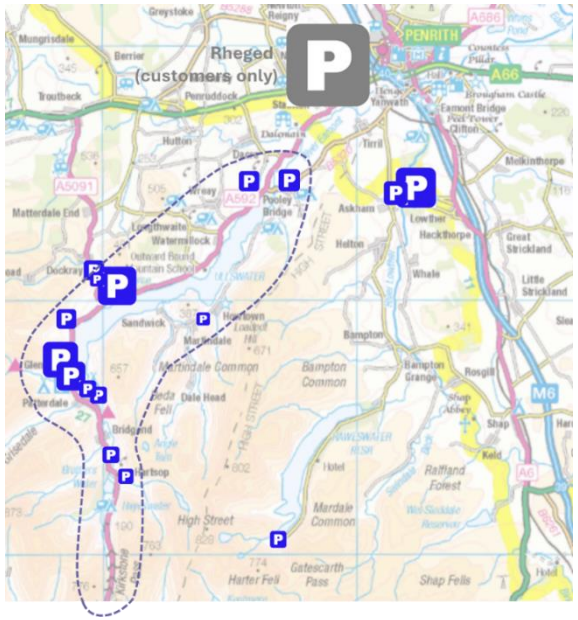
[12] This blog http://lowcarbondestinations.org/so-whats-the-snag/ describes a personal experience of Saas Fee's SaastalCard

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. Discussion of car parking – and any changes – is often highly contentious. Here, we take a longer-term look at the issues to try to work out both what car parking might look like as part of world-class quality visitor access & transport, how things currently are, and how a transition might be made between the two.

1. Existing car parking capacities and locations

The graphic shows the existing formal car parking in the locality. The informal car parking (layby, verge & on-road) included in the table on P7 is in the area indicated by the blue dotted line.



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[13,14]. 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 over-busyness and threat incompatible with the sense of the destination
- Too much demand for existing parking supply. This leads to fly parking[15] and the demand for more car parking locally – either as permanent car parks[16] or pop-ups[17] – which can exacerbate the other problems of peak car volumes.

If these ideas seem abstract, observing how pedestrians and cars interact on a busy day in Glenridding or Pooley Bridge illustrates well the current incompatibility with regard to safe, world-class visitor experiences.

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

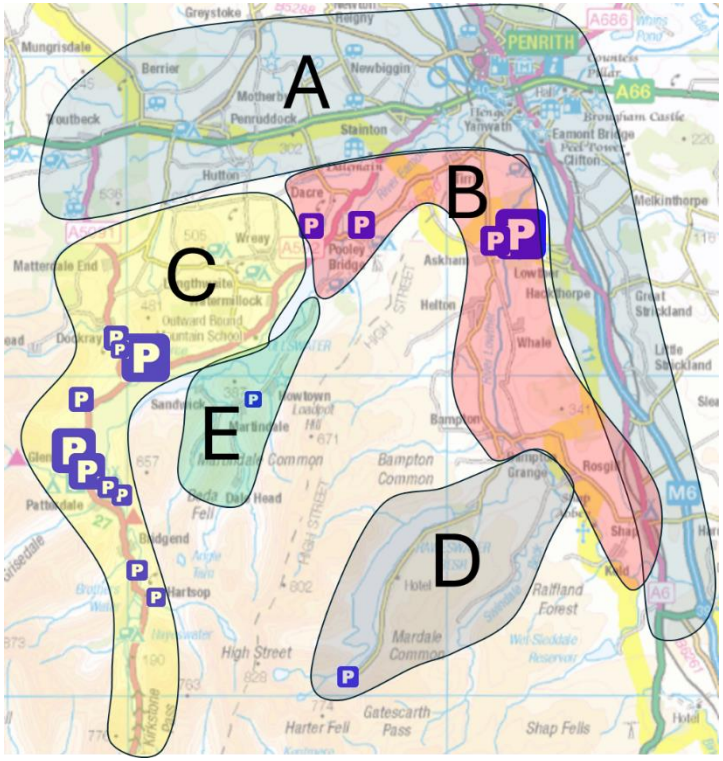
2. *The role of car parking in a world-class visitor destination?*

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 valley head areas – to reduce traffic on roads within the locality, and because these areas will be better served by alternative transport services
- Access by car would be layered by need: ensuring car access for residents/businesses/services (though better public transport should also reduce this demand), visitors with limited or restricted mobility and then 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[18].

  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 demonstrate elements of world-class visitor transport, there were few lessons regarding car parking. Indeed, whilst many Swiss destinations are car-free, this is almost always associated with colossal parking garages on their margins, often comprising 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, induced traffic and fly-parking.



The graphic interprets the area in terms of three types of zone with regard to visitor access and car parking These are mainly defined by local geography (valley & road layout) coupled with the nature, volume and density of visitor accommodation, attractions and less tangible sense of place

[18] As is the case in Yosemite https://www.nps.gov/yose/planyourvisit/reservations.htm, complemented by extensive shuttle networks https://www.myyosemitepark.com/road-trips/transportation/yosemite-valley-shuttle/

[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

- ➲ Zone A represents a "gateway" zone – where visitors swap from their approach travel into the destination's visitor mobility system. This involves the rail station, interchange from long distance scheduled coach services, M6 junctions 39 (Shap for the eastern valleys and reserves) and 40 (Penrith) and park & ride locations.
- ➲ Zones B & C act as transport corridors and where visitor car access would be capped and restricted in busy seasons (c.f. Yosemite[18]). It is assumed that staying visitors would be able to access accommodation by car, but would then use the local mobility system by default unless they pre-reserved other in-destination parking. It is likely that scheme ideas such as "swap your car keys for the Ullswater pass" would be developed.
- ➲ Zones D & E represent "sanctuary" zones. These would be managed as (visitor) car-free, calm, safe areas

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 from information & encouragement ➔ behaviour restrictions ➔ infrastructure. This would mesh with progressive adaptation of destination marketing and information systems.

An outline strategy of change that links the visitor transport system components set out here might look something like that shown on the next page.

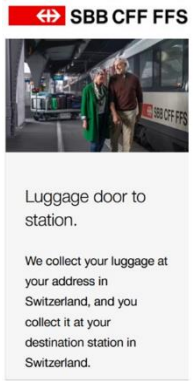
Note that no specific timescales are included as these would be determined by a wide range of dependencies.

Phase	Car parking	Complementary interventions & actions
1 ***Use marketing & information to change parking behaviour***	• Direct approaching visitors to easier-to-access car parking • Identify pop-up P&R locations in Zone A (& B?) &/or for e.g. 3 year planning permissions	• Continue existing PT enhancements with visitor business under-writing • Explore Ullswater pass based on existing services as both a car park ticket add-on (c.f. Explorer-type pass) and via ccommodation providers.
2 ***Changes to existing car parking***	Levy • Develop and agree ringfenced levy for all P&D car parking (c. 50p per car) to provide stable revenue stream for enhanced sustainable transport • Staged levy rates for Zones A (20p?), B/C (50p?) and D/E (£1?) • Develop clear comms strategy Park & Ride Identify locations for short-term seasonal pop-up P&R sites in Zones A & B to reduce pressure in other zones and to react to impact of zonal levy differences • Identify and prepare for route clearway(s) & enforcement of informal car parking	• Develop new governance structures to manage finances • Develop future lost parking revenue reimbursement formula and timescale • Expand further visitor bus services (timings, network) • Ensure Zone A & B car parks linked by bus services • Design & pilot parking + access (bus/boat/bike) pass • Information & marketing campaign
3 ***Shift car parking volumes***	• Introduce compulsory car parking pre-booking for peak season (Zones B, C, D, E) • Increase temporary P&R car parking capacities in Zones A • Cap parking volumes in Zones C, D & E • Landowners of car parks in Zone C to consider alternative uses for car park volume that will become redundant	• Increase capacity on existing bus services as required • Review routings and/or new services to link P&R to valleys • Actively develop bike/ebike/e-micromobility service networks • Implement lost parking revenue reimbursement formula
4 ***Infrastructure changes***	Reduce car park sizes in Zone C Phase out temporary car parks / P&R in Zone B Review and rationalise P&R car parks (volumes, locations) in Zone A	

And what else?

Changing how visitors travel involves more than the suggestions made above. The graphic below outlines briefly other interventions that together help change not only how visitors travel, but the quality of the overall visitor experience. Further description and explanation f each, and examples from overseas and the UK are available via https://lowcarbondestinations.org/component-model-graphic/

How visitors travel *to* the destination is a strong influence on how they travel around. This is also the largest contributor to carbon emissions.
New capacity – such as schedule coach and rideshare – needs developing.



The necessity to carry baggage is a big reason for people choosing to drive for their breaks and holidays. Baggage transfer services from home to the destination and around the destination reduce the number of reasons to take a car

Great transport systems need associated information and marketing. This is not only for functional transport reasons , but to enable visitors to feel welcome and great about how they get around. It also becomes a key part of how the profile of how the destination is marketed.

In places with world-class integrated visitor transport (across modes, operators and with non-transport services), governance is different to how it is currently in the UK. This is identified as an issue requiring further consideration

People move around whilst on holiday, and often want to use equipment (camping gear, bikes, paddleboards etc). In-destination luggage transfer and local rental services go some way to reduce the need for people to have to bring their own equipment, and open opportunities for experiences for those who do not own their own gear.