

Focus On... Transport

Making Cumbria a Better Place – Transport on the Right Track

On Friday 29 October, Cumbria's first Annual Transport Conference was held at Rheged, near Penrith. County Council Transport Planning staff worked with Cumbria Strategic Partnership to run a half day event titled *Making Cumbria a Better Place – Transport on the Right Track*. A half day format was chosen to enable and encourage senior level attendance from the Public, Private and Third Sectors.

The conference aimed to achieve two main outcomes: Firstly to energise the transport debate with key stakeholders and delivery partners across Cumbria and to set the scene for future closer communication and engagement particularly with the private sector in determining transport priorities for the county. Secondly to get some high level input to the development of Cumbria's third Local Transport Plan (the statutory document for transport) due for submission to government in March 2011.

The event comprised a series of short and challenging presentations on key themes to stimulate discussion, followed by a workshop style session to discuss opportunities, synergies and conflict arising from the main policy outcomes for transport. The outputs of the workshops have been recorded and are reported in this paper. These will be publicised via the CSP and council websites and reported to delegates. They will also inform the direction of transport planning in Cumbria.

Approximately 70 delegates attended the conference representing a wide range of Cumbrian businesses, charities, community groups and local authorities. The transport industry was also well represented; this helped to inform the debate from the operators' perspective. Tim Knowles, County Council Portfolio Holder for Transport and Environment, welcomed delegates from the transport industry and the Strategic Partnership and a panel of national and Cumbrian speakers provided a background to the key wider policy issues that transport contributes to:

- a thriving economy
- carbon footprint
- public health

Delegates were given the opportunity to discuss in small groups and identify together the most important transport themes and interventions for the next 12 months and how we can drive forward partnership working to take full advantage of the opportunities presented by the relationships between these complex themes.

Delegates were also asked to consider what actions they themselves or their organization could commit to over the next year to make their own contribution to reducing carbon, improving health or promoting a vital economy.

Speakers were:

- Lynn Sloman, Director of Transport for Quality of Life
- Stuart Turnbull, Chair of Cumbria CBI, Director of Innovia Films
- Mike Berners Lee, Director of Small World Consulting
- Cathy Wynne, Associate Director of Public Health Partnerships NHS Cumbria

Cllr Tony Markley, Portfolio Holder Economy and Highways closed the event.

Workshop Discussion

The Workshop sessions identified Key Actions that would be important over the course of the next few years to ensure that transport plays its role in improving economic vitality, reducing carbon impacts and improving public health:

Workshop 1: Low Carbon Economy:

- Use cars less and encourage smarter driving
- Integrate public transport
- Improve sustainable transport infrastructure
- Is your journey necessary?
- Sustainable visitor travel to and within Cumbria (supported through a new visitor tax)
- Communications (including re-energising the Cumbria Freight Partnership)
- Improve low carbon access to employment
- Smart low carbon business

Workshop 2: Healthy People - Healthy Economy:

- Change in working arrangements (e.g. encourage working at home or nearer to home)
- "Virtual Travel" – better broadband – improved wellbeing
- Get more people walking and cycling
- Review transport regulation (e.g. taxis)

Workshop 3: Less Carbon – Healthier People:

- Air Quality – Carlisle and Kendal
- Increase active travel to improve mental wellbeing
- New development in the right places
- Micro community active travel plans
- More local services

Other cross cutting themes identified through the workshop sessions included:

- A thriving economy needs both access to jobs and access to markets
- Involving younger people in the transport debate and changing behaviour early
- Partnership working at very local levels in line with the Big Society aims – community travel plans
- The Energy Coast initiatives are key – including the Port development and Nuclear New Build
- Change peoples' travel behaviours and expectations
- Lobby for better rail services, stock and facilities on the Cumbria Coast Line and elsewhere including reinstatement of disused lines
- Electric Vehicles
- Car Clubs
- Prioritise filling missing links in pedestrian desire line routes – including footways and crossings
- Improved access to West Cumbria (Energy Coast)
- How do we make bus travel attractive? (overcoming the image of last resort)
- New options for providing information about travel alternatives
- Keep sight of the strategic needs while prioritizing small local improvements
- Facilitate communication across sectors
- Identify and confirm individual and corporate ownership of responsibilities
- Options for long distance travel – can rail and bus meet expectations?
- Bike hire/lease
- Carlisle Airport will bring new employment opportunities
- Ensure best low carbon practice is adopted
- Development process must involve all players from the earliest opportunity
- Ensure transport impacts of new housing are accounted for
- Access to quality activities in communities or to centres of excellence
- Developing safe and sustainable communities

In addition delegates were asked to propose actions that they or their organization would undertake over the next year to contribute to these outcomes. Some examples of these are commitments to:-

- investigate opportunities for more home working
- use video-conferencing facilities more
- Develop a travel plan for my organization
- Establish initiatives with GP's to improve access for the elderly to surgeries
- Try to overcome the obstacles to operating a waterbus service on Windermere
- Recruit accommodation providers across the Lake District to promote sustainable transport and tourism practices.
- Increase the number of organizations that receive advice on smarter driving techniques.
- Fit all vehicles with GPS tracking and fuel monitoring.
- Develop action plans for Kendal Air Quality Management Areas
- Introduce Echo Management system on buses
- Promote best practice in use of telematics/planning programmes within freight and passenger transport.

Next Steps:

1. The presentations at the event were recorded and will be available as a download from the Council website or Strategic Partnership website to enable individuals and organizations who could not attend to see the presentations and key outcomes. The presentation slides are available on the CSP website www.cumbriastrategicpartnership.org.uk
2. The draft Local Transport Plan is being reviewed in the light of the comments and views expressed at the conference.
3. Consideration is being given to re-invigorating the Cumbria Freight Partnership, which could yield new benefits by bringing together the freight industry and manufacturers to understand what new opportunities may now exist.
4. More detailed discussions are being arranged with Cumbria Chamber of Commerce as part of the Local Enterprise Partnership approach, to discuss Regional Growth Fund bid opportunities for Cumbria.
5. Consideration is being given to opportunities in Cumbria to bid into the Sustainable Transport Fund when it is formally announced (expected later this year)

Appendix 1 Attendees

Name	Organisation
Martin Ashfield	Loyal to Cumbria
Cameron Austin-Fell	Eden District Council
Andrew Bainbridge	North Yorkshire County Council
Ian Baker	Energy Saving Trust advice centre
Daniel Barton	Story Group
Tom Bell	Business Link
Mike Berners Lee	Small World Consulting
Michelle Berry	Energy Saving Trust advice centre
Leanne Beverley	Cumbria County Council
Chris Bowles	Stagecoach
Simon Boyd	Cumbria County Council
Mark Brierley	Cumbria County Council
Derek Brown	Durham County Council
Neil Caldwell	The Chartered Institute of Logistics and Transport
Peter Colley	TAPs
David Collier	Children's Trust
Robert Cornwall	Carlisle City Council
Cheryl Cowperthwaite	Cumbria County Council
David Drinkald	Cumbria Community Transport Forum
Graham Drummond	Connect Roads
Wendy Emmett	LDNPA Local Access Forum
Amanda Evans	Cumbria County Council
Marie Fallon	Cumbria County Council
Victoria Foster	Cumbria County Council
Pauline Goodridge	Carlisle City Council
David Graham	Amey
Phil Greenup	South Lakeland District Council
Chris Hardwick	Mott MacDonald Ltd
Jill Hay	CALC
John Hayton	Lake District National Park Authority
Peter Hensman	Ullswater Steamers
Andrew Holland	Age UK
Neil Hughes	Cumbria LINK
David Ingham	Cumbria County Council
Nicola Jackson	Children's Trust
Christopher James	Nurture Lakeland
Andy Judge	Carlisle Airport
Joanne King	Cumbria County Council
Alistair Kirkbride	Cumbria County Council
Tim Knowles	Cumbria County Council
Tony Markley	Cumbria County Council

Neal McCay	Durham County Council
Amy McLoughlin	Nurture Lakeland
Allan McNicoll	Cumbria County Council
Andrew Moss	Cumbria County Council
Julia Mullarkey	Wheels to Work
Kathryn O'Brien	Northern Rail
Caitlin Olney	Direct Rail Services
Ian Pattie	Energy Savings Trust
Jill Perry	Allerdale & Copeland Green Party
Anne Phillips	Cumbria County Council
Vivienne Rees	Lake District National Park Authority
Roger Roberts	Cumbria Action
Anna Scamans	NHS Cumbria
Bryan Scott	Hadrian's Wall Heritage Ltd
Colin Sharpe	Port of Workington
Lynn Sloman	Transport for Quality of Life & Commission for Integrated Transport
Jonathan Smith	Cumbria County Council
Peter Smith	Cumbria Community Transport Forum
Phil Smith	Stagecoach
Dianne Standen	West Cumbria Bus Users Group
Ian Stephens	Cumbria Tourism
Cherrie Trelogan	Cumbria County Council
Stuart Turnbull	Cumbria CBI & Innovia Films
Nigel Wilkinson	Windermere Lake Cruises
Cathy Wynne	NHS Cumbria