

1. Business as usual

Actions

- No more parking permitted
- Expansion of existing businesses limited
- New business limited

Deliverability
Easy!

Planning

- On the ground stalemate continues
- Policy objectives fail to be realised

**No change in existing policy,
management and decisions**

Impacts - Locals

- Negative impacts of congestion
- User conflicts remain to grow

Impacts - Visitors

- Congestion and user conflicts remain to grow

Impacts - Attractions

- No potential for growth/diversification

2. Target Sightseers

Actions

- Fuller version of Cross Lakes shuttle and associated itineraries
- More organised/luxury tours with preferential rates and guaranteed/timed entry
- Focused marketing/interpretation

Deliverability

- Relatively easy - building on existing initiatives
- Requires coordination which is not yet in place

Planning

- Some progress as limited growth can be considered
- Policy objectives still substantially fail to be realised

Target modal shift in 'day trippers' - couples/families/groups visiting one or more attractions in the area in a single day

Impact - Locals

- Reduced congestion and user conflicts
- (Limited improvement of availability of public transport for locals)

Impact - Visitors

- Improved experience for sightseers who wish not to use their cars
- Car-borne visitors to attractions may find themselves disadvantaged
- More breathing space for other visitors (though this could backfire and the 'slack' could be taken up)
- (Limited potential for increases in cycling and walking)

Impact - Attractions

- Greater consistency in visitor numbers, and reduced parking problems for included attractions
- Some potential for some growth/diversification
- Wider benefits of having more visitors with fewer cars
- Greater viability for transport operators

3. Sticks & Carrots

Actions

As target 'sightseers' plus.....

- Brockhole, Coniston and Hawkshead as hubs (with more parking?)
- Key public transport links and walking/cycling links in place
- Some reduction of car parking outside hubs
- Strong marketing of new network and itineraries and also of parking restrictions

Deliverability

- Challenging - requires strong coordination, buy-in and lasting commitment.
- Also needs resources from a variety of partners.

Planning

- Policy objectives begin to be realised.
- More permissive approach to growth/diversification and new enterprises is possible

Wider targeting of visitor modal shift through development of a core matrix of hubs and public transport/walking/cycling links

Impact - Locals

- Reduced congestion and user conflicts.
- Increased availability of public transport for locals
- Additional parking in Coniston and Hawkshead could have negative impacts

Impact - Visitors

- Improved experience for sightseers who wish not to use their cars
- Cycling and walking experience better
- Wider range of visitors benefiting from better public transport and walking/cycling links
- Car-borne visitors to attractions will find themselves disadvantaged

Impact - Attractions

- Increased visitor numbers and reduced parking problems for all attractions
- Potential for growth/diversification
- Wider benefits of having more visitors with fewer cars.
- Greater viability for transport operators.
- Opportunities for new enterprises - non car transport business, new 'itineraries' possible and wider range of locations become suitable for 'attractions'.
- Parking in Coniston and Hawkshead needs careful management to protect use for local and footfall.

4. Full Carbon Strategy

Actions

- Integrated non car transport network for visitors, of public transport, cycling and walking.
- Quiet lanes.
- New off road cycling and walking routes.
- Peak period road closures/pricing for visitor vehicles.
- Reduction and rationalisation of car parking.
- Strong marketing which presents the area essentially limited for cars as well as emphasising all of the network and itineraries.

Deliverability

- Very challenging, requires strong co-ordination, buy in and lasting commitment.
- Also needs significant resources from a wide range of partners.
- Needs committed leader and champion

Planning

- Policy objectives realised.
- Different approach to planning in this part of the park enabled as policy can support considerable growth and diversification with the support of the integrated transport network.
- Exemplar area for others to follow.

Strategy to place cars at lowest priority for visitor travel, below public transport cycling and walking

Impact - Locals

- Greatly reduced congestion and user conflicts.
- Strong availability of public transport for locals.
- Parking for local people needs careful management to avoid negative impacts.

Impact - Visitors

- Visitors perceive the area as 'special' both because of how they travel in it and how it 'feels'.
- High quality experience for public transport users, cyclists and walkers.
- Becomes an area where possible to experience things not available elsewhere.

Impact - Attractions

- Increased visitor numbers, parking problems for all attractions minimised, creating new opportunities.
- Considerable for growth/diversification.
- Unique nature of the area brings new selling points.
- New type of visitor attracted
- Strong viability for transport.