6. Masterplan Themes

Section 4 of this report has provided an assessment of existing conditions including problems and how these could be approached within the ATM. This was enhanced through initial stakeholder engagement undertaken in September 2024. Based on the above, several key themes have been developed unique to the Hope Valley area to guide the proposals for the masterplan. These are set out in the table below and the icons are used throughout Section 7.4 to explain the effect the settlement specific interventions will aim to have.

Table 6-1 Masterplan themes

Theme	lcon	Description	
Strategic connections	Q ::	Strategic connections are the main active travel corridors that facilitate movement within and between each settlement. Although these routes are crucial for everyone, they are often dominated by heavy vehicle traffic and lack adequate facilities for pedestrians and cyclists. Improving the infrastructure along these corridors would significantly enhance opportunities for walking, wheeling, and cycling. Within the Hope Valley these strategic routes are the A6187 and B6001,	
		as well as the A623 and B6049.	
Linking to schools and colleges		Schools serve as essential community centres and key destinations for trips within any settlement. The National Travel Survey indicates that 14% of weekday trips are for educational purposes (Source: NTS0504b). Encouraging active travel can greatly benefit the mental and physical health of young people. Safety is a major concern for many, especially children and young adults who are particularly vulnerable (Source: WHO, 2018). Access to schools is also often compromised by poor crossing facilities or obstructive pavement parking. Therefore, it is crucial that high quality active travel infrastructure is provided for these sites so that they can be well-connected to their local communities and catchment areas. Enhancing active travel infrastructure can build confidence in walking, wheeling, and cycling from a young age and support a transition to more active travel modes over time.	
		Hope Valley College has a very large catchment area, therefore providing sufficient quality active travel access here is essential.	
Cycle parking	50	An essential aspect of people's journeys is the transition between different modes of transport and the availability of cycle parking. The absence of adequate cycle parking can be a significant barrier to cycling and multi modal trips. Therefore, by providing more secure cycle parking it may encourage more people to transition cycling both on its own and as part of longer multi-modal trips.	
Wayfinding and signage	4	Wayfinding is a valuable tool for directing people to and from local destinations. It promotes active travel by highlighting facilities and encouraging the use of non-vehicular modes. Additionally, wayfinding can serve as a platform to showcase local history and character, celebrating each settlement's identity. Proposals will explore opportunities to enhance wayfinding features, particularly at key locations. These proposals also include additional elements to support wayfinding, such as benches and handrails.	

Theme	Icon	Description
		Across the Hope Valley there is a lack of signage that draws attention to the presence of walkers, wheelers and cyclists for all road users.
Access to rail stations		Hope Valley is well connected by railway, with the Hope Valley line connecting through the area and providing rail connectivity to locations such as Manchester and Sheffield. The route is used by tourists coming to the Peak District as well as communities travelling between Manchester and Sheffield. Rail stations are located at Edale, Hope, Bamford, Hathersage, and Grindleford. However, several of the rail stations such as Hope, Bamford, and Grindleford are located outside of the settlements themselves which discourages use and reinforces travel by car. Providing improved connections to these rail stations may encourage more people to use more active modes of travel to access the stations and may encourage some people to use the train instead of the car.
Derwent Valley Heritage Way and wider connectivity		The Derwent Valley Cycle Route is a feasibility study that proposes a traffic-free, multi-user route closely following the River Derwent from Derby to Matlock and continuing to Baslow through the Derwent Valley Mills World Heritage Site. This cycleway is designed to be accessible for cyclists of all ages and abilities, as well as pedestrians and mobility scooter users. The long term implementation of the Derwent Valley multi user trail will establish a pathway through the Hope Valley. This new route will run
		through the Derwent Valley, providing a strategic connection through the Derwent Valley. The Hope Valley ATM should maximise the potential of this new route through local linkages, making it beneficial for residents and attracting tourists from the route into the Hope Valley.
Reducing severance	*	The nature of the historic settlements within the Hope Valley means that the road network is often limited with one A or B road through the centre of each settlement such as the A6187 connecting Hope, Castleton and Hathersage. This can create severance for those walking, wheeling or cycling. The study area is traversed by several rivers such as the River Derwent which creates severance in areas it passes through such as Calver and Curbar. In addition, the River Noe which runs through the Hope Valley parallel to the A6187 adds to the severance issues created by the road. By improving and providing active travel routes across the Hope Valley severance will be reduced and more people may be encouraged to use more active modes of transport in the area.
		Severance is high for cycling due to the limited road network causing there to be usually one A or B road through each settlement. Additionally, there is limited cycling infrastructure throughout the Hope Valley and at present Edale, Bradwell, and Great Hucklow are not served by the current or proposed cycle route network.
Local links	CÜ	Local routes facilitate access within and between neighbourhoods. Enhancing local connections can open up the network for pedestrians, cyclists, and those using mobility aids. This theme highlights opportunities

Theme	Icon	Description
		to address localised movement barriers, upgrade routes, or add new ones, contributing to the broader network.
		Dwellings within the Hope Valley are often close together and linked by narrow streets with limited space. The nature of the historic settlements means that the road network is often limited with one A or B road through the centre of each settlement such as the A6187 connecting Hope, Castleton and Hathersage. This can create severance for those walking, wheeling or cycling.
Business, tourism and local attractions	*	Settlements such as Edale, Hope, and Castleton have become popular destinations for outdoor enthusiasts, including hikers, climbers, and cyclists. The local economy has adapted to this influx, with many traditional buildings being repurposed to service the visitor economy. Tourist attractions have led to a significant increase in demand all year round, putting additional strain on the transport network.
Settlement centres and communities	* <u>~</u> ^	The study area is located within the Peak District National Park (PDNP), encompassing the regions governed by Derbyshire Dales and High Peak District and Borough Councils. This area includes several settlements and parishes such as Edale, Hope/Hope Valley, Castleton, Eyam, and Baslow. Historically rooted in agriculture and industry, it has now evolved into a popular destination for tourism and outdoor activities. By providing improved connectivity within settlements in the Hope Valley, it will improve the links and movements within them.

7. Masterplan Proposals

This section sets out the draft masterplan proposals. This builds on the earlier sections of this report and follows the vision and objectives, and key themes identified. These proposals aim to be compliant with LTN 1/20 within the local context, however what is practical and feasible has been suggested. A map of the full masterplan proposals can be found in Appendix A.

7.1 Desire lines

Following the key destination mapping as set out in Figure 4-8, Figure 7-1 shows that key destinations are clustered around the main settlements, including:

- Edale;
- Castleton;
- Hope;
- Bamford;
- Bradwell;
- Hathersage;
- · Great Hucklow;
- Grindleford;
- Eyam;
- Stoney Middleton;
- Calver; and
- Baslow.

Clustering of key destinations reinforces the importance of connecting the key settlements across Hope Valley by active travel, in particular to areas such as Bradwell, Eyam, and Great Hucklow which have more limited services and residents may need to travel to a nearby settlement regularly for services such as healthcare and education.

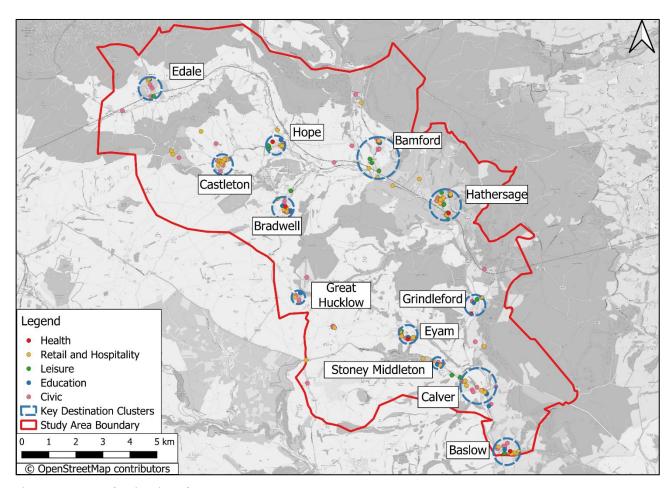


Figure 7-1. Key destination clusters

Following the identification of key destination clusters, desire lines have been identified to reflect the most popular trips which will be central to creating the ATM. A review of travel to work flows and the Propensity to Cycle Tool (PCT) was also undertaken to feed into these desire lines. The desire lines have been categorised into primary and potential spurs. The desire lines map is shown in Figure 7-2.

The primary corridors shown in Figure 7-2 connect Castleton, extending through Hope, Bamford, Hathersage, Grindleford, Calver, and Baslow. These settlements characterised by their history and a variety of leisure and retail facilities, also serve as key access points to the train stations and popular destinations nearby. These primary desire lines are designed to establish an active travel network that integrates public transport and the road network, making popular destinations easily accessible.

The proposed spurs extending from the main settlements include:

- Hope to Bradwell;
- Hope to Edale;
- Bamford to Ladybower Reservoir;
- Grindleford to Nether Padley;
- Grindleford to Eyam;
- Eyam to Great Hucklow; and
- Stoney Middleton to Grindleford and Eyam.

The proposed spurs are crucial for enhancing the connectivity within the ATM. Spurs connect key destinations where both residents and tourists frequently travel, ensuring that the network is comprehensive and meets the needs of a diverse range of users. Incorporating these spurs into the masterplan, focusing on cycling, walking, and wheeling will encourage active travel and improve access to natural and cultural landmarks in the region.

To further integrate these spurs into the ATM it is essential to ensure seamless connections with public transport. Aligning the spurs with existing bus routes and railway stations, the masterplan can provide a cohesive desire line combining different modes of transport.

Whilst these proposed spurs are important for enhancing the connectivity between settlements, emphasis should also be put on the need to review the main settlements in terms of active travel and how people can travel internally within their settlement. This is important as there will be a lot of short trips made within the settlements under 2km and 5km for walking and cycling respectively. These short trips are the journeys that have the greatest potential for mode shift, so having good quality active travel infrastructure can help in promoting this shift.

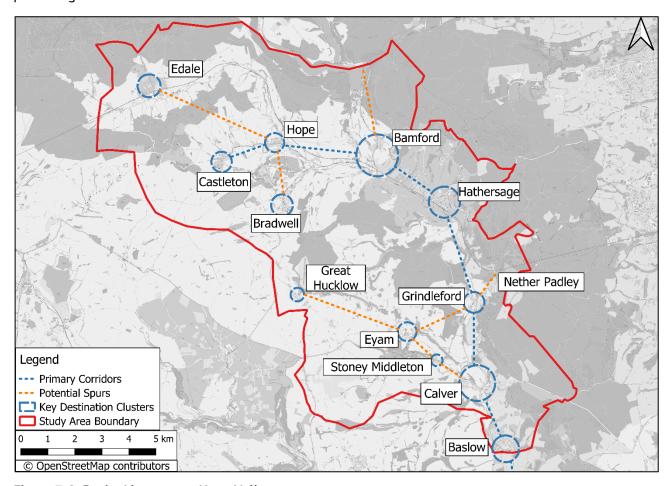


Figure 7-2. Desire Lines across Hope Valley

7.2 User groups

Through consultation with relevant stakeholders, it has been identified that this masterplan will serve two groups: residents and visitors. Whilst there is some overlap, these groups have some unique needs. The masterplan will aim to balance the needs for both residents and visitors, with a primary focus on residential needs. The use cases outlined in Figure 7-3 below show the key aspects for each use case that this masterplan will aim to address.

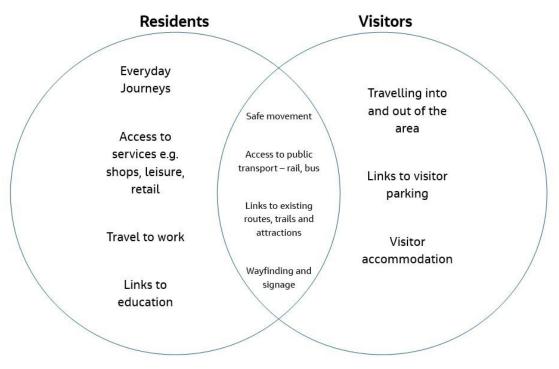


Figure 7-3. Resident and visitor use cases

7.3 Strategic connections

Strategic connections are the main active travel corridors that facilitate movement within each settlement and link to other areas. The ATM identifies a strategic connection through the Hope Valley predominantly along the A6187 and off-road routes such as the Derwent Valley route. This provides a route that connects between Castleton, Hope, Bamford, Hathersage, Grindleford, Calver, and Baslow. Figure 7-4 visualises these strategic connections.

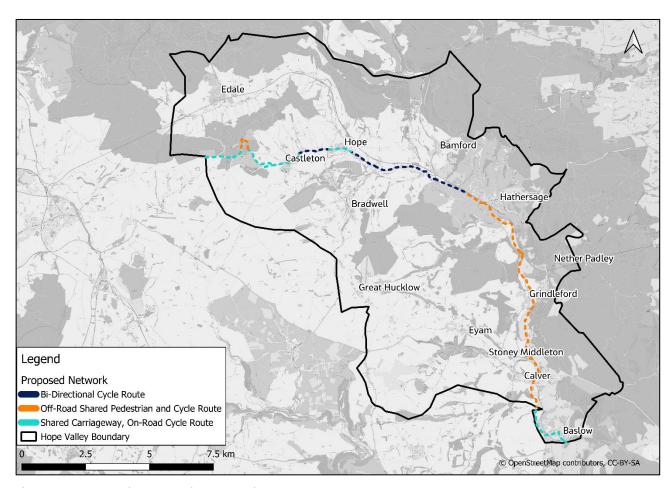


Figure 7-4. Strategic Connections Overview

8. Behaviour Change Strategy

This section outlines the behaviour change strategy aimed at encouraging active travel in Hope Valley. Various factors influence travel choices, and the strategy will aim to address these and promote walking, wheeling, and cycling. Everyday life often leads travel habits that align with social norms which favour using cars for short trips. To support the delivery of the Hope Valley Active Travel Masterplan and maximise uptake of walking, wheeling, and cycling across the Hope Valley, a behaviour change strategy is an important tool. This strategy will enhance the community's understanding of their travel options, motivate change to active modes, and break entrenched habits.

This behaviour change strategy is a draft document containing the initial thinking to date. It will be further developed by DCC and partners post-consultation to create a robust, localised strategy.

8.1 The opportunity and perceived barriers

Section 4 outlines the data and insights from the 2021 Census regarding travel modes in Hope Valley. As previously mentioned, car travel is the dominant mode, with 49-52% of trips undertaken by car. Pedestrian trips account for around 5% of work commutes, while cycling makes up 1%. Given the low percentages of active travel, there is an opportunity to increase this proportion, particularly for shorter work trips. The Government aims for half of all trips within England's towns and cities to be made by active modes by 2030.

Additionally, Hope Valley's status as a tourism destination for walking, wheeling, and cycling presents an opportunity for people to use active modes directly from their origin or as part of a wider public transport journey when travelling to/from Hope Valley.

Section 4 also summarises the main problems and proposed solutions for the active travel masterplan, indicating some of the reasons and obstacles for why people may not choose to use active modes. Before implementing new walking and cycling initiatives, it is essential to consider these potential obstacles to using any new infrastructure. It is recognised that the factors influencing an individual's propensity to walk or cycle are complex. Some of these factors are outlined below.

- **Safety** according to the National Travel Attitudes Survey²⁰ (2024), safety concerns were cited as the main reason people are discouraged from cycling (48%).
- Trip distance and topography Longer and hillier journeys often make driving or using public transport more appealing due to the increased time and effort involved in walking or cycling. The Active Travel Masterplan proposals seek to tackle these obstacles by developing a more integrated and user-friendly network. Furthermore, these difficulties can be alleviated through initiatives like guided walks, cycling lessons, and the encouragement of e-bike use, which can handle longer distances, cater to more users, and help with hilly terrain.

Further work should be done to investigate in more detail the attitudes of different groups and their barriers in the Hope Valley. This will help to identify which groups are most likely to change their behaviour and what could be done to address their needs, further enhancing this behaviour change strategy.

8.2 Engaging community groups

This section outlines the involvement of Hope Valley-focused groups with a strong interest in active travel, such as Hope Valley Climate Action and Move More Hope Valley. Involving these groups is essential for testing ideas

²⁰ National Travel Attitudes Study (NTAS) Wave 9: Cycling

locally and developing an overall communication strategy. Both groups have been involved in shaping this draft behaviour change strategy in Spring 2025 and will be important in making this and the wider behaviour change strategy a success in the future. The action plan to be populated at the end of this document will need to set out the role these and other groups will play in the success of the strategy.

There is already some successful work being done in the region to promote behaviour change. Move More Hope Valley is part of Move More High Peak and is not a formal organisation nor a community group, but a collaborative movement intended to support behaviour change across the community. It is a banner/brand under which partners and stakeholders are collaborating to work with the community to co-design movement into their lives. Move More encourages residents to engage in physical activity to improve health and wellbeing. Collaborating with local organisations and health services, they offer accessible activities like walking groups and fitness classes. The initiative fosters community engagement through events and provides resources to support physical activity. Their vision is an active Derbyshire for everyone, enhancing health, social interaction, and economic prosperity.

8.3 Strategy

This section outlines several ways to promote new walking, wheeling, and cycling infrastructure to maximise its usage. Many of these methods complement each other, allowing for a scalable approach tailored to both the location and the available budget.

Table 8-1 below outlines a range of suggested behavioural change support mechanisms aimed at raising awareness. The subsequent tables outline a range of suggested behavioural change promotional models categorised into the different audiences they are aimed at. For simplicity, at this stage, this has been grouped into residents, businesses, and schools. It is important to note, however, that within these three groups, there are many sub-groups that could be prioritised to encourage behaviour change. This list is not exhaustive; for example, children, the elderly, those who are disabled, women, and those who are parents and carers all have different reasons for their travel choices, and therefore these groups' behaviour should be considered in greater detail in the future.

In addition to the behaviour change strategy, it is recommended that a monitoring and evaluation framework be developed and reviewed one year post-delivery to track behaviour change initiatives and impacts. This is outlined in Section 9.

It is important to note that this strategy should feed into a wider behaviour change strategy that considers all modes, not just active travel.

Table 8-1: Support mechanisms for raising awareness

Support mechanisms for raising awareness	Purpose	
Infrastructure		
Route signageConsultationSite work notices	 Visibility and any consultations or public notices issued prior to implementation will help to raise awareness. It is recommended where possible to engage the community to co-design schemes. For successful behaviour change it is important for there to be the integration of different modes in the design process where applicable. Relies on the infrastructure to promote itself. 	

Support mechanisms for raising awareness	Purpose	
	 Standard method for enhancing pedestrian and cycling infrastructure. 	
Media		
Press releasesSocial media	 Targeted messaging should be directed at specific areas and demographics. 	
3 Social Media	 Collaboration with community organisations will be key to helping spread the word about the scheme through their channels. 	
	 Emphasise the schemes positive aspects and potential benefits for residents. 	
Community Events		
EventsUnderstanding perceived barriers	 Attract potential users to new infrastructure with specific activities such as photo opportunities, cycle maintenance workshops, e-bike demonstrations, cycle security sessions, and support from local cycling groups. 	
	 Larger projects could justify hosting cycle 'fun' days featuring displays by BMX and other cycling organisations. 	
	 Community groups could work together to set up running and walking events such as parkruns. 	
	 Through these events it may be possible to gain a better understanding of what the perceived barriers to active travel are from locals themselves. 	
	 Community events can also help to better understand what messages resonate with different demographics and what different needs they have. For example, women and children may have different barriers and needs to other groups. 	

Table 8-2: Support mechanisms aimed at residents

Support mechanism aimed at Residents	Purpose	
Information packs	 Ensure information utilises engaging language and also promote wider benefits such as the health aspects of green spaces. 	
	 Separately to residents, there could be information provided aimed at tourists to make them aware of the schemes and facilities available. 	
	 Active Travel information packs, which include details to encourage new cyclists, such as the latest area cycle map. These may provide information on route accessibility and level of exertion required, possibly through colour coding. 	
	 Focus on those who would benefit most from the infrastructure. 	
	 Raise awareness of rural services such as e-bike schemes. This could incorporate other modes such as bus and rail routes too. 	
	 Aims to overcome barriers such as the rural nature of the Hope Valley by providing relevant information. 	
 Mobility consultants (motivational interactions with residents) 	 Households in areas with low activity levels that could greatly benefit from the new infrastructure can be targeted through a Personal Travel Planning (PTP) programme. Trained travel advisors visit these homes to review current travel behaviours and promote alternatives such as walking, cycling, public transport, and car sharing. 	
Bicycle and e-bike loans	 To promote active travel, residents could receive attractive incentives. For example, activity trackers, 3-month pedal and e-bike loans (with purchase or return options post- loan), and discounts on bicycle/e-bike purchases could be explored. 	
	 Raise awareness of these schemes with inclusion in information packs. 	
	 Adult cycle training courses would be essential to support this initiative. 	
	E-bikes may increase accessibility to routes that are hillier and more rural.	
 Place-based community approach 	 Utilise the Move More Strategy to understand the perceived barriers for the local community. This will help to understand how barriers may differ between community groups such as women and children. 	

Support mechanism aimed at Residents	Purpose		
 Understanding perceived barriers 	 Make sure this active travel strategy is part of a wider behaviour change strategy with other modes. 		
	 Co-design with community and Move More to understand best measures and quick wins in relation to behaviour change. 		
	 Continue to develop and expand relationships with community groups and partner organisations such as HVCA and Move More to understand the specific needs and desires of local areas, and to implement this strategy. 		
	This may help to develop more useful infrastructure that will be more effective at increasing activity.		

Table 8-3: Support mechanisms aimed at businesses

Support mechanism aimed at Businesses	Purpose	
Management engagement	 Collaborate with business leaders and supplying them with Active Travel information packs to share with their staff. These packs could include a customised guide on making 	
	businesses more cycle-friendly, site-specific recommendations, and details on available active travel grants.	
	 Local business gain from new infrastructure, especially benefiting their employees and visitors. 	
Employee engagement	 Improve collaboration with organisations at the management level by incorporating more hands-on initiatives for employees. 	
	 Travel clinics, cycle maintenance workshops, and adult cycling training sessions at the business or organisation's premises could be explored. 	
• Incentives	 Work with businesses to explore options to purchase cycle shelters, bike maintenance kits, and other infrastructure that supports active travel. 	

Table 8-4: Support mechanisms aimed at schools

Support mechanism aimed at Schools	Purpose	
School engagement	 Recognises the importance of school trips in encouraging cycling, noting that early cycling habits often persist into adulthood. 	
	 Improvements could include site audits, school assemblies, and engaging activities. 	
	 Engage with parents/carers to promote active travel for children. 	
	 Schools and colleges near proposed infrastructure, such as Cliff College and Hope Valley College, could be contacted to identify those that have participated in Bikeability or Road Safety education training, and to explore coordination with the infrastructure's launch. 	
	 Ensuring adequate cycle parking at schools is crucial and this could be supported by existing Derbyshire initiatives. 	
• Incentives	 Work with schools to explore options to purchase cycle shelters, bike maintenance kits, and other infrastructure that supports active travel. 	

9. Evaluation Framework

Active Travel England emphasises the importance of robust data and evaluation to support evidence-based decision-making in local transport planning. It is therefore important to consider, prior to construction, what constitutes successful delivery of the Hope Valley Masterplan, and the monitoring and evaluation of any scheme's performance after construction.

9.1 Pedestrian and Cycle Counts

The primary objective for all the schemes funded through the Active Travel Fund is to drive a transport modal shift to cycling or walking. Therefore, all monitoring and evaluation approaches should include a component that measures modal shift. Ways to do this are discussed later in this section.

It will therefore be important to identify the baseline usage of key routes such that the impact of the Active Travel Masterplan proposals can be measured.

The Value for Money Guidance from Active Travel England recommends use of post-pandemic counts to support business case submissions. Counts of cyclists would need to include cyclists using the footways, which are sometimes missed in standard traffic count specifications.

9.2 User Satisfaction

The Government recognised in its Active Travel Fund guidance that some schemes "may provoke a strong reaction amongst local road users." In response, government published public opinion survey guidance recommending that a representative sample of the population can be asked their opinion on the impact and perception of schemes.

In addition, the Levelling Up Fund evaluation framework included important metrics relating to the 'health' of town centres, such as perceptions of safety and levels of social interaction within town centres.

As such and given that active travel improvements are also expected to contribute to overall wellbeing (physical and mental health), it is anticipated that a robust evaluation methodology would include representative polling in addition to the engagement survey planned for the 2025 consultation on the draft Active Travel Masterplan.

9.3 Approach to Participants of Behavioural Change Programmes & Events

The behavioural change programme should be designed to maximise the usage of any new infrastructure. As such, the methodology for its evaluation will need to carefully disaggregate between impacts of the infrastructure itself and the uplift associated with the promotion of new travel choices.

The DfT has developed and published guidance on the data it seeks local authorities to gather in respect of behaviour change programmes and projects (Monitoring and Evaluation Guidance, Capability and Ambition Fund). As such, any behaviour change programme would be monitored in accordance with this guidance (though noting that the final form of the programme would need to be finalised prior to the evaluation plan being agreed).

9.4 Data Collection Requirements Modal Shift

To support local authorities monitoring and evaluation, a simple scheme typology to identify what data is needed to evaluate scheme is available. There are three broad typologies which are presented in Table 9-1, along with examples of schemes and data collection methods. Note that these categories are not mutually

exclusive, many schemes will span more than one category. When this is true, the scheme's monitoring and evaluation will need to either collect data from both categories, or prioritise one.

Table 9-1: Typology of Schemes

Category	Includes the following	Data collection methods
New cycle/ walking infrastructure	 New segregated cycleway (permanent) New segregated cycleway (temporary) New permanent footway New temporary footway Park and cycle/stride/scooter facilities Provision of secure cycle parking facilities New shared use facilities (in exceptional circumstances) New road crossings 	Scheme usage levels
Adaptations to existing infrastructure	 Installing segregation to make an existing cycle route safer Widening existing footway or cycleway Area wide interventions (e.g. pedestrian and cycling zones and modal filters / filtered permeability) Upgrades to existing facilities (e.g. surfacing, signage, signals) 	User perception surveys
Traffic restraint	 Restriction or reduction of parking availability (e.g. closing bays or complemented by increasing fees) Area wide interventions (e.g. pedestrian and cycling zones and modal filters / filtered permeability) Selective road closures using planters, cones or similar Traffic calming (e.g. lane closures, reducing speed limits) School streets 	User Perception Surveys Vehicle flow

10. Action Plan

Following consultation on the draft masterplan, an action plan will be developed. This approach enables the public and stakeholders to feed into this process and feedback will shape the final action plan, along with interventions suggested for the masterplan.

10.1 Funding

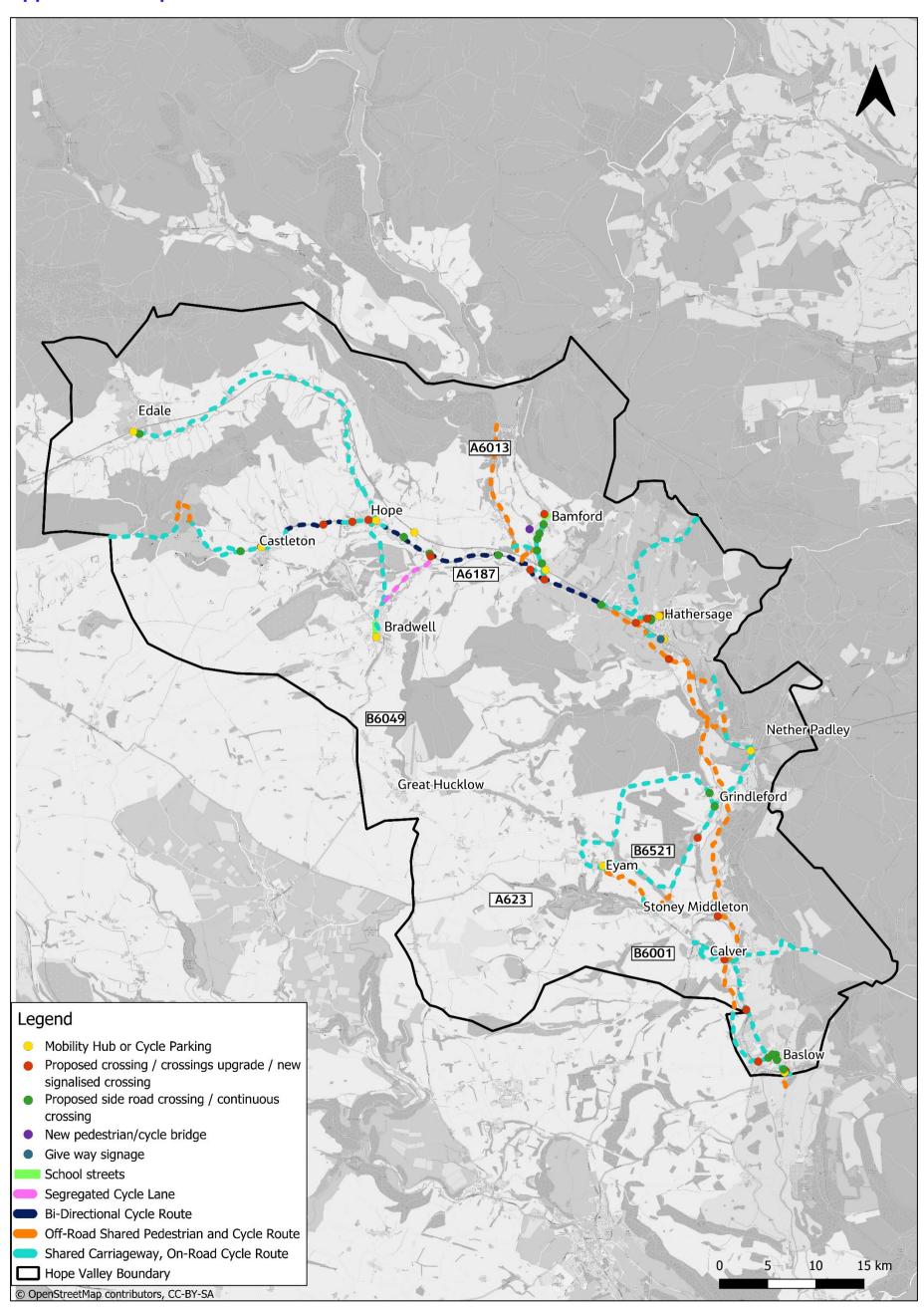
Key to delivery of the Hope Valley Active Travel Masterplan will be securing external funds. It is recommended that DCC explore opportunities through the external funding sources such as those noted below and work collaboratively with ATE and DfT in developing a forward pipeline of walking and cycling schemes.

- Sustrans National Cycling Network Sustrans are investing funds in improving the quality of the National Cycle Network to achieve the standard of provision aimed for within this masterplan. DCC should continue to engage with Sustrans.
- Active Travel Fund The Active Travel Fund is a financial resource allocated by the UK government to support and invest in projects, initiatives, and infrastructure that promote and encourage active travel modes, primarily walking and cycling. It has been provided in five tranches to date.
- Shared Prosperity Fund The Shared Prosperity Fund (UKSPF) is a central pillar of the UK government's Levelling Up agenda, providing £2.6 billion of funding for local investment across the UK by March 2025. This fund aims to improve pride in place and increase life chances by investing in three key areas: communities and place, support for local businesses, and people and skills.
- Local Transport Fund The Local Transport Fund is a financial resource aimed at improving transportation infrastructure and services at the local level. It provides funding for projects that enhance public transport, cycling, walking, and road networks within specific regions. Local authorities often use this fund to address congestion, promote active travel options, and create safer and more efficient transport systems for their communities.
- Other future central government funding it will be important to develop plans for higher cost and ambitious schemes that will require external funding.
- **Section 106 funding** should funding come forward, it is recommended to work with developers to ensure walking and cycling and are delivered to a high standard.

10.2 Action Plan

To be completed following consultation.

Appendix A. Map of interventions



Appendix B. Policy Review

Appendix C. Equality Impact Assessment