

8 Guiding delivery - next steps: improving local accessibility and achieving healthier travel habits

Council Plan priorities 2011-2014: achieving more in partnership; working with local communities to help them flourish; well managed assets; encouraging healthy, active and rewarding lifestyles; making places easier to reach; a resilient economy; rich, diverse and protected environments; a county of cultural opportunity.

“Accessibility planning will continue to be a key element of local transport planning and delivery.”

Department for Transport, Local Transport Plan Guidance 2009

“There is a high level of support for behavioural change measures in Derbyshire. Achieving this shift in travel behaviour will benefit personal and public health.”

Derbyshire Local Transport Plan 2011-2026

This area of work looks particularly at issues of local accessibility and reducing the need to travel, and there are two aspects to this:

Firstly, access to essential services such as health care, employment and training, education, affordable healthy food, and social/leisure journeys. This first aspect therefore seeks to help people who may be excluded from accessing services because of transport or access difficulties, particularly for people who do not have access to a car. Many specific comments from the June 2010 Local Transport Plan survey were about issues of local accessibility relating to walking, cycling, bus and rail facilities and networks, and the ‘joining up’ of such networks.

Secondly, the need to encourage healthier and more sustainable travel options, such as car sharing, walking, cycling and using public transport for local journeys. Appendix C provides a summary of our Transport Carbon Dioxide Reduction Strategy, the results of which give particular emphasis to the need to widely encourage and influence more sustainable travel habits. Also, results of our earlier surveys in developing the LTP have shown a high level of support for behavioural change measures (over 90% of respondents believed it to be an important way of addressing our transport challenges). Achieving this shift in travel behaviour will benefit personal (personal fitness) and public health overall (better air quality). With the forthcoming transfer of public health to local authorities, there will be good opportunities to integrate public health and transport developments more closely. In particular, routine walking and cycling can be promoted for everyday journeys as a benefit to personal health.

Appendix A provides further information about Derbyshire’s Greenway strategies, which provide traffic-free pathways that connect Derbyshire’s towns and villages and are suitable for walking, cycling and horse riding. Greenways provide sustainable and healthy travel routes to schools, work places, shops and local amenities, whilst also offering tranquil green routes out of town to the local countryside.

Both these areas of work therefore link strongly with high local priority objectives such as health, carbon management reduction and the key service area of accessibility. Underpinning this is a relatively low cost compared with the overall potential benefits. This is important, as value for money will be a vital consideration for the LTP3 period.



Middleton Top cycle hire centre.

The wide range of measures covered includes:

- Healthy travel options (walking, cycling, public transport, car sharing, travel planning).

- Other travel options such as volunteer car schemes, Community Transport, car clubs, moped and bicycle loans.
- Taking a 'joined up' view of people's journeys - e.g. walking and catching the bus, journey to school, and the combined use of the highway and PRow network, rather than considering individual travel modes in isolation.
- The crucial importance of the location of facilities i.e. spatial planning.
- Bringing services to people (e.g. broadband) and reducing the need to travel.
- Reducing the need to travel at work - tele-conferencing/flexible working practices.
- Affordability.
- The provision of information on all transport opportunities, personal travel planning.
- Engineering measures - e.g. provision of dropped crossings, pedestrian and cyclist crossings, cycle infrastructure, raised kerbs at bus stops, 20 mph speed limits and other Safer Routes to School measures.

Cross-boundary issues are very relevant to this area of work. Examples are as follows:

- The cross-boundary nature of health care, particularly in the north-west of the County.
- Other health care issues relating to cross boundary travel for people in Derbyshire accessing Derby Royal Hospital.
- The rural nature of large areas in the west and south of the County, as well as in other areas, leading to isolation and social exclusion for those without access to a car.
- The importance of the surrounding conurbations to the local economy e.g. Greater Manchester.
- Public transport access to airports via the rail network and/or airport supported commercial bus services is mainly good (East Midlands Airport, Manchester Airport, Robin Hood International, Birmingham).
- Overcrowding on trains reflecting an increase in patronage - at peak times on the Matlock branch, and from Buxton into Manchester.
- Greater Manchester Integrated Transport Authority and other cross-boundary ticketing issues.
- Resolving the lack of fast rail connectivity between the East Midlands and the North West, particularly along the Midland Main Line corridor to Manchester.
- The effect of concessionary fares on bus services, especially the Trans Peak Manchester to Nottingham service.



Above: Cycling on the Trent Valley Greenway. Opposite: National Cycle network links.

- Greenway strategies identify links between the County and all of the surrounding authorities, including Derby City.
- Current Greenway schemes we are working on include development of the Great Northern Greenway (Derby City towards Ilkeston), Erewash Valley Trail, Limestone Journeys (involving Creswell Heritage Trust, Bolsover District Council and Nottinghamshire County Council, looking to upgrade the Archaeological Way to Greenway standard), Pennine Bridleway National Trail/Trans Pennine Trail, Derwent Valley Greenway, Connect 2 (Sustrans - links to Rotherham and Sheffield), National Forest - developing a National Forest Trail and further new Greenway links.
- Links to Sustrans National Cycle Network.



This area of work helps to contribute to all of the transport goals. It supports a resilient local economy through giving people access to employment and training, especially those people not in education or employment, Travel Plans, and reduced congestion through 'smarter choice' alternatives and provision. The PRow network can make a particularly positive contribution to the tourism economy e.g. accommodation and refreshment facilities for walkers/cyclists and horse riders. Accessibility planning overall also plays a key role in helping to tackle climate change, with the additional benefit of improving health, through encouraging more sustainable travel options, whether on the road or PRow network. It helps to contribute to better safety, security and health by removing fear of crime as

a barrier to transport. It promotes equality of opportunity through helping access to essential services, promotion of travel opportunities, and helping individuals through independent travel training. It contributes to improving quality of life and promoting a healthy natural environment through the provision of transport in rural areas, encouraging walking and cycling, less time spent travelling, improving access to the countryside for those with a mobility impairment (e.g. Access for All, Greenways and provision of motorised Tramper vehicles), quieter roads, less air pollution, greater social interaction and a contribution to a strategic network of high quality green spaces.

8.1 Accessibility and healthy travel priorities

Community Transport services

Community transport services cover the whole County, providing dial-a-bus and dial-a-ride services, with some car schemes.

These services are an essential component of improving local accessibility for Derbyshire. A new website was launched in 2010: <http://www.derbyshirect.com/>. Further information is provided in Section 8.2 Core Business.



Community transport vehicles.

Rail and Community Rail initiatives

Rail services cover most of the County, and are accessible to most Derbyshire residents. Main lines serve the Sheffield-Chesterfield-Derby-Leicester-London (Midland Main Line) and Sheffield-Chesterfield-Derby-Birmingham (Cross Country) axes. Service levels have been doubled in the last 15 years, with commensurate growth in patronage reflecting the Council's involvement in Network Rail's Route Utilisation Strategies, the Department for Transport's franchising process for rail passenger services and liaison with train operators to improve reliability and punctuality. Other secondary routes like Sheffield-Manchester, Nottingham-Sheffield and Nottingham-Derby have benefited from similar service improvements and patronage increases with Derbyshire County Council support. This approach will continue in seeking service improvements, journey time reductions as part of ongoing Rail Utilisation Strategies and franchising opportunities. East Midlands Parkway station (Nottinghamshire) has continually beaten its patronage targets since opening two years ago, and the Council supports measures to improve road signage to the station and service enhancements to sustain further growth, including its ability to link to East Midlands Airport.

The authority supports the consortium of local authorities and Integrated Transport Authorities along the route of the Midland Main Line seeking its electrification as soon as possible for economic, carbon and climatic reasons. There



Community rail initiatives.

would be potential overall benefit to local rail services if small add-on schemes can be included e.g. Ambergate to Matlock, as part of the Nottingham-Derby-Matlock service. The Council also supports the extension of the Manchester-Hazel Grove electrified route into Buxton. This has potential benefits in terms of journey time and carbon reduction.

In reaction to the continuing growth in the use of the rail network predicted for the next 20-30 years, the rail infrastructure in the north of England will need enhancement, and particularly the rail network around Manchester. The Northern Hub proposals would see the rail industry working with local authority partners to provide new capacity to meet known demand and deliver faster, more frequent and reliable services for passengers and freight. A range of initiatives, including new tracks in the Hope Valley, would unlock capacity and provide better connectivity across the north through Manchester. The Council supports these proposals in addressing known inter-regional connectivity issues, and allowing local service constraints to be resolved in the north of the County.

The County Council, with other local authorities and partners, is taking steps towards the provision of a station for Ilkeston, one of the largest towns in England without direct access to the rail network (see also Chapter 10).

Community Rail Partnerships, part funded by Derbyshire County Council, cover Tutbury and Hatton station, the Matlock to Derby line, the Hope Valley line, the Buxton line and the line to Glossop, Dinting and Hadfield. These have achieved widespread improvements to facilities at stations, improvements to rail services and increased patronage as well as demonstrating true partnership working and involving local communities. This Community Rail approach will be extended to cover the Long Eaton, Langley Mill, Alfreton and stations on the Robin Hood Line, Willington and Dronfield in partnership with the train operator. For example, due to the success of the hourly rail service between Nottingham and Matlock, the Council would support the retention of these type of initiatives during the lifetime of the LTP, through direct contact with rail companies and via the rail franchising process. Community Rail services, as well as providing services for local commuters and visitors, link with the National and European rail network. For example, the Derwent Valley Line provides scope for visitors from Europe to travel into Derbyshire and the Peak District along a World Heritage Corridor.

The Council will continue to engage with Network Rail through the Rail Utilisation Strategy process as it develops and to highlight gaps, deficiencies and opportunities in the current network. For example, there is a capacity problem along the Hope Valley route between Manchester and Sheffield, as well as the lack of fast regional connectivity between the East Midlands and the North West. This will also allow future opportunities to be addressed when the Derby, Leicester and Sheffield re-signalling schemes are in preparation during the lifetime of this LTP.

Minimising disruption from public transport service cuts

The bus network in Derbyshire is comprehensive, reflecting the settlement pattern, location of large cities just outside the County boundary, and few deeply rural areas. This has enabled a commercial network from two principal operators (Trent Barton and Stagecoach) to thrive in the south-east and north-east of the County, with another major operator (Arriva) serving the Derby area. Over 80% of the network is commercially operated, and the Council has traditionally supported a high level of evening, Sunday and rural services to maintain accessibility.



Public transport in Matlock Bath.

Due to funding restrictions, the scale of both the commercial and supported network is under threat, and cutbacks are expected later in 2011. This is likely to extend to some fare concessions and other services. Accessibility planning will seek to minimise the disruption from public transport service cuts, trying to find more specialised and personal solutions to the loss of a regular bus service, which may also be more efficient for clients, and cost-effective for the Council. This is especially the case for rural areas such as the area south of Ashbourne, and other areas with infrequent and poorly used services. We work with the local community to help find local solutions where possible.

Close working arrangements with commercial operators will be continued, wherever possible, in future to provide the best possible service, and opportunities for joint schemes with operators to cover marketing, ticketing and improved reliability will be explored. Plans to improve the number of raised bus boarders and shelters will continue to upgrade accessibility to the bus network. Existing bus quality partnerships will be retained and developed, and bespoke solutions identified to resolve ongoing issues which affect bus reliability and accessibility.

Access to work, education and training and personalised travel advice

Another role for accessibility planning is in areas of high unemployment and deprivation, and in rural areas where little or no public transport exists, to help people overcome transport difficulties which may prevent them from getting a job. The Council has supported the 'Wheels to Work' scooter or bicycle loan Derbyshire scheme which

is particularly effective for people who are experiencing difficulties in accessing training, employment and/or educational opportunities due to lack of suitable public or private transport.

Rural accessibility

Rural accessibility issues occur in many parts of the County, but especially in High Peak, Derbyshire Dales and areas of South Derbyshire, such as the area to the south of Ashbourne. The RoWIP aims to improve rural accessibility through improving walking/cycling links between rural communities.

Home to School transport, Special Needs transport and Independent Travel Training

Home to school transport and special needs transport services are provided across the County. A review of transport provided for non-statutory purpose will be undertaken. Independent travel training helps people use public transport to give them greater control and achieve independent living. This fits in with the personalisation agenda and could contribute to a saving in the amount spent on the provision of special transport such as taxis.

The following information represents a range of measures which are packaged together under the heading of 'Smarter Choices.'

'Smarter choices' - encouraging a change in travel habits

A range of initiatives encouraging more sustainable and healthier travel habits are now well established. These include the following:

Travel planning and monitoring (business, schools, rail stations and new developments)

Most schools now have a Travel Plan to encourage more sustainable travel to school on the highway and PProW network, but need continued help to implement and monitor them. A School Crossing Patrol service currently operates at over 200 locations throughout Derbyshire. Further requests are being received for the establishment of additional sites as schools begin to implement their Travel Plans.

The Council will target businesses, both voluntarily and through the planning process, and other local (District) Authorities, but especially to develop our own Travel Plan and lead by example. With restrictions on funding for larger schemes likely, the introduction of smarter choice measures will enable the Council to make better use of existing infrastructure at limited cost with a potential high value return. Rail station Travel Plans also encourage more sustainable access to stations.

Car sharing and car clubs such as www.carsharederbyshire.com are also a good way of encouraging smarter travel choices.

Personalised travel marketing

People throughout the County can benefit from personalised travel planning. This is a combined education/marketing programme where trained travel advisors liaise with residents regarding their current travel arrangements. The residents are then advised, as appropriate, to substitute their regular car journeys with more sustainable and healthier travel arrangements, linking in with public transport information, and information about walking and cycling networks. This technique has been shown to be effective elsewhere through the Sustainable Travel Towns demonstration project.

Travel awareness initiatives

These consist of comprehensive and robust marketing campaigns targeting employers, schools, communities and the general public. Annual events are supported such as Bike Week and European Mobility Week.

Public transport (bus and rail) information

A wide range of public transport information for bus and local rail services is provided which covers the whole County, including phone contact numbers, an on-line journey planner available through the County Council's

website, timetables, booklets, and detailed information at bus stops. The Council produces timetable booklets for different areas of the County, and a rail booklet. Specific leaflets may be produced, often with partners, for particular locations such as access to hospital, and Community Rail leaflets.

An overview of the Public Transport Information Strategy is shown in Table 4 below.

School Crossing Patrol service

The School Crossing Patrol service operates across the county, helping children to walk safely to school, which in turn benefits their health, helps them to learn about road safety as they move on to secondary school, and helps to reduce congestion caused by 'the school run.'

Sustainable tourism and leisure activity, including rights of way Improvements

The Council's initial evidence base for the Local Economic Assessment (2010) found that Derbyshire's high quality landscape and cultural sites are important assets to the County's economy. With the popularity of tourism in Derbyshire, there is scope to encourage sustainable travel to tourist attractions throughout the County, including access to the Peak District National Park and the National Forest. This also applies to access to green spaces and leisure centres. Improvements to the rights of way and Greenway network are a major resource here, particularly in the Peak District National Park area, with the trails network attracting many visitors as well as local residents. Also, connecting the Greenway network in Chesterfield and the North East area of the County is an element of the Local Sustainable Transport Fund bid. Many people enjoy cycling in Derbyshire; since June 2003 when the Cycle Derbyshire Leaflet was first produced, we have printed and distributed 200,000 copies. The promotion of this leaflet is something which can encourage people to visit and stay in Derbyshire. Horse riding is growing in popularity in the UK; it is estimated that 4.3m (7%) of the UK population rode a horse over the last 12 month period, compared with 2.4m in 1999 (British Horse Society). Horse riding is a healthy way of travelling, and is being promoted through a Horse Ride Derbyshire leaflet. Both the cycling and horse riding leaflet can be access on the countryside access section of the County Council's website:

<http://www.derbyshire.gov.uk/leisure/countryside/Access/default.asp>

Further opportunities under the banner of 'Smarter Choices' include joined up public transport information and branding, better promotion of existing opportunities for sustainable travel, and car clubs. These, together with the opportunity to bid for the Local Sustainable Transport Fund, are described in Section 8.3 Opportunities.

Cross boundary priorities

As mentioned at the beginning of the chapter, cross-boundary issues are very relevant to this area of work:

Rail - Rail services including service levels, fares and facilities Robin Hood line, Sheffield-Nottingham (Nottinghamshire), Hope Valley (Greater Manchester Integrated Transport Authority (GMITA) and South Yorkshire Integrated Transport Authority (SYITA)), Buxton (GMITA), Glossop Lines (GMITA), Crewe-Derby (Staffordshire, Stoke City, Derby City).

Walking and cycling - Sustainable Transport network in Long Eaton linking into Nottinghamshire.

Health care - e.g. Health care in Glossop (National Health Service (NHS) Tameside and Glossop), Derby Royal Hospital (Derby City), Queens Medical Centre and Kings Mill hospitals for people in eastern Derbyshire.

Job centres - Job centres in Nottinghamshire used by people in eastern Derbyshire (Creswell/Whitwell).

Buses - Real Time Information (joint approach with Derby City), cross boundary services.

Rurality - Links between Derbyshire Dales and Staffordshire Moorlands (sparse transport services).

Table 4: Overview of Derbyshire Public Transport Information Strategy

| Public Transport Information Strategy | | |
|--|---|--|
| <i>Subject to available funding from Derbyshire County Council and Derby City Council, Derbyshire County Council will provide:</i> | | |
| Bus | | |
| On site | Website | Other |
| <ul style="list-style-type: none"> • At bus stations and busy stops maintain a full, up to date list of departures on a timetable in easily readable cases (to complement bus operator information as necessary). • Supply information to drive the departure displays in Derby Bus Station. • Develop opportunities for the provision of real time information systems independently, and with bus operators and local authority partners. | <ul style="list-style-type: none"> • Maintain an up to date impartial timetable database for access via the DCC and derbybus websites (free internet access available at libraries). • Statutorily supply information to the public transport journey planner via the DCC website in support of the National Public Transport Information System. | <ul style="list-style-type: none"> • Provide printed timetables to cover Derbyshire, updated at least twice per year. • Supply information to the Traveline information service to handle telephone enquiries. • Investigate other media infrastructure in conjunction with operator led initiatives e.g. text/mobile phone. • In partnership with operators, identify opportunities to grow bus and rail usage through the marketing and promotion of services. • In partnership with operators, ensure that fare enquiries are answered efficiently and accurately. |
| Rail | | |
| On site | Website | Other |
| <ul style="list-style-type: none"> • Provided by train operators. • No DCC involvement other than supporting Community Rail Partnership initiatives at local stations. | <ul style="list-style-type: none"> • Provided by train operators and via National Rail. • Links to above websites from DCC website. | <ul style="list-style-type: none"> • Provide timetable booklets (with train operator funding) to cover Derbyshire services at least twice a year. |

8.2 Accessibility and healthy travel core business

A substantial amount of revenue funding supports bus services deemed socially necessary. There is currently a review of the supported bus network and public transport subsidies which includes consultation with the operators and a public consultation. Many of the services supported run in the evenings or at weekends. Home to School Transport provides transport for entitled students across the County. Special Needs Transport Service provides transport such as taxis for students with special needs.

As described above, public transport information includes the provision of timetable information at numerous bus stops, through bus timetable books, a railway timetable book, comprehensive online information, and other promotional material.

b_line currently offers reduced rate travel for young people aged between 14 and 19. Derbyshire Gold Card currently offers free travel on buses, in line with the national concessionary fares scheme, and half fare on local train services. Both concessionary fares schemes offer discounts at various local shops and attractions, have an associated website, and a regular magazine. Some aspects of these schemes are being reviewed, involving public consultation.

School and Business Travel Plans encourage the use of more sustainable transport modes such as walking, cycling, car share and use of public transport. This includes use of the local PRow network and Greenways for cycling and walking to school or work. They provide cost-effective methods of encouraging behaviour change towards low carbon, healthier travel. They provide information and assistance in reducing congestion on our roads and around the school gates resulting in a cleaner, safer environment for all concerned.

Travel Plans for new developments (whether housing or other developments) enhance partnership working with our constituent District/Borough Councils and tie new developments into the concept of Travel Plans and the

associated benefits detailed above. Through Section 106 agreements they can be instrumental in providing measures to facilitate a change to more sustainable, healthier ways of travelling.

Smarter Travel Choices provide people with access to good quality information and offer attractive travel alternatives, giving individuals more control over transport decisions that are better for themselves and for the environment.

Previous LTPs have promoted a Strategic Cycle Network for the County, and this continues to be the case. Within this, a growing network of off road cycle facilities is provided through the Greenway network (see also Appendix A and Map 3). Facilities such as cycle lanes and cycle parking are provided when possible. Currently, we are actively developing cycle networks in Chesterfield and Long Eaton to encourage more local cycling. We are also currently developing enhanced cycle parking facilities in Matlock Town Centre.



Trent Valley Greenway cycle bridge installation over the Erewash outfall.



Pedestrian crossing improvement at Belper.

Walking facilities and networks are provided through the ongoing maintenance of pavements, the installation of dropped crossings, improved lighting and pedestrian crossings. The continued development and improvement of the Greenway and the PRoW network also provides a significant network of local walking routes. Improved signage and continuity of signage (destination and distance) for these walking/cycling networks, linked into transport interchanges will encourage their use. It's important to understand that the PRoW network is not only in rural areas, but improving the connectivity and standard of key PRoW means that they can provide all weather options for people to use to access schools, shops and services. Also, the canal network can provide a valuable contribution to urban regeneration and healthy travel (e.g. Chesterfield Canal). Safer Routes to School measures target the journey to school to encourage walking. The School Crossing Patrol service provides a safe crossing facility for children on their way to and from school, encouraging children to walk to school and so reducing congestion outside the school gates.

Eight Community Transport schemes are supported covering the whole County. These schemes operate dial-a-bus and bespoke dial-a-ride services, providing access mainly to shops, health care and social activities for people who cannot use conventional public transport. Dial-a-Ride services can include several people sharing the cost, much like a Taxishare scheme. The Council provides 'aCTive' travel which can be a small or large vehicle, offering a bespoke and convenient service which complements Dial-a-Bus. Some Community Transport schemes also operate a social car scheme.

Physical access to public transport is improved by providing raised boarding areas at certain bus stops, and contributing to alterations at railway stations, where possible, to make services accessible (e.g. raised platform at Whaley Bridge).

Improved access to public/green space is achieved through the continued development of our Greenway and PRoW network, and through activities at our Countryside Centres which provide various activities in the countryside. This helps make a contribution to a strategic network of high quality green spaces (sometimes referred to as 'green infrastructure'). We have also introduced some all terrain mobility scooters (Trampers) at a number of Countryside Centres around



Tramper scooter hire at Middleton Top.

the County. The High Peak and Hope Valley and Derwent Valley Community Rail Partnerships both support and promote a programme of guided walks using public transport.

Equality Impact Assessments are carried out to ensure that any service or project does not discriminate against certain disadvantaged groups in the community.

8.3 Accessibility and healthy travel opportunities

Support more demand responsive transport services

Dial-a-bus and bespoke dial-a-ride services such as those described in section 8.2 above can make a real difference to people accessing services where conventional public transport services are not available to them.

Accessibility mapping and Community Travel Plans

Community Travel Plans can be developed through working with identified communities, addressing issues of unemployment and access to key service areas, especially where transport is seen to be a barrier (both real and perceived). Accessibility mapping is helping to identify areas of the County which need to be looked at in more detail.

Access to work, education and training

The Council will examine the feasibility of:

- Operating or contributing to a scheme to assist people to access work and training using a scooter or moped.
- Supporting social / voluntary car schemes which are provided through the Councils for Voluntary Service.
- Supporting more demand-responsive transport services e.g. dial-a-ride - where cost effective and where the replacement service can cater for the needs of local people.

Targeting access to jobs and training could be achieved through a package of measures that addresses cost, method of transport, access to information and location of jobs and training (including mobile training provision).

Independent Travel Training

Providing independent travel training would involve developing a programme to address barriers which prevent people travelling independently. This would include all groups who need the service, including children, older people and people with mobility or learning difficulties. There could be potential savings to the Council in reduced taxi use, and funding could be drawn in from elsewhere (e.g. National Lottery) for parts of the County. This initiative would also involve Youth Council members.

Derbyshire County Council Employee Travel Plan

The development and promotion of DCC Employee Travel Plan initiatives will provide attractive alternatives to single occupancy vehicle usage amongst DCC employees. Increased car share facilities, cycling and public transport initiatives will be among the measures introduced.

Within DCC, a hierarchy of use is currently being developed, promoting the utilization of pool vehicles (including the Council's first all electric vehicle), pool bicycles and business bus tickets. This should result in a reduction in the Council's overall carbon footprint and have economical implications with regard to the use of its 'grey' fleet. Accessibility issues are being taken on board as part of the 'Changing the Way Derbyshire Works' project in order to minimise journeys.



Provision of pool cycles.

Personalised travel planning project

A personalised travel planning project, aimed at modal switch away from cars to more sustainable transport could be piloted in Derbyshire. This would also benefit people who are struggling to access an essential service due to

lack of access to a car. Moves will be made to investigate and seek funding for this type of project in a targeted area of the County, which has the potential to benefit the environment, the economy, and public health. This type of project could play an important role in the Carbon Reduction Strategy (see Appendix C). Such an initiative would include targeted promotion of public transport services, including consideration of quality bus corridors, as well as walking and cycling. It will only be achievable in the short-term if supported through the Local Sustainable Transport Fund (see also next page).

Better promotion of existing opportunities

There is further scope to promote existing transport opportunities (cycling, walking, public, volunteer etc) - bringing together information on all transport options available, including public and voluntary transport in one place (posters for local communities and specific sites such as hospitals etc). An on line facility could also be developed. In addition to the promotion of the Cycle Derbyshire leaflet, cycle and walking network maps would be part of this initiative (e.g. Chesterfield and Long Eaton). Also, an Access Derbyshire leaflet/web page of information could be created to promote easy access for all opportunities. Digital mapping of the PRoW will result in an up to date record being available on line. Promotion at shows remains important, and the provision of roadshows to major employers could promote more sustainable, healthier modes of transport. Walking for Health initiatives also encourage more use of the networks for walking (and can include cycling and jogging too).

Event management

The Provision of Park and Ride facilities and the promotion of public transport services for events, including reduced price entry will continue to be part of effective event management to reduce car use.

Sustainable tourism

As mentioned above, the PRoW network can make a particularly positive contribution to the tourism economy e.g. accommodation and refreshment facilities for walkers, cyclists and horse riders. Improved signage and continuity of signage (destination and distance) for these walking/cycling networks, linked into transport interchanges, will encourage their use.

Community Rail

Three Community Rail Partnerships are already established covering services between Matlock and Derby, Buxton and Manchester, Sheffield and Manchester (local services), Glossop, Dinting, Hadfield and Manchester, and Tutbury and Hatton. These Partnerships are made up of all relevant stakeholders including this authority, and interested parties who work with the train operators and local communities to improve facilities and services. As outlined in Section 8.1, this Community Rail approach will be extended to cover Long Eaton, Langley Mill and Alfreton, including stations on the Robin Hood line, plus Willington and Dronfield stations, in partnership with the train operator.



Walkers near Tissington.

Car clubs and new technology

The idea of car clubs could be introduced through new developments and the planning process.

Looking ahead, there is future scope for new vehicle technology e.g. the provision of plug in points for electric vehicles. The Council supported the “Plugged in Places” initiative with the Sheffield and Leeds City Regions. Further opportunities may arise through supported or joint funding bids e.g. Bio-gas technology bid for European funding with Sustainable Transport Advice and Research (STAR).

Safety/ environmental education initiative

Following the findings of the transport carbon dioxide reduction strategy (see Appendix C), the potential for a joint safety/environmental education initiative will be investigated.

Sustainable travel

The Local Sustainable Transport Fund (see also Chapter 11) represents an opportunity to help deliver a package of sustainable travel initiatives which will also support the local economy - an important goal for Derbyshire.

Local Sustainable Transport Fund - Complementary funding

Derbyshire will, with a wide range of local partners, be placing two bids for funding through the Local Sustainable Transport Fund (see Chapter 11 for more information about the Fund).

1. Tranche 1 (deadline April 2011) Sustainable Chesterfield (North East Derbyshire including Chesterfield and Bolsover).

Sustainable Chesterfield is comprised of a number of individual sustainable transport projects whose connectivity enables the delivery of a complete package of measures aimed at tackling carbon reduction and enhancing economic growth within the greater Chesterfield area.

Measures include a Personalised Travel Marketing Campaign; a Wheels to Work/Ways to Work project targeting the NEET (not in education, employment or training) sector; the enhancement of the Chesterfield Cycle Network (including the provision of a cycle 'hub'); the promotion of 'Smarter Choices' to workplaces and educational establishments (including the advocacy of Travel Plans); the introduction of a car club and the expansion of the Bolsover Loop Cycle project.

2. A Tranche 2 Project (interim deadline June 2011) will be submitted with the Peak District National Park and other local partners, relating to sustainable travel in and around the Peak District National Park.

8.4 Accessibility and healthy travel long-term projects

Multi-operator ticketing scheme/Smart Cards - Traditionally, bus operators have offered a range of commercial tickets for regular users and to encourage leisure travel. These have produced benefits to passengers, and they have been supplemented by the multi-modal, multi-operator Wayfarer ticket administered by DCC, covering all buses and most trains in Derbyshire. Competition Act rules have discouraged operators from participating in joint schemes, but this has been recognised and the rules relaxed, particularly if done with local authority support. The development of Smart Card technology is also proceeding rapidly in the commercial arena, and opportunities are arising to migrate ITSO (interoperable Smart Ticketing) compliant cards and mobile communication devices developed for rail use with DfT support on to bus networks. DCC will look at operator-led schemes in conjunction with other local authorities to see if opportunities can be developed across a range of commercial and contracted services to benefit users, and encompassing Gold card, b_line, and Wayfarer where funding is available.

Real time information (RTI) at bus stops - The provision of RTI at bus stops is welcomed by passengers as a real benefit to using the bus. Schemes have been developed in Derby with operator support, with varying degrees of success based on a Leicestershire system. Unfortunately, the funding for the ongoing administrative and technical support has been withdrawn for the system, and it is likely to be scaled down in coverage. Nevertheless, scope exists to enhance and develop operator driven systems in certain locations to help passengers, providing all buses can be equipped. Derbyshire County Council will continue to explore cost-effective solutions to RTI including mobile communication devices to tie in with Smart Card initiatives. It is unlikely that this will be advanced significantly in the short-term.

Electric vehicle charging infrastructure provision - New technology for transport is under constant development, including in particular the scope to install electric car re-charging infrastructure. This is of particular relevance following Nottinghamshire's success with the 'Plugged in Place' initiative. Within the lifetime of the plan, the Council will support investigations into the feasibility of new technologies and its implications for Derbyshire.

8.5 Guiding delivery - sources of evidence

In guiding delivery of improving local accessibility and healthy travel, we will use many sources of evidence.

Examples are as follows:

- Derbyshire Transport challenges.
- Equality Impact Assessments.
- Consultative groups e.g. Local Access Forums, Youth Forum, Rail User Groups, Cycle Groups and Transition Towns.
- Data analysis e.g. air quality data, population trends and accession mapping.
- Specialised local surveys (e.g. Job Centre, South of Ashbourne Study, Community Transport, Travel Plans, Primary Care Trust Study into access to health care, Chesterfield Area Regeneration Team/Bolsover Healthy Food Study, Employee Travel Plan Surveys and cycle counts).
- Applications to the Accessibility Delegated Fund.
- Wheels to Work Derbyshire waiting list.
- School Census/School Travel Plans.
- Car share Derbyshire database.
- Improvement and Scrutiny Reviews.
- Best practice advice.
- Public consultation/surveys, such as those carried out in preparation for the LTP and the RoWIP.

8.6 What we want to achieve in five years

- Reduce the impact on social exclusion of any cuts to transport services as a result of a reduction in public spending, through mitigation where possible.
- Improve equality of opportunity to key services for residents and visitors to Derbyshire.
- Better opportunities for social interaction.
- Reduce carbon emissions.
- More people walking and cycling, with improved health, community and environmental benefits.
- Review the current RoWIP which runs out in 2012 for a further 10 years and continue with delivery of the plan.
- Continue to develop the Strategic Cycle Network (including Greenways).
- Better information provision - web site and on-site, including the use of accessibility mapping.