Working towards a zero carbon Cumbria by 2037

FEBRUARY 2024

TRANSPORT AND MOBILITY

Emissions reduction action plan

ZERO CARBON CUMBRIA

Towards Zero Carbon Cumbria
CAfS
Cumbria Action for Sustainability

COMMUNITY FUND

CONTENTS

Aim, targets and benefits **3**

Strategic Priority 1: No new infrastructure that will increase emissions **4-5**

Strategic Priority 2: Reduce need to travel by car **6-9**

Strategic Priority 3: Travel better **10-16**

Strategic Priority 4: Make travel cleaner **17-19**

What success might look like **19**

Links **20-21**

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TRANSPORT AND MOBILITY

Aim:

Aim: To reduce greenhouse gas emissions associated with transport by 93% by 2037 by cutting carbon emissions through reducing the need to travel by car, travelling more sustainably and making the transport we use cleaner by supporting the transition from fossil fuels to renewably powered vehicles. In doing so, delivering an environmentally and economically sustainable travel and mobility system in Cumbria for all residents, businesses and visitors.

Targets:

- Reduce the demand for car journeys by 15% by 2030 and 25% by 3037 (measured in kilometres travelled).
- 50% of all journeys in towns and cities are on foot or by bike by 2030.
- 75% of cars on the road in Cumbria are EVs by 2030.

Risks, dependencies and challenges:

To ensure the action plan is realistic and resilient, the sector group has highlighted potential risks, dependencies and challenges associated with the strategic priorities. Some will be mitigated through delivery of other actions within the plan, but others will require further work to overcome.

- Risk - an outcome of delivering an action.
- Dependency - required for successful implementation of the action.
- Challenge - complexities to delivering an action.

Emission saving rating

The sector group has used this key to give an indication of the potential carbon that could be reduced by completing the action. These are not based on accurate carbon counting and further work will be undertaken to give a better understanding of the impacts. Enabling actions do not directly reduce emissions but are required to facilitate the delivery of other actions in the plan or support the achievement of the overall strategic priority.

Benefits to business, individuals and the environment:

- Create new business opportunities.
- Improved health and wellbeing through cleaner air, increased active travel and connection to green spaces.
- Thriving communities, resilience and connectivity from regeneration of local areas.
- Nature protection and improved green corridors.
- Reduction in traffic noise, congestion and safer roads.
- Calm, clean spaces accessible to everyone.
- Improved personal finance through reduced vehicle running costs.
- Widespread, equitable access to more reliable public transport systems.
- Reduced pressure on public health services.
- Improved accessibility to training, education, jobs for all.
- Readiness for future visitor and population travel trends.

E	L	M	H
Enabling Action	*Low*	*Medium*	*High*

STRATEGIC PRIORITY 1: *No new infrastructure that will increase emissions (avoid)*

		How	Challenges	Prospective Partners
T1.1		**ACTION: Avoid new emissions from new highways capacity.**		
	M	Review Welsh Roads methodology and adopt for new and in progress Cumbria road schemes and highway upgrades.	• Perception of negative economic repercussions/belief that roadbuilding leads to economic growth. • Government position and policy lag.	• Local Authorities (as the transport authorities) (LAs) • Cumbria Local Enterprise Partnership (CLEP)
T1.2		**ACTION: Reduce local aviation emissions.**		
	M	Review any developments at Carlisle airport (infrastructure and services) from a carbon perspective. No expansion of other local airfields.	• Perception of economic repercussions/limit on economic growth. • Political influence. • Lack of appropriate appraisal that considers all costs (including carbon).	• LAs • CLEP
T1.3		**ACTION: Location of new developments to be approved based on sustainable transport accessibility and reduced car dependency.**		
	L	Ensure all relevant spatial planning policies: 1. prioritise development near to existing services centres and/or to sustainable transport hubs; 2. only allow more remote developments to be connected via sustainable transport services with no significant road or car-based infrastructure.	• More importance/weight given to the alignment of planning developments to the sustainable travel conditions within current planning policy. • Association between new developments and new roads.	• Planning Authorities (Cumberland Council (CC), Westmorland and Furness Council (WFC), Lake District National Park Authority (LDNPA), Yorkshire Dales National Park Authority (YDNPA)) • Developers (housing, retail, industry)
T1.4		**ACTION: Avoid indirect emissions from car parking.** Car parking embeds car use; new car parks generate new car miles.		
	L	Undertake a place based review of existing car park capacity linked to capacity reduction targets through car journey reduction actions and consider against alternative economic and place value of car parks.	• Resource to deliver review. • Political willingness. • Culture, knowledge and awareness of alternative approaches and benefits. • Clear understanding of implications of reductions and what the parking charges income supports - free access to countryside.	• Planning Authorities (CC, WFC, LDNPA, YDNPA) • Landowners

		How	Challenges	Prospective Partners
T1.4		**ACTION: Avoid indirect emissions from car parking.** Car parking embeds car use; new car parks generate new car miles **(continued).**		
	L	Assumed moratorium on all new car parking capacity in spatial and strategic planning with binding guidance for car parking with planning applications at all scales (e.g. LDNP Parking Policy). Guidance to include approach for flexible/temporary parking solutions for specific events/situations.	• Perception of increase in ad hoc parking issues and not fit for purpose parking enforcement. • Attitudes to the right to park. • Knowledge and awareness of alternative approaches and benefits.	• Planning Authorities (CC, WFC, LDNPA, YDNPA) • Landowners • Developers • Event Advisory Group
		Adapt and implement design guidance for low-car housing and workplaces.	• Local expertise among developers/not going beyond the national design regulations.	• Planning Authorities (CC, WFC, LDNPA, YDNPA) • Developers (housing, retail, industry)
		Change of marketing approach from 'ample free parking' to 'public transport gets you here'.	• Current limitations with public transport. • Perception that free parking is better for business.	• Cumbria Tourism (CT)

Key risks (R) and dependencies (D):

R - Negative impact on economic development and Cumbria not being attractive to new businesses.
R - Potential of having to pay for access to green/blue nature/leisure services if parking income is lost.
R - Exacerbation of the problem of attracting, recruiting and maintaining staff in Cumbria.
R - Conflict between economy and climate policies within sector.
D - The local authorities adopting actions in future planning, highways, economic policies and local transport plans (see action T3.1) and enforcing on non conformity.
D - National transport organisations policy positions and investments.
D - High quality active/transport system/solutions as alternatives need to be actioned.

STRATEGIC PRIORITY 2: ***Reduce need to travel by car*** *(Substitute)*

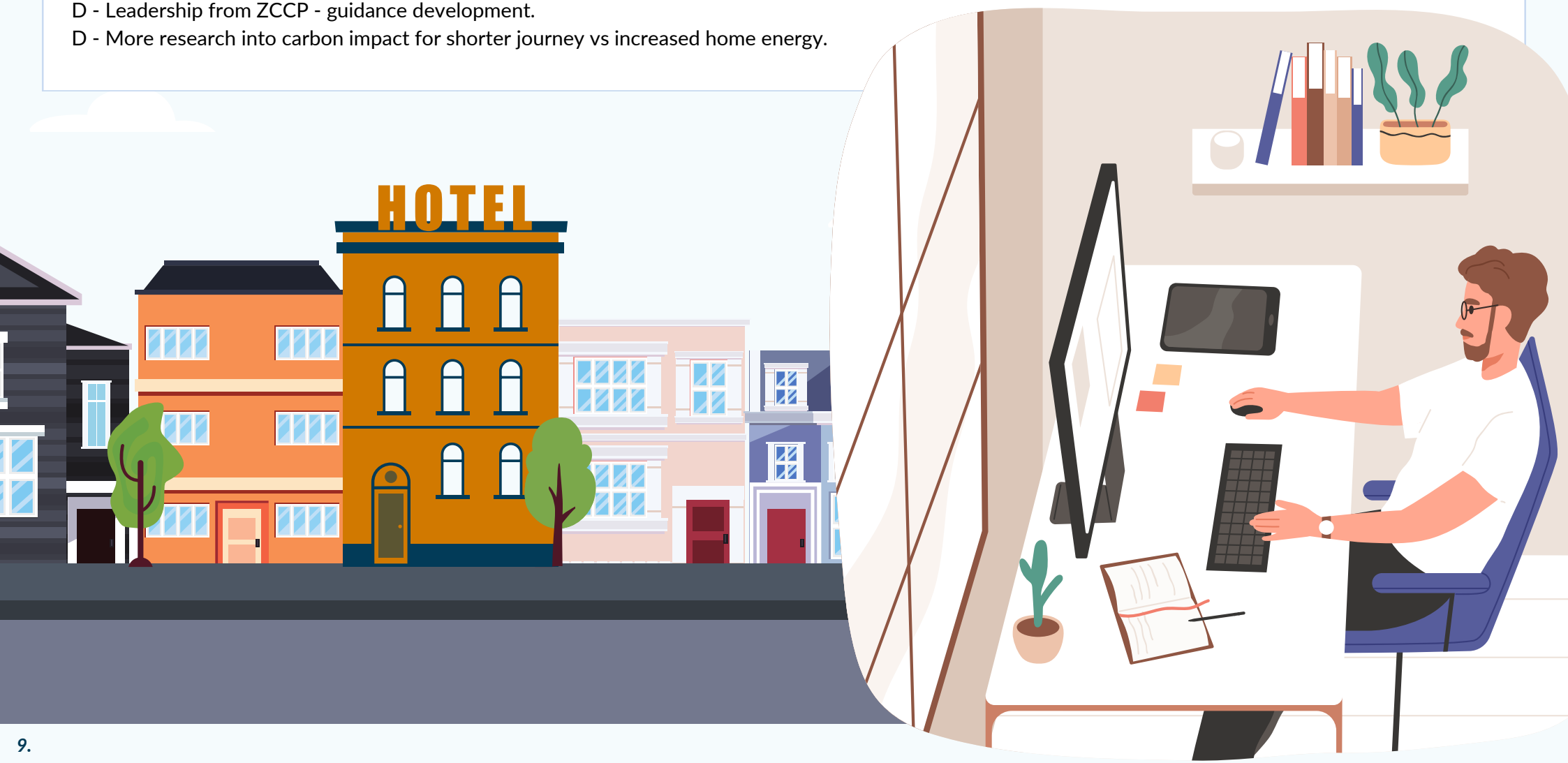
		How	Challenges	Prospective Partners
T2.1		**ACTION: Spread the relatively high carbon approach journey from visitors over more in-destination days.**		
	L	Shift destination marketing emphasis to longer visitor stays.	• Socially divisive. • Slow pace of carbon impact. • No local tested examples. • Fear of negative impact on markets and behaviours.	• CT • National Park Authorities (NPAs) • National Landscapes (NLs, formerly AONBs) • Hospitality sector • Local tourism associations • Visitor service providers (transport, attractions, etc) • Travel agents
		Identify and develop visitor experiences, services and opportunities that enable and create slow and experiential tourism.	• Resource to review demand from stays in Cumbria and explore extended stay opportunities.	
		Work with the tourism industry to look into the potential for incentivised longer stays.	• Economic implications to businesses. • Visitor demographics/national holiday patterns/workplace practices.	
T2.2		**ACTION: Re-localise services to improve access to day to day services through active travel.**		
	H	Planning authorities to give more weight to the sustainable travel conditions within current planning policy when assessing new developments.	• Sustainability of services outside of the urban/tourist areas. • Fighting national trend. • National Planning Policy Framework (NPPF) not providing specific detail on sustainable development. • Political willingness. • Power to make localised changes is limited.	• LAs • NPAs • Cumbria Association of Local Councils (CALC) • ACTion with Communities in Cumbria (ACT)
		Local planning authorities new spatial planning policies to include the re-establishment and viability of local services - shops, post offices, etc.		
		Develop opportunities for parish councils to be empowered to develop localised community economic and place shaping/development strategies.		
		Adapt tested active transport neighbourhood policies and strategies and adopt for Cumbrian villages, towns and cities.	• Safety of walking/cycling in rural areas.	

		How	Challenges	Prospective Partners
T2.3		**ACTION: Enable home and flexible working as the default way of working (for those organisations for which it is appropriate).**		
	H	Install widespread high speed broadband.	• Negative IT/Technology experiences. • Cost to businesses to implement.	• Broadband for Rural North (B4RN) • Network Providers • CLEP • LAs • NPAs • ACT
		Develop and implement countywide best practice for healthy home/flexible working and support businesses to reduce employee business travel.	• Homes that cannot cater for home working. • Potential increased costs to the home owner. • Employee willingness. • Employment culture.	• ACT • Chamber of Commerce (CoC) • National Health Service (NHS) • Public Health • CLEP • Employer networks
		Develop and implement models for networks of local work hubs and neighbourhood-based facilities.	• Communal working not suitable for a number of jobs. • Lack of awareness of the potential wider benefits.	• CoC • CLEP • ACT • NPAs • LAs
T2.4		**ACTION: Optimise logistical efficiency of delivery van journeys in rural areas.**		
	M	Develop the case for county-wide cascade of shared logistic platforms and "neutral operator" onward shared deliveries.	• Resource to map current operations and develop scheme. • Industry culture and reluctance to collaborate; scale of independent supply chains; financial implications to business.	• LAs • NPAs • CLEP • Couriers
		Normalise use of parcel and mail drop points by increasing the number of mail drop boxes. Avoiding failed deliveries and long delivery journeys.	• Public habits and inertia to change; appropriate and acceptable locations.	• Distribution couriers
		Look for alternative options for last mile delivery from distribution hubs.		

		How	Challenges	Prospective Partners
T2.5		**ACTION: Capture efficiencies across sectors and operations via transport sharing: "Total Transport".**		
	L	Identify and develop opportunities for sharing transport services: NHS transport services, school transport, etc.	• Resource to map current operations and develop scheme. • Willingness/deep rooted behaviours. • Regulations/insurance.	• LAs • NHS • Service users • Transport operators • Large employers • CT
		Integrate mobility hubs with shared transport services in more remote localities: integrate deliveries with personal transport (Mobility as a Service (MaaS)).	• Lack of shared mobility services. • Technology limitations.	• LAs • ACT • Transport operators • Service designers - architects and user experience experts (UX experts)
T2.6		**ACTION: Offer meaningful collaboration, education and knowledge sharing.**		
	E	Shortlist key organisations (employers, universities, youth groups) for widescale carbon literacy training.	• Limited capacity of current trainers and cost to deliver the training. • Apathy/hopelessness. • Not mandatory training. • Limited flexibility of education policy to offer meaningful environmental education.	• CAfS • Community sustainability groups • LAs • Employers • Schools/FE/HE • Cumbria Development Education Centre (CDEC) • Cumbria Youth Alliance (CYA)
		Promote and benefit from local 'People, Planet, Pint' and similar sustainability events.	• Limited resource to get information to the right audiences.	• CSN • Local business groups

Key risks (R) and dependencies (D):

R - Demand for development of new visitor accommodation to deal with visitors staying longer.
R - Risk of increasing isolation and mental health issues through increased home working.
R - Increase in emissions energy in the home from increased home working - mitigated as homes become more efficient and the grid is decarbonised.
D - High quality public and active transport systems are in place.
D - Development of robust business case for hospitality industry around extended stays.
D - Planning Policy requires adoption of a stronger approach to sustainable developments and enforcement for non conformity.
D - Network providers developing the appropriate digital infrastructure.
D - Community engagement and collaboration of a range of users and providers.
D - Leadership from ZCCP - guidance development.
D - More research into carbon impact for shorter journey vs increased home energy.



STRATEGIC PRIORITY 3: ***Travel better*** *(Shift)*

		How	Challenges	Prospective Partners
T3.1		**ACTION: Development of new Local Transport Plans (LTP) that have a vision for decarbonised travel.**		
	E	Put in place systems for innovative community governance, which could include a Citizens Panel, Youth Co-creation and Check and Challenge tasks Groups.	• Timescales for LTP development could limit opportunity for innovation. • Conflicting political priorities.	• LAs • Transport for the North (TfN) • CALC
T3.2		**ACTION: Ensure low carbon transport services for visitor/business inbound/outbound destination activity.**		
	H	Maximise what we have - improve visibility of service/benefits and hubs connections.	• Confidence in reliability of public transport services.	• LAs • CT • NPAs • ACT • Transport providers
		Rail: Maximise and develop current rail capacity to the county through direct services from/to key origins/destinations.	• Inertia in changes to any rail services, other priorities. for rail industry, lack of awareness and experience of best practice. • Accessibility for certain groups. • Limited first/last mile services.	
		Rail: Tailor rolling stock to demands by looking to European best practices; with luggage space (especially for visitors), cycle carriage, reliable WiFi, children/play areas, quality catering, etc.		
		Rail: Ensure maintenance is scheduled to minimise visitor travel disruption.		

		How	Challenges	Prospective Partners
T3.2		**ACTION: Have low carbon transport services for visitor/business inbound/outbound destination activity (continued).**		
	L	***Coach/Bus:*** Understand user markets and develop business case for increased capacity based on findings to/from key areas. (European practice examples).	• Nurturing new habits; understanding markets; no clear lead body. • Accessibility for some groups. • Policy gap from TfN. • Stereotyping/generational holiday market. • Limited market for planned coach trips. • Willingness of coach operators.	• LAs • TfN • CT • Neighbouring authorities • Stagecoach
		Rideshare: Develop a framework for facilitating rideshare opportunities and target marketing on known user cohorts. Map potential experiences and opportunities that suit rideshare modes (e.g. travel to specific events).	• Limited due to social inertia and lack of norms. • Safety concerns.	• LAs • CT • Employers • Tourism accommodation providers • Students travel groups • Events organisers
		Air: Work with local travel agents to raise the profile of UK holidaying options.	• Less financially attractive to travel agencies. • Limited offer all traveller types and all year round.	• Travel Agents • CT
		Air: Promote rail travel to the region from major UK cities as the default transport mode and not internal flights.	• Cheap internal flights. • Rail reliability. • Misaligned to the Cumbria Destination Management plan.	• Network Rail
T3.3		**ACTION: Design places for low carbon access and transport.**		
	E	Ensure all policy is screened so that places and projects are designed in ways that embed public transport use and active travel as default options.	• Culture of car based access and transport. • Geographic spread of services.	• Planning Authorities • ACT • Transport operators • CT

		How	Challenges	Prospective Partners
T3.4		**ACTION: Targeted access restrictions for higher carbon travel.**		
	M	Align development of low carbon travel with restrictions on higher carbon transport (low occupancy vehicles, high emission vehicles) through policy and strategy. Applies to visitor areas, town and city centres, employment sites and business parks, low traffic neighbourhoods, around schools.	• Culture - perceptions of public acceptability, restrictions being presented or perceived in isolation/not as part of place/access improvements. • Reduction in services due to reduced income from parking. • Ensuring fair and equitable approach.	• WFC • CC • NPAs • Parish councils • CT • CLEP • Lake District Transport Group • Friends of the Lake District
		Investigate most appropriate options for funding low carbon transport activity through revenue from high carbon transport. Explore and implement appropriate methods to capture revenues from higher carbon travel to fund low carbon alternatives; for example: workplace parking levy, eco-levy, Ultra Low Emission Zones (ULEZ) etc; integrate with Mobility as a Service concept.	• Socially divisive. • Impact on economy. • Limited quality public transport alternatives.	
T3.5		**ACTION: Deliver a strategic county-wide integrated public transport system for residents, businesses and visitors.**		
	H	Review travel demand patterns and recommended solutions in the Cumbria Transport Infrastructure Plan (CTIP) and the Bus Service Improvement Plan (BSIP).	• Limited leadership and direction in this area. • Relationship with Department for Transport. • Current perception of public transport options (in rural areas) is poor. • Regulation and fragmentation of transport systems and modes. • Unwillingness of transport operators to do better/share/collaborate. • Long term sustainability - lack of experience of operational and economic models among key decision makers, limited business case evidence in UK.	• Cumbria Better Connected • LAs • TfN • NPAs • ACT • CT • Stagecoach • Network rail • North Rail Partnership
		Look at best practice (UK and overseas) for low carbon transport services and integrated systems and initiate strategic conversations with local public transport operators.		
		Build the case for viability of public transport services if the quality of service is delivered (reliable, clean, space) and overcoming barriers to use.		
		Design an integrated system that provides appropriate services to meet the demands. Should include: rail, all bus/coach and demand responsive transport (DRT), shared transport (car clubs, e-bike share, rideshare), emergent e-mobility.		
		Design system to include integrated ticketing and mobility hubs.		

		How	Challenges	Prospective Partners
T3.6		**ACTION: Simplify public travel through single county travel passes and ticket purchasing system.**		
	E	Review range of examples of best practice for single travel ticketing services and invest in testing and trials locally. Development of user and market-focused booking platforms.	• Limited examples in rural areas. • Quality public transport needs to be in place first. • Would require overhaul of current systems.	• UK100 • Decarbon8 • Urban Transport Group
		Develop mobility as a service (MaaS) in Cumbria. Include all personal travel costs (public and shared transport, car parking, road user charging) into a single payment platform with per-km cost and carbon weighting.	• Lots of independent operators. • Digital connectivity and confidence in relying on technology for travel needs.	
T3.7		**ACTION: County-wide cascade of mobility hubs:** mobility hubs bring together transport & access services with other appropriate services and facilities.		
	H	Use existing and emerging guidance to design and implement county-wide network of mobility hubs to be the foundation of the counties' access and transport services.	• Limited of experience of mobility hubs. • Limited services.	• LAs • Community transport organisations • ACT • Shared transport operators, service design, architects and UX experts
T3.8		**ACTION: Develop options for alternative approaches to first/last mile travel.**		
	L	Ensure all access points into the county link well to in-county transport services and destinations for people and luggage.	• Lack of connecting services. • Willingness of associated businesses (e.g. visitor accommodation) to endorse and promote if it means additional planning for visitors.	• LAs • NPAs • Friends of the Lake District • Transport service operators
T3.9		**ACTION: Develop and adopt rural accessibility standards across the county to inform appropriate transport services.**		
	E	Transport Authorities to adopt appropriate powers through the 2017 Bus Services Act to determine service spatial extent and standards.	• Legacy of accessibility planning. • Cost implications of findings. • Limited support from Bus operators. • Lack of capacity and/or specific expertise within TAs.	• WFC/CC • ACT • CALC • TfN

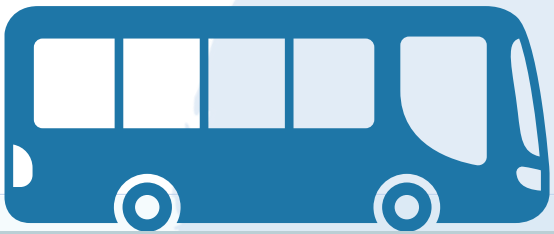
		How	Challenges	Prospective Partners
T3.10		**ACTION: Develop targets for mode share splits for a range of different situations including large employers and traffic intense destinations.**		
	E	Use TfN North West targets as a starting point: • Increase trips made by public transport from 8% to 15%. • Increase active modes increase from 29% to 36%. • Zero overall increase in travel demand by private car.	• Lack of robust systems and methods for monitoring, lack of enabling legislation (requires voluntary buy-in). • Who decides what/where is included as a destination. • Appropriate infrastructure for mode shifts would be required.	• WFC/CC • TfN • Community sustainability groups
T3.11		**ACTION: Take a strategic whole-county approach to increasing walking and cycling for active travel with a target for walking and cycling to account for 50% of short journeys in Cumbrian Towns by 2037.**		
	H	Adopt local planning policy where approval for new developments is conditional on active travel being the default choice for local short journeys.	• Topography, geography and weather. • Retrofitting the right infrastructure is expensive and logistically challenging. • Culture of prioritising convenience, speed and car dependency over active travel.	• Town and parish councils • LAs • Developers
		Support the reallocation of road space to cycling, walking and public transport.	• Financial barriers. • Exacerbate current road pressures.	• LAs
		Determine a strategic active travel investment plan which ensures routes are safe and convenient and connect infrastructure with travel patterns (schools, employment, villages, towns and tourist areas).	• Work/life pressures and the additional time it takes to travel this way. • Existing plans only meet specific funding opportunities (Local Cycling and Walking Infrastructure Plans).	• CALC • LAs • Schools • Employers • The Bicycle Association
		Develop and implement county-wide strategy for cycle services, appropriate bike and e-bike share networks, e-bike loans and try-before-you-buy, rental, advice and servicing.	• Low uptake due to limited off road cycling networks. • Not likely a commercial model so will need financial support.	• LAs • CT • Decarbon8 • Staveley Community E-bike/ Morecambe Bay Partnership (MBP) • Cyclewise

		How	Challenges	Prospective Partners
T3.11		**ACTION: Take a strategic whole-county approach to increasing walking and cycling for active travel with a target for walking and cycling to account for 50% of short journeys in Cumbrian Towns by 2037 (continued).**		
	H	Promote and build upon current 'Cyclists welcome' best practice across visitor accommodation.	• Culture of car dependent visitors. • Willingness of accommodation providers to cater for cyclists.	• MBC • Accommodation providers • CT
		Promote active travel culture to young people in schools and colleges.	• Anxiety over personal safety whilst walking and cycling.	• Active Cumbria • Community sustainability groups
		Ensure organisations follow best practice and support active travel with appropriate facilities (safe cycle parking, changing, showers).	• Car dependency culture - isolated work places away from good active travel infrastructure.	• Employers • Community sustainability groups
T3.12		**ACTION: Develop shared transport service networks:** shared transport complements and extends the reach and functionality of public transport and active travel.		
	H	***Cars***: rental - one-way and return EV car club networks across all settlements. Integration with rural car share schemes.	• Challenge of multiple stakeholders. • Culture of car dependency.	• Rental organisations e.g. Co-wheels, Enterprise, etc. • Taxi firms • LAs
		Cars: modern flexible taxi services across the county, integrated with car share schemes.	• Limited existing good practice. • Licensing conditions.	
		Rideshare: develop and deliver a framework for county-wide and targeted localised (commuter, rural, visitor areas, social groups etc) rideshare (including hitchhiking) services.	• Limited experience of rideshare schemes as part of the mainstream travel network. • Fear of travelling with strangers. • Perception of lack of flexibility when relying on others.	• ACT • Employers • Town and parish councils • Liftshare.com • Ride share organisations e.g. Sustainable Keswick • Friends of the Lake District
		Bikes/e-bikes: develop county-wide interoperable e-bike share networks with appropriate place based implementation.		• CT • LAs • Town and parish councils • The Bike Association

		How	Challenges	Prospective Partners
T3.12		**ACTION: Develop shared transport service networks:** shared transport complements and extends the reach and functionality of public transport and active travel **(continued).**		
	H	***Innovative e-mobility***: create conditions to accelerate emerging e-mobility (e-quadricycles and e-trikes), integrate into shared transport networks, market to visitors as experience.	• Limited experience with e-mobility.	• Forestry England • TfN • ACT • LDNPA
T3.13		**ACTION: Design and deliver county wide sustainable transport focused engagement campaigns to raise awareness of the Substitute, Shift, Improve message to residents and visitors.**		
	E	Promote current services across a range of platforms to maximise use and raise their visibility, hub connections and benefits.	• Limitations and dissatisfaction with current services. • Challenge of resourcing campaigns. • Challenge coordinating the range of services.	• Community sustainability groups • CT • LAs • NPAs • TfN • ACT
		Promote the region as a cycling and walking/green travel destination.	• Limitations in the ability to travel everywhere sustainably/with bicycles.	
		Engage with the public and stakeholders measure change in behaviour and attitudes to sustainable travel.		

Key risks (R) and dependencies (D):

R - Any additional charges to tourists could mean they shift their visit abroad if deemed better value/cost effective. Potential increase on the global carbon footprint
R - Increased traffic issues if road space is given over to active/public travel
D - High quality alternative transport/mobility services (operational and infrastructure) need to be in place
D - Demonstration from leaders & other key personnel that public transport is viable
D - Research tech and innovation solutions
D - National government policy and long term funding to support the delivery of new infrastructure and capital schemes



STRATEGIC PRIORITY 4: ***Make travel cleaner*** *(improve)*

		How	Challenges	Prospective Partners
T4.1		**ACTION: Develop a strategy for accelerated take up of electric vehicles for personal use and car share/taxi fleet/pool cars –** accounting for 75% vehicles on the road by 2030, and 96% by 2037.		
	H	Simplify the information surrounding clean transport technology and raise the profile through local demonstration projects.	• Lack of information regarding the savings to be had from EVs and the fact that the new technology is able to cope with the infrastructure we have now. • People are hesitant to adopt this technology.	• LAs • LDNPA • Emergency services • Car dealerships • Town and parish councils
		Incentivise low carbon travel lifestyles via car scrappage schemes, grants for e-mobility, mobility as a service/travel passes.	• EV infrastructure needs to be in place.	
		Build on the work already undertaken in Cumbria and develop EV infrastructure strategies. Use the allocated local electric vehicle infrastructure (LEVI) funding in the first instance to ensure adequate charge points for a rapid increase in EV uptake.	• Supply chain. • Contractors needed. • Locations to meet deliverability and demand. • Grid connectivity/Infrastructure. • Cost of installing charge points.	
		Establish local supply chains and a procurement framework for installers for electric vehicle charging infrastructure to meet the growing demand.		
		Delivery of training in EV maintenance and repair. Including circular innovation to EV car parts and enable EV battery recycling.		
T4.2		**ACTION: Buses (Public Transport) and Public sector fleet (police, NHS, fire, waste) decarbonisation.**		
	H	Set binding targets for all public transport (buses, taxis) and public sector fleet vehicles to be Euro 6 standards / light electric vehicles (LEVs).	• Cost to operator. • Lack of low carbon technology currently available for larger vehicles.	• LAs/schools • Stagecoach • NHS • Fire Service • Police
		Strategic introduction of zero emission requirements in tendered services.	• More testing required for large electric vehicles in rural areas.	

		How	Challenges	Prospective Partners
T4.3		**ACTION: Shift to electric or hybrid rail network.**		
	H	Undertake further engagement on the potential to decarbonise rail through programme of rail electrification Explore trialling hydrogen trains.	• Slow progress - national lead. • Finance. • Fleet renewal limited to NR decision making - longer net zero carbon target.	• Network Rail • Northern Rail • Electricity North West Limited (ENWL) • Cumbria Rail Partnership
T4.4		**ACTION: Investigate opportunities for low emission alternatives for freight and logistics including shift to rail.**		
	H	Map demand patterns and explore options and implement trials for freight modal shift in areas with existing high delivery activity. Include rail, delivery consolidation and sustainable last mile delivery.	• Availability of data for freight movements. • Capacity and willingness of organisations to undertake trials and report on findings. • Current connectivity between different modes.	• Haulage and distribution organisations e.g. Tyson Burridge/Gist/A W Jenkinson • Road Haulage Association (RHA) • DPD • TfN • Network Rail • Royal Mail
		Look at best practices from other rural areas and invest in pilot projects for renewable HGV activity.		
T4.5		**ACTION: Create grant scheme for e-bikes and e-mobility.**		
	L	Adopt Bicycle Association guidance.	• Requires appropriate infrastructure.	• The Bicycle Association
T4.6		**ACTION: Promote fuel efficient driving to individuals and businesses and review speed limits on all highways with a view to reduce speed limits where appropriate for emission reduction impact.**		
	L	Adopt Vision Zero approach i.e. linking speed limits to accident reduction and healthier lifestyles.	• Limited evidence to show carbon impact of slower speeds.	• Public Health • Police • LAs • Employers • Driving instructors

Key risks (R) and dependencies (D):

R - Inequalities in ability to purchase electric vehicles due to high costs and limited second hand market
R - Whole life carbon of EV's not fully considered and increased emissions from mass scrapping of cars if no provision for recycling/repurposing of all materials
R - Slower road transport system overall will also slow down buses for longer journeys and make them less appealing
R - Current economic viability of public transport is a significant risk
D - Upgrades and solutions to issues associated with the increased demand for vehicle charging need to be delivered, including overcoming the barrier of cost to individuals and businesses of charger installation, and the infrastructure for on street charging
D - Scale of shift is dependant on the Government commitment to phase out of sale of fossil fuels cars
D - Rapid development of skills and supply chains is required to enable electric vehicle charging provision
D - DfT and Network Rail commitment to rail investments

What success might look like

The sector group has highlighted a number of data sources and indicators that can be measured and tracked to be able to review the progress of the action plan and the impact on carbon emissions (these can be found in the Emissions Reduction Pathway). They have also listed some additional parameters that are not directly related to emission reduction impact but could give an indication of the direction of travel:

- Adoption and integration of net zero principles and innovative interventions in key local strategic policy and plans.
- Increased number of miles of dedicated space for cycle/walking for travel and ancillary infrastructure.
- A target set for the proportion of environmentally sustainable mode share for visitor destination inbound/outbound journeys.
- More businesses modelling flexible working.
- An increase in the number of regular promotional initiatives.
- An increase in the number of schemes offering car/bike share opportunities.
- An increase in EV infrastructure.
- An increase in the proportion of population within 1km of a bus stop with at least one bus service per hour (during set times).
- Increased public perception of Cumbria as a sustainable travel county.
- Alternative travel interventions being considered that can support strategic outcomes.
- Cumbria being recognised as an exemplar for UK visitor travel.
- No new car parks (unless linked to overall reduction in travel within the county).

LINKS

A list of strategies and schemes referred to in the action plan as well as those that have been developed by some of the prospective partners identified who are already working towards or supporting more sustainable activity as at January 2024 can be found below. Click here for a full list of all references used in the development of the Transport and Mobility Emissions Reduction Pathway.

Strategic Priority	Organisation	Strategy
T1: No new infrastructure that will increase emissions	**Lakes District National Parking Policy**	Policy 22: Vehicle parking to improve sustainable transport : Lake District National Park
	Lakes District National Park Partnership Plan	LDNPP Management Plan 2020-2025 (lakedistrict.gov.uk)
	Welsh Government	Roads Review Panel Terms of Reference; Roads Review Panel Membership
T2: Reduce need to travel by car	**ACTion for Communities in Cumbria (Rural Mobility Hub)**	Community transport Cumbria, sustainable transport Cumbria - Action with Communities in Cumbria, Penrith, Cumbria (cumbriaaction.org.uk)
	Cumbria Transport Infrastructure Plan	Cumbria Transport Infrastructure Plan
	DecarboN8 UK	Place-based decarbonisation for transport - DecarboN8
	Seefeld Visitor Mobility	Arrival & Mobility in the Region Seefeld
T3: Travel better	**ACTion for Communities in Cumbria - Lake District Travel**	https://www.cumbriaaction.org.uk/news-events/news-there-is-an-appetite-to-travel-differently-in-the-lake-district-2023-11-28
	Choose How You Move (Leicester)	...A smarter way to travel for Leicester and Leicestershire < Choose How You Move
	Cumberland Local Cyling and Walking Infrastructure Plans	Cycling and walking in Cumbria | Cumberland Council
	Morecambe Bay Partnership	Public transport Morecambe Bay | Morecambe Bay Partnership (waysaroundthebay.org.uk)
	Stagecoach	£2 single fares | Stagecoach Bus

Strategic Priority	Organisation	Strategy
T3: Travel better	**Staveley Community EBikes**	Welcome to Staveley Community Ebikes | Staveley Community Ebike Scheme | ebike hire Staveley
	Transport for the North	TfN-Transport-Decarbonisation-Strategy-FINAL-TfNDEC2021_V2.pdf (transportforthenorth.com)
	Urban Transport Group	MaaS Movement
	Westmorland and Furness Climate Action Plan Part 1	Climate Action Plan Part One (westmorlandandfurness.gov.uk)
	Westmorland and Furness Local Cyling and Walking Infrastructure Plans	https://www.westmorlandandfurness.gov.uk/parking-streets-and-transport/active-travel/local-cycling-and-walking-infrastructure-plans-lcwips
T4: Make travel cleaner	**Brake - Vision Zero**	Vision Zero: road safety management | Brake
	CAfS Electric Vehicle Charging in Cumbria	Electric-Vehicle-Charging-Deployment-in-Cumbria-Analysis-Forecasting-1.pdf (cafs.org.uk)
	Government Cycle to Work	Cycle to work scheme implementation guidance for employers - GOV.UK (www.gov.uk)
	Westmorland and Furness Speed Limit plans	Council approves new 20mph speed limit plan | Westmorland and Furness Council