



Delivering Low Carbon Places by better linking Transport and Planning

26 May 2011

Hawkshead Market Hall

Delivered by:



CLASP.



Welcome

- Who we are:
 - James Shorten - c4g
 - Nick Dangerfield - TAS
 - John Taylor – TAS
- Who you are:



CLASP.



Project: Introduction (reminder)

- CLASP context
 - Climate change and Low Carbon
- Our brief
 - Explore the links between planning and transport to identify the sort of solutions that might realistically be available in the context of the Lake District to reduce the carbon hit
 - The study area – see the maps – Coniston, Hawkshead, Tarn Hows, Grizedale, Sawreys



Programme Today

- 14.00 – 16.00
- Participative / flexible
- Stage 1: Workshop One
- Stage 2: Scenarios
- Coffee / Tea Break
- Stage 3: Response
- 16.00 - Finish



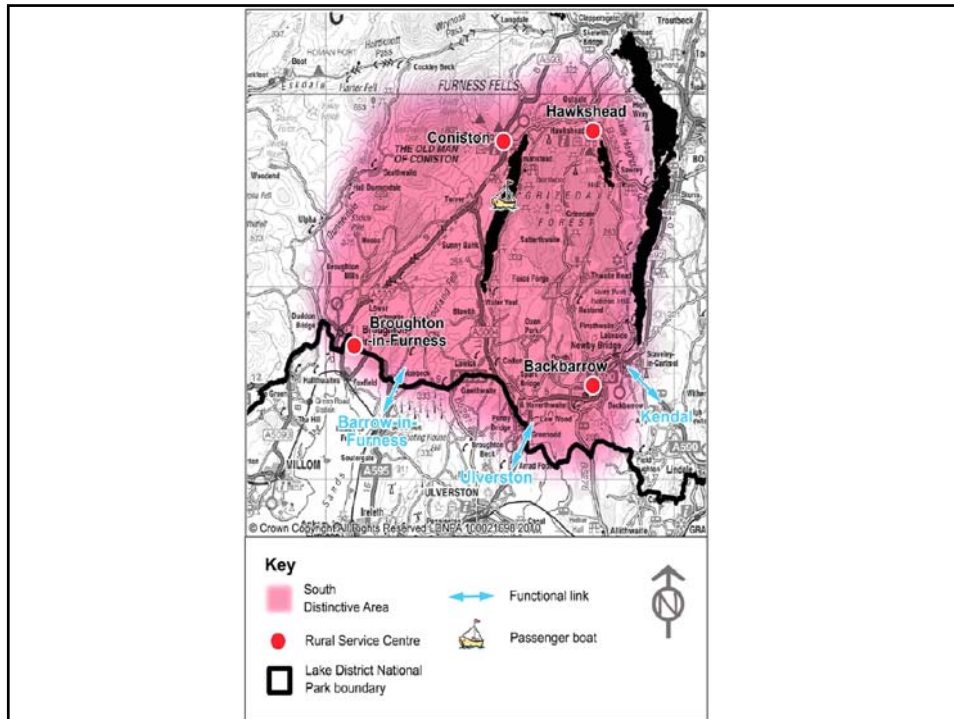
Context... LDF

- ^ Half of personal travel is by residents, mostly for leisure, then shopping and commuting. The other half is visitor travel. Almost three quarters of our eight million tourists each year are day visitors. Most arrive and travel around by car and sight seeing is one of the most popular activities.
- ^ poorly integrated public transport
- ^ fragmented cycling network
- ^ traffic & congestion put off other users

Core Strategy Policy

Policy CS14: Sustainable transport solutions

- ^ **We will reduce the need to travel** within and through the Lake District National Park, and promote the development and use of sustainable travel choices. Appropriate development proposals should:
 - ^ contribute to improvements in the provision of, linkages with, and accessibility to sustainable modes of transport including rail, bus, boat, cycling, horse-riding and walking;
 - ^ **reduce non-essential travel especially by car-based visitors**
- ^ **Additionally public parking provision will only be allowed if it is a proven component of a strategic traffic management scheme.** The rural character of roads should be maintained and, where possible, enhanced.
- ^ The rights of way network will be safeguarded and, where possible, improved.

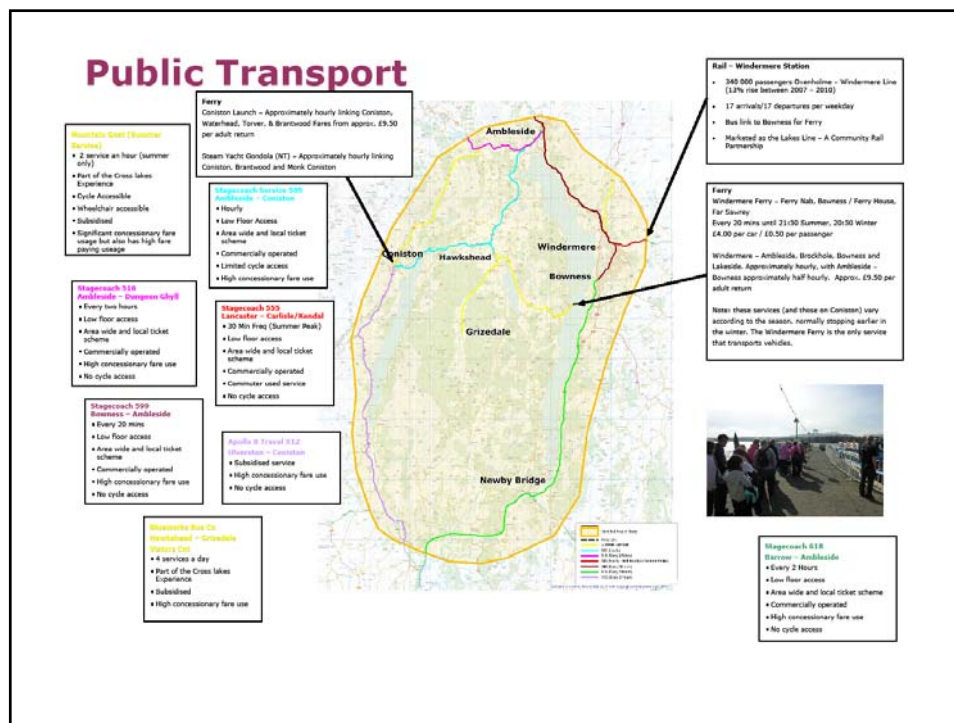


Policy's view of the area

- ▲ an area which is already popular for a variety of uses by visitors. The main activity is general 'sight seeing', often of more than one 'sight' in a day. Grizedale is a focus for off-road cycling and Go Ape
- ▲ the area is served primarily by a network of minor roads, complemented by a good network of pedestrian and cycle trails
- ▲ sustainable transport is part of the visitor experience in this area
- ▲ public transport and cycle networks are fragmented
- ▲ management of car parking, on- and off-street, is muddled, inconsistent, fragmented and disruptive
- ▲ peak-period congestion spoils enjoyment and quality of life and is a barrier to cycling and walking on the roads
- ▲ *Hill Top congestion & parking on the limit*
- ▲ *lack of off road paths between attractions*

Policy prescriptions for the area

- ^ reduce the need to travel and promote sustainable travel choices:
 - ^ transport hub development
 - ^ traffic management
 - ^ cycling and multi-user networks
 - ^ passenger transport improvement
 - ^ alternatively fuelled vehicle networks.
- ^ no net increase in car parking capacity or permanent measures
- ^ reduce car-based travel to Grizedale Forest Park
- ^ improve the level of sustainable transport



Attractions

Tarn Hows
One of the most visited spots in Lakeland. Its main attractions are the walks around the lake and its views. Secluded car parking is available along with toilet and tourist information facilities.

Conistone
Conistone was home to the famous water speed record by Donald Campbell and the Bluebird craft. The Ruskin Museum houses the remains of the Bluebird craft and also contains information and displays from the surrounding area. The museum is open during the Summer season from 10:00 – 17:30 with reduced hours in the Winter and costs £5.25 for adults and £2.50 for children. Conistone is also home to a number of pubs and hotels and is an excellent base for walkers and climbers looking to explore the surrounding area.

Brantwood
Former home and estate of John Ruskin. Brantwood is now home to a number of historical displays and contemporary art and attracts up to 30,000 visitors a year. The house and gardens are open all year round with reduced opening hours during the winter months.

Hawkshead
Hawkshead is home to a number of retail outlets the most famous being the Hawkshead clothing brand. The Hawkshead Grammar School Museum gives visitors a taste of what school life would have been like 200 years ago and is open from April to October every year.

Hill Top
The home of Beatrix Potter, who wrote many of her famous stories here. Each room contains a reference to one of her tales. Tickets are £7 for adults and £3.50 for children. Closed during Winter.

The forest and surround area are home to a number of attractions including the 'Go Ape' aerial high ropes course. The visitor centre also provides information for sculpture trails in the area, orienteering activities and cycle routes through the forest.



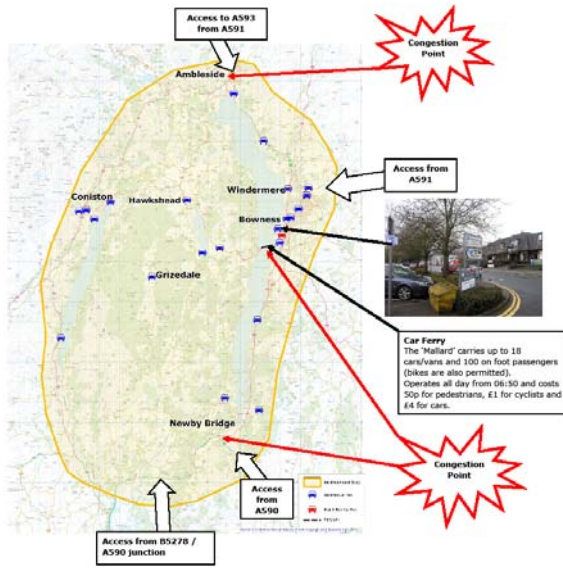
Car

Average Annual Daily Traffic Flows (2009):
A593 Ambleside (Clappersgate) 6000
A592 N of Newby Bridge 3800
A5084 Lowick Bridge 1900
A593 Broughton to Tanver 1200

Congestion:
Traffic congestion in Windermere, Bowness and Ambleside is caused by visitor traffic during summer weekends and school holidays. Twelve-hour counts confirm that nearly 15,000 people travel along the A591 at Ings, near Windermere.

High traffic flows on all classes of roads in the National Park affect many communities, while coaches and other large vehicles on narrow roads impact upon other road users; these issues were identified in the Area Transport Study. Area Action Plan consultation highlighted traffic flows causing vehicle/pedestrian conflicts in villages and on rural roads and issues of roadside parking in popular areas causing obstructions, danger and visual impact.

Road safety:
In South Lakeland there is a need to consider urban and rural road safety problems separately to address concerns about the prioritising of investment. In tourist areas concerns exist about the safety of pedestrians, cyclists and equestrians, particularly where they share the carriageway with vehicles. (CCC Local Transport Plan 2006-2011)

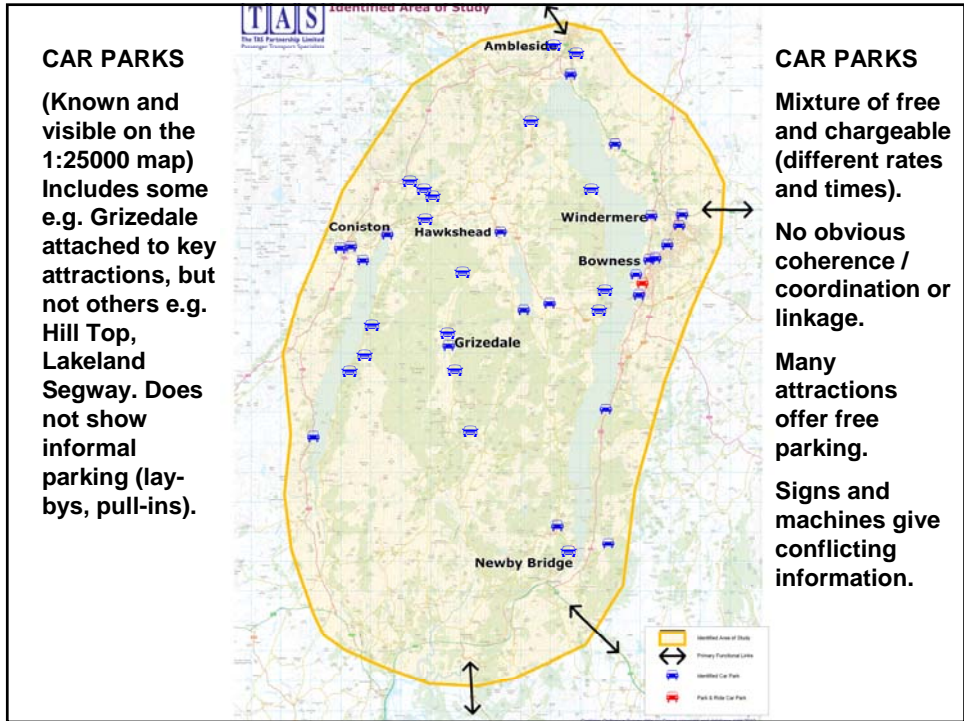
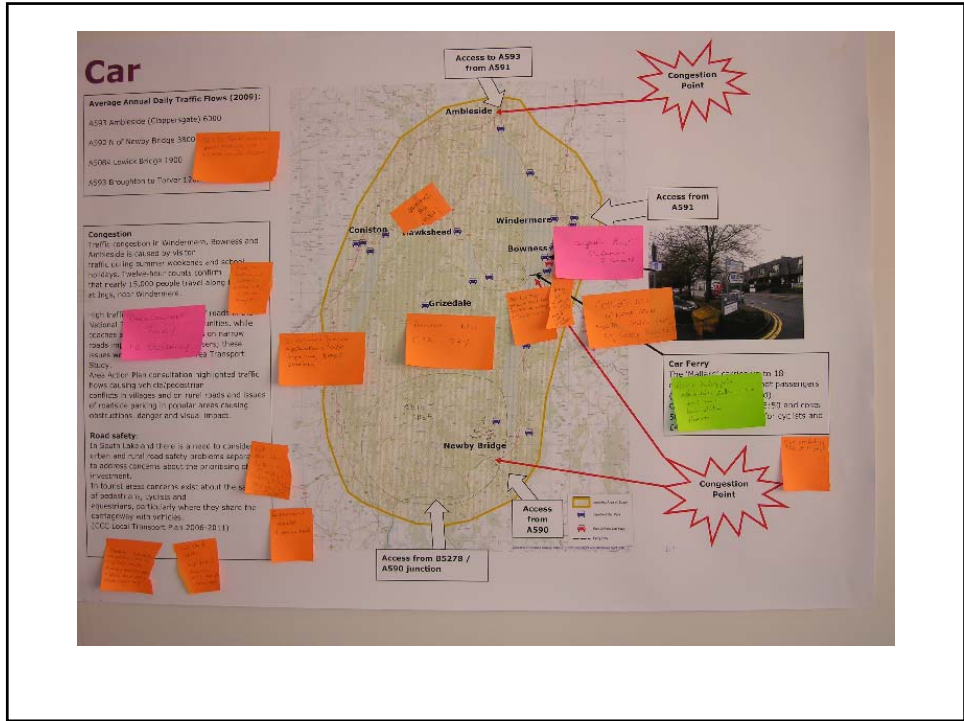


Access from A591

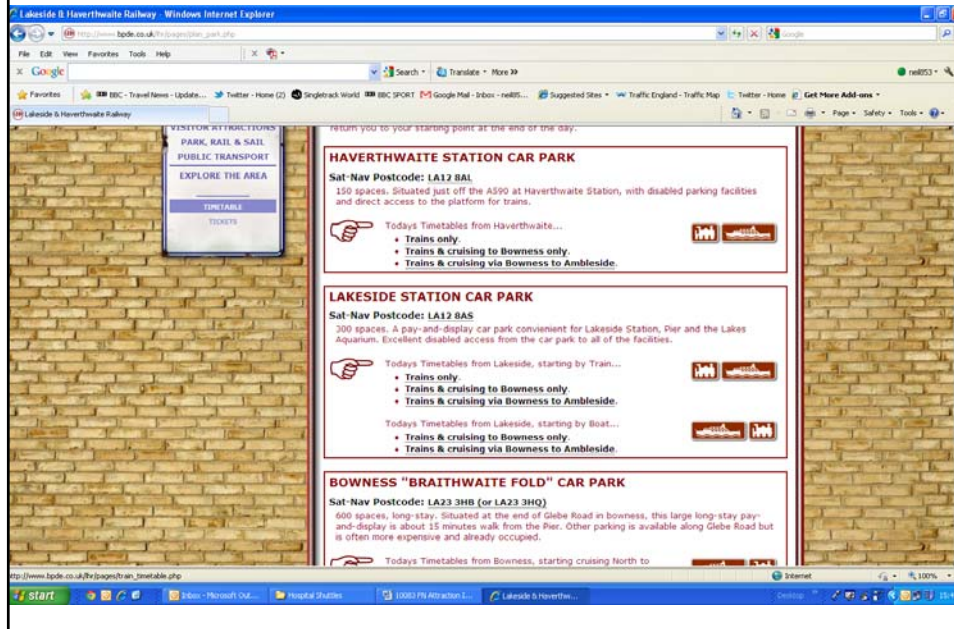
Car Ferry
The 'Maiden' carries up to 18 cars/vans and 100 on foot passengers (bikes are also permitted). Operates all day from 06:30 and costs 50p for pedestrians, £1 for cyclists and £4 for cars.



Access from B5278 / A590 junction



ACCESS BY CAR = FOCUS OF VISITOR INFORMATION



STATION SCAR WOOD



ASH LANDING



ASH LANDING




HAWKSHEAD

Lake District National Park

Pay and Display

You can pay by mobile phone, cash or credit or debit card at this car park.

The money from this car park helps us look after your National Park today and for the future.



paybyphone

Call **01539 231 231** and follow the instructions

Or text **INFO** to **65565** for instructions on how to pay by text

- No more hunting for machines
- No more queues of cars
- Text reminders before your parking expires
- Pay and extend your parking by phone

The first time you call you will need a valid credit or debit card and your vehicle registration number. Service charges apply and depend on the type of parking fee. Payment may be charged to the card.

For details including terms and conditions visit paybyphone.co.uk

Location 7259

VISA MASTERCARD

	Pay by cash or card
Up to 1 hour	£1.80
Up to 2 hours	£3.00
Up to 4 hours	£5.00
Up to 12 hours	£7.00
Weekly	£28

Payable on all days 8.00 am to 8.00 pm including bank holidays

All vehicles, including coaches, trailers and vehicles displaying a 'Blue Badge'

A separate ticket must be purchased for each additional bay or space occupied

Penalties

Failure to display a valid ticket £60.00

Any vehicle parked in a coach bay, other than coaches or minibuses (displaying current PCV licence) £60.00

Any person or vehicle contravening any of the byelaws or conditions for the time being in force and displayed therein or published on our website £60.00

Conditions

Tickets are valid for this car park only and must be clearly displayed on your windscreen

Disabled bays are for 'Blue Badge' holders only. Pay and display charges apply

All vehicle engines to be turned off when parked

Parking is subject to byelaws displayed on reverse

Please take your litter home

HILL TOP

National Trust

Welcome to **HILL TOP** House of Beatrix Potter

Opening Times

House	Opening Times	Last admission
12 February - 1 April	10.30 - 3.30	3.00
2 April - 27 May	10.30 - 4.30	4.00
28 May - 2 September	10.00 - 5.00	4.30
3 September - 30 October	10.30 - 4.30	4.00

Everyday except Fridays (House also open Friday 25 February, Good Friday (22 April) Friday 3 June and Friday 28 October)

Garden and Shop open every day

Opening Times	Last admission
12 February - 1 April	10.15 - 4.00
2 April - 27 May	10.00 - 5.00
28 May - 2 September	9.45 - 5.30
3 September - 30 October	10.00 - 5.00
31 October - 23 December	10.00 - 4.00

Admission

Adult £7.00 Child £3.50 Family £17.50
National Trust Members Free

Discount given with ticket from The Beatrix Potter Gallery

All visitors (including NT Members) please obtain a timed ticket from the ticket office before proceeding to the House

Registered Charity No. 205846

Stage 2: Scenarios

We have developed four scenarios - a way to explore options

1. Business as usual
2. Target Sightseers
3. Sticks & Carrots
4. Full Carbon Strategy

- ^ not fixed
- ^ pick and mix?



1. Business as Usual

No change in existing policy,
management and decisions



2. Target Sightseers

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



3. Sticks & Carrots

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



4. Full carbon strategy

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



Stage 3: Response to Scenarios

-
- Capture on flip charts



Conclusion

THANK YOU

Feedback sheet



CLASP.

