

# Sustainable Transport Roundtable

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CLEP

CUMBRIA  
LOCAL  
ENTERPRISE  
PARTNERSHIP

NORTHERN  
POWERHOUSE

# CLEP's Net Zero Priorities

Clean  
Energy  
Generation

Business  
Decarbonisation

Transport  
Decarbonisation

Natural  
Capital

# Cumbria's Unique Offer



## Unique economy

- Major concentration of global manufacturing
- Large visitor and outdoor industries
- Land-based and environmental industries

## Unique quality environment and geography

- Centre of north of Britain
- On key road and rail corridors
- Globally recognised for beauty and natural assets
- Lowest population density in England:  
UK centre for outdoor adventures

## Our people and businesses

- Global nuclear expertise
- £40 bn centre for new nuclear deterrent submarines
- Advanced manufacturing
- Strong and resilient communities

## 21<sup>st</sup> Century Strategic Resources

- Key centre for high quality food
- Energy renewable resources
- Highest quality water resources
- Forestry assets for recreation and the economy

# Policy Context



# Cumbria Context

- Cycling and Walking Plans
- Cumbria Transport Infrastructure Plan
- Highways Asset Management Strategy 2020 – 2025
- Bus Service Improvement Plan (Autumn 2021)
- Cumbria Cycling Strategy
- Innovation – plastic road, sustainable supply chains
- Green Recovery – Green Corridors



# Rural Transport Challenges

## Infra & Access

Poorer road quality

Indirect and unclear routes

## Road Safety

Perceived lack of risk

More reckless driving

## Goods & Services

Longer delivery times

Some services unavailable



# Rural Transport Challenges

## Tourism

Lack of  
infrastructure

Road  
Wayfinding  
Safety

## Public Transport

Older less  
efficient  
fleet

Infrequent  
and lengthy

## Active Travel

Segregated  
routes

Leisure not  
trips



# Most Rural Areas



**47%**  
**Higher total distance travelled**  
compared to national average

**86%**  
**Distance travelled by car**  
compared to 77% national average

**56%**  
**Households own two or more cars**  
Compared to 25% national average

**18%**  
**Of trips made by walking**  
compared to 26% national average

**90%**  
**Driving license holders 17+**  
compared to 75% national average



# Cumbria Transport Infrastructure Plan



## 1. Clean and Healthy Cumbria

Promoting the role of active travel and digital infrastructure as enablers of inclusive economic growth and in supporting the health and well-being of our communities and the decarbonisation of transport networks.



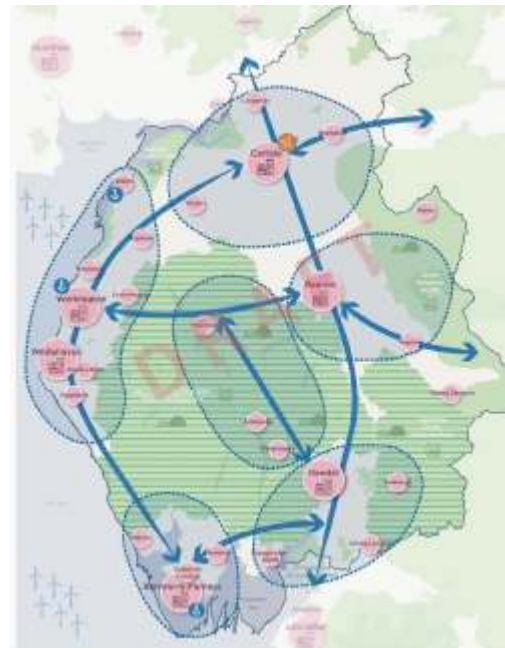
## 2. Connected Cumbria

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



## 3. Community Cumbria

Promoting integrated approaches to transport, supporting opportunity and renewal within towns and communities across Cumbria with transport as a barrier to social inclusion broken down.



# Ambition



- Present a case for infrastructure investment in Cumbria in a coherent manner
- Demonstrate the role of infrastructure investment in meeting key challenges including climate change, future mobility needs and public health
- To make bus, rail and active travel more attractive and safe to encourage more people to reduce car use
- Climate Change Adaptation – resilient infrastructure

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



# Future of Transportation

- New Future Technologies
  - ❖ Hydrogen powered vehicles - cars, trains, aeroplanes, and airships.
  - ❖ Electric Vehicles
  - ❖ Autonomous Vehicles – Driverless Pods
  - ❖ Drones - for delivery
- Interconnectivity – Local, National, International
- Efficient Transportation Hubs
- Remote Working and Distance Education – Connectivity and Sectoral Make Up
- High Speed Travel
- Behavioural Change

# Future Implementation Challenges



- New Future Technologies
  - ❖ Hydrogen powered vehicles - cars, trains, aeroplanes, and airships – supply and demand
  - ❖ Electric Vehicles – connectivity?
  - ❖ Autonomous Vehicles – Driverless Pods – topography?
  - ❖ Drones – distances?
- Interconnectivity – Local, National, International – what
- Efficient Transportation Hubs – population concentration
- Remote Working and Distance Education – coverage gaps and need to physically go to work
- High Speed Travel – benefitting with a dispersed population
- Behavioural Change - securing sufficient shift?