



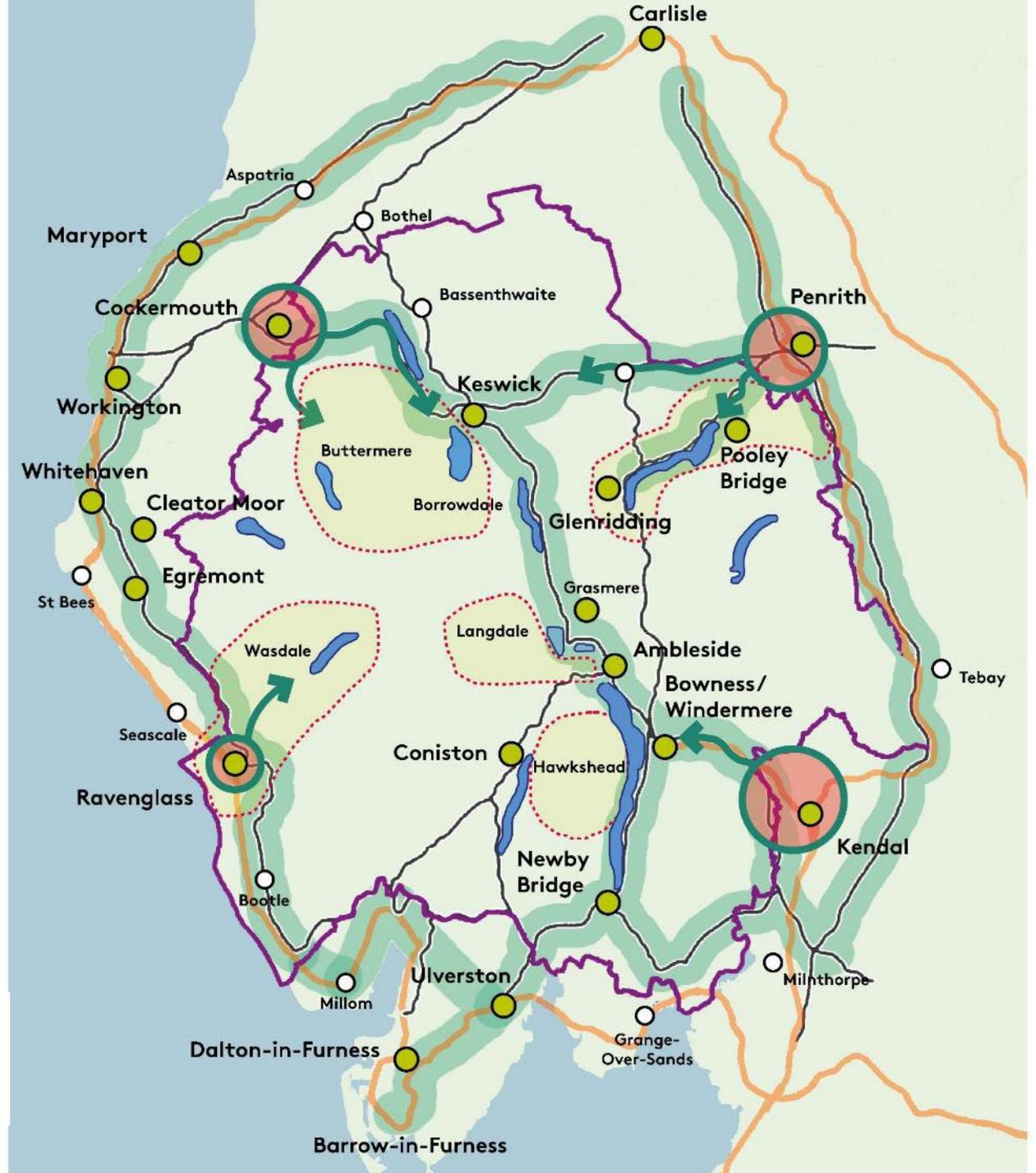
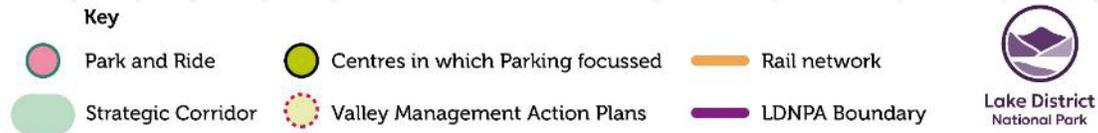
Sustainable Transport in the Lake District National Park

Emma Moody,

Lead strategy adviser, recreation and sustainable transport

Lake District National Park

- 18 million visitors per annum
- 40,000 residents within National Park
- World Heritage Site
- Lake District National Park Authority looks after and manages but is not transport authority

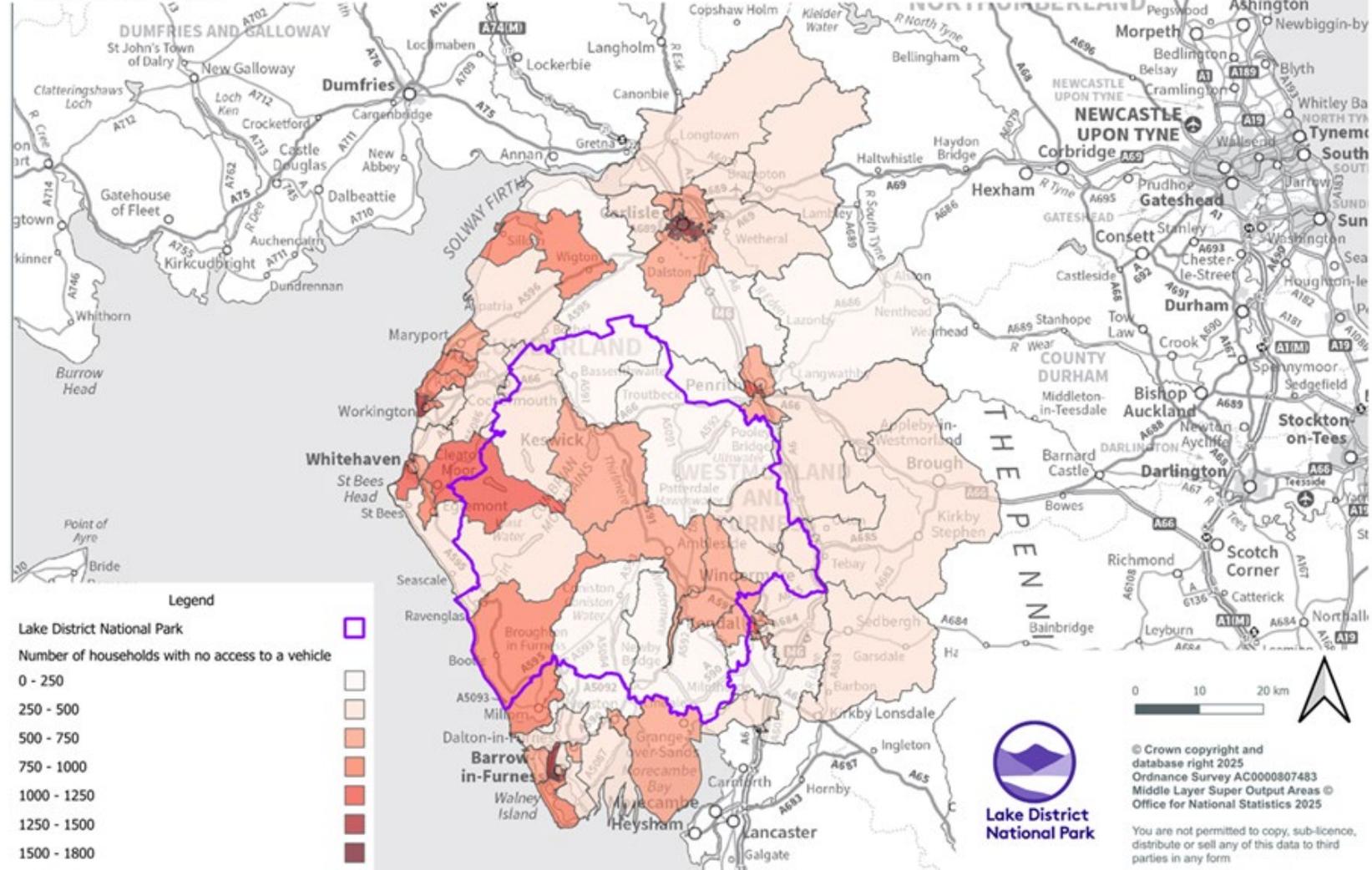


Challenges

- **Congestion at key times and places**
- **Parking on road, blocking traffic and buses**
- **Lack of funding to make positive changes**
- **Access for all, including households without a car**
- **Access to jobs in the National Park**

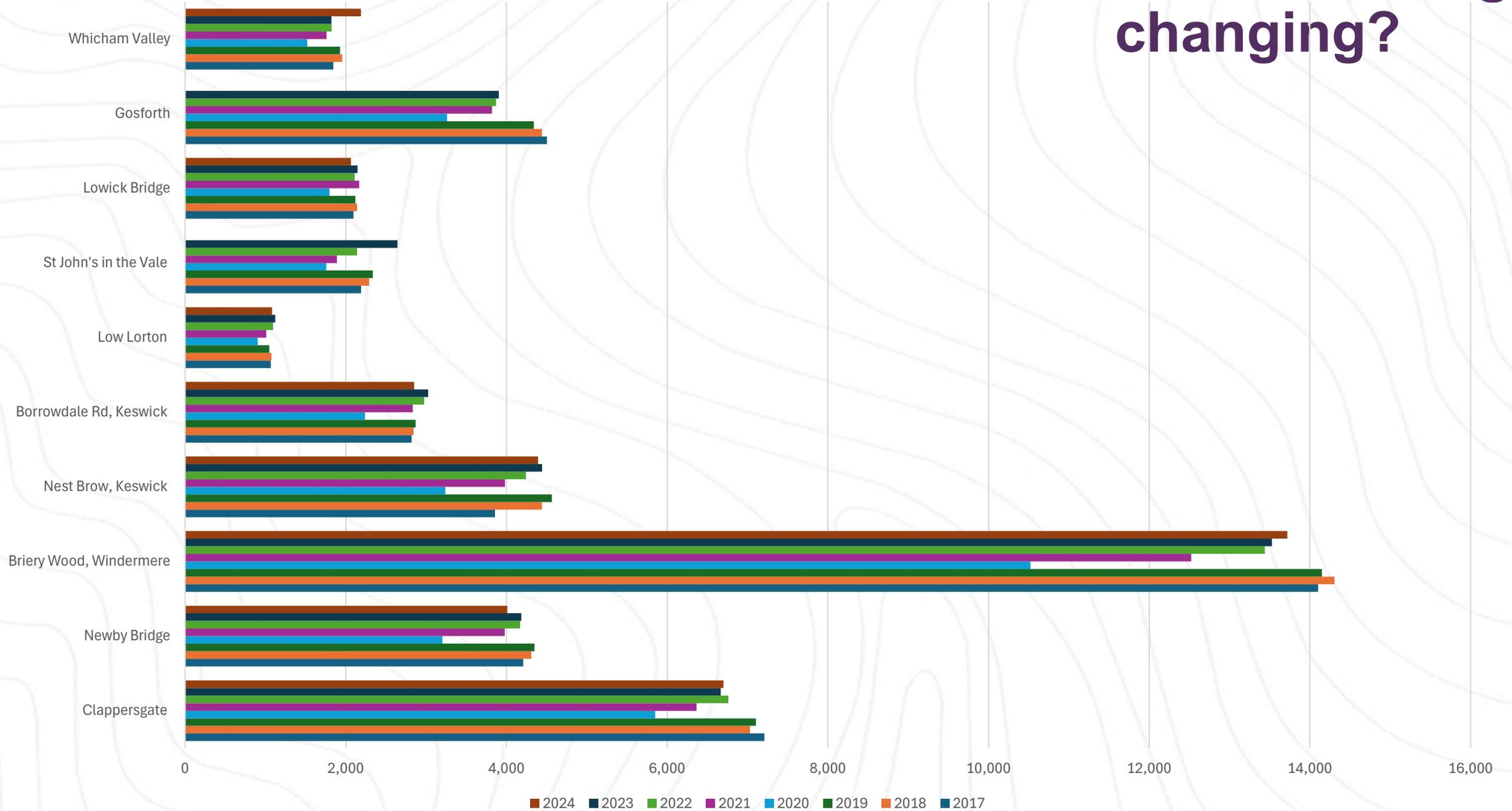


Households with no access to a vehicle by Middle Super Output Area, Census 2021

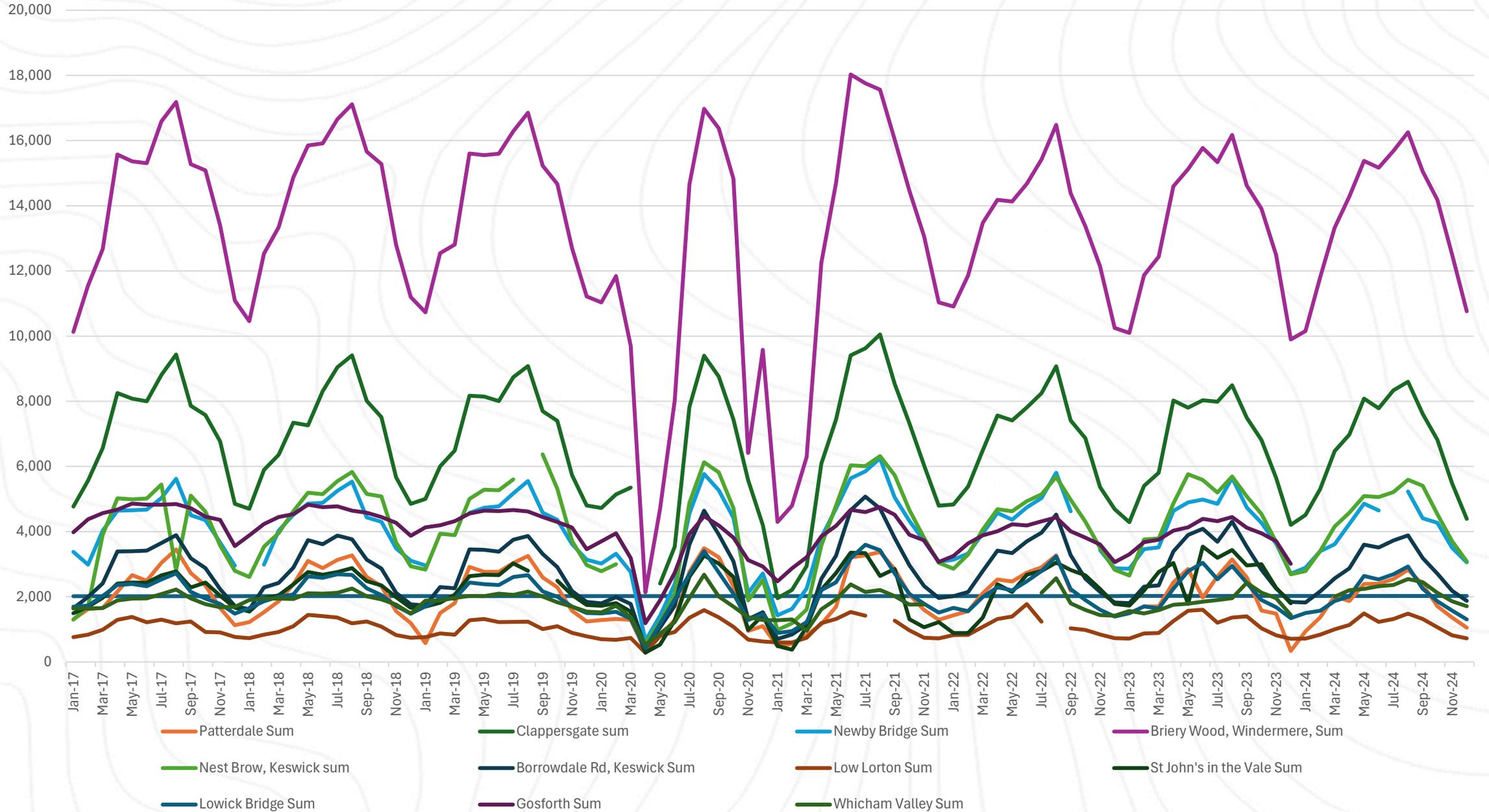


Annual average daily traffic 2017-2024

How is visiting changing?



Automatic traffic counters average daily vehicles by month, both directions 2017-2024



We are 'linking the lakes together' through Visitor Management Action Plans



Visitor travel in the Lake District: 2040 vision

Where and how visitors will drive less and see more.

Embracing new technologies, driverless pods, electric vehicles and integrating travel through 'Mobility as a Service'



More people enjoying scenic boat and bus rides

Discovering new ways to travel



50% more people arriving by rail at iconic gateway stations

Prioritising people and the environment through traffic management



Creating more opportunities for walking and cycling on new and improved routes

Digital information and promotion to encourage sustainable travel

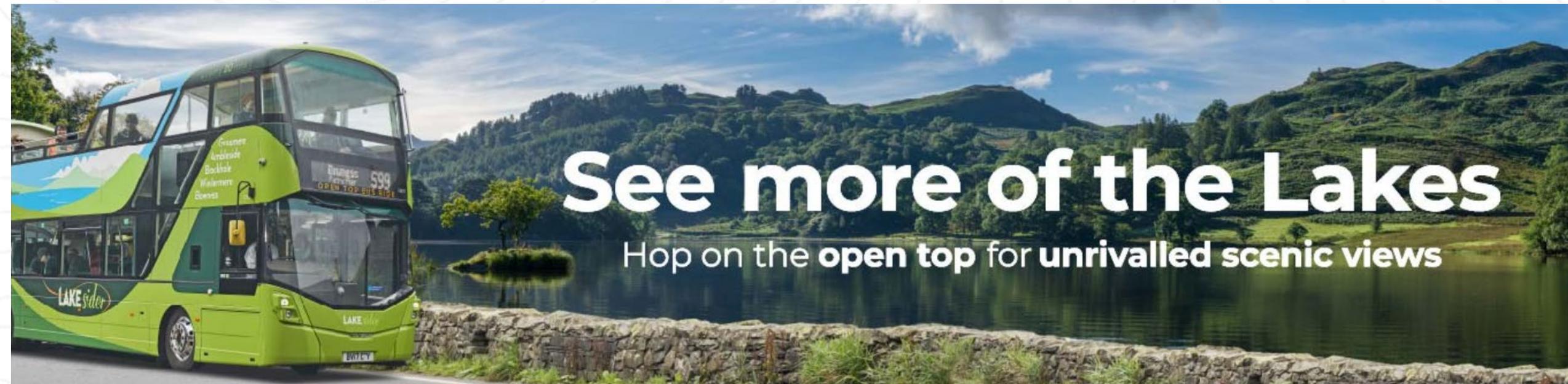


- Rail link
- Gateway with quality public realm
- Showcase corridor
- Multi user trails
- Mass movement links

This is a summary of our Action plan for visitor travel in the Lake District National Park. For more details visit lakedistrict.gov.uk/smartertravel



Bus services in the Lake District



See more of the Lakes

Hop on the **open top** for **unrivalled scenic views**

- **Busy areas excellent bus network, commercially operated by Stagecoach. Year on year improvements to timetables and quality of vehicles.**
- **BSIP funding through Westmorland and Furness Council has improved services including double frequency on Penrith to Keswick (with through-ticketing from rail) additional late and early journeys to Langdale, Little Langdale Shuttle and service 6 from Barrow to Windermere.**
- **Community initiatives such as the Ullswater Hopper operated through SITU (Sustainable and Integrated Transport for Ullswater). Big growth in passenger numbers.**

Buttermere shuttlebus

Summer 2025

Direct from
Cockermouth
this Summer

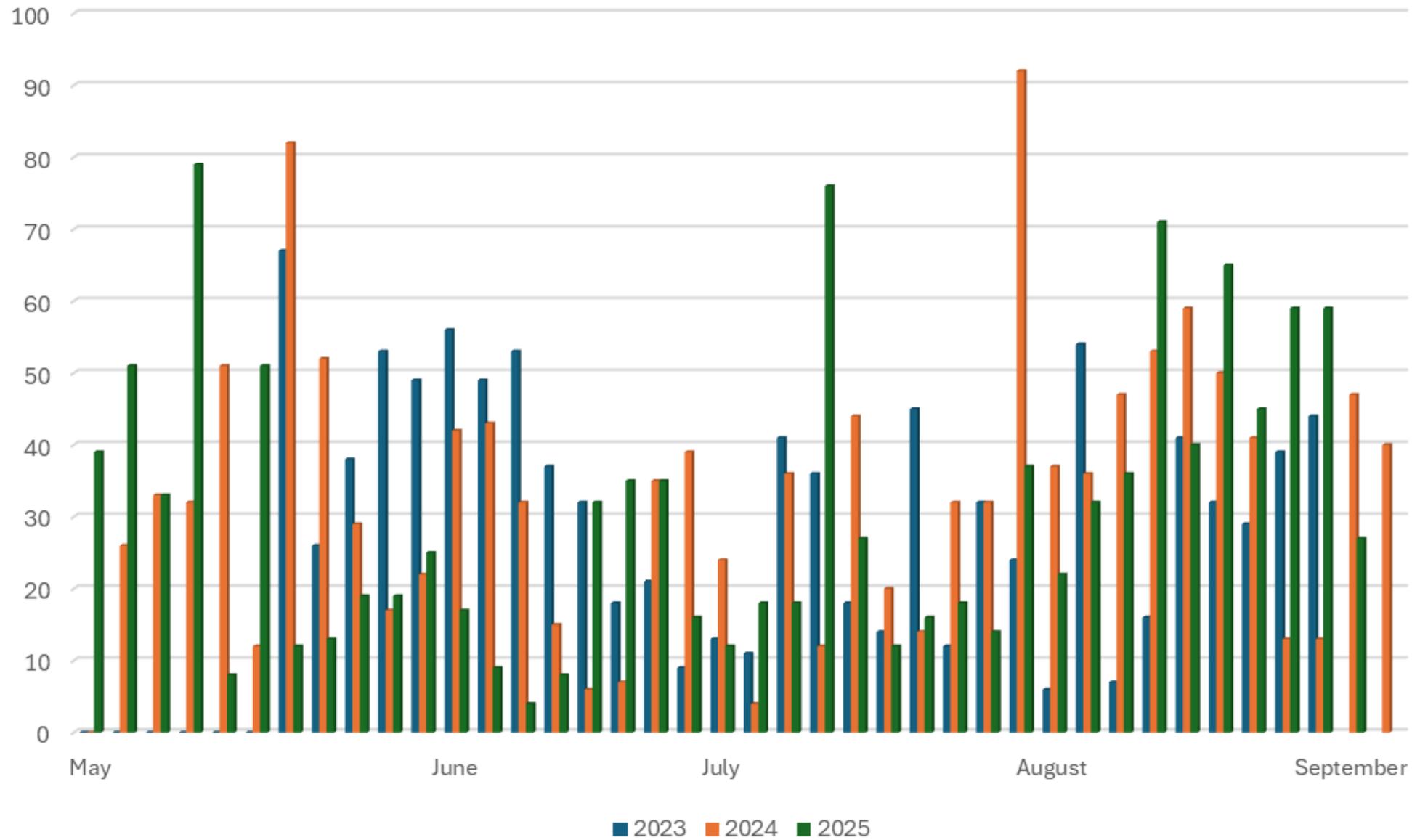


www.lakedistrict.gov.uk/buttermereshuttle



- **Connection directly into the National Park from surrounding town**
- **Relieving parking and traffic pressures in a busy valley**
- **Enabling local people and visitors to access work and leisure**
- **1209 users over 39 days**

Daily Passenger Numbers, Buttermere Shuttle 2023-2025

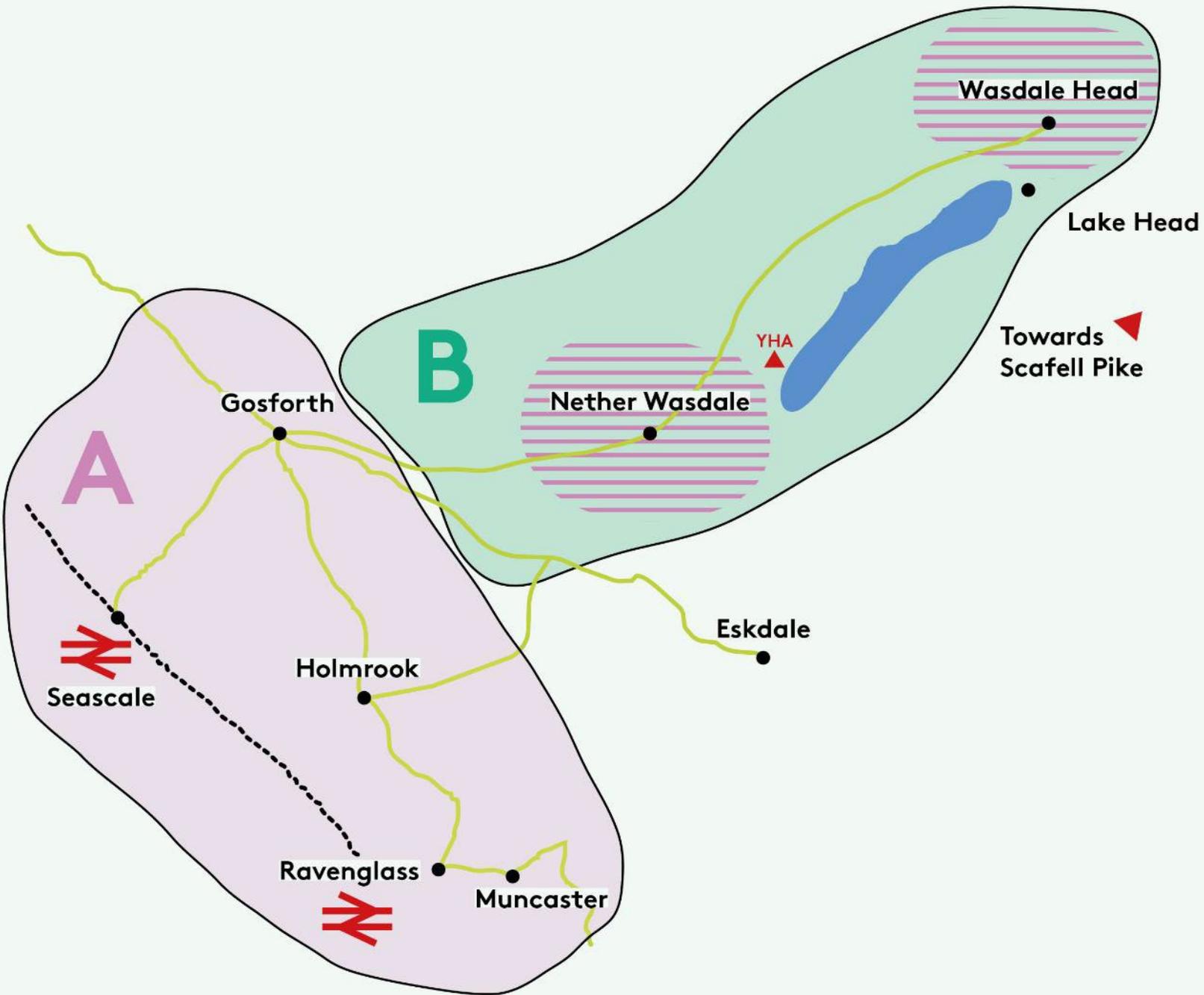


Wasdale Explorer

- **Relieving parking and traffic pressures in a busy valley**
- **Working closely with local community**
- **Connections with rail at Ravenglass**
- **Park and ride options**
- **Operated by Reay's**



Wasdale, valley strategy



Wasdale Explorer Bus

- Saturdays, Sundays and bank holidays 18 April - 21 September
- Ran 53 days
- 4,436 passengers, average 98.4 per day
- Free of charge, but proposing fares for 2026
- Joint marketing with Northern Rail

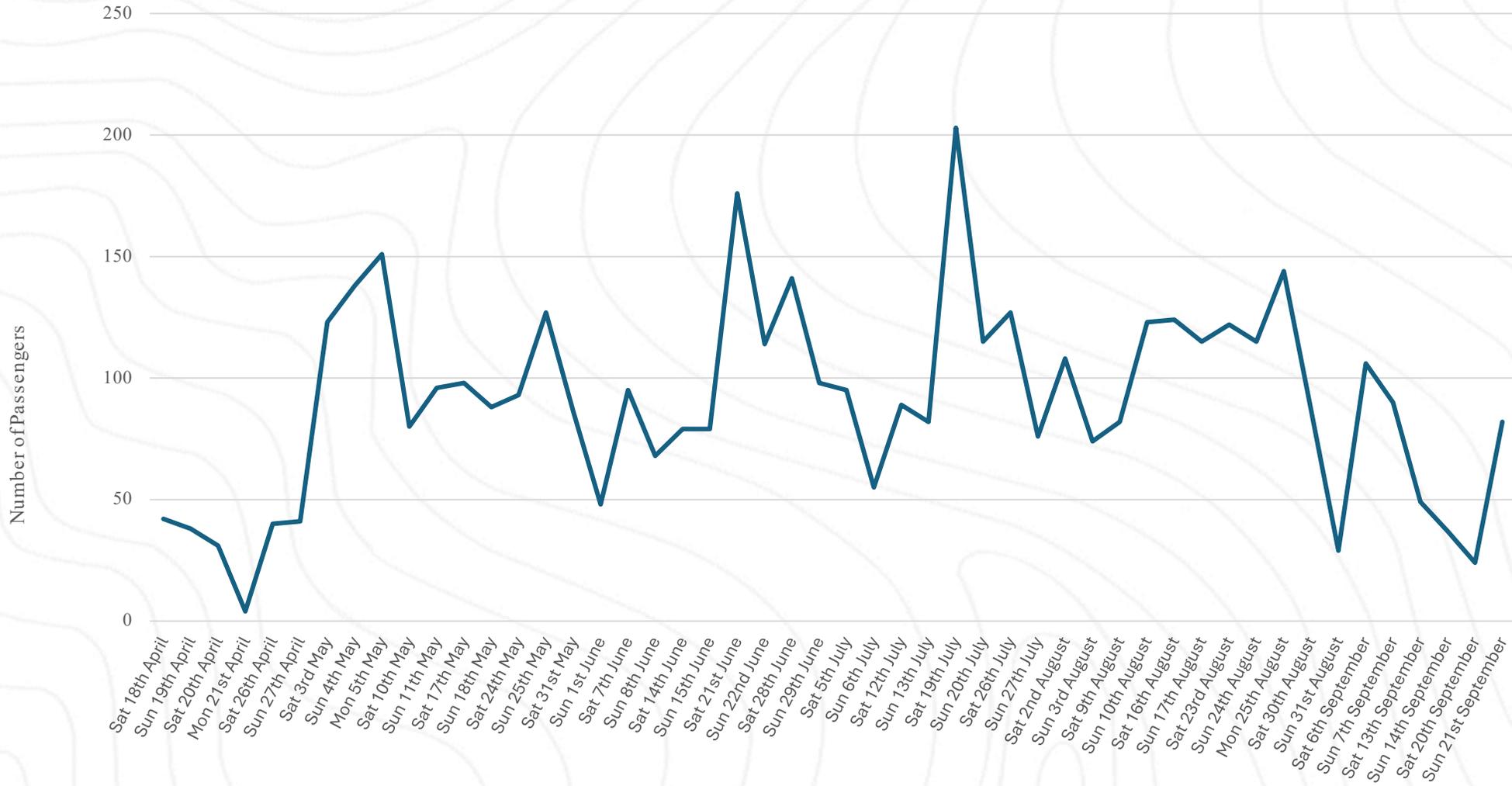


Wasdale Explorer – user surveys

- Rating: 97% very good, 3% good
- 78% on holiday, 22% on a day out from home
- Did you have a car available you could have used today?
- Yes 69% No 31%



Wasdale Explorer Passenger Numbers



Next steps?



- **Seeking funding for 2026 seasons**
- **Reviewing services and making changes**
- **Working with partners and community to develop strategic plan for Borrowdale and Buttermere**
- **Reviewing Lake District National Park Partnership Plan**
- **Any ideas, suggestions, ideas very welcome, let's discuss!**