Travel to and Spending at Events in the Lake District

Report by the Institute of Transport and Tourism
University of Central Lancashire

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Acknowledgements

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The organisers of each event were very welcoming and supportive of our research and we would particularly like to thank Cheryl Frost, Project Co-ordinator of the Commonwealth Championships, Christian Chow from Cumbria County Council, Jak Hirst of the Ambleside Sports Committee and Rob Wilkins of Trihard.

We are also extremely grateful to all the participants at the events who took the time and trouble to fill in survey forms and return them.

Jo Guiver
Institute of Transport and Tourism
Report Author
Executive Summary

Three outdoor Lake District events held in summer 2009 were surveyed by the Institute of Transport and Tourism from the University of Central Lancashire to investigate the environmental impact of the travel they generate and the economic impact of spending generated in the area. The events varied considerably. The Ambleside Sports is an annual event, mainly for local people held on a field between Ambleside and Grasmere, featuring traditional sports such as Cumbrian and Westmoreland wrestling, fell running, hound races with children’s races and this year cycling. The Lakeland Triathlon was a commercial participant event, attracting over 250 competitors to swim in the lake, cycle and run from Bassenthwaite Sailing Club. The Commonwealth Championships of Mountain Marathon and Ultra-Distance was a three day event in Keswick, Fitz Park, organised by a committee of people from different local and national organisations. It was attended by competitors and their supporters from all over the Commonwealth and, as well as the Championship races, there were open events for children and adults.

The survey found that most of the carbon emitted in relation to travel to the events came from car, air and sea travel and that a small proportion of people accounted for a large proportion of the carbon emitted. There were minor local delays and congestion at some of the events. Through advice in local newsletters, Ambleside Sports achieved a large proportion of people travelling short distances by bus and walking as well as a high car occupancy rates. Travel to the Lakeland Triathlon was almost exclusively by car and participants explained how the car was needed for all the equipment needed, here car occupancy averaged at two people. Although travel to the area from overseas accounted for a significant proportion of the carbon emitted by participants at the Commonwealth Championships, once in the area, the closeness of the venue and use of public transport and active modes reduced the impact of the travel.

From the findings, it is calculated that the three events brought approximately £250,000 into the local economy which includes spending at the event and in the area on the day of attendance and accommodation for the night of the event. There was an average spend of £45.33 for respondents at the Ambleside Sports, £57.70 for respondents from the Commonwealth Championships and £72.75 for Lakeland Triathlon respondents. Food and drink, accommodation and ‘other’ are the major items, although entrance fees were important for the Lakeland Triathlon. People from outside Cumbria and those staying overnight tended to spend more, even when accommodation costs are excluded. There was no correlation between miles travelled and spending and very little between mode of arrival and spending.

The findings suggest that many people would not have travelled if the event had been cancelled, but there may have been an increase in the number of car journeys from the Ambleside Sports attendees. While there is a willingness to reduce carbon emissions and improve local public transport, there is a reluctance to use alternative modes and resistance to increased costs for motorists.
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Introduction

The Research

This study was undertaken by the Institute of Transport and Tourism of the University of Central Lancashire in the summer of 2009. It aimed to examine the scale of impact of outdoor events in the Lake District, particularly the economic impact and the environmental impact of the travel generated by these events. Three events were studied: the Ambleside Sports held on 30th July, the Lakeland Triathlon held at Bassenthwaite Sailing Club on 15th August and the Commonwealth Championships of Ultra Distance and Mountain Marathon held between 17th and 20th September in Fitz Park, Keswick. The research was carried out in conjunction with a separate study into the environmental impact of sporting events in the Lake District undertaken by the Tourism and Conservation Partnership and Friends of the Lake District, which focussed on the local impacts on the natural landscape and local communities of the growing number of sporting events being held in the National Park. Both studies were introduced at a seminar organised by the Tourism and Conservation Partnership and Friends of the Lake District on June 22nd 2009 at the National Park’s Head Office in Kendal and have reported their findings to the committee established to consider the issues with members from a range of other stakeholders such as Lake District National Park Authority, Cumbria County Council and the National Trust.

Surveys were conducted at each event and although the questionnaires had many common elements, there were differences to accommodate different characteristics of the events and the requirements of their organisers. The events were all very different: including a traditional Lake District annual sports with fell races, children’s sports, hound events, wrestling and cycling as well as a rich variety of local traders, amusements and food and drink outlets, a triathlon (swimming, cycling and running) with the majority of the participants being competitors and a three-day, one-off Commonwealth Championships attracting competitors and their supporters from all over the world. They reflect some of the variety of types and scale of summer events in the Lake District.

The surveys provide new information about who attends such events, where they come from, how and how far they travel, whether they stay overnight and for how many nights. They also provide an indication of the levels and types of spending and by whom. The results will be used to make recommendations about how the environmental impact of travel to events can be reduced.

The Events

Ambleside Sports is held in a field beside the A591 between Ambleside and Grasmere on the last Thursday in July. Attendance varies greatly with the weather and can range between 7,000 and less than 1,000. It is organised by a local committee of volunteers, who plan the event over the preceding twelve months. It also involves numerous volunteers from the area and from organisations affiliated to local groups. Although the field opens at 10am, the Sports do not start until the afternoon. Access for pedestrians is at the Ambleside end of the field from a pavement alongside the A591 into a gate on the opposite side of the road. It is on a sharp bend in the road, so Police Officers are employed to stop the traffic and give pedestrians a safe road crossing.
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However, there were long periods without police presence on the day of the survey. The car entrance is further towards Grasmere and parking is on the field. Muddy parts of the driveways are protected with boards. Although not on a railway line, the venue is on a direct bus route from Windermere Station and has several buses an hour passing between Ambleside and Grasmere.

The Lakeland Triathlon was organised by Trihard Events and advertised in the specialist press, through sports clubs and on appropriate websites. It was held at Bassenthwaite Sailing Club, and started at noon, which is later than similar events and meant some competitors from further away could travel on the day rather than the previous day. The club has considerable land for parking, although this was virtually full by mid-day and some participants parked on the narrow road leading to the club. It is 14 miles from Keswick and 25 miles from Penrith, the nearest station and was served by a two-hourly bus from Keswick which stopped at the entrance and was a few yards away from the route of a more frequent service between Keswick and Workington. The estimated attendance was 340 with 277 registered competitors. There were a few traders selling food and drink, but these were mostly provided by the Sailing Club.

The Commonwealth Championships were organised by an experienced committee made up of members of a number of organisations and co-ordinated by Cumbria County Council. It aimed to showcase the Lake District for an international sport which may become a regular Commonwealth Championship event and possibly included in future Olympic Games. It was held in Fitz Park, Keswick, which is a free-access public park and as well as the Championship Events, there were open events for different age groups and it was hoped this would provide inspiration to local people and visitors. Keswick is well served by buses from other parts of Cumbria and from stations on the West Coast main railway line, but is not connected by rail. There was no dedicated parking for the event, so participants arriving by car had to compete for spaces in Keswick town centre. Many of the competitors were accommodated in local B&Bs, youth hostels, hotels, etc and there were some mini-buses shuttling people to the venue while some competitors walked or used public transport to reach the park. There were limited opportunities for spending in the park, but the town centre was close by. It was extremely difficult to judge attendance, as not everyone in the park was there for the Championships and other people watched the event from outside the park. It has been estimated that between 2,000 and 3,000 people attended in various capacities over the four days.

The Report

The next section of the report describes the methodology adopted for data collection, analysis and presentation of findings. It is followed by a section detailing the characteristics of the respondents such as age, gender, home location and their role at the event. Travel is considered in the next section including how people arrived at the event, the miles they travelled and the carbon emissions. The potential for modal shift away from the car is explored. Section Five presents the findings about spending at the three events, both on the day of the survey and for overnight accommodation. It finds that a relatively small proportion of the participants are responsible for a large proportion of the spending. The following section explores what people would do in
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the absence of the event and whether that would have more or less impact on travel and spending. The last results section presents the opinions of respondents about general environmental issues and alternative travel modes. The final section summarises the findings and makes recommendations about how the environmental impact of travel to events might be reduced and why this might benefit the Lake District.
Research Design
The research aimed to collect information about people attending events in the Lake District. Although the main foci were travel and spending, the opportunity was taken to collect information that was of use to the organisers and which shed light of who was attending and patterns of participation at such events. A questionnaire survey was selected as the best way to gain information about the scale and distribution of different types of travel and spending behaviour.

A double-sided A4 questionnaire, folded in three was felt to be the suitable compromise between the desire to collect the maximum information and not be off-putting to respondents. It is possible that a shorter questionnaire would have achieved better response rates. Opportunities were provided at the event venues for the questionnaires to be completed and returned straight away (pens, writing boards and return boxes) but respondents were also handed return pre-paid envelopes to send their questionnaires back to the university. Prize draws were advertised on the questionnaires as an incentive to complete and return the survey.

The surveys were designed to find out about people’s travel and spending behaviour at the events. They also asked for socio-demographic information such as age, gender and party size and explored attitudes about alternative ways of travelling and activities and destinations had the event not been held. They were customised for the event and the requirements of the organisers, so not every question was asked for each of the three events.

At the event
The questionnaires were handed out to participants at the event by University surveyors, mostly as people entered the location. The surveyors also toured the ground giving out survey forms to other participants such as traders and marshals. Pre-survey training had included information about the purpose of the survey, how it would be analysed and who would receive the information, so that the surveyors could answer questions from respondents. All surveyors wore identity badges the University name and logo. Each survey was undertaken with the permission and goodwill of the organisers.

Response Rates
One feature common to all the events was the lack of knowledge about the numbers of people attending. None of the events issued tickets and the only one charging an entrance fee to the ground, Ambleside Sports, relied on volunteers to collect the fees and with a variety of fees, it was not possible to estimate the total attendance. For the other two, there were records of registered competitors, but not of spectators, so we have to rely on the organisers’ estimates of total attendance to calculate the proportion of the participants who filled in questionnaires. For all the events, the response rates (the ratio of questionnaires handed out to those returned) were low. The table below gives the figures:
Methodology

Figure 2:1: Attendance and Response Rates

<table>
<thead>
<tr>
<th></th>
<th>Estimated total Attendance</th>
<th>Nos of Forms handed out</th>
<th>Nos of forms returned</th>
<th>% of questionnaires returned</th>
<th>% of participants returning forms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambleside Sports</td>
<td>2,400-6,000</td>
<td>1,545</td>
<td>169</td>
<td>11%</td>
<td>3-7%</td>
</tr>
<tr>
<td>Commonwealth Championships</td>
<td>2,000-3,000</td>
<td>854</td>
<td>119</td>
<td>14%</td>
<td>6-4%</td>
</tr>
<tr>
<td>Lakeland Triathlon</td>
<td>340</td>
<td>250</td>
<td>40</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>All Events</td>
<td>4740-9340</td>
<td>2,649</td>
<td>328</td>
<td>12%</td>
<td>7-4%</td>
</tr>
</tbody>
</table>

Representativeness

While these response rates are low, they are not untypical for such surveys. Because we do not know either the total numbers attending or, in most cases, their composition, it is difficult to know whether our sample is representative of all the attendees. However, experience and observations suggest that young people were less likely to complete the survey than older people and it is likely that they are under-represented in the results.

For the Ambleside Sports and Commonwealth Championships there was evidence that there were different response rates for different types of participant, for example competitors were over-represented in the Commonwealth Championships but under-represented at the Ambleside Sports. These differences have been ‘weighted’ in the extrapolated results (see below). In other aspects, there is no reason to suspect that the respondents are untypical of people attending the events.

Data Processing

The information from the completed survey forms was inputted into an SPSS (Statistical Package for Social Sciences) spreadsheet for each event. This allowed simple frequencies to be counted and the answers from one question to be cross-tabulated against the answers from another (for example the distance travelled by people in different age groups). It was also used to perform tests of significance on the findings to establish whether results were statistically significant or likely to be the result of random patterns. The tests used were: Chi^2, for cross-tabulations of categoric variables (such as gender and travel mode), Mann-Whitney for comparing the results from two groups of respondents (such as the spending of males and females), Kruskall-Wallis for comparing the results from more than two groups of respondents (such as the distance travelled by different age groups) and Pearson for checking correlations between two continuous variables such as spending and distance travelled.

Analysis

The analysis reports the frequency of answers to each question. Responses about behaviour and attitude were checked to establish whether there were any statistically significant differences between people of different sexes, ages, role at the event or other relevant characteristic such as whether staying in holiday accommodation. The
lack of statistically significant differences is reported where this is relevant and statistically significant differences are reported.

**Extrapolating the Results**

In order to estimate the impact of the whole event, some results have been extrapolated to the estimated numbers of people attending the event (given in Figure 2:2). The lower attendance figure has been used (2400 for the Ambleside Sports, 2,000 for the Commonwealth Championships and 340 for the Lakeland Triathlon), which may underestimate both the environmental impact of the travel and the economic impact of spending.

Because of the disproportionate response from people in different roles at the Ambleside Sports and Commonwealth Championships, the extrapolation was calculated using the results for each role, rather than the total. Figures 2:2 below show how the proportions differed.

For the Commonwealth Championships, the details of the total numbers of competitors indicate that they accounted for 7-10% of attendees, but formed 36% of respondents. Because their patterns of travel and spending are likely to be very different from other participants, a weighting factor has been used in the extrapolated results. The estimates of number of people attending the Ambleside Sports in different capacities indicate that the survey had a slightly higher return rate from traders, volunteers and spectators, but lower for competitors and members and this has been accounted in the extrapolated results.

**Figure 2:2: Response Rates for Different Groups for Ambleside Sports**

<table>
<thead>
<tr>
<th>Capacity</th>
<th>% of returns</th>
<th>% of attendees attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectator</td>
<td>66.9</td>
<td>58.33</td>
</tr>
<tr>
<td>Competitor</td>
<td>9.5</td>
<td>18.33</td>
</tr>
<tr>
<td>Marshal/Volunteer</td>
<td>8.3</td>
<td>5.0</td>
</tr>
<tr>
<td>Member</td>
<td>1.2</td>
<td>8.33</td>
</tr>
<tr>
<td>Trader</td>
<td>13.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Other</td>
<td>0.6</td>
<td>0</td>
</tr>
</tbody>
</table>

**Figure 2:3 Response Rates for Different Groups for Commonwealth Championships**

<table>
<thead>
<tr>
<th>Capacity</th>
<th>% of returns</th>
<th>% of attendees attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectator</td>
<td>35.59</td>
<td>83.85</td>
</tr>
<tr>
<td>Competitor</td>
<td>35.59</td>
<td>9.85</td>
</tr>
<tr>
<td>Marshal/Volunteer</td>
<td>2.54</td>
<td>1.50</td>
</tr>
<tr>
<td>Supporter</td>
<td>16.10</td>
<td>2.55</td>
</tr>
<tr>
<td>Trader</td>
<td>2.54</td>
<td>1.50</td>
</tr>
<tr>
<td>Other</td>
<td>7.63</td>
<td>0.75</td>
</tr>
</tbody>
</table>
Methodology

Travel Data
Respondents were asked how far they had travelled to the event and, in the case of the Commonwealth Championships, there were separate questions about how they reached Fitz Park (Keswick) on the day they were surveyed and how they had travelled to Cumbria. When the data were examined there were a number of anomalies (such as walks of 2,000 miles and one-way flights of 20,000 miles). These were resolved as follows: walks on the day of over 15 miles, bus journeys of over 500 miles and car journeys on the day of over 1,000 miles were excluded. Where a flight seemed overly long, the distance between the origin and destination was checked. In every case, it appeared that the respondent had given the approximate return distance, so this was halved for the calculations.

The carbon emissions were calculated using DEFRA\(^1\)’s figures (2008) as below:

Figure 2:4 Carbon Emissions for Different Modes

<table>
<thead>
<tr>
<th>Mode</th>
<th>Kilogrammes per kilometre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>0.2042</td>
</tr>
<tr>
<td>Plane</td>
<td>0.1106 (x 109%)</td>
</tr>
<tr>
<td>Ship</td>
<td>0.1152</td>
</tr>
<tr>
<td>Train</td>
<td>0.0602</td>
</tr>
<tr>
<td>Bus</td>
<td>0.1073</td>
</tr>
</tbody>
</table>

These are generic factors which include elements for the variety of fuels, occupancy rates, size of engine, etc.

Presenting the Results
The results from the SPSS calculations were exported into an Excel spreadsheet and this software was used to prepare the graphs and tables in the report. The unit most commonly used is the percentage of valid responses. This excludes respondents who did not answer the question or whose answers have been discounted because of inconsistencies, when an explanation is given. For example, people whose mode was ‘on foot’ but involved distances of over 15 miles. In some instances cumulative frequencies are used to give a picture of how the results are distributed, for example with mileages and expenditure, these charts indicate the proportion of people travelling/spending below and above the average.

Respondents

Age and Gender
There was a range of ages at each event, although the Triathlon, which was more of a participant than spectator event had a narrower band of ages, particularly for men. Figure 3:1 presents the actual numbers of respondents of each gender. Figures 3:2, 3:3 and 3:4 show the relative proportions of different age groups.

Figure 3:1

![Respondents' Gender](image)

Group size
The predominant group size was two for each event. This accounted for 40% of valid responses from the Ambleside Sports, 37% from the Commonwealth Championships and 49% of Lakeland Triathlon respondents. Although there may be a little double-counting when both members of a group completed a questionnaire, the proportions correspond to observations at the event. Figure 3:5 shows the proportion of respondents arriving at the Commonwealth Championships with different types of companions, with partner, family and friends forming the most common.

There were varying proportions of respondents reporting that there was someone under 16 years old in their party (38% for Ambleside Sports, 16% for the Commonwealth Championships, 17% for the Lakeland Triathlon).
Respondents

Institute of Transport and Tourism
Where Respondents come from
As to be expected there were different mixes of respondents from different areas for each event. The Lakeland Triathlon had the largest proportion of local people, with 74% of respondents from the North West, 49% from Cumbria and no-one from outside the UK. Ambleside Sports also attracted local people, with 62% of people from the North West, 40% from Cumbria and just 3% from outside the UK. The Commonwealth Championships had the largest proportions of people from outside the UK among the respondents, although this is probably exaggerated because of the disproportionate response from competitors. Among the respondents 37% came from the North West, 19% from Cumbria and 14% from overseas. Figures 3:6, 3:7 and 3:8 show the actual numbers of responds from different areas. However, these may not represent the true proportions attending the event because of different response rates.
Respondents

Figure: 3:6

Origin of Attendees: Ambleside Sports

- North West
- Scotland
- Wales
- London
- South East
- East of England
- South West
- West Midlands
- East Midlands
- Yorkshire and Humberside
- North East
- Other North West
- Lancashire
- Cumbria

Figure 3:7

Origin of Attendees: Commonwealth Championships

- Outside of Britain
- Other Great Britain
- Northern Ireland
- Scotland
- Wales
- London
- South East
- East of England
- South West
- West Midlands
- East Midlands
- Yorkshire and Humberside
- North East
Respondents

Ethnicity and Income
Only one survey asked questions about ethnicity and income (the Commonwealth Championships), and the results may not be generalisable to the other events. All but one respondent reported that they were ‘White’ who classed themselves as ‘Mixed’.

Figure 3:9 shows that there was a spread of incomes amongst the respondents.

Role at Event
Respondents were attending the event in different capacities, but the proportions replying to the survey were not in the same proportion as those attending, which necessitated weighting the results about travel and spending when estimating the full
Respondents

impact of the event. Figure 3:10 shows the proportions estimated to have attended and who responded to the survey for the Ambleside Sports and Commonwealth Championships. We do not have the breakdown for the Lakeland Triathlon. It can be seen that the differences are greatest for the Commonwealth Championships.

**Figure 3:10**

![Role at Event](chart)

**Conclusions**

There are differences in the profiles for people attending each event, but some similarities. Groups of two are most common for all events, but there were more men and fewer young people at the Lakeland Triathlon and Commonwealth Championships. All of the events attracted a substantial proportion of people from Cumbria and the North West, but understandably the catchment area for the Commonwealth Championships was much wider. The figures from the Commonwealth Championships suggest there is a wide range of income groups, but few people from ethnic minorities attending these events. People attend the events in a variety of roles other than spectator and competitor with relative large numbers of volunteers and traders, especially at an established event like the Ambleside Sports.
Introduction
One of the largest environmental impacts of an event is the travel to and from it. The scale of the impact depends on a number of factors including how many people attend, where they come from and how they travel. Other factors may also be important for the local impact, such as: access to parking from local roads, whether there is road-side parking, the capacity of local roads and public transport, the timing of the event in relation to local conditions and whether arrivals and departures are staggered or in a short time frame.

It is sometimes difficult to know how much travel is related to the event or can be attributed to other activities. For example, if a holidaying family attend an event, the travel attributable to the event would normally only be the distance to and from their holiday base. However, if someone comes to the area specifically for an event, it would seem reasonable to attribute all their travel from their home to and from the event to that event. In between, there is a grey area, where people who are in the area stay longer as tourists to enjoy other activities and others whose choice of holiday area is influenced by the presence of the event.

All the surveys asked about travel on the day of attending the event, (where people had travelled from and how they had travelled). In addition, the survey of the Commonwealth Championships asked about travel to the area, because of the large numbers of people coming from outside the area and country. The surveys of the Triathlon and Ambleside Sports also asked where people had parked, the size and occupancy of the vehicle and journey time.

Travel on the Day
Figure 4:1 gives the percentage of respondents arriving by different modes for each of the events. (These total more than 100% because some respondents used more than one mode). It is immediately obvious that the predominant mode is ‘car’ although walking was important for the Commonwealth Championships and Ambleside Sports. All but two of the respondents at the Triathlon arrived by car and the comments stress that competitors need a considerable amount of equipment and a base for changes of clothes, provisions, etc while they are competing.

This venue was also the least accessible from centres of population by walking and cycling or from anywhere by public transport. In contrast, the Commonwealth Championships were held within easy walking distance of Keswick town centre and Ambleside Sports is within walking distance of Ambleside. Both are accessible from the rail network and other areas by bus and coach services and served by frequent local bus services. The Ambleside Sports had encouraged local people to walk to the ground in local newsletters.
Travel to Event

Figure 4:1

Travel Mode used on Day

When the figures are extrapolated to cover all the participants at the events, they were responsible for the following arrival trips. Assuming that most participants arrived and left by the same mode, these figures can be doubled to include return trips.

Figure 4:2: Arrival Journey by Mode

<table>
<thead>
<tr>
<th></th>
<th>Ambleside Sports</th>
<th>Commonwealth Championships (travel on day)</th>
<th>Commonwealth Championships (to Cumbria)</th>
<th>Lakeland Triathlon</th>
<th>Total No of arrival trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ship</td>
<td>23</td>
<td></td>
<td></td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Cycle</td>
<td>12</td>
<td>43</td>
<td></td>
<td>9</td>
<td>64</td>
</tr>
<tr>
<td>Plane</td>
<td></td>
<td>68</td>
<td></td>
<td></td>
<td>68</td>
</tr>
<tr>
<td>Train</td>
<td></td>
<td>10</td>
<td></td>
<td></td>
<td>84</td>
</tr>
<tr>
<td>Bus</td>
<td>238</td>
<td>139</td>
<td></td>
<td>9</td>
<td>385</td>
</tr>
<tr>
<td>Walk</td>
<td>807</td>
<td>627</td>
<td></td>
<td></td>
<td>1434</td>
</tr>
<tr>
<td>Car</td>
<td>1030</td>
<td>829</td>
<td>1098</td>
<td>323</td>
<td>3280</td>
</tr>
<tr>
<td>All arrivals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5338</td>
</tr>
</tbody>
</table>

These represent ‘people journeys’ rather than ‘vehicle journeys’. The survey respondents attending the Ambleside Sports and Lakeland Triathlon reported their car occupancy rates which averaged 2.84 for Ambleside Sports and 2.0 for the Lakeland Triathlon. This gives an estimate of 341 cars for Ambleside Sports (for an attendance of 2,400) and 162 for the Lakeland Triathlon. An attendance of 2,000 at the Commonwealth Championships would have generated between 338 and 481 car trips with car occupancies of between 2.0 and 2.84.
Travel to Event

Figures 4:3

Arrivals by Mode (All Attendees)

Figure 4:4 Miles Travelled by different modes

<table>
<thead>
<tr>
<th></th>
<th>Ambleside Sports</th>
<th>Commonwealth Championships (local travel)</th>
<th>Commonwealth Championships (travel to Cumbria)</th>
<th>Lakeland Triathlon</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>31302</td>
<td>50879</td>
<td>186474</td>
<td>17774</td>
<td>286429</td>
</tr>
<tr>
<td>Walk</td>
<td>1775</td>
<td>545</td>
<td>0</td>
<td>0</td>
<td>2320</td>
</tr>
<tr>
<td>Cycle</td>
<td>87</td>
<td>83</td>
<td>0</td>
<td>43</td>
<td>212</td>
</tr>
<tr>
<td>Bus</td>
<td>3586</td>
<td>11765</td>
<td>0</td>
<td>9</td>
<td>15359</td>
</tr>
<tr>
<td>Train</td>
<td>0</td>
<td>2000</td>
<td>19376</td>
<td>0</td>
<td>21376</td>
</tr>
<tr>
<td>Plane</td>
<td>0</td>
<td>0</td>
<td>210022</td>
<td>0</td>
<td>210022</td>
</tr>
</tbody>
</table>

The Figure below (Figure 4:5) shows how, although used by comparatively few people, air travel involves the long distances.
Carbon Emissions
The carbon emissions were calculated as described in Section 2. The extrapolations for Ambleside Sports and the Commonwealth Championships take into account the different patterns of travel for different types of participant and their different response rates. Comparing Figures 4:5 and 4:6 indicates that distance travelled is a major factor in the total amount of carbon emitted.
Figures 4:6 shows the relative percentage of arrivals, miles and carbon for the different modes.

**Figure 4:6 Carbon for Arrival Journeys**

Figures 4:7 shows the relative percentage of arrivals, miles and carbon for the different modes.

**Figure 4:7 Relative Importance of modes by Journeys, Miles and Carbon**

<table>
<thead>
<tr>
<th></th>
<th>% of arrivals</th>
<th>% of distance</th>
<th>% of carbon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle</td>
<td>1.2</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Train</td>
<td>1.6</td>
<td>3.4</td>
<td>1.3</td>
</tr>
<tr>
<td>Bus</td>
<td>7.2</td>
<td>2.4</td>
<td>1.7</td>
</tr>
<tr>
<td>Walk</td>
<td>26.9</td>
<td>0.4</td>
<td>0.0</td>
</tr>
<tr>
<td>Ship</td>
<td>0.4</td>
<td>15.5</td>
<td>11.5</td>
</tr>
<tr>
<td>Plane</td>
<td>1.3</td>
<td>33.1</td>
<td>25.8</td>
</tr>
<tr>
<td>Car</td>
<td>61.4</td>
<td>45.2</td>
<td>59.7</td>
</tr>
</tbody>
</table>

This shows that while over a quarter of the people walked to the event, they had no impact on the carbon, while less than 2% of the people flew, but this accounted for a quarter of the carbon emissions and a third of the total distance travelled.
Potential Mode Shifts
A small proportion of people had driven distances might have been possible by walking or cycling. There may, of course, be a number of reasons why they chose to arrive in a car such as transporting heavy items, unable to walk or cycle or accompanying someone who was unable to walk or cycle, needing the car at the event, they or a companion were travelling further after the event or, in the case of competitors, they may have been conserving their energies for their sport.

**Figure 4:9 Proportion of Respondents travelling by car for ‘cyclable’ or ‘walkable’ distances**

<table>
<thead>
<tr>
<th>Event</th>
<th>% driving under 4 miles</th>
<th>% driving between 4-10 miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambleside Sports</td>
<td>4.7</td>
<td>14.2</td>
</tr>
<tr>
<td>Commonwealth Championships</td>
<td>10.9</td>
<td>14.3</td>
</tr>
<tr>
<td>Lakeland Triathlon</td>
<td>0.0</td>
<td>22.5</td>
</tr>
</tbody>
</table>

Other Impacts
Although extremely harmful on a global scale, carbon emissions are the least perceptible environmental impacts of travel. Similarly invisible, the use of fossil fuels, a non-renewable resource, hastens the time that these will be exhausted for all uses and their increase in price in the near future.

Parking was provided at the Ambleside Sports on the sports field and at the Lakeland Triathlon in Bassenthwaite Sailing Club’s grounds. Part of the fee paid to the tenant of the land used for the Ambleside Sports is to re-instate the field after the Sports, although the damage was greatest on the area used for the Sports rather than that used for parking. Both these events were after heavy rain, which made the terrain muddy and water-logged in some spots. No dedicated parking was provided for the Commonwealth Championships.
Travel to Event

Temporary local congestion was evident at the Ambleside Sports and Lakeland Triathlon, although the latter was caused by inappropriate road-side parking and runners and cyclists entering and exiting the Sailing Club grounds, rather than the volume of traffic. Three respondents reported that they had parked on the roads near the Sailing Club, rather than in the grounds. The congestion at the Ambleside Sports was more as a result of the numbers of cars entering and leaving the field directly from and onto the A591, the main road artery through the Lake District, rather than roadside parking. Because this is the major route between destinations in the Lake District, it delays a number of bus and coaches services as well as local and tourist car traffic. Although we have no information about the impact of the Commonwealth Championships on parking and traffic flows in Keswick, the town frequently experiences traffic queues and shortage of parking during the summer season, especially at weekends, so this is likely to been exacerbated by the extra vehicles generated by the event.

Another travel impact identified by a number of the comments in the Ambleside Sports survey was the poor visibility for pedestrians crossing the road from the pavement to enter the Sports Ground. The police officers present stopped the traffic when needed, but it appeared there were long periods when they were not available. Several respondents commented on this.
Travel to Event

Figure 4:10 Parking at Ambleside Sports

Figure 4:11 Parked cars and slow-moving traffic on A591 at Ambleside Sports

Figure 4:12 Cars parked at Bassenthwaite Sailing Club

Figure 4:13 Water-logged ground in car park

Figure 4:14 Runners, spectators and traffic converge at entrance to Sailing Club

Figure 4:15 Bus delayed by parked cars and on-coming traffic
Conclusions

The pattern of travel to the events was very varied, with the Ambleside Sports having a high proportion of people arriving on foot and by bus, with relatively short distances and a high car occupancy rate. A very high proportion of the respondents in the Lakeland Triathlon survey had arrived by car, which many said was necessary for the equipment they had to transport. They tended to have travelled further and with fewer people in each car. The Commonwealth Championships was an international event, attracting people from distant countries, so although only a relatively few people arrived by plane and ship, they accounted for high proportions of the total distance travelled and carbon emitted. Travel on the day included a number of journeys by public transport and active modes.

The travel for such events emits carbon and uses non-renewable resources. The international travellers account for a disproportionate of these environmental impacts, but it would be impossible to hold a Commonwealth Championships without incurring these. There is possibly some potential for encouraging people travelling short distances to use alternative modes and this was demonstrated by the Ambleside Sports, whose organisers had spread the word through local newsletters that they wanted local people to avoid travelling to the Sports by car. None of the events promoted non-car travel on their websites, although the Commonwealth Championships website linked into the Golakes website giving information about arriving by public transport.

The local impacts of travel to the events appeared temporary and relatively mild for an area already experiencing delays and shortage of parking spaces. However delay to scheduled bus services, especially along the A591 corridor reduces the attractiveness of public transport to a number of people.
**Spending**

**Introduction**

Respondents were asked about their spending for the day that they attended the event. Spending categories included food and drink, souvenirs, parking and fuel, fares and admission fees. In the case of the Lakeland Triathlon respondents were asked to include the admission fee even if it had been paid in advance. Again the extrapolated amounts have been calculated to take account of the different response rates for different categories of participant.

Figure 5:1 shows the spending per respondent at each event. For the Ambleside Sports and the Lakeland Triathlon, there were separate sections of the questionnaire to report spending before, at and after the event. The questionnaire for the Commonwealth Championships only asked for the whole day’s spending. Entrance fees for the Ambleside Sports and Lakeland Triathlon increased the spending, whereas there were no entrance fees for the Commonwealth Championships.

**Figure 5:1**

Spending on Day of Event

The total spending (excluding accommodation costs) for a day around each event is calculated to be:

- **Ambleside Sports**: £89,081 (2,400 attendance),
- **Commonwealth Championships**: £69,974 (2,000 attendance),
- **Lakeland Triathlon**: £22,783. (340 attendance)

Figure 5:2 shows how the types of spending reported, extrapolated to the whole estimated attendance and taking into account the different response rates for the Ambleside Sports and Commonwealth Championships.
Spending

Figure 5:2

Estimate of Total Money Spent on the day

- Fares
- Admission fees, guides, etc
- Parking and Fuel
- Other
- Food and Drink

Spending by People from Cumbria and Elsewhere

Each event had different proportions of people from Cumbria and from outside of Cumbria, as well as some who did not give their origin. This is further complicated by the different proportions of local people in each category of attendance for the Ambleside Sports and Commonwealth Championships and different rates of spending. By calculating the proportion of spending by Cumbrians, non-Cumbrians (and where applicable, those not giving their home location) for each category of attendee and multiplying the totals by the weighting factors, it is possible to estimate the proportion of the total spending by people from Cumbria and others, see Figure 5:3 below.

<table>
<thead>
<tr>
<th>Event</th>
<th>% of spending by Cumbrians</th>
<th>people from outside Cumbria</th>
<th>home area unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambleside Sports</td>
<td>26%</td>
<td>60%</td>
<td>14%</td>
</tr>
<tr>
<td>Commonwealth Championships</td>
<td>16%</td>
<td>83%</td>
<td>1%</td>
</tr>
<tr>
<td>Lakeland Triathlon</td>
<td>25%</td>
<td>75%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Spending and Mode Use

The Figures below show variations in the average spending per person according to the mode of travel they used. The differences were not quite statistically significant, but they illustrate how arriving by public transport does not exclude high spending. Figure 5:4 looks at the variation in spending between people using different modes to reach Cumbria/UK, again they are not statistically significant.
**Distribution of Spending**

It is clear that there is a wide range of spending, including some respondents who spent nothing on the day of the event (often traders or marshals). The Figures (5:6, 5:7 and 5:8) overleaf indicate how a small proportion of respondents account for a large proportion of the spending.

They show that 50% of the respondents accounted for less than 20% of the spending for each event and that 10% of respondents accounted for approximately 40% of the spending. There were similar patterns for the distribution of mileage, but no correlation between spending and mileage. When respondents were divided into
quartiles (the top 25%, the bottom 25% and two middle 25%s) for spending and mileage, it was found that the spending groups were almost evenly spread within the mileage groups (see Figure 5:9). This makes it difficult to target and encourage people with high spending and low mileage, or perhaps discourage people with high mileage and low spending.

Figure 5:9

Distribution of Spending and Mileage

<table>
<thead>
<tr>
<th>% of respondents</th>
<th>first quartile under £8</th>
<th>Second quartile between £8.00 and £24.99</th>
<th>Third quartile between £25.00 and £44.99</th>
<th>fourth quartile £45.00 and over</th>
</tr>
</thead>
<tbody>
<tr>
<td>first quartile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>second quartile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>third quartile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>fourth quartile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Spending quartile
Distribution of Spending

Ambleside Sports

Figure 5:6

Distribution of Spending

Commonwealth Championships

Figure 5:7

Distribution of Spending

Lakeland Triathlon

Figure 5:8
Accommodation Spending
In addition to the day-time spending each event had a proportion of people staying for the night and some for longer. Respondents were asked how many nights they were staying in holiday accommodation, the type of accommodation and how much it was costing per person per night. Figure 5:10 below shows the proportion of attendees staying in holiday accommodation, their average cost per person per night and then the average spent on accommodation for the night for all the respondents, whether they were staying or not. This figure was used to calculate the total spent on accommodation for the night of the event and was adjusted to account for different rates of response. The amount is likely to be an under-estimate for the Commonwealth Championships as many of the participants’ accommodation was paid for them.

Figure 5:10: Accommodation Spending for Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Spend per staying visitor</th>
<th>% staying</th>
<th>Spend per visitor</th>
<th>Estimated total spend for event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambleside Sports</td>
<td>£34.56</td>
<td>28.4</td>
<td>£9.82</td>
<td>£20385</td>
</tr>
<tr>
<td>Commonwealth Championships</td>
<td>£36.78</td>
<td>73.5</td>
<td>£18.85</td>
<td>£40712</td>
</tr>
<tr>
<td>Lakeland Triathlon</td>
<td>£19.13</td>
<td>27.5</td>
<td>£5.74</td>
<td>£6503</td>
</tr>
</tbody>
</table>

Many of the respondents stayed for more than one night, some will have been on holiday in the Lake District, while others may have come deliberately to attend the event. Using the average propensity to stay, it is calculated that attendees may have accounted for the following number of bed-nights in holiday accommodation:

- Ambleside Sports 3,605
- Commonwealth Championships 7,085
- Lakeland Triathlon 221
- **Total 10,911**

Conclusions
From these figures, it is clear that the events bring considerable spending into the area, both at the events and on the days and nights surrounding them. They are also likely to enhance the stays of visitors already in the area and encourage repeat visits from participants.
Alternatives

Introduction
All the respondents were asked what they would have done if the event had been cancelled. The alternatives included the type of activity, location (in or outside the Lake District) and the travel mode they would have used. These questions aimed to investigate which travel would have occurred without the event.

Stay at Home, in the Area or go out of Lake District
Figures 6:1 show the alternatives chosen by respondents to the events. It is clear that between 45 and 50% of respondents would have stayed at home or in the holiday base, reducing the numbers of people travelling.

Loss of Spending
Spending in the area would be lost from those who stayed at home or in the holiday base and those who would have not stayed in the area. This amounts to 51% of respondents at the Ambleside Sports, 76% at the Commonwealth Championships and 64% at the Lakeland Triathlon. In the case of the Commonwealth Championships many of the competitors would not have been in the UK.

Changes to travel
Figure 6:2 shows the changes in mode use for Ambleside Sports and suggests that the number of car journeys would increase, while the number of bus and walking trips would decrease. Unfortunately the figures are not available for the Commonwealth Championships as the question was phrased differently and are too small for the Lakeland Triathlon.
Figure 6:1

Ambleside Sports: Alternatives

Figure 6:2

Commonwealth Championships: Alternatives

Figure 6:3

Triathlon: Alternatives
Conclusions
The results from these questions suggest that had the events not been held, spending would have been lost from the area through people staying at home or going elsewhere. At the Ambleside Sports, where there was a high proportion of people walking and using the bus to reach the grounds, it seems likely that there would have been more car journeys, had the event been cancelled.
Introduction
Respondents to the surveys at the Ambleside Sports and Lakeland Triathlon were asked two series of questions about their opinions.

Alternative Modes
The first assessed possible alternative modes to the car and figures 7:1 and 7:2 present the results and show some striking difference between respondents at the two events. Half of the Ambleside respondents agreed that they would prefer not to use their car, while less than a quarter of the Triathlon respondents agreed and more than 50% disagreed with this statement. This may partly be due to the different age/gender profile of respondents. The Ambleside respondents were almost equally divided on the statement ‘I would not come to the Sports if there was not parking’, while 55% of the Triathlon respondents agreed.

For the questions about walking and cycling, the Triathlon respondents were most likely to see walking and cycling as an alternative if their home were closer or they had less baggage, but tended to disagree that they would walk or cycle if the paths or weather were better. As most of the respondents were competitors, they were used to cycling in poor weather and on roads, so these would probably not be deterrents. Having their home closer was also the most likely condition for Ambleside respondents to agree that they would walk or cycle, but having less baggage was the least popular condition for cycling or walking.

Bus travel appears a less attractive alternative to Triathlon respondents with more disagreements than agreements for all the conditions. More Ambleside respondents agree they would use the bus if the conditions were fulfilled. Likewise for coach and train, more Triathlon respondents disagreed that they would use coach or train if they were improved, while the Ambleside respondents were more likely to agree that they would use different forms of transport.
Attitudes and Opinions

Figure 7:1

Ambleside Sports:
Opinions about Transport and Environment

- Car users pay more for parking
- Climate change over-stated
- Traffic is a problem in Cumbria
- Cumbrian public transport better
- Free public transport cheaper
- Prefer to use car less
- Would like to reduce personal carbon count

% of Valid Responses

Figure 7:2

Lakeland Triathlon:
Opinions about Transport and Environment

- Car users pay more for parking
- Climate change is over-stated
- Traffic is a problem in the Lake District
- Free public transport provided for events
- Lake District public transport should be c...
- I would like to reduce my personal carbon...
- I would prefer to use my car less

% of Valid Responses

Legend:
- Agree Strongly
- Agree
- Disagree
- Disagree Strongly
Attitudes and Opinions

Figure 7:3

Ambleside Sports: Alternative Modes

<table>
<thead>
<tr>
<th>% of Respondents</th>
<th>Would not come if no parking</th>
<th>Prefer not to use car</th>
<th>Walk or cycle if less baggage</th>
<th>Walk or cycle if the weather better</th>
<th>Walk or cycle if home closer</th>
<th>Use the bus if shuttle from Windermere</th>
<th>Use the bus if cheaper than the car</th>
<th>Would use bus if more convenient</th>
<th>Use the train and/or coach if cheaper than car</th>
<th>Use the train and/or coach if picked up from home</th>
<th>Use the train and/or coach if took me to the Sports Ground</th>
<th>Use the train and/or coach if times were more convenient</th>
<th>Use the train and/or coach if discount off the entrance fee</th>
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<tbody>
<tr>
<td>Agree Strongly</td>
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<td>Agree</td>
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</tbody>
</table>

Legend:
- Agree Strongly
- Agree
- Disagree
- Disagree Strongly
**Attitudes and Opinions**

Figure 7:4

**Lakeland Triathlon: Alternative Modes**

- Prefer not to use my car
- Not came if no parking
- Walk or cycle if paths better
- Walk or cycle if weather better
- Walk or cycle if less baggage
- Walk or cycle if home closer
- Bus if shuttle from Windermere
- Bus if better info
- Bus if more convenient
- Bus if cheaper than the car
- Train and/or coach if picked up from home
- Train/coach if took me to the sailing club

% of Valid Responses

- Agree Strongly
- Agree
- Disagree
- Disagree Strongly
Attitudes and Opinions about Travel and Environment

The second set of questions were in the form of statements about travel and environment and respondents were asked to indicate how much they agreed/disagreed by ticking one of five boxes (Disagree strongly, disagree, neutral, agree, agree strongly). Figures 7:3 and 7:4 show the results from Ambleside Sports and Lakeland Triathlon. The ‘neutral’ responses have been excluded and the ‘disagree’ and ‘disagree strongly’ are shown as negative values. Although there are differences in the distribution of the results, there are also similarities. The statements most likely to attract disagreement are ‘Climate Change is over-stated’ and ‘Car users should pay more for parking’. However, over 20% of the Ambleside Sports respondents agreed that climate change is over-stated and 20% of Triathlon and 15% of Ambleside Sports respondents agreed that car users should pay more for parking. There was mostly agreement to the statements ‘Public transport in the Lake District should be cheaper/better’, ‘Traffic is a problem in the Lake District’ and ‘I would like to reduce my personal carbon count’ and more of a range of opinion about ‘Free public transport should be provided to events’. There were no statistically significant differences between men and women for either event but there are differences between those from Cumbria and those from outside for the following statements:

- **Triathlon:**
  - Public transport in the Lake District should be better
  - Public transport in the Lake District should be cheaper
  - Traffic is a problem in the Lake District

- **Ambleside Sports:**
  - Public transport in the Lake District should be better
  - Public transport in the Lake District should be cheaper
  - Traffic is a problem in the Lake District

In all cases the people from Cumbria were more likely to ‘agree or agree strongly’, while people from outside Cumbria were more ambivalent, with many more ticking ‘neutral’. There no relevant statistically significant differences between people form Cumbria and those from outside on their opinions about alternative modes.

**Conclusions**

A significant number of respondents at both events say they would not attend if there was no parking. Distance appears to be the major obstacle to walking or cycling to an event, although the amount of baggage needed for the Triathlon was also a problem. The active modes were more popular than public transport for the Triathlon respondents and for shorter distances and good weather for the Ambleside Sports respondents.

The other opinions indicate a willingness to reduce personal carbon counts, a desire for public transport in the Lake District to be improved and recognition that traffic is a problem, but disagreement that car users should be charged more.
Conclusions

Introduction
This study has been able to provide estimates of the travel and economic impact of three very different events in the Lake District during the summer of 2009. It indicates that there are considerable carbon emissions related to travel to the events and some minor local travel impacts. The events generate local spending and are very popular with residents and visitors to the area, they also provide inspiration to participate in and practise sport.

Surveys
The response rates for the surveys were slightly disappointing and because the respondents for some classes of participant were disproportionately high or low ‘weighting factors’ were necessary to calculate the impact of the whole event from the survey findings for Ambleside Sports and Commonwealth Championships. Accuracy is also compromised because organisers do not have accurate counts of the number of participants. For future research into such events the following may increase response rates: shorter survey forms, larger prizes for the prize draw, tying the questionnaire to a prize draw announced on the day, asking people to fill in a web survey, surveyor administered questionnaires, possibly after the event by telephone.

Accurate numbers of participants would help extrapolate survey results, but we acknowledge that often this is not a top priority for organisers and, in deed in some cases, they would prefer not to know if they are in danger of exceeding thresholds for extra health and safety provisions. An extra surveyor would be needed for each entrance to provide counts or there may be portable technological aids available to provide this information.

Respondents
Each event attracted people from different locations, in different capacities and of mixed ages and genders, although if the Commonwealth Championships is typical, there are very few people from ethnic minorities attending such events. There were different mixes of local people and people from outside the county and country. The most common party size was two, but relatively few with young people and children.

One reason that the Lake District encourages such events is to attract people who may then extend their stay or return to holiday in the area. There are indications from the number of nights people were staying and their comments that this strategy is effective.

Travel
The main impacts of the travel to the events are the carbon emissions, use of fossil fuels and minor local delays to other car and bus travellers and congestion, although there is damage to unpaved and temporary parking in fields, especially after rain. The global impacts are mainly caused by people who travel long distances by car, plane and ship and the local impacts are almost entirely caused by car users. These impacts could be mitigated by encouraging modal shift to active transport modes for people travelling short distances, which was effective for Ambleside Sports, encouraging car
Conclusions

sharing, promoting and informing about public transport connections. There may be scope for organisers to provide dedicated buses/coaches from railheads or motorway exits, provided there is parking available. This would also help prepare the Lake District for a future of price rises and shortages of fuel.

There was no correlation between spending and mileage and very little between spending and mode use, so encouraging more local participants and more sustainable travel has as much chance of increasing local income generation as attracting people in cars from a wider catchment area.

Spending

On average respondents at the Ambleside Sports spent £35.51 each, those at the Commonwealth Championships £38.11 and those at the Lakeland Triathlon £67.01. However, there was a very uneven distribution of spending at each event, with approximately 20% not spending anything and 10% of the participants being responsible for a high proportion of the expenditure. After admission fees, food and drink was the most important item. In addition there was spending on accommodation averaging out £9.82 at per visitor at the Ambleside Sports, £18.85 at the Commonwealth Championships and £5.74 at the Lakeland Triathlon. Many participants stayed more than one night.

Alternatives

The replies to the question about what respondents would have done if the event had been cancelled suggests that a high proportion would have stayed at home, but that, for the Ambleside Sports, many people would have used their car instead of walking or catching the bus. Most of the respondents from the Ambleside Sports and Lakeland Triathlon who would still have gone out would have stayed in the Lake District, but people attending the Commonwealth Championships were more likely to have gone somewhere else, presumably because they would not have come to the Lake District without the Championships.

Attitudes and Opinions

There is general agreement with the idea of reducing carbon counts, that traffic is a problem and public transport in the Lake District should be improved, but resistance to having to pay more for parking or use alternative modes.

Recommendations

This report indicates that there is scope for reducing the environmental impacts of travel to events without prejudicing the income they generate in the area. The organisers of the Ambleside Sports made an effort to encourage local people not to arrive by car, through word of mouth, local newsletters, etc. and this appears to have reduced the numbers of cars. There was also a relatively high car occupancy rate, which reduces the number of car journeys and the parking space required. The provision of mini-bus services and lodging people near the venue also reduced local travel at the Commonwealth Championships in Keswick.
Measures which would encourage a higher proportion of people not to arrive by car are:

- Discounts on the entrance fees
- Car parking fees
- Information about footpaths and cycle ways leading to the venue
- Safe road crossings, with police help if necessary
- Secure parking for bicycles
- Information about times and services of public transport on website, posters and fliers
- Negotiating joint tickets with public transport operators
- Shuttle services from nearby stations, motorway exits,
- Park and Ride/Sail facilities
- Temporary, named bus stops at the venue
- Putting bus stops, cycle parking and pedestrian access close to the entrances to give higher visibility and priority to these participants over car users.

Local impacts of travel to the event could be ameliorated by preventing road-side parking near the entrance or at pinch points, staggering start and finish times and promoting car-sharing. The Police and local authorities can also advise on other measures such as temporary one-way systems or traffic lights and advance warnings to regular road users.

Disruption to bus services might be reduced through liaison with the operators and they will be able to warn passengers through notices on buses and through Traveline enquiries.

These are actions which could be instigated by organisers motivated to make their events more sustainable. Sponsors, such as the Lake District National Park Authority, Cumbria County Council and other local authorities, the National Trust, Friends of the Lake District and the Forestry Commission could help improve sustainability by insisting on certain standards, such as offering venues with public transport access, providing public transport information on event publicity, or establishing a minimum proportion of non-car users or year-on-year carbon count reductions. Although money spent by people from outside the area is a welcome contribution to the local economy, it should be recognised that money spent by local people is money that might otherwise have been spent outside the area. These events enhance the quality of life for local people and visitors already in the area and their spending does not involve long distances, with the subsequent carbon emissions.

**Conclusions**

The findings indicate that these events and other like them bring spending to the area and are greatly appreciated by the participants. The travel they generate, however, contributes to carbon emissions and fossil fuel depletion, but in a very uneven way with some people travelling long distances by unsustainable modes and others travelling much shorter distances and arriving by public transport and active modes. Encouraging more local participation and more sustainable modes will help ‘future-proof’ the area against fuel shortages, rises in prices and legislation to reduce carbon emissions as well as making it more attractive to the increasing numbers of people.
Conclusions

who are seeking to reduce their own impact or do not have a car. The surveys found no correlation between the distance travelled and spending.

The larger events create local delays and congestion which increase journeys times and unreliability for other road users, especially bus passengers and can reduce the attractiveness of the area to residents and other visitors. This can be mitigated by encouraging car-share and use of alternative modes, staggering arriving and leaving times and liaising with Cumbria County Council, the Police and public transport providers.

Traffic is recognised as a problem in the Lake District and most people felt the public transport needed to be improved and made cheaper. There is a general willingness to reduce carbon emissions, but a reluctance to use alternative modes and a resistance to increased costs for car users.

There appears to be considerable potential to reduce the environmental impact of travel to these events, while enhancing the attractiveness of the events if organisers, sponsors and local authorities prioritise sustainability.
## Appendices

<table>
<thead>
<tr>
<th>Questionnaires</th>
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</tr>
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<tbody>
<tr>
<td>Comments</td>
<td>48</td>
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</tbody>
</table>
Appendices

Ambleside Sports Questionnaire (page 1)

About you

What is your home postcode? ........................................
If you are not from the UK, where are you from? ..........
Are you: Male ☐ or Female ☐?
Which age group are you in?
☐ Under 15 ☐ 16-19 ☐ 20-29
☐ 30-49 ☐ 40-49 ☐ 50-59
☐ 60-69 ☐ 70+

Please tick if you have a bus pass ☐
Please tick if you have any mobility health problems ☐

How many people are there in your party? ............
How many of them are under 10? ...........

If Ambleside Sports had been cancelled today, what would you have done?
☐ Stayed at home/holiday base
☐ Stayed in Ambleside
☐ Gone to a similar event
☐ In the Lake District ☐ outside the Lake District
☐ Gone on a day trip
☐ In the Lake District ☐ outside the Lake District

How would you have travelled?
☐ Car ☐ Bus ☐ Cycle ☐ Boat/Ferry
☐ Train ☐ On foot ☐ Other, please specify: ..........................

Any further comments about the Sports or Travel Arrangements

University of Central Lancashire
Institute of Transport and Tourism

Ambleside Sports

Hello! We are researching the impacts, good and bad, on the area, of events like the Ambleside Sports. The information will be used to help local event organisers. Please spend a few minutes to fill in this form and return it to the surveyors on your way out. All completed forms will be entered into a prize draw for books worth £50. Thank you for your help!

Are you here as a: ..........................
please tick all that apply
☐ Spectator ☐ Trader ☐ Competitor ☐ Volunteer helper
☐ Member ☐ Other ..........................

Hearing about the Sports

How did you hear about Ambleside Sports? ..........................
please tick all that apply
☐ Tourist Information Centre ☐ Newspaper/Press article
☐ Printed leaflet ☐ Word of mouth
☐ TV and radio ☐ Poster/leaflet
☐ Saw it on the way out ☐ Other: ..........................

Travelling to the Sports

How did you find the:

☐ Directions to Sports ☐ Signs to Sports
☐ Traffic conditions ☐ Parking conditions
☐ Parking charges ☐ Pedestrian access to site
☐ Public transport to site

Many thanks for your help!

For Official Use only

Institute of Transport and Tourism
## Appendixes

### About your travel

**How did you travel here today?**

- Car [ ]
- Cycle [ ]
- Boot/Ferry [ ]
- Bus [ ]
- Train [ ]
- On Foot [ ]
- Other, please specify: __________________________

**Where did you start your journey today?**

- Yes [ ]
- No [ ]

**Where will you finish your journey today?**

- Yes [ ]
- No [ ]

**Is that your home?**

- Yes [ ]
- No [ ]

**How many miles (approx) did you travel today before arriving at the Sports?**

[ ] miles

**How long did your journey take?**

[ ] hours [ ] minutes

### Private Transport (for Drivers only)

- Where have you parked your vehicle?
  - Sports Parking Field [ ]
  - In/near Ambleside [ ]
  - Other [ ]

- How many people arrived in your vehicle?

- Fuel (Petrol / diesel / other?): __________________________

- Age of car: __________________________

- Type of car / van: __________________________

- Engine size (in litres) if known: __________________________

### What do you think about the Sports?

**Track Events**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Wrestling**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Children’s events**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Foot Events**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Hounds’ events**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Stable and exhibitions**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Food and drink available**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**Value for money**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

**What was your favourite part of the Sports?**

- Not very good [ ]
- Poor [ ]
- OK [ ]
- Good [ ]
- Excellent [ ]

### Travel Options

**I would prefer not to use my car**

- Disagree [ ]
- Neutrally Agree [ ]
- Agree [ ]

**I would not come to the Sports if I could not park nearby**

- Disagree [ ]
- Neutrally Agree [ ]
- Agree [ ]

**I would always use the most convenient form of travel**

- Disagree [ ]
- Neutrally Agree [ ]
- Agree [ ]

**I would always use the cheapest form of travel**

- Disagree [ ]
- Neutrally Agree [ ]
- Agree [ ]

**I would walk or cycle if:**

- my home was closer [ ]
- there were better paths [ ]
- the weather had been better [ ]
- I had less luggage [ ]

**I would use the bus if:**

- I had better information about times and routes [ ]
- it was cheaper than the car [ ]
- it was more convenient [ ]
- there was a dedicated shuttle link from Windermere [ ]
- there was a park and ride [ ]

**I would use the train and/or a coach if:**

- it picked up near my home [ ]
- it took me to the Sports Field [ ]
- the times were convenient [ ]
- it was cheaper than using a car [ ]
- there was a £1 discount off the entrance fee for the Sports [ ]
- there was a £2 discount off the entrance fee for the Sports [ ]

### Today’s Spending

**How much did you spend (approx) at the Sports?**

- Entrance Fee [ ]
- Parking [ ]
- Food and drink [ ]
- Souvenirs [ ]
- Other [ ]

**Spending in the Lake District today, away from the Sports**

- Before the Sports [ ]
- Estimated spending after the Sports [ ]

**Other**

- Food [ ]
- Parking / fuel [ ]
- Accommodation [ ]

### If you are staying away from home

**Where are you staying?**

- Number of nights [ ]

**Hotel**

- Bed and Breakfast [ ]
- Camp / Caravan [ ]
- Guesthouse [ ]
- Second home [ ]
- Home of relative / friend [ ]

**Other (please specify):**

- Rated self-catering [ ]
- Rent [ ]

**Approximately, how much does your accommodation cost per person per night?**

- £ [ ]
- p [ ]

### Your Opinions

**Disagree**

- Climate change is overstated [ ]
- Traffic in the Lake District is a problem [ ]
- I would like to reduce my personal carbon footprint [ ]
- Public transport in the Lake District should be cheaper [ ]
- Public transport in the Lake District should be better [ ]
- Car users should pay more for parking [ ]
- Free public transport should be provided to events [ ]
### Commonwealth Championships Questionnaire (page 1)

#### About you

- **Are you:**
  - Male ☐
  - Female ☐

- **Which Age group are you in?**
  - Under 16 ☐
  - 16-24 ☐
  - 25-34 ☐
  - 35-44 ☐
  - 45-54 ☐
  - 55-64 ☐
  - 66-74 ☐
  - 75+ ☐

- **How would you describe your ethnicity?**
  - White ☐
  - Black/ British Black ☐
  - Mixed ☐
  - Asian/ British Asian ☐
  - Other ☐
  - Chinese/ British Chinese ☐

- **Please indicate your approximate annual income**
  - Less than £5,000 ☐
  - £5,000-£14,999 ☐
  - £15,000-£24,999 ☐
  - £25,000-£34,999 ☐
  - £35,000-£44,999 ☐
  - £45,000-£54,999 ☐
  - £55,000-£64,999 ☐
  - £65,000 or more ☐

#### Your Party

- **How many people are you with today?**
- **How many of them are under 16?**

- **Are they:**
  - Partner ☐
  - Family ☐
  - Friends ☐
  - Colleagues ☐
  - Organised Trip ☐
  - Other ☐

#### Visiting Sports Events

- **How many similar events have you visited in the last year?**
- **How likely are you to visit this one next year?**
  - **definitely not** ☐
  - **unlikely** ☐
  - **perhaps** ☐
  - **probably** ☐
  - **possibly** ☐
  - **definitely** ☐

---

**Any further comments about the Championships?**

---

**What do you think about the Championships?**

**Publicity**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Signs to Event**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Organisation**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Facilities for Athletes**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Facilities for Spectators**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Marshalling**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Information about Races**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**Stalls, etc in the Park**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**What did you like most?**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

**What could be improved?**
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
# Commonwealth Championships Questionnaire (page 2)

## Knowing about this event

- **When did you first hear about this Event?**
  - [ ] Club/society
  - [ ] Press
  - [ ] Friend/family
  - [ ] TV
  - [ ] Tourist information
  - [ ] Organising Committee
  - [ ] Other

- **Who told you about this event?**
  - [ ] Club/society
  - [ ] Press
  - [ ] Friend/family
  - [ ] TV
  - [ ] Tourist information
  - [ ] Organising Committee
  - [ ] Other

- **How did you hear about it?**
  - [ ] Word of Mouth
  - [ ] Poster/Flier
  - [ ] Direct email
  - [ ] On the web
  - [ ] Leaflet
  - [ ] Advert in Media
  - [ ] Article in Media
  - [ ] Other

## Planning your trip

- **When did you start planning your trip?**
  - [ ] Today
  - [ ] In last three months
  - [ ] In last six months
  - [ ] In last year
  - [ ] In last month
  - [ ] Longer ago

## Reasons for Trip

- **What is the MAIN REASON for your visit to Keswick?**
  - [ ] Attend Championships
  - [ ] Visit Friends/ Family
  - [ ] Day trip to area
  - [ ] Business
  - [ ] Holiday in area
  - [ ] Other

### Knowing how many days you are attending the Championships

1  2  3  4

## Travelling to the Championships

- **How did you reach Fitz Park today?**
  - [ ] Walked
  - [ ] Cycled
  - [ ] Taxi
  - [ ] Own car
  - [ ] Hire car
  - [ ] Minibus
  - [ ] Bus
  - [ ] Coach
  - [ ] Boat
  - [ ] Train
  - [ ] Other

- **How many miles did you travel?**
  - [ ] Approx

- **Where did you travel from?**
  - [ ] Post code nearest town
  - [ ] Other

- **Is that your home?**
  - [ ] Yes
  - [ ] No

- **If No, where is your home?**
  - [ ] Other

- **Outside UK?**
  - [ ] Please give country

## Today’s Spending in Cumbria

Please include estimates of spending for the rest of the day.

<table>
<thead>
<tr>
<th>Food and drink</th>
<th>Other shopping, including souvenirs</th>
<th>Parking and fuel</th>
<th>Fares</th>
<th>Admission fees, guides, etc</th>
<th>Entertainment</th>
<th>Other</th>
</tr>
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## Alternatives

If you had not been attending the Commonwealth Championships in Keswick, what would you have done this weekend?

- [ ] Stayed at home/holiday base
- [ ] Gone to a similar event
- [ ] Done something different
Lakeland Triathlon Questionnaire (page 1)

About you
What is your home postcode? ........................................
If your home is not in the UK, where are you from? ............
Are you: Male ☐ or Female ☐
Which Age group are you in? (tick one only)
☐ Under 15 ☐ 16-19 ☐ 20-29
☐ 30-39 ☐ 40-49 ☐ 50-59
☐ 60-69 ☐ 70+
How many people are there in your party? ..............
How many of them are under 18? ..............
Please tick if you have a bus pass ☐
Please tick if you have any health problems which restrict your mobility ☐

Visiting Sports Events
How many similar events have you visited in the last twelve months? .......................
How likely are you to visit next year? (tick one only)
☐ definitely not ☐ unlikely ☐ perhaps
☐ probably ☐ possibly ☐ definitely
If the Triathlon had been cancelled today, what would you have done? (Tick one square only)
☐ Stayed at home/holiday base
☐ Gone to a similar event
☐ in the Lake District
☐ outside the Lake District
☐ Done something different
☐ in the Lake District
☐ outside the Lake District

How would you have travelled?
☐ Car ☐ Cycle ☐ Boat/Ferry
☐ Bus ☐ Train ☐ On Foot
☐ Other, (please specify) .................................

Any further comments about the Triathlon or Travel Arrangements

Win €25 worth of Book Tokens

University of Central Lancashire
Institute of Transport and Tourism

Lakeland Triathlon
Hello, we are researching the impacts of events like the Lakeland Triathlon. The information will be used to help local event organisers. Please spare a few minutes to fill in this form and return it to the surveyors or post it back in the envelope. All completed forms will be entered into a prize draw for book vouchers worth €25. Thank You for your Help.

Are you here as:
(please tick all that apply)
Companion ☐ Trader ☐
Supporter ☐ Volunteer Marshal ☐
Spectator ☐ Other .........................

Hearing about the Event:
How did you hear about the Triathlon? (not at event only)
Specialist magazine article ☐ Website ☐
Specialist magazine advert ☐ Printed leaflet ☐
Newspaper/magazine article ☐ Sports Club ☐
Newspaper/magazine advert ☐ TV or radio ☐
Other ........................................

Travelling to the Triathlon
How did you find the:
☐ Signs to the Event
☐ Directions to Sailing Club
☐ Traffic conditions
☐ Parking conditions
☐ Parking charges
☐ Pedestrian access to site
☐ Public transport to site

Many thanks for your help!

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This survey is being conducted by the Institute of Transport and Tourism of the University of Central Lancashire. Preston. PR1 2HE. For any further details, please contact: EP Volker, Jgunther@uclan.ac.uk tel 01772 684629.

Institute of Transport and Tourism
## Appendices

### Lakeland Triathlon Questionnaire (page 2)

#### About your travel

<table>
<thead>
<tr>
<th>Car</th>
<th>Cycle</th>
<th>Boat/Ferry</th>
<th>Bus</th>
<th>Train</th>
<th>On Foot</th>
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</tbody>
</table>

Other: [please specify]

Where did you start your journey today? [please select all that apply]
- [ ] Yes
- [ ] No

Where will you finish your journey today? [please select all that apply]
- [ ] Yes
- [ ] No

Is that your home? [please select all that apply]
- [ ] Yes
- [ ] No

How many miles (approx.) did you travel today before arriving at Bassenthwaite? [please specify]

How long did your journey take? [please specify]

#### Private Transport (for Drivers only)

<table>
<thead>
<tr>
<th>Parking location</th>
<th>Roads nearby</th>
<th>Other</th>
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How many people arrived in your vehicle?

Fuel (Petrol / diesel / other?):

Age of car:

Make and Model:

Engine size (in litres, if known):

#### What do you think about the Event?

<table>
<thead>
<tr>
<th>Not Very Good</th>
<th>Poor</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
</table>

Information beforehand:

Changing facilities:

Organisation:

Refreshments:

Facilities for spectators:

Marshalling:

Value for money:

#### Travel Options

<table>
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<tr>
<th>Coach</th>
<th>Taxi</th>
<th>Helicopter</th>
<th>Private Car</th>
<th>Public Transport</th>
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</table>

I would prefer not to use my car:

I would not come to the Event if there was no parking:

I would walk or cycle if my home was closer:

There were better paths:

The weather had been better:

I had less luggage:

I would use the bus if:

I had better information about times and routes:

It was cheaper than the car:

It was more convenient:

There was a dedicated shuttle link from Windermere:

I would use the train and/or a coach if:

It picked me up near my home:

It took me to the Sailing Club:

The times were convenient:

It was cheaper than the car:

There was a discount off the entrance fee:

How much discount would you expect if you used public transport? [please specify]

#### Today's Spending in the Lake District

<table>
<thead>
<tr>
<th>Transportation</th>
<th>Food and Drink</th>
<th>Hotel and Bed &amp; Breakfast</th>
<th>Public Transport</th>
<th>Other</th>
</tr>
</thead>
<tbody>
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</table>

Spending before the Triathlon:

Parking:

Fares:

Food and Drink:

Other (except accommodation):

Estimated Spending after the Triathlon:

Parking:

Fares:

Food and Drink:

Other (except accommodation):

If you are staying away from home:

Where are you staying?

- [ ] Hotel
- [ ] Bed and Breakfast
- [ ] Guesthouse
- [ ] Youth Hostel
- [ ] Other (please specify)

Number of nights:

<table>
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<tr>
<th>Number of nights</th>
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<th>Number of nights</th>
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<th>Number of nights</th>
<th>Number of nights</th>
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</thead>
</table>

Approximately, how much does your accommodation cost per person per night? [please specify]

#### Your Opinions

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
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</table>

I would prefer to use my car less:

Climate change is over-rated:

Traffic is a problem in the Lake District:

I would like to reduce my personal carbon footprint:

Public transport in the Lake District should be cheaper:

Public transport in the Lake District should be better:

Car users should pay more for parking:

Free public transport should be provided at events:

#### Today's Spending

<table>
<thead>
<tr>
<th>Entrance Fee (today or in advance)</th>
<th>Parking</th>
<th>Food and drink</th>
<th>Souvenirs</th>
<th>Other</th>
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Please enter ‘0’ if no expenditure.

How much did you spend (approx.) at the Event? [please specify]
Comments from Survey Forms

Ambleside Sports
Car parking charges should not be increased because the higher the charge, the more people will go to any length to avoid paying. Thereby cluttering up conceivable space and in front of residents’ homes.
Disabled parking commendable
Wrestling should be separate from the ring, unable to see/hear/enjoy the wrestling because of location and noise sound system from other events. Will not be back. Living in isolated community we rely on cars. No public transport in rural areas.
Great to see such an event. Crossing the road was dangerous and would benefit from some control or mirror for better vision
Pedestrian access to site not brilliant. Marshal to supervise road crossing would be useful, especially for groups with kids. Could hardly see the wrestling - which was a shame. Can it have its own ring?
Crossing the road to the sports is difficult. In previous years there has been police presence to help. None was there this year and there is a big bend making it difficult for pedestrians and drivers. The stalls were disappointing and more country orientated activities and exhibitions would be good.
Difficult for pedestrians to cross the road safely to/from entrance. Lollipop lady required throughout the day.
For the first time there were no police to see pedestrians across a very dangerous road. Parking in Lakeland is already ludicrously expensive. I have lost count of people I have heard saying "I won’t come here again" when they see the cost of parking
More seating needed at the sports. Need policing to help the pedestrians cross the main road at the pedestrian entrance/exit. Particularly on existing events.
My disabled wife finds access to public transport very difficult
Parking fees of £2 O.K. - still cheaper than Ambleside. Should be more “arty-crafty” things to do for children e.g. pottery painting. What about an assault course over & under straw bales, crawl under the tarp sheet etc for kids. Children’s rides very expensive. Or even a big play area (undercover) with sit-on-tractors, sand-pit etc. for toddlers to keep happy while parents are competing.
Pedestrian entrance not as safe as it could be - needs a steward to control traffic. Preferred entrance would be via Rydal Park entrance
Public transport is very good for getting to the sports field. It is a great day out. Well organised by a dedicated group of people.
There should have been an official to get pedestrians across the road into the ground. Police have undertaken this function in previous years. The two commentators on the PA system were often speaking across each other.
We were staying in middle Ambleside, so travel by foot was good option. If the event was elsewhere we would still have travelled by car or public transport to the event
Entry to event is quite expensive. Prices should be reduced or for 2 paying adults children go free. Also in current economic climate trader pitch prices should be reduced.
Rides and side shows often too expensive for families, £4 per ride! Come off it!! Toilet facilities much better this year. Commentary situation in the arena must be sorted out. Everyone should have a fair crack of the whip but it was ludicrous for the wrestling commentator drown out the fell race prize giving. The Rydal Round race is a waste of time on the context of these sports. It should have its own special day.
Rides were very expensive, could there be a token book that would be valid for all rides.....£1.50 a ride
The children’s stuff was awesome but would like it to have been a bit cheaper so I could go on more rides
The children’s rides were expensive and would effect my decision to come in the future.
A grand day out, especially the hounds.
Ambleside Sports is a lovely traditional country event. I would hate to see events like this die out. It has a lovely community atmosphere and it is great to see local people involved.
Ambleside Sports - a well organised and interesting event. A lot of time and effort put in by the organisers and volunteers
Ambleside Sports has to be one of the best ambassadors for the Lake District there is. Ambleside Sports and the other Lakeland shows are pure magic - unique and priceless.  
Beautiful setting, good mix of sports. Would prefer to have been able to get closer to wrestling (as at Grasmere)  
Considering the weather conditions earlier in the week the organising committee did an excellent job and the whole event was successful. As someone who lives in a large city the Lakes are a great way to unwind and events such as this do a lot to remind us of Lakeland traditions  
Enjoyed the day. Good pace to the event timings so lots going on. More seating could be available from the ring. Seating around the ring needed to be further away from the rope around the ring as you ended up sitting with your head or neck on the rope. Weather very important if it had been pouring it down probably may have stopped me going.  
Five pounds entry with no concessions seemed expensive when everything in the Sports Part including food and drink was expensive in any case.  
Great day out, love coming here. Enjoy the pimms and brass band  
I felt the sports was very well organised and all the organisers and volunteers have done extremely well.  
I wish there were more children's races  
Impressed that at 3.30, toilets still had toilet paper and hand washing facilities. But also had several coffee/beer cups on the floor (would people do this at home) perhaps a bin with signs outside the toilets telling people to leave rubbish there would help.  
It was muddy, my feet hurt - I'd wrestled loads and I think I'm getting trenchfoot. I feel sick from going on loads of rides and drinking cider - wonderful day out better than Alton Towers  
It's a great day for anyone and everyone  
Need more higher quality stalls and fewer fun fair type stalls  
Overlapping commentary confusing at times, although individual commentaries most interesting.  
Climbing wall operator could have made some attempt to speak and engage the children  
Really enjoyed the event with my wife and 2 young children 3 and 5. Seemed to be something for everyone and rides for children not too expensive. Found out about sports in a brochure about events in the Lake District but when asked staff about it at White Cross Bay Caravan Park nobody seemed to know about it. Might be worth putting up leaflets at local caravan sites. Lots of people stay there.  
Rydal round finished without hardly a mention. Should have been, somehow, finished in the main area if not we should have been told where to go and support them in.  
So, so glad that events not cancelled. Day turned out fine and appeared to be a huge success. Well done all. We are British and can cope with a bit of bad weather.  
Some portable walkways around the arena would be great in muddy conditions  
The funny commentator should talk more  
To be able to see the hounds returning  
Traditional Sports are an important part of our local heritage. Ambleside Sports help to bring the community together and boost tourism.  
Was very muddy and was impressed by the organisation of people; how smoothly everything was running considering the mud and rain.  
We come to the sports every year and really enjoy ourselves  
Would have been nice to be given/able to purchase a sports programme, to see what was on+whether 7 year olds could enter anything. Enjoyed our visit - interesting and not commercialised, thanks.  
Wrestling easier to view  
Wrestling easier to view  
Wrestling should be easier to view. Hound race shorter so you can see the end  
Often two loudspeakers were announcing at the same time. making it impossible to hear either. We had to walk to Ambleside because the bus would not pick us up at the sports although it had dropped us there when we came.  
It rains a lot
Commonwealth Championships

Fantastic idea. First time stages organisations did very well. I would suggest more publicity, better sound system. Hard to decipher what was being said, thus felt unsure of what was happening. Also programme good but no times when events starting summary. A little haphazard.

* Few details in the Keswick reminder dated 11/09/09
* No details seen on display in/outside Moot Hall.
* Had to stop a person labelled “Events Organizer” to ask where I could get details of the events. She then went of and brought me back a complete programme.
* Actual programme excellent.
* Officials who I spoke too were very ready to give further information.

Found advert it at short notice but even then details seemed still to be changing - eg: open race had already entered. Before hand a race on Saturday in Norway, so had to choose between over Friday or Sunday /Monday. People who participate in this kind of event have often marked out calendar well in advance + this time of the year is very busy. Positively impressed by Keswick/Lakes District and may come back.

There was a distinct lack of publicity in the town - letting shoppers know there was Commonwealth Championship held just round the corner. The 24hours race was very poorly lit in the dark - competitors had to wear head torches catering for this event and for their support teams was poor. Good marshalling though!!!

* Not enough information on athletes once you get to the venue.
* Difficult to find results on the day.
* Poor numbers in Junior open events, kids bring parents!!

Well organised by a dedicated but small team. Good Courses. Event would have benfited from more promotion to a wider public and fell runners. This would take resources - organisers of event were probably fully occupied - Help needed for further promotion?

Only saw the 24 hour race and uphill, Impressed with the camaradie of the athletes and support teams. We were not aware of the event until arriving in Keswick, so national publicity could have been better.

It’s a very good event, bt though it didn't get much cover. Also at Fitz Park, you couldn’t tell when the mountain race was going to start or where. Tannoy system wasn't very clear.

Some of our team members got a bit lost in the 100 km race and went to St John’s Church. The extra distance cost them time. The race drink in the 24 hour was weak in strength. If full strength was given, individuals could dilute it as needed, when already weak, it was not possible to make it stronger. Race organisers were very approachable and helpful. Enjoyed socialising with runners and crew from all over the world as well as local supporters from local areas and elsewhere in England, who had come for the event.

Really well organised compared to other similar events - excellent, well done!

Good event. The accommodation at Barrow house was disappointing, for those that have travelled so far, have no access to a car it has a long way to the race. Therefore difficult to support the athletes.

Great Atmosphere, really enjoyed the experience. Results were available within 45 min of finish, which was very good. (I did the open 12 km up & down) my first mountain race. I will definitely take part in more fell mountain races. Thanks for a very enjoyable experience.

Great Atmosphere, Great Weekend, Job Well done, Many thanks

Well organised by small number of people. Good event- enjoyable.
staff at our Championship arranged housing: Derwent Hill very friendly, warm +helpful, Race organisers + volunteers went out of their way to look after us, locals were friendly and interested, overall welcome, enjoyed visit areas and competition

We really enjoyed the Championships. We stayed in the Park on Saturday to watch the finish of some of the races. It would have been better to have more stalls in the park as there was lots of hanging around with not much to do. Went up Latrigg on Sunday which was great.

If the games were held at same time next year will definitely attend as we book same week in Keswick each year to walk the hills as the main purpose of our holiday. However, the games were a welcome addition. The laid back open access meant we could dip in and out of the games. I've never attended something like this and I thoroughly enjoyed myself.

Local organisers have been very friendly
Great weather, beautiful setting, everything seems to be well organised. Congratulations to everyone who took part whether competing, marshalling and spectators, a fantastic four days.

The situation was perfect - we were able to join the athletes and then YITA accomm. For supper and it was extremely good in all ways. Such togetherness and we were made very welcome. A charming group of people. We admire them all in their dedication.

We thought it a wonderful event in every way. The friendship we were shown by all competitors as our son-in-law was running in 24 hrs race. The fact we were England supporters allowed us into the YHA for our evening meal which was splendid that's off to all concerned.

A programme with names of competing athletes available at the beginning of the Championships. Programmes only appeared on the Saturday. Also some background to the different types of events; records how organised, tipped/on-form runners. Other championships I know about, but not the 24 hour or 100 km events.

1) Potentially a really good event, BUT 2) Really need to publicise it well, eg use Runners World, online event diaries (eg John Schofield’s one) , via the FRA calendar, also via UKA affiliated running clubs. 3) Consider carefully which weekend -ie this weekend was in competition with the Great North run and Three Shires Fell Race.

A results service over the weekend would have allowed the results to be released on Monday's Sports Pages, better publicity
Publicity: Obviously an important event for Cumbria CC et al but publicity failed to impact locally or regionally to judge for awareness in town by numbers attending. At regional and national level there was nothing reported in media, real shame. Athletes deserved better.

Very poor information: re what was happening during events. e.g. 24 hours only a screen in tent and with a col. for nationality it was pretty meaningless.

Ditto re results - where did you get that? hidden away and incomplete!!
Catering: During finish g 100K - a long period when no bar open and wilfis? closed.
Inconvenient for all, but very bad for finishers who needed not drinks to ward off cold.
Accommodation for athletes: "Derwent Lodge 4’5 was very inconvenient and a major ???? for athletes who had been told that they were at Keswick.

I wanted to offer local support to runners. Event well advertised but detail hard to find. ??
Programme in local shop but still not enough detail of what events involved, useful timings etc.
Particularly poor for 100k which people were interested in. Route not clear then time changed IE. is a great event but more support could be given if people knew more in advance in press or posters, etc.
* Poor publicity.
* Website I could not contact the organisers.
* I offered voluntary help for 24 hours race, via 4 race directions organisers and did not get one reply to emails. VERY RUDE.
* It would have been good to have a photo/whos/who board for 100h+24hrs.
* Lighting on 24hrs poor diesel fumes from generators bad.
* Need banners allowed town saying what is going on.
* Radios for marshals on 100k essential.
* Toilets good.
* Well done Dave Annandale and Elaine+ Alan Ritchie.
* Free public transport needed for athletes, I met 2 athletes supporting (100k) who had done the 24hrs who were changed 4.40 from the bus from Keswich to Thirlmerke - THIS IS SCANDALOUS! I have been in races in Switzerland where all public transport is free for the duration of the event.

Catering: for 24 hours race needs of helpers ignored as no breakfast food - only cereal/porridge/soup. Had to get bacon butty sent in.

Runners and helpers toilets:
* No soap or hand gel is health risk at Fitz park.
* Paper rolls ran out before morning - This is 24 hours usage!!!

Local event organisation better than other similar events on international scale, eg. World mountain running championship, European mountain championship,....
Could used increased marketing in town as locals + tourists not in Keswick specifically for event were intrigued but limited viewing/comentary.
Could combined with more info stalls/ children’s sports events eg. on the Saturday + , larger open race eg. 10k + ?? local clubs/ advertise in running magazines + websites.

Despite being family to a competition I still found it difficult to obtain information about the opening/closing ceremonies.
Many people in Fitz Park were entirely unaware of the 24 hours race - including business owners in Keswick.
The event organisers appear to believe that no one will be interested so not bother to tell anyone anything.

Came to see one of the competitors, so enjoyed the event- would not have beginning about it otherwise.

Better web-links for results and coverage
Living in Keswick I would like to have informed some of my family who live away to visit, The publicity was poor, I would have expected such as important event got saturation publicity, just a pity! I was not aware of the content or importance of the event

Need to increase publicity, more teams and competitors
It wasn’t covered on Look North BBC TV, Friday attended opening
Suggest this be advertised in Runners World Magazine. We have stayed in Keswick in Jan '09, Jun '09 and Jul '09 and only spotted the leaflet by chance in Putgate near Hawkshead by all the other ‘what’s on' leaflets.

Best kept secret in UK
No results on website, as I looked on Sunday 20th
Disappointed that area media coverage seemed to concentrate on great north run. Would like to think national press coverage would be high profile for such prodigious endurance events early in the week commencing 20/09/09

We knew nothing about, till got there. ????? ? ?? Of athletics and supporters, they were great.

It would have been good to be able to identify the athletes - this could be done by either: a) having details of who they are in the Events Programme or b) for the athletes to wear names instead of numbers on their vests.

need race results screen
would have been good to see more foreign commonwealth countries, bring the champs forward by 1 day or so up/down on Saturday and could have a good party on Saturday night. need big screen in Fitz Park lighting for 24 hour race not great.

The race times were not clear, 11:00 or 1:30 for open race. No distance was shown on the route map. No race details would be given until the day of the race. The website was unclear.

Small 1st aid at the top of Skiddaw with thermal blankets, 1st aid ???, some food (bars?) + hot water, besides water. 500 m marathon??? To top of Skiddaw. Let people who are least likely to have own transport say in town and the ones likely to have own transport stay at YHA Hostel out of town, when we (Australians + Kiwis) stayed. this solves transport problems and allows the tourists to explore town better.43.Poorly advertised. Many Keswick locals had not heard about the event, Rest of Cumbria has not idea. Nothing on TV, Look North only covered Great North Run. Such a pity, when many competitors had travelled a great distance and they were of such high standard.

Don't put the overseas athletics in the middle of nowhere with no transport when you put the english next to park who would have driven here. More marking out of the race course for the mt running bell before the event so if you turn up a week before you can go over it or even if you turn up 2 days before you can check it out. Have seating at the finish and cover so people can sit down.

At all running/athletics events we attend in U.K and abroad, we have always as spectators seen (or have been able to purchase) start lists of competitors and results sheets (not just be refered to a website)

Neither detailed race rules nor detailed accommodation information were supplied until the last minute. This was unacceptable for competitors, those trying to plan a trip from Australia.

Poor spectator viewing for 100K. No information on: competitors name, numbers and country representing.

I have travelled from Glos to Keswick at the invitation of the organising chairman Mr Norman Wilson. I stayed nearly a week. My role was to 'meet and greet' and return competitors to Penrith Station. I was also heavily involved in the events themselves by marshal duties, ferry equipment, etc, etc, I was mightily impressed by the fantastic atmosphere and excellent organisation

Only thing missing was open to buy souvenir T-shirt. Very happy with Orange tops, but wanted to show off successful completion of challenge. If any official merchandise available please let me know. Thanks Matt. Appreciate low turnout may be reason for no event tops.

Really well organised occasion
Lakeland Triathlon Comments

For triathlon you need a lot of kit. If you want to do well you need a base (like your car) to store kit out of the rain/securely.

If the government was really serious about the climate change problem, then it would make greater efforts to influence resource consumption behaviour (of which oil is a visible resource) through the taxation system. They would reduce taxes on plentiful resources (like labour by abolishing National Insurance contributions), and increase taxes on resources - VAT and fuel duties. Instead they encourage wasteful consumption by cutting VAT and freezing fuel duties. Hence the government can’t be taken seriously on the issue, people carry on as normal.

It is just impossible to travel to a triathlon as a competitor, without a car as we have too much ‘stuff’. Car parking at the event is essential. The triathlon was really well run, a great venue, good parking. Could have done with someone selling hot, healthy food. I will be back next year.

Stop parking on the road, organisers should have liaised with the police to provide cones. Better parking control in BSC club grounds otherwise good event, I hope you come again.

There is clearly an emphasis on travel here. As a very equipment reliant sport, tri athletes need things to be convenient. A parked car at the event is a must. Shared is possible. For a competitor using the train, coach or bus is unlikely. We would simply not go.

To bring all the required equipment for a triathlon on the bus/coach with access to the train approx x 30 miles to Penrith and is miles to Whitehaven, is a nice idea from a sustainability point of view to the carbon impact of the event. However practically would be at best difficult.

Too much chaos around the sailing club entrance with: cars close to the entrance, pedestrians wandering about at risk to competitors and themselves. Car parking should ideally have been away from the transition area.

water-logged car park
Bouys were not big enough given the conditions and distance between them
No t-Shirt
Trihard events are fantastic and bring me regularly to the Lakes
We are members of the sailing club only and thought the event went very well
We enjoyed the event immensely, even though it was raining. It was well organised.
Well organised - saw some areas that I didn’t know were there - areas of interest
Get Wilf’s catering in! Food wasn’t great. Stop parking on road outside