

KESWICK TOWN COUNCIL
16TH JANUARY 2020

KESWICK TRANSPORT STUDY

Following the Joint Members' Briefing held on 17th December 2019 the final version of the Keswick Transport Study has now been published and the following appendices are attached to this report:

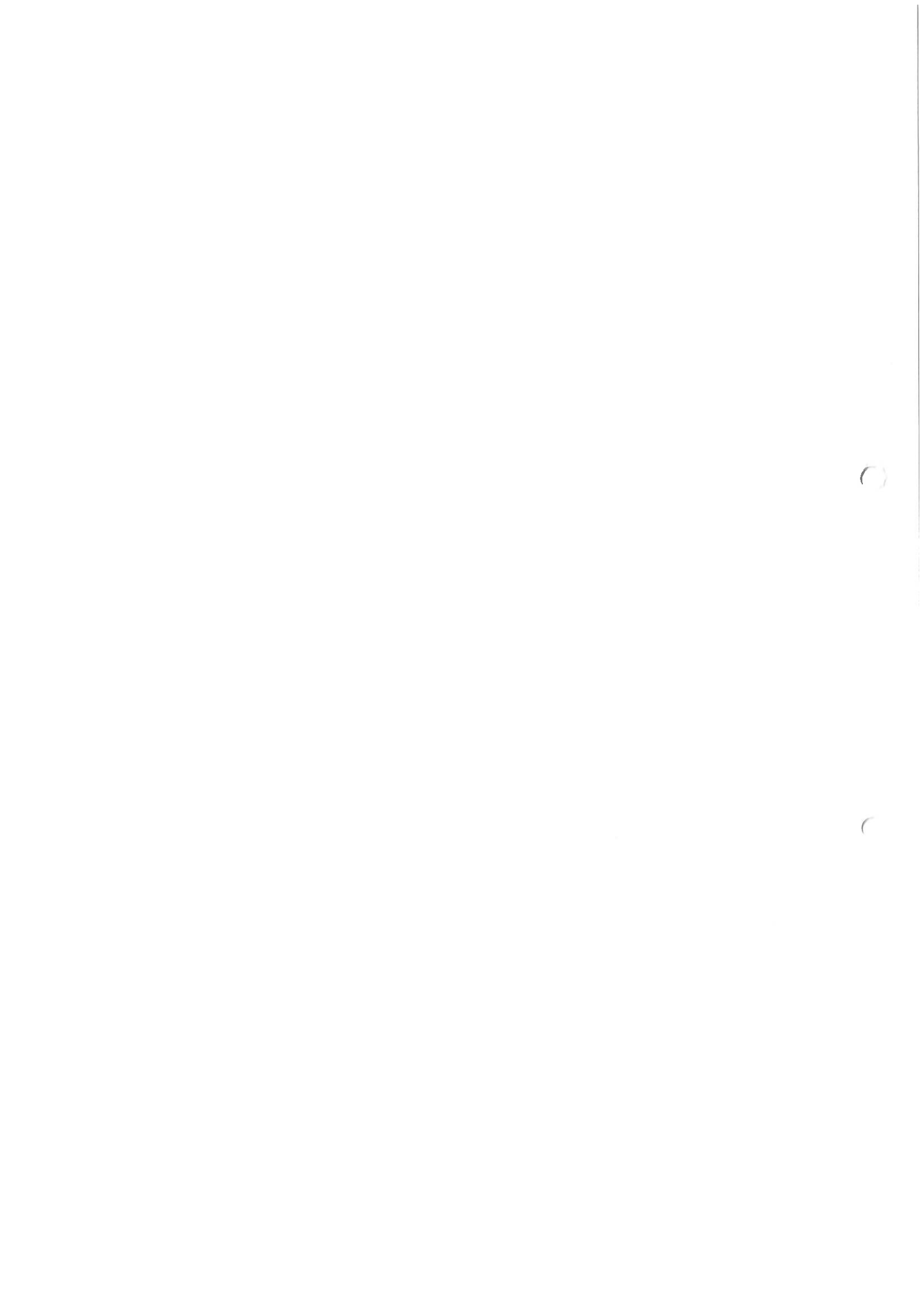
- Appendix 1 Keswick Transport Study – Partners' Joint Committee Report
- Appendix 2 Keswick Transport Study – Non-Technical Summary

The packages of improvements presented in the Study have been developed with the co-operation of all partners and their delivery is subject to funding being secured.

The Town Council is now asked to approve the recommendations included in paragraph 2.0 of the report as follows:

- 2.1 That the partner organisations - Allerdale Borough Council, Cumbria County Council Local Committee for Allerdale, **Keswick Town Council** and the Lake District National Park Authority:
 - 1. Endorse the principle of the packages of improvements (as summarised in Proformas 1-8 in the Keswick Transport Study's Non-Technical Summary)
 - 2. Agree to work together to explore the opportunities to secure funding to deliver the packages of improvements through internal and external funding opportunities, and
 - 3. Agree to the establishment of a Programme Delivery Board to ensure the co-ordinated delivery of the package of improvements.

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Keswick Transport Study Partners' Joint Committee Report

1.0 Executive Summary

- 1.1 The partner organisations (Allerdale Borough Council; Cumbria County Council; Keswick Town Council and the Lake District National Park Authority) have jointly funded a study to look at issues relating to traffic movement and parking in Keswick. The Keswick Transport Study was commissioned in March 2019 and its preparation is now complete. The non-technical summary of the study is appended.
- 1.2 This Partners' Joint Committee Report is being used by each of the partner organisations to provide a consistent overview of the preparation of the Keswick Transport Study, an outline of the packages of improvements and next steps to support their delivery and implementation.
- 1.3 The packages of improvements presented in the Keswick Transport Study have been developed with the co-operation of all partners. Conceptual designs and strategies for each of the eight scheme packages were developed and used to:
- Produce indicative scheme costs (which are subject to refinement following detailed design)
 - Identify delivery risks, and
 - Outline delivery programmes which are based on the assumption that funds are secured to deliver the project with political support.
- 1.4 The delivery of the packages of improvements is subject to funding being secured. The Keswick Transport Study provides the evidence (based on a robust assessment and defined methodology) to support the partner organisations in seeking to secure funding from internal and external funding sources. It is recognised that further scheme development will be required for some of the packages of improvements and at that stage further stakeholder engagement/ public consultation will be undertaken.

2.0 Recommendations

- 2.1 **That the partner organisations - Allerdale Borough Council; Cumbria County Council Local Committee for Allerdale; Keswick Town Council and the Lake District National Park Authority:**
1. **Endorse the principle of the packages of improvements (as summarised in proformas 1 -8 in the Keswick Transport Study's Non- Technical Summary)**
 2. **Agree to work together to explore the opportunities to secure funding to deliver the packages of improvements through internal and external funding opportunities; and**
 3. **Agree to the establishment of a Programme Delivery Board to ensure the co-ordinated delivery of the packages of improvements.**

3.0 Background

- 3.1 Keswick provides a range of facilities and services for the local community and is also a major centre for tourism, and its attractions draw a great number of visitors. The appeal of Keswick attracts many vehicle trips and during certain times of the year parking and traffic movement in the area can be difficult.
- 3.2 This has been recognised by the organisations who manage facilities in Keswick - Allerdale Borough Council, Cumbria County Council, Keswick Town Council and the Lake District National Park Authority. They agreed to jointly fund a study which looked at these issues and to make a holistic assessment of what is needed to improve the management of traffic and parking in Keswick.
- 3.3 The four overarching objectives of the Keswick Transport Study were to:
1. Identify improvements to the highway and transport network to address the safe management of traffic and parking within Keswick;
 2. Identify improvements and initiatives to improve opportunities to walk and cycle;
 3. Identify improvements to shift journeys to public transport and to improve opportunities for onward sustainable travel to other key destinations around Keswick such as Borrowdale, Honister, Skiddaw and Whinlatter; and
 4. Set out a clear approach to phasing, planning and delivery of improvements measures identified.
- 3.4 The area of study for the Keswick Transport Study where any potential improvements were likely to be delivered was the built up area of Keswick; but the study also considered outward sustainable transport movements to the wider area.
- 3.5 A clear and robust governance structure was put in place to ensure the people involved in preparation of the study understood their role. A Project Board, with senior officers from each of the partner organisations was established to provide strategic direction. A Project Delivery Group of technical officers from each of the partner organisations and the appointed consultants (WSP) was also established to ensure that all technical knowledge and advice was captured in the preparation of the study.
- 3.6 At the start of the preparation of the study, the Project Delivery Group developed a Communication and Engagement Plan. This plan set out the approach to stakeholder engagement and identified the range of stakeholders to be involved. Whilst no wider public consultation was undertaken as part of the preparation of the study, it is recognised that further scheme development will be required to support the delivery of some of the packages of improvements and at that stage further stakeholder engagement/public consultation on the proposed improvements will be undertaken.
- 3.7 The Keswick Transport Study was developed in four stages to ensure that its preparation would have the appropriate checkpoints at the end of each key activity of work. The study was prepared using an evidence based approach. Emerging improvement schemes were sifted using a clearly defined methodology developed in line with the Department for Transport's Early Assessment and Sifting Tool. This ensured that the study can present the most robust evidence and justification necessary to support the partner organisations in seeking to secure funding from internal and external funding opportunities. In addition a bespoke transport model was developed specifically for the study to allow the impact of the emerging improvement scenarios on the highway network to be assessed.
- 3.8 The four stages are set out below:

- **Stage 1:** A review of previous study work and available information to help to understand the issues and constraints. This also included undertaking additional surveys and two workshops with local authority technical officers and identified stakeholders
- **Stage 2:** Based on the evidence collected and work undertaken in Stage 1 a long list of 57 schemes was identified. To determine which schemes from the long list were progressed a sifting methodology was used to assess schemes. This included the study's objectives, DfT's Early Assessment Sifting Tool and the financial elements of the scheme. A short list of 36 schemes was identified.
- **Stage 3:** The 36 schemes were then grouped together into packages of improvements. The packages were developed and used to produce indicative scheme costs (which are subject to refinement following detailed design), delivery risks, and outline delivery programmes which are based on the assumption that funds are secured to deliver the improvement.
- **Stage 4:** Brings all the stages together in a Keswick Transport Study Report with a Non-Technical Summary providing a concise outline of the process and recommendations.

4.0 Packages of Improvements

- 4.1 Below is a brief outline of the eight packages of improvements. The detail of each package of improvement is found in the Keswick Transport Study Non- Technical Summary. Conceptual designs and strategies for each of the eight scheme packages were developed and used to:
- produce indicative scheme costs (which are subject to refinement following detailed design)
 - identify delivery risks, and
 - outline delivery programmes, which are based on the assumption that funds are secured to deliver the project with political support.

1. St John's Street Improvement

Traffic flow alterations to implement a southbound one-way on St John's Street, with footpath widening on St John's Street and Station Street.

The options considered (and tested through the Keswick Transport Model)

- 1. Reverse the one way on Borrowdale Road** – Allow traffic to head northbound on Borrowdale Road. Currently Traffic can only head southbound
- 2. Signalisation** – This option assesses signalised traffic control points located at either side of the St John's Street/Station Street pinch point.
- 3. Pedestrianisation** – This option retains the existing road layout, but prohibits traffic during certain hours of the day
- 4. One Way Southbound** – This option is for one way southbound only on Station Street/St John's Street
- 5. One Way Northbound** – This option is for one way northbound only on Station Street/St John's Street
- 6. The preferred option - Southbound with footpath widening** - The scheme could be delivered as a whole, or in phases. Phase 1 would provide the delivery of the Southbound only route through St John's Street and Phase 2 would be the delivery of additional footway widths.

Delivery Leads - Cumbria County Council and Lake District National Park Authority.

2. Keswick Off Street Car Parking Strategy

The baseline assessment found that approximately 20% of all available parking spaces were not utilised in Keswick (Easter Weekend 2019 statistics). The car parks owned by Allerdale Borough Council were close to, or over capacity. The main car parks observed to be underutilised were Keswick Rugby Club (Rear), Rawnsley Hall, Derwent (Pencil Factory), and the Leisure Centre.

The Off- Street Car Parking Strategy has three parts:

- 1) Given the current available parking in Keswick, the first approach redistributes vehicles into car parks with available capacity through a well-advertised and publicised new pricing policy
- 2) The second part of the strategy is to provide a complementary Parking Information and Guidance System to actively manage people's behaviours and ensure that drivers can find a parking space with ease.

Both parts of the recommended strategy aim to redistribute parking demand towards the currently available capacity on the edge of town centre sites (such as the Rawnsley Centre and Derwent) and the out of town centre sites (such as the Leisure Centre) and also make more use of the significant capacity available at the Rugby Club. Engagement to reach agreements (with regards to signage and contributions) with third party operators will be undertaken as the strategy develops.

- 3) The third part of the strategy is to create extra car parking capacity. However, this part of the strategy is only required if demand is nearing or exceeding the available capacity, which it currently is not (with approximately 20% capacity available but not used).

Delivery Leads - Allerdale Borough Council (in partnership with Cumbria County Council and third party operators)

3. Full TRO Review of the Backstreets Area of Keswick

To undertake a formal review of the parking issues identified in the 'Backstreets' area of Keswick to investigate the introduction of a Community Management Parking Scheme (CMPS), whereby permits are required to park.

Within the CMPS proposal, two strategies are presented.

1. Seek to remove commuters and day visitors from the area, with a potential to further limit informal temporary resident parking.
2. Propose to only provide capacity for residents and specified numbers of temporary residents staying at registered guest houses. This is likely to result in much less parking demand in the backstreets.

Both strategies would support behaviour change; commuters, visitors and unregistered temporary residents would need to park within the town centre. This would create a physical break between the car parked and place of stay, which would improve the potential for users to consider sustainable modes to travel around the wider LDNP area. The latter would have a dependency on the development of Package 2 – Off Street Parking

Delivery Lead - Cumbria County Council

4. Improvements to cycle routes in the wider LDNP Area to connect with Keswick

Indicative cycle routes are proposed around Derwent Water, Bassenthwaite and Thirlmere from Keswick, to allow Keswick to act as a hub of onward sustainable travel across key tourist destinations. Where possible, these schemes should be connected with national cycle routes through Keswick and across the wider Lake District. Further scheme development will be required to plan the routes and to consider the design constraints in more detail.

Delivery Lead - Lake District National Park Authority

5. Public Transport Infrastructure and Service Improvement

Comments were made during stakeholder engagement in relation to the continuity and integration of connecting services between Keswick and Penrith (particularly the train station). There are only two bus stops in Keswick with a shelter. In order to encourage a shift of journeys to public transport, the following improvements have been identified.

1. Bus service enhancements to increase the frequencies (from 60 – 30 minutes) to cater for additional demand at peak times – particularly the route frequency and timetable of the service between Keswick and Penrith Rail station. Negotiations with Stagecoach would be required to secure investment.

2. Bus stop improvements identified at locations where shelters could be provided/upgraded across the town in order to encourage an uptake in bus patronage.
3. Real Time Information (RTI) is a readily available technology. Stagecoach have developed a live app and live tracking is available on bus services in Keswick. To improve information for passengers RTI boards should be installed at the bus station in the town centre with wider installations at appropriately identified stops.

Delivery Leads - Keswick Town Council and Lake District National Park Authority (in partnership with Stagecoach)

6. Improved Cycling Offer within Keswick

The wider connectivity to the LDNP via sustainable transport is a principal objective for future sustainable travel around the Lake District. This package considers the creation of additional cycle infrastructure/routes, cycle parking and E-bike charging points within Keswick to facilitate inward and outward travel. Identified priority cycle routes link with the wider area cycle routes identified in Package 4.

Delivery Leads - Cumbria County Council / Lake District National Park Authority

7. Transport Behaviour Change Programme

The 'GoLakes' and 'See More Lakes' initiatives aimed to get local people and tourists to use more sustainable modes of transport to explore the Lake District. The initiatives have a proven track record of delivering travel behaviour change within the Lake District, reducing private car tourist travel by 15% (from 73% to 58%) between 2012 and 2015.

The Transport Behaviour Change Programme looks to build upon these previous successes and provides a link to the other interventions set out in the study.

Delivery Lead - Lake District National Park Authority

8. Improved Walking Offer in Keswick

Following walking route audits, interventions have been developed for the south western end of Crosthwaite Road, where there is currently no footway provision and also a signalised crossing point on High Hill, adjacent to the Pencil Museum, in an area of high footfall within the town to facilitate improved pedestrian movement.

Delivery Leads - Cumbria County Council and Lake District National Park Authority

5.0 Implementation

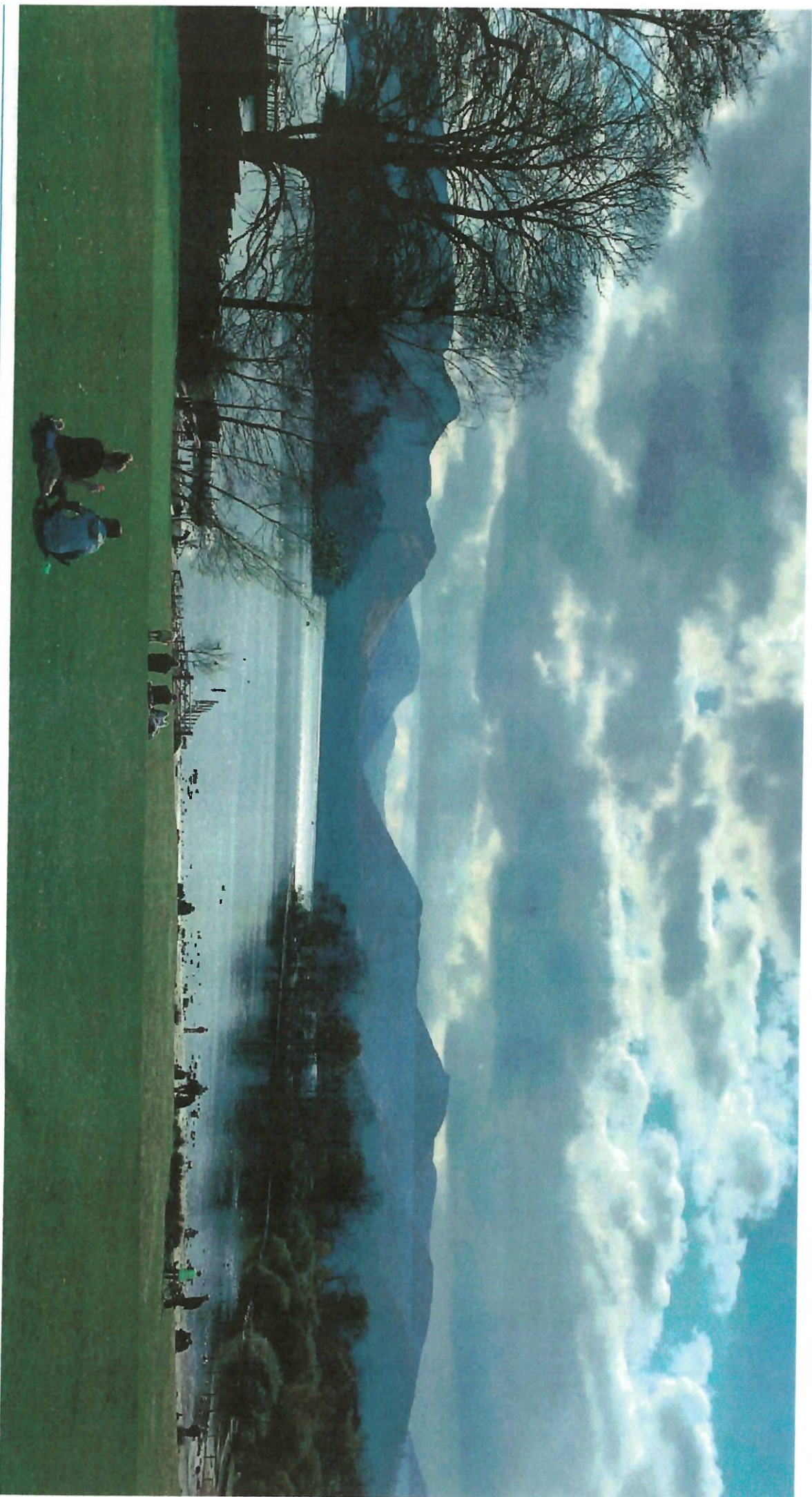
- 5.1 The packages of improvements presented in the Keswick Transport Study have been developed jointly with the co-operation of all partners. The delivery of the packages of improvements is subject to funding being secured. The Keswick Transport Study provides the evidence (based on a robust assessment and defined methodology) to support the partner organisations in seeking to secure funding from internal and external funding sources. It is recognised that further scheme development will be required for some of the packages of improvements and at that stage further stakeholder engagement/public consultation will be undertaken. The implementation of any improvement that has potential impacts on residents, businesses and other stakeholders will be subject to further consultation.
- 5.2 To ensure momentum and support the delivery of the packages of improvements the Lake District National Park Authority (as senior responsible owner for the Keswick Transport Study) will convene a Delivery Programme Board to co-ordinate and monitor progress. Updates on progress on the delivery of the packages of improvements will be reported through the partner organisations' committee structures. When considered necessary working groups will be set up to support the delivery of improvement packages. In particular, a working group will be required to deliver the proposed off-street parking strategy in partnership with third party operators.

6.0 Conclusion

- 6.1 The Keswick Transport Study presents a coherent programme of measures to improve transport and parking in Keswick. The Keswick Transport Study has been developed with the co-operation of partner organisations. Whilst the delivery of the packages of improvement measures is subject to funding being secured, the Keswick Transport Study provides an evidence base to support the partner organisation to secure funding from internal and external sources. The establishment of a Programme Delivery Board will help to maintain momentum and help the partners work together to deliver the improvements.

END

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KESWICK TRANSPORT STUDY

1. Introduction

The Keswick Transport Study was jointly funded by Cumbria County Council (CCC), the Lake District National Park Authority (LDNPA), Allerdale Borough Council (ABC) and Keswick Town Council (KTC) ("the partner organisations") to assess the existing and future traffic movement and parking issues in Keswick, and subsequently identify improvement measures to address them.

The area of focus for the Keswick Transport Study (where any potential interventions are likely to be delivered) is shown in Figure 1. The study also considers outward sustainable transport movements to the wider area.

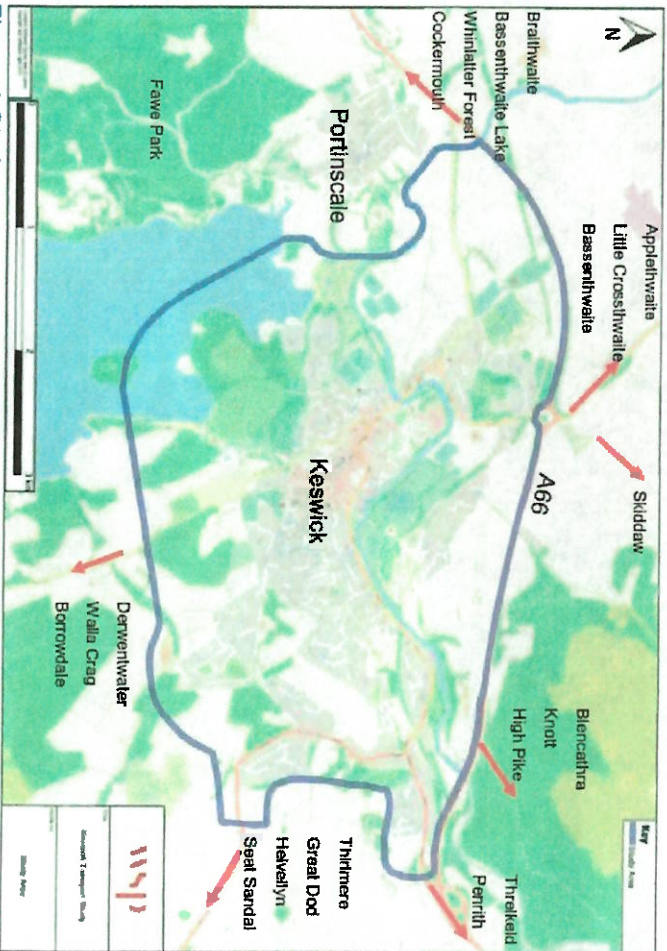


Figure 1 Study area boundary and adjacent visitor attractions

The objectives of the Keswick Transport Study are to:

- ⇒ Identify improvements to the highway and transport network to address the safe management of traffic and parking within Keswick;
- ⇒ Identify improvements and initiatives to improve opportunities to walk and cycle;
- ⇒ Identify improvements to shift journeys to public transport and to improve opportunities for onward sustainable travel to other key destinations around Keswick such as Borrowdale, Honister, Skiddaw and Whinlatter; and
- ⇒ Set out a clear approach to phasing, planning and delivery of improvements measures identified.

The Keswick Transport Study was prepared in four stages:

- ⇒ **Stage 1:** Baseline Information and Assessment
- ⇒ **Stage 2:** Identify Improvement Options
- ⇒ **Stage 3:** Agree and Develop Improvements
- ⇒ **Stage 4:** Keswick Transport Study Report (and Non-Technical Summary).

This ensured that its development had appropriate checkpoints at the end of each key activity of work. The study was prepared using an evidence-based approach to ensure that it would present the most robust evidence to explain the need for the interventions and justification necessary to support the partner organisations in seeking to secure funding from internal and external funding sources.

2. Evidence Gathering and Assessment of the Issues

The study was evidence led and a comprehensive assessment of the existing and forecast transport and travel conditions was undertaken to fully understand the issues and constraints experienced. This included consideration of highways, public transport, active travel modes and parking. In addition, a bespoke transport model was developed specifically for the study to allow the impact of the emerging improvement scenarios on the highway network to be assessed.

Through this analysis, the key transport-related issues facing Keswick were identified, including:

- ⇒ Queuing and delays during peak holiday season, at two important junctions – Main Street / Tithbarn Street mini-roundabout and Penrith Road / Chestnut Hill priority junction;
- ⇒ Narrow pavements and available road space, particularly on St John's Street which results in conflict between vehicular traffic and pedestrians or cyclists;
- ⇒ Limited capacity of Keswick bus station and a lack of bus shelters in the town;
- ⇒ Seasonality of bus services makes public transport an unattractive option for commuters;
- ⇒ Pedestrian and cycling connections from Keswick are not of a suitable standard for high volumes of users;
- ⇒ Difficulty for pedestrians crossing a number of roads due to high traffic volumes during the busiest periods;
- ⇒ Perceived lack of car parking during the tourist season, which causes inconvenience to residents as well as visitors, and contributes to queuing in the town; and

- ⇒ Poor wayfinding around Keswick and lack of signage to direct visitors to available car parking.

The collated evidence base informed the recommended transport and parking improvements, ensuring that decisions were made based on a thorough understanding of the traffic and travel situation in Keswick.

3. Stakeholder Engagement

Stakeholder input and feedback was critical to the evidence base and identification of the improvement options. The project team included ABC, CCC, KTC and the LDNPA. They were involved in all stages of the study, informing, reviewing and approving each output.

Two workshops were held during the study to gain local knowledge and input. The first was a Technical Workshop with local authority officers and internal stakeholders, and the second was for a wider stakeholder group including representatives from a range of statutory and non-statutory groups.

The workshop format consisted of two facilitated sessions: the first was an information gathering exercise, focussed on identifying and confirming issues within Keswick, under four key themes:

- ⇒ Highway issues;
- ⇒ Parking issues;
- ⇒ Sustainable Transport issues; and
- ⇒ Future Technology.

In the second session, stakeholders were invited to propose improvements that address the identified issues. The information and suggestions recorded in the workshops were collated and captured in a long list for subsequent sifting in an appraisal framework.



4. Option Generation

A longlist of schemes was developed through:

- ⇒ Identification of existing options highlighted within previous studies and also from the findings of the baseline review; and
- ⇒ Consultation and engagement with the project team, and themes developed during Technical and Stakeholder Workshops.

A total of 57 scheme options were identified as part of the option generation process, considering all modes of transport, as well as parking schemes and information and technology improvements which could 'future proof' the town of Keswick.

The options identified as part of the longlist ranged from small scale schemes, such as footway improvements and cycle parking enhancements, to larger scale schemes, such as reconfiguration of junction layouts and pedestrianisation schemes.

Emerging improvement schemes were sifted using a clearly defined methodology developed in line with the Department of Transport's (DfT) Transport Analysis Guidance (TAG). This ensured that the study can present robust evidence and the justification necessary to support the partner organisations in seeking to secure funding from internal and external funding sources.

The basis of the methodology was the DfT's Early Assessment and Sifting Tool (EAST). EAST is a decision support tool that has been developed to summarise and present evidence on options in a clear and consistent format. It provides decision makers with relevant, high level information to help them form an early view of how options perform and compare. The tool itself does not make recommendations and is not intended to be used for making final funding decisions.

The Transport Analysis Guidance (TAG) therefore recommends that specific criteria or thresholds are specified against a range of key criteria in alignment with the respective study objectives, to prioritise schemes for further development.

To determine which schemes were progressed to more detailed assessment of the study, scoring and sifting of the longlist was undertaken. The process is outlined in Figure 2.

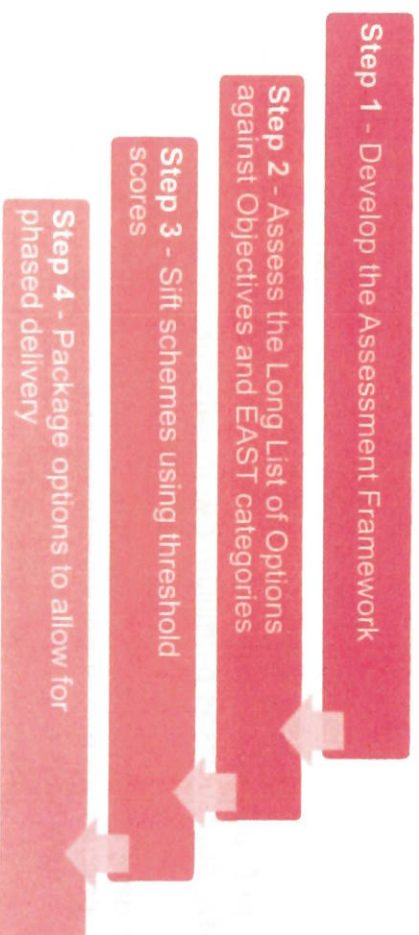


Figure 2 Approach to sifting the long list into work packages

A two-stage sifting exercise was undertaken, firstly to assess whether a scheme met the objectives of the study, and secondly, to ensure the scheme met the Government's Green Book five case criteria which included Strategic, Economic Managerial, Financial and Commercial aspects.

Thresholds were subsequently specified, and schemes assigned scores, to establish a range of transport solutions reflecting the main objectives of the study and to ensure that a sensible number of distinct and feasible options were shortlisted.



Through the sifting process, 37 schemes were identified in the shortlist. These were then grouped into packages of interdependent and / or complementary schemes. Eight packages were created:

- ⇒ 1. St John's Street;
- ⇒ 2. Off-street car parks;
- ⇒ 3. Traffic Regulation Order Review for the Backstreets area;
- ⇒ 4. Improvements to cycle routes in the wider Lake District National Park to connect with Keswick;
- ⇒ 5. Public transport infrastructure and service improvements;
- ⇒ 6. Cycle infrastructure improvements within Keswick;
- ⇒ 7. Behaviour change and future technology; and
- ⇒ 8. Walking infrastructure improvements within Keswick.

The 20 schemes with scores below the sifting thresholds were discounted from further development as part of the study. However, in isolation, and in the context of other discrete local issues, these schemes could be developed independently.

5. Option Development

Conceptual designs and strategies for each of the eight scheme packages were developed and used to:

- ⇒ produce indicative scheme costs (which are subject to refinement following detailed design);
- ⇒ identify delivery risks; and
- ⇒ outline delivery programmes, which are based on the assumption that funds are secured to deliver the project with political support.

Where relevant, a preferred scenario was identified, and / or a preferred sequence of delivery of various components of the package.

An overview of the packages is provided in the tables below, outlining the package description, expected benefits, potential dis-benefits, the timescales for delivery (from when funding is available to progress the package). The timescales for delivery of each package include further design and development of the package, consultation with relevant communities and stakeholders, and securing final funding for construction / delivery of the package.

An overview plan of the location of each of the packages is presented in Figure 3.



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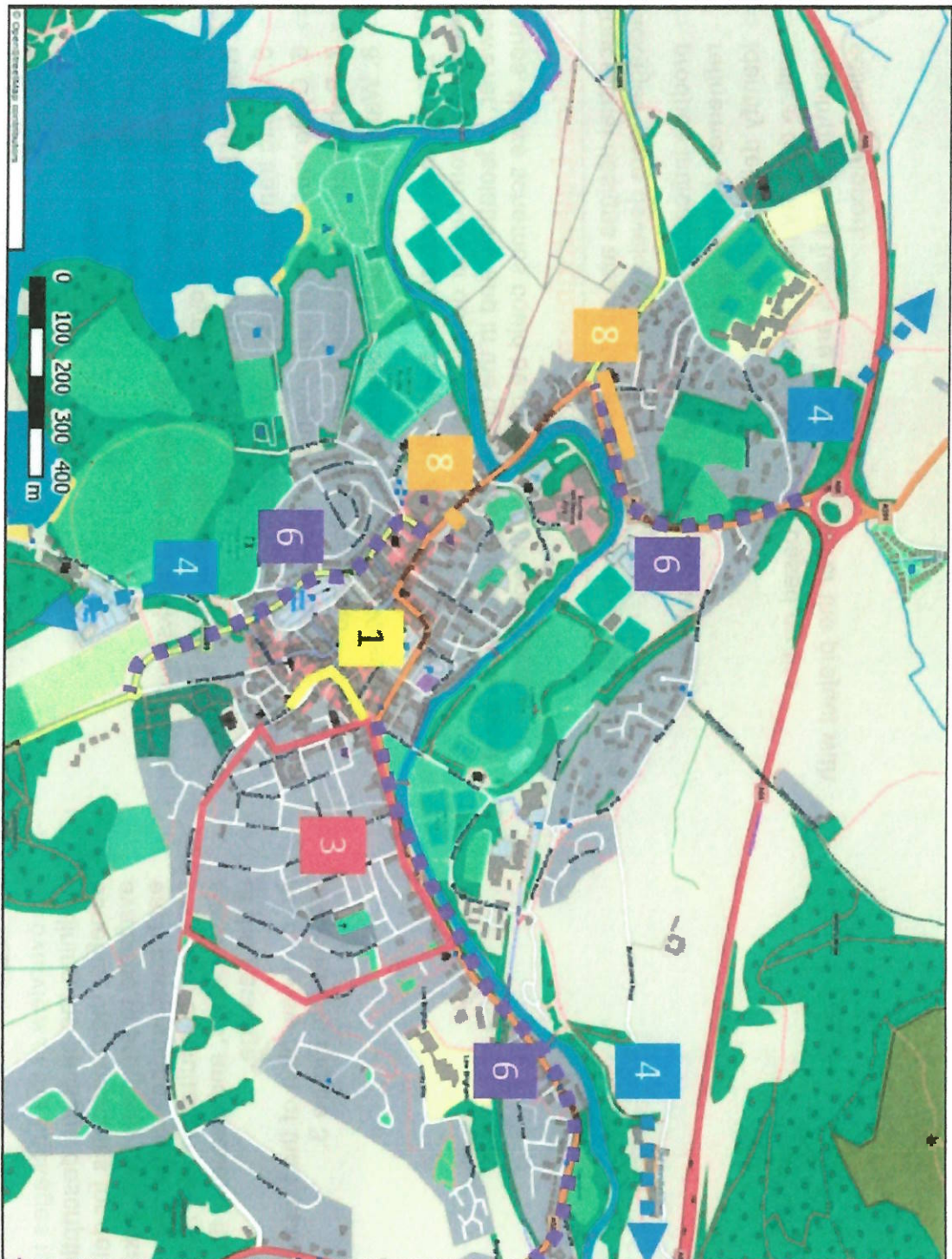


Figure 3 Overview Plan of the Packages

Location Specific Packages

1. St John's Street
3. Backstreets TRO Review
4. Wider Cycle Improvements
6. Improved Cycle Infrastructure in Keswick
8. Improved Walk Routes

Town Wide Packages (not shown on the plan)

2. Off Street Car Parking
5. Public Transport Improvements
7. Behaviour Change Campaign



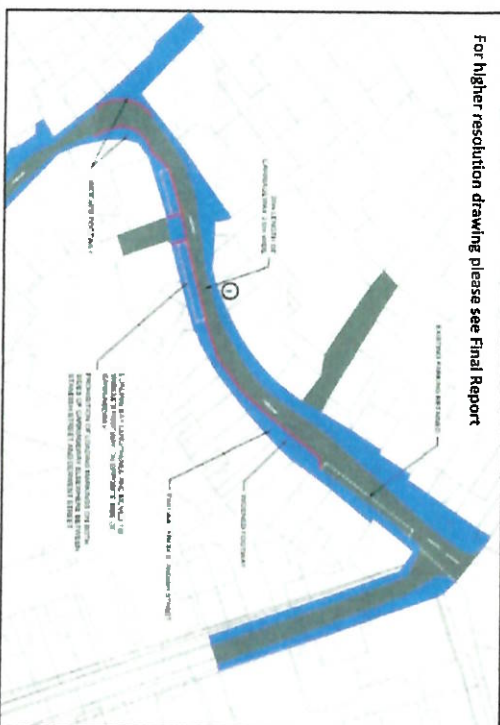
KESWICK TRANSPORT STUDY

IMPROVEMENT PACKAGE 1 – St John's Street

Issue Addressed	<ul style="list-style-type: none"> ⇒ Severance caused by inappropriately parked / loading HGVs and LGVs; ⇒ Width of the footway too narrow for pedestrians; and ⇒ Safety risk at the pinch point on the bend of Station St / St John's St where two vehicles cannot pass.
Description	<p>Options Considered:</p> <ul style="list-style-type: none"> ⇒ Reverse the one way on Borrowdale Road; ⇒ Signalisation; ⇒ Pedestrianisation; ⇒ One Way Southbound; ⇒ One Way Northbound; and ⇒ One Way Southbound with footpath widening (preferred option). <p>The implementation of southbound one-way on St John's Street, with footpath widening on St John's Street and Station Street is the preferred option due to the safety, severance, accessibility, noise, air quality and townscape benefits. This option is the most comprehensive solution of all the options considered.</p>
Benefits	<ul style="list-style-type: none"> ⇒ Traffic would be reduced on Station Street / St John's Street (approx. 100 vehicles per hour); and ⇒ Leading to safety, severance, accessibility, noise, air quality and townscape benefits.
Dis-benefits	<ul style="list-style-type: none"> ⇒ Any restrictions on Station Street / St John's street will cause re-routing of traffic particularly through the backstreets area and along Manor Brow or Penrith Road. This will need to be mitigated through improved

access and parking restrictions at junctions in the Backstreets to improve visibility and safety.

For higher resolution drawing please see Final Report



Concept Design

Programme

The scheme could be delivered as a whole, or in phases. Phase 1 could provide the delivery of the Southbound only route through St John's Street (with additional mitigation required in the Backstreets) and Phase 2 could be the delivery of additional footway widths. A phased approach would potentially enable funding to be approved in two phases, thus increasing the opportunity to deliver Phase 1 of the scheme earlier.

It would take approximately 4 years for the full scheme to be delivered:

- ⇒ 2 years for design, TRO review & Procurement of a Contractor; and
- ⇒ 2 years for Construction.

Although a shorter timeframe could be achieved for Phase 1, staggering the delivery in phases (linked to

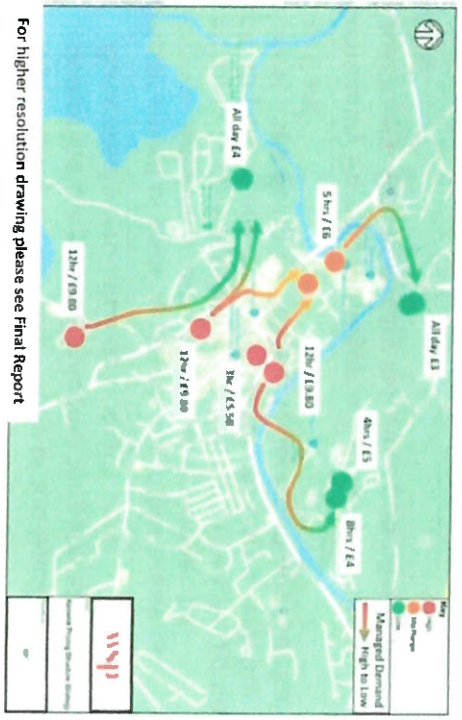
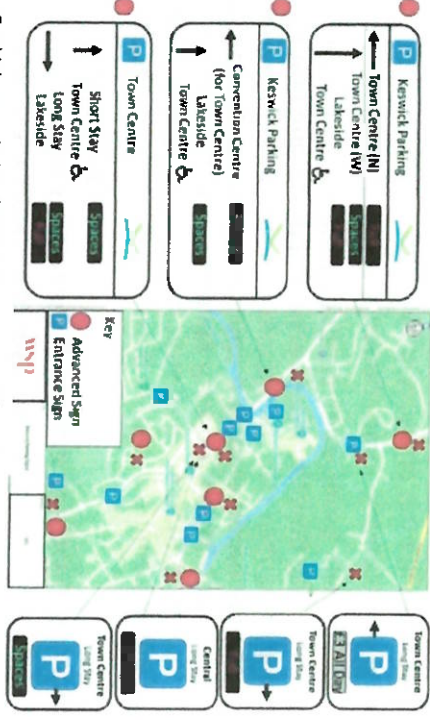


	available funding applications) would prolongate the delivery timescales.
Concept Cost	⇒ Phase 1 £180k-250k; and ⇒ Phase 2 £220k - £350k (additional costs).
Lead delivery organisation	Cumbria County Council / Lake District National Park Authority

IMPROVEMENT PACKAGE 2 – Keswick off-street car parks

Issue Addressed	<ul style="list-style-type: none"> ⇒ Town Centre and Lakeside parking demand is higher than the available capacity, causing overcrowding and circulatory traffic within the Town Centre, particularly during peak tourist days; and ⇒ There are underutilised off street car parks that could cater for the Town Centre demand, and if used, the Town would still have approximately 20% underused parking capacity off-street.
Description	<p>Strategy to improve use of underutilised off-street parking capacity.</p> <ul style="list-style-type: none"> ⇒ Part 1 - Increased use of tiered pricing to encourage a reduction in town centre parking in favour of parking on the periphery of town; ⇒ Part 2 - Parking information and Guidance system to direct visitors to out of town car parks; and ⇒ Part 3 - Improvements to off-street parking areas and creation of additional capacity in these car parks wherever possible.
Benefits	<ul style="list-style-type: none"> ⇒ Improved use of existing spaces in Keswick; ⇒ Reduction in circulating traffic within the town centre; ⇒ Improvements in air quality and greenhouse gas emissions within the town centre as a result of improved traffic operation and reduced congestion; and ⇒ Safety and severance improvements and will promote physical activity by encouraging walking from the edge of town.



<p>Dis-benefits</p>	<p>Any potential future creation of capacity at existing sites may result in the loss of potential environment</p>
<p>Concept Design</p>	<p>Part 1 – Re-distributing Parking through Pricing</p>  <p>For higher resolution drawing please see Final Report</p> <p>Part 2 – Re-distributing Parking through Signage</p>  <p>For higher resolution drawing please see Final Report</p> <p>Part 3 – Provide Additional Parking Capacity</p>

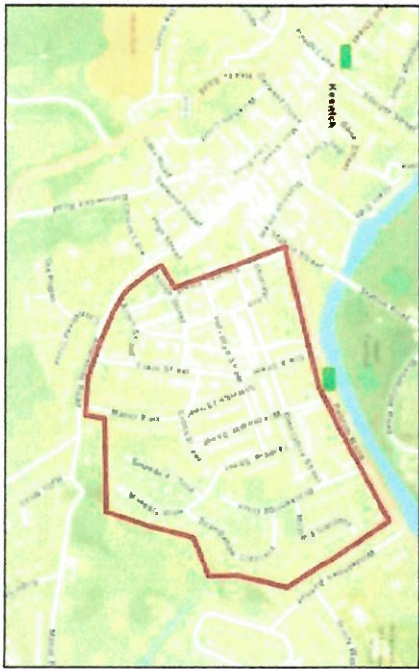
	<p>amenity, for example relieving the footprint of the car park could result in the need to remove shrubs and trees from car parks.</p>
<p>Programme</p>	<p>⇒ Signage and pricing strategy: 2 years</p> <p>⇒ Car park improvements: not all the improvements are needed at once and each one has a different programme for delivery.</p> <ul style="list-style-type: none"> ○ Improvements would be phased depending on requirements. ○ Each car park improvement scheme could take up of 4 years to construct.
<p>Concept Cost</p>	<p>⇒ Part 1 & 2 - Signage and pricing strategy: £185k - £370k; and</p> <p>⇒ Part 3 - Car park improvements (Crossthaite Rd, Lakeside, Rawnsley Centre, Rugby Club, Leisure Centre): cost varies depending on each scheme -- please see Final Report for each scheme component cost.</p>
<p>Lead delivery organisation</p>	<p>Allerdale Borough Council (in partnership with Cumbria County Council and third-party car park operators).</p>



KESWICK TRANSPORT STUDY

IMPROVEMENT PACKAGE 3 –Traffic Regulation Order review for the Backstreets area

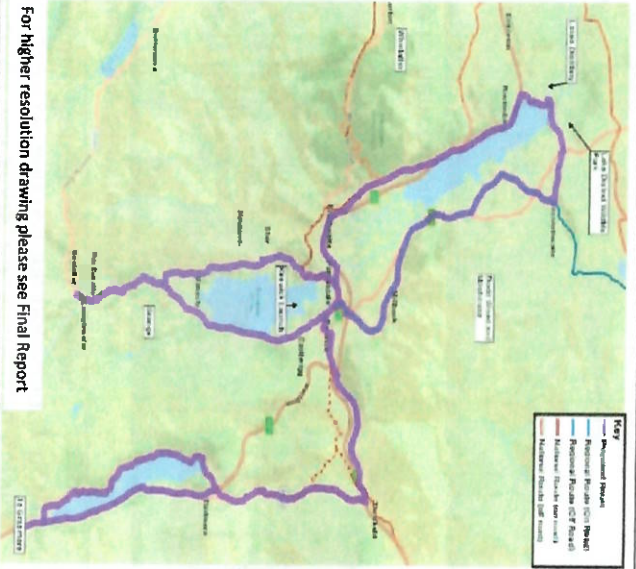
Issue Addressed	<ul style="list-style-type: none"> ⇒ Availability of car parking space for residents within the Backstreets area; ⇒ Commuters and visitors parking on street in front of several residential properties; and ⇒ Inconsiderate parking at corners of junctions in the Backstreets area.
Description	<p>Formal review of the parking issues identified in the 'Backstreets' area of Keswick to consider options for implementing a Community Parking Management Scheme. This would provide a flexible approach to control parking through permitting, and requires limited signage and no lining, thereby maintaining the character of the area. Options considered viable:</p> <ul style="list-style-type: none"> ⇒ Community Parking Management Scheme (CPMS). ⇒ CPMS with greater restrictions on the eligibility of applying for permits. ⇒ Reduced parking demand in the Backstreets area; ⇒ Flexibility to control the supply of permits; and ⇒ Opportunity for the community of the Backstreets to determine the desired outcome for parking in the Backstreets through a democratic vote.
Benefits	<ul style="list-style-type: none"> ⇒ Reduced parking demand in the Backstreets area; ⇒ Flexibility to control the supply of permits; and ⇒ Opportunity for the community of the Backstreets to determine the desired outcome for parking in the Backstreets through a democratic vote.
Dis-benefits	<p>Displacement of parking issues into other areas of Keswick. Existing users who would no longer be permitted to park within the Backstreets Area would be able to park in any of the off-street car parks, with the closest ones being Bell Close, Otley Road and Central Car Park.</p>
Concept Design	<p>Community Parking Management Scheme in the Backstreets. Red boundary indicates potential scheme limits.</p>

	
Programme	<p>3 years - The main elements of the programme would be for the Stakeholder / Community liaison. This would also include a vote for those living / working in the Backstreets to determine a preferred outcome.</p>
Concept Cost	<p>£65k (for Signage, TRO update and consultation)</p>
Lead delivery organisation	<p>Cumbria County Council</p>



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IMPROVEMENT PACKAGE 4 – Improvements to cycle routes in the wider Lake District National Park to connect with Keswick


Issue Addressed	Opportunity to improve the outward cycle connectivity from Keswick to the wider Lake District
Description	Development of cycle routes to improve connectivity from Keswick to Bassenthwaite, Derwentwater, and Thirlmere.
Concept Design	 <p>For higher resolution drawing please see Final Report</p>
Benefits	<ul style="list-style-type: none"> ⇒ Enhanced sustainable transport connectivity to surrounding visitor destinations; ⇒ Increased physical activity; and ⇒ Reduction in vehicles leading to improvements in noise, air quality, greenhouse gases, safety and severance on road routes.

Dis-benefits	<ul style="list-style-type: none"> ⇒ The need for new infrastructure in complex or environmentally sensitive areas; and ⇒ Safety risks where the routes will be accommodated on-carriageway.
Programme	10+ years - A phased delivery to the schemes could be undertaken so that shorter sections could be completed in a much shorter timeframe.
Concept Cost	<ul style="list-style-type: none"> ⇒ Up to £9m (estimated total for delivery of all routes) ⇒ Costs for different sections of the scheme vary greatly, as such, a phased delivery of the package is required. Please see Final Report for each scheme component cost.
Lead delivery organisation	Lake District National Park Authority





IMPROVEMENT PACKAGE 5 – Public transport Infrastructure and service improvements

<p>Issue Addressed</p>	<p>⇒ Lack of bus shelters across town, including the Bus Station, and provision of Real Time Information; and ⇒ Lack of high frequency buses to Penrith, including Penrith Train Station for wider connectivity.</p>
<p>Description</p>	<p>Enhancements to waiting facilities at the bus station and selected bus stops, and increased service frequency on certain routes, particularly between Keswick and Penrith railway station.</p> <p>Improved Bus Stop Infrastructure</p>
<p>Concept Design</p>	<p>Service Enhancements</p>  

	<p>Real Time Information</p> 
<p>Benefits</p>	<p>⇒ Increased bus patronage and improved journey quality for bus services in Keswick; ⇒ Real time information will provide a more coherent and user-friendly approach to understanding the frequency and wait times of bus services from the town centre; and ⇒ Reduced carbon emissions, greenhouse gases and noise due to the transfer of trips from car to increased bus patronage.</p>
<p>Dis-benefits</p>	<p>⇒ Given existing stop locations and their constraints for provision of a bus shelter, the opportunity for improving bus stops throughout Keswick is limited without relocating some of the existing stops; and ⇒ Long Journey times discourage users.</p>
<p>Programme</p>	<p>⇒ Introduction of bus stop infrastructure and Real Time Information – 2 years ⇒ Service enhancements - less than 1 year</p>
<p>Cost</p>	<p>⇒ +1 service & stop enhancements, Low Cost - £400k ⇒ +2 services & stop enhancements, High Cost - £1m</p>
<p>Lead delivery organisation</p>	<p>Keswick Town Council and Lake District National Park Authority (in partnership with Stagecoach)</p>

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IMPROVEMENT PACKAGE 6 – Cycle infrastructure improvements within Keswick

Issue Addressed	<ul style="list-style-type: none"> ⇒ Connecting gaps in the cycle network where desire lines and demand already exists; and ⇒ Inadequate provision of cycle parking at key destinations across the town.
Description	<p>Creation of safe cycle routes through Keswick and provision of additional high security cycle parking at locations such as:</p> <ul style="list-style-type: none"> ⇒ Lakeside, Fitz Park, Hope Park, Town Centre, Booths, Leisure Centre, Tourist Information Centre, Pencil Museum, Bus Station <p>Priority Cycle Link Upgrades</p>
Concept Design	 <p>Key Priority upgrade links</p> <p>For higher resolution drawing please see Final Report</p> <p>Potential Cycle Parking in Keswick (examples of)</p> 

Benefits	<ul style="list-style-type: none"> ⇒ Enhanced sustainable transport connectivity to surrounding visitor destinations; ⇒ Increased physical activity; ⇒ Improved journey quality; and ⇒ Reduction in vehicles leading to improvements in noise, air quality, greenhouse gases, safety and severance on road routes.
Dis-benefits	<ul style="list-style-type: none"> ⇒ New infrastructure to be installed in complex or environmentally sensitive areas; and ⇒ Safety risks where the routes will be accommodated on-carriageway.
Programme	3 years
Cost	<ul style="list-style-type: none"> ⇒ Costs are dependent on options as they are progressed. ⇒ Cycle stands could be introduced at relatively low cost. Cycle route costs are dependent on the design and length of the route which would need to be developed further.
Lead delivery organisation	Cumbria County Council / Lake District National Park Authority



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IMPROVEMENT PACKAGE 7 – Behaviour change and future technology

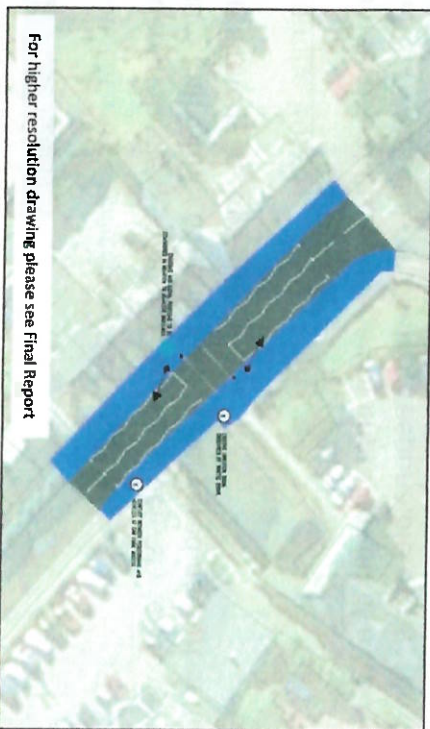
Issue Addressed	<ul style="list-style-type: none"> ⇒ Travel is dominated by the private car to Keswick. ⇒ Travel is dominated by the private car form Keswick to the wider Lake District.
Description	<p>Package of interventions to promote sustainable modes of transport for local people and visitors around the Lake District. This could include:</p> <ul style="list-style-type: none"> ⇒ Public Transport "Taster Tickets"; ⇒ Electric Bike Hire & Discounts; ⇒ Free Bike Maintenance Sessions; ⇒ Cycle training; and ⇒ Matched funding grants for businesses.
Benefits	The initial See More of the Lake District project provided positive results in the way that tourists and commuters travelled within the National Park.
Dis-benefits	Lack of sustainable transport connectivity between Keswick and the wider Lake District National Park.
Programme	3 years+
Cost	Not costed at this stage as the range of potential interventions are only constrained by available budget
Lead delivery organisation	Lake District National Park Authority

IMPROVEMENT PACKAGE 8 – Walking infrastructure improvements within Keswick

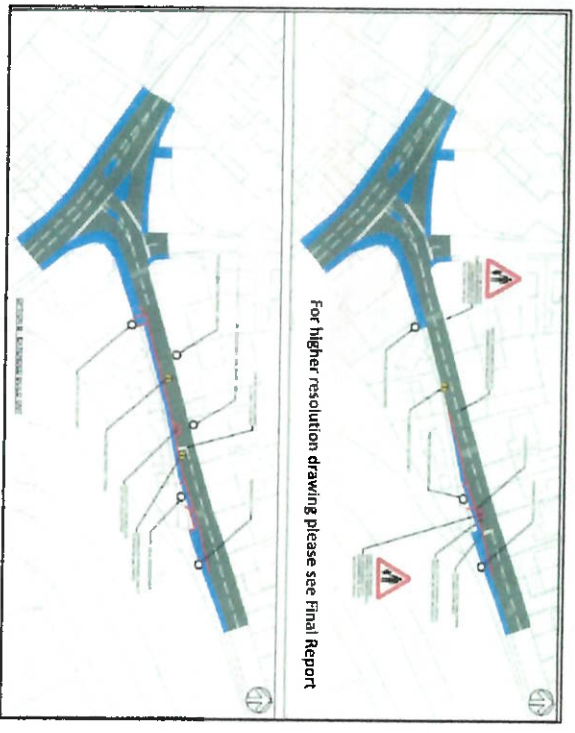
Issue Addressed	<ul style="list-style-type: none"> ⇒ Lack of walkway on Crosthwaite Road; and ⇒ Lack of pedestrian crossing on Main Street.
Description	<p>Installation of signalised crossing on Main Street, and pedestrian improvements on Crosthwaite Road.</p> <ul style="list-style-type: none"> ⇒ Improved accessibility into the town, promotes physical activity and the quality of journeys being made on foot; ⇒ Enables improved connectivity to edge of town car parks, reducing traffic in town resulting in reduced noise, and improved air quality; ⇒ New crossing points will reduce severance and the risk of accidents; ⇒ Increased safety in locations identified for footway improvements; and ⇒ Appraisal of these improvements in the Transport Model results in insignificant impacts on the flow of traffic.
Benefits	
Dis-benefits	Traffic would be required to slow down / stop. However, appraisal of these improvements in the Keswick Transport Model shows that there are no significant impacts on the flow of traffic.
Programme	2-3 years
Concept Cost	<ul style="list-style-type: none"> ⇒ Main Street Signalised Crossing - £100k - £200k ⇒ Crosthwaite Road - £30k - £70k
Lead delivery organisation	Cumbria County Council / Lake District National Park Authority



Main Street Signalised Crossing



Pedestrian Infrastructure Improvements on Crossfwaite Road



Concept Design

6. Next steps for delivery

The Keswick Transport Study presents a coherent package of measures to improve transport and parking in Keswick. The package of improvements presented have been developed with the cooperation of all partners - Allerdale Borough Council; Cumbria County Council; Keswick Town Council and Lake District National Park Authority.

The delivery of the package of improvements is subject to funding being secured. Whilst no funding is currently in place to deliver the package of improvements, the Keswick Transport Study provides the evidence to support the delivery leads in seeking to secure funding from internal and external sources. The potential types of funding sources include:

- ⇒ The Borderlands Inclusive Growth Deal (deal to support economic growth across South of Scotland and North of England);
- ⇒ Parking revenue;
- ⇒ Private developer contributions as part of planning permission approvals (e.g. Section 106);
- ⇒ Cumbria County Council's Integrated Transport Budget;
- ⇒ Cumbria County Council's Highway Maintenance Budget;
- ⇒ Cumbria Growth Deal;
- ⇒ Private sector funding;
- ⇒ Heritage funding streams;
- ⇒ Air quality related funding streams; and
- ⇒ Other unknown central government funding announcements.

It is recognised that further scheme development will be required for some of the package of improvements and at this stage further stakeholder engagement / public consultation will be undertaken.

Interdependencies

Several of the packages are interlinked, and Figure 4 shows those packages in blue which have a strong dependency on each other. Those in green are complimentary and those in yellow have few direct synergies with other packages.

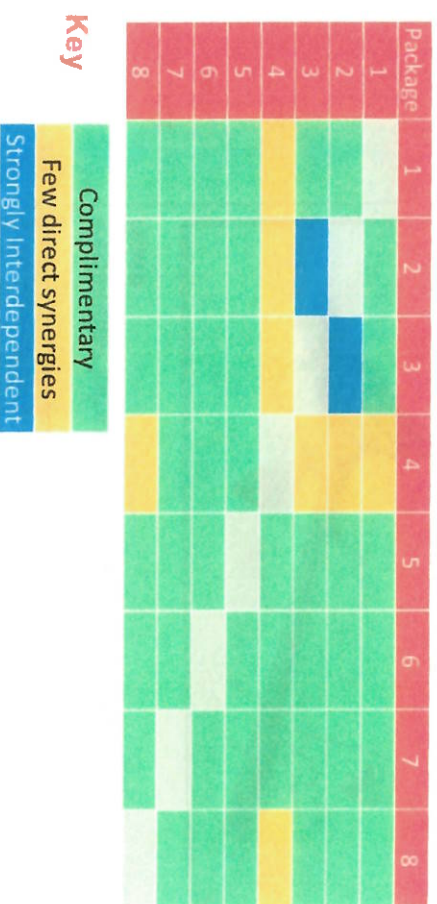


Figure 4 Interdependent and Complimentary Package Matrix

Given the interdependencies, it will be critical that delivery leads work together to ensure that further benefits can be delivered as part of the overall transport strategy for Keswick.

Delivery Programme Board

To support the delivery of the packages of improvement the Lake District National Park Authority (as senior responsible owner for

the Keswick Transport Study) will convene a Delivery Programme Board to co-ordinate the delivery of the package of improvements. Progress on the delivery of the package of improvements will be reported through the partner organisation's committee structures.

When considered necessary working groups will be set up to support the delivery of improvement packages. In particular, a working group will be required to deliver the proposed off-street parking strategy in partnership with third party car park operators.

7. Summary

- ⇒ The Keswick Transport Study has presented the evidence base for a holistic transport strategy for the town.
- ⇒ An extensive exercise, which included engagement with a Stakeholder Reference Group, was undertaken to identify issues and potential solutions to identified problems.
- ⇒ 37 scheme options have been shortlisted and grouped into eight improvement packages.
- ⇒ The packages have been developed to understand their impacts, including benefits and dis-benefits.
- ⇒ An outline delivery programme and an indicative cost estimate has been developed for each package.
- ⇒ Interdependencies have been highlighted to demonstrate the importance of working collaboratively across packages to achieve greater benefits.
- ⇒ Next steps for delivery have been set out, including identifying the lead organisations to take each of the improvement packages forward. The co-ordination of the delivery of the package of improvements will be overseen by the Delivery Programme Board.

