Transforming travel in the Lake District National Park

Our vision for delivering sustainable visitor transport in the Central and Southern Lake District.
The Go Lakes Travel programme is a £6.9million initiative, funded by the Department of Transport, and being delivered in partnership by Cumbria County Council, the Lake District National Park Authority and Cumbria Tourism.

Between 2011 and 2015 it aims to generate a step-change in how visitors travel to and around the Central and Southern Lake District, enabling them to make greater use of sustainable modes of travel.

There are nine project strands within the programme covering a wide range of activity, including enhanced public transport services, cycle hire and improvements to routes, better information about travel options, comprehensive marketing and PR activity, and training for the tourism industry in the region.
Our vision for the Go Lakes Travel programme is to transform how visitors get to, and travel around, the Central and Southern Lake District. The aim is to increase the opportunities to get around the Lake District without a car, to reduce the impact of travel on the local environment and community, and to help make visitors’ trips to the area more enjoyable and relaxing.

Some key objectives include:

- Improving public transport services and traffic management to tackle congestion and reduce delays
- Creating a network of pay-as-you-go car and cycle hire fleets, including recharge stations for electric vehicles
- Developing safe, continuous networks for walking, cycling and wheelchair use
- Making paying for, and changing between different modes of travel easier, through smarter and more integrated ticketing aimed at user markets
- Targeted marketing and information designed to change visitors’ travel behaviour to/from and around the Lakes
- Ensure that, as far as possible, local residents and communities benefit from the programme

where are we going?
why are we making this journey?

87% of visitors make their journey to the Lake District by car. Visitors bring large economic benefits to Cumbria but they also impose some significant environmental impacts with estimated emissions of CO2 each year being:

- **Driving to the Lake District**: 322,000 tonnes of CO2
- **Car travel by Lake District local residents**: 165,000 tonnes of CO2
- **Car travel around the Lake District**: 205,000 tonnes of CO2

During school and bank holidays, traffic can cause congestion, delays to bus services on some routes, and problems with parking ‘overspill’ into inappropriate areas, impacting on all transport users.

It is anticipated the Programme will save 11,000 tonnes CO2 in 2015, whilst improving the quality of experience for visitors in the central Lakes.

The partners realise that any reduction in the use of private cars must not be harmful to the economic vitality of the area.
The programme extends from 2012 to 2015 inclusive. 9 projects will be running throughout the four year period, delivering a range of different outputs.

- Project 1: Improving passenger transport
- Project 2: Improving traffic management
- Project 3: Car hire network
- Project 4: Smart ticketing
- Project 5: Improving the cycle network
- Project 6: Improving access to cycling
- Project 7: Transport information
- Project 8: Marketing travel around the Lake District
- Project 9: Marketing travel to the Lake District
who will be making this journey with us?

For the programme to be successful, a wide range of different organisations and businesses will need to work in collaboration. From community groups to local organisations, tourist attractions to accommodation providers, transport operators to outdoor activity providers, business associations, local councils (members and officers), tourist agencies, charities and local residents.

The key delivery partners in the programme are Cumbria County Council, the Lake District National Park Authority and Cumbria Tourism.
There will be a comprehensive Marketing and PR strategy that communicates positive and fun messages about travelling around the Lakes without a car. Overarching campaign messages will be developed and used throughout the campaign. In the first year existing routes, itineraries and ways to get around will be promoted to visitors via an integrated campaign and a marketing toolkit that will be available to all businesses. This will mean that visitors will be given vital information needed to start planning days out without the car before they arrive.

As part of this campaign, the Go Lakes Travel branding will be seen throughout the Central and Southern Lakes on printed literature and leaflets, incorporated into information displays at transport ‘hubs’ including water jetties, cycle centres, train stations and bus stops. It will also feature on a number of vehicles including buses, hire cars and bicycles.
what area is covered by the programme?

The Central and Southern Lake District (including the main towns and villages of Windermere, Bowness, Coniston, Ambleside, Grasmere and Kendal) attracts the majority of visitors to the National Park, and it will be this area which will see the focus of sustainable visitor travel activity.

The campaigns and activities will naturally extend beyond this area and be visible to the rest of the National Park and Cumbria.
how do I get on board?

To discuss how to get involved, or obtain further details, or would like further details about any aspect of the programme please contact:

info@golakestravel.co.uk

Or visit www.golakestravel.co.uk