

# ***Low carbon rural tourism and leisure and the need for new governance arrangements***

**Alistair Kirkbride**

March 27<sup>th</sup> 2024

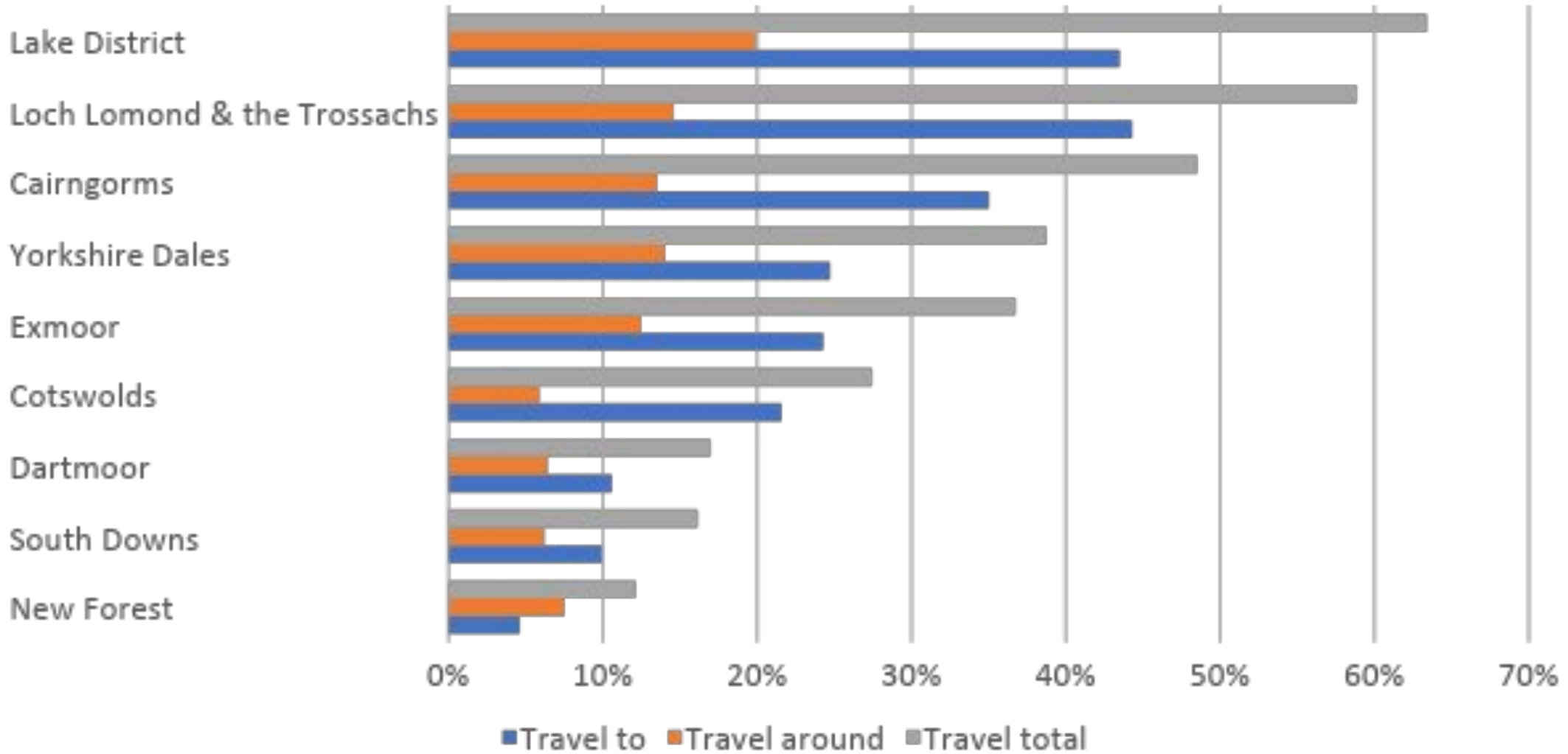


**the  
CHURCHILL  
fellowship**



# What's the carbon problem?

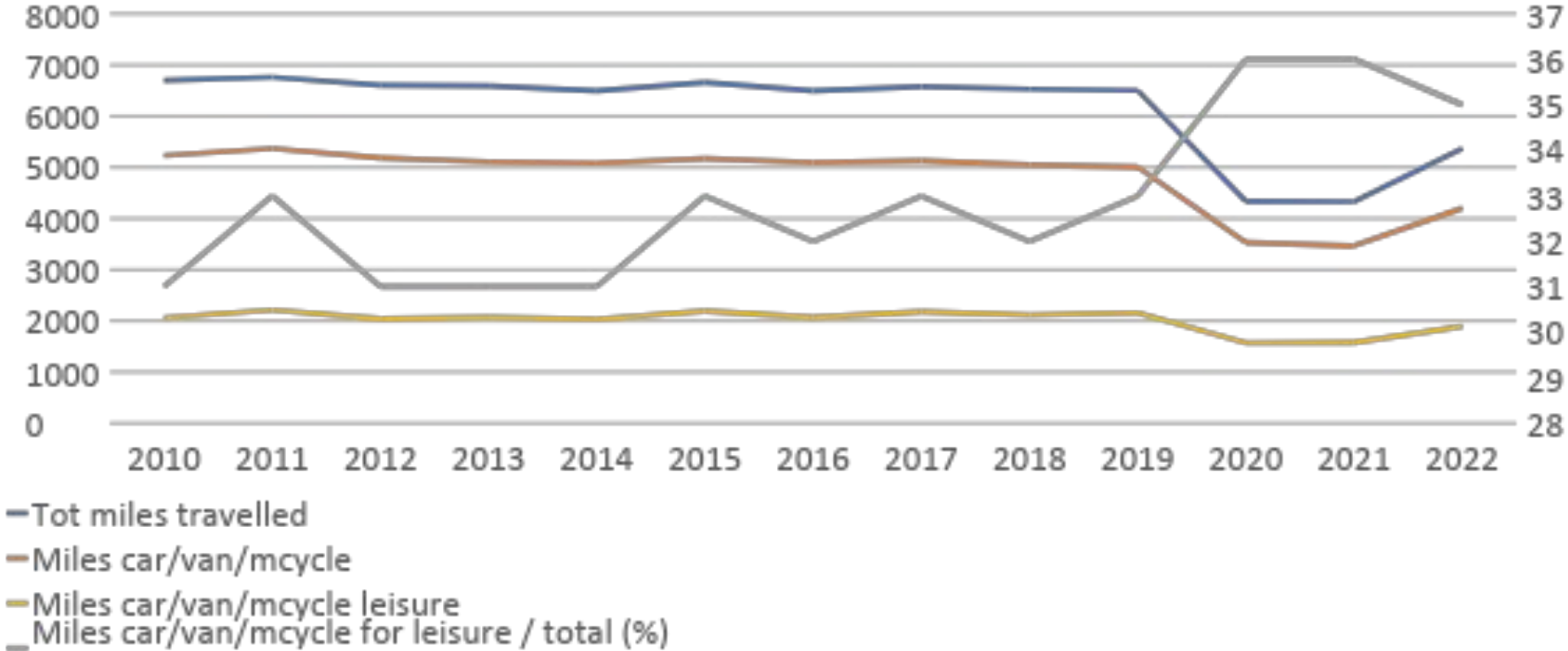
Visitor travel CO2e emissions as proportion of total carbon budget





# What's the carbon problem?

## Leisure miles driven (England)

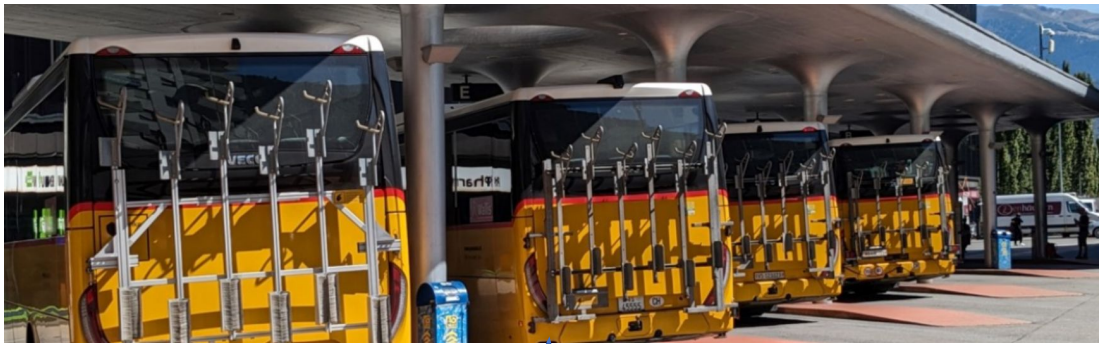


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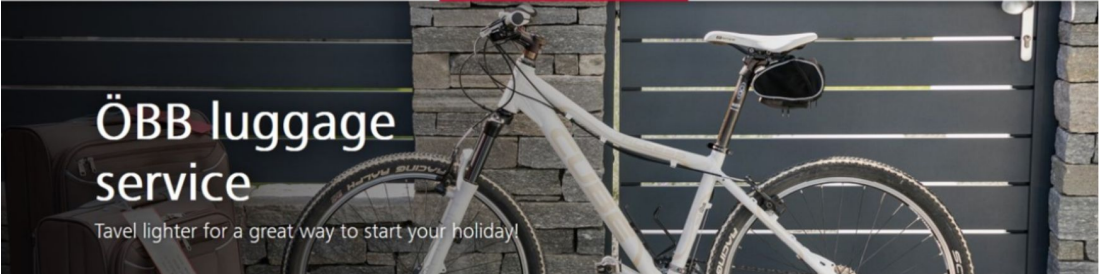
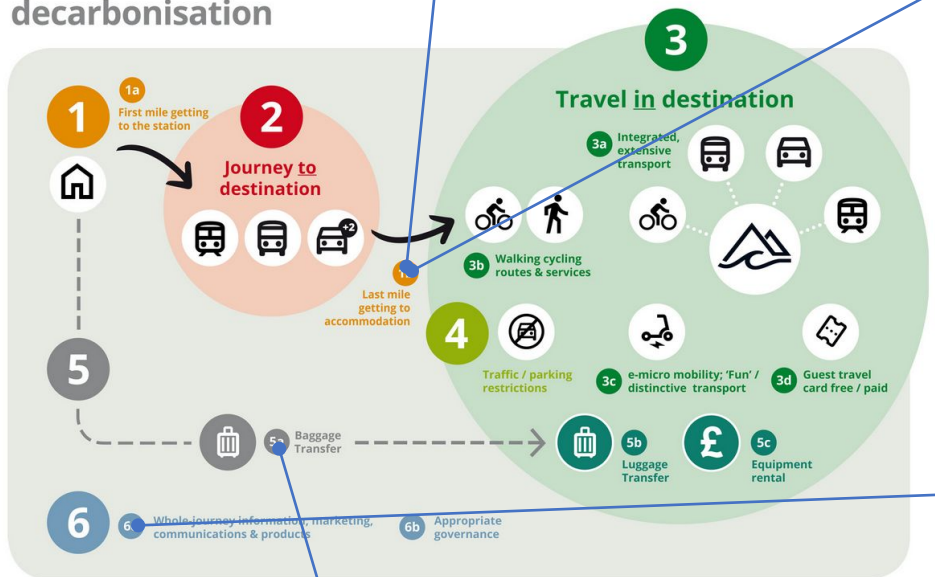
# What does decarbonised visitor travel comprise?



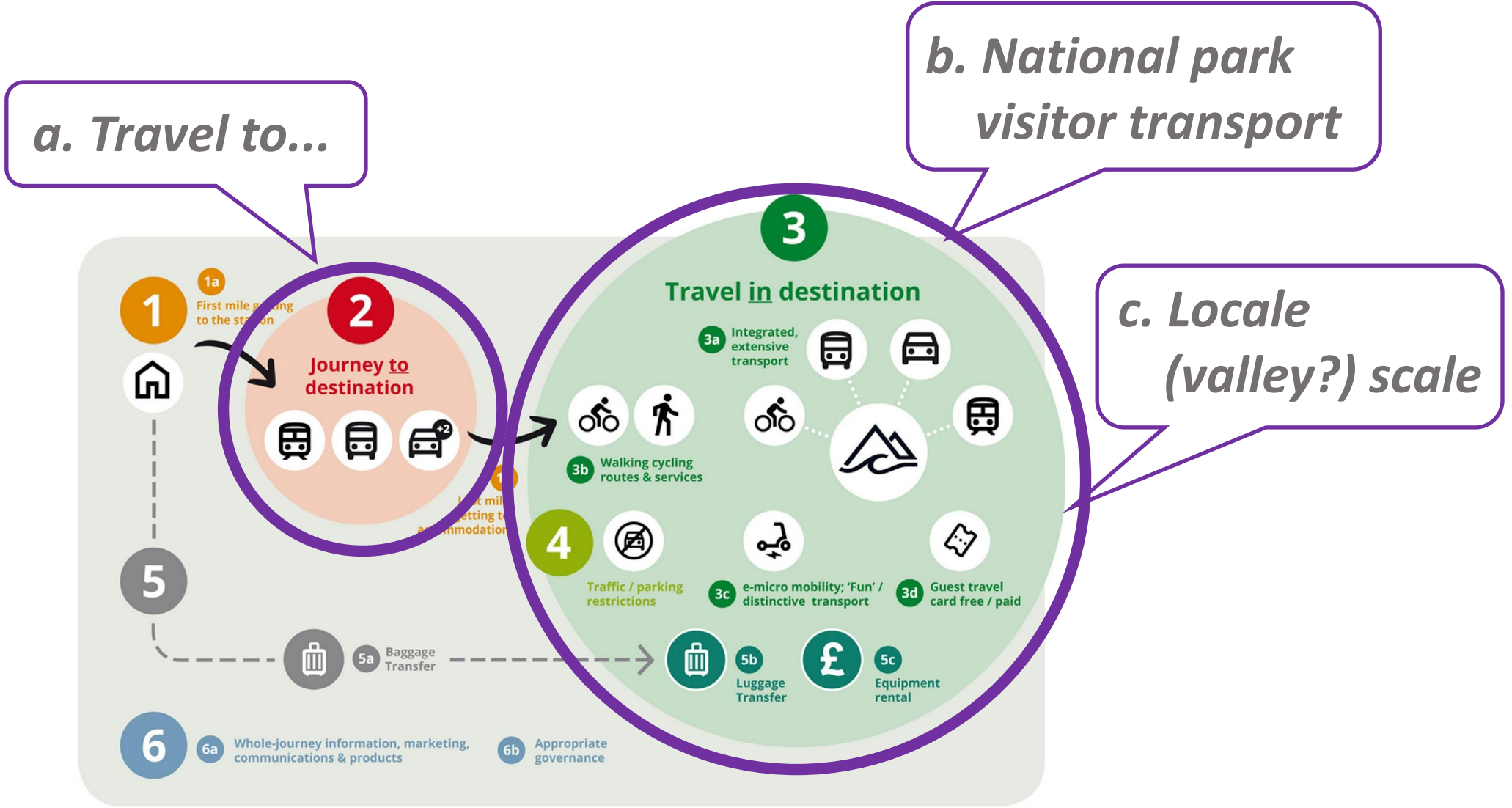




Six components of visitor travel decarbonisation



# 3 ...and the need for new governance arrangements?





3

## ...and the need for new governance arrangements?

### a. Travel to...

- About 260m people travel to the UK's 15 national parks and 46 national landscapes each year, about 90% by car
- About 272m pass through the UK's airports each year

- *Where is the equivalent advocacy for visitor destinations?*



**AOA**  
THE VOICE OF UK AIRPORTS

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## NEWS

### INVESTMENT IN BETTER TRANSPORT LINKS TO AIRPORTS DELIVERS BILLIONS TO THE ECONOMY AND CREATES TENS OF THOUSANDS OF JOBS

With speculation mounting that infrastructure investment will be a central theme of the Government's Autumn Statement on Wednesday, a report by the Airport Operators Association (AOA) released on Monday 21 November shows that the Government could create tens of thousands of jobs by reducing journey times to airports.

The [AOA report](#), released on the first day of the AOA Annual Conference in London, details analysis by *Capital Economics* that shows that a **5% improvement in average journey times to and from airports could deliver a 2.7% increase in passenger numbers, generating an additional £1.9 billion for the UK economy and supporting an additional 32,000 jobs.**

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*...and the need for new governance arrangements?*

*a. Travel to...*

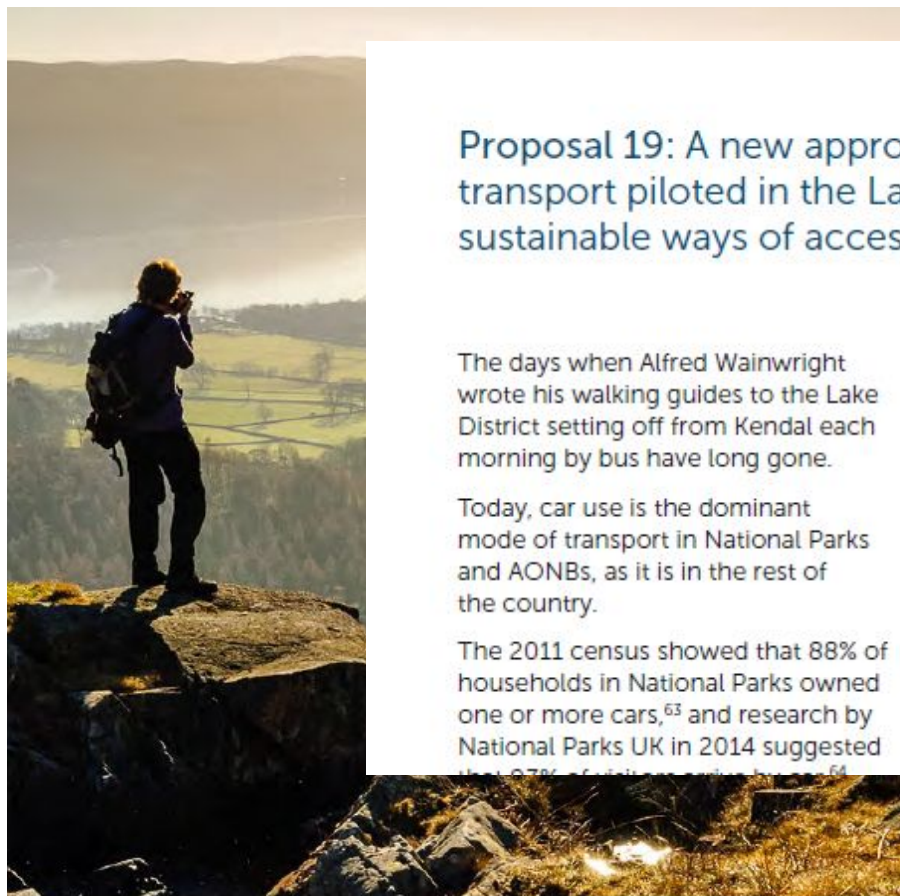




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## ...and the need for new governance arrangements?

### b. National Parks visitor transport



#### Proposal 19: A new approach to coordinating public transport piloted in the Lake District, and new, more sustainable ways of accessing national landscapes

The days when Alfred Wainwright wrote his walking guides to the Lake District setting off from Kendal each morning by bus have long gone.

Today, car use is the dominant mode of transport in National Parks and AONBs, as it is in the rest of the country.

The 2011 census showed that 88% of households in National Parks owned one or more cars,<sup>63</sup> and research by National Parks UK in 2014 suggested that 97% of visitors to National Parks used a car.<sup>64</sup>

deterrent to car use and an incentive to National Parks to tolerate their continuation.

We don't think all car use is wrong, or that it can be ended. But we do think people should be given a choice and we also think that unlimited car use can spoil the natural beauty of the special places people come to see in the first place. It is not much fun being on the shores of somewhere such as Windermere on a bike or on foot when the A592 is nose to

## Landscapes Review

*We want our national landscapes to work together with big ambitions so they are happier, healthier, greener, more beautiful and open to everyone.*

The screenshot shows a browser window with the URL <https://integratedtransport.org.uk/could>. The page header includes the FIT logo and the text 'Foundation for Integrated Transport'. The main heading is 'Could different governance unblock long-standing National Park access and transport problems?'. Below the heading is a profile picture of Alistair Kirkbride and the text 'Alistair Kirkbride was awarded a FIT fellowship in 2020'. The main image on the page shows a parking area with several cars and a white van, with a road sign that reads 'KEEP CLEAR EMERGENCY ACCESS'.

- Who should be involved in decision making?
- What is/are appropriate & effective partnership structure(s)?
- What are their appropriate powers and abilities?

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*...and the need for new governance arrangements?*

*b. National Parks visitor transport*

 **Transport  
for Cornwall**  
Karyans rag Kernow

Our journey together started back in 2015/16 and we've already made lots of improvements, with new buses, new trains, contactless payments, upgrades to waiting facilities, as well as information that's starting to be presented in a much more joined up way.

In 2022/23 we've introduced better value, simplified ticketing and capped payments for those using their payment cards or devices to 'Tap & Cap' for Day & Weekly tickets. We've also been pleased to promote HM Government's single fare initiative and are delighted that this is being extended to provide great value single fares until December 2024.



Department  
for Transport

**The Bus Services Act 2017**  
**New powers and opportunities**

22 September 2023

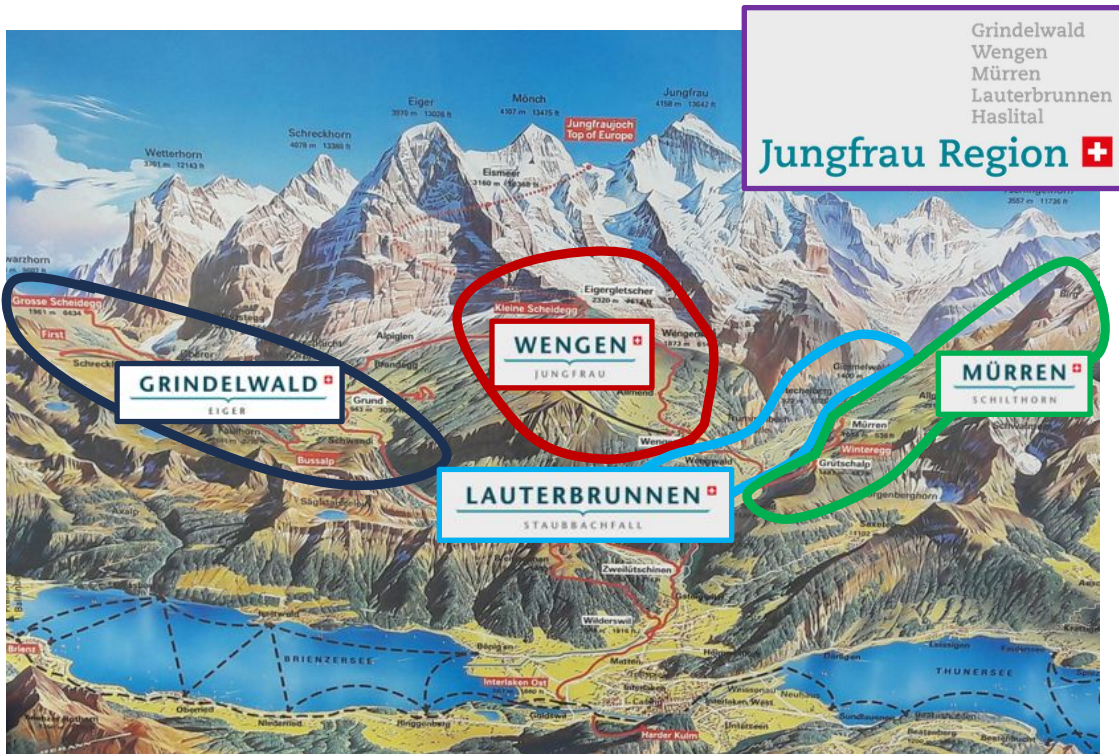
Vision-led planning: Reimagining  
the next generation of Local  
Transport Plans

**steer**



3

...and the need for new governance arrangements?  
c. Locale (valley?) scale



## Guestcards in Tirol - Your Ticket to an Unforgettable Holiday

*Summer holidays in the heart of the Alps are a journey of adventure into Tirol's alpine landscape. Almost all the holiday regions in Tirol offer a summer card or guestcard entitling visitors to enjoy local attractions and public transport either free of charge or at a discounted rate.*

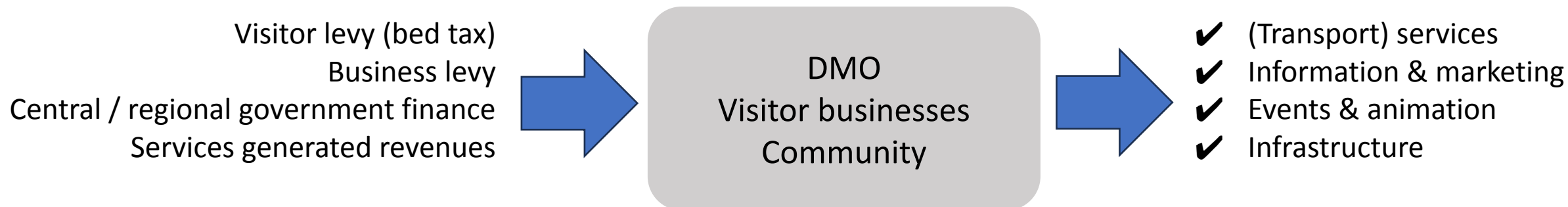
Guestcards are a great way for visitors to Tirol looking to make the most of their time here. They are available from each accommodation provider and... [Read more](#)

3

*...and the need for new governance arrangements?*

*c. Locale (valley?) scale*

Decision making & spend



› [Contact](#) › [Every Guest Pays Visitor's Taxes. But Why?](#)

## Every Guest Pays Visitor's Taxes. But Why?

Why do guests pay visitor's taxes and what is it used for? Here is a summary of the services financed through visitor's taxes. The services directly and indirectly benefit all of our guests.



Travelling Light is a nationally significant sustainable travel pilot, unlocking the conditions for transformative change in two key areas: Decarbonising rural travel, and Improving the experience of a significant landscape for all.

The aim is to combat climate change by encouraging everyday walking and cycling, increasing the use of high quality public transport, and reducing the use of vehicles powered by fossil fuels. These steps will also improve the quality of life of residents and visitors by enhancing road safety and reducing the noise and disruption resulting from traffic.

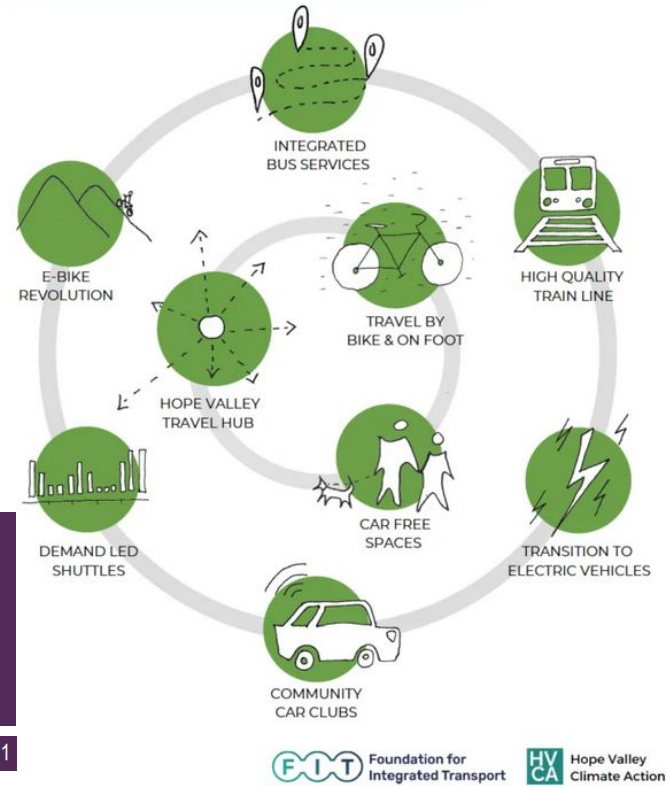
[Read the Travelling Light strategy document](#)

[Take a look at the Travelling Light project plan](#)



# Travelling Light

An ecosystem of low carbon travel connecting the Hope Valley



Homepage - SITU - Sustainable x +

https://situcumbria.org.uk

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WELCOME TO SITU

Sustainable and Integrated Transport for Ullswater

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https://www.lovelangdale.com

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Our Community Interest Company

Starts With You

[Learn More](#)

Empowering the Heart of Langdale: Our

## Introducing Tourism Business Improvement Districts in England

Published by the English Core Cities DMO Group and VisitEngland – December 2011

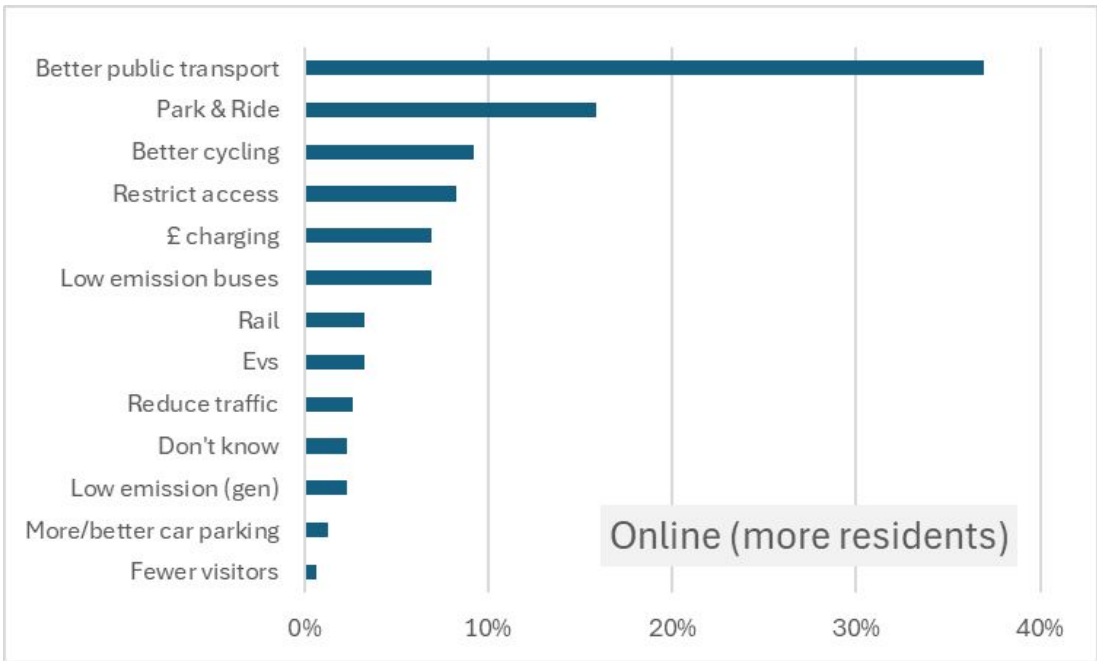
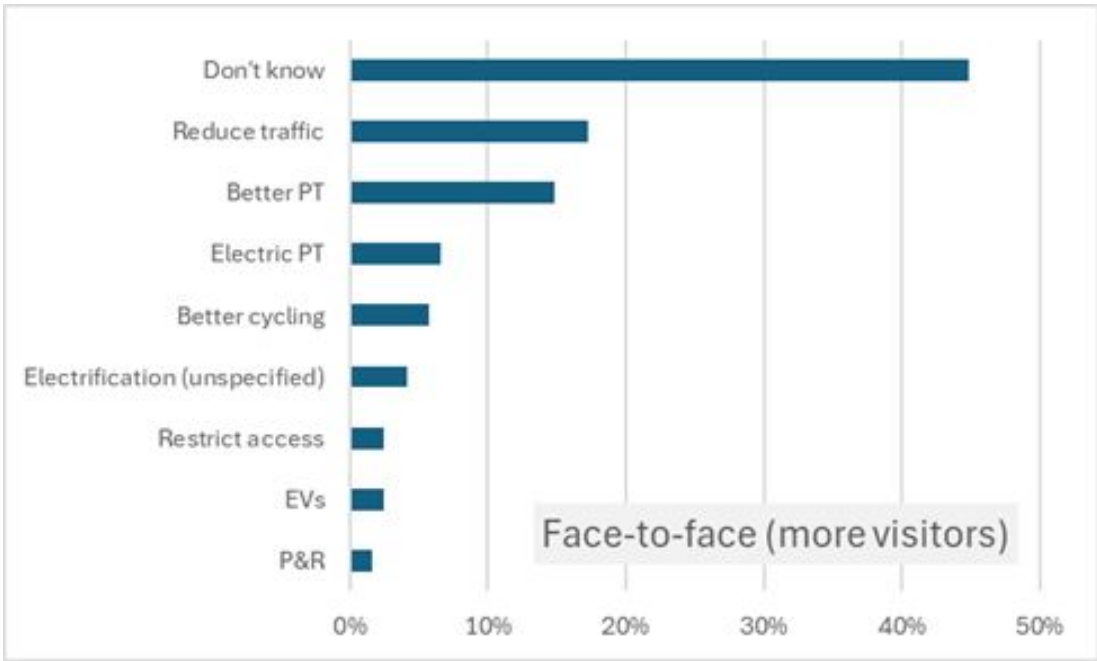
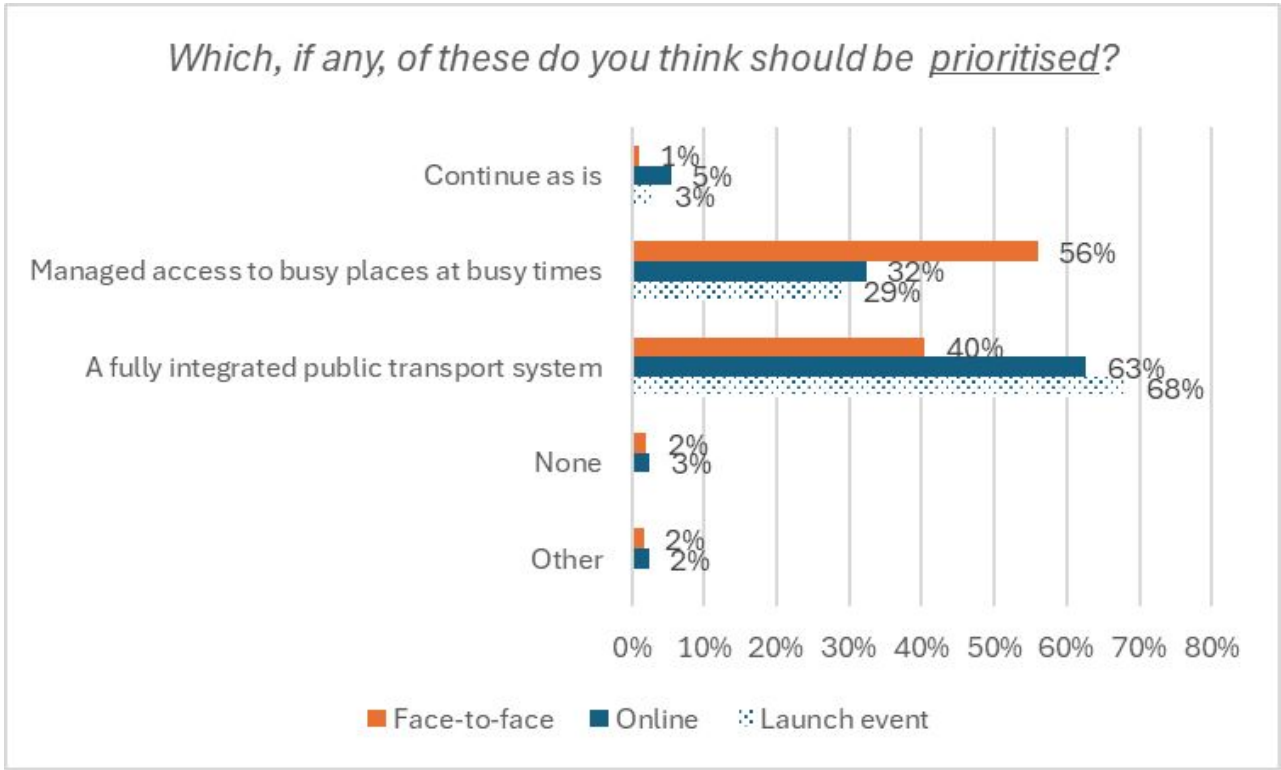
### Tourist tax could raise £17.5m for the Lake District National Park

21st March

LAKE DISTRICT NATIONAL PARK AUTHORITY ENVIRONMENT NATURE CUMBRIA

**The Westmorland Gazette**

# People want change... ...and cars don't figure



Lake District; >4000 respondents; 5 sampling methods  
<https://www.cumbriaaction.org.uk/what-we-do/transport>  
 Final report & summary expected April 2024

# ***Low carbon rural tourism and leisure and the need for new governance arrangements***

1. Tested components for better leisure travel exist.

*Awareness needs raising and components need delivering as coordinated packages*

2. Governance & market failure

- *Travel to – market failure needs intervention; significant potential*
- *National Parks – needs a willing NPA + TA(s) to work together*
- *Locale / valley scale - key structures already exist, trailblazer locales need support, significant potential*

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***Thank you***

*alistair@lowcarbontourismdestinations.org*