



E-BIKE
REVOLUTION



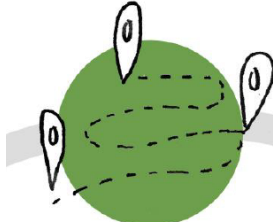
TRAVEL BY
BIKE & ON FOOT



HIGH QUALITY
TRAIN LINE



TRANSITION TO
ELECTRIC VEHICLES



INTEGRATED
BUS SERVICES

Artwork produced by Hope Valley Climate Action



ROCK MILL

Luxury serviced apartments

and

the
cupola

Visitor centre

Travel Plan May 2023

Sustainable travel in and around the Hope Valley



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1. Introduction

This travel plan is provided to comply with a condition of the joint planning approval for the Rock Mill apartments and the Cupola visitor centre developments.

Planning Policy sets out that planning should actively manage patterns of growth, in order to make the fullest possible use of public transport, walking and cycling, which have less environmental impacts than the car.

The location of the site is close to reasonably frequent, local, and wider area bus and train routes, providing access to local centres, tourist attractions, walks and trails. This affords the opportunity to formulate a robust Travel Plan, to increase sustainable travel choices, and provide a development accessible by sustainable means.

2. Objectives

The principle aim of this Travel Plan, is to encourage a reduction in car usage, (particularly single occupancy journeys) and increase the use of public transport, walking and cycling, providing a positive contribution to:

- Influence travel behaviour of staff and guests;
- Encouraging sustainable travel;
- Reduce the number of single-occupancy car trips;
- Reduce the need for unnecessary journeys by staff and guests;
- Reduction in travel distances;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Improving health outcomes and quality of life;
- Improving road safety;

- Creating accessible, connected, inclusive communities; and
- Reducing the need for new development to increase existing road capacity or provide new roads.

3. Site Description

The site is located to the West side of Stoney Middleton, in the Hope Valley area of the Peak District. The site is located beside the A623, being the principle route crossing the park.

The Hope Valley is a popular area within the National Park, attracting large numbers of tourists, requiring accommodation and services.

Highway Network

The site sits adjacent to the A623, cross park route, connecting Sheffield and Chesterfield to the East, with Stockport and Manchester to the West.

1.7km to the West is the village of Calver, sitting on the junction between the A623 to Chesterfield and the A625 to Sheffield and the B6001 to Bakewell.

4. Public Transport

BUSES

The site is currently served directly by the 257 service; Sheffield to Bakewell giving access to Sheffield, Bamford, Hope, Hathersage, Grindleford, Eyam, Baslow, Ashford-in-the-water and Bakewell. It provides 9 services a day, from 8.20am to 18.26pm.





4. Public Transport - continued

The 65 service; Sheffield to Buxton gives access to Millers Dale, Litton, Tideswell, Follow, Eyam, Grindleford and Sheffield. It provided 4 services a day; from 7.30am to 13.56pm. There is also the 66 service; once a day from Tideswell to Chesterfield.

Addition bus services can be accessed from Calver, 1,700 meters to the East of the village. The 218 service; Bakewell to Sheffield, gives access to Bakewell twice a day.

Finally the 'Breezer' service; Castleton to Baslow, gives access to Castleton, Hope, Hathersage, Grindleford and Baslow, providing 9 services a day between 9.24am and 17.39pm.

TRAINS

Grindleford Railway Station serves the villages of Grindleford and Nether Padley in the Peak District with Northern trains, operating on the Hope Valley Line, and limited East Midlands Trains services on the Liverpool-Norwich Line. The station is 4.3 km away from the site and is served by buses to Calver every 2 hours.

Typical service is two-hourly; trains from Grindleford run in each direction to Sheffield and Manchester Piccadilly. On Saturday, frequency increases to one train per hour. On Sundays, service is every two hours in winter and hourly in summer. Typical service time to Sheffield is 15 minutes, while typical service time to Manchester is about an hour.

5. Pedestrians and Cyclists

WALKING

The site is in the heart of the Peak District National Park, and accordingly offers outstanding opportunities to walk, this being the principle reason given for visiting the Park. The site has public footpaths, directly accessible from the site. These paths lead off in numerous directions, intersecting and connecting with others, collectively providing endless miles of walking opportunity.

The village heritage trails are very popular, providing two round walks, in and around the village. They are accompanied by a walking map and guide, as well as 10 information boards dotted around the trail. These are located strategically to highlight the heritage specific to their location. The trail can be accessed directly from the site, where the first information board is located.

The site also provides direct access to 170 acres of Middleton Dale, a SSSI designated for its geological importance, and enjoyed by thousands of cavers and climbers each year.

A footpath is provided along the A623, on the same side of the road as the site. It runs from Stoney Middleton, a short walk away, past the site to the bottom of Eyam dale.

Amenities within the village include, a public house, a restaurant, butcher, and a hairdresser. A short walk of less than 2,000m gives access to three more public houses, three cafés, a restaurant, a museum, and two general food stores.





CYCLING

The site is located centrally in the National Park, providing access to hundreds of miles of roads and lanes. The site also provides direct access to the Black Harry Trails, a series of routes suitable for horse-riding and mountain-biking in the Longstone Edge area. There are 10 routes which cover nearly 20km. The routes provide access to surrounding villages, including Bakewell, as well as direct access to the Monsal Trail, a traffic free route for walkers, cyclists, horse riders and wheelchair users, through some of the Peak District's most spectacular limestone dales.

Cycle hire facilities are available throughout the Park including at Hassop station only 3km away.

7. Site Facilities

FACILITIES FOR WALKERS

The Rock Mill apartments will provide walkers with facilities to wash off, and a drying room, for boots and over clothes.

Catering for dogs is important to owners and can encourage more walking, accordingly rooms are dog friendly, and dogs can washed-off before entering the building.

The footway leading to the village is to be improved. From the centre the actual width will be widened to 2m, providing a safer, more pleasant walk into, and from the village, encourage more foot traffic from local areas.

The same footway will be provided with illumination, during hours of darkness, improving safety, and again, encouraging more foot traffic to and from the village.

Independent access is to be provided to both sites. Foot bridges over the brook will give pedestrians separation from traffic, improving safety and encourage foot traffic.

The visitor centre café will provide food and drinks, as well as comfort to those walking in the area, including free to use, open to all toilet facilities. There will be covered, outdoor areas, which walkers often favour.

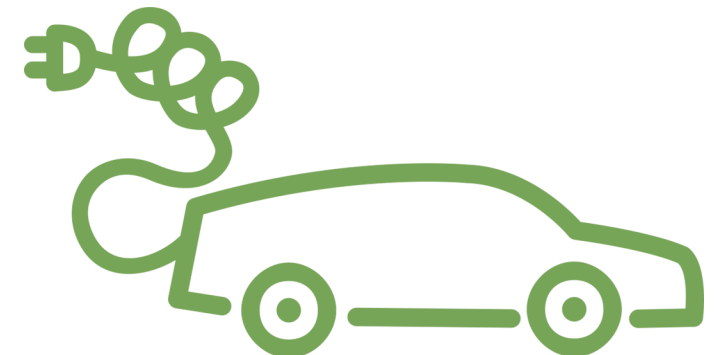
FACILITIES FOR CYCLISTS

Cyclists staying in the apartments will be able to clean down and store their bikes securely in a dedicated store. This will include facilities to wash off and charge electric bikes.

The visitor centre will provide secure cycle parking.

FACILITIES FOR ELECTRIC CARS

On site parking is provided including car charging points for electric vehicles to re-charge.





7. Travel Plan Initiatives -

PROPOSED MEASURES TO INCREASE PEDESTRIAN USAGE

The heritage centre will provide exhibition material to inform visitors about the heritage of the area, its geology, its industries as well as the village and its people, telling a story 360 million years in the making.

The exhibition will be themed into the above categories, each accompanied by information packs, guides and walking maps, as part of its 'connecting people with heritage' initiative. The information will encourage and facilitate visitors to take informed walks, starting and finishing back at the site, connecting them with the real, tangible heritage, which surrounds the site.

A series of longer distance walking route maps, starting and finish at the site, will be produced. These guides will provide visitors the opportunity to enjoy the park and its scenery without using a car.

Guided walks will also be arranged from the centre, providing those less confident or inexperienced, the same opportunity to engage with the outdoors, encouraging them to walk more often.

Websites will be an essential part of the business operations, informing, promoting as well as taking bookings for the accommodation.

They will promote opportunities for walking in the Peak District generally. Specifically highlighting the facilities available on site, and most importantly, the sites location and proximity to the vast and endless array of walks available from the door. There will be a option to download the various guides and maps.

A 'how to travel around' option will provide detailed information, showing how to access other areas and villages on foot. It will show how to reach other attractions, walks and trails further a field by local bus.

Websites will provide information about the heritage trails, the heritage centre and its exhibitions, and how these connect and interact with walks into the surrounding areas, allowing them to engage and witness the heritage first hand. The same information will be promoted on social media platforms, offering opportunities to promote the facilities and benefits available to walkers.

The village heritage trail map/guide, other walking maps, guides, timetables and other information referred to in here, and in sections 8 and 9 of this plan will be available to guests, at reception and at the visitor centre. For safety guests will be encouraged to use a hard copy map, not rely solely on their phone for navigation.

The village heritage trail map will be available from tourist information points and other leaflet outlets. OS Peak District leisure Maps and Derbyshire Wayfarer bus tickets will be available to purchase from the visitor centre.

Stoney Middleton Parish Council have produced a 'Speed Reduction Plan', this has been presented to DCC. Part of the plan is to reduce traffic speed traveling past the site to 40mph, and introducing environmental changes to facilitate driver awareness. The current speed limit is 50mph with some vehicle traveling well in excess of this.





8. Travel Plan Initiatives -

PROPOSED MEASURES TO INCREASE CYCLE USAGE

Websites will provide information specifically targeted at cyclists. This will specifically aim to increase cycling activities, and will include;

1/ Promoting the Peak District generally, which has some of the best cycle routes in the world, ranging from rugged mountain bike routes to traffic-free cycle trails for the whole family to enjoy. The purpose being to encourage more visits and tourism from cyclists, as well as encouraging others to spend some or more time cycling, as an alternative to the car.

2/ Providing information and links to maps and guides, listing and detailing the outstanding and varied opportunities that are available to cyclists staying at the apartments, as well within the National Park.

3/ Information within the 'how to travel' section will detail information specially relevant to those cycling to the site, whether that be entirely or partially, utilising a train or bus for part of that journey. A 'quiet lane' option will additionally provide details of how to visit utilising quiet lanes and or trails.

4/ The 'how to travel around' section will include detailed information, showing how the area can be accessed and explored by bicycle, or by utilising public transport to access areas further afield, or to access the many miles of motor free cycle trails.

Social media will again provide the same information but in differing formats to maximise appeal and usability to social media users.

9. Travel Plan Initiatives -

PROPOSED MEASURES TO **INCREASE** PUBLIC TRANSPORT USAGE

The new websites 'how to travel to us' facility will promote travel to the Park by sustainable means. It will highlight the use and benefits of public transport as a means of accessing the site, either completely or partially, combining walking or cycling to complete the journey.

It will outline the 'how to travel around' transport options available, as well as providing specific information, guides, and links to up-to-date detailed timetables. It will specifically show when to travel, coinciding bus and train intersection times.

Travel information will be produced, detailing the local bus network. It will specifically inform how, and when to travel, dependent upon the destination. This will enable visitors to easily understand how to travel to a selected location, especially when this may require more than one step, including two buses, a train, or perhaps combining one with a walk. It will simplify what could otherwise be a complicated procedure.

Plans to extend this to an App is to be proposed to HVCA as part of a combined initiative

The site is not currently served with a bus stop, although buses do informally stop outside the site. Plans to create a bus stop in both directions are to be put to DCC.





10. Travel Plan Initiatives -

PROPOSED MEASURES TO INCREASE SUSTAINABLE TRANSPORT BY EMPLOYEES

Employees at all site locations will be encouraged to consider alternative means of travel, to and from work, avoiding car journeys. Regular 'travel to work' surveys will monitor effectiveness of the proposals.

Employees will be provided with a 'starter pack', including information, guides and timetables, detailing the public transport service available. This information will also be posted in staff areas.

Travel plan options will be explained, including an offer to provide a Personalised Travel Plan (PTP), which will encourage travel by the most sustainable means for each employee.

Management will work proactively to accommodate public transport timetables, adjusting work patterns wherever possible to accommodate these timetables.

Staff will be recruited locally wherever possible, reducing the need for travel by car.

Managers will promote and facilitate walk buddying, providing security and reassurance to walkers who have reservations about walking alone.

Managers will offer employees financial help and incentives for cycle use (for instance mileage allowance for work use and tax free cycles for cycle to work schemes as well as assisting with the cost). Details of the schemes are available at <http://www.cyclescheme.co.uk/> and at <http://www.dft.gov.uk/>

[publications/cycle-to-work-scheme-guidance/](https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance)

They will also encourage membership of the Cycle to Work scheme <https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance> and <https://www.cyclescheme.co.uk/get-abike/how-it-works>

A provision of spares and tools will be available to assist with on-site repairs if necessary.

Walkers, cyclists and car-sharing employees will be offered a guaranteed ride home for in the event of ill health, bad weather or an emergency.

Where it is not possible for employees to travel by foot, bicycle, or public transport, managers will work with them to arrange a car share arrangement.

Staff will also be made aware of on-line websites administered by public transport operators, including: <https://derbyshire.liftshare.com/> and <http://www.co-wheels.org.uk>

Where travel by car becomes a necessity, staff will be encouraged to use an electric car and will be assured of a facility to charge their car while at work.





11. Partnering agreements

The Travel Plan Coordinator is working collaboratively with Hope Valley Climate Action's transport group 'Travelling Light'.

They are a national beacon project for low-carbon travel in popular rural areas, based in the Hope Valley area of the Peak District National Park. The project is being undertaken in partnership with Derbyshire County Council and the Peak District National Park Authority.

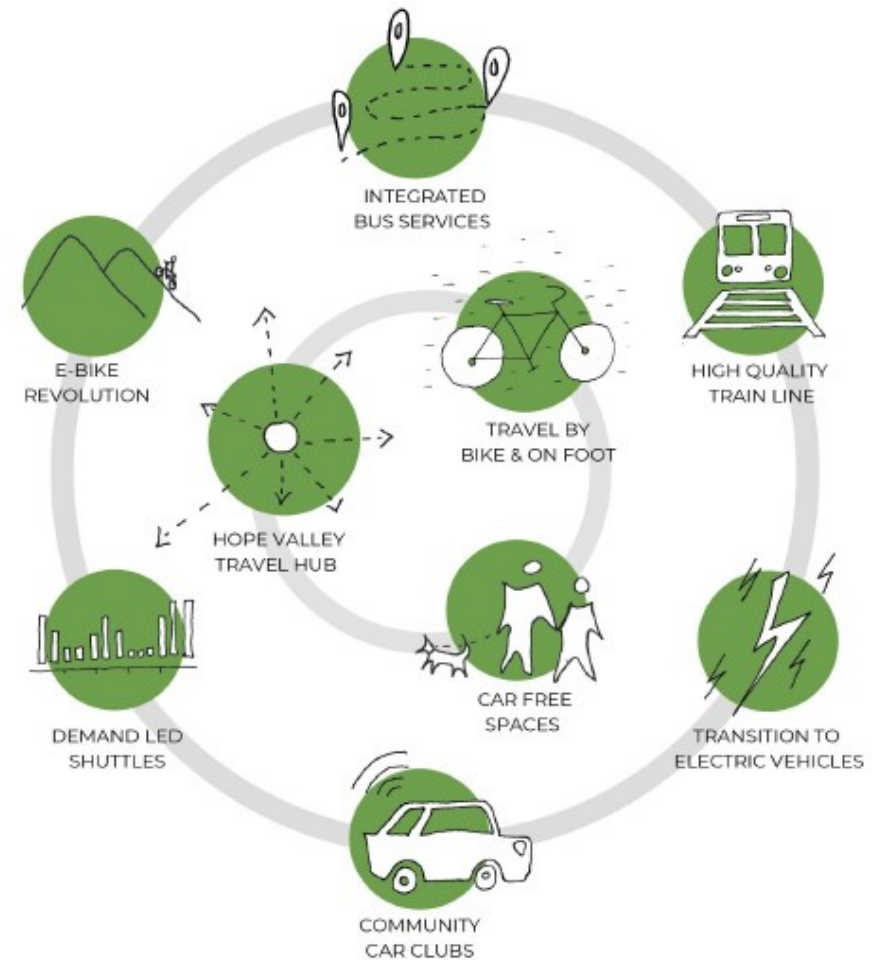
Their aims, over five years, are to make walking and cycling the best options for short journeys, increase the take-up of improved public transport, and reduce private vehicle use for travel into and within the Valley.

They have been awarded £120,000 by the Department for Transport for the first year of the project to make the Hope Valley a national beacon for sustainable rural travel.

The TPC is working closely with the group, and believe entirely in the concept, bringing together tourist providers behind a single joined-up set of actions to make the project successful.

These actions will centre around the provision of a hopper bus service, providing a regular hop on hop off service around the principle tourist attractions within the park. The service will integrate with existing facilities and work collaboratively with Derbyshire Dales District Council and the Peak PDNPA.

Collectively this plan will encourage tourists to visit and enjoy the National Park in a greener, more sustainable way.



Artwork produced by Hope Valley Climate Action



12. Implementation

A travel Plan Co-ordinator (TPC) role has been established and an appointment made. This role will continue for a minimum period of five years from full occupation of the development.

The TPC will promote, publicise and action all initiatives within this travel plan document, including monitoring and reviewing the outcomes.

To comply with the planning approval, reports demonstrating progress in promoting sustainable transport measures will be submitted annually, on each anniversary of the date of the planning consent, provided to the Local Planning Authority for approval for a period of five years from full occupation of the development.

The TPC will carry out an initial survey within the first 3 months of occupation (see appendix B), ascertaining the travel patterns of both visitors and staff. This will provide the baseline figures upon which the travel plan initiatives will be scored.

Thereafter, surveys will be undertaken to monitor the success of the Travel Plan. These will be undertaken regularly for staff, and as part of the standard feedback form for staying guests to ascertain travel behaviour.

Example survey questionnaires are presented in Appendix B.

13. Targets

The travel plan survey (see appendix B) will provide the data, providing the baseline upon which the targets can be measured.

Targets will be used to measure the outcome of what the Travel Plan has

achieved. They will quantify the difference the Travel Plan has made to travel habits. The targets will be SMART (Specific, Measurable, Achievable, Realistic and Timed).

A commitment to specific targets is difficult to achieve at this stage. As the site is currently unoccupied, it is not considered possible to identify a true base level of travel behaviour until the development is occupied substantially and travel surveys have been undertaken (within three months of occupation).

The main objective of this Travel plan is to maintain and improve on the number of journeys made more sustainably, reducing the reliance on cars. Improvement targets are to be 2.0% per annum for the first five years of occupation.

Following the initial surveys, and the targets set, the objectives will be reviewed, and the Travel Plan updated as necessary.

The Travel Plan Co-ordinator will not omit or change the agreed targets without prior consultation and agreement from the council's Travel Planning Officer.





14. Timeline for implementation

Timelines for the various actions to be implemented are expressed in the following timeframes:

- Short: Completed, started or immediate
- Medium: Before or within 3-6 months of opening
- Longer: Longer than 6 months from opening

Action	Delivery
Travel plan implementation	Short
Website development	Short to medium
Partnering with HVCA	Short
Website launch	Short to medium
Appointment of TPC	Short
Heritage trail map/guide	Short
Travel survey	Medium
Heritage connection packs	Medium
Longer walking route maps	Medium to longer
Guided walks	Short to medium
Social media platforms	Short to medium
Info, maps, & links for cyclists	Short to medium
Local travel guide	Short to medium
Personal travel plans for staff	Short
Spares and tools for cycle repair	Short
Local travel app	Longer

Monitor and review

Medium to longer

Bus stop

Longer

15. Monitoring and Review

An objective of this Travel Plan is to demonstrate an on-going improvement in sustainable travel, and a continual improvement against the targets set.

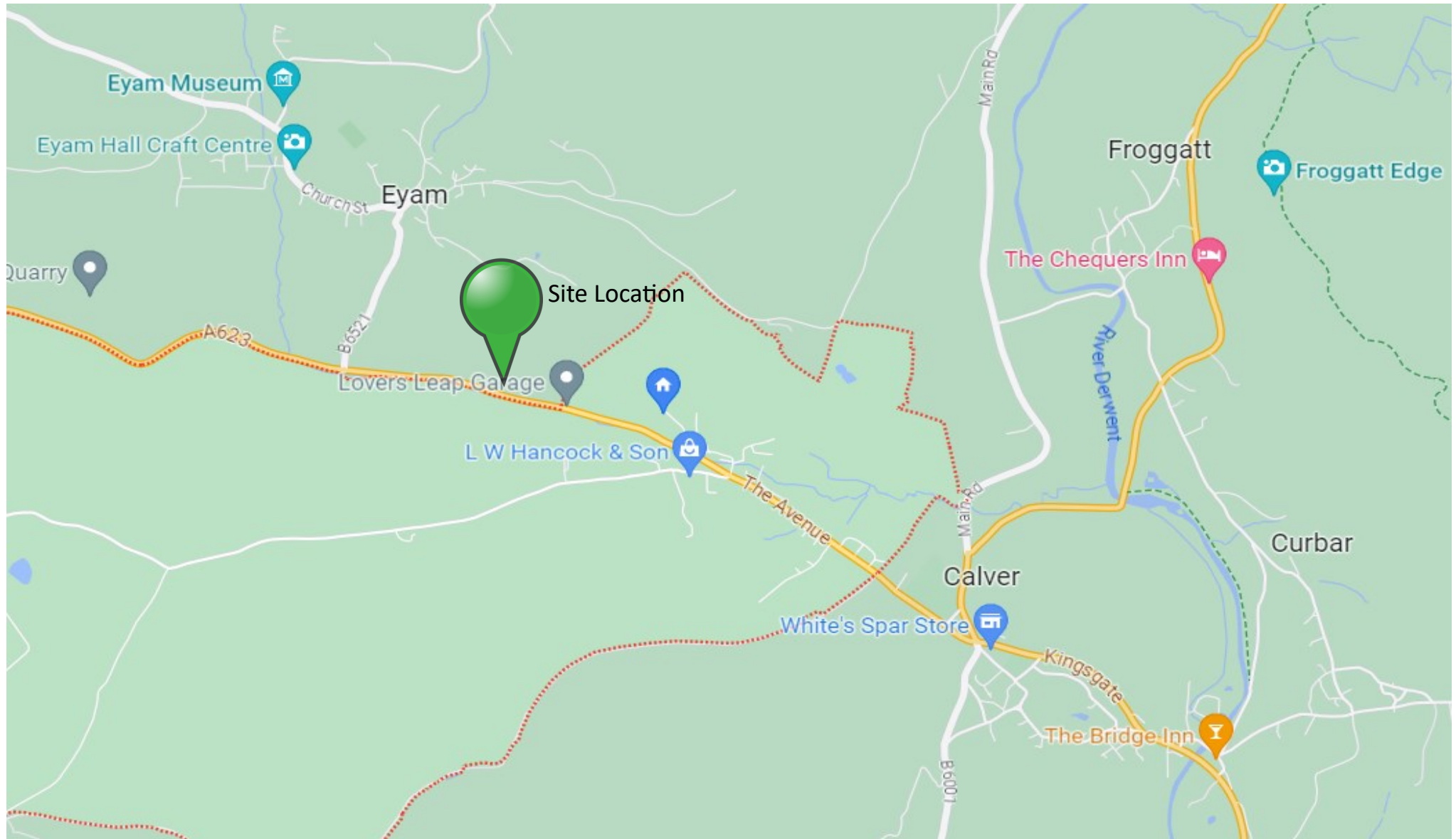
This will be established by periodic reviews. The outcome of which will be reported annually to the Authority as required by the planning approval.

Where targets are not met or improvements not demonstrated the Travel Plan will be reviewed, this will be in liaison with the Travel Plan Officer to identify measures necessary to improve the outcomes of the plan.





Appendix A - Location Plan





Appendix B

STAFF TRAVEL SURVEY

1. Gender?
2. Age?
3. Do you have a disability which affects your travel arrangements?
4. What are your normal work hours?
5. How do you mostly travel to work?
6. Other occasional forms of travel?
7. How far do you travel to work?
8. What would encourage you to walk or cycle?
9. What would encourage you to use public transport for your journey to work?
10. What is your main reason for using a car to get to work?
11. Where do you usually park?
12. Would you be prepared to car share?
13. What would encourage you to car share?
14. Do you have any further comments regarding commuting?

VISITOR TRAVEL SURVEY

1. Gender?
2. Age?
3. Do you have a disability which affects your travel arrangements?
4. What was the reason for your visit?
5. How long did you stay?
6. How important is sustainable travel?
7. How did you travel?
8. How far did you travel?
9. What would encourage you to walk or cycle?
10. What is your main reason for using a car?
11. Where did you park?
12. Did you use any other means of transport during your stay?
13. What would have encouraged you to use other means of transport during your stay?
14. Do you have any further comments regarding commuting?

The questions above will have multiple choice answers, producing a simpler, easily definable set of answers. The answers will form the baseline survey results upon which future surveys will be scored