

12. Developments at Carlisle Airport could provide opportunities for travel throughout the UK and abroad and could produce demands for surface transport links to the Airport
13. In general air quality in Carlisle is good. However, nitrous oxide levels on Stanwix Bank on the A7 to the north of the City are increasing.
14. There is an opportunity afforded by the proposal to transfer trunk road status from the A69 to the A689 between Brampton and the M6 to remove through traffic from the communities of Corby Hill and Warwick Bridge.
15. Many of the rural roads are not constructed to modern standards and have little if any foundation. Consequently the increasingly large agricultural and forestry vehicles are causing structural damage resulting in a high intervention requirement for maintenance.
16. Carlisle Northern Development Route (CNDR) is expected to open in 2008. This will provide an opportunity to reduce traffic congestion in the city centre and "lock in" those benefits by giving greater priority to access by bus, walking and cycling.
17. There are traffic congestion problems associated with traffic from the south of Carlisle needing to pass through the city centre to reach the roads to the West of the City.
18. There are unacceptably long and unpredictable journey times due to traffic congestion on the radial routes in and out of the city at peak times.
19. Travel to work and school by car are the major causes of traffic congestion in Carlisle.
20. The cycle route network in Carlisle is discontinuous/interrupted and not universally to a high modern standard.
21. Carlisle offers significant opportunity for leisure cyclists and enjoys good provision of established leisure routes.
22. There are gaps and obstacles in the pedestrian network that inhibit making journeys on foot particularly for travel to school. These gaps and obstacles have a disproportionate effect on people with disabilities.
23. The perception that the quality of the highway network is deteriorating and that this discourages cycling and walking.
24. There is an existing rail connected warehouse facility at Kingmoor and there is an opportunity to increase the use of this facility to transfer goods moved by lorry to rail. In addition there is a locally based rail freight company keen to grow its Cumbria based business.
25. There are problems of lorry traffic having negative impacts on communities, the environment and road structure. These have been identified in Longtown and Warwick Bridge.
26. There are opportunities in Carlisle to secure contributions to improving the transport network for all modes from developers and regeneration sources to maximise the effectiveness of the council's own investment.
27. On the A69 between Brampton and the M6 the issues identified by the Highways agency in partnership with the council are:
 - Limited overtaking opportunities and high proportion of HGVs, resulting in driver frustration.
 - High accident rates in the Warwick Bridge area. Particularly high KSI ratios in the Aglionby area and east of Warwick Bridge to the Brampton Bypass
 - Noise nuisance in Warwick Bridge.
 - Lack of safe non-motorised user crossing points, difficulties of entry/egress at side roads and sub-standard lay-bys.

Overall approach

Key Local Indicators

Number of Killed or Seriously Injured Road Casualties
Congestion - journey time on key routes
Bus Patronage

Targets

Economic development

- 13.5 The overall aim is to provide for the traffic growth needs of economic growth and regeneration where appropriate. In Carlisle this involves improving access to West Cumbria while reducing the impact of traffic and enhancing the environment of town centres and sensitive rural areas on the routes where greater priority will be given to vulnerable road users.
- 13.6 Measures to improve access to Carlisle Airport and to help the development of employment opportunities there will be considered as required.
- 13.7 Improved access to Kingmoor Park by all modes will be prioritised.

Road safety

- 13.8 The council will continue to work closely with the Highways Agency to help reduce accidents on the strategic route network. A programme of actions by the Highways Agency for the A69 is planned for the next ten years is categorised into high/medium/low priorities and includes:
- Investigating actions to create overtaking opportunities (high).
 - Monitoring accident patterns at locations where recent safety improvements have been made (high).
 - A feasibility study for improving existing junctions to a consistent standard (medium).
 - Implementing the findings of lay-by study (medium).
 - Providing pedestrian crossing warning signs (medium).
 - Implementing minor improvements to pedestrian crossing points where required (low).
 - Reviewing levels of noise nuisance in Warwick Bridge (low).
 - Establishing discussion forum with local stakeholders to encourage modal shift (low).
- 13.9 On the local road network the road safety priority will be to reduce vehicle speeds in villages, residential areas and around schools. The connections between local casualty rates and social and economic disadvantage will be investigated.
- 13.10 Initiatives that reduce vehicle speeds will be prioritised where there is a history of people being killed or seriously injured and other collisions and as part of Home Zones. School Safety Zones will be developed as part of the Better Ways to School programme.

Accessibility

- 13.11 In all works the council will seek improvements in the network to benefit all categories of users, with emphasis on increased safety and improved environment and accessibility.
- 13.12 The council fully supports upgrading to motorway standard the Cumberland gap.
- 13.13 Raised kerbs, bus boarders and shelters at bus stops, better signing and road marking and timetable information will be prioritised in the city on routes with highest passenger flows. Similar improvements will be made at important individual bus stops, for instance where demand responsive services such as Carlisle Rural Wheels converge on the scheduled network.
- 13.14 Public transport connections for rural communities into Carlisle, Brampton and Longtown will be enhanced through development of the Rural Wheels project.
- 13.15 Reallocation of highway space on some of the radial routes and in the city centre to cycles and pedestrians will be part of the measures implemented to maximise the benefits to Carlisle City of the Carlisle Northern Development Route (CNDR).
- 13.16 Extensions to concessionary fare schemes, including development of the NoWCard scheme on public transport for groups such as the young, disabled, unwaged and elderly people will be investigated.
- 13.17 The council will continue to support the Community Bus Scheme in Carlisle Area. The council will develop Carlisle Ring and Ride to provide transport opportunities for people in the city who cannot use conventional public transport because of disability.
- 13.18 Accessibility Plans will be prepared for Carlisle, Longtown and Brampton during the period of LTP2. These are intended to progressively remove barriers for all transport users, taking particular account of the needs of people with impaired mobility. The focus will be on the pedestrian links between the rail stations/main bus stops, car parks and town centres.
- 13.19 The Cumbria Disability Network will be a key partner in helping to provide user perspective and advice on accessibility.
- 13.20 Footway improvements and pedestrian crossings identified in School school Travel travel Plans plans will be given priority.
- 13.21 The council will be an active partner in developing Home Zones identified and led by housing and regeneration initiatives to develop the highway elements of such schemes.

Congestion

- 13.22 A South-Eastern Environmental Route has long been an aspiration from many sections of the community to complete a ring road around the City once the CNDR is in place. Opportunities to secure this route through transport funding and complementary development contributions will be investigated.
- 13.23 Work will be carried out to develop priority bus routes and park and ride on the radial routes into and out of the City on the A6 London Road, A7 Scotland Road and A595 Wigton Road.

13.24 An approach to improving the accessibility and attractiveness of rail stations and services will be developed with the train operators giving priority to:

- Security,
- real time information,
- car and cycle parking,
- access for people with impaired mobility.

13.25 The on/off road local cycle network for Carlisle, Longtown and Brampton with the provision of secure cycle storage facilities at bus/rail stations and elsewhere, to encourage cycling to work and school will be defined and carried out.



13.26 The council will seek to facilitate improvements to longer distance recreational cycling routes. Work will be prioritised where the local network coincides with the national and longer distance cycle network for utility cycling as well as recreational use.

13.27 Through the Better Ways To School initiative all schools will have prepared school travel plans by end of the LTP period (2012).

13.28 The council will help and promote developing work travel plans with the major employers and clusters of employers including:

- The council itself,
- the city council,
- the hospitals,
- colleges,
- Pirelli,
- Kingmoor Park.

Air quality and environmental

13.29 Approaches to design and maintenance will be revised to help in retaining rural road character off the distributor road network.

13.30 The council will work with local authorities and other agencies to integrate transport measures with urban design projects that help economic and community regeneration for example in Longtown. In particular we will continue to engage with them to ensure appropriate construction materials and maintenance methods are used in conservation and other environmentally sensitive areas.

13.31 A Warwick Bridge bypass will be pursued through the Regional Spatial Strategy. With the recent approval of a Haydon Bridge Bypass, Warwick Bridge/Corby Hill is now the only remaining settlement on the A69.

13.32 A freight route network will be defined and signed to help in efficient and effective goods movement.

Key schemes essential to meeting shared priorities

- 13.33 The Council will invest its own resources, and work with others to attract additional investment, in measures that support the approach set out in this Area Transport Plan. Schemes and initiatives will be identified and implemented that contribute to meeting the local targets. The following schemes are considered essential to achieve the objectives and targets of the Plan. They are set out in alphabetical order

Measures to give priority to cycling, walking and public transport on identified radial routes in Carlisle

On road cycle lanes, advanced stop lines at junctions, dropped kerbs, pedestrian crossings and bus priority measures will be developed to complement traffic reduction achieved by the opening of the Carlisle Northern development Route. These will reduce congestion and improve accessibility, air quality and road safety.

Park and Ride sites in Carlisle:

Feasibility of sites will be evaluated on the A595, A66, A6 and A7 for deliverability during LTP2. These will assist in reducing congestion and improving accessibility and air quality.

Quality bus routes in Carlisle

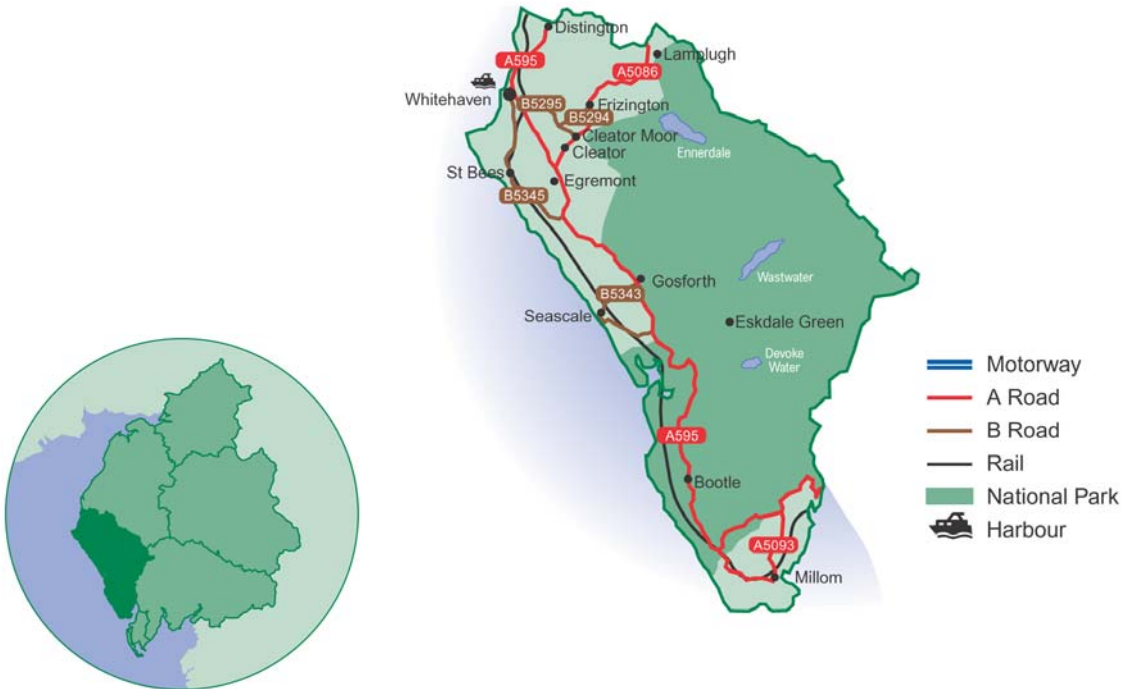
Investment to improve passenger waiting and information facilities and accessibility of services will be prioritised on routes identified jointly with operators to give the best patronage growth. This will assist in reducing congestion and improving accessibility.

Future investigations and studies required

- 13.34 The following studies are required to develop the future programme of schemes to achieve the objectives and targets of this plan. They are shown in alphabetical order:

- Assess location and scale for car parking in Carlisle City centre.
- Bus Station and Coach Parking.
- Investigate connection between road casualties and deprivation.
- Identify strategic HGV routes and a programme of improvements where necessary.
- South Eastern Environmental Route.
- Identify a safe and continuous cycle network.

14. Copeland



Introduction

- 14.1 The highest priority in Copeland will be to ensure that transport measures are put in place that support regeneration and that capacity of the transport network does not present a constraint to development. Opportunities will be sought to sustain and enhance employment, support the role of town centres and enable environmental improvements. The Access to Furness and West Cumbria Study identifies the need for east-west transport links between West Cumbria and the rest of the region to be strengthened, including the A590, A595 and A66 as well as the Cumbria Coast and Furness rail lines. The existing transport networks will be reviewed to ensure the networks are used efficiently and to maximum benefit.

Issues and opportunities

- 14.2 The following transport issues and opportunities have been identified for Copeland:
1. Copeland has several locations where there are road safety hazards, though actual reported incidents, particularly those involving killed or serious injury (KSI) are few.
 2. The volume and speed of Sellafield related commuter traffic is an issue in rural areas.
 3. There are perceived dangers to pedestrians, cyclists and equestrians from traffic on the rural road network where there are few footways or verges.
 4. There is a lack of safe crossing points on busy urban roads and obstructing footways by parked vehicles is an issue.
 5. Many bus and rail services in Copeland depend on subsidy from the council.
 6. Making services more attractive to the long distance traveller often compromises local accessibility and vice versa.
 7. Connections between bus services including the Service 30 "West Coast" and X4/X5 "Cumbrian Connection" and connections between bus services and rail services at Whitehaven, Workington, Penrith and possibly Seascale are poor.
 8. Existing public transport services and infrastructure are not attractive for leisure use. Cycle parking/storage, "real time" running information and car parking at key rail stations and bus stops and need to be improved.
 9. The area of Copeland south of Seascale and north of Millom, has inadequate public transport provision. Other than a limited rail service.



10. Bus and train services have poor accessibility in Copeland there are few raised kerbs, no low floor buses and station platforms are often too low to allow easy boarding of trains.
11. Opportunities exist to increase the use of public transport for the journey to/from work through travel plans.
12. Poor maintenance standards currently prevail on the non-principal road network.
13. The design of traffic calming and street lighting have adverse impacts on the character of the rural road network and on the local environment.
14. Opportunities exist for improvement to the network for the non-vehicle user through establishing quiet lanes - particularly in rural areas.
15. Within the Lake District National Park there is concern about the use of inappropriate routes by large goods vehicles and through traffic.
16. The A595, A5086 & A5093 are not constructed to modern standards.

17. The de-trunking of the A595 raises issues over the adequacy of funding for maintenance and improvement measures.
18. In the parishes north of Whitehaven access onto the A595T at peak times and the lack of facilities for pedestrians to cross are a problem. Whilst the proposed Lillyhall-Parton improvement will address some of these issues, in all probability increasing traffic will exacerbate matters at Lowca and Parton, which will have to be addressed.
19. There are opportunities to promote increased cycling, building on the success of the extensive off road "Cyclepath" network from Flimby in the north to Seascale in the south and from Moor Row to Cleator Moor and Rowrah. There is a current issue about the funding and delivery of maintenance of the network.
20. The continuity of footway and cycleway connections to bus stops and rail stations is inadequate.
21. Indiscriminate and inappropriate parking in popular tourist destinations causes local traffic congestion at peak times. In urban areas, obstructing footways causes difficulties for pedestrians and particularly people with impaired mobility, partially sighted people and people with pushchairs and small children,
22. Significant opportunities for partner funding are being presented through the regeneration programmes of West Lakes Renaissance and Rural Regeneration Cumbria.
23. There is an opportunity presented by the investment in the Nuclear Decommissioning Agency at Westlakes Science Park to improve transport infrastructure.

Overall Approach to the Shared Priorities

Indicators

Number of Killed or Seriously Injured Road Casualties
 Access to services by Public Transport
 Bus Patronage
 Numbers of cyclists

Targets

Economic development

- I4.3 The planned Carlisle Northern Development Route(CNDR) will benefit journeys to Copeland from Scotland and North-East England. Localised improvements to the A66T, A590T are seen as essential to provide journey reliability.
- I4.4 Priority will be given to highway improvement schemes that are required by sustainable economic regeneration and improving journey reliability and safety on key distributor routes.
- I4.5 Currently proposals for a crossing of Morecambe Bay and possibly the Duddon Estuary from Askham (north of Barrow) to Millom are again being considered. These are ambitious proposals which would have very substantial environmental impacts across a wide area. The council will seek clear evidence of value for money in establishing support for these schemes. Were these to be realised, significant improvements would be required to the A595/A5093 south of Sellafield to properly realise the benefits; both are popular concepts locally.
- I4.6 The Whitehaven Master Plan envisages the locations of business ventures close to where people live and on local bus routes.

- 14.7 In Whitehaven highway measures will be considered that enhance the public realm as part of a regeneration programme. This will attract of new, long term sustainable employment to the area where the majority of the population live.

Road safety

- 14.8 The Community Speed Watch initiative will be extended to other parishes in the Egremont police divisions. The "Respect" speed and safety awareness campaign will be extended in disadvantaged areas.
- 14.9 Where there is a history of casualties in residential areas, further introduction of 20mph zones and traffic calming measures will be considered based on monitoring existing schemes.
- 14.10 The Better Ways to School Programme will continue to follow several initiatives to eliminate the fear of walking or cycling to school. The modal shift result at the Secondary Schools considered so far has been encouraging. The "School Safety Zones" programme will continue.
- 14.11 During the LTP2 period priority will be given to further Route Action Studies and implementation of measures arising from these and introducing measures to encourage short journeys on foot.
- 14.12 The council will be an active partner with others in developing Home Zones and other Community Safety projects as part of the refurbishment of run down estates.

Accessibility

- 14.13 Accessibility studies will be carried out in all Key Service Centres (KSCs).

- 14.14 Improvements to the accessibility of bus stops will be prioritised on routes and at stops where there is benefit to the greatest number of passengers

- 14.15 Improved access to rail stations and trains will be sought through the train operators.

- 14.16 Improved bus/rail Interchange is planned for Whitehaven, and measures to improve interchange at Seascale will be considered.



- 14.17 The council will continue to support the Community Bus Scheme in Copeland. Expanding Rural Wheels and Wheels 2 Work in rural areas of Copeland will also be considered.
- 14.18 The Better Ways to School programme of travel plan production by schools will be completed within the District. Measures carried out so far will be evaluated to help future programmes.
- 14.19 The county council will carry out the measures identified in the Cumbria Cycling Development Action Plan to increase cycle use. Including through the Better Ways to School Programme providing secure cycle storage at schools.

Congestion

- 14.20 There is currently one major road scheme planned in Copeland - the improvement to dual carriageway of the tortuous section of the A595T between Lillyhall and Parton. This is the principal link from Copeland to the rest of the county and between the two main conurbations of Workington and Whitehaven. Lillyhall is being developed as an enterprise zone for business and industry. This scheme will be highly beneficial, particularly as any incident or road works on the current road results in extensive delays and "knock on" affects throughout the area.
- 14.21 The general approach to on street parking is to allow parking on highways where this does not conflict with capacity or safety. Where required, Controlled Parking Zones will be introduced that give priority to residents for one car per household and time restricted waiting in principal business areas.
- 14.22 All new developments are required to produce travel plans that target modal shift for employees. The council will assist and promote travel plans with existing major employers, the following will be priorities:
- BNFL,
 - the council itself,
 - the borough council,
 - hospitals,
 - colleges.
- 14.23 A network of alternative routes suitably signed and maintained will be identified that can be brought into use at short notice when the A595 is temporarily closed or constricted.
- 14.24 The county council will work with planning authorities and other agencies to promote integrated transport with development proposals that assist economic and community regeneration. There will be a presumption in encouraging modal shift away from private car travel and bulk freight from lorries to more sustainable modes. Developers will be expected to contribute to this and the council will direct LTP resources to maximise investment either because of development or regeneration initiatives.

Air quality and environment

- 14.25 Currently air pollution is not a significant issue in Copeland. We will continue to monitor air quality in the area and will try to identify potential problems before they occur.
- 14.26 If the Whitehaven regeneration programme is successful this will result in significantly more travel in the Whitehaven travel to work area. The impact on air quality and the wider environment of the increased trips will be minimised by measures to increase the proportion of trips made by sustainable transport modes. This will be assisted by a requirement for new businesses to develop and implement travel plans.
- 14.27 New guidance on the design and maintenance of the highway in protected landscapes and conservation areas is being developed, this focuses on the need to conserve rural road character and promote appropriate construction methods, materials and maintenance methodology.

Key schemes essential to meeting shared priorities

- 14.28 The Council will invest its own resources, and work with others to attract additional investment, in measures that support the approach set out in this Area Transport Plan. Schemes and initiatives will be identified and implemented that contribute to meeting the local targets. The following schemes are considered essential to achieve the objectives and targets of the Plan. They are set out in alphabetical order

A5094/Coach Road and Co42 B5345/Coach Road junction improvements

Coach Road is an important distributor road across the southside of Whitehaven; it has been identified as likely to have significantly increased traffic flows as a result of the Pow Beck and Coastal Fringe Masterplan and town centre regeneration proposals. The scheme would ease local congestion, improve accessibility for pedestrians and the public realm at the southern gateways to the town centre.

Gosforth to Seascale Cycleway

The B5344 between Seascale and Gosforth serves the south gate to BNFL Sellafield and is not good for cycling. This scheme would help BNFL employees living in these parishes to cycle to work. A link from the Ravenglass-Whitehaven cycle route into Wasdale provides sustainable tourism benefits.

Keekle-Moresby Cycle Route

This section would see a link from the existing Cyclepath network to the Whitehaven Business Park and Moresby. This scheme will be prioritised if the business park develops further.

Pow Beck Spine Road – Whitehaven

This is planned as part of the Pow Beck and Coastal Fringe regeneration programme. The scheme would replace a sub-standard southern approach from the residential area to the town centre. The project is likely to attract significant partner funding and will be essential to open the Pow Beck Valley for business/light industry/wholesale retail/sport related developments. The scheme would have major environmental, economic, safety and congestion benefits, it would also improve accessibility from the residential areas to/from the town centre.

South Whitehaven parking controls and internal footways

To the south of the town centre is a sprawling residential area chiefly dating from the 1950s/70s. There are a number of internal footpaths, which are not adopted, are poorly lit and surfaced (if at all), there are problems with parked vehicles. The scheme will be progressed with the housing authority. The scheme would chiefly improve accessibility and the environment but would also have congestion and safety and community regeneration and public realm benefits.

Whitehaven eastern relief road

The A595(T) between Whitehaven and Lillyhall is the most congested section of road in Copeland. This scheme will particularly help safety and improve environmental Impact through Hensingham; improve Accessibility to the deprived area of Cleator Moor, particularly to Lillyhall and reduce congestion.

Whitehaven passenger transport interchange

This scheme provides for service buses to access the station forecourt to improve interchange. Provision for taxis and a link between the two sections of cycleway across the town with cycle storage

provision; the site adjoins the Tesco supermarket and harbour and is the gateway to the northern approach to the town. The scheme will improve Accessibility to public transport and benefit the environment and congestion.

Future investigations and studies required

14.29 The following studies are required to develop the future programme of schemes to achieve the objectives and targets of this plan. They are shown in alphabetical order:

- Measures needed to improve the accessibility of public transport
- Opportunities to extend Rural Wheels and Wheels to Work in South Copeland
- Workplace Travel Plans with major employers

15. Eden



Introduction

- 15.1 The Priority for the largely rural area of Eden district is to reduce the number of road casualties and to maintain the road network in a good condition. Where possible efforts will be made to improve accessibility to the Key Service Centres (KSCs). This will be based on demand responsive public transport services that complement a core of commercial, regular bus services.
- 15.2 In Penrith the priority will be to develop a new access to Gilwilly Industrial Estate to relieve future traffic congestion at junction 40 of the M6 and on the local road network created by development and provide access to jobs. Part of Eden lies within the Lake District National Park and emphasis will be placed on measures that reduce the impact of visitor traffic and cars and increase the proportion of visitors using sustainable modes, particularly for travel within the Park. Innovative approaches will be taken to secure benefits from tourism to the transport network.

Issues and opportunities

- 15.3 The following transport issues and opportunities have been identified for Eden:
1. There are an unacceptably high number of killed and seriously injury (KSI) accidents in the Eden area.
 2. There is a high proportion of KSI accidents associated with motorcycles.
 3. Speed related collisions are a feature of Eden's road safety statistics particularly on high-speed roads.
 4. There is an opportunity to introduce further school safety zones as part of the continuing better ways to school programme.
 5. Large vehicles on minor roads are seen as a danger to more vulnerable road users.
 6. There is a high dependency on travel by car and transport by lorry due to the dispersed nature of the population.
 7. There are major issues about the limited public funds available to support non-commercial public transport services.
 8. Access to platforms on the stations of the Settle and Carlisle railway is poor: Southbound at Armathwaite, Lazonby and Langwathby and Northbound at Kirkby Stephen are the principal problems.
 9. Improvements to rail stations and train services (particularly out of peak times), are needed to improve the attractiveness and role of rail. These must address car and cycle parking, security and the provision of real-time information. The priority stations in Eden are:
 - Penrith and North Lakes
 - Langwathby
 - Appleby
 - Kirkby Stephen.



10. Many residents have limited access to alternative transport and are heavily dependent on private motor vehicles for personal transport needs. Some sparsely populated rural communities within Eden have limited conventional public transport service provision. Others have access to the Fellrunner community bus.
11. The Fellrunner bus provides an opportunity to see in action a model of a community led demand responsive service.
12. The ongoing development of Gilwilly Industrial Estate may provide an opportunity to secure significant developer funding to take forward the provision of a new road linking Gilwilly to

junction 41 on the M6. This link would enable industrial development to be completed and to be serviced via Junction 41 thereby relieving the already busy M6 junction 40/A66 interchange. Goods traffic would then be diverted away from Penrith Town centre.

13. There is an opportunity presented by the A592 road management study to develop a holistic approach to safety, traffic management and highway design issues.
14. Increasingly large agricultural and general vehicles are causing structural damage to rural roads that have evolved from old drove roads and often have little if any foundation. Consequently they result in a high intervention requirement for maintenance.
15. Eden has an extensive network of lightly trafficked roads in attractive scenery and offers significant opportunities to encourage the numbers of leisure cyclists.
16. There are opportunities to develop links between the main cycle network and local circular leisure routes.
17. The pedestrian links between the rail stations/main bus stops, car parks and town centres are often not continuous safe and attractive.
18. Accessibility in Penrith and Appleby and Kirkby Stephen for people with impaired mobility is inconsistent.
19. The Ullswater area action plan has identified insufficient car parking facilities during short periods of peak demand.
20. The Penrith parking study has identified improvements required to complement existing provision in the Town.

Overall approach

Key Local Indicators

Number of Killed or Seriously Injured
 Highway Maintenance
 Access to services by Public Transport

Targets

Road safety

- 15.4 In Eden speed is a key factor in influencing the severity of collisions. Monitoring will be undertaken to target funding at the worst areas in an attempt to reduce the numbers KSIs.
- 15.5 The council continue to work closely with the Highways Agency to help reduce accidents on the strategic route network. The dualling of the A66 from Penrith east is supported.
- 15.6 Motorcycle management measures will be prioritised on the A686 and A685.

Accessibility

- 15.7 It is proposed that support for bus services resources be focussed on links to and from the Key Service Centres (KSCs) and giving access to Penrith town centre. Elsewhere demand responsive services will be prioritised to complement existing bus and train services.
- 15.8 Improvements to bus passenger facilities will be made on the busiest routes, providing raised kerbs and bus boarders where appropriate, better signing and road marking and timetable information. Similar improvements will be made at important individual bus stops, for instance where demand responsive services converge on the scheduled network.

- 15.9 The council will continue to encourage the development of innovative rural bus services such as the Fellrunner bus. volunteer car schemes, shared taxis, post buses and the seasonal Stagecoach Rambler services also have a role in providing links to more sparsely populated areas. Expansion of the Rural Wheels project will be considered in the Eden area.
- 15.10 Preparing a Rights Of Way Improvement Plan and Countryside Access Strategy will involve developing safe, accessible and attractive recreational and utility walking routes in key tourism and other areas with higher usage levels. Following a consultation process in the Ullswater Valley several candidate schemes have evolved to help improve facilities for walking.
- 15.11 The council will work with local authorities and other agencies to integrate transport measures with urban design and public realm projects that help economic and community regeneration. In particular we will continue to engage with them and the National Park Authority to ensure appropriate design, construction materials and maintenance methods are used in conservation and other environmentally sensitive areas.

Congestion

- 15.12 The Kirkby Stephen Bypass is no longer programmed, and alternative measures have been put in place to improve the environment of the town centre. The scheme is continues to be sought by sections of the community who would like to see further investigation.
- 15.13 Work travel plans will be promoted with major employers and clusters of employers. Priorities will be the county council's own offices, the district council, and the Environment Agency.
- 15.14 Overall the aim is to provide for the transport needs of economic regeneration while reducing the impact of traffic and enhancing the environment of town centres and sensitive rural areas where tourism levels are already high.
- 15.15 Road signing will be reviewed to encourage use of most appropriate routes by different categories of user, linked to the county road hierarchy. The hierarchy will also identify unclassified roads and development of the existing Right of Way network, where cyclists, pedestrians and horse riders are the predominant users, to reduce potential conflicts between the different types of users. The Lake District National Park Authority is expected to play a key role in this process.
- 15.16 Some traffic congestion occurs in the Lake District at peak periods. Implementing decriminalised parking enforcement may provide opportunities to better manage car parking and to prevent on-street parking where this causes congestion and where adequate off street provision can be made. There will be a review of the current location, scale and charging regime for car parking in the Key Service Centres (KSCs) and tourist centres. In the Lake District we will support the National Park Authority in encouraging secure, sustainable, long stay parking to encourage onward use of walking, cycling or public transport.

Air quality and environment

- 15.17 Currently air pollution is not a significant issue in Eden. Monitoring air quality in the area will continue and will identify potential problems as they occur.



Key schemes - essential to meeting shared priorities

- 15.18 The Council will invest its own resources, and work with others to attract additional investment, in measures that support the approach set out in this Area Transport Plan. Schemes and initiatives will be identified and implemented that contribute to meeting the local targets. The following schemes are considered essential to achieve the objectives and targets of the Plan. They are set out in alphabetical order.

Appleby environmental enhancement

Enhancements to the town centre will improve the pedestrian environment and make the town centre a more attractive place to visit and shop. The highway element of the scheme will improve accessibility and road safety.

Eden Rural Wheels

The extension of the Rural Wheels project into Eden will improve accessibility of goods and services in the sparsely populated areas difficult to serve with conventional public transport improving accessibility and the quality of life in rural areas.

Gilwilly Link Road

The proposed road linking Gilwilly industrial estate to junction 41 on the M6 will enable industrial development to be completed and to be serviced via Junction 41 relieving the congested busy M6 junction 40/A66 interchange. Goods traffic would then be diverted away from Penrith Town centre reducing congestion and improving safety and perceived safety for vulnerable road users.

Kirkby Stephen environmental enhancement,

Enhancements to the town centre will improve the pedestrian environment and make the town centre a more attractive place to visit and shop. Pedestrian and cycle links between the railway station and town centre are part of the scheme. The highway element of the scheme will improve accessibility and road safety.

Implementation of the A592 road management study

The study has identified potential rationalisation and reduction of signing clutter in the Lake District National Park together with opportunities for safe and continuous pedestrian and cycle routes. The proposals will improve accessibility and road safety.

Pategill, Castletown, Clifton and Plumpton traffic calming schemes:

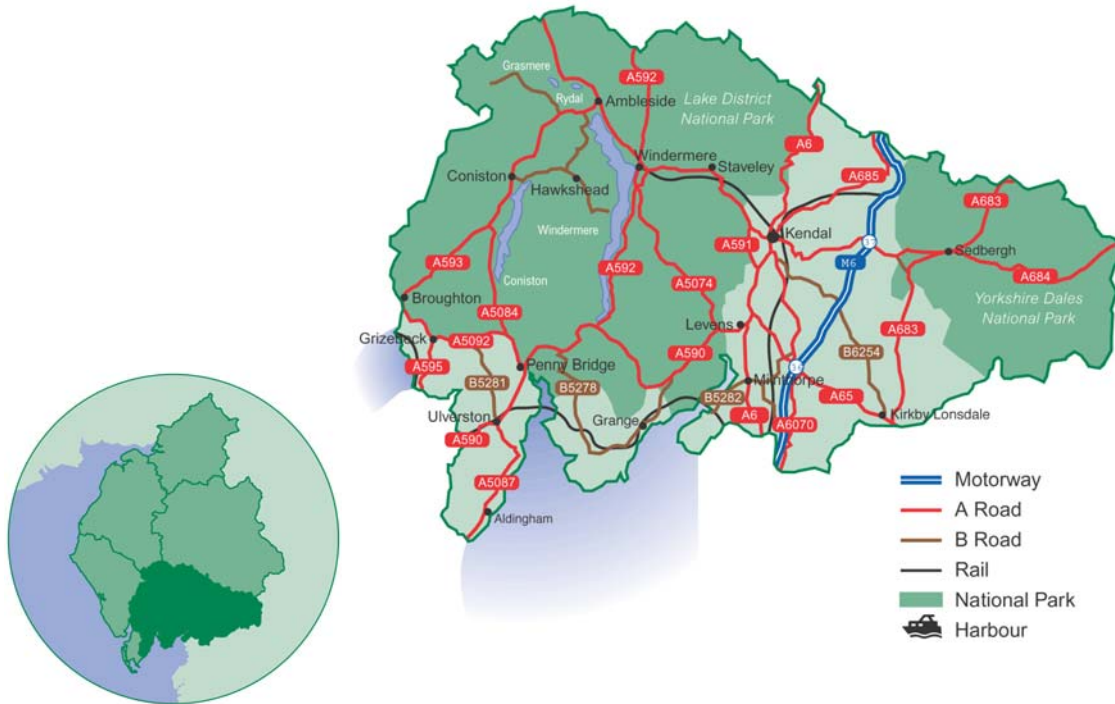
These schemes will be based on horizontal deflections rather than humps. These schemes address safety concerns and improve accessibility for people living in these communities.

Future studies and investigations

15.19 The following studies are required to develop the future programme of schemes to achieve the objectives and targets of this plan. They are shown in no order of priority:

- Accessibility plans in Penrith, Appleby, Alston and Kirkby Stephen.
- Controlled parking areas in the Lake District,
- Use of off-street parking revenues to support sustainable transport schemes.

16. South Lakeland



Introduction

- 16.1 The priority for the largely rural area of South Lakeland is to maintain and, where possible, improve accessibility to the Key Service Centres (KSCs). The approach will be based on demand responsive public transport services that complement a core of commercial and supported regular bus services. In Kendal emphasis will be placed on reducing car journeys through the town centre by creating additional parking outside the town centre and Park and Ride services.
- 16.2 In the Lake District National Park emphasis will be placed on measures that reduce the impact of visitor traffic and cars and increase the proportion of visitors using sustainable modes, particularly for travel within the park areas. Innovative approaches will be taken to secure benefits for tourism from the transport network such as developing an added value integrated ticket system for visitors linking key car parks and popular destinations through circular bus routes. Also in the National Park, as part of wider traffic management plans for the area, rationalising car parking will be investigated. Additional revenues raised from off street car parking will support sustainable transport measures such as improved interchange facilities and bus services.

Issues and opportunities

- 16.3 The following transport issues and opportunities have been identified for South Lakeland:
1. In South Lakeland there is a need to better prioritise measures to address road safety problems, including the need to consider urban and rural problems separately.
 2. Concerns exist about the safety of pedestrians, cyclists and equestrians particularly where they share the carriageway with vehicles in tourist areas: the National Parks and Areas of Outstanding Natural Beauty (AONBs).
 3. There is an opportunity provided by the Local Strategic Partnership to engage with other stakeholders to draw up joint safety programmes that include traffic calming, safer routes to school and play areas and speed awareness initiatives.
 4. The South Lakeland Community Strategy places a high priority to making travel to school safer, educating children and adults to dangers on the road, traffic management measures, new pedestrian crossings.
 5. There are high road casualty levels caused by inappropriate speed and driver behaviour on some rural roads in South Lakeland. Of particular concern are visitors to the area and especially motorcyclists.
 6. In South Lakeland there is high dependency on travel by car due to the ageing population and the difficulties of providing effective public transport.
 7. There are conflicts between lorry traffic and community safety and quality of life on the A595 between Askam and Grizebeck.
 8. The limited public revenue funds available to support non-commercial bus/rail services restrict development of an effective public transport network. In South Lakeland the number of commercially viable services is small.
 9. Community transport services in South Lakeland need to provide better access to key services such as: housing advice, youth facilities, health services and benefits.



10. Accessibility of buses, trains and stations and stops for people with impaired mobility is poor.
11. There is a perceived lack of available accurate information about bus services.
12. Public transport fares are high in South Lakeland compared with elsewhere in Cumbria discouraging people from making trips by bus.
13. There is a need to improve co-ordination between public transport services and to offer users services, which can be seen as reliable and convenient.

14. There is an opportunity to develop quality bus routes with the principal bus operators and a need to explore providing a central bus station in Kendal with allowance for coach parking.
15. Realising the full environmental and economic benefits of the revised traffic system in Kendal depends on implementation of park and ride facilities.
16. The A590 through South Lakeland is not up to modern standards. The route has several constrictions, including passing through Ulverston, Lindal and High and Low Newton and long single carriageway sections in consequence journey times can be long and unreliable and there are concerns about safety.
17. There are complaints of lorries using inappropriate routes to shorten their journeys, for example the use of A595, A684 and the B5281. There is also a need to agree preferred routes for quarry traffic from the Millom area where length of route issues conflict with community amenity values and safety problems occur on the network.
18. The school run and travel to work by car are the major factors contributing to unacceptable traffic congestion in Kendal.
19. Traffic congestion in Windermere, Bowness and Ambleside is caused by visitor traffic during weekends and school holidays.
20. The strategic cycling and walking networks lack continuity and if developed would be more important for both tourism and local use.
21. There is an opportunity presented by developing a South Lakeland Cycling Strategy to promote cycling to reinforce the council's Cycling Development Action Plan.
22. There is an opportunity to develop existing partnerships with health promotion, youth workers etc to improve the levels of physical health through cycling.
23. The key issue for cycling in South Lakeland is the lack of safe, attractive, car-free, off highway routes for healthy commuting and recreation, providing links into the Key Service Centres (KSCs) and of on-road routes that are safe and convenient for cyclists.
24. The Cumbria Cycleway has been signed since the 1980's but in recent years has fallen into disrepair. Maintenance standards on this and other existing routes are insufficient to encourage cycling.
25. There are gaps and obstacles in the pedestrian network in Kendal and Ulverston that discourage walking and make access difficult for people with mobility or sight problems.
26. There is an opportunity to engage more effectively with already active accessibility and disabled groups to ensure measures for improved disabled access are included in all new schemes, in the design phase.
27. The effects of road traffic and roadside parking reduce the attractiveness of the key service centres and popular valleys and lake shores in the Lake District National Park and sites in the Yorkshire Dales and in the Arnside and Silverdale AONB.
28. For some disabled people, cars remain the only viable way of getting around. Addressing the needs of people with impaired mobility requires the provision of sufficient, well designed and appropriately located parking.
29. The road network and car parks form part of the landscape and work undertaken to improve roads can have a negative visual impact particularly in the National Parks and other sensitive environments.
30. There is a lack of car parking in Kendal to support the vitality of the town centre. A high proportion of existing provision is taken up by commuters.

Overall approach

Local Indicators

Highway Maintenance
Access to services by Public Transport
Number of people Killed or Seriously Injured
Cycling

Targets

Economic development

- 16.4 Opportunities will be taken to sustain and enhance employment in the KSCs and local service centres;
- To secure investment,
 - Develop social and community facilities,
 - Support the role of town centres,
 - To enable refurbishment and environmental improvements of town centres.
- 16.5 There is an acceptance that at present the Cumbrian economy relies very heavily on road freight. The council will seek to provide for lorries on strategic routes in South Lakeland to assist the economy by better maintenance and localised improvements.

Safety

- 16.6 Monitoring of casualty data will be improved at electoral division level in South Lakeland, giving information on the number and type of casualties, their severity and their location. Campaigns to tackle inappropriate speed and safety awareness will be a priority in South Lakeland. These benefit from the wider partnership through "The CRASH Group". Emphasis will be on raising awareness of the effect of speed on casualties through campaigns and the safety camera initiative.
- 16.7 Additional funding will be sought in South Lakeland through existing partnerships. These will aim to make routes to schools safer, increase the safety of parks and play areas, educate children and adults to dangers on the road, traffic management measures, new pedestrian crossings and child car seat inspection and fitting services.



Accessibility

- 16.8 The council will develop active partnerships working locally in transport, health, education, housing, regeneration, social services and crime reduction including through the Local Strategic Partnership and voluntary organisations.
- 16.9 Accessibility Plans will be prepared for the KSCs of: Kendal, Windermere and Bowness, Ulverston, Sedbergh, Kirkby Lonsdale, Milnethorpe, Grange over Sands and Ambleside. This will involve identifying and overcoming gaps and obstacles in the pedestrian network, public transport and car parking. Priority will be given to the pedestrian links between the rail stations/main bus stops, car parks and town centres.

- 16.10 A network of Key Rural Bus Services (KRBS) will be identified, based upon the existing network of commercially provided and financially supported services. These will provide the principal links to Kendal, Ulverston, Windermere and Ambleside and longer distances to Barrow and Lancaster. Feeder services, where appropriate operated on a demand responsive services basis, will link areas of lower demand.
- 16.11 Where suitable there will be improved co-ordination between services including through ticketing.
- 16.12 High quality facilities will be provided at the Interchange points on the KRBS, with raised kerbs and bus boarders being provided at other key stops to benefit users and encourage the introduction of low floor vehicles.
- 16.13 In partnership with service providers, access to and availability of information both prior to travel and once travelling will be improved.
- 16.14 The council will continue to support the Rural Wheels transport service and the existing Voluntary Car Schemes and the Community Bus Brokerage in South Lakeland.
- 16.15 In Kendal emphasis will be placed on ensuring that car parks within and close to the town centre are managed to facilitate access to the shops and other town centre services. Park and Ride sites will be developed to accommodate commuter and visitor parking.
- 16.16 The council will ensure that access to employment areas in Kendal and Ulverston by public transport and the highway network is upgraded using regeneration funding and developers contributions.
- 16.17 Improvements to rail stations and train services (particularly out of peak times) will be sought, to improve the attractiveness and role of rail. Measures must address accessibility (including car and cycle parking), security and providing real-time information. The priority stations in the area are:
- Windermere,
 - Grange,
 - Kendal.

Congestion

- 16.18 Attracting motorists to make more journeys on foot, by cycle or by bus is central to delivery of reducing congestion in Kendal. Consideration will be given to encouraging bus use by promotional fares and bus priority measures where required. Where significant new development/regeneration proposals are brought forward measures will be sought that provide better conditions for this. Walking cycling and bus access from day one. Travel plans will be required of developments that trigger transport assessments. In South Lakeland journey time and journey time reliability will be monitored on radial routes into Kendal and on the A590.
- 16.19 The potential for cycle hire and linked cycle routes from the stations at Grange and Oxenholme will be investigated and improvements to the existing arrangements for cycle interchange at Windermere prioritised.

- 16.20 Priority will be given to helping major employers to carry out travel plans in Kendal. The priority is to encourage a move from car community, and employers involved will including:
- The Health Authority,
 - Lakeland,
 - Cumbria County Council,
 - South Lakeland District Council.
- 16.21 The South Lakeland Cycle Strategy will be used to identify an on/off road cycle network for each Key Service Centre with the provision of secure cycle storage facilities at bus/rail stations and in town centres.
- 16.22 The location and scale of car parking (on and off street) will be assessed where there is an issue over the impact of visitor parking.
- 16.23 Priority will be given to pedestrians, cyclist and public transport for access within the town centres of Kendal, Windermere and Ambleside. Journeys on foot, by cycle and by bus and train will be encouraged in the Lake District and Yorkshire Dales National Parks to reduce the impact of traffic.
- 16.24 There is a need to assess the current location, scale and charging regime for car parking in the Key Service Centres and tourist locations. In the Lake District and Yorkshire Dales The council will support the National Park Authorities in encouraging secure, sustainable, long stay parking to encourage onward use of walking, cycling or public transport.

Air quality and environment

- 16.25 At present there are no air quality problems in South Lakeland. Air quality monitoring is undertaken regularly and priority will be given to measures to maintain air quality.
- 16.26 New guidance for highway design and maintenance in protected landscapes, reflecting the need to conserve rural road character, will be developed in partnership with the National Parks and Friends of the Lake District. The approach will be trialled in South Lakeland. The Approach to design and maintenance will be linked to the revised county road hierarchy to help in retain rural road character.

Key schemes essential to meeting shared priorities

- 16.27 The Council will invest its own resources, and work with others to attract additional investment, in measures that support the approach set out in this Area Transport Plan. Schemes and initiatives will be identified and implemented that contribute to meeting the local targets. The following schemes are considered essential to achieve the objectives and targets of the Plan. They are set out in alphabetical order

Comprehensive local cycleway network –

Continuing to expand the cycle network throughout the South Lakeland area. Provision of both utility and leisure routes. Themes met: congestion, accessibility, air quality and improved public health.

Kendal northern relief route

Provision of a new 5km long route north of Kendal to enable HGV access to existing and new industrial land without using town centre. The scheme addresses congestion, air quality and safety in Kendal town centre as well as assisting economic regeneration.

Kendal transport plan phase 3 & 4

Continuation of overall transport plan for Kendal aimed at reducing congestion in the town center and meeting modal shift targets for CCC. The Scheme meets objectives in terms of town centre traffic congestion as well as local air quality road safety and accessibility by public transport ,cycling and walking.

Park and Ride sites in Kendal

A combination of improvements to peripheral car parks with good existing bus links together with development of a main park and ride site outside the town is a joint approach by the county and district council to tackle congestion and unacceptable traffic delays on radial routes at peak times and to release town centre parking capacity for economic activity.

Traffic demand management

Assessment of most appropriate use of various routes and to introduce restrictions and alternatives where necessary. The scheme addresses town centre congestion and air quality as well as improving safety for vulnerable road users.

Future studies and investigations

16.28 The following studies are required to develop the future programme of schemes to achieve the objectives and targets of this plan. They are shown in alphabetical order:

- A595 Route Study.
- Car park demand study (on and off street).
- Public transport usage study.