



Draft Cumbria Transport Infrastructure Plan

2022-2037



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Executive Summary

Introduction

The Cumbria Transport Infrastructure Plan (CTIP) has been developed by Cumbria County Council and Cumbria Local Enterprise Partnership to set the policy framework for the role of transport and connectivity in supporting sustainable and inclusive growth in Cumbria for the period 2022–2037. It replaces the current Local Transport Plan 2011–2026.

The plan sets a vision for improving transport and infrastructure in Cumbria that provides for the needs of residents, businesses and visitors as well as respecting our special environment. This plan is also about how Cumbria supports recovery from the pandemic and seeks to respond to the challenges of climate change. These two key challenges are creating a seismic shift in the way we live and work that will have significant implications for years to come.

Transport Vision for Cumbria

In 2037 Cumbria will be one of the best connected rural geographies in the UK. Clean growth and decarbonised transport networks will be integral to a growing inclusive economy where our communities will be able to access opportunities, services, education and leisure facilities. Cumbria will be a destination of choice; where people choose to live, visit and work.

The development and delivery of accessible, sustainable and connected transport networks is necessary to support communities and economic growth. This needs all modes of transport to be effectively integrated with each other, and with land uses, in a manner that respects our world-class environment.

CTIP Objectives

- **1. Clean and Healthy Cumbria**
Promoting the role of active travel and digital infrastructure as enablers of inclusive economic growth and supporting the health and well-being of our communities and the decarbonisation of transport networks.
- **2. Connected Cumbria**
Promoting improved transport networks across and into Cumbria to connect our places and support economic growth and opportunities for businesses and communities.
- **3. Community Cumbria**
Promoting integrated approaches to transport, supporting opportunity and renewal within towns and communities across Cumbria with better transport used to improve social inclusion.

Our Future Mobility

Over the last few decades our society has changed dramatically. How we work, learn, play, shop and stay healthy has radically shifted, largely due to the digitisation of many of our day-to-day activities.

In the not-too distant future, further changes brought about by automation, cleaner transport, new business models, new modes, increasing availability of data and connectivity and a change in transport attitudes could have a transformational impact.

The potential for cleaner forms of transport, balancing supply and demand, and tailored to the customer could provide for a very different future for our environment.

In a fast changing world, a clean, reliable transport network that can meet the demands of its population and businesses is expected to remain as a cornerstone of a productive economy and in supporting inclusive growth opportunities for our communities.

These changes must be considered alongside the national and local drive to decarbonise our economy and the UK Government commitment to achieving net zero emissions by 2050. For surface transport this would mean that road transport emissions would need to be near-zero and rail would need to be fully decarbonised by 2050.

These changes have potential to bring significant environmental, economic and social impacts and benefits. Rapid technological advancements and change will occur over the CITP period and therefore we need to be agile, adaptable and able to respond to the future opportunities and challenges that these present, for transport and the economy.

To achieve the decarbonisation of networks there will be a need to pursue:



A fundamental shift to zero emission vehicles, together with supporting infrastructure



Effective modal choice including walking, cycling and public transportation



Measures to support demand management, including the role of digital technologies

Alongside decarbonisation the delivery of new technologies and artificial intelligence should support new and innovative enhancements to transport, including:



Mobility as a Service (MaaS) allowing the complete integration between digital information and transportation



Smart and integrated ticketing making travel easier and more predictable



Smart and autonomous vehicles supporting trip reliability, safety and efficiency

Realising Our Vision

Our Strategic Approach

1. Clean and Healthy Cumbria

- 1a. Establish comprehensive active travel networks to increase the number of people walking and cycling across Cumbria.
- 1b. Enhance digital connectivity to ensure more people and businesses have the access they require and to support innovation across transport networks.
- 1c. Work with partners to enable delivery of electric vehicle and transmission infrastructure to support the decarbonisation of our transport networks and meet the needs of a growing economy.



2. Connected Cumbria

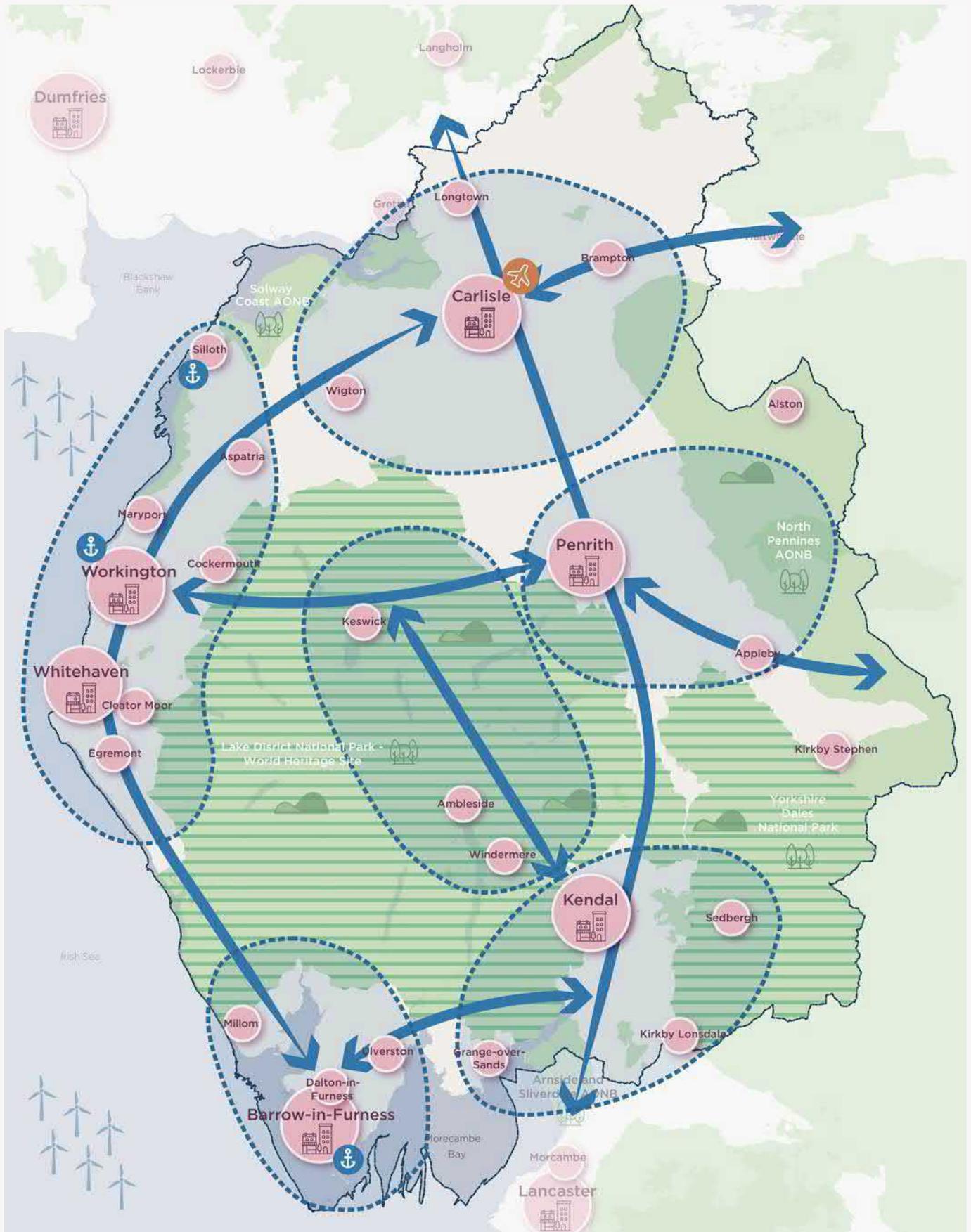
- 2a. Articulate the case for enhanced rail connectivity, through improved stations, services and rail infrastructure within Cumbria, for both local and long distance journeys.
- 2b. Work to secure investment and subsequent delivery of improvements and maintenance to our road networks and to complement the rollout of electric vehicles.
- 2c. Support the contribution our ports, airport and regional hubs make to our wider international connectivity and economic performance.



3. Community Cumbria

- 3a. Support innovative approaches to the delivery of new bus services and infrastructure, particularly within rural areas.
- 3b. Enhance active and sustainable travel within the heart of our town centres making connectivity a core part of successful public spaces.
- 3c. Work proactively to promote the integration of transport modes, including integrated ticketing and journey planning to support mode choice and the drive to decarbonise our transport networks.





ES Figure 1. Strategic Connections - Cumbria Wide

- Key Key Settlement
- Strategic Link
- Enhanced Integration

Making It Happen

The success of the plan will be dependent on effective partnership and alignment the availability of funding and clarity on the outcomes we wish to achieve across a range of partners.

The success of this plan is also reliant on resource support being provided to Cumbria, both directly and through partners. We see transport as multi-faceted and dependent on the buy-in of multiple stakeholders and aligned strategy and processes. To make things happen we want to work with all partners at all levels – public, private, community, Government and its agencies.

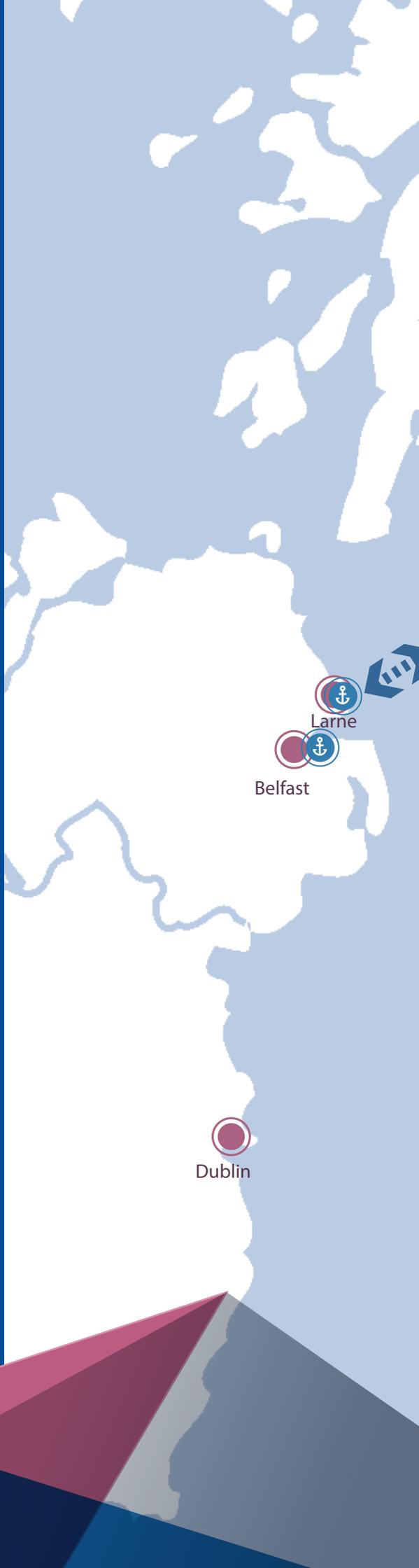
We will continue to better integrate transport with the vision and ambition for our places as locations to live, work and visit but also to align with that growth defined through the Local Plan process. Local Plans and wider strategy should also support the principles and proposals expressed within the plan.

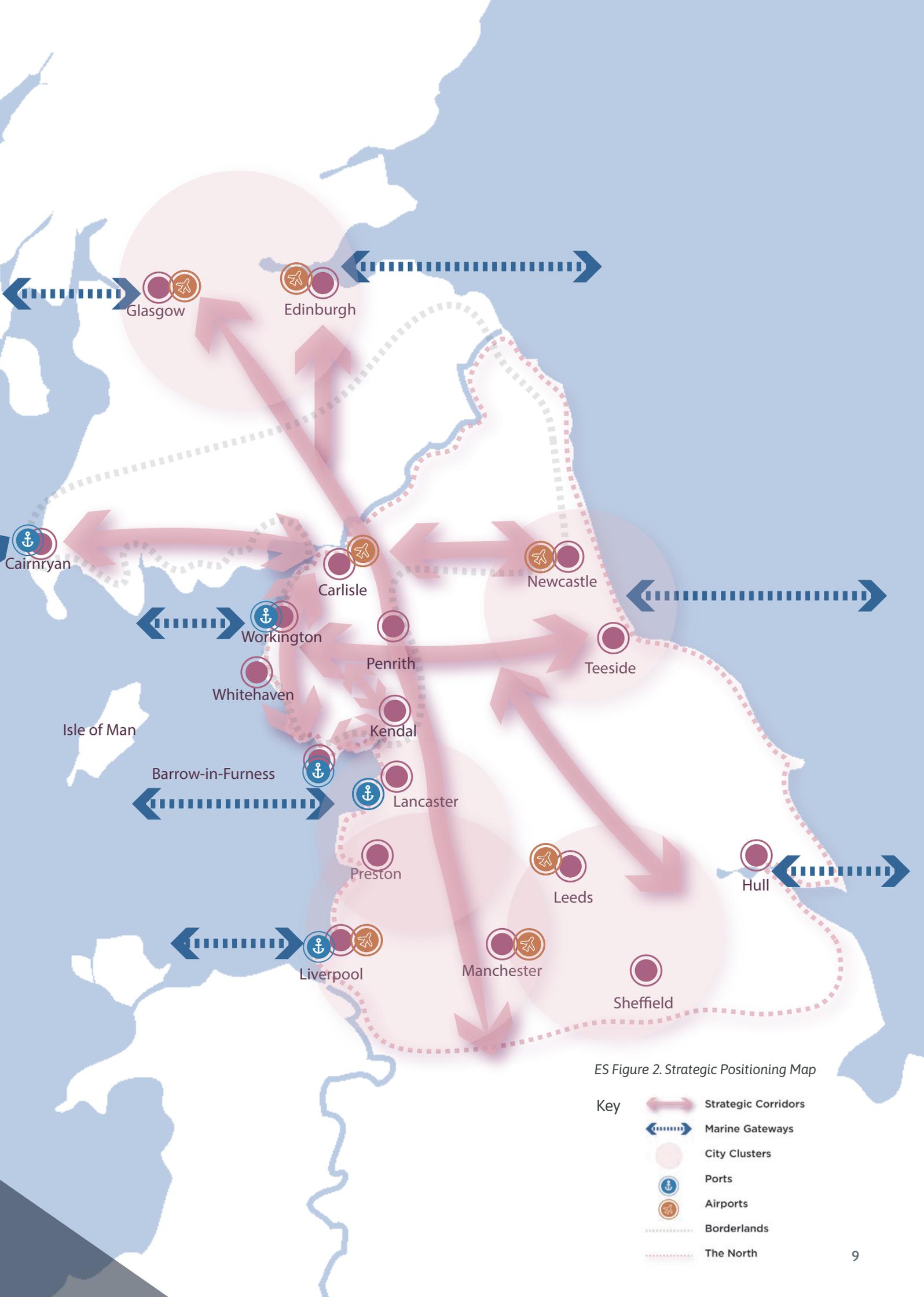
These principles will also be reflected through the work and priorities of partners and operators, including the importance of bus and rail networks and franchises being developed in a manner that supports the county. This includes the retention of direct services to major cities, but also in delivering increased service frequencies across the UK.

Your Feedback

We want to hear from you. This plan is in draft and the views and feedback of partners and the community are important in making sure this plan is effective and can actively support the future inclusive growth of Cumbria.

The consultation seeking feedback on the CTIP runs from 13 September to 25 October 2021. Further details on the consultation and an online survey are available at cumbria.citizenspace.com/cumbria-county-council/ctip.





ES Figure 2. Strategic Positioning Map

- Key
-  Strategic Corridors
 -  Marine Gateways
 -  City Clusters
 -  Ports
 -  Airports
 -  Borderlands
 -  The North

Introduction

Cumbria sits at the heart of the UK on a vital crossroads between England and Scotland and the North West and North East, supporting critical North/South (M6/West Coast Main Line) and East/West (A66 and A69) links.

Its 6,767 square kilometres covers half the land mass of the North West of England. It is the second largest county in England by land area and the most sparsely populated area in England. Travelling across Cumbria can be challenging due to its mountainous terrain; all land over 3,000 feet in England is in Cumbria as are all 30 of its highest peaks.

The main centres of population are Barrow-in-Furness, Carlisle, Kendal, Penrith, Whitehaven and Workington, with Carlisle being the largest settlement followed by Barrow-in-Furness. Currently, 54% of Cumbria's 500,000 residents live in rural locations, the second highest proportion of any area in England.

Cumbria has an extensive coverage of protected landscapes - including the Lake District National Park and World Heritage Site, large parts of the Yorkshire Dales National Park, Hadrian's Wall World Heritage Site and three Areas of Outstanding Natural Beauty. Cumbria benefits from a wealth of habitats and wildlife, and a mosaic of mountains, coastline, wetlands, rivers, lakes and woodlands.

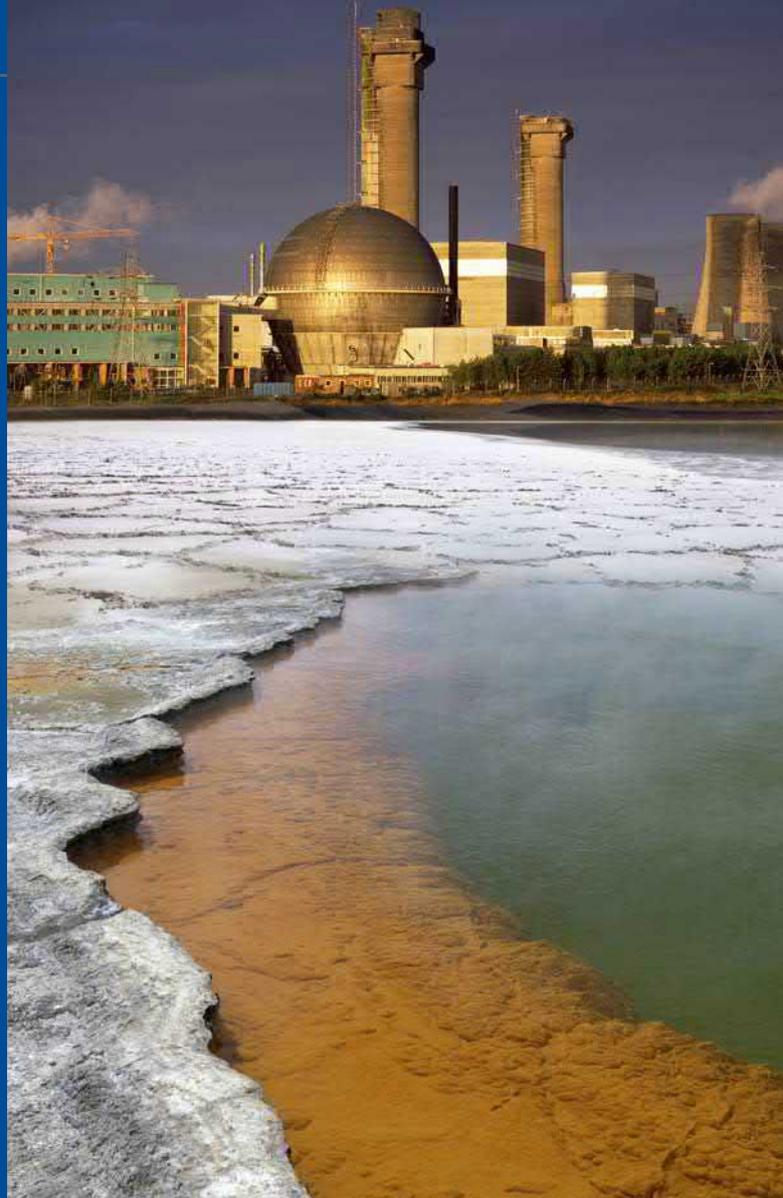
The transport system faces significant demands and challenges as it needs to meet the requirements of Cumbria's businesses and communities coupled with the 47 million visitors that come to Cumbria each year, and

those that travel through the county north to south and east to west. Effective transport is therefore essential to the future growth of Cumbria. It is how we access jobs and services, education and leisure activities. It is also critical to our economy and our role as a leader in clean energy, nuclear decommissioning, advanced manufacturing, the agri-food sector and the visitor economy.

The Cumbria Transport Infrastructure Plan (CTIP) has been developed by Cumbria County Council and Cumbria Local Enterprise Partnership to set the policy framework for the role of transport and connectivity in supporting sustainable and inclusive growth in Cumbria for the period 2022–2037. It replaces the current Local Transport Plan 2011–2026.

This plan closely aligns to a range of strategies and policies including Transport for the North's Strategic Transport Plan, Cumbria's Local Industrial Strategy and the transport policy of DfT. It has also been supported through the development of a Strategic Environmental Assessment (SEA).

The plan sets a vision for improving transport and infrastructure in Cumbria that provides for the needs of residents, businesses and visitors as well as respecting our special environment. This plan is also about how Cumbria supports recovery from the pandemic and seeks to respond to the challenges of climate change. These two key challenges are creating a seismic shift in the way we live and work that will have significant implications for years to come.



Transport Vision for Cumbria

In 2037 Cumbria will be one of the best connected rural geographies in the UK. Clean growth and decarbonised transport networks will be integral to a growing inclusive economy where our communities will be able to access opportunities, services, education and leisure facilities. Cumbria will be a destination of choice; where people choose to live, visit and work.

The development and delivery of accessible, sustainable and connected transport networks is necessary to support communities and economic growth. This needs all modes of transport to be effectively integrated with each other, and with land uses, in a manner that respects our world-class environment.

There are three broad objectives for the plan:

1. Clean and Healthy Cumbria

Promoting the role of active travel and digital infrastructure as enablers of inclusive economic growth and supporting the health and well-being of our communities and the decarbonisation of transport networks.

2. Connected Cumbria

Promoting improved transport networks across and into Cumbria to connect our places and support economic growth and opportunities for businesses and communities.

3. Community Cumbria

Promoting integrated approaches to transport, supporting opportunity and renewal within towns and communities across Cumbria with better transport used to improve social inclusion.

Our Place in the United Kingdom

Cumbria sits in the centre of the UK and is well connected to the whole country, particularly through the M6 motorway and West Coast Main Line railway. It is a key part of a dynamic and growing north of England – the Northern Powerhouse – of which it forms the north west quadrant.

The Covid-19 pandemic has changed perceptions of place and distances; Cumbria may no longer be perceived as remote, creating new opportunities as people’s travel behaviours and lifestyle choices change. Figure 1 illustrates Cumbria’s geographical position, strategically located at the heart of the United Kingdom.

Cumbria has an exceptional built, cultural, historic and natural environment. Its land uses and dispersed range of settlements are influenced by its dramatic topography, shaped by fells, lakes, rivers and the sea. This has resulted in dispersed rural settlements, with our larger towns concentrated in key corridors between the Cumbrian and Pennine mountains and the Irish Sea.

Cumbria’s unique environment is covered by international, national and local designations; these seek to protect and enhance our landscape, biodiversity, heritage and other environmental assets.

At the heart of Cumbria are our towns and villages. Each settlement has its own unique identity, opportunities and challenges, and these will be central to the future of the county. The Cumbria Local Industrial Strategy (LIS) highlights the strategic importance of the six main settlements with more than 20,000 residents. These contain almost half of Cumbria’s population and are the focus for much of the County’s future growth. Figure 2 is an extract from the LIS and summarises the role of the six principal service centres in Cumbria.



Figure 1. Cumbria at the Heart of UK

Workington
 Significant centre for manufacturing and important port. The town plays an important role in clean energy sector. Main business and retail centre for West Cumbria.

Whitehaven
 Centre of UK's nuclear sector with Sellafield and host of R&D, innovation and training facilities. Located on western edge of Lake District with scope to enhance tourism activity. Historic town centre and harbour.

Barrow-in-Furness
 Second largest settlement in Cumbria and centre of UK's £41 billion Dreadnought Submarine building programme. Important service centre/port for offshore wind and oil and gas. Major new development opportunities at Barrow Waterfront Business Park and close by in Ulverston.



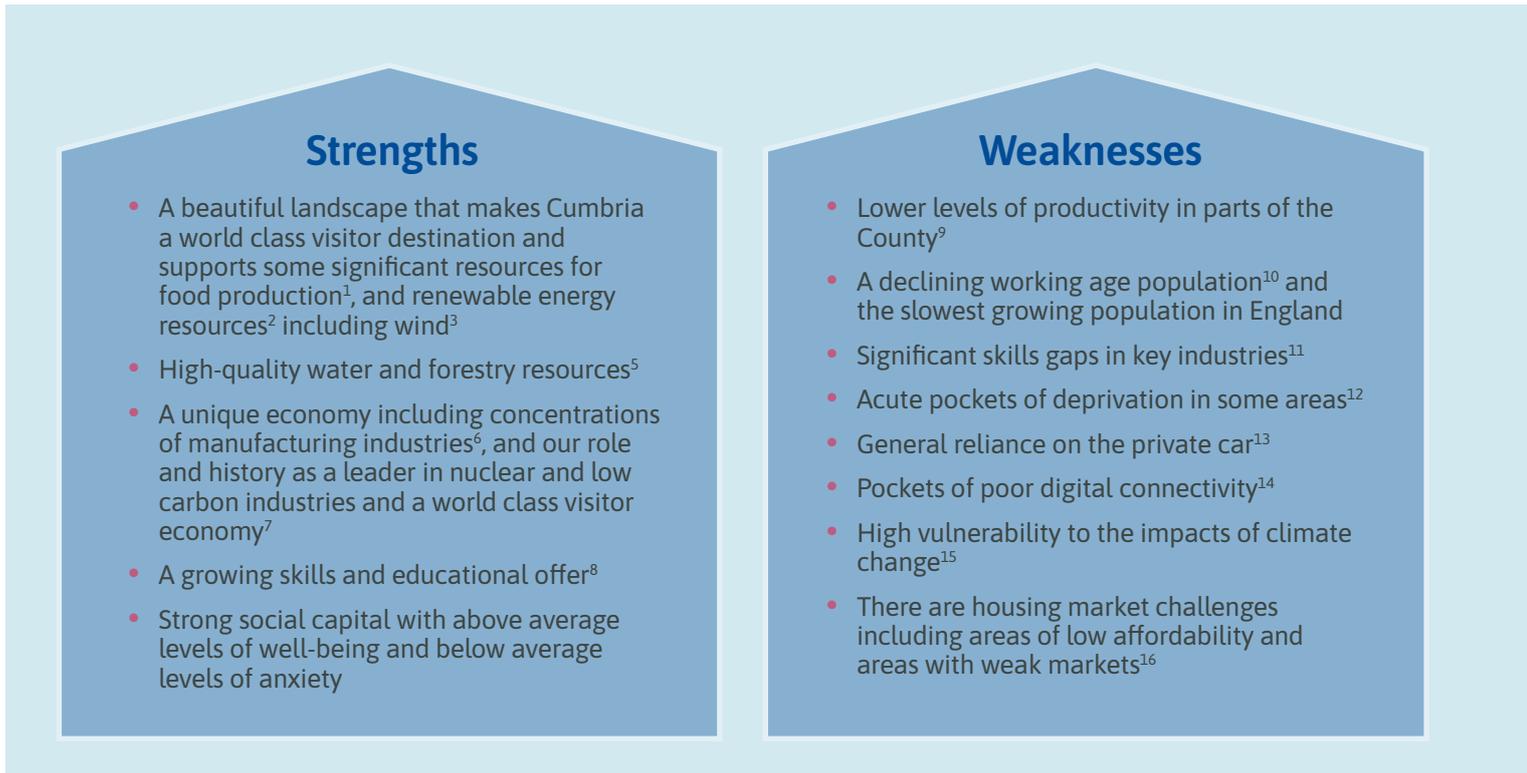
Carlisle
 Only city in Cumbria, largest settlement and sub-regional business centre for whole Borderlands area. Well connected by road and rail with strong transport/logistics and food sector. Kingmoor Park hosts the only Enterprise Zone in Cumbria. Main home of University of Cumbria. Ambitious plans for 10,000 new homes at St Cuthbert's Garden Village.

Penrith
 Centre of rich agricultural area, strategic location on M6 and A66 and accessible to most of Cumbria. Space and scope for growth. Ambitious plans for housing growth.

Kendal
 Located on edge of Lake District with a strong cultural sector and specialisms in advanced manufacturing. Accessible to Lancaster and rest of North West by road and rail. Highest concentration of highly skilled/qualified population in Cumbria. Potential location for more tech workers and entrepreneurs.

Figure 2. The Principal Towns in Cumbria (Cumbria LIS)

The Cumbrian economy is polycentric with the county recognised for the contribution it makes to the UK economy through its tourism and manufacturing sectors. Figure 3 below summarises the strengths and weaknesses of the Cumbrian economy.



¹ Our geography and climate mean that we are ideally suited for beef, sheep, and dairy farming. From Lake District hill farms with Herdwick sheep, to major dairy farms in the Eden Valley Cumbria is one of England's centres of high-quality food. Cumbria is the nation's single most important sheep farming county and home to the second most important dairy herd in England (after Devon).

² Potential tidal energy resources in Morecambe Bay and the Solway Firth; a developing area for micro hydro-generation; and a centre for biomass applications. LIS para 3.11

³ Cumbria's Energy Coast is home to over 20% of the UK's windfarm generation capacity (including the UK's largest offshore wind farm at Walney II with a capacity of 659 megawatts sufficient to power the equivalent of 590,000 homes). LIS para 3.11

⁴ Cumbria benefits from water resources of the highest quality. We have the third and sixth largest reservoirs by volume in England and supply water to major conurbations of the North West. LIS para 3.11

⁵ Extensive forestry assets for recreation, wildlife, and timber production. Cumbria's strategic location in the Borderlands area means a large share of the UK's commercial forestry is readily accessible. The National School of Forestry is in Cumbria. LIS para 3.11

⁶ Cumbria has a high share of its economic output from our wide-ranging manufacturing sector (22% compared to 10% for UK)

⁷ Accommodation/food services (linked to tourism) provides for 10% of Cumbrian employment and higher than UK average GVA per job. LIS Evidence Base s12

⁸ There are several research based HEIs active in Cumbria including Manchester and Lancaster (with its strong research base located just outside Cumbria). However, relatively little HE R&D takes place in Cumbria. The University of Cumbria is developing its research capabilities and has extensive experience of projects to support business development, innovation and skill formation. Around 130 staff based in Cumbria were submitted to the Research Excellence Framework 2014 in STEM disciplines (medicine/dentistry and biological sciences) LIS Evidence Base s33.

Figure 3. Cumbrian Economy Strengths, Opportunities, Weaknesses and Threats



⁹ Cumbria has a low share in the most highly productive service sectors (IT/digital and financial services) and high shares in some sectors that have low GVA per job (accommodation and food services and agriculture). Overall, our broad industrial structure contributes to our lower than average productivity and accounts for about two fifths of the difference from the UK average. LIS para 4.7

¹⁰ Cumbria's population of working age 16-64 has been contracting and fell by 21,000 or 7% over the last 10 years. The latest official projections are for continued population decline with total population falling from the current 497,000 to 490,000 by 2030. Our projected overall population of working age 16-64 could fall by 20,000 over the 10 years to 2028 and by 33,000 over the 15 years to 2033. LIS Evidence Base s46

¹¹ The CLEP sector group has identified skills gaps in logistics, civil engineering, plant mechanics, specialist building operatives and trades such as surveyors, plumbers, roofers, floorers, and bricklayers

¹² Serious cold spots of worklessness and deprivation higher than national levels of workless families and deprivation in several locations, predominantly the West Coast, Barrow and some areas of Carlisle Plus concerning levels of unemployment among young adults in the same areas LIS Evidence Base s5

¹³ Method of Travel to work within Cumbria (2011) is 73.4% compared to the UK average of 66.4%

¹⁴ Coverage of superfast broadband is lower in all Cumbrian regions except Barrow. Superfast broadband in Eden is markedly lower. Source: Think Broadband Q1 2021

¹⁵ The effects of climate change are also increasingly significant in Cumbria, the county is affected by the highest levels of average rainfall in England, and flooding is a significant issue in many parts of the County. In turn, the spatial distribution of communities, services and employment opportunities results in a broad reliance on private vehicles, which remain dominated by fossil fuel. https://coastal.climatecentral.org/map/7/0.278/52.1731/?theme=sea_level_rise&map_type=year&basemap=roadmap&contiguous=true&elevation_model=best_available&forecast_year=2100&pathway=rcp45&percentile=p50&refresh=true&return_level=return_level_1&slr_model=kopp_2014

¹⁶ Cumbria Housing Statement 2020. <https://www.carlisle.gov.uk/Portals/0/Cumbria%20Housing%20Statement%202020.pdf>

It is critical that Cumbria is proactive in identifying and capitalising on opportunities to strengthen its place in the United Kingdom to support levelling up and to respond to the issues identified in Figure 3. A key part of this will be investment in transport infrastructure that is targeted to support sustainable and inclusive growth.

Cumbria’s LIS set out ambitions for the growth of Cumbria’s economy (productivity and employment)¹ in 2018. More recently, in 2020 Cumbria LEP’s Restart, Reboot, Rethink – A Plan for Cumbria’s Economic Recovery – set out how to capitalise on Cumbria’s competitive advantages to drive a green recovery post Covid-19.

Transport and infrastructure is a key component in supporting this growth as part of a wider strategic approach including land use planning, skills and regeneration.

These key drivers can be drawn from across Cumbria’s strategy and ambitions and helped to shape the CTIP. These include the LIS; Local Plans; the Cumbria Zero Carbon Partnership; and the Cumbria Resilience Forum’s Cumbria Recovery Strategy². The latter strategy aligns recovery with the themes of Prosperity, Planet, People, Place and Participation - which reflect key themes relevant to CTIP and the future of Cumbria and how it functions as a place within the United Kingdom.

¹ <https://www.thecumbrialep.co.uk/resources/uploads/files/Local-Industrial-Strategy.pdf>
² <https://cumbria.gov.uk/elibrary/Content/Internet/536/44211153225.pdf> Cumbria Recovery Strategy

Prosperity

- Improving **connectivity across the county**. While Cumbria benefits from direct strategic transport access to the rest of the UK, within Cumbria there is a need to enhance east-west journey times, reliability, and resilience. Within our communities there is a need for more options on how and when we travel.
- Capitalising on our **productivity, innovation, and enterprise potential** by addressing productivity constraints, barriers to innovation, low rates of business start-up and enhancing the prospects of faster growing businesses as real opportunities.
- Strongly positioning Cumbria as an engine for **clean growth**, placing the county at the forefront of clean energy production and technologies.

Planet

- Striving to achieve the **decarbonisation** of our transport networks: especially challenging for rural areas, but the scale of opportunity to do things differently and better is much greater.
- Supporting the role of our world class **natural environment** and the capital this provides including two National Parks and three Areas of Outstanding Natural Beauty alongside major blue and green natural assets.
- Being ready and resilient to the impacts of **climate change**, including the increased risk of flooding and storms the impacts of which were demonstrated by Storm Desmond and the widespread flooding and damage that followed.

People

- Promote **inclusive growth** that is distributed fairly across society and creates opportunities for all within Cumbria.
- Growing and using our **talent pool**; Cumbria’s demographic challenge and small pool of higher level skills mean there is a need to expand the numbers and skills of our workforce by a combination of greater in-migration and better use and retention of home grown local talent through an improved offer including attractive, sustainable and vibrant communities with a strong housing offer.
- Supporting the **health and well-being of communities**, both physical and mental, and the role of accessible transport and the environment in promoting healthier lifestyles and life choices.

Place

- Exploiting **underdeveloped economic opportunities to help get a more balanced economy**. There is a need to better support our different geographies and sectors, whilst holding onto our key specialisations, and use established key sectors, such as nuclear, as a catalyst and build on the ‘technology meets natural capital’ concept.
- Building on our natural and historic town centres to establish **places where people wish to live and work** and which can meet the needs of people into the future. The pandemic has also accelerated a shift to a more remote working culture, which is an opportunity to attract the economically active to see Cumbria as an attractive place to both live and work.
- Supporting the delivery of **balanced housing markets** with more and affordable homes to meet the needs of communities, wider economy, and to support the renewal and regeneration of our towns.

Participation

- Allowing **residents to better engage** and using the potential of all our people mindful of our spatial distribution and declining workforce.
- Cumbria’s excellence in the **voluntary and community sector** and the strong nature of many of our communities provides a tangible launch pad for innovation and local participation.
- Working to ensure proposals and priorities are brought forward, **working closely with communities** to respond to local priorities.



Our Future Mobility

Over the last few decades our society has changed dramatically. How we work, learn, play, shop and stay healthy has radically shifted, largely due to the digitisation of many of our day-to-day activities.

In the not-too-distant future, further changes brought about by automation, cleaner transport, new business models, new modes, increasing availability of data and connectivity and a change in transport attitudes could have a transformational impact.

The potential for cleaner forms of transport, balancing supply and demand, and tailored to the customer could provide for a very different future for our environment.

In a fast changing world, a clean, reliable transport network that can meet the demands of its population and businesses is expected to remain as a cornerstone of a productive economy and in supporting inclusive growth opportunities for our communities.

The following significant behavioural and societal changes will impact on our transport networks over the period:

- The declining working age population, combined with jobs growth is likely to result in an increased level of commuting both within and into Cumbria¹.
- An ageing population will create new demands on the health and social care sector and require new and innovative transport solutions².
- Increased travel and transport demand for a variety of trip purposes through housing growth identified in our Local Plans.

- Increased transport demand due to the growth of the tourism industry³.
- Economic growth and changed patterns of expenditure will lead to an increase in freight movements and van movements associated with home deliveries⁴.
- Increased digitalisation may support increased levels of remote and hybrid working within Cumbria⁵.

These changes must be considered alongside the key national and local drive to decarbonise our economy. 22 per cent of UK carbon is created by surface transport with 95 per cent of this carbon coming from road transport; surface transport across the north generated 26m tonnes of greenhouse gas emissions in 2018⁶.

The UK Government has committed to achieving Net Zero emissions by 2050. For surface transport this would mean that road transport emissions would need to be near-zero and rail would need to be fully decarbonised by 2050. To support this aim, the current Government policy is for the sale of new internal combustion engine cars to be banned by 2030. The pathway set out within the 6th Carbon Budget identifies a 78 per cent reduction in UK territorial emissions between 1990 and 2035.

Supporting this approach; in July 2021 DfT published their Transport Decarbonisation Plan. This sets out a road map to the decarbonisation of transport networks by 2050. In doing this it considers individual modes but also the role of new technology and innovation as an enabler of change.

The draft TfN Decarbonisation Strategy proposes the achievement of a regional near-zero carbon surface transport network by 2045 (ahead of the government's target).

To achieve the decarbonisation of networks there will be a need to pursue:



A fundamental shift to zero emission vehicles, together with supporting infrastructure



Effective modal choice including walking, cycling and public transportation



Measures to support demand management, including the role of digital technologies

Alongside decarbonisation the delivery of new technologies and artificial intelligence should support new and innovative enhancements to transport, including:



Mobility as a Service (MaaS) allowing the complete integration between digital and transportation



Smart and integrated ticketing making travel easier and more predictable



Smart and autonomous vehicles supporting trip reliability, safety and efficiency

1 NTEM modelling shows that delivery of LIS ambitions would result in 10.3% increase in transport demand” <https://data.gov.uk/dataset/11bc7aaf-ddf6-4133-a91d-84e6f20a663e/national-trip-end-model>
2 Links to the six district local plans are as follows: <https://www.allerdale.gov.uk/en/siteallocations/>; <https://www.barrowbc.gov.uk/residents/planning/planning-policy/local-plan/>; <https://www.carlisle.gov.uk/planning-policy/Adopted-Plans/Carlisle-District-Local-Plan-2015-2030>; <https://www.copeland.gov.uk/content/local-plan-preferred-options>; <https://www.eden.gov.uk/planning-and-building/planning-policy/eden-local-plan/>; <https://www.southlakeland.gov.uk/planning-and-building/south-lakeland-local-plan/>
3 Office for National Statistics indicated that in April 2020 46.6% of people in employment worked at home with 86% as a result of Coronavirus pandemic
4 <https://www.gov.uk/government/publications/road-traffic-forecasts-2018>
5 Office for National Statistics indicated that in April 2020 46.6% of people in employment worked at home with 86% as a result of Coronavirus pandemic
6 <https://transportforthenorth.com/decarbonisation/>

These changes have potential to bring significant environmental, economic and social impacts and benefits. Rapid technological advancements and change will occur over the CITP period and therefore we need to be agile, adaptable and able to respond to the future opportunities and challenges that these present, for transport and the economy.



Case Study: M-Sport

Global motorsport business, M-Sport, is developing a state-of-the-art Evaluation Centre at its Dovenby Hall Estate base, near Cockermouth. The new 1 ha technical facility will enable M-Sport to move into the wider automotive sector and attract mainstream motor manufacturers seeking a cutting-edge facility to design and test new technology.

M Sport’s plans for the aspiring centre of excellence include expanding its motor-sport design, as well as development in areas such as electric and battery car technologies and composite parts production – providing the company with the ability to test and build cars of the future.





Case Study: Driverless Pods

Between 2019 and 2021 the Lake District National Park Authority worked with Westfield Technology Group to explore how Connected and Autonomous Vehicles could offer residents and visitors accessible and sustainable transport to reduce the need to drive and to cut carbon.

The live demonstration finished at the end of May 2021. This trial is part of wider work to reduce carbon emissions and enable people to travel sustainably.



Linking Our Geography

Whilst many of the challenges and opportunities in Cumbria apply across the whole of the county, Cumbria’s unique geography also presents different challenges and opportunities in specific parts of the county.

In considering Cumbria’s unique geography and transport and infrastructure requirements it is helpful to look at these as **six key transport corridors** (Figure 4). Each of these fulfil different roles and in part overlap, but define key corridors of movement in and across our economy.

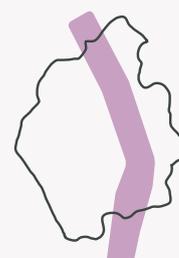
Connecting Cities



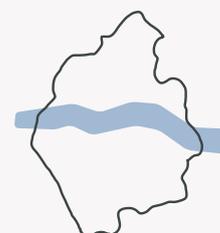
Energy Coast



The UK Gateway



East-West Link



Heart of the Lakes



Manufacturing Coast



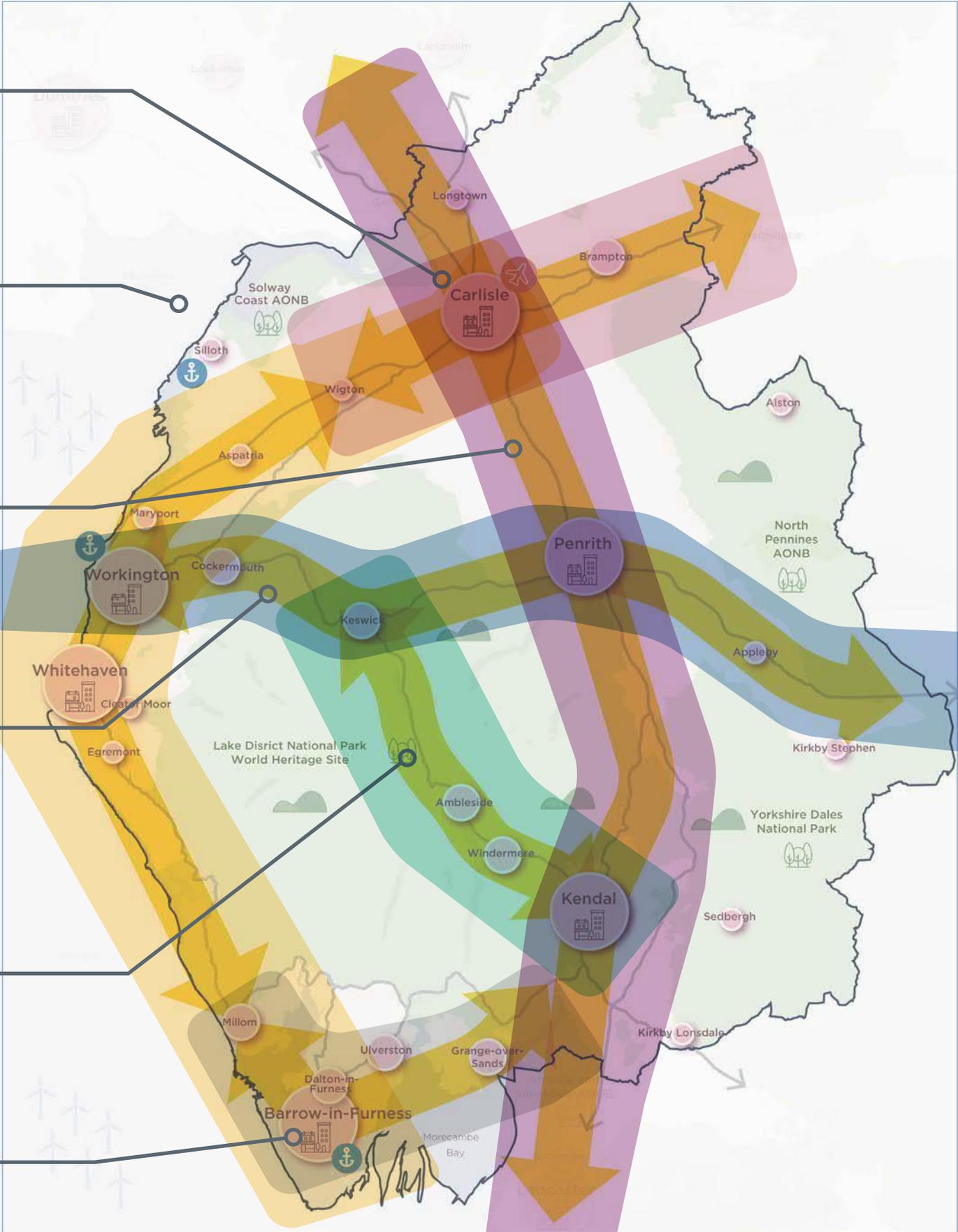
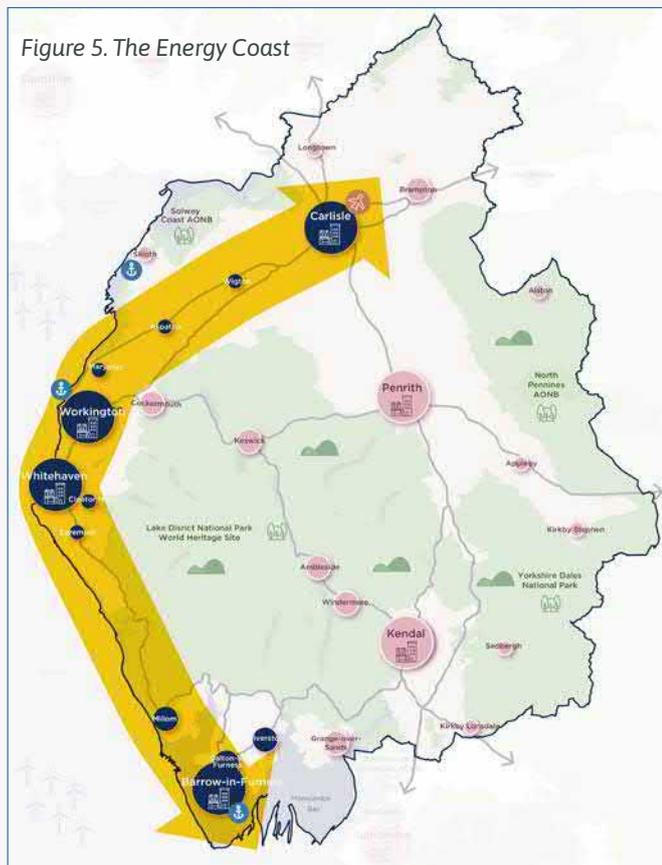


Figure 4. Strategic Corridors

Transport Corridor 1: The Energy Coast

Figure 5. The Energy Coast



- Home to a number of attractive coastal towns, including Millom, St Bees, Maryport and Silloth, with the potential to support the growth of the visitor economy alongside a broader quality of life offer.
- Faces challenges surrounding a declining working age population and lower levels of skills². The districts of Copeland, Allerdale and Barrow have an above average rate of youth unemployment³ with the corridor having significant areas and pockets of high deprivation⁴.

Future Transport Needs

- Hosts significant economic strengths that can act as a platform for significant growth and diversification.
- As a global centre of excellence of the nuclear sector, there will be large scale development opportunities surrounding its future evolution, including possible locations of new technologies such as Advanced Modular Reactors and Small Modular Reactors. The corridor is also home to significant green energy assets, such as offshore wind, and is well placed for potential new industries such as hydrogen production.
- Given skills gaps and an ageing population set alongside the potential agglomeration opportunities, it is vital for improvements to the movement of people across this corridor. Greater choice and effective modal options are essential in this respect; including rail for longer distance travel and buses, walking and cycling locally and within town centres.
- There is a clear need for increases in capacity and reliability on both the Cumbrian Coast Line⁵ and the A595 to support inclusive growth, with concepts such as the Whitehaven Relief Road and improvements at Bothel and Grizebeck aligned to these requirements⁶. Enhancements to the existing grid and transmission network is essential if new energy generation is to be unlocked.
- There is a critical requirement for much of this infrastructure to be delivered ahead of major investment proposals so that essential infrastructure is in place when needed.
- There are opportunities surrounding the creation of high quality walking and cycling routes along the coast. These networks can bring significant community benefit and economic diversification. Active and sustainable travel infrastructure, integrated as part of the public realm, can support the attractiveness and vitality of town centres.

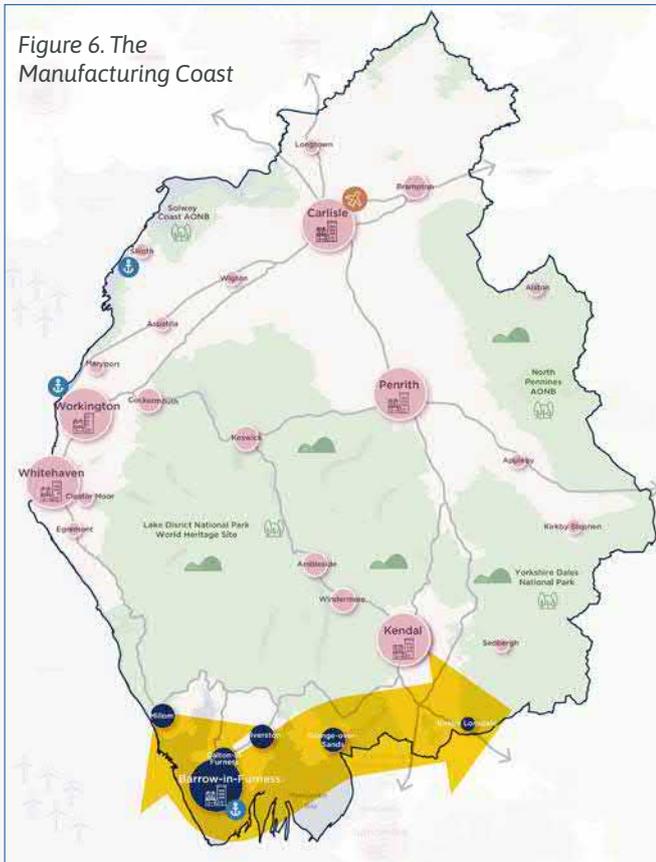
Key Features

- Covers a broad section of Cumbria along the west coast between Carlisle and Barrow-in-Furness.
- Workington and Whitehaven and surrounding market towns such as Maryport, Aspatria, Cleator Moor and Egremont provide important local services and focus for growth.
- Contains world leading manufacturing, energy and nuclear expertise, enabling potential for growth in these and complimentary sectors.
- Sellafield is a significant employer, accounting for over 60 per cent of Copeland’s GVA and a global leader in decommissioning and the safe management of legacy waste¹.
- The nuclear sector supports a major supply chain, and high quality research and development linked closely to higher education, including the University of Cumbria, Manchester University and the University of Central Lancashire.

¹ Work carried out on the economic impact of Sellafield suggests that 60% of Copeland’s GVA depends on Sellafield
² Cumbria has a large migration out of young people and Cumbria has a considerably lower proportion of its workforce qualified to NVQ4 or higher level (broadly graduate level) than either regionally or nationally IIS Evidence Base s48 and s53
³ DWP Alternative Claimant Count (inc impact of UC)
⁴ Source: Index of Deprivation 2019. Barrow has 25% of its LSOAs in the most 10% deprived nationally and is the 31st most deprived local authority area in England in 2019 out of 317 areas, there are pockets of higher deprivation in and around Whitehaven, Workington and Maryport as well
⁵ 2018 SOBC Energy Coast Rail Upgrade demonstrates why the programme of improvements promoted in the Energy Coast Rail Upgrade can support freight and passenger needs in west Cumbria
⁶ The West of M6 Strategic Connectivity Study highlights that by reducing journey times and costs, improving reliability, resilience and safety improvements to the A595 there will be an increase in productivity, investment opportunities, local economic growth and increased trade.

Transport Corridor 2: The Manufacturing Coast

Figure 6. The Manufacturing Coast



Key Features

- Covers the area from Millom in the west to the Lancashire border in the east. The corridor is dominated by the Furness Peninsula. Key towns include Barrow-in-Furness, Dalton-in-Furness, Ulverston and Grange-over-Sands.
- Barrow-in-Furness plays a strategically important role within South Cumbria; hosting retail, leisure, health, natural and educational assets.
- Barrow-in-Furness and Ulverston host major advanced manufacturing and energy assets including operation and maintenance facilities for Irish Sea windfarms, the Spirit Energy operated gas terminal, Siemens and BAE Systems, the latter through their work to deliver the next generation of the UK nuclear submarine fleet¹.

- These sectors support higher levels of productivity. Barrow has the most productive economy in Cumbria with the highest level of GVA per head of population in Cumbria, and a much higher level of GVA per job filled than elsewhere in Cumbria at over 25% above the county average².
- Significant challenges persist including lower levels of educational attainment and loss of working age population, which impact on future growth. Barrow has the largest concentration of worklessness, poor housing, people with poor skills and poor health in Cumbria³.

Future Transport Needs

- Barrow and Ulverston enjoy significant potential for cutting edge growth in advanced manufacturing, life sciences and energy production; in particular the growth and diversification of the advanced manufacturing sector and energy generation with respect to offshore wind and the potential for hydrogen production.
- To capitalise on opportunities, strategic road and rail connections require strengthening, with a focus on improving journey time reliability and resilience through addressing key pinch points. This includes sections of single carriageway on the A590 and through Ulverston⁵ where a bypass would bring strategic benefit; and improving services and capacity on the Furness Line.
- The compact nature of the towns presents an opportunity to promote bus travel, walking and cycling as a means to support modal shift (in 2011 64 per cent of people in Barrow-in-Furness travelled less than 5 km to work compared to national average of 35 per cent). This would benefit the health of the community and support new employment opportunities, as well as supporting regeneration.
- Host to a highly attractive marine setting. Building on established visitor destinations like Grange-over-Sands and Cartmel, there is an opportunity for an improved active and sustainable transport offer. This would support and widen the visitor offer within this corridor, including at Millom and Walney.

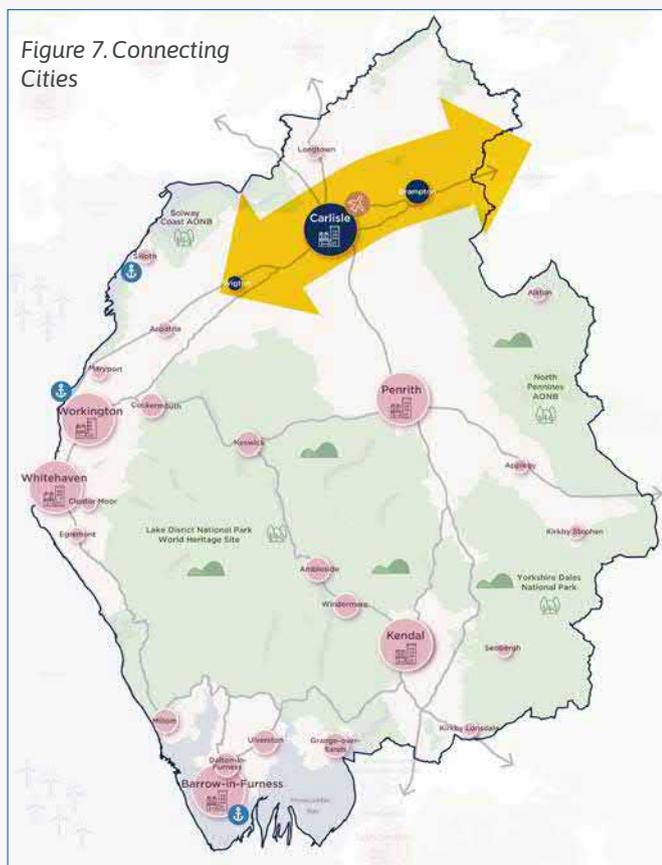
¹ Barrow is the centre of the "national endeavour" to develop a new generation of nuclear deterrent submarines (the £40 billion Dreadnought programme). LIS Evidence Base s113.

² In 2016 GVA per head in Barrow was £25,600 or 7% above the county average (ONS: Regional Gross Value Added (Balanced) by Local Authority in the UK), although the figures are affected by commuting into Barrow. GVA per job filled in 2017 (LIS evidence base page 19)

³ LIS evidence base page 108

⁴ The A590 SOBC stresses that the A590 route is essential to providing a high-quality connection from strategic employment growth sites in Barrow and Ulverston and that an unimproved A590 could constrain economic growth in Cumbria and the north of England.

Transport Corridor 3: Connecting Cities



- Planned investments, including St Cuthbert’s Garden Village, Carlisle Southern Link Road and regeneration and renewal of the city centre (including Station Gateway which will be complemented by HS2 and new University Campus at the Citadels), These provide the potential for Carlisle to further grow as a major regional hub.
- Despite these attributes the corridor faces challenges surrounding a declining working age population¹ and below average levels of skills².

Future Transport Needs

- Carlisle is strongly placed to support further growth. St Cuthbert’s Garden Village will see the delivery of more than 10,000 new dwellings and would underpin the future sustainable growth of the City. Central to its delivery is the new Carlisle Southern Link Road connecting the M6 to the A595.
- Carlisle Station, supported by the delivery of HS2 services and new masterplan, can continue to grow as a key regional hub. There will be a critical requirement for an integrated approach to the delivery of public realm, walking, cycling and bus infrastructure within the city centre, ensuring connectivity and the effective integration of communities within the city. This would also help address the impact of Air Quality Management Areas within the city.
- The extension of the Borders Railway presents an opportunity to deliver an additional direct link through the heart of the Scottish Borders to Edinburgh³. This would also open up opportunities for communities in southern Scotland to access Carlisle and also bringing greater resilience to the rail network.
- Carlisle Lake District Airport provides an asset that could support enhanced regional and international connectivity. As part of promoting and enhancing the role and capacity of the airport, improvements to the A689 would improve its connectivity.
- Further improved walking and cycling infrastructure on the Hadrian’s Wall coast to coast routes would enhance North Cumbria’s role in the visitor economy. Currently North Cumbria has a relatively low share of visitor economy activity⁴.

Key Features

- Focusses on the city of Carlisle linking into Scotland, the North East and West Cumbria. Heart of the Borderlands region.
- Carlisle is Cumbria’s largest settlement, home to 80,000 people and sitting at the intersection of key road and rail networks.
- Carlisle has a diverse economy, with services, logistics and manufacturing all important. Its services are accessed by communities across North Cumbria and Southern Scotland. The City has an important role as a key location for the University of Cumbria.

¹ Carlisle district is forecast to see its working age population (16 to 64) decline by 6,000 or 10% over the period 2018 to 2038 according to the 2018-based sub-national population projects, compared to a 1% increase in the North West and 3% in all of England

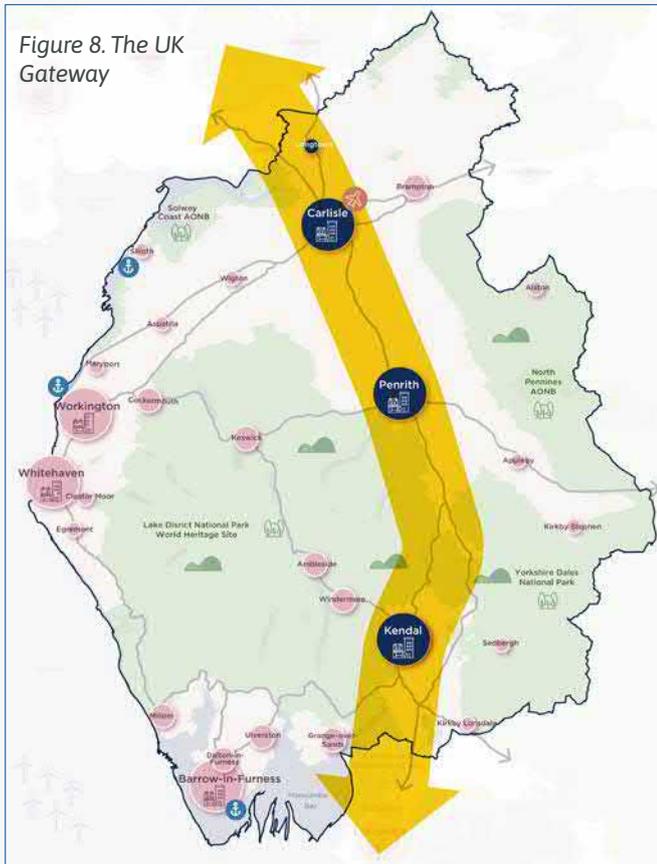
² Carlisle district has a low proportion of residents with NVQ4 or higher equivalent qualifications at around 29% of those aged 16 to 64 this is nearly 30% below the GB rate, 20% below the North west rate and 10% below the County average (based on the average APS data from Jan 2017-Dec 2020) sources from NOMIS

³ The Borderlands Inclusive Growth Deal Transport Connectivity Position Paper highlights importance of transport links between Cumbria and South Scotland.

⁴ In 2019 Carlisle district had £113 million of tourism revenue generated by visitors staying in serviced and non-serviced accommodation, which was just 8% of the total for all Cumbria (Source: Tourism in Cumbria 2019: Key Facts and Trends). In contrast it has around 25% of all spend generated by day visitors

Transport Corridor 4: The UK Gateway

Figure 8. The UK Gateway



- Supports a significant agricultural sector, provides an important gateway to Cumbria's visitor economy and takes advantage of strategic connectivity through concentrations of freight and logistics activity.
- Beyond the major settlements, rurality contributes to low average wages¹, which in turn impacts on housing affordability².

Future Transport Needs

- The corridor is expected to see steady growth in transport demand, with the largest contributing demand factor expected to be associated with long distance journeys using the West Coast Main Line, A66 and M6.
- On the West Coast Main Line, an increase in freight demand and HS2 will create additional pressures³. It will be important that these do not undermine the ability of the route and stations to support national, regional and local connections, in particular direct services to Manchester Airport and London, and stopping services at Oxenholme and Penrith.
- The planned growth of Kendal and Penrith presents opportunities to better integrate walking and cycling and support a shift towards active and sustainable modes of travel.
- For Kendal a key challenge surrounds HGV movements from employment sites in the north of the town to the M6. The Kendal Northern Access Route, linking the A6 to the A591 to the north of the town is a strategically important solution to this issue. It would also reduce traffic in Kendal town centre, to enable a focus on more sustainable modes of travel and to help address the impact of the Air Quality Management Area within the town⁴.
- This corridor sits between and links the North Pennines, Yorkshire Dales National Park and Lake District National Park. It is important for this corridor to support an integrated approach to visitor travel and rural connectivity.

Key Features

- Spans the full length of eastern Cumbria from Scotland to Lancashire, defined by the Pennines to the east and the Lake District fells to the west. The majority of the population is centred in the city of Carlisle and the towns of Penrith and Kendal.
- The corridor has low unemployment rates, being an attractive place to live and work, but this can challenge the ability of businesses to grow and develop as the labour pool is at capacity.

¹ Eden district average hourly wage for full time workers as £12.50 in 2019 or 165 below the GB and 11% below the North West average and the lowest in Cumbria,

² South Lakeland and then Eden have the poorest house price to income ratios in Cumbria, both considerably in excess of the average for the North West (LIS Evidence base page 110)

³ 2017 Network Rail Study highlighted that the West Coast Main Line would be one of the priority corridors for investment to address capacity constraints for passengers and freight <https://www.networkrail.co.uk/wp-content/uploads/2017/04/Freight-Network-Study-April-2017.pdf>

⁴ The SOBC for the KNAR highlights how this scheme will provide congestion relief and air quality improvements in Kendal town centre; provide a suitable diversion route for the M6 at times when the M6 is closed; and support economic development and growth in Kendal <https://www.cumbria.gov.uk/elibrary/Content/Internet/544/17312/4329310171.PDF>

Transport Corridor 5: The Heart of the Lakes

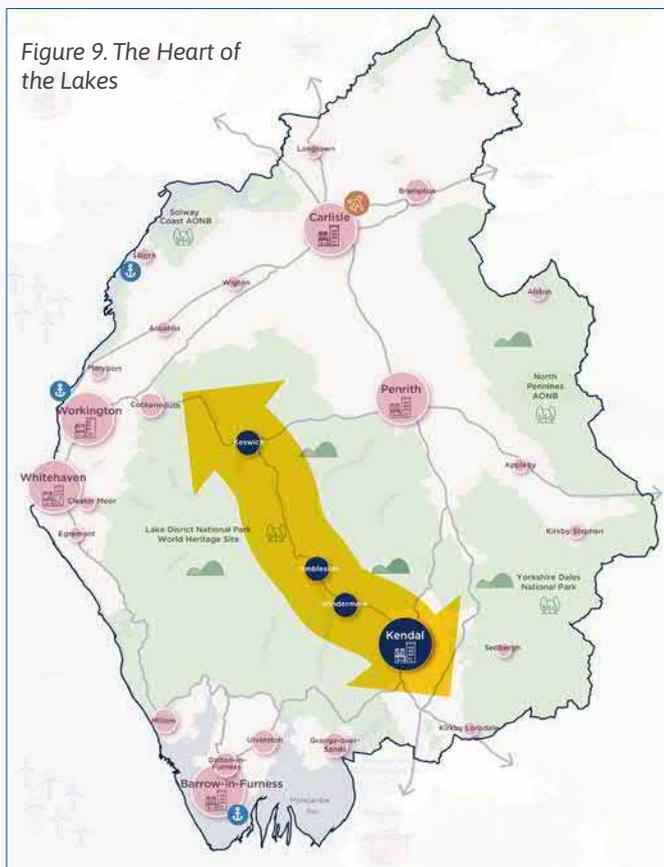


Figure 9. The Heart of the Lakes

- Seasonal visitor demand places significant pressure on local services and the transport network, which at times can detract from the physical quality of the Lake District².
- Kendal houses a number of important advanced manufacturing businesses³. The town is also an important service centre for communities within the Lake District and is a focus for sustainable housing growth in South Cumbria.

Future Transport Needs

- The majority of visitors to Cumbria arrive by car through corridors such as the A66 and the A591⁴. Supporting these movements, stations at Oxenholme, Kendal and Windermere railway stations all perform an important role.
- Addressing these impacts, the corridor requires improved parking and road infrastructure to accommodate the pressures associated with peak visitor numbers. To achieve this, a strategic and integrated approach to demand management is important; both to support the sustainable growth of the visitor economy, to support its status as a World Heritage Site and to allow its accessibility to form a core component of its visitor economy offer.
- This includes the effective attraction and dispersal of visitors drawing upon enhanced, active and sustainable travel including buses, integrating parking strategy, building on the important role of the Lakes Line⁵ and Windermere Station as a key gateway. This is equally important in supporting workers to access places of employment within the National Park.
- There is significant opportunity to widen and enhance the active and sustainable travel offering within the National Park, with the potential for this to form part of the core visitor offer. The success of that approach will necessitate improved infrastructure including improved cycling and walking routes along the corridor, access (for example bicycle capacity on trains and buses), awareness raising activity and infrastructure to support electric vehicles and integrated approaches to parking.

Key Features

- Covers key tourism destinations within the Lake District National Park, including Ambleside, Keswick and Windermere together with Kendal which act as important service centres for their local populations.
- The Lake District, a World Heritage Site and National Park, represents one of the most important natural environments and visitor destinations in the UK, attracting around 20 million visitors per year¹ including a growing number of international travellers.
- The visitor economy is vital to this corridor and its strength is paramount to supporting businesses and the dispersed communities in the region. It faces continued challenges in accessing staff.

¹ In 2019 there were 19.9 million visitors to the LDNPA, comprising 3.5 million staying visitors who spent 13 million nights and 16.4 million day visitors (particularly concentrated in the southern part of the LDNPA (Source: Tourism in Cumbria 2019: Key Facts and Trends).

² Research by the Cumbria Chamber of Commerce in 2018 found that 62 percent of businesses said traffic jams were an issue. A separate survey of tourists by Cumbria Tourism also found that 32 percent had problems parking in the region.

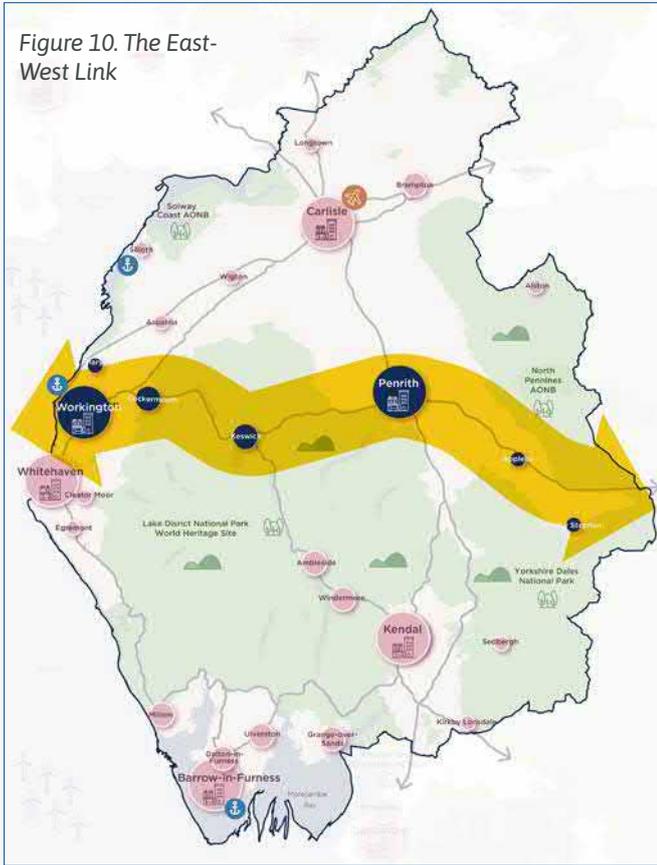
³ Including James Cropper, Gilkes Engineering, Kendal Nutricare

⁴ Around 80% of visitors to Cumbria arrive by car/motorhome/motorbike and this higher for visitors to the LDNPA (Source: Cumbria Visitor Survey)

⁵ <https://www.lakedistrict.gov.uk/planning/local-plan-review/policies/local-plan-review-strategic-objectives>

Transport Corridor 6: The East-West Link

Figure 10. The East-West Link



Key Features

- Focuses on the area between West Cumbria to the border with Yorkshire.
- Includes Workington, Cockermouth, Keswick, Penrith, Appleby-in-Westmorland and Kirkby Stephen all of which are important service centres.
- Corridor supports a strong rural and manufacturing economy with paperboard and heavy precision engineering in Workington, and engineering in Cockermouth.

- Strategic connectivity supports a strong logistics sector in Penrith and Workington alongside being a gateway to the wider Cumbrian visitor economy. Part of the corridor has a strong rural and visitor economy with opportunities to strengthen the role of towns, including Penrith, Cockermouth and Maryport, as destinations.
- The rural nature of this corridor can provide some growth constraints through the need to travel longer than average distances for services, education and employment.

Future Transport Needs

- The dualling of the A66 between Penrith and Scotch Corner by National Highways presents significant opportunities for Cumbria and Penrith by transforming journey times across the Pennines¹. As this proposal moves forward, it will be essential that communities can see improved access and connectivity, wider benefits including improved walking, cycling and equine facilities, and the minimisation of disruption during the construction period.
- To the west of the M6 it is essential for the A66 to see enhancement, supporting strategic connectivity for West Cumbrian communities and maximising opportunities for industrial sectors and the Port of Workington.
- In Penrith, the station can further develop its role as an important tourism gateway and the town can plan an important role as a service hub while Keswick would benefit from improved onward connectivity to/ from Penrith.
- The area supports an important visitor economy and there are significant opportunities to widen and enhance the active travel offering within the Lake District National Park and North Pennines.

¹ The Northern Trans Pennine Route Strategy (Stage 3 Report) stresses that the A66 is a key national and regional strategic link for a range of movements particularly for HGV's. They account for a quarter of all traffic on the road and any delays to journeys can have an extremely negative effect on business, including lost working time and missed shipment slots.

Realising Our Vision



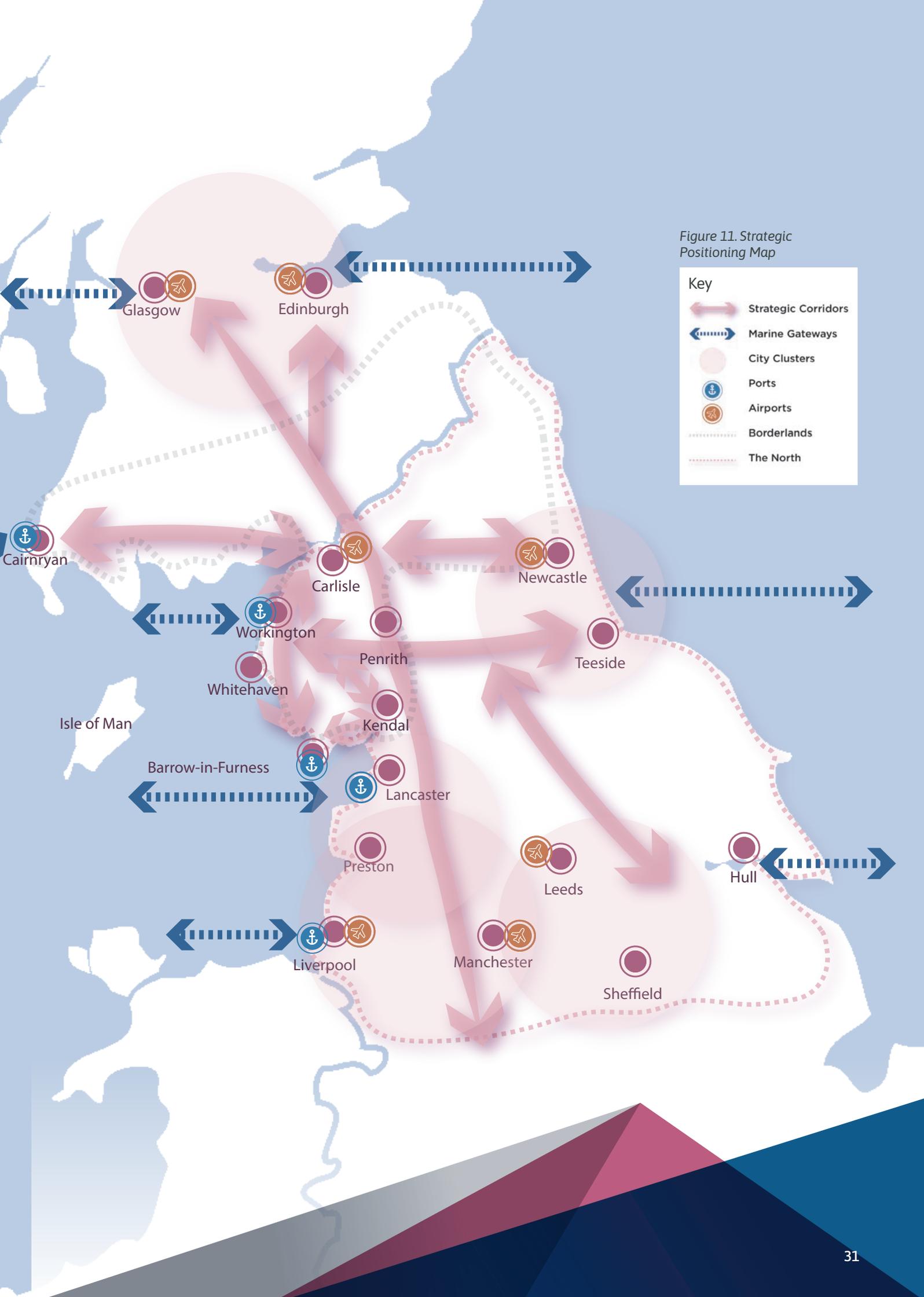


Figure 11. Strategic Positioning Map

Key

-  Strategic Corridors
-  Marine Gateways
-  City Clusters
-  Ports
-  Airports
-  Borderlands
-  The North

Our Strategic Approach

Drawing on the key drivers from the economy, from national and local policy imperatives and from the needs of our places as set out across the six corridors, the CITP has nine action areas that relate to the three overall objectives. Below we describe the ambitions for the transport network and then key proposals for each of these action areas.

1. Clean and Healthy Cumbria

- 1a. Establish comprehensive **active travel** networks to increase the number of people walking and cycling across Cumbria.
- 1b. Enhance **digital connectivity** to ensure more people and businesses have the access they require and to support innovation across transport networks.
- 1c. Work with partners to enable delivery of **electric vehicle and transmission** and distribution infrastructure to support the decarbonisation of our transport networks and meet the needs of a growing economy.



2. Connected Cumbria

- 2a. Articulate the case for enhanced **rail connectivity**, through improved stations, services and rail infrastructure within Cumbria, for both local and long distance journeys.
- 2b. Work to secure investment and subsequent delivery of improvements and maintenance to our **road networks** and to complement the rollout of electric vehicles.
- 2c. Support the contribution our ports, airport and regional hubs make to our wider **international** connectivity and economic performance.



3. Community Cumbria

- 3a. Support innovative approaches to the delivery of new **bus services** and infrastructure, particularly within rural areas.
- 3b. Enhance active and sustainable travel within the heart of our **town centres** making connectivity a core part of successful public spaces.
- 3c. Work proactively to promote the **integration** of transport modes, including integrated ticketing and journey planning to support mode choice and the drive to decarbonise our transport networks.



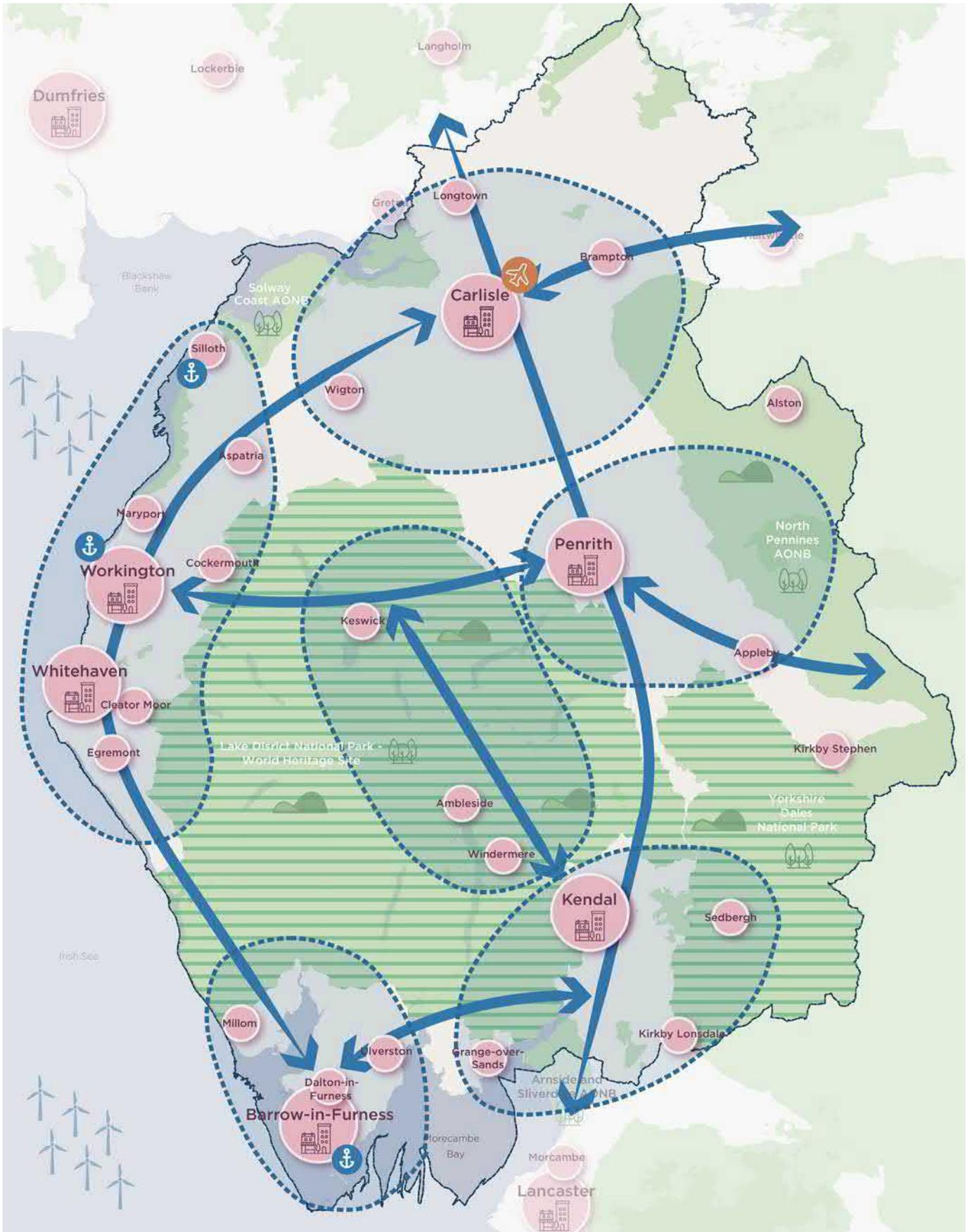


Figure 12. Strategic Connections - Cumbria Wide





1. Clean and Healthy Cumbria

In the UK, transport was the largest carbon emitting sector in the UK in 2019, responsible for over a quarter of emissions¹. The move to a net zero carbon economy presents particular challenges in a predominately rural county, due to the inherent need for people to travel further to access services and the difficulties of delivering effective public transport solutions, given the low density of population.

This means we are going to have to do things differently. Innovation is critical to effective approaches to the delivery of active travel, high quality digital infrastructure to support business and workers and the transmission networks for energy (electricity and heat) needed to ensure that Cumbria will be ready to contribute fully to the UK's energy economy and the delivery of electric vehicles.

The strategy established through the UK Government's Draft Transport Decarbonisation Plan identified six strategic priorities aligned to guide the delivery of a net zero transport system, while the UK Government's Build Back Better plan for the post Covid-19 economy places clean green growth at its heart through investment in infrastructure, education and innovation. This is supported through the Ten Point Plan for a Green Industrial Revolution which seeks investment into clean technologies across the UK.

The health and wellbeing importance of travel is a core component of the Cumbria Joint Public Health Strategy. This highlights how transport is critical to enable people to access goods and services that are important for health and wellbeing, to encourage physical activity through promoting regular walking or cycling and to tackle climate change and improve air quality.

Active travel can play a key role in the decarbonisation of our networks. It is also an enabler to better public health and the regeneration of town centres. This principle is clearly established within the Cumbria Recovery Strategy.

Supporting this drive, digital transformation is now essential to:

1. Facilitating public services, including healthcare and education;
2. Improving productivity for all sectors of our economy;
3. Lessening the impact of distance as a barrier for communities and business. Digital connectivity is critical to supporting the future delivery of Mobility as a Service (Maas) and autonomous vehicles and to support incident management.

¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957687/2019_Final_emissions_statistics_one_page_summary.pdf



Theme 1a Cycling and Walking

Our Cycling and Walking Networks

Cycling and walking infrastructure in Cumbria comprises a series of local networks focussed on the main towns, and a strategic cycle network running through many areas of rural Cumbria, linking towns and forming part of the National Cycle Network (NCN).

The strategic cycling network contains popular national long-distance routes, such as the Sea to Sea/Coast to Coast, the Lakes and Dales Loop cycle route, and the Bay Cycleway linking the Cumbrian and Lancashire coasts. However, the network does not link to all the major Cumbrian towns and there is significant variation in the quality of the infrastructure.

There is also a network of off-road cycle routes using the bridleway network and bespoke routes, aimed at visitors to Cumbria, located in the Lake District and Yorkshire Dales National Parks. However, these routes are often fragmented and not continuous.

In support of cycling within Cumbria, the Cumbria Cycle Strategy¹ is:

- Promoting cycling as part of a healthy lifestyle;
- Enabling cycling to support the Cumbrian economy;
- Promoting Cumbria as an excellent place to cycle; and
- Improving the cycling infrastructure to enable more cycling.

Most large settlements have a good network of footways linking services and facilities with residential areas. The challenge is for the routes to be maintained and made attractive and secure to maximise their use.

Throughout rural Cumbria there is an extensive public rights of way (PROW) network, which provides excellent access to a range of destinations, including the English Coastal Path and Cumbria Way.

Challenges and Opportunities

The drive to decarbonise the economy and transport networks, presents an opportunity to place a renewed focus on the role of cycling as well as walking. During the Covid-19 pandemic, cycling increased within the county and supporting this shift has been enhanced guidance from DfT, including around the creation of high-quality routes².

Our rurality and the distances many people need to travel to access services and employment drive high levels of car dependency.

Census data showed that only 4 per cent of commuting journeys under 5 km were made by bike in Cumbria, which is below the England average of 5 per cent; however, 45 per cent of commuting journeys under 2 km were made on foot, which is above the England average.

With transport being a major contributor to carbon emissions, there is potential to help address this by achieving significant modal shift to bicycle (including electric bikes) and by foot for short journeys in the main urban areas by improving the infrastructure to support behavioural change and improved public health³.

Building on our physical environment and natural capital assets combined with the increased popularity of cycling nationally, Cumbria is well positioned to embed walking and cycling as part of its core visitor offer while supporting technological innovation including electric bikes. This also offers an opportunity to disperse the benefits and opportunities associated with the visitor economy by opening up routes in under visited parts of Cumbria.

¹ Cumbria Cycling Strategy <https://councilportal.cumbria.gov.uk/documents/s66323/App%201%20Cumbria%20Cycling%20Strategy.pdf>

² 2020 Cycling Infrastructure Design (LTN 1/20) guidance to local authorities stresses the importance of delivering high quality, cycle infrastructure to increase journeys by bike; <https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120>

³ 2019 Joint Cumbria Public Health Strategy highlights that the transport system is critical to encouraging physical activity through promoting more cycling and walking <https://cumbria.gov.uk/elibrary/content/internet/535/7022/4384612134.pdf>

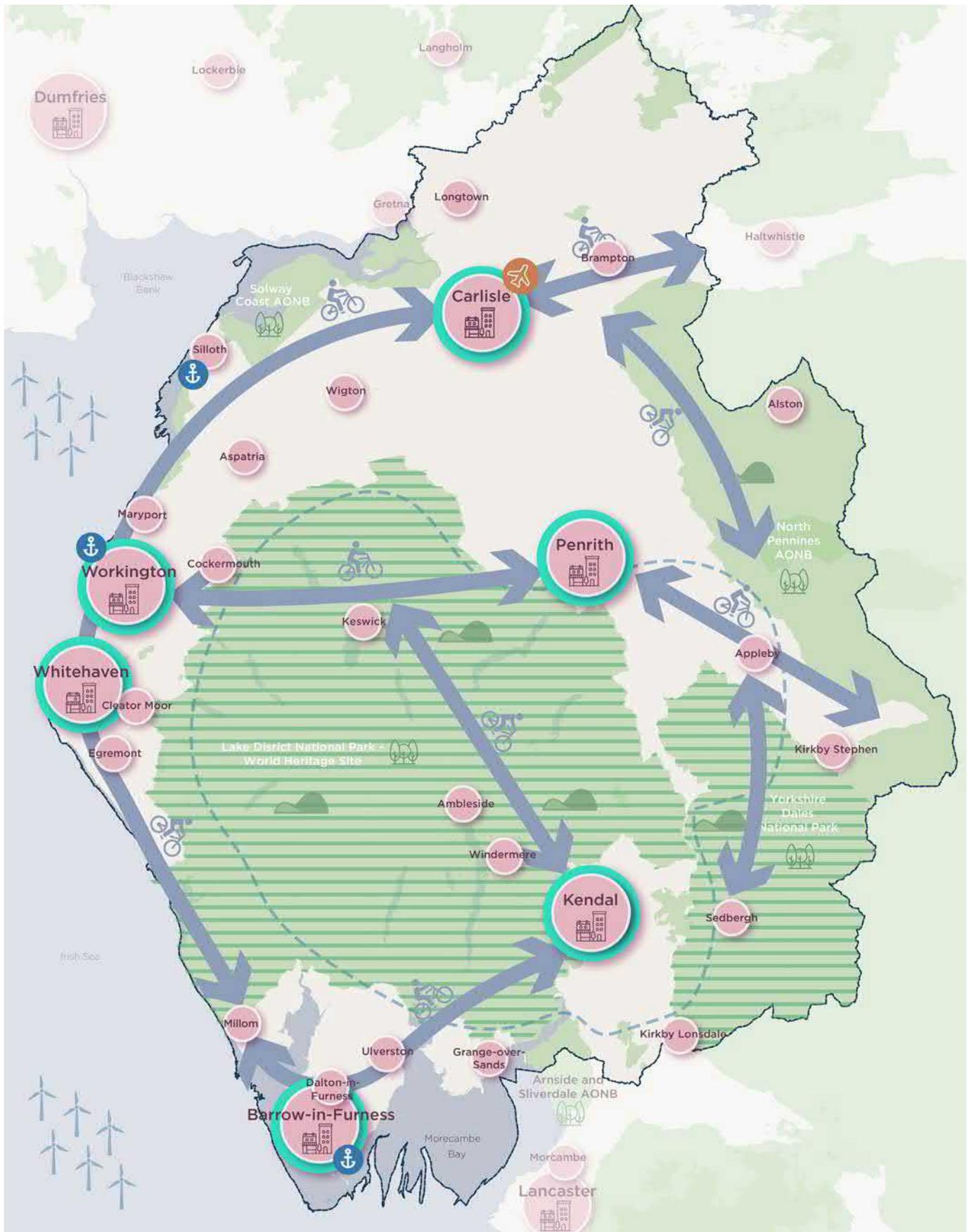


Figure 13. Active Travel Routes



Ambition for Network by 2037

Cumbria will be known as one of the best places to walk and cycle in the United Kingdom. Supporting this will be a series of high quality local cycling and walking networks in Cumbria’s main settlements, with dedicated cycling and walking infrastructure, which is coherent, direct, safe, comfortable and attractive.

There will be attractive and safe cycling routes connecting the main settlements with the wider countryside providing access to Cumbria’s two National Parks, three Areas of Outstanding Natural Beauty and two World Heritage Sites.

Cumbria will be an exemplar location for design and installation of cycle routes and infrastructure. As part of this, cycle hubs containing a range of facilities to encourage and support cyclists will be established and enhanced across key locations in Cumbria. Active travel will also be supporting better health and wellbeing of our communities.

The strategic improvements will be presented in a coherent and integrated manner and will be a major visitor brand within the UK. These will be supported by new traffic-free trails that are suitable for all users and as a means of further boosting walking and cycling participation.

Figure 13 demonstrates the strategic walking and cycling corridors within the county and the focus for the development of Local Cycling and Walking Infrastructure Plans.





Key Proposals

1a.

Establish comprehensive active travel networks to increase the number of people walking and cycling across Cumbria.

- Develop and deliver Local Cycling and Walking Infrastructure Plans for each of the main towns in Cumbria to ensure a series of coherent local networks that can support modal shift and increased levels of walking and cycling.
- Work with partners including National Highways and Sustrans to deliver improved cycle infrastructure, to create new 'greenways' and strategic cycling corridors to encourage longer distance commuting, as well as provide new leisure and recreational attractions to support green recovery.
- Promote the role of multi-modal hubs to support cycling and walking connectivity to train stations, and to support the provision of electric bikes.
- Ensure Cumbria becomes an exemplar location for design and installation of cycle routes and infrastructure by using current best practice and guidance.
- Encourage cycling and walking at the heart of healthy lifestyles including integration with public health and the planning of our places.
- Working with partners to promote the benefits of cycling and walking to support behavioural change.

Theme 1b Digital

Our Digital Networks

Looking to the future, the role of digital technologies in transport will grow exponentially and there will be the need for real time access to advanced digital technology (via 5G and other means) to enable the new technologies supporting movement to work effectively.

The Connecting Cumbria programme has been successful in the delivery of 94.1 per cent broadband (June 2021) connectivity of at least 30 Mbps download to premises across the county. However, there is only 7.6 per cent with access to full fibre to the premise (capable of up to 1000 Mbps download). The pandemic has only served to demonstrate the need for comprehensive full fibre connectivity across the county to mitigate against social exclusion¹.

Access to a good mobile signal and data services, with adequate capacity, is a particular issue in Cumbria, with patchy reception in some areas together with a limited choice of providers. The geographical coverage of 4G, in terms of land area coverage, is well below the England average. This is increasingly a constraint for the tourism sector, mobile workers and land-based industries, all of which are increasingly utilising digital connectivity. It will also place constraints on the use of future mobile technologies to support transport.

Challenges and Opportunities

Historically digital connectivity in Cumbria has been poor in comparison to the rest of the UK because of geographical challenges and rurality with isolated properties, dispersed communities and lower density of residential properties. These combine to increase costs of deploying and maintaining infrastructure with a low return on investment, which results in market failure. Coverage as of June 2021 is demonstrated in Figure 14.

There is a need to support and then capitalise on the shift to remote working by increasing the numbers of people that are able to work remotely. This enablement is allowing them to choose where they want to live and to have a more flexible lifestyle than ever before and reduce demand for travel. Adoption of remote working, remote learning and online collaboration has been accelerated by the Covid-19 pandemic. This is expected to be a long-term trend, which will provide a range of new job opportunities, strengthen our economy and encourage more families to move to Cumbria.

Increasingly visitors expect to be able to access digital connectivity seamlessly wherever they are for accessing services, making payments, keeping in touch, social media and entertainment. The Covid-19 pandemic has made visitors increasingly aware of the need for good connectivity at holiday accommodation. Over the last 10 years there have been extreme weather incidents, which have also challenged the resilience of our public services and communities. Improved connectivity will assist us in monitoring conditions and responding to such incidents.

Opportunities surrounding Connected and Autonomous Vehicles (CAV) are likely to develop in the future. These are vehicles combining a level of digital network connectivity with a level of automation, with such vehicles already being demonstrated within the Lake District.

¹ The role and importance of digital infrastructure in supporting all sectors of our economy and communities is reflected through a range of strategy including the LEP's Digital Transformation Strategy and Cumbria Council Council's Digital Infrastructure Strategy.

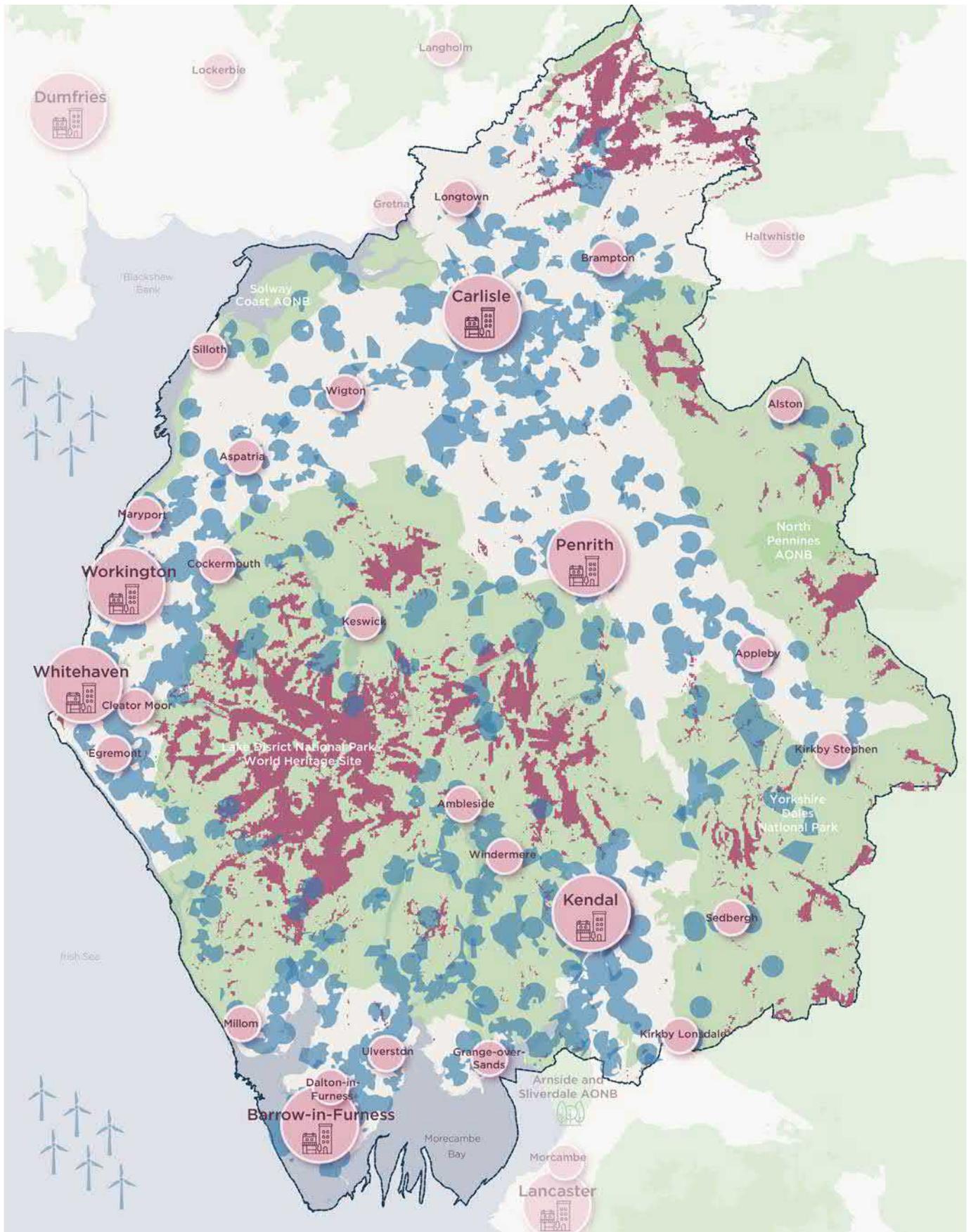
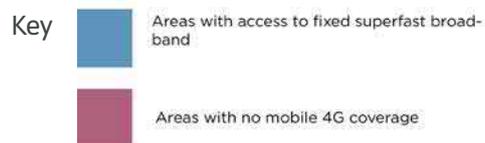


Figure 14. Digital Network Coverage (June 2021)



Ambition for Network by 2037

Cumbria will have excellent coverage of superfast, Gigabit full fibre, 4G and 5G connectivity, providing connectivity for rural communities and along all transport corridors. This ambition is set out in the Council's Digital Infrastructure Strategy¹.

Our digital connectivity set alongside our physical environment will reduce the impact of distance and allow Cumbria to capitalise on a high quality lifestyle offer, supporting the economic growth of our businesses, digital inclusion so that no resident or business is left behind, and delivery of more effective and efficient provision of local public services.

Digital infrastructure will be prominent within our transport systems with 5G networks in Cumbria capable of supporting Connected and Autonomous Vehicles and other new transport technologies.

¹ Digital infrastructure Strategy: <https://www.cumbria.gov.uk/elibrary/Content/Internet/536/6487/44147115119.pdf>





Key Proposals

1b.

Enhance digital connectivity to ensure more people and businesses have the access they require and to support innovation across transport networks.

- Support the deployment of commercial full fibre infrastructure to deliver close to 100% coverage and work with Building Digital UK to encourage rapid deployment of gigabit services in the areas that are not commercially viable.
- Maximise mobile delivery in Cumbria through the Government's Shared Rural Network programme and the developing Digital Borderlands 4G Infill programme.
- Support full commercial 5G infrastructure development through offering opportunities to use public assets, research projects and encouraging property developers to engage with mobile network operators.
- Encourage Local Planning Authorities to require that all new build developments be served by gigabit capable infrastructure to the premises.
- Support increased penetration of smart technologies such as Mobility as a Service, Autonomous Vehicles, Integrated Ticketing, Charge Point monitoring and Infrastructure and Traffic Monitoring all relying on digital connectivity.
- Seek opportunities to pilot new and innovative transport technologies within Cumbria.

Theme 1c Electric Vehicles and Transmission

Our Electric Vehicle Transmission Networks

Currently, electric vehicle charging infrastructure within Cumbria is limited, with 139 charge point locations as of May 2021¹ and a rate of roll-out that is much lower than major urban areas. To ensure Cumbria is ready to meet the demand for electric vehicles to 2030 and beyond, a significant acceleration in delivery is required. Nationally, the shift to electric vehicles will drive strong demand for clean energy and accompanying transportation, storage and distribution networks.

The National Grid (NG) owns the high voltage transmission network, which goes through Cumbria and is connected at two key grid supply points at Harker near Carlisle and Hutton near Kendal. At these two points the voltage is reduced to 132kV and distributed by Electricity North West Ltd (ENWL) forming the Cumbria Ring (CR) around the west coast and central spine of Cumbria.

Cumbria has a strong heritage in the energy and nuclear sectors, and it is recognised as a key platform of our future sustainable growth. Cumbria is home to five offshore windfarms, which combined contribute to 20 per cent of the UK's current offshore wind generating capacity. The Walney Extension windfarm off Barrow is one of the largest offshore windfarms in the world.

Challenges and Opportunities

In supporting decarbonisation it is vital for sufficient distribution capacity to be in place, for homes, business and transportation capability for clean energy production.

In line with national policy, Cumbria will see a substantial uptake in Electric Vehicles both based within and travelling through or to the county. This will require a comprehensive and reliable charging network across Cumbria. However, the roll out of electric vehicle charging is primarily commercially led and given the rurality of Cumbria, the market-led approach will tend to lag in many of our areas. There is an opportunity to define priority locations with an initial focus on key town main routes as demonstrated on Figure 15 and work with in partnership to facilitate roll-out.

Supporting this and wider decarbonisation, Cumbria has significant potential in clean energy generation, ranging from incremental and local, to nationally significant developments including new offshore windfarms, Small Modular Reactors (SMRs), a Spherical Tokamak for Energy Production (STEP) and large scale nuclear new build.

In order to support this delivery it is expected that increases in National Grid transmission capacity will be required so that the full potential created by this infrastructure can be met.

¹ ZAP Map Charging points and electric vehicles UK 2021 - Zap Map (zap-map.com)

Ambition for Network by 2037

Cumbria will have a comprehensive electric charging infrastructure, supporting the uptake of EVs within all parts Cumbria, including at key visitor destinations, interchanges, major employment sites, service stations and town centres.

Cumbria's grid network will be able to support the decarbonisation of the economy but more than that, it will have the capacity to support the next generation of energy production. This will include all generation opportunities from community energy through to major new generation sources, including off-shore wind, new nuclear and SMRs.

Energy Masterplans will support opportunities for green energy production, efficient energy use and the delivery of electric vehicle charging infrastructure within communities.





Key Proposals

1c.

Work with partners to enable delivery of electric vehicle and transmission and distribution infrastructure to support the decarbonisation of our transport networks and meet the needs of a growing economy.

- Work with partners to identify a clear pipeline of interventions that can support the early delivery of Electric Vehicle (EV) charging on main routes, rural service centres, employment locations and visitor destinations:
 - Workplace – encouraging employers to install EV charging
 - Destinations – encouraging installation with priority locations being train stations, visitor attractions, hotels/accommodation and car parks
 - Rapid charging – working with National Highways for rapid charging provision at service stations with provision on the Strategic Road Network and Major Road Network
 - Home and on-street charging – encouraging deployment of home based charging infrastructure
- Engage with and support National Grid and Electricity North West Limited to develop a well-defined pipeline of priority distribution and transmission grid interventions that are capable of supporting transport decarbonisation and clean energy production across the County.
- Implement the Borderlands Energy Masterplan, working with partners to develop a programme of local area energy plans detailing the energy generation and demand requirements for communities, businesses and EV charging.

2. Connected Cumbria

Regionally, the necessity for improved connectivity within Cumbria is strongly recognised as part of the TfN's Strategic Transport Plan, National Highways' route strategies, and business cases developed for transport schemes within Cumbria.

TfN's Strategic Transport Plan identifies Cumbria within two of its strategic corridor intended to draw out clear opportunities for agglomeration: "Connecting the Energy Coast" (orientated towards linking clusters of energy and nuclear between Cumbria and North East and Teesside) and "Sheffield City Region to Scotland" (focused on capitalising on innovation in manufacturing and life-sciences within this broad corridor).

These strategies all highlight the potential opportunity within Cumbria, and the barrier poor connectivity creates for the economy. They also show the importance of improving east-west connections within Cumbria to drive growth and innovation across the north.

Freight is a key consideration with Cumbria, with the M6, A66 and West Coast Main Line playing an important role in freight movements nationally. However, for much of Cumbria's industry in the west of the county, freight access can be constrained by reliability issues. The Cumbrian Coast Line also plays an important role in supporting the key industries in West Cumbria, but is also constrained by capacity and low line speeds.

There is a further need to enhance the role of ports within Cumbria to reduce road miles and increase trade. International connectivity, especially by air and rail, need to be improved for both visitors and business travellers.

There is an important requirement for the front loading of infrastructure improvements; to ensure that there are investment-ready sites available, thereby removing barriers to inward investment.

The decarbonisation of transport networks needs to be undertaken in a manner that recognises these issues and in particular ensures that the transport needs of Cumbria are met at the same time as moving towards the delivery of net zero.





Carlisle

- Information ⓘ →
- Taxis 🚕 →
- Way Out 🚪 →

DEPARTURES

Destination	Platform	Time
London	1	10:15
Manchester	2	11:30
Edinburgh	3	12:45
Cardiff	4	14:00
Birmingham	5	15:15
Sheffield	6	16:30
Leeds	7	17:45
Nottingham	8	19:00
London	9	20:15
Manchester	10	21:30
Edinburgh	11	22:45
Cardiff	12	24:00
Birmingham	13	25:15
Sheffield	14	26:30
Leeds	15	27:45
Nottingham	16	29:00
London	17	30:15
Manchester	18	31:30
Edinburgh	19	32:45
Cardiff	20	34:00
Birmingham	21	35:15
Sheffield	22	36:30
Leeds	23	37:45
Nottingham	24	39:00
London	25	40:15
Manchester	26	41:30
Edinburgh	27	42:45
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Birmingham	29	45:15
Sheffield	30	46:30
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Sheffield	38	56:30
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Nottingham	40	59:00
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Manchester	42	61:30
Edinburgh	43	62:45
Cardiff	44	64:00
Birmingham	45	65:15
Sheffield	46	66:30
Leeds	47	67:45
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Manchester	410	521:30
Edinburgh	411	522:45

Theme 2a Rail

Our Rail Network

The spine of Cumbria's rail network is the West Coast Main Line, which provides direct services between Cumbria and London, Birmingham, Manchester/ Manchester Airport, Liverpool, Edinburgh and Glasgow. The West Coast Main Line also acts as an important route for freight services between key strategic developments within Cumbria and the rest of the UK.

All Cumbrian rail lines link into the West Coast Main Line, with Carlisle Station acting as a major interchange station for the Cumbria Coast Line, Tyne Valley Line, Settle-Carlisle Line and South West Scotland Line. The Lakes Line links into the West Coast Main Line at Oxenholme Lake District and the Furness Line at Carnforth in Lancashire. The former plays an important role in supporting Cumbria's extensive visitor economy as it provides direct access to the heart of the Lake District National Park.

Manchester/Manchester Airport acts as a major rail hub for Cumbria providing the rail head for key direct services from Barrow-in-Furness, Windermere and through services on the West Coast Main Line.

Challenges and Opportunities

The rail network in Cumbria is strongly positioned to support the decarbonisation of our transport networks, offering enhanced passenger and freight connectivity. Figure 16 highlights this network and key stations within it.

Whilst the West Coast Main Line offers a high quality connection, much of the rail network in Cumbria suffers from capacity issues, which results in limited service frequency, unreliable service provision and poor connectivity on several lines. When combined with low line speeds, rail journeys are often unattractive when compared with travel by car.

This is especially true for the Cumbria Coast Line, where capacity constraints allied with ageing infrastructure is limiting the use of the line for freight services to support major development as well as inhibiting the improvement of passenger services. This is further exacerbated by resilience issues brought about by increased poor weather events in the County. The upgrade of this line is currently subject to business case development.

Constraints on the rail network around Manchester means that service reliability and frequency of services from Scotland and on the Lakes and Furness Lines are limited. HS2 and Northern Powerhouse Rail present opportunities by addressing capacity constraints on the West Coast Main Line, and it will be important that delivery avoids reduced connectivity for stations within Cumbria.

Cumbria benefits from a number of Community Rail Partnerships which provide a valuable local link between communities and the rail network. The creation of Great British Railways, bringing the management of operators and infrastructure closer together creates new opportunities to support improvements to services and infrastructure within the County.



Figure 16. Rail Network

Key

- Key Stations
 - National Parks
 - Rail Network
 - West Coast Mainline
 - ⋯→ Borders Railway Reinstatement
1. Cumbria Coast Line
 2. Tyne Valley Line
 3. Furness Line
 4. Lakes line
 5. Carlisle Settle Line

Ambition for Network by 2037

The Cumbrian rail network would benefit from increased capacity to provide reliable and faster passenger services.

The capacity constraints on the West Coast Main Line would be addressed to enable the full range of benefits of HS2 and Northern Powerhouse Rail to be realised for Cumbria. This will include upgrades to Carlisle, Penrith and Oxenholme stations and construction of the Golborne Link near Warrington to support regional and long-distance services to Scotland, London and onwards to continental Europe.

The Cumbrian Coast and Furness Lines will provide a high-quality link along the coast of Cumbria, connecting communities and supporting business and economic growth including for freight, as well as the Tyne Valley Line to the North East. The Lakes Line will provide a high quality and more frequent link to the heart of the Lake District through an improved gateway at Windermere. There will be significant modal shift to these services away from the private car.

There would be significantly improved rail connectivity with Scotland, with the reopening of the Borders Railway from Carlisle to Tweedbank, enabling additional direct services between Carlisle and Edinburgh.

All stations will be modernised where required with installation of "Access for All" facilities, and additional car parking where needed and to support the decarbonisation of the rail network, modern rolling stock will be available on all services.





Key Proposals

2a.

Articulate the case for enhanced rail connectivity, through improved stations, services and rail infrastructure within Cumbria, for both local and long-distance journeys.

- Engage closely with the Department for Transport, Transport for the North, Network Rail/Great British Railways and Train Service Operators to achieve continuous improvement of rail services and decarbonisation of our rail networks, which deliver connectivity, economic benefits and real modal choice for Cumbria.
- Promote station improvements and work to secure investment to enhance their role at the heart of town centres and accessibility for all users.
- Maximise opportunities of HS2 for Cumbria, building on the role of Carlisle as a Hub and promoting continued need for strategic connectivity, HS2 integration and faster and direct journeys from Oxenholme, Penrith and Lancaster to ensure journey times to London are reduced.
- Aligned to the Transport for the North Strategic Transport Plan, promote enhancements to the following infrastructure:
 - Cumbrian Coast Line – capacity and line speed improvements to support business and freight demand and to provide increased access to opportunities
 - Lakes Line – capacity and connectivity improvements to support access for communities and the visitor economy
 - Furness Line – line speed and capacity improvements to enhance local connectivity and access key business centres
 - Tyne Valley Line – line speed improvements to support interaction and agglomeration between Cumbria and the North East
 - West Coast Main Line – capacity improvements to ensure that a wide range of services will be able to utilise the line and to support strategic links to Manchester, London and Central Scotland
 - Borders Railway – a new link connecting Carlisle and Tweedbank enabling communities to effectively access opportunities in Carlisle and Edinburgh while increasing the resilience of the line

Theme 2b Road

Our Highway Network

Cumbria has an extensive road network comprising the Strategic Road Network (SRN), Major Road Network (MRN) and the local road network.

The M6 is the only motorway in Cumbria, running north-south and connecting the North of England with Scotland and providing direct access to Carlisle, Penrith and Kendal. It is also an important freight route, providing strategic connectivity to all Cumbria. Two key arterial east-west routes across the North of England are accessed via the M6: the A66 and A69.

In the south of Cumbria, the A590 provides the main connection with the M6 and the North. The A595 provides the main route between Carlisle, West Cumbria and Barrow-in-Furness; serving a number of key employment areas including Sellafield.

The road network in Cumbria plays a key role in allowing the 47 million visitors to Cumbria to access its range of visitor destinations. At the heart of this is the A591, which provides connectivity from the M6 through to the heart of the Lake District National Park.

Challenges and opportunities

The road network suffers from resilience and reliability issues, particularly in view of the impact of increasing severe weather events leading to flooding of sections of the network. This results in long diversion routes and capacity pinch points on many routes, which creates significant barriers to travel and the ability for people and business to access markets and opportunities.

These challenges are especially significant on east-west links, including the A590, A595, A66 and A69. Within our towns, capacity challenges can also impact on growth opportunities and the ability to achieve greater integration between modes. Reflecting this need, proactive steps have been undertaken to develop robust pipelines of improvement schemes necessary to support the sustainable growth of the county.

Modern technology will provide new opportunities to support the operation of the roads, in particular MaaS and smart and autonomous vehicles, which integrated with the roll out of electric vehicles could result in a significant shift in the operation and efficiency of the road network over the latter part of the plan period.

There is growing movement of freight, especially at a local level, and consideration will be needed on greater integration between distribution centres and communities.

Into the future it will be important for road infrastructure to meet the needs of different users and to unlock improvements to active and sustainable transport and support the creation of vibrant town centres.

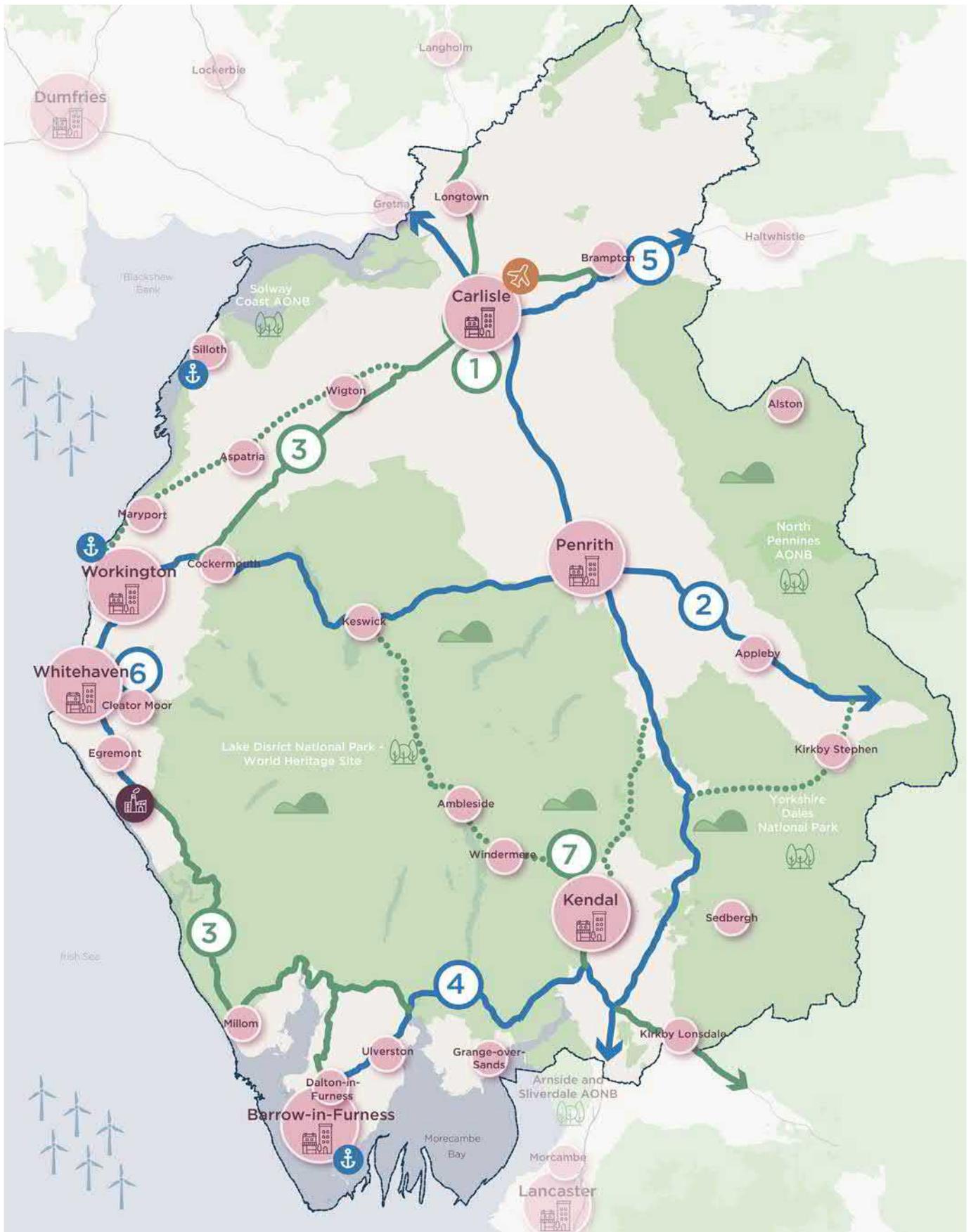


Figure 17. Proposed Road Network

Key

- Major Road Network
- Strategic Road Network
- ⋯ Proposed MRN Addition (TFN Network)
- Key proposals**
- 1. Carlisle Southern Link Road
- 2. A66
- 3. A595
- 4. A590
- 5. A69 / A689
- 6. Whitehaven Relief Road
- 7. Kendal Northern Access Route
- Sellfield
- Key Towns

Ambition for Network by 2037

Cumbria will have a more reliable and resilient road network with a number of significant improvements, including for freight, undertaken to both the Strategic Road Network and Major Road Network, and both within Cumbria itself and on key strategic connections between Cumbria and the rest of the UK. These will be of major benefit to not only local communities and existing businesses but will help unlock major development and deliver a strong economy both for Cumbria and the North.

Providing a high-quality strategic route for east-west movement National Highways will have completed the full dualling of the A66 between Penrith and Scotch Corner, while an improved A69 will enhance connectivity between North Cumbria, Carlisle and the North East.

Along the M6 corridor, the Carlisle Southern Link Road will help bring forward St Cuthbert's Garden Village and strengthen the resilience of the road network serving Carlisle. The Kendal Northern Access Route will reduce congestion in Kendal town centre, allowing greater priority to buses, walking and cycling support growth and better connect the town with the M6 corridor and increase the resilience of the M6 between junctions 36 and 39.

Both the A590 and A595 will see programmes of continuous investment, including the Whitehaven Relief Road, (which will be promoted again in the National Highways Route Strategy process) and will provide high quality and resilient links that can support and underpin growth in Furness and West Cumbria.

Across Cumbria, to support the move towards a decarbonised economy a network of infrastructure to support electric vehicles will be put in place while routes would be more resilient to the impacts of extreme weather.

In addition, modern technology will be used to support maintenance, incident management and information provision to road users. Development of last mile logistics will enable goods to be delivered by the appropriate vehicle on the appropriate road which should reduce adverse impacts for local communities.

Figure 17 demonstrates key elements of the road network within the county and key proposals for the upgrade of these corridors together with proposed additions to the Major Road Network.





Key Proposals

2b.

Work to secure investment and subsequent delivery of improvements and maintenance to our road networks and to complement the rollout of electric vehicles.

- Promote a strategic approach and partnership working to support the delivery of infrastructure to support electric charging and the potential rollout of autonomous vehicles throughout Cumbria.
- Support the expansion of the Major Road Network in Cumbria to include the A6, A591, A685 and A596, consistent with the proposals prepared by Transport for the North.
- Ensure the effective maintenance and upkeep of networks in line with available funding while exploring how to better enhance the resilience and reliability of road network including against extreme weather events.
- Promote delivery of dedicated walking and cycling infrastructure as an integral part of major highway infrastructure improvement schemes.
- Support delivery of specific improvements that have been funded, including:
 - Carlisle Southern Link Road (CSLR) – a new link between the A595 and the M6 Junction 42 to support delivery of St Cuthbert’s Garden Village and improved strategic connectivity
 - A595 improvements at Grizebeck – a new link to improve existing single-lane bottlenecks and better link economic activity at Barrow-in-Furness and West Cumbria
 - A66 Dualling – working closely with National Highways to support delivery of strategically important scheme while also ensuring the effecting integration of existing communities, sites, and transport modes
- Aligned to Transport for the North’s Strategic Transport Plan, continue to make the case for the delivery of improvements including:
 - A595 corridor improvements – including improvements at Bothel and the development of pipeline of additional improvements across the entire corridor needed to support economic activity and access to opportunity
 - A595 Whitehaven Relief Road – through the Route Investment Strategy, promote a new eastern link around Whitehaven to support the growth of the town and important nuclear and energy sector focused to the south of town
 - A689 trunking – for the road between Brampton and J44 of the M6 to become part of the Strategic Road Network, to better connect with West Cumbria, Kingmoor Park Enterprise Zone and Carlisle Airport
 - Kendal Northern Access Route (KNAR) – integrating the development of this proposal with the future growth of Kendal and to enable new transport opportunities to emerge within the heart of the town
 - A590 improvements – promoting a pipeline of strategic improvements across the route including dualling and an Ulverston bypass to enhance strategic connectivity between Barrow-in-Furness and the M6

Theme 2c International

Our International Connectivity

Our local international gateways are focussed on the key ports of Barrow, Silloth and Workington as well as Carlisle Airport. These are Cumbria’s direct gateways to international business and investment. Access to these gateways from Cumbria is critical to enabling Cumbria’s international connectivity and reach.

Our most important international gateways lie outside the region at present. There are direct train services to Manchester Airport (from Carlisle, Penrith and Oxenholme/Kendal, Barrow-in-Furness and Windermere), whilst Glasgow, Newcastle and Edinburgh airports are readily accessible from the north of the county.

Carlisle Airport opened for passenger services in 2019 initially offering flights to London, Belfast and Dublin. Services have been suspended due to the pandemic.

The ports of Barrow, Silloth and Workington currently handle important freight traffic for businesses in Cumbria, often related to the transport of bulk aggregates. Barrow and Workington also play a key role in serving operation and maintenance activities associated with the offshore wind sector with Barrow also supporting submarine programmes delivered in the town.

Challenges and Opportunities

The visitor economy requires connectivity and improved international connectivity offers clear opportunity for accessing a large and higher value potential tourism market. While international travel faces significant pressures in response to the Covid-19 pandemic in the short term, over the medium to long term the opportunity for international visits to the Cumbria will return.

Cumbria’s manufacturing, energy and nuclear sectors are internationally orientated and businesses need good connectivity to international markets in supporting growth. Cumbria is also well positioned to support ambitions including Jet Zero and the need to pilot new aviation fuels.

While Cumbria does not currently host a Freeport, opportunities to grow the role and profile of our ports exists. In particular, there is the potential to develop specialisms, for example in the handling of bulk cargo and in supporting the local economy of investment programmes.

The rail network provides important linkages to international airports with HS2 providing further opportunities to strengthen linkages with direct services to mainland Europe via the Channel Tunnel. More locally, Carlisle Airport represents an important local asset which can play an important role in supporting better international connectivity.

Figure 18 highlights the key corridors for international freight and passenger movement within and from the county.



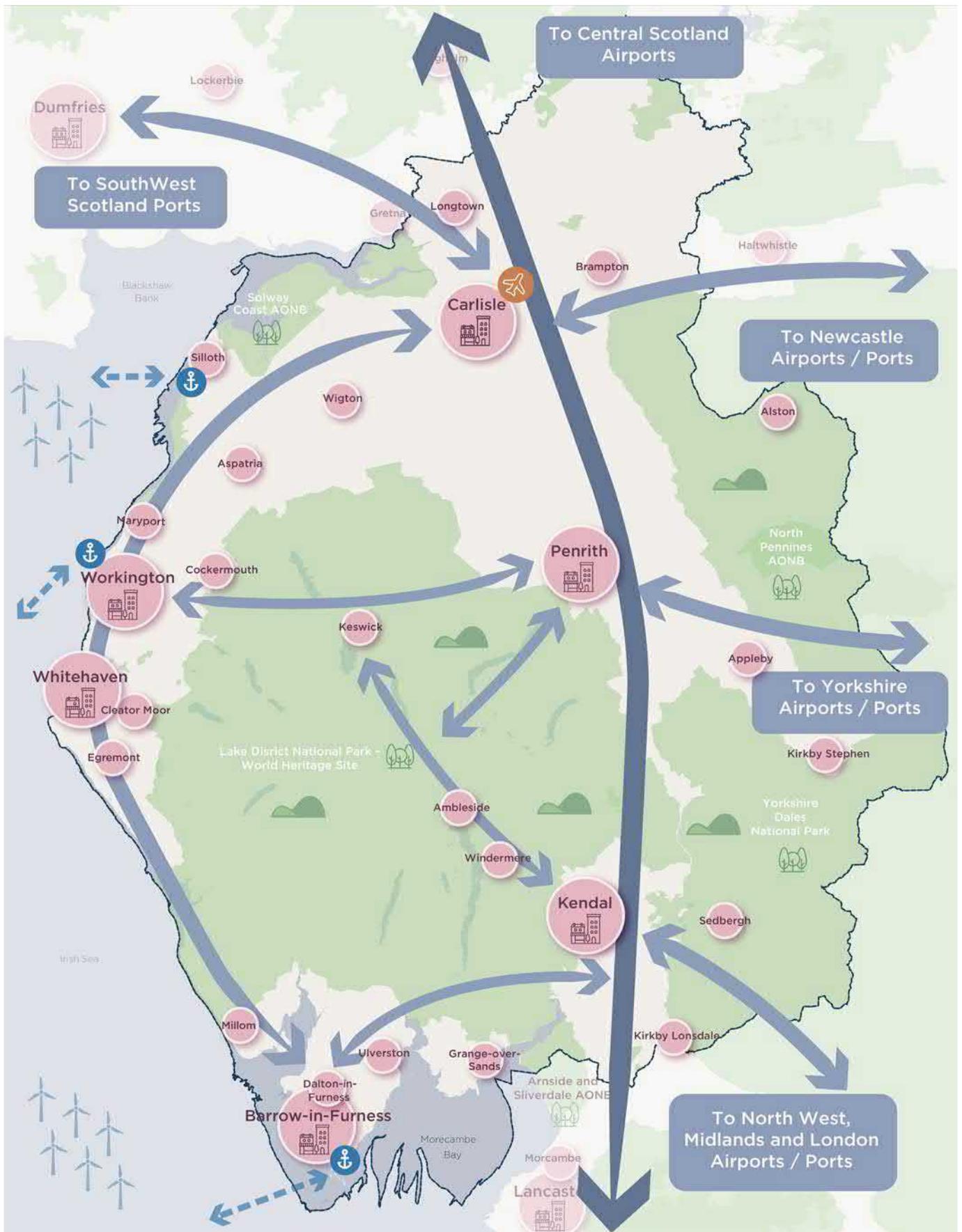


Figure 18. International Connections

- | | | |
|-----|-------------|---------------------------|
| Key | Port | Key routes within Cumbria |
| | Airport | Marine Links |
| | M6 Corridor | |

Ambition for Network by 2037

The ports of Barrow, Workington and Silloth play an increasingly important role in supporting the local economy at the heart of wind energy clusters and acting as important regional gateways. The ports will potentially be supported by a Freeport designation.

Carlisle Airport will have commercial flights operating to international destinations while also supporting wider commercial and private aviation and offering a gateway for air freight. These can support reduced freight routes, supporting businesses and supply chains and, with the greening of the marine sectors, help drive decarbonisation.

Utilising key assets “Cumbria will be a test bed for innovation and new technologies, for example Jet Zero.

There will be stronger road and rail connections between Cumbria and major UK airports including Manchester, Newcastle, Glasgow, Edinburgh and Heathrow. Visitors to Cumbria will be able to take advantage of effective integration between bus and rail. HS2 will provide a high quality link to London and onward connections to Eurostar services through the Channel Tunnel. This will support the sustainable growth of the tourist sector and help visitors reach Cumbria without the use of the private car.





Key Proposals

2c.

Support the contribution our ports, airport and regional hubs make to our wider international connectivity and economic performance.

- Working closely with port operators to promote and secure investment and additional business that can grow their role, profile, and contribution to the local economy.
- Promote improvements to strategic road and rail connectivity to our ports, including capacity improvements on the Cumbrian Coast Line.
- Support improved “last mile” connectivity at our ports, including links between the Port of Workington to the A66 and Barrow Port to the A590.
- Promote the case for strategic road and rail improvements south to Manchester Airport, east to Newcastle and north to Glasgow and Edinburgh.
- Support the accessibility of Carlisle airport, including direct government support for the reinstatement of passenger services and making the case for the A689 to be included within the Strategic Road Network.
- Seek to maximise opportunities surrounding HS2, in particular its ability to integrate Cumbria with train services to the Continent.
- Seek opportunities to pilot new technology and innovations, in marine and aviation



3. Community Cumbria

Cumbria is a largely self-contained functional economic area, with 96 per cent of Cumbria’s residents working in Cumbria, and with 94 per cent of all jobs based in Cumbria filled by Cumbrian residents; Cumbria has the highest rate of job self-containment of any LEP area¹. To this end, the great majority of trips made are local and within Cumbria which offers opportunity for modal shift to sustainable modes, if high propensity commuting patterns and demands can be captured.

There is a need for better-connected town and city centres, making the most of interchange between modes and increasing opportunities for non-car travel. In particular it is important for transport infrastructure to be positively integrated with our public realm and to deliver place-based solutions that align transport, the built environment, and land use activities.

Cumbria benefits from particularly strong social capital with above average levels of well-being and below average levels of anxiety²; strong communities are at the heart of the county’s culture.

The role of our town centres in the lives of people and prosperity of communities is prominent within national strategies including the Build Back Better plan and funding initiatives such as the Towns Deal, Future High Street Fund, changes to the National Planning Policy Framework and the Levelling Up Fund. The national Bus Back Better strategy draws out the role bus infrastructure plays in meeting the needs of the day to day lives of people and in supporting the vitality of town centres.

The Covid-19 pandemic has had a profound impact on Cumbria; it has presented significant health and economic impacts to our communities and business³. Cumbria’s economy has been disproportionately hit by the restrictions on travel and social engagement. Cumbria’s tourism and service sectors have been especially hard hit with several Cumbrian districts having the highest proportion of furloughed employees in England as of February 2021^{4 5}.

Integrated approaches to transport are therefore critical in breaking down barriers, supporting economic recovery, increasing access to opportunity and reducing social exclusion.



¹ <https://www.thecumbrialep.co.uk/resources/uploads/files/Local-Industrial-Strategy.pdf>

² Headline estimates of personal well-being from the Annual Population Survey (APS); by counties, local and unitary authorities, year ending March 2012 to year ending March 2017

³ <https://theconversation.com/covid-19-will-have-a-long-term-impact-on-rural-communities-151061>

⁴ On 31 January, South Lakeland had the highest take-up rate at 26%. This was followed by Eden and Newham at 23%. Provisional estimates for 28 February show that this remained the same with South Lakeland having a take-up rate of 26% and Eden and Newham having take-up rates of 22%. <https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-march-2021/coronavirus-job-retention-scheme-statistics-march-2021#furloughing-by-local-authority-and-parliamentary-constituency-at-31-january-and-provisional-figures-for-28-february-including-gender-breakdown>

⁵ <https://www.nuffieldtrust.org.uk/research/rural-remote-and-at-risk#key-points>



Theme 3a Bus

Our Bus Network

The largest towns have the best network of services, with Carlisle and Barrow-in-Furness having good frequent services from early morning to late night running seven days a week. The major links between large towns often have good hourly services, with evenings and Sunday services, especially in areas with tourist traffic. Smaller towns have less frequent services, with limited or no evening or Sunday service. Rural services are also limited, apart from where they serve tourism destinations such as in the Lake District.

In terms of bus infrastructure, most bus stops are marked, with a majority having timetable displays. Bus shelters are only provided at a small number of stops and are dependent on advertising revenue or district, town, or parish council contributions. There are few bus stations in Cumbria, and most are of low quality compared with towns elsewhere in the country. In the main towns there is some bus priority measures, such as bus lanes, though they are limited in scope. There is no real time information at bus stops.

Where there is no access to bus services, the Council supports a number of schemes, including the Voluntary Social Car Scheme and the Rural, Village and Community Wheels offer.

Challenges and Opportunities

The delivery of commercial bus services in Cumbria's rural locations face viability challenges. Proactive steps are being taken to develop new, flexible on demand services. A pilot based out of hubs at Penrith, Wigton, Egremont/St Bees and Ulverston is currently in development. It is envisaged that, if successful, the product will be self-sustaining with the potential for further expansion.

Infrastructure provision at stops is inconsistent. More shelters at stops in town centres and at popular stops in residential and employment areas would be beneficial. Buses can play a key role to the decarbonisation of transport networks with funds including the Zero Net Carbon bus fund presenting particular opportunities.

The Government's National Bus Strategy for England has an aspiration to increase the use of bus services across the country. The Strategy places a number of expectations on bus operators and Local Transport Authorities. These include the Local Transport Authority being committed to enter into an Enhanced Partnership and publishing a Bus Service Improvement Plan to be reviewed on an annual basis thereafter. There is an expectation by the Government that bus operators will co-operate with this process if they wish to continue to receive "discretionary" grants.

The bus network and rural mobility pilots within Cumbria (as of June 2021) are set out in Figure 19.

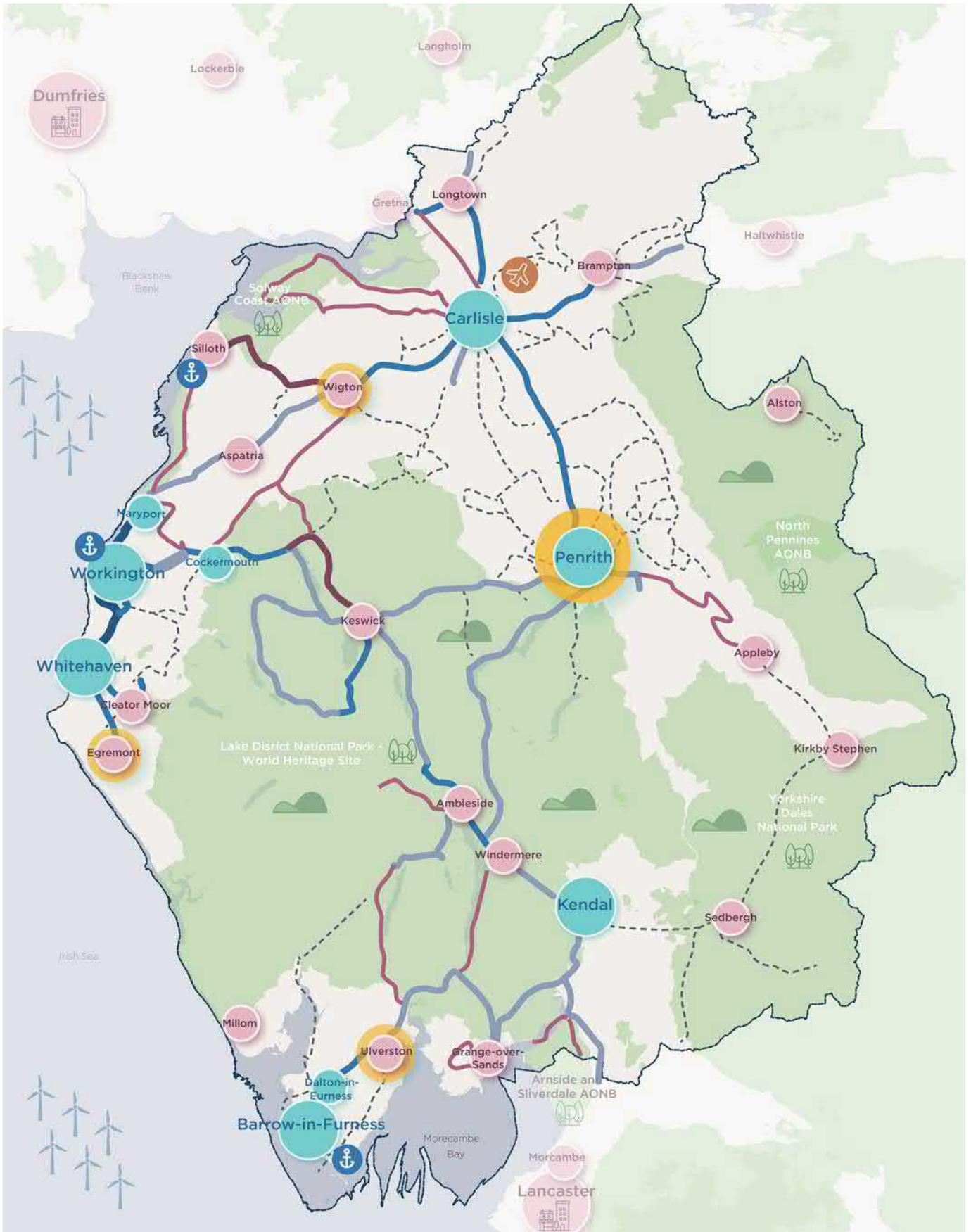
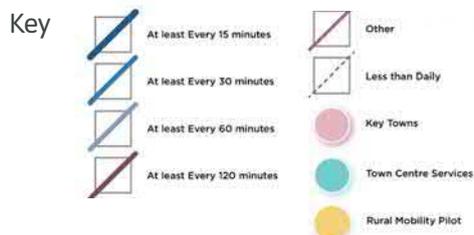


Figure 19. Bus Network (June 2021)



Ambition for Network by 2037

Bus services will be an attractive alternative to the car with a high-quality experience for bus users including good connections between town centres and surrounding areas. This will see new modern, zero-carbon buses being used throughout the network, increased use of integrated and smart ticketing valid across different modes of transport particularly rail seamless across wider transport networks.

Alongside this will be steps to increase user awareness; fare offers and real time information will be made available through mobile phones, websites and at transport interchanges.

A network of integrated rural feeder services using demand responsive transport solutions will feed into trunk corridors where there will be regular services serving the towns. There will also be better utilisation of school transport vehicles.

Bus service provision to and between tourism destinations, including to access walking and cycling routes, will reduce the impact of the car in the Lake District National Park World Heritage Site. This will be achieved through both regular bus service provision and demand responsive services.





Key Proposals

3a.

Support innovative approaches to the delivery of new bus services and infrastructure, particularly within rural areas.

- Establishment of an Enhanced Partnership and the development of a Bus Service Improvement Plan.
- Delivery of a series of digital demand responsive transport solutions for the rural communities building on the Rural Mobility pilot in Egremont/ St Bees, Penrith, Ulverston and Wigton.
- Work with bus operators to improve the passenger transport offer, including:
 - Integrated and smart ticketing
 - Support the decarbonisation of bus fleets
 - Provision of service and timetable information through easy to access digital means
- Work with bus operators and businesses to explore provision of services between key employment sites and towns in order to better address labour shortages.
- Engage with stakeholders, including community groups, to promote the use of bus services and other community transport solutions.



Theme 3b Towns

Our Towns

Our towns are at the heart of our communities and the day-to-day lives of most people (Figure 20). They provide vital services for both residents and the wider rural community, including jobs, education, health, retail and leisure opportunities together with an important sense of identity.

Transport infrastructure is important in creating attractive and accessible town centres providing pedestrian space and gateways to the heart of their high streets – ensuring towns are attractive places where people wish to live, work and visit.

Many towns within Cumbria benefit from historic layouts which provide much of their character, but this makes it difficult to accommodate significant road traffic and other transport modes.

This can lead to congestion, air quality and severance issues, where parts of the town, despite being geographically close, become separated due to the barriers of rivers, roads and railways.

Challenges and Opportunities

In recent years the high street has struggled with changes in how people and communities use the town centre, with a declining town centre retail usage. The pandemic and lockdown measures and shift to online retailing have placed further stress on the retail and hospitality sectors and so on the role of town centres.

Recent government policy has placed great emphasis on helping high streets and towns to evolve and adapt to a changing world. This has manifested in funding opportunities such as the Future High Streets Fund, the Towns Fund, and the Levelling Up fund.

Cumbria's places benefit from significant potential through their rich culture and historical buildings. The visitor economy is a significant asset for the county, supporting the vitality of many towns. However, limited transport capacity can lead to congestion and consequent environmental and economic impacts.

Local Plans continue to set ambitious housing development targets across the County. This growth presents a clear opportunity to promote good practice and to allow design of transport infrastructure that creates active and liveable new communities that can benefit from real modal choice.

Within Cumbria new development is required to meet the requirements of the Cumbria Design Guide; this is considered to represent best practice and provides a clear framework to guide the design of new developments and subsequent decision making.

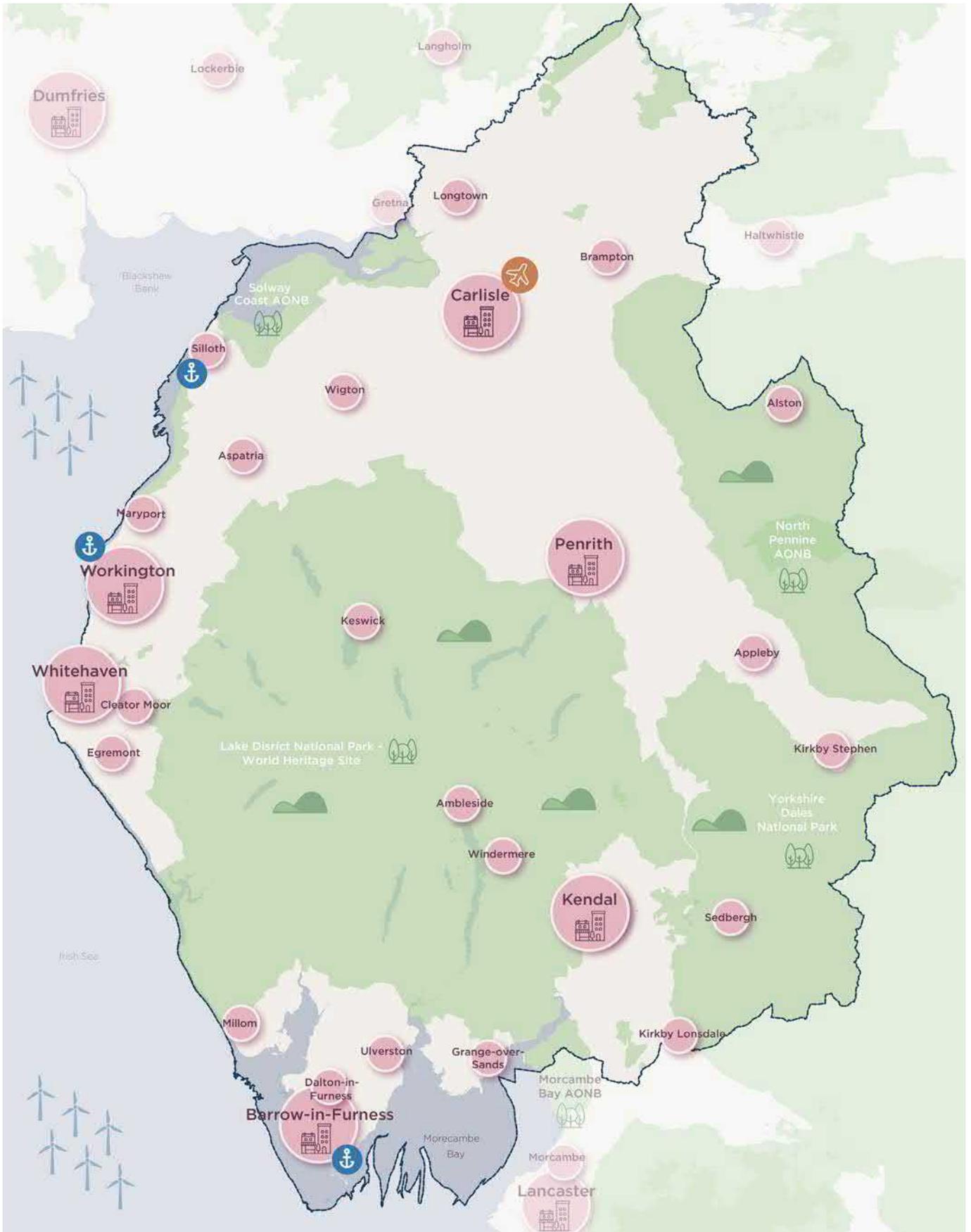


Figure 20. Key Towns

Key  Key Towns within Cumbria

Ambition for 2037

By 2037 Cumbrian towns would have benefited from investment to diversify their offer and provide an enhanced sense of place, with a coordinated approach to the delivery of transport infrastructure and public realm creating safe and attractive streets within thriving town centres and supporting a strong sense of community.

Within town centres, severance issues caused by the dominance of the private car will be reduced, through the reallocation of road space where possible to pedestrians, supported by an improved active and sustainable travel offer and a coherent parking provision.

New development would promote the best of design and would place active and sustainable travel, as well as digital connectivity, at the heart of proposals while also supporting the rollout of smart and electric vehicles.





Key Proposals

3b.

Enhance active and sustainable travel within the heart of our town centres making connectivity a core part of successful public spaces.

- Maximise the opportunities created by new inward investment to create high quality town centres that can support the effective integration of transport infrastructure.
- Deliver sustainable transport and public realm proposals to be funded through the Borderlands, Town Deals and the Levelling Up Fund.
- Encourage the development of updated Local Plans, supported by Infrastructure Delivery Plans.
- Promote best practice through the design process and travel planning while securing the necessary developer contributions to fund delivery of local transport improvements required to support new developments.
- Develop a range of proposals that can support active and sustainable travel at our key visitor destinations, including park and ride.



Theme 3c Integration

Our Integrated Travel

Given the range and size of settlements across Cumbria and varying trips that take place, the integration of transport modes represents a significant challenge.

Without alignment of bus and train services, it becomes very difficult to complete an end-to-end journey by public transport, as long waits at interchanges lead to unattractive journeys. The need for separate ticketing also acts as a barrier to people travelling sustainably.

Travel planning work with major employers and visitor attractions has also led to some significant improvements for integrated travel for commuters and visitors, for example park and ride services at Sellafield and new cycle provision at stations.

Challenges and Opportunities

The effective integration of transport modes is important to the success of our settlements. Better integration would allow local populations to better access and support town centres and provide better opportunities for leisure and employment, particularly for young people with no access to a car – in turn supporting the local economy.

There is also a need for smarter integrated travel, with seamless public transport journeys, modern convenient payment methods, joined-up communications in rural areas, and easy to access information. This would allow seamless door to door journeys via public transport and active travel modes, as an alternative to private car use.

Rural mobility is a significant issue for Cumbria, with a large reliance on the private car. Better integration of modes would improve rural and social isolation issues, providing opportunities for people to travel further and wider, increasing worker mobility, helping to address education and training requirements and other services, and ultimately unlocking economic opportunities.

Ultimately, for the local communities of Cumbria to be fully integrated, all modes of transport need to be better connected, with key opportunities for this set out in Figure 21 which demonstrate key spatial clusters and opportunity for enhanced integration.

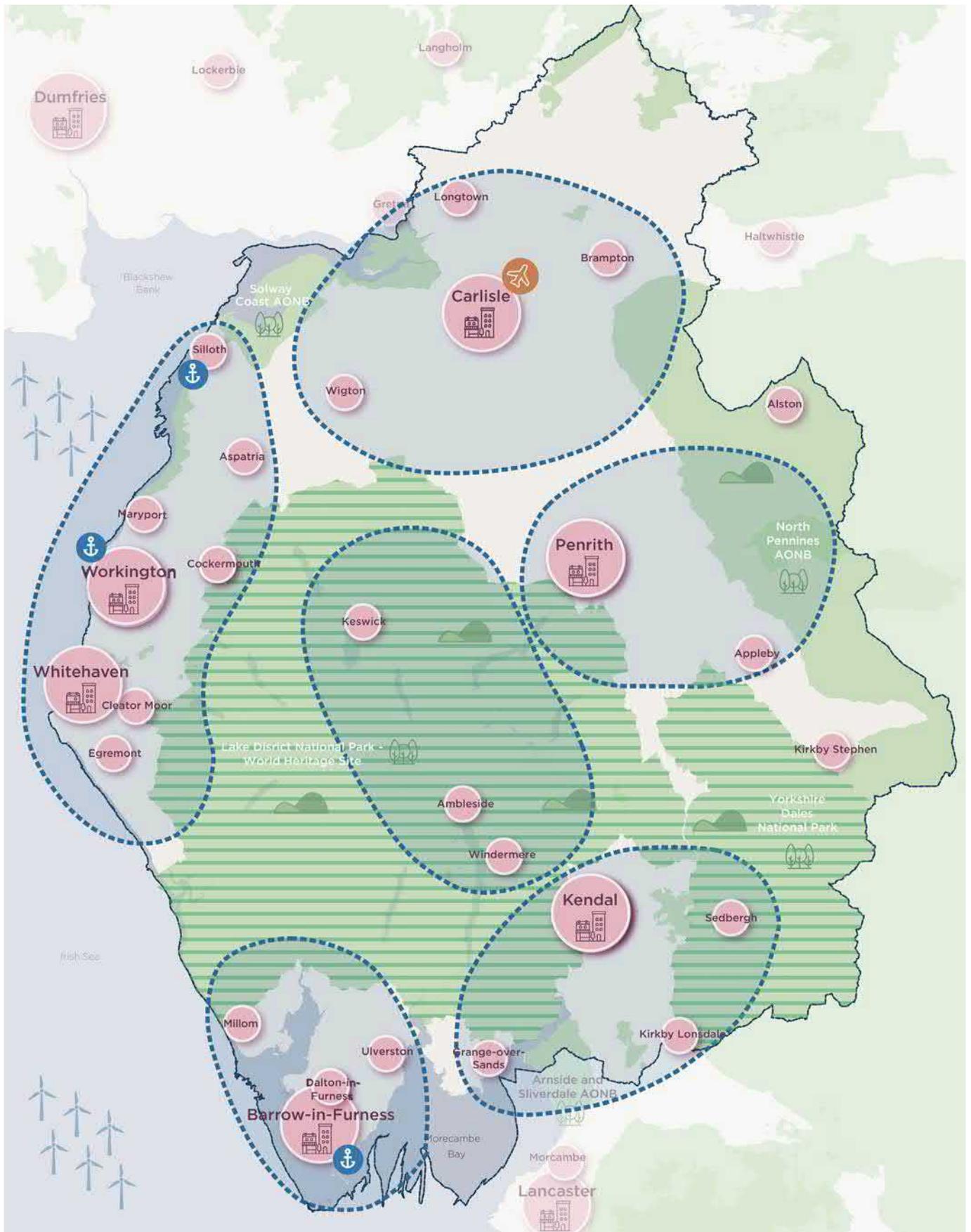


Figure 21. Focus for Integration



Ambition for 2037

Cumbria would see the effective integration between different travel modes, both urban and rural, and within city, towns and villages. Key visitor locations would be well connected via coherent, sustainable, inclusive and attractive travel modes, with less demand for journeys made by private car.

Easy connections and smooth transitions between rail, bus, cycling and walking modes would be standard. Excellent onward connectivity would be provided for visitors at key locations such as the rail and bus stations at Oxenholme, Windermere, Penrith, Keswick and Carlisle, with seamless transfers to end destinations. A high number of electric vehicle charging points across all areas of the county would provide further sustainable transport options.

For those people without a car, by offering more transport choices and improving connectivity, this will help to improve rural and social isolation and integration within the county.

Fewer short trips would be made by private car, particularly for journeys to work, school, shops, and for leisure. Last mile deliveries could also be targeted for more sustainable solutions, including the potential use of drones.





Key Proposals

3c.

Work proactively to promote the integration of transport modes, including integrated ticketing and journey planning to support mode choice and the drive to decarbonise our transport networks.

- The promotion of greater integration of timetabled services and ticketing for public transport modes including the use of smart technologies.
- Active travel and electric vehicle charging facilities integrated into train stations as well as at new residential and business park developments.
- Development of route planning apps to make journey planning by active travel and public transport a credible alternative to the private car to support modal shift.
- Support the role of key towns as a focus for local transport.
- Working closely with accessibility groups to ensure transport infrastructure and town centres can meet the needs of different users.

Making It Happen

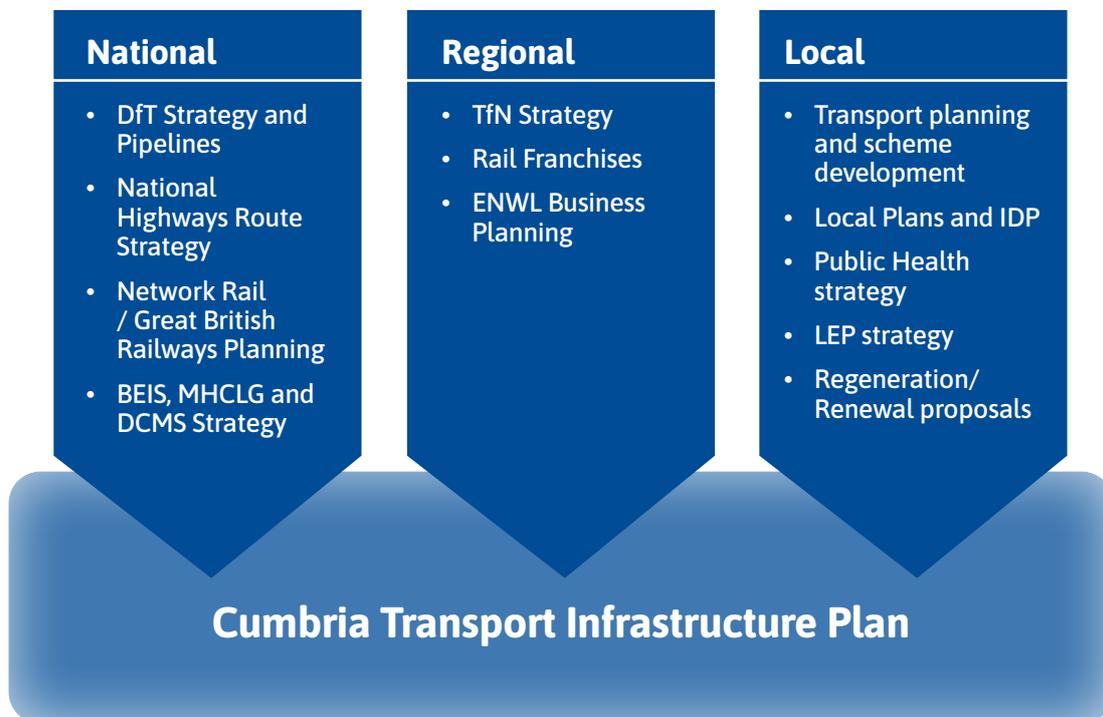
The success of the plan will be dependent on effective partnership and alignment, the availability of funding, and clarity on the outcomes we wish to achieve.

Partnership and Alignment

The success of this plan is reliant on resource support being provided to Cumbria, both directly and through partners. We see transport as multi-faceted and dependant on the buy-in of multiple stakeholders and aligned strategy and processes. To make things happen we want to work with all partners at all levels, public, private, community, Government and its agencies while retaining a strong focus on innovation.

We will continue to better integrate transport with the vision and ambition for our places as locations to live, work and visit but also to align with that growth defined through the Local Plan process. Local Plans and wider strategy should also support the principles and proposals expressed within the plan. This would include the safeguarding of routes when they are defined through the scheme development process.

These principles will also be reflected through the work and priorities of partners and operators, including the importance of bus and rail networks and franchises being developed in a manner that supports the county. This includes the retention of direct services to major cities, but also in delivering increased frequencies across the region.



Funding

It will be vital for funding to be provided, either direct to the local authority or to partners, should this plan succeed. There is a requirement to ensuring funding can be made available to support the development of the projects across their life cycle from inception, design, delivery and in terms of ongoing maintenance.

We recognise the importance of new and innovative ways of securing investment including the role of developer contributions and new initiatives that may emerge in the future. In particular, long term certainty around funding to deliver priorities would support the development and delivery of pipelines.

We also recognise the importance of the Government being open minded to the challenges in Cumbria and put the principles of the Green Book reform into practice when looking at proposals within the County.

Standard methodologies and appraisal techniques can sell Cumbria short; failing to capture the challenges surrounding polycentric settlement structures and the need to travel this creates; unique sectors like a rurality focused visitor economy or indeed the wider social benefit of transport improvements, especially for our rural communities.

Monitoring and Review

It is anticipated that this plan would be subject to a further review within the next five years. Looking ahead a number of key performance indicators (KPIs) will be identified to support the ongoing monitoring process.

Moving forward, this plan will be supported by a detailed action plan through which monitoring and evaluation surrounding the implementation of this plan can be most effectively mapped and tracked.

Your Feedback

We want to hear from you. This plan is in draft and the views and feedback of partner and the community are important in making sure this plan is effective and can actively support the future inclusive growth of Cumbria.

The consultation seeking feedback on the CTIP runs from 13 September to 25 October 2021. Further details on the consultation and an online survey are available at <https://cumbria.citizenspace.com/cumbria-county-council/ctip>.



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