

Sustainable Tourism Mobility Seminar, Tampere Hall 29.08.23

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**Lake District
National Park**

Working together

Over the last 18 months have shared ideas Tampere/Lake District.
Learned from each other.

May 2022: Initial discussions

September 2022: Presentation
(online) in a workshop in
Seitsemien national park

April 2023: Catch up with Tampere
project team

August 2023: Seminar and visit
Finland and Tampere for the first
time!



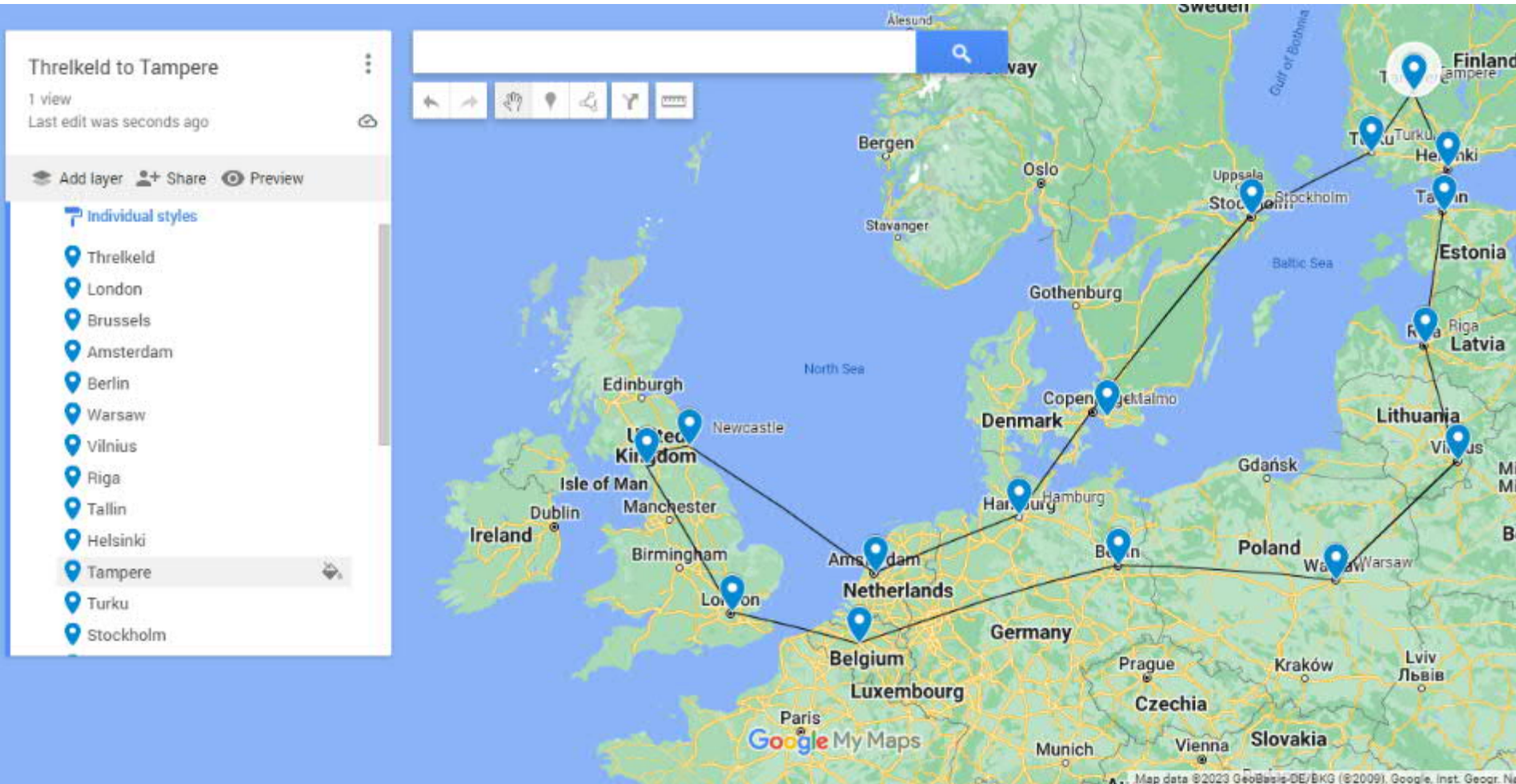
Lessons learned from Finland

- Impressed with cooperation across organisations and many skills of team
- Real action on the ground – e.g. outdoor express, bike routes plus the integrated approach.
- Great marketing is important to make a change: sustainable transport options at front of website e.g. on Serlachius Museums website
- Sustainable tourism mobility action plans – good model for process, collaborative and leading to action. We are looking to do similar on valley scale, using learning from it.
- Sustainability at the core of visitor experience

Now I'm visiting Finland as a tourist too – learning a lot about the sustainable tourism experience.



My journey to Tampere



Lake District National Park

- 2362 square kilometres, 16 lakes, England's highest mountains
- One of the UK's 15 national parks
- National Park since 1951, due to its landscape and recreation opportunities
- World Heritage Site, as a cultural landscape since 2017
- 19.4 Million visitors per annum, 40,000 residents
- 26% day visitors, 84% have visited before 7% international visitors
- Visitor Economy worth est. £1.5 billion per annum
- Supports est. 18,947 FTE jobs
- 91% of visitors arrive by private motor vehicle, 71% travel by motor vehicle once here (Cumbria Visitor Survey 2022)







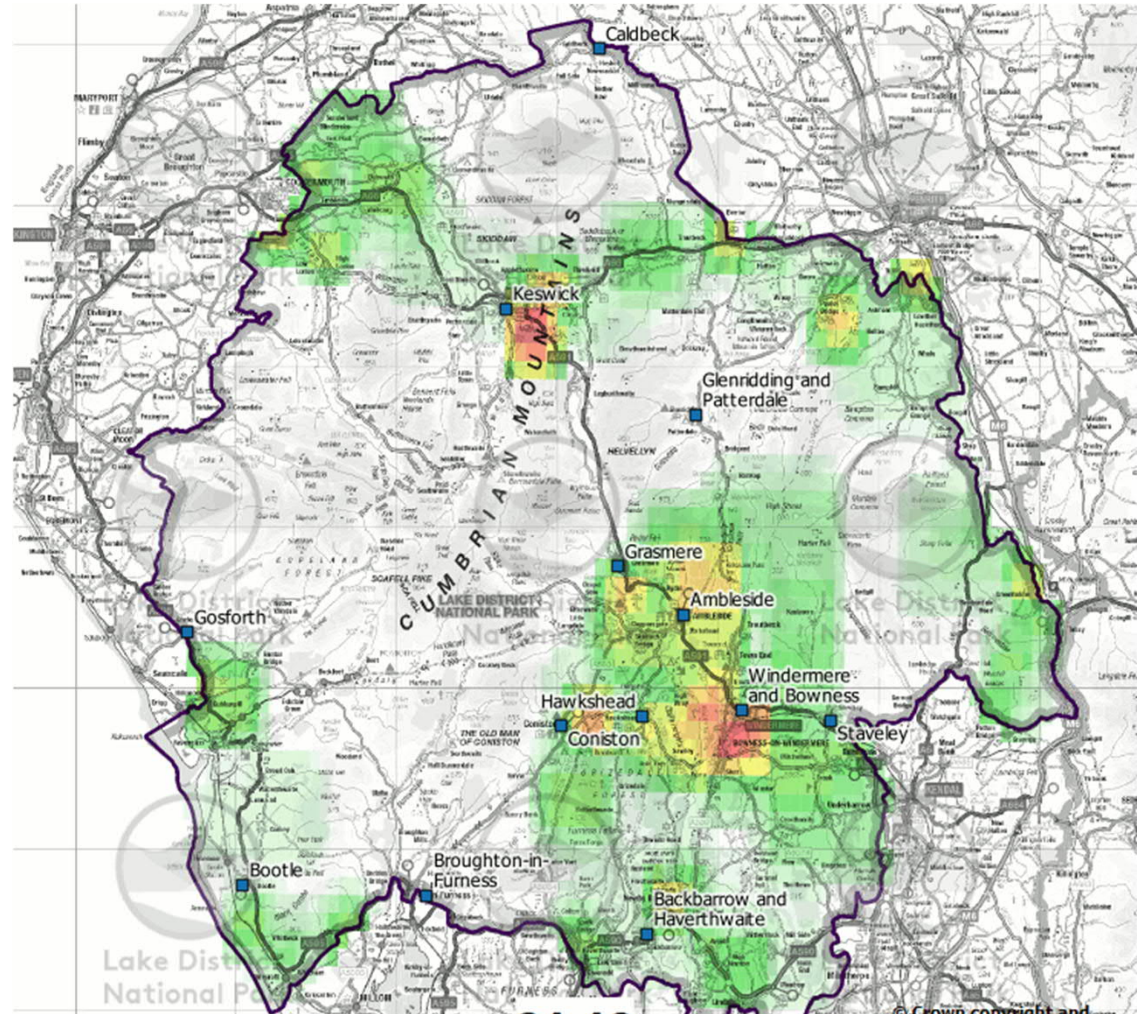


Issues

- Climate change – visitor transport is biggest single source of Greenhouse Gas emissions in the area
- Impacts of traffic and parking on residents, visitors and the landscape
- Access for jobs and recreation for people unable to drive
- Investment in alternatives needed – making progress but more needed
- Different views as to the best solutions



Visitor numbers change through year and by location. Some key hotspots



Visitor travel flows through the year based on mobile phone user data

Working in partnership with 22 partners



Managed by National Park, but all equal partners

Private, public and voluntary sector

Some different priorities but **all** committed to the Lake District

Different delivery leads for different actions

Will fund projects depending on their priorities – but no central pool of funding

Partnership Management Plan 2020 - 2025

- Co-designed by all partners
- Long process but all involved
- Some areas of strong debate

- 5 key outcomes, one of them being **sustainable travel and transport**
- More details here:
<https://www.lakedistrict.gov.uk/caringfor/lake-district-national-park-partnership/management-plan>

Our key outcomes



Vibrant communities and prosperous economy following COVID-19



Climate action – achieving net zero and adapting to climate change



Future of farming and forestry, nature recovery and climate change



A Lake District for everyone



Sustainable travel and transport

Partnership Plan – transport key outcome

The challenge for the Lake District is to be a place where everyone, regardless of wealth or ability is able to access, via different modes of transport, the national park sustainably

- increase the rate of decarbonisation in travel.
- increase opportunities for and use of sustainable and active travel.
- make use of new technology and digital connectivity



Projects being delivered - transport

Community led schemes including Ullswater Hopper Bus, car share and community bike hire

Project for heart of the Lakes cycle route— not yet confirmed but hoping to receive £6million.



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Staveley
communityEbikes

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Cycle and walking trails

55km of new trails developed including the Keswick to Threlkeld Trail – 265,000 users in its first year. Accessible for all.

Adds to existing routes on roads and bridlepaths



Shuttle Buses

- Focussed on area of greatest visitor pressure where limited public transport
- Links to towns on edge of national park, car parks or railway stations
- Encouraging people to leave car behind
- Enabling people without cars to reach Lake District
- Funded through Covid recovery funding (government – short term) currently looking for 2024 funding



Challenges in sustainable mobility in tourism

- Policy and funding can be decided at higher level – lobbying and providing evidence to try to change
- Others can be delivered in partnership- but not alone
- Some involve private sector action, but public sector can action if needed e.g. bike hire
- Community action can make a big difference, how can we help communities make things happen?
- Reaching net zero will not be easy, some decisions may have to be made that do not please everyone
- How will we finance this?



What works?

- Variety of activities, bike, walking, boat, bus train
- Experiences – fun, relaxing, distinctive
- Affordable, convenient, integrated
- Really good marketing and communications, through all channels by all partners

And the future?

- New technology
- More opportunities in more places
- Changing views, visitors seeking sustainable experiences, not expecting to travel by car
- How do we fund this?



THANK YOU

More details can be found at:
www.lakedistrict.gov.uk

or contact emma.moody@lakedistrict.gov.uk