

Cumbria

Transport Infrastructure Plan



Cumbria
County Council

CLEP

2022-2037





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1. Executive Summary

Introduction

1.1 The **Cumbria Transport Infrastructure Plan (CTIP)** sets the policy framework for transport and connectivity in supporting sustainable and inclusive growth in Cumbria for the period 2022–2037. It has been developed by Cumbria County Council and Cumbria Local Enterprise Partnership and is Cumbria’s Local Transport Plan.

1.2 The plan sets out a vision for improving transport and infrastructure in Cumbria that provides for the needs of residents, businesses and visitors as well as respecting our special environment. This plan is also about how Cumbria supports recovery from the Covid-19 pandemic and seeks to respond to the challenges of climate change. These two key challenges are creating a seismic shift in the way we live and work that will have significant implications for years to come.

Transport Vision for Cumbria

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

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

CTIP Objectives

1.4 There are three broad objectives for the plan:

1

Clean and Healthy Cumbria

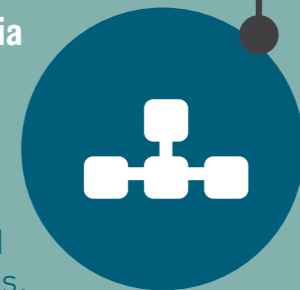
Promoting active travel and digital infrastructure as enablers of inclusive economic growth and supporting the health and wellbeing of our communities and the decarbonisation of transport networks.



2

Connected Cumbria

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



3

Community Cumbria

Promoting integrated approaches to transport that are affordable, safe and meet the access and mobility needs of all, and which support opportunity and renewal within towns and communities across Cumbria with better transport used to improve social inclusion.



Executive Summary

Realising our Vision

Our Strategic Approach

1

Clean and Healthy Cumbria

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

2

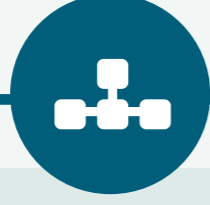
Connected Cumbria

- 2a.** Achieve enhanced rail connectivity through improved stations, services and rail infrastructure within Cumbria, for both local and long distance journeys.
- 2b.** Secure delivery of improvements and maintenance to our road networks and to complement the rollout of electric vehicles.
- 2c.** Grow the role of Cumbria's ports, airport and regional hubs to enhance wider international connectivity and economic performance.

3

Community Cumbria

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



Executive Summary

Making It Happen

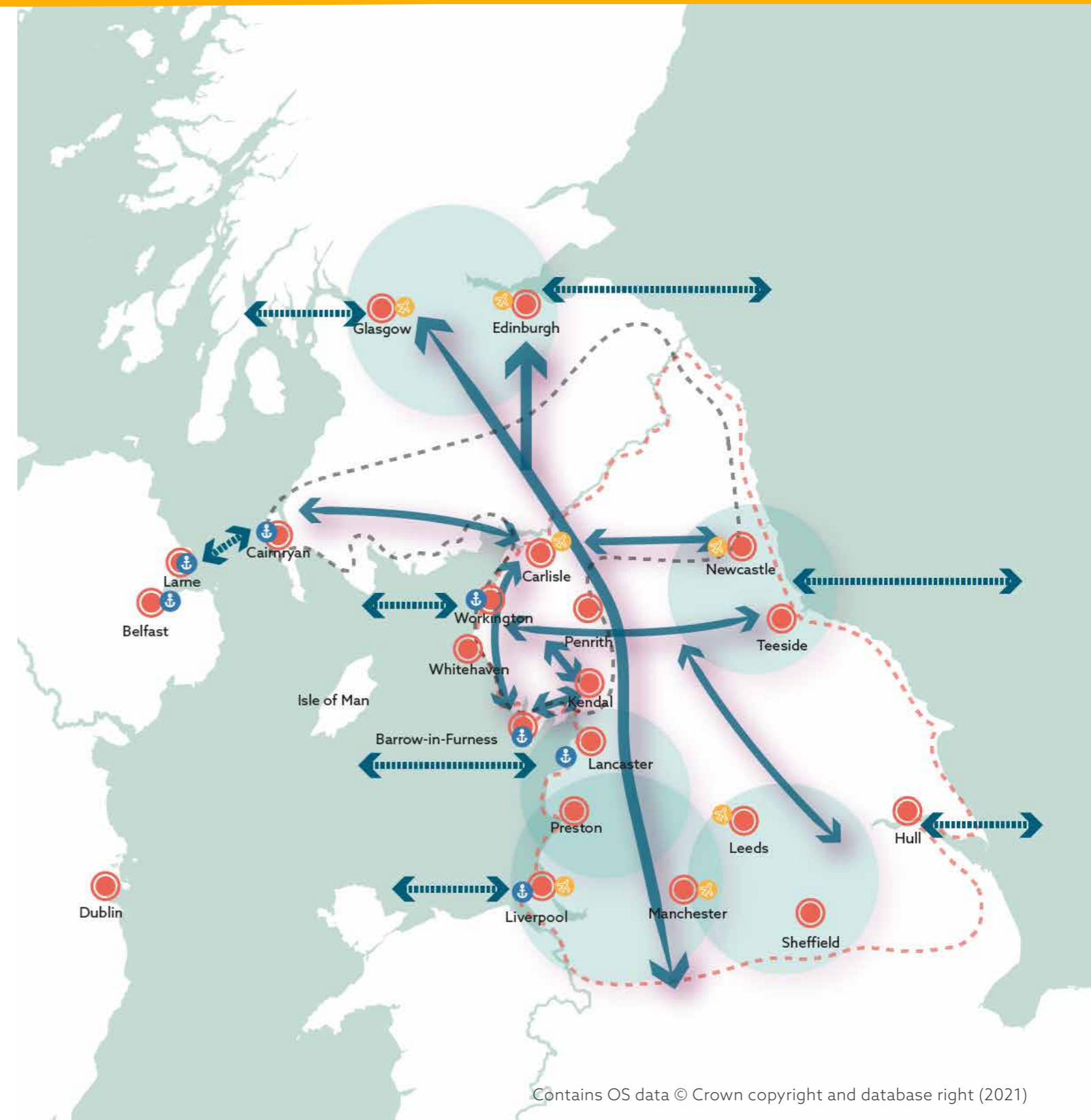
1.5 The success of the plan will be dependent on effective partnerships, the availability of funding and alignment of the outcomes we wish to achieve with a range of partners.

1.6 The success of this plan is also reliant on resource support being provided to Cumbria, both directly and through partners. Achieving the ambitions set out in this CTIP is heavily dependent upon Government support and investment, although we recognise that transport is multi-faceted and requires the buy-in of multiple stakeholders and aligned strategy and processes. To make things happen we want to work with all partners at all levels – public, private, community, Government and its agencies.

1.7 We will continue to better integrate transport with the vision and ambition for our places as locations to live, work and visit. We will seek to align with the growth defined through Local Plans. Equally Local Plans should also support the principles and proposals expressed within this plan.

1.8 The principles of this plan will be reflected through the work and priorities of partners and operators, including the importance of bus and rail networks, services and commissions being developed in a manner that supports the county.

1.9 This CTIP is supported by a clear approach to monitoring, evaluation and the delivery of key proposals within it. Delivery is subject to funding being secured and it is anticipated that this plan would be subject to review within five years.



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Strategic Positioning Map

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



2. Introduction

2.1 Travel and connectivity is important, it is how we access services and opportunities but also how we interact and maintain social bonds. This plan seeks to set a clear ambition for transport in Cumbria.

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

2.3 Cumbria's 6,767 square kilometres covers half the land mass of the North West of England. It is the second largest county in England by land area and the most sparsely populated area in England¹. Travelling across Cumbria can be challenging due to its mountainous terrain; all land over 3,000 feet in England is in Cumbria as are all 30 of its highest peaks².

2.4 The main centres of population are Barrow-in-Furness, Carlisle, Kendal, Penrith, Whitehaven and Workington, with Carlisle being the largest settlement followed by Barrow-in-Furness. Currently, 54 per cent of Cumbria's 500,000 residents live in rural locations.

2.5 Cumbria has an extensive coverage of protected landscapes – including the Lake District National Park World Heritage Site, large parts of the Yorkshire Dales National Park, Frontiers

of the Roman Empire (Hadrian's Wall) World Heritage Site and three Areas of Outstanding Natural Beauty (AONB). Cumbria benefits from a wealth of habitats and wildlife, and a mosaic of mountains, coastline, wetlands, rivers, lakes and woodlands.

2.6 The transport system faces significant demands and challenges as it needs to meet the requirements of Cumbria's businesses and communities coupled with the 47 million visitors that come to Cumbria each year³, and those that travel through the county north to south and east to west. Effective transport and connectivity is therefore essential to the future growth of Cumbria. It is how we access jobs and services, education and leisure activities. It is also critical to our economy and our role as a leader in clean energy, nuclear decommissioning, advanced manufacturing, the agri-food sector and the visitor economy.

2.7 The Cumbria Transport Infrastructure Plan (CTIP) sets the policy framework for transport and connectivity in supporting sustainable and inclusive growth in Cumbria for the period 2022–2037. It has been developed by Cumbria County Council and Cumbria Local Enterprise Partnership and is Cumbria's Local Transport Plan.

¹ Cumbria County Council, [Cumbria Observatory](#), 2021

² The Walking Englishman, [The Highest Mountains in England](#), 2022

³ Cumbria Tourism, [Tourism in Cumbria 2019: Key Facts & Trends](#), 2020.



2.8 Achieving the ambitions set out in this Plan is heavily dependent upon Government commitment and investment, although we recognise that transport is multi-faceted and requires the buy-in of multiple stakeholders. This plan closely aligns to a range of strategies and policies including Transport for the North's Strategic Transport Plan¹, Cumbria's Local Industrial Strategy² and the transport policy of the Department for Transport (DfT). It has been supported through the development of a Strategic Environmental Assessment (SEA), which forms part of the CTIP evidence base.

2.9 A Habitats Regulations Assessment (HRA) has been prepared. The Council will seek to ensure that transport improvements resulting from the plan do not have negative impacts on designated wildlife sites (including SPAs, SACs, SSSIs and Ramsar). Should they emerge, individual projects will be expected to undergo environmental assessments, such as HRA, to ensure that adverse impacts are avoided, mitigated or compensated for and the potential for biodiversity net gain is considered.

2.10 The plan sets a vision for improving transport and infrastructure in Cumbria that provides for the needs of residents, businesses and visitors as well as respecting our special environment. This plan is also about how Cumbria supports recovery from the Covid-19 pandemic and seeks to respond to the challenges of climate change.

2.11 These two key challenges are creating a seismic shift in the way we live and work that will have significant implications for years to come.

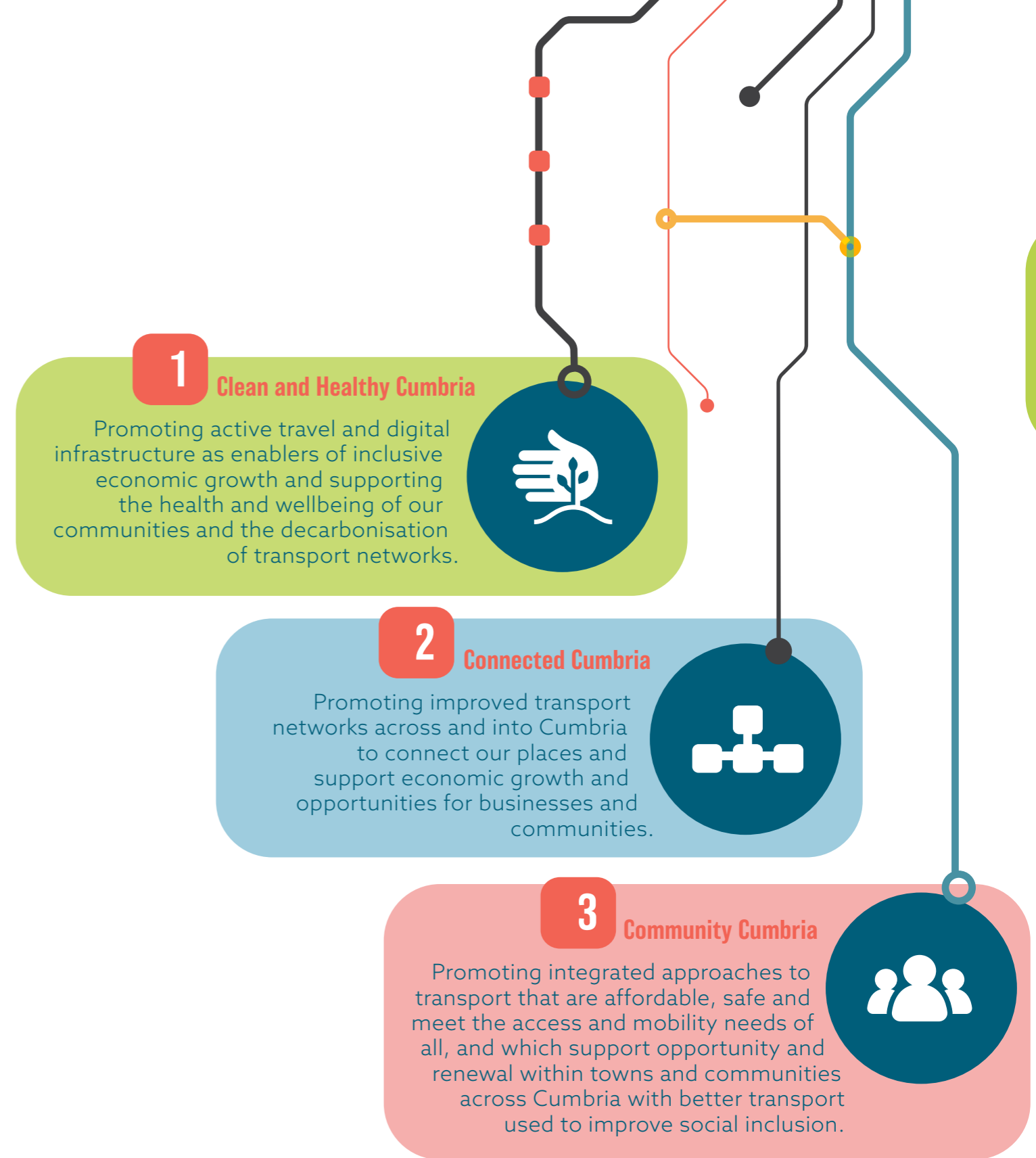
Transport Vision for Cumbria

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

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

¹ Transport for the North, [Strategic Transport Plan](#), 2019

² Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019



Our Place in the United Kingdom

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

2.14 As acknowledged through the Union Connectivity Review¹, Cumbria represents a key artery within the United Kingdom; on the English–Scottish border and the key axis linking Great Britain and Northern Ireland. The review has recommended the creation of a UKNET strategic transport network incorporating domestic road, rail, sea and air across the UK and Cumbria will be central to this network.

2.15 The Covid-19 pandemic has changed perceptions of place and distances; Cumbria may no longer be perceived as remote, creating new opportunities as people’s travel behaviours and lifestyle choices change.

2.16 Cumbria has an exceptional built, cultural, historic and natural environment. Its land uses and

dispersed range of settlements are influenced by its dramatic topography, shaped by fells, lakes, rivers and the sea.

2.17 This has resulted in dispersed rural settlements, with our larger towns concentrated in key corridors between the Cumbrian and Pennine mountains and the Irish Sea.

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

2.19 At the heart of Cumbria are our towns and villages. Each settlement has its own unique identity, opportunities and challenges, and these will be central to the future of the county. The Cumbria Local Industrial Strategy² (LIS) highlights the strategic importance of the six main settlements with more than 15,000 residents.

2.20 These six settlements contain almost half of Cumbria’s population and are the focus for much of the county’s future growth.

¹ Department for Transport, [Union Connectivity Review Final Report](#), 2021

² Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019



Figure 1. Cumbria at the Heart of UK

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Principal Towns in Cumbria

Workington

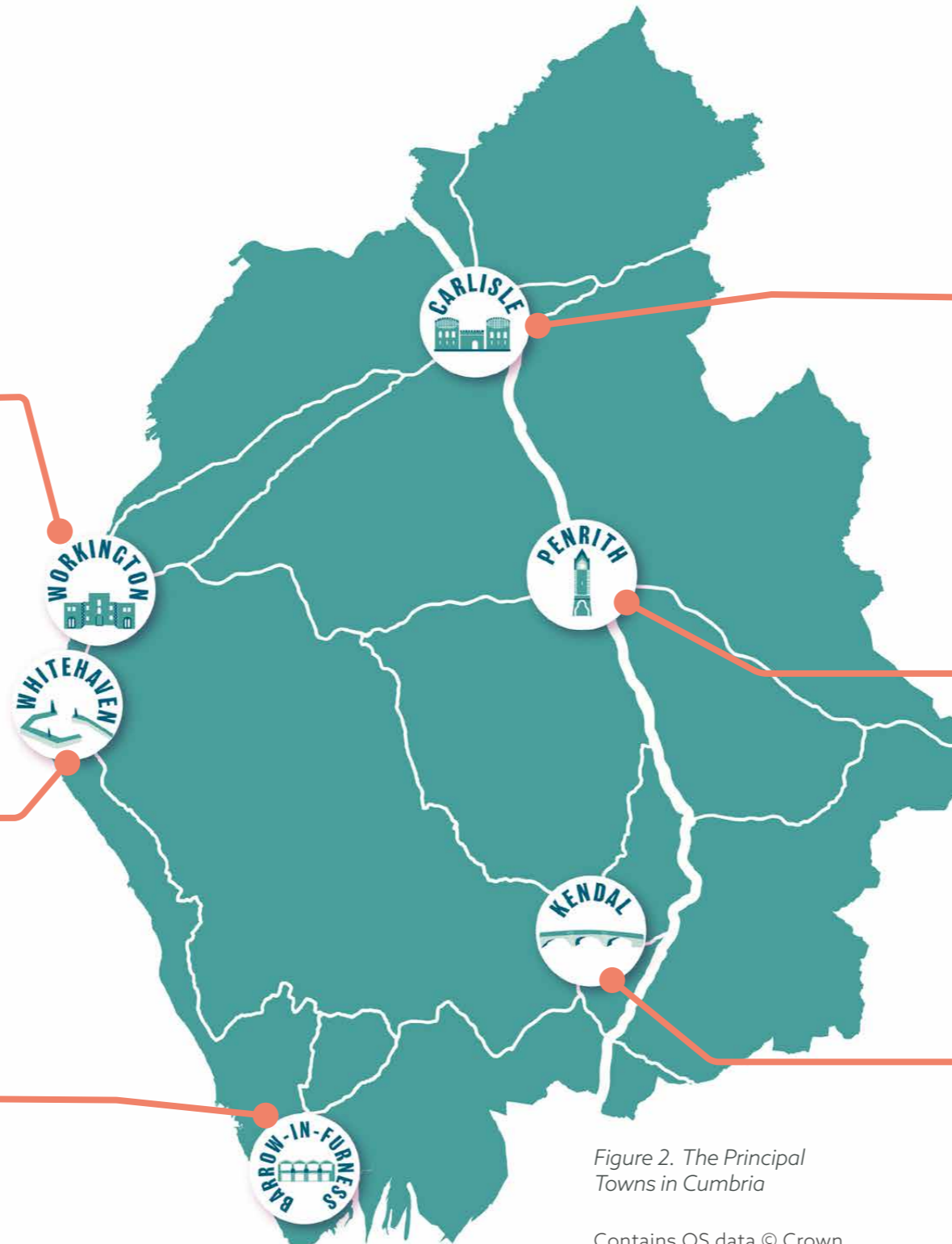
- Significant centre for manufacturing and important port with Lillyhall as a strategic site.
- The town plays an important role in clean energy sector.
- Main business and retail centre for West Cumbria.

Whitehaven

- Centre of UK's nuclear sector linked to Sellafield and host of research, development and innovation at West Lakes Science Park.
- Located on western edge of Lake District with scope to enhance tourism activity.
- Historic town centre and harbour.

Barrow-in-Furness

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



Carlisle

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

Penrith

- Centre of rich agricultural area, strategic location on M6 and A66 and accessible to most of Cumbria.
- Ambitious plans for housing and employment growth taking advantage of a strategic location.
- Main service centre for north Lakes and wider rural area.

Kendal

- Located on edge of Lake District with a strong cultural sector, creative industries and specialisms in advanced manufacturing.
- Accessible to Lancaster and rest of North West by road and rail.
- Highest concentration of highly skilled/ qualified population in Cumbria.
- Potential for further growth in creative and digital sectors.

Figure 2. The Principal Towns in Cumbria

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2.21 The Cumbrian economy is polycentric, having more than one principal town. The county is recognised for the contribution it makes to the UK economy through its tourism and manufacturing sectors¹ and figure 3 below summarises the strengths and weaknesses of the Cumbrian economy.

Figure 3. SWOT Analysis

Strengths

- A beautiful landscape that makes Cumbria a world-class visitor destination and supports some significant resources for food production¹ and renewable energy¹, including wind¹.
- High-quality water¹ and forestry resources¹.
- A unique economy including concentrations of manufacturing industries² and our role and history as a leader in nuclear and low-carbon industries and a world-class visitor economy³.
- A growing skills and educational offer⁴.
- Strong social capital with above average levels of well-being and below average levels of anxiety.

Weaknesses

- Lower levels of productivity in parts of the County⁵.
- A declining working age population⁶ and the slowest growing population in England.
- Significant skills gaps in key industries⁷.
- Acute pockets of deprivation in some areas⁸.
- General reliance on the private car⁹.
- Pockets of poor digital connectivity¹⁰.
- High vulnerability to the impacts of climate change¹¹.
- There are housing market challenges including areas of low affordability and areas with weak markets¹².

Opportunities

- New technologies may support greater innovation within our economy and around transport.
- Future national energy policy may support new economic opportunity.
- Strategic road and rail programmes may enhance connectivity to and within the county.
- Changes following the Covid-19 pandemic may support decentralisation nationally to the benefit of Cumbria.
- Decarbonisation may support innovative new opportunities to better connect communities.

Threats

- Environmental impacts of climate change on our communities and business.
- The long-term impacts of the Covid-19 pandemic on health, well-being, and town centre prosperity.
- Impact of transport congestion on our environment and built and natural heritage.
- Potential impacts of Government policy surrounding economic development and energy.
- Inability to secure the working age population needed to support economic activity.
- Rurality and the ability to effectively and inclusively support decarbonisation.
- The impact of rurality on business case development and securing investment.

¹ Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019, p. 18 & 19.

² Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019, p. 24.

³ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 12.

⁴ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 33.

⁵ Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019, p. 25.

⁶ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 46.

⁷ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 131.

⁸ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 5.

⁹ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 71.

¹⁰ Think Broadband, [Quarter 1 Update Report](#), March 2021, 2021.

¹¹ Climate Central, [Coastal Risk Screening, Land Projected to be Below Annual Flood Level in 2050](#).

¹² Cumbria Housing Group, [Cumbria Housing Statement](#), March 2020, p. 5

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

2.23 Cumbria's LIS set out ambitions for the growth of Cumbria's economy (productivity and employment)¹ in 2019. More recently, in 2020 Cumbria LEP's Restart, Reboot, Rethink – A Plan for Cumbria's Economic Recovery – set out how to capitalise on Cumbria's competitive advantages to drive a green recovery post Covid-19.

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

2.25 The CTIP is informed by a number of strategies including the LIS¹, Local Plans, the Zero Carbon Cumbria Partnership, and Cumbria's Covid-19 Recovery Strategy². The latter strategy aligns recovery with the themes of Prosperity, Planet, People, Place and Participation, which reflect key themes relevant to the CTIP and the future of Cumbria and how it functions as a place within the United Kingdom.

Prosperity

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

Participation

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

Planet

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

Place

- Exploiting underdeveloped economic opportunities to help get a **more balanced economy**. There is a need to better support our different geographies and sectors, whilst holding onto our key specialisations, and use established key sectors, such as nuclear, as a catalyst and build on a 'technology meets natural capital' concept.
- Capitalising on our natural and historic environment and town centres to establish **places where people wish to live and work** and which can meet the needs of people into the future. The Covid-19 pandemic has also accelerated a shift to a more remote working culture, which is an opportunity to attract the economically active to Cumbria as an attractive place to live and work.
- Supporting the delivery of **balanced housing markets** with more and affordable homes to meet the needs of communities, wider economy, and to support the renewal and regeneration of our towns.

People

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

¹ Cumbria Local Enterprise Partnership, *Local Industrial Strategy*, 2019.
² The Strategic Recovery Group for Cumbria, *Cumbria Covid-19 Recovery Strategy*, 2021.



3. Our Future Mobility

Why Transport Matters in Cumbria

3.1 Transport is at the heart of successful places and Cumbria is no different. The considerable size, sparsity of population and general rural nature of Cumbria means that there is an inherent need for people to travel further for jobs, to meet friends and family and to access services and markets. The low density of population makes it extremely challenging to deliver effective public transport and private vehicles will continue to be important for most day-to-day activity.

3.2 Limitations associated with existing connectivity in the county means that Cumbria's dispersed

communities rely upon networks that lack resilience and vary significantly in quality and safety. The result is communities and employment locations that can be isolated, inaccessible and potentially very vulnerable to disruption.

3.3 Cumbria has huge potential and great ambitions for delivering clean, inclusive growth. Provision of an effective transport network that meets the needs of its users will be essential in unlocking this potential and delivering against social, economic, and environmental objectives at a local, regional, and national level.



Things are Changing

3.4 Over the last few decades our society has changed considerably. How we work, learn, play, shop and stay healthy has radically shifted, largely due to the digitisation of many of our day-to-day activities, the uptake and use of which has been accelerated during the Covid-19 pandemic. Further changes brought about by automation, cleaner transport, new business models, new transport modes, increasing availability of data and connectivity and a change in transport attitudes will continue to drive transformation. However, a reliable transport network that can meet the demands of its population and businesses is expected to remain a cornerstone of a productive economy, and an important element in supporting inclusive green growth opportunities for our communities. Looking ahead:



The declining working-age population, combined with jobs growth is likely to result in an increased level of commuting both within and into Cumbria¹.



Increased transport demand due to the growth of the tourism industry⁴.



An ageing population will create new demands on the health and social care sector and require new and innovative transport solutions but also a greater need to ensure the accessibility of our transport networks².



Economic growth and changed patterns of expenditure will lead to an increase in freight movements and van movements associated with home deliveries⁵.

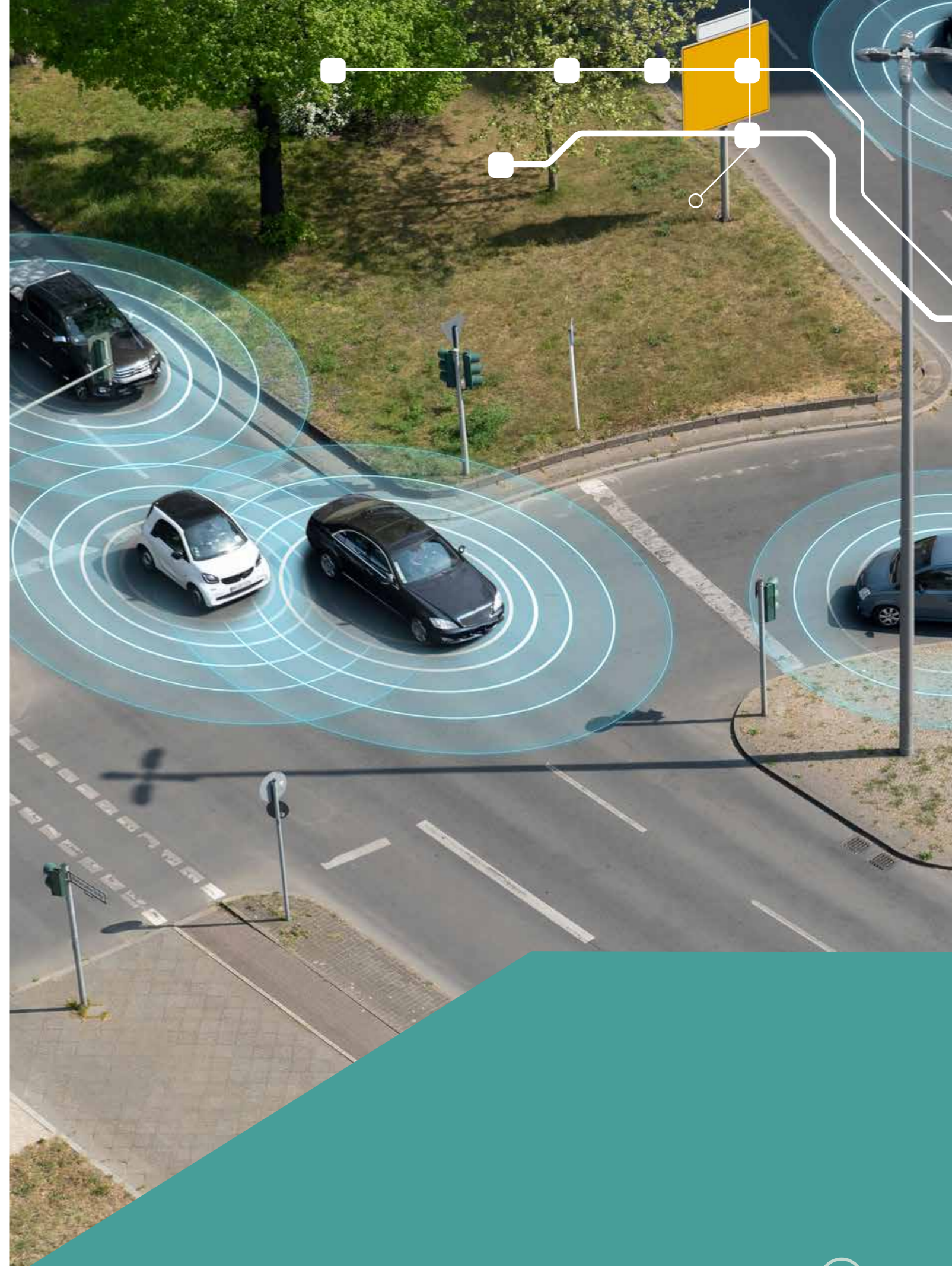


Increased travel and transport demand for a variety of trip purposes through housing and population growth³.



Improved digital connectivity may support increased levels of remote and hybrid working within Cumbria⁶.

¹ Department for Transport, [National Trip End Model \(NTEM\)](#), 2017.
² Cumbria Observatory, [Population statistics and Health and Social Care statistics](#), 2020.
³ Department for Transport, [National Trip End Model \(NTEM\)](#), 2017.
⁴ Cumbria Tourism, [Tourism in Cumbria 2019: Key facts and trends](#), 2020.
⁵ Department for Transport, [Road Traffic Forecasts 2018](#), 2018, p.53.
⁶ Office for National Statistics, [Homeworking hours, rewards and opportunities in the UK: 2011 to 2020](#), 2021.



Decarbonisation

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

3.6 Climate change is one of the biggest global challenges of our time and the changes within Cumbria must be considered alongside the national and local drive to decarbonise our economy. The UK Government is committed to achieving net zero emissions by 2050 and Transport for the North have an ambition to achieve near-zero emissions from the North's surface transport network by 2045, while also noting how different places within the North could see carbon reductions happening at differing speeds reflecting a range of considerations including rurality.

3.7 Cleaner forms of transport that balance supply and demand and provide genuine choice for users and are tailored to the customer, offer the potential to deliver against social, economic, and environmental objectives to decarbonise our economy and transport networks.

3.8 To achieve the decarbonisation of networks we will need to pursue:



A fundamental shift to zero emission vehicles, together with supporting infrastructure, including electric vehicle charging.



Promotion of sustainable travel, including walking, cycling and public transportation to reduce the number of short journeys made by private car.



Measures to improve sustainable transport services, including use of digital technologies for more effective demand management.



Partnership working to support the development of environmentally sound transport improvement and maintenance practices, which may include natural capital investment.

Technology and Innovation

3.9 Achieving this will require agility and adaptability, as rapid technological advancements and change will occur over the CTIP period. We must plan to meet our economic, social, and environmental objectives in a manner that allows us to respond flexibly to future transport opportunities and challenges.

3.10 New technologies and artificial intelligence should support new and innovative enhancements to transport and decarbonisation.

3.11 There are a number of key concepts emerging that could improve future mobility, including that of 20 minute communities. This concept is based around the principle of key services and opportunities being accessible with 20 minutes of travel time by sustainable means. The application of this concept to rural communities presents challenges but also an opportunity to strengthen links between transport, service delivery and land use planning.

3.12 This is not an exhaustive list and we are keen to identify new opportunities and potential pilot projects.



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



20 minute communities seeing key services and facilities accessible by active and sustainable modes.



Smart and integrated ticketing making travel easier and more predictable.



Smart and autonomous vehicles supporting trip reliability, safety, and efficiency.



Future Proofing Principles

3.13 In a rapidly changing strategic and operational environment it's important that we strike the balance between focus and flexibility. The following principles are intended to help achieve a future proofed approach:



Stay informed and use emerging technology and data sources to enhance understanding of transport issues and opportunities and identify potential solutions.



Make the most of the county's natural environment and green corridors in supporting walking and cycling and opportunities for natural assets to support carbon capture.



Embed decarbonisation as a cross cutting theme alongside other social, economic and environmental objectives.



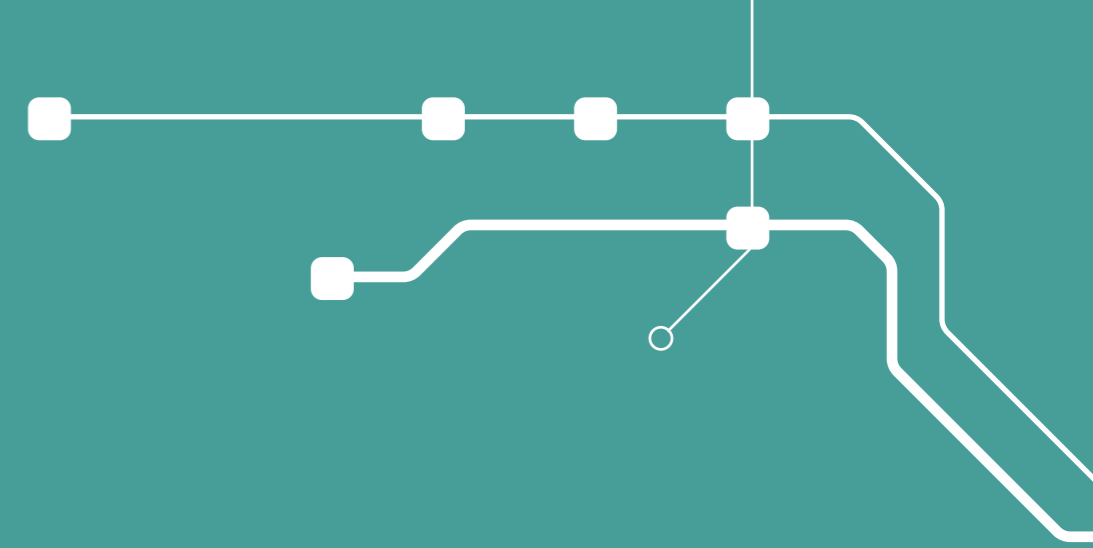
Maximise the leverage of clean energy and transport to support clean, inclusive economic growth.



Be innovative and actively seek new ways to deliver clean, effective transport connectivity and choice to support social, economic, and environmental outcomes.



Use Cumbria's unique assets and resources to generate, test and promote new transport related technology and models.



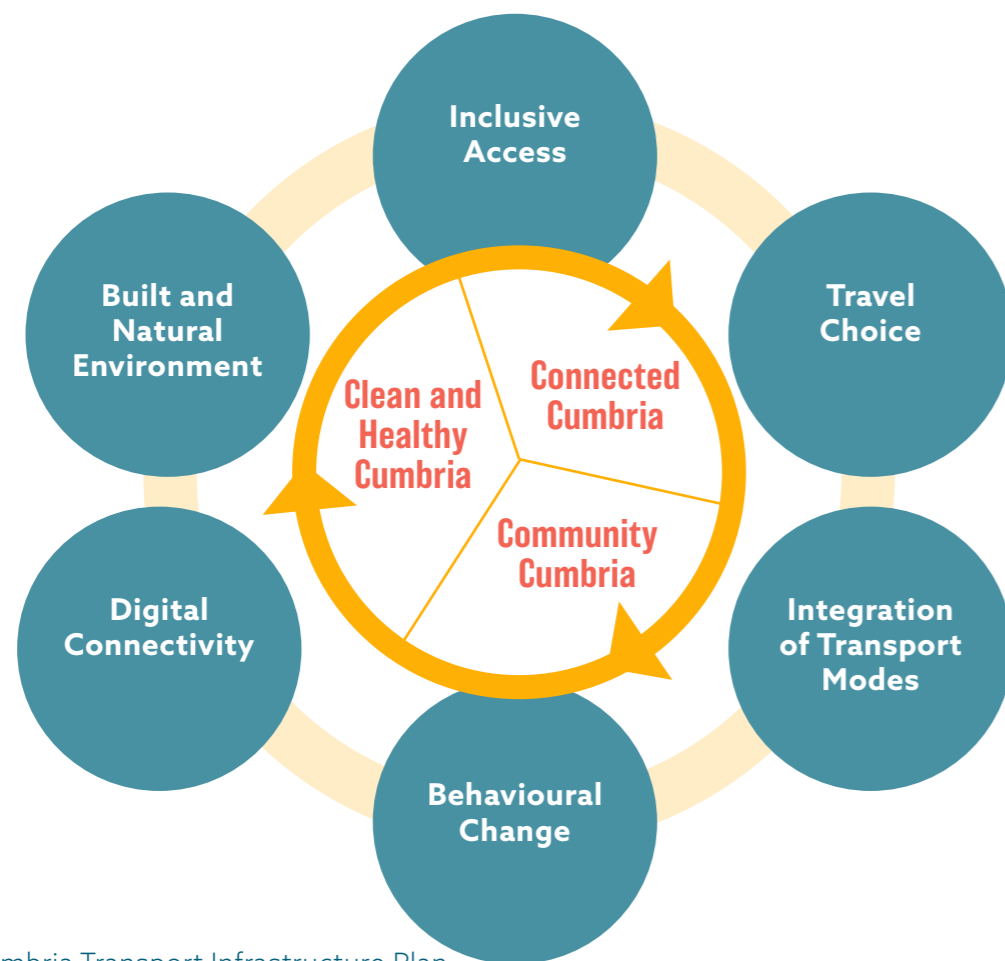
The Plan as a Driver of Change

3.14 The ongoing global Covid-19 pandemic, coupled with the existing and potential impact of climate change, present two additional significant challenges. However, they also offer up opportunity.

3.15 Transport infrastructure and services can support both economic recovery and local, national and global environmental targets. In doing so, the county seeks to unlock new economic opportunity through green growth and investment.

3.16 This will require a flexible, proactive and ambitious approach, which takes full advantage of the county's existing expertise, skills, resources and abundant natural capital. It will also involve improved infrastructure and more innovative approaches to transport and mobility.

3.17 The infographic below summarises the key strategic elements of the Plan, illustrating how these relate to each other and how they align with the delivery of outcomes to drive positive change.





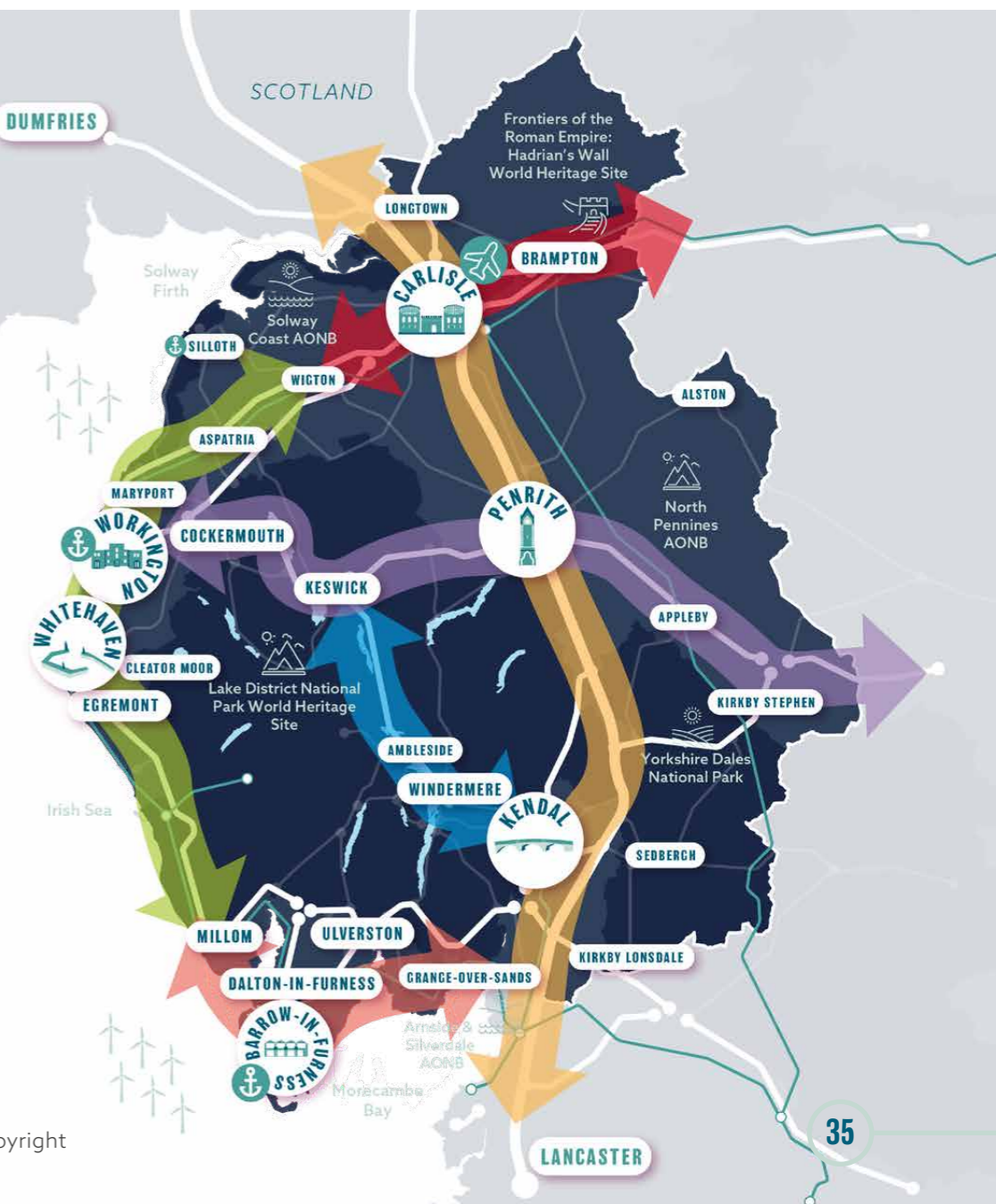
4. Linking our Geography

4.1 Whilst many of the challenges and opportunities in Cumbria apply to the whole county, some only apply to specific locations.

4.2 In considering Cumbria's unique geography and transport and infrastructure requirements it is helpful to look at these as six key transport corridors (Figure 4). Each fulfill different roles and in part overlap, but they define key corridors of movement in and across our economy. While this review considers key strategic links within the county, there are also significant cross cutting opportunities and needs across Cumbria.

Figure 4. Transport Corridors

- KEY**
-  Cumbria County boundary
 - Transport Corridors:**
 -  1. The Energy Coast
 -  2. The Manufacturing Coast
 -  3. Connecting Cities
 -  4. The UK Gateway
 -  5. The Heart of the Lakes
 -  6. The East-West Link



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Transport Corridor 1 The Energy Coast

Key Features

- Covers a broad section of Cumbria along the west coast between Carlisle and Barrow-in-Furness.
- Workington, Whitehaven and surrounding market towns such as Maryport, Aspatria, Cleator Moor and Egremont provide important local services and focus for growth.
- Contains world leading manufacturing, energy and nuclear expertise, enabling potential for growth in these and complementary sectors.
- Sellafield is a significant employer, accounting for over 60 per cent of Copeland's GVA and a global leader in decommissioning and the safe management of legacy waste¹.
- The nuclear sector supports a major supply chain, and high-quality research and development linked closely to higher education, including the University of Cumbria, University of Manchester and the University of Central Lancashire.
- Home to a number of attractive coastal towns including Millom, St Bees, Maryport and Silloth, with the potential to support the growth of the visitor economy alongside a broader quality of life offer.
- Faces challenges surrounding a declining working age population and lower levels of skills². The districts of Copeland, Allerdale and Barrow have an above average rate of youth unemployment³ with the corridor having significant areas and pockets of high deprivation⁴.

Future Transport Needs

- Hosts significant economic strengths that can act as a platform for growth and diversification.
- As a global centre of excellence of the nuclear sector, there will be large scale development opportunities surrounding its future evolution, including possible locations of new technologies such as Small Modular Reactors. The corridor is also home to significant green energy assets, such as offshore wind.
- Given skills gaps and an ageing population set alongside the potential agglomeration opportunities, improvements to the movement of people across this corridor is vital. Alongside more resilient and reliable road links there needs to be a greater choice in transport options; including rail for longer distance travel and buses, walking and cycling locally and within town centres.
- There is a clear need for increases in capacity and reliability on both the Cumbrian Coast Line⁵ and the A595 to support growth and access to opportunity, with proposals like the Whitehaven Relief Road and improvements at Bothel and Grizebeck aligned to this requirement⁶.
- There are opportunities surrounding the creation of high-quality walking and cycling routes along the coast. These networks can bring significant community benefit and economic diversification.
- There is a requirement for much of this infrastructure to be delivered ahead of major investment proposals so that essential infrastructure is in place when needed.



¹ Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019, p. 24.
² Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 48 & 53.
³ Department for Work and Pensions, [Alternative Claimant Count Statistics January 2013 to August 2021](#), 2021.

⁴ Department for Levelling Up, Housing and Communities, [English Indices of Deprivation 2019](#), 2019.
⁵ Network Rail, [Cumbrian Coast Study, Railway Investment Choices](#), 2019.
⁶ Cumbria County Council/Cumbria Local Enterprise Partnership/National Highways/WSP, [West of M6 Strategic Connectivity Study Option Appraisal Report](#), 2016.

Figure 5. The Energy Coast
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Transport Corridor 2

The Manufacturing Coast

Key Features

- Covers the area from Millom in the west to the Lancashire border in the east. The corridor is dominated by the Furness Peninsula. Key towns include Barrow-in-Furness, Dalton-in-Furness, Ulverston and Grange-over-Sands.
- Barrow-in-Furness plays a strategically important role within South Cumbria; hosting retail, leisure, health, natural and educational assets.
- Barrow-in-Furness and Ulverston host major advanced manufacturing and energy assets including operation and maintenance facilities for Irish Sea windfarms, the Spirit Energy operated gas terminal, Siemens and BAE Systems, the latter through their work to deliver the next generation of the UK nuclear submarine fleet¹.
- These sectors support higher levels of productivity. Barrow has the most productive economy in Cumbria with the highest level of GVA per head of population in Cumbria, and a much higher level of GVA per job filled than elsewhere in Cumbria at over 25 per cent above the county average².
- Significant challenges persist including lower levels of educational attainment and loss of working age population, which impact on future growth. Barrow has the largest concentration of worklessness, poor housing, people with poor skills and poor health in Cumbria³.

Future Transport Needs

- Barrow and Ulverston enjoy significant potential for cutting edge growth in advanced manufacturing, life sciences and energy production; in particular, the growth and diversification of the advanced manufacturing sector and energy generation with respect to offshore wind and the potential for hydrogen production.
- To capitalise on opportunities, strategic road and rail connections require strengthening, with a focus on improving journey time reliability and resilience and addressing key pinch points. This includes improving journey times and capacity on the Furness Line together with single carriageway on the A590 and through Ulverston⁴ where a bypass would bring strategic benefit while supporting place making and modal choice in the heart of the town.
- The compact nature of the towns presents an opportunity to promote the role of bus travel, walking and cycling (in 2011 64 per cent of people in Barrow-in-Furness travelled less than 5 km to work compared to the national average of 35 per cent). This would benefit the health of the community and support new employment opportunities, as well as support regeneration.
- The attractive coastal setting and established visitor destinations like Grange-over-Sands and Cartmel present an opportunity for an improved sustainable and active transport offer. This would support and widen the visitor offer within this corridor, including at Millom and Walney.

¹ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 113.
² Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 19.
³ Cumbria Local Enterprise Partnership, [Cumbria Local Industrial Strategy: Evidence base, Version 9.1](#), 2019, p. 108.
⁴ Network Rail, [Cumbrian Coast Study, Railway Investment Choices](#), 2019.

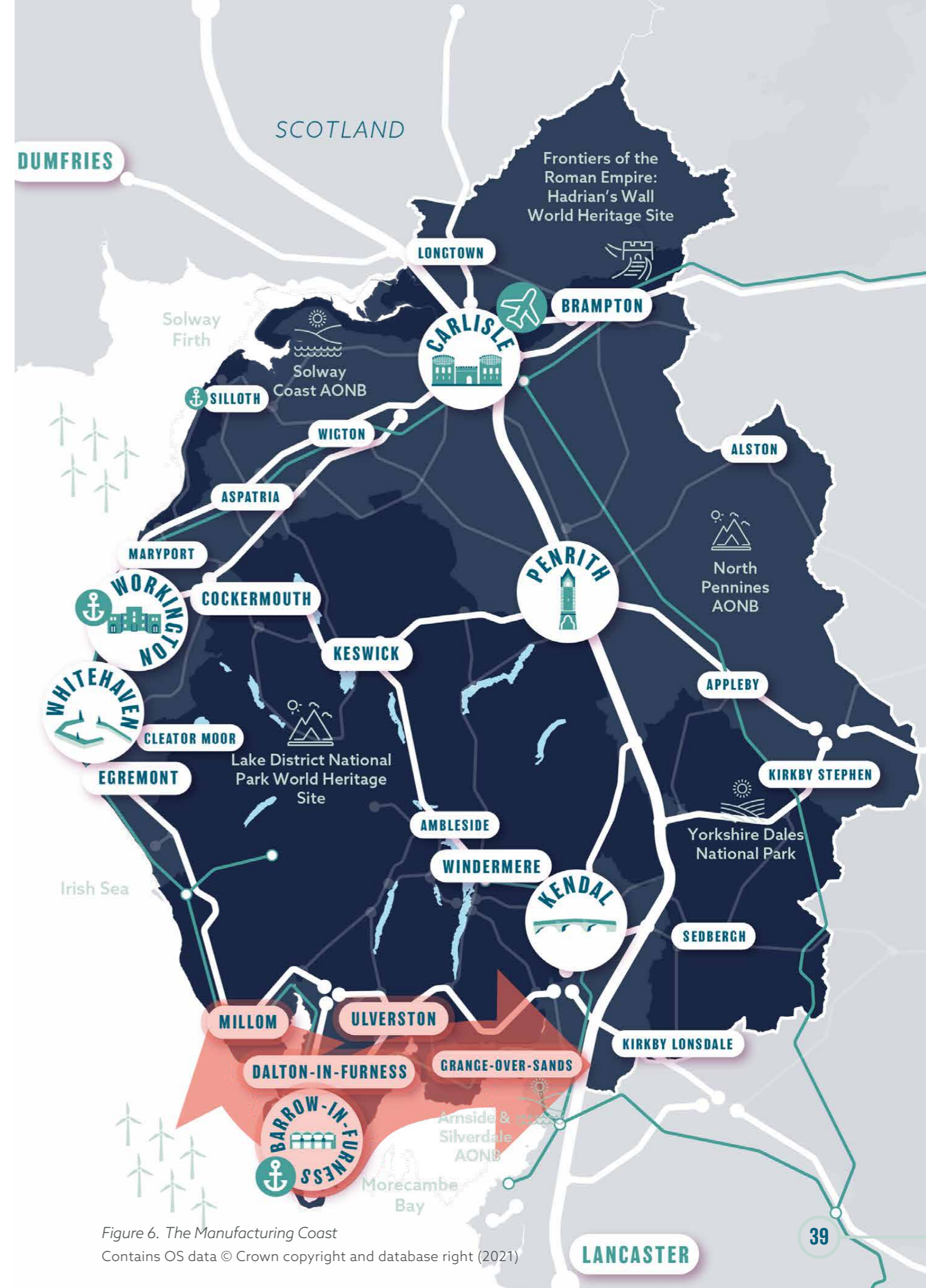


Figure 6. The Manufacturing Coast
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Transport Corridor 3 Connecting Cities

Key Features

- Focused on the city of Carlisle linking into Scotland, the North East and West Cumbria; this forms a key part of the Borderlands region and performs a nationally important role in connecting England, Scotland and Northern Ireland. The strategic importance of which is emphasised as part of the Union Connectivity Review¹ and proposals surrounding the creation of a "UKNET" strategic transport network.
- Carlisle is Cumbria's largest settlement, home to 80,000 people and sitting at the intersection of key road and rail networks.
- Carlisle has a diverse economy, with services, logistics and manufacturing all important. Its services are accessed by communities across North Cumbria and Southern Scotland. The City has a rich historic environment and performs an important role as a host location for the University of Cumbria.
- Planned investments, including St Cuthbert's Garden Village, Carlisle Southern Link Road and regeneration and renewal of the city centre (including Station Gateway which will be complemented by HS2 and new University Campus at the Citadels), provide the potential for Carlisle to continue to grow as a major regional hub.
- Despite these attributes, the corridor faces challenges surrounding a declining working age population² and below average levels of skills³.

Future Transport Needs

- Carlisle is strongly placed to support further growth. St Cuthbert's Garden Village will see the delivery of more than 10,000 new homes and would underpin the future sustainable growth of the City. Central to its delivery is the new Carlisle Southern Link Road connecting the M6 to the A595. This will provide important capacity; remove

congestion and support a greater choice of travel options helping St Cuthbert's Garden Village achieve one of its priorities of enabling active and sustainable travel.

- Carlisle Station, supported by the delivery of HS2 services and a new masterplan, can continue to grow as a key regional hub. There will be a requirement for an integrated approach to the delivery of public realm, walking, cycling and bus infrastructure within the city centre, ensuring connectivity and the effective integration of communities within the city. This would also help address the impact of Air Quality Management Areas.
- The extension of the Borders Railway presents an opportunity to deliver an additional direct link through the heart of the Scottish Borders to Edinburgh⁴. This would also open up opportunities for communities in southern Scotland to access Carlisle and bring greater resilience to the rail network.
- There is a need to improve road and rail links between Carlisle and Newcastle with improvements to the A69/A689 important in supporting this connectivity, linked with the Union Connectivity Review¹; for part of a broader strategic corridor encompassing the A75 through to Cairnryan Port. The upgrade of the Tyne Valley line would also support faster journeys and with electrification could improve resilience within the rail network.
- Carlisle Lake District Airport provides an asset that could support enhanced regional and international connectivity.
- Further improved walking and cycling infrastructure on the Hadrian's Wall coast to coast routes would enhance North Cumbria's role in the visitor economy. Currently North Cumbria has a relatively low share of visitor economy activity⁵.

¹ Department for Transport, [Union Connectivity Review Final Report](#), 2021

² Office for National Statistics, [Subnational Population Projections for England: 2018 based](#), 2020.

³ Office for National Statistics, [Labour market Profiles, Qualifications \(Jan 2020-Dec 2020\)](#), 2021.

⁴ The Borderlands Partnership, [Borderlands Inclusive Growth Deal](#), March 2021.

⁵ Cumbria Tourism, [Tourism in Cumbria 2019: Key Facts & Trends](#), 2020.

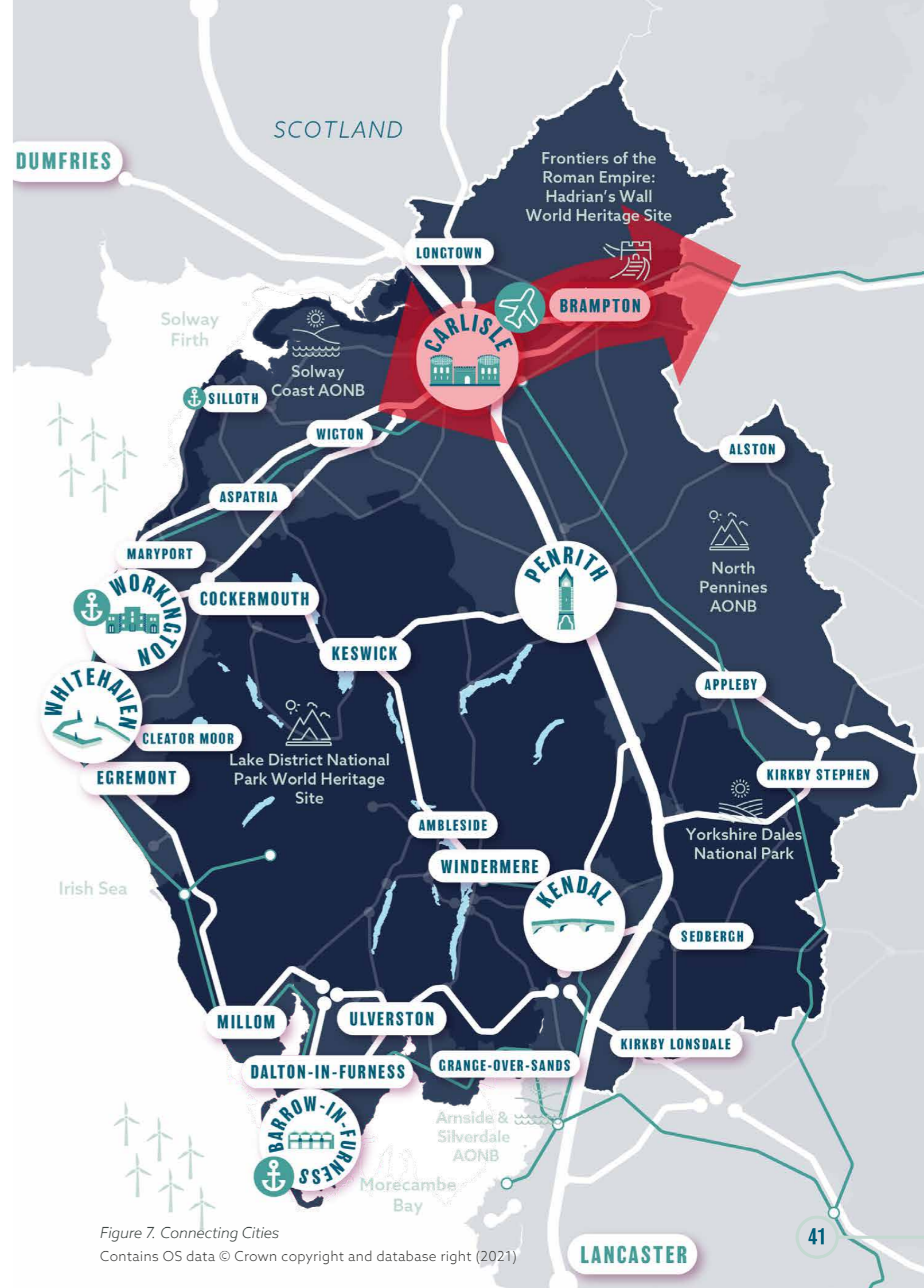


Figure 7. Connecting Cities

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Transport Corridor 4 The UK Gateway

Key Features

- Spans the full length of eastern Cumbria from Scotland to Lancashire, defined by the Pennines to the east and the Lake District fells to the west. The majority of the population is centred in the city of Carlisle and the towns of Penrith and Kendal.
- The corridor has low unemployment rates being an attractive place to live and work, but this can challenge the ability of businesses to grow and develop as the labour pool is at capacity.
- Supports a significant agricultural sector, provides an important gateway to Cumbria's visitor economy and takes advantage of national connectivity through concentrations of freight and logistics activity.
- Beyond the major settlements, rurality contributes to low average wages¹, which in turn impacts on housing affordability².

Future Transport Needs

- The corridor is expected to see steady growth in transport demand, with the largest contributing demand factor being long distance journeys associated with the West Coast Main Line, A66 and M6.
- On the West Coast Main Line, an increase in freight demand and HS2 will create additional pressures³. It will be important that these do not undermine the ability of the route and stations to support national, regional and local connections, in particular direct services to Manchester Airport and London, and stopping services at Oxenholme and Penrith.
- The planned growth of Kendal and Penrith presents opportunities to better integrate walking and cycling and support a shift towards active and sustainable modes of travel.
- For Kendal a key challenge surrounds cross town traffic flows within a constrained road network which is vulnerable to disruption; these include HGV movements from employment sites in the north of the town to the M6. The Kendal Northern Access Route, linking the A6 to the A591 to the north of the town would enhance the resilience of the town, improve air quality, support growth and also reduce traffic in Kendal town centre enabling a focus on more sustainable modes of travel⁴.
- This corridor sits between and links the North Pennines, Yorkshire Dales National Park and Lake District National Park. It is important for this corridor to support an integrated approach to visitor travel and rural connectivity.



Figure 8. The UK Gateway
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¹ Cumbria Observatory, *Economy & Environment statistics*, 2020.
² Cumbria Local Enterprise Partnership, *Local Industrial Strategy*, 2019, p. 110.
³ Network Rail, *Freight Network Study Long Term Planning Process*, 2017.
⁴ Cumbria County Council, *Kendal Northern Access Route*.

Transport Corridor 5 The Heart of the Lakes

Key Features

- Covers the Lake District National Park and its settlements; including Ambleside, Keswick and Windermere which together with Kendal act as important service centres for the local communities.
- The Lake District, a World Heritage Site and National Park, represents one of the most important natural environments and visitor destinations in the UK, attracting around 20 million visitors per year¹ including a growing number of international travellers.
- The visitor economy is important to the prosperity of business and communities within the corridor. However, impacted by a declining working age population; worker shortages present a significant challenge.
- Seasonal visitor demand can place significant pressure on local services and the transport network, and at times congestion can impact on the environment of the Lake District².
- Kendal hosts a number of important creative and advanced manufacturing businesses³. The town is also an important service centre for communities within the Lake District and is a focus for sustainable housing growth in South Cumbria.

Future Transport Needs

- The majority of visitors to Cumbria arrive by car through corridors such as the A66 and the A591⁴. Oxenholme, Kendal and Windermere railway stations perform an important role in offering an alternative to the car.
- A strategic and integrated approach to transportation is important in order to support the sustainable growth of the visitor economy, to support its status as a World Heritage Site, and to allow accessibility to form a core component of the visitor offer.
- This includes the effective attraction and dispersal of visitors drawing upon enhanced, active and sustainable travel including buses, improved and targeted parking offering, interchange facilities, more capacity and services on the Lakes Line railway⁵ and developing the role of Windermere Station as a key gateway. This is equally important in supporting workers to access places of employment within the National Park.
- There is significant opportunity to widen and enhance the active and sustainable travel offering within the National Park, with the potential for this to form part of the core visitor offer. The success of that approach will necessitate enhanced infrastructure including improved cycling and walking routes along the corridor, access (for example bicycle capacity on trains and buses), awareness raising activity and infrastructure to support electric vehicles and integration of facilities with parking provision.



Figure 9. The Heart of the Lakes
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¹ Cumbria Tourism, *Tourism in Cumbria 2019: Key Facts & Trends*, 2020.
² Cumbria Chamber of Commerce, *Your Blueprint to Improve Cumbria's Transport Links*, 2018. Cumbria Tourism, *Cumbria Visitor Survey*, 2018.
³ Cumbria Local Enterprise Partnership, *Cumbria Local Industrial Strategy: Evidence base, Version 9.1*, September 2019, p. 40. CLEP LIS Evidence Base
⁴ Cumbria Tourism, *Cumbria Visitor Survey*, 2018.
⁵ Lake District National Park Authority, *Local Plan*, 2021.

Transport Corridor 6 The East-West Link

Key Features

- Focuses on the area between West Cumbria and the Yorkshire border.
- Includes Workington, Cockermouth, Keswick, Penrith, Appleby-in-Westmorland and Kirkby Stephen all of which are important service centres.
- Corridor supports a strong rural and manufacturing economy with paperboard and heavy precision engineering in Workington, and engineering in Cockermouth.
- Strategic connectivity supports a strong logistics sector in Penrith and Workington with Penrith also acting as a key gateway to the Cumbrian visitor economy. The corridor benefits from a strong rural and visitor economy with opportunities to strengthen the role of towns, including Penrith, Keswick, Cockermouth, Maryport and Workington, as destinations.
- The rural nature of this corridor can provide some growth constraints through the need to travel longer than average distances for services, education and employment.

Future Transport Needs

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

¹ Department for Transport/Transport for the North/National Highways, Northern Trans-Pennine Routes Strategic Study, Stage 3 Report, 2016.

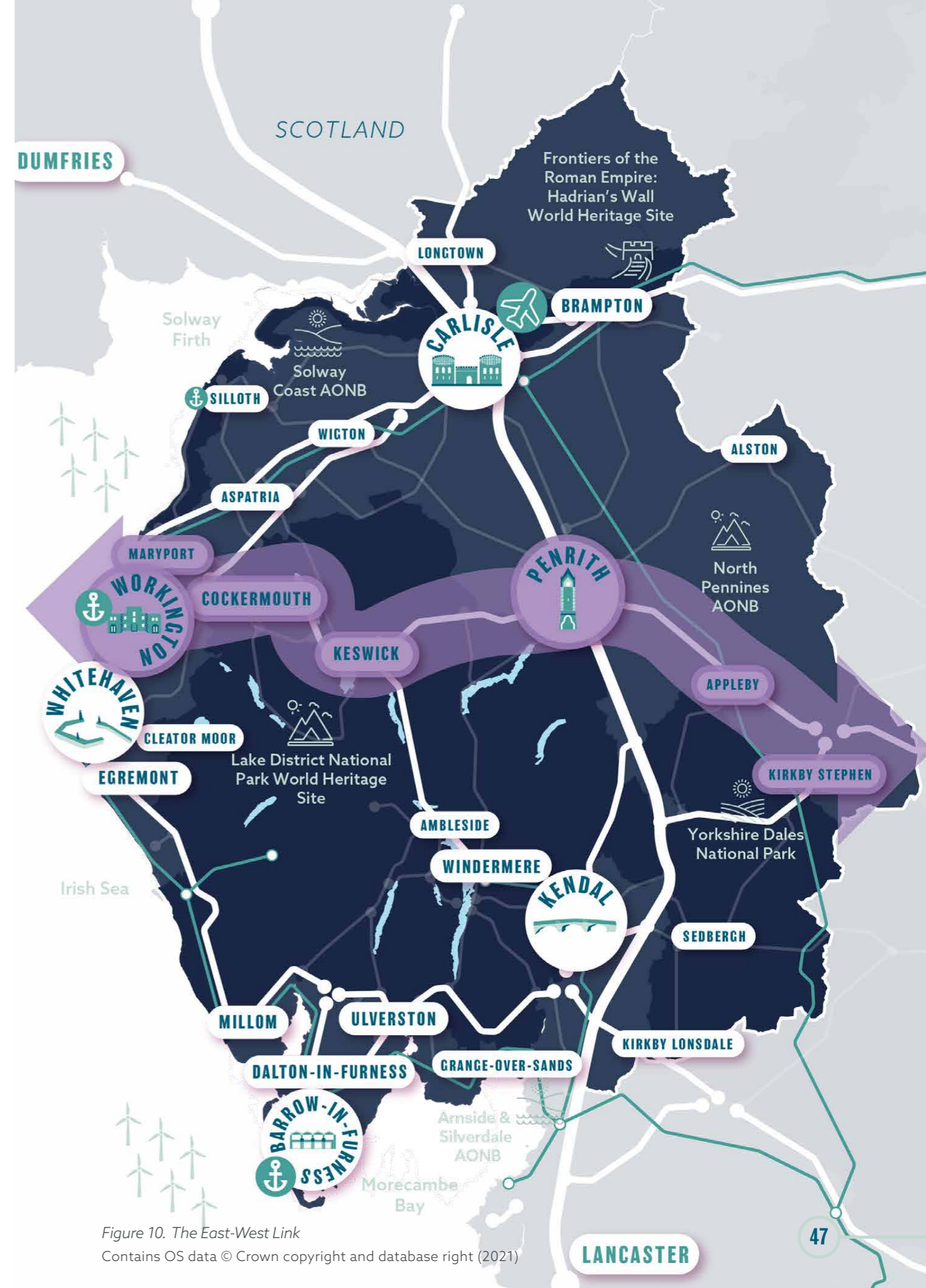


Figure 10. The East-West Link
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5. Realising our Vision





Figure 11. Strategic Connections - Cumbria Wide

- KEY**
- Key towns
 - ↔ Strategic link
 - Enhanced Integration

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Our Strategic Approach

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

1

Clean and Healthy Cumbria

1a. Establish comprehensive active travel networks to increase the number of people walking and cycling across Cumbria.

1b. Enhance digital connectivity to ensure more people and businesses have the access they require and to support innovation across transport networks.

1c. Facilitate the delivery of electric vehicle and transmission and distribution infrastructure to support the decarbonisation of our transport networks and meet the needs of a growing economy.



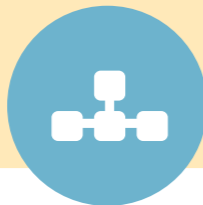
2

Connected Cumbria

2a. Achieve enhanced rail connectivity, through improved stations, services and rail infrastructure within Cumbria, for both local and long-distance journeys.

2b. Secure delivery of improvements and maintenance to our road networks and to complement the rollout of electric vehicles.

2c. Grow the role of Cumbria's ports, airport and regional hubs to enhance wider international connectivity and economic performance.



3

Community Cumbria

3a. Establish innovative approaches to the delivery of new bus services and infrastructure, particularly within rural areas.

3b. Enhance active, safe and sustainable travel within the heart of our town centres making connectivity a core part of successful public spaces.

3c. Secure the integration of transport modes, including integrated ticketing and journey planning to support travel choice and the drive to decarbonise our transport networks.

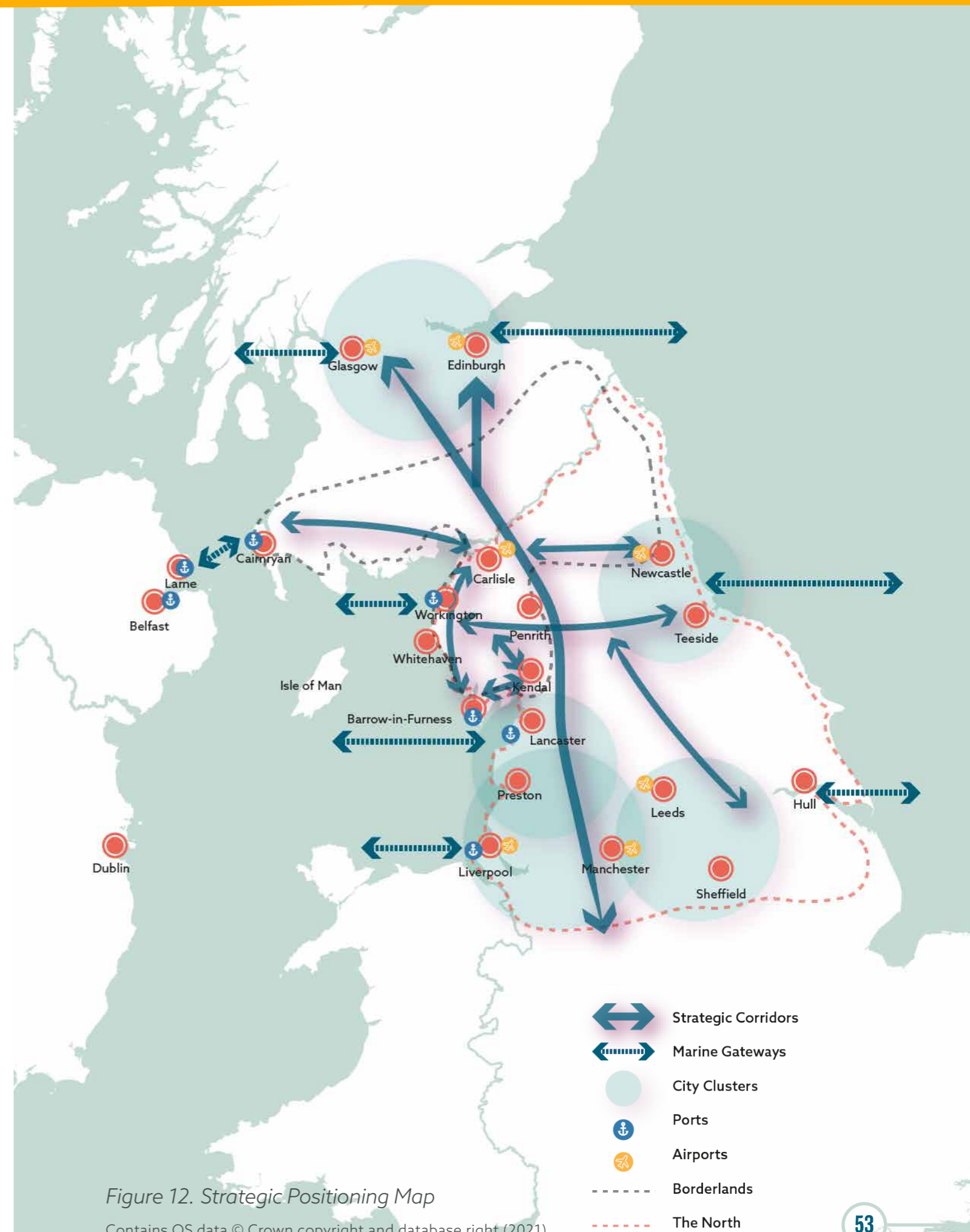


Figure 12. Strategic Positioning Map

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Objective 1: Clean and Healthy Cumbria

5.2 Transport was the largest carbon emitting sector in the UK in 2019, responsible for over a quarter of emissions¹. The Government's commitment to deliver a net zero transport system by 2050 seeks to address this, not by stopping people from travelling but by doing things differently. Rural areas like Cumbria with dispersed communities and a polycentric economy are always going to depend more heavily on transport for social and economic outcomes with road travel to remain highly important.

5.3 Moving forward we must look at how we ensure continued and improved connectivity while addressing social, economic and environmental needs. Innovation will be critical for effective active travel, high-quality digital infrastructure and the transmission networks for energy (electricity and heat) to contribute fully to the UK's energy economy and for the roll-out of zero emission vehicles.

5.4 The health and wellbeing importance of travel is a core component of the Cumbria Joint Public Health Strategy². This highlights how

transport is critical to enable people to access goods and services that are important for health and wellbeing, to encourage physical activity through promoting regular walking or cycling and to tackle climate change and improve air quality.

5.5 Active travel can play a key role in the decarbonisation of our networks. It is also an enabler to better public health and can support the regeneration of town centres. This principle is clearly established within the Cumbria Recovery Strategy³.

5.6 Digital transformation is essential in supporting the drive for a clean and healthy Cumbria, to:

- 1 Facilitate public services, including healthcare and education.
- 2 Improve productivity for all sectors of our economy.
- 3 Lessen the impact of distance as a barrier for communities and business.
- 4 Enable people to communicate effectively without the need to travel.

5.7 Digital connectivity is critical to supporting the future delivery of Mobility as a Service (Maas) and autonomous vehicles and to support incident management.

¹ Department for Transport, [Transport and Environment Statistics 2021 Annual Report](#), 2021.

² Cumbria Public Health Alliance, [Cumbria Joint Public Health Strategy: Tackling the Wider Determinants of Health and Wellbeing](#), 2019.

³ Strategic Recovery Group for Cumbria, [Cumbria Covid-19 Recovery Strategy](#), 2021.



Clean and Healthy Cumbria

1a. Cycling and Walking



Our Cycling and Walking Networks

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

5.9 Throughout rural Cumbria there is an extensive public rights of way (PROW) network, which provides access to a range of destinations. Popular long-distance walking trails include the Hadrian's Wall Path and Pennine Way national trails, the Coast to Coast Walk and Cumbrian Coastal Route. The strategic cycling network contains popular national long-distance routes, such as the Sea to Sea/Coast to Coast, the Lakes and Dales Loop cycle route, Hadrian's Cycleway, and the Bay Cycleway linking the Cumbria and Lancashire coasts.

5.10 However, the network does not link to all the major Cumbrian towns and there is significant variation in the quality of the infrastructure.

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

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

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

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

Challenges and Opportunities

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

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

5.16 Census data in 2011 showed that only 4 per cent of commuting journeys under 5 km were made by bicycle in Cumbria, which is below the England average of 5 per cent; however, 45 per cent of commuting journeys under 2 km were made on foot, which is above the England average³. Whilst there is the opportunity to encourage more active travel in our towns, it is not always possible to accommodate additional cycle infrastructure within the existing highway, necessitating a need to consider on and off highway solutions.

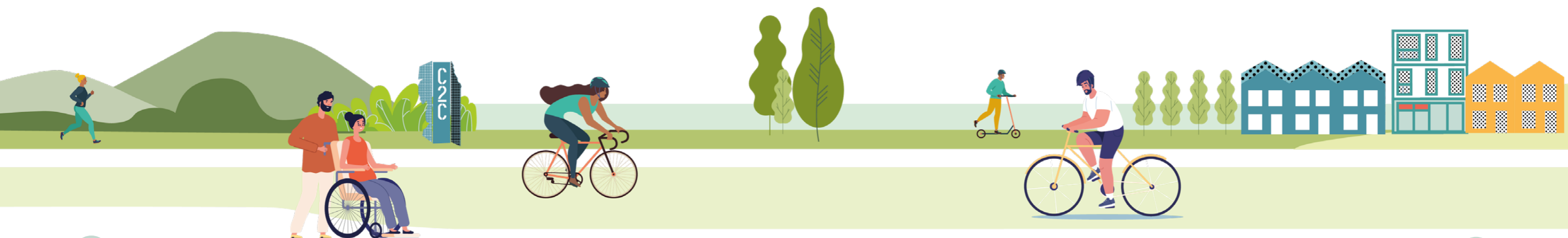
5.17 With transport being a major contributor to carbon emissions, behavioural change supported by infrastructure improvements, to make walking and cycling (including electric bikes) an easier choice for short journeys, can support decarbonisation while also increasing access to opportunity and improving public health⁴.

¹ The Cumbrian Cycling Partnership, [Cumbria Cycling Strategy 2017-22](#), 2017.

² Department for Transport, [Cycle Infrastructure Design \(LTN 1/20\)](#), 2020.

³ Office for National Statistics, [Census Data](#), 2011

⁴ Cumbria Public Health Alliance, [Cumbria Joint Public Health Strategy: Tackling the Wider Determinants of Health and Wellbeing](#), 2019.



Clean and Healthy Cumbria

1a. Cycling and Walking



5.18 Working with Sustrans, the charitable organisation who act as custodians for the National Cycle Network, there is the opportunity to improve the existing National Cycle Network to make it safer and more accessible, in line with the Sustrans' vision "to see a UK-wide network for traffic-free paths for everyone, connecting cities, towns and countryside, loved by the communities they serve".

5.19 Taking this forward and building on our physical environment and natural capital assets, combined with the increased popularity of cycling nationally, Cumbria is well positioned to make walking and cycling part of its core visitor offer, while supporting technological innovation including electric bikes. Working with the Lake District National Park Authority

and other key partners, there is the opportunity to further develop visitor focused cycle routes, particularly through the Borderlands Inclusive Growth Deal. This also offers an opportunity to disperse the benefits and opportunities associated with the visitor economy by opening up routes in less-visited parts of Cumbria.

5.20 Although the popularity of cycling has increased nationally, for many, the cost and lack of access to training and support that would give people the confidence and skills to cycle, are prohibitors. Increased access to bikes, training and support could enable more people to cycle, which, in addition to health, environmental and accessibility benefits, could help to unlock economic opportunities and would also help make the most of investment in cycle routes.

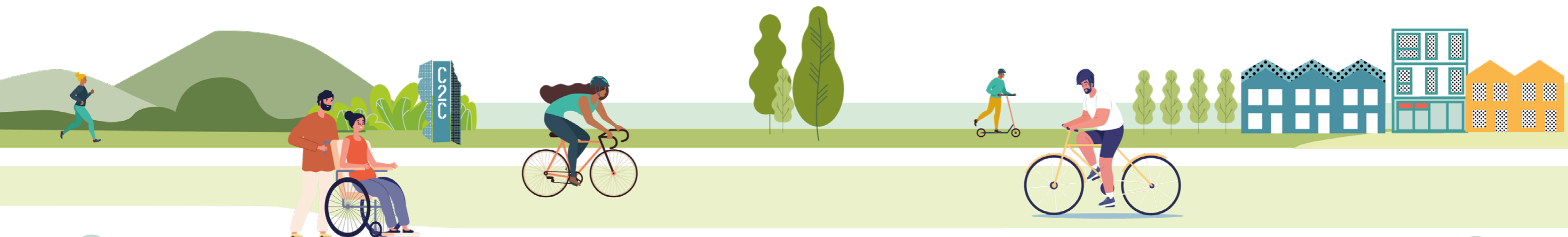
Ambition for Network by 2037

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

5.22 There will be attractive and safe cycling routes connecting the main settlements with the wider countryside providing access to Cumbria's two National Parks, three Areas of Outstanding Natural Beauty and two World Heritage Sites. The National Cycle Network within Cumbria will be transformed by replacing existing on-road sections with new traffic-free paths or by creating quiet-way sections so it is safer for everyone.

5.23 Cumbria will be an exemplar location for design and installation of cycle routes and infrastructure. As part of this, cycle hubs containing a range of facilities to encourage and support cyclists will be established and enhanced in key locations. In addition, schemes to increase access to bikes, training and increase cyclists' confidence will be accessible for all, particularly those that find cost a prohibitor. Active travel infrastructure will be a means of further boosting walking and cycling participation, supporting better health and wellbeing of our communities.

5.24 Cumbria will see improved connectivity along strategic corridors, aligned with the National Cycle Network, together with the creation of local cycling and walking networks in each of the main towns. The strategic corridor improvements will be developed in a coherent and integrated manner and will be a major draw for visitors to Cumbria. Within our main towns the aim is for cycling and walking to become the preferred choice of travel for journeys under 5 km.



Clean and Healthy Cumbria

1a. Cycling and Walking



Key Proposals 1a

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

- Develop and deliver Local Cycling and Walking Infrastructure Plans for each of the main towns in Cumbria to ensure a series of coherent local networks that can support modal shift and increased levels of walking and cycling.
- Work with partners including National Highways, Sustrans and Lake District National Park Authority to deliver improved cycle infrastructure, to create new 'traffic-free' strategic cycling corridors to better connect towns and communities.
- Promote new leisure and recreational routes that can provide local and visitor amenity while also supporting local trips.
- Promote the role of multi-modal hubs to support cycling and walking connectivity to train stations, and to support the provision of electric bikes.
- Ensure Cumbria becomes an exemplar location for design and installation of cycle routes and infrastructure by using current best practice and guidance and working closely with Sustrans.
- Develop a behavioural change programme with partners to increase cycling and walking participation so that active travel is at the heart of healthy lifestyles including integration with public health and the planning of our places.
- Encourage increased access to bikes, accessories and training via established support groups, with a focus on areas with higher levels of deprivation.



Figure 13. Active Travel Routes

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Our Digital Networks

5.25 Looking to the future, the role of digital technologies in transport will grow exponentially. The Connecting Cumbria programme has been successful in bringing coverage of at least 30 Mbps download broadband to 94 per cent of premises in the county (June 2021). However, only 12 per cent of premises have access to full fibre (capable of up to 1000 Mbps download), though these figures progress rapidly. The Covid-19 pandemic has only served to demonstrate the need for full fibre connectivity across the county to mitigate against social exclusion¹.

5.26 Access to a good mobile signal and data services, with adequate capacity, is a particular issue in Cumbria, with patchy reception in some areas, together with a limited choice of providers. The geographical coverage of 4G, in terms of land area coverage, is well below the England average. This is a constraint

for the tourism sector, mobile workers and land-based industries, which are increasingly reliant upon digital connectivity. It will also place constraints on the use of future mobile technologies to support transport.

Challenges and Opportunities

5.27 Historically digital connectivity in Cumbria has been poor in comparison to the rest of the UK because of geographical challenges and rurality with isolated properties, dispersed communities and lower housing density. These factors increase the costs of deploying and maintaining infrastructure with a low return on investment, which results in market failure.

5.28 There is a need to support and then capitalise on the shift to remote working by increasing the numbers of people that are able to work remotely. This way of working will enable people to choose where they want to live, to

have a more flexible lifestyle than ever before and reduce demand for travel. Adoption of remote working, remote learning and online collaboration has been accelerated by the Covid-19 pandemic and is expected to be a long-term trend. It will provide a range of new job opportunities, strengthen our economy and encourage more families to move to Cumbria.

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

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

5.31 In addition to new vehicle types, opportunities are also likely to arise from new models of car ownership, including shared and pooled ownership that seek to reduce the number of cars on the road and increase vehicle occupancy, a process supported by digital infrastructure.

¹ Office for National Statistics, [Exploring the UK's digital divide](#), 2019



Clean and Healthy Cumbria

1b. Digital

Ambition for Network by 2037

5.32 Cumbria will have excellent coverage of superfast, Gigabit full fibre, 4G, 5G and 6G connectivity as that technology develops, providing connectivity for rural communities and along key transport corridors¹.

5.33 Resilient digital connectivity will counter perceptions of remoteness and reduce the impact of distance resulting from our rural environment. This will allow Cumbria to capitalise on a high-quality lifestyle offer, supporting the growth of our businesses and facilitating remote working. Reliable digital connectivity will ensure that no resident or business is left behind with everyone benefitting from access to effective and efficient online local services.

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

¹ Cumbria County Council, *Digital Infrastructure Strategy 2020-2025*, 2020.

Key Proposals 1b

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

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

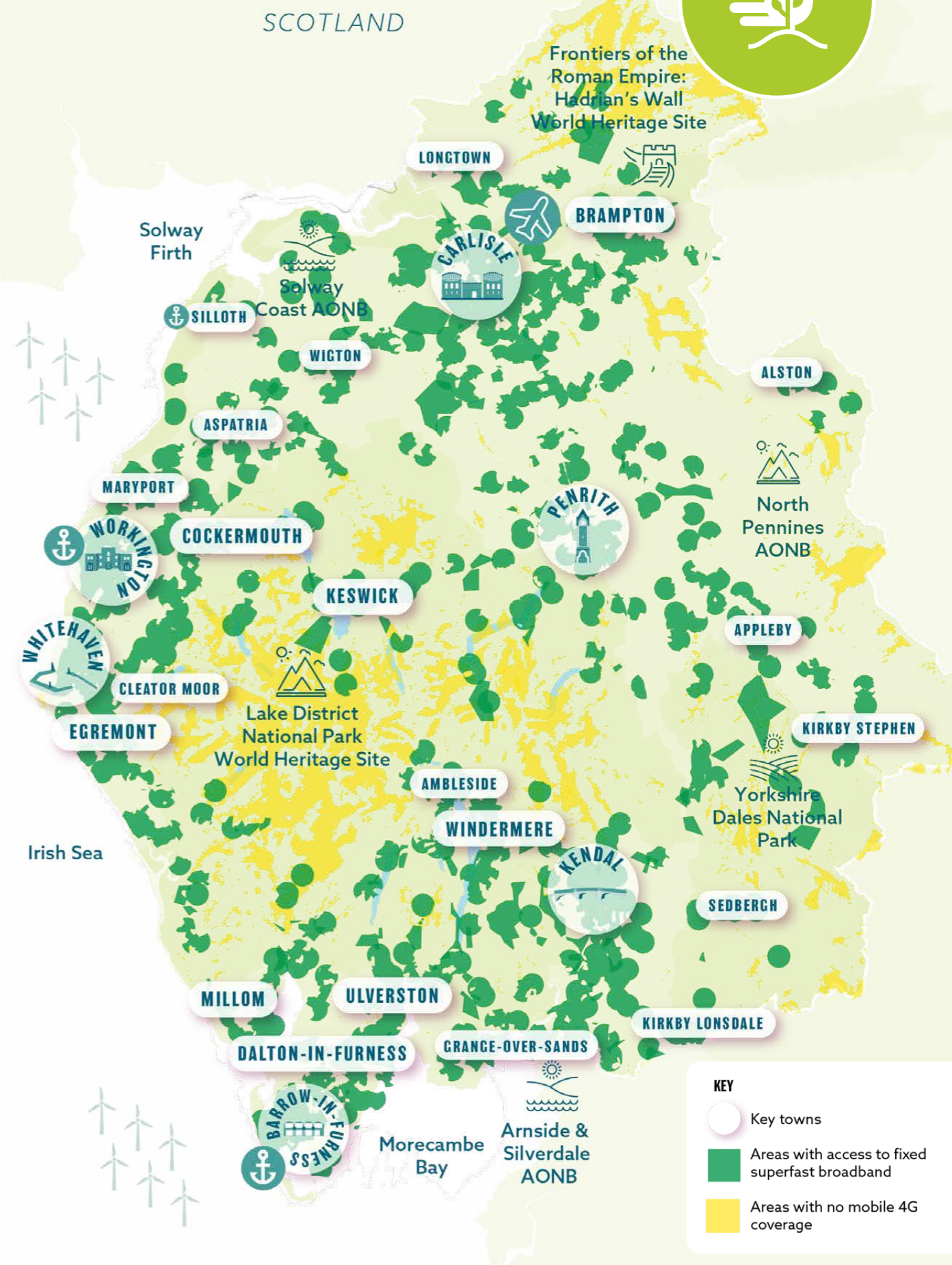


Figure 14. Digital Network Coverage

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Clean and Healthy Cumbria

1c. Electric Vehicles and Transmission



Our Electric Vehicle Transmission Networks

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

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

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

Challenges and Opportunities

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

5.39 In line with national policy, Cumbria will see a substantial uptake in electric vehicles based within and travelling through or to the county. This will require a comprehensive and reliable charging network across Cumbria.

¹ Zap-Map, [Charging Points & Electric Vehicle website](#).

5.40 However, the roll out of electric vehicle charging infrastructure is primarily commercially led and given the rurality of Cumbria, the market-led approach will tend to lag in many of our areas. There is an opportunity to define priority locations with an initial focus on key town and main routes.

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

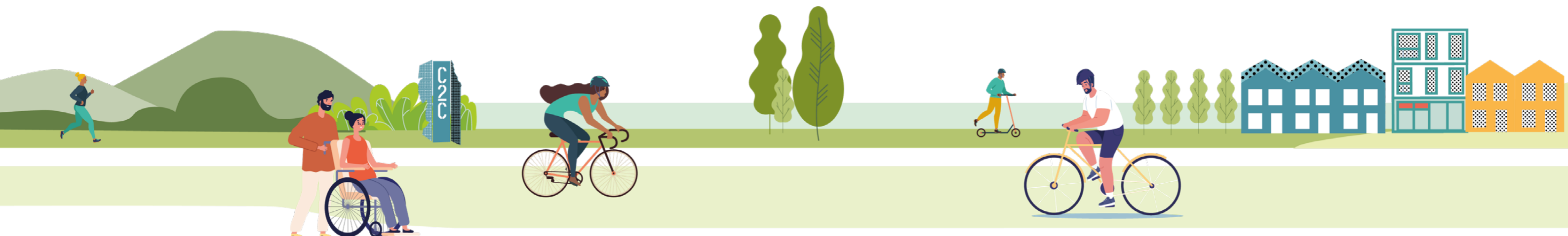
5.42 In order to support this it is expected that increases in National Grid transmission capacity will be required so that the full potential created by this infrastructure can be met.

Ambition for Network by 2037

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

5.44 Cumbria's grid network will be able to support the decarbonisation of transport networks and the wider economy and have the capacity to support the next generation of energy production. This will include opportunities from community energy through to major new generation sources.

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



1c. Electric Vehicles and Transmission

Key Proposals 1c

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

- Work with partners to identify a clear pipeline of interventions that can support the early delivery of electric vehicle charging on main routes, rural service centres, employment locations and visitor destinations:
 - Workplace – encouraging employers to install electric vehicle charging.
 - Destinations – encouraging installation with priority locations being train stations, visitor attractions, hotels/accommodation and car parks.
 - Rapid charging – working with National Highways for rapid charging provision at service stations, with provision on the Strategic Road Network and Major Road Network.
 - Home charging – encouraging deployment of charging infrastructure at or close to people’s homes.
- Engage with and support National Grid and Electricity North West to develop a well-defined pipeline of priority distribution and transmission grid interventions that are capable of supporting the decarbonisation of transport networks.
- Support the Borderlands Energy Masterplan, working with partners to develop a programme of local area energy plans which will also support transport decarbonisation.
- Work with partners to ensure that the transmission network (capacity and connection) can facilitate and support both decarbonisation and green energy growth.



Figure 15. Strategic Road Network (SRN) and Major Road Network (MRN) Rapid Charger Focus
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Objective 2: Connected Cumbria

5.46 Improving connectivity is critical to achieving inclusive growth within Cumbria and is essential in helping communities access services and opportunities and businesses to access their markets.

5.47 Regionally, the necessity for improved connectivity within Cumbria is strongly recognised as part of TfN's Strategic Transport Plan¹, National Highways' route strategies, and business cases developed for transport schemes within Cumbria.

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

5.49 These strategies all highlight the potential opportunity within Cumbria, and the barrier poor east-west connectivity creates for the economy and communities. The importance of strategic connectivity is further amplified through the Union Connectivity Review² which highlights how Cumbria is a key artery within the United Kingdom on the English/Scottish border and the key axis linking Great Britain and Northern Ireland. The

review has recommended the creation of a "UKNET" strategic transport network incorporating domestic road, rail, sea and air across the UK and Cumbria will be central to this network.

5.50 The M6, A66 and West Coast Main Line play an important role in the movement of goods and people nationally. Within Cumbria however, east-west road and rail links that are vital to strategic connectivity face reliability and resilience challenges. Also affected by these constraints are a number of international gateways, including important and growing ports and Carlisle Lake District Airport.

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

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

5.53 Cumbria faces real accessibility challenges, and mindful of this, innovative and locally effective approaches are needed to support improved connectivity while also moving towards the decarbonisation of transport networks.

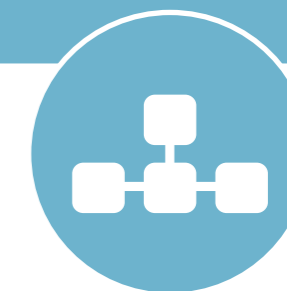
¹ Transport for the North, [Strategic Transport Plan](#), 2019

² Department for Transport, [Union Connectivity Review Final Report](#), 2021



Connected Cumbria

2a. Rail



Our Rail Network

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

5.55 All Cumbrian rail lines link into the West Coast Main Line, with Carlisle Station acting as a major interchange station for the Cumbria Coast Line, Tyne Valley Line, Settle–Carlisle Line and South West Scotland Line.

5.56 The Lakes Line links into the West Coast Main Line at Oxenholme Lake District and the Furness Line at Carnforth in Lancashire. The former plays an important role in supporting Cumbria's extensive visitor economy as it provides direct access to the heart of the Lake District National Park.

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

Challenges and Opportunities

5.58 The rail network in Cumbria is strongly positioned to support the creation of an inclusive economy and the decarbonisation of our transport networks.

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

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

5.61 Constraints on the rail network around Manchester means that service reliability and frequency of services from Scotland and on the Lakes and Furness Lines are limited. HS2 and

Northern Powerhouse Rail present opportunities by addressing capacity constraints on the West Coast Main Line, and it will be important that delivery avoids reduced connectivity for stations within Cumbria.

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

Ambition for Network by 2037

5.63 The Cumbrian rail network would present a high-quality offer, delivering frequent, quick and reliable services for passenger and freight and providing a strong alternative to road travel.

5.64 The West Coast Main Line would have the capacity and infrastructure to allow the full range of benefits of HS2 and Northern Powerhouse Rail to be realised for Cumbria; this would include upgrades to Carlisle, Penrith

and Oxenholme stations and construction of the HS2 link to the West Coast Main Line near Golborne to support regional and long distance services between Cumbria, Scotland, London and onwards to continental Europe.

5.65 The Cumbrian Coast and Furness Lines will provide a high-quality link along the coast of Cumbria, connecting communities and supporting freight movement, as well as the Tyne Valley Line to the North East. The Lakes Line will provide a frequent link to the heart of the Lake District with additional support through an improved station and connectivity at Windermere.

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

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



Key Proposals 2a

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

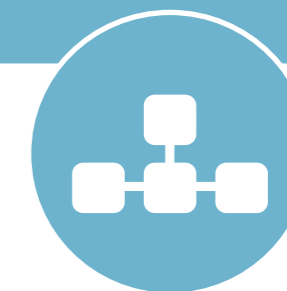
- Engage closely with the Department for Transport, Transport for the North, Network Rail/Great British Railways and Train Service Operators to achieve continuous improvement of rail services to deliver connectivity, economic benefits and a high-quality transport offer for Cumbria, including promotion of:
 - Improved timetables, frequencies, and new services.
 - The decarbonisation of our rail network (including electrification).
- Promote station improvements and work to secure investment to enhance their role at the heart of town centres and accessibility for all users.
- Seek to maximise opportunities of HS2 for Cumbria, building on the role of Carlisle as a hub and promoting continued need for strategic connectivity, HS2 integration and faster and direct journeys from Oxenholme, Penrith and Lancaster to ensure journey times to London are reduced.
- Seek enhancements to the following infrastructure¹:
 - Cumbrian Coast Line – capacity and line speed improvements to support business and freight demand and to provide increased access to opportunities .
 - Lakes Line – capacity and connectivity improvements to support access for communities and the visitor economy.
 - Furness Line – line speed and capacity improvements to enhance local connectivity and access key business centres.
 - Tyne Valley Line – line speed improvements to support interaction and agglomeration between Cumbria and the North East and to deliver greater network resilience.
 - West Coast Main Line – capacity improvements to ensure that a wide range of services will be able to utilise the line and to support strategic links to Manchester, London and Central Scotland.
 - Borders Railway – a new link connecting Carlisle and Tweedbank enabling communities to effectively access opportunities in Carlisle and Edinburgh while increasing resilience of the rail network.
 - Settle Line – improved service frequency and reliability including opportunities for new direct links between Glasgow and Leeds via Carlisle.

¹ Transport for the North, [Strategic Transport Plan](#), 2019.



Figure 16. Rail Network

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Our Highway Network

5.68 Cumbria has an extensive road network comprising the Strategic Road Network (SRN), Major Road Network (MRN) and the local road network. Cumbria's geography means routes in the county are multi-purpose accommodating a mix of journey types and users.

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

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

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

Challenges and Opportunities

5.72 The road network is used for the vast majority of trips and supports a range of transport modes.

5.73 This road network is vital, but it suffers from resilience and reliability issues. In the event of closures, our geography means the utilisation of long diversion routes, which creates significant barriers to travel and the ability for people and business to access markets and opportunities.

5.74 These challenges are especially significant on east-west links, including the A590, A595, A66 and A69. Within our towns, capacity challenges can also impact on growth opportunities and the ability to achieve greater integration between modes.

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

5.76 Cumbria is well placed to support the development of new technologies and innovative approaches to road

operations, being home to globally recognised engineering expertise, such as M-Sport Engineering in Cockermouth. M-Sport has state of the art R&D facilities and test track which is enabling them to test and trial electric vehicle technology which can help Cumbria establish a role at the forefront of innovation in the development of zero emission vehicles.

5.77 Freight movement through and within Cumbria are of strategic importance. For long-distance routes it is important for high-quality facilities including new and improved rest areas, especially as projects like the dualling of the A66 move forward. At a local level, consideration will be needed on opportunities to achieve greater integration between distribution centres and businesses and the communities these serve.

5.78 The network needs to meet the needs of different users and an improved network can unlock improvements to active and sustainable transport and support the creation of vibrant town centres, including through the re-use and reallocation of capacity.

Ambition for Network by 2037

5.79 Cumbria will have a more reliable and resilient road network, which efficiently and safely meets the needs of all users; supports improved journey times together with the roll out of zero emissions vehicles, bus services and walking and cycling infrastructure.

5.80 Improvements to the Strategic, Major and Local Road Network, both within Cumbria itself and between Cumbria and the rest of the UK, will support growth and deliver a stronger economy both for Cumbria and the North.

5.81 Improved road infrastructure will also be able to better support a range of modes directly or through capacity they will release.

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

5.83 Improvements and ongoing maintenance of Cumbria's local road network are delivered in an environmentally sound way that supports the reduction of maintenance and construction emissions. Modern technology will be used to support maintenance, incident management and information provision to road users.

5.84 Development of last mile logistics will enable goods to be delivered by the appropriate vehicle on the appropriate road.



Key Proposals 2b

Secure delivery of improvements and maintenance to our road networks to complement the rollout of electric vehicles.

- Promote a strategic approach and partnership working to enable the delivery of infrastructure to support electric vehicle charging and the potential rollout of autonomous vehicles throughout Cumbria.
- Support the expansion of the Major Road Network in Cumbria to include the A6, A591, A685 and A596.
- Ensure the effective maintenance and upkeep of networks in line with available funding while exploring how to better enhance the resilience and reliability of the road network including against extreme weather events.
- Work with partners to support environmentally sound road improvement and maintenance practices and measures to reduce carbon.
- Promote delivery of dedicated walking and cycling infrastructure as an integral part of major highway infrastructure improvement schemes.
- Encourage and support local businesses to innovate and capture new opportunities in the development and delivery of zero emissions vehicles.
- Support delivery of specific improvements that have delivery funding committed including¹:
 - Carlisle Southern Link Road (CSLR) – a new link between the A595 and the M6 Junction 42 to support delivery of St Cuthbert’s Garden Village, improved strategic connectivity and improved active and sustainable travel options.
 - A595 improvements at Grizebeck – a new link to improve existing single-lane bottlenecks and better link economic activity at Barrow-in-Furness and West Cumbria.
 - A66 Dualling to the east of the M6 – Working with National Highways to support delivery of their investment in this nationally significant

scheme while also mitigating any local impacts for existing communities as well as ensuring the delivery of improved facilities for HGVs. In addition, the case for targeted improvements to the A66 to the west of the M6 will continue to be made.

- Continue to make the case for the delivery of improvements including:
 - A595 corridor improvements – including improvements at Bothel and the development of a pipeline of additional improvements across the entire corridor needed to support economic activity and access to opportunity between Carlisle, West Cumbria and Barrow-in-Furness.
 - A595 Whitehaven Relief Road – through the Route Investment Strategy, promote a new eastern link around Whitehaven to support the growth of the town and important nuclear and energy sectors focused to the south of town.
 - A689 trunking – for the road between Brampton and J44 of the M6 to become part of the Strategic Road Network between Newcastle and Carlisle, better connecting West Cumbria, Kingmoor Park Enterprise Zone and Carlisle Airport as well as providing improved connectivity between the North East and South West Scotland using the A69 corridor.
 - Kendal Northern Access Route (KNAR) – developing this proposal to support the future growth of Kendal, to enhance journey reliability and resilience and to facilitate active and sustainable travel improvements in the heart of the town by reducing through traffic.
 - A590 improvements – promoting a pipeline of strategic improvements across the route including dualling and an Ulverston bypass to enhance strategic connectivity between Barrow-in-Furness and the M6.
- Seek opportunities to improve local pinch points within the network to improve efficiency and support growth.

¹ These proposals are set out within the TfN Strategic Transport Plan Investment Programme

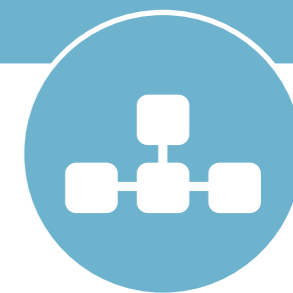


Figure 17. Proposed Road Network

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Connected Cumbria

2c. International



Our International Connectivity

5.85 Our local international gateways are focused on the key ports of Barrow, Silloth and Workington, as well as Carlisle Airport. Access to these is critical to enabling Cumbria's international connectivity and reach.

5.86 Important airports outside but accessible to Cumbria include Manchester Airport (directly accessible by rail from Carlisle, Penrith and Oxenholme/Kendal, Barrow-in-Furness and Windermere) while Glasgow, Newcastle and Edinburgh airports are readily accessible from the north of the county.

5.87 Carlisle Airport opened for passenger services in 2019 initially offering flights to London, Belfast and Dublin. However, services have been suspended due to the Covid-19 pandemic.

5.88 The ports of Barrow, Silloth and Workington currently handle important freight traffic for businesses in Cumbria, often related to the transport of bulk aggregates. Barrow and Workington also play a key role in serving operation and maintenance

activities associated with the offshore wind sector, with Barrow also being the epicentre of the UK's submarine programme.

Challenges and Opportunities

5.89 The visitor economy requires improved domestic and international connectivity for accessing a large and higher value potential tourism market. Cumbria's manufacturing, energy and nuclear sectors are internationally orientated, and businesses need good connectivity to international markets to support growth.

5.90 While international travel faces significant pressures in response to the Covid-19 pandemic in the short term, over the medium to long term the opportunity for international visits to Cumbria will return. Carlisle Airport represents an important local asset which could play an important role in supporting better international and domestic connectivity. The airport could be a test bed for innovation and carbon reduction in the aviation sector.

5.91 While Cumbria does not currently host a Freeport, opportunities to

grow the role and profile of our ports exists with the support of initiatives like Maritime 2050¹ or the Union Connectivity Review's² emphasis on the role of ports in supporting UK trade. In particular, there is the potential to develop specialisms, for example in the handling of bulk cargo, in supporting local industry and wider investment programmes, including in offshore wind.

5.92 The rail network provides important linkages to international airports with HS2 providing further opportunities to strengthen linkages with direct services to mainland continental Europe via the Channel Tunnel alongside UK airports.

Ambition for Network by 2037

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

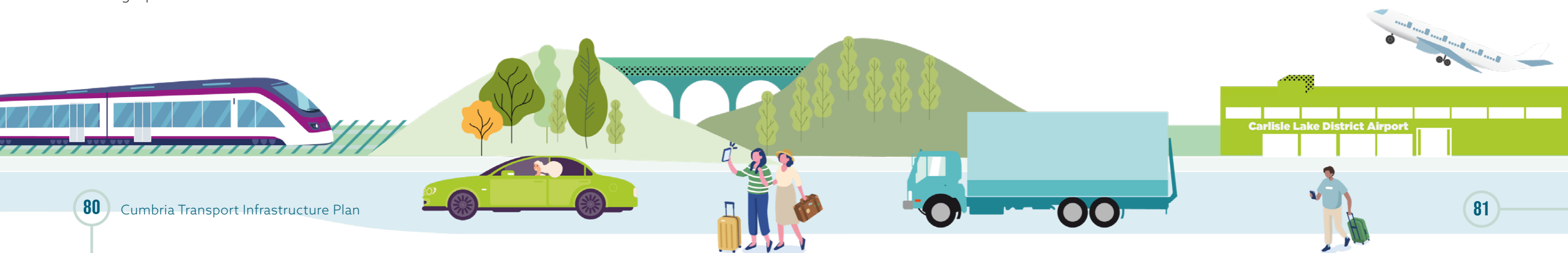
5.94 Carlisle Airport will have commercial flights operating to domestic and onward international destinations while also supporting wider commercial and private aviation and offering a gateway for air freight.

5.95 Utilising key assets Cumbria will be a test bed for innovation and new technologies that may support the decarbonisation and efficiency of the marine and aviation industries.

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

¹ Department for Transport, [Maritime 2050](#), 2019

² Department for Transport, [Union Connectivity Review Final Report](#), 2021



Connected Cumbria

2c. International

Key Proposals 2c

Grow the role of Cumbria's ports, airport and regional hubs to enhance wider international connectivity and economic performance.

- Working closely with port operators to promote and secure investment and additional business that can grow their role, profile, and contribution to the local economy.
- Promote improvements to strategic road and rail connectivity to our ports, including capacity improvements on the Cumbrian Coast Line.
- Support improved 'last mile' connectivity at our ports, including links between the Port of Workington to the A66 and Barrow Port to the A590.
- Promote the case for strategic connectivity improvements south to Manchester Airport, east to Newcastle and north to Glasgow and Edinburgh and in line with the Union Connectivity Review¹.
- Support the accessibility of Carlisle airport, including direct Government support for the reinstatement of passenger services and making the case for the A689 to be included within the Strategic Road Network.
- Seek to maximise opportunities surrounding HS2, in particular its ability to integrate Cumbria with train services to mainland Europe.
- Seek opportunities to pilot new technology and innovations, particularly in relation to decarbonisation and greening within the marine and aviation sector.
- Explore the ability of Cumbria's ports to capture new opportunities and develop new markets including in short sea shipping.

¹ Department for Transport, *Union Connectivity Review Final Report*, 2021

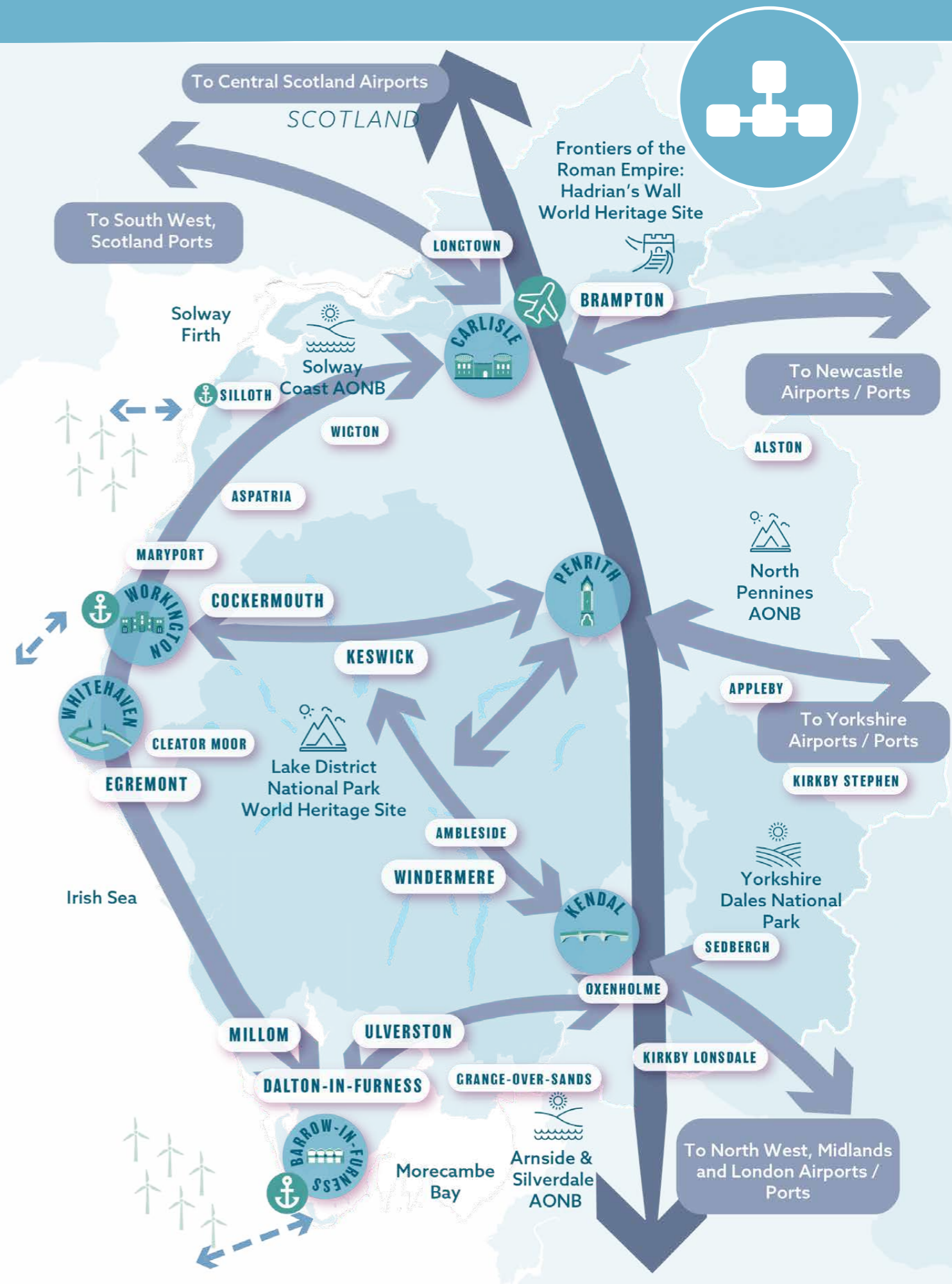


Figure 18. International Connections

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Objective 3: Community Cumbria

5.97 Affordable, frequent, safe and accessible travel is essential to achieving inclusive economic growth. Cumbria is a largely self-contained economic area: with 96 per cent of Cumbria's residents working in Cumbria and 94 per cent of all jobs based in Cumbria filled by Cumbrian residents, Cumbria has the highest rate of job self-containment of any LEP area¹. To this end, the great majority of trips made are local and within Cumbria, which offers opportunity for the growth of active and bus travel if commuting patterns and demands can be captured.

5.98 There is a need for better connected town and city centres making the most of interchange opportunities between modes, and in meeting the needs of all users including those with mobility challenges. It is also important for transport infrastructure to be positively integrated with our public realm and to deliver place based solutions that align transport, the built environment and land use activities.

5.99 Supporting this approach is the concept of 20 minute communities. While these are often viewed in an urban context, consideration should be given to its practical application within a rural context.

5.100 The role of our town centres in the lives of people and the prosperity of communities is prominent within national strategies, including the Build Back Better plan and funding initiatives such as the Towns Deal, Future High Street Fund, changes to the National Planning Policy Framework and the Levelling Up Fund. The national Bus Back Better² strategy draws out the role bus infrastructure plays in meeting the day to day needs of people and in supporting the vitality of town centres.

5.101 The Covid-19 pandemic has had a profound impact on Cumbria; it has presented significant health and economic impacts to our communities and business³. Cumbria's economy has been disproportionately hit by the restrictions on travel and social engagement. Cumbria's tourism and service sectors have been especially hard hit^{4,5}.

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

¹ Cumbria Local Enterprise Partnership, [Local Industrial Strategy](#), 2019, p. 12

² Department for Transport, [Bus Back Better Strategy](#), 2021

³ The Conversation, [Covid-19 will have a long-term impact on rural communities](#), December 2020.

⁴ HM Revenue and Customs, [Coronavirus Job Retention Scheme statistics: March 2021](#), 2021.

⁵ Nuffield Trust, [Rural, remote and at risk: Why rural health services face a steep climb to recovery from Covid-19](#), 2020.





Our Bus Network

5.103 Reflecting their larger populations within Cumbria the largest towns have the best network of services, with Carlisle and Barrow-in-Furness having good frequent services from early morning to late night running seven days a week. The major links between large towns often have good hourly services, with evenings and Sunday services. Smaller towns have less frequent services, with limited or no evening or Sunday service. Apart from links between larger settlements or in the tourist areas of the Lake District, services in rural areas are often limited to only specific days of the week.

5.104 In terms of bus infrastructure, about two-thirds of bus stops are marked, with about half of marked stops having timetable displays. Bus shelters are only provided at a small number of stops and are dependent on

advertising revenue or district, town, or parish council contributions. There are few bus stations in Cumbria, and most are of low quality compared with towns elsewhere in the country. In the main towns there are some bus priority measures, such as bus lanes, though they are limited in scope. There is no real time information at bus stops.

5.105 Where there is no access to bus services, the Council supports a number of schemes, including the Voluntary Social Car Scheme and the Rural, Village and Community Wheels. Use of these services has reduced during the Covid-19 pandemic, however, the Council is working with local communities to promote increased future use.

Challenges and Opportunities

5.106 The delivery of commercial bus services in Cumbria's rural locations face viability challenges. Proactive steps are being taken to develop new, flexible, digital, demand responsive

services. A pilot based out of hubs at Penrith, Wigton, Egremont/St Bees and Ulverston is currently in development. It is envisaged that, if successful, the product will be self-sustaining with the potential for further expansion.

5.107 The Government's National Bus Strategy¹ for England has an aspiration to increase the use of bus services across the country. The Strategy places a number of expectations on bus operators and Local Transport Authorities. There is an expectation by the Government that bus operators will co-operate with this process if they wish to continue to receive 'discretionary' grants.

5.108 There are opportunities to explore the delivery of new and innovative approaches to the delivery of services and with that forging closer working relationships with partners and operators to ensure bus travel can deliver high-quality improvements across the county.

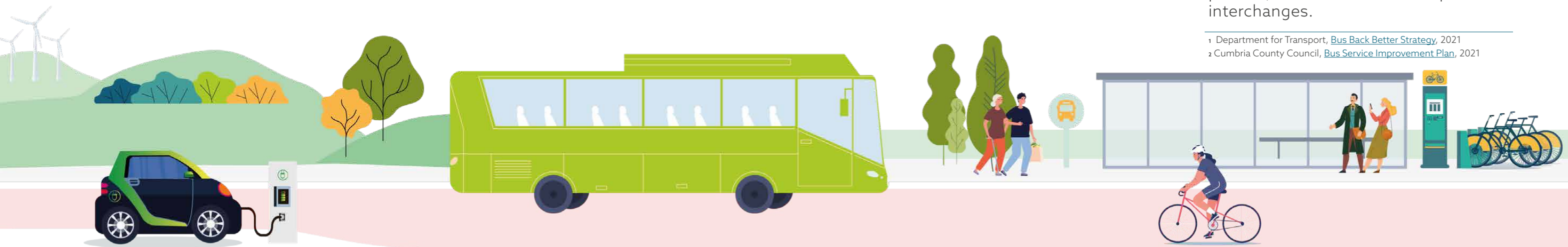
5.109 Cumbria County Council's Bus Service Improvement Plan² identifies 33 potential initiatives, interventions and schemes, with a total value of over £64m, illustrating the breadth and ambition to fully explore the opportunities and deliver improvement.

Ambition for Network by 2037

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

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

¹ Department for Transport, [Bus Back Better Strategy](#), 2021
² Cumbria County Council, [Bus Service Improvement Plan](#), 2021



Community Cumbria

3a. Bus

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

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

5.114 Fares will be affordable, supporting patronage, and with this enhancing the sustainability of services.

Key Proposals 3a

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

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

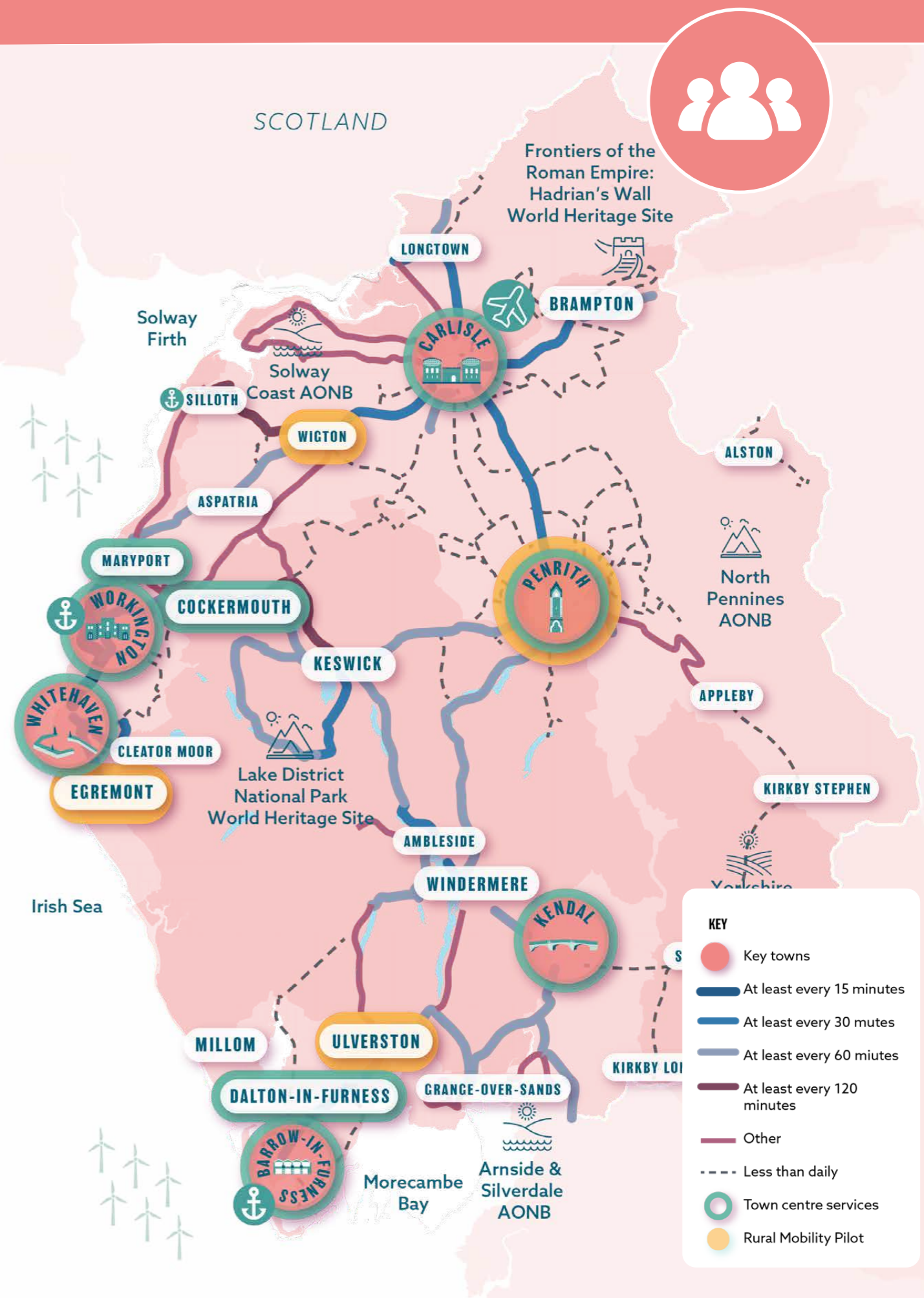


Figure 19. Bus Network

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Our Towns

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

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

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

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

Challenges and Opportunities

5.119 In recent years the high street has struggled with changes in how people and communities use the town centre, with a declining town centre retail usage. The Covid-19 pandemic and the shift to online retailing have placed further stress on the retail and hospitality sectors and therefore on the role of town centres.

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

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

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

5.123 Within Cumbria new development is required to meet the requirements of the Cumbria Development Design Guide¹; this is considered to represent best practice and provides a clear framework to guide the design of new developments and subsequent decision making.

Ambition for Network by 2037

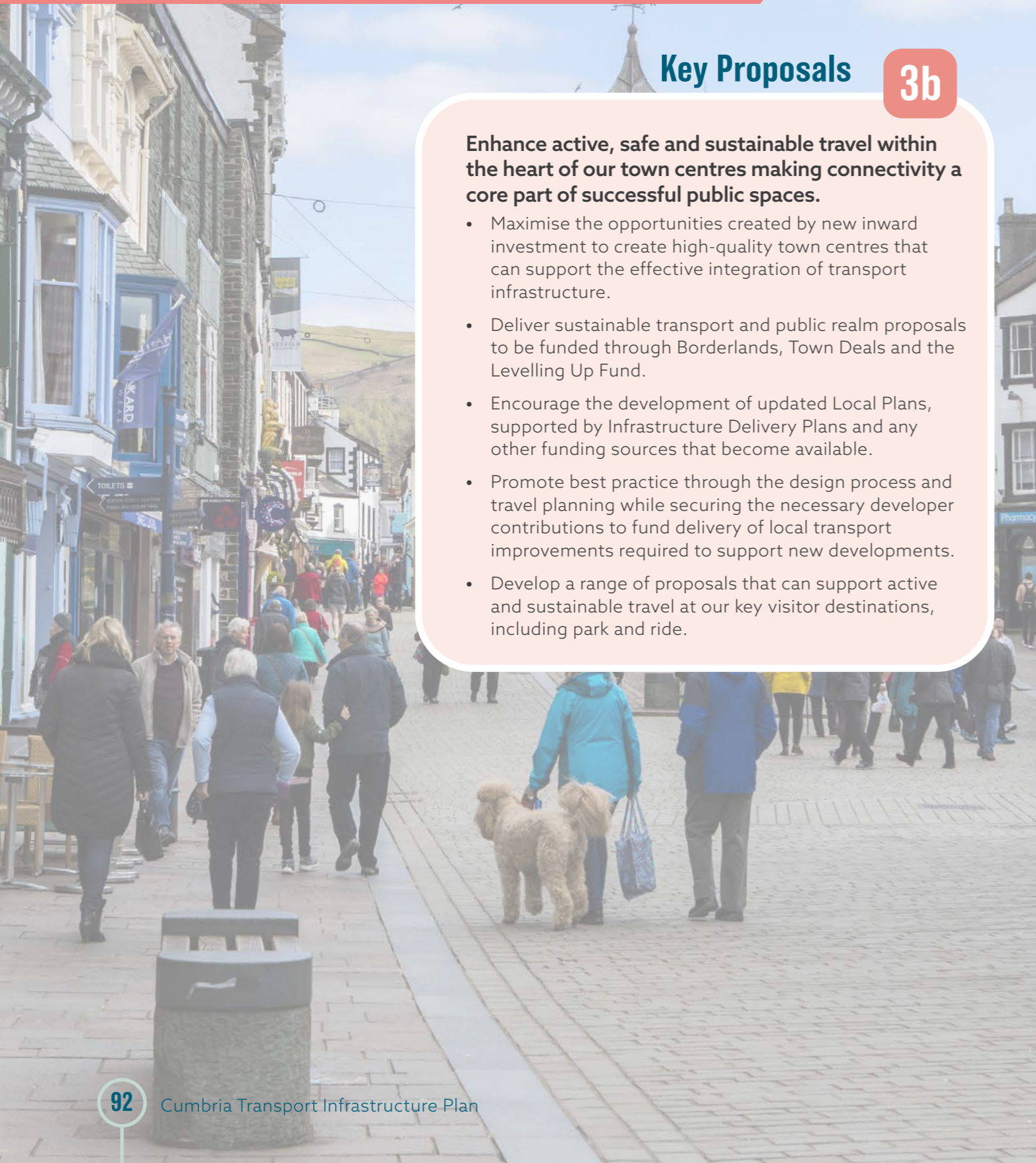
5.124 By 2037 Cumbrian towns would have benefited from investment to diversify their offer and provide an enhanced sense of place, with a coordinated approach to the delivery of transport infrastructure and public realm creating safe and attractive streets within thriving town centres and supporting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

5.125 Transport will be integral within attractive town centre environments, supported by a high-quality active and sustainable travel offer including road space provided to pedestrians and cyclists where practical and a coherent approach to parking provision.

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

¹ Cumbria County Council, [Cumbria Development Design Guide](#), 2017





Key Proposals 3b

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

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

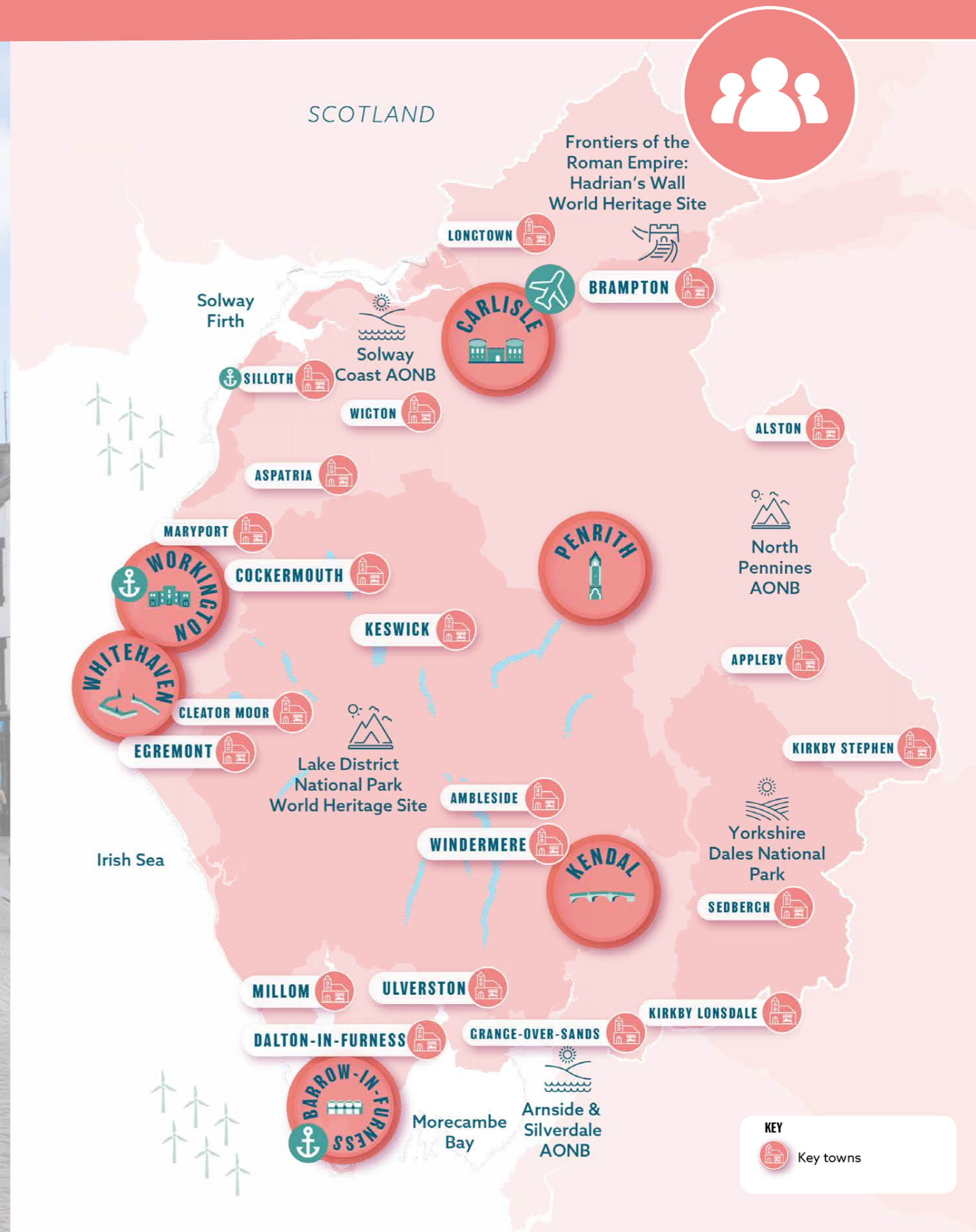


Figure 20. Key Towns

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Our Integrated Travel

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

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

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

Challenges and Opportunities

5.130 The effective integration of transport modes, providing seamless door to door journeys via public transport and active travel is important to the vitality and sustainability of our communities.

5.131 Achieving this requires effective public transport that offers the customer modern, convenient payment methods, better and easy-to-access travel information and improved parking provision at key locations for interchange to active or sustainable transport. Central to this is the concept of 20 minute communities, wherein key services and facilities are accessible within a 20 minute journey time from homes to destinations using active and sustainable modes.

5.132 Delivering 20 minute communities is a challenge within rural areas and consideration needs to be given to the role of land use planning, improved infrastructure, technology and innovative delivery models. Successful application of the 20 minute communities concept could reduce rural and social isolation issues, providing opportunities for people to travel further and wider, increasing worker mobility, helping to address education and training requirements and other services, and helping people meet their full potential. Supporting this approach there may also be opportunities to test and pilot new measures to coordinate public transport, with the Lake District National Park being a potential pilot location¹.

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

Ambition for Network by 2037

5.134 Cumbria would see the effective integration between different travel modes, both urban and rural, and within city, towns and villages the principle of 20 minute communities would be embedded.

5.135 Easy connections and smooth transitions between rail, bus, cycling and walking modes would be common, with fewer short trips needing to be made by private car, particularly for journeys to work, school, shops and for leisure. Last mile deliveries could also be targeted for more sustainable solutions, including the potential use of drones.

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

¹ Department for Environment, Food and Rural Affairs, [Landscapes Review Final Report](#), 2019

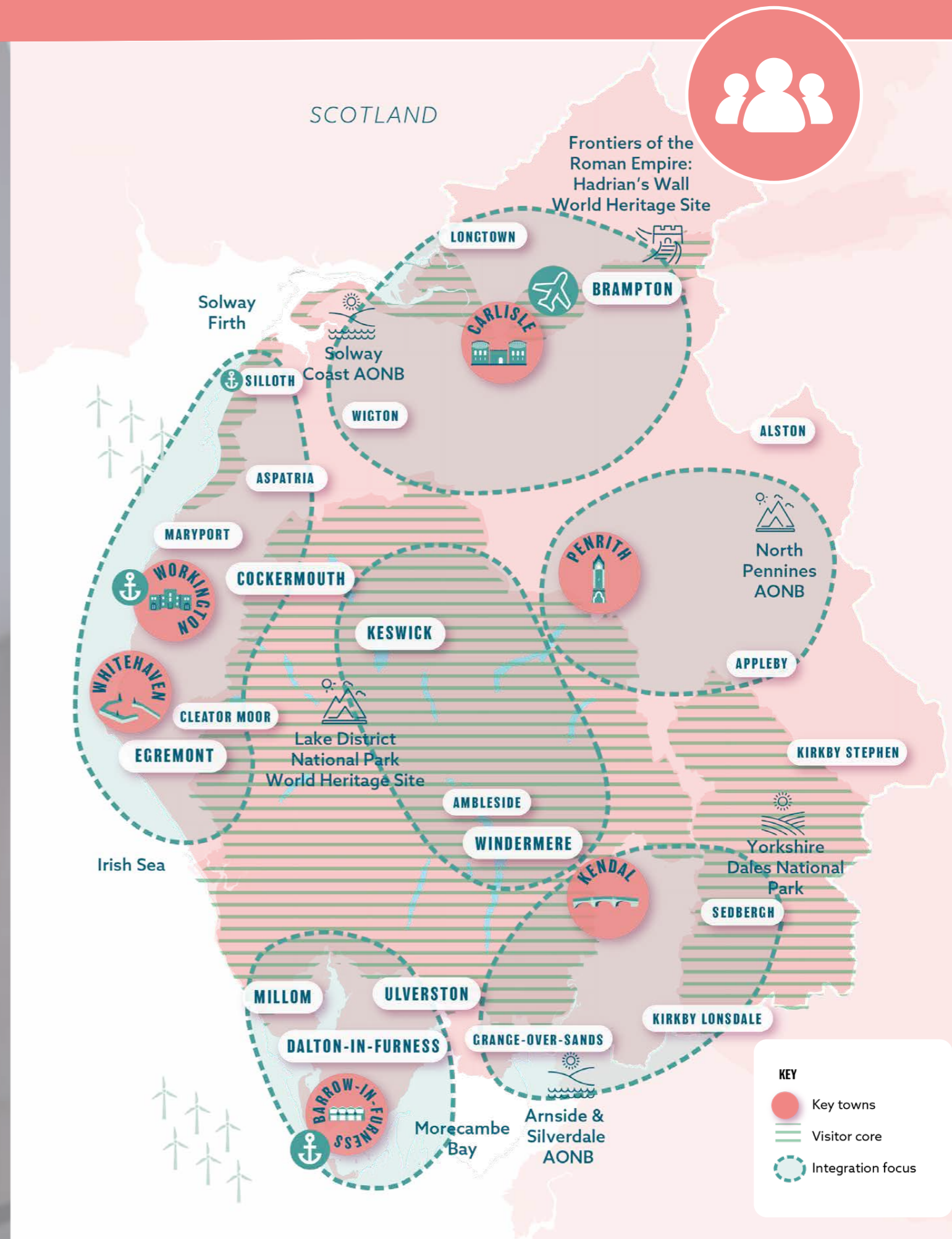


Key Proposals **3c**

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

- The promotion of greater integration of timetabled services and ticketing for public transport modes including the use of smart technologies and the development of route planning apps to help make journey planning by active travel and public transport.
- Promote the integration of active travel and electric vehicle charging facilities into train stations as well as at new residential and commercial developments.
- Promote the role of key towns as a focus for local transport.
- Work with accessibility groups to support the accessibility of transport infrastructure and town centres.
- Seek opportunities to pilot new and innovative transport technologies to support integrated journeys across Cumbria.
- Promote the principles of 20 minute communities in towns and neighbourhoods and explore how the concept could also support rural communities.

3c



KEY

- Key towns
- Visitor core
- ⋯ Integration focus

Figure 21. Focus for Integration
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6. Making it Happen

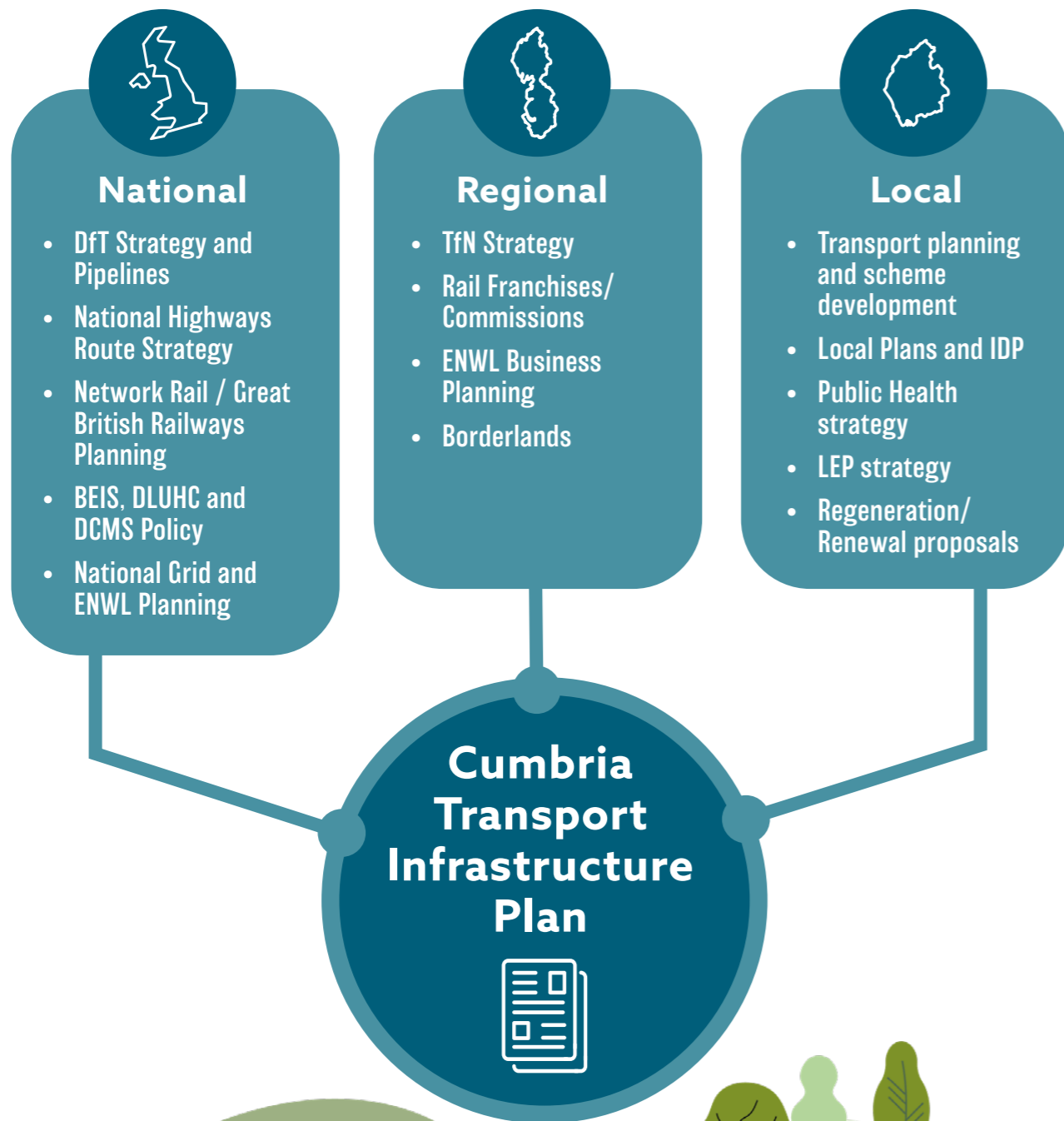
6.1 Partnership and Alignment

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

6.2 There will be a need for resources to be provided to Cumbria, both directly and through partners. We see transport as multi-faceted and dependent on the buy-in of multiple stakeholders and aligned strategy and processes. To make things happen we want to work with all partners at all levels, public, private, community, Government and its agencies while retaining a strong focus on innovation.

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

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



6.2 Funding

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

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

6.7 We also recognise the importance of the Government being open minded to the challenges in Cumbria and put the principles of the Green Book¹ into practice when looking at proposals within the County.

6.8 Standard methodologies and appraisal techniques can sell Cumbria short. They fail to capture the challenges surrounding polycentric settlement structures and the need to travel this creates, especially for unique sectors like a rurally-focused visitor economy. Improvements to transport also bring wider social benefit for our rural communities and are important for inclusive growth.

¹ HM Treasury, [The Green Book: appraisal and evaluation in central government](#), 2020.



6.3 Monitoring and Evaluation

6.9 We will monitor the plan regularly during its lifetime. This will allow consideration of progress of the key proposals identified in each action area and the impact of the plan towards the three objectives, the nine action areas alongside progress towards decarbonisation.

6.10 To assist with this process, we have identified a set of metrics to consider overall progress with respect to the objectives. This 'temperature check' of the overall progress of the plan will help ensure that the plan's policies and delivery of identified interventions are helping to meet the objectives. These metrics are defined below along with baseline data from 2019, pre-pandemic, against which the impacts of the plan will be measured.



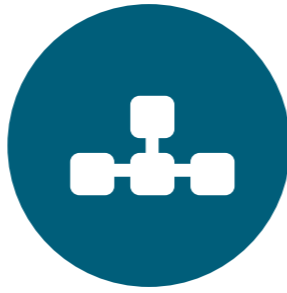
Clean and Healthy Cumbria

Action	Metric	Current Value	Outcome
To establish comprehensive and high-quality active travel networks to increase the number of people walking and cycling in Cumbria.	Progress against this aim will be measured by assessing the proportion of Cumbrian residents who walk or cycle for travel purposes at least once per week ¹ .	During 2019-20 in Cumbria, 2.9 per cent of adults cycled for travel purposes at least once per week, and 24.2 per cent walked for travel purposes at least once per week.	The outcome for this metric is to increase the proportion of adults walking and cycling for travel at least once per week in Cumbria, reflecting an increase in active travel.
To support the delivery of infrastructure required for the charging of electric vehicles.	Progress against this aim will be measured by assessing the number of publicly available charge points per 100,000 population ² .	In October 2019, there was 30 publicly available charge points per 100,000 population in Cumbria, which was 500,000 in 2019.	The outcome for this metric is to increase the number of publicly available charge points per 100,000 population in Cumbria, reflecting a wider availability of charging infrastructure.

¹ Department for Transport, [Walking and cycling statistics \(CW\)](#), 2021.

² Department for Transport and Office for Zero Emission Vehicles, [Electric vehicle charging infrastructure statistics](#), 2021.





Connected Cumbria

Action	Metric	Current Value	Outcome
To enhance rail connectivity through station, service and infrastructure improvements.	Progress against this aim will be measured by assessing the total number of rail station entries and exits ¹ .	In 2019–20, there were over 7,600,000 entries and exits at Cumbrian rail stations.	The outcome for this metric is to increase the number of entries and exits at rail stations in Cumbria, reflecting an increased use of rail travel.
To secure delivery of improvements to the road network to ensure it can meet the needs of communities, businesses and different modes.	Progress against this aim will be measured by assessing journey time reliability on the A roads in Cumbria that form the Major Road Network, in terms of the coefficient of variation of journey times.	Will be derived by calculating the mean and the standard deviation of journey times on each link in the Cumbrian Major Road Network for the morning, interpeak and evening peak periods in 2019 ² .	The target for this metric is to improve journey time reliability; this equates to a reduction in the coefficient of variation of journey times on the Major Road Network.

¹ Office of Rail and Road, [Estimates of Station Usage](#), Table 1415: Time series of passenger entries and exits and interchanges by station, 2021.

² Department for Transport, [Journey time statistics: data tables \(JST\)](#), 2021.



Community Cumbria

Action	Metric	Current Value	Outcome
To establish innovative approaches to the delivery of improved bus services and infrastructure.	Progress against this aim will be measured by assessing the number of passenger journeys per head of population in Cumbria ¹ , and the proportion of the population in Cumbria within 1 km walking distance of a bus stop with at least one bus service per hour between 7am and 7pm ² .	In 2019–20, there was an average of 26 bus passenger journeys per head of population in Cumbria, 6 per cent of the Cumbrian population was within 1 km of a bus stop with at least one bus service per hour during the day.	The outcome for this metric is to increase the number of passenger journeys per head of population, reflecting an increase of bus travel, and the proportion of population within a bus stop with at least one bus service per hour during the day, reflecting an increase in access to bus services.
To enhance town centres making connectivity a core part of public spaces, and supporting journey choice through the integration of transport.	Progress against these aims will be measured by assessing the average minimum travel time to reach key services ³ .	In 2019, the average minimum travel time to key services in Cumbria was 26 minutes by public transport, 21 minutes by cycling, 12 minutes by car and 39 minutes by walking.	The target for this metric is to increase accessibility by public transport and active modes, reflecting an improvement in mode choice and accessibility of key services.

¹ Department for Transport, [Bus Statistics](#), Table BUS0110a: Passenger journeys on local bus services per head by local authority, 2021

² Department for Transport, [Bus Statistics](#), Table BUS1004: Proportion of population within 1km walking distance of a bus stop with one bus service per hour between 7am and 7pm, by local authority, 2021

³ Department for Transport, [Bus Statistics](#), Table BUS1004: Proportion of population within 1km walking distance of a bus stop with one bus service per hour between 7am and 7pm, by local authority, 2021



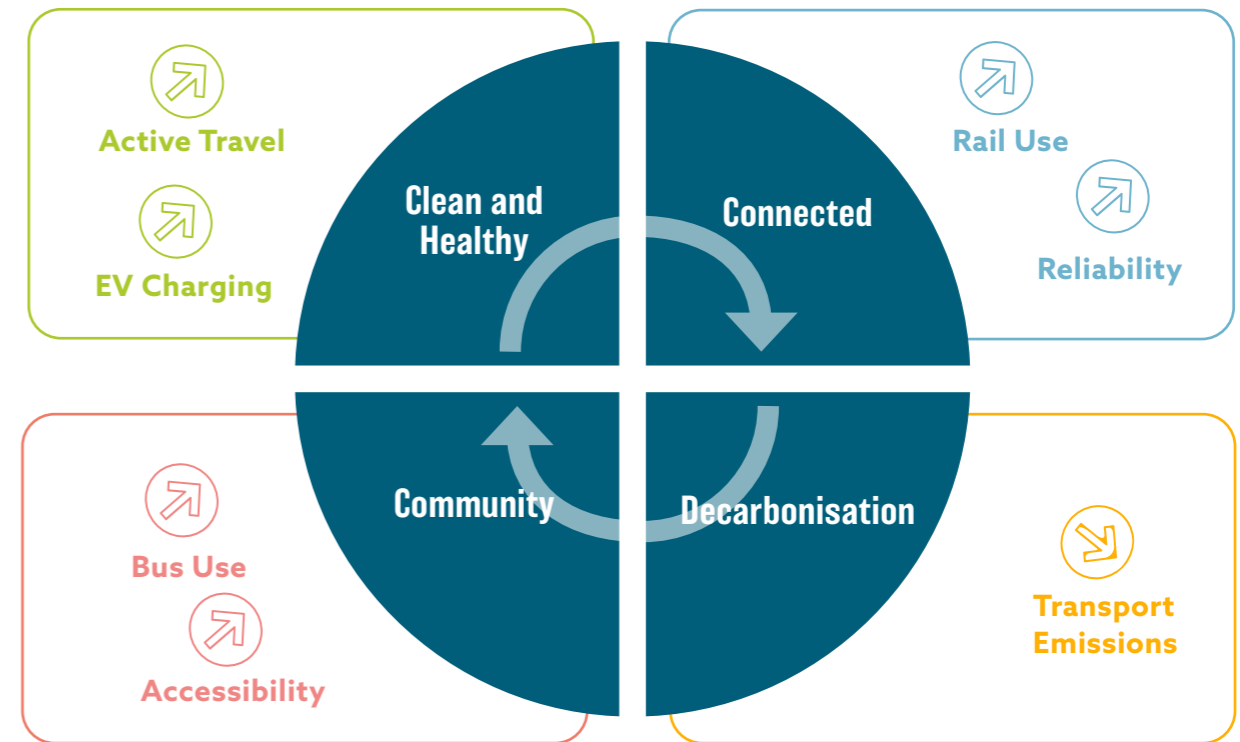


Decarbonisation

Action	Metric	Current Value	Outcome
The proposals in the plan seeks to reduce the amount of transport emissions within the County supported by an increased uptake of public transport, walking and cycling and a shift to vehicles with zero tailpipe emission.	Progress against this aim will be measured by assessing the per capita local road transport emissions in Cumbria ¹ .	In 2019, the carbon dioxide emissions from local road transport was 1.73 tonnes per capita.	The outcome for this metric to reduce per capita emissions from in scope transport emissions (i.e. excluding the motorway and the railway).

¹ Department for Business, Energy & Industrial Strategy, [UK local authority and regional carbon dioxide emissions national statistics, 2021](#).

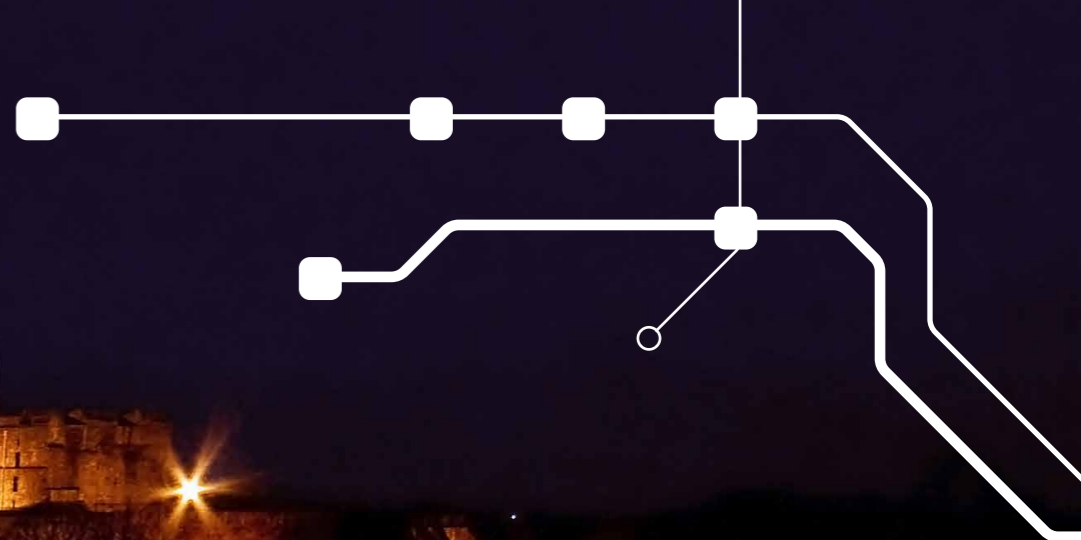
6.11 We will report progress on the CTIP annually. This will include monitoring of the identified metrics and a summary of the progress of the key proposals.



6.12 The first report on the CTIP metrics will also include an assessment of the short-term impacts of the Covid-19 pandemic on travel in Cumbria, as well as consideration of the potential scale of longer-term impacts.

6.13 It is recognised that technological advancement, transport policy and availability of Government funding will evolve over the forthcoming years and will have a significant influence on the deliverability of this CTIP. With this in mind it is intended that the CTIP will be subject to review within five years of its adoption.







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