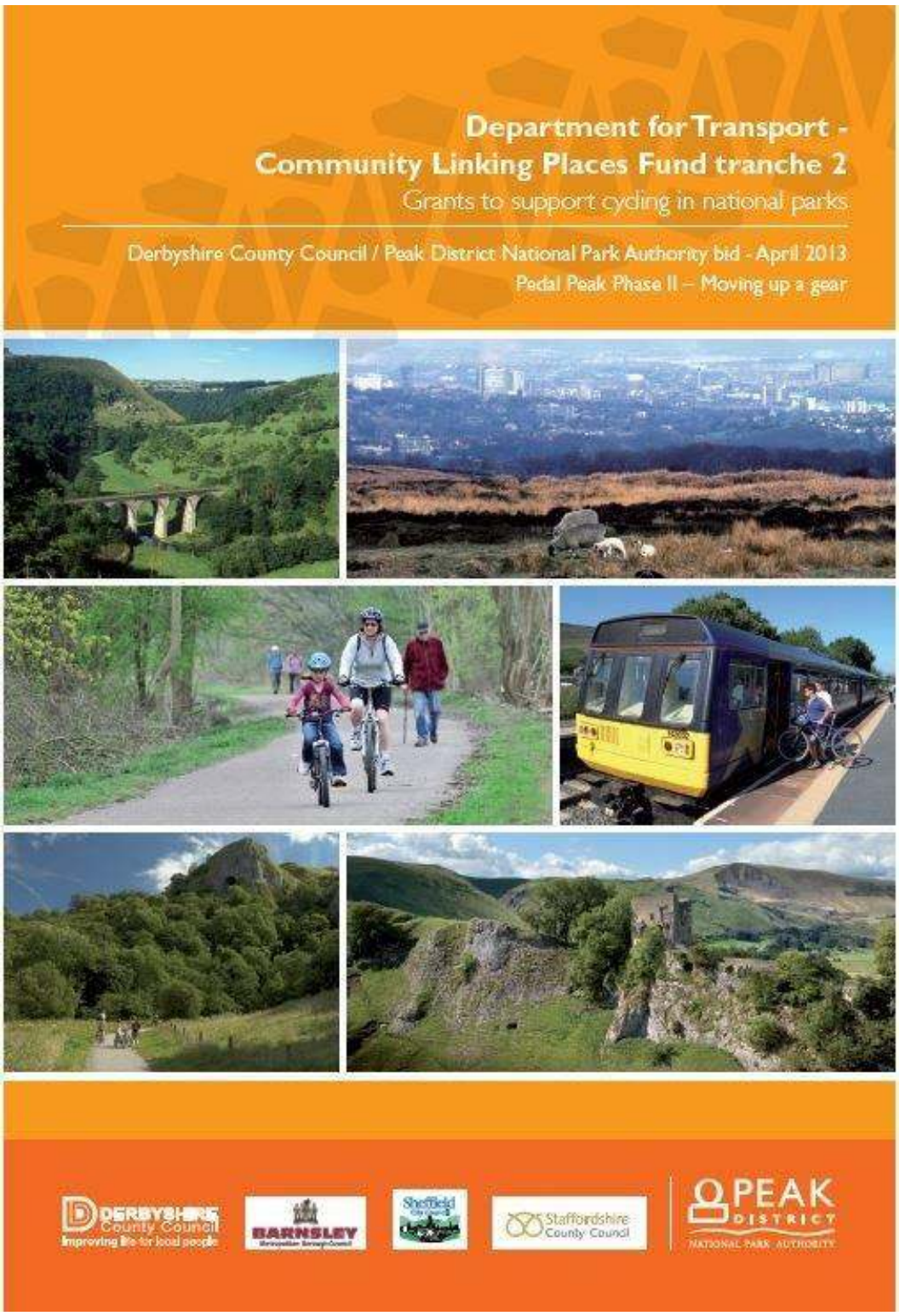
Pedal Peak Phase II
Final Project Report

August 2013 – March 2016



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1.0 Introduction

The Pedal Peak II project has its origins with the initial Peak District National Park Authority's Pedal Peak project of 2010. The original Pedal Peak Project utilised £2.5 million of funding from Cycling England and the Department for Transport (DfT). The project centred on the reopening of four railway tunnels along the Monsal Trail to create an 8.5 mile multi-user trail. Following the reopening of the Monsal Trail in May 2011, there was an increase in cyclists using the route of more than 400 percent[1]. In addition to the infrastructure element, a key part of the project was marketing and awareness-raising, including encouraging new and returning cyclists.

The success of the Pedal Peak project and the increase in popularity of cycling both locally and nationally led to a desire from a number of partners including the National Park Authority to extend the Monsal Trail to both Matlock and Buxton, and then to provide links to the High Peak Trail to create the White Peak Loop.

The National Park Authority had arranged a workshop with a wide range of partners for February 2013 to inform the preparation of a cycling strategy for the National Park and surrounding area. However, the announcement of the DfT's Linking Communities Fund offered an opportunity to work with attendees to identify and prioritise gaps in the cycling network. This led to the creation of the partnership resulting in the submission of the successful Pedal Peak II bid of April 2013. The bid was submitted on behalf of the partnership by Derbyshire County Council, who also acted as the lead body for the Project. The initial project was awarded £5 million grant from the DfT with £2.5 million match funding from partners. An additional bid in 2014 saw Staffordshire County Council receive an extra £1.5 million in grant funding from the Department.

In December 2014, the DfT announced the availability of additional funding for National Parks cycling projects. The Peak District National Park Authority and Derbyshire County Council submitted a successful bid for funds for both infrastructure and other projects. The bid received a further £0.43 million of grant from the DfT with £120,000 match funding from partners.

2.0 Elements of the Project

The Pedal Peak II Project comprised 4 large infrastructure schemes plus a grant scheme to enhance the 'cyclist welcome' scheme. In addition, the marketing of the project was undertaken through a variety of means across the partnership.

2.1 The new infrastructure elements of the project bid

1) The White Peak Loop – Derbyshire County Council, comprising 2 elements: -

   i) Extending the Monsal Trail from Matlock to Bakewell: White Peak Loop East,
   ii) Linking the High Peak Trail with Buxton and Wyedale safety improvements: White Peak Loop West

2) The Staffordshire Moorlands Link – Staffordshire County Council, comprising 3 elements: -

[1] The average daily 2-way flow of cyclists at Hassop Station from the end of August 2010 until the 24th May 2011 was 49. From the 25th May until 31st December, the average daily 2-way flow of cyclists at Hassop Station was 227. During 2015, the average annual 2- way flow of cyclists at Hassop Station was 326.

i) A link along the canal towpath between the outskirts of Stockton Brook, on the edge of Stoke-On-Trent, and Leek,
ii) An on-road signed link from Leek to the Roaches.
iii) An on-road signed link from Cheddleton to the Manifold Track at Waterhouses.

3) The Little Don Link – Barnsley Metropolitan Borough Council and Sheffield City Council, comprising two elements: -

i) A link from Beeley Wood in Sheffield to the Trans-Pennine Trail north of Flouch,
ii) A link from the Trans-Pennine Trail to Winscar Reservoir.

4) The Hope Valley Link – Derbyshire County Council, comprising 2 elements: -

i) An off-road link between Hathersage and Bamford,
ii) An off-road link between Bamford and Hope.

2.2 Grants and Marketing

The grant element of the project was intended to enhance the welcome for cyclists, particularly in those areas where the new infrastructure was being delivered. Known as the Cycle Friendly Places Grant, the scheme was open to businesses, community groups and others. The fund comprised £140,000 from the DfT, with applicants being expected to provide a minimum match funding of 30%.

The Marketing element consisted of a DfT grant of £40,000 to co-ordinate and deliver marketing elements of the project with the partners. Initially, this was directed towards the marketing of the new routes being created through the project. However, due to some delays with progressing the routes and an imperative to spend the grant, an early decision was taken to direct most of the budget towards creating marketing resources that all the partners could continue to use as the routes were completed.

3.0 Delivery

3. 1 The White Peak Loop – delivered by Derbyshire County Council

Within the time scale of the project this scheme has delivered

- 1.3km of off road surface path improvements to upgrade an existing bridleway at Wyedale
- 11.1 km of new off road infrastructure: between Matlock and Rowsley and around Harpur Hill, Buxton
- 10.2 km of on road improvements to sign the road sections between the top of the High Peak Trail into Buxton
- Various highway improvements including 1 junction improvement, 2 new road crossings and a safety scheme including new safety barriers and non-slip surfacing

Plan 1 in Annex 1 provides a summary of work delivered on the White Peak Loop, summer 2016 and photographs of the scheme during the project can be found in Annex 5. .

White Peak Loop East: Extending the Monsal Trail from Matlock to Bakewell:

- Matlock to Rowsley – the project completed 3.6km of new trail between Rowsley and Darley Dale before the end of March 2016 and a further 4.5km was in the process of

being built down to Matlock and due for completion by the end of 2016. A new 0.6 km shared use pedestrian and cycling path was also constructed at the Matlock end to provide a link into the town.

- Rowsley to Bakewell – the remaining 4 km of new trail was held up due to the presence of roosting and hibernating bats in the Haddon Tunnel and protracted negotiations over the 3 large bridges that would be required. The majority of the surveys have been completed and additional funding being provided by Derbyshire County Council will allow the final design, planning and landowner issues to be progressed. The cost and complexity of this section of the route proved too difficult to be delivered within the limitations of the existing grant and short timetable for delivery. There are two public rights of way that provide an existing link between Rowsley and Bakewell which are steeper and have a rough surface but avoid the need to go on the busy A6.

White Peak Loop West: Linking the High Peak Trail with Buxton and Wyedale scheme

- High Peak Trail to Buxton – 3km of new trail has been built over Staker Hill, down to Harpur Hill in Buxton and a 6.2 km route has been signed on minor roads through Earl Sterndale to link this section to the top of the High Peak Trail. The remainder of this section that was in the original bid could not be built due to the withdrawal of support a local government institution but an alternative, the Sustrans promoted on-road Peak Cycleway, is available to provide a temporary (because it is steeper and on busier roads) onward 2.8 km connection into the centre of Buxton

- Wyedale Safety Improvements – this element was delivered by the Peak District National Park Authority and comprised safety barriers and surface improvements along a 1.3 km section of bridleway providing the extension from the western end of the Monsal Trail to the car park at Topley Pike.

3.2. The Staffordshire Moorlands Link – Staffordshire County Council,

Within the timescale of the project all of the elements in the bid were successfully delivered and comprised:

- 11 km of new off road infrastructure along the canal towpaths of the Caldon Canal, including the Leek and Cheddleton arms between Stockton Brook on the outskirts of Stoke-on-Trent and Leek.
- 22km of new on road improvements to sign the links from Leek to the Tittesworth Reservoir and from Cheddleton to the Manifold Track at Waterhouses.
- The project was able to deliver more work than was anticipated resulting in an additional 10 km of new routes improved and signed with help from the additional grant.

Plan 2 in Annex 1 illustrates the completed work, together with some scheme photographs in Annex 5.

3.3. The Little Don Link – Barnsley Metropolitan Borough Council and Sheffield City Council

Within the timescale of the project this scheme delivered:

- 5.8 km of off road surface path improvements to upgrade a section of the Trans Pennine Trail between Dunford Bridge and Bullhouses
- 3.8 km of new off road infrastructure: to provide a new link between the Trans Pennine Trail and Langsett at Flouch and another stretch around Stocksbridge
- 9.06 km of on road improvements to sign connecting routes in the Langsett area

Plans 3 and 4 in Annex 1 provide an indication of the work that has been completed by summer 2016 and photographs of the work can be found in Annex 5.

3.4. The Hope Valley Link – Derbyshire County Council,

Within the project timescale this scheme delivered:

- 2.5 km of new off road infrastructure for the section between Hathersage and Bamford (Phase 1)
- 3 new road crossing and one upgrade of traffic signals at Sickleholme, Bamford
- A feasibility and public consultation exercise for the section between Bamford and Hope (Phase 2).

The report from the public consultation for Phase 2 can be found in Annex 2. Concerns expressed by the local community and users meant that the section between Bamford and Hope as envisaged in the bid could not be delivered within the limitations of the existing budget and timescales. This scheme now requires further design and consultation.

Photographs of Phase 1 can be found in Annex 5.

3.5 Cycle Friendly Places Grant

The Peak District Cycle Friendly Places Fund formed part of the Pedal Peak II grant application in 2013. The reasoning behind the fund was for communities and businesses to have the ability to access funding for projects to enhance the welcome for cyclists, particularly at locations in close proximity to existing cycle links, or those being delivered as part of the Pedal Peak II Project.

The management of the fund was undertaken by the Peak District National Park Authority utilising its successfully established Sustainable Development Fund mechanism. The initial fund was £140,000 derived from the Department for Transport (DfT) Grant. Applicants for the fund were required to demonstrate an ability to match fund their application with cash or in-kind support to a value of at least 30% of the total project.

The fund was opened for applications in February 2014, with an expected operating window of 12 months to tie in with the conditions of the DfT Grant. In January 2015, an opportunity arose to bid for additional funding from the DfT. The popularity of the Cycle Friendly Places scheme led to supplementary Pedal Peak II bid with £250,000 requested for the funding of two larger scale projects through the Cycle Friendly Places Fund. The National Park Authority as the administrative authority deducted a management fee from the grant of 15%.

Because of the obvious benefits arising from the projects being delivered through the Cycle Friendly Places Fund, and the number of applications compared to the available grant, the Peak District National Park Authority has also been able to utilise its Sustainable Development Fund to provide a limited amount of additional resources to the Cycle Friendly Places Fund. This has provided additional value to the Pedal Peak II Project overall and in particular to the Cycle Friendly Places Fund.

The Cycle Friendly Places Fund has been responsible for the delivery of 29[2] projects with a value of approximately £700,000 with approximately 46% of the value being provided through match funding.

[2] A full list of projects is given at Annex 3.

Benefits

Benefits reported as a result of the projects delivered include: -

Bradfield in Bloom – cycle racks. A number of visitors are using the facilities, both cyclists using the racks and other visitors utilising the seating. A survey has indicated regular use by a number of cyclists.

Cycle Bamford – cycle racks & tool station. The Director of the Community Society has said that "*this has meant our business is more sustainable overall as we are attracting a different group of customers than we would without these facilities. The local community has also benefited from being able to fix their bikes in a convenient location, leading to greater take up of cycling amongst local people.*"

Lido Café Hathersage – cycle rack. Reporting in January 2015 indicated that the facilities had drawn 60 regular new cyclists to the café.

Bradfield Post Office and Café – cycle rack, locks and pumps. It has been suggested that this project has contributed to the long-term sustainability of the Post Office.

Cornloft Café and B&B – cycle rack plus other facilities. The B&B reports that bookings are up, due to recent cycling events and the new facilities.

Longshaw Estate – cycle stands plus heavy duty pumps; lots of positive feedback from visitors using cycle facilities.

Nightingale Centre – cycle racks, a washing area, 6 cycle storage lockers, 5 bikes and other cycling equipment. The centre has seen its profitability increase as a result of the project, very positive feedback has been received from users of the facilities, including the Novus OMX Pro Mountain Biking Team.

YHA – enhanced cycle offer at eight hostels in the National Park. The YHA have received very positive feedback and report a 30% increase in web-traffic to their cycling related pages since the Project has been delivered, plus a 98% increase in new visitors to their web-pages over the course of the last year.

Haresfield House B&B – cycling facilities for paying guests. The owner provided the following feedback "*Since installation of the shed and subsequent advertisement of its availability we have had ten or a dozen visitors who have made use of the facility. At the time of the Eroica cycling event in Bakewell we had numerous enquiries from people wishing to holiday in the area and to take part in the event. Swallows Nest was let to a couple from Germany who brought their cycles over via plane to Manchester then hired a car to transport them and their bikes to and from the event……Our business has certainly benefitted from the addition of a cycle storage facility and I am sure next year more and more people will make use of this facility once more people know of it from our advertising campaign.*"

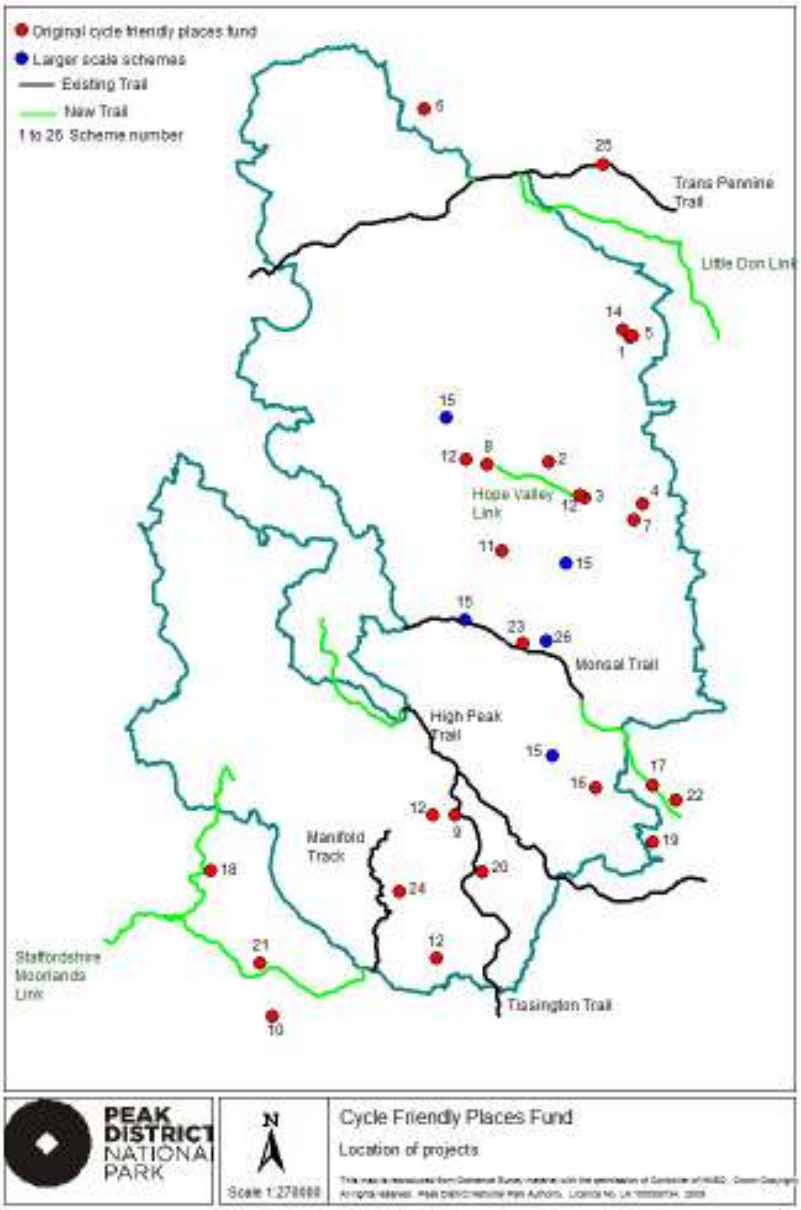
Rivendale – a waterproof cycle storage and servicing facility. The caravan site has reported an increase in visitor from outside of the local area, staying and bringing cycles with them. These visitors make use of the facilities, which are also available to members of the public using the Tissington Trail.

Laburnum B&B – cycling equipment including a dry storage facility. Staying guests are bringing cycles and making use of the storage facility.

Bakewell & Eyam Community Transport – Cycle Shuttle Project – A separate bid was submitted to DfT to support a bike bus project to transport cyclists/cycles throughout the central Peak District, connecting the towns of Matlock, Bakewell and Buxton with the trails network. The project also aimed to provide cycle transport between accommodation and the trails network. This project suffered a number of problems with delays to the launch which meant that the required marketing and publicity did not start in time to generate good levels of traffic for the service through the summer of 2015. An independent evaluation of this project was undertaken with recommendations to build on the strengths which included the partnership working, the brand and the vehicle and its operation and address the weaknesses around lack of market research, marketing and increased flexibility ahead of summer 2016.

Projects have been delivered across the wider Peak District area, as can be seen in the Map 1, photos of some of the delivered infrastructure are provided in Annex 5.

Map 1 – Location of the Cycle Friendly Places Grant Projects



3.6 Marketing

The project's key marketing objectives were to ensure a joined up approach and to promote cycling to from and within Peak District, with a focus on our surrounding catchment areas including Greater Manchester, Sheffield, Derby, Nottingham and Stoke-on-Trent.

A marketing group was established with our key partners to oversee the approach to branding, communications and the allocation of funds. With many of the new routes still being under development, it was necessary to plan ahead for marketing these routes.

As part of our promotional activity we created significant market attention on cycling through development of a Peak District Cycling Festival, branded as Summer of Cycling, in 2014 and 2015. This created a heightened level of interest in cycling in and around the Peak District, which has continued throughout the project. During the 2014 festival over 100 events where held, and in advance of the festival, 50,000 copies of programme were distributed across the Peak District & Derbyshire. This campaign was complemented by a digital campaign and a focus on the cities of Manchester and Sheffield.

We have continued to maximise the opportunities around the international and national cycle events in and around the Peak District. In 2015 we supported the Eroica Britannia festival in developing iconic routes, promotion and advice. This event received approximately 50,000 visitors over 3 days. Riders and festival goers spent in the region of £2.5million and the festival was awarded the 'Best Non Music Festival' in 2015.

Key results from the marketing spend:

- A Communications protocol was developed to enable the partnership to provide a consistent approach to what, how and when it communicates; ensuring all communications are good and clear reaching all the targeted audiences, including hard to reach groups. This was consistently used and credit was given to the DfT funding source.

- Design and production of route promotion banners and flags which are used at public consultation and launch events to raise awareness of the wider project aims, delivery partners and how the work is funded.

- Renewal of the Love to Ride website – a behavioural change programme which is fun and free and increases participation in cycling. During the 2015 Cycle Challenge, 14% of participants were New Riders, 37% Occasional Riders and 49% Regular Riders. The new rider segment was made up of a higher proportion of women than men - 60% female participation to 40% male. This proportion reversed in the regular rider category with 59% male participation to 41% female

Love to Ride facts and anecdotes …
"I now remember how much I enjoy it!!! And it saves petrol, helps me to stay fit!" – New Rider

Key outcomes recorded three months after the Challenge include:
• 100% of previously new riders report riding at least once a month;
• 100% of previously new riders report riding once a week or more often;
• 38% of previously occasional riders report riding regularly (at least twice a week).

There is now a database and Peak District Cycle Challenge community of 2,472 riders made up of tourists from previous promotions and local participation.

In addition to the above we managed and delivered the following marketing elements which will provide a resource for the partnership beyond the lifespan of the project:

- **On-route interpretation panels** to promote National Park messages. We developed content, liaised with designers and partner organisations to provide a coordinated approach to branding and interpretation. This will be utilised at 17 panels throughout across all the Pedal Peak II routes. The interpretation will help increase people's enjoyment of people using the new routes, and help return visits.

- **'Share with Care' behaviour campaign** – to raise awareness and shape the behaviour of all trail users, creating a positive culture and adding to the enjoyment of all. This campaign aims to provide simple safety tips for trail users on how we can share our trails together and avoid conflicts caused by not understanding one another's needs and actions. A toolkit and consumables have been produced to help partners, staff and members roll it out both digitally and on the ground. It contains templates for posters and stencils, agreed hashtag for social media, draft press release template with key agreed messages along with brand guidelines for using agreed icons. We have just begun to roll out the campaign so it is too early to monitor its impact. With our current user base on social media we have a guaranteed way of promoting information to at least 73,000 people.

- **Professional image library** resource based on new routes. We identified that visual photographic content would be an important marketing resource for all partners and would have a lasting value. We commissioned a professional image library available to all partners showing a wider range of people and the diverse range of cycling experiences in the destination. The images encourage use of the new routes connecting urban communities with the Peak District National Park by bike and demonstrating links to other sustainable transport. The images inspire visitors to follow a trail or promoted cycle routes which link to other visitor locations such as train stations, market towns (Bakewell, Buxton, Matlock, Leek) accommodation, pubs and cafes, independent shops, galleries, cultural festivals and traditional customs such as well-dressing. They can be used by the partnership to encourage sustainable travel and rural short breaks, samples can be seen at Annex 4.

- **Interactive cycle maps** with inspirational itineraries to encourage people from all sectors of society to benefit from the new routes and to travel to and from the region by bike. Customer focussed and segmented into easy-going, explorer and extended multi-day rides. The maps have been integrated in PDNP website and linked to social media with links to cycle hire, cycle journey planner, PDF and GPX downloads. All of the new routes will be added once open. Following its launch in January 2016 it was our most influential post on Twitter - "Check out the new cycle routes section on our website; guides from easy to challenging: http://goo.gl/bMMBpZ http://pic.twitter.com/K0aTjcaqm8" receiving 24 retweets, 23 favourites and a total reach of 67,497 people.

A breakdown of the marketing projects undertaken can be seen at Annex 6.

4.0 Evaluation

The evaluation of the success of the Pedal Peak II project has utilised a number of elements: -

1. Automatic Cycle Counts – a number of automatic cycle and pedestrian counters have been installed on new routes funded through the Pedal Peak II project. Cycle Counter locations include: -

    i) Hassop Station (Monsal Trail)

ii) Millers Dale Station (Monsal Trail)
iii) Hope Valley 1 – Hathersage (Hope Valley Link)
iv) Hope Valley 2 – Sickleholme (Hope Valley Link)
v) Bramhall Lane, Stocksbridge (Little Don Link)
vi) Deepcar, Sheffield (Little Don Link)
vii) Waterside Gardens, Oughtibridge (Little Don Link)
viii) Barnfield Road, Leek (Staffordshire Moorlands Link)
ix) Stanley Road, Stockton Brook (Staffordshire Moorlands Link)
x) Sutherland Road, near Longsdon (Staffordshire Moorlands Link)

2. Interview surveys – face to face interviews were undertaken with cyclists utilising new and existing routes during August and October / November 2015. These interviews were undertaken during school holiday periods and on a weekday, Saturday and Sunday on the Monsal Trail, Little Don Link and Staffordshire Moorlands Link. The locations chosen for interviews were: -

   i) Hassop Station (Monsal Trail)
   ii) Millers Dale Station (Monsal Trail)
   iii) Dunford Bridge (Trans Pennine Trail / Little Don Link)
   iv) Hollybush Inn, Denford (Staffordshire Moorlands Link)
   v) Stockton Brook (Staffordshire Moorlands Link)

3. Online survey – based on the interview questionnaire, the online survey was hosted on the Peak District National Park Authority website and ran for 6 weeks from the 12th October to the 23rd November 2015.

4. Recipients of the Cycle Friendly Places Grant were contacted and asked to provide either empirical or anecdotal evidence of the effects that the grant had had either on their business or towards the uptake in cycling.

5. Marketing – a number of marketing approaches have been undertaken as part of the project, including producing press releases, newsletters, the creation of interactive maps and interpretation panels. It is not easy to measure the direct impact of these measures, but the popularity of the new routes with the public can be attributed in part to these marketing approaches.

4.1 Cycle Counts

a) Monsal Trail

There are two automatic cycle counters located on the Monsal Trail, at Hassop Station and Millers Dale Station: -

i) Hassop Station – this counter has been in place since August 2010, and has proved largely reliable during this time. The average annual 2-way daily total for cyclists at this location was 326 during 2015. Since the reopening of the Monsal Trail in May 2011, through to the end of December 2015, the average daily 2-way total of cyclists at this location over the subsequent 1,588 days for which data has been available is 296.

An average daily 2-way flow of 590 pedestrians was also recorded over a 303 day period from 1st January 2015 to 31st October 2015.

ii) Millers Dale Station – this counter has been in place since February 2012, although there were some initial issues with the data. The average daily 2-way flow for cyclists in 2015 was 134[3]. Overall the average daily 2-way flow for cyclists at this location is 143 during 2014-2015 over a 433 day period.

An average of daily 2-way flow of 510 pedestrians was also recorded over a 23 day period from 1st January 2015 to 30th October 2015.

b) Hope Valley Link

iii) Hope Valley 1 (Hathersage) – this counter was installed in November 2014, following the completion of the first stage of the Hope Valley Link from Hathersage to Sickleholme near Bamford. The average annual 2-way daily total for cyclists in 2015 was 52. Since the counter was installed in 2014, the average daily 2-way flow of cyclists at this location is 45 for the 475 days of data recorded between 12th November 2014 and 29th February 2016.

iv) Hope Valley 1 (Sickleholme) – this counter was installed in November 2014, following the completion of the first stage of the Hope Valley Link from Hathersage to Sickleholme near Bamford. The average annual 2-way daily total for cyclists in 2015 was 37. Since the counter was installed in 2014, the average daily 2-way flow of cyclists at this location is 31 for the 475 days of data recorded between 12th November 2014 and 29th February 2016.

c) Little Don Link

v) Bramhall Lane (Stocksbridge) – this counter was installed in October 2015, so there is very little data available, and that which is available, is only for the Autumn/Winter period. Over the 136 days of data available, between 14th October 2015 and 29th February 2016, the average daily 2-way flow of cyclists is 2.

An average of daily 2-way flow of 54 pedestrians was also recorded over this 136 day period between 14th October 2015 and 29th February 2016.

vi) Deepcar (Sheffield) – this counter was installed in October 2015, so there is very little data available, and that which is available, is only for the Autumn/Winter period. Over the 147 days of data available, between 6th October 2015 and 29th February 2016, the average daily 2-way flow of cyclists is 3.

An average of daily 2-way flow of 70 pedestrians was also recorded over this 147 day period between 14th October 2015 and 29th February 2016.

vii) Waterside Gardens (Oughtibridge) – this counter was installed in October 2015, so there is very little data available, and that which is available, is only for the Autumn/Winter period. Over the 147 days of data available, between 6th October 2015 and 29th February 2016, the average daily 2-way flow of cyclists is 31.

An average of daily 2-way flow of 135 pedestrians was also recorded over this 147 day period between 14th October 2015 and 29th February 2016.

d) Staffordshire Moorlands Link

[3] This is based on 273 days of data from 1st January to the 30th September.

viii) Barnfield Road (Leek) – this counter was installed in September 2015, so there is little data available, and that which is available, is only for the Autumn/Winter period. Over the 175 days of data available, between 8th September 2015 and 29th February 2016 the average daily 2-way flow of cyclists is 9.

An average of daily 2-way flow of 111 pedestrians was also recorded over this 175 day period between 8th September 2015 and 29th February 2016.

ix) Stanley Road (Stockton Brook) – this counter was installed in September 2015, this coupled with some data issues means that there is very little information available. Over the 81 days of data available, between 15th September 2015 and 31st December 2015 the average daily 2-way flow of cyclists is 22.

An average of daily 2-way flow of 100 pedestrians was also recorded over this 81 day period between 8th September 2015 and 31st December 2015.

x) Sutherland Road near Longsdon – this counter was installed in September 2015, so there is little data available, and that which is available, is only for the Autumn/Winter period. Over the 175 days of data available, between 8th September and 29th February the average daily 2-way flow of cyclists is 22.

An average of daily 2-way flow of 51 pedestrians was also recorded over this 175 day period between 8th September 2015 and 29th February 2016.

4.2 Interview Surveys

The interview surveys were conducted by Casual Survey and Data Assistants employed by the Peak District National Park Authority over two periods during the school holidays. The first of these was between 22nd August 2015 and 6th September 2015; the second was between 24th October 2015 and 1st November 2015.

A total of 617 interviews were conducted, with surveys undertaken on a weekday, Saturday and Sunday during each survey period, on three of the main routes being either extended or created as part of the Pedal Peak II Project. As part of the introductions, the interviewer provided some background information about the Pedal Peak II project.

The split of completed surveys by location is given below in Table 1.

Table 1 – Distribution of interviews by routes

Location	Summer Survey		Autumn Survey		Overall	
	Number	Percentage	Number	Percentage	Number	Percentage
Little Don Link (Dunford Bridge)	113	32.7	81	29.9	194	31.4
Monsal Trail (Hassop Station, Millers Dale Station)	172	49.7	123	45.4	295	47.8
Staffordshire Moorlands Link (Hollybush Inn, Denford and Stockton Brook)	61	17.6	67	24.7	128	20.6

The distribution of interviewees would appear to relate to the number of users at each location.

Based on the interviews it is possible to identify the catchment of the locations at which the surveys were undertaken, based on the interviewee's home post code. The detail is given in Table 2.

Table 2 – Catchment area for the survey locations by number and percentage[4]

Distance	Dunford Bridge		Hassop Station		Hollybush Inn		Millers Dale		Stockton Brook		Overall	
	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age	No.	%age
0-10km	12	6.4	25	11.7	33	58.9	3	3.8	43	75.4	116	19.6
11-20km	64	34.2	24	11.3	14	25.0	3	3.8	11	19.3	116	19.6
21-30km	57	30.5	39	18.3	3	5.4	15	19.2	1	1.8	115	19.5
31-40km	24	12.8	14	6.6	0	0.0	16	20.5	0	0.0	54	9.1
41-50km	11	5.9	19	8.9	1	1.8	6	7.7	0	0.0	37	6.3
51-75km	6	3.2	23	10.8	1	1.8	7	9.0	0	0.0	37	6.3
76-100km	1	0.5	13	6.1	0	0.0	7	9.0	0	0.0	21	3.6
101-150km	4	2.1	16	7.5	1	1.8	7	9.0	1	1.8	29	4.9
151-200km	3	1.6	6	2.8	1	1.8	3	3.8	0	0.0	13	2.2
201-250km	1	0.5	12	5.6	0	0.0	3	3.8	1	1.8	17	2.9
251-300km	1	0.5	14	6.6	0	0.0	2	2.6	0	0.0	17	2.9
301-350km	2	1.1	5	2.3	1	1.8	5	6.4	0	0.0	13	2.2
351-400km	1	0.5	2	0.9	1	1.8	1	1.3	0	0.0	5	0.8
401-450km	0	0.0	1	0.5	0	0.0	0	0.0	0	0.0	1	0.2
	187	**100.0**	**213**	**100.0**	**56**	**100.0**	**78**	**100.0**	**57**	**100.0**	**591**	**100.0**

It can be seen within Table 2 that for the Staffordshire Moorlands Link a large percentage of users come from the local area (a distance of 10km or less). For example, 75% of interviewees at Stockton Brook came from within a 10km distance from the survey location. Similarly for the Hollybush Inn, almost 60% of interviewees travelled 10km or less to reach the interview location.

Users of the Little Don Link / Trans Pennine Trail also appear to originate locally, with 71% travelling 30km or less to the survey location at Dunford Bridge. The Monsal Trail appears to have the wider catchment, with 41% travelling 30km or less to the survey location at Hassop Station and 27% travelling 30km or less to the survey location at Millers Dale Station. Similarly the interviewee who travelled the greatest distance (410 km) travelled to the Monsal Trail from Cumbernauld in Scotland.

Question 1 – What distance have you travelled to access this Trail?

The interview respondents were asked how far they had travelled to access the Trail that they were using on the day of the survey; the details are given in Table 3, but are not location specific.

Table 3 – Distance travelled to the trail on the day of use.

Distance	Number	Percentage Base 617
< 5 miles (<8km)	297	48.1
6-10 miles (9-16km	110	17.8
11-15 miles (17-24km)	79	12.8
16-20 miles (25-32km)	32	5.2
> 20 miles (>32km)	94	15.2
Don't know	2	0.3
No reply	3	0.5

As indicated by the post code analysis, almost half of all those interviewed travelled less than 5 miles or 8km to get to the trail they were using on the day of the interview[5]. Where the distance travelled is greater than 20 miles, the data in Table 2 would suggest that the people interviewed were disproportionately accessing the Monsal Trail at either Hassop or Millers Dale stations.

[4] Distance travelled is derived from interviewee's home postcode and the survey location, utilising Google directions, and the quickest route.

[5] It should be noted that for Table 2 the distance is based on the survey location, which is not necessarily the point at which the person being interviewed accessed the trail / cycle route.

Question 2 – How many people are with you today?
The interview respondents were asked how many people were in their group on the day of the interview. Generally those interviewed were traveling alone (31%) or with one other person (41%); however one person stated that they were part of a group of 55, suggesting a cycling club outing. The full details of the responses to this question can be seen in Table 4.

Table 4 – The size of group of the interview respondent

Number of people	Number	Percentage Base 617
Travelling on their own	192	31.1
Travelling with one other person	252	40.8
Travelling with two other people	70	11.3
Part of a group of 4	58	9.4
Part of a group of 5	18	2.9
Part of a group of 6	9	1.5
Part of a group of 7	3	0.5
Part of a group of 8	3	0.5
Part of a group of 9	1	0.2
Part of a group of 10	2	0.3
Part of a group of 11	1	0.2
Part of a group of 12	3	0.5
Part of a group of 55	1	0.2
No reply	4	0.6

Question 3 – What activities are you taking part in?
Those who were interviewed were asked to list the activities that they and the members of their group were participating in, whilst using the Trail. The majority of those interviewed were cyclists and therefore it might be expected that this would form the predominant activity, with 93% of those interviewed and their companions listing cycling as their activity. The question had five categories including 'Other'; those who gave this option were asked to clarify, their responses are provided in italics.

Table 5 – Activities being undertaken

Activity		Number	Percentage Base 1,466
Cycling		1,361	92.84
Walking		83	5.66
Running		17	1.16
Other	*Dog walking*	1	0.07
	Fishing	1	0.07
	Infant	1	0.07
	Mountain biking	1	0.07
	Shopping	1	0.07
Horse riding[6]		0	0.00

Question 4 – Is the trail your main destination or are you making a non-leisure journey?
The interviewees were then asked whether the trail / cycle route that they were using was their main destination or if they were making a non-leisure journey. For the vast majority of respondents (595 or 96%), the trail was their main destination. Of the remainder, 12 (2%) were making a non-leisure journey, whilst there were 10 respondents who chose not to answer the question.

Question 5 – If the trail is your main destination, what is the main purpose of your visit today?

[6] Horse rising was one of the options given on the questionnaire, but there were no respondents who were participating in this activity.

Of the 595 respondents who indicated that the trail or cycle route that they were using was their main destination, the majority indicated that the purpose of their visit was for recreation purposes, or as part of the visitor experience (86%). Some respondents gave more than one answer, with health and fitness also being a key factor for more than half. Full details are provided in Table 6

Table 6 – Main purpose of visit

Purpose of visit		**Number**	**Percentage** Base 595
Recreation / visitor experience		513	86.2
Health and fitness		384	64.5
Education		6	1.0
Other	Dog walking	1	0.2
	Hassop cycle hire worker	1	0.2
	Learning to ride	1	0.2
	Meeting friends	1	0.2
	Shopping	1	0.2
	Visiting family	1	0.2
	Work	1	0.2

Question 6 – If you are making a non-leisure journey, what is the main purpose of your journey?

This question was put to 12 respondents who indicated that they were making a non-leisure journey. There was an equal split across these 12 respondents, with one third (4) stating that they were '*visiting friends*'; one third stating that they were visiting '*shops or other services*'; whilst the final third stated that their journey was for 'commuting' purposes.

Question 7 – What mode of transport did you use to get to the Trail today?

The interviewees were then asked what modes of transport they had used to access the trail or cycle route that they were on; they were asked to list all of the modes use. Not surprisingly, the most popular mode was car or van, closely followed by bicycle. Of the options provided, no respondents arrived via coach or motorbike / scooter. Only one respondent travelled by a mode not referenced on the interview form, and they arrived by boat.

Table 7 – Mode of transport

Mode	**Number**	**Percentage** Base 617
Car or van	370	60.0
Bicycle	249	40.4
On foot	15	2.4
Train	6	1.0
Bus	1	0.2
Other (Boat)	1	0.2
Coach	0	0.0
Motorbike or motorised scooter	0	0.0

Question 8 – If you travelled by bicycle, are you a new / occasional cyclist?

This question was put to all interview respondents using the trail / cycle route. Out of a total of 427 who responded, 133 (22% of all those interviewed) stated that they were new or occasional cyclists. Of these, 120 (90%) indicated that they were encouraged to cycle by the existence of the route that they were using.

Question 9 – Will cycling on this trail encourage you to cycle elsewhere for any of the following?

This question was put to all respondents to try and ascertain whether their experience would encourage cycling for leisure at other locations and for purposes other than leisure or recreation. A total of 94% stated that their experience would encourage them to cycle elsewhere, with the majority identifying either recreational cycling or to improve their health and

fitness as reasons to do so. However, almost half of respondents stated that they would cycle for utility journeys, including to access shops, employment and education or for visiting friends and relations.

It should be noted that each respondent was able to provide multiple answers, so one individual could of indicated that they would cycle for all purposes. The detail is provided within Table 8.

Table 8 – Encouragement to undertake cycling elsewhere

Activity	Number	Percentage Base 617
Recreation	456	73.9
Health and fitness	403	65.3
Travelling to shops or other services	109	17.7
Visiting friends or family	86	13.9
Commuting	85	13.8
Travelling to school or college	23	3.7
None of the above	35	5.7

Question 10 – As a result of today's visit, how much have money you spent on the following?

The interview respondents were also asked to give an indication of the amount that they spent on different elements as part of their day out. This varied from location to location and appeared largely dependent upon the facilities available. For example, the only locations where interviewees spent money on parking was on the Monsal Trail, suggesting that parking was free at other locations. Similarly, there was no spending on cycle hire by users of the Staffordshire Moorlands Link, indicating a lack of cycle hire facilities.

A breakdown of the interviewees spending by location and category is provided in Table 9a to 9h.

Table 9a) – Amount spent by interviewees by on Travel by location.

Location	Total Number of Respondents	Travel			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	8	£144.00	£18.00	£0.77
Hassop Station (Monsal Trail)	209	127	£1,065.50	£8.39	£5.10
Hollybush Inn (Staffordshire Moorlands Link)	56	4	£15.00	£3.75	£0.27
Millers Dale (Monsal Trail)	78	21	£150.00	£7.14	£1.92
Stockton Brook (Staffordshire Moorlands Link)	57	2	£59.00	£29.50	£1.04
Totals	**586**	**162**	**£1,433.50**	**£8.85**	**£2.45**

Table 9b) – Amount spent by interviewees by on Parking by location.

Location	Total Number of Respondents	Parking			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	0	£0.00	£0.00	£0.00
Hassop Station (Monsal Trail)	209	121	£565.40	£4.67	£2.71
Hollybush Inn (Staffordshire Moorlands Link)	56	0	£0.00	£0.00	£0.00
Millers Dale (Monsal Trail)	78	40	£181.70	£4.54	£2.33
Stockton Brook (Staffordshire Moorlands Link)	57	0	£0.00	£0.00	£0.00
Totals	**586**	**161**	**£747.10**	**£4.64**	**£1.27**

Table 9c) – Amount spent by interviewees by on Cycle Hire by location.

Location	Total Number of Respondents	Cycle Hire			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	5	£82.00	£16.40	£0.44
Hassop Station (Monsal Trail)	209	64	£2,277.50	£35.59	£10.90

Hollybush Inn (Staffordshire Moorlands Link)	56	0	£0.00	£0.00	£0.00
Millers Dale (Monsal Trail)	78	16	£605.00	£37.81	£7.76
Stockton Brook (Staffordshire Moorlands Link)	57	0	£0.00	£0.00	£0.00
Totals	**586**	**85**	**£2,964.50**	**£34.88**	**£5.06**

Table 9d) – Amount spent by interviewees by on On-Trail Refreshments by location.

Location	Total Number of Respondents	On-trail refreshments			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	17	£162.00	£9.53	£0.87
Hassop Station (Monsal Trail)	209	118	£1,380.45	£11.70	£6.61
Hollybush Inn (Staffordshire Moorlands Link)	56	27	£425.00	£15.74	£7.59
Millers Dale (Monsal Trail)	78	25	£298.60	£11.94	£3.83
Stockton Brook (Staffordshire Moorlands Link)	57	2	£15.00	£7.50	£0.26
Totals	**586**	**189**	**£2,281.05**	**£12.07**	**£3.89**

Table 9e) – Amount spent by interviewees by on Off-Trail Refreshments by location.

Location	Total Number of Respondents	Off-trail refreshments			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	61	£773.80	£12.69	£4.16
Hassop Station (Monsal Trail)	209	37	£696.25	£18.82	£3.33
Hollybush Inn (Staffordshire Moorlands Link)	56	11	£116.90	£10.63	£2.09
Millers Dale (Monsal Trail)	78	39	£555.60	£14.25	£7.12
Stockton Brook (Staffordshire Moorlands Link)	57	9	£88.00	£9.78	£1.54
Totals	**586**	**157**	**£2,230.55**	**£14.21**	**£3.81**

Table 9f) – Amount spent by interviewees by on Local Shops by location.

Location	Total Number of Respondents	Local shops			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	0	£0.00	£0.00	£0.00
Hassop Station (Monsal Trail)	209	26	£478.40	£18.40	£2.29
Hollybush Inn (Staffordshire Moorlands Link)	56	4	£49.80	£12.45	£0.89
Millers Dale (Monsal Trail)	78	5	£64.50	£12.90	£0.83
Stockton Brook (Staffordshire Moorlands Link)	57	6	£32.20	£5.37	£0.56
Totals	**586**	**41**	**£624.90**	**£15.24**	**£1.07**

Table 9g) – Amount spent by interviewees by on Accommodation by location.

Location	Total Number of Respondents	Accommodation			
		No of Spendees	Total Spent	Ave per spendee	Ave per respondent
Dunford Bridge (Little Don Link)	186	3	£250.00	£83.33	£1.34
Hassop Station (Monsal Trail)	209	38	£4,467.00	£117.55	£21.37
Hollybush Inn (Staffordshire Moorlands Link)	56	5	£400.00	£80.00	£7.14
Millers Dale (Monsal Trail)	78	12	£3,670.00	£305.83	£47.05
Stockton Brook (Staffordshire Moorlands Link)	57	1	£30.00	£30.00	£0.53
Totals	**586**	**59**	**£8,817.00**	**£149.44**	**£15.05**

Table 9h) – Amount spent by interviewees Overall by location.

Location	Total Number of Respondents	Total Spend	Overall Ave Spend
Dunford Bridge (Little Don Link)	186	£1,411.80	£7.59
Hassop Station (Monsal Trail)	209	£10,930.50	£52.30
Hollybush Inn (Staffordshire Moorlands Link)	56	£1,006.70	£17.98
Millers Dale (Monsal Trail)	78	£5,525.40	£70.84
Stockton Brook (Staffordshire Moorlands Link)	57	£224.20	£3.93
Totals	**586**	**£19,098.60**	**£32.59**

As can be seen, the highest average spend per visitor is on the Monsal Trail, with both Millers Dale Station and Hassop Station Interviewees showing high levels of spend (£52 and £71

respectively). The lowest spend was on the Staffordshire Moorlands link at Stockton Brook. However, bearing in mind that 75% of respondents travelled 10km or less, this is to be expected.

The spend data from the interview surveys can be linked to the data from the cycle counters to give an indication of overall daily and yearly spend at each location. This information is given in Table 10 and is based on 50%[7] of the average daily 2-way flows at each location, and the average spend per visitor at each location.

Table 10 – Projected spend per location[8]

Location	Cyclists Average Daily Total	50% of Average Daily Total	Average Daily spend per person	Total Average Daily Spend	Projected Annual Spend
Oughtibridge (Little Don Link)	31	16	£7.59	£118.37	£43,206.10
Hassop Station (Monsal Trail)	296	148	£52.30	£7,752.58	£2,829,690.11
Hollybush Inn (Staffordshire Moorlands Link)	22	11	£17.98	£199.13	£73,682.97
Millers Dale (Monsal Trail)	143	72	£70.84	£5,073.62	£1,851,871.58
Stockton Brook (Staffordshire Moorlands Link)	22	11	£3.93	£44.00	£16,058.20

It should of course be borne in mind that those visitors who use the Monsal Trail may pass through both Hassop Station and Millers Dale Station, and therefore their spend is only applicable once per day. The same applies to the Hollybush Inn and Stockton Brook on the Staffordshire Moorlands Link.

Question 11 – Would the new network of multi-user trails encourage you to make visits to the area more often?

All those interviewed were asked whether the new network of multi-user trails would encourage them to make more frequent visits to the area. Only 21 (3%) stated that it would not, with the remainder stating that it would. As might be expected, the emphasis was on day visits (either longer stays or more frequent visits). However, more than one quarter of responses (28%) indicated an intention to undertake staying visits to the area. A full breakdown of responses is provided in Table 11, it should be noted that respondents were able to provide more than one answer to this question, so 1 respondent might indicate a willingness to make longer, more frequent day visits and both weekend and holiday visits.

Table 11 – Encouragement to visit the area more often (Face-to-face Interview)

Frequency of visit	Number	Percentage Base 617
Yes, more day visits	460	74.6
Yes, longer day visits	391	63.4
Yes, weekend staying breaks	123	19.9
Yes, a holiday lasting a week or more	51	8.3
No	21	3.4

Question 12 – How often do you cycle?

The respondents to the survey were asked how often they cycled; more than one third indicated that they cycled 2-3 times per week, whilst almost three quarters 73% cycled at once a week or more frequently. Of the remainder, 15% cycled at least once per month or more frequently. Full details are provided in Table 12.

Table 12 – Frequency of Cycling (Face-to-face Interview)

Frequency of cycling	Number	Percentage Base 617
Daily	76	12.3

[7] It should be noted that this is the minimum figure, as at most counter locations there is a directional bias. For example, at Hassop Station, 52.3% of cyclists travel in one direction as opposed to 47.7% who travel in the other.
[8] Please note that the calculations utilised in this table have been formulated within a spreadsheet and are therefore subject to rounding, which will affect the totals provided.

2-3 times per week	225	36.5
Weekly	149	24.1
2-3 times per month	47	7.6
Once a month	46	7.5
Less than once a month	65	10.5
No reply	9	1.5

Question 13 – How many miles do you cycle in a week?
Respondents were asked how many miles that cycle per week on average, with a range of options from '0-5 miles' through to '20-30 miles' with an option to provide other distances. A total of 388 respondents (63%) fell within the given distances, with the most popular being '20-30 miles' (22%). For those who provided 'Other' distances, there was a wide spread with the majority falling between 31 and 100 miles. However, there were 3 respondents who indicated that they cycled an average of 200 miles every week, and three who stated that they cycled 300 miles per week. Full details are provided in Table 13.

Table 13 – Distance cycled per week (Face-to-face Interview)

Distance	Number	Percentage Base 617
0-5 miles	70	11.3
6-10 miles	64	10.4
11-20 miles	120	19.4
21-30 miles	134	21.7
31-40 miles	37	6.0
41-50 miles	52	8.4
51-75 miles	41	6.6
76-100 miles	51	8.3
101-150 miles	17	2.8
151-200 miles	3	0.5
201-300 miles	3	0.5
No reply	23	3.7

Question 14 – Do you think that there should be more trails like this one?
Interview respondents were asked whether they thought that the trail network should be expanded; the vast majority stated that they would like to see more trails (603 or 98%), whilst only 3 answered no. There were 5 respondents who didn't know and 6 who did not reply to the question.

Question 15 – If there were more trails like this, would you use them?
When asked whether they would use any additional trails if they were created, 607 respondents indicated that they would (98%). Of the remainder, 2 stated that they wouldn't use any new trails, 6 didn't know and there were 2 respondents who did not reply to the question.

Demographic Data
In addition to the questions about their use of the trails, respondents were also asked to provide some additional information about their date of birth, ethnic background, employment status and any disabilities.

a) Year of Birth
The vast majority of respondent's provided a response to this question, with only 8 choosing not to. The oldest person who responded was born in 1934, so would have been reached an age of 81 years during 2015, whilst the youngest was born in 2003, so would have reached an age of 12 years during 2015. The respective ranges of years of birth are given in Table 14.

Table 14 – Decades during which respondents were born

Decade	Number	Percentage Base 617
1930-1939 (76-85 years old during 2015)	8	1.3
1940-1949 (66-75 years old during 2015)	81	13.1
1950-1959 (56-65 years old during 2015)	127	20.6
1960-1969 (46-55 years old during 2015)	197	31.9
1970-1979 (36-45 years old during 2015)	136	22.0
1980-1989 (26-35 years old during 2015)	43	7.0
1990-1999 (16-25 years old during 2015)	14	2.3
2000-2009 (6-15 years old during 2015)	3	0.5
No reply	8	1.3

The year of birth with the most respondents was 1960 (people reaching the age of 55 during 2015), with 30 respondents (5%), a higher number than the total for the two decades of 1990-2009. The majority of respondents were born between 1960 and 1979 (333 or 54%) and therefore aged from 36-55 years old during 2015. It is not unexpected that there are few respondents under 16, as the surveyors are instructed not to interview under 16s unless they have parental consent. Whilst the results may reflect use of the trail by the over 16s, face-to-face surveys are biased towards those users willing to participate.

b) Ethnic group

For this question, respondents were asked to provide their ethnic group rather than being proscribed a series of groups from which to pick. The majority of respondents described themselves as British White (82%), whilst 84% described themselves as White. More than 90% of respondents described themselves as British, whilst 5% chose not to reply to the question. The full detail is contained within Table 15.

Table 15 – Ethnic group of respondents

Ethnic group	Number	Percentage Base 617
British White	505	81.8
British	45	7.3
Caucasian White	8	1.3
European White	6	1.0
British Indian	5	0.8
Mixed Race	5	0.8
Asian	3	0.5
Indian	2	0.3
Irish	2	0.3
Polish	2	0.3
White Other	2	0.3
Arab	1	0.2
British Black	1	0.2
Pakistani	1	0.2
No reply	29	4.7

c) Employment status

Respondents were also asked to provide their employment status, again rather than being proscribed a series of groups. The most popular answer was 'Employed' at 37%; whilst 75% described themselves as being in some form of employment. Of the remainder, the highest representation was from retired people (19%), with an additional 3% describing themselves as semi-retired. The full details are provided within Table 16.

Table 16 – Employment status of respondents

Employment status	Number	Percentage Base 617
Employed	225	36.5
Full Time	137	22.2
Retired	120	19.4

Self Employed	58	9.4
Part Time	24	3.9
Semi-Retired	20	3.2
Student	9	1.5
Unemployed	9	1.5
Home Maker	4	0.6
No reply	11	1.8

d) Ill health or disability

Finally respondents were asked whether they felt that their activities were limited owing to either ill health or a disability. The majority (577 or 94%) relied 'No', with the remainder consisting of 28 individuals who stated that their activities were affected by ill health or disability, whilst 12 respondents chose not to respond to the question.

The 28 respondents who replied 'Yes' were asked whether their mobility was affected by their ill health or disability. The majority (60%) indicated that their mobility was affected to a greater or lesser extent, with 11% indicating that they found cycling easier than walking. The full details are provided within Table 17.

Table 17 – Effects of ill health or disability on mobility

Employment status	Number	Percentage Base 28
No	11	39.3
Yes	5	17.9
Sometimes	4	14.3
Slightly, cycling easier than walking	3	10.7
Age related limitations	1	3.6
Arthritis	1	3.6
Max 20 miles	1	3.6
Pacemaker, no hills	1	3.6
To some extent	1	3.6

4.3 Online Survey

The online survey was based on the interview questionnaire, and was hosted on the Peak District National Park Authority website for 6 weeks from the 12th October to the 23rd November 2015. The intention was to widen the catchment beyond those using the trails on the days on which the interview surveys took place. A total of 135 respondents completed the survey.

Question 1 – Had you heard of the Pedal Peak II project before today?

The webpage on which the survey was hosted provided some background information about the Pedal Peak II project. The first question of the survey was used to establish the wider awareness of the project, prior to completion of the survey. Less than half of the respondents (58 or 43%) were aware of the project prior to completing the survey; 56% had not heard of the project and there were 2 respondents who stated that they did not know.

Question 2 – Are you aware of the new or improved cycle routes outlined above?

This question referred to those routes being delivered as part of the Pedal Peak II project (see Section 2.0 of this report). There was a greater awareness of the individual routes being delivered than of the project as a whole, with 83 respondents (62%) stating that they were aware of one or more of the routes being delivered. Of the remainder, 48 stated that they were unaware of any of the Pedal Peak II schemes, whilst 4 stated that they didn't know.

Question 3 – Have you cycled on any of the following multi-user routes over the last year? (please tell us which and how often)

For this question, the respondents were provided with a list of multi-user trails in and around the National Park and asked how many times they had used each. In terms of number of

respondents who have visited it, the Monsal Trail was the most popular place to visit, with the Staffordshire Moorlands Link the least visited. The aggregate number of visits per trail by respondents over the previous year is given below: -

i. Monsal Trail 458 to 695 visits.
ii. High Peak Trail 460 to 618 visits
iii. Tissington Trail 380 to 545 visits
iv. Trans Pennine Trail (Inside Park) 321 to 438 visits
v. Trans Pennine Trail (Outside Park) 674 to 767 visits
vi. Staffordshire Moorlands Link 148 to 179 visits
vii. Longdendale Trail 135 to 195 visits
viii. Thornhill Trail 378 to 487 visits
ix. Hope Valley Link 301 to 453 visits

The Trans Pennine Trail (outside the Park) elicited the most visits over all, with more than 21% of respondents stated that they used the route on a monthly or weekly basis. Full details are provided within Table 18.

Table 18 – Breakdown of respondent's use of trails in and around the National Park

Trail	Number of times used over the last year (Base 135)						
	Never	Once	2-5 times	5-10 times	Every month	Every week	No reply
Monsal Trail (runs between Bakewell and Wyedale)	21 (15.5%)	29 (21.5%)	44 (32.6%)	21 (15.5%)	11 (8.1%)	2 (1.5%)	7 (5.2%)
High Peak Trail (runs between Cromford and Hurdlow)	48 (35.6%)	25 (18.5%)	31 (23.0%)	13 (9.6%)	4 (3.0%)	5 (3.7%)	9 (6.7%)
Tissington Trail (runs between Parsley Hay and Ashbourne)	36 (26.7%)	34 (25.2%)	35 (25.9%)	12 (8.9%)	5 (3.7%)	3 (2.2%)	10 (7.4%)
Trans Pennine Trail (within the National Park)	59 (43.7%)	16 (11.9%)	24 (17.7%)	9 (6.7%)	9 (6.7%)	2 (1.5%)	16 (11.9%)
Trans Pennine Trail (outside the National Park)	59 (43.7%)	17 (12.6%)	16 (11.9%)	9 (6.7%)	5 (3.7%)	10 (7.4%)	19 (14.1%)
Staffordshire Moorlands Link (runs from Stoke to Leek / Cheddleton	98 (72.6%)	8 (5.9%)	7 (5.2%)	2 (1.5%)	1 (0.7%)	2 (1.5%	17 (12.6%)
Longdendale Trail (runs from Glossop to Woodhead)	80 (59.3%)	21 (15.5%)	10 (7.4%)	6 (4.4%)	1 (0.7%)	1 (0.7%)	26 (19.3%)
Thornhill Trail (runs from Thornhill to the Upper Derwent Valley)	62 (45.9%)	19 (14.1%)	18 (13.3%)	11 (8.1%)	5 (3.7%)	4 (3.0%)	16 (11.9%)
Hope Valley Link (between Hathersage & Bamford)	54 (40%)	13 (9.6%)	24 (17.7%)	16 (11.9%)	9 (6.7%)	1 (0.7%)	18 (13.3%)

Question 4 – How often do you cycle?

Respondents were asked how often they cycled; more than 40% stated that they cycled 2-3 times per week, and the majority (82%) cycled at least weekly. It should of course be borne in mind that those likely to seek out an on-line questionnaire about their cycling habits are more likely to be keen / regular cyclists; full details are provided in Table 19

Table 19 – Frequency of Cycling (On-line Survey)

Frequency of cycling	Number	Percentage Base 135
Daily	28	20.7
2-3 times per week	56	41.5
Weekly	27	20.0
2-3 times per month	8	5.9
Once a month	5	3.7
Less than once a month	9	6.7
No reply	2	1.5

Question 5 – How many miles do you cycle in a week?
The questionnaire offered a range of distances, varying from '*0-5 miles*' through to '*21-30 miles*', with just over half providing answers within these ranges (50.4%). Of these, 33 stated that they cycled between 21-30 miles per week (24%).

The remainder of respondents gave a variety of distances, which broadly fit into the additional categories with Table 20. The greatest distance given was 70-200 miles, with a number of respondents providing variable distances across broad ranges; these have been adapted for the table.

Table 20 – Distance cycled per week (On-line Survey)

Distance	Number	Percentage Base 135
0-5 miles	10	7.4
6-10 miles	3	2.2
11-15 miles	12	8.9
16-20 miles	11	8.1
21-30 miles	33	24.4
31-40 miles	6	4.4
41-50 miles	11	8.1
51-75 miles	14	10.4
76-100 miles	20	14.8
101-150 miles	11	8.1
151-200 miles	1	0.7
Varies	1	0.7
No reply	2	1.5

Question 6 – When was the last time that you cycled?
Respondents were asked to indicate the last time that they had cycled. As might be expected, the majority had cycled at least during the last week or on the day that they completed the survey (82%). Again this level of participation might be expected from those undertaking the survey. More than 93% of respondents had cycled within the last month or more recently – full details are contained with Table 21.

Table 21 – Last time cycled

Distance	Number	Percentage Base 135
Today	45	33.3
Within the last week	65	48.1
Within the last month	16	11.9
Within the last 6 months	5	3.7
Within the last year	1	0.7
More than 1 year ago	2	1.5
No reply	1	0.7

Question 7 – Where was the last place that you cycled?
As might be expected, this question produced a wide range of answers, although there were some popular locations that drew more than one response, including the Upper Derwent Valley, the Hope Valley, Matlock, the Monsal Trail and the Trans Pennine Trail. The most popular locations given were the High Peak Trail and a generic reference to the Peak District, both with 8 responses. A large number of responses referred to locations either within or in close proximity to the National Park. In a number of cases, references were made to commuting journeys. A breakdown of locations is provided in Table22

Table 22 – Last place cycled

Location (Peak District Locations given in bold)	Number	Percentage Base 135
High Peak Trail, **Peak District**	8	5.9
Upper Derwent Valley	7	5.2

Hope Valley, Matlock, **Monsal Trail**, Sheffield, Trans Pennine Trail, Work	4	3.0
Bakewell, Congleton, **Goyt Valley**, **Lady Cannings Plantation**, Linacre Woods, Sherwood Pines	3	2.2
Curbar / **Froggatt Edges**, Leek, **Macclesfield Forest**, **Manifold Valley**, Nottingham, **Stanage**	2	1.5
Alderley Edge, **Bamford**, Biddulph, **Bradfield**, Bristol, Cannock Chase, Carsington, **Castleton**, Chesterfield Canal, Clumber Park, Cromford Woods, Dewsbury, Dorset, **Eastern Moors**, **Edale**, Endcliffe Park, Endon, Five Pits Trail, France, **Froggatt**, Hardwick Hall, **Hathersage**, Hayfield, High Green, **Houndkirk Moor**, Italy, Langley Mill, **Langsett**, Leicestershire, Llandegla, Liverpool, **Longnor**, **Longstone Edge**, Marple, New Mills, Norfolk, North Yorkshire, Penistone, Quantock Hills, **Roaches**, Robin Hood Airport, Rotherham, Rother Valley, Scotland, Stockport, Stoke-On-Trent, Swinley Forest, Wales, Wharncliffe Woods, Yorkshire Dales,	1	0.7
None specific	4	3.0
No reply	3	2.3

Question 8 – Do you consider yourself a new or returning cyclist?
As might be expected, the majority of respondents appear to be keen cyclists and therefore, only 6 (4.4%) described themselves as new or returning cyclists; there was one person who chose not to reply to the question.

Question 9 – If so, did the trail network encourage you to cycle?
Although only 6 people stated that they were new or returning cyclists, 18 stated that the trail network had encouraged them to cycle, whilst 18 stated that it hadn't.

Question 10 – Did you have to travel than more a mile from your home or accommodation to get to the place that you cycled?
Just over half of all respondents (68 or 50.4%) stated that they had to travel more than a mile to get to the last place that they cycled. Of the remainder, 63 (47%) stated that they did not; whilst 4 chose not to reply to the question.

Question 11 – What distance did you travel from your home or accommodation to get to the last place you cycled?
In light of the response to Question 10, it isn't surprising that 64 respondents (47%) travelled less than five miles to the last place that they cycled. Of the remainder, the highest proportion (21 or 16%) travelled more than 20 miles, whilst 11% travelled between 6 and 10 miles. A high proportion of respondents chose to cycle in close proximity to their home or holiday accommodation, the full detail is provided in Table 23.

Table 23 – Distance travelled from home or accommodation to get to the last place cycled

Distance	Number	Percentage Base 135
Less than 5 miles	64	47.4
6 to 10 miles	15	11.1
11 to 15 miles	13	9.6
16 to 20 miles	10	7.4
More than 20 miles	21	15.6
Don't know	2	1.5
No reply	10	7.4

Question 12 – How did you get to the last place that you cycled?
Respondents were encouraged to provide information about all the modes of travel that they used, so the total of responses is higher than the number of respondents to the survey. As might be expected from the answers to both questions 10 and 11, a high number of respondents travelled by cycle to the last place they cycled (62%). The next highest mode was by car or van (42%), with low numbers utilising walking, train, bus or coach and motorcycle / motor scooter. The full detail is provided in Table 24.

Table 24 – Mode of travel used to get to the last place cycled

Mode	Number	Percentage Base 135
Bicycle	83	61.5
Car or van	57	42.2
On foot	3	2.2
Train	2	1.5
Bus or coach	1	0.7
Motorcycle or motorised scooter	1	0.7

Question 13 – Please tell us how many people, including yourself, took part in your last bike ride?

When asked how many people participated in their last bike ride, the highest number of responses was for those who cycled alone (36%). Almost one quarter of respondents cycled with one other person. Group sizes of more than 10 were not common, although there were examples of people cycling as part of a group comprising 45 or 60 individuals. The highest number given was 2,700 and it is unclear whether this is a spurious response or part of a large organised event. The full details are provided in Table 25.

Table 25 – Number of people participating in last bike ride

Number of participants	Number	Percentage Base 135
1	49	36.3
2	33	24.4
3	12	8.9
4	10	7.4
5	7	5.2
6	3	2.2
7	2	1.5
8	4	3.0
9	2	1.5
10	5	3.7
14	1	0.7
18	1	0.7
45	1	0.7
60	1	0.7
2,700	1	0.7
No reply	3	2.2

Question 14 – Do you ever participate in any of the following activities?

This question was asked to ascertain other possible uses of the trail network, with walking, running and horse riding being the more usual activities undertaken. It is not surprising that walking was the most popular activity; our cycle and pedestrian count data indicates the popularity of walking (see Section 3.1); running was also a popular activity. Of the 'other' activities, rock climbing was the most popular, followed by mountain biking and road cycling. The full details are given in Table 26; respondents were encouraged to provide all activities that they undertook, so the totals are greater than the number of respondents.

Table 26 – Other activities undertaken

Mode		Number	Percentage Base 135
Walking		116	85.9
Running		50	37.0
Horse riding		2	1.5
Other	Rock climbing	6	4.4
	Mountain biking	5	3.7
	Road cycling	3	2.2
	Sailing	2	1.5
	Bike-packing, Bird watching, Camping, Caving, Cribbage, Kayaking, Needlework, Pilates, Scuba diving, Space hopping, Swimming, Tennis, Triathlon	1	0.7

Question 15 – Was your last cycle ride part of a leisure journey?
More than three-quarters of the respondents (102 or 76%) stated that their last bike ride was part of a leisure journey, with the remainder indicating that it was not.

Question 16 – If your last cycle ride was not part of a leisure journey, was it…..?
Those respondents (33 or 24%) who indicated that their last cycle ride was not part of a leisure journey were asked to clarify the nature of that journey. Of these 26 (19%) stated that their journey was part of a commuting journey, and 1 stating that it was part of a visit to the shops. There were 7 respondents who provided 'other' answers – these were: -

i. Racing – 3 respondents (2.2%)
ii. Mountain bike coaching session
iii. Keep fit / training
iv. Part of duties as a Trans Pennine Trail Ranger
v. None of the above.

Question 17 – Does the new network of multi-user trails encourage you to visit the area more?
The survey respondents indicated that the new network of trails will encourage both more day visits and longer day visits by approximately 77% of respondents. A surprisingly high proportion of respondents, compared to the Interview Survey (see Table 11) indicated that they would not visit the area more often. This may be related to the maturity of the market with those participating in this survey, with the majority being frequent cyclists, many of whose most recent bike ride took place within the area. Full details are provided in Table 27

Table 27 – Encouragement to visit the area more often (On-line survey)

Frequency of visit	Number	Percentage Base 135
Yes, more day visits	56	41.5
Yes, longer day visits	48	35.6
Yes, weekend staying breaks	22	16.3
Yes, a holiday lasting a week or more	4	3.0
No	35	25.9

Question 18 – Do you think that there should be more trails for cycling linking to, and within the Peak District?
Almost 96% of all respondents indicated that they thought that there should be more trails for cycling, linking to and within the Peak District. Of the remainder, 3 answered 'no' and 3 chose not to reply to the question.

Question 19 – If there were more trails for cycling, would you use them?
The vast majority of respondents (128 or 95%) indicated that they would use any additional trails for cycling; the remaining 7 respondents stated that they would not.

Question 20 – On your last cycle ride, how much money did you spend on the following?
Respondents were asked to provide the amount that they spent on each of the Items listed in Table 28 as part of their last cycle ride. Refreshments was the only item that more than half of respondents spent money on (56% of respondents spent an average of £10.18 as part of their visit.

Of the other items, the highest average spend was for accommodation, but this along with cycle hire produced the fewest number of people spending (4 and 3 respectively).

Taken across the whole sample size, the most recent cycle ride of 135 respondents contributed £1,806.00 to the economy, an average spend of £13.38 per respondent (see Table 28 for full details).

Table 28 – Amount spent by respondents.

Item	Total Number of Respondents who spent on this item	Minimum Spend	Maximum Spend	Total Spend	Ave Spend	Overall Ave Spend / per 135 sample
Travel (fuel or fares)	47	£0.00	£60.00	£543.50	£11.56	£4.03
Parking	23	£0.00	£35.00	£101.00	£4.39	£0.75
Cycle Hire	3	£0.00	£28.00	£36.00	£12.00	£0.27
Refreshments (cafes / pubs / tea rooms	76	£0.00	£40.00	£774.00	£10.18	£5.73
Local Shops	24	£0.00	£30.00	£225.00	£9.38	£1.67
Accommodation	4	£0.00	£90.00	£127.00	£31.75	£0.94
Totals				**£1,806.00**		**£13.38**

Demographic Data

As with the face–to-face interviews, survey respondents were asked to provide additional information about their date of birth, ethnic background, employment status and any disabilities.

a) Year of Birth

The vast majority of respondent's provided a response to this question, with only 4 choosing not to. The oldest person who responded was born in 1918, so would have been reached an age of 97 years during 2015, whilst the youngest was born in 1997, so would have reached an age of 18 years during 2015. The respective ranges of years of birth are given in Table 29.

Table 29 – Decades during which respondents were born (Online Survey)

Decade	Number	Percentage Base 135
1910-1919 (96-105 years old during 2015)	1	0.7
1920-1929 (86-95 years old during 2015)	0	0.0
1930-1939 (76-85 years old during 2015)	2	1.5
1940-1949 (66-75 years old during 2015)	2	1.5
1950-1959 (56-65 years old during 2015)	14	10.4
1960-1969 (46-55 years old during 2015)	40	29.6
1970-1979 (36-45 years old during 2015)	41	30.4
1980-1989 (26-35 years old during 2015)	27	20.0
1990-1999 (16-25 years old during 2015)	4	3.0
No reply	4	3.0

The year of birth with the most respondents was 1965 (people reaching the age of 50 during 2015), and 1972 (people reaching the age of 43 during 2015) with 7 respondents each (5%), a higher number than the total for the decades of 1990-1999. The highest number of respondents were born between 1960 and 1979 (81 or 61%) and therefore aged from 36-55 years old during 2015.

b) Ethnic group

For this question, respondents were asked to provide their ethnic group rather than being proscribed a series of groups from which to pick. The majority of respondents described themselves as White (70%), whilst 52% described themselves as being of British or UK origin, with an additional 10% describing themselves as being English. A number of respondents indicated their unwillingness to answer the question, either by giving no reply or providing answers such as '*stupid question*' or '*parrot*'. The full detail is contained within Table 30.

Table 30 – Ethnic group of respondents (Online Survey)

Ethnic group	Number	Percentage Base 135
White British	59	43.7
White	26	19.3
British	8	5.9
English	7	5.2
White English	7	5.2
Chinese	2	1.5
UK	2	1.5
White European	2	1.5
Asian / White British	1	0.7
Caucasian	1	0.7
Christian	1	0.7
Jedi	1	0.7
Mixed	1	0.7
UK White	1	0.7
Irrelevant question / not applicable / no / stupid question / parrot	7	5.2
No reply	9	6.7

c) Employment status

Respondents were also asked to provide their employment status, again rather than being proscribed a series of groups. The most popular answer was 'Employed' at 42%; whilst 84% described themselves as being in some form of employment. Of the remainder, the highest representation was from retired people (7%). The full details are provided within Table 31.

Table 31 – Employment status of respondents (Online Survey)

Employment status	Number	Percentage Base 135
Employed	57	42.2
Full Time	35	25.9
Self Employed	15	11.1
Retired	9	6.7
Part Time	5	3.7
Unemployed	3	2.2
Company Director	2	1.5
Student	2	1.5
No reply	6	1.8

d) Ill health or disability

Finally respondents were asked whether they felt that their activities were limited owing to either ill health or a disability; the majority (109 or 81%) relied 'No', with 12 choosing not to reply.

Some of the 14 respondents who replied 'Yes' gave an indication of their ill health or disability, which included HIV, asthma, arthritis and a bad back. The respondents were asked whether their mobility was affected by their ill health or disability. The majority (71%) indicated that their mobility was affected to a greater or lesser extent, with 2 respondents stating that it affected the distance that they were able to walk or ride.

5.0 Lessons Learnt

Off–road schemes present a completely different set of challenges/lessons learnt to on-road highway schemes:

1. Off-road projects require a considerable amount of lead in time and there is only so much that can be done ahead of grant monies being confirmed, especially if there is a need to secure match funding or landowner agreements, finalise survey work (ecological surveys are season

specific and require being updated) and complete planning applications. It is inevitable that in finalising schemes once project funding is confirmed, additional unforeseen costs will need to be included and schemes will take longer to deliver than the very short windows provided for the duration of the grant funding (in this case it was only 30 months) which is what happened in several of the projects within the Pedal Peak Project resulting in why not all of the outcomes in the original bid could be delivered. In comparison a scheme within the highway does not require landowner agreements, rarely requires any ecological or other surveys and has deemed planning consent, only requiring consultation with local councils and residents. A consequence of this longer lead in time (combined with the three month delay in announcing the successful applicants), was the loss of £486,750 of grant income that could not be spent in time to be claimed in Year 1 of the Project. If the grant could have been claimed over the full 3 year programme it would have meant that this money would not have been lost to the project.

2. The White Peak Loop Project came up against several unforeseen environmental challenges involving the presence of protected species such as bats, badgers and Great Crested Newts. Often surveys are season specific and can involve surveys throughout the course of a whole year to pick up different elements. The timeframes involved and mitigation requirements imposed by what was found has delayed the implementation of the scheme and resulted in additional costs.

3. Several projects involved partnerships with local authorities or local organisations (White Peak Loop), Canal and River Trust (Staffordshire Moorlands Link), Yorkshire Water and Highways England (Little Don Trail). Whilst providing the benefit of levering in match funding for added value there are time constraints involving negotiations and getting priorities aligned. The Highways England match funding is as a direct result of the Pedal Peak ll Project funding and will continue beyond the life of the Pedal Peak ll Project funding.

4. The Staffordshire Moorlands Link had to meet many unforeseen challenges associated with working on a linear asset nearly 250 years old. In additional to the environmental difficulties, which were assessed and mitigated, there were numerous Grade ll listed structures along the 11km route and sections of the towpath which were in extremely poor condition. There were also limited opportunities for accessing the towpath. With only two locations along the entire 11km length of towpath suitable for carrying out the construction operations, it made the logistics of moving materials and plant extremely difficult and hence increased the costs. The bid for additional funding for this scheme was the result of extra costs incurred due to the difficult logistics as well as the opportunity that arose during the project to deliver more of the route. The limitations of working on a linear route with limited access points were also a challenge for other schemes on the project.

5. The provision of new off-road infrastructure that is primarily for cycling and walking poses challenges in how some routes are legally recorded (there is no public rights of way category that just provides for walkers and cyclists), what the appropriate design standards are and the ongoing additional maintenance liabilities in terms of asset management.

6.0 Continuation of Pedal Peak Project schemes beyond 2016

6.1 White Peak Loop

- White Peak Loop East – Matlock to Rowsley: the remaining 4.5km off road section between Matlock and Rowsley is continuing to be built on site during the remainder of 2016 using match funding and additional funds provided by Derbyshire County Council

- White Peak Loop East – Rowsley to Bakewell: Derbyshire County Council have identified additional funds to complete the surveys and negotiations with landowners and get the project fully designed prior to looking for additional external funding opportunities in the future.
- White Peak Loop East – Matlock to Cromford: this would be part of a wider programme to develop the complete Loop.
- White Peak Loop West – Harpur Hill: an additional 100m section of new off road to fully complete the route into the centre of Harpur Hill is being finalised and Derbyshire County Council is seeking to identify additional funding for delivery during 2017/18 through the Local Transport Plan programme.
- White Peak Loop West – into Buxton: negotiations are still required to open up the onward 5.3 km off road route along the route of the former Cromford to High Peak Railway and around Grin Low Country Park to provide an off road link into the centre of Buxton and from the centre of Buxton to connect to the western end of the Monsal Trail. No currently funding has been identified to continue this element which would be part of a wider programme for which external funding would need to be sourced.

6.2 Little Don Link

- Within Sheffield City boundary: the Oughtibridge and Deepcar sections are ongoing and 5.55km of new off-road shared use paths are due for completion by summer 2019, some funded and delivered by Sheffield City Council through the Government's Local Sustainable Transport Fund STEP programme and the remainder provided by developers.
- Within Barnsley: the outstanding 4.5kms of off-road route require quarry, bridge and biodiversity surveys, some are complete and others are scheduled by the end of 2016. Partnerships are in progress with Yorkshire Water and Highways England to help contribute to budget costs and shared goals but a significant percentage of the funding source is still to be identified and will be sought through external funding and STEP grants.
- The aim is to complete the entire route by 2019.

6.3 Hope Valley Link

- The public consultation and feasibility study commissioned for Phase 2 (Bamford to Hope) illustrated the demand for improvements to cycling infrastructure in the Hope Valley but concerns expressed by the local community and other users (horse riders) meant that the 3.2km scheme as envisaged could not be delivered within the limitations of the existing budget and timescales. This scheme requires further design and consultation outside of the scope of Pedal Peak ll and additional funding will need to be sought.

7.0 Conclusions

The Pedal Peak II Project was probably the most ambitious of the National Parks projects funded through the DfT's Linking Communities Fund. This is largely because of the number of constituent and neighbouring authorities and other partners involved in putting the bid together. The Pedal Peak II bid was delivered through 4 constituent highway authorities and a number of other partners including other local authorities, private landowners and the Canal & Rivers Trust.

The situation has been further complicated by issues that have arisen during the undertaking of the project, including negotiation with landowners and the withdrawal of support for some key sections of the White Peak Loop, some significant ecological constraints that delayed some schemes and increased the costs and the inevitable increased build costs once the final designs were developed and approved which meant that not all of the elements from the bid were delivered.

However, despite delays in delivery of some elements of the project, there are many positives to be drawn from the achievements during the 2.5 year project: -

- 34 km (22 miles) of new or improved off-road shared use trails have been built for walkers and cyclists (some of which also provide for horse riders) that improve connections into the Peak District from surrounding built up areas.
- 34 km (22miles) of minor rural roads have been signed as linking routes for cyclists establishing better links between existing or new off-road routes
  Comprising:
  - Completion of a section of the White Peak Loop linking Matlock and Rowsley, together with an onward connection into Matlock Town.
  - Completion of a signed route for the White Peak Loop project from Hurdlow at the top of the High Peak Trail into Buxton, via a combination of on and (new) off road routes through Harpur Hill.
  - Completion of the Staffordshire Moorlands Link,
  - Completion of the first stage of the Hope Valley Link from Hathersage to Hope,
  - Partial completion of the Little Don Link and connections between the Little Don Link and the existing Trans Pennine Trail
  - 6 new or upgraded road crossings have been constructed around the network
  - New off and on-road sections provide direct new links to 6 rail stations

- The delivery of 29 projects through the Cycle Friendly Places Grant, with a value of £700,000, including £322,000 of match funding, with 19 grants awarded to local businesses and organisations in the Pedal Peak area to provide improved cycle infrastructure
- A marketing campaign that has reached more than 100,000 people and helped to establish Eroica Britannia as the Best Non-Music Festival in 2015. The extensive media coverage that the Project delivered was backed up by a Responsible Use Campaign: "Share with Care" and the launch of an on-line Interactive Cycle Map

The project's various elements have also developed a cycling offer that taps into a number of different markets. The Monsal Trail already acts as a national destination and was voted the nation's favourite short trail in 2015[9]. Its extension between Matlock and Rowsley and ultimately from Rowsley to Bakewell will only act to increase its popularity and the associated economic benefits to the area.

The Staffordshire Moorlands Link provides access to the National Park from Stoke-On-Trent, but clearly serves a more local catchment, enabling local residents to derive the health and fitness benefits of off-road cycling. Our surveys indicate that for those users suffering from ill health or a disability, cycling on trails, can offer easier means of travel and exercise than walking.

Off-road projects are hugely popular and generate considerable public support. The Pedal Peak Project has funded 12 monitoring stations and several surveys on site as well as carrying out a considerable amount of public consultation and open days which has demonstrated the huge

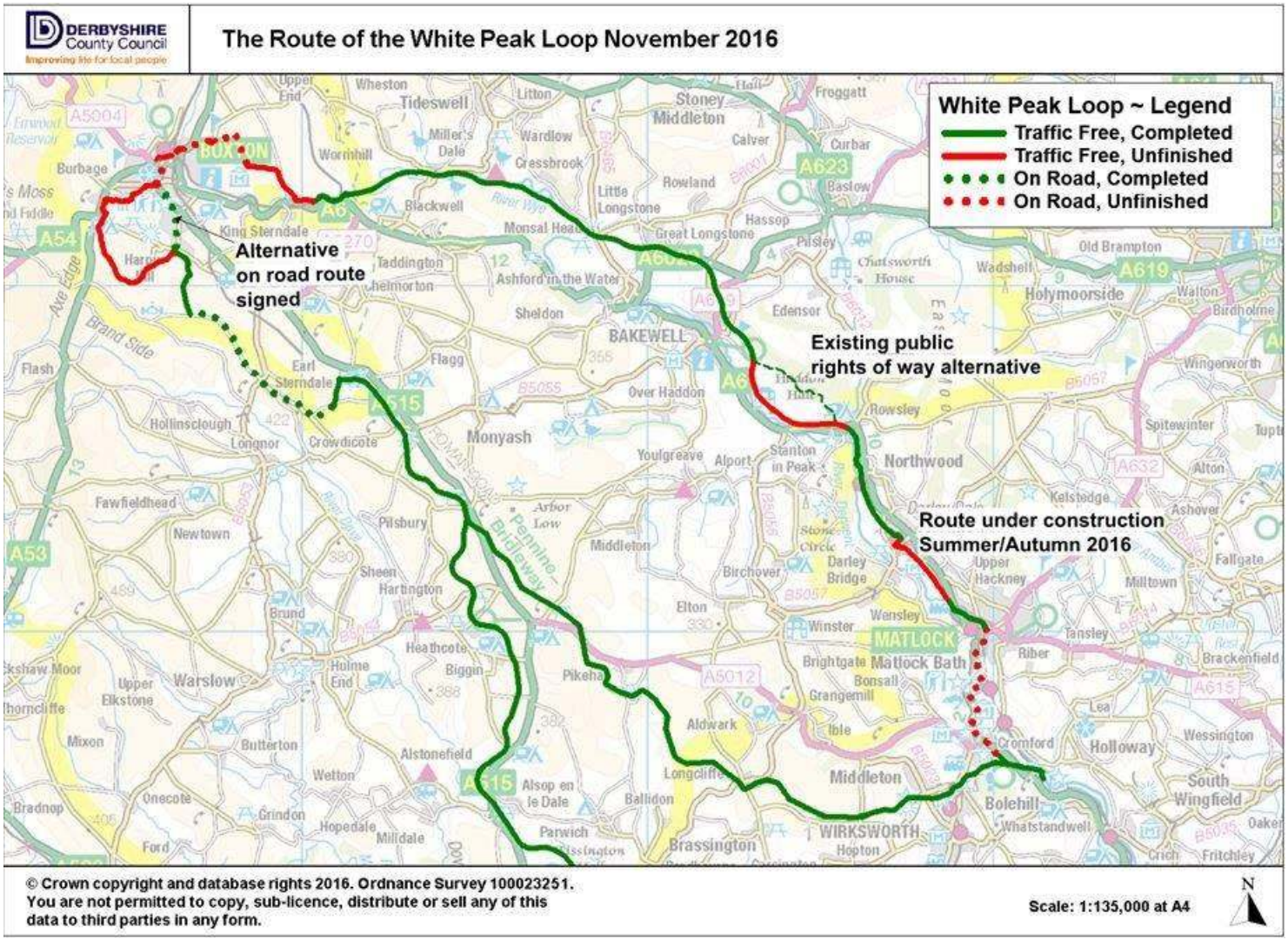
[9] http://www.sustrans.org.uk/node/7766/your-favourite-route-under-30-miles

amount of public support for the scheme and ongoing usage of the new trails. In parallel with the Pedal Peak Project, Derbyshire County Council and the Peak District National Park Authority have commissioned a project to produce a model to assess the Economic Impact and Benefit of cycling in relation to the White Peak Loop. The final report estimated that the existing Monsal Trail brings in up to £1.1m into the local economy and with the extension into Matlock this could add an additional £1.68m-£1.82m economic benefit to the local area. It is clear that both residents and visitors value the opportunity to cycle on traffic free routes, away from the busy road network. It is also clear that having a safe and easy environment for new and returning cyclists is essential to encourage progression, both from leisure to utility cycling, but also from trail riding to mountain biking and road riding.

The Pedal Peak II Project has clearly demonstrated the benefits arising from the DfT's investment in the area and the scope for the greater benefits that could be achieved from future investment in the Peak District National Park and its wider catchment area.

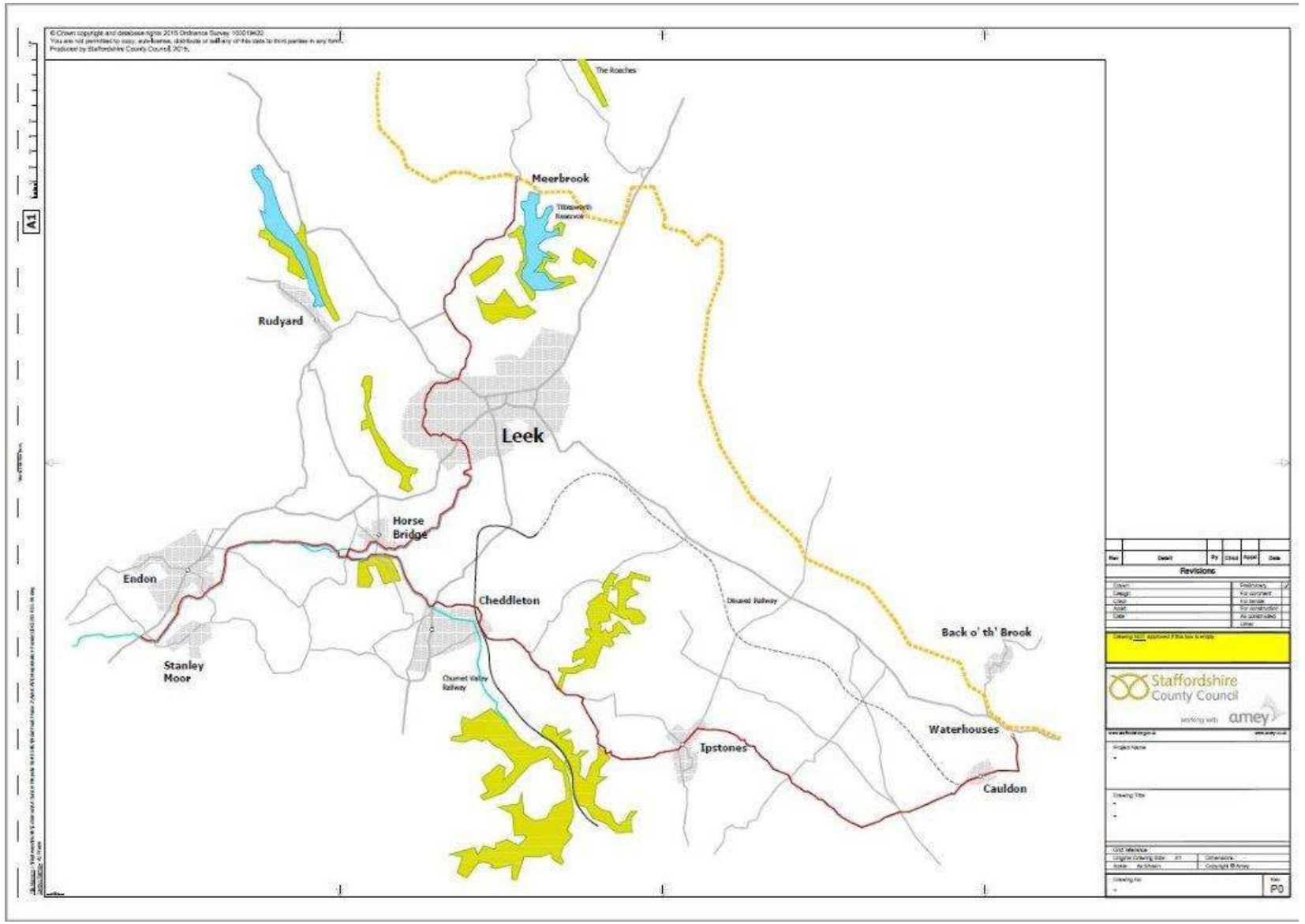
Annex 1

Plan 1: White Peak Loop



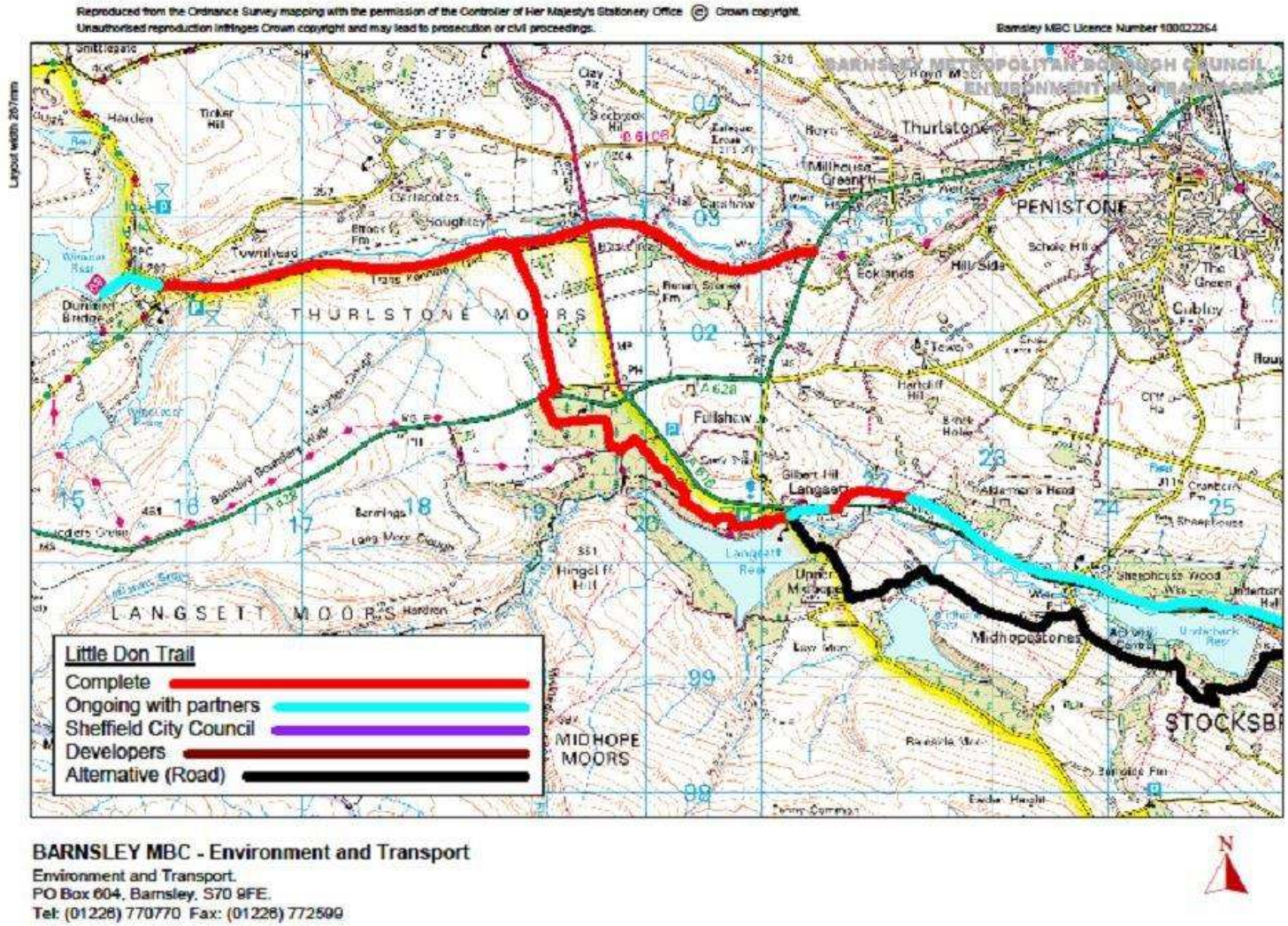
Annex 1

Plan 2 Staffordshire Moorlands Link



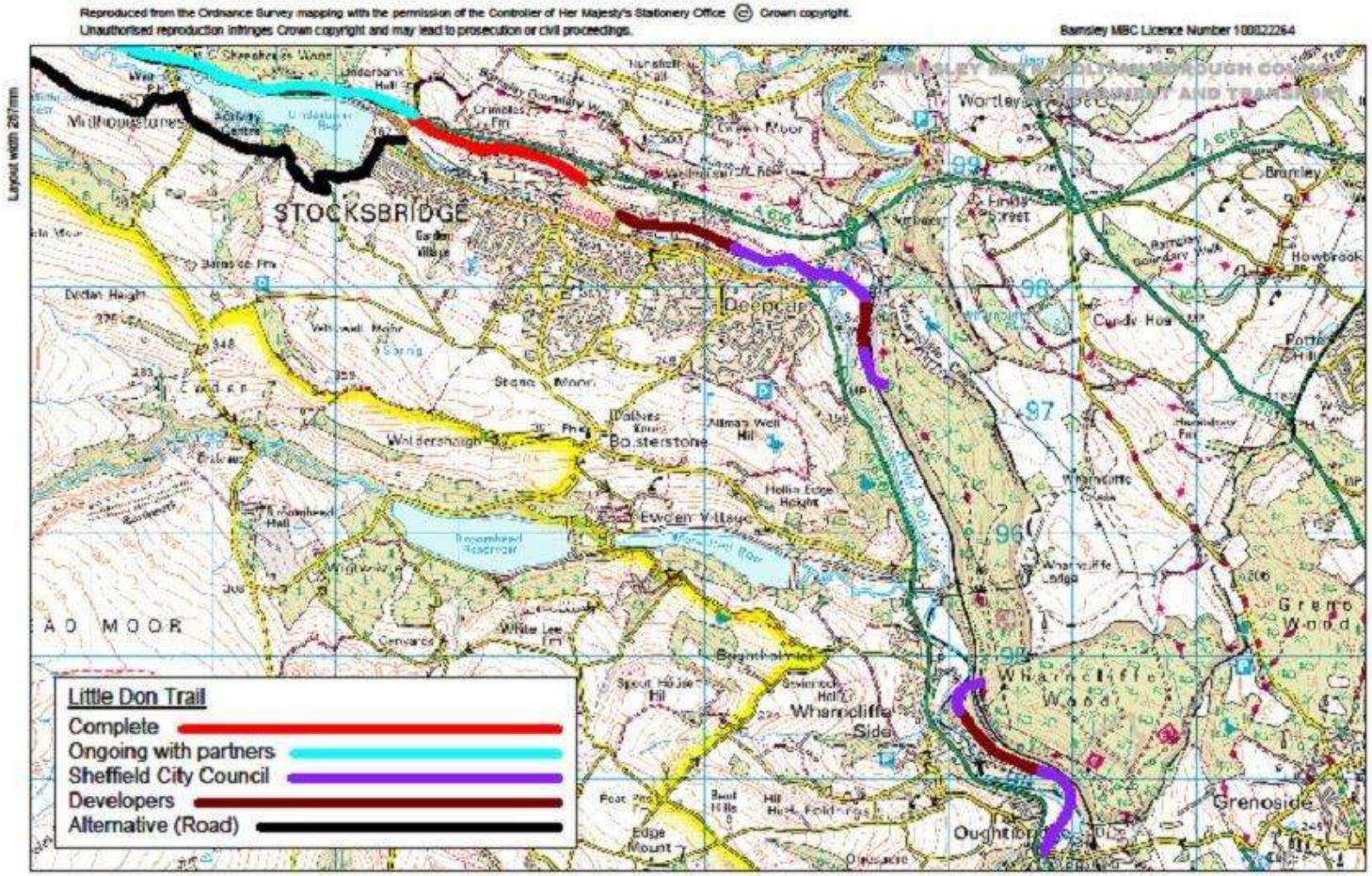
Annex 1

Plan 3 Little Don Route – West



Annex 1

Plan 4 Little Don Route – East



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Annex 2

Hope Valley Cycle Improvements Study

Phase One/Two Hathersage to Hope

Results of Public Consultation held during November 2014

Produced by Sustrans on behalf of Derbyshire County Council January 2015

About Sustrans

Sustrans makes smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

It's time we all began making smarter travel choices. Make your move and support Sustrans today. www.sustrans.org.uk

Head Office,Sustrans,2 Cathedral Square, College Green, Bristol, BS1 5DD

Executive summary

A public consultation exercise was carried out in November 2014 by Sustrans on behalf of Derbyshire County Council to determine views on the completed Phase 1 of the Hope Valley Cycle Route and the proposed Phase 2 route as part of the Pedal Peak ll Project.

The consultation attracted 150 visitors with more than double that number of comments provided. The majority of respondents (88%) wanted to see improved cycle facilities for the Hope Valley along the lines of the Phase 2 proposals but with some alterations (notably a decrease in the number of crossing points). Those opposed to the scheme (10%) were predominantly horse riders who did not consider the proposed shared use facilities to be suitable for horses. The remaining comments, mainly from local residents, concerned general Highway matters (maintenance and traffic speed).

The consultation exercise results also indicated that there is support in the Hope Valley for improvements to be made to cycle facilities that will reach to Hope Valley College and also for improvements to the existing facilities via improved links into Hathersage and Bamford. Wider cycle and pedestrian links to Bradwell and Grindleford are also supported.

1 Introduction and Background

Phase l - Hathersage to Bamford Garden Centre cycle route was largely completed between February and April 2014 by Derbyshire County Council as part of the Pedal Peak ll Project using funds provided by the Department for Transport. It involved widening the existing footway on the north side of the carriageway, within the highway boundary, to create a new route 2.5m-2.7m wide that provided a shared use path for less confident or younger riders as well as for use by pedestrians and horse riders.

Within the Pedal Peak ll bid the scheme identified was to continue the route further along the Hope Valley, providing a route segregated from motor vehicles, as far as Hope, to connect to the NCN 6 Little John Link which provides a mainly on road route between Sheffield and Manchester.

The funding to complete the second phase of this project from Bamford through to Hope is made up of match funding identified by Derbyshire County Council through the Local Transport fund for the financial year ending March 2016.

Construction of the Phase 1 scheme generated a considerable amount of local interest and indicated that a public consultation exercise would be required before the Phase 2 scheme was progressed further. Therefore, Sustrans was commissioned to carry out the following tasks to inform the Pedal Peak Project:

- Review the existing Phase I scheme and liaise with the Pedal Peak Project Officer over potential additional improvements to complete that scheme and the costs and benefits of doing these.
- To explore options for where the Phase II route could go to connect up with both ends of the Sustrans Little John Route (NCN6) – this would include how a route can be incorporated within the existing highway but would also look at any other options.
- To harness the local interest, enthusiasm and knowledge generated through Phase I and from earlier proposals (ref submission of a petition to the County Council requesting a safe off road cycle route for pupils at Hope College to use to cycle to school) and liaise with appropriate local groups and organisations within the Valley over suggestions and proposals for where the next stage of the route could go. Consultation with user groups should not just be limited to cyclists and should include working with local horse riding groups and other potential users of such a route. This exercise is partly to assess local demand for the new route and the likely impact on usage of the potential options.
- To carry out a series of local public consultations.

2.0 Consultation

Sustrans carried out a public consultation exercise in the Hope Valley to determine levels of support for the completed Phase 1 section of the route between Hathersage and Bamford and for the proposed Phase 2 extension from Mytham Bridge, Bamford to Hope Station. The consultations took place at the venues and times noted below;

Monday 10th November 2014, 4-8pm, Hope Valley College,

Thursday 13th November 2014, 4-8pm, Hope Valley College,

Saturday 15th November 2014, 10am-4pm Hathersage Memorial Hall

Across the three days 150 people visited the venues and provided comments via post-it-notes attached to the scheme plans. Comments were also made via a brief questionnaire and after the event by e-mail.

Over 300 comments were recorded. Commonly occurring statements are noted in the table below. The majority of comments supported improvements to cycle facilities along the Hope Valley (88%) although the favoured nature and location of any future route varied. Those opposed to the scheme (10%) were predominantly horse riders who did not consider the proposed shared use facilities to be suitable for horses. The remaining comments, mainly from local residents concerned general Highway matters (maintenance and traffic speed).

2.1 Responses from Individuals

Table 2.1 Summary of Comments (Supportive)

Phase 1	
Provide a link further into Hathersage.	41
Provide a link into Bamford.	29
General support for further links.	19
General support for the improvements.	16
Provide a link to Grindleford.	8
Phase 2	
Supportive, but reduce the number of road crossing points.	42
General support for further links.	21
Complete the scheme as shown on the drawing.	18
Continue the route to Hope College.	17
Provide a link to Bradwell.	12

Other comments made by more than one respondent included, 'Any crossing points (of the main road) should be controlled' (6), 'Cyclists should have priority at side roads' (5) and, 'Continue the route between Brough and Hope via the Cement Works' (5).

Table 2.2 Summary of Comments (Not Supportive).

All but five of the comments received in opposition to the proposals regard the existing and potential situation for horse riders. Five emails contained almost all of the comments noted below regarding horses using the existing and proposed facilities.

Phase 1	
Phase 1 has made the situation more dangerous for horse riders as the narrow verge now has fast moving traffic on one side and cyclists on the other (two way cycling can also 'spook' horses.	6
Mytham Bridge is very dangerous for horses.	1
With the number of horses in the Hope Valley there are not enough Bridleways.	5
Phase 2	
Phase 2 will make the situation for horse riders more dangerous. The proposed shared use path is not wide enough.	7
Don't start Phase 2 if it can't go all the way into Hope (not horse rider related).	5
The shared use path must be available for use by horse riders.	1

Should the scheme go ahead then signs requiring cyclists to warn horse riders of their presence are required.	1
The proposals compromise Health and Safety.	1
Reduce the speed limit.	1
Please influence Trustees of Bamford recreation ground to allow a concessionary Bridleway.	1

Table 2.3 General Comments.

Comment	
Clear up hedge cuttings from path surface.	4
A section of the Phase 1 path is damaged.	1
Retain the existing on road cycle lanes.	1
Reduce traffic speeds.	1

2.2 Responses from Organisations

A number of organisations replied to the consultation and their responses are included in full below:

2.2.1 Response on behalf of the Peak District National Park Authority

The Peak District National Park Authority is grateful for the opportunity to provide comments on the proposed route for the Hope Valley Link Phase 2. The National Park Authority is supportive of the principle of the proposals, but does have some concern with regard to some of the details, and in some cases the lack of information provided. This response comprises a mix of general comments and those of a more detailed nature.

<u>General Comments</u>

1. There is a general concern about the number of proposed road crossings for the route, this is from two perspectives: -
    a. Safety – the principle driver for this route is to permit a relatively safe (off-road) route for unescorted young people to cycle along the valley. Crossing the road will undermine this cause.
    b. Too many crossings will deter use of the route to the extent that more experienced cyclists will simply not bother to-ing and fro-ing, and sections of the route will become redundant.

2. The width of the route is narrow in places and may be too narrow for safe passing - especially if horses are permitted to use it.

3. The termination of the route is a concern in as much as it feels like unfinished business.

4. It is difficult to assess the full impact of the route because of a lack of detail, for instance materials to be used and the design of the route.

5. The route is not located within a Conservation Area but there are two listed buildings along the road. These are: -
    a. The Farm, Hope Road (LEN 1096587); and
    b. Milepost, Hope Road (LEN 1087854).

6. In addition, there may be non-designated heritage assets along the route that may be affected by the proposed work. Has any work been done to identify these? If not, some information may be available via the Derbyshire Historic Environment Records. A walk-over survey by a suitably qualified field archaeologist is also recommended. The Peak District National Park Authority is able to provide a brief for this work if it would be helpful.

7. The postulated line of the Roman road to the fort at Brough crosses the line of the route, therefore it would be really useful to know the extent and levels of any excavation that may be undertaken to deliver the route.

8. We would recommend that any historic paving/ground treatment along this route is retained and made good. Stone kerbs would be preferable to PCC. Details and materials should be in keeping with their surroundings, using locally sourced traditional materials and retain a rural character rather than urban. We would therefore suggest that the National Park Authority be consulted further with regard to the details of the proposed dropped kerbs, new signage & posts, fencing, ground surfacing and any other new works once they are known.

Route Specific Comments

These comments are provided on the route in an east to west direction from Mytham Bridge to Hope Station.

1. The first section on the north side of the carriageway from a point west of Mytham Bridge to a crossing point adjacent to the western boundary of Riverside appears to be a sensible option. There is a suggestion of realigning the kerbline on the southern side of the road, would this lead to the crossing point and the second part of the route being moved / extended eastwards? If so, how far towards Shatton Bridge would this be, and would it impact on the safety of users crossing the road?

2. The second section of the route on the south side of the carriageway adjacent to the western boundary to the next crossing point, west of Glenbrook Activity Centre has a number of pinch points where the width of the route may prove problematic for mixed use: -
    a. The first part of this section has a 1.0m width, it is difficult to see how cycle–cycle and cycle-pedestrian passing / overtaking movements will safely take place.
    b. The part of the route that goes around a corner opposite Lumley Pool is set to vary between 1.1m and 2.0m. As above, where the width is 1.1m this may affect safe passing / overtaking, particularly where the route goes around a corner, which may impact on visibility.
    c. The section between Four Acres and Hursal is stated to be between 1.5 and 1.7m, again the width appears low for a multi-user route.

3. The third section on the north side of the carriageway between the 2nd and 3rd crossing points from east to west is a relatively short section. If possible, the alternative option of continuing the route on the south side of the carriageway would be preferable from a user's perspective, although this would be dependent on the ease of delivery and the impact of such an approach.
However, the listed Milepost (LEN 1087854) is located on the south side of the road at this point, and should the alternative option be taken forward, the proposed works should not be allowed to impact on this feature or its setting.

4. The fourth section between the third crossing point westwards and the junction of the B6049 with the A6187 is screened from the road, but may require ongoing maintenance to ensure a 2m width. On this section there is a reference to the raising of the Advanced Direction Sign to 2.3m+ with the utilisation of passively safe posts. Whilst the requirement to raise the sign is recognised, we would recommend that the sign is kept to the lowest safe mounting height. At present the road sign is screened by the group of trees growing behind it, which limits its visual intrusion on the

wider landscape. If the new mounting height is kept at around 2.3m the trees will continue to provide an element of screening, minimising its visual impact. There may also need to be some thought given to the crossing of the B6049, particularly as west-east movements may be made from between vehicles queuing at the junction, leaving westbound vehicles turning left at the junction with limited visibility of cyclists / pedestrians.

5. The fifth section from the puffin crossing at the B6049 junction to the entrance road to Hope Station appears of adequate width. It is proposed to remove two trees on this route; this has raised some concern amongst both the Landscape and Planning teams. We would recommend early consultation with the National Park Authority's Tree Conservation Officers with regard to this matter.

6. The early termination of the route prior to Hope Village is of some concern. Whilst we appreciate that the congested nature of the main part of the village may limit scope for a continuation of the route this far, there is scope to utilise spare carriageway width west of the Aston turning. From this junction through to the commencement of housing with the properties known as Penrith and Smithy Cottage, the centre of the road is crosshatched. A narrowing of the carriageway would enable the route to continue to the edge of the built up area whilst acting as a traffic calming measure on a 30mph section of road that feels and is largely treated as if it had a 40mph speed limit.

Summary

As stated previously the Peak District National Park Authority is supportive in principle of the delivery of Phase 2 of the Hope Valley Link and recognises the benefits that such a route would offer both residents of and visitors to the area.

However, it is important that the delivered route is safe and attractive to users whilst blending in as far as possible with its surroundings, thus minimising its impact on the wider landscape and historic heritage of the National Park. We would therefore be grateful if you could respond to the questions raised in this response, and consult us further on the detail of the design when this is known.

2.2.2. Response from Peak Horsepower

Peak Horsepower is a British Horse Society affiliated bridle way group. We have 300 members, many of them based in the Hope Valley. The Hope Valley Riding Club, which has over 170 members, is affiliated to us. We work to extend and improve the bridleway network in the Peak district National Park and one of our chief concerns is the danger posed to horse riders by motorised traffic.

We appreciate that the funding for the multi-user way has come from cycling sources but we are very concerned indeed that both the existing section from Hathersage to Sickleholme and the proposed extension to Hope significantly increase rather than decrease the danger to horse riders. Prior to the existing section being constructed, riders in the area would ride either in the cycle

lane or on the broad grass verge with the footpath on our inside giving us a further 'escape space' if our horse was spooked by the traffic.

Now, the verge is only inches across. If we use the cycle lane we are sandwiched between fast moving (the smooth tarmac surface encourages high speed) cycles on our inside and fast moving traffic on our outside. (Horses are always ridden in the same direction as the traffic so as not to be faced with 'scary monsters' coming towards them.) If we use the multi-user way cycles can approach at speed from either in front or behind. There is also a problem with crossing the two driveways. We cannot see the traffic emerging as it is hidden by the hedge and we are sat too far back to peer round. Previously, drivers would emerge beyond the hedge where they had good sight lines for horses on the verge or on the road. One resident's car has already been driven into by a cyclist who ignored the give way marking on the track.

The proposed extension puts us in an even worse situation. For the majority of its length the track is too narrow for horses and cycles to pass safely, nor would we cross the road to use sections facing oncoming traffic. We are now to be sandwiched between the cycleway and the road traffic as described above with no room for a spooking horse to avoid cycles or vehicles. The road has many bends. We may round a bend to find cycles speeding towards us. If a horse shies, it will shy into the path of oncoming traffic.

The Hope Valley is home to many horse riders (well over 50 horses are kept within a 30 min riding distance of the main road). We are very poorly off for bridleways and many regular 'round rides' will include minor roads and inevitably a stretch on the main road. We feel that safety of all users would be better served by imposing a 40 mph speed limit over the full length of the road, and widening the existing cycle lanes.

We are extremely concerned by the proposals and intend to contact the Police to let them know that we think the proposals are dangerous.

2.2.3 Response from British Horse Society

I have been alerted by Peak Horsepower and Hope Valley Riding Club to the Sustrans proposals for cycleways in the Hope Valley.

On behalf of the British Horse Society I wish to express my deep concern about the danger to horse-riders posed by the proposals. The BHS is very much in favour of multi-user trails and there are plenty of examples of paths in Derbyshire that are shared happily and safely by horses, cycles and pedestrians. However, it seems that in the case of these proposals the safety and convenience of cyclists have been considered at the expense of other users. I'm sure that you can understand that grass verges

on the side of the highway provide a relatively safe haven for horses from motorised traffic and we view the proposed changes to this feature with alarm.

2.2.4. Response from Bamford and Thornhill Recreation Ground Trust

As discussed we are currently writing a village plan for Bamford and traffic through the village is the biggest issue. I wanted to follow up on the question of whether you could source any traffic volume data for Bamford. There are sensors in the road at both ends of the village, but I have no idea if they are active and if any data is collected. It would be interesting to know though.

We had a recreation ground meeting last night, which unfortunately was poorly attended so we deferred a discussion about a bridleway until the next meeting in January, however those there felt that if we could work with someone like Sustrans to develop plans for a bridleway that fitted with the use of the grounds and that funding was found for it, then the Trustees were likely to be supportive.

2.2.5 Response from Hope Valley College

In response to the consultation about the Hope Valley Cycle route, Hope Valley College offer the following. We fully support the development of sustainable transport for our students, and have already put in place secure cycle storage and a wide programme of cycling activities. However, the safety of children is paramount and we would only support a scheme that enables students to cycle in safety to and from the College. We have concerns over the safety of the route that has already been constructed between Hathersage and Bamford as this entails children having to ride on the road under a narrow railway bridge, and cross over a busy road. The plans for Phase 2 include children having to make at least 5 crossings of the A6187. We are also concerned about the route through the centre of Hope as there are two junctions, both of which are hidden by a bend in the road when approaching the village from Brough.

Our preference would be for a route either to the North or South of the main road that uses existing footpaths or rights of way. We would be more than happy to look at options such as these in more detail with you.

2.2.6 Response from Reading Agricultural Consultants Ltd on behalf of a client

1. The following response to consultation on the proposed extension of the Hope Valley Cycle Link between Bamford and Hope is made on behalf of our client, a resident of Hope and the owner and occupier of agricultural land between Hope and Castleton who is a longstanding client of Reading Agricultural Consultants Ltd (RAC).

2. Our client has an interest in the development of cycle links in the Hope Valley arising from earlier proposals which included an off-road link between Brough, Hope and Castleton which directly affected his land and farming interests. He was represented by ourselves at an open meeting at the Hope Valley College at which the resistance of local landowners and farmers was strongly expressed to the off-road proposals. As a significant part of the local interest in a cycle route along the A6187 was the provision of a safe route between the Hope Valley settlements and the College, it was suggested that better use of the existing highway land should be examined as it was considered that sufficient land was available to provide for both vehicular and cycle/pedestrian needs.

3. The proposals now under consideration reflect an examination of the highway land option promoted by our client and his colleagues. That is to be welcomed. However, the proposals do not extend to the critical length which accesses the College from the Travellers Rest PH or Castleton. In respect of the section now being considered, it is doubtful whether this provides a safe route to the College in view of the number of occasions that users will be required to cross from one side of the carriageway to the other. A truly integrated route would require some adjustment to the highway alignment.

4. Irrespective of the 'safe route to school' aspect of the cycle link, it is clear that the current proposals are part of the County Council's much wider strategic transport and recreational objectives, which in turn relate to the aspirations of SUSTRANS for a long distance linkage between Sheffield and Manchester and the National Park. The Hope Valley Link element of this objective extends to Castleton and over the length between Bamford and Castleton overlaps the SUSTRANS route. It is this wider use objective and the uncertainty as to the aspirations of the County Council and SUSTRANS in respect of the Hope-Castleton area which exercises our client and his colleagues.

5. It would seem imprudent to end the current proposals on the Hope side of the Travellers Rest PH junction in the absence of some thoughts on how cyclists are to progress beyond this point to Castleton, or how students in Castleton might access the College. In this respect we would re-iterate our client's established position. Firstly, he would resist any proposals to upgrade the footpath between Pindale Road, Hope, and the Castleton Road at Castleton, and passing through his land, to a cycleway. This footpath is already a source of interference with his farming activities, which a greater and more diverse use could only exacerbate. Secondly, he would be concerned by any proposal to nominate Pindale Lane itself as a cycle route between

Hope and Castleton. Our client's land interests abut the lane over a significant length where the highway is narrow, there is no verge, and the boundary feature is a dry stone wall. There is insufficient space to allow a vehicle and a cyclist to pass. It is inevitable that a cyclist faced by a vehicle would need to stop and dismount, with the likelihood that there would be contact with the wall. Wall maintenance is already an issue in relation to existing recreational use of the lane and it use as access to a camp site and outdoor centre. Our client would resist any proposal to acquire land or rights over land adjoining the lane to overcome the issues of constrained width.

6. In conclusion, while there is no objection to the current proposals for the extension of the Hope Valley Link, it is considered that affected and interested parties should have the opportunity to consider these in the context of the totality of the project.

2.2.7 Response from Hope Valley Cyclists

In terms of the current funding, we think it is essential that it is used to make the route that parallels the road between Hathersage and Hope safe and the most crucial part of this is to eradicate the need to cross the main carriageway twice at the point where the width on the South side is currently too tight to allow a segregated shared use path. So the priority should be to ensure that the carriageway is moved slightly north, to allow the route to continue on the South side (Point 5 on our slides). Everything else can be fundraised for separately or is not essential for the route to work. Removing those two crossing points by moving the carriageway is absolutely essential, if it is not done the route will not work.

Our other priorities for spending of the current funding are:

- Cycle and pedestrian phases to the lights at the two existing traffic light junctions i.e. at the turnoff to Bamford and to Brough
- A cyclist/pedestrian/horse riding activated crossing point at the point where the route crosses the carriageway back to the North side again nearest Hope.
- Widening the footway into Hathersage to enable to path to continue from where it currently stops into the village, to enable the route to be joined safely.

While we think linking the route to Bamford through the recreation ground is an excellent idea, we think that this is something that additional funding could be found through a stand-alone proposal, whereas sorting out the main carriageway (or spine route) should be done with this current money.

This is reflected in the results of our own survey, where when asked how they would prioritise limited funding, a clear majority opted for making sure the main route was sorted out ahead of spending the money on links into the villages.

We got very good engagement through our survey. We had 260 responses; an overwhelming majority (93%) were supportive of an improved off-road cycle route along the Hope Valley. Responses came from a wide mixture of people, 17% were under 18, 7% between 18 & 30, 69% between 31 and 60 and 60% over 60. 40% were female and 60% male.

While we can see why proposals such as improvements to the bridge and a boardwalk to improve the shared use path are included, looking at their costs, compared to the relatively little difference that they would make to the usefulness of the route, our view is that these should not be funded with the current money.

3.0 Conclusions

The consultation exercise results indicate that there is widespread support in the Hope Valley for improvements to be made to cycle facilities around the Valley, particularly those that will reach to Hope Valley College but that the number of road crossing points should be reduced if possible. Support also exists for improvements to the existing facilities via improved links into Hathersage and Bamford. In addition improved cycle and pedestrian links to Bradwell and Grindleford are supported.

There were however significant concerns about the scheme expressed mainly by horse riders, but also by some local residents, that would need to be considered.

All of the issues raised during the consultation need to be given due consideration by Derbyshire County Council.

Annex 3 – Cycle Friendly Places Grant Projects

Table A1 – Cycle Friendly Places Grant Projects

Project	Actual Grant	Actual Match	Total Value	%age Match
1. Bradfield In Bloom group Through Bradfield in Bloom, requested funds for the purchase of 2 cycle racks incorporating benches and floral displays. Draws on the Tour de France Grand Departe 2014 and close proximity to the Little Don Route through offering lockable cycle storage facilities for visitors to and residents of Bradfield.	£5,862.00	£2,454.00	£8,316.00	29.51
2. Cycle Bamford Through Bamford Community Society Ltd, requested funds to purchase a cycle rack and storage area, incorporating rainwater harvesting and solar lighting. Based at the Anglers Rest community pub / café / post office, with the intention of creating a cycling hub on the Little John Route.	£11,034.78	£11,849.00	£22,883.78	51.78
3. Lido café Hathersage Through the Hathersage Parish Council and King Georges Field Trust, requested funds for the purchase of a 4 loop cycle rack alongside suitable infrastructure to support its installation. The project draws on the proximity of the Little John Route and the Hope Valley Link to encourage more cyclists (residents and visitors) to visit Hathersage.	£2,401.00	£1,029.00	£3,430.00	30.00
4. Parson House Outdoor Centre / B&B The Parson House Outdoor Pursuits Centre near Houndkirk Moor sought funding for the installation of a cycle rack plus suitable infrastructure to support its installation, alongside the purchase of 12 cycles. The project builds on close proximity to the Little John Route and the Houndkirk Byway to attract residents and visitors.	£4,146.73	£1,945.00	£6,091.73	31.93
5. Bradfield Post Office and Café Bradfield Post Office / Flaskend Café sought funding to install cycle racks incorporating existing seating facilities, plus the provision of cycle locks and bike pumps. The project draws on the close proximity to the Little Don Route and the popularity of cycling following the Tour de France Grand Departe 2014 and seeks to encourage cyclists to the area.	£1,179.50	£1,095.00	£2,274.50	48.14
6. Cornloft Café and B&B Located at Holmebridge, Cornloft Café and B&B sought funding for cycle hoops / racks, plus other facilities including public street pump, plus D locks and cycle pumps. The project is aimed at attracting and supporting cyclists to the Winscar and Holme area, drawing on close proximity to the Little Don Route and Trans Pennine Trail.	£2,572.00	£2,378.00	£4,950.00	48.04

Table A1 – Cycle Friendly Places Grant Projects (Continued)

Project	Actual Grant	Actual Match	Total Value	%age Match
7. Longshaw estate The Eastern Moors Partnership sought funding for the installation of 25 cycle stands and 5 heavy duty street pumps. The partnership also sought funding for the creation of two sets of route maps. The project builds on the development of new cycle routes on existing bridleways across the Longshaw and Eastern Moors Estates. The project is aimed at encouraging and providing support for cyclists to the Hathersage area and ties in with the Hope Valley Link and the Little John Route.	£9,436.75	£5,598.80	£15,035.55	37.24
8. Hope sports club Hope Sports Club sought funding for 5 four-loop cycle racks and an electric cycle charging point. The project is aimed at encouraging users of the club to arrive by bike, drawing on close proximity to the Hope Valley Link and the Little John Route.	£325.79	£139.63	£465.42	30.00
9. Whitehouse B&B Whitehouse Farm B&B sought funding for a cycle shelter, to build on an increase in cyclists seeking accommodation, with the intention of growing their business. Whitehouse Farm is located in close proximity to Hartington, and builds on the property's close proximity to the Tissington and High Peak Trails and the White Peak Loop.	£1,709.52	£1,139.20	£2,848.72	39.99
10. Churnet Valley Railway North Staffordshire Railway sought funding for 3 cycle racks, plus a public street pump / repair rack and D locks for stations on the Churnet Valley Railway. The project draws on the railways close proximity to the Staffordshire Moorlands Link And aims to support and encourage local and visiting cyclists.	£13,724.00	£116,450.00	£130,174.00	89.46
11. Nightingale Centre The Nightingale Centre sought funding for 2, cycle racks, a washing area, 6 cycle storage lockers, 5 bikes and other cycling equipment. Located in Great Hucklow the facilities are aimed at staying guests of the centre, and are a response to enquiries from cyclists. The project builds on the close proximity of the Monsal Trail and the White Peak Loop.	£7,697.00	£3,374.98	£11,071.98	30.48
12. YHA X4 sites The Youth Hostel Association operates 8 Hostels within the National Park and sought funds to enhance the offer to cyclists at four of these sites – Castleton, Hartington, Hathersage, and Ilam. Facilities funded through the grant included cycle racks, bike washing areas, cycle storage lockers and other assorted cycling equipment. The aim of the project was to encourage and support cyclists visiting the hostels. The sites were chosen in relation to the cost of enhancement and their proximity to cycle routes, including: - the Hope Valley Link (Castleton and Hathersage), Tissington Trail (Hartington) and Manifold Track (Hartington and Ilam).	£16,520.00	£8,350.00	£24,870.00	33.57

Table A1 – Cycle Friendly Places Grant Projects (Continued)

Project	Actual Grant	Actual Match	Total Value	%age Match
13. Peak Horse Power The Peak Horse Power Bridleway Group sought funding for the creation, way-marking and publicity for a long distance, circular riding and cycling route. The route includes sections of the Tissington, High Peak and Monsal Trails and includes a newly created stretch of bridleway. Riding guides will be produced to publicise the route and be designed for use whilst on horseback or cycle.	£4,193.80	£3,000.00	£7,193.80	41.70
14. Cotton Star Camping Cotton Star Camping is a new business which sought funding for 15 tents (single and communal) aimed at providing overnight accommodation for users of the Little Don Link. Located at Bradfield, the approach builds on other projects being delivered in the area.	£8,621.00	£5,634.00	£14,255.00	39.52
12a) YHA X4 sites - additional works An additional grant to support the original YHA grant	£11,900.00	£5,220.00	£17,120.00	30.49
16. Haresfield House B&B Located at Birchover, Haresfield House B&B sought funding for cycling facilities for staying guests, including a cycle storage facility. The project builds on the close proximity to the Monsal Trail / White Peal Loop.	£957.00	£456.19	£1,413.19	32.28
17. Red house stable, carriage museum and B&B Located at Darley Dale, the three separate businesses operate from the same site, and sought funding for a cycle rack, drying area, a pump and a selection of tools for cyclists. The project included some repair work to make good a roof to ensure a water-tight storage facility. The project builds on a close proximity to the Monsal Trail and the White Peak Loop.	£1,675.00	£1,180.00	£2,855.00	41.33
18. Foxlowe Arts Centre, Leek The Foxlowe Arts Centre, located in Leek sought funding for 4 Plantlock cycle racks to provide secure cycle storage. The project builds on the centre's close proximity to the Staffordshire Moorlands Link.	£675.00	£295.00	£970.00	30.41
19. Town head Farm B&B Bonsall Located at Bonsall, Town Head Farm B&B sought funding for cycle racks and a range of tools for cycle repairs. The project is aimed at staying guests and builds on close proximity to the Monsal Trail and the White Peak Loop.	£456.30	£350.00	£806.30	43.41
20. Rivendale Rivendale Caravan Site is located at Alsop, and sought funding for a waterproof 10 cycle storage facility and service point for customers to the caravan site. The project builds on the caravan sites close proximity to the Tissington Trail.	£2,460.00	£3,693.00	£6,153.00	60.02

Table A1 – Cycle Friendly Places Grant Projects (Continued)

Project	Actual Grant	Actual Match	Total Value	%age Match
21. Wolery Self-catering B&B, Ipstones The owners of Wolery Self Catering Cottage at Ipstones sought funding for a lock-up and cycle rack at the cottage to cater for staying guests who cycle. The project draws on the close proximity of the Staffordshire Moorlands Link to the cottage.	£1,094.53	£775.00	£1,869.53	41.45
22. Laburnum B&B Laburnum B&B is located at Darley Dale near to Matlock. The owners of the B&B sought funding for cycling equipment including a secure storage facility. The project draws on the close proximity of the B&B to the Monsal Trail and White Peak Loop.	£720.00	£1,200.00	£1,920.00	62.50
23. Little Longstone B&B Little Longstone B&B sought funding for cycling equipment, with the project being aimed at guests of the B&B, and drawing on the close proximity of the Monsal Trail and White Peak Loop.	£1,500.00	£1,060.00	£2,560.00	41.41
24. Wetton Old Vicarage B&B The Old Vicarage B&B at Wetton sought funding for assorted cycling equipment. The project also included a rainwater harvesting facility. The project aims to encourage cyclists as staying guests at the B&B and draws on the close proximity of the Manifold Track.	£3,688.05	£2,470.00	£6,158.05	40.11
25. Cycle Penistone Community Interest Company Cycle Penistone Community Interest Company sought funding for a range of cycling equipment including locks, helmets, tools, 15 cycles, plus funding to produce leaflets. The aim of the project is to encourage use of the Little Don Link and cycling in general around the Penistone area.	£5,760.00	£2,500.00	£8,260.00	30.27
26. Lindley Education Trust & partners	£18,301.71	£13,370.09	£31,671.80	42.21
27. North Staffs Railway - caravan site link This project provides an additional link to an adjacent caravan site.	£5,000.00	£5,000.00	£10,000.00	50.00
28. Bakewell & Eyam Community Transport – Cycle Shuttle Project The Peak Cycle Shuttle was funded through the additional Pedal Peak II Grant received in February 2015. The project sought funding to buy and market a bookable cycle carrying bus, linking the rail heads at Matlock and Buxton with the High Peak, Tissington and Monsal Trails and cycle hire centres at Middleton Top, Parsley Hay and Fairholmes. The project was led by Bakewell & Eyam Community Transport with the support of the Peak District NPA.	£108,288.89	£49,345.00	£157,633.89	31.30

Table A1 – Cycle Friendly Places Grant Projects (Continued)

Project	Actual Grant	Actual Match	Total Value	%age Match
15 YHA Additional Project The completion of the adaption of the Peak District YHA sites for cycle tourism was funded through the additional Pedal Peak II Grant received in February 2015. The project sought funds to enhance the offer to cyclists at the remaining four sites – Edale, Eyam, Ravenstor, and Youlgreave. Facilities funded through the grant included cycle racks, bike washing areas, cycle storage lockers and other assorted cycling equipment. The aim of the project was to encourage and support cyclists visiting the hostels. The sites have some proximity to cycle routes, including: - the Little John Route (Edale), the Black Harry Trails (Eyam), the Monsal Trail (Ravenstor) and the High Peak Trail (Youlgreave).	£123,050.00	£70,720.00	£193,770.00	36.50
Total	**£374,950.35**	**£322,070.89**	**£697,021.24**	**46.21**

Annex 4 – Facilities introduced through the Cycle Friendly Places Fund

2. Cycle Bamford – Cycle rack and storage area with bike pump, repair and washing facilities.

5. Bradfield Post Office and Café – Cycle hoops and racks incorporated within an existing seating area

6. Cornloft Café and B&B – street pump incorporated adjacent to existing seating area.

12. Youth Hostel Association Castleton – cycle washing facilities

12 & 14. Youth Hostel Association Cycle Store – welcome and price list.

26. Peak Cycle Shuttle – passenger exiting the vehicle.

15. Youth Hostel Association Ravenstor – Sedum roofed cycle store

8. Hope Sports Club – 5 cycle racks located at the pavilion.

18. Foxlowe Arts Centre – Plantlock cycle racks

13. Peak Horse Power – Riders following the route

10. Churnet Valley Railway – Cycleway link to campsite at Cheddlestone Station

Annex 5 – Photographs from the new image library and from individual Projects

Little Don Trail


Surface condition on Trans Pennine Trail section between Dunford and Hazelhead 2008 and 2014


Upgrading legal status footpath to bridleway link, Langsett to TPT and surface improvements 2012 – 2015


New route East of Langsett including reopened underpass Nov 2014 - July 2015


Images of the section of the Little Don Link through Stocksbridge Winter 2015-16

White Peak Loop


Images of the section of the route between Matlock and Rowsley which runs alongside Peak Rail Heritage Railway.


Another section of the route between Matlock and Rowsley passes through former railway sidings that have regenerated into birch woodland.

The White Peak Loop West section follows a former railway line above Buxton, Nov 2014 – August 2015

Surface safety improvements carried out on the Wyedale section of White Peak Loop west (Monsal Trail extension).

Staffordshire Moorlands Link

Images of improvements along the Caldon Canal

Share with Care messages

Hope Valley – Hathersage to Bamford

Annex 6 – A breakdown of marketing projects and summary of outcomes

Method	Purpose
Pedal Peak Love to Ride programme http://www.lovetoride.net/peakdistrict Love to Ride postcards and business cards	A behavioural change website to encourage new or returning cyclists to log their cycle journeys; set a goal and cycle more often. Offers support and targeted information especially to new or occasional riders.
Information banners of planned schemes for consultation and launch events	To inform people of what is happening and that the work is externally funded. To celebrate the openings and get publicity and political support for the new routes.
Social media – Pedal Peak Twitter, Facebook, Pinterest etc.	A respected source of local cycling information and interact with a large audience about cycling in the wider Peak District, promote events etc. Twitter: 5611 followers Facebook: 724 likes Pinterest: 220 followers.
Newsletter (or e-mail) – to programme stakeholders	To inform local authority partners, parish councils etc. regarding progress, issues, timescales and consultations.
Newsletter – e-shot to cyclists (and potential)	To update interested potential users on the progress of new routes so they know what is happening.
Share with Care campaign toolkit including 'give-away' gifts to promote the behaviour campaign	To raise awareness of new routes when open and to promote responsible use.
PR – on-going and around route openings	News of openings and refer to key messages agreed.
Interpretation panels	To inform people where the route goes, signpost to other routes or nearby places of interest and tell the story of the why the place is special.
Professional image library	The images encourage use of the new routes connecting urban communities with the Peak National Park by bike.
Interactive maps and web site refresh	To direct people to cycle routes and facilities best suited to their needs. To inspire people (especially target audiences in nearby cities) to explore the new routes and connections they provide.
Waymarkers	To inform people where the route goes.