



Lake District

In 2016, tourists were given the chance to roam the Lake District in a new way – a flock of shared Twizys!

The Lake District is rural and remote, with limited public transport provisions which means that access to a vehicle is often essential for visitors to the area. In 2011, a survey demonstrated that a significant contributor to local emissions was visitors' car trips. The Twizys were introduced as part of the Department for Transport funded 'See More Cumbria and the Lake District' (See More) Programme for delivery in 2015/16, to help visitors travel more sustainably around the Lake District.

The project was managed by Cumbria County Council, and the aim was to build upon the Go Lakes Travel work that aimed to create a sustainable network of low emission

vehicles throughout the Lake District, and transform how visitors travelled to and around by enabling them to use more sustainable modes of travel and reducing car journeys. There were two aims for this; one to reduce carbon emissions, and the second to make the Lake District more accessible to car-free travellers.

Renault Twizys are quirky two-seater electric cars that have a top speed of around 50mph and can be plugged into any domestic three pin socket. These cars can travel up to 40 miles from one charge and a number of local locations signed up to let Twizys be charged for free at their businesses. Visitors could hire a

Twizy by the hour, or for a half or full day.

Twizys were hosted at locations across the Lake District and when the Twizys were not in use the host business kept them safe and sound. Businesses, like the environment and visitors, felt the benefits of having these unique vehicles. By allowing Twizys to charge at their business, it created a friendly charging network that encouraged visitors to stop, stay a while and hopefully spend some money as well.

A flock of Renault Twizys can be seen roaming from Windermere to Keswick!

LAKE DISTRICT CASE STUDY

So that visitors got the most out of their hire, a guide was created to allow visitors to plan where they could visit and stop for a charge when needed. The feedback from users was that they wanted to try a Twizy for some fun and after using them visitors' responses were incredibly positive with comments such as "the most fun driving experience I've had in a long time". An exciting success story is Waterfoot Park, a caravan park at Ullswater, where visitors arrived with large vehicles and then took advantage of the Twizys to go out and explore. Waterfoot Park is a great example of how visitors can utilise lower emission vehicles once they reach their destination.

During the project, 10 Twizys were introduced to the flock and, in addition, 4 low emission hybrid car club vehicles were also placed at railways stations in and close to the National Park area; increasing the network of sustainable transport options available to visitors. In 2017, there were 425 hires of Twizys across the hosts.

The Department for Transport 'See More' Programme funding for the Twizys ceased in January 2018. At the end of the project two hosts decided to purchase their Twizys and one host, Hope Park, has continued to hire them.

There have been some great lessons learned through this project. Feedback from those who used the Twizys has been incredibly positive showing visitors' interest and enthusiasm for new and unique ways to explore the local area. CoMoUK are keen to explore other locations where unique, environmentally friendly and visitor engaging travel options would work.

What next?

If you are interested to see how shared transport could help visitors and your local area then contact scotland@comouk.org.



Tourists are going
baa-my for the Twizy!

