

# SEE MORE

CUMBRIA AND THE LAKE DISTRICT

2.0 Extending Smarter Travel



## A partnership bid to the Sustainable Travel Transition Year fund from Cumbria County Council and the Lake District National Park Authority



Cumbria  
County Council

Lake District  
National Park



## Sustainable Travel Transition Year Revenue Competition 16/17 - Application Form

### **Applicant Information**

**Local transport authority name(s):**

Cumbria County Council

In partnership with the Lake District National Park Authority

**Bid Manager Name and position:**

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**Website address for published bid:**

1. <http://www.cumbria.gov.uk/roads-transport/LSTF/LSTF.asp>
2. <http://www.lakedistrict.gov.uk/caringfor/projects/seemore>

## **SECTION A - Project description and funding profile**

### **A1. Project name:**

See More Cumbria and the Lake District 2.0 – Extending Smarter Travel

### **A2. Headline description:**

The 'See More Cumbria and the Lake District 2.0 – Extending Smarter Travel' bid builds on the legacy of both the 'Go Lakes Travel' and 'See More Cumbria and the Lake District' LSTF programmes, and supports areas recently devastated by flooding.

The programme comprises three elements:

- Corridor Travel Planning
- Cycling and Walking
- Getting to Work

Successful smarter travel measures will be extended into other parts of the County and National Park. Lessons learned from visitor travel will be embedded into residential and workforce travel patterns, improving journeys and offering more choice, whilst maximising the economic benefit of travel in the county.

### **A3. Total package cost (£m): 3.703**

This consists of:

£500,000	Sustainable Travel Transition Year revenue bid
£75,000	Sustainable Travel Transition Year local contributions
£208,000	Sustainable Travel Transition Year in-kind contributions
£2.92m	Local Growth Fund capital funding bid

### **A4. Total DfT revenue funding contribution sought (£m): 0.5**

### **A5. Local contribution (£m): 0.075**

This consists of:

£25,000	Cumbria Local Enterprise Partnership
£25,000	Lake District National Park Authority
£25,000	Cumbria County Council Public Health

In-kind contributions: £208,000. This consists of:

£60,000	Cumbria County Council, for staff time managing, co-ordinating and delivering the programme
£60,000	Other partners including Active Cumbria
£88,000	Other businesses (minimum) through small grants scheme and contributions to infrastructure development and implementation

## **A6. Equality Analysis**

Has any Equality Analysis been undertaken in line with the Equality Duty?

Yes       No

The equality analysis has been included as Appendix A2.

## **A7. Partnership bodies:**

Cumbria County Council, as accountable body, will work in partnership with the Lake District National Park Authority and Cumbria Tourism as programme management partners. The Cumbria Local Enterprise Partnership is also supporting and providing match funding to the bid.

In relation to scheme delivery, the following bodies will be engaged in the design, implementation and promotion of the components of this funding bid, further developing existing partnerships with many:

Cumbria Tourism will be responsible for marketing and promoting the measures in the See More 2.0 programme, and will also further promote the measures implemented through the previous 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes.

British Cycling will provide a package of cycling opportunities across the geographic area of the project through supported events. British Cycling staff will support the marketing of cycling in Cumbria around inspirational events such as the Tour of Britain, provide expert advice in work place cycle planning and coaching for family focused cycling programmes. British Cycling is a key partner in the production of the Cumbria Cycling Strategy.

Active Cumbria will provide support in managing and delivering a number of the cycling and walking measures, including the local walk leader training, developing skills and capacity building, providing marketing campaigns, and providing a series of interactive school roadshows.

Co-wheels Car Club are our See More car club partner and will further promote the Pay As You Drive low emission cars (with bike racks to encourage rail/cycle links) located at railway stations and the #Twizyflock - electric Renault Twizys (branded to look like Cumbrian sheep) located at service providers – this element of the See More programme runs for one further year (2016/17).

Virgin Trains will work with Co-wheels to further promote the Pay As You Drive low emission cars at the West Coast Mainline railway stations.

Ullswater Steamers, Windermere Lake Cruises, Derwentwater Launch, Coniston Ferry Services and National Trust Gondola will continue to promote sustainable water transport links in the Lake District, and measures delivered through See More.

Transport operators – Stagecoach, Mountain Goat, Open Book Visitor Guiding (Hadrian's Wall Tour), and other bus and tour operators will be responsible for promoting service improvements introduced through See More.

We will also continue to work with Corridor Travel Plan stakeholder groups established during See More. The groups consist of local businesses, county, district and parish council representatives.

## **SECTION B – The Business Case**

### **B1. The Strategic Case**

#### **Introduction**

The 'See More Cumbria and the Lake District 2.0 – Extending Smarter Travel' proposal builds on the successful sustainable transport measures delivered through both of the previous LSTF programmes - Go Lakes Travel (GLT) and See More Cumbria and the Lake District (See More).

The LSTF funded Go Lakes Travel and See More programmes have transformed the way visitors travel around the Lake District and Cumbria. They have delivered innovative visitor focused transport services and infrastructure supporting jobs and growth in the visitor economy, reduced carbon emissions and improved air quality.

Since 2009, **car travel has decreased by 19%** to 58% as the main mode for getting around (Cumbria Visitor Survey 2015); walking has increased by 18%, cycling by 1%, and boat/ferry travel has increased by 2%. Car as the main mode used by visitors to travel to Cumbria has also decreased, by 3% to 81%.

Despite the recent floods, the next 10 years will see an unprecedented level of investment in the Cumbria Economy. The Cumbria LEP's Strategic Economic Plan is to enable £25 billion of investment and deliver 30,000 new jobs by 2024. This will involve new development, and influx of new people and jobs and an opportunity to influence smarter travel choices on a large scale.

Our LSTF track record has directly supported Cumbria and the Lake District as a truly world-class tourist destination consisting of spectacular cultural and physical landscapes. Our work on the visitor economy through See More, in particular targeting the growing market for international visitors, has made a direct contribution to the Cumbria LEP's Strategic Economic Plan, and in particular to one of the four strategic priorities – that of a vibrant rural and visitor economy.

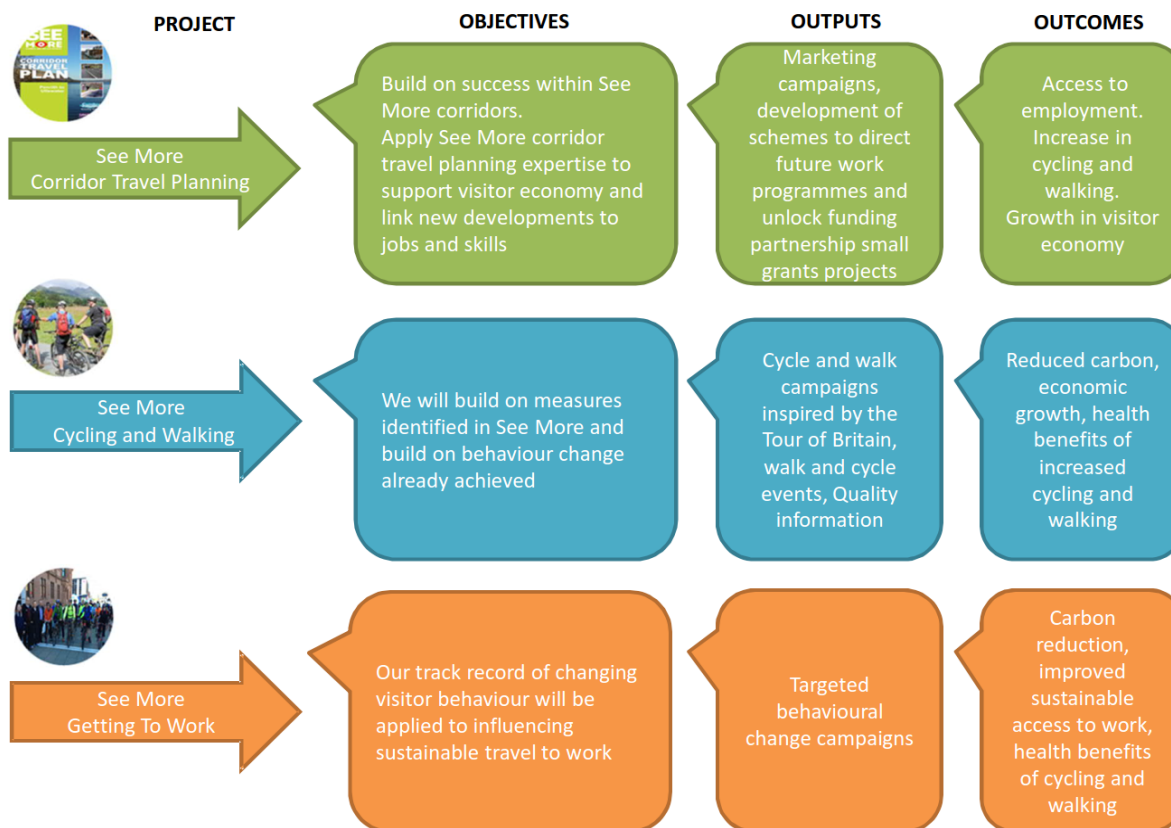
We want to continue to build on this momentum and step change in travel behaviour to more sustainable modes, through our proposed See More 2.0 programme; by extending successful measures into other parts of the County and National Park. We will adapt our innovative methodology, used for understanding the visitor audience, to work with the resident workforce connecting residents with workplaces, skills and education.

#### **What are we going to do?**

We will continue to influence behavioral change during leisure time to encourage sustainable travel to employment, education and services. We know from Go Lakes Travel surveys that following the use of sustainable travel modes during leisure time, **36% of visitors would change their travel behaviour back home** (CT Visitor Case Study Sustainable Travel Choice User Survey 2014) for other purposes including access to employment.

There are three projects within the See More 2.0 proposal:

### See More Cumbria and the Lake District 2.0 – Extending Smarter Travel



The three projects are:

#### 1. See More Corridor Travel Planning

Measures delivered through See More and Go Lakes Travel have made a real difference. We achieved both economic and environmental benefits through the development and implementation of Corridor Travel Plans. By working closely with local stakeholders including transport operators, businesses and communities we have been able to deliver revenue projects in a short space of time which have proven to have long term sustainability.

We want to make further progress within the four existing See More corridors (Penrith-Ullswater, Keswick-Borrowdale, Oxenholme-Grasmere and Carlisle-Hadrian's Wall), by working with the existing Corridor Travel Plan stakeholder groups to deliver further measures and promote and develop those already being implemented. These include the Derwentwater walking and cycling routes around the lake, the Ullswater Way footpath, Pay As You Drive low emission vehicles at railway stations, and electric Twizys at accommodation providers and visitor attractions.

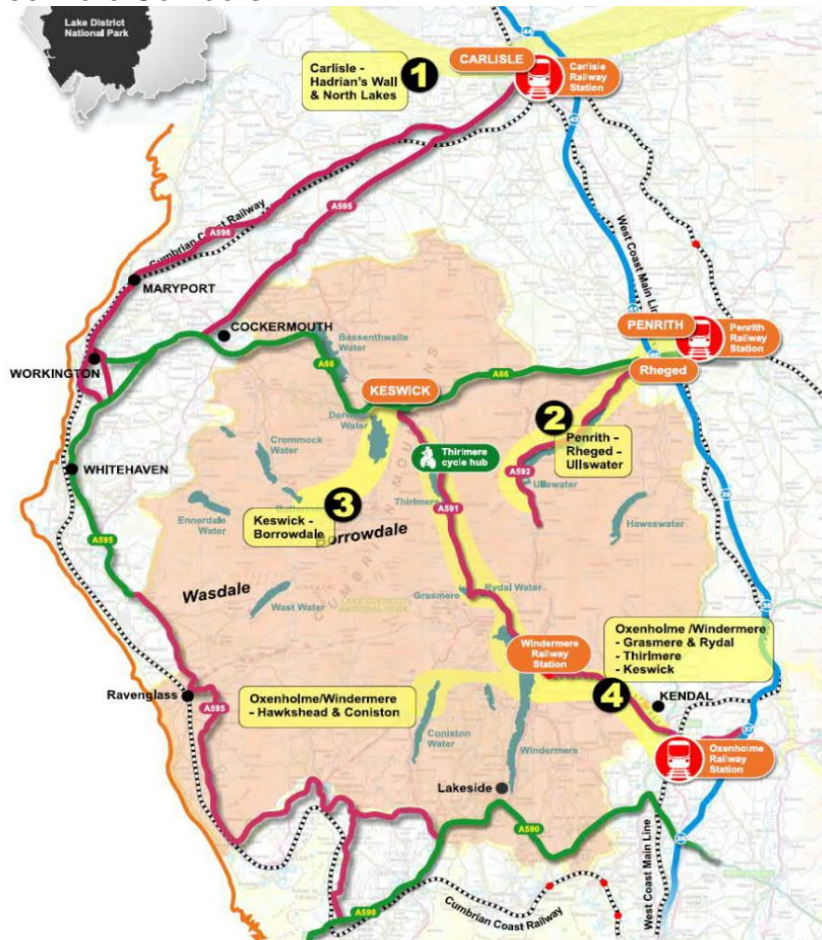
#### West Cumbria corridor

As well as building on the momentum created in the four See More corridors through targeted marketing campaigns and development of capital projects to attract other funding streams, we will apply the proven corridor travel planning and delivery model to the West coast of Cumbria including the western Lake District.

## West Cumbria Corridor



## Current See More Corridors



The west coast of Cumbria and the Lake District is a priority area for significant economic growth in Cumbria with nationally significant infrastructure developments in the nuclear, energy, and manufacturing sectors, with an estimated construction workforce of 6,000 and a more permanent operational workforce of 2,000.

There are currently significant areas of unemployment in West Cumbria and to maximise the benefits of this investment there will be the need to address challenges around access to skills, education and training.

The Western Lake District has huge potential for visitors, particularly walking and cycling, but at present much of this potential is untapped and the region misses out on the visitor spend (Just 8% of the total for Cumbria). Stakeholders have already developed a number of ideas, particularly for the development of new cycle routes and this forms the basis of the South Copeland Economic Plan.

The new West Cumbria corridor travel plan will identify actions to support the visitor economy, but also enable sustainable access to the employment and skills on the West Coast.

The new corridor travel plan will build on the energy sector's commitment and investment into sustainable transport as the preferred means of transit for both labour and materials, but will also recognise the tourism and health and well-being benefits that a well-connected cycle, walking and rail network could provide.

Measures influencing access to employment sites will focus on the A595 corridor and the Cumbria Coast Railway Line.

The West Cumbria corridor travel plan will act as a platform for developing and funding projects within Allerdale and Copeland.

The key outputs and measures are:

- Production of a Western Cumbria Corridor Travel Plan and development of a stakeholder network. The finished document would steer the future development of sustainable travel to and within the corridor, and feed into future bids which could include the 2017/18 Access Fund, other opportunities through the Cumbria LEP and funding associated with the NuGen development;
- Development of the cycle, walking and sustainable travel schemes identified in the South Copeland Economic Plan, particularly leisure and recreational cycle routes accessing the Western Lake District valleys from the main A595/ Cumbria Coastal Line axis;
- Promotion of cycling and walking to residents, including those from the larger settlements in the western corridor such as Whitehaven and Workington and promoting access to work and training via the cycle network. This region has poor health statistics with the district of Copeland having the country's highest level of obesity and so promotion of active travel would benefit the economy and health of the area.
- Marketing campaigns, which build on the successful See More brand, to encourage sustainable travel to and within the Western Lakes to boost economic growth. These would particularly build on the strengths of the area for cycling and walking. These would be coordinated to work with campaigns for the other corridors;
- Marketing and information supporting the improvements to the Cumbrian Coast Line to be implemented through the new Northern Franchise;



- Assisting with development and delivery of projects identified in the See More programme including the Penrith to Ullswater cycle link and Pooley Bridge Coach Parking Plan;
- Small grants scheme – Further round of grants to existing See More corridors, and a first round of grants for the new corridor, to maximise stakeholder input and deliver partnership sustainable transport initiatives.

## **2. See More Cycling and Walking**

This project will have a strong focus on encouraging the residents of Cumbria to take up cycling and walking. The project will build upon the cycle and walking promotion and infrastructure delivered by Go Lakes Travel and See More, and will have a strong focus on the County's hosting of the Tour of Britain professional cycling race in September 2016, to inspire our local population to get on their bike. This project will be a step to realising Government's ambition to make walking and cycling the natural choice for shorter journeys and as part of longer journeys in a rural county such as Cumbria.

The Tour's Cumbria stage has been designed to pass through flood recovery areas and showcase that 'Cumbria is open for Business' to a global audience, as well as supporting businesses and communities recovering from Storm Desmond in December 2015. Promotional activity will focus on some key messages to help restore visitor confidence following the floods.

The project will also focus on encouraging more walking, through encouraging local walking groups and walk leaders and targeting school children

We aim to increase cycling and walking by:

### **Encouraging behavioural change** – this could include:

- Encouraging walking and cycling to residents;
- Local Walk Leader training - Provision of training of a tutor workforce to provide subsequent local Walk Leader Training for individuals within a wide variety of locations across the county; including workplaces, social community groups and residential communities;
- Provision of support by Active Cumbria to help these newly trained local Walk Leaders to create walking groups as well as helping to market and communicate the available programmes and events being offered in communities;
- Pedal Your Way to Health school roadshows and resources; and
- Guided walk programmes.

### **Promotional and marketing campaigns** – this could include:

- See More Cycling and Walking campaign based around the Tour of Britain for the cycling element;
- Family cycling campaign relating to Tour of Britain;
- Marketing for the British Cycling partnership including Sky Ride Local and Ride Social programmes including incentives;
- Further marketing and promotion of the Lakes and Dales Loop; and
- Promotion of walking and cycling routes, including Ullswater and Derwentwater, building on See More, encouraging more walking.

### **Quality information provision** – this could include:

- Establishing a 'Cumbria Cycling' website, including a one-stop shop for all cycling in Cumbria, as recommended by the Cumbria Cycle Strategy;
- Lakes and Dales Loop day ride leaflets; and
- Development of Doorstep Walk Guides.

Cumbria and the Lake District is an ideal destination for walking and the reason many people visit. As part of the guided walk programme, a guide will help signpost easy walking opportunities.

Programmes will be targeted at Cumbrian residents with low physical activity levels. Using the cycling Sky Ride Local as a model, a programme of local guided walks led by LDNPA Rangers and trained volunteers, will be promoted. The programme will bridge the gap from schemes like health walks and club walks delivered by organisations such as the Ramblers and will further promote the Ullswater Way and Derwentwater Walk routes. The programme will work with Active Cumbria, the sport development team of the relevant district council, and the LDNPA rangers and trained volunteer walk leaders.

The Local Growth Fund Optimising Connectivity bid proposals for 2016/17 complements this proposal by focussing on transport infrastructure improvements around Derwentwater and Windermere, such as the Derwentwater Cycleway round lake cycle route.

### **3. See More Getting to Work**

Through our previous LSTF programmes, we have a track record of influencing visitor travel and getting people cycling and walking whilst in the Lake District. Our evidence from Go Lakes Travel surveys is that following the use of sustainable travel modes during leisure time, **36% of visitors would change their travel behaviour back home** (CT Visitor Case Study Sustainable Travel Choice User Survey 2014).

We will pilot actions to apply our success on visitor travel, to those travelling to work and training/skills development. This could include:

Cycle and walking route and infrastructure improvements will be identified in one West Cumbria Corridor town (Workington or Whitehaven for example, depending on what is identified in the West Coast Corridor Travel Plan) as well as one of the main tourist destinations in the central Lake District such as Ambleside. What we have learnt from visitor travel will be applied to those accessing employment and skills in this area.

We will target major employers or groups of Small and Medium Enterprise services (SMEs) in each of the corridors, and will promote cycling and walking to work through a Cumbria Cycle to Work or Sustainable Travel Challenge using the Tour of Britain to inspire and incentivise participation. For example winners could be invited to the Cumbria stage finish as VIPs. Through the 'Cycle to Work Guarantee' campaign we could also work with Cumbria's major employers such as Glaxo and BAE, the west coast's Energy sector businesses, and tourism employers in the Lake District to encourage them to become cycle friendly employers through advice, incentives, marketing and small grants.

The key outputs and measures are:

- Cycling and Walking route and infrastructure improvement audits;
- Promoting of access to work and training via existing cycle and walking networks;
- Cumbria Cycle to Work /Sustainable Travel Challenge;
- Cycle to Work Guarantee Campaign.

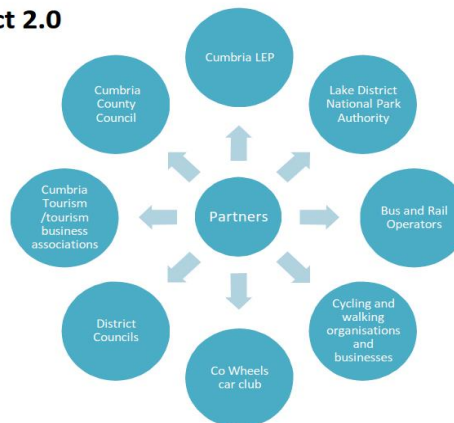
In addition, we also know from Cumbria Tourism surveys that over 60% of visitors to the Lake District come from within the Northern Powerhouse region. We will use the transition fund year to explore the potential for the development of a pilot partnership with a large metropolitan authority within the Transport for the North area, to develop ideas and measures to influence the sustainable travel behaviours of day and staying visitors to the Lake District into long term travel changes 'back home' for journeys to work, school or other leisure activities, to the advantage of the urban LEP.

Thus this programme, although locally based, would have a national impact on travel behaviour, through being relevant to not only Cumbria's population of 500,000 but also to the 41 million visitors to Cumbria.

**Why are we doing it?**

See More 2.0 builds on the past success and delivers strongly against the primary and additional objectives of the Sustainable Travel Transition Year fund. The application is supported by the Cumbria LEP and other key partners, who will work closely with us to ensure successful delivery.

**See More Cumbria and the Lake District 2.0  
Extending Smarter Travel**



**Between 2012 and 2015 Go Lakes and See More delivered :**

14% reduction in vehicle mileage  
41,750 tonnes carbon saving  
2% more visitor days and 7% increase in visitor spend  
Car as main mode of travel within Cumbria dropped from 73% to 58%, whilst walking increased from 15% to 31%

Objective	See More Corridor Travel Planning 	See More Cycling & Walking 	See More Getting to work 
Build on past success	X	X	
Support economic growth	X	X	X
Reduce carbon/improve air quality	X	X	X
Increase walking and cycling	X	X	X
Connect people to jobs, learning and skills	X	X	X

**The Cumbria Strategic Economic Plan**

The Cumbria Strategic Economic Plan (SEP) has identified four priorities for maximising Cumbria's economic potential: advanced manufacturing growth, nuclear and energy excellence, vibrant rural and visitor economy and strategic connectivity of the M6 corridor. Interventions will be focussed on business support, skills development, infrastructure improvements and environmental sustainability.

The Cumbria Infrastructure Plan states that an increase of 31,460 full time equivalents jobs will be created in the county by 2024 but because of a skills gap and a declining working age population, filling these jobs will mean significant inward migration. Therefore additional growth is expected in the accommodation, food services, recreation, construction and transport sectors to satisfy the needs and requirements of this new workforce. Indeed one of the identified threats for Cumbria is a lack of investment in social and leisure infrastructure and a need for a stronger offer for attracting and retaining working age families and individuals to settle in the county.

See More 2.0 will help promote the positive social function that investment in infrastructure, facilities and services will provide. For example proposed investment in the Cumbrian

Coastal Line should not just be about moving workers and materials to and from nuclear and energy sites, but by being promoted as a corridor to the attractions of the Lake District can also contribute to the health and wellbeing of that workforce and other residents as well as benefitting the rural and tourism economy.

### **The South Copeland Coast Economic Plan**

This plan aims to address the socio-economic needs of South and Mid Copeland which include poor connectivity and rural isolation, lack of tourism infrastructure, work and skills development and diversification and health challenges presented by inactivity and mental health problems. The vision for the area is to be a vibrant coastal economy through the development of new and improved cycling and access infrastructure which will provide new cycle tourism opportunities as well as providing better connectivity between communities and promoting healthy active lifestyles. See More 2.0 will work with the South Copeland Coastal Communities Team to support and promote the extended rail services on both the Furness and Cumbria Coastal Rail lines as low carbon and sustainable transport links around Copeland and the Lake District peninsulas.

As part of a future Access Fund bid, we would work with the Lake District National Park Authority's western area team to develop and promote cycling and walking links from this coastal corridor into the valleys of Wasdale, Eskdale and Dunnerdale.

### **The Cumbria Cycle Strategy**

The Cumbria Cycle Strategy is currently in production and is a response to the conditions set out in the Cycle Delivery Plan consultation, whereby any local authority wishing to work with Government on cycle delivery should have a strategy in place. The vision is 'For Cumbria and the Lake District to be the best place for everyone to cycle, with more people cycling more often in our spectacular landscapes'. It will be published in May 2016.

Four themes have been identified that will enable the vision to be delivered. They are:

1. Improving the cycle infrastructure – creating cycle friendly facilities, improve cycle related infrastructure and make the rights of way network fit for purpose by improving connectivity of bridleways;
2. Support the Cycle Economy - encourage and enable businesses to develop cycle friendly services and promote these opportunities throughout Cumbria;
3. Embedding cycling as a healthy lifestyle – develop safe journeys to work, education and services and by providing supported cycle rides and training for local communities and workers; and
4. Promoting Cumbria as the best place to cycle – encourage more people to explore Cumbria by bike by promoting routes through a dedicated Cycle Cumbria website, creating a network of cycle ambassadors and by branding Cumbria as the best cycling destination in the UK.

The cycling and walking more strand of See More 2.0 will help deliver on these themes with the establishment of a Cycle Cumbria website an important first step in raising awareness of the fantastic cycling opportunities that Cumbria can offer.

## Cycling and Walking Investment Strategy

The Cycling and Walking Investment Strategy (CWIS) is the Government's commitment to get more people to choose walking and cycling as part of their everyday journeys. The vision is that 'walking and cycling become the natural choices for shorter journeys – or as part of a longer journey – regardless of age, gender, fitness level or income'.

The See More: Getting to Work component will help deliver on the Government's commitment in Cumbria. We know that many transport behaviours are complex and are influenced by four main types of factors. These have been taken in to account when developing our proposal:

<p><b>Collective objective</b> factors:</p> <p>'Hard facts' which relate to things bigger than the individual person, e.g. journey distances, availability of transport infrastructure / services, the weather, traffic volumes / speed, vehicle prices, fuel prices, ticket prices</p>	<p><b>Collective subjective</b> factors:</p> <p>Perceptions which are held at a group rather than an individual level, e.g. group cultures, social/cultural norms, cultural values, trust in organisations / services</p>
<p><b>Individual objective</b> factors:</p> <p>'Hard facts' which relate to a specific individual, e.g. personal capabilities / skills, resource constraints / income, knowledge / understanding / awareness, habit</p>	<p><b>Individual subjective</b> factors:</p> <p>Perceptions which relate to the individual person, e.g. personal norms, perceptions of identity and status, perceptions of costs, perceptions of safety / risk</p>

### What have we already delivered?

Through the See More Cumbria and the Lake District programme, we have built on the improvements put in place through Go Lakes Travel such as cycle infrastructure and have delivered:

- Corridor Travel Plans produced for 4 travel corridors; stakeholder networks developed; Issues and barriers identified; improvement measures implemented; travel plan grants scheme delivered;



- Transport services including additional or improvements to existing bus services such as open topped buses in key tourist areas, coach and minibus tours, and Ullswater Steamers lake transport improvements. The majority of services are running again in 2016/17 with no public funding;
- Pay As You Drive low emission car hire now available at key arrival points - Carlisle, Penrith, Oxenholme and Windermere railway stations;
- Electric 'Twizys' branded as local sheep, now available to hire at service providers;



- Tour of Britain stages 3 and 5 delivered in the See More areas of Cumbria;



- Cumbria Cycleway rebranded and signed as the Lakes and Dales Loop;
- Sky Ride Local programme of led cycle rides delivered;
- Cumbria positioned as a cycling destination with a Cumbria Cycling Strategy; and
- Internationally focused media and marketing campaigns across the programme, corridor and gateway information upgrades, using See More branding.

These measures are having a real impact in terms of providing smarter travel options and connectivity.

### **Summary**

We will use our LSTF experience gained over the 2 previous programmes to implement this proposal in line with our bid document, and build towards the Access Fund.

To summarise, See More 2.0 will maintain the momentum of the two previous LSTF campaigns which are transforming travel in Cumbria and the Lake District. See More 2.0 is an exciting and highly deliverable programme, with a ready-made LSTF team in place, and we are confident that based on evidence from previous years that this will be highly effective in terms of carbon reduction, economic growth, sustainable travel access to employment, education and services, increasing levels of walking and cycling, and will provide good value for money.

The proposals will help boost the local economies and employment, including those areas of the county that are recovering from devastating flood damage.

## **B2. The Economic Case – Value for Money**

The proposed package builds on current LSTF programmes and expands them to address the issues of journeys to work and to encourage more cycling and walking amongst residents and visitors. It also extends the geographical scope to include the Western Lakes and Coast.

The LSTF Transition Fund guidance states that full WebTAG economic appraisal is not required. However a full, monetised WebTAG appraisal was carried out in the preparation of the 2015/16 See More LSTF bid. The BCRs for the elements that are to be continued into this See More 2 bid are: **8.1 for travel planning and marketing and 8.73 for the Lakes and Dales Loop.**

The source data used in 2015 has been reviewed and there are only minor variations in values; therefore we would assume that BCRs in this range are applicable to these elements which are to be continued if the 2016/17 bid is successful.

For cycle events and journey to work elements of the programme, which are new to this year, we have worked through the WebTAG process. Details of data sources and process are included in Appendix B1. The Present Value of Benefits (PVB) obtained by the appraisal is £1,493,000; the Present Value of Costs (PVC) for this element of the programme is £121,120; resulting in a **BCR of 12.44**, which is in the 'very high' category.

### **Further Economic Benefits**

The BCRs above do not take into account the significant visitor spend generated by visitor travel. Tourism plays a vital role in Cumbria's economy. In 2015 Cumbria welcomed 41 million visitors, who spent £2.4bn and supported 33,900 FTE jobs. This investment from visitor spend leads to a high likelihood that public investment to kick-start services will lead to long term commercial sustainability. For example, through the 2015/16 See More LSTF programme 5 new or improved bus and tour services were started that are continuing to be operated by the private sector in 2016 without public funding. The marketing of bus services, often linked with walking opportunities through See More resulted in an impressive 4.3% increase in patronage in Stagecoach's commercial bus services in 2015, leading to further commercial investment in vehicles and improvements to timetables in for the 2016 season.

#### **Cycling Programmes:**

a) *Tour of Britain (ToB)*: Economic Impact of the 2015 Tour of Britain study quantifies both spending and a Gross Value Added (GVA) approach. In 2015 the total economic impact for Cumbria was £3,389,901.

b) *Recreational Cycling Programme* This partnership with British Cycling includes Skyrides, Breeze Rides and Ride Social In 2015 Participation increased to 1,186 participants.

c) *Workplace Cycle Challenge*. In 2014 when the scheme was piloted in South Lakeland 323 people participated, with 76% stating they cycled more following the event.

Such initiatives provide an important link between major events and local peoples' progression from occasional cycling to regular, and hopefully to frequent (including commuter) bike use. Given that this has additional unquantified marketing benefits in association with other cycling and travel plan initiatives, the expenditure will have an economic return which would put any BCR in the "Very High" category.

Further information (including risks and uncertainties) is detailed within the Economic Appraisal Summary note in Appendix B1.

### **B3. The Financial Case – Project Costs**

**Table A: Funding profile (Nominal terms)**

<b>£000s</b>	<b>2016-17</b>
<b>DfT funding sought</b>	500
<b>Local Authority contribution</b>	75
<b>Third Party contribution including LGF</b>	3,128
<b>TOTAL</b>	3,703

### **B4. Management Case - Delivery**

Delivery will be managed by a partnership of public sector bodies, primarily Cumbria County Council and the Lake District National Park Authority. Delivery will be through a combination of private and public sector.

A Project Plan is included as Appendix B3

No land acquisition required as part of this STTY package.

No infrastructure required as part of this STTY package, but the measures proposed compliment measures to be funded through the LGF.

### **B5. Management Case – Statutory Powers and Consents**

Not applicable

### **B6. Management Case – Governance**

The programme will be managed by Cumbria County Council in partnership with the Lake District National Park Authority. Cumbria Tourism will be a delivery partner.

The Programme Board, set up to manage the 2015-16 LSTF funded See More and 2011-2015 Go Lakes Travel programmes will be used as basis to oversee this programme. The Board will consist of senior managers from the three key partners, and will be chaired by Cumbria County Council.

The LEP Board provides the strategic direction for investment to deliver the SEP priorities. The LEP Board has delegated responsibility for transport infrastructure to the Cumbria Local Transport Body (CLTB). CLTB is responsible for making decisions on the programme of highways and infrastructure projects in the SEP. The CLTB infrastructure programme will include devolved major transport schemes and local growth funding. The status and role of the CLTB is set out in Central Assurance Framework approved by the DfT in 2013.

The See More 2.0 projects will be delivered in the same manner as the current See More and previous Go Lakes Travel programmes, with Project Leads for different aspects of the programme, and a Programme Manager co-ordinating the Project Leads, with regular progress meetings. The project will be managed and aligned with Cumbria County Council's Project and Programme Management Toolkit, and will be managed following PRINCE II methodology.



Tolerances for time, cost, scope and risk will be determined by the Project Board and the Programme Manager and Project Leads will operate within those tolerances. Where the project is forecast to exceed tolerances, the Project Lead will escalate to the Programme Board as necessary.

An Organogram setting out the project governance structure is included as Appendix B4, and the programme board terms of reference are included as Appendix B5.

### **B7. Management Case - Risk Management**

The See More and Go Lakes Travel programmes established a robust process for risk management which is proving effective in minimising the impact of risks and issues on programme delivery. It is proposed that this process is adopted for the See More 2.0 programme and risks/issues are managed in the same way. The Risk Management Strategy is included as Appendix B5, and the initial Risk Register is included as Appendix B6.

### **B8. Management Case - Stakeholder Management**

a) Can the scheme be considered as controversial in any way?

Yes       No

b) Have there been any external campaigns either supporting or opposing the scheme?

Yes       No

### **B9. The Commercial Case**

Cumbria County Council, Lake District National Park Authority and Cumbria Tourism will be using the same procurement strategy currently being used in the See More programme and for the previous Go Lakes Travel programme.

Delivery will be managed through staged delivery plans with risk management strategies in place. Contracts with partners and suppliers will ensure that the scale of single cost components will be minimised and progress will be closely tracked.

The package of measures in the See More 2.0 programme incorporates the expansion and development of some of the services that have been successfully piloted with operators between 2011-2015 and 2015-16 as part of the Go Lakes Travel and See More programmes respectively. This has shown their viability. As these services have been developed to be ongoing interventions, this bid sets out their expansion in new directions and locations.

Any ongoing maintenance obligations and liabilities will be determined during the detailed project development.

**Staff are in place** with identified Project Leads for the measures within this proposal, so that delivery can begin at the start of May 2016 thereby **ensuring a seamless transition**.

## **SECTION C – Monitoring, Evaluation and Benefits Realisation**

### **C1. Monitoring and Evaluation**

By submitting this bid, I agree to work with the Department to provide a reasonable level of monitoring to enable the measurement of outputs and evaluation of impacts.

Yes       No

The programme will be evaluated to ensure value for money, benefit generated and to steer direction of future sustainable transport programmes. We will look towards a stronger economic impact element in the monitoring, with a view to informing future partnership working with the Cumbria Local Enterprise Partnership (LEP).

#### **Monitoring**

The project is time limited with clear outputs and outcomes from the start. Using the project management reporting and evidencing developed for the See More and Go Lakes Travel programme we will report on financial and delivery targets, ensuring all milestones are met. This is achieved by means of monthly checkpoint reports, risks and issues registers which are completed by project leads and summarised into a monthly Programme Checkpoint report for the Programme Board. The Programme Board will have bi-monthly meetings. A Programme Manager will be tasked with ensuring output and financial performance is on target and work with project leads to mitigate the effects of missed targets, risks or issues.

#### **Evaluation**

All elements of the schemes will be evaluated in partnership with delivery partners to maximise impact for relatively limited resources. This monitoring data will be used to inform future work and development of future funding bids. The key elements will be:

We hope to evaluate the economic growth that would be created through the implementation of the travel plan measures. We aim to commission a study in close partnership with the LEP to ensure the piece of work provides them with the evidence required of increased GVA (Gross Value Added) to assist in the determination of future funding bids.

Participation figures will be obtained in cycle and walk events, and follow up participation surveys will be carried out to assess the impact of their experience on future travel behaviour. Follow up cycle counts will be carried out at locations previously monitored in 2012 and 2014, with additional qualitative surveys carried out to determine economic impact. Data from the Tour of Britain Economic Impact Study, 2016 will be used to analyse not only its economic benefits, but also its role in motivating people to cycle more. A Lakes and Dales loop evaluation will be carried out through selective use of cycle counts and business surveys.

Schemes such as the workplace cycle challenge rely on participants inputting mileage details in order to be part of the challenge, which yields useful data on miles travelled as well as likely future cycling travel.

There is a marketing and PR element in all three themes which will be monitored through a number of light touch measures including:

- For all PR activity quantify the Advertising Equivalent Value of the media coverage;

- For marketing where directly related to a produce success can be measured through increased use or participation using the measures outlined above;
- For web and social media activity online analytics can identify use and user profile; and
- Where relevant quantify responses received to competitions or conversion to email or phone enquiries and an increase in website hits.

The sum of these monitoring and evaluation elements will combine to produce a body of targeted information to determine the value for money offered and ensure that future projects are developed based on sound statistical evidence.

## **SECTION D - Declarations**

### **D1. Senior Responsible Owner Declaration**

As Senior Responsible Owner for 'See More Cumbria and the Lake District 2.0 – Extending Smarter Travel', I hereby submit this request for approval to DfT on behalf of Cumbria County Council and confirm that I have the necessary authority to do so.

I confirm that Cumbria County Council will have all the necessary statutory powers in place to ensure the planned timescales in the application can be realised.

Name: Alison Hatcher

Signed:



Position: Senior Manager, Economic Development and Planning

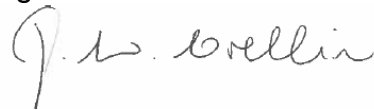
### **D2. Section 151 Officer Declaration**

As Section 151 Officer for Cumbria County Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Cumbria County Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution;
- accepts responsibility for meeting any costs over and above the DfT contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties;
- accepts responsibility for meeting any ongoing revenue and capital requirements in relation to the scheme;
- accepts that no further increase in DfT funding will be considered beyond the maximum contribution requested and that no DfT funding will be provided after 2016/17;
- Confirms that the authority has the necessary governance / assurance arrangements in place and the authority can provide, if required, evidence of a stakeholder analysis and communications plan in place.

Name: Julie Crellin

Signed:



*\*This is only required from the lead authority in joint bids*

## APPENDICES

Appendix A1: Letters of Support

Appendix A2: Equality Analysis

Appendix B1: Economic Appraisal Report

Appendix B2: Scheme Pro-formas

Appendix B3: Project Plan

Appendix B4: Organogram

Appendix B5: Programme Board terms of reference

Appendix B6: Risk Management Strategy

Appendix B7: Risk Register

Appendix D1: Section 151 Officer letter

Appendix A1

Letters of Support



Cumbria  
**Local Enterprise  
Partnership**

Graham Haywood  
Director  
Cumbria Local Enterprise Partnership  
Redhills  
Penrith  
CA11 0DT

29 March 2016

Dear Sir/Madam,

Sustainable Travel Transition Fund, 2016-17

Cumbria Local Enterprise Partnership would like to offer our support to the 'See More Cumbria and the Lake District - Extending Smarter Travel' bid to the Sustainable Travel Transition Fund for 2016-17. This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes, which have encouraged more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and around the county. Given the floods events of December 2015 and the on-going impact on our tourism businesses, any additional support that helps boost footfall and restore visitor confidence is to be welcomed.

We strongly support that Cumbria County Council and the Lake District National Park Authority should continue to build on the momentum of the current LSTF programmes and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

The activity included within the bid supports delivery against the four key themes within our 'Cumbria Strategic Economic Plan 2014-2024', including a Vibrant Rural and Visitor Economy and Advanced Manufacturing Growth and Nuclear and Energy Excellence through enhancing access to employment opportunities. Revenue investment from the Sustainable Travel Transition Fund will also complement Local Growth Deal funding capital investment in the Optimising Connectivity project currently being implemented.

To show our support I can confirm that Cumbria LEP can make a financial contribution to the programme of £25,000.

Yours faithfully,

Graham Haywood  
**Director**  
**Cumbria Local Enterprise Partnership**

Our vision is for Cumbria to have one of the fastest growing economies in the UK, in an energised and healthy environment

Lake District National Park Authority  
Murley Moss, Oxenholme Road  
Kendal, LA9 7RL

Telephone: 01539 724555  
Fax: 01539 740822  
Minicom: 01539 792690  
Email: [hq@lakedistrict.gov.uk](mailto:hq@lakedistrict.gov.uk)  
Website: [www.lakedistrict.gov.uk](http://www.lakedistrict.gov.uk)

Direct email: [Richard.leaf@lakedistrict.gov.uk](mailto:Richard.leaf@lakedistrict.gov.uk)

Direct dial: 01539 792636  
Our ref: EXB/SR/DR/ean  
Your ref:

Date: 23 March 2016

Nicola Parker  
Infrastructure Planning Manager  
Environment and Regulatory Services  
Cumbria County Council  
Parkhouse Building  
Baron Way  
Kingmoor Business Park  
Carlisle  
CA6 4SJ

Dear Nicola

### **DfT Sustainable Travel Transition Funding 2016-17**

I would like to offer our support to the 'See More Cumbria and the Lake District 2.0' bid to the Sustainable Travel Transition Fund for 2016-17. This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes, which have encouraged more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and around the county. Given the floods events of December 2015 and the on-going impact on our tourism businesses, any additional support that helps boost footfall and restore visitor confidence is to be welcomed.

We strongly support that Cumbria County Council and partners, including ourselves, should continue to build on the momentum of the current LSTF programmes and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

The activity included within the 'See More 2.0' supports delivery against the four key themes within the 'Cumbria Strategic Economic Plan 2014-2024', including a Vibrant Rural and Visitor Economy and Advanced Manufacturing Growth through enhancing access to employment opportunities. Investment in cycling and walking will also further our vision in the Cumbria Cycle Strategy for the county to become 'the best place for everyone to cycle, with more people cycling more often in our spectacular landscapes. To show our support I can confirm that the Lake District National Park Authority can make a financial contribution to the programme of £25,000.

Yours sincerely



**STEPHEN RATCLIFFE**  
DIRECTOR OF SUSTAINABLE DEVELOPMENT

Richard Leafe, Chief Executive



A member of the  
Association of National Park Authorities  
A member of the Federation of Nature and  
National Parks of Europe



Health and Care Services • The Courts • English Street  
Carlisle • CA3 8NA  
T: 01228 606060 • F: 01228 606060 • E: colin.cox@cumbria.gov.uk

29 March 2016

Dear Sir/Madam,

### **Sustainable Travel Transition Fund, 2016-17**

I would like to offer the support of the Health and Wellbeing Department of Cumbria County Council to the 'See More Cumbria and Lake District 2.0 Extending Smarter Travel bid' for the Sustainable Travel Transition Fund for 2016-17.

The Project will make a significant impact on increasing the number of people cycling and walking in the County for both leisure journeys and those for work, education and training. Through building upon the cycling and walking infrastructure and promotion delivered through the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes there is the opportunity to make a step change in improving public health through active travel.

The Project will help deliver the Council's Health & Wellbeing Strategy. Through the involvement of Active Cumbria in delivering a number of cycling and walking projects in the bid it will be possible to tackle significant health problems across the County.

To show our support I can confirm that Cumbria County Council can make a financial contribution to the programme of £25,000.

Yours faithfully,



Colin Cox  
Director of Public Health  
Cumbria County Council



**Cumbria Tourism**

At the heart of our visitor economy

Windermere Road,  
Staveley, Kendal

Cumbria LA8 9PL

Tel: 01539 822222

Fax: 01539 825079

Email: [info@cumbriatourism.org](mailto:info@cumbriatourism.org)  
[www.cumbriatourism.org](http://www.cumbriatourism.org)

24 March 2016

## **STATEMENT OF SUPPORT FOR THE SUSTAINABLE TRAVEL TRANSITION FUND – SEE MORE BID**

I'm writing in support of the proposal to the Department for Transport for Sustainable Travel Transition funding. The programme will build on the significant progress made in recent years as evidenced by the 2015 Cumbria Visitor Survey which shows a substantial 19% decrease in car usage by visitors to Cumbria and the Lake District. This market research has confirmed that the work undertaken by this programme has helped to influence a shift in visitor behaviour, encouraging them to travel more sustainably, which in turn helps to preserve the area, protecting our countryside for visitors to enjoy in years to come. This greatly enhances the visitor experience and plays a key part in positioning Cumbria and the Lake District as a world class visitor destination.

The Lake District and Cumbrian landscapes have many unique and special characteristics, attracting millions of domestic and international visitors each year. Our experience of working within the tourism sector in the Lake District shows that projects like the See More, Cumbria and the Lake District Programme play a vital role in looking after and protecting this landscape.

After working closely with the past Local Sustainable Transport Fund projects, Cumbria Tourism would be very happy to support and endorse the bid and confirms its interest in continuing with delivering marketing, promotional and information services for the partnership.

Ian Stephens  
Managing Director  
Cumbria Tourism

I



**Copeland Borough Council**  
The Copeland Centre,  
Catherine Street, Whitehaven,  
Cumbria CA28 7SJ

**tel:** 0845 054 8600  
**fax:** 01946 59 83 03  
**email:** [info@copeland.gov.uk](mailto:info@copeland.gov.uk)  
**web:** [www.copeland.gov.uk](http://www.copeland.gov.uk)

*Proud of our past. Energised for our future.*

Allan McNicoll  
Infrastructure Planning Officer,  
Environment & Community Services,  
Cumbria County Council,  
Parkhouse Building,  
CARLISLE

24<sup>th</sup> March 2016

Dear Allan,

'See More Cumbria and the Lake District 2.0 – Extending Smarter Travel' bid

Further to your application to the Department for Transport Sustainable Travel Transition Fund, we would like to write in support of the project and the potential to develop sustainable access and links into the West Coast of Cumbria. We have always welcomed the opportunity to develop new corridor travel plan and are delighted at the progress being made towards improving sustainable transport links and access into our borough.

There are real benefits for the scheme to build on the energy sector's commitment and investment into sustainable transport as the preferred means of transit for both labour and materials, plus to recognise the health and well-being benefits that a well-connected cycle, walking and rail network could provide both to our residents and visitors to the West Coast, as well as future investors and people looking to move to the area to access the new jobs emerging as a result of Moorside.

Tourism, both business and leisure, is very important to our local economy and we welcome the joint identification of actions that will support the visitor economy and enable sustainable access to jobs on the West Coast. The Western corridor plan will act as a platform for developing and funding projects including from the both the North and South Copeland Coastal Economic Plans and help delivery Copeland's Growth Strategy.

Best regards,

Sarah Mitchell  
Economic & Community Regeneration Manager  
Copeland Borough Council  
Work phone number 01946 598438  
Email address [sarah.mitchell@copeland.gov.uk](mailto:sarah.mitchell@copeland.gov.uk)

This matter is being dealt with by:-Andrea Hines  
Direct Line: 01900 702771  
Email: andrea.hines@allerdale.gov.uk



Allan McNicoll 2016  
Infrastructure Planning Officer,  
Environment & Community Services,  
Cumbria County Council,  
Parkhouse Building,  
CARLISLE

29 March

Dear Allan,

**Re: See More Cumbria and the Lake District 2.0 – Extending Smarter Travel bid**

Further to your application to the Department for Transport Sustainable Travel Transition Fund, we are writing in support of the project and the potential to develop sustainable access and links into the West Coast of Cumbria. We welcome the opportunity to develop a new corridor travel plan, and are delighted at the progress being made towards improving sustainable transport links and access into our Borough.

We recognise the health and well-being benefits that a well-connected cycle, walking and rail network could provide for our residents and visitors to the West Coast. We also believe there are real benefits for the scheme to build on the potential of future investment into the area, as a result of the new nuclear development by NuGen at Moorside, the associated upgrade of electricity pylons by National Grid, and new West Cumbria Water supplies pipeline project by United Utilities. In addition, benefits for people looking to move to the area to access the new jobs that are emerging as a result.

Tourism - for both business and leisure purposes - is very important to our local economy, and we welcome the joint identification of actions that will support the visitor economy and enable sustainable access to jobs on the West Coast. The Western Corridor Plan will act as a platform for developing and funding projects within Allerdale, and it is important for emerging strategies such as the Economic Plans for the 2 Coastal Communities of Maryport Area and Silloth and the revised Allerdale Economic Growth.

Kind regards,

**Allerdale - a great  
place to live,  
work and visit**

**Allerdale Borough Council  
Allerdale House  
Workington  
Cumbria CA14 3YJ  
Tel: 01900 702772  
Fax: 01900 702848**

Your Reference:  
Our Reference: See More Support  
Enquiries to: Jessica Goodfellow  
Direct Dial: (01768) 212165  
Email: [jessica.goodfellow@eden.gov.uk](mailto:jessica.goodfellow@eden.gov.uk)  
Date: 24 March 2016



Dear Sir or Madam,

### **Letter of Support from Eden Tourism, Eden District Council**

We would like to offer our support to the See More Cumbria and the Lake District programme 2 - Extending Smarter Travel bid to the 2016-17.

This is a logical continuation of our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

Over the past 12 months the Eden District visitor economy has benefitted from:


- A new open top bus service in the Ullswater valley
- Additional steamer service on Lake Ullswater particularly to accommodate walkers
- The introduction of a fleet of Twizzy vehicles
- A new round the lake footpath which will allow visitors to leave their car and complete the circuit or part of it using steamer transport
- Production of cycling guides around the area

The programme has enabled greater visitor access into the Ullswater valley using public transport or cycling and walking routes, which makes a more pleasurable experience for the visitor and helps to protect the natural environment. A key objective for Eden Tourism is to encourage visitors to participate in sustainable activities and utilise sustainable transport options.

A continuation of the programme will enable Cumbria County Council, the Lake District National Park Authority and partners to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015). We believe that further work in this area will help sustain and increase these numbers.

Yours faithfully

A handwritten signature in black ink that reads "Jessica Goodfellow". The script is cursive and fluid.

Jessica Goodfellow

Joint Eden Tourism Manager

Mark Brierley  
Infrastructure Planning Officer  
Environment & Community Services  
Cumbria County Council  
Parkhouse Building  
Kingmoor Business Park  
Carlisle  
CA6 4SJ



British Cycling  
Stuart Street  
Manchester M11 4DQ

T: +44 (0) 161 274 2000  
F: +44 (0) 161 274 2001  
E: [info@britishcycling.org.uk](mailto:info@britishcycling.org.uk)  
[britishcycling.org.uk](http://britishcycling.org.uk)

22<sup>nd</sup> March 2016

Dear Mark,

**SUPPORT FOR "SEE MORE CUMBRIA AND THE LAKE DISTRICT 2.0 - EXPERIENCE SMARTER TRAVEL"  
BID TO THE DEPARTMENT FOR TRANSPORT ACCESS FUND TRANSITION YEAR**

As one of the key organisations delivering cycling projects in Cumbria and the Lake District, British Cycling would like to lend its support to Cumbria's "See More 2.0 – Experience Smarter Travel" Transition Fund bid.

British Cycling has worked in partnership with Cumbria County Council, the Lake District National Park Authority, Cumbria Tourism and the district councils of Cumbria since 2013 and we are confident that Cumbria's Transition Fund bid will continue to boost cycling levels significantly.

The projects outlined in the bid will support Cumbria and the Lake District's long term commitment to promote cycling and encourage sustainable travel in general, impacting positively on local economic growth and the reduction of carbon emissions.

With the Olympic & Paralympic success of 2012 and Tour de France successes of 2012 & 2013, we continue to inspire further participation at grass-roots level. British Cycling is committed to supporting the development of cycling in Cumbria through the Cumbria Cycling Strategy, which is currently in development and has widespread commitment from councils and other partners.

A sustained partnership during 2016/17 will enable us to build on our work to date in Cumbria, which brings together sustainable transport, public health and visitor economy initiatives to benefit residents and visitors of Cumbria by increasing cycling participation.

We are therefore contributing local investment of £123,000 towards the county wide British Cycling Recreational Partnership.

We are confident that you will, with our support, be able to deliver the proposed See More 2.0 Bid to those people from areas of both employment and health deprivation, to access employment by active transport.

Yours sincerely,

**Caroline Gilbert**  
**Recreation Manager (Cumbria and Lancashire)**



Mark Brierley  
Cumbria County Council

22 March 2016

Dear Mark,

### **Sustainable Travel Transition Year funding 2016-17 Funding bid**

Sustrans would like to offer our written support of your application to the Sustainable Travel Transition fund 2016-17.

In order to continue to build on the fantastic work of the See More project further investment in the area is vital to continue to build a cohesive network of infrastructure. The See More Project has highlighted a need to continue to develop wider connections into the National Park to facilitate modal shift of visitors and locals alike.

I'm very pleased to see the inclusion of the West Coast of Cumbria in this bid as there is much community support for improved infrastructure. Access for visitors to this area has been very much restricted to car usage in the past. A large number of stakeholders along the coast are already actively working together in producing ideas around walking and cycling offers. A cycle route along the coast which would work in conjunction with the coastal path and offers sustainable access into the western side of the National Park being just one of them. These ideas have been included in the South Copeland Economic plan, but require further detailed work and investment to make them a reality.

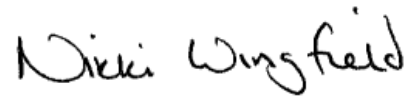
The flooding experienced over the winter months has brought into sharp focus the economic benefits that a good quality cohesive cycling and walking network can bring to a community. In an area where significant damage has closed a popular section of national cycle route 71 (the C2C) between Keswick and Thelkeld, the businesses in Thelkeld are reporting a 70% downturn since the path has been closed. It has highlighted how important walking and cycling are to the economic wellbeing of Cumbria and the real need to promote "Cumbria is open for business" as a key message is supported by further investment.

This bid is both strikes a good balance between improving infrastructure and behaviour change. It looks at the whole network in terms of travel behaviour and then focusses on key strategic corridors. Offering behaviour change to further improve take up of cycling and walking makes this a very rounded bid.



Sustrans are hugely supportive of Cumbria County Council and The Lake District National Park's continued work to improve walking, cycling and public transport interchange within Cumbria and particularly the National Park. We've been really impressed with the work carried out under the See More programme and see this as being vital work which should continue to be built on.

Yours sincerely,

A handwritten signature in black ink that reads "Nikki Wingfield". The script is cursive and fluid, with the first letters of each word being capitalized and slightly larger than the rest of the letters.

Nikki Wingfield  
Area Manager, Cumbria and North Lancashire



Virgin Trains West Coast Ltd  
Meridian  
85 Smallbrook  
Queensway  
Birmingham  
B5 4HH

Paul Marriott  
Cumbria County Council  
Parkhouse Building  
Kingmoor Business Park  
Carlisle  
CA6 4SJ

Thursday 24<sup>th</sup> March 2016

Dear Paul,

**I am writing to express the support of Virgin Trains for your bid for funding through the Sustainable Travel Transition Fund 2016/17.**

As you know, Virgin Trains and Cumbria County Council have been working closely through initiatives such as the '*See More Cumbria and the Lake District*' and '*Go Lakes Travel*' projects to boost the number of visitors using sustainable transport to get around the region.

We continue to work closely with Co-Wheels (a partnership established utilising Local Sustainable Transport Funds) in providing sustainable transport, including low carbon car hire at our stations at Carlisle, Oxenholme and Penrith.

Indeed, we look forward to playing our part in promoting the upcoming 'Tour of Britain' which will bring welcome economic benefits to those areas so badly affected by flooding whilst providing the opportunity for visitors to take advantage of the sustainable transport options available to them.

We therefore wish you every success with your bid and look forward to continuing our work in reducing carbon emissions whilst boosting economic growth in the region.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "M Byrne".

Michael Byrne

Virgin Trains Station Manager, Carlisle.

23 March 2016

To whom it may concern

I would like to offer Co-wheels support to the See More Cumbria and the Lake District programme 2 – Extending Smarter Travel bid to the Sustainable Travel Transition Fund for 2016-17.

This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around the county.

As the existing Car Club operator in Cumbria and the Lake District offering 'pay as you drive' low emission hybrid vehicles at the rail stations, in partnership with the See More programme, we are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%. And as a facilitator in the provision of an electric vehicle network in the North Lake District, as a further alternative travel option for visitors, that the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%.

I also understand that there has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority, together with other key and private sector partners, should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services. The Co-wheels 'pay as you drive' car club is a multi-award winning model that has proven success to contribute to this.

Smarter choices about the best ways of traveling in Cumbria and the Lake District meet all the current funding objectives of the Smarter Travel bid. We give full consent for this letter to be used to support the latest application for Local Sustainable Transport Fund.

Kind regards

A handwritten signature in black ink, appearing to read 'R.M. Falconer'.

Richard Falconer

Managing Director

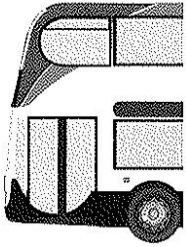
Emma Moody  
Visitor Services Adviser  
(See More Cumbria and the Lake District)  
Lake District National Park  
Murley Moss  
KENDAL  
LA9 7RL

Second Floor  
Broadacre House  
16-20 Lowther Street  
Carlisle CA3 8DA

T 01228 597222  
F 01228 400464

stagecoachbus.com

Traveline 0871 200 22 33



MC/LMF  
21st March 2016

Dear Emma

Stagecoach would like to offer its support to the See More Sustainable Travel Transition Fund for 2016-17. This continues our support for the preceding 'Go Lakes Travel' and 'See More Cumbria and the Lake District' Local Sustainable Transport Fund (LSTF) programmes that have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58% (Cumbria Visitor Survey 2015).

The See More project has previously supported kick starting a service between Windermere and Lakeside, which has commenced its second year of operation this year, in addition to supporting journeys on the 77/77A and 508 services that Stagecoach is subsequently operating commercially this season. Previous support is also been used help build the foundations for a Park and Explore initiative designed to promote car drivers leaving their vehicles on arrival and make use of the extensive bus network available through substantially reduced parking and bus travel costs; all of which helps reduce traffic on the roads around the lakes.

In addition Stagecoach continues to invest heavily in the Lakes services it operates, with £1.8 million spent on new vehicles in the last 5 years alone. This year Stagecoach is extending the period of operation for its summer services off the back of 4.3% passenger growth in the previous year.

We therefore strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

Yours sincerely



Matt Cranwell  
Managing Director



16 March, 2016

Dear Sir,

**Re: Sustainable Travel Transition Fund, 2016-17**

On behalf of the Lakes Line Community Rail Partnership, I would like to offer our support to the See More 2.0 – Extending Smarter Travel bid to the Sustainable Travel Transition Year fund for 2016-17. Over the past few years the partnership has supported the 'Go Lakes Travel' and 'See More Cumbria and the Lake District' LSTF programmes. These have played a major role in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county. This is particularly important for high value overseas visitors.

It is pleasing that since 2009 car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81% and, as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. Use of the trains on the Lakes Line has doubled since the start of the TransPennine Express franchise and once this section of the railway is electrified, there will be more through services to Manchester International Airport. In response to the increase in walking as the main mode to get around, the partnership has now produced 50,000 'Walks from the Line' leaflets.

The Lakes Line CRP strongly agrees that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and the successes delivered to date. Now is the time deliver a further step change in travel behaviour by developing sustainable travel provision that influences access to work, education and services.

In addition, the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Yours faithfully,

*Jim Trotman*

Jim Trotman

Community Rail Partnership Officer

# WINDERMERE LAKE CRUISES

23<sup>rd</sup> March 2016

Emma Moody  
Lake District National Park  
Murley Moss  
Kendal  
LA9 7RL

Dear Emma

Re: Sustainable Travel Transition revenue funding

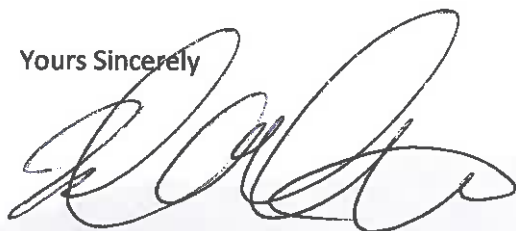
As a key stakeholder and supporter of the See More programme Windermere Lake Cruises would like to offer our support to the See More Cycling and Walking bid to the Sustainable Travel Transition Fund for 2016-17. This continues our support for the preceding 'Go Lakes Travel' and 'See More Cumbria and the Lake District' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Yours Sincerely



Jennifer Cormack  
Sales and Marketing Manager  
Windermere Lake Cruises



Lake District Estates would like to offer our support to the 'See More Cumbria and the Lake District 2.0 - Extending Smarter Travel' bid to the Sustainable Travel Transition Fund for 2016-17. This continues our support for the preceding 'Go Lakes Travel' and 'See More Cumbria and the Lake District' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel **to** Cumbria has decreased by 3% to 81%, and as the main mode of travel **around** once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Yours sincerely,

*Rachel Bell*

Rachel Bell  
Group Marketing Manager Lake District Estates

Maudlands, Maude Street, Kendal, Cumbria LA9 4QD  
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Registered In England Under Company No. 346999  
Reg.Office: Maudlands, Maude Street, Kendal, Cumbria, LA9 4QD

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Keswick  
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Telephone: 017687 75738  
E-mail: [tourism@keswick.org](mailto:tourism@keswick.org)  
Website: [www.keswick.org](http://www.keswick.org)

16<sup>th</sup> March 2016

Emma Moody,  
Visitor Services Adviser (See More Cumbria and the Lake District)  
Lake District National Park,  
Murley Moss,  
Kendal,  
LA9 7RL

Dear Emma

I would like to offer support to the See More Cycling and Walking bid to the Sustainable Travel Transition Fund for 2016-17.

This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

In Keswick we have seen the introduction of five electric Twizys, the provision of a Pay as you Go vehicle, assistance and support over the fluctuating levels of Derwentwater. The waymarked Derwentwater Walk is current project we are working on.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

Keswick Tourism Association Ltd. Company Reg No. 5089583



In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Yours sincerely

Linda Furniss

Linda Furniss  
Tourism Manager  
Keswick Tourism Association Ltd

# Daniel Richards



The Bothy, Yanwath, Penrith, Cumbria, CA10 2LF \*Phone: 07917608566  
E-Mail: dan@lakedistrictcycling.co.uk \*Web: www.lakedistrictcycling.co.uk

Date: 21/03/2016

Atten: DfT

To whom it may concern,

I would like to pledge my full, and considered support behind Cumbria County Council and the Lake District National Park Authority in their bid to obtain funding from the Sustainable Travel Transition Year revenue fund in 2016-17. It is my contention that the projects already undertaken by this partnership in the form of the 'See More Cumbria and the Lake District' (2015-16) and 'Go Lakes Travel' (2012-15) have been essential and timely undertakings, enabling this area of the country bolster it's climate resilience and stabilize its tourist economy. This region is in need of as much support as possible, especially in the wake of Storm Desmond, and this fund will enable the continued work towards the ambitious and needed goals identified from the above projects. Since 2009, car use as the main mode of transport used by visitors to travel **to** Cumbria has decreased by 3% to 81%, and as the main mode of travel **around** once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

I myself have started a small cycling company 'Lake District Cycling' which aims to deliver cycle hire, and information services direct from the platform of the West Coast Mainline. Without the support I have received from the CCC and LDNP in the form of small grants to help with the delivery of my goals, I would be struggling at my limits as a small start-up or possibly not be able to operate at all. I have started my project as believe strongly that enabling people to make sustainable choices more easily is key to the uptake of a more sustainable and resilient culture and economy. Last July I consulted with my MP Rory Stewart, regarding the need for a safe cycleway direct from Penrith Station, he saw the vision of how this new sustianable infrastructure would indeed help embed the area on the map and boost the economy. It is through these CCC and LDNP projects that we can deliver such positive impactful development, enabling the public sector to..

- Support the local economy and facilitate economic development;
- Reduce carbon emissions;
- Help to deliver wider social and economic benefits such as access to employment, education and services; and
- Actively promote increased levels of physical activity through walking and cycling.

I'm sure together we can continue to make big strides in the immediate, medium and longer term.

I'd be happy to provide greater depth to any or all of the above.

Sincerely,

Daniel Richards  
Founder: Lake District Cycling



Ullswater Association  
c/o Sue Wallace  
15 Station Road  
Penruddock  
Penrith  
CA11 0RR

Dear Sirs

REF:

On behalf of Ullswater Association we would like to offer our support to the See More Cycling and Walking bid to the Sustainable Travel Transition Fund for 2016-17.

The 'Go Lakes Travel' & 'See More Cumbria and the Lake District' LSTF programmes have played a huge part in encouraging more visitors to Cumbria and the Lake District. These programmes have also been really influential in the use of sustainable transport both to the area and around the county.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel **to** Cumbria has decreased by 3% to 81%, and car use as the main mode of travel **around** Cumbria has decreased by 19% to 58%. There has also been a corresponding increase in walking by 18% as the main mode of travel to get around the area, with cycling increasing by 1% and boat/ferry travel by 2% (taken from the Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services in Cumbria & the Lake District.

Following the floods in December the work of the See More project has become increasingly crucial to the economic recovery of the Ullswater Valley & it's surrounding areas. The support, marketing & promotion of events such as the Tour of Britain and developing new walking routes such as the Ullswater Way will have a direct positive impact on those areas devastated by the Cumbria floods following Storm Desmond after what has been a very trying time.

I would like to thank you for taking the time to read our letter of support.

Kind regards

*S A Wallace*

Sue Wallace  
Chair, Ullswater Association

Paul Marriott,  
Infrastructure Planning Officer,  
Economic Development and Infrastructure Planning,  
Environment and Regulatory Services,  
Cumbria County Council  
Parkhouse Building,  
Kingmoor Business Park,  
Carlisle CA6 4SJ

21 March 2016  
By email only

Dear Paul,

**CCC & LDNPA bid to Sustainable Travel Transition Fund 2016/17.**

We are writing this letter as support for your funding bid but also to express our appreciation of the enormous help given to our community as a result of the 'See More Cumbria and the Lake District' programme.

Benefits have accrued to our community, (as well as the wider area around Ullswater), from many initiatives involving all modes of transport and travel, and here are some of the specific areas:

- 1) An increase in the frequency of our 508 public bus service, plus added open top coaches during key seasonal times - linking our Pooley Bridge village facilities with a major transport interchange in Penrith to the north, and other villages to the south and west.
- 2) Establishment of further Ullswater Steamer evening services, with extensive marketing initiatives, bringing tourists, residents and visitors further opportunities to enjoy our landscape whilst helping the local economy.
- 3) Introducing our village community and visitors to the Twizys, a fun electric vehicle in appropriate sheep livery with Cumbrian dialect numbers, providing a novel way of the concept of 'reduced' emissions for the benefit of all. Massive marketing, plus participation in local celebratory events, and being based at local holiday parks, is extending the discipline throughout Ullswater.
- 4) On the same theme is the 'pay as you drive car' at Penrith railway station, providing essential transport links for our visitors into Pooley Bridge and Ullswater areas.
- 5) Encouraging healthy and green travel via the Sky Ride local bike rides, an accompanied ride to give Barton visitors (and residents) the benefit of being closer to the natural environment, whilst moving in safety between our beautiful destinations. This was extended by marketing for the programme to have all local

areas to benefit from the staging of the Tour of Britain through Cumbria, including our own Pooley Bridge.

6) Recently is the development of the Ullswater Way, a joined up right of way walk around Ullswater, (lower, accessible level), passing through and at Pooley Bridge, indicating areas of exceptional interest enroute, by leaflet and internet.

7) An attempt to address the ongoing problem of coach and car parking in and around Pooley Bridge and the Steamer ferry terminal, is at a feasibility study stage. It has already provided the opportunity for Barton residents to input their views (summarised in an earlier Barton Community Led Plan) as part of the stakeholder consultation process.

We hope in the future to further develop all areas above, as well as extend into other programmes for promoting our Parish for economic benefit and we really would appreciate help from some equivalent to 'See More Cumbria and the Lakes'. Thank you for everything to date and we hope a new way forward is achieved.

Yours sincerely,

*Miles MacInnes.*

Miles MacInnes  
Chairman, Barton Parish Council.

cc Barton Parish Councillors



Jane.Saxon@nationaltrust.org.uk  
Direct line: +44 (0) 7787 697339  
22<sup>nd</sup> March 2016

**National  
Trust**

Emma Moody  
Visitor Services Adviser (See More Cumbria and the Lake District)  
Lake District National Park,  
Murley Moss,  
Kendal, LA9 7RL.

Dear Emma

**Letter of Support – further funding for Sustainable Travel**

I am writing as a recipient of See More Travel Fund monies which we were successfully awarded last year, to support a future bid by the Lake District National Park.

As the National Trust we have been looking at how we are able to create experiences within the Lake District and Cumbria which link our cultural heritage with the land which we look after.

This year we have the introduction of our Grand Victorian Circular Tour, which has allowed us to work with external partners to immerse visitors to South Lakeland in the revival of the original Victorian tour by public transport, taking in stunning landscapes and our cultural heritage.

The money which we received from the See More programme has supported us to create critical marketing material to promote this marvellous tour and hopefully attract this year's visitors to a whole new offer in the Lake District.

As the National Trust we are embracing our future designation here in the Lake District as World Heritage Site and we have huge aspirations to develop more inspirational tours around this significant landscape. We would hope that if the Lake District National Park is successful in its bid we will be able to be supported again to deliver sustainable tours which teach and inspire our visitors.

Yours sincerely

J Saxon

Jane Saxon  
General Manager  
Holidays (Lake District)

National Trust  
Heelis  
Kemble Drive, Swindon  
Wiltshire SN2 2NA  
Tel: +44 (0)1793 817400  
Fax: +44 (0)1793 817401  
www.nationaltrust.org.uk

President: HRH The Prince of Wales  
Chairman: Tim Parker  
Director-General: Dame Helen Ghosh DCB

Registered office:  
Heelis, Kemble Drive, Swindon, Wiltshire SN2 2NA  
Registered charity number 205846



Thursday, 17 March 2016

**Letter of support**

Dear Sir,

Mountain Goat Ltd would like to show our support to the See More Cycling and Walking bid for the Sustainable Travel Transition Fund for 2016-17. We have previously supported 'Go Lakes Travel' and 'See More Cumbria and the Lake District' LSTF programmes which have played a vital part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport to travel to the Lakes and also to travel once they are here, leaving behind the car and using alternatives

We are pleased to hear that since 2009, car use by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around, car use has decreased by 19% to 58%. We understand there has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly believe that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Yours sincerely

**Peter Brendling**  
Commercial Director



**Better by Goat**

Victoria Street, Windermere, Cumbria LA23 1AD  
Tel: +44 (0)15394 45161 Fax: +44 (0)15394 45164  
Email: enquiries@mountain-goat.com Website: www.mountain-goat.com  
Mountain Goat Ltd., Registered in England No. 2862284  
Directors: I.S. Broughton P. Nattrass N.K. Stoller CBE DL VAF No. 621 2443 82

## Stakeholder letter of support – FSC Blencathra Centre

We would like to offer our support to the See More Cycling and Walking bid to the Sustainable Travel Transition Fund for 2016-17.

This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

This Blencathra Centre has a national reputation for fieldwork and was established by the Field Studies Council in 1993 in partnership with the Lake District National Park Authority. The centre's main building is a former Sanatorium which was converted into a residential field centre and occupies an inspiring site 300m above sea level on the south facing slope of Blencathra. The remainder of the site utilises the original farm and Sanatorium buildings for teaching, accommodation and ancillary use. The site was purchased from the National Park in 2013 by the Field Studies Council. Over 8000 students from 300 schools, colleges and universities stay at the centre each year.

In 2010 The Blencathra Centre was successful in obtaining funds in a bid to the Rural Carbon Challenge Fund, with further match funding from the Field Studies Council and Lake District National Park Authority to undertake an exciting 'climate change' project.

The Renewable Energy - Low Carbon Vision Project was completed in 2014 and is now reducing the carbon footprint of the Blencathra Centre's buildings by 80% through the installation of a combined system of renewable energy technologies to supply heat and power, incorporating hydro and biomass systems.

As an environmental educational charity we feel it is essential that we 'practice what we preach' and we have linked the issue of tackling climate change within a rural economy under pressure.

The three key components of the project were:

A 35kW hydro electric scheme utilising part of an early 20<sup>th</sup> century hydro development in the Glenderterra Valley to generate our own electricity.



A 300 kW biomass boiler and associated district heating system linking a range of buildings on the site removing our dependency on oil for heating and hot water.

An investment to improve the existing infrastructure and ensure that our new energy is not 'lost' as a result of older building design.

We encourage visitors to use public transport especially train via Penrith station. The majority of our students arrive via coach or minibus. Whilst in Cumbria we endeavour to walk to our fieldwork sites. However, this is not always practical when we are undertaking coastal work at St Bees or Drigg !

As an organisation the FSC started purchasing LDV minibuses in 1998 as and when they were required. These minibuses had the Euro 3 engine which was CO2 compliant within the EU. Although these were inexpensive to purchase, the running costs were quite expensive. By 2006 Blencathra had started to purchase Ford's who were also using a Euro 3 engine in their minibuses. In 2012 Ford had started using and still is a Euro 5 engine that was EU compliant with a further saving of CO2 emissions. In January 2016 Ford will be introducing a Euro 7 engine that will be even less CO2 per kilometre. Every new vehicle purchased by Blencathra will have this engine that meets EU emission limits.

We became more engaged in the GoLakes Travel Programme and installed an electrical charging point to capitalise on our renewable energy from our HEP. With this in place we successful in obtaining two Twizy's which are a core component of the 'See More' programme, being delivered in partnership by Cumbria County Council, The Lake District National Park Authority and Cumbria Tourism, which is committed to enhancing visitor transport services in addition to reducing the impact of travel on the local environment.

The 100 per cent electric Renault Twizy is helping to preserve one of the most beautiful and popular tourist destinations in the UK as part of an innovative car sharing scheme that provides visitors to the Lake District with an unforgettable and environmentally-compatible way to experience the beautiful region.

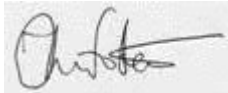
With the ultimate aim of encouraging visitors to leave their own cars at home, the availability of the Renault Twizy's offers those arriving in the area by coach or train the option to easily experience picturesque parts of the Lake District that are unreachable by public transport. The car-sharing scheme is also designed to appeal to motorhome owners staying at local campsites, providing an alternative to taking their vehicles into more confined areas and doing away with the need to tow an additional, more manoeuvrable car that can be used for sightseeing.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

The FSC is an environmental education charity and it is important that we try to 'practice what we preach' and promote the importance of sustainability to the 8,000 students that we welcome each year, many of whom are visiting the Lake District for the very first time. During their courses, students come into contact with our approach to 'green tourism' and the Twizys are a perfect fit for

how we work to educate this, offering a very fun experience and being great ambassadors for sustainability with their batteries being charged by our own generated hydro-electricity.

Sustainable transport need to be at the core of tackling the climate change agenda and we support Cumbria County Council and the Lake District National Park in bidding for funding from the Department for Transport's Sustainable Travel Transition Year revenue funding.



Tim Foster

Head of Centre

FSC Blencathra tel 017687 79601

Click on our updated web pages [www.field-studies-council.org/blencathra](http://www.field-studies-council.org/blencathra)

and follow us [@BlencathraFSC](https://twitter.com/BlencathraFSC)



Before you print think about the ENVIRONMENT

## Castlerigg Hall Caravan and Camping Park

Dear Sir/Madam,

We would like to offer our support to the See More Cycling and Walking bid to the Sustainable Travel Transition Fund for 2016-17.

Our holiday park is part of the BHHPA David Bellamy Conservation scheme and as Gold winners we actively encourage our guests to use sustainable transport. Those with Large Motorhomes and Tourers are being informed we are now part of the See More travel initiative and are delighted that as part of this we now offer a Twizy electric car that they can hire.

Being a Caravan and Camping Park our guests like to engage with the outdoors and many bring cycles. It is very important that we can provide useful information on the best places to cycle and also safe options away from busy roads for those with young children. A circuit of Derwentwater is very popular and we would welcome any improvements which would enable a safe passage around the lake away from the busy Borrowdale Road.

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Yours sincerely

David Jackson

Castlerigg Hall Caravan and Camping Park

Keswick

Cumbria CA12 4TE

Dear Sir,

I would like to offer my support to the See More Cycling and Walking bid to the Sustainable Travel Transition Fund for 2016-17.

This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

We see our involvement with our Twizy sheep electric car hire experience to be a very positive message for both sustainable transport and Cumbria as a whole. Helping us promote a sustainable future.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel **to** Cumbria has decreased by 3% to 81%, and as the main mode of travel **around** once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Our aim continues to be to reduce our environmental impact and we are very happy to be part of the See More program and to help promote sustainable transport.

Kind Regards,

Sue Jefferson  
Keswick Brewing Co



Lanercost

March 2016

We would like to offer our support to the See More Cumbria and the Lake District programme 2 – Extending Smarter Travel bid to the Sustainable Travel Transition Fund for 2016-17.

This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81%, and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

We strongly agree that Cumbria County Council and the Lake District National Park Authority should continue to build on this momentum and deliver a further step change in travel behaviour by developing sustainable travel provision to influence access to work, education and services.

In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

We would like to pay particular reference to North Cumbria and Hadrian's Wall, our only World Heritage Site. We have benefitted from organised coach trips organised through Carol Donnelly but are saddened to see that the AD122 bus service still does not extend into Cumbria as it used to. This must remain a focus of attention.

Victoria & Michael Farley

Owners

Lanercost Tea Room, Lanercost, Cumbria CA8 2HQ

[info@lanercosttearoom.co.uk](mailto:info@lanercosttearoom.co.uk) [www.lanercosttearoom.co.uk](http://www.lanercosttearoom.co.uk)

# Open Book Visitor Guiding

Holly Nook, The Faugh, Heads Nook, Brampton Cumbria CA8 9EG

Tel/Fax 01228 670578 M: 07775 603397

[carol@greatguidedtours.co.uk](mailto:carol@greatguidedtours.co.uk) [www.greatguidedtours.co.uk](http://www.greatguidedtours.co.uk)

28.03.2016

Paul Marriott  
Cumbria County Council

## **Stakeholder Letter of Support – Sustainable Transport Year revenue funding 2016-2017**

We would like to offer our support to the See More Cumbria and the Lake District programme 2-Extending Smarter Travel bid to the Sustainable Travel Transition fund for 2016-17.

This continues our support for the preceding 'See More Cumbria and the Lake District' and 'Go Lakes Travel' LSTF programmes which have played a huge part in encouraging more visitors to Cumbria and the Lake District to use sustainable transport modes to travel here and also to get around once in the county.

## **The Hadrian's Wall Tour Bus – Carlisle to Hadrian's Wall**

*Carlisle has long been a gateway for visitors to access the World Heritage Site proving to be essential to increasing tourism income to Carlisle and Cumbria.*

*Since 1984 passengers were able to join guided coach tours then the Hadrian's Wall Bus service increasing the importance of Carlisle as base from which to visit Roman sites along the Wall.*

*Tragically these options were withdrawn in 2013 causing confusion and disappointment to visitors and a decline in income for those active in the tourism industry.*

*In 2015 we applied for and were delighted to be successful in receiving sustainable transport funding to offer a guided tour bus service from Carlisle. Approximately 70% of passengers were from overseas; representing 25 different nationalities. Income from 2015 has secured the offer of an improved programme of tours for 2016.*

*See Passenger Comments attached and the 2016 programme.*

*We are committed to the future of this service but Further Funding is however essential:*

*To extend the duration of the service.*

*To continue high quality marketing.*

*To develop the offer of fully accessible vehicles.*

*To enhance integration with other public transport*

We are heartened to learn that since 2009, car use as the main mode of transport used by visitors to travel to Cumbria has decreased by 3% to 81% and as the main mode of travel around once in Cumbria, car use has decreased by 19% to 58%. There has been a corresponding increase in walking as the main mode to get around, by 18%, with cycling increasing by 1% and boat/ferry travel by 2% (Cumbria Visitor Survey 2015).

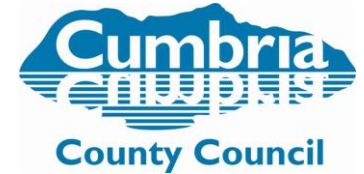
In addition the marketing and promotion of events such as the Tour of Britain and routes such as the Ullswater Way and Derwentwater Walk will be of huge benefit to those areas devastated by the Cumbria floods following Storm Desmond and aid economic recovery after what has been a very trying time.

Carol Donnelly

Carol Donnelly MBE For Services to Tourism  
36 years Interpreting Heritage, Culture and Landscape  
Carlisle, Cumbria, Hadrian's Wall and Scottish Borderlands

Appendix A2

Equality Analysis



## Equality Impact Assessment

### 'See More Cumbria and the Lake District 2.0 – Extending Smarter Travel'

Directorate	Environment and Community Services
Unit/Team	Infrastructure Planning
Assistant Director Responsible for EIA	Angela Jones
Service EIA or Proposal	Proposal

#### Aims of the EIA

Purpose of the EIA	This EIA identifies the impact of access improvements to the See More 2.0 programme, on gender, disability, ethnicity, age, sexual orientation, religion, socio economic status and rurality to ensure that when the project is implemented it is usable for all.
Summary of findings	The scheme is likely to have positive or neutral impact on the different characteristics in the equality act. Any potential negative impacts will be addressed through the design and consultation process. The designs will comply with current highway design standards which address DDA issues.
Scope of the EIA: <ul style="list-style-type: none"> <li>• One directorate</li> <li>• Cross directorate</li> <li>• Outsourced organisation</li> </ul>	Cumbria County Council as the highways and transport authority and Lake District National Park Authority as a programme management partner.



## Phase 1: Gathering information

List examples of background information that you think are **relevant**. If carrying out an assessment of a proposal this section should include the data used to establish whether the proposal has an impact.

Type of information	Findings
Equality and Diversity Toolkit	The evidence of the Toolkit suggests little statistically significant differentiation between the areas affected by the scheme and the rest of Cumbria in relation to the equality strands.

## Phase 2: Impacts

From the evidence above use this section to identify the risks and benefits according to the different characteristics protected by the Equality Act.

**All/general:** Any issue that cuts across a number of protected characteristics

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
Use of sustainable transport for journeys.	The project improves access to visitor journeys by sustainable transport.	Any risks will be negated at the design and implementation stages	Ensure the measures are accessible for all

**Disability and health and wellbeing:** All forms of disability recognised under the Disability Discrimination Act including sensory impairment, mental health, learning disabilities, mobility related conditions, conditions such as heart disease, diabetes, and asthma.

This also covers any impact on health and well being

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
Design of transport infrastructure	Designs will ensure that the facilities meet current DDA design standards ensuring that all users can access the facilities.	The introduction of new infrastructure may deter disabled users if inadequate provision is provided.	Ensure designs comply with DDA regulations and 'Access for all' best practice.

**Gender, Transgender and Marital Status**

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
None			

**Ethnicity:** All ethnic groups including Asian, Black, East Asian and white minority ethnic groups, including Eastern Europeans and Gypsy and Travellers.

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
None			

**Sexual Orientation:** including heterosexual, gay, lesbian and bisexual people

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
None			

**Age:** Where a person is at risk of unfair treatment because of their age group

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
None			

**Religion/belief:** all faiths including Christianity, Islam, Judaism, Hinduism, Buddhism, Sikhism and non religious beliefs such as Humanism

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
None			

**Socio-Economic Status:** This can include people on low incomes, as well as issues around rural and urban deprivation

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
Low income groups – no access to a vehicle to travel around Cumbria	Provision of sustainable transport options at key gateways and along key corridors will provide more choice, allowing such groups to access a greater range of destinations.	Travel by non-car mode may still be too expensive.	Liaise with transport operators to offer reduced prices / discounted tickets.

**Community Cohesion:** This is where a decision or a change to services may risk creating tensions between community groups in a local area.

Issue	Positive Impact or benefits	Negative impact or risks	Action Required
New infrastructure e.g. cycle and walking routes	Brings people in to an area, resulting in benefits such as increasing spend and creating jobs.	Could cause tension between community members/groups, leading to difficulty in implementing schemes.	Early consultation with local community.

### Phase 3: Action Planning

Based on actions raised in the action required box above

Area for further action	Actions proposed	Lead officer	When	Resource implications	Outcome
Liaison with transport operators	Consultation over reduced / discounted tickets to allow more people to travel sustainably	Project Lead	Early on in the programme	All included in the programme and budget estimates.	Aim for more people across the socio-economic groupings to access sustainable transport
Consultation	Consult with residents and businesses	Project Lead	Early in scheme design /	All included in the programme and	Concerns of residents and visitors are

			development	budget estimates.	considered in the design and the risks of poor community cohesion are minimised.
DDA compliance	Ensure designs comply with DDA regulations and 'Access for all' best practice.	Project Lead	Start of scheme design	All included in the programme and budget estimates.	No access issues. Measures are inclusive for all.

### Quality Assurance and EIA completion

<b>Date completed</b>	22 <sup>nd</sup> March 2016
<b>Lead officer</b>	Allan McNicoll
<b>EIA taken through Directorate Equality Group/or DMT</b>	TBA
<b>Have staff been involved in developing the EIA?</b>	Yes
<b>Have community organisations been involved?</b>	No
<b>Date of latest update of EIA</b>	22nd March 2016

Appendix B1

Economic Appraisal Summary Note

## Cumbria County Council/Lake District National Park: Bid for funding STTY 2016-17

### Economic Appraisal Summary Note

The proposed package builds on current LSTF programmes and expands them to address the issues of journeys to work and to encourage more cycling and walking amongst residents and visitors. It also extends the geographical scope to include the west coast of Cumbria and the Western Lake District.

1.1 The following table summarises the benefits (and potential disbenefits) to the different user groups which are included in the appraisal.

#### Abbreviated Assessment Summary Table

	Local economy	Carbon/pollution	Health	Congestion
Leisure visitors				
International new	Moderate benefit	Small disbenefit *	N/A	Small disbenefit *
International existing	Neutral	Small benefit	N/A	Neutral
UK new	Moderate benefit	Small disbenefit *	Moderate benefit	Small disbenefit *
UK existing	Neutral	Small benefit	Moderate benefit	Small benefit
Other travellers				
New employment	Moderate benefit	Neutral	Moderate benefit	Small disbenefit *
Existing travel (all purposes)	Moderate benefit	Small benefit	Moderate benefit	Small benefit

\* Small overall disbenefit from extra travel but reduction caused by package is counted as a benefit

1.2 The Sustainable Travel Transition Year fund guidance states that full WebTAG economic appraisal is not required. However full, monetised WebTAG appraisal was carried out in the preparation of the 2015/16 See More Cumbria and the Lake District LSTF bid. The BCRs for the elements that are to be continued into this See More 2.0 bid are:

Lakes and Dales Loop                      8.73    (20 year appraisal)

Travel planning/marketing              8.1      (4 year appraisal)

The source data used in 2015 has been reviewed and there are only minor variations in values, therefore we would assume that BCRs in this range are applicable to these elements which are to be continued if the 2016/17 bid is successful.

1.3 For cycle events, and journey to work elements of the programme, which are new to this year we have worked through the WebTAG process. The input data is taken from;

- Cumbria Visitor Survey, Cumbria Tourism, 2015;
- Visitor Travel Case Study, Cumbria Tourism, 2015;
- Tour of Britain Economic Impact Report (Cumbrian Stages), 2015, which showed a total net economic impact for Cumbria of £3,389,901 and attracted 105,000 spectators on the Cumbria stages; and
- Participation data from the Skyride Programme, South Lakes Workplace Challenge and LDNPA guided walk programme.

The monetised BCR for the walking and cycling to work programme element was calculated from TAG data book and the above data sources using the active mode appraisal toolkit. Baseline figures for walking and cycling were taken from the 2015 Cumbria Visitor Survey. Within the data for all modes used to travel whilst within Cumbria, 59% of all visitors state walking (an increase of 15% since 2012), and 5% cycling (an increase of 1%). Assuming that the impact of this bid would be a 5% increase in walking and cycling (a conservative estimate based on the results of the past three years), there would be an additional 280 cycle journeys per day and an additional 1741 walking journeys per day. The main benefits are health related, the benefits due to decongestion being underestimated by this model due to the area being classed as rural. The Present Value of Benefits (PVB) obtained by the appraisal is £1,493,000; the Present Value of Costs (PVC) for this element of the programme is £121,120 resulting in a BCR of 12.44, which is in the 'very high' category.

## 2.0 Further Economic Benefits

2.1 The BCRs above do not take into account the significant visitor spend generated by visitor travel. Tourism plays a vital role in Cumbria's economy. In 2015 Cumbria welcomed 41 million visitors, who spent £2.4bn and supported 33,900 FTE jobs. During 2014 the three visitor travel LSTF schemes in National Parks were monitored by the DfT and the following economic impacts were recorded. The average staying visitor using sustainable transport spent £47.14; and day visitors spent £26.85. 94% of visitors gave their experience a positive rating, with 61% of all visitors stating they were more likely to choose this mode of transport again on holiday. The high proportion of overseas visitors using public transport (up to 46% on some services) indicates the importance of a sustainable transport network for emerging overseas markets, and the boost to the economy that they can bring.

2.2 This investment from visitor spend leads to a high likelihood that public investment to kick-start services will lead to long term commercial sustainability. For example, through the 2015/16 See More LSTF programme 5 new or improved bus and tour services were started that are continuing to be operated by the private sector in 2016 without public funding. The marketing of bus services, often linked with walking opportunities through See More resulted in an impressive 4.3% increase in patronage in Stagecoach's commercial bus services in 2015, leading to further commercial investment in vehicles and improvements to timetables for the 2016 season.

2.3 Below is the data from the 2014 – 2016 cycling programmes indicating their reach and potential for further impacts:

### a) Tour of Britain (ToB)

As might be expected this has been subject to a thorough economic analysis which includes both spending and a Gross Value Added (GVA) approach (Economic Impact of the 2015 Tour of Britain). In 2015 there were two stages that were partly in Cumbria, Stage 3 starting in Cockermouth and Stage 5 finishing at Hartside Summit which includes deductions for:

- Leakage (non-local expenditure);
  - Displacement (an allowance for reductions in expenditure elsewhere in the UK economy);
- and
- Deadweight (an allowance for displacement from expenditure in the local economy).

Headline figures are:

- Stage 3 Cockermouth to Floors Castle: Cumbria economic impact £1,635,342.
- Stage 5 Prudhoe to Hartside: Cumbria economic impact £1,754,559.
- Total for Cumbria: £3,389,901.
- 105,000 spectators (57% from outside Cumbria) attended these stages - 88% described it as very enjoyable, 73% were inspired to cycle more regularly.

This significant impact was sufficient to attract private sector sponsorship for the 2016 Cumbrian stage, so this legacy of the 2015/16 See More LSTF programme means no further funding to stage the event is required for 2016. However, we want to build on the legacy to encourage more visitors and residents to cycle regularly, where for a modest contribution we can make a substantial difference, building on the ToB to embed long term behaviour change.

#### b) Recreational Cycling Programme

This partnership with British Cycling includes Skyrides, Breeze Rides and Ride Social which are typical of the supporting activities which are critical to capturing the longer term mode switch benefits of an event such as ToB. Such long term transport benefits were not calculated by the ToB economics report. In 2015 participation increased to 1,186 participants. British Cycling's economic appraisal of this estimates that the Cumbria Recreational Cycling Programme created 63 new cycle commuters, resulted in £39,162 investment in the economy and £68,396 of health savings through increased activity.

#### c) Workplace Cycle Challenge

In 2014 Cumbria County Council piloted a workplace cycle challenge in South Lakeland District. Key statistics from 2014 include:

- 325 participants (253 in 2012).
- 57 organisations (66 in 2012).
- 55 new cyclists (36 in 2012).
- 3,370 work journeys (2,946 in 2012).
- 74,792 miles cycled (54,207 in 2012).
- 33,636 commuting miles cycled.
- 88% of participants said the Challenge encouraged them to cycle more during the event.
- 76% of participants said the Challenge encouraged them to cycle more since the event.

This smaller scale pilot indicates the potential for triggering a long-term increase in cycle to work, and the 2016 scheme would increase the area covered and the promotion of the scheme to realise its potential.

Such initiatives provide an important link between major events and local peoples' progression from occasional cycling to regular, and hopefully to frequent (including commuter) bike use. Unpicking individual elements of a package are always difficult, however the British Cycling analysis is that even without synergy with other travel planning and cycling initiatives, the benefits exceed the costs. To refine this value further we have included it to improve the level of achievement of the other elements in the package in the benchmarking approach above.



Given that this has additional unquantified marketing benefits in association with other cycling and travel plan initiatives, the expenditure will have an economic return which would put any BCR in the "Very High" category.

### 3.0 Risks and uncertainties

A risk register will be created and maintained for the programme. Key risks include pressures on stakeholders' time, meaning they are unable to fully participate in the project. The risk of this is reduced by the good working relationships already developed and our ability to bring about positive change.

Although our calculations are based on sound data, and our assumption for 5% growth in cycling and walking is based on changes experienced in the past 3 years. However, there is uncertainty as to the extent to which these changes can be directly attributed to the See More and Go Lakes Travel programmes.

### 4.0 Conclusion

We know that all the work above is effective. The Cumbria Visitor Surveys undertaken by Cumbria Tourism show that between 2012 and 2015 visitors using the car as the main mode of travel within Cumbria decreased from 73% to 58% whilst sustainable transport modes increased, and by continuing and expanding the See More programme we can continue to grow the economy whilst reducing carbon emissions and improving health.

## Appendix B2

### Scheme Pro-formas

**Sustainable Travel Transition Year 16/17 - Schemes Impact Pro Forma**

**Western Corridor Travel Planning**

**For cycling/walking elements of your bid, please provide the following evidence - if available**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
The West Cumbria corridor travel plan will develop measures to reduce car dependency and encourage visitors, residents and the local workforce to use sustainable travel as a default option. We will develop leisure and recreational routes along the main north/ south axis of the A595 road and Cumbria Coastal Rail Line and also from there into the valleys of Dunnerdale, Eskdale, Wasdale and Ennerdale.	Without the corridor plan access to work will still predominantly be car based because of the challenges facing cyclists and walkers and the limited availability of public transport for times outside of 'normal 9-5 hours'.	The measures will offer improved passenger transport measures and greater opportunities for cycling and walking, either to work or for recreation and leisure.	Details given in Section 3 of the Economic Assessment Report. Trip data for Area of Influence of the corridor plan initiatives based on TEMPRO and the Webtag Smarter Choices Unit. Journey purpose trip lengths from NTS used to produce vehicle kilometres. Marginal cost savings from reduced car use estimated using Webtag Active Travel Unit and TAG data book.  Cumbria LEP Strategic Economic Plan 2014  Intentions for Movement Strategy (LDNP 2013)  South Copeland Economic Plan (South Copeland Coastal Community Team 2016)
Percentage of additional users that would have driven a car otherwise.	N.A.		<i>It is important to refer to evidence you have for this assumption.</i>

**If you are expecting your project to reduce car travel, please provide the following information**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Traffic levels (Vehicle km) in the affected area			<i>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</i>
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
<b>Mode share (in person trips)</b>			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

**For Bus elements of your bid please fill in the following table**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Annual number of passenger trips			<i>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</i>
Average trip distance (km)			
Total bus kilometres travelled (km), only change if 'with' scheme includes new bus services			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	<i>E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boars, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time</i>		

**Sustainable Travel Transition Year 16/17 - Schemes Impact Pro Forma**

**See More Cycling and Walking**

**For cycling/walking elements of your bid, please provide the following evidence - if available**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
The Tour of Britain 2016: Cumbria will host Stage 2 of the Tour of Britain in September 2016, with the route linking the towns of Carlisle, Cockermouth, Keswick and Kendal and the Patterdale and Thirlmere Valleys, all of which were hit by Storm Desmond in December 2015.	Without the scheme the associated promotional and marketing campaigns will not have the same impact and the opportunity to increase cycle participation in Cumbria will be missed.	The Tour of Britain (ToB) will inspire more journeys to be made by cycle in Cumbria, through a ToB schools and family cycling campaign.	In 2013 the Tour brought in £4.1m to the Cumbria economy and journeys made by cycling increased by 51% between 2012 and 2013. The 2015 Tour of Britain brought in £3,389,901 to the Cumbrian economy and of the 105,000 spectators (57% from outside Cumbria) who attended the stage, 73% were inspired to cycle more regularly.  In 2015 1,835 Cumbria children entered competitions to design Tour of Britain Stage 3 Start flag and Stage 5 Winner's jersey. 133 schools registered for a 'Touch the Tour' Cumbria CC education pack and 390 school children in Cockermouth took part in healthy eating and exercise programmes.  See further economic benefits section of economic appraisal.
Sky Ride/ British Cycling Partnership	The opportunities to encourage new cyclists would be reduced.	Inspired by the ride programme, the number of journeys made by cycle will continue to increase across Cumbria.	For 2015-16 (to-date) the British Cycling partnership has run 52 Sky Ride Local, with 384 participants, total for all rides (including Breeze and Ride Social) 1,186 participants.  See further economic benefits section of economic appraisal.
Cumbria Cycling and Walking Website	The opportunities to promote all forms of cycling and walking to new audiences and a core theme of the Cumbria Cycle Strategy, to promote Cumbria as the best place to cycle, would be missed.	Journeys by cycle and on foot, for access to work, education and services, as well as for recreation will continue to increase.	
Guided Walk Programme	The opportunities to encourage more people to walk will be missed and the barriers to walking in Cumbria and the Lake District (too hilly, too hard) will persist.	Residents and visitors will gain confidence to walk more and the number of walking journeys will increase.	
Cycling and Walking Ambassadors - local Walk and Cycle Ambassador Training for individuals within a wide variety of locations across the county including workplaces, social community groups and residential communities. Provision of support by Active Cumbria to help these newly trained local Walk and Cycle Ambassadors to create walking and cycling groups as well as helping to market and communicate the available programmes and events being offered in communities. Pedal Your Way health roadshows will be undertaken	The opportunities to encourage more people to walk and cycle will be missed and the barriers to walking in Cumbria and the Lake District (too hilly, too hard) will persist.	Residents and visitors will gain confidence to walk and cycle more and the number of walking journeys will increase.	

**If you are expecting your project to reduce car travel, please provide the following information**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Traffic levels (Vehicle km) in the affected area			<i>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</i>
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
<b>Mode share (in person trips)</b>			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

**For Bus elements of your bid please fill in the following table**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Annual number of passenger trips			<i>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</i>
Average trip distance (km)			
Total bus kilometres travelled (km), only change if 'with' scheme includes new bus services			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	<i>E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time</i>		

**Sustainable Travel Transition Year 16/17 - Schemes Impact Pro Forma**

**See More Getting to Work**

**For cycling/walking elements of your bid, please provide the following evidence - if available**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Cycling and walking infrastructure route improvement identification - identify travel to work routes in a central Lake District tourism destination (rural and tourism based workforce) and a West Cumbria town (urban and manufacturing based workforce)	Journeys to work, education and services, as well as for leisure and recreation, will continue to be predominantly made by car.	Promotion of identified walking and cycling routes will increase share of short journeys made on foot and by bike.	See Further Economic Benefits section of economic appraisal for South Lakeland cycle challenge statistics for 2012 and 2014.
Cumbria Cycle to Work Challenge and sustainable travel business engagement	The opportunities to encourage new cyclists would be reduced. Small and medium sized businesses (SMEs) will not become engaged with Government priorities in the Cycling and Walking Investment Strategy.	Inspired by the Challenge, the number of journeys made by cycle will continue to increase across Cumbria. Small and medium size businesses become engaged with sustainable travel options.	See Further Economic Benefits section of economic appraisal for South Lakeland cycle challenge statistics for 2012 and 2014.
Cycle to Work Guarantee	The opportunity to work with Cumbria's employers including major ones such as BAE and Glaxo so they become cycle friendly employers would be reduced	The Guarantee will help ensure employers to embed measures that result in a sustained increase in journeys to work by bike	
Embedding sustainable transport behaviour - develop ideas and measures to ensure that sustainable travel behaviour while on holiday in the Lake District translates into long term travel changes 'back home' for journeys to work, school or other leisure activities.	The opportunity to implement real long term behavioural change for all types of journey will be missed.	Cumbria and the Lake District will become a recognised incubator and test-bed area for cycling and walking, and in partnership with a metropolitan authority, will translate visitor travel behaviour into long term modal shift for utility journeys.	See <a href="http://eprints.lse.ac.uk/38063/1/BritishCyclingEconomy.pdf">http://eprints.lse.ac.uk/38063/1/BritishCyclingEconomy.pdf</a> - for economic value of cycling. For example each cyclist spends £230 per year on accessories and maintenance

**If you are expecting your project to reduce car travel, please provide the following information**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Traffic levels (Vehicle km) in the affected area			<i>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</i>
Traffic levels (Vehicle hours) in the affected area			
Average Speed in the Morning Peak			
<b>Mode share (in person trips)</b>			
Car Driver			
Car Passenger			
Bus passenger			
Rail Passenger			
Cyclist			
Walking			

**For Bus elements of your bid please fill in the following table**

Input data	Without Scheme	With Scheme	Reference to supporting information (e.g. section of Economic Appraisal Summary).
Annual number of passenger trips			<i>Please explain how you have estimated the impact of your activities - referring e.g. to previous experience in your authority or elsewhere of similar interventions</i>
Average trip distance (km)			
Total bus kilometres travelled (km), only change if 'with' scheme includes new bus services			
Average wait time (mins)			
Average fare per trip (£)			
Average in-vehicle time (mins)			
Description of your intervention	<i>E.g. provision of Real time information at bus stops/ through a website, announcements of next stop on board/ CCTV at stops/on boards, improved bus shelters. Or increased frequency - impact on wait time / Bus priority - impact on travel time</i>		

Appendix B3

Project Plan

ID	Task Name	Duration	Start	Finish	Predecessors	Resource Names	1st Quarter			3rd Quarter			1st Quarter					
							Jan	Mar	May	Jul	Sep	Nov	Jan	Mar				
1	Programme and Project Management	295 days	Mon 15/02/16	Fri 31/03/17			[Gantt bar from Jan to Mar]											
2	STTY 2016/17 bid submission deadline	1 day	Tue 29/03/16	Tue 29/03/16			[Gantt bar at 29/03]											
3	Project start date (based on provisional funding announcement date)	1 day	Mon 02/05/16	Mon 02/05/16			[Gantt bar at 02/05]											
4	Work up programme & projects prior to start date	55 days	Mon 15/02/16	Fri 29/04/16		Programme Manager / Project Leads	[Gantt bar from Jan to May]											
5	Review LSTF 2015/16 See More programme evaluation & lessons learnt	44 days	Tue 01/03/16	Fri 29/04/16		Programme Manager / Project Leads	[Gantt bar from Mar to May]											
6	2016/17 Programme agreed with Programme Board	5 days	Mon 02/05/16	Fri 06/05/16		Programme Board	[Gantt bar at 02/05]											
7	Programme and Project Management	240 days	Mon 02/05/16	Fri 31/03/17		Programme Manager / Project Leads	[Gantt bar from May to Mar]											
8	Monitoring & Evaluation	235 days	Mon 09/05/16	Fri 31/03/17		Programme team	[Gantt bar from May to Mar]											
9	See More Corridor Travel Planning	240 days	Mon 02/05/16	Fri 31/03/17			[Gantt bar from May to Mar]											
10	West Cumbria Corridor Travel Plan development	83 days	Mon 09/05/16	Wed 31/08/16		Project Lead	[Gantt bar from May to Aug]											
11	Develop West Cumbria stakeholder network	39 days	Mon 09/05/16	Thu 30/06/16		Project Lead	[Gantt bar from May to Jun]											
12	Development of cycle, walking & sustainable travel schemes	218 days	Wed 01/06/16	Fri 31/03/17		Project Leads, stakeholders	[Gantt bar from Jun to Mar]											
13	Promotion of cycling and walking to residents	218 days	Wed 01/06/16	Fri 31/03/17		Project Leads, Active Travel, Marketing Advisor	[Gantt bar from Jun to Mar]											
14	See More branding marketing campaign	240 days	Mon 02/05/16	Fri 31/03/17		Marketing Advisor	[Gantt bar from May to Mar]											
15	Cumbria Coast Railway Line marketing & information	218 days	Wed 01/06/16	Fri 31/03/17		Marketing Advisor	[Gantt bar from Jun to Mar]											
16	Small grants scheme - all corridors	171 days	Mon 09/05/16	Sat 31/12/16		Project Lead, stakeholders	[Gantt bar from May to Dec]											
17	See More Cycling and Walking	235 days	Mon 09/05/16	Fri 31/03/17			[Gantt bar from May to Mar]											
18	Encouraging behavioural change	235 days	Mon 09/05/16	Fri 31/03/17			[Gantt bar from May to Mar]											
19	Encouraging walking and cycling to residents	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Active Cumbria, Marketing Advisor	[Gantt bar from May to Mar]											
20	Local Walk Leader training	61 days	Mon 09/05/16	Sun 31/07/16		Active Cumbria	[Gantt bar from May to Jul]											
21	Pedal your way to health school roadshows	235 days	Mon 09/05/16	Fri 31/03/17		Active Cumbria	[Gantt bar from May to Mar]											
22	Guided walk programmes	131 days	Wed 01/06/16	Wed 30/11/16		Active Cumbria, LDNPA Rangers	[Gantt bar from Jun to Nov]											
23	Promotional and marketing campaigns	235 days	Mon 09/05/16	Fri 31/03/17			[Gantt bar from May to Mar]											
24	Tour of Britain See More Cycling & family cycling campaigns	88 days	Mon 01/08/16	Wed 30/11/16		Project Lead, Marketing Advisor & External	[Gantt bar from Aug to Nov]											
25	Marketing for British Cycling partnership	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Marketing Advisor & External	[Gantt bar from May to Mar]											
26	Cycle and Walk More campaign	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Marketing Advisor & External	[Gantt bar from May to Mar]											
27	Lakes and Dales Loop promotion	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Marketing Advisor & External	[Gantt bar from May to Mar]											
28	Promotion of walking & cycling routes	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Marketing Advisor & External	[Gantt bar from May to Mar]											
29	Quality Information Provision	235 days	Mon 09/05/16	Fri 31/03/17			[Gantt bar from May to Mar]											
30	Cumbria Cycling website	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Marketing Advisor & External	[Gantt bar from May to Mar]											
31	Lakes and Dales Loop day ride leaflets	56 days	Mon 16/05/16	Sun 31/07/16		Project Lead, Marketing Advisor & External	[Gantt bar from May to Jul]											
32	Doorstep walk guides	56 days	Mon 16/05/16	Sun 31/07/16		Project Lead, Marketing Advisor & External	[Gantt bar from May to Jul]											
33	See More Getting to Work	235 days	Mon 09/05/16	Fri 31/03/17			[Gantt bar from May to Mar]											
34	Cycling and walking route & infrastructure improvement audits	66 days	Wed 01/06/16	Wed 31/08/16		Project Lead & external	[Gantt bar from Jun to Aug]											
35	Promoting access to work and training via existing cycle and walking network	235 days	Mon 09/05/16	Fri 31/03/17		Project Lead, Marketing Advisor & External	[Gantt bar from May to Mar]											
36	Cumbria Cycle to Work / Sustainable Travel challenge - prior to TOB	66 days	Wed 01/06/16	Wed 31/08/16		Project Lead, Active Cumbria, External	[Gantt bar from Jun to Aug]											
37	Cycle to Work Guarantee campaign	152 days	Thu 01/09/16	Fri 31/03/17		Project Lead, External	[Gantt bar from Sep to Mar]											

Project: LSTF revenue bid PROJE  
Date: Mon 28/03/16

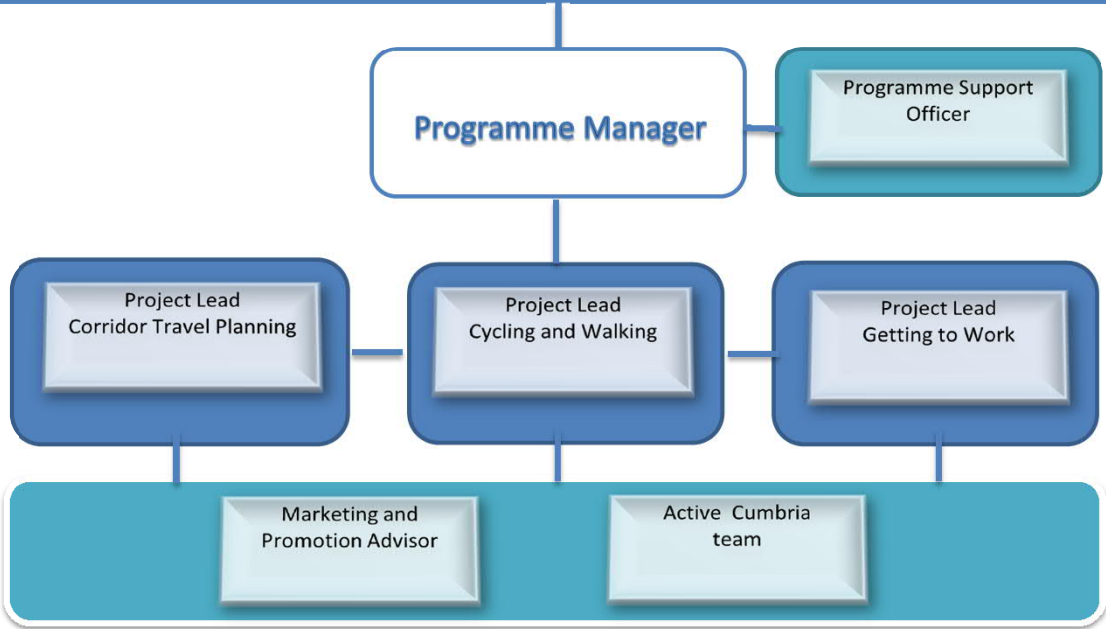
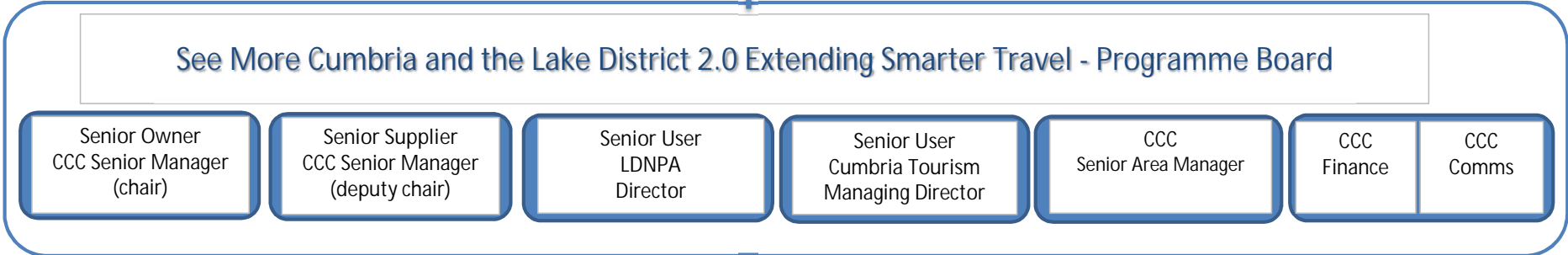
Task		Summary		External Milestone		Inactive Summary		Manual Summary Rollup		Finish-only	
Split		Project Summary		Inactive Task		Manual Task		Manual Summary		Deadline	
Milestone		External Tasks		Inactive Milestone		Duration-only		Start-only		Progress	

Appendix B4

Organogram



**Local Transport Body (LTB)**



Appendix B5

Programme Board terms of reference



#### 1. Overview

- 1.1 These are the provisional Terms of Reference for the 'See More Cumbria and the Lake District 2.0 – Extending Smarter Travel' initiative which is bidding for funding from DfT in order to deliver the Projects under it.
- 1.2 The Programme Board set up for the current See More programme will continue to oversee the delivery of See More 2.0. The Programme Board is made up of the organisations who are involved in delivering the Programme (the Partners), namely Cumbria County Council (CCC), Lake District National Park Authority (LDNPA) and Cumbria Tourism (CT).
- 1.3 The Programme will be made up of a number of Projects which are collectively intended to deliver the Programme.
- 1.4 Cumbria County Council is the Accountable Body for the Programme and as such retains overall control of how the Programme Sum is spent.

#### 2. Responsibilities

- 2.1 The Programme Board will be responsible for:
  - The successful delivery of the See More Cumbria and the Lake District 2.0 Programme.
  - The strategic direction and management of the Programme and its constituent projects.
  - Ensuring the Programme successfully achieves the objectives.
  - Ensuring the Programme meets the requirements of the target audience, stakeholders, partner organisations and the DfT.
  - Exploring future funding opportunities.

#### 3. Constitution

- 3.1 The Programme Board constitution is:
  - i. CCC, Senior Manager, Economic Development and Planning, Environment & Community Services (Senior Owner) (Chair)
  - ii. CCC, Senior Manager, Strategic Asset Management, Highways, Transport & Fleet (Senior Supplier) (Deputy Chair)
  - iii. CCC, Senior Area Manager
  - iv. LDNPA, Director of Sustainable Development (Senior User)
  - v. Cumbria Tourism, Managing Director (Senior User)
  - vi. CCC Strategic Communications Advisor (Communications)
  - vii. CCC Principal Finance Officer (Finance)
- 3.2 If a board member cannot attend a scheduled board meeting a substitute representative should attend in their place.
- 3.3 The day to day management of the Programme is undertaken by the CCC, Infrastructure Planning Manager (the Programme Manager). The Programme Manager reports to the Programme Board.



#### 4. Role

4.1 The role of the Programme Board is to:

- a. Approve the planned use and allocation of the Programme Sum to each Project within the Programme;
- b. Ensure appropriate resources are available to deliver the Programme;
- c. Ensure a communications plan is in place for the Programme;
- d. Provide the Programme Manager with support and guidance as required for effective delivery of the Programme;
- e. Reconcile differences in opinion and approach between the Partners;
- f. Keep the Programme scope under control and realise the intended benefits;
- g. Agree reporting and tolerance levels for financial and project variances and approve any changes as requested;
- h. Approve changes to the Project's plans/scope of works in line with Programme tolerances;
- i. Monitor budgets, risks, issues, quality and timeliness of delivery;
- j. Ensure risks and issues are being monitored and managed;
- k. Report to and escalate issues and/or risks as appropriate, to CCC's Environment Departmental Management Team (as Accountable Body), to LDNPA's Transport Member Working Group and/or Transport Programme Board or to the DfT;
- l. Authorise Programme closure, review lessons learned and agree forward responsibilities;

4.2 The following specific responsibilities relate to the individual roles on the Programme Board.

The Senior Owner is ultimately responsible for the successful delivery of the Programme and will:

- Ensure that the Programme achieves the objectives and associated benefits;
- Ensure the Programme is value for money;
- Balances the demands of the Senior User and Senior Supplier.

The Senior Supplier will:

- Represent the interests of those designing, developing, procuring and implementing the Programme;
- Be responsible for the quality of the final outputs of the Programme (alignment with design standards, use of appropriate materials etc).

The Senior User will:

- Represent the interests of those who will use the outputs of the Programme;
- Be responsible for ensuring the outputs of the Programme meet the objectives of the Programme in terms of quality, functionality and ease of use.



#### **5. Board Administration**

- 5.1 The Programme Board will be updated at least on a monthly basis via Programme Checkpoint Reports from the Programme Manager.
- 5.2 The Programme Board will meet bi-monthly but may meet more frequently as circumstances demand.
- 5.3 The agenda and appropriate papers will be circulated one week in advance by the Programme Manager.
- 5.4 Members must supply apologies to the Programme Manager if they cannot attend.
- 5.5 CCC is responsible for recording Programme Board actions and circulating these within one week of the meeting.
- 5.6 Any matters arising between Programme Board meetings which need to be addressed prior to the next meeting shall be circulated by the Programme Manager as appropriate.

#### **6. Financial General**

- 6.1 CCC will be the Accountable Body for the Programme.
- 6.2 Any dispute relating to how the Programme Sum is used shall be determined by CCC and CCC's decision shall be final.
- 6.3 The Partners acknowledge and accept any procurement they carry out and or grant requests they invite shall be subject to CCC's approval and no release of the Programme Sum for such orders and/or grants shall be given unless CCC is in agreement.

Appendix B6

Risk Management Strategy

# See More Cumbria and the Lake District 2.0 – Extending Smarter Travel Risk Management Strategy

## 1. Introduction

A robust Risk Management Strategy is essential for the successful delivery of LSTF funded programmes. This Risk Management Strategy builds on what has been learned from the current See More Cumbria and the Lake District LSTF programme and former Go Lakes Travel LSTF programme, and provides a systematic, effective and efficient way for programme and projects risks to be identified and managed. The basis for the strategy is summarised in figure 1 below:

Figure 1: Risk Management Summary



For the See More 2.0 programme, the essential elements will be:

- Ensuring a risk register is opened and maintained to identify and record risks.
- Assign a project owner to each risk
- Mitigate or eliminate identified risks
- Minimise the number of risks that become project issues
- Periodically review the above

Programme and project risks have been identified for See More 2.0 and a comprehensive risk register has been compiled.

## 2. Risk Identification

The quantified risk register will enable the effective management and communication of potential conflicts, ensuring appropriate mitigation is incorporated into the subsequent design process.

The Risk Register identifies the potential causes and consequences of each risk, the owner and dependencies. The register is a 'live' document which will be maintained and owned by the programme. Project Leads will be responsible on a monthly basis for ensuring that all risks to their project are identified, logged, and where appropriate reviewed. Where the severity of a particular risk impact changes, the Project Leads will recalculate the likely cost and programme implications and agree future actions in accordance with appropriate change management procedures.

### 3. Risk Assessment

Once a potential risk has been identified it is the responsibility of the Project Lead to appoint a Risk Owner to undertake the Impact Analysis and identify the Mitigation Measures. This analysis will include identifying the following:

- Risk description
- Risk impact: Negligible, Marginal, Critical, Castastrophic
- Risk likelihood: Almost Impossible, Very Low, Low, Significant, High, Very High
- Countermeasures
- Status

The 'Risk Score' is a combination of impact (1-4) and likelihood (1-6) to produce a Risk Score with a maximum of 24.

### 4. Risk Treatment

The Risk Log will identify the owner of the risk, for example the Project Lead. The risk owner is tasked with either stopping the activity associated with the risk, reducing the risk, transferring the risk to a third party, sharing the risk with a third party, or decide to carry the risk as part of normal operations.

Any changes this has on the overall project will be reflected in the project programme and budget.

Within this framework, management of risk will be undertaken through:

- maintenance and updating of the risk register;
- formal reporting on risks to the project through monthly Checkpoint reports
- raising risks which cannot be resolved by the Project Lead, with the Programme Manager for discussion
- raising risks which the Project Lead and/or Programme Manager cannot resolve, with the Programme Board for the Board to decide course of action.
- .

### 5. Risk Monitoring and Reporting

An ongoing review process is essential to proactive risk management to ensure the risk is still current and the controls are still relevant and are achieving the desired outcomes. Within the project management framework the following roles and responsibilities are identified in relation to risk management:

<b>Role</b>	<b>Responsibility</b>
Project Board	<ul style="list-style-type: none"><li>- Manage risks escalated by the Project Lead and Programme Manager within project tolerances.</li><li>- Report all risks that exceed Cumbria County Council corporate risk tolerance levels.</li></ul>
Project Lead	<ul style="list-style-type: none"><li>- Update and review of the risk management strategy and risk register.</li><li>- Ensure all risks are being identified, assessed and controlled throughout the project life cycle.</li><li>- Report all risks that exceed the risk tolerance levels set by the Programme Board at the beginning of the project.</li><li>- Raises any risks which require intervention by Programme Manager or ultimately, Programme Board.</li></ul>



## 6. Risk Closure

A risk shall be closed in the following circumstances:

- When the probability or the impact of the risk as reflected by its score had been reduced to nil.
- When two or more risks are recognised as being closely related and are and are merged into a single risk. The original risks should be closed and the circumstances recorded in the risk log. The single risk is to be treated as a new risk and will be assessed, treated and monitored in accordance with this plan.
- When the risk had occurred and contingency measures have been implemented.

Appendix B7

Risk Register

**See More Cumbria and the Lake District 2.0 - Extending Smarter Travel**

**Risk Log: Programme**

Key: CCC Cumbria County Council  
 LDNPA Lake District National Park Authority  
 CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified
1	Sustainable Travel Transition Year fund 2016-17 'See More Cumbria and the Lake District 2.0' bid is unsuccessful. Lack of revenue funding to progress 'See More' programme.	4: Catastrophic	4: Significant	16	CCC/LDNPA/ CT	See More 2.0 is a package of revenue schemes which will kickstart longer term growth as outlined in the Strategic Economic Plan (SEP) and Infrastructure Plan (IP). If not successful, this will reduce the benefit in the short-medium term but partners will remain committed to delivering the SEP and IP.	Amber	17/03/2016
2	There is overspend on the ' See More Cumbria and the Lake District 2.0' Programme.	3: Critical	3: Low	9	CCC	CCC as the accountable body will ensure that expenditure is kept under regular monitoring and review through the Sustainable Travel Transition Year Programme Board which will include a Senior CCC Finance Officer. All claims will need to be signed off by the Council's S151 Officer	Green	17/03/2016
3	CCC, LDNPA, and CT fail to agree & implement revised management structures (building on 'See More' programme for Sustainable Travel Transition Year funded programme).	2: Marginal	2: Very Low	4	CCC/LDNPA/ CT	The See More 2.0 programme can be governed and administered through existing See More LSTF structures and Programme Board if required.	Green	17/03/2016
4	District Councils fail to engage on 'See More Cumbria and the Lake District 2.0' programme. Unable to secure their support as delivery partners.	2: Marginal	3: Low	6	CCC/LDNPA/ CT	Risk Owners will seek early engagement of District Councils. Draft bid is being shared with them and letters of support sought.	Green	17/03/2016
5	Delivery Partners (British Cycling, Transport operators - bus, boat, train) fail to engage on 'See More Cumbria and the Lake District 2.0' programme. Unable to secure their support as delivery partners.	3: Critical	3: Low	9	CCC/LDNPA/ CT	Risk Owners will seek early engagement of Delivery Partners. Draft bid is being shared with them and letters of support sought.	Green	17/03/2016
6	See More 2.0 delivery utilises different staff resource to current See More LSTF team: loss of expertise and continuity.	3: Critical	3: Low	9	CCC/LDNPA/ CT	Impact would normally be classed as lower as this a 12 month programme, any loss of staff and/or expertise would potentially have a greater impact. Risk Owners to consider extension of existing staff contracts once funding decision is known.	Green	17/03/2016
7	Visitor businesses along key corridors fail to engage with 'See More 2.0' programme. Private sector involvement and investment in delivery does not materialise.	3: Critical	4: Significant	12	CCC/LDNPA/ CT	Work has been undertaken to engage with and 'sign up' businesses during the 2015/15 See More LSTF Programme.	Amber	17/03/2016
8	Cycling: Effect of marketing of cycling and walking as a transport choice is diminished by lack of capital funding in 2016-17 to improve cycle and walking infrastructure.	2: Marginal	4: Significant	8	CCC/LDNPA/ CT	Marketing will seek to maximise awareness and use of many of the cycling and walking infrastructure improvements implemented through Go Lakes Travel LSTF programme.	Green	17/03/2016
9	Insufficient time or resources to implement effective marketing campaign	3: Critical	4: Significant	12	CT	CT will ensure that campaign is designed to be effective and delivered in a relatively short timescale but will have longer term legacy.	Amber	22/03/2016
10	Marketing campaigns are not effective	3: Critical	3: Low	9	CT	CT has considerable experience in development and delivery of campaigns. Lessons learned through See More and GoLakes Travel LSTF programmes will be applied.	Green	22/03/2016
11	Extension and expansion of Sky Ride Local and Ride Social programmes does not have anticipated impact of raising awareness of and participation in cycling	2: Marginal	2: Very Low	4	LDNPA/CCC	Delivery Partners will develop a marketing plan specifically for the promotion of Sky Ride Local and Ride Social programmes.	Green	17/03/2016
12	Delay in award of funding compresses development phase and delivery timescales	3: Critical	3: Low	6	DFT/ CCC/ LDNPA	DFT sticks to published timeframes for delivery of funding; early engagement with key partners undertaken in April and May 2016	Green	23/03/2016

**See More Cumbria and the Lake District 2.0 - Extending Smarter Travel**  
**Risk Log: 1. Corridor Travel Plans**

Key:

CCC Cumbria County Council  
 LDNPA Lake District National Park Authority  
 CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified
1	Stakeholders and partners fail to engage on West Coast of Cumbria Corridor Travel Plan. Unable to secure their support as delivery partners.	3: Critical	4: Significant	12	CCC/LDNPA/CT	Risk Owners will seek early engagement of stakeholders and partners. Links will be made to existing corridor travel plan process.	Amber	22/03/2016
2	Communities and local business fail to engage on West Coast of Cumbria Corridor Travel Plan. Lack of ownership.	3: Critical	4: Significant	12	CCC/LDNPA/CT	Risk Owners will seek early engagement of communities and businesses. Links will be made to existing community and business groups and forums.	Amber	22/03/2016
3	Measures identified by the Corridor Travel Plans can be implemented through See More Cumbria and the Lake District 2.0 programme (may require capital investment or investment of greater scale)	2: Marginal	4: Significant	8	CCC/LDNPA/CT	The Local Growth Funded 'Optimising Connectivity' is improving infrastructure along the key A591 corridor between Kendal and Keswick during 2016/17.	Green	22/03/2016
4	The West Coast of Cumbria Corridor Travel plan process fails to produce a viable and effective action plan.	4: Catastrophic	3: Low	12	CCC/LDNPA/CT	Early development of process and engagement with stakeholders, partners, communities and businesses will minimise the risk of non-viable and ineffective Corridor Travel Plans.	Amber	22/03/2016

**See More Cumbria and the Lake District 2.0 - Extending Smarter Travel**

**Risk Log: 2. Cycling and Walking**

Key: CCC Cumbria County Council  
 LDNPA Lake District National Park Authority  
 CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified
1	Failure to develop Cycle Cumbria Website.	3: Critical	3: Low	9	CCC	Website proposal identified in the Draft Cumbria Cycling Strategy	Green	17/03/2016
2	Cycling and walking schemes in South Copeland Economic Plan not delivered.	2: Marginal	3: Low	6	CCC/LDNPA/CT	Early engagement will be made with key stakeholders and partners	Green	17/03/2016
3	Promotion of cycling and walking to residents and workers in larger settlements in West Coast of Cumbria Corridor fails to embed.	3: Critical	4: Significant	12	CCC/LDNPA/CT	Lessons learned through See More and Go Lakes Travel LSTF programmes will be applied.	Amber	17/03/2016
4	Development and printing of walking and cycling route guides and leaflets come at end of visitor season.	2: Marginal	3: Low	6	CCC/CT	Development of route guide and leaflets will be embedded early on in project development.	Green	17/03/2016
5	Marketing and promotion of Lakes and Dales Cycle Loop not picked up and used/promoted by local cycle guides, guided holidays, cycling press.	3: Critical	3: Low	9	CCC/LDNPA/ CT	Go Lakes Travel and and See More LSTF programmes have found that face-to-face is the best method of promotion and this will be built into the project utilising staff, volunteers and casual staff acting as Travel Ambassadors.	Green	17/03/2016
6	Family cycling rides through Tour of Britain schools campaign require an increased number of ride leaders. May take longer or not be achieved.	3: Critical	3: Low	9	CCC/LDNPA/ CT	British Cycling have not experienced problems in recruiting ride leaders so far. Development of new routes can begin in advance once funding decision is known.	Green	17/03/2016
7	Participant numbers in Sky Ride Local and Ride Social programmes are lower than predicted.	3: Critical	3: Low	9	CCC/LDNPA/ CT	The current See More LSTF programme has experimented with a number of different promotional activities to support Sky Ride Local and the lessons learned will be applied to the programme.	Green	17/03/2016

**See More Cumbria and the Lake District 2.0 - Extending Smarter Travel**  
**Risk Log: 3. Getting to Work**

Key: CCC Cumbria County Council  
 LDNPA Lake District National Park Authority  
 CT Cumbria Tourism

Risk No.	Description	Impact	Likelihood	Risk Score (max. 24)	Owner	Countermeasures	Status	Date Identified
1	Difficulty in getting relevant partners involved in cycling and walking infrastructure improvements	2: Marginal	3 : Low	6	CCC	Good working relationship with District Councils and early engagement with relevant employers	Green	17/03/2016
2	Promotion of access to work and training via Cumbria Cycle to Work Challenge is not taken up	2: Marginal	3: Low	6	LDNPA/CCC	Build on experiences of South Lakes Cycle Challenge 2014 and through the Cumbria LEP there is good relationships with other large employers across the	Green	17/03/2016
3	Unable to form partnership with metropolitan authority/urban authority to translate holiday travel behaviour into long term sustainable travel changes	2: Marginal	3: Low	6	LDNPA/CCC	Use working relationships with northern authorities through Transport for the North	Green	17/03/2016

Impact	Likelihood	Status
1: Negligible	1: Almost Impossible	Red
2: Marginal	2: Very Low	Amber
3: Critical	3: Low	Green
4: Catastrophic	4: Significant	
	5: High	
	6: Very High	

Appendix D1

Section 151 Officer letter



Chief Executive • The Lonsdale Building • The Courts  
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29 March 2016

To Department for Transport,  
Great Minster House,  
33 Horseferry Road,  
London,  
SW1P 4DR

Dear Sir/Madam,

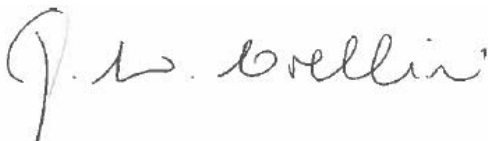
**Sustainable Travel Transition Fund, 2016-17**  
**See More Cumbria and the Lake District - Extending Smarter Travel**

I would like to confirm that a procurement strategy is in place for the Sustainable Travel Transition Year 2016/17 revenue bid being submitted for the See More Cumbria and the Lake District - Extending Smarter Travel programme.

The procurement strategy is legally compliant and is likely to achieve the best value for money outcome.

Any cost increase or cost over runs would be met by Cumbria County Council.

Yours sincerely



Julie Crellin  
Assistant Director (Finance)  
S151 officer