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Transport Activists' Roundtable North West

www.nwtar.org.uk

NW TAR CORE GROUP

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Local Plan Review,
Lake District National Park,
Murley Moss,
Oxenholme Road,
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LA9 7RL.

Tuesday, June 26th, 2018

Dear Local Plan Team,

LAKE DISTRICT NATIONAL PARK LOCAL PLAN REVIEW CONSULTATION

The North West Transport Roundtable, which operates under the auspices of the Campaign for Better Transport (CfBT) promotes sustainable transport and land use and healthier lives. We espouse 'smart growth' and reducing the need to travel.

There is much in the supporting documentation to the Lake District National Park Local Plan Review that we can support, particularly all the reassurances about the importance of national park purposes and giving full credence to the World Heritage Site Status which the Lake District has achieved.

However, we share the concern of Friends of the Lake District (FLD) that the plan does seem, in parts, to be more about boosting tourism than conserving the wonderful asset that makes the Park what it is – its landscape. We are therefore somewhat nervous about the vagueness of the strategic objective which says:

"People can move easily between destinations using enhanced, integrated and transformational services and infrastructure .. delivering a better choice of attractive travel options"

It is already estimated that somewhere around 19 million visitors a year descend on the Lake District – an extraordinary number to deal with. Too many more tourists would be counter productive and we do not want to see any more proposals for further highway capacity coming forward. As it is, we are opposing emerging plans from the Northern TransPennine Study being conducted by the Department for Transport, Highways England and Transport for the North to widen and improve the A66 to the east of the M6. We also, in tandem with FLD, made a submission in response to the Cumbria County Council study looking at highways to the west of the M6 in which we expressed deep concern at suggestions that there should be significant highway 'improvements' inside and outwith the National Park.

One of the background evidence reports to the Lake District National Park Local Plan Review is the Access and Travel Paper, dated March 2017. This makes the point that the percentage of people travelling to and from the Lake District by car, and around the Lake District by car, has decreased – although a variety of data was quoted.

continued ...

Paragraph 4.98 of the summary said that, in the previous decade, there had been a 10% reduction in visitors travelling by car to the Lake District and a 26% decrease in visitors using cars to get around. The Cumbria Tourism Visitor Survey reported on page 83 said that the percentage of visitors stating car as their main mode of travel while in the Lake District had decreased by 15% from 73% to 58% between 2012 and 2015 but Cumbria Tourism on page 25 in fig. 7 is quoted as saying the reduction was to 59%. However, whatever is correct, these reductions are to be lauded. But modal shift will only be upheld and improved if the options are good and are easily available.

The recent problems with the Northern Rail franchise have been most unhelpful. Whilst it is recognised that these are not down to Cumbria County Council or the Lake District National Park Authority, there is more that both could proactively do in terms of access to railway stations and re-opening railway lines. The Access and Travel report admits (in para. 4.50 on page 49) that there could be more clarity with regards to the future uses of disused railway lines.

That said, we are very supportive of the over-arching aims in para. 4.92 on page 70, which are :

- To reduce reliance on the private car
- To make sustainable transport a default option for travel and
- To make travel of such a quality it becomes part of the visitor experience

It was particularly interesting and heartening to read that bus travel was so popular that it was self supporting.

However, we would like to see more imaginative, flexible public transport options being made available and we would like to see a network of quiet lanes being established.

We would also like to see, as part of this exercise, some discussion about Mobility as a Service.

Over the last two to three years, there has been much discussion amongst transport professionals about 'Mobility as a Service' (MaaS). A Maas Alliance exists, papers have been written and presented about it, Atkins consultancy has a whole part of their website devoted to it and there have been articles and features in the transport press.

Whilst there are some aspects of how MaaS is conceived by some people which environmental NGOs could not support, there are many we can. For instance, the North West Transport Roundtable (and the Campaign to Protect Rural England) support the concept of car clubs because research has shown they discourage people acquiring a second car, they encourage users to plan their journeys better and they lead to more people walking and cycling for short trips (when they don't have the use of a Car Club car). We also support the use of shared taxis and of car sharing.

However, although MaaS has now had plenty of airing amongst transport aficionados and would benefit from being explained and debated much wider, we note that there is no discussion of it at all yet in the Lake District National Park Local Plan Review. This is a major omission. We include as appendix 1, some website pages and articles on MaaS and invite the Lake District National Park to consider how it might be applied, in a sustainable way, not only within the Lake District but across its borders.

We trust that these comments are of some value.

Yours sincerely,

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APPENDIX 1

Below from the MaaS Alliance website: <https://maas-alliance.eu/homepage/what-is-maas/>



What is MaaS?

Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. To meet a customer's request, a MaaS operator facilitates a diverse menu of transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination thereof. For the user, MaaS can offer added value through use of a **single application to provide access to mobility**, with a single payment channel instead of multiple ticketing and payment operations. For its users, MaaS should be the **best value proposition**, by helping them meet their mobility needs and solve the inconvenient parts of individual journeys as well as the entire system of mobility services.

A successful MaaS service also brings **new business models** and ways to organise and operate the various transport options, with **advantages for transport operators** including access to improved user and demand information and new opportunities to serve unmet demand. The aim of MaaS is to provide an **alternative to the use of the private car** that may be as convenient, more sustainable, help to reduce congestion and constraints in transport capacity, and can be even cheaper.

Transport on Demand

MaaS fulfils users' needs for mobility with a wide range of transport services for both travellers and goods, offering tailor-made transport on demand. To meet a customer's needs, a MaaS service provider arranges the most suitable transport means, be it public transport, taxi or car rental, or even ride-, car- or bike-sharing.

A Subscription Service

No need to buy travel tickets or sign up for separate transport accounts: your MaaS account gives you, your family or your company the freedom to choose the mobility you need, for a single monthly or pay-as-you-go subscription.

Creating New Markets

For transport providers MaaS can offer new sales channels, access to untapped customer demand, simplified user account and payment management, as well as richer data on travel demand patterns and dynamics. The Alliance can help you position your business to take maximum advantage of this fast-growing new market opportunity.

MaaS Alliance is hosted by ERTICO – ITS Europe

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MaaS Alliance is registered in the European Union's Transparency Register (ID: 140593628433-52)

How can we achieve Mobility as a Service?

John Bradburn | 17 Mar 2016 |



The average UK household spends £324 per month on transport, according to the Office for National Statistics, and most of us probably don't even realise it. For many households, that cost is sunk into their car, and it's a cost we accept even though our road networks are suffering from heavy usage and we spend increasing amounts of time stuck in traffic. Others are tied to their train season ticket. Is it time to start thinking more creatively about the way we consume transport and spend our hard earned cash on it?

Mobility as a Service (MaaS) is one such innovation, providing a new approach to the way in which transport is delivered, managed and consumed. Often talked about conceptually, over the past year we have seen growing interest in thoughts of practically delivering MaaS – driven on by the launch of [MaaS Finland](#), which will oversee the launch of MaaS across the Nordic country.

What is MaaS?

"Mobility as a Service brings every kind of transport together into a single intuitive mobile app. It seamlessly combines transport options from different providers, handling everything from travel planning to payments. Whether you prefer to buy journeys on demand or subscribe to an affordable monthly package, MaaS manages your travel needs in the smartest way possible." MaaS Finland.

The easiest way to think about MaaS is to compare it to your mobile phone subscription. Your network provider may offer you a package deal, bundling a certain number of minutes, SMS messages and data. MaaS works in a similar way, offering different mobility packages to consumers, covering access to a range of modes, for example a monthly package might be made up of:

- 30 public transport rides
- 20 hours of car hire time
- Unlimited bike hire
- 5 taxi trips

Consumers would select the most appropriate package, opening up a range of modes for easy use through one integrated service.

The case for MaaS

For the consumer, MaaS will deliver an improved journey experience through the increased choice, easier journey planning and seamless ticketing and payment that MaaS promises. Replacing car ownership with a MaaS subscription could also deliver financial savings to users who no longer need to pay for a car that, according to Forbes, sits empty for 95% of the day on average.